CHAPTER V
FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 INTRODUCTION

The main purpose of the present study is to review and analyze consumers’ preference towards branded soft drinks in major cities of Tamil Nadu. The beverages sector in India has undergone significant transformation in the past few years. The carbonated and non-carbonated drinks industry in India is to grow near about 45 per cent annually and would triple or four times in size by 2020. Customer preferences are more complex and even more important for retailers today than in past. In this perspective, the study has been undertaken in the major cities of Tamil Nadu in order to find out the factors influencing the consumers to prefer branded soft drinks.

The study is based mainly on Primary data. Secondary data have been taken for the Third chapter only. Having identified the factors which are likely to influence the consumers to prefer branded soft drinks in the selected cities of the state, the factors so identified have been statistically tested. In addition, information produced through Questionnaire has been incorporated in this study. The data collected is subdued into suitable tabular forms for drawing inferences. Quantitative techniques like averages, percentages, Correlation and multiple regression analysis are applied wherever found necessary. Moreover, in order to ascertain the factors that will influence the respondents, non-Parametric Friedman Test has been used. Likewise, to find out the most significant media of advertisement mostly influences the respondent to buy soft drinks; significant influence of Taste & Preference in preferring the branded soft drinks the Garrett’s ranking technique has been applied. The Chi-square analysis is used to test the significance of association between two attributes. In other words, this technique is used to test the significance of the influence of demographic characters over the flavour of soft drinks with regard to preference of branded soft drinks, Average amount of money spent per month for soft drinks, reason for purchasing preferred branded soft drinks, attributes of products by which customers are influenced to purchase soft drinks, reasons for not buying the soft drinks, type of packaged soft drinks, awareness of offers and discounts of soft drinks, awareness of adulterated soft drinks available in the Market.
Besides, Parametric test of two sample t-Test and One way analysis of variance for more than two groups are applied for judging the significance of the difference between means scores, after testing the normality by Q-Q plot. The Parametric test of two samples Z-Test procedure is used to compare mean scores of two groups. Apart from the above, in order to find out how the respondents preferring PepsiCo Products which are differing from the respondents who prefer Coca-Cola Products, multivariate discriminant analysis is used.

The concluding chapter is an attempt to summarize the main findings and conclusions emerged from the entire study. As the first two chapters are introductory in nature, and review of literatures respectively, conclusions are drawn from the third chapter onwards.

5.2 FINDINGS FROM CHAPTER III - SOFT DRINK INDUSTRY IN INDIA

5.2.1 Profile of Soft Drinks at the Global Level

- Artificial mineral water was manufactured in Geneva and London in 1780 and 1790 respectively.
- The first known U.S. manufacturer of soda water was Yale University chemist Benjamin Silliman in 1807.
- The first cola drink appeared in 1881 in USA.
- In 1920, nationwide beverages were supplied for various ailments especially for digestive.
- In 1899, the national rights to bottle Coke for a fairly small sum to Benjamin F. Thomas and Joseph B. Whitehead, was sold and then started a national network of bottlers.
- After World War II, the soft-drink industry became a leader in television advertising, the use of celebrity endorsements, catchy slogans, tie-ins with Hollywood movies
- The most famous rivalry within the industry has been between Coke and Pepsi, which waged two rounds of "cola wars" in the twentieth century
- In 2001, the soft-drink industry included approximately five hundred U.S. bottlers with more than 183,000 employees
- Americans consumed an average of 55 gallons of soft drinks per person, up from 48 in 1990 and 34 in 1980.
• Coke and Pepsi each has bottling operations in more than 120 countries in which India became one of the leading countries in dealing with the two companies soft drink products.

5.2.2 Indian soft Drink industry

• In India, Coke and Pepsi have a combined market share of around 95% directly or through franchisees.
• There are two distinct segments of the market, cola and non-cola drinks. The cola segment claims a share of 62%, while the non-cola segment includes soda, clear lime, cloudy lime and drinks with orange and mango flavours.
• The per capita consumption of soft drinks in India is around 5 to 6 bottles
• The Indian soft drink industry contributes over `12 billion to the exchequer and exports goods worth `2 billion.
• About 85% of the soft drinks are currently sold in returnable bottles
• 91% soft drink sales are made to the lower, middle and upper middle classes.
• Coca-Cola operates through 35 plants and 16 franchisees throughout the country,
• PepsiCo has 20 plants, but it has 7 more franchisees at 23 to 16 of its rival.
• Coca-Cola claims a market share of 51%, while Pepsi has a share of 46%
• PepsiCo had achieved `3 billion worth of exports, which include processed foods, basmati rice, guar gum and soft drinks concentrate.
• The major soft drink brands in the Pepsi stable are Pepsi, 7UP, Mirinda, Tropicana and Aquafina.
• About 85% of the soft drinks are currently sold in returnable bottles.
• Coca-Cola operates through 35 plants and 16 franchisees throughout the country, while PepsiCo has 20 plants, but it has 7 more franchisees at 23 to 16 of its rival.

5.2.3 PepsiCo India
• PepsiCo entered India in 1989 and has grown to become one of the largest food and beverage businesses in India.

• In 2009, PepsiCo India achieved a significant milestone, by becoming the first business to achieve ‘Positive Water Balance’ in the beverage world,

• PepsiCo India provides direct and indirect employment to almost 2,00,000 people

• Six brands of PepsiCo are more familiar than others. They are **7Up, Pepsi, Mirinda, Slice, Mountain Dew and 7Up Revive**.

• 7Up, the refreshing clear drink with a natural lemon and lime flavor was created in 1929. It was launched in India in 1990

• Pepsi is a hundred-year-old brand loved by over 200 million people worldwide

• Miranda is an international soft drink brand from Spain that was launched in India in 1991.

• Slice was launched in India in 1993 as a refreshing mango drink and quickly went on to become a leading player in the category.

• The main formula of Mountain Dew was invented in Virginia.

• Mountain Dew set the soft drink category ablaze in 2003

• PepsiCo’s iconic lemon-lime brand 7Up® has announced the launch of the new refreshing and hydrating beverage 7Up Revive in India in the states of Tamil Nadu and Kerala

5.2.4 Coca Cola India

• The Coca-Cola India incorporated on September 5, 1919,

• The Company's non-alcoholic beverage brands include Minute Maid, Aquarius, Diet Coke/Coca-Cola Light, Georgia, Minute Maid Pulpy, Gold Peak, Coca-Cola Zero, Powerade, Dasani, FUZE TEA, Fanta, Del Valle, Simply, Glaceau Smartwater, Sprite, Schweppes, Glaceau Vitamin water and Ice Dew.

• The Company competes with PepsiCo, Inc., Nestle S.A., Dr Pepper Snapple Group, Inc., Groupe Danone, Mondelez International, Inc

• **Coke** is a carbonated soft drink produced by the Coca-Cola Company

• **Maaza** is a Coca-Cola fruit drink brand originated in India and marketed in Middle East, Africa, Eastern Europe and Asia
• **Thums Up** is a brand of cola in India. The logo is a red thumbs up. It was introduced in 1977 to offset the withdrawal of the Coca-Cola Company from India.

• **Sprite** is a colorless, caffeine-free, lemon and lime-flavored soft drink created by The Coca-Cola Company. It was first developed in West Germany in 1959 as Fanta Klare Zitrone and was introduced in the United States.

• **Fanta** is a global brand of fruit-flavored carbonated soft drinks created by The Coca-Cola Company. The drink originated in Nazi Germany under a trade embargo for Coca-Cola ingredients in 1940.

• **Maaza** is a Coca-Cola fruit drink brand originated in India and marketed in Middle East, Africa, Eastern Europe and Asia.

• **Thums Up** is a brand of cola in India. It was introduced in 1977 to offset the withdrawal of the Coca-Cola Company from India.

### 5.3 FINDINGS FROM CHAPTER - IV

#### SECTION I

**5.3.1 DEMOGRAPHIC VARIABLES**

The age of the maximum respondents in this study is found to be in between 21 and 30 years old. Maximum respondents are males and majority of the respondents are found to be unmarried in the study. Majority of the respondents are dwelling in Chennai city only. The educational qualification of the majority of the respondents for the study is found to be graduation and post-graduation. Of the total respondents, majority of them are working in private companies. The monthly income of the most of the respondents in the study area is found to be ₹ 10,001 to ₹ 20,000. In addition, most of the respondents are known belonging to three member families.

#### SECTION II

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5.3.2 AWARENESS ABOUT BRANDED SOFT DRINKS

- Opinion of the respondents regarding their awareness of availability of branded soft drinks in the selected cities of Tamil Nadu

Almost all the respondents in this study are found to have stated that all the branded soft drinks are available in their respective residential cities whereas just few of them have specified that all branded soft drinks are not available in their respective residential cities. Further, it has been observed from the above table that almost all the respondents notwithstanding of their age, gender, marital status, residential cities, educational qualification, occupation, monthly income and size of the family have favoured the statement of availability of all branded soft drinks in their residential cities.

Chi square Test

It has been found from Chi square analysis that a significant association exists between the ‘Marital status, Residential City, Educational Qualification, Occupation, Monthly income, and Size of family’ and the Awareness regarding the availability of branded soft drinks in the selected city.

- Opinion of the respondents regarding their awareness of sources of information about soft drinks

Nearly Three fourth of the total respondents in this study are found to have stated that they are aware of all the branded soft drinks by advertisements whereas rest of the respondents are aware of the branded soft drinks from family members, friends and from other sources.

Chi square Test

It is observed from the Chi square analysis that a significant association is found between the Opinions with regard to the Source of information about branded soft drinks and Demographic variables excluding gender and marital status.

- Opinion of the respondents with regard the Flavor of soft drinks preferred to purchase
It is found that almost one third of the respondents prefer to have Lemonade soft drinks followed by mango, orange and Cola flavoured soft drinks are favoured by rest of the respondents.

**Chi square Test**

A highly significant association is found between the opinions of the respondents with regard to flavour of soft drinks and their demographic variables (Residential City and Size of family).

- **Opinion of the respondents in respect of keeping brand name in their minds while purchasing soft drinks**

Maximum respondents irrespective of their demographic variables have agreed that they would keep the names of brands of soft drinks in their mind while they purchase them in the study area.

**Chi square Test**

A significant association is found between the Gender, Marital status, Residential City, Educational Qualification, Occupation and the brand name of the soft drinks in the minds of respondents while purchasing soft drinks.

- **Average amount of money spent per month for soft drinks**

Maximum respondents are found that they spend up to `500 per month for purchasing soft drinks.

**Chi square Test**

A significant association has been traced out between the Opinions with regard to demographic variables (excluding Gender, Educational qualification and income per month) and Average amount of money spent per month for the purchase of soft drinks.

- **Opinion of the respondents with regard to the Cola soft drinks in respect of selected demographic variables**
With regard to Cola flavoured soft drinks, nearly one third of the total respondents wish to have Coca-Cola, Just about one third of them prefer to have Pepsi and rest of the respondents favour to have Bovonto.

**Chi square Test**

A significant association is found between the Opinions of the respondents with regard to Cola soft drinks and demographic variables.

- **Opinion of the respondents with regard to Orange soft drinks with respect to selected demographic variables**

Almost two fifth of the total respondents wish to consume Mirinda, and nearly the same number of the respondents like to have Fanta and just about one fifth of them prefer to consume Kali mark.

**Chi square Test**

A significant association is found between the Opinion of the consumers with regard to Orange flavoured soft drinks and the above mentioned demographic variables.

- **Opinion of the respondents with regard to Lemonade soft drinks**

Nearly half of the total respondents prefer to have 7Up and just about two third of them wish to have Sprite.

**Chi square Test**

A significant association is found between the Opinion of the consumers with regard to lemonade soft drinks and the selected demographic variables.

- **Opinion of the respondents towards the Mango soft drinks with respect to selected demographic variables**

More than three fourth of the total respondents wish to drink Mazza and one fifth of the them favor to Slice. Just few of the total respondents like to drink Kali mark mango sips.
Chi square Test

A significant association is found between the Opinion of the Respondents with regard to Mango sips and the selected demographic variables.

- **Consumers’ preference towards Cola flavored soft drinks according to their Taste**

Majority of the respondents have assigned rank one for Coke whereas rank two is given for Pepsi. Besides, majority of the respondents assign rank three for Bovonto followed by rank four for other brands

**Garrett Rank**

On the basis of the taste of the Cola flavoured soft drinks, rank one is given for Bovonto, rank two is given for Coke, rank three is assigned for other brands and rank four is given to Pepsi.

- **Consumers’ preference towards branded Orange flavored soft drinks according to their Taste**

Majority of the respondents have assigned rank one for Fantawhereas rank two is given for Mirinda. Besides, rank three is given to Kali mark followed by rank four for other brands.

**Garrett Rank**

Based on the taste of the branded orange soft drinks, the respondents have given rank one for other Brands, rank two for Fanta, rank three for Kali mark and rank four for Mirinda.

- **Consumers’ preference towards branded Lemonade soft drinks according to their Taste**

Majority of the respondents have given rank one for 7Up and Sprite. Further, they have offered rank two for Sprite and Rank four for Vibro followed by rank five for other branded soft drinks.

**Garrett Rank**
The Respondents based on the taste of the branded lemonade soft drinks have given rank one for Other Brands, rank two for 7Up, rank three for Sprite and rank four for Vibro.

- **Consumers’ preference towards branded Mango sips based on their Taste**

  Majority of the respondents have given rank one for Maaza. Further, most of the respondents have offered rank two for Slice whereas maximum number of respondents has assigned rank three for Fruiting followed by rank five for other branded soft drinks.

**Garrett Rank**

On the basis of the taste of the branded Mango sips, rank one is given for Other Brands, rank two for Maaza, rank three for Slice and rank four for Fruitaang.

**SECTION III**

5.3.3. **FACTORS INFLUENCING THE RESPONDENTS TO PREFER THE BRANDED SOFT DRINKS**

- **Media of advertisements mostly influences the respondents to buy soft drinks**

  Maximum respondents have assigned rank one for Television Medias, rank two for Newsprint, rank three for posters, rank four for Banners, rank four and five for Internets and rank six for other medias.

**Garret Ranking**

Among the 6 medias, rank one is given for “Television” followed by “Newsprint” and “Posters” are assigned rank two and three respectively. Besides, fourth rank is given to banners whereas fifth and sixth ranks are offered Internet and other Medias respectively.

- **Opinion of the respondents in respect of various flavors of Branded soft drinks**

  Maximum respondents are found to prefer Coca-Cola, Mirinda, 7Up and Maaza in the study area.
• **Names of the celebrities acted in Soft drink advertisements in memory of the respondents**

Maximum respondents are in remembrance of the celebrities acted in Mountain Dew, Mirinda, Slice, 7 Up, 7 Up Revive, Coke, Sprite, Fanta, Maaza and Thums Up.

• **Opinion of the respondents regarding awareness of adulterated soft drinks**

Majority of the respondents are found to be aware of the adulterated soft drinks and they are able to identify the adulterated soft drinks. Besides, it is understood from the analysis that majority of the respondents lodge complaints about the adulterated soft drinks with the concerned authorities.

• **Attitude of the consumers’ towards the purchase of size of pet bottles of soft drinks**

Maximum respondents preferring Mountain Dew, Mirinda and Slice like to buy 330 ml pet bottles whereas maximum respondents desiring 7Up, 7Up Revive, Coke and Sprite like to buy 400 ml of pet bottles. Besides, maximum respondents favoring Fanta and Maaza would like to buy pet bottles of 2.25litres and 1.5litres respectively.

• **Opinion of the consumers’ towards the size of can container of soft drinks**

Maximum respondents desiring Pepsi, Mountain Dew, Mirinda 7Up, Coke, Sprite Fanta, Limca and Thums Up like to buy 300 ml can containers.

• **Opinion about the factors influencing the respondents to purchase PepsiCo branded soft drinks.**

Majority of the respondents are influenced by the factors ‘taste, Prestige, Medical Advice, Influence of others, Offers & Discounts and advertisement effectiveness’ to purchase Slice. ‘Part of regular diet, Parties and functions and casually’ are the factors which are influencing the maximum respondents to purchase 7Up.

• **Opinion about the factors influencing the respondents to purchase Coca-Cola branded soft drinks**
Maximum respondents are found to prefer Thums Up for thirsty whereas most of them buy Fanta casually. In addition, most of the respondents who want to have Fanta and Thums Up as a matter of prestige. As a part of regular diet, Coke and Thums Up are bought by most of the respondents.

In addition, most of the respondents use to prefer to have Sprite only in functions and parties. Maaza is demanded by maximum respondents only because of the influence of others. Offers and discounts make the most of the respondents in the study to purchase Maaza. Sprite is demanded by the maximum respondents because of maximum respondents.

- Attributes of products manufactured by PepsiCo India Ltd.,

Maximum respondents are found to prefer Pepsi cola for its taste whereas most of them want to have Mirinda for its color. In addition, most of the respondents being in need of freshness, taste and electrolyte balances by consuming soft drinks are interested to buy 7Up and maximum of the respondents are known to have Slice because of its attractive packing and vitamin content.

- Attributes of products manufactured by Coca-Cola India Ltd.

Maximum respondents are found to prefer Sprite for its colour, freshness and taste whereas most of them want to have Mirinda for its color. In addition, most of the respondents who want to have electrolyte balances by consuming soft drinks are interested to buy Mazza and maximum of the respondents are known to have Thums Up because of its attractive packing. In addition, maximum respondents wish to buy Limca for its flavor.

- Reasons for not purchasing PepsiCo branded soft drinks

The Mountain Dew is the only product which the maximum respondents in this study are not interested to buy. Because, according to the respondents, the Mountain Dew does not have expected taste, not well for health, unavailability of the product and most of them do not know about it.

- Reason for not purchasing Coca-Cola branded soft drinks

Limca is the only product which the maximum respondents in this study are not interested to buy. Maximum respondents do not like to buy Fanta as it has no expected value according to
their opinion. Maaza is found to be not good for health according to the views of many respondents. Most of the respondents in this study are not aware of Coke and Limca. In addition, most of the respondents feel that Limca is not available in the market and most of them do not know about it and they do not want to buy Thums Up and Limca because of medical advice.

SECTION IV

5.3.4 SATISFACTION LEVEL OF CONSUMERS WITH REGARD TO ATTRIBUTES OF THE BRANDED SOFT DRINKS

- Level of Satisfaction regarding Taste of PepsiCo branded soft drinks

Maximum respondents are satisfied with the consumption of Pepsi and Mirinda soft drinks because of their taste, On the other hand maximum respondents who are highly satisfied with the consumption of Slice, 7Up, Mountain Dew and 7Up Revive because of the taste of the products.

Friedman Test

In respect of taste, among the 6 PepsiCo products, “Mountain Dew” is given rank One followed by the “7up” and “Slice” are given Rank Two and Three respectively.

- Satisfaction level regarding the Taste of the Coca-Cola branded soft drinks

Maximum respondents are satisfied with the taste of Coke and Sprite. In addition, maximum respondents who are highly satisfied with the taste of Fanta, Maaza, Thums Up and Limca.

Friedman Test

In respect of taste, among the 6 Coca-Cola products, rank one is given to “Fanta” followed by rank two and three are awarded to “Thums Up”, “Sprite” respectively.

- Satisfaction level regarding Price of PepsiCo branded soft drinks
Maximum respondents are satisfied with the price of “Pepsi, Slice, 7up, MD, and 7up Revive.” On the other hand, maximum respondents who are neutral in respect of Mirinda soft drink in respect of Price.

**Friedman Test**

With regard to price of the PepsiCo branded soft drinks, among the 6 PepsiCo products “7up Revive” has been given rank one whereas “Mountain Dew and Slice” are awarded rank two and three respectively.

- **Satisfaction level regarding Price of Coca-Cola branded soft drinks**

Maximum respondents are satisfied with the price of almost all Coca Cola branded soft drinks.

**Friedman Test**

In respect of the price, among the 6 Coca Cola products “Sprite” is given rank one followed by “Fanta” and “Coke” are bestowed rank two and Three in that order.

- **Satisfaction level regarding Quality of the PepsiCo branded soft drinks**

Maximum respondents are satisfied with the quality of “Pepsi, Mirinda, Slice, 7up, MD, and 7up Revive” soft drinks.

**Friedman Test**

With regard among the 6 Pepsi Co products “7up” has been given rank one whereas “Pepsi and 7Up Revive” are awarded rank two and three respectively.

- **Satisfaction level regarding Quality of the Coca Cola branded soft drinks**

Maximum respondents are known almost that they are satisfied with the quality of all products of Coca Cola India Ltd.

**Friedman Test**

In respect of quality, among the 6 Coca-Cola products “Thums Up” has been given rank one whereas “Fanta” and “Mazza” are awarded rank two and three respectively.

- **Level of Satisfaction with respect to Availability of the PepsiCo branded soft drinks**
Maximum respondents are known that they are satisfied with the quality of all products of Coca Cola India Ltd.

**Friedman Test**

Among the 6 products “Pepsi” is given rank one where as “Mountain Dew and “7Up Revive” are awarded rank two and three respectively.

- **Satisfaction level regarding Availability of the Coca-Cola branded soft drinks**

Maximum respondents are known that they are satisfied with the availability of all products of Coca Cola India Ltd. It is surprise to state that none of the respondents are found to be dissatisfied or highly dissatisfied with the factor availability of coke products.

**Friedman Test**

Among the 6 products “Limca” is given rank one whereas “Sprite” and “Mazza” are awarded rank two and three respectively.

- **Satisfaction level regarding Advertisement of the PepsiCo branded soft drinks**

Maximum respondents are known that they are satisfied with the advertisement of all products of PepsiCo Ltd. It is surprise to state that no respondents are found to be dissatisfied or highly dissatisfied with the factor advertisement of PepsiCo products.

**Friedman Test**

Of the six products of PepsiCo India with regard to their advertisement, the advertisement of “Mountain Dew” is given rank one whereas “7 Up and 7Up Revive” advertisements are awarded rank two and three respectively.

- **Level of Satisfaction towards Advertisement of the Coca-Cola branded soft drinks**

Maximum respondents who are satisfied with the advertisement of all products of Coca-Cola viz., Coke, Sprite, Mazza, Fanta Thums Up and Limca.

**Friedman Test**

Of the 6 products, the advertisement of Fanta” is given rank one followed by the advertisements of “Coke” and “Thums Up” are awarded rank two and three respectively.
• **Satisfaction level with regard to Packaging of the PepsiCo branded soft drinks**

Maximum respondents are known that they are satisfied with the regard to packaging of PepsiCo branded soft drinks and none of them are found to be dissatisfied or highly dissatisfied with the packaging of PepsiCo products.

 **Friedman Test**

Among all Pepsi branded soft drinks, rank one is given to packaging of slice rank, two and three are awarded packages of Mountain Dew and Pepsi respectively.

• **Satisfaction level regarding Packaging of the Coca-Cola branded soft drinks**

Maximum number of respondents is found to be satisfied with the package of all products of Coco Cola Company.

 **Friedman Test**

With regard to packaging, rank one is given to Coke followed by rank two and three are offered to Thumps Up and Mazza respectively.

• **Satisfaction level with regard to size of the PepsiCo branded soft drinks**

Maximum respondents are known that they are satisfied with the regard to size and none of them are found to be dissatisfied or highly dissatisfied with the size of PepsiCo products.

 **Friedman Test**

With regard to size of Pepsi branded soft drinks, rank one is given to 7Up Revive whereas rank two and three are awarded Mirinda and Mountain Dew respectively.

• **Satisfaction level regarding Size of the Coco-cola branded soft drinks**

Maximum number of respondents is found to be satisfied with the size of all products of Coco Cola Company.

 **Friedman Test**

With regard to Size of the Coke branded soft drinks, Rank one is given to Fanta followed by rank two and three are given to Limca and Thums Up respectively.
• Satisfaction level of consumers with regard to attribute of the PepsiCo and Coca-Cola soft drinks

**Z test**

Since the P value of attributes of the branded soft drinks of selected companies viz, *Taste, Price, Quality, Availability, Advertisement, Packaging, Size, and Overall satisfaction* is less than 0.01, it is clear that there is significant difference in the mean scores with respect to the branded Soft drinks of the selected companies.

The maximum satisfaction regarding the factors of “Taste, Price, Quality, Advertisement, Packaging, Overall satisfaction” among the respondents has been found in the products of PepsiCo India Ltd. and the maximum satisfaction with regard to the factors of “Availability and Size” found in the products of Coca-Cola Co.

**SECTION V**

5.3.5 SATISFACTION LEVEL OF THE RESPONDENTS RELISHED ‘AT THE TIME OF’ AND ‘AFTER’ CONSUMING THE PEPSICO BRANDED SOFT DRINKS

• Satisfaction relished by the respondents based on their Residential city ‘at the time of’ and ‘after’ consuming the PepsiCo branded soft drinks

**Average Score analysis**

Maximum respondents belonging to Salem city are satisfied with Pepsi ‘at the time of’ and ‘after’ using the soft drinks, on the other hand, most of the respondents are found to be satisfied with the Mountain Dew in Chennai. Furthermore, maximum respondents in Thiruchirappalli are found satisfied with Mirinda whereas maximum of the respondents in Coimbatore city is known satisfied with Slice. Besides, most of the respondents in Madurai city are satisfied with 7 up and in Chennai, maximum of them are satisfied with 7Up Revive.

**Anova**

A highly significant difference in the mean scores is found with respect to Residential City regarding the PepsiCo branded soft drinks.
- Satisfaction relished by the respondents based on their Gender ‘at the time of’ and ‘after’ consuming the PepsiCo branded soft drinks

Average Score analysis

Maximum Female respondents are satisfied with Pepsi, Mountain Dew and Miranda whereas males are satisfied with Slice, 7 Up and 7 Up Revive.

Anova

A significant difference in the mean scores with respect to Pepsi, Mountain Dew, Mirinda, Slice, 7Up, 7Up Revive, is found between Genders and the above said products.

- Satisfaction relished by the respondents based on their Age ‘at the time of’ and ‘after’ consuming the PepsiCo branded soft drinks

Average Score analysis

Maximum respondents who are in the age group of 21 to 30 years old are satisfied with Mountain Dew and Slice whereas the maximum respondents who belong to the age below 20 years old are satisfied with Miranda and 7 Up. Maximum respondents belonging to the age category of 31-40 years old are satisfied with 7 Up Revive.

Anova

No significant difference is found in the mean scores between Age and PepsiCo branded soft drinks viz. Pepsi, Mountain Dew, Mirinda, Slice, 7Up, 7Up Revive.

- Satisfaction relished by the respondents based on their Marital status ‘at the time of’ and ‘after’ consuming the PepsiCo branded soft drinks

Average Score analysis

The married respondents who are satisfied ‘at the time of and after’ consuming Pepsi, Miranda and Slice whereas as for as unmarried respondents are concerned, they are satisfied with Mountain Dew, 7Up and 7Up Revive.

- Satisfaction relished by the respondents based on their Size of family ‘at the time of’ and ‘after’ consuming the PepsiCo branded soft drinks
Average Score analysis

With regard to size of families of the respondents, the individual respondents are satisfied by consuming Pepsi, Slice and Mountain Dew whereas the respondents who are from two members’ family are satisfied with, Mirinda 7Up and 7Up Revive.

Anova

Since the P value is less than table value with respect to Pepsi, Mountain Dew, Mirinda, Slice, 7Up, 7Up Revive, a highly significant difference in the mean scores is found between the Size of the family and Pepsi co-branded products.

- Satisfaction relished by the respondents based on their Education Qualification ‘at the time of’ and ‘after’ consuming the PepsiCo branded soft drinks

Average Score analysis

The respondents with school level education are satisfied with the consumption of 7Up and 7Up Revive and the respondents with professional education are satisfied with the consumption of Pepsi, Mountain Dew, Mirinda and slice.

Anova

No significant difference in the mean scores is found between the educational qualification of the respondents and Pepsi co-branded products.

- Satisfaction relished by the respondents based on their Occupation ‘at the time of’ and ‘after’ consuming the PepsiCo branded soft drinks

Average Score analysis

Only the farmers are highly satisfied by consuming all PepsiCo branded soft drinks viz. Pepsi, Slice, Mountain Dew, Mirinda, 7Up and 7Up Revive.

Anova
A highly significant difference in the mean scores is found between the occupation of the respondents and Pepsi co-branded products.

- **Satisfaction relished by the respondents based on their Monthly Income ‘at the time of’ and ‘after’ consuming the PepsiCo branded soft drinks**

**Average Score analysis**

Those respondents whose monthly income is above `30,000, are satisfied by consuming all PepsiCo branded soft drinks viz. Pepsi, Slice, Mountain Dew, Mirinda, 7Up and 7Up Revive.

**Anova**

No significant difference in the mean scores is found between the monthly income of the respondents and Pepsi co-branded products.

**SECTION VI**

**5.3.6 SATISFACTION LEVEL OF THE RESPONDENTS RELISHED ‘AT THE TIME OF’ AND ‘AFTER’ CONSUMING THE COCA-COLA BRANDED SOFT DRINKS**

- **Satisfaction relished by the respondents based on their Residential city ‘at the time of’ and ‘after’ consuming the Coca-Cola soft drinks**

**Mean score analysis**

Maximum respondents belonging to Chennai city are satisfied with Coca-Cola ‘at the time of’ and ‘after’ using the soft drinks, on the other hand, most of the respondents are found to be satisfied with the Sprite in Tiruchirapalli. Furthermore, maximum respondents in Coimbatore are found satisfied with Fanta, Mazza and Limca. Besides, most of the respondents in Madurai city are satisfied with Thumps up.

**Anova**

A highly significant difference in the mean satisfaction scores is found with respect to Residential City regarding Coca-Cola. But in case of other Coca Cola branded soft drinks viz, Sprite, Fanta, Mazza, Thums Up and Limca, the mean satisfaction scores is found to be insignificant.
• Satisfaction relished by the respondents based on their Gender ‘at the time of’ and ‘after’ consuming the Coca-Cola soft drinks

Mean score analysis

Maximum male respondents are satisfied with Coke, Sprite, Fanta, Mazza, Limca and Thums Up.

**Anova**

A significant difference in the mean scores is found between Genders and the Coca-Cola branded products viz., Coke, Sprite, Fanta, Mazza, Limca and Thums Up.

• Satisfaction relished by the respondents based on their Age ‘at the time of’ and ‘after’ consuming the Coca-Cola soft drinks

Mean score analysis

Maximum respondents who are below 20 years old are satisfied with Coca-Cola and Mazza whereas the maximum respondents who belong to the age group of 31 to 40 years old years old are satisfied with Limca and Thums Up. Maximum respondents belonging to the age category of above 40 years old are satisfied with Sprite and Fanta.

**Anova**

No significant difference found in the mean scores between Age and the Coca-Cola branded products viz., Coke, Sprite, Fanta, Mazza, Limca and Thums Up.

• Satisfaction relished by the respondents based on their Marital status ‘at the time of’ and ‘after’ consuming the Coca-Cola soft drinks

Mean score analysis

Maximum Married respondents are satisfied ‘at the time of and after’ consuming Coke, Sprite, Fanta, and limca but for asunmarried respondents are concerned, they are satisfied with Mazza and Thums Up.

**Anova**
No significant difference found in the mean scores between marital status and the Coca-Cola branded products viz., Coke, Sprite, Fanta, Mazza, Limca and Thums Up.

- **Satisfaction relished by the respondents based on their Size of the family ‘at the time of’ and ‘after’ consuming the Coca-Cola soft drinks**

**Mean score analysis**

Maximum respondents belong to more than 3 members family are satisfied ‘at the time of and after’ consuming Coke, Sprite, Fanta, Limca and Mazza whereas the respondents belong to two members family are satisfied with Thums Up only.

**Anova**

A significant difference is found in the mean scores between family size and Sprite. But no significant difference is found between the family size and other coca Cola branded soft drinks viz. Coke, Fanta, Limca, Mazza and Thums Up.

- **Satisfaction relished by the respondents based on their Education qualification ‘at the time of’ and ‘after’ consuming the Coca-Cola soft drinks**

**Mean score analysis**

The respondents who are others category are satisfied ‘at the time of and after’ consuming Sprite, Fanta, Limca, Mazza and Thums Up whereas as the respondents who are Professionals are satisfied with Coca-Cola only.

**Anova**

It is clear that a significant difference is found in the mean scores between educational qualification of the respondents and Sprite and Fanta. On the other hand, no significant difference is found between the educational qualification of the respondents and other coca Cola branded soft drinks viz, Coke, Limca, Mazza and Thums Up.

- **Satisfaction relished by the respondents based on their Occupation ‘at the time of’ and ‘after’ consuming the Coca-Cola soft drinks**

**Mean score analysis**
Most of the respondents being farmers are satisfied ‘at the time of and after’ consuming Sprite, Fanta, Limca, Mazza and Thums Up whereas as the respondents who are Professionals are satisfied with Coca-Cola only.

**Anova**

No significant difference is found in the mean scores between occupation of the respondents and the Coca-Cola branded soft drinks viz, Coke, Sprite, Fanta, Mazza, Limca and Thums Up.

- **Satisfaction relished by the respondents based on their Monthly Income ‘at the time of’ and ‘after’ consuming the Coca-Cola soft drinks**

**Mean score analysis**

Only the respondents whose monthly income is more than `30, 000 are satisfied by consuming all Coca-Cola branded soft drinks viz. Coke, Sprite, Fanta and Mazza. On the other hand, the respondents whose monthly income is less than `10, 000 are satisfied by consuming Limca and Thums Up.

**Anova**

A significant difference in the mean scores is found between the monthly income of the respondents and the Coca-Cola branded soft drinks viz, Coke, Sprite, Fanta, Mazza, Limca and Thums Up.

**SECTION VII**

**5.3.7 CORRELATION AND REGRESSION**

**Correlation statistics - Satisfaction**

Correlation coefficient has been computed from the selected effective Satisfaction components and Level of Satisfaction. It has been found that the level of Satisfaction has positive relationship with Taste, Quality, Availability, Advertisement, Packaging and Size relating to Satisfaction and highly significant (significant at 1%).
Regression statistics - Satisfaction

It has also been observed from the results of regression statistics that when there is one unit of decrease in price, an increase of satisfaction among the consumers would be 0.125 units in case of Pepsi Co and 0.266 in case of Coca-Cola. These results certainly prove the better satisfaction of model.

SECTION VIII

5.3.8 DISCRIMINANT FUNCTION ANALYSIS

The $R^2$ % gives the percent contribution of each variable to Discriminant Function. It is found from the analysis that nearly 17.3 % of the variation in the Discriminant Function is due to Packaging, which contributes maximally, in discriminating between PepsiCo and Coca-Cola. Next comes, Taste which contributes about 12.8 % in discriminating between the two types of respondents followed by Size.

5.4 SUGGESTIONS

The Coca Cola India and PepsiCo India are suggested to device modern marketing concepts which will focus the customers’ expectations. It is also suggested that producers of soft drinks products should pay more attention to promotional activities that will create awareness with regard to the nutritional value of different varieties of soft drinks, thus increasing the demand for new innovative products. Further, the soft drink companies are expected to improve the quality of the soft drinks because it is considered to be one of the major factors influencing the consumers to buy their favourite soft drinks.

Price of the soft drinks is also considered as an important factor which influences the consumers to prefer the branded soft drinks. Hence these companies have to focus their attention to control the cost of production, advertisement cost and selling and distribution cost so as to enable the consumers to purchase their desired soft drink at the reasonable price.

It has been understood from the findings of many researchers that the branded soft drinks which are nothing but sugar or artificially sweetened sodas with colour. Most of the respondents in this study have also pointed out the same problems while they furnished data for the research. This study brings out certain facts that the consumers of the soft drinks may be suffering from kidney failures, obesity, Diabetes, teeth and bone damage and reproduction.
problems etc. Hence, the companies are suggested to keep these health problems in their mind at the time of production of soft drinks.

5.5 CONCLUSION

India is potentially one of the largest consumer markets in the world. Soft drinks are a typical product, which quenches thirst and also used for refreshment. Over years, the soft drinks category has also been affected by issues related to health concerns and pressure from government policies. However, there have been sporadic efforts to drive growth in major cities in recent years, which have received only a tepid response, as urban consumption levels still stand at two-third of total consumption in India. Based on the overall findings of the study, many people in the selected cities are influenced by the factors ‘taste, Medical Advice, Discounts and advertisement effectiveness, Part of regular diet, Parties and functions to prefer 7Up whereas casually, as a matter of Prestige and influence by others are the factors which are influencing the maximum respondents to purchase slice. In case of the products of Coca-Cola India Ltd., maximum respondents are found to prefer Mazza for thirsty and Taste whereas most of them buy Sprite casually. In addition, most of the respondents who want to have Mazza as a matter of prestige. As a part of regular diet, Sprite is bought by most of the respondents. In addition, most of the respondents use to prefer to have Sprite only in functions and parties. Maaza is demanded by maximum respondents only because of the influence of others and as per the advice given by the physician. Advertisement effectiveness for Mazza, Offers and discounts make the most of the respondents in the study to purchase Sprite.