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 sullying 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 in market of 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 analyse the association between soft drinks utilization in six of the eight included nations in the last years, with individuals matured more seasonally than 65 years
● To analyse the significant relationship between consumption of soft drinks and gender

III. LITERATURE REVIEW

( Briggs et al. 2017) The author establishes that gauge the impact of conceivable industry reactions to the exact on copulence, 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. Connie M Wu (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

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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 emotional well-being 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 intervention 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 metabolic 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. Claire Sweetman, 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 utilization of sodas and greasy liver in patients with or without metabolic 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.

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 soft drinks and gender

<table>
<thead>
<tr>
<th>Table:1 Consumption of soft drinks and Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
</tbody>
</table>

Source: Primary data

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

<table>
<thead>
<tr>
<th>Test</th>
<th>Value</th>
<th>df</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>t-test</td>
<td>1.448</td>
<td>5716</td>
<td>0.017</td>
</tr>
</tbody>
</table>

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
There is significant association between consumption of carbonated drinks and educational qualifications. There is significant relationship between consumption of the respondent and comparison of price. Therefore, there is significant association between consumption of carbonate drinks 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 marketeer 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.

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 marketeer 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.

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