CHAPTER - II

REVIEW OF LITERATURE

2.1 INTRODUCTION

An attempt has been made to pursue the literature of earlier studies. A few studies have been conducted in the field of mango fruit drinks. Mango fruit drinks have been used in the day-to-day life of millions of consumers. A study on mango fruit drinks helps to millions of consumers how it is benefited and what are the problems while in using it and how they opined about it. For the purpose of review, studies conducted on mango fruit drinks are studied. The methodology and findings of these research works had been carefully studied and analyzed by the present researcher. Useful hints were drawn from these studies which helped in putting the present research work in a proper perspective. The gist of some of the relevant research studies and research papers on soft drinks and fruit drinks are presented in this chapter.

Dhuna (1984)\(^1\) in his article “An Analysis of Consumer Behaviour - A Case Study of Soft Drinks” done in Rohtak during 1983-84 aimed at determining the prevalent attitudes of consumers towards soft drinks. Taking a sample of 150 consumer, he showed how factors like age, profession, sere and income affect attitudes in the purchase of the products his finding were as follows: Campa Cola a pure soft drinks product, was found to be highly popular among the consumers. The second position was held by Thumps up,

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the third by Limca and the fourth by gold spot. Regarding the consumption pattern of consumers, it was found that 54 percent of the respondents were in the habit of taking soft drinks in summer only. Taste and the respondents interest in the product’s advertisements, were found to ply the most important role in the purchase - decision. It was also found that about 70 percent of the respondents changed their brand quite often.

Kurtz and Boone (1984)\textsuperscript{2} in their research work entitled “consumer behaviour interpersonal and social influences in rural area” concluded that one’s family is also an inter-personal determinant of consumer behaviour. The influence of household members is often significant in the purchase decision process. Because of the close, continuing interactions among family members, the family often represents the strongest source of group influence on the individual”.

Lawrance (1984)\textsuperscript{3} in his study on “Effective publicity how to reach the public people” concluded that as Coco-cola occupied that the major soft drinks market position in rural area. Consumer mind would obviously tilt towards Coco-cola so by correct product positioning in the market 7-up could differentiate it from other Coco-cola brands and could sell more. 7-up did so positioning itself as an alternatives to Coca-cola. They suggested that most of the rural area people would buy coco-cola may be disappointed and it offered Pepsi consumers have strong brand preference for fast moving products power of relations.

\textsuperscript{2} Kurtz and Boone, “Marketing Management as consumer behaviour interpersonal and social influence in rural area”, 1984, P.158.

\textsuperscript{3} Lawrance, “Effective Publicity How to Reach the Public People”, P.42 (1984).
William, O., (1985)\textsuperscript{4} in his study on “The Economic Institution of Capitalism in New York: Territorial Exclusively in the Soft Drinks Industry” concluded that the vertically integrated firm will not have the necessary incentives to minimize costs. If specific assets exist, then the costs of using the external market rise and vertical integration becomes more likely. If we also allow for the market’s ability to fully, exploit economics of scale by aggregating demands, then a higher degree of asset specificity is necessary before vertical integration occurs, as the market has a considerable advantage in achieving lower costs.

Del \textit{et al.}, (1986)\textsuperscript{5} in their article “Consumer Behaviour Implication for Marketing” stated that while formulating marketing strategies in the basis of consumer behaviour, one should keep in mind that consumer behaviour is product and very often, situation specific. That is consumer behaviour is product and very for the some product from one use to another. The insights are gain in the consumer behaviour study is not always transferable frame one marketing situation to another.

Jorin (1987)\textsuperscript{6} examined changes in spending power and buying habits of Swiss consumers since the beginning of the 20th century and in the more recent past. Current trends include greater emphasis on health and safety of foodstuffs and less attention to price, increased demand for low calorie light products and increased demand for organically grown foods. For young people, more concern with enjoyment and less for

health, with more meals eaten away from home, and generally an increased demand for convenience foods. The prospects for high quality branded products are seen to be good.

Russell W. Belk (1988)\(^7\) discussed in his article that possessions are a major contributor to and reflection of one’s identities. A variety of evidence is presented supporting this simple and compelling premise. Related streams of research are identified and drawn upon in developing this concept and implications are derived for consumer behavior. Because the construct of extended self involves consumer behavior rather than buyer behavior, it appears to be a much richer construct than previous formulations positing a relationship between self-concept and consumer brand choice.

Singh (1989)\(^8\) in his book “Marketing and consumer behaviour” stated that consumer behaviour had always a scope for research studies, because the attitudes and perceptions of consumer were changing with the passage of time. Such type of consumer research would enable the manufacturers, distributors and dealers to formulate effective sales and advertising strategies. The marketing plans must be based on identifying and anticipating the consumer needs and their changing desire and aspirations. The manufacturers endeavours should attract the public by offering what they liked the most, but also should have their patronage by meeting their satisfaction on a continuous basis.

Sugy (1989)\(^9\) in his research work that a tendency to respond to a given product in a particular way. An awareness about attitudes help the marketing managers because many consumer behaviours are related to attitudes. Attitudes have three components, the

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cognitive, the affective and the behavioural, buying decision process in universal. However, certain differences are found between rural and urban consumers owing to the limited information sources and limited evaluation capabilities. Rural buyers are not brand loyals as they are supposed to the improved exposure increased learning an socialization and availability of product they are now becoming comparable to their urban counterparts. Innovation adoption analysis shows the politically powerful and the educated are among the adopters of innovation.

White (1989)\(^{10}\) in his study on “Product differentiation and mergers in the carbonated soft drink industry” concluded that the price implication and welfare losses are even more substantial for the merger of Pepsi Co and 7up and especially, for the hypothetical merger of Coco-cola Co and Pepsi Co. One might expect consumers to “Stock-up” during sales periods, purchasing large assortments of items while they are perceived to be experienced with certain goods, they may begin to vary their purchase assortment to seek variety. On the supply side, the study of equilibrium pricing could be extended to include the timing of short-run price cuts and subsequently, the impact of merger on these types of consumer driven promotions.

Arunagiri, (1990)\(^{11}\) in his research work, A study on consumer attitude towards advertisement in Chidamparam town with reference to selected cosmetic product”, revealed that advertisement undoubtedly influenced the consumer behaviour and created a preference for the advertised brand. Besides consumer awareness depended price, brand

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quality and durability. So the producers should bear all these points in his mind while producing and marketing various cosmetic goods. Consumer is the king is any market. He has to decide the source or failure of business either by buying or not buying the product. And also more and more the freedom of consumer choice higher and higher is the consumer satisfaction.

Kumar (1990)\textsuperscript{12} in his project report entitled “Consumer preference for soft drinks in Urban area of Coimbatore. “The objectives of the study was the preference of consumer regarding soft drinks and to know the satisfaction of consumers about quantity availability. Percentage analysis has been used for majority of male and female consume soft drinks- among male Gold Spot is the most popular drinks and female Thumps-up is the most popular drinks.

Murugesan, (1990)\textsuperscript{13} in his dissertation, “A study of consumer behaviour towards soft drinks in Madurai City” revealed that the 76.35 per cent of the consumer bought soft drinks only because they were satisfied with the quality. Only meagre 2.65 percent of the consumer bought them because of cheaper price. Beside 51.72 per cent of the consumer changed their brands occasionally and 48.28 per cent changed their preference frequently.

Shanmugasundaram and Regionalel James (1990)\textsuperscript{14} - have made a study, entitled “Demographic and psychological factors that influence the pattern and selection in soft drink and tetra pack drinks in Vellore town” A sample of 250 consumer was selected for

\begin{itemize}
  \item \textsuperscript{12} Palani Kumar, “Consumer Preference for Soft Drinks in Urban Area of Coimbatore”, 1990.
  \item \textsuperscript{13} Murugesan, P., “A Study on Consumer Behavior towards Soft Drinks in Madurai City”, M.Phil., Dissertation, Department of Commerce, S.N.College, Affiliated to Madurai Kamaraj University, Madurai, 1990-91.
  \item \textsuperscript{14} Shanmugasundaram and Regionalel James, “Demographic and psychological factors that influence the pattern and selection in soft drinks and tetra pack drinks in Vellore Town”, Indian Journal of Marketing, 1990.
\end{itemize}
this study. The study revealed that Gold Spot was the most favoured soft drink and the company’s reputation did not act as a strong reason for choosing (or) purchasing a soft drink. Television was found to be the most effective medium that influenced the consumers in the purchase of soft drinks. The study further showed that the Tetra pack soft drinks were found to be more popular than the bottled ones, due to their convenience in usage. The study also revealed that among the five major companies that produced and marketed these drinks, Frooti were ranked first followed by Tree Top and Aappy. Through Tetra pack drinks have captured wide market their sale in villages was not as

Kumar (1991)<sup>15</sup> in his research work entitled “Marketing of soft drinks - A case study of Gold Spot in Madurai City”, examined a sample of 150 consumers. The study revealed that, most of the people liked to consumer Gold Spot and Limca for their taste and freshness, irrespective of the price. Besides aged and young people preferred Gold spot, 31 percent and 21 percent preferred Limca.

Rajasekaran, (1991)<sup>16</sup> in his study entitled, “Consumer behaviour - A study conducted with reference to soft drinks” sponsored by Madurai soft drinks Pvt. Ltd., Madurai, revealed the buying pattern of soft drinks by the consumer and the factors influencing his preference. The study revealed that the middle income group provided the most promissory market. What the group really expected was refreshment and social value.

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Rajesh (1991) in his project report entitled “Advertising effectiveness for soft drink with reference to pale soft drinks”. The project main objective is to study the effectiveness of advertisement for parle soft drinks. He suggested the majority population not influenced by parle soft drinks occasionally in rural area and major population not influenced by paste soft drinks.

Srivastava and Shocker’s (1991) in their study on “Soft drinks: A perspective on its meaning and measurement” soft drinks consist of size and price. Size is the set of associations and behaviour on the part of the brand’s customers, channel members, and parent corporation that permits the brand to enjoy sustainable and differentiated competitive advantages. Price is the financial outcome of the management’s ability to average brand size via tactical and strategic actions in providing superior current and future profits and lower risk. It can be concluded that size refers to the consumer aspect of brand equity and price refers to the financial aspect of brand equity and price refers to the financial aspect of the same concept.

David S. Luck (1992) in his work entitled, “Marketing Research” pinpointed that the Coco-Cola company has conduct a study (USA) with its stores to measures those effects. It studied to various sales districts, of where a well matched pair. San Antonic has past of using the Coco-cola brand name for its FCB sales the BR out lets to be placed in each group would be chosen by whatever method Coco-cola wished to use.

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Osborn, (1992)\textsuperscript{20} in his research work, “Biscuit Market in Dindigul Town - A study on Consumer Behaviour” concluded that the respondents were the opinion that the (i) Biscuits several as good evening snacks (ii) more than 50 percent of the consumers were in the habit of consuming biscuits for more than 20 years as they had developed this habit from their early childhood and (iii) the sweet variety of biscuits were preferred by a major portion of the consumers.

Sirgy (1992)\textsuperscript{21} in his study on “self concepting consumer behaviour research in soft drinks marketing” concluded that soft drinks market research towards consumer attempts to preserve or enhance their self-image by selecting soft drinks products with “image” or “personalities” they believe are congruent with their own self-image, and avoid products that are not.

Chintagunia (1993)\textsuperscript{22} in his analyses on “Estimating a multinational companies of soft drinks brand choice and purchase quantity decisions of household” concluded that the band choice alone in categories with multiunit quantity purchases only accounts for part of the total price response and, in some instances, generates inelastic price elasticity’s. In addition to providing incomplete estimates of consumer preferences, the misspecification of the demand for carbonated soft drinks could also leads to in correct managerial predictions for these categories.


Keller (1993)\textsuperscript{23} in his study on “Conceptualizing, measuring, and managing customer-based brand equity analyze that the customer aspect of this concept. He defines customer based brand equity as the differential effect of brand knowledge on consumer response to the marketing of the brand.

Richard (1993)\textsuperscript{24} in his study on “Co-branding aims to double the appeal” concluded that our approach accommodates three significant and novel challenges that a product with branded components raises for marketers and research alike: The first is the presence of multiple decision makers. Consumer valuations and market level pay off must satisfy two classes of decision makers in the supply side: (a) the seller of the bundled product and (b) the branded component manufacturer(s). The seller’s return are tied to the bundle level impact such as price premiums, profit and / or market expansion by marketing the bundle of branded components the second is the issue of contingent value. A branded component carries certain equity. It signals quality and performance more strongly than a conventional attribute. The component’s value is also susceptible to the interactive influence of its partnering component via mechanisms.

Krishna (1994)\textsuperscript{25} in his study on “The effect of deal knowledge on consumer purchase behaviour” concluded that soft drink’s buyer purchase behaviour can be influenced not only by the current price of a soft drink product, but also by what prices they expect in the future.

Narang (1994)\textsuperscript{26} In his study on “Market survey on Lemon Drinks” said that the objectives of the study was concerned with study of preference rate and their opinion o the various brands of lemon clear and non lemon clear soft drinks of Parle and Lehar. Tools used were simple percentage methods and Anova analysis. His findings were the majority preferred citra because of better taste and 7up is most liked and membered.

Park and Srinivasan (1994)\textsuperscript{27} in their study in “A survey based method for measuring and understanding soft drinks brand and its extensibility condoned that soft drink as the difference between an individual consumer’s overall brand preference and his or her multi-attributed preference based on objectively measured attribute levels. According to that, soft drinks brand is the difference between subjective and objective preferences, and this difference is attributed to the influence of the soft drinks.

Krishnakumar, (1995)\textsuperscript{28} in his study entitled, “A study of retail outlets and consumer preference in the markets of Gold Spot, Limca and Thumps up” described the attitude of the consumer towards various brands of soft drinks and flavours preferred. The study revealed that advertising and representatives visits had increased the sale of popular brands.

Hendel, I., (1996)\textsuperscript{29} in his study on “Estimating multiple-discrete choice models: An application to computerization return to soft drinks” analyse that accommodates

assortment decisions. Recognising the difference between the time of purchase and the time of consumption, consumers are assumed to make multiple decisions in anticipation of a stream of future consumption occasions. At the time of a shopping trip, the consumer makes several discrete choices – one for each anticipated consumption occasion, it is specification is used to model demand for these assortments. These demand estimates are then aggregated to simulate the impact of several hypothetical CSB mergers.

Veena (1996)\textsuperscript{30} in her study titled, “Growth dimension of horticulture in Karnataka – An Econometric Analysis” studied brand switching and brand loyalty of processed fruit and vegetable products in Karnataka state by using Markov Chain Analysis. The result of the study revealed that Maggi, Sil and Kissan were having market retention of 74.20, 55.78 and 48.74 per cent, respectively for jam products. The equilibrium shares determined in order to predict future market position among the different brand showed that in long run, shares of Kissan, Rex. Other brands were likely to decline, mainly on account of increased market shares of Gala, Sil and Maggi.

Dhandhapani, (1997)\textsuperscript{31} in his research work, “A study on the acceptance of Fountain Pepsi in Madurai City”, revealed that Pepsi consumption was 69.23 percent in the case of 150 sample respondents, and Coco-cola market was only 13.46 percent and thumps up was only 10.36 per cent.

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Kapferer (1998)\textsuperscript{32} in his study on “Strategic brand management: creating and sustaining brand equity long-term”, say that under the brand equity, includes only the financial aspect of brand equity. Brand equity is a result of brand assets which include brand awareness, brand image, the perceived quality of the brand, evocations and the familiarity or appeal of the brand. These elements of brand assets bring added value to the products. The financial value of the brand (brand equity) is equal to the brand added value minus the costs of branding and the cost of invested capital.

Christopher and Navin (1998)\textsuperscript{33} in their work “A study into the reasons behind doctors recommending soft drinks in Madurai city”, stated that out of 100 sample respondents, nearly 60 percent consumed soft drinks because of their pruning of water compared to ordinary water. Doctors who have completed 40 years of age recommended Torino to the consumer from the health point of view. Mirinda was recommend for its multinational brand image. Further, Doctors recommended the reduction of aeration 38.5 percent the addition of nutritive value 33 percent and the reduction” removal of artificial agent 27 percent.

Raj (1998)\textsuperscript{34} in his research work, “A study on the distribution pattern of pepsi in up country market” revealed that the cooling equipment provided by Pepsi way found more than that of Coco-cola. Besides soft drinks availability and display was higher in the case of pepsi, than any other soft drinks.

\textsuperscript{33} Christopher, B., and Rajappa Navin, “A study into the reasons behind doctors recommending soft drinks in Madurai city”, MBA Project Work, Department of Management Studies, American College, Affiliated to Madurai Kamaraj University, Madurai, April 1998.
Ram and Majundor (1998)\textsuperscript{35} in his study entitled “Product Management in India”, concluded as the consumer research reached that quenching of thirst was an important aspects for consuming soft drinks and even coco-cola was not able to fulfil this desire of Indian consumer Limca was thus perceived as a bottled soft drinks with definite superiority over fresh lime juice with respect to convenience taste consistency and easy mix ability. The Parle also enhanced on the fact that Indians Parle clever positioning strategy helped carry out a niche in the Indian soft drinks market”.

Tepper and Amy (1998)\textsuperscript{36} in their study on “Consumer Acceptance of Coco-cola Drinks in Rural Area (Taste (or) health)” concluded that the relative contributions of taste and health considerations on consumer liking and purchase intent of Coco-cola drinks. Eight types of commercial Coco-cola drinks were evaluated by 305 adult consumers who also completed brief questionnaire on food habits. These variable emerged as the first factor in the analysis, suggesting that consumers perceive these characteristics as being most important in their choice of Coco-cola drinks. The second factor described a health dimension and was related to respondents attitudes towards fat in the diet. The factory three comprised two remaining sensory attributes (colour and crunchiness) which apparently were of minor importance to the respondents.

Venkatesh and Mahayan (1998)\textsuperscript{37} in his study on “Products with branded components: An approach for premium pricing and partner selection” concluded that consumer preferences for a product could change as a function of the configuration of

\textsuperscript{35} Ram and Majundor, “Product Management in India”, 1998.
\textsuperscript{36} Tepper, J., and Amy, C., “Consumer Acceptance of Coco-cola Drinks in Rural Area (Taste (or) health)”, Trail Journal of Food Science and Technology, 15, Sept 1998.
competing alternatives. It would be interesting to assess the impact on reservation values of Compaq (both with and without intel). The product with branded components that was finally selected enjoyed a monopoly. The approach has to be modified if there are several branded component manufacturer of one or both of the principal components. The consumer has not control over the choice of the components in the bundle; the seller decides what form of bundle components to offer. We aggregate such valuation across consumer to assess the market’s overall valuation.

Vimal (1998)\textsuperscript{38} in his research work “Competitive Analysis of Soil drinks in Tourists Sport - (Kodaikanal, Palani, Madurai, Raneswaram and Kanyakumari)” described the distribution system adopted for Coco-cola as the best compared to Pepsi, and stated that average sale per month of Coco-cola was higher than that of Pepsi. Further, most of the retail outlets had come forward to maintain adequate stock of Coco-cola instead of Pepsi.

Jaya Shree, K., (1999)\textsuperscript{39} in her research work, “Brand Analysis of soft drinks in Orange Flavour segments in Madurai city”, made the following findings: There is 100 percent awareness level among the consumers of orange flavoured soft drinks. Generally, quality and Taste are the major factor that influenced the consumer in preferring a particular brand. Average consumption of soft drinks is greater for the respondents who


\textsuperscript{39} Jayashree, Brand Analysis of soft drinks in orange flavor segments, Madurai city, MBA project work, Dept. of mgt studies, The American College, affiliate to Madurai Kamaraj University, Madurai June 1999.
are in the category of school students and most of the house - views preferred orange flavoured soft drinks.

Prithi (1999)\textsuperscript{40} in her research work “A study on the distribution pattern of soft drinks in Chennai city”, revealed that most of the children below 15 years liked to consume Fanta, Frooti and Mango drinks because of their taste and quality. Generally old people in Chennai city preferred to consume fresh juices, mango or Lemon soft drinks. Further, college students preferred Pepsi, Tetra pack drinks such as Frooti had the best sale in the city.

Sakuntala Narasimman (1999)\textsuperscript{41} in her point of viewed the soft drinks advertisement lead of misleading habit of the child consumers the advertiser know that consumption habit and preference developed in childhood get carried into aburtood Coco-Cola drinks contain synthetic chemical sweetness (for cheaper than conventional sweetness) which are merely empty calories and provide no nutrients. Sponsorship of sports events like cricket matches the use of sport men as models in ads and contests with attractive prizes.

Saravanan (1999)\textsuperscript{42} in his research work “A study on distribution of soft drinks in southern districts with special reference to pepsico India holding Ltd., Madurai” Stated that the credit period and the scheme provided by Pepsi were better than those of any


\textsuperscript{41} Sakuntala Narasimman, The Economic Time, 21\textsuperscript{st} August 1999.

\textsuperscript{42} Saravanan, D., A study on the Distribution of Soft Drinks in Southern Districts with special reference to Pepsi co India Holding, Ltd, Madurai” MBA Project Work, Department of Management Studies. The American College, Affiliated to Madurai Kamaraj University, Madurai, April 1999.
other brand, and also because of the scheme, the sale of pepsi increased compared to other soft drinks. Besides the coverage soft drinks sales of bottled pepsi items was more than that of is competitor’s products.

Sethunath (1999) had given a report titled “Edakochi of Kochi” conducted in rural area of Kerala. The soft drinks market to know the position of soft drinks manufacture in Kerala. Soft drinks gain Pepsi and Coco-cola are planning to tie up with the Kerala based excel glass Ltd to manufacture bottles for their respective brands. The major advantages of glass industry in Kerala Slice and cheap power have caused to be as lucrative of the used to be the company has bagged ISO -9002 certification from NVA Netherlands.

Sridhar, (1999) in his research work “Brand analysis of soft drinks in clear Lemon Flavour segment in Madurai City”, stated that, there was some relationship between occupation and brand preference and there was no specific relationship between education and brand preference. Further taste and qualities influenced consumption.

Sureshkannan, S., (1999) in his study titled “A study of preferred for soft drinks of the consumer’s Arts College students in Madurai City” examined the attitudes of owmen consumer towards various brands of soft drinks, flavours preferred and the like. The study revealed that, the consumption of soft drinks increased in summer especially in

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the afternoon, when the climate was not, and also the students preferred the taste of the product to the price.

Venugopal Rao (1999)\textsuperscript{46} in his articles as “Nexus between core value of a brand and Brand extension” analysed that the consumption pattern of rural India with regard to soft drinks was indeed changing and the rural masses were changing over to branded soft drinks as compared to their unbranded counterparts. Brand identifies the product and reveals the facts of its difference, functional value, pleasure value and symbolic value as a reflection of the buyer’s self image.

Jacobson (2000)\textsuperscript{47} in this study on “Small taxes on soft drinks and snack food to promote health”, concluded that small taxes on soft drinks, candy, gum and snack food are politically feasible and, when revenues are applied to health programs, are likely to be supported by many consumers. He suggest that public health professionals consider recommending snack taxes as a means of funding health eating and physical activity programs. Such programs could result in better health and lower health care costs.

Anderson and Vileassim (2001)\textsuperscript{48} in their study on “Soft drinks structural demand model for retail category pricing” concluded that the derivation of carbonated for soft drinks demand from consumer theory ensures that aggregate demand is “well behaved”. Such that a retailer’s corresponding profit function satisfied all the conditions necessary for deriving an optimal price vector. Once this specification is used to study category

\textsuperscript{46} Venugopal Rao, K., “Nereus between core value of a brand and brand extension”. Indian Economic Panorama, Vol 9 (3), 1999, pp.5-6
profitability, additional ad-hoc restrictions may need to be imposed for the profit function to be maximized. He was compensating variation can be used to measure consumer willingness to pay in dollars to maintain the status quo versus a hypothetical change in the marketing or category conditions.

Boddewyn and Kozlowski (2001)\textsuperscript{49} in his study entitled “Soft drinks marketing and aggregate consumption in US” concluded that the researchers point to several demographic and socio-cultural factors and influence aggregate consumption more than soft drinks advertising expenditure. The researcher point of view to income, price, information available about regular consumer and temporary consumer regulations as potential factors impacting consumption of low-level price of soft drinks. (Fanta, Coca-cola). Pepsi, 7up consumption was related to demographic changes, with increased consumption correlating with increased numbers of 20 to 35 year old.

Makkar (2001)\textsuperscript{50} in his study titled, “Consumer Perception towards Different Soft Drink options: An Empirical Study of Rural Vs Urban Perspective” that consumer perception towards different soft drinks option: An empirical study of rural V/s Urban perspective”, concluded that provide insight in the formulation of further media strategies by the marketers, enabling them to focus on right media choices and media mix. One thing that is sure is that the soft drinks are having a dramatic impact on the consumption patterns of the consumers, irrespective of their affiliation to certain geographical locations – rural or urban and their gender. Specifically for the rural customers. Indeed,


as per the current research, it is now widely recognised that the role of other soft drinks is not less in comparison of the world wide. This view can be the driving force behind efforts by the marketer to develop rule regarding their media mix strategies.

Nirmala Devi (2001)\textsuperscript{51} in her articles as “Brand Management” say that pepsi is the lead brand of soft drink preferred by the rural people which accounted followed by Miranda, 7-up, Fanta, coke, slice, sprite, limca, Goldspot etc., More females preferred Fanta followed by slice and maximum males preferred Pepsi followed by Miranda in the study of rural area. The source of Brand Awareness of soft drinks is the prominent factor in the rural area such as word of mouth, advertisement, retailer, point of purchase, sales promotion etc sales promotion was considered as the least factor among the source of brand awareness. Brand awareness leads to preference and brand equity is the intrinsic value to the corporate.

Matraves (2002)\textsuperscript{52} in his study on “European integration and market structure in the soft drinks industry” concluded that the evidence is consistent with the market size increased, this raised the incentive for pepsi to and other concentrate producers to escalate their soft drinks advertising expenditure. However, no such escalation was observed by later entrants, indeed the evidence suggested that Coco-cola was increasingly their advertising expenditure even faster. This implies that the first-mover advantage is stronger than the market size expansion effect in the EU soft drinks industry.

Sarwade and Babasaheb Ambedkar (2002)\textsuperscript{53} in their study on “Emerging dimensions of Buyer Behaviour in rural Area” said that good quality an availability of retail price are the main factor which influenced the rural consumer of a particular brand of a product. Retail price, advertisement, word of mouth and retail shopkeepers are the other factors influenced the brand of soft drinks in the study area. A study was undertaken to identify the popular brands of soft drinks and the factors that contribute to the purchase of it in the rural area of Tamil Nadu. The soft drink market in rural area constitutes an important market for both coke and Pepsi because it contributes up to 8% of their total sales on an all India level of rural area.

Johnson and Peppas (2003)\textsuperscript{54} in their study on “Crisis Management in Belgium the Case of Coca-cola” concluded that the Coco-cola comp. has been a standard bearer of management and leadership practices against which other companies have been measured. The Coco-cola brand has become a symbol of globalization the second most recognised phrase World Wide. It also enjoyed unparalleled loyalty and commitment from employees, customers and stockholders. The company had a reputation for doing the right thing and for doing thing right.

Dube (2004)\textsuperscript{55} in his study on “Multiple discreteness and product differentiation: demand for carbonated soft drinks” conducted that provided useful predictions for consumer purchases in many product categories, their restrictive single unit purchase

assumption seems competition, and with weak brand in a competitive fringe. Fringe supply of soft drink is a function of the price-ser by the dominant firm. By focusing on retailer - contracted promotions that encourage asynchronous promotions by dominant brands, the soft drink study described here differs from Steenkamp et al (2005); specifically, the interplay between strong brand and weak brands may be explored. The soft drink industry provides a perfect venue for assessing the impact of price discrimination as a percent of strong brand sales during promotion periods versus no promotion pricing periods.

Philps (2004)\textsuperscript{56} in his study on “Distribution network of Parle soft drinks”, he conducted in the city of Delhi. The main objective of the study was to conduct an intense study of distribution network of Parle were dominating. In the north Delhi areas and west Delhi area parle market share was slightly lower than north Delhi. The study conducted in south Delhi in her cosmopolitan population where brand awareness is very high compared to other areas in Delhi.

Carton, and Perloff (2005)\textsuperscript{57} in their study titled, “Modern Industrial Organisation”, states that strong brand competes on two fronts: with other strong brands through price and non-price competition, and with weak brand in a competitive fringe. Fringe supply of soft drinks is a function of the price ser by the dominant frim. By focussing on retailer contracted promotions that encourage asynchronous promotions by dominant brands, the soft drink study described here differs from Steenkamp et al (2005); specifically, the interplay between strong brand and weak brands may be explored. The

\textsuperscript{56} Ravindar Philps, The Economic Time, 21\textsuperscript{st} August 2004,.

soft drink industry provides a perfect venue for assessing the impact of price discrimination as a percent of strong brand sales during promotion periods versus no promotion pricing periods.

Guthery (2005)\textsuperscript{58} in his study on “Coco-Cola’s marketing challenges in Brazil” concluded that sale of soft drink have grown globally an average of 5% a year. The company’s “Global soft drinks report 2002” state that in 2001 consumer around the world drink 4,12,000 million liters of soft drinks which represents 67.5 liters per capital. Coco-cola company has resigned as the supreme soft drink market leader. The company sells its products in more than 200 countries. In the U.S., Coco-Cola and Pepsi hold, respectively, (44%) and (31%) market shares. The Coco-Cola brand was the leader in the Brazilian soft drink market with 35.6% of market share. It was a major investment destination of global companies, particularly manufacturers of mass consumer goods.

Lars Lien (2006)\textsuperscript{59} in this study on “consumption of soft drinks and hyper activity, mental distress, and conduct problems among adolescents in Oslo, Norway” concluded that high consumption level of sugar containing soft drinks were associated with mental health problems among adolescents even after adjustment for possible confounders.

Wilcox and Sarakamal (2007)\textsuperscript{60} in their article entitled “Soft drink marketing and consumption, in the united states” assumed that the scientific evidence that marketing expenditure (soft drinks) are not significantly related to aggregate consumption

\textsuperscript{58} Dennis Guthery, “Coca’s Marketing Challenges in Brazil Thunderbird International Business View”, Vol.47(2), March-April 2005, pp.231-254. \\
throughout the time period investigated. While it was the purpose of this study to offer as much insight as possible, other types of promotion method employed. Such as Fanta, Slice, 7up, dew etc. are captured by soft drinks marketing data used in this analysis. To the best of the authors’ knowledge information on these types of marketing (Soft Drinks) expenditure are available for the period analysis. It may be that other type of promotional methods may have contributed to increases in carbonated soft drinks.

Berker (2008)\textsuperscript{61} in his study on “Comparing strategies, innovation trajectories and knowledge sources in Dutch soft drink production” concluded that their supplier and the business need for product diversification. He decided to enter the market for non-alcoholic beverage with a new kind of soft drink almost at the same time. He also managed to ewer the market for soft drinks in the late 1930. It was more than just the difference in financial backing that led to this alternative innovation strategy, for it seems there was also a disparity in business culture. Their main suppliers suggested they develop fruit and vegetable based soft drinks, which seemed an interesting path. The horticulturists contacted the food preserving industry, both individually and through their existing horticultural networks. He was probably attracted to the idea as a result of the promotional activities of the national horticultural network, which had been activated by the regional network.

Shrotriya (2008)\textsuperscript{62} in his analyze the “Soft Drinks Challenges in Rural Marketing” concluded that soft drinks marketing organization are hound to enter rural markets


because of increasing competition in urban markets. They are all set to take advantage of the large potential consumer base in the rural markets. Rural markets are entirely different from the urban markets and require different strategic approaches. They are geographically scattered and heterogeneous in nature. There are certain challenges in rural marketing like product development, communication distribution etc. Marketers are aware the tremendous potential awaits there in the rural markets and are determined to penetrate these markets to secure their future various socio-economic changes increase in literacy rate, increasing awareness in general; development in information and communication technology; increase in the purchasing power of rural consumers.

Agarwal (2009) in his study on “Use of Soft Drinks Multinational Positioning Strategy” concluded that rural India has widely diverse cultures and subcultures. Also, there are large number of like of soft drinks and regular use of consumer’s soft drinks which vary from region to region and state to state within the country. This makes the promotion task difficult as the act message has to be delivered in the local soft drinks according to the rural populations. A low level of literacy of rural people also leads to the problem of communication for promotion purposes. The demand for goods and services is seasonal in nature India and it is directly as well as closely connected with manufacturer of soft drinks which itself is seasonal. Therefore, there is considerable fluctuation in demand in rural area.

Hyman (2009)\textsuperscript{64} in his study on “promotional as co-operation in the soft drink industry” concluded that the customer information gathering explanation of promotions is ruled out by the longevity and nature of this market. Soft drink penetration is among the highest in grocery stores, and it is unlikely that enough nonusers exist to account for the intensity of observed promotions. Soft drink bottlers promote brands for mixture of co-operative and competitive reasons supports the brand interdependence framework, which uses asymmetric competitive draw to explain promotions as co-operation. As one former Pepsi executive said about competing with coke, “When I worked at Pepsi, we thought of the market as ours, theirs and up for grabs. We wanted to get more than our fair share of what was up for grabs.” Soft drink penetration is among the highest in grocery stores, and it is unlikely that enough nonusers exist to account for the intensity of observed promotions.

Nelson and Moran (2009)\textsuperscript{65} in their study on “Soft drink advertising and consumption in US” concluded that provides evidence for increase in selective demand for distilled spirits with decreases in soft advertisements and vice versa. This study found significant relationship between brand advertising and consumption for both soft drinks and carbonated soft drinks. Similarly, in the case of Soft drink consumption, one might expect several factors such income, age, gender, taste preference, consumption habits of parents and friends, and soft drink availability in the home a school, to play an important role in aggregate consumption levels in addition to advertising.

\textsuperscript{64} Michale R.Hyman, “Promotion as Co-operation in the Soft Drink Industry”, Academy of Marketing, 2009.

Pallavi (2009)\textsuperscript{66} in her study analysed that “Rural marketing in India of soft drinks included as the Indian rural market was full of opportunities and has been impressive growth in recent years. The middle to high income households in rural India are now 17% of the population and are growing at an annual rate of 7/- significant growth in purchasing power, change in lifestyle, increasing brand consciousness changing consumption, pattern, improvement in infrastructural facilities and rapid spread of communication network in rural areas have presented a growing potential for the companies. There is huge rural market which is waiting to be served, ready to splurge, willing to explore new products and services. The corporate sector is, thus, increasing looking towards the rural consumers and fine — tuning is marketing strategies to tap on their wallet (limca) and promote their product.

Ramai (2009)\textsuperscript{67} in his study on “Fast moving soft drink companies in rural area”, concluded that rural consumers spend about 13 % of their income, the second highest after like of soft drinks consumer (35%) on FMCG. The intensity of colour and the flavour are the key drivers behind consumer acceptance of beverages, says a new study involving Danone. But packaging and labelling are not as important for winning over consumers, according to findings published in the journal Food quality and preference, the study involved consumers at differs stages of development and highlights the importance of adopting a sensory soft drinks marketing approach”, said the researchers form institute Paul Bo cuse. “When the market is overloaded the challenge consists in creating innovative products able to attract and satisfy consumer”. As it is seen that

cannel soft drinks enjoys the largest market share though they do contain some preservatives but majority of the consumers consider it healthy. Most of the respondents (77%) were of the strong veer that advertisements affect their purchases and the rest (23%) were not at all affected by the advertisements.

Ravikumar (2009)\(^{68}\) in his study on “Changing mindset in consumption pattern of soft drinks in rural market” concluded that India is a primarily a rural country where more than 72% people resides in rural area where main occupation agriculture. An Indian farmers has improved a lot, their life style expenditure pattern income level, taste and preference has seen a sea change. Many urban enmities are now a day’s present in the rural area of soft drinks marketing. We can easily find the goods and services that were earlier present only in urban vicinity. An Indian economy is confirmed to two major and far-reaching, change from domestic to global and a change from the global to rural economy. Both these change are evolutionary. Corporate sector has already realized the vast opportunity, existing in the rural area sector and are trying to harness these strategies specially aimed at rural market.

Shakti (2009)\(^{69}\) in his study on “soft drink companies are making use of the traditional wholesale retail model” concluded that the product are first transported to small town and villages by making use of transport like bicycle, auto, hand-carts, camel carts etc. The project ‘shakti’ with a social aim of upliftment of rural women by providing income generating opportunities, was intended to extend the company’s rural distribution network. To address the problem of regular power shortage, coca-cola


provided low cost ice boxes for the rural areas, as retail stores in the rural areas could not afford to have a pepsi, sprite, fanta, pew, Miranda etc.

Mishra (2010)\textsuperscript{70} in his study on “Rural Marketing India towards Soft Drinks Opportunity and Challenges”, concluded that the rural markets have opened new front for the modem marketers. The income of rural population in India aid their purchasing power has also increased in recent years. Soft drinks companies have to ascertain their needs and exploit the vast potential of rural markets with appropriate marketing strategies. The Indian rural market can be considered soft drinks which need to be explored. However, broadly scattered and heterogeneous rural markets, inadequate and insufficient rural transportation, inefficient communication and warehousing facilities, overall backwardness, preference for conventional way of life of the rural people, etc., are some such factors which must to tackled as these have been hindering the growth of rural markets. Soft drinks companies have to meet the challenges of availability affordability, acceptability, and awareness in rural India.

Tefft (2010)\textsuperscript{71} in his study on “Can soft drink taxes reduce population weight?” concluded that estimate the effect of current soft drinks taxes on weight out-comes for the U.S. population. As the “Obesity epidemic has gained considerable attention in the united states. The US use, year and quarter of year fixed effects, along with state specific time trends in our baseline specification and find that a (1%) point increase in soft drink taxes decreases adult BMI by 0.003. Therefore, he should expect only modest changes in


population weight through soft drink consumption responses to small tax increases. He also performed falsification tests on variable that should not be affected directly by soft drink taxes.

2.2 CONCLUSION

It is obvious to note that marketing of mango fruit drinks and consumer behaviour is very much attracted many researchers. All these studies focused on various dimension of consumer behaviour, their preference in branded soft drinks and different marketing practices. But none of these studies covered the changing behaviour of consumers especially in mango fruit drinks. This was identified as research gap. In order to fulfil the gap, the researcher has tapped this area as his research topic.