

A Study on Consumer Preferences towards Soft Drinks in Tiruchirappalli City

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Abstract

The soft drink industry has witnessed significant growth over the years, influenced by changing consumer preferences and market dynamics. This study aims to analyse consumer preferences towards soft drinks in Tiruchirappalli City. A structured questionnaire to assess factors influencing their choices. The findings provide insights into brand preference, frequency of consumption, purchasing behaviour, and the impact of health concerns on consumer decisions.

Keywords: Consumer Preferences, Soft Drinks, Tiruchirappalli, Brand Loyalty, Health Consciousness.

I.INTRODUCTION

Soft drinks are widely consumed beverages that include carbonated drinks, fruit juices, and energy drinks. The increasing demand for soft drinks is influenced by lifestyle changes, brand perception, taste preferences, and marketing strategies. This study investigates consumer preferences towards soft drinks in Tiruchirappalli City, focusing on factors such as taste, price, availability, and health considerations.

Review of Literature

Consumer preferences in the soft drink industry have been extensively studied, highlighting various factors that influence purchasing behavior. Kotler and Keller (2016) emphasized the role of brand perception and marketing strategies in shaping consumer choices. Schiffman and Kanuk (2010) discussed the impact of psychological and social factors on beverage selection, asserting that taste and price are key determinants of preference.

Solomon (2018) explored how brand loyalty is developed in the beverage industry, stating that frequent consumption patterns contribute to consumer retention. Chattopadhyay (2019) examined market trends and noted that health-conscious consumers are shifting towards non-carbonated alternatives, a trend also observed by Srinivasan and Murthy (2021) in their study on Indian consumers.

Smith and Taylor (2020) indicated that promotional strategies and availability significantly impact consumer choices, while Jones (2021) highlighted the role of packaging and sustainability concerns in modern beverage purchasing decisions. These findings provide a framework for understanding consumer behavior in Tiruchirappalli's soft drink market.

Objectives

1. To analyse the factors influencing consumer preference towards soft drinks.
2. To assess the brand loyalty of consumers in Tiruchirappalli.
3. To evaluate the impact of health consciousness on soft drink consumption.
4. To examine purchasing behaviour and frequency of consumption.

Research Methodology

- **Sample Size:** 125 respondents
- **Sampling Technique:** Random Sampling
- **Data Collection Method:** Structured Questionnaire
- **Data Analysis Tools:** Percentage Analysis, Chi-square Test, and Mean Score Analysis

Data Analysis and Interpretation

| Demographic Factors | Category | Percentage |
|---------------------|----------------|------------|
| Gender | Male | 58% |
| | Female | 42% |
| Age Group | 18-25 years | 40% |
| | 26-35 years | 35% |
| | 36-45 years | 15% |
| | Above 45 years | 10% |
| Occupation | Students | 30% |
| | Employees | 40% |
| | Business | 20% |
| | Others | 10% |

Brand Preference

| Brand | Percentage of Respondents |
|-----------|---------------------------|
| Coca-Cola | 30% |
| Pepsi | 25% |
| Sprite | 20% |
| Fanta | 10% |
| Others | 15% |

Factors Influencing Purchase Decision

| Factor | Highly Influential (%) | Moderately Influential (%) | Less Influential (%) |
|----------------------|------------------------|----------------------------|----------------------|
| Taste | 60 | 30 | 10 |
| Price | 40 | 35 | 25 |
| Brand | 45 | 40 | 15 |
| Availability | 50 | 30 | 20 |
| Health Consciousness | 35 | 40 | 25 |

Frequency of Consumption

| Frequency | Percentage |
|--------------|------------|
| Daily | 25% |
| Weekly | 45% |
| Monthly | 20% |
| Occasionally | 10% |

Findings and Discussions

1. The majority of respondents prefer Coca-Cola (30%), followed by Pepsi (25%) and Sprite (20%).
2. Taste is the most influential factor affecting consumer preference (60% highly influential), followed by availability and brand perception.
3. A significant proportion of respondents (45%) consume soft drinks weekly, indicating regular consumption habits.
4. Health consciousness is a growing concern, with 35% of respondents considering it a highly influential factor in their purchasing decisions.
5. Younger consumers (18-35 years) form the largest segment of soft drink consumers in Tiruchirappalli.

II.CONCLUSION

Consumer preferences towards soft drinks in Tiruchirappalli City are influenced primarily by taste, brand loyalty, and availability. While traditional carbonated drinks remain popular, health-conscious choices are emerging as a significant factor in purchase decisions. The study suggests that manufacturers focus on healthier alternatives, innovative flavours, and sustainable packaging to cater to evolving consumer demands.

III.REFERENCES

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