

A PROJECT REPORT

On the topic

“A STUDY ON CONSUMERS’ PREFERENCES TOWARDS SOFT DRINK PRODUCTS”

BY

Mr. DEEPAK R
USN: 1CR18MBA10
MBA 4th semester
Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE
Prof. MANJUNATHA .S
Assistant professor
Department of management studies



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

CMR INSTITUTE OF TECHNOLOGY

#132, ACES layout, IT park road, Bangalore- 560037

Batch 2018- 2020

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CERTIFICATE

This is to certify that **Mr. Deepak R** bearing USN **1CRI8MBA10** is a bonafide student of Master of Business Administration Programme of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A STUDY ON CONSUMERS’ PREFERENCES TOWARDS SOFT DRINK PRODUCTS”** is prepared by him under the guidance of **Mr. MANJUNATHA S**, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.

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Signature with Date

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Name of internal evaluator

DECLARATION

I, **Mr. DEEPAK R**, hereby declare that the Project report entitled "with reference to **A STUDY ON CONSUMERS' PREFERENCES TOWARDS SOFT DRINK PRODUCTS** prepared by me under the guidance of **PROF.MANJUNATHA S.** faculty of M.B.A Department, CMR institute of technology and external assistance by Mr. Lokesh, manager, Banashankari. I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Date: 29/6/2020

Place: Dungalwar

Deepak R.

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Mr. DEEPAK R

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EXECUTIVE SUMMARY

Organization Joseph Priestley planned the carbonated water in 1767 in England. Soft drinks have end up being world utilizing drink portion have depended upon the commercial center assessment of \$5. Nine billion, preceding the completion of 2015. Overall use of soft drinks has been raised by 7% every year, in the front of all other reward characterizations. Coca-Cola has the advanced significantly on the grounds that its beginning; from selling 9 boxes steady with day to starting at now 800 million, Similarly, as one of the universe's most recognisable founders. The headquarters are in Atlanta. Coca-Cola guarantees over 400 pictures that cater to different people on the globe. The basic longings for the business were to evaluate the factors affecting the selection of soft drink items by consumers and ultimately as brands and to understand the buying behaviour perceived by customers with Coca Cola items. The investigation arrangement applied on this mission transformed into Descriptive test and the test strategy applied was outline approach.

An assess changed into drove and grievance assembled to one hundred fifty respondent. Data become separated with genuine bundle bargain SPSS. The revelations uncovered that the overall population of respondents were making their purchase reliably. The vast many of respondent are going with sorted out purchases. They will purchase soft-drink flies for hover of relative's utilization. They are looking for cola refreshments and mango drinks. They purchase soft drink pops transcendently for flavor. wanted Coca-cola(CC) inside Cola refreshments type and Slice juice which in the Mango-drink grandness. The Buying exercises had been all through contribution length. In offer span they buy five-10litres. The respondents buy soft drinks in basic food item shops. The grade toward Coca -Colatoflavor, Fanta-juiceto the advertisement, Sprite-drink to insignia image, Pepsi along withLimca-juiceto business, Minutemaid-juice house purifier thick oranges in view of impact of buddy network, Minute worker mixed normal item for worth and Maaza for flavor. The extra an aspect of respondents are in content with the expense of all Coca-Cola things.

CHAPTER 1

INTRODUCTION

A soda pop (besides is known as pop, coke, pop, bubbly beverage, tonic, seltzer, mineral, shining water, carbonated prize) is an acclaim that consistently contains water (once in a while, yet not, at this point continually carbonated water), regularly a sugar and ordinarily a redesigning overseer. The sugar is likely sugar, unreasonable fructose corn syrup, typical article press, sugar substitutes (by methods for uprightness of eating routine rewards) or a blend of these. Delicate fluids can likewise moreover consolidate caffeine, colourings, brought materials and various issues.

Delicate beverages are labelled "touchy" instead of "severe incentives" (mixed beverages). Limited measure of the alcohols may have been available in soda pops, at any rate alcohols content should be less than 0.5 per cent of the superb-volume if reward is to be softened over non-alcoholic. Regular thing tea, crush and other such asnonblended prizes are clearly soda pop by methods for this explanation but are not a significant logo suggested in the same way.

Soda pop pops can be eaten cold or at any room-temperature, and a handful, for examples , DrPepper, can be eaten sweet. The predominant advanced delicate soda flies in the western world arrived in the 17th century. It was developed using H₂O and lemon juice ventured forth with nectar. In the year 1676, the Campagnie dis Limonadiers of the Paris created a spectacular plan for the concept with a lemonade with delicate pop drinks.

In the past due 18th century, experts duplicated fundamental floor in emulating regularly, the carbonated distilled water. In the year1767, at first, the English man Joseph-Priestley discovered a method for mixing water into CO₂ to produce carbonated-water as he balanced a bowl of delicate water over a brewing tank at the end of the bundling. Regularly carbonated distilled water. In 1767, at first, the Englishman Joseph Priestley discovered a method for mixing water into CO₂ to produce carbonated water as he balanced a bowl of delicate water over a brewing tank at the end of the bundling.

Priestley found that water took care of right now a delightful taste, and he introduced it to the masses as an animating beverage. In the year 1772, Priestley passed on papers entitling Impregnate Waters by Fixed-Air wherein they portrays streaming oils, enmity (sulfuric negative because its miles immediately alluded to as) into chalks to convey CO₂ gases, and requesting that the gases separate onto the affected bowls of the waters.

In the 19th BC, Americans, the drinking of brand name or fake purified waters transformed into seen as a sound exercise. The Americans cure specialists, they utilized birch bark (see birch beer), dandelion, sarsaparilla, natural item disposes of, and different substances. Flavorings have been in like manner to improve the flavor. Medicine shops with soft drink wellsprings changed into a standard bit of American way of life. Different Americans soft drink wellspring dependably. Considering issues inside the U.S. Glass industry, packaged fluids was a piece issue of the commercial center in 19th century.

Market comprises of purchasers. So it is the buyers that are key to have look at markets. Marketers must consider their customer's needs, priorities as well purchasing behaviour. This research will provide hints to launch new products and services. And bring changes in the available services and products. If the producer disregards the wants and preferences of consumer and goes on producing the goods, which do not satisfy the consumers, the goods cannot be sold in the market.

In the words of Walters and Paul, "Consumer behaviour is the process where by individuals decide, what when, where, how and from whom to purchase goods and services" of all the different categories of human behaviour-eating, sleeping, reading, working, playing and so on – buying is one of the most complex and most important one. This is because the buying involves parting with money, which may be part of a hard, earned wage, profit of a riskful investment or even the entire savings of lifetime.

Characteristics of customer purchase behaviour

1. Purchaser attitude comprises psychological and physical activities the moment he is willing to purchase goods and services to fulfill their wants.

2. This includes visible (physical activities like going to market, buying the product and using it) and invisible activities.
3. It is very complex and dynamic tax

Factors affecting consumer purchase behaviour

Cultural Factors - have the deepest impact on consumer's purchase behaviour. The businesses suppose to understand the importance of culture, subculture as well as social strata.

Sub culture - A group of individuals with shared ideas depending on usual life experience and prevailing situations.

Social class - Common and divided based on same kind of characteristics.

Social Factors - purchase behavior also is depending on factors, such as the purchaser's family and societal roles as well status in the society.

Groups - Groups, which have social, economic, professional or religious relationships. A group consists of family members' friends, co-workers, classmates, teenagers, sports group, etc. A consumer buys those goods, which his reference group buys.

Role and status - individuals play deliver responsibilities according to their roles in society.

Age as well life-cycles state - Individuals needs and wants will change as and when age changes.

Occupation - A person's job and his level in the organization impacts on purchase behavior.

Life style - An individual's pattern of leading life has impact on purchase behavior.

Motivation - The urge of individual plays vital role in purchase behavior.

Perception - The processes, by which individuals select, organized on and present themselves to form a insightful canvas of the business ecosystem.

Learning - **The buyer behavior is strongly influenced by learning. Learning simply means change in behaviour of person arising from experience**

Soda Pop Pops Industry in India:

Soda pop flies in India endeavor profile give top-line unique and quantitative abstract insights alongside: sell length. The profile in like manner contains depictions of the essential gamers including key money related assessments and test of real hundreds inside the commercial center. Crucial guide for top-line information and evaluation overlaying the India smooth beverage pops trademark.

The delicate fluids advance incorporates retail give of filtered waters, carbonate, concentrate, deliberate rewards, juice, RTD teas and coffees, and smoothie. Notwithstanding, full scale commercial center degree for delicate beverage pops advance stays far away from the concentrates portrayal. The market is appeared by methods for retail selling regard (RSP) and joins any fundamental expenses. Any money changes utilized inside the approach of this document have been settled utilizing dependable 2012 consistently normal trade charges. The Indian soda pops show off made absolute jobs of \$3.8 billion of each 2012, tending to a compound yearly progression charge (CAGR) of eleven% for the period crossing 2009-2012.

Stephen Daniells (2008) expressed these 4 components have been seen for the determining: 4 covering powers), 3 flavorings, two name sorts (delicate versus hard), and p.C. Sizes (favored instead of oversize). By the utilization of both quantitative (starving testing) and enthusiastic (center parties) techniques, the examiners found that "the significant added substances which power customer inclination for this idea are hiding vitality and improving".

In actuality, disguising power addressed 43% and season 32% of the buyers' notable getting a rate out of. "Pack size and call kind are considered by utilizing the client less significantly, "they covered. "This procedure of an enthusiastic screening determined to have a conjoint assessment on critical texture houses has demonstrated first class shows to oblige customers' yearning: it has now to be recreated, as each symbol, thought and component is a pivotal mix foreseen for a particular benefactor hoarding," wrapped up the masters

Makers:

Various countries produce juices and manufacture throughout the world. But the famous countries as mentioned below:

1. North-America
2. Europe
3. India

These countries manufacture and try to survive the competition amongst them. They have evolved since years and tried their best to withstand the competition and survive in the markets making a remarkable image and giving the best impact to the audience and customers.

Drink Industry:

The acclaim business endeavor is a moving scene as volume utilizing exercises, for instance, delicate beverage pops continue losing amount versus prior year while running and thriving and prosperity arranged requests prestigious solid volume improvement. Accommodating prizes hold being the most singing area in beverage. Market take a gander at firm Zenith International checks common with regards to capital utilization of utilitarian fluids will development 25% from 2010 to 2013, by method of and enormous from 5. Five liters reliable with individual around six point nine. Its Industries mammoths Coca - Cola and Pepsi keep up expanding their port folio, shown with Coke acquisition alongside Glaceau enhancement water-Fuze and it's relentless eagerness for Zicco coconut waters.

This commendation business venture demonstrates the business that produces fluids. Prize appearance can change extraordinarily depending whereupon drink is being made. The site Manufacturing Drinks.Com clarifies that, "packaging workplaces contrast in such packaging line, they artworks and kinds of the

issues that they are able to perform". Different bit of the required insights combine data on at anything factor expressed beverage is canned or packaged, hot-fillor cold-fill, and normal or ordinary. Movements in the recognition business venture, catalyzed with the guide of solicitations for non- consolidated beverages, include: reward vegetation, reward taking care of, and drink pressing

Drink Production:

Drink approach might be a muddled technique on the off chance that you are new to the business undertaking. Packaging work environments assessment inside the assortments of packaging follows they artworks and such things they could run: pressing holders rather than bottles, hot-fills instead of bloodless-fill, brand name rather than well known, etc. It is critical to capture the prerequisites of your drink picture sooner than you start the presentation strategy. Eagerness for non-consolidated prizes has been the weight for head strategies in regard approach late years, comprising of drink vegetation, drink getting readied and drink crushing.

No refreshment vegetation are comparative. The acclaim approach each drink creation working environment puts essential force in can correlation decently as can the refreshment pressing devices accessible. There are various assortments of remuneration managing hardware, it includes:

Cold or Hot Fill Carbonation

Aseptics or tetras percent Passage Pasteurizations

Some of the others keys assessments are plans producing expenses accused of the guide of the drink coming relationship to run your itemand the geographic

region of the work environment. In the event that you wish to accommodate your picture in

Northeast yet the statute office which function our component, if it's sorted out in Southern-California, by method of after that we unquestionably would address cargo cost of extreme substances further as perfections angle.

Relish Industry India:

The food taking care of big business at India with full scale turnovers of round sixty five- billion dollars that unites respect secured delayed consequences of around 20.6 billion dollars. The enjoy business endeavor India fuses round USD 230 million the vast majority of the 65 billion dollars food caring for industry. The monstrous segments in relish venture India are tea and espresso which are offered overwhelmingly inside the network commercial center just as passed on to an amount of utilizing abroad undertaking areas. 1/2 of the tea and coffee things are open in discharged or free structure. Among the ongoing prizes are made in India, tea is the greatest extraordinary refreshment this is controlling private and global market, now a days.

Taste viewpoint with teas moves as demonstrated by the type of people in exceptional nations and the appreciate affiliations India make the issues in sync the type of the individuals. For e.g, the occupants inside south pieces of the India's lean toward dusted teas yet occupants in west places of India's incline towards loosened teas. South India besides inclines towards coffees a ton. This appearance farthest reach heavenly bundled coffees expose with nineteen,600 tones which is cycle a 87 million dollars market. The soda pop market, for instance, carbonated rewards and crushes develops around USD 1 billion passing on 284 million holders for at regular intervals. In the pinnacle season, as far as practical appears at 25 million makes for persistently and at some phase in slight seasons relative go low to fifteen millions holders in one month. Pep-si and Coca-cola are 2 riding makers inside the Indian commercial center. The mineral water show off in India is fifty millions dollars industries and produce

sixty five millions cases. Across four.9 million pressing holders is normally depleted every month separated from it moves to Five point twomillions occasions inside season which is peak.

Association profile:

Coca - Cola transformed into developed in 1886. The base camp of this company in India is located in the city Haryana. Coca-Cola Company returned Indian with it's totally stated fortification, Coca - Cola Indian private ltd. and reinstigated Coca - Cola in the year 1993 after the outlet up of the Indian monetary framework to out of entryways diversions in 1991. In India the company CEO changed into Atul Singh. Beginning now and into the predictable predetermination its physical exercises have gotten quickly by means of a model that helps packaging endeavors, every affiliation had also as covertly declared and unites in extra of seven, India's wholesalers and much noteworthy than one point seven million shops. Now Coco – cola is the leading brand in the market in drinks section.

Hindustan's Coca-Cola Beverage Privated Ltd. has 13 confirmed packaging partner of Coca-Cola Companies, who are prescribed for design, establishment, sells and scatter fluids underneath sure predestined brand names of Coca-Cola Companies; and an enormous arrangement gadget compriseamongst customer, wholesalers and outlets. Coca-Cola IndianPrivated Ltd. sell the concentrated and drink basedfor prescribed bottler which is asserted for utilizing those for bringing the way to movement of remunerations. This confirmed bottler uninhibitedly make network highlights and hover drinks to dinners sellers, little retailers, markets, eating places and outstanding various organizations.

Thus, these customers makeour rewards accessible to customers all through India.

The Coca-Cola gadget in India unquestionably utilizes in extra of 25,000 individuals alongside these to arrangement. Because the Company, their things

will be indispensable piece to tinier degree economies specifically for humble organizations and town, additionfor presentation to offices and advancement in GDP of the country. Coca – Cola, India was a large portion of the best own family purchasers of positive plant things. Because industries are vigorous in inverse and ahead linkage, their wearing exercises catalysys advancement looked after for such things as glasses, plastics, refrigeration, transportations, and Industrials and developing issues.Coca-Cola Companies have continually set unnecessary a spark on inconceivable citizenships. Their basic motivation incorporates which the Companies businessesendeavorwould invigorate commercial center; upgrade the managerial focus; guarantee and extra nature; and make more grounded the association. We have utilized our dispersal plan disaster help, our demonstrating ability to reveal inconveniences on issues, for instance, PET reusing, their substance in the organizations for improvement permission for making prepared and consumable water. There essential opponent is Pep-si Co company.

Drink Industry:

The prize business venture is a moving scene as amount utilizing exercises, for instance, soft drink pops hold dropping amount versus ahead of time year even as running and flourishing and thriving created demands secure strong volume improvement. Strong prizes hold being the most sizzling stage in refreshment. Market find firm Zenith International scrutinizes in notable in accordance with capital use of utilitarian rewards will augment quarter percentage from 2010 - 2013, normal from five point five ltrs as for each individual upto six. Nine liter. Industries mammoths Coca - Cola and Pep-si safeguard extending there portfolio, for exhibit along Coke acquisition which incorporate Glaceau upgrade waters), Fuzes and it's steady enthusiasm for Zico coconut water.

The prize undertaking proposes the business endeavor that produces drinks. Prize appearance can change amazingly depending whereupon drink is being made. The site page Manufacturing Drinks.Com explains that, "bundling workplaces evaluation in such bundling strains they canvases and such issues they can run". Various pieces of required data incorporate the measurements on at something point expressed beverage is canned or bundled, hot-fill or bloodless-fill, and regular or typical. Developments inside the prize business, catalyzed by methods for requirements for non-blended rewards, include: reward plants, acclaim taking care of, and drink dire.

Drink Production:

Drink creation might be a jumbled procedure on the off danger that you are new to the business. Bundling running situations examination in such bundling strains they work and such issues they could run: corners rather than bottles, hot-fills instead of bloodless- fill, logo call instead of liked, etc. It is basic to perceive the necessities of your reward photo sooner than you start the presentation approach. Vitality for non-joined prizes has been the force for assortments of progress in eminent presentation past due years, along with drink blossoms, drink preparing and drink squeezing.

No beverage greenery are practically equivalent. The prize system each drink creation office places large force in can separate especially as can the reward dire gear close by. There are exceptional assortment of compensation overseeing devices, a part of the cutoff focuses you might required for rememberingif provided necessities to the photograph comprise of:

Cold or Hot Fill Carbonations

Aseptics/tetrasp.C. Section Pasteurizations

Some of the different keys tests is arrangement delivering costs charging methods for the beverages creation seeking for performing the article and geographics territory to running condition. In the event that you need to obliging your photograph inside the Northeast yet the general guideline office that could perform the component are composed with the South California's, by that they should adapt to shipment estimation of terrible materials similarly as pinnacles thing.

Appreciate Industry India:

The dinners adapting to big business in Indian with a full-scale turnovers of round Sixty five billion dollars that unions appreciate secured inevitable results of round 20.6 billion dollars. The acknowledge business India comprises of around 230 million dollars the majority of the 65 billion dollars food adapting to industry. The huge components in perceive venture India are coffee and tea that are purchased overwhelmingly in the local commercial center likewise as given on to a state of utilizing abroad business fragments. Half of the coffee and tea things are open in cleansed or loosened structure. Among the new prizes made with Indians, teas are much outstanding reward which are adapting to non-public and standard commercial center, nowadays.

Taste thing in teas activities as respected with the guide of the type of people in various nations and the regard affiliations India make the issues as in sync along type individual. In instance, tenants inside south bits of Indian lean toward soil teas other than inhabitant inside west bit of India's slant toward free teas. South India's other than slants towards espresso a ton. The creation farthest reaches of the superior packaged espresso uncover is nineteen,600 tones that is cycle a USD 87 million commercial center. The soft drink commercial center, for instance, carbonated rewards and presses creates round USD 1 billion passing on 284 million holders for consistently. In the stature season, a significant ways appears at 25 million makes for dependably and all through moderate season the relative is going down to 15 million holders in one month. Pep-si and Coca - cola are 2 riding makers inside the Indian commercial center. The mineral water

show off in India is fifty millions dollars industries and produce sixty five millions cases. Across four.9 million pressing holders is normally depleted every month separated from it moves to Five point two millions occasions inside season which is highest point.

Affiliation Profiles:

Coca - Cola was created between 1886. Around India, the headquarters is located in the city of Haryana. Coca - Cola Companies lower back Indian around it's totally said help, Coca - Cola Indian Privated Ltd. and reaffected Coca - Cola in the year nineteen thousand 93 post outlet-up to India's economies promote of entryways side interests in the year of 1991. Around India's, the acting CEO is Atull Singha. Starting now and for a sizable timeframe its games have gotten rapidly through a form that supports bundling attempts, every affiliation had correspondingly as inconspicuously confirmed and joins extra than 7000 Indians wholesalers and much more.

1.7 million outlets. Today, our brands are the major producers in most reward parts.

Hindustans Coca-Cola Beverage Privated Ltd. has 13 stated bundling colleagues from Coca-Cola Company, who are grasped for arrangement, assembling, advance and dissipate drinks underneath sure fated brand names of Coca-Cola Companies ; and broad affiliation systems comprehensive to their customer, wholesalers and outlets. Coca-Cola IndianPrivated Limited. sell focus and drinks basedfor upheld bottler which is demanded for utilize those of sidestep on their methodology for compensations. This demanded bottler uninhibitedly make network features and float refreshments to dinners merchants, little outlets, markets, bistros and various extraordinary affiliations.

Along these lines, those clients make our prizes avail.

Thing Profiles:

Coca - Cola:

It's became pushed inside 1886 year. This is pioneer seal for best producer, marketing expert and transporter of non-mixed beverages in the world.

Gathering

Compartments:- 330 m l

R.G.B:- 200 m l, 300 m l,

P.E.T: 500 m l, 600 m l, 1250 m l, 1500 m l, 2000 m l, 2250 m l

Wellsprings glasses: Various size

Diet-coke:

Diet-coke comprises of huge amount with flavor but without calorie. Diet-coke is at any rate known as Coke lighting installations positive nations. It became pushed in 1982 in America has develop to be the 0.33 best delicate beverage. Game plan:

PET: 600ml

Can: 300ml, 330ml Thums Up:

From the start presented in the year 1977. ThumsUp changed into traversed Coca-Coal association in the year nineteen ninety three.

Gathering:

Compartments: 300 m l, 330ml

R.G.B: 200ml, 300ml, 330ml

P.E.T: 500ml, 600ml, 1250ml, 1500ml, 2000ml, 2250ml

Spite-juice:

Because it's introduction in the year 19-99, Sprites is never recently settles themselves for logo that satisfactorily marches its 'cut-through' view-point along a valid, frightening, derisive, metropolitan and straightforward design, yet has moreover achieved notoriety of an undisputed children 'ID' token. In the present world Sprites are much liked and speediest growth soda pop at Indian and have develop as 2nd one biggest smooth beverage in 2009, focusing in at the Number one position.

Gathering:

Holders: 300 m l, 330 m l

R.G.B: 200 m l, 300 m l, 330 m l

P.E.T: 500 m l, 600 m l, 1250 m l, 1500 m l, 2000 m l, 2250 m l

Wellspring glasses: Different Size

Fanta-juice:

Fanta-juice has entered India's markets at 1993. Seen as a joy youngsters logo. Fanta addresses its dynamic covering, enticing flavor and shivering air pockets.

Assortment:

Compartments: 300 m l, 330 m l

R.G.B: 200 m l, 300 m l, 330 m l

P.E.T: 500 m l, 600 m l, 1250 m l, 1500 m l, 2000 m l, 2250 m l

Wellspring glasses: Different Size

Limca:

This got prompted in 1971; Limca has stayed unchallenged in light of the fact that Number one Sparkling-Drink inside Cloudly limon Segments. The achievement detailing was sharp air pocket and limonin eat up got along with the chose proposition of the logo in light of the fact that the organization of "Newness".

Gathering:

Compartments: 300 m l, 330 m l

R.G.B: 200 m l, 300 m l, 330 m l

P.E.T: 500 m l, 600 m l, 1250 m l, 1500 m l, 2000 m l, 2250 m l

Wellspring glasses: Different Size

Maaza-juice:

This was changed into brought inside the a year 1970. All around venerated for the taste, covering, thick juice and stable property. Maaza-juice is mango-juice with sweethearts flst inclination.

Around India's places conveyed in the year 1976.

Assortment:

R.G.B: 200 m l, 250 m l

P.E.T: 600 m l, 1.2 l t

Pocket per cent: 200 m l

Minute-living arrangement orderly (Pulpy-Orange):

This evident view to Minute-Maid logo is going forward lower to 1945, while Florida's Food-Corporation made squeezed orange-powders. The staff checked it Minute-Maid, call gathering comfort and straightforwardness of the preparations (within moment). Dispatched around the year 2009.

Assortment:

P.E.T: 400 m l, 1 l t, 1.25 l t

Minute-home orderly Nimbu-Fresh:

They have changed into induced 1st in Southern of Indianon Jan 2010. Minute-Maid Nimbu-Fresh then started on April 2010 in India

Gathering:

P.E.T: 400ml

R.G.B: 200ml

Tetra-pack: 200ml

Eat up:

Eat up is the Coca-cola Company's best charged drinking logo. Profitable worldwide over sold more than eighty country over planet. Induced at Northern European place inside 2000, and started loosened upto in extra of eighty worldwide areas with small time period.

Game plan:

Can: 300ml

Kinley-Water:

Kinley-water goes with affirmation of safety and security with the organisation. With explanation they gave Kinley's turns assimilation close by pristine improvement with guaranteed faultlessness with factor. As they recognize preferred position for unadulterated, secure drinking-water is the basics need.

Course of action:

P.E.T: 500ml, 1000ml, 2lt, 20lt, 25lt

Kinley-Soda:

Pushed on the year 2002 Kinley soft drink these days no:1 public soft drink imagePlan. P.E.T: 500ml

Schweppers:

Schweppers is driven at India's at the year 1999 after the comprehensive takeover of the logo from Cadbury Schweppers.

Plan:Fierce (Lemon, Tonic Water,Soda) Glass bottle of 250ml.

Soft drink Waters: (Glass-bottles 250ml) Georgia-Golda:

Presented in the year 2004, Georgia-Golda amount of the teas and coffees fluids are correct arrangement on their offices and burger joint need.

Assortment:

Hots refreshments:

Hot-chocolate, Espresso, Tea. Open with 90ml-150ml.

Cold-beverage: Lemon-Iced-tea, Peach-Iced-tea, Cold-espresso. Open with 200 m l - 400ml. Bottler:

At factor while the sum is said in played out, The Coca-Cola Company (TCCC) similarly as aides just makes syrups listen that is later provided for different bottler during field which keep up a Coca - Cola establishment. Coca - Cola bottler, who keep commonly worldwide class concurrences with the alliance, produce completed thing in boxes and encloses from the crowd blend in with remoted water and sugars.

The bottlers by method of sells later, disperse and stock the subsequent Coca - Cola component for the retails shops, treats machine, cafes and foods association brokers.

The considerable remarkable case to this standard alliance among T.C.C.C and bottlerare wellspring syrup inside United-States, wherein T.C.C.C avoids bottler and they are answerable to presentation and offer of wellspring syrups really to confirmed wellspring wholesaler and a couple of wellspring outlets.

Logo plan:

This marvelous Coca-Cola logos were made through the Johnn-Pemberton's accountant, Frank-Mason-Robinson, around the year 1885. Robinson's was the one who contrived call, and they besides picked logos specific cursives substance. The typefaces utilized, called Spenserians content material, gotten made sooner or later of the nineteenth century and turned into the overall sort of formal penmanship in the United States all through that length. Robinson in addition expected an enormous pastime in early Coca-Cola progressing. His great rules to Pemberton covered leaving at the rear of an enormous wide assortment to gifted reward coupon and putting city of Atlanta's with introduction standards and streetcars manifestations.

Undertaking Profile:

Affiliation expected to gravitate toward clients' purchasing conduct, for instance, exercises, aggregate, spot of obtaining and their mindfulness identified with flavor, regard, progress, VIPs' help. The undertaking became made courses of action for giving bits of data on those identified with Coca Cola producers.

VISION

The main agenda of the company is to sustain in the markets for a longer period of time and to maintain the quality, appearance and taste of the product. To be in the top position in the markets by introducing new flavours at best and affordable prices maintaining the hygiene factor.

MISSION

Provide the best quality beverages at best and affordable prices maintaining the hygiene factor.

VALUES

- Active responses for competition.
- Honest and hardworking staff.
- Enthusiastic services and products.
- Full involvement in their activities.
- Innovation, creativity and optimistic solutions.
- Decision making is collective for better results.
- Quality is the prime factor.
- Think, see, hear and deliver.

CHAPTER 2

REVIEW OF LITERATURE

Theoretical Definition:

Client Behavior:

Client lead is depicted in light of the fact that the immediate that customer show in attempting to discover shopping, utilizing, looking at and arranging of items and organizations will have to satisfy the necessary requirements. A horrendous part of the time they get it, how normally they use it, how they assess it after the procurement and the effect of such examination on future, and the manner in which they kill it. In another expressions, client direct might be depict on the grounds that the lead of people with respect to getting, utilizing, and discarding factors, associations, contemplations or audits. Buyer lead comparatively joins the buy and utilization of records. In this manner,

correspondence with customers and enduring commitment for them is a critical piece of purchaser lead that is of remarkable power to advertisers.

Consumers and Clients:

The explanation "customer" is overall used to suggest an individual who consistently buys from a specific keep or connection. Accordingly, an individual shopping in a shopping malls or one, utilizes Texaco's gas are considered for client of those affiliations. This explanation "Customer" significantly much normally shows to anybody participating of exercises utilized in the meaning of benefactor direct. All things considered, a buyer is depicted likewise as a specific firm simultaneously as a client isn't. The typical perspective has been to clarify clients cautiously in expressions of cash related articles and endeavors. This job holds that clients are likely customers of things and organizations introduced available to be purchased. (Jennifer Aaker 1998)

Advancing Strategy:

Advancing structure is accurately crucial. It begins with an investigation of the objective commercial center which wires affiliation, circumstances, contenders, and clients. Next, Market division: This includes distinguishing angle related need sets, collecting clients with comparable need units, portraying each social gathering and picking an engaging segment to serve. The publicizing blend joins the issue, value, interchanges, assignment, and organizations outfitted for the objective market. The last degree Outcomes fuses appraisal of item position and customer dependability occurring because of use of the strategy.(Tanner Okun1990)

Brand inclination:

Brand tendencies adapt to a basic improvement in skill client decisions. A more noteworthy huge conviction of such propensity added substances can help

showing troughs 'higher plan propelling test and assembling an extended stretch seeking with customers. Regardless of the presence of explicit tests exploring how logo inclination is built and adjusted, with the guide of far the greater part of them base on separating factors from benefactor lead point or propelling viewpoint. (Schmitt 1999)

Client unwavering quality:

Clients are persistently wanting to get most crazy pride from the things or organizations that they buy. Winning in the current business endeavor mindfulness incorporates the need to expand client relationship and not, at this point simply building up the things; developing benefactor seeking deduces passing on wanted a spurring pressure over contenders over the point clients. Regardless of whether or not, at this point a connection gives fine types of help or now not will depend on the customers' commitment at the pleasure they get from the utilization of the issues, for the explanation that extra significant degrees of goliath truly worth reason additional enormous degrees of customer devotion (Kotler& Keller. 2009)

Commercial adequacy:

Publicizing adequacy relates to how well an affiliation's progressing achieves the organized. Little establishments utilize an immense extent of pieces of information or assessments to assess their publicizing adequacy. These checks might be utilized for a broad extent of publicizing, along with TV, radio, ordinary postal mail, Internet and even delivery progressing. An association's propelling reasonableness normally expands sooner or later with differing messages or presentations. Nevertheless, sure propelling protests might be analyzed rapidly. (Ricck Suttle-2009)

Brand-care:

Brand-care was Extented for logo is noticeable for method of anticipated customer, and is adequately identified with a specific part. Passed on while in question as a level of target show off, symbol care is the straightforward aim of

publicizing inside the early months or extensive masses of a factor's creation.
(Aaker1999)

Tremendous call maintains:

Acclaimed people can't avoid being individuals who recognize open affirmation by methods for a fabulous an aspect of a chose get-together of people. Disregarding the truth that properties like allure, ground-breaking way of life or remarkable aptitudes are essentially models and unequivocal regular attributes can't be watched, it'll in chic be said that inward a looking at party acclaimed individuals all around evaluation from the accepted practice and value a duplicated level of open consideration. To wrap matters up, generous names cross around as representatives in publicizing to move matters and organizations

Composing Review:

Brand propensity in delicate beverages segment:

William R. George uncovers motivation behind test of parts chargeable for logo inclination in delicate beverage industry, developing rivalry ceaselessly, because of globalization is mixing various foundations to unite their methods by and large concerning building makers. Brand propensity intends to dismember the restrictive brands and choose the most wanted token. This brand propensity is disappeared with different elements. In the distinctive check of parts affecting the token propensity, it became induced that Brand person is the top notch segment that impacts the brand inclination. This Brand character offers with the man or lady variables of view or the outside properties of logo, as such it will in popular be said that buyer lean towards any logo through looking on the outer characteristics of the brand.

Disguising and flavor rule purchaser tendencies:

Donnelly expressed quality of hiding and the flavors are key drivers behind buyer certification of father pops. All things considered, bundling and naming aren't as basic for influencing customers, as appeared by method of revelations scattered inside the Preference and the diary Food Quality , assessment included buyers at explicit terms

of advancement and features the enormity of getting a handle on a "texture showing strategy," expressed the examiners from French test association, the University of Rennes. "Affiliations need to positively make to save up work intrigue," molded the experts. "Precisely while the commercial center is over-inconvenience the check remembers for preparing progressive things to draw and satisfy clients. "This investigate tried the possibility of the proposed multi-material game plan way dependent on joined enthusiastic and quantitative procedures." The assessment likewise demonstrates the significance of taste and hiding guarantee for fresh out of the box new issues. Brand name tones immediately make up 31 percent of the colourings sell, separated and 40% for counterfeit materials, as set up byLFI.

Assessment of customers:

Stephen Daniells (2008) expressed these 4 components have been seen for the determining: 4 covering powers), 3 flavorings, two name sorts (delicate versus hard), and p.C. Sizes (favored instead of oversize). By the utilization of both quantitative (starving testing) and enthusiastic (center parties) techniques, the examiners found that "the significant added substances which power customer inclination for this idea are hiding vitality and improving". In actuality, disguising power addressed 43% and season 32% of the buyers' notable getting a rate out of. "Pack size and call kind are considered by utilizing the client less significantly, "they covered. "This procedure of an enthusiastic screening determined to have a conjoint assessment on critical texture houses has demonstrated first class shows to oblige customers' yearning: it has now to be

recreated, as each symbol, thought and component is a pivotal mix foreseen for a particular benefactor hoarding," wrapped up the masters.

Tastes or success

Beverly J. Teper tried general obligations to flavor and success assessments on customer loving and buy want for cola fluids. Eight types Of business cola refreshments were assessed with the guide of 305 adult clients who furthermore finished a snappy assess on delicate beverage use demeanors. Information have been bankrupt down the use of perspective test. Results found that buy factor of cola refreshments changed into unequivocally identified with phase of having a cost out of and to more than one key fabric properties, for example, sharpness, fluids taste and smoothness. These segments made as the pioneer issue inside the test, proposing that customers remember these to be as being typically significant of their longing of cola refreshments. Second depicted a thriving assessment and transformed into identified with respondents' elements of view towards fats inside the eating plan. Third factor covered last texture attributes (disguising and crunchiness), which it appears to be that were of youngster significance to the respondents. These measurements prescribe that paying little notice to contemporary weight over decreasing nourishing fats, success remains optional to taste inside the choice of cola drinks for clients right now.

Buyer care and use instance of delicate beverage segment:

MitaSujan (1990) proposed to find the recognition of brand respect for different smooth beverage matters according to foundation and directing of the family, the utilization instance of various delicate beverage things benefited from by means of light in zones, pay level and preparing. The variant of 200 respondent which incorporate a hundred shape a typical region and 100 from metropolitan region have been taken. Information are dismantled with the assistance means. This findings thus test uncovers the less recognition of brand-care in typical zones, while their might be a slight level of brand care in metropolitan region. The significantly instructed country and metropolitan respondents have

improved degree of insignia deal with delicate beverage matters, and the less taught provincial and metropolitan respondents have low recognition of logo care for soda matters.

CHAPTER 3

RESEARCH METHODOLOGY

Research methodology

I. Type of Research

The type of research adopted for the project is descriptive research. Descriptive research deals with exploration of relationship among various variables.

II. Sources of Data

- **Primary Data** - The main tool that has been used in data collection is questionnaire that has been constructed for this purpose. A respondent was interviewed and data was collected.

- **Secondary Data** - was collected from various sources like books; published journals research papers from peer reviewed magazines and also the internet.

II. Sampling Plan

a) **Type of sampling** – nonrandom sampling has been administered in the project which is arbitrary and subjective. Each member does not have a known nonzero chance of being included. Moreover a multi stage area sampling technique was adopted, where by the Bangalore city map was divided into few blocks which spread all over the city.

b) **Sample Size** - A sample of 100 respondents was considered for research. Among this 100 sample of respondents and representatives of sex, income groups, occupation group, etc. were included.

III. Research Instrument

Primary data collected using questionnaire, it was distributed to respondents of different age, sex, occupation, income group.

IV. Methodology of Data Collection

The survey was undertaken by using questionnaire.

V. Plan of Analysis

a) **Hypothesis Testing** - Its a supposition to be tested. There are two types of hypothesis.

1. **Null Hypothesis:** - It explains that there is no significant difference between the sample value and total population value.

Implies that the observed difference is because of the random variations. H_0 identifies the null hypothesis.

2. **Alternate Hypothesis:** - If null hypothesis is rejected, alternate hypothesis is to be accepted. Mentioned by H_A .

Level of significance - It is nothing but the probability of rejecting a true hypothesis.

Acceptance region - This denotes the area within which the calculated value of the collected data must exist to accept the null hypothesis.

Chi-square Test - It is a non-parametric test. It explains the range of discrepancy between observed value and expected value. Higher the value of Chi-square χ^2 , greater the discrepancy between the observed values from sample to sample. It is a statistic whose value is always positive and varies from zero to infinity. It is the sum of difference between the expected value and observed value.

This distribution is a limiting approximation of multinomial distribution with γ as the mean and 2γ (ν) as the variance of the distribution. The test depends on the set of observed values and the degree of freedom $\gamma(\nu)$. It is a continuous distribution, which can be applied to discrete random variables.

Limitations:

- Size of the sample.
- Zones under which the products are covered and surveyed.
- The data is not reliable as it is collected from random people, instead of experts.
- The data collected can be biased.
- Access to limited resources and information.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Assessment

Assessment construes a major assessment of the amassed and accumulated information for examining the qualities of the article under evaluation and it recommends accurate strategy of the information give in the following tables.

Translation:

The translation induces clarifying the hugeness and essentialness of the sifted through information. It is the assessment of bonding between the different segments. It has being considered as a key piece of examination measure considering the going with reasons.

It is through understanding that the scientist can surely know the theoretical rule that works underneath his/her disclosures, through this he/she would interface be able to up a tantamount dynamic with those of different assessments, having a practically identical noteworthy standards and thusly can foresee about the solid universe of experts, new requests can test their wants later on, subsequently the technique in investigation can be kept up.

Understanding prompts the foundation of reasonable contemplations that can fill in the guides to later investigation analyzes, open news roads of scholarly experience and braces outing to few information.

Hypothesis

Null Hypothesis: Ho: People buy soft drinks not only because of its attributes.

Alternate Hypothesis: HA: People buy soft drinks because of its attributes.

Attributes	Frequency (x)	$\bar{(x-x)}$	$\bar{\square X-X)^2}$
Quality and Taste	54	39.7	1576.09
Price	12	-2.3	5.29
Brand Image	20	5.7	32.49

Advertisement	6	-8.3	68.89
Influence of celebrities	5	-9.3	86.49
Influence of friends relatives etc	1	-13.3	176.89
Quantity	2	-12.3	151.29
Total	100		2097.43

Here number of attributes, $n = 7$

Calculation of mean:

$$\bar{X} = \sum x/n = 100/7 = 14.3$$

Calculation of variance

$$\sigma^2 = 1/n \sum (X - \bar{X})^2$$

□□□□□□ □□□□□□□□□□□□□□□□
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Test statistic

$$\begin{aligned} \chi^2_{cal} &= [\sum (X - \bar{X})^2] / \sigma^2 \\ &= 2097.43/299.63 \\ &= 7 \end{aligned}$$

Degree of freedom

$$D.O.F = n-1 = 7-1 = 6$$

Table value

At 5% level of significance with 6 degree of freedom, the table value is

$$\chi^2_{tab} = 12.592$$

Conclusion

Since χ^2 (cal) is less than χ^2 (tab). The null hypothesis H_0 is accepted. There fore we can conclude that people buy soft drinks not only because of its attributes but also it is influenced by other factors such as income, occupation, age, climate, occasion and so on

TABLE: 1

Purchasing frequency

No	View	Response	%
1	Daily-purchase	9	6
2	Weekly-purchase	69	46
3	Monthly-purchase	72	48
	(T)	150	100

Interpret:

Many are doing Monthly-purchase, around 48% of them.
46% are going with weekly-purchase and,
The rest are Doing daily-purchase which is around 6%.

CHART- 1

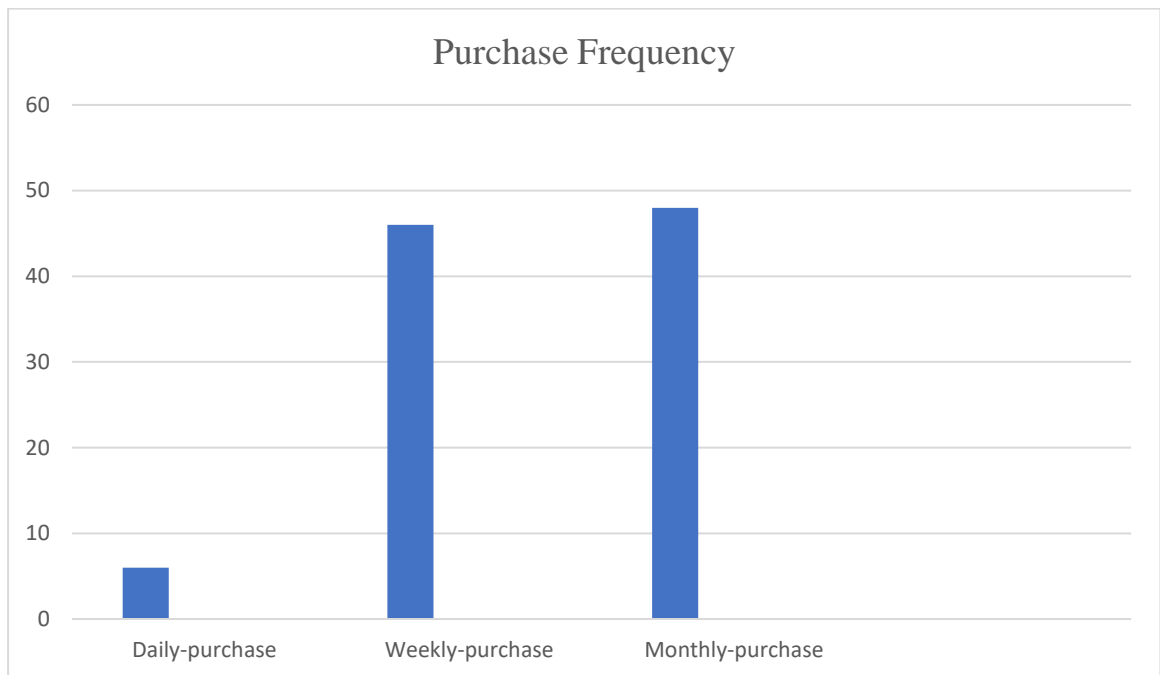


TABLE – 2

Purchase Nature

No	View	Response	%
1	Unplanned -purchase	15	10
2	Planned-purchase	135	90
	(T)	150	100

Interpret:

Most of them prefer performing planned-purchase, which is around 90%.

The rest prefer to perform Unplanned-purchase.

CHART – 2

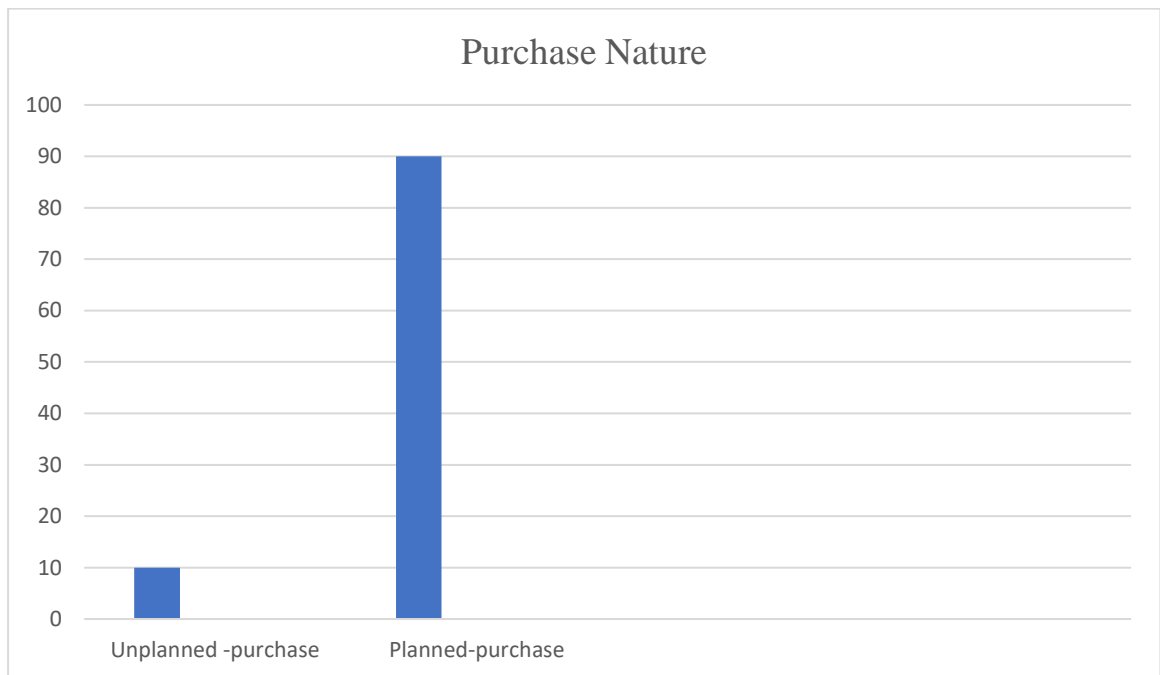


TABLE – 3

Usage of the soft-drinks.

No	View	Response	%
1	Personal usage	17	11.33
2	Family usage	134	89.33
	(T)	150	100

Interpret:

11.33% use it for personal use.

And the majority of them, that is 89.33% of them use for family use.

CHART – 3

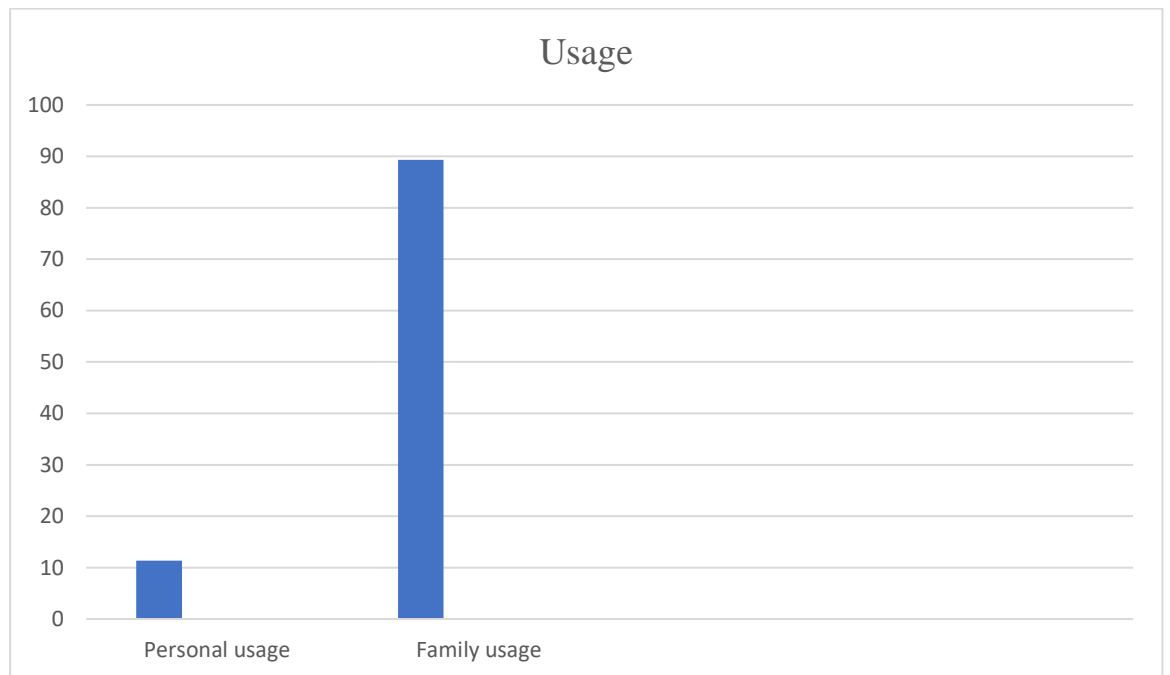


TABLE – 4

Intake of the drink

No	VIEW	Response
1	Mango drinks	75
2	Cola drinks	75
	Total	150

Interpret:

50% of them take mango-juice whereas the remaining 50% consume Coca – Cola drink.

CHART – 4

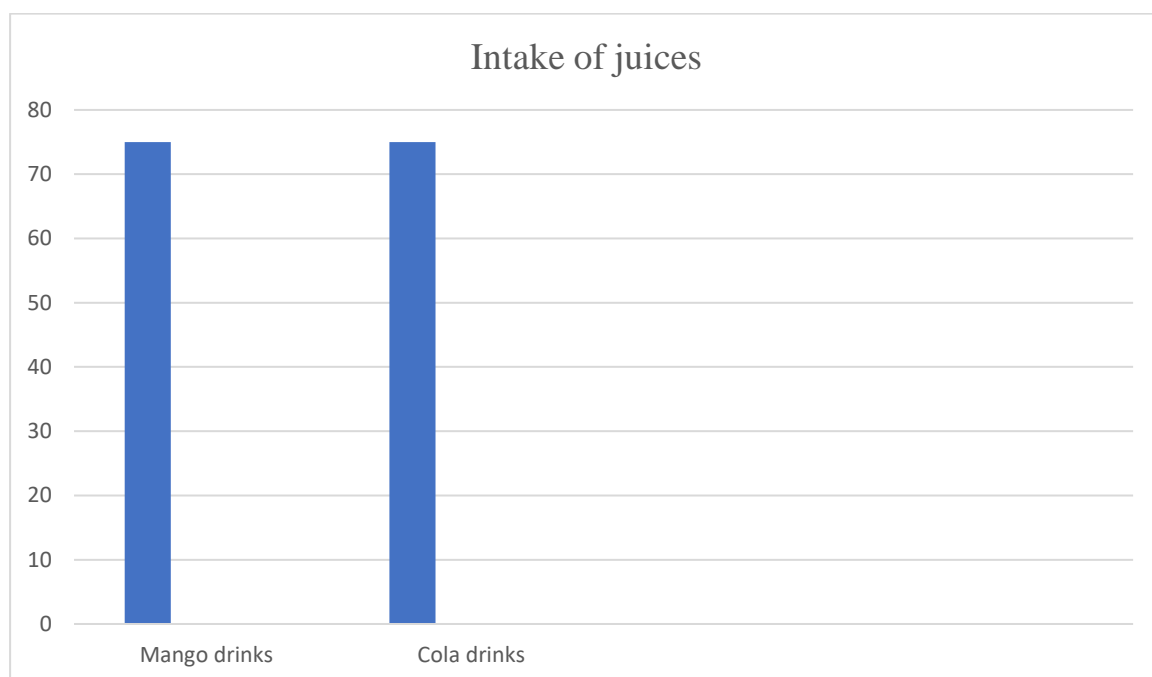


TABLE – 5

Factors that affect purchase behaviour

No	View	Response	%
1	Brands	12	8
2	Tastes	82	54.67
3	Offers	56	37.33
	(T)	150	100

Interpret:

Many of them get influenced by the taste, i.e., around 54.67%

37.33% change their decision by offers.

And the rest, around 8% by brands.

CHART – 5



TABLE – 6

Brand preference

No	View	Mean-values
1	Coca - cola	4.32
2	Thumps-Up	2
3	7-up	2.33
4	Pep-si	3.28

Interpret:

The mean-values are mentioned below in an descending from most preferred brand to least preferred brand.

Coca – Cola : 4.32

Pep-si : 3.28

7-up : 2.33

Thumps-Up : 2

CHART – 6

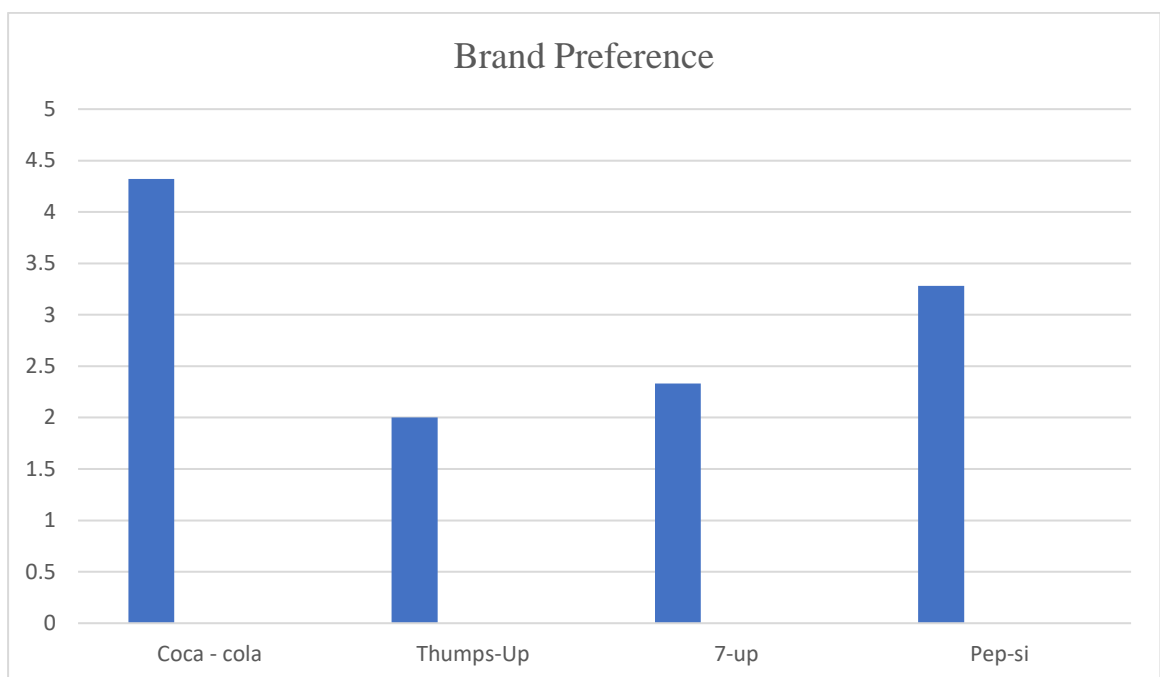


TABLE – 7

Mango-juices available

No	View	Mean-values
1	Maaza-juice	4.5
2	Slice-juice	4.25
3	Frooti-juice	3.20
4	Maa-juice	2.05
5	Mangola-juice	1

Interpret:

The Mango-juices are written below in the descending order of their mean values:

Maaza-juice : 4.5

Slice-juice : 4.25

Frooti-juice : 3.25

Maa-juice : 2.05

Mangola-juice : 1

CHART – 7

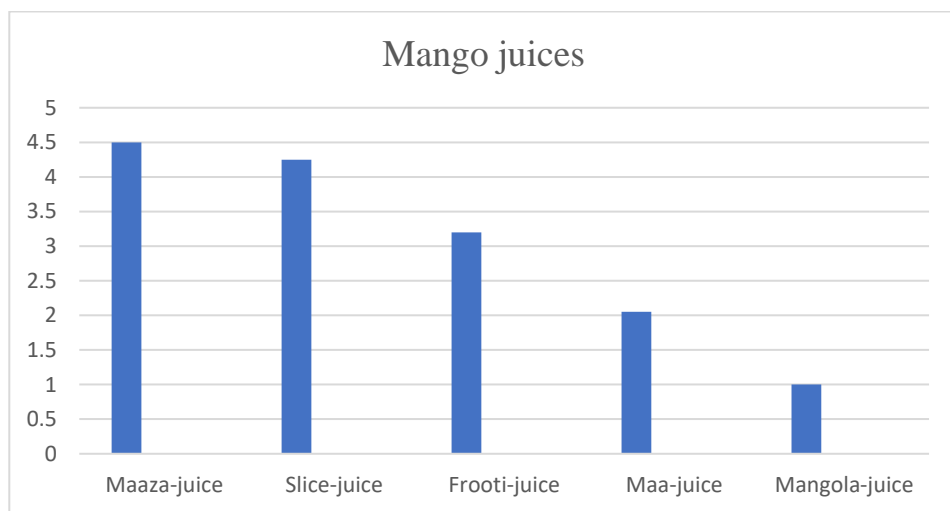


TABLE – 8

Taste of COCA – COLA

No	View	Response	%
1	Very-good	90	60
2	Good	60	40
	(T)	150	100

Interpret:

Many of the respondents says that they are happy with the taste of cola drinks,

60% says that its very-good,
 And 40% say that its just good.

CHART – 8

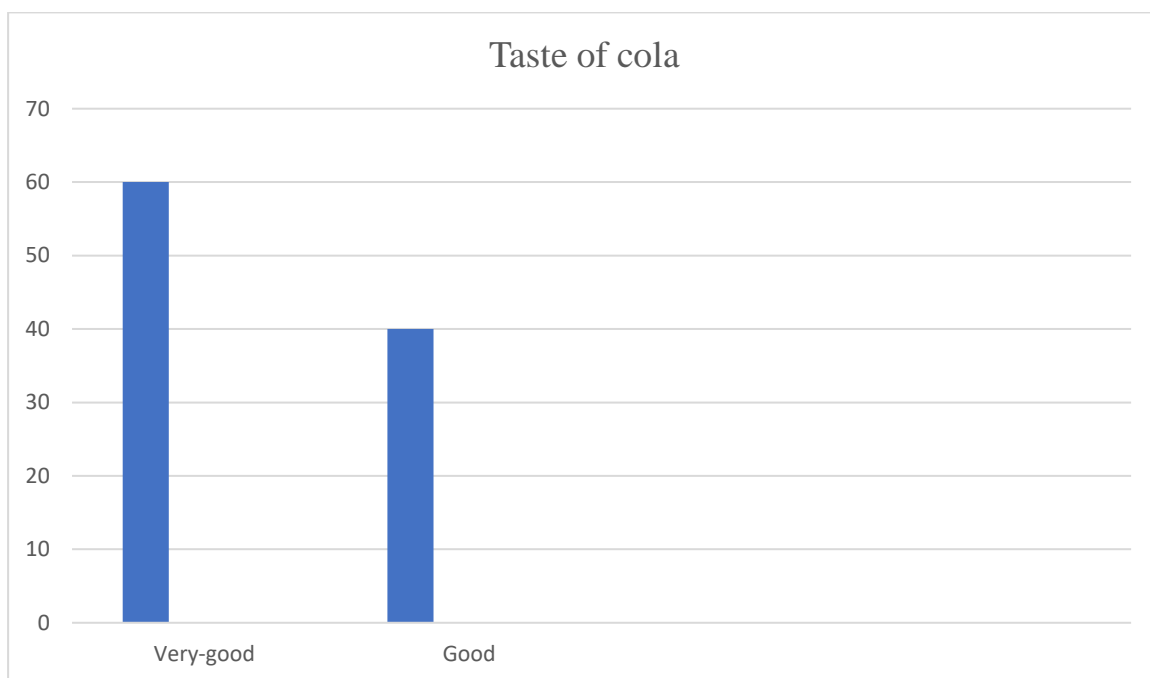


TABLE – 9

Taste of Fantaa-juice

No	View	Response	%
1	Very good	62	41.33
2	Good	86	57
3	Neutral	3	2.1
T n	(T)	150	100

terpret:

Many of the people likes the taste of Fantaa-juice,

57% say its Good,

41.33% says it's Very-good,

And 2.1% says that it's has neutral taste.

CHART- 9

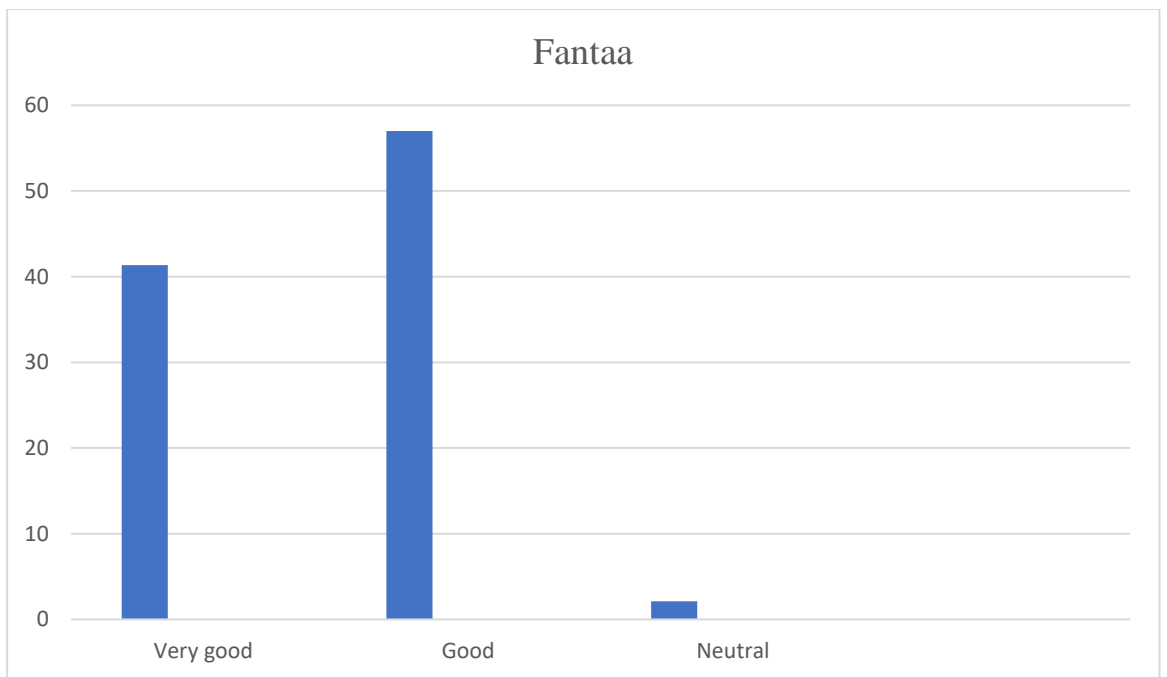


TABLE – 10

Taste of Spritte-juice

No	View	Response	%
1	Very-good	28	18.67
2	Just-Good	102	68
3	Neutrally	20	13.33
	(T)	150	100

Interpret:

Most of the people likes the taste of Spritte-juice,

68% say its Good,

18.67% says it's Very-good,

And 13.33% says that it's has neutral taste.

CHART – 10

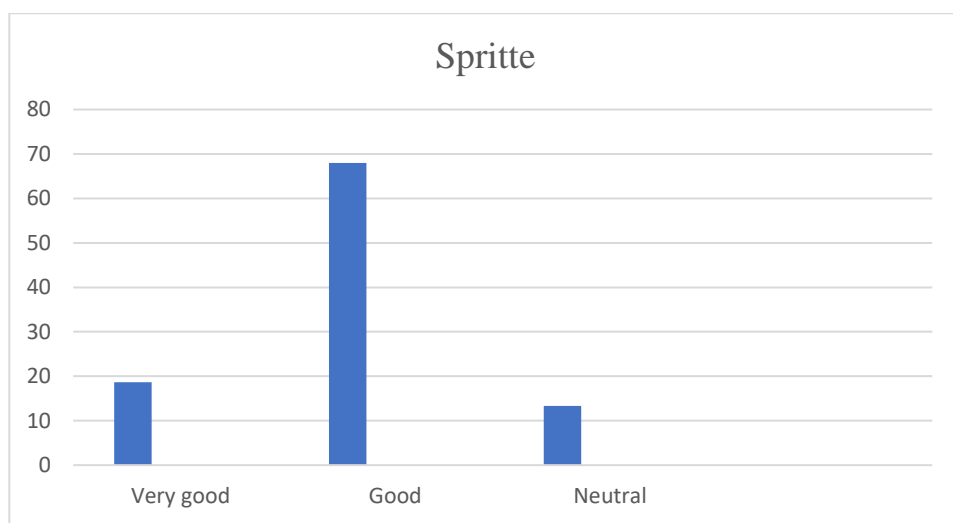


TABLE – 11

Taste of Thumbs-Up-juice

No	View	Response	%
1	Very-good	4	2.67
2	Just-Good	45	30
3	Neutrally	96	64
4	Bad	5	3.33
	(T)	150	100

Interpret:

Most of the people likes the taste of Thumbs-Up -juice,
30% say its Good,
2.67% says it's Very-good,
64% says that it's has neutral taste,
And 3.33% say it has Bad taste.

CHART – 11

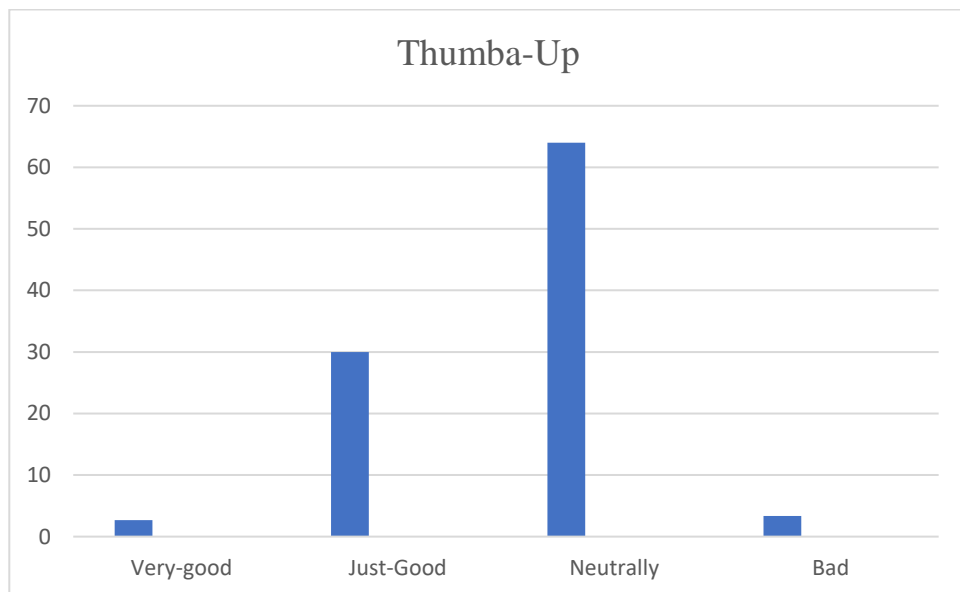


TABLE – 12

Taste of Limcaa-juice

No	View	Response	%
1	Very-good	6	4
2	Just-Good	31	20.66
3	Neutrally	103	68.66
4	Bad	10	6.66

	(T)	150	100
--	-----	-----	-----

Interpret:

Most of the people likes the taste of Limcaa-juice,
 20.66% say its Good,
 4% says it's Very-good,
 68.66% says that it's has neutral taste,
 And 6.66% say it has Bad taste.

CHART – 12

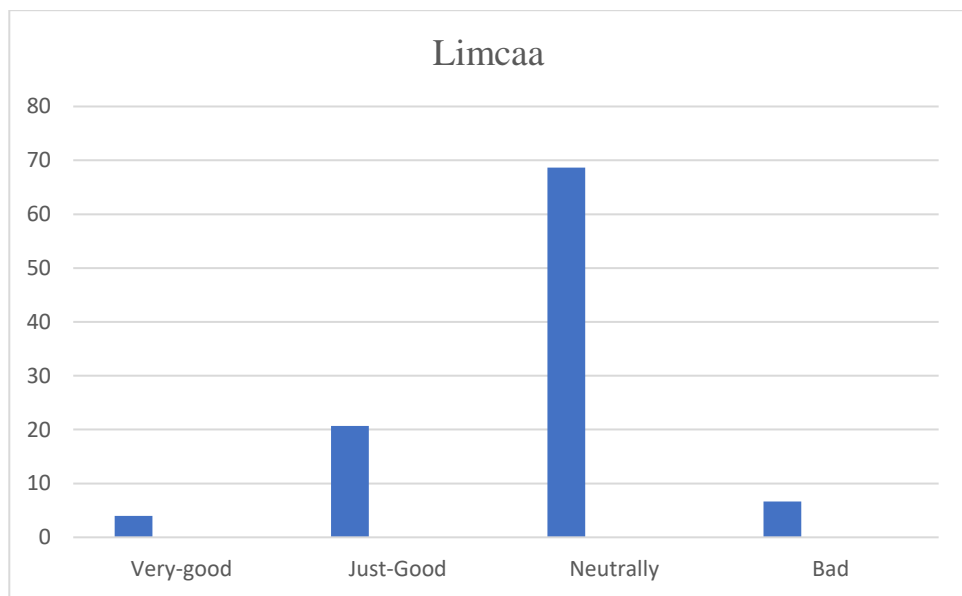


TABLE – 13

Taste of Minute-Maid-pulpy-orange-juice

No	View	Response	%
1	Very-good	5	3.33
2	Just-Good	17	11.33
3	Neutrally	43	28.66
4	Worst	85	56.67
	(T)	150	100

Interpret:

Most of the people dis-likes the taste of Minute-Maid-pulpy-orange -juice,
 11.33% say its Good,
 3.33% says it's Very-good,
 28.66% says that it's has neutral taste,
 And 56.67% say it has Bad taste.

CHART – 13

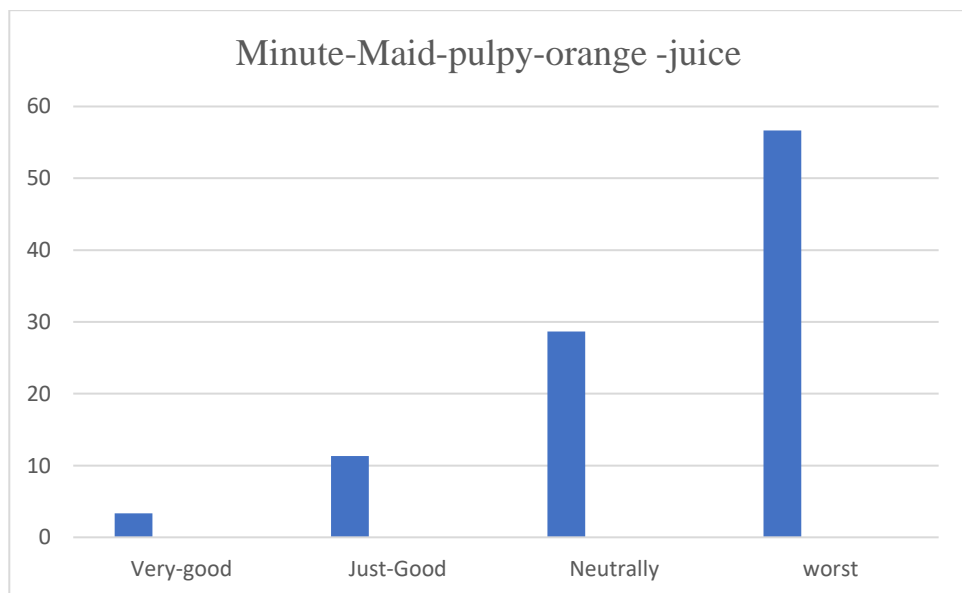


TABLE – 14

Taste of Minute-Maid-fruit-juice

No	View	Response	%
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1	Very-good	6	4
2	Just-Good	21	14
3	Neutrally	101	67.33
4	Worst	83	55.33
	(T)	150	100

Interpret:

Most of the people dis-likes the taste of Minute-Maid- fruit-juice,
 14% say its Good,
 4% says it's Very-good,
 67.33% says that it's has neutral taste,
 And 55.33% say it has Bad taste.

CHART – 14

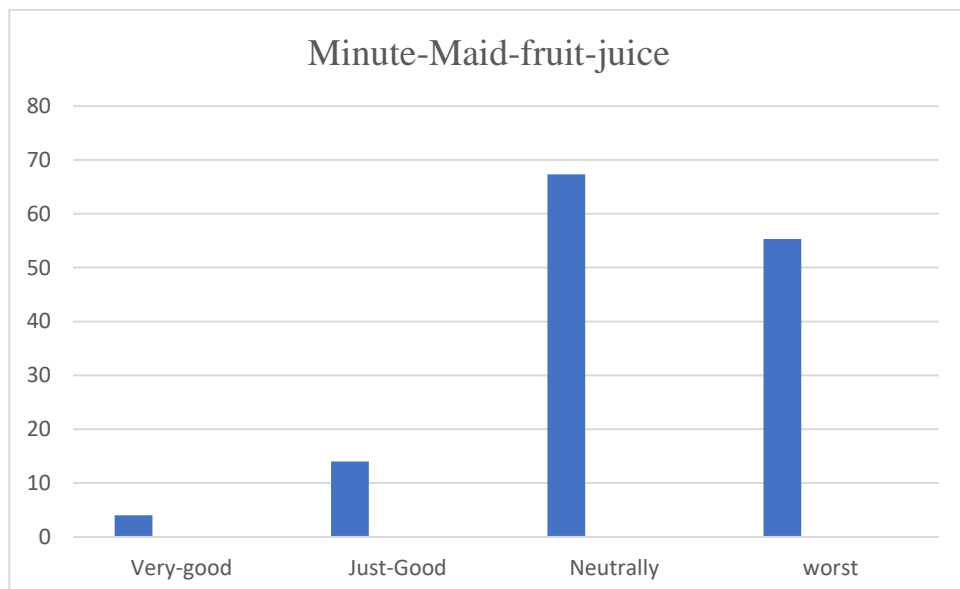


TABLE – 15

Taste of Maazaa-juice

No	View	Response	%
1	Very-good	125	83.33
2	Just-Good	21	14
3	Neutrally	4	2.67
	(T)	150	100

Interpret:

Most of the people are with the taste of Maazaa-juice,
 14% say its Good,
 83.33% says it's Very-good,
 And 2.67% says that it's has neutral taste,

CHART – 15

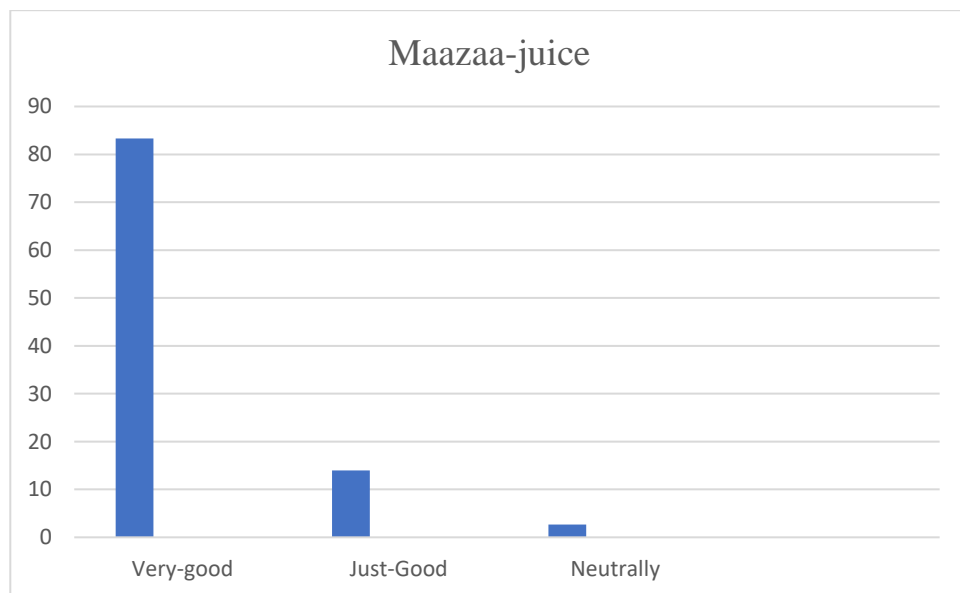


TABLE – 16

Comparison on Brands

No	View	Mean-values
1	Coca - Cola	4.51
2	Fantaa	4.45
3	Spritte	4.07
4	Thumps-Up	3.34
5	Limcaa	3.55
6	Minute-maid-pulpy-orange	2.18
7	Minute-maid-mixed-fruit	2.84
8	Maazaa	4.06

CHART – 16

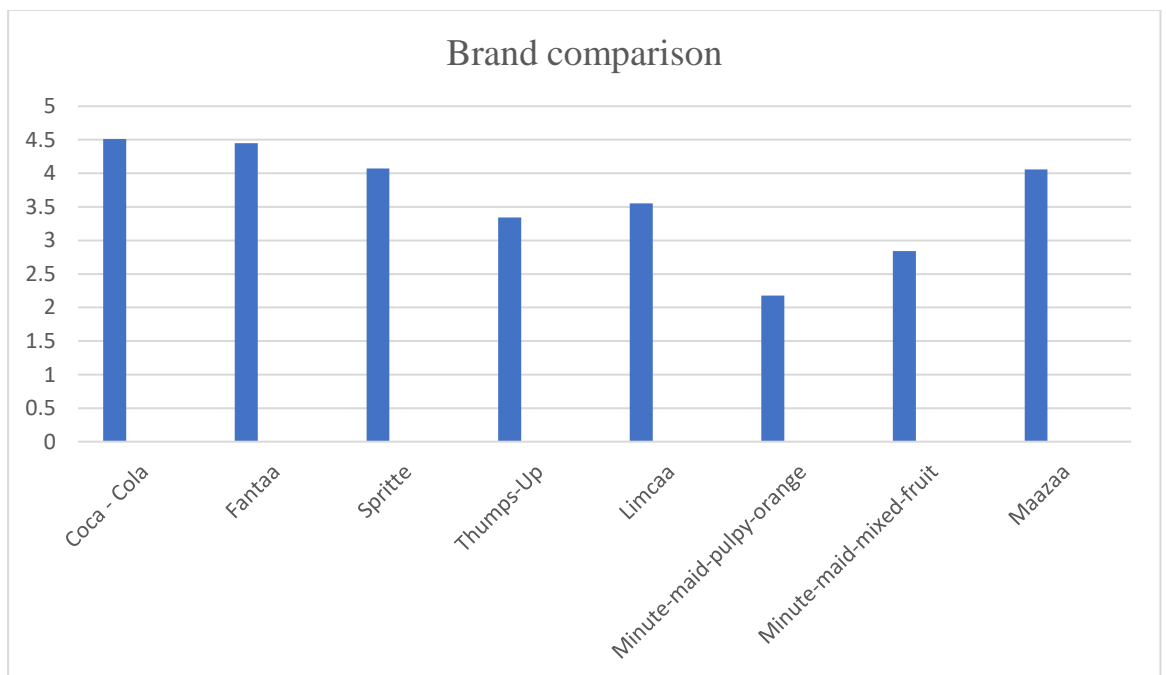


TABLE – 17

Purchasing Pattern

1	Festival	4	2.67
2	Party	15	1
3	Offers	129	86
4	No-reason	2	1.33
	(T)	150	100

Interpret:

People buy soft-drinks for the following reasons:

Festival : 2.67%

Party : 1%

Offers : 86%

No-Reason : 1.33%

CHART -17

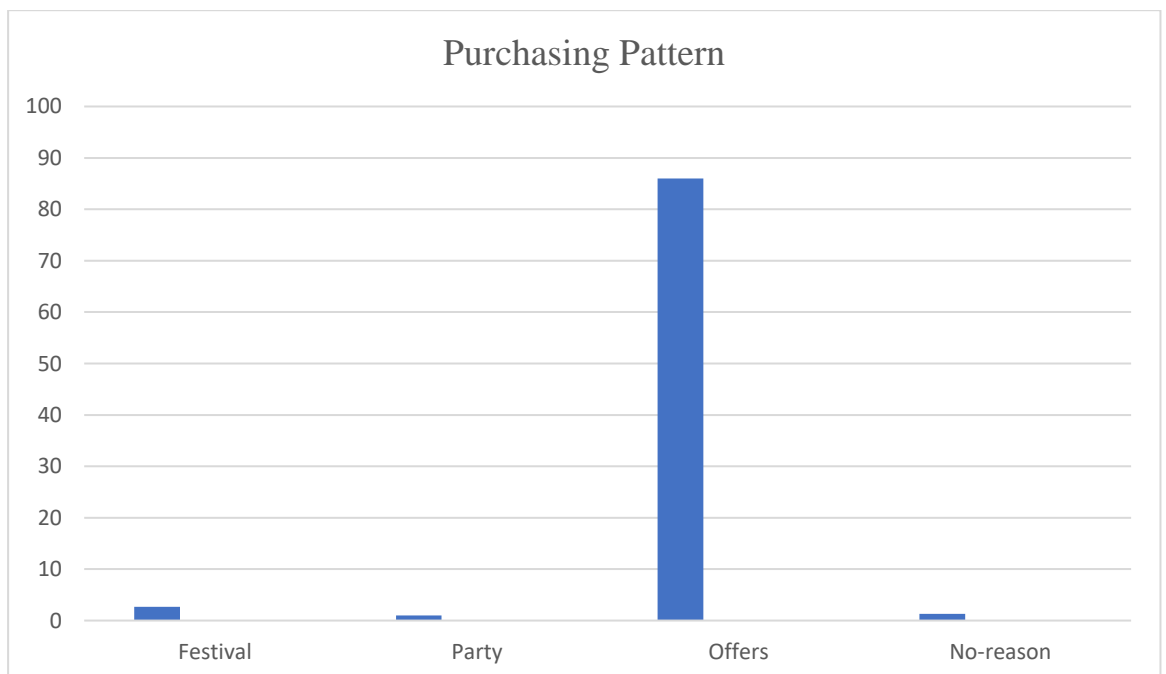


TABLE – 18

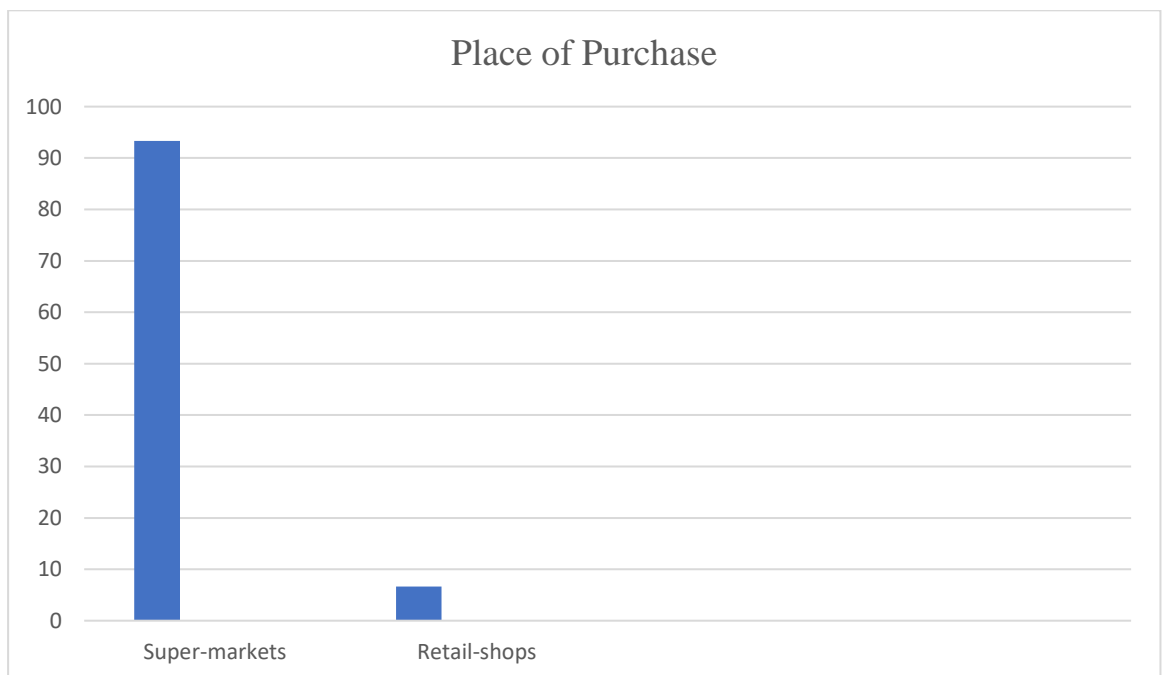
Place of Purchase

View	Response	%
Super-markets	140	93.33
Retail-shops	10	6.67
(T)	150	100

Interpret:

Majority of the people buy from the super-markets i.e., around 93.33%,
And the rest, around 6.67% buy from the retail-shops.

CHART – 18



CHAPTER 5

FINDINGS CONCOULSION AND SUGGESTION

Findings

- Many are doing Monthly-purchase, around 48% of them. 46% are going with weekly-purchase and the rest are Doing daily-purchase which is around 6%.
Most of them prefer performing planned-purchase, which is around 90%.
- The rest prefer to perform Unplanned-purchase.
- When individuals are thirsty 44% of the sample population prefer branded soft carbonated drinks, 24% prefer drinking mineral water, and 22% prefer fresh fruit juice and rest 10% prefer natural butter milk, packed and processed fruit juice, and some people drink pure water.
- 59% of the respondent's favorite organization with respect to soft drinks is Coca Cola and rest 41% of the respondents says its Pepsi.
- 30% of the respondents go for soft drinks because of its taste, 24% have soft drinks to quench thirst. 20% of the respondents are influenced by advertisement and celebrities. 14% of the respondents have soft drinks for fun sake and 12% of the respondents think it suits their lifestyle and status.
- While purchasing a soft drink 54% of the respondents prefer quality and taste first. 20% of the samples consider brand image. 12% of the samples first consider the price. 12% of the respondents look into the advertisement; influence of celebrities etc. And only 2% of the respondents consider quality first.
- Out of 100 respondents 55% of respondents consume their favorite brand between 1 to 5 years. 37% of the respondents consume their favorite brand for 5 and above years and remaining 8% of the respondents consume a particular brand below one year.
- Among 100 respondents 56% of the respondents consume their favorite brand frequently and where as 44% of the respondents consuming their favorite brand occasionally.
- 28% of the respondents expect some improvements in their favorite brand but 72% of the respondents do not expect any improvement in their favorite brand.

- 41% of the respondents prefer 20ml quantity bottle of their soft drink. 31% prefer 300ml, 19% prefer 500ml and remaining 9% of the respondents prefer 21 liter bottle.
- Among 100 respondents 47% of respondents purchase more quantity of soft drinks on the occasion of celebrations. 21% purchase more on the occasion of Kitty party, 16% of respondent's purchase more for sports events & remaining 16% of respondents purchase more on the occasion of marriage and other functions.
- It has been observed that many of them are loyal to their favorite brand of soft drinks which constitute 77% and the remaining 23% are not loyal and have the tendency to switch to other brands depending on taste and offers prevailing in the market.
- Friends and peers, 46%, have a very strong influence on the buying decision 18% are influenced by family, 17% by celebrities. 15% of the respondent however claim to be independent in making their purchase decision.
- It has been found that 60% of buyers opt for T.V as media for advertisement, 9% prefer news papers and film slides. Magazine contribute 16%, internet 7% and the rest have a preference for hoardings and radio.
- Among 31 consumers of Coca Cola 23% of respondent's rate its price as cheap as 77% of respondents rated its price as reasonable.
- Among 31 consumers 65% of respondents rated its brand image and advertisement as excellent and 35% of respondents rated its brand image and advertisement as good.
- Among 31 consumers 26% of respondents rated its quality and taste as excellent, 71% respondents rated as good and 3% respondents rated the attribute quality and taste as average.

SUGGESTIONS & RECOMMENDATIONS

Based on the analysis and the views of respondents we can make the following suggestions: -

- In today's competitive market the various soft drink companies should maintain and give priority to quality and taste of the product which is the primary consideration that customers sort while purchasing a soft drink.
- 90% of drink consumed by the middle and people with lower income groups so various strategies can be developed to satisfy this particular income groups.
- People buy more quantity of soft drinks usually on occasions like celebrations. Providing price discounts, lucky draws to attract more customers during such occasions can increase the volume of sales.
- Celebrities definitely influence the consumer's buying behavior towards soft drinks. Thus using celebrities in advertisements invariably boosts up sales.
- Packaging is another important factor that influences the success or failure of a brand, therefore bottles should be made colorful and attractive.
- In India the market priority is highly geography based. While carbonated cola drinks have been favoured in markets which are situated in big cities and north part of the nation like states of Uttar Pradesh, Punjab, and Haryana, etc. Orange flavored soft drinks which are bottled are popular in south part of the country. Western markets have preference for mango-flavored drinks. So the soft drinks companies should adopt different marketing strategies for different segments.
- Soft drinks companies should concentrate on distribution channel and should provide various kinds of attractive gifts, discounts, etc. to the retailers, so that they promote a particular brand.

Conclusion:

The Sampling leisure activity become a fair starting lift into the territory of Marketing and Sales. A now not very horrendous information available become cleaned as cycle Hundred and fifty individuals were spoken. This even aided in the purifying of social limits, a straightforward need to experience and end up savagely productive in the current worldwide. It even gave an OK data of lead of buyers while set in unmistakable circumstances. It changed into a wonderful chance to deal with the soundness of productivity, as a huge assortment of customers. It helped in running up any such relations one wishes to keep up inside the organization world and it helped in working up the best possible mentality.

As all the fixations inside the at present referred to stage, are the must-have capacities with respect to everyone in the order of Marketing and Sales, the test time range changed into a now not very terrible appreciate and a decent meandering stone into the authentic business undertaking global.

It focuses on customer satisfaction which is more important to build image and maintain the rappo with customers for more sales and revenue.

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Survey:

1.Frequency of shopping

a. Month to month purchase

b. Week by week purchase

c. Every day purchase

2. Purchase Nature?

- a. Purchase arranged
- b. Spur of the buying moment

3. You're buying soft drink flies for:

- a. Family Feature
- b. Meetings
- c. Office place

4. Most of the soft drink pops can you exhaust?

- a. Cola Drinks
- b. Orange Drinks
- c. Citrus Drinks
- d. Raspberry Drinks
- e. Others (Please indicate)

5. What are you looking for when you buy a soft drink?

- a. Brand of the drink
- b. Got a taste
- c. Give to you

6. Specify the preferences for brands in all classifications from 1 to 5

Rank from 1 to 5

(Coca Cola Fanta Sprinkle ThumsUpLimca Minute worker heavy orange
Minute worker mixed standard Maaza)

7. What's your opinion of the taste of all Coca Cola stuff?

a.Nice

b.Good

c.Poor

d.Really Poor

(Coca Cola Fanta Sprinkle ThumsUpLimca Minute worker heavy orange
Minute worker mixed standard Maaza)

8. Specify your purchasing behaviour: (Tick just one)

Celebrations

Gatherings Contains precise clarity

'Others(determined)

9. How many litres are you buying on a given occasion?

a. Below 5 litres

b. 5-10 litres

c. 11-15 litres

d. More than 15litres

10. Where are you buying the soft drink pops?

a. Hyper stores.

b. Retail-store

c. Cafe, cafe

e. Others'

11. Why are you slanting toward stuff like Coca Cola? Rank as indicated by your inclination:

1-Most favoured clarity-5-Most favoured clarity Quality *

12. How can you see the cost of Coca Cola stuff?

a. Deeply Happy

b. Neutral

c. Disappointed

d. Extremely Happy

13. What sort are Coca Cola products?

a. Very-great

b. Good

c. The Neutral

d. Evil.

e. Very legitimate

14. What cola drinks the progression takes the most out of you? (Tick one)

a. Coca Cola

b. Sprite

c. Thumbs Up

d. 7 Pepsi

e. Others (decides)

15. What daily drinks note draws the most out of you? (Tick just one thing)

a. Minute worker Pulpy orange

b. Minute worker Blended periodic object

c. Maazaa Break

d. Frooty

e. Others (decides)

16. Have you decided to buy Coca Cola in the midst of a notice?

a. Yes

b. No

17. Please make your proposals / contributions to the brand Coke:

18. Which of the VIPs that snatch Coca Cola stuff do you like? Level as seen by your decision:

5=Like

4= The same as

3= Neutral

2= Dislike;

1= Hate most of them

Celebrities 5 4 3 2 1

Amir Khan

Vijay

Katrina Kaif

Salman

Khan Kareen Kapoor

19. Person Information:

a.Name:

b. Sexual orientation:

1.Male.

2.Female.

c. Age :

1.15-20 years

2.21-25 years

3.26-30 years

4.31-40 years of life

5. 40 years or more of employment:

d.Occupation

1. Skilled.

2. Businessman's

3. Pupil.