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IMPACT OF ADVERTISEMENTS ON CONSUMPTION PATTERN OF SOFT DRINKS: A STUDY OF SELECT RESPONDENTS

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ABSTRACT

Soft drinks industry, one of the leading beverage sectors is estimated to grow at 5% p.a, touching approximately 600 billion liters creating great opportunity to Indian market. India, having 1000 million potential customers since Indian middle class is growing rapidly in its strength, is displaying great potentiality in soft drinks turnover. Consumers are cautious about healthy beverages though there is hike in their income power and including soft drinks in their daily shopping menu. This study is about analyzing the consumption patterns of the soft drinks of select respondents and the impact of advertisements on the buying behavior of the consumers. The sample size of 410 was studied and analyzed in the areas of age wise behavioral pattern of the consumers with regard to different parameters and male – female comparison and as well correlation between educational professions. The findings of the study explored that there is a relationship between age and consumption pattern as well gender differences and education qualification differences exist.

KEYWORDS

Soft Drinks, Advertisements, Consumption pattern, Statistical tools.

INTRODUCTION

Across the globe, India is considered as the youngest nation as it has a majority of population of 120 crores falling in the age group of less than 35 years. They are mostly educated, tech savvy and having access to latest communication handsets with internet facility as well. No doubt they are constantly exposing to various advertisements of FMCG products, electronic goods, soft drinks etc., it is pertinent to note that no more soft drinks are summer special rather demanded irrespective of season. Be it children, teens, youth, middle aged and even old aged made soft drinks as part and parcel in their lives using in any situations like daily drinks, party, office, guest drinks etc., escalating the demand to the soft drinks time by time. The soft drinks can be called colas (Pepsi, Coke, Thumsup) or non- colas (Gold Spot, Fanta, Mirinda, Limca) and carbonated (Cola, Lemon, Orange) or non- carbonated drinks (Mango Juices). Unlike earlier, soft drinks are not limited to urban only rather reached the rural market aggressively with 200ml and 300 ml pet bottles.

As per NIIR report (NPCC, 2012), Indian soft drink industry accounts for more than 50bn, growing at the rate of 7% per annum providing employment to around 1.25 lakh Indian youth. Its share is distributed among cola (62%) and non cola (38%). The report also claims that India is consuming 5-6 bottles per person per annum though lesser than America whose consumption is 800 bottles, 2bn worth exports and contributes Rs 12bn to the Indian exchequer. As per Business Maps India report (BMIR, 2011) Carbonated drinks contribute around 80% to the soft drink industry while non- carbonated around 20%. The report explores that 80% of the consumption is done at outdoor while only 20% of the consumption is taking place at homes. Advertisements are the influencers in this modern electronic era. These youngsters are constantly exposed to these advertisements. Youth in India are capturing high profiled work positions and have become effective earners that have led to increase in India's spending calibre as well. All the advertisers aim to reach these youth. Soft drink brands are no exception to it. Advertisements of Pepsi, Coke, Thumsup, Sprite etc., are relentless in reaching these audiences through all available media including print, electronic and online media vehicles. Some are romantic advertisements like 7up, adventurous advertisements like Thumsup and Mountain Dew, seductive advertisements like Deo, energetic like Pepsi, yummy advertisements like Maaza.

Whatever is the mode of presentation of advertisements; their objective is to reach these audiences. This study explores the consumption patterns of the customers and influencing factors of different advertisements and their related parameters like favorite brands, reasons for favorite brands, remembering advertisements, reasons for remembrance the ads for long period, people preferred in the advertisements of their favorite brand advertisements and type of advertisements they prefer. The data thus collected is analyzed.

OBJECTIVES OF THE STUDY

1. To understand the consumption pattern of the soft drinks by select respondents.
2. To analyse the relation of age, gender and education with different parameters.
3. To compare male and female with respect to their preferences of their favourite brands.

METHODOLOGY

Sample Size: the sample size of this study is 407, taken on the basis of the statistical sampling method using stratified sampling technique.

Sampling Techniques: Stratified sampling technique is used. The size of the stratum is calculated proportionately to the size of the size stratum population.

Questionnaire: Structured questionnaire is used to collect the data from the respondents.

Data Collection: Primary data has been collected directly from the respondents carrying the questionnaire through researcher or researcher associates. Secondary data has been collected from different printed journals as well online journals, historical data from reports, research reports and business magazines

Tools Used: Basic descriptive statistical tools like mean, variance and standard deviation is used to find the age factor related to specified parameters and student –t test is used to compare the gender relations and correlation is used to find the relation between different educational qualifications related to parameters.

REVIEW OF LITERATURE

The term 'Soft Drinks' was originated as an opposite word to 'Hard Drinks' and it is existing from 17th Century (Branske, 2011). Though the non carbonated drinks exists from 17th Century, earlier there exists lemon juice with honey which led to De Limonadiers of Paris in 1676 who carry lemons and disposable glasses on their backs and sells.

Dr. Joseph Priestley made carbonated water in 1767 which was later added with Sulfuric Acid to it by Torbern Bergman. In 1810, the drink was patented to Simons and Rundell (Dr. Govind Shinde et al, 2013). It is found in a research that the soft drink consumers will also look for quality and as well value for the money which they pay. He also clarifies that the respondents will not detract any person from their favorite Brand Ambassador (D. GOUTAM, 2013). According to EUROMONITOR INTERNATIONAL, Soft drinks are growing in double digits especially in long summers and even though there is a tight competition between Pepsi and coke, the retailers are prioritizing equally which is creating the greater scope for the marketing of the soft drinks (EUROMONITOR INTERNATIONAL, 2013).

A researcher has identified that male students, male and female unmarried employees and female married employees will search for products online even in their offices in their leisure time and it is found that they click on food products including health and soft drinks (R. B.Kakumanu, 2013). Another researcher has explored in his study that 42% of the consumers prefer soft drinks than fruit juices though the weekly consumption is also lower than fruit juices, the consumers preferred soft drinks in parties and celebrations and taste and price is major factors to choose soft drinks and the study has found that 61% of the consumers are being attracted by advertisements (Dr. Simranjeet Kaur Sandhar et al, 2013). A study finds that 20% of advertisements which are aired in television belong to soft drinks especially in New Zealand and most of the advertisements aired by major players like Coco Cola and Pepsi (Jennifer Utter, 2005).

A study also confirmed that school children were trapped into soft drinks caused obesity and found that the usage of soft drinks by children were increased by 500% in last 50 years. Soda is mostly used by children. The study also concludes that the consumption of soft drinks is exceeding that of Milk especially in America. This has caused in increasing the size of the bottle as it is 6 ½ of inch in 1950s reached unto 12 inches at present (Joshua Berning. 2010). It is observed in a study that the children from 6-11 age groups has fascinated towards soft driks advertisements (Powell et al, 2010) and they use soft drinks largely in home, school and restaurants and hence this has caused majorly obesity in children (Collison et al, 2010).

It is found in a study that the consumption of soft drinks may lead to obesity hence the hike in tax levied may curtail the number of soft drink consumers so as the patients of obesity and diabetes (Rupali Mukherjee, 2014). Another study also proves that soft drinks leads to adverse health effects since soft drinks contains sugar since in a 32-ouce soda will contain approximately 26 tea spoons of sugar (Janet Renee, 2013).

ANALYSIS AND DISCUSSIONS

TABLE 1: DEMOGRAPHIC CHARACTERISTICS OF SAMPLES

		Frequency	Percent
Gender	Male	187	46
	Female	220	54
Age	7-12	33	8
	12-20	44	11
	20-35	165	41
	35-50	121	30
	>50	44	11
Education	School	66	16
	College	33	8
	UG	99	24
	PG	154	38
	PG+	55	14

It can be observed from the table No. 1 that the samples consists of 46% of male and 54% female which includes 19% of samples are drawn from less than 20 years age and 41% from 20-35 years and 41% from more than 35 years age. 16% of the samples are fallen in the school category while 8% in College, 24% in UG, 38% PG and 14% from PG+ categories. It explores that majority of samples are drawn from 20-35 years and PG qualified respondents. Female respondents are more than male.

TABLE 2: AGE WISE RESPONSES TOWARDS DIFFERENT PARAMETERS

Average Age Vs Brand Preference				Average Age Vs Reason for Remembering Age			
Description	Mean	Variance	S.D	Description	Mean	Variance	S.D
Thums Up	30.62	182.16	13.50	Celebrity	33.88	176.56	13.29
Fanta	26.78	220.59	14.85	Good Concept	36.54	265.41	16.29
Sprite	31.37	184.20	13.57	Attractive Slogan / Punch Line	30.19	174.64	13.22
Pepsi	30.79	144.06	12.00	Background Music	28.79	248.79	15.77
Appy	30.95	126.64	11.25	Others	31.91	220.59	14.85
Marinda	30.67	166.04	12.89	Average Age Vs Reason for Remembering Age			
Coke	32.17	315.14	17.75	Film Stars	33.34	256.48	16.02
Maaza	36.15	101.54	10.08	Famous Sports People	34.12	257.90	16.06
Frooti	31.15	132.15	11.50	Unknown People	32.42	194.19	13.94
Slice	43.36	363.39	19.06	Animation	30.03	155.19	12.46
Nimbus	42.04	444.35	21.08	Average Age Vs Type of Ads Preferred			
Average Age Vs Reason for Brand Preference				Comedy AD	30.98	286.09	16.91
Taste	32.44	186.73	13.66	Adventurous AD	35.62	158.39	12.59
Thirst Satisfaction	31.33	150.07	12.25	Family Oriented AD	29.54	277.58	16.66
Strong in Nature	28.85	214.42	14.64	Romantic AD	31.52	199.51	14.12
Mild Nature	37.75	383.96	19.59	Others	34.09	222.50	14.92
Shpe/olor of Bottle	34.75	302.31	17.39				
Others	33.87	307.24	17.53				
Average Age Vs Remembrance of Brand							
Pepsi	31.45	230.73	15.19				
Thumsup	35.37	168.42	12.98				
Coke	37.23	306.46	17.51				
Slice	36.03	268.88	16.40				
Maaza	31.84	125.26	11.19				
Frooti	29.21	206.25	14.36				
Sprite	23.00	247.57	15.73				

Table No. 2 describes the age wise responses towards different parameters. It is found that Thumsup, Pepsi, Appy and Miranda brands are favored by around 30 years (means=30.62,30.79,30.95 and 30.67) with deviation of 11-13 years while Sprite and Frooti are favored by around 31 years with deviation of 12-14 years. It is found that Fanta is favored by younger respondents with just mean age 27 years with the deviation of 15 years. Coke is favored by 32 years age with deviation of 17 years. Maaza, Slice and Nimbus brands are favored by elder people with 35-43 years with deviation of 20 years. It is analyzed that means after considered deviations projects that all the brands are preferred with almost similar age groups. It is observed that younger generation wants cool drinks to be strong in nature (28.85) while people in early 30s prefer the drinks to be thirst satisfactory (31.33) and tasty (32.44).

People in near 35+ look for other reasons including the color and shape of the bottle. But it is noticed that elder people (37.75) preferred mild natured cool drinks. Young people (23) remembered Sprite advertisements while Pepsi, Maaza and Frooti ads are remembered by nearly 30s and thumsup, coke and slice ads are mostly remembered by elder people with the mean score of 37+ with approximate deviation of 17 years. Youngsters prefer background music; people in 30s prefer attractive slogan and punch line and other reasons. But early elder people look for celebrities in their favorite ads while 35+ with deviations of 16 years

preferred good concept in the advertisement. Young people preferred animated advertisements while early 30s preferred unknown customers while others similar age group preferred film stars but elder people wants famous sports people in their advertisements. Young people want family oriented, comedy and romantic ads while elder respondents prefer adventurous ads and other advertisements.

TABLE 3: GENDER WISE COMPARISON REGARDING THEIR RESPONSES TOWARDS VARIOUS PARAMETERS

Particulars	Mean		Variance		t-value	p-value
	Male	Female	Male	Female		
Favorite Brand	17	20	210.2	68.4	2.12	0.56
Reason for Preference	31.16	36.66	613.66	2018.66	2.31	0.8
Mostly remembered Ad	26.71	31.42	965.57	142.95	2.3	0.72
Reason for remembrance	37.4	44	658.8	153.5	2.54	0.62
Preferred People in Ads	46.75	55	702.91	360	2.57	0.63
Type of Ads Preferred	37.4	44	524.3	174.5	2.45	0.57

Table No. 3 describes gender wise comparison with respect to their responses towards different parameters. It is observed that there is a clear difference between the preferences of male and female (t-2.12 p-0.56) with respect to their favorite brand. It is also found that the reasons for preferring a favorite brand are clearly differentiated between male and female (t-2.31 p-0.8). we can see the similar result in case of remembering the ad that there is a difference between male and female regarding ad remembrance (t-2.3, p-0.72). It is observed that reasons for remembering are different in case of male and female (t-2.54, p-0.62). The choices of people preferred in their favorite brand advertisements are also result the similar way that there is a difference between male and female respondents in this regard (t-2.57 p-0.63). Type of ads preferred differently by male and female. (T-2.54, p-0.57)

TABLE 4: EDUCATION VS RESPONSES TOWARDS DIFFERENT PARAMETERS – A CORRELATION ANALYSIS

	Favorite Brands						Reason for Remembrance				
	School	College	UG	PG	PG+		School	College	UG	PG	PG+
School	1.00					School	1.00				
College	0.28	1.00				College	0.52	1.00			
UG	0.22	0.31	1.00			UG	0.15	0.56	1.00		
PG	0.42	0.17	0.08	1.00		PG	0.22	0.51	0.22	1.00	
PG +	0.25	0.12	0.50	0.29	1.00	PG +	0.10	0.31	0.08	0.00	1.00
	Reasons for Favourite Brand						Preferred People				
	School	College	UG	PG	PG+		School	College	UG	PG	PG+
School	1.00					School	1.00				
College	0.80	1.00				College	0.79	1.00			
UG	0.95	0.63	1.00			UG	0.11	0.41	1.00		
PG	0.95	0.62	0.98	1.00		PG	0.33	0.83	0.66	1.00	
PG +	0.97	0.67	1.00	0.97	1.00	PG +	0.01	0.22	0.98	0.49	1.00
	Remembrance of Ads						Type of Ad preferred				
	School	College	UG	PG	PG+		School	College	UG	PG	PG+
School	1.00					School	1.00				
College	0.74	1.00				College	0.36	1.00			
UG	0.38	0.11	1.00			UG	0.70	0.64	1.00		
PG	0.62	0.44	0.85	1.00		PG	0.27	0.19	0.28	1.00	
PG +	0.60	0.34	0.29	0.12	1.00	PG +	0.85	0.49	0.41	0.15	1.00

Table No. 4 observes that in case of preferring a brand, there is very less correlation between college level qualified respondents including UG,PG+ and school level literates (0.28) while there is average correlation between PG level and School level. There is a significant correlation between UG and college level, PG+ and PG respondents. In case of reasons for favorite choosing brand there is high level correlation between college to school, UG to school, PG to School, PG+ to school, UG to college, PG to college, PG + to college. There is high level correlation between PG to UG and PG+ to UG with respect to reasons for choosing their favorite brand.

With respect to remembrance of advertisements, there is high correlation between college to school, PG to UG while PG and PG+ to school level qualified respondents are moderate correlation. Rest of the combinations is found less correlated. But in case of reasons for remembering the ads, except college to school, UG to college and PG College which are average correlated, other combinations found less correlated. In case of preferred people in the advertisements of their favorite brands, PG to school, PG+ to college are not strongly correlated but in other combinations are moderately correlated in case of people preferred in their favorite brand ads. In case type of ads preferred by the respondents, UG to school, PG+ to school, UG to college are correlated and rest of the comparisons found less correlated.

FINDINGS

1. Thumsup, Pepsi, Appy and Miranda brands are favored by average of 30 years age group with deviation of 11-13 years.
2. Sprite and Frooti are favored by around 31 years with deviation of 12-14 years.
3. Fanta is favored by younger respondents with mean age 27 years with deviation of 15 years.
4. Coke is favored by 32 years age group with deviation of 17 years.
5. Maaza, Slice and Nimbus brands are favored by elder people with 35-43 years with deviation of 20 years.
6. Younger generation wants cool drinks to be strong in nature
7. Early 30s prefer the drinks to be thirst satisfactory and tasty.
8. People in near 35+ looks for other reasons including the color and shape of the bottle.
9. Elder people (37.75) preferred mild natured cool drinks.
10. Young people (23) remembered Sprite advertisements
11. Pepsi, Maaza and Frooti ads are remembered by nearly 30s
12. Thumsup, coke and slice ads are mostly remembered by elder people
13. Youngsters prefer background music
14. People in 30s prefer attractive slogan and punch line and other reasons.
15. Early elder people looks for celebrities in their favorite ads
16. Older preferred good concept in the advertisement.
17. Young people preferred animated advertisements
18. Early 30s preferred unknown customers and film stars

19. Elder people wants famous sports people in their advertisements
20. Young people wants family oriented, comedy and romantic ads
21. Elder respondents prefer adventurous ads and other advertisements
22. There is a clear difference between the preferences of male and female
23. There is correlation among educational courses.

CONCLUSION

Soft drinks advertisers need to be cautious in case of Soft Drinks advertisements because the consumers are no more compromised users rather complex in choosing the brand. The contemporary Soft drink Advertisers are depending on exposure of the celebrities rather than conceptual advertisements. Emotional advertisements are aired rather than rational advertisements to explain how the product serves the customer. The consumers prefer simple and natural advertisements. In some cases, the family members are unable to watch together since these female exposed advertisements are aired in common times. Soft Drinks are mostly favored by middle aged group on an average while Fanta is attracted to young generation and Maaza, Slice and Nimbus brands are favored by elder people. Younger generation liked strong natured drinks while elders thirst satisfactory and tasty and older people mild natured cool drinks. Sprite is successful in attracting youth and Thumsup attracted all adults. Youngsters prefer background music and elder adults prefer attractive slogan and punch line old aged good concept in the advertisement. Animations are liked to Youth and also family oriented advertisements too.

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