

BRAND PREFERNCES OF SOFT DRINKS AMONG YOUTH

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ABSTRACT

Objectives: This paper aims at the study of the brand preference of soft drinks among youth using the research among the youth's taste and preference.

Methods/Statistical analysis: Research has been done by filling the questionnaires from the youth and having the parameters of age, brand of soft drink, factors influencing brand adoption, advertisement affect, buying decision. Questionnaires have been filled and analyzed and interpreted. Graph, tables and diagrams have been used to interpret or to show the results.

Findings: According to the findings youth between the age of 14-20 years prefer more soft drinks of the brand Coca-Cola and youth has more inclination towards brand of the soft drinks and are influenced by the advertisements more. Youths are more attracted towards the slogans of the soft drinks in the advertisements.

Improvements: Youth should not much have the soft drink preferences or drink a lot of it as it is only the sweetened drinks which hamper or affect your health. Youth should drink more of water or the natural juices. More of the natural juices advertisements should be advertised and focus the youth so that

youth should drink more of the natural juices and drinks and less of the artificial sweetened drinks like the soft drinks.

1. INTRODUCTION

In our advanced world living example and way of life of the general population have changed a great deal. Soft drinks were regular inclination among every one of the people with the changing way of life and pay levels, individuals are moving their utilization designs. Statistical surveying depends on customer's purchasing inclination towards soda pops. Soft drink is a vital item thing in present day society both urban and rustic and winding up more well known in the purchaser world. At present soft drink market is a standout amongst the most aggressive markets on the planet. In which crores of rupees on ad and other advancement exercises are being spent. In India the soda pop industry is thriving admirably with an extensive variety of brand involving both well-known global, national and territorial marked soft drinks In present examination, the effect of globalization on mark inclination of soda pops and the factor deciding the brand inclination is contemplated.

Study on brand preference has become important. The decision to purchase widely depends upon quality, taste, quantity, price, availability and liking

. There are many soft drink brands now available in the market such as Coca-cola, Pepsi, Sprite, Fanta etc. due to globalization.

Today when the competition is very high, consumers are choosing brand according to their lifestyle and liking. Any company can grow and compete with others when they satisfy their consumers need in the industry.

(FMCG) Fast Moving Consumer Goods, also known as Consumer-Packaged Goods(CPG) are commodities that have a low price and a high turnover. Generally, consumers purchase less of the FMCG products as compared to other products.

Due to increased competition from small companies and local companies many FMCG companies has been facing problems. The growth across the FMCG's product categories were also very slow. Due to all the problems, many of the FMCG companies must reverse their products, distribution, marketing and other customer service strategies to empower or strengthen their position in the market.

The nature of the Indian soft drink industry is an oligopoly market. Only a few producers like Coca-Cola, Pepsi, Parle- agro etc. are dominating the soft drink industry. In an oligopoly market there are a few suppliers. In this industry the products produced are branded in which the marketing and the advertising of these products are very important to sustain in the industry and for the growth. In an oligopoly market there are barriers also which hinder the entry of the new companies to the industry. Advertisement and marketing can also be treated as the barrier to the new players to enter the industry.

Any individual will prefer the brand according to or after getting influenced by some factors like the age especially we are talking about the youth, educational qualification- more literate are more health conscious and prefer health drinks or buy after reading the nutrients, occupational status and the income are also very important when we buy any product. Pricing of the product is affected by the income status.

2. DATA SOURCE AND METHODOLOGY

1. DATA SOURCE

Data source of the research is primary data and secondary data. Primary data is filled with the help of the questionnaires. Questionnaire consist of the questions of the age factor: which age group more brand preference or dink has more of the soft drinks, brand factor: which brand is popular among the youth among coco-cola, pepsi, etc., source of information regarding the soft drinks, which slogan line is famous among the youth, etc.

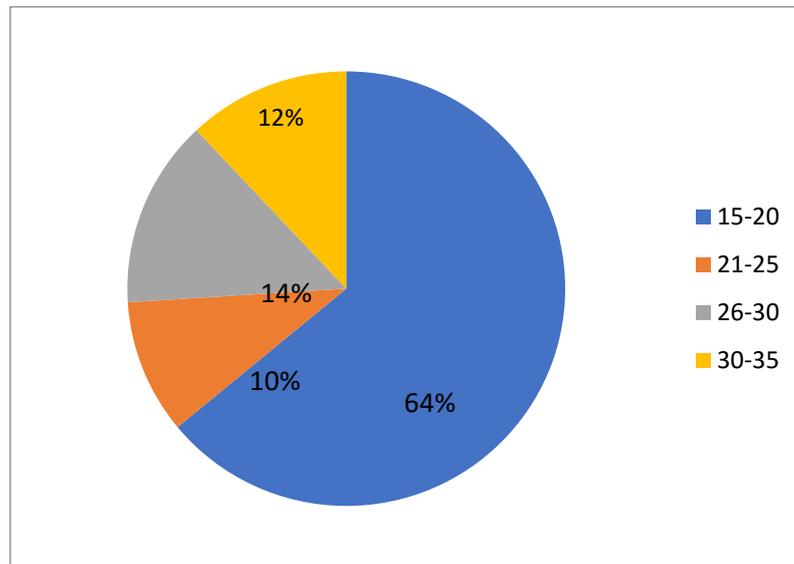
Apart from the primary data, secondary data is also needed for this study which includes the previous study, journals, internet, etc.

The sample size of the research is 50 which included the youth from the local area.

The analytical tools which are used are graphs, tables and diagrams for the interpretation of the findings.

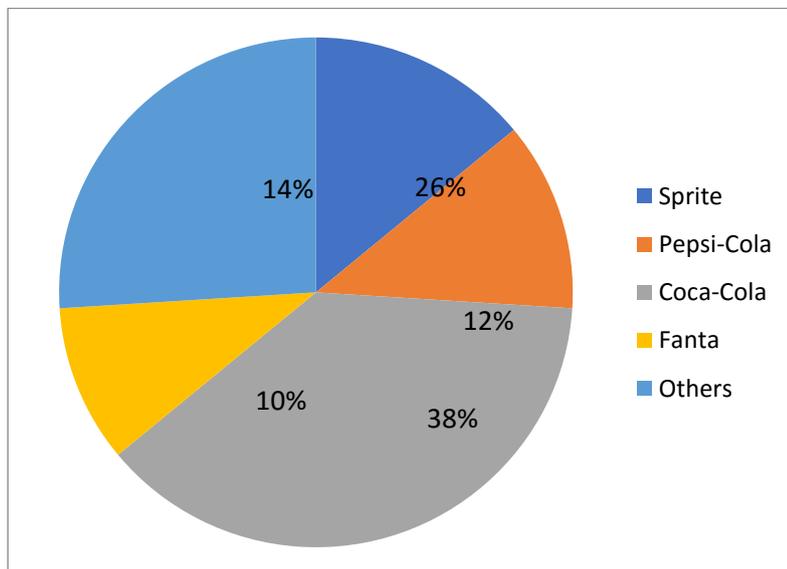
2. DATA INTERPRETATION AND METHODOLOGY

2.1 Classification on the basis of age?



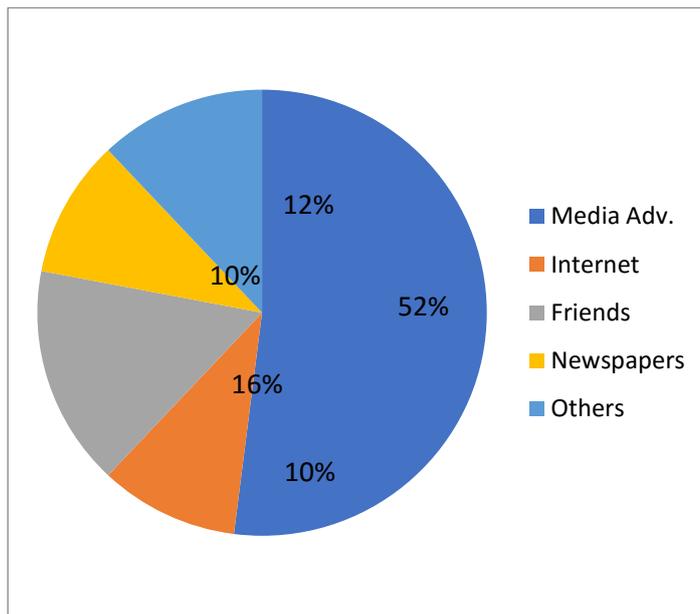
INTERPRETATION: Majority of the respondents is in the age between 15 to 20, and minority of respondents is in the age of 21 to 25.

2.2 Showing the consumer brand preference of soft drinks?



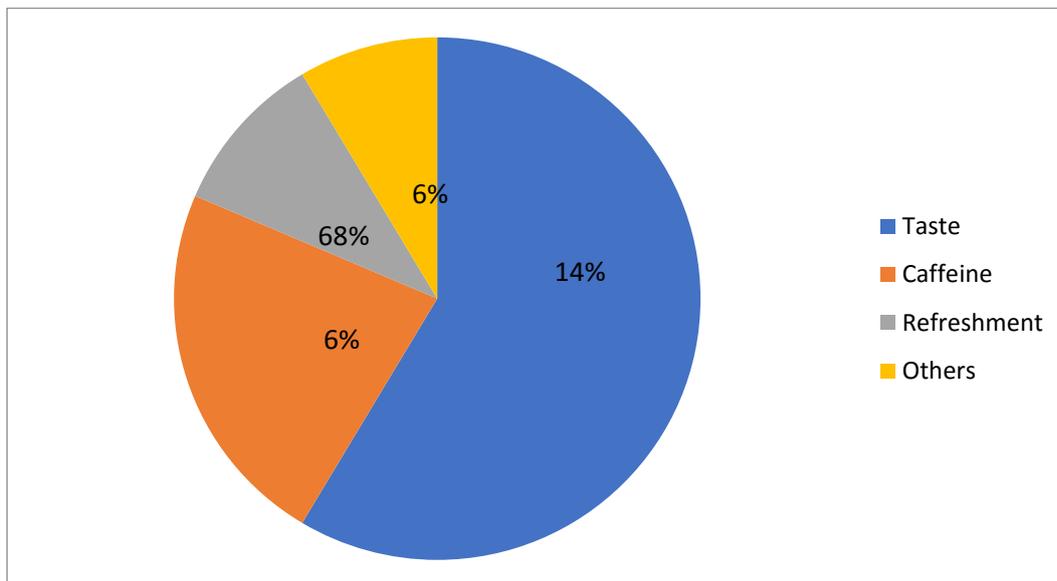
INTERPRETATION: The table shows that 38 % of customers are using Sprite, 14 % are using Coca-Cola, 12 % prefer Pepsi-Cola and 26 % prefer other brand

2.3 Showing the source information regarding soft drinks?



INTERPRETATION: 52% of respondents get awareness through media advertisement and 10 % get awareness through internet, 16 % friends, 10 percentages get from newspaper and magazines. 12 % get other sources like relatives, family, etc.

2.4 Showing the purpose of using soft drinks among consumers?



INTERPRETATION: 68% of respondents are using soft drinks for refreshments. 14% are for taste. Remaining customers give importance to caffeine, and other reasons.

3. FINDINGS

- The demographic factor of age it is concluded that the age group between 14-20 years like more consumption of soft drinks.
- The brand of the soft drink which is preferred is Coca-Cola. Among the source of information regarding the soft drinks, youth prefer advertisements to follow and the slogan lines of such advertisements affect the youth to follow the advertisements and follow them. 'Yehdil mange more' slogan line is a great hit among the youth.
- Youth prefer to follow any brand for around 1-2 years only.
- The main purpose for the consumption of the soft drink is for the refreshment.
- Factor which affect the buying decision is the taste.
- The theme of the advertisements is appealing so youths are attracted towards them.

SUGGESTIONS

After study it is suggested that soft drink consumption is not good for health.

Many health problems are related to the consumption of the soft drinks. Youth is the major consumer of the consumption of the soft drinks.

- Youth should not drink much soft drinks and must reduce its consumption.
- Youth should instead of soft drinks must drink more of water and low-fat drinks.
- Youth should lessen the consumption of sweetened drinks as it hampers their health.

CONCLUSION

From the study it is concluded that youth prefer more consumption of soft drinks as compared to water and the low- fat drinks. Youth are not only consuming soft drinks but are also giving their preference for the branded drinks. Soft drink industry being oligopoly market there is a not a much competition but whatever be the competition they are selling the same product under different brand names and are charging different prices. If we see all the soft drinks are just the sweetened drinks which are very harmful for the health

and as youth are more incline towards its consumption there are more health hazards to the youth like the obesity, etc. Coca- Cola is the most favorite brand among soft drink consumers as its marketing and advertisements are very appealing and target the youth. Soft drink market is a highly competitive market also as more and more producers enter the market and target the its consumers.

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