CHAPTER V

5.1 FINDINGS 128
5.2 SUGGESTIONS 134
5.3 REASONS FOR CONTINUED CONSUMPTION OF SOFT DRINKS 135
5.4 AREA FOR FUTURE RESEARCH 136
5.5 CONCLUSION 137
5.1 FINDINGS

The soft drink is an important aspect of people, different brands of soft drinks are available in the market. People may prefer the brand as they like due to various reason. Some may be particular about quality others may be particular about price etc. The study is an attempt to analyse the various factors influencing the preferences and usages of soft drinks summary of findings.

The following are the findings, consolidated from the analysis and interpretation of data collected.
STUDY 1

From the Chi-Square Test Method

i) Age

It was found that out of 200 sample respondents, majority of respondents prefer cola flavour of coke i.e 80 [40%]. The respondents of age group 20-35 are maximum i.e, 68 of which 34 [17%] consume soft drinks and least consumption is found in the age group of 50 years and above.

ii) Marital Status

It was observed that out of 200 sample respondents, majority of people consuming soft drinks belong to unmarried category i.e 116 as compared to married category i.e 84. Out of unmarried respondents the maximum no i.e 45 respondents consume cola-flavour of Coca-Cola Co.

iii) Sex

It was observed that out of 200 sample respondents, the maximum no of female respondents i.e 46 consume Cola flavour of Coca Cola Co as compared to male respondents.
iv) Education

It was found that out of 200 sample respondents maximum i.e 62 respondents belonging to technical qualification consume soft drinks as compared to under graduates i.e 33, graduates 59 and post graduates 46. Among technically qualified 31 respondents consume Cola flavour of Coca Cola Co.

v) Occupation

It was inferred that the majority of the consumers consuming soft drinks belong the professional class i.e 67 as compared to business class i.e 52, salaried class i.e 51 and others including housewives, unemployed etc i.e 30 among professional class respondents, maximum consumption i.e 25 is that of cola flavour of Coca Cola Co.

vi) Income

It was observed that out of 200 respondents maximum i.e 88 respondents consuming soft drinks belong to 2nd income group of Rs. 5000 - 15000 per month as compared to 74 in 1st income group of Rs. 5000/- per month and 38 in 3rd income group of Rs. 15000/- per month or more. Among 2nd income group 39 respondents consume Cola flavour of Coca Cola Co.
vii) Frequency of Usage

It was inferred that majority of the consumers consuming soft drinks belong to occasionally i.e 126 as compared to weakly consumption i.e 62, Daily consumption i.e 12. Among occasional respondents are the maximum consumption i.e 45 is that of Cola flavour of Coca Cola Co.

vii) Price

It was observed that out of 200 sample respondents maximum i.e 69 respondents belong to prices of 200 ml consuming soft drinks as compared to 300 ml i.e 58, 500 ml i.e 38 and 1 Lit i.e 35. Among 200 ml prices are the maximum consumption of Cola flavour of Coca-Cola Co.

iv) Promotion

It was found that out of 200 respondents involved in the maximum of promotional activities i.e 62 friends as compared to Television i.e 59 and News papers 46 consume Cola flavour of Coca-Cola Co.

v) Physical Distribution

It was observed that out of 200 sample respondents the majority of physical distribution i.e 58 street shops consume cola flavour of Coca Cola Co.
STUDY II

From the percentage method

i) **Popular Brand of Soft Drinks**

The study shows that Coke is the lead brand of soft drink preferred by the rural people which accounted for 23.50 per cent followed by Thums-up [18.00%] and fanta [15.00%]. Among the different brands in the study area maximum respondent preferred cola flavour of Coca Cola Co.

ii) **Factors influencing Brand preference**

It was observed that out of 200 respondents, majority of people found that the product quality was ranked as first i.e 50 [25%] followed by availability i.e 40 [20%] and retail price i.e 37 [18.50%]. Good quality and availability are the main factors which influenced the rural consumers of a particular brand of a product.

iii) **Awareness of Ban**

It was found out that of 200 sample respondents, maximum respondents became aware of the ban on soft drinks through television i.e 130 of which 65% of the respondents. It was noted that all of 200 sample respondents were aware of ban on soft drinks and were aware that pesticides were detected in the bottles.
130 of which 65% of the respondents. It was noted that all of 200 sample respondents were aware of ban on soft drinks and were aware that pesticides were detected in the bottles.

iv) **Attitude Towards Ban**

The study shows that only 37 i.e 18.5% respondents has changed their preferences after the ban and 163 i.e 81.5% respondents had no change in their preferences.

v) **New Brands Adopted by the Respondents**

It was observed that out of 37 respondents having changed preferences, the maximum respondents shifted their brand loyalty towards Maaza i.e 13 [35%]
5.3 REASONS FOR CONTINUED CONSUMPTION OF

SOFT DRINKS

The study has revealed that all the respondents are aware of the allegation that bottled drinks contain pesticide, but still they consume it. Following are some of the reasons why people continue to consume soft-drinks.

* A high percentage of 60% of the respondents consume soft-drinks to quench their thirst and they preferred the same rather than mineral water or any other drinks.

* About 30% of the consumers say that they don't believe in the allegation which came against bottled drinks.

* Most of the consumers (76%) have been drinking soft drinks for many years and they find it difficult to get rid of it.

* Above 32% of the respondents say that they don't mind in consuming soft – drinks when it is offered free of cost by their friends or well-wishers, whatever be the brand.

* The study has also revealed that most of the respondents have reduced their consumption quantity. Those who used to consume at least 3 to 5 bottles per week now consume maximum of 2 bottles per week.
5.4 AREA FOR FUTURE RESEARCH

The present study covers only Marketing of Pepsi company and Coke company such as Product, Price, Promotion, Physical distribution etc of Soft drinks. This study is not an end and it will give enough impetus for undertaking further research in the area of marketing of soft drinks in the years to come. In the light of experience gained through the present study it has been felt worth while to identify some topics for further research. Accordingly, the following topics have been identified. It is left to be further research to evaluate the feasibility of undertaking research on these topics.

1. To survey the various soft drinks Retailer services in Kanyakumari District.

2. A comparative study of Brand preference of soft drinks in Kanyakumari District

3. To compare the Customers Satisfaction level of soft drinks service providers in Kanyakumari District

4. The Financial Performance of soft drinks in Kanyakumari District

For undertaking research on the above topics or any issue connected with them the prospective researcher can draw inspiration besides background materials from the present study.
5.5 CONCLUSION

In Kanyakumari District, Pepsi and Coke Co are one of the major players in soft drinks. The study shows that there is a heavy market in Kanyakumari District for Coca-Cola Co as compared to Pepsi Co and others. The research indicated that the majority of the soft drinks consumers prefer Cola flavour. But they did not prefer it all the time. Many other consumers were non-Cola consumers, so, companies should create alternatives to the traditional soft drinks. There is a high demand for soft drink market in India, it is a positive sign for local and national brands. They can promote their product by effective advertising, improving quality and by keeping a check on the price.

The study has revealed information much useful to both the marketers of soft drinks and academicians. It has shed light on the profile of the consumers who still continue in consuming soft drinks. The sale figure shows that most of the people stopped consuming soft-drinks and only few who continue in consuming soft drinks and the study has revealed some of the reasons for their continued consumption. It is a high time that marketers adopted some strategic decisions to change the attitude of the consumers positively towards their brands and built confidence among them. Further the study may be conducted more elaborately to study the reasons for not consuming soft drinks.
CocaCola
Public protest Against Soft Drinks