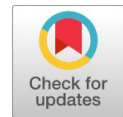


Customer Preference Towards Soft Drinks In Chennai

Boomika Imayavarthini.T, Sreeya B



Abstract— *Enthusiasm for soft drinks utilization has expanded after a sensational ascent in admission over late years. Research to date has concentrated principally on general patterns in utilization or on understanding the component by which soda pop utilization might be connected to weight gain. Throughout the years, various investigations have been led into the connections between soda pop admission and therapeutic issues, the aftereffects of which, nonetheless, remain exceptionally challenged. In any case, subsequently, expanding accentuation is being put on the wellbeing properties of soda pops, by both the business and the shoppers, for instance, in the extending zone of utilitarian beverages. Broad enactment has been set up to guarantee that soda pops makers adjust to set up national and universal measures. Shoppers assume that the sodas they purchase are protected and their quality is ensured. This paper gives an expansive diagram of accessible logical learning and refers to various investigations on different parts of sodas and their suggestions for wellbeing security. Specific consideration is given to fixings, including fake flavorings, colorings, and additives and to the lesser known dangers of microbiological and concoction sullyng amid handling and capacity. Descriptive research on customer preference towards soft drinks in Chennai. Convenient sampling method is used in this study to collect the sample. 1450 samples are recorded. The independent variables used are age, gender, educational qualifications, monthly income, and area. The dependent variables used are soft drinks brands, consumption of carbonate drinks, price of fresh juice, availability of soft drinks. The objective is to understand the factors affecting customer preference towards soft drink. The statistics used are independent sample t test, correlation, chi square test. It is concluded that Therefore the marketer ought to comprehend the strategies to activate the soft drinks items among the buyers.*

Key words: *Soft drinks, mixed beverages, conceivable, wellbeing, Investigation.*

I. INTRODUCTION

Customer preference are desires, like, dislikes, motivations and tendency that drive client buying decision. They supplement client needs in clarifying clients conduct soda pops are called delicate interestingly with hard mixed beverages. The beginnings of sodas lie in the improvement of natural product enhanced beverages. In the medieval

Middle East, an assortment of natural product seasoned soda pops was broadly smashed, for example, sharbat, and were frequently sweetened with fixings, for example, sugar, syrup and nectar. Other basic fixings included lemon, apple, pomegranate, tamarind, jujube, sumac, musk, mint and ice. In Tudor England, 'water majestic' was generally flushed; it was a sweetened drink with lemon enhance and containing cream of tartar. A soda pops a drink that regularly contains carbonated water, a sweetener, and a characteristic or counterfeit seasoning. The sweetener might be sugar, high-fructose corn syrup, organic product juice, sugar substitutes or some blend of these. Soda pops may likewise contain caffeine, colorings, additives, and different fixings. The aim the study is to understand the factors affecting customer preference towards soft drinks

II. OBJECTIVES OF THE STUDY

- To understand the factors affecting customer preference towards soft drinks
- To analyse the association between soft drinks brands and age of the respondents
- To know the significant difference between consumption of soft drinks and gender
- To analyse the significant relationship between availability of soft drinks and area
- To know the association between consumption of carbonated drinks and educational qualifications

III. LITERATURE REVIEW

(Briggs et al. 2017) The author establishes that gauge the impact of conceivable industry reactions to the exact on corpulence, diabetes, and dental caries. The most noteworthy advantage for heftiness and oral wellbeing, would be among people matured more youthful than 18 years, with individuals matured more seasoned than 65 years having the biggest outright reductions in diabetes incidence. the author presumed that effects on sodas will be expanded. (Gebremariam et al. 2017). The Authors distinguished the of the present investigation was to investigate if kids who invest more energy in screen-based stationary Behavior .Data were gathered from 7886 youngsters .Self-report polls were utilized .There was no critical relationship between PC utilize and soda pop utilization in six of the eight included nations in the last models. The author reasoned that sodas is exceptionally destructive to human wellbeing.

Manuscript published on 30 September 2019.

*Correspondence Author(s)

Boomika Imayavarthini.T, BBA. LLB (Hon's) 1st year, Saveetha School Of Law, Saveetha Institute Of Medical And Technical, Sciences (Simats), Saveetha University, Chennai, Tamil Nadu, India.
(E-mail: boomika2612@gmail.com)

Dr. Sreeya B, Associate Professor, Department of Management Studies, Saveetha School Of Law, Saveetha Institute Of Medical And Technical, Sciences (Simats), Saveetha University, Chennai, Tamil Nadu, India.
(E-mail: sreeyab.ssl@saveetha.com)

© The Authors. Published by Blue Eyes Intelligence Engineering and Sciences Publication (BEIESP). This is an [open access](https://creativecommons.org/licenses/by-nc-nd/4.0/) article under the CC-BY-NC-ND license <http://creativecommons.org/licenses/by-nc-nd/4.0/>

Connie M Wu1 (2017), The author the exploration is to assess the relationship between utilization of espresso, tea or sodas, and glaucoma in the members of the 2005– 2006 National Health and Nutrition Examination Survey (NHANES). Examination of the relationship between the recurrence of utilization of each kind of refreshment and glaucoma was performed utilizing calculated relapse displaying while at the same time controlling for age, weight record, sex, ethnicity, smoking status and diabetes.No critical affiliations were found between the utilization of espresso, frosted tea, decaffeinated tea and soda pops, and glaucoma hazard. Gareth Richards and andrew p. Smith (2016) The author communicated in regards to the potential for jazzed caffeinated beverages to contrarily influence psychological well-being, and especially so in youthful purchasers at whom they are regularly targeted.review the significant writing, PubMed and PsycINFO were looked for all companion checked on articles distributed in English that tended to relationship between caffeinated drink utilize and emotional well-being results. The author concluded that Though the discoveries suggest that caffeinated drink utilize may build the danger of unfortunate emotional wellness results, the greater part of research inspected used cross-sectional outlines. Much of the time, it was consequently unrealistic to decide causation or bearing of impact. Therefore, longitudinal and intercession thinks about are required to build our comprehension of the idea of the connections watched. (Abid et al. 2009) The author inspected that the autonomous part of soda pops utilization in non alcoholic greasy liver malady (NAFLD)patients stay vague .we meant to survey the relationship between utilization of sodas and greasy liver in patients with or without metabolics syndrome.the enlisted 31 patients (age 43+ 12 years) with NAFLD and without dangers factors for metabolic disorder 29 patients with NAFLD and without chance variables for metabolic syndrome,and 30 sexual orientation and age coordinated individual without NAFLD.the creator inferred that NAFLD patients show higher sodas utilization free of metabolic disorder diagnosis.These discoveries may enhance NAFLD hazard stratification. ClaireSweetman, Jane Wardle and Lucy Cook (2008) The author analyzed that, how the Child Eating Behavior Questionnaire (CEBQ) build 'Want to Drink' (DD) identifies with drink utilization, inclinations and BMI-SDS Three hundred and forty six same-sex twin kids (mean age 11.2 years; s.d. 0.54; 56% female; 53% dizygotic) were weighed, estimated and announced their loving for drain, water, organic product juice, natural product squash and sweetened sodas. The author reasoned that from this examination demonstrate that kids with a more prominent want to drink expend carbonated sodas more often than those with bring down scores and have a more grounded loving for sweetened soda pops, both carbonated and still. Tahmassebi et al. 2006.The author goal of the paper has been to audit the past and flow writing to decide the information on this soda pops in dental infections the writer says that endeavors have been taken to alter sodas by either including or erasing certain parts in order to decrease their destructive consequences for teeth. A sane convention to energize the sensible utilization of beverages and the

adjustment of beverages to render them less unsafe would be fitting.W. Sohn 1*, B.A. Burt2, M.R. Sowers (2006), The author valuated that utilization on high carbonated delicate drinks..the dissected liquid admission information among youngsters matured 2-10 from 24 hours dietary to examine the impact of high utilization of carbonated delicate drinks..finally the creator reasoned that ,Findings of this investigation recommend that high utilization of carbonated soda pops by youthful kids is a hazard marker for dental caries in the essential dentition and ought to be demoralized.

IV. METHODOLOGY

The study used descriptive research for finding customer preference towards soft drinks in Chennai. Convenient sampling method is used in this study to collect the sample. 1450 samples are recorded. The independent variables used are age, gender, educational qualifications, monthly income, and area. The dependent variables used are soft drinks brands, consumption of carbonate drinks, price of fresh juice, availability of soft drinks. The statistics used are independent sample t test, correlation, chi square test.

V. ANALYSIS AND DISCUSSION RESULTS

Null Hypothesis:

There is no significant difference between consumption of soft drinks and gender

Alternative Hypothesis:

There is significant difference between consumption of consumption of soft drinks and gender

Table:1 Consumption of soft drinks and Gender

Gender	N	Mean	Std. Deviation	std.Error Mean
Male	721	2.44	1.059	.039
Female	729	2.51	.992	.037

Source: Primary data

Table 2: Independent sample t test: consumption of soft drinks and Gender

	Value	df	p-value
Independent sample t test	5.716	1448	0.017

Source: Primary data

Interpretation

Using Independent sample t test, it was found that p value is less than 0.05, which shows that null hypothesis is rejected. Therefore, there is significant difference between consumption of soft drinks and gender. It shows than male and female have differed in consumption of soft drinks aspect.

Null Hypothesis:

There is no significant association between soft drinks brands and age of the respondent

Alternative Hypothesis:

The is significant association between soft drinks brands and age of the respondent

Table 3: Chi Square test: Soft Drinks Brand and Age

	Value	df	p-value
Pearson Chi-Square	48.617	30	0.017

Source: Primary data

Interpretation

Using Chi square test, it was found that p value is less than 0.05, which shows that null hypothesis is rejected. Therefore, there is significant association between preference of soft drinks brand and age of the respondents. It shows that age create impact on the preference of soft drinks brand.

Null Hypothesis:

There is no significant relationship between price comparison and monthly income of respondent

Alternative Hypothesis:

There is significant relationship between price comparison and monthly income of respondent

Table 4: Correlation – Income and Comparison of Price

Variable 1	Variable 2	p-value	Correlation coefficient
Income	Comparison of Price	0.029	0.267*

Source: Primary data * →Correlation is significant at the 0.05 level

Interpretation

Since $p < 0.05$, null hypothesis is rejected at 5% level of significance. There is significant relationship between the income of the respondent and soft drinks are less price than fresh juices. But there is a low correlation between income of the respondent and comparison of price.

Null Hypothesis:

There is no significant association between consumption of carbonate drinks and educational qualifications

Alternative Hypothesis:

There is significant association between consumption of carbonated drinks and educational qualifications

Table 5: Chi Square test: Consumption level of carbonated drink and Educational Qualification

	Value	df	p-value
Pearson Chi-Square	27.738	12	0.006

Source: Primary data

Interpretation

Using Chi square test, it was found that p value is less than 0.05, which shows that null hypothesis is rejected. Therefore, there is significant association between consumption level of carbonated drink and educational qualification. It also shows that majority of the respondents consume up to one litre of carbonated drink in a month.

Null Hypothesis :

There is no significant relationship between availability of soft drinks and area

Alternative Hypothesis :There is significant relationship between availability of soft drinks and area

Table 6: Correlation – Availability and Area

Variable 1	Variable 2	p-value	Correlation coefficient
Area	Availability	0.013	0.619*

Source: Primary data * →Correlation is significant at the 0.05 level

Interpretation

Since $p < 0.05$, null hypothesis is rejected at 5% level of significance. There is significant relationship between the availability of soft drinks and area of the respondent. There is moderate correlation between availability of soft drinks and area of the respondent.

VI. CONCLUSION

Soft drinks are an elective drink for alcohol item or drink for the clients. The greater part of the customers from little kids, women's, young fellows and old men are devouring soft drinks. A large portion of the buyers utilizing diverse sorts of soda pops Television commercial is the most recent media of mass correspondence is generally utilized for advancements and ad of soda items. Promotion through T.V. is one of the great sources to contact individuals. Individuals offer significance to the visual media than the perusing magazines, daily papers, or tuning in to the radio. Therefore the marketer ought to comprehend the strategies to activate the soft drinks items among the buyers. The research can be carried out further in Chennai regarding other soft drinks strategies that will be useful for betterment.

REFERENCES

1. Dr Adam D M Briggs, Screen-based sedentary time: Association with soft drink consumption and the moderating effect of parental education in European children: The ENERGY study Published:December 15, 2016
2. Gareth Richards and Andrew P. Smith (2016), Review of Energy Drinks and Mental Health, with a Focus on Stress, Anxiety, Journal of Caffeine Research Vol. 6, No. 2 A
3. Souza, Bárbara da S.N.a; Cunha, Diana B.a; Pereira, Rosangela A.b; Sichieri, Roselya (2016), Soft drink consumption, mainly diet ones, is associated with increased blood pressure in adolescents, Journal of Hypertension: February 2016 - Volume 34 - Issue 2 - p 221–225
4. A. Narain C. S. Kwok M. A. Mamas (2016), Soft drinks and sweetened beverages and the risk of cardiovascular disease and mortality: a systematic review and meta-analysis
5. Chiara Verzeletti Lea Maes Massimo Santinello Carine A. Vereecken (2010), Soft drink consumption in adolescence: associations with food-related lifestyles and family rules in Belgium Flanders and the Veneto Region of Italy Chiara Verzeletti Lea Maes Massimo Santinello Carine A. Vereecken European Journal of Public Health, Volume 20, Issue 3, 1 June 2010, Pages 312–317,
6. Claire Sweetman, Jane Wardle and Lucy Cook (2008), Soft drinks and 'desire to drink' in preschoolers, International Journal of Behavioral Nutrition and Physical Activity Received: 14 May 2008 Accepted: 02 December 2008 Published: 02 December 2008
7. J.F.Tahmassebi.E J curzon (2006), Soft drinks and dental health: A review of the current literature, Journal of Dentistry, Volume 34, Issue 1, January 2006, Pages 2-11

