



Influence of Advertising on Consumer Behaviour with Respect to Soft Drinks

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Abstract

Advertisement acts as an inevitable ingredient for marketing in soft drinks, leading to striving the brand value and its credentials. Soft drink marketing is all about representing an image through different perspectives, such as presenting a good and joyful moment, demonstrating hard work and dedication, amongst others. The main concern is to analyze the influencing factor and the prominent impacting role of the advertisement on the consumer's buying behavior to buy soft drinks of the particular brand. For appropriate analysis of the key factors which had an impact on the consumer buying attitude and based on that psychology, the companies formulate the advertisement and the slogan food their branding. The research was conducted based on specific questionnaires and distinct factors of preference which are the key ingredients for the qualitative methodology. The Results try to evaluate the research question appropriately based on the statistical data obtained from the sampling survey, which shows the customers' behaviour and their like toward the product and reveals whether the advertising tactics influenced customers.

Keywords: Advertisement, Dedication, Demonstrating, Consumer Buying Behaviour, Advertising tactics.

1. INTRODUCTION

A soft drink is a beverage that consists of dissolved carbon dioxide, sweetener ingredients, flavoring agent, either natural or artificial and edible acid. It is a non-alcoholic beverage that generates a fizzing sound because of dissolved carbon dioxide; it is carbonated. Thus they are also known as carbonated soft drinks. Carbonates are the amalgamation of cola carbonate and non-cola carbonate elements with either standard or low calories, sometimes mixed with artificial sweetening agents (Nakmongkol, A ., 2009).

Top 10 soft drinks 2021

Soft drink or cold drink is an integral part of the Indian diet because of the hot and humid climate, and the consumption is enhanced significantly. The unique character of soft drink is it is easily fitted with diverged Indian cuisine appreciatively. Soft drink market of India is one of the most profitable markets which attain the massive attention of the Indian population. The top leading brands of soft drink in India areⁱ-

- **Pepsi-** Pepsi is one of the best selling soft drink products in India, which launched in 1990. The taste of the product remained the same throughout the decades, but its popularity is striving, and thus it started sponsoring different sports events in the country.
- **Coca-Cola-** One of the most leading and the first brands of cold drinks to be launched in India in the mid of 1970. It completes neck-to-neck with other cola based soft drinks like Pepsi. Several reports demonstrate that Pepsi and cola being the leading dictator in the soft drink market of India as the market share is about 30% and 40% respectively of these drinks.
- **Spirit-**Third on the list is spirit lemony taste sparkly cold drink. It is the leading lime or lemon carbonated cold drink of Indian markets for the last two decades.

Some other soft drinks which came under the top ten list based on the consumption and market place are thumbs up, Limca, Fanta, Mountain dew, 7up, Frooti, and Marinda. The wide range of variety in the soft drink demonstrates that the company is prominently making sure that their product based on the consumption behaviour like fruit-based exotic and energy-based soft drink being the priority of these companies.

Marketing of the soft drink associated with different aspects, which embedded features such as packaging, slogan used for branding along with music for commercial advertisement, the demographic dividend on which the brand is focused around, and the most prominent one was the psychology of the consumerⁱⁱ.

Advertisement acts as an inevitable ingredient for marketing in soft drinks, leading to striving the brand value and its credentials. To appoint an ambassador for branding the soft drink is in tradition the happy well-being and refresh actor who advertised the soft drink brand became the idealized figure for the viewers and impacted customer psychology the brand ambassador who endorsed the product who left imprint in the mind of the viewer (Goutam, D., 2013). Soft drink marketing is all about representing an image through different perspectives, such as presenting a good and joyful moment, demonstrating hard work and dedication, amongst others.

- **Consumer Behavior for soft drinks consumption -**

Consumption behaviour towards soft drink depends on distinct factors like age group, gender locality, and geographical factors and so on. The analysis reveals that females and children are more interested in carbonated fruit juice, although the urban consumer is highly interested in lower soft drinks with affordable prices. There is variation in attitude and expectation among gender age urban and countryside customers. Their interest all also impacted when coordinating with health-conscious brand consciousness and price sensitivity. The consumer buying behavior is highly influenced by the social, cultural, economical and physiological and individual factors (Anojan, V., & Subaskaran, T., 2015).

- **The prominent factors which had impact on the buying behavior-**

- Demographic dividend- gender and age group
- Geographical location- urban and non-urban localities
- Brand ambassador for endorsement of the product
- Price and quality sensitivity

In the present world, where people are more concerned and more aware of their health, soft drinks with low-calorie, sugar-free features are attending more popularity in different age groups. Health is the innovative component in the soft drink manufacturing companies to attain customers' brand by some catchy healthy slogan for instant Coca-Cola launch low-calorie products called coca-cola zero and Coca-Cola light which pushes soft drink brands toward healthy carbonates (Kumari, S., 2016). Another concern that determines customer behaviour is price sensitivity.

The main concern is to analyze the influencing factor and the prominent impacting role of the advertisement on the consumer's buying behavior to buy soft drinks of the particular brand. For appropriate analysis of the key factors which had an impact on the consumer buying attitude and based on that psychology, the companies formulate the advertisement and the slogan food their branding. The research goes through the empirical analysis based on the sampling survey method to obtain the adequate outcomes.

2. MAIN TEXT

Research Question

What is the influence of advertisements and promotional campaigns of companies on consumers with respect to soft drinks?

Research Objectives

To study the impact of advertisements by different companies on brand preference of consumers with respect to soft drinks.

Hypothesis

H0 - Advertisement has no significant influence on consumer's consumption level.

H1 - Advertisement has a significant influence on consumer's consumption level.

REVIEW LITERATURE

(Sathan, D. M., Oogarah-Hanuman, V., & Roshnee, R., 2012) The motive of the research is to comprehensively analyze the impact of advertising in the soft drink market. The research concentrates on the market of Indian Ocean Island country Mauritius to analyze the country's consumption behavior toward soft drink. Being a part of a competitive world where business is endeavoring to assist and leverage technology support to attain an enhanced market, every company was focusing on advertisement

based on efficiency and practical approach. The main focus of the paper is to understand the impact of advertisement on consumers' buying behavior, specifically with the reference to coca-cola advertisement. Marketing of the soft drink associated with different aspects, which embedded features such as packaging, slogan used for branding along with music for commercial advertisement, the demographic dividend on which the brand is focused around, and the most prominent one was the psychology of the consumer. The paper opts for a qualitative methodology based on a survey that collects samples of 150 respondents through some questionnaires. The finding demonstrates the optimistic impact of advertisement on the consumer's behavior towards soft beverages in Mauritius. The consequences demonstrate that customers' loyalty towards their company product has directly linked with advertisement strategy and their market statistics, paving the way for branding the company in the market growth scale with better opportunities.

(Ubeja, S., & Patel, R., 2014) The research is focused on the soft drink sector of the Indian market where it demonstrates that the soft drink or beverage industry illustrates the remarkable transformation in the last decade where the carbonate and non-carbonate drink grown upto 45% annually which is likely to triple or four times as compared to the 2014 market. Marketing of the soft drink associated with different aspects, which embedded features such as packaging, slogan used for branding along with music for commercial advertisement, the demographic dividend on which the brand is focused around, and the most prominent one was the psychology of the consumer. The main objective of the research is to identify the factors which optimistically impact consumer preference towards soft drinks in the City of Madhya Pradesh Indore. For that reason, those who explore the practicality ground and understand the consumer perspective research opt to conduct surveys where the data is collected from 150 Mall shoppers. The research was conducted based on specific questionnaires and distinct factors of preference which are the key ingredients for the qualitative methodology. The research helps the retailer and manufacturer effectively understand consumer preference behavior and pave the way for forming an appropriate marketing strategy, which assures thrusting and better opportunities for their business and economic growth.

(Kumar, N., & Ray, S., 2018) The market is exciting and concerning in the food processing and beverage business worldwide, specifically in the developing countries where agriculture acts as a backbone for their economic upliftment. The primary purpose of the study is to determine the consumption pattern and attitude of the buyer towards soft drinks and non-alcoholic beverages of Indian soil. For the analysis and understanding of the consumer perspective, the research went through the questionnaire investigation based on a social demographic survey and collected the sample from the age group of 18 to 30 years. For practical analysis, the methodology goes through the logistic regression model to distinguish between frequent and infrequent cold drink consumption. The outcome demonstrates the young generation of India is quite health aware and more likely to prefer diet drinks, including fruit drink, fruit juice, more often as compared to soft drinks. In the present world, where people are more concerned and more aware of their health, soft drinks with low-calorie, sugar-free features are attending more popularity in different age groups. The consumption pattern is highly influenced by the attitude and nutritional dimension, demonstrating optimistic influence over the buyer to buy specific soft drinks.

Methodology

The qualitative method selected to analyze the relevant information based on an empirical finding by conducting a survey method. The survey consists of specific questionnaires. The research systematically evaluated by employing primary and secondary resources to conduct smooth analysis and reached a particular conclusion.

This research will opt for the survey method to gather and analyze the relevant information related to the impact of advertisement on consumers' buying attitude for soft drinks.. This study will also use secondary data from scholarly literature, reports of international organizations, and online resources for research purposes. In quantitative methods, the researcher focuses on enhancing the understanding mainly oriented and revolving around secondary sources like government official sites, journals, and business newspapers.

The primary methodology is adopted, which is a qualitative approach where a random sample is collected by survey method, and empirical calculation is done to obtain the appropriate outcome. For collecting data, a simple random approach is utilized. In this research, 100 samples are randomly collected, and the survey is conducted in online mode to obtain the perspective of the responders who voluntarily participated in the survey. In the survey, eight questionnaires were asked from the participant, and the outcome is generated based on their responses.

3. CONCLUSION

Advertisement acts as an inevitable ingredient for marketing in soft drinks, leading to striving for brand value and credentials. To appoint an ambassador for branding the soft drink is in tradition the happy well-being and refresh actor who advertised the soft drink brand became the idealised figure for the viewers and impacted customer psychology. Soft drink marketing is all about representing an image through different perspectives, such as presenting a good and joyful moment, demonstrating hard work and dedication, amongst others. Consumption behaviour towards soft drink depends on distinct factors like age group, gender locality, and geographical factors and so on. The analysis reveals that females and children are more interested in carbonated fruit juice, although the urban consumer is highly interested in lower soft drinks with affordable prices. There is variation in attitude and expectation among gender age urban and countryside customers.

In the present world, where people are more concerned and aware of their health, soft drinks with low-calorie, sugar-free features are attending more popularity in different age groups. Health is the innovative component in the soft drink manufacturing companies to attain customers' brand. For instance, some catchy healthy slogan for instant Coca-Cola launched low-calorie products called coca-cola zero and Coca-Cola light, which pushes soft drink brands toward healthy carbonates. Another concern that determines customer behaviour is price sensitivity.

The Results try to evaluate the research question appropriately based on the statistical data obtained from the sampling survey, which shows the customers' behaviour and their likability toward the product and reveals whether the advertising tactics influenced customers. The top leading brands of soft drink in India are Pepsi, Coca-Cola, among others. The most consuming soft drink among the survey responders is thumbs-up as it holds 41.6% of the participants, followed by the Maza 19.5% of the participants and 18.2% for Coca-cola and others. The data obtained from the study shows that yes, the advertisement may have an excellent influencing potential and affect the buyer's choice and impact consumers' buying behaviour. As the research shows, about 67.5% of the respondents were influenced by the soft drinks marketing branding method's advertising tactics. In comparison, around 32.5% were not affected by the advertisement, and they drink with their own choice without any affection.

Eventually, the examination shows the strong influence of advertisement and their methodology implemented by the soft drink brands to influence their customers, changed their perspective toward their drinks and worked for their betterment. Additionally, the results help the retailer and manufacturer

effectively understand consumer preference behaviour and pave the way for forming an appropriate marketing strategy and better opportunities for their business and economic growth.

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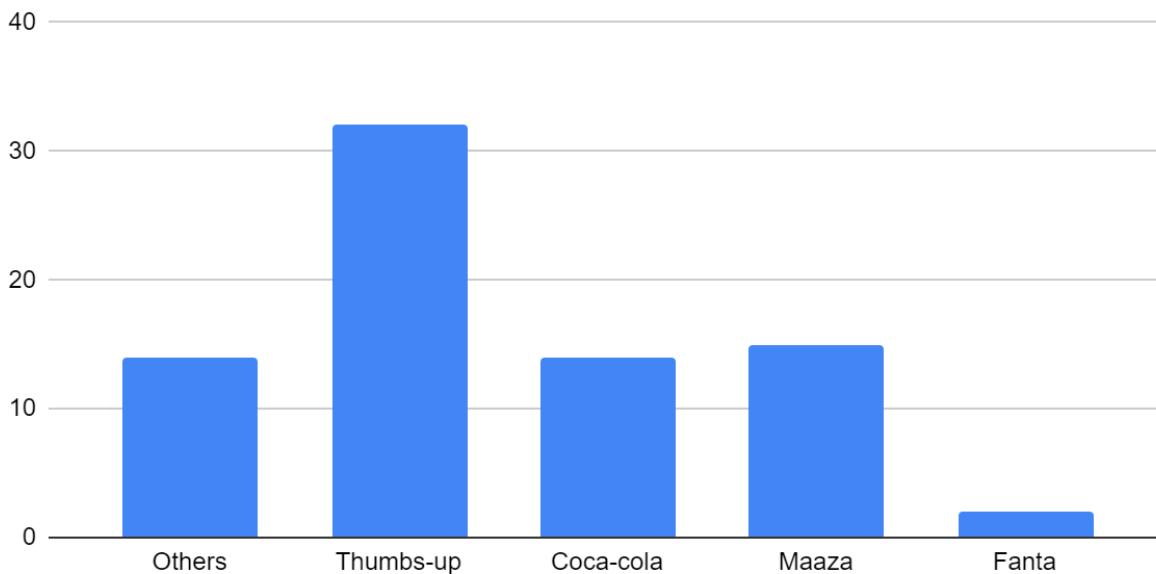
5. FIGURES AND TABLES CAPTION LIST

FINDINGS:

Q. Which Soft Drink you consume?

The soft drink market of India is one of the most profitable markets which attain the massive attention of the Indian population. The top leading brands of soft drink in India are Pepsi, Coca-Cola, among others. The most consuming soft drink among the survey responders is thumbs-up as it holds 41.6% of the participants, followed by the Maza 19.5% of the participants and 18.2% for Coca-cola and others.

Count of Which cold drink do you like?



Count of Which cold drink do you like?

Figure: 1

Q. Why do you drink this soft drink?

This is the most exciting question of the survey, which gives a diverse response; everyone has their own perspective and attitude to choose the soft drink and consume it. The survey reveals that 66.2% of the participants have their distinct reason for consuming while 33.8% of the responders favour the taste of the beverages. The number of consumers attracted toward the innovative and creative advertising methods and some was influenced by the brand ambassador, the packaging and so on.

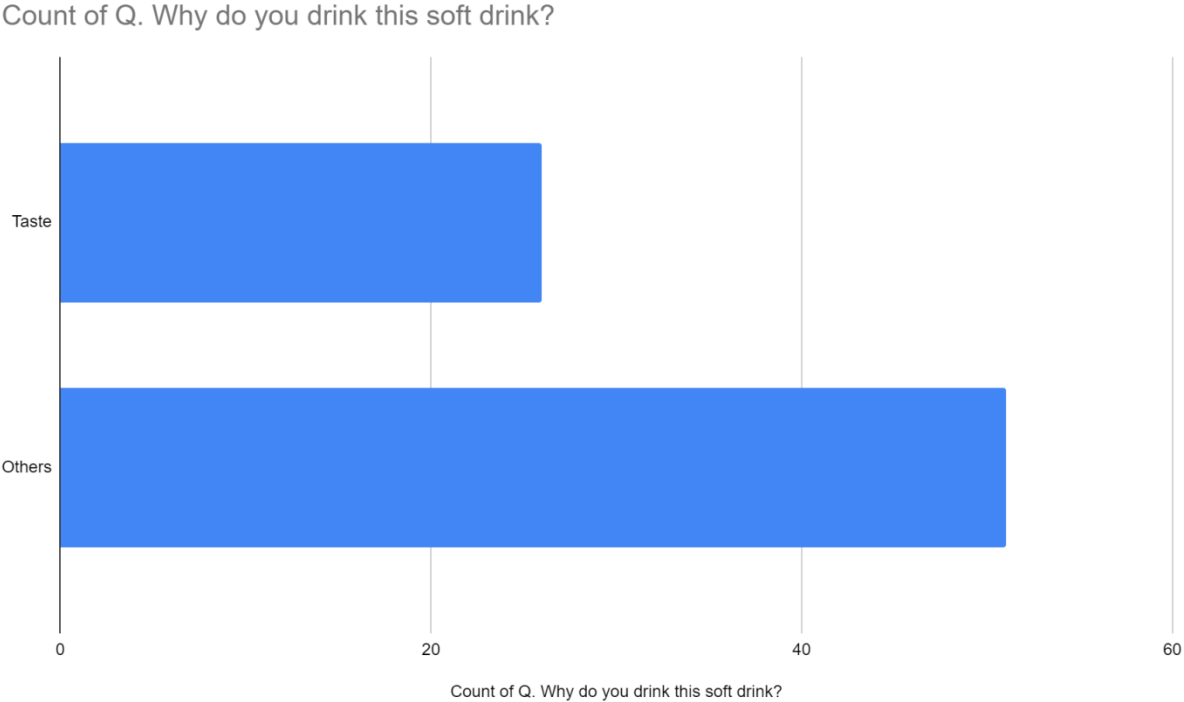
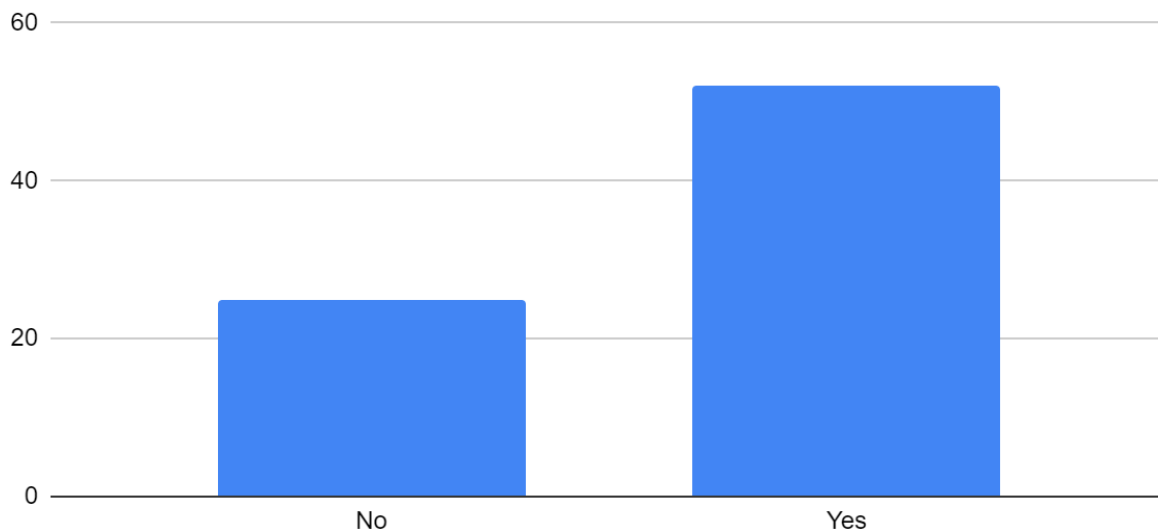


Figure: 2

Q. Does Advertising affect your soft drink consumption activity?

Most central questions of the survey demonstrate the objective of the research, and the data revealed from the study that yes advertisement may have an excellent influencing potential and affect the buyers choice and have an impact on consumers buying behaviour. As the research shows, about 67.5% of the respondents were influenced by the soft drinks marketing branding method's advertising tactics. In comparison, around 32.5% were not affected by the advertisement, and they drink with their own choice without any affection.

Count of Do you think advertisement has the impact on you to try their cold drink?



Count of Do you think advertisement has the impact on you to try their cold drink?

Figure:3

Results

The Results try to evaluate the research question appropriately based on the statistical data obtained from the sampling survey, which shows the customers' behaviour and their likability toward the product and reveals whether the advertising tactics influenced customers.

Popular Soft Drinks 2021	Brand Preferences		How many people drink out of 100?
	Taste (Drink Intention)	Advertise Effect on Consumption	
Coca Cola	14.3%	92.9%	18.2%
Thumbs Up	28.1%	75%	41.6%
Fanta	0%	100%	2.6%
Maza	60%	40%	19.5%

Others	42.9%	50%	18.2%
Total	145.3	357.9	

Results show that advertisements influence people to buy soft drinks. Means H_a , **Alternative hypothesis is correct.**

Correlation among Taste and Influencing Factor of Advertisement-

The table as mentioned above exhibits that taste is neither directly proportional nor linked with the advertisement impact. This shows that taste comes secondary compared with the advertisement impact on the consumer's choice for the soft drink.

T-Test Result:

P-value and statistical significance:

The two-tailed P value equals 0.1270

By conventional criteria, this difference is considered to be not statistically significant.

Confidence interval:

The mean of taste minus influence equals -42.520

95% confidence interval of this difference: From -103.942 to 18.902

Intermediate values used in calculations:

$t = 1.9220$

$df = 4$

Standard error of difference = 22.123

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