A Study on Retailers Perception Towards Cold Beverages with Reference to Coimbatore City

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ABSTRACT

In the present study, the impact on retailer preference of Beverages and factor determining the retailer preference is studied. The study on retailer preference was necessary; there are many Beverages brands available in the market such as Coca cola, Pepsi, Sprite, Mountain Dew, 7up.

In current scenario, where the competition is tough, retailer choose brand according to their preference. Even though traditional and homemade drinks will always remain popular, packaged beverages are gaining attraction with Indian retailers who are frequently reaching for their more convenient to consume Beverages.

The objective of the research is to study the retailer preference towards Beverages. The research design used in this survey is descriptive in nature. A questionnaire was designed and distributed to people in Coimbatore District.

The samples are collected from respondents. It is collected from retailers. Most of the respondents are Retailers. Most of the respondents are from Under Graduate. Among respondents, majority of the respondents from Urban areas. Compared to both male and female, majority of the retailers are male.

Most of the respondents expecting the manufacturer to improve the quality of the beverages. The tools used for the analysis is simple percentage. The analysis of the simple percentage is inducing factors, preference, and pricing are done. The overall result of the survey is among respondents most of the respondents preferred Coca cola.

KEY WORDS

Retailer preference – Beverages – Brand choice – Consumer behaviour - Beverages quality

INTRODUCTION

The retail sector plays a pivotal role in the distribution and sale of consumer goods, including fast-moving consumer goods (FMCGs) like cold beverages. With changing lifestyles, increasing disposable incomes, and rising temperatures, the demand for cold beverages has witnessed significant growth across India. Among various cities, Coimbatore stands out as a fast-growing urban center with a vibrant retail market.

Retailers act as the primary link between manufacturers and consumers. Their perception of cold beverages—based on factors such as brand image, product availability, profit margins, customer preferences, and promotional support—significantly influences the sales and success of these products. Understanding the attitudes and experiences of retailers helps companies better align their marketing strategies, distribution systems, and product offerings to meet market demands effectively.

This study aims to explore the perception of retailers in Coimbatore city towards various cold beverage brands and products, examining their preferences, challenges, and satisfaction levels. The insights from this research can help

companies improve retailer relationships, enhance product placement, and ultimately increase market share in a competitive industry.

REVIEW OF LITERATURE

Jerome Lacouilhea, (2017) "Impacts of product, store and retailer perceptions on consumers' relationship to terroir store brand". The objective of this study to examine consumers' relationship to terroir by integrating the combined effects of consumers' perceptions of the product, the store and the retailer. It Shows that age, gender, income, and family size do not affect the choice of SB. purchasing behaviours related to terroir SB products were measured through purchase intentions and not actual purchases, which could be examined in future research.

D.Mathivadhani, K.Sathya (2017) "A study of consumer behaviour towards PepsiCo products 10 with specific reference to youth in north Chennai". The objective is to identify the availability of various products in PepsiCo and to evaluate the promotional strategy of PepsiCo to retain youth consumers.All the respondents have tasted all the products offered by the Pepsi products. While comparing beverage varieties offered by PepsiCo youth consumers prefer old variety of drinks (Pepsi and 7up) than new products (Nimbooz and Mountain dew).

Kelvin Chibomba, (2017) "A study on Consumer's Preference and Consumer's Buying Behaviour of Soft Drinks in Kitwe". The objective of the study is to examine the factors influencing consumer's preference and consumer buying behaviour with reference to perceived; product, price, place, promotion usefulness and the social factors. A paper-based questionnaire was designed and distributed to 100 customers in Kitwe District. The results indicate that price, quality, promotion and a healthier soft drink have a significant influence on consumer preference and buying behaviour.

Sathyanarayana, (2018) "Trends in the Marketing of Fast-Moving Consumer Goods (FMCGs) in Karnataka State". The objective is to study the retailing practices in rural Karnataka and to study themotive behind stocking regional brands. The credit practices, shelf space, buying patterns, stock replenishment, suggesting products in case of queries of rural retailers is different from that of the urban retailing practices. The role of a retailer is more predominant in rural areas, which is virtually non-existent in urban FMCG markets.

Senthilra, (2018) "A study on brand preference towards soft drinks products at Tirupattur". The object of this study is to study the brand preference of soft drinks and to identify the various factors influencing the purchase of soft drinks. The sampling activity was a good first step into the area of marketing and sales. A good understanding of the market was accomplished as around 100 people were spoken. It even gave a good understanding of brand preference of consumers when placed in different situations.

Mouspyoej (2019) "The influence of human variables on consumers shopping experience in FMCG retailers stores in Ekurhuleni". The objective of the study is to determine the influence of behavioural attributes of sales associates on consumers' shopping experience in FMCG retail stores in Ekurhuleni and to determine the influence of physical attributes of sales associates on consumers' shopping experience in FMCG retail stores in Ekurhuleni. This study revealed that other customers and sales associates have an influence on consumers' shopping experience in FMCG retail store environment

OBJECTIVES OF THE STUDY

- To study the retailers preference towards the cold beverage products.
- To identify the factors influencing the retailers preference towards cold beverage products.
- To analyse the retailer perception towards cold beverages product.

RESEARCH METHODOLOGY

- Research is the careful consideration of study regarding a particular concern or problem using the Scientific Methods. It involves inductive and deductive methods.
- Research Design is the arrangement of the conditions for the collection and analysis of data. This Research comes under the Descriptive Research. Convenience sampling has been adopted in this study.
- For this study, a sample size of 80 respondents is considered adequate to ensure reliable and valid results.

TOOLS USED FOR ANALYSIS:

Simple percentage analysis:

$$Percentage = n/N*100$$

n= Number of respondents assured

N = Total number of respondents.

Chi-square analysis:

Chi-square Analysis = x2 = $\sum$ (O - E)2 /E

Where,

O is the observed frequency

E is the expected frequency under the null hypothesis.

$\sum$ Summation across all categories or cells

DATA INTERPRETATION AND ANALYSIS

Chi-Square analysis:

AGE OF THE RESPONDENT'S VS PREFERENCE FOR COLD BEVERAGE CONTAINERS

AGE GROUP	TETRA PACK	PET BOTTLE	GLASS BOTTLE	TIN CAN	FOOD PRODUCT	ROW TOTAL
Below 25 years	5	15	10	5	1	36
25-35 years	3	8	10	4	0	26
36-40 years	1	3	3	1	0	8
More than 40 years	0	2	3	5	0	10
Total	9	28	26	15	1	80

SOURCE: PRIMARY DATA

Null hypothesis (H0):

There is no significant difference between the age of the respondents and their preference for different types of cold beverage containers.

Alternate hypothesis (H1):

There is a significant difference between the age of the respondents and their preference for different types of cold beverage containers.

VALUE CALCULATION

O	E	O-E	(O-E)²	(O-E)²/E
18	20.25	-2.25	5.0625	0.25
22	19.5	2.5	6.25	0.3205
3	3	0	0	0
2	2.25	-0.25	0.0625	0.0278
19	18	1	1	0.0556
16	17.33	-1.33	1.7689	0.1021
3	2.67	0.33	0.1089	0.0408
2	2	0	0	0
13	12.15	0.85	0.72225	0.0595
11	11.7	-0.7	0.49	0.0419
2	1.8	0.2	0.04	0.0222
1	1.35	-0.35	0.1225	0.0907
4	3.6	0.4	0.16	0.0444
3	3.47	-0.47	0.2209	0.0637
0	0.53	-0.53	0.2809	0.53

1	0.4	0.6	0.36	0.9
CALCULATED VALUE				**2.549**

DEGREE OF FREEDOM

Degree of freedom = (r-1) (c-1)

$$= (4-1)(4-1) = 3*3 = 9$$

Level of Significance = 5%

Calculated value = 2.549

Table value = 16.916

From the above analysis, the calculated chi- square value (2.549) is less than the tabulated value (16.919) at a 5% significance level.

Calculated Value < Table Value

There is no significant relationship between the age groups of retailers and their preferred container types for cold beverages.

CONCLUSION

The study on Retailers' Perception Towards Cold Beverages in Coimbatore City reveals that retailers play a crucial role in influencing consumer preferences. While established brands dominate the market, pricing, storage challenges, and promotional efforts impact retailers' stocking decisions. The research highlights the need for better retailer support, improved product variety, and localized marketing efforts to enhance sales and satisfaction levels. By addressing these factors, beverage companies can strengthen retailer relationships and improve market share in Coimbatore City.

It was observed that retailers favor well-established brands due to customer preference and assured sales. However, factors such as low profit margins, inadequate supply, and insufficient marketing support were highlighted as concerns. Local and new brands face challenges in penetrating the market unless they offer competitive pricing and strong promotional strategies.

Overall, the perception of retailers is positive towards the cold beverage segment, but there is a clear need for manufacturers and distributors to strengthen their supply chain efficiency, offer better profit margins, and engage in more retailer-centric promotional activities. Addressing these concerns will not only enhance retailer satisfaction but also contribute to increased sales and market expansion in the region.

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