An Empirical Study on Perception of Consumers about Soft Drinks in Tamil Nadu with Special Reference to Chennai

1. Divakar.K, STUDENT, SAVEETHA SCHOOL OF MANAGENENT, INDIA
2. Dr. Ch. Bala Nageshwara Rao, Director, SAVEETHA SCHOOL OF MANAGEMENT, INDIA
3. B. Neeraja, ASSISTANT PROFESSOR, SAVEETHA SCHOOL OF MANAGEMENT, INDIA

ABSTRACT

Perception is the group, identification, and understanding in order to represent and understand the presented information, or the environment. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. The aim of the study is to perception of consumers about soft drinks with the special reference to Chennai. The main objective of the study is to know the consumer perception about Frooti drinks. The research is to analyze the reasons for preferring to drink Frooti. Another aspect of the study isto know how the respondent came to know aware of Frooti drinks. The data collected by the research method through survey questionnaire from the 100 respondents and analyzed for the consumer perception about the soft drinks.

Keywords: consumer perception Soft drinks.

INTRODUCTION

The process by which an individual chooses, categorises, and understands stimuli into a meaningful and clear picture of the world.Perception is the organization, identification, and interpretation, in order to represent and understand the presented information, or the environment. Perception can be divided into two processes, (1) processing the physical input, which changes this lowest information to highest information level (2) processing which is connected with a person's concepts and expectations (or knowledge) that influence perception.

REVIEW OF LITERATURE

DilberUlas, H. Bader Arslan (2006) the purpose of this study is to present a brand view and analysis of brand switching of cola consumers in Turkish cola market. Cola turka. The new cola brand has captured almost one-quarter of the market. It has the potential to create loyal consumers. Despite Coca-Cola preserving its dominance, Pepsi cola has been surpassed by this new product. Gunne

International Journal of Research
Available at https://edupediapublications.org/journals

e-ISSN: 2348-6848
p-ISSN: 2348-795X
Volume 04 Issue 14
November 2017

Grankvist, Hans Lekedal, Maarit Marmendal (2007), Gupta & Gupta (2008) Fruit drinks: how healthy and safe‖ discussed that fruit drinks are popularly used in most urban households today markets are flooded with large variety of juices.

Charles (2009) Market news service: fruit juices report‖ in his studies discussed that the fruit juice market is presently relatively quiet, provided one ignores the continued collapse in the price of FCOJ.

MarianelaFornerino, Francoisd'Hauteville (2010) this experimental research seeks to offer a method for measuring the respective product and brand contributions to the global perceived quality dimension in the case of five brands of orange juices. Results specify an integrationweight for the national brands, mostly strong with the preferred brand effect for the retailer's brand, although both products were rated the same in the unsightedvaluation.

Puri and Sangera (1989),conducted a survey to know the consumption pattern of processed products in Chandigarh. Jam was found to be most popular irrespective of income. Orange squash consumption was maximum in high and middleincome families. Pineapple juice consumption increased with a rise in the income.

Shivkumar (2004),conducted that the consumer, irrespective of income groups, was mainly influenced to purchase by the opinions of their family members. Consumers are influenced by the dealers' recommendation, followed by advertisement.

Rajarashmi and Sudarsana (2004) revealed that, almost all the sample respondents preferred branded products and if their favorite brand is not available in the retail shop, they will go for another store and their favorite brand. If it is not available in the market, the respondents are ready to postpone their decision.

Narang(2006),concluded that, a buyer does not stick to one brand in case of foodpurchasing. They should be able recall different brand names when they go for purchase.Repetitive advertising can be used to promote brand recall. The product should be associatedwith style and trend, so that it appeals to the youth and the brand name should be developed as a fashion statement. Promotional schemes such as discounts and free offers with purchase were suggested to increase rates.

Sarwade (2002), conducted by Sarwade it has been observed that the price was the factor, which influenced the purchasing

decision as against the quality of the product. It is very interesting to find out that the company image and brand image were not totally considered by the households.

Kubendran and Vanniarajan (2005) founded that, the change in consumption design is due to changes in food habits. If income and growth increase among consumers, the percentage of income spent on drinking increases. The city consumers prefer mostly branded products compared to rural consumers. The most significant factors influencing buying decisions were acceptability, quality, regular supply, door delivery and the mode of payment.

Ramasamy et al. (2005) reported that, the buying behaviour is hugely influenced by awareness and attitude towards the product. Commercial advertisements over television was said to be the most important source of information, followed by 18 displays in retail openings. Consumers do build the view about a brand on the basis of which various product structures play an important part in decision making process. A large number of respondents setimportance on quality and felt that price is an important factor while the others attached importance to image of manufacturer.

Nagaraja (2004),opined that, buying behavior is very much influenced by experience of their own and of neighbor consumers and his own family. The involvements of his own family members were exerting maximum influence on his purchases. Above all, the quality of the product and its easy availability were the primary and the vital determinants of his buying behavior. Consumers were influenced by touch and feel aspect of any promotional activity.

Banumathy and Hemameena (2006),in their study suggested that, the company's manufacturing soft drinks must manufacture high quality soft drinks in order to compete with soft drinks of multinational companies (MNC). The MNCs can promote demand by effective advertising, improving quality by keeping a check on the taste and price. They can adopt innovative improvements in the production and marketing of soft drinks in order to compete with the international brands. Study also revealed that there is no association between age, education, occupation and choice of brands but there is association between monthly income and brand preference and also there is close relationship between price and satisfaction level.

Singh and Singh (1981), found that consumers had single or multi-brand loyalty based on the nature of product, like necessities or luxuries. Brand choice and store loyalty were found to affect the brand loyalty of the consumer. The factors that influence and strengthen loyalty to brand were quality of product, habit of use and ready and regular availability.

Ali (1992) studied the brand loyalty and switching pattern of processed fruit and vegetable products in Bangalore city by using Markov Chain analysis. The result of study revealed that Kissan brand of jam and Maggi brand of ketchup had a 19 maximum brand loyalty among consumers, and less amount of brand switching occurred for these brands.

Vincent (2006)stimulated that quality is an important factor that appeals consumers towards branded products. Branded products are accepted as good quality products. People do not mind paying extra for branded products, as they get value for money. Media is a key constituent in promoting and influencing brand. A child's resolve affects family's buying Behavior. Children are highly aware and conscious of branded items. Although unbranded

Products sometimes give same satisfaction as branded products; customers would still prefer to purchase a branded product.

NEED FOR THE STUDY

- To find out the perception and mind set of the consumer about the Frooti drink
- To identify steps that can be taken to solve some negative perception of the consumer about the product in future.

OBJECTIVES OF THE STUDY

To study the consumer perception about Frooti drinks.To identify which drink is mostly preferred by the people and their perception on comparative preference of Frooti drink.To analyze what are the changes required to improvise Frooti beverage.

SCOPE OF THE STUDY

This study helps to identify the buying behavior of consumers and their taste in the food habits as well as their preference in Frootidrinks.

LIMITATIONS OF THE STUDY

- The study was conducted only in Chennai district. Hence, the results arrived from the study may or may not be applied to other area in Tamilnadu.

- The consumer preference may change according to time, fashion, technology and development etc.

- No respondents are forced to fill the survey questionnaire or gave the interview.

- Return and risk characteristics are expected only, not exactly measured or calculated.

METHODOLOGY OF THE STUDY

Primary data

The data for the present study is collected by means of primary data.The respondents were administered with a structured schedule to collect the data required for the study.Besides the primary data, the secondary data was also collected for the study. Websites, books were referred for this purpose the library to facilitate the proper understanding of the study. The size of the sample is 100 respondents. Sample size refers to the number of items to be selected from universe to constitute the samples.Sampling technique used in this study non-probability sampling, which is also known as deliberate sampling or Convenience sampling. This type of sampling is very convenient and is relatively inexpensive.The data collected from the both the sources and are analyzed and interpreted in the systematic manner with the help of statistical tool like percentage analysis and spss tool.
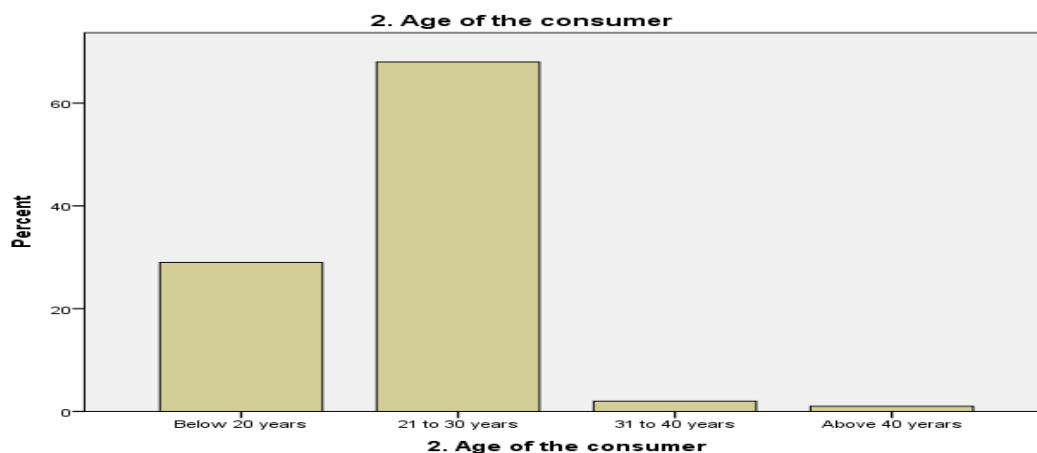
**DATA ANALYSIS AND INTERPRETATION**
PERCENTAGE ANALYSIS
1. **Analysis of age of the consumer**

Interpretation

The above table and chart shows that 68% of the respondent is 21 to 30 years and 29% of the respondent is Below 20 years and 2% of respondent is 31 to 40 years and 1% of the respondent is above 40 years. So, it can be concluded that majority of the respondent is between 21 to 30 years.

2. Analysis of what is the Mango fruit drinks respondent aware of
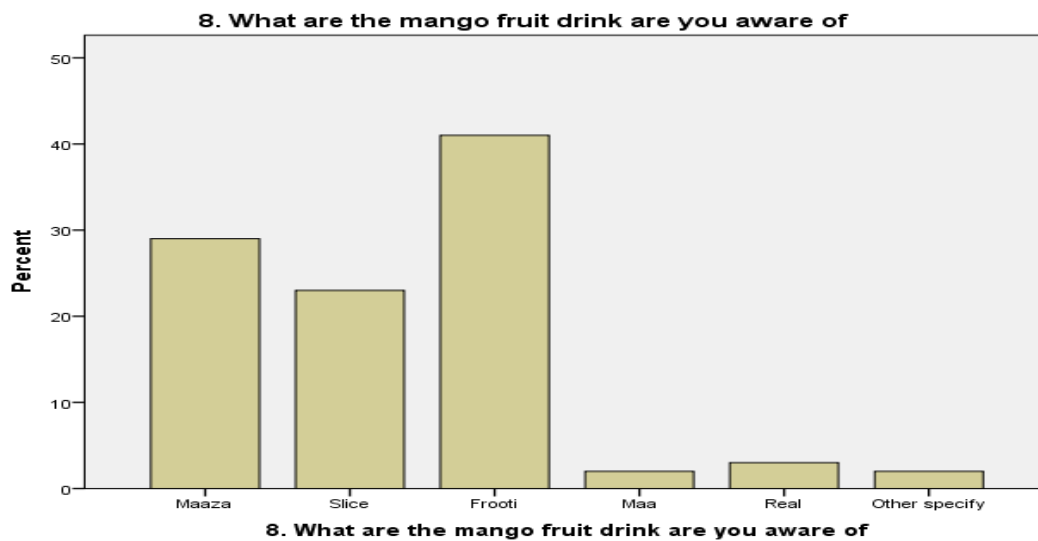
Interpretation

The above table and chart shows that 41% of the respondent aware from Frooti and 29% of the respondent aware from Mazza and 23% of respondent aware from Slice and 7% of the respondent aware from Maa, Real & others fruit drinks. So, it can be concluded that majority of the respondent aware from Frooti.

3. Analysis of how often you would give importance to the brand
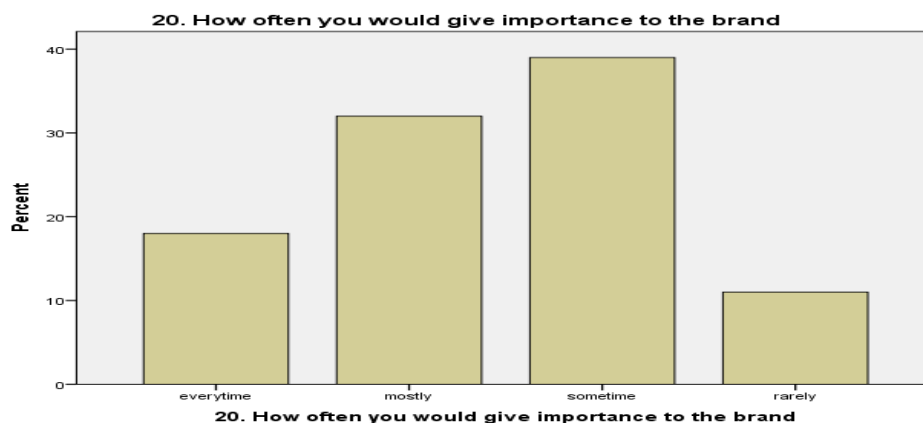
Interpretation

The above table and chart shows that 39% of the respondent sometime gives importance to the brand and 32% of the respondent mostly gives importance to the brand and 18% of respondent every time gives importance to the brand and 11% of the respondent rarely gives importance to the brand. So, it can be concluded that majority of the respondent sometimes gives importance to the brand
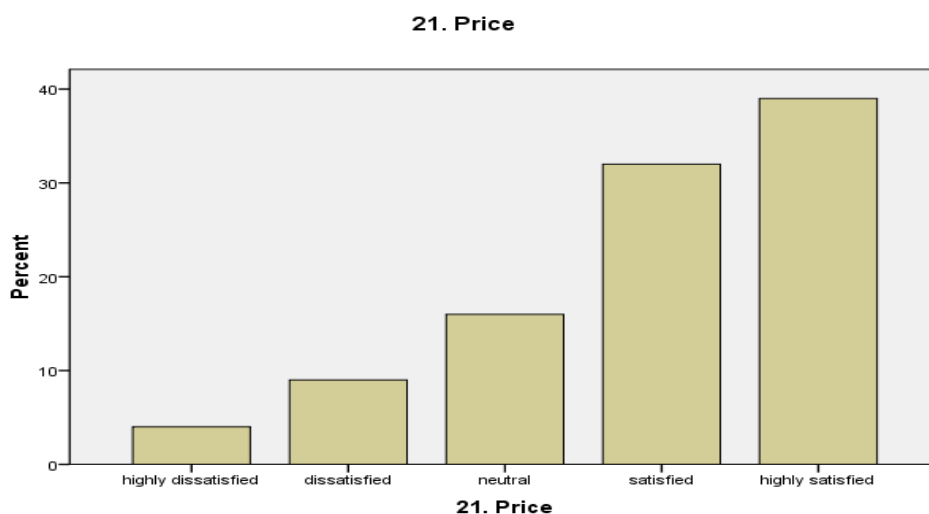
4. Analysis of taste

21. Taste
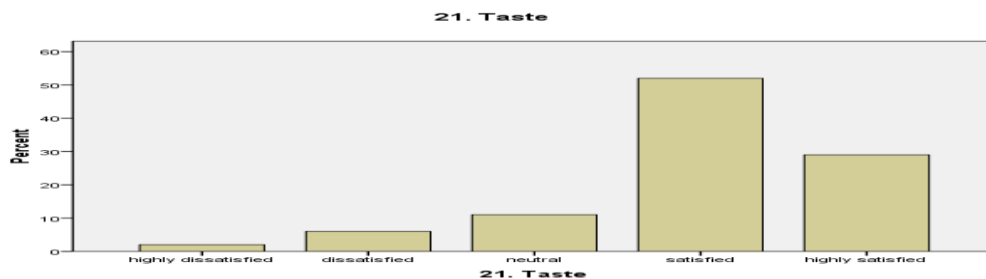
Interpretation

The above table and chart shows that 52% of the respondent has been satisfied with the taste and 29% of the respondent has highly satisfied with the taste and 11% of respondent has says that taste is neutral and 6% of the respondenthas dissatisfied with the taste and 2% of the respondent has been highly dissatisfied with taste. So, it can be concluded that majority of the respondent has been satisfied with the taste.
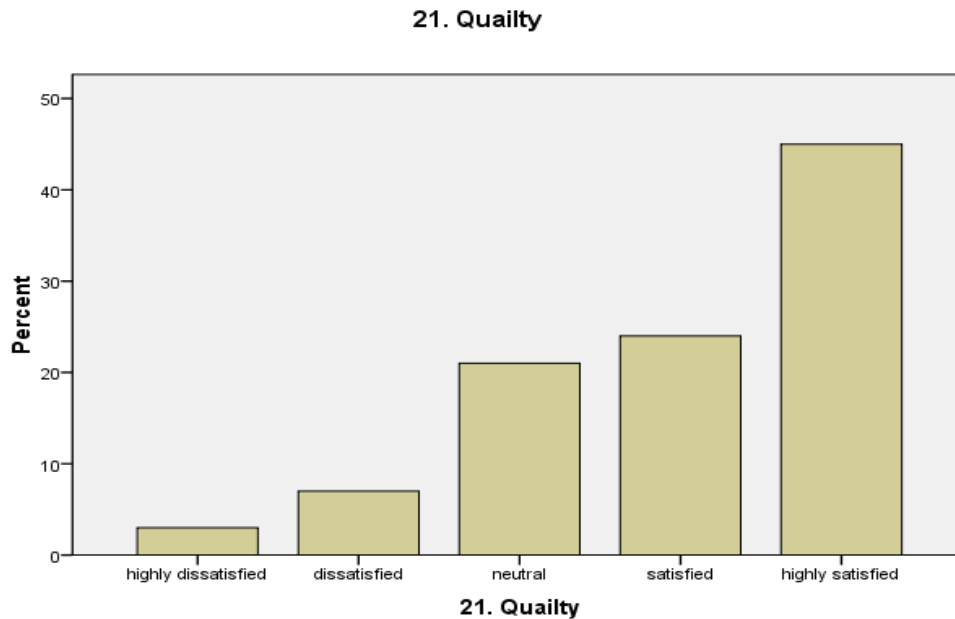
5. Analysis of price

21. Price

Interpretation

The above table and chart shows that 39% of the respondent has been highly satisfied with the price and 32% of the respondent has satisfied with the price and 16% of respondent has says that price is neutral and 9% of the respondenthas dissatisfied with the price and 4% of the respondent has been highly dissatisfied with price. So, it can be concluded that majority of the respondent has been highly satisfied with the price.

6. **Analysis of quality**

21. Quailty

Interpretation

The above table and chart shows that 45% of the respondent has been highly satisfied with the quality and 24% of the respondent has satisfied with the quality and 21% of respondent has says that quality is neutral and 7% of the respondenthas dissatisfied with the quality and 3% of the respondent has been highly dissatisfied with quality. So, it can be concluded that majority of the respondent has been highly satisfied with the quality.

ANOVA ANALYSIS

Difference between Income and Price

Null Hypothesis: There is no significant difference between Income and Price.

Alternate Hypothesis: There is significantdifference between Income and Price.

Anova for Income and Price:

International Journal of Research
Available at https://edupediapublications.org/journals

e-ISSN: 2348-6848
p-ISSN: 2348-795X
Volume 04 Issue 14
November 2017

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.576	3	1.192	1.046	.376
Within Groups	109.424	96	1.140		
Total	113.000	99			

Interpretation

The significant values is 0.376 which is greater than 0.05. Hence, null hypothesis is accepted, Alternative hypothesis is rejected. Hence, there is no significant difference between Income and Price.

Difference between Income and Quantity

Null Hypothesis: There is no significant difference between Income and Quantity.

Alternate Hypothesis: There is significantdifference between Income and Quantity.

Anova for Income and quantity:

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.693	3	.231	.257	.856
Within Groups	86.297	96	.899		
Total	86.990	99			

Interpretation

The significant values is 0.856 which is larger than 0.05. Hence, null hypothesis is accepted, Alternative hypothesis is rejected. Hence, there is no significant difference between Income and quantity.

Difference between Frequency and Taste

Null Hypothesis: There is no significant difference between Frequency and Taste.

Alternate Hypothesis: There is significantdifference between Frequency and Taste.

Anova for Frequency and Taste:

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.388	3	.463	.438	.726
Within Groups	101.362	96	1.056		
Total	102.750	99			

Interpretation

The significant values is 0.726 which is greater than 0.05. Hence, null hypothesis is accepted, Alternative hypothesis is rejected. Hence, there is no significant difference between frequency and taste.

Difference between Frequency and Price

Null Hypothesis: There is no significant difference between Frequency and Price.

Alternate Hypothesis: There is significantdifference between Frequency and Price.

Anova for Frequency and price:

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.378	3	.459	.395	.757
Within Groups	111.622	96	1.163		
Total	113.000	99			

Interpretation

The significant values is 0.757 which is bigger than 0.05. Hence, null hypothesis is accepted, Alternative hypothesis is rejected. Hence, there is no significant difference between frequency and price.

FINDINGS

According to the study,

68% of the respondent is 21 to 30 years and 29% of the respondent is Below 20 years and 2% of respondent is 31 to 40 years and 1% of the respondent is above 40 years.

41% of the respondent aware from Frooti and 29% of the respondent aware from Mazza and 23% of respondent aware from Slice and 7% of the respondent aware from Maa, Real & others fruit drinks.

39% of the respondent sometime gives importance to the brand and 32% of the respondent mostly gives importance to the brand and 18% of respondent every time gives importance to the brand and

11% of the respondent rarely gives importance to the brand.

52% of the respondent has been satisfied with the taste and 29% of the respondent has highly satisfied with the taste and 11% of respondent has says that taste is neutral and 6% of the respondenthas dissatisfied with the taste and 2% of the respondent has been highly dissatisfied with taste.

39% of the respondent has been highly satisfied with the price and 32% of the respondent has satisfied with the price and 16% of respondent has says that price is neutral and 9% of the respondenthas dissatisfied with the price and 4% of the respondent has been highly dissatisfied with price.

45% of the respondent has been highly satisfied with the quality and 24% of the respondent has satisfied with the quality and 21% of respondent has says that quality is neutral and 7% of the respondenthas dissatisfied with the quality and 3% of the respondent has been highly dissatisfied with quality.

The significant values is 0.376 which is greater than 0.05. Hence, null hypothesis is accepted, Alternative hypothesis is rejected. Hence, there is no significant difference between Income and Price.

The significant values is 0.856 which is greater than 0.05. Hence, null hypothesis is accepted, Alternative hypothesis is rejected. Hence, there is no significant difference between Income and quantity.

The significant values is 0.726 which is greater than 0.05. Hence, null hypothesis is accepted, Alternative hypothesis is rejected. Hence, there is no significant difference between frequency and taste.

The significant values is 0.757 which is greater than 0.05. Hence, null hypothesis is accepted, Alternative hypothesis is rejected. Hence, there is no significant difference between frequency and price.

SUGGESTION

- Generations of new ideas on preparing of new flavor juices with the Parle Agro Products by the employees and conduct get-together.
- Digital marketing should give high importance.
- Company should keep in mind the different age groups.

CONCLUSION

According tothis project survey it has the detailed analysis of data concluded with that majority of respondents was between the ages of 18-30. The analysis was based on the perception of Frooti drinks in Chennai. The consumers gave

more importance to the Brand and they were aware from the television advertisements. Consumer's perception of Frooti drinks had the good satisfaction level taste and Price among the respondents. Finally I conclude that the consumers werevery much loyal to the Frooti drinks.

BIBLIOGRAPHY

http://ir.inflibnet.ac.in:8080/jspui/handle/10603/44567

http://euroasiapub.org/wp-content/uploads/2016/09/12FMSepRohDel-1.pdf

http://www.icmrr.org/dec_2015/IJMRR/151202010.pdf

https://books.google.co.in/books?hl=en&lr=&id=koFFqPST0HcC&oi=fnd&pg=PR13&dq=consumer+perception+of+frooti&ots=3_Fj9l1c19&sig=CYPZogPJORR6gxOZdVVp02oy9OE#v=onepage&q=consumer%20perception%20of%20frooti&f=false

http://journals.sagepub.com/doi/abs/10.1177/0971890720130105

http://www.sciencedirect.com/science/article/pii/S030917400300130X

http://www.sciencedirect.com/science/article/pii/S0969698902000061