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CONSUMER ATTITUDE AND BEHAVIOUR TOWARDS SOFT DRINKS WITH SPECIAL REFERENCE TO MAJOR MUNICIPAL CORPORATIONS, ANDHRA PRADESH

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ABSTRACT

Since consumers are the most important factor for business continuation, the understanding of consumer behavior is one of key elements in preparing marketing strategy. Consumer behavior is the study of what to buy, how to buy, where to buy, and when to buy in what quantity. Apart from the decision of to buy and not to buy, there is also a decision regarding which source to buy. Consumer behavior is also the study of factors that affect the behavior both internal and external such as, self-concept, social and cultural background, age, family, attitudes, personality and social class. In this study, an attempt is made to investigate the consumer preference on buying behaviour towards soft drinks. For this purpose, 300 sample respondents are selected from selected municipal corporations in Andhra Pradesh base on purposive sampling and collect data is analysed with the help of correlation and regression analysis. The results reveal that 54.56% of the observed variability in buying behaviour can be explained by the differences in both the independent variables namely product, price, place, promotion and remaining 45.5% of the variance in behaviour related to other variables.

Keywords: Consumer Behavior, Consumer Preference, Place, Price, Product and Promotion.

I.   INTRODUCTION

Consumers make different types of decisions in everyday life. The decision consumer makes while purchasing is the focal point that marketers try to study. In this competitive business world, it has become important for every organizations to put great effort on researching consumer buying behaviour to find out detailed information on what consumers purchase, where, when and why they purchase, how and how much they purchase. The soft-drink industry comprises companies that manufacture nonalcoholic beverages and carbonated mineral waters or concentrates and syrups for the manufacture of carbonated beverages. Soft drink products have been well accepted by consumers and gradually overtaking hot drinks as the biggest beverage sector in the world. In the midst of the rapidly growing soft drink demand, the industry on the whole is encountering new opportunities and challenges

Consumer preferences
Consumer preferences is used primarily to mean to select an option that has the greatest anticipated value among a number of options by the consumer in order to satisfy his/her needs or desires. Preferences indicate choices among neutral or more valued options available. Consumer preferences are measured in terms of the level of satisfaction the consumer obtains from consuming various combinations or bundles of goods. The consumer's objective is to choose the bundle of goods which provides the greatest level of satisfaction as they the consumer define it. But consumers are very much constrained in their choices. These constraints are defined by the consumer's income, and the prices the consumer pays for the goods. Consumer value is measured in terms of the relative utilities between goods and these reflect the consumer's preferences.

Soft Drinks
The term "soft" is employed in opposition to "hard", i.e. drinks with high alcoholic content by volume. Generally, it is also implied that the drink does not contain milk or other dairy products. Hot chocolate, hot tea, coffee, tap water,

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juice, schorle or spritzer and milkshake also do not fall into this classification. Many carbonated soft drinks are optionally available in versions sweetened with sugar or with non-caloric sweeteners, such as diet soda.

A soft drink (also referred to as soda, pop, soda pop, coke or fizzy drink) is a drink that typically contains no alcohol, though may contain small amounts (typically less than 0.5% by volume) and is usually referred to as a *sugary* drink. Soft drinks are often carbonated and commonly consumed while chilled or at room temperature. Some of the most common soft drinks include cola, flavored water, sparkling water, iced tea, sweet tea, sparkling lemonade (or other lemon-lime soft drinks), squash, fruit punch, root beer, orange soda, grape soda, cream soda, and ginger ale.

II.   REVIEW OF LITERATURE

William R. George (1999) stated that factors responsible for brand preference in soft drink industry, increasing competition more, due to globalization is motivating many companies to base their strategies almost entirely on building brands. \

Banumathy and Hemameena (2006), while studying consumer brand preference with respect to soft drinks, found that after globalization most of the consumers like the international brands such as Pepsi and coco-cola. Consumers preferred a certain brand or a particular drink mainly because of its taste and refreshing ability.

Manoj Patwardhan (2007), they aims at improving business performance through an understanding of customer's preferences and desires. In today's world of growing competition where there are numerous brands selling the same products, consumers have an abundant number of choices and many diverse factors influence their buying behavior. **Stephen Daniells** (2008) stated that to measure the quality of the soft drink and preference, four factors were identified for the formulation: four color intensities, three flavourings, two label types (soft versus hard), and two pack sizes (standard versus oversize).

N. Meher & Sunny (2013), found that that perceived quality, price, brand trust and promotion have significant influence on consumers brand loyalty of soft drinks in Bangladesh.

III.   STATEMENT OF PROBLEM

The stiff competition in the marketing of cold drinks has forced the marketers to adopt a variety of marketing tools and techniques in the market place. The manufactures in a variety of Medias use different types of advertisement. As a result of competition between new established companies' industries are developing rapidly. This development in the industries sector has provided varieties of different type of product, different brands of even a single product, to the consumers. Every product is made for the fulfillment some needs and wants product are used or consumed by the customer's different way and in different occasions. Customers want different attributes from the same product. Therefore, usage pattern, brand positioning and band image are also important to be taken into account. The consumers are provided with different brands and they are quite free to choose the one they think the best. The present study is focusing the consumer attitude and behavior towards soft drinks.

IV.   OBJECTIVES OF THE STUDY

- To study the consumer preference towards soft drinks
- To Study the Influence of Personal Factor, Product Culture, Price, Social Factor, Place, Promotion, Psychological Factor on buying behavior on soft drinks.

V.   HYPOTHSIS OF THE STUDY

H_{01}: There is significant relationship between consumer preference and buying behavior on soft drinks.
H_{02}: There is a significant association between price and buying behavior on soft drinks.

H_{03}: There is a significant impact of price on buying behavior on soft drinks
H_{04}: There is a significant association between promotion and the buying behavior of soft drink

VI.   SOURCES OF DATA

Both primary and secondary data have been exclusively used for the study. Primary data have been collected from the survey and interview to further verify the buying behaviour of targeted consumers. The secondary data have been collected from the sources books, international journals, articles, newspaper articles, reports and documents.

VII.   RESEARCH METHODOLOGY

For this research, deductive reasoning was adopted. In this type of research, conclusions are drawn from logical reasoning where assumptions come first and impact the whole research process. To some extent this research is also exploratory.

Sample Size
The study was carried out at selected major municipal corporations in Andhra Pradesh, with a sample size of 300 respondents from each municipal corporations in Andhra Pradesh.

VIII.   DATA ANALYSIS

Data analysis method various statistical methods have employed to compare the data which collected from 300 respondents. These methods include (1) descriptive statistics which involves in collecting, summarizing and presenting data, this analysis is given information for the data through the frequency distribution, central tendency, and the dispersion. (2) Inferential statistics which involves in drawing conclusions about a population based on sample data. It includes multiple regression analysis, independent sample and one-way Anova (t-test) analysis used.

Reliability
The internal consistency of the research instrument should be tested by reliability analysis (Ndubisi, 2006). Nunnally (as cited in Ahsan et al., 2009) suggested that the minimum alpha of 0.6 sufficed for early stage of research.

Table 1 Result of Reliability statistics

Cronbach's Alpha	N of Items
.875	26

The cronbach's alpha in this study was much higher than 0.6, the constructs were therefore deemed to have adequate reliability. (Overall Cronbach alpha value was 0.875.)

Table 2 Descriptive Statistics

	Personal Factor	Product	Culture	Price	Social Factor	Place	Promotion	Psychological Factor
Mean	3.618	4.2550	4.9750	3.4033	3.4933	4.8317	4.5400	3.4133
Median	3.5000	4.0000	4.0000	3.3333	3.6667	4.0000	3.5000	3.6667
Mode	3.55	4.00	4.50	3.33	4.00	4.00	4.00	3.67
Std. Deviation	.658	.667	.679	.627	.672	.694	.672	.668
Variance	.447	.381	.425	.394	.447	.452	.517	.482
Minimum	1	1	1	1	1	1	1	1
Maximum	5	5	5	5	5	5	5	5

Source: field survey

The above table shows the value of the personal factor have a range from 1.00 to 5.00. The mean of the personal factor is 3.618, with a standard deviation of 0.6588 and shows the median level 3.50 mode value is 3.50. The value

of the product has a range from 1.00 to 5.00. The mean of the product is 4.2550, with a standard deviation of 0.667 and shows the median level 4.0000 and mode value is 4.00. The value of the culture has a range from 1 to 5.00. The mean of the Culture is 4.9750, with a standard deviation of 0.679 and shows the median level 4.0000 and mode value is 4.50. the value of the price has a range from 1.00 to 4.67, The mean of the price is 3.40, with a standard deviation of 0.62779 and shows the median level 3.3333 and mode value is 3.33. The value of the social factor has a range from 1 to 5.00. The mean of the respect is 3.4933, with a standard deviation of 0.66858 and shows the median level 3.6667 and mode value is 4.00. The value of the available has a range from 1.00 to 5.00. The mean of the place is 4.8317, with a standard deviation of 0.67255 and shows the median level 4.0000 and the mode level is 4.00. The value of the promotion has a range from 1.00 to 5.00. The mean of the advertisement is 4.5400, with a standard deviation of 0.71888 and shows the median level 3.5000 and mode value is 4.00. The value of the psychological factors has a range from 1 to 5. The mean of the show is 3.4133, with a standard deviation of 0.69417 and shows the median level 3.6667 and mode value is 3.67.

Correlation analysis
The main statistical analysis used in this research is correlation analysis. Therefore, findings and recommendations are made using the result of this analysis. According to the correlation analysis following finding are made. There is significant relationship between consumer preferences and buying behavior on soft drinks is 0.679. It is the high positive correlation therefore these two variables have strong positive relationship. The consumer preference includes the main four variable products, price, place, promotion. These variables are individually relating to the buying behavior's variable. There is significant association between 4Ps and buying behavior's variables on soft drinks in the selected Municipal Corporation in Andhra Pradesh.

Table 3 Correlation between consumer behaviour and independent variables

Variables	Pearson Correlation (r)	Sig. (2-tailed)
Product	.663	0.000
Culture	.673	0.001
Price	**.564**	0.023
Social Factor	**.784**	0.000
Place	**.756**	0.001
Promotion	**.752**	0.000
Psychological Factor	**.563**	0.000
Personal factors	**0656**	0.000

**. Correlation is significant at the 0.01 level (2-tailed).

Product and Culture is 0.663 and significant result is0.000, Product and Social factors is 0.673 and significant result is 0.000, Product and Personal factors is 0.656 and significant result is 0.0008, Product and Psychological factors is 0.563 and significant result is 0.000 at both 1% as well 5% significance level.

Regression analysis
The purpose of regression analysis is to find out the significant impact or influence of independent variable on dependent variable (DuBois, 2006). In this study, consumer's preference was considered as independent variable or predictor variable, and the consumer's buying behaviour was considered as dependent variable.

Regression analysis made to find out the equation, which describes the impact between these variables. From this analysis the dependent variable can be forecasted through the independent variable, regression line was Y= a + bx. Here the regression summary output was obtained through the statistical analysis.

Table 4Model Summary Table in the Regression Analysis

Model	R	Square	Adjusted R Square	Std. Error ofthe Estimate
1	.688[a]	.567	.545	.5059

a. Predictors: (Constant), place, Price, product, promotion

The specification of the four such as perceived product, perceived price, perceived place and perceived promotion variables in the model revealed the ability to predict buying behaviour. R adjusted value of0.545 which are in the models denote that 54.56% of the observed variability in buying behaviour can be explained by the differences in both the independent variables namely product, price, place promotion Remaining 45.5% of the variance in behaviour related too ther variable which did not explain, because they were not depicted in the model. R2 values of 56.7% indicate that there may be number of variables which can have an impact on buying behaviour that need to be studied. Hence this area is indicated as a scope for future research.

Table 5 Anova-Regression Analysis

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	25.601	4	6.400	38.907	.000[a]
Residual	48.528	295	.165		
Total	74.128	299			

a. Predictors: (Constant), Preference
b. Dependent Variable: Buying Behavior

An examination with ANOVA (F–value) indicates the most possible combination of predictor variables that could contribute to the impact of dependent variables. Results show significant impact of buying behaviour indicator. On the F- values of 38.907 (p = 0.000, < 0.05) for culture, social factors, psychological factors, personnel factor as Buying behaviour proxy, it clearly shows that there is a significant impact of the dependent variable (buying behaviour) and the independent variables (preference variables such as product, price. place and promotion)

Table 6 Coefficients Regression Analysis

Model	Unstandardized Coefficients B	Std. Error	standardized Coefficients Beta	t	Sig.
(Constant)	1.098	.206		5.330	.000
Product	.201	.041	.249	4.893	.000
Price	.217	.040	.273	5.375	.000
Place	.116	.037	.156	3.094	.002
Promotion	.143	.036	.206	3.913	.000

Dependent Variable: buying behavior

The above table indicates the coefficient of regression impact of consumer preference variables on buying behaviour the coefficient of regression β is 0.201 for product. It indicates that if every product increased by one then buying behaviour increased by 0.201 amounts. The coefficient of regression β is 0.217 for price. It indicates that if every price increased by one then buying behaviour increased by 0.217 amounts. The coefficient of regression β is 0.116 for place. It indicates that if every place increased by one then buying behaviour increased by 0.116 amounts. The coefficient of regression β is 0.143 for promotion. It indicates that if every promotion is increased by one then buying behaviour increased by 0.143 amounts.

IX.   RECOMMENDATIONS

The marketing managers must constantly studythe marketing environment and find new opportunities to increase the marketing activities. He/ She must potential target of the market must be matched with marketing mixes and then best attractive strategies to be chosenfor implementation. Thus, it is recommended some remedies and suggestions for all brand of soft drinks based on the findings.

- Make minor innovation over the product features such as colour taste packaging style, attractive shapes of containers and multi size for babies, younger and elders and also produce special varieties of shop drinks especially for sugar percent.
- Make attractive advertisement continuously and find new ways of advertising.
- Manufacturer should concentrate on new technologies of easy to packing containers and easy to remove features of their products since most of the consumers like that.
- By increasing the promotion activities more consumers may be gained.

X.   SUGGESTION FOR THE FUTURE RESEARCH

Research concerns only selected Municipal Corporation in Andhra Pradesh. Researchers selected only samples for this research. But this is not enough to measure the satisfaction because selected only 300 lower numbers of consumers so future researcher can consider a large number of customers in the future research

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