Impact of Brand Image on Cool Drink Market With Reference To Hyderabad

BY

MALOTH THIRUMALA NAIK

MBA

Asst. professor

KRR Institute of Information Technology

Ghatkesar.

Cell:9573221148

Email:thirumalanaik.m@gmail.com

Soft drinks are one of the most popular drinks, which consume in all types of occasions. Soft drinks are getting more demand day by day due to changing climatic conditions, liking for fast food and changing culture (increase Western culture).It includes all types if non alcoholic, carbonated and flavored beverages. These artificially sweetened drinks are available in different flavours, different sizes and in different packages.

Soft drink is a fast moving consumer good (FMCG). Soft drinks are consumed for various reasons and in various occasions by consumer based on various aspects like price, convenience, medicinal value and social status. The rationale behind the study was to highlight the findings of consumer behaviour towards soft drink carried out in urban places of Hyderabad city and in rural areas of Telangana state. It is expected that this study will help the researchers to contribute and throw more light on this topic. Developing urbanization, changing food habits, changing climatic conditions and increasing population helps in growing for soft drink industries in near future. Per captia consumption and increase in number of consumers may expect in the near future and any of these or both will result in the growth of soft drink industry.

SCOPE OF THE STUDY: The scope of the study was restricted to selected consumer product(soft drink).The study has been carried out in rural areas of Telangana state and urban areas of the capital city of Telangana i.e., Hyderabad.

SAMPLE SIZE: A simple non-probabilistic convenience sampling method was used to understand the behaviour of consumers towards brand preference in soft drink. The overall sample size for the study included 400 respondents (200 urban consumers from Hyderabad and 200 rural consumers from Telangana state). An attempt was made to make the sample representative to the target market for products under study. In spite of the above limitations, the study throws some light on the understanding of consumer behaviour. Since the study was exploratory in nature, it is expected that this will pave the way for further research in the area.

PREFERED BRAND (SOFT DRINKS): The consumers were asked to indicate their present brand of soft drink. The brand-wise classification is presented in table 01.

Table 01 shows that in urban area 37.5% consume Thums-up, 28.5% Coca-cola, 12.5% Pepsi, 7.5% Maaza, 4% Limca, 2% each Fanta and Gold Spot,

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1.5% Sprite and 0.5% each for Frooti, 7Up, and Miranda, In contrast for the rural respondents the highest brand choice is coca-cola with 37.5%, followed by 30% with Thums-up, 9% Pepsi, 8.5% Limca, 4% Maaza, 2% each for Sprite and Gold spot, 1.5% each for Fanta and Frooti, 1% 7up, 0.5% of Miranda. 3% of urban and 2.5% rural consumer respondents' don't take any soft drink.

The result shows that for more than 65% of urban and rural consumers, their main brand choices are Thums-up and Coco-cola.

Table 01

Sl. No	Brand name of the Soft Drink	Rural Consumers	Urban % Consumers %
1.	Thums - up		75
2.	Coca - cola		57
3.	Pepsi	25	(12.5%)
4.	Limca	08	(04%)
5.	Maaza	15	(7.5%)
6.	Sprite	03	(1.5%)
7.	Fanta	04	(02%)
8.	Gold spot		04
9.	Frooti	01	(0.5%)
10.	7 Up	01	0.5%)
11.	Miranda	01	(0.5%)
12.	Not using anything		06
	TOTAL	200	(100%)

PLACE OF PURCHASE (SOFT DRINKS):

Consumer were asked to reveal the place of purchase of soft drink in both urban and rural areas and the findings are placed in table 02.Table 02 reflects that 27% of urban and 26% of rural consumers buy soft drink at super bazar and 67% of urban and 73% of rural consumers make their purchases at the nearest kirana shop. The remaining purchase from other places.Overall, it can be concluded that kirana shops are the most favoured spots for buying soft drinks both in urban and rural areas.

Table 02

Sl.No. of Soft drink	Place of purchase Consumers		Urban Consumers
1.	Super Bazar		54(27%)
2.	Nearest Kirana Stores	134 (37.5%)	(67%)146(73%) 60 (30%)
3.	Others (Pl. Specify)	12	75 (37.5%) (06%)
		18	(09%)
TOTAL	**200**		**(100%)200(100%)**
	17	(8.5%)	
	08	(04%)	
	04	(02%)	
	03	61.5%	
	02	(02%)	
	04	(02%)	
	03	(1.5%)	
	02	(1%)	
	01	(0.5%)	
	(03%)	05	(2.5%)
	200	**(100%)**	

According to National survey on soft drinks 91 percent of the consumption is by lower middleclass people, lower upper class people, upper lower class people and upper middle class people. Per capita consumption of India is the lowest in the World @ 5 bottles per annum when compared with Thailand @ 80 bottles per annum and USA @ 800 bottles per annum. In India, Delhi records the highest @ 50 bottles per annum. Out of total market in soft drink industry seventy five percent of the market share is in urban area and 200 ml bottle sales are higher in rural areas.

Distributing consumer products begins with the manufacturer and ends with the ultimate consumer. Between the two there is usually at least one middleman - a retailer. In the distribution channel the

last middleman is a retailer. He is also the last link between the producer and the consumer. The retailer is directly in contact with the ultimate buyer. It is believed that the retailer may generally influence consumer brand choice by exaggerating the brand/product attributes of a specific brand, specifically in case of not so popular brands. In other words, the retailer may support some brand or disfavour some depending upon his own relationship with the brand market, or the margin available from the specific brand concerned. When the retailer supports a brand the possibility of success of that brand is high, unless the brand itself is of inferior quality.

One of the key elements of channel design is figuring out how many sales outlets should be established in a given geographic area and what kind of participation in the marketing flows is required from each of the outlets so that needs of the existing, potential and past consumers may be adequately served.

It is not always possible to deal directly with the consumers for a manufacturer. Retailers purchase on behalf of their customers. Retailers are sales specialists for the suppliers. They provide various financial services both for the suppliers and the customers. The retailers buy in bulk and sell in smaller lots. They store the goods and sell them to end users for consumption and usage.

It is to be remembered that in this particular soft drink market, the distribution plays a very important role as far as the local manufacturer or the franchise holders are concerned as the main advertising of the product would be done by the principal company, thus leaving the follow up by the local agencies.

The method of physical distribution is very vital role in the bearing of the company's success or failure in the market. Transportation is among the major functions of physical distribution. Transport adds time utility and place utility of the product. More than ninety percent of soft drink manufacturer depends on road transport. The finished products are distributed to the various retail outlets by roads. The distribution management has to ensure that product reaches its dealers and retailers on its routes on time and in proper condition without any damage.

The relationship between the consumer's expectations and the products perceived performance depends on whether the product meets expectations there by satisfying the consumers or falls short of expectation and making the consumer dissatisfaction.

The retailers provide feedback to the suppliers and give advice to their customers. They give the consumers a wide assortment of goods and services by buying from different suppliers.

Marketers try to satisfy consumer needs, but the reasons any product is purchased can vary widely. The identification of consumer motives is an important step towards ensuring that the appropriate needs will meet by a product.

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