

Consumer Behavior and Determinants of Soft Drink Consumption Frequency: A Cross-Sectional Study in Indore City, India

^aReshu Agarwal, ^bAjay S. Thakur, ^bAnuj Patel and ^bAmol Bhaskar

^aIndore Institute of Science and Technology, Rau-Pithampur Road, Opposite IIM, Indore, Madhya Pradesh, India

^bIndore Institute of Management and Research, Rau-Pithampur Road, Opposite IIM, Indore, Madhya Pradesh, India

^a Corresponding email: reshu.agarwal@indoreinstitute.com

^a[ORCID ID: 0009-0008-3546-6843](https://orcid.org/0009-0008-3546-6843)

Abstract

This study examines the demographic, behavioral, and perceptual factors associated with soft drink consumption frequency among 301 consumers in Indore city and nearby areas, spanning a broad age range. Primary data were collected through a structured questionnaire administered via Google Forms using convenience sampling, and analysed using descriptive statistics, exploratory factor analysis (EFA), and ordinal logistic regression, with the proportional odds assumption tested using the Brant test. None of the six attitudinal and perceptual items examined brand reputation, price importance, availability, advertising influence, modern lifestyle linkage, and perceived commercialization significantly predicted consumption frequency, although advertising influence showed a marginal positive trend ($p = 0.089$). Age and gender emerged as significant predictors: respondents below 18 years had significantly higher odds of frequent consumption than those aged 18–25 (OR = 2.74, 95% CI [1.51, 5.01]), and female respondents showed significantly lower odds of frequent consumption than male respondents (OR = 0.64, 95% CI [0.42, 0.98]). These findings suggest a gap between consumers' stated attitudes toward marketing-related factors and their actual consumption behavior, consistent with the attitude–behavior gap documented in the broader consumer behavior literature. The results indicate that demographic targeting, rather than attitude-focused marketing alone, may be a more effective lever for understanding and influencing soft drink consumption patterns, particularly within a single Indian city context where such research remains limited.

Keywords: Soft drink consumption, consumer behavior, ordinal logistic regression, attitude–behavior gap, marketing influence, demographic predictors

1. Introduction

Soft drinks are non-alcoholic beverages that include carbonated drinks, flavoured beverages, energy drinks, and packaged fruit-based drinks. They are widely consumed across different age groups, and the growth of the soft drink industry is influenced by factors such as changing lifestyle, urbanization, rising disposable income, and strong marketing strategies. In India, the soft drink industry accounts for more than half of the beverage market (Nielsen, 2016), with a substantial share of consumers falling within younger age brackets. It is well established that these beverages are high in sugar content and often contain preservatives that raise health concerns with regular consumption.

Consumption of soft drinks has been linked to obesity and decreased intake of essential nutrients (Shahjahn et al., 2019). Studies have also reported that early and frequent consumption of these beverages can contribute to deficiencies in Vitamin A, Vitamin C, calcium, magnesium, and riboflavin (Guthrie & Morton, 2000). While developed countries have observed a decline in preference for such drinks, driven by elevated health awareness and government interventions such

as soda taxes and public health campaigns, consumption continues to rise in developing countries, including parts of Africa, Asia, and Latin America, largely due to affordability (Castor et al., 2023).

In India, several studies have examined the pattern and determinants of soft drink consumption, many of which are area-specific in scope (Ubeja & Patel, 2014; Muthukumar, 2019; Mahalakshmi et al., 2023). Ubeja and Patel (2014), in a study of mall shoppers in Indore city, found that taste, refreshment value, price, availability, brand positioning, and hygiene were major determinants of purchase, with increasing consumer consciousness around taste and flavor attributes. As per a study by Kumar and Ray (2018), younger consumers showed a preference for diet drinks and fruit juices over regular soft drinks, based on responses from 300 youth across several behavioral parameters including consumption frequency and place of purchase. Devani et al. (2024) examined differences in opinion between Gen Y and Gen Z consumers in Ahmedabad regarding healthy versus junk food consumption, finding no statistically significant generational difference. In contrast, a more recent study in a different national context reported statistically significant generational differences in beverage consumption, with younger respondents showing considerably higher soft drink intake and lower intake of fruits and vegetables, driven more by peer influence, taste, and price than by nutritional considerations (Alqahtani et al., 2025).

Other studies have examined shifting preferences within specific Indian cities: Bahadur (2024) found that younger consumers in Prayagraj showed a growing inclination toward non-carbonated drinks, although carbonated drinks retained considerable popularity. Similarly, Arif (2025), surveying 500 respondents in Mumbai, identified health consciousness as an emerging factor contributing to a decline in carbonated drink preference among younger consumers. Taken together, the existing literature suggests mixed and evolving preferences for soft drinks among Indian consumers, with health consciousness emerging as an increasingly relevant factor alongside more traditional determinants such as taste, price, availability, and advertising. However, these studies remain largely area-specific, often focused narrowly on a single generational cohort, and cannot be generalized across the broader population or across age groups. Comparatively fewer studies have examined how marketing- and perception-related factors — such as brand reputation, advertising influence, and perceived commercialization — relate to consumption frequency across a wider demographic range within a single Indian city.

The objective of the present study is to examine the demographic, behavioral, and perceptual factors associated with soft drink consumption frequency among consumers in Indore city and nearby areas, spanning a broad age range rather than a single generational cohort, using a structured survey-based approach.

3. Methodology

3.1. Research Design and data collection

For this research study, primary data was collected from 301 respondents through a structured questionnaire administered via Google Forms between [March-April 2026]. A convenience sampling technique was used, with the survey link distributed through WhatsApp groups / social media / college and personal networks to consumers in Indore city and nearby places with participation open to respondents across age groups. The questionnaire consisted of 11 close-ended questions designed to understand consumer behavior and perceptions regarding soft drink consumption. The questions were divided into two sections: demographic information and consumer behavior factors. The demographic section included questions related to the age group and gender of the respondents. The second section focused on variables such as brand reputation, advertisement influence, price sensitivity, availability, consumption frequency, reasons for consumption, and perceptions of lifestyle trends and commercialization related to soft drinks. The survey also included Likert-scale questions to measure attitudes toward brand reputation and the relationship between soft drink consumption and modern lifestyle trends. Prior to analysis, two variables with sparse response categories (Reason for Consumption, Factor Influencing Brand Choice) had low-frequency categories merged with conceptually related categories to ensure stable statistical estimates. This method helped in collecting structured, reliable, and organized data for the research study. Complete details of the questions are presented in Table 1.

Table 1: Details of the variables

	QUESTIONS	Type	Acronyms
1	What is your age	Ordinal	Age
2	What is your gender	Nominal	Gen
3	How often do you consume soft drinks	Ordinal	Freq
4	Reason for consumption	Nominal	Reason
5	Factor influencing your choice of brand the most	Nominal	Factor
6	Does brand reputation affect your buying decision	Ordinal	B_Repu
7	Importance of price	Ordinal	Price
8	Do you buy soft drinks because they are easily available	Ordinal	Avail
9	DO advertising increase your interest in soft drinks	Ordinal	Ad
10	Do you think that soft drinks consumption is linked to modern lifestyle trends	Ordinal	Mod_LS
11	How do you perceive the commercialization of soft drink	Ordinal	Per_Com

3.2. Research variables

3.2.1. Demographics

Age and gender were included as demographic control variables to examine whether soft drink consumption patterns differ across population subgroups. Age was measured as an ordinal variable with five categories (Below 18, 18–25, 26–35, 36–45, and Above 45), allowing consumption behavior to be compared across different life stages. Gender was measured as a nominal variable (Male, Female). These variables help contextualize the findings and assess whether demographic characteristics are associated with variation in consumption frequency and consumer attitudes toward soft drinks.

3.2.2. Consumption Behavior

Consumption frequency and reason for consumption capture how often respondents consume soft drinks and what motivates that consumption. Frequency was measured as an ordinal variable with four categories — Occasionally, once a week, twice a week, and daily — reflecting increasing intensity of consumption and serving as the dependent variable in this study. Reason for consumption was measured as a nominal variable capturing the primary motivation behind consumption, with four categories: Advertisement, Personal Preference, Refreshment, and Peer Influence. The Personal Preference category combines taste- and habit-driven motivations, reflecting consumption that is intrinsically rather than externally driven. Together, these two variables provide insight into both the intensity and the underlying drivers of soft drink consumption within the sample.

3.2.3. Brand and purchase related factors

This group of variables captures the practical and outlook-related factors that influence consumers' brand choice and purchase decisions. Factor influencing brand choice was measured as a nominal variable identifying the primary consideration behind a respondent's preferred brand, with four categories: Brand Reputation/Advertisement, Availability, Packaging, and Price. Brand reputation was measured separately as an ordinal variable assessing the extent to which a brand's image and reputation affect purchasing decisions (Disagree, Neutral, Agree). Price importance was measured as an ordinal variable capturing how much price influences purchase decisions, ranging from Not important to Very important. Availability was measured as an ordinal variable reflecting how often ease of access influences purchase behavior, ranging from Never to Always. Together, these variables help identify whether consumer choice is driven more by practical considerations, such as price and availability, or by perceptual factors such as brand image.

3.2.4. Marketing and perceptual factors

This group of variables captures respondents' perceptions of advertising, lifestyle, and the broader commercialization of soft drinks. Advertising influence was measured as an ordinal variable assessing the extent to which advertisements increase respondents' interest in soft drinks, ranging from Not at all to Yes, a lot. The linkage to modern lifestyle trends was measured as an ordinal variable capturing the extent to which respondents associate soft drink consumption with

contemporary lifestyle patterns, ranging from Strongly disagree to Strongly agree. Perceived commercialization was measured as an ordinal variable reflecting respondents' views on the extent to which soft drinks have become a commercialized product, ranging from Not commercialized to Highly commercialized. Together, these variables assess the degree to which external marketing influences and broader sociocultural perceptions are associated with consumer attitudes toward soft drinks.

3.3. Sample Characteristics

SN	Variable	Options	Frequency	Proportion
1	Age	Below 18	63	20.93
		18-25	111	36.88
		26-35	53	17.60
		36-45	46	15.28
		Above 45	28	9.30
2	Gen	Male	150	49.83
		Female	151	50.16
3	Freq	Occasionally	44	14.61
		Twice of week	122	40.53
		Once a week	78	25.91
		Daily	57	18.93
4	Reason	Advertisement	52	17.27
		Personal Preference	68	22.59
		Refreshment	102	33.88
		Peer Influence	79	26.24
5	Factor	Brand reputation/ Advertisement	69	22.92
		Availability	92	30.56
		Packaging	56	18.60
		price	84	27.90
6	B_Repu	Agree	220	73.08
		Disagree	15	4.98
		Neutral	66	21.92
7	Price	Very important	66	21.92
		Important	95	31.56
		Neutral	122	40.53
		Not important	18	5.98
8	Avail	Always	71	23.58
		Often	92	30.56
		Sometimes	131	43.52
		Never	7	2.32
9	Ad	Yes a lot	77	25.58
		Yes sometimes	133	44.18
		Not much	65	21.59
		Not at all	26	8.63
10	Mod_LS	Strongly Agree	54	17.94
		Agree	85	28.23
		Neutral	93	30.89
		Disagree	54	17.94
		Strongly disagree	15	4.98
11	Per_Com	Highly commercialized	68	22.59

	Moderately commercialized	101	33.55
	Slightly commercialized	96	31.89
	Not commercialized	36	11.96

Table 2: Variables characteristics

The study is based on responses from a total of 301 consumers. The sample was nearly evenly split by gender, with 49.83% male and 50.17% female respondents. Participants spanned a wide age range, from below 18 to above 45 years, with the largest proportion of respondents falling within the 18–25 age group (36.88%). This broad demographic spread allowed the study to examine soft drink consumption patterns across different age groups rather than a single generational cohort. A complete breakdown of the sample's demographic and response characteristics is presented in Table 1 in the Results section.

3.3. Analytical Strategy

Data was analyzed using R software. First, descriptive statistics (frequencies and percentages) were computed for all study variables. Second, an exploratory factor analysis (EFA) was conducted on the six ordinal attitudinal items (B_Repu, Price, Avail, Ad, Mod_LS, Per_Com) to examine whether they reflected underlying latent constructs; sampling adequacy was assessed using the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test of sphericity, and the number of factors was determined through parallel analysis. Third, an ordinal logistic regression (proportional odds model) was fitted with consumption frequency (Freq) as the dependent variable and the six attitudinal items, age, and gender as predictors. The proportional odds assumption underlying this model was tested using the Brant test. Statistical significance was set at $\alpha = 0.05$, with p-values between 0.05 and 0.10 treated as marginal trends.

4. Results

4.1. Demographic profile

Table 1 presents the demographic and response profile of the 301 respondents. The sample was almost evenly distributed by gender, with 49.83% male and 50.16% female respondents. In terms of age, the largest proportion of respondents fell within the 18–25 age group (36.88%), followed by the below-18 category (20.93%), while the 26–35, 36–45, and above-45 groups each accounted for less than 18% of the sample. With respect to consumption frequency, the majority of respondents reported consuming soft drinks twice a week (40.53%), followed by once a week (25.91%), while 18.93% reported daily consumption and 14.61% reported only occasional consumption. Refreshment (33.88%) emerged as the most commonly cited reason for consumption, followed by peer influence (26.24%), personal preference (22.59%), and advertisement (17.27%). Regarding the factor influencing brand choice, availability (30.56%) and price (27.90%) were the most frequently cited considerations, followed by brand reputation/advertisement (22.92%) and packaging (18.60%). A large majority of respondents (73.08%) agreed that brand reputation affects their buying decisions, and a similar pattern was observed for advertising influence, with 69.76% of respondents reporting that advertisements increase their interest in soft drinks either "a lot" or "sometimes."

4.2 Exploratory Factor Analysis

An exploratory factor analysis (EFA) was conducted on the six ordinal attitudinal items (B_Repu, Price, Avail, Ad, Mod_LS, Per_Com) to assess whether they reflected a smaller number of underlying constructs. Sampling adequacy was acceptable, with an overall Kaiser-Meyer-Olkin (KMO) measure of 0.70, and Bartlett's test of sphericity was statistically significant ($\chi^2 = 250.34$, $df = 15$, $p < .001$), confirming sufficient shared variance among the items to proceed with factor analysis. Parallel analysis suggested a two-factor solution; however, this solution explained only 40.2% of the total variance, and two items — brand reputation (B_Repu) and perceived commercialization (Per_Com) — did not load meaningfully (loading > 0.40) on either factor. Given this weak and unstable factor structure, composite factor scores were not created. Instead, all six attitudinal items were retained as individual predictors in the subsequent regression analysis.

4.3 Ordinal Logistic Regression

An ordinal logistic regression (proportional odds model) was conducted with consumption frequency (Freq) as the dependent variable, and the six attitudinal items, age group, and gender as predictors. The results are presented in Table 3.

Table 3: Ordinal Logistic Regression Predicting Soft Drink Consumption Frequency

Predictor	Coefficient (β)	SE	p-value	Odds Ratio	95% CI
Brand Reputation (B_Repu)	0.201	0.199	0.312	1.223	0.826–1.804
Price Importance	0.119	0.141	0.396	1.127	0.855–1.486
Availability	-0.068	0.150	0.652	0.934	0.695–1.254
Advertising Influence	0.236	0.138	0.089	1.266	0.966–1.663
Modern Lifestyle Link	-0.030	0.118	0.800	0.971	0.770–1.222
Perceived Commercialization	0.125	0.126	0.321	1.133	0.886–1.451
Age: Below 18 (vs. 18–25)	1.006	0.306	0.001*	2.735	1.508–5.009
Age: 26–35 (vs. 18–25)	0.517	0.299	0.084	1.677	0.934–3.023
Age: 36–45 (vs. 18–25)	0.565	0.327	0.084	1.759	0.929–3.355
Age: Above 45 (vs. 18–25)	0.034	0.408	0.935	1.034	0.463–2.304
Gender: Female (vs. Male)	-0.441	0.215	0.040*	0.643	0.421–0.979

Note. * $p < .05$. Reference categories: Age = 18–25; Gender = Male.

None of the six attitudinal and perceptual items — brand reputation, price importance, availability, advertising influence, modern lifestyle linkage, and perceived commercialization — reached conventional statistical significance (all $p > 0.05$). Advertising influence showed a positive coefficient approaching significance ($\beta = 0.236$, $SE = 0.138$, $p = 0.089$, $OR = 1.27$, 95% CI [0.97, 1.66]), suggesting a possible trend toward higher consumption frequency among respondents reporting greater advertising influence, though this did not reach the conventional threshold for significance.

Age was significantly associated with consumption frequency. Respondents below 18 years had significantly higher odds of reporting a higher consumption frequency category compared to respondents aged 18–25 ($\beta = 1.006$, $SE = 0.306$, $p = 0.001$, $OR = 2.74$, 95% CI [1.51, 5.01]). Respondents aged 26–35 and 36–45 also showed a positive trend relative to the 18–25 reference group, though neither reached statistical significance (both $p = 0.084$). No significant difference was found between the above-45 group and the 18–25 reference group ($p = 0.935$).

Gender was also significantly associated with consumption frequency. Female respondents had significantly lower odds of higher consumption frequency compared to male respondents ($\beta = -0.441$, $SE = 0.215$, $p = 0.040$, $OR = 0.64$, 95% CI [0.42, 0.98]).

4.4 Proportional Odds Assumption (Brant Test)

The proportional odds assumption underlying the ordinal logistic regression model was tested using the Brant test. The omnibus test was not statistically significant ($\chi^2 = 31.30$, $df = 22$, $p = 0.09$), indicating that the assumption held for the model as a whole. At the level of individual predictors, two variables showed evidence of violating the assumption: perceived commercialization ($\chi^2 = 10.14$, $df = 2$, $p = 0.01$) and the 26–35 age category ($\chi^2 = 7.90$, $df = 2$, $p = 0.02$). Availability approached the threshold for violation ($\chi^2 = 5.38$, $df = 2$, $p = 0.07$) but did not reach statistical significance. Given that the overall omnibus test was non-significant, the ordinal logistic regression model was retained as the primary analysis, with the item-level violations noted as a limitation of the model.

Table 4: Brant test of the proportional odds assumption

Test	χ^2	df	p-value
Omnibus	31.30	22	0.09
Brand Reputation	0.12	2	0.94
Price	0.95	2	0.62

Availability	5.38	2	0.07
Advertising Influence	0.71	2	0.70
Modern Lifestyle Link	0.07	2	0.97
Perceived Commercialization	10.14	2	0.01*
Age: Below 18	2.67	2	0.26
Age: 26–35	7.90	2	0.02*
Age: 36–45	1.55	2	0.46
Age: Above 45	0.60	2	0.74
Gender: Female	0.47	2	0.79

Note. * $p < .05$. H_0 : the proportional odds (parallel regression) assumption holds.

5. Discussion

The findings of this study indicate that demographic characteristics specifically age and gender were more strongly associated with soft drink consumption frequency than any of the marketing- or perception-related variables examined. None of the six attitudinal items (brand reputation, price importance, availability, advertising influence, perceived linkage to modern lifestyle trends, and perceived commercialization) significantly predicted consumption frequency once demographic characteristics were accounted. Advertising influence showed a marginal positive trend. This is a notable result, given that a large majority of respondents (73.08%) agreed that brand reputation affects their buying decisions, and nearly 70% reported that advertising increases their interest in soft drinks either "a lot" or "sometimes." Despite these strongly stated attitudes, they did not translate into a measurable difference in actual reported consumption frequency.

This pattern is consistent with the attitude–behavior gap frequently documented in consumer behavior research, whereby stated attitudes, perceptions, and intentions correlate weakly with observed or self-reported behavior. Several explanations are plausible in the context of this study. First, soft drink consumption may be substantially habitual rather than deliberative in nature, particularly given that refreshment (33.88%) and peer influence (26.24%) rather than advertisement (17.27%) were the most commonly cited reasons for consumption. This suggests that day-to-day consumption may be driven more by routine, social context, and immediate availability than by conscious evaluation of brand or marketing cues. Second, self-report measures of attitudes toward advertising and commercialization may be subject to social desirability bias, potentially weakening their observed association with actual behavior. Third, the weak factor structure observed in the exploratory factor analysis (40.2% variance explained, with brand reputation and perceived commercialization failing to load meaningfully) suggests that these single-item measures may not have fully captured the underlying attitudinal constructs, which may partly explain their limited predictive power in the regression model.

This finding is broadly consistent with earlier area-specific research on Indore city consumers, which similarly found that taste, refreshment value, and availability rather than advertising alone were key determinants of purchase (Ubeja & Patel, 2014). It also aligns with more recent findings that peer influence and taste, rather than nutritional or promotional messaging, are primary drivers of consumption among younger consumers (Alqahtani et al., 2025).

The significant age effect observed in this study with respondents below 18 years showing substantially higher odds of frequent consumption relative to the 18–25 reference group ($OR = 2.74$) is a finding with potential public health relevance. This pattern may reflect greater peer-driven consumption, higher exposure to soft drinks in school or social settings, or lower health consciousness among younger respondents compared to young adults, who may be more exposed to health and wellness messaging. The absence of a significant difference between the above-45 group and the 18–25 reference group suggests that consumption frequency may not decline uniformly with age, warranting further investigation into the specific drivers of consumption among younger respondents.

The significant gender effect, with female respondents showing lower odds of frequent consumption than male respondents ($OR = 0.64$), is broadly consistent with patterns reported in prior consumer research on beverage preferences, where gender differences have been observed in both beverage type preference and consumption frequency.

From a practical standpoint, these findings suggest that marketing-focused strategies centered solely on brand positioning, price, or advertising may have limited direct association with actual consumption frequency in this population. Efforts by marketers or public health communicators aiming to influence consumption patterns may benefit from accounting more directly for demographic targeting, situational context, and habitual drivers of behavior, rather than relying primarily on attitude change as a lever for shifting consumption.

6. Limitations

This study has several limitations that should be considered when interpreting the findings. First, the cross-sectional design captures data at a single point in time and does not allow for causal inference; all reported associations should be interpreted as correlational rather than causal. Second, the sample was obtained through convenience sampling, with the survey link distributed via WhatsApp groups, social media, and personal and college networks within Indore city and nearby areas. This limits the generalizability of the findings to the broader population, as the sample may not be representative of all soft drink consumers in the region. Third, all data were collected through self-report measures, which are subject to recall bias and social desirability bias, particularly for items related to advertising influence and brand perception. Fourth, the exploratory factor analysis did not yield a strong or well-converged factor structure for the six attitudinal items (40.2% variance explained, with two items failing to load meaningfully), suggesting that these single-item measures may not have fully captured the underlying attitudinal constructs of interest. Future research would benefit from validated, multi-item scales for these constructs. Fifth, two predictors (perceived commercialization and the 26–35 age category) showed evidence of violating the proportional odds assumption at the individual-item level in the Brant test, which introduces some caution in interpreting these specific coefficients, although the overall model assumption was supported by the non-significant omnibus test.

7. Conclusion

This study examined the demographic, marketing, and perceptual dependencies of soft drink consumption frequency among 301 respondents of Indore city. While commonly cited marketing- and perception-related factors brand reputation, price importance, availability, advertising influence, perceived linkage to modern lifestyle trends, and perceived commercialization did not significantly predict consumption frequency once demographic characteristics were accounted for, age and gender emerged as significant predictors, with respondents below 18 years and male respondents reporting higher consumption frequency. These findings highlighted a gap between consumers' stated attitudes toward marketing and brand-related factors and their actual reported consumption behavior, consistent with the attitude–behavior gap documented in the broader consumer behavior literature. The results suggested that demographic targeting, rather than attitude-focused marketing alone, may be a more effective lever for understanding and influencing soft drink consumption patterns in this population. Future research employing validated multi-item scales, longitudinal designs, and more representative sampling frames would help build on and extend these findings, particularly with respect to understanding the drivers of high consumption frequency among younger consumers.

References

- [1] Alqahtani, N. S., Alanazi, S., Almuhayd, R., et al. (2025). Generational differences in dietary behaviours: A cross-sectional study of Generations X, Y, and Z. *F1000Research*, 14, 858.
- [2] Arif, D. S. (2025). A research study on decline in demand for carbonated drinks in Mumbai. *International Journal for Innovative Research in Multidisciplinary Field*, 11(4), 133–137
- [3] Bahadur, S. (2024). Shifting trends in cold drink preferences among college going consumers in Prayagraj during summers. *Social Science Journal of Advanced Research*, 4(4), 19-27.
- [4] Castor, L. L., et al. (2023). Sugar-sweetened beverage intakes among adults between 1990 and 2018 in 185 countries. *Nature Communications*, 14, 5957. <https://doi.org/10.1038/s41467-023-41269-8>.
- [5] Devani, P., Gandhi, R., & Vidani, J. (2024). Survey on differences in opinion on healthy and junk food between Gen. Y and Gen. Z. *International Journal of Natural and Health Sciences*, 2(1), Article 54. <https://doi.org/10.59890/ijnhs.v2i1.1179>

- [6] Guthrie, J. F. & Morton, J. F. (2000). Food sources of added sweeteners in the diets of Americans. *Journal of American Dietetic Association*, 100, 43–51.
- [7] Kumar, N., & Ray, S. (2018). Attitude towards soft drinks and its consumption pattern: A study of Gen Y consumers of India. *British Food Journal*, 120(2), 355–366. <https://doi.org/10.1108/BFJ-05-2017-0320>
- [8] Mahalakshmi, K., Grace, P., Krithika, S. R. & Poornima, B. (2023). A study on consumer buying behaviour of soft drinks in Coimbatore city. *Journal of the Asiatic Society of Mumbai*, XCVI(6), ISSN: 0972-0766.
- [9] Muthukumaran, A. (2019). Consumer buying behaviour towards selected soft drinks in Nagapattinam district of Tamil Nadu. *International Journal of Basic and Applied Research*, 9(1), 646-656.
- [10] Nielsen. (2016). Nielsen study: What's bubbling in India's soft drink market? India Retailing. Retrieved from <https://www.indiaretailing.com/2016/10/24/nielsen-study-whats-bubbling-in-indias-soft-drink-market/>
- [11] Shahajahan, M. D., Hossain, M. Z., Khatun, T., Hossain, S., Rashid, H. A. & Ahmed, K. R. (2019). Soft Drink Consumption and its Influence on BMI and Academic Performance among Selected School Children in Dhaka City of Bangladesh. *Current Research in Nutrition and Food Science*, 7(3), 791-799, ISSN: 2347-467X.
- [12] Ubeja, S., & Patel, R. (2014). Consumer Preference towards Soft Drinks: A Perceptual Study. *Pacific Business Review International*, 6, 80-86.