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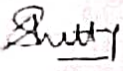
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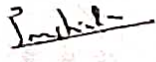


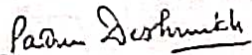
### Certificate of Participation

This is to certify that Mrs. Kulkarni Shobha Kailash of Kothari college of management studies Participated and Presented a paper title A Study on Consumer preference and perception of soft drink in Mumbai city in A Multidisciplinary One Day Virtual National Conference on "Emerging Trends in Commerce, Information Technology, Management and Media" organized by Research Committee in association with IQAC on 30<sup>th</sup> April 2021.

  
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## A Study on Consumer preference and perception of soft drink in Mumbai city

### Abstract

**Introduction:** Soft drinks are one of today's most common item. As a result, personal factors as well as brand factors can influence a consumer's perception of a soft drink brand. Recognizing selection criteria is critical for businesses looking to attract and retain customers.

**Significance:** There is a lot of rivalry among soft drink manufacturers. In this case, a customer preference study for soft drinks has become critical, as soft drinks are now consumed in the same way that tea and coffee are. As a result, the findings of this study could be useful to planners and policymakers in developing a more sustainable brand in the industry.

**Objectives:** To study the perception and factors that influence consumer behaviour towards soft drinks.

**Method:** In this the primary data was collected through a structured questionnaire from 100 respondents of Mumbai City of all age groups and Convenience sampling technique is adopted.

**Findings:** This finding suggests the mean of buying behaviour towards soft drinks was significantly different between the Male and Female categories of Gender.

**Key words:** Soft drinks, buying behaviour, buying perception consumers

### 1. INTRODUCTION

Soft drinks are one of today's most common items. (Lazim&Hasliza, 2011). Owing to a strong desire for palatable sweet taste at a reasonable rate, the consumption and popularity of various soft drink brands has gradually increased. (Sartor, Donaldson, Markland, Loveday, Jackson &Kubis, 2011). Soft drinks are a general term for all nonalcoholic beverages. (Barbara, 2006). Sugar-sweetened beverages (SSB), diet and non-diet drinks, carbonated soft drinks (CSD), fruit beverages, juice drinks, fruit-flavored drinks, and canned drinks are all examples of soft drinks. However, Coke and Pepsi are the most popular soft drink brands worldwide, and the nonalcoholic sector's story has tended to revolve around the power struggle between these two soft drink brands. (Barbara, 2006).

The perception of truth differs from one consumer to the next. (Agbonifoh, Ogwo, Nnolim&Nkamebe (2007). Different definitions have been offered for the term 'Customers' perception'. Consumer evaluations of actual results, as described by Lewis (1989). It can also be described as the process by which a person chooses, organizes, and interprets stimuli to form a coherent and meaningful picture of the world. It is common knowledge that factors that influence perception can be divided into two categories: personal factors and object factors. (Schiffman&Kanuk, 2009). Exposure, experience, schooling, expectations, beliefs, needs, age, attentiveness, and trust have all been found to affect perception and customer assessment of product results. Brand, taste, aesthetics, availability, advertising, and packaging are all factors in the item that can affect perception (Reddy, Yuvaraju& Rao, 2015). As a result, personal factors as well as brand factors can influence a consumer's perception of a soft drink brand. According to Evbayiro-Osagie, Isibor, and Ihemefor (2017), recognizing selection criteria is critical for businesses looking to attract and retain customers.


  
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As a result, businesses must adapt their approaches to posing challenges to consumers. Companies have traditionally focused their customer relationship management efforts on topics such as customer gratification and targeted marketing activities such as event marketing, direct marketing, or advertisement. These events, though undoubtedly obligatory and beneficial, are no longer sufficient. If a customer is satisfied, it means that a product or service met his expectations and he was not dissatisfied with it. Customer satisfaction is, without a doubt, critical. It is a condition for recurring transactions, and it prevents customers from telling others about their bad experiences. A loyal customer, on the other hand, is more than a customer who buys from a business on a regular basis.

## 2. LITERATURE REVIEW

- William R. George (1999) conducted a study to determine the factors that influence brand preference in the soft drink industry. Increasing competition, as a result of globalization, has prompted many companies to focus their strategies almost entirely on brand building. The term "brand choice" refers to a comparison of various brands and the selection of the most preferred brand. Numerous factors influence this brand choice. The most operative factor that affects brand preference, according to the credentials of factors affecting brand preference, is brand name. This brand identity is concerned with the character sides or external characteristics of a brand, and it can be said that consumers choose a brand based on its exterior attributes.
- Stephen Daniells (2008) performed a study with the aim of determining the soft drink's consistency and preference. For designing, four variables were identified: four color concentrations, three flavorings, two label styles (soft versus hard), and two pack sizes (standard versus oversize). The researchers use both quantitative (hedonic testing) and qualitative (focus group) approaches to determine that color concentration and flavoring are the most important factors that affect consumer preference for this definition. Surely, color concentration accounted for 43% of customers, while taste accounted for 32%. Overall, I like it. The customer justifies a smaller amount by looking at the "pack size and label style." Has a qualitative selection method based on a conjoint study of relevant sensory characteristics resulted in successful customer presentations? Exception: it must now be repeated, as each brand idea and product is a one-of-a-kind mix tailored to a particular demographic.
- N. Meher and Sunny (2013) conducted research to identify and influence the factors that influence soft drink brand loyalty. Soft drinks were chosen as the inducements. To examine the variables and test the hypotheses, Pearson correlation and multiple regression models were used, with the autonomous variables of the study being perceived quality, price, brand confidence, and campaign. Consumers are influenced by perceived quality, price, brand confidence, and promotion, according to the experiential consequences. In Bangladesh, soft drink brand loyalty is high.


  
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- Global companies such as Coke and Pepsi have defeated all local strategies to capture significant percentages of market shares in India, according to Biswas and Sen (1999).
- According to Agarwal (2010), the fight between Pepsi and Coke in the Indian market will never end. It may be in the bottling process, ads, product launches, or poaching, among other things. 'Which is the best soft drink?' is the final question that emerges, and the response differs from one person to the next. Some people believe Pepsi is superior because Coke is too bubbly, while others believe Coke is superior because Pepsi has an "oily aftertaste." It is difficult to determine who wins the business race, and customers must eventually select the best.
- Dr. Sumeet Agarwal and Mrs. M. Madhuri Devi (2015) investigated soft drink consumer tastes in relation to industry brands. They conducted the study to determine the most common flavor, the most persuasive factor for consumers to buy soft drinks, the product ranking, the frequency at which consumers consume soft drinks, the desired size in terms of packaging, and the sources used to purchase, among other things. They discovered that advertisements, brand, size, color, and taste were the factors that influenced consumers' decisions to buy the product. They went on to say that a retailer's or anyone's recommendation to buy soft drinks had no bearing on the consumer's decision to buy them.
- V. Anojan and T. Subaskaran (2015) conducted a study in Sri Lanka's Northern Province to determine consumer tastes and purchasing behavior for all soft drinks available in the region. They looked at two key variables: consumer desire and consumer purchasing behavior, each of which had sub variables. They gathered knowledge from 300 people in Sri Lanka's Northern Province. They used regression and correlation to analyze the data and came to the conclusion that there is a significant association between consumer preferences and purchasing behavior.
- In his thesis "A Study on Consumers' Preferences towards Soft Drink Products," Santhosh.T.M (2013) looked at the factors that influence soft drink preferences as well as the customers' purchasing patterns for Coca-Cola soft drinks. The researcher gathered information from 150 people and discovered that the majority of them buy soft drinks on a monthly basis for their taste and family use. He also discovered that the majority of people are happy with the price of all Coca-Cola soft drinks.

  
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### 3. STATEMENT OF THE PROBLEM

Marketers care for attitude-behavior associations because they theoretically recapitulate a consumer's evaluation of an object and indicate positive or negative emotions as well as behavioral proclivities. At the same time, other factors may influence the relationship between attitude and actions. Consumers' perceptions and attitudes toward the manipulating factors of the product buying decision-making process, such as alleged attributes creation impacts, environmental attitudes, discomfort and reasoning level (feeling, thinking), and ethnically acceptance of the product, have become difficult for the region. A consumer's purchase choice is unique in that it is influenced by purchasing power, which can aid soft drink producers and marketing strategists in capturing market share. As a result, given the lack of observed research on soft drinks and consumer attitudes toward various brands of soft drinks in our country, this study is developed and empirically tests its pertinent constituents from the perspectives of Mumbai city consumers. The soft drink market is saturated with both global and domestic goods. There is a lot of rivalry among soft drink manufacturers. In this case, a customer preference study for soft drinks has become critical, as soft drinks are now consumed in the same way that tea and coffee are. As a result, the findings of this study could be useful to planners and policymakers in developing a more sustainable brand in the industry.

### 4. RESEARCH DESIGN

#### A. Objectives of the Study

1. To study the perception and factors that influence consumer behaviour towards soft drinks
2. To study To offer suggestions and findings of the study

#### B. Hypothesis of the Study

1. H<sub>0</sub>: There is no association between the gender and buying perception towards soft drinks
2. H<sub>1</sub>: There is an association between the gender and buying perception towards soft drinks

**C. Research Methodology:** Research methodology is the systematic approach to finding solution to the research problem. Under this study primary data is collected through questionnaire which is filled by 100 respondents from the city of Mumbai. And secondary data are collected from various journals and books.

- **Research design** - Exploratory
- **Sampling method** – Convenience sampling technique is adopted
- **Sample size** - 100
- **Tool used** (MS-Excel & SPSS)
- **Data collection tool-** Questionnaire method is used for data collection. The questions are structured with combination of both Conceptual and demographical factors.
- **Data analysis tool-** Reliability Test, Percentage Analysis, two-tailed independent samples t-test
- **Data presentation tool-** Table

  
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## 5. Data Analysis and Interpretation

**Descriptive Statistics:** Frequencies and percentages were calculated for Education, Age, Gender, and Work Experience.

**Frequencies and Percentages:** The most frequently observed category of Edu was Graduate ( $n = 45$ , 45%). The most frequently observed category of Age was 21-25 ( $n = 58$ , 58%). The most frequently observed category of Gender was Male ( $n = 63$ , 63%). The most frequently observed category of Work Experience was Yes ( $n = 53$ , 53%). Frequencies and percentages are presented in Table 1.

**Table 1**

Frequency Table for Nominal and Ordinal Variables

Variable	n	%
Education		
HSC	28	28.00
Graduate	45	45.00
Post Graduate	27	27.00
Missing	0	0.00
Age		
15-20	20	20.00
21-25	58	58.00
26-30	17	17.00
30-40	5	5.00
Missing	0	0.00
Gender		
Male	63	63.00
Female	37	37.00
Missing	0	0.00
Work Experience		
No	47	47.00
Yes	53	53.00
Missing	0	0.00

Note. Due to rounding errors, percentages may not equal 100%.

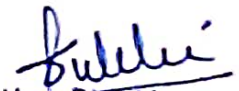
  
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**Table 2: Frequency Table for Ordinal Variable**

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
I Prefer to buy the soft drinks based on [Lower Price]	Frequency	4	15	31	34	16	100
	Percentage (%)	4.0	15.0	31.0	34.0	16.0	100.0
I Prefer to buy the soft drinks based on [Quality]	Frequency	54	29	9	6	2	100
	Percentage (%)	54.0	29.0	9.0	6.0	2.0	100.0
I Prefer to buy the soft drinks based on [Flavor and taste]	Frequency	22	31	12	27	8	100
	Percentage (%)	22.0	31.0	12.0	27.0	8.0	100.0
I Prefer to buy the soft drinks based on [Health content]	Frequency	4	15	35	30	16	100
	Percentage (%)	4.0	15.0	35.0	30.0	16.0	100.0
I Prefer to buy the soft drinks based on [Packaging]	Frequency	38	35	15	10	2	100
	Percentage (%)	38.0	35.0	15.0	10.0	2.0	100.0
I Prefer to buy the soft drinks based on [Brand]	Frequency	9	14	30	26	21	100
	Percentage (%)	9.0	14.0	30.0	26.0	21.0	100.0
I Prefer to buy the soft drinks based on [Advertisement]	Frequency	16	32	16	22	14	100
	Percentage (%)	16.0	32.0	16.0	22.0	14.0	100.0
I Prefer to buy the soft drinks based on [Friends recommendation]	Frequency	16	52	11	9	12	100
	Percentage (%)	16.0	52.0	11.0	9.0	12.0	100.0
I Prefer to buy the soft drinks based on [Promotion made by my favorite Sport idol/actor/actress]	Frequency	13	30	22	16	19	100
	Percentage (%)	13.0	30.0	22.0	16.0	19.0	100.0

The most frequently observed category of Low Price was Disagree ( $n = 34, 34\%$ ). The most frequently observed category of Quality was Strongly Agree ( $n = 54, 54\%$ ). The most frequently observed category of Health was Neutral ( $n = 35, 35\%$ ). The most frequently observed category of Packaging was Strongly Agree ( $n = 38, 38\%$ ). The most frequently observed category of Brand was Neutral ( $n = 30, 30\%$ ). The most frequently observed category of Advertisement was Agree ( $n = 32, 32\%$ ). The most frequently observed category of friends recommendation was Agree ( $n = 52, 52\%$ ). The most frequently observed category of Promotion made by my favorite Sport idol/actor/actress was Agree ( $n = 30, 30\%$ ). Frequencies and percentages are presented in Table 2.

  
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**Reliability Statistics:** A questionnaire was employed to measure different, underlying constructs. One construct, 'Buying Perception', consisted of nine (n=9) questions. The scale had an acceptable level of internal consistency, as determined by a Cronbach's alpha of 0.723.

**Testing of Hypothesis:** There is no association between the gender and buying perception towards soft drinks

**Two-Tailed Independent Samples t-Test:** A two-tailed independent samples t-test was conducted to examine whether the mean of Buying Perception was significantly different between the Male and Female categories of Gender.

### Assumptions

**Normality.** Shapiro-Wilk tests were conducted to determine whether Buying Perception could have been produced by a normal distribution for each category of Gender (Razali&Wah, 2011). The result of the Shapiro-Wilk test for Buying Perception in the Male category was not significant based on an alpha value of 0.05,  $W = 0.98$ ,  $p = .325$ . This result suggests that a normal distribution cannot be ruled out as the underlying distribution for Buying Perception in the Male category. The result of the Shapiro-Wilk test Buying Perception in the Female category was not significant based on an alpha value of 0.05,  $W = 0.95$ ,  $p = .070$ . This result suggests that a normal distribution cannot be ruled out as the underlying distribution for Buying Perception in the Female category. The Shapiro-Wilk test was not significant for either the Male or Female categories of Gender, indicating the normality assumption is met.

**Homogeneity of Variance.** Levene's test was conducted to assess whether the variance of Buying Perception was equal between the categories of Gender. The result of Levene's test for Buying Perception was not significant based on an alpha value of 0.05,  $F(1, 98) = 0.39$ ,  $p = .532$ . This result suggests it is possible that the variance of Buying Perception is equal for each category of Gender, indicating the assumption of homogeneity of variance was met.

### Results


The result of the two-tailed independent samples t-test was significant based on an alpha value of 0.05,  $t(98) = 3.20$ ,  $p = .002$ , indicating the null hypothesis can be rejected. This finding suggests the mean of Buying Perception was significantly different between the Male and Female categories of Gender. The results are presented in Table 3. A bar plot of the means is presented in Figure 1.

**Table 3**

Two-Tailed Independent Samples t-Test for Buying Perception by Gender

Variable	Male		Female		t	p	d
	M	SD	M	SD			
Buying Perception	26.21	4.74	22.81	5.73	3.20	.002	0.65

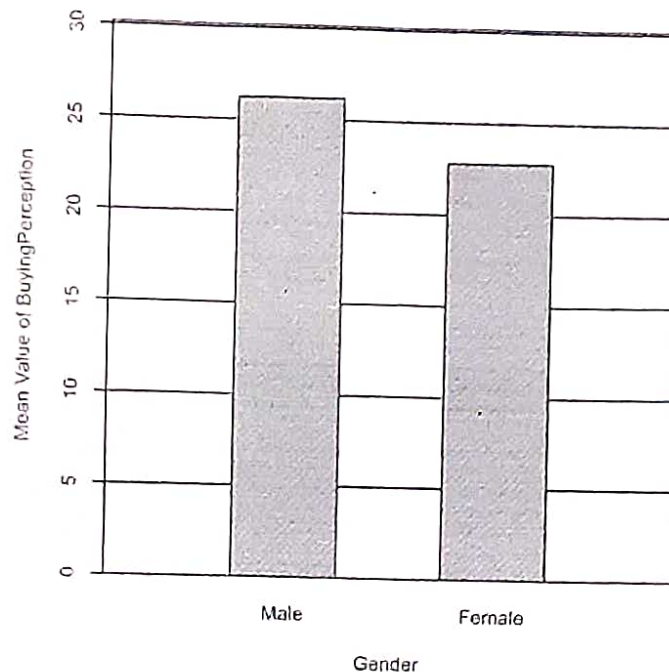
Note. N = 100. Degrees of Freedom for the t-statistic = 98. d represents Cohen's d.

  
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**Figure 1**

The mean of Buying Perception by levels of Gender



#### **6. LIMITATIONS OF STUDY**

- The study's scope is limited to the city of Mumbai.
- The sample chosen could not be true representative of the population because the sampling process was judgmental.
- Economic and business conditions are highly volatile (Present and future).
- Since the project's time is minimal, the research area is constrained.

**7. SUMMARY OF FINDINGS:** The result of the two-tailed independent samples t-test was significant based on an alpha value of 0.05,  $t(98) = 3.20$ ,  $p = .002$ , indicating the null hypothesis can be rejected. This finding suggests the mean of Buying Perception was significantly different between the Male and Female categories of Gender

#### **8. CONCLUSION & RECOMMENDATION**

The research was conducted to understand perception and factors that influence consumer behaviour towards soft drinks. Finding suggests the mean of Buying Perception related to the soft drinks was significantly different between the Male and Female categories of Gender

The data clearly shows that soft drink products are more popular due to their taste, marketing, brand name, and color. As a result, marketers can place a premium on good taste and color in order to capture the majority of the market. In today's world, the consumer reigns supreme because he or she has a plethora of options available to them. If a company is unable to provide them with the desired outcome, they will undoubtedly turn to another supplier. As a result, in order to survive in this fierce rivalry, businesses must be among the best.

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