

# Measurement of Customer Behavior Regarding Coca-Cola and Pepsi: A Study of Hisar City

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**Abstract** – *The study of consumer behavior involves trying to understand complex human beings and the reasons they act the way they do in the marketplace. It recognizes that consumer decisions take place inside a person who is distinctive in his personality and attitudes, yet similar to other consumers who have been exposed to the same external influences of culture and society. Rather than ignoring these complexities, real estate researchers should embrace the study of consumer behavior to better understand the reasons behind market choices. The present study is based on primary data with 100 respondents using soft drinks. The study is exploratory cum descriptive.*

**Key Words:** Consumer Behavior, Market, Satisfaction

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## INTRODUCTION

Consumer behavior is the study of individuals, groups, or organizations in the selecting, purchasing, using and disposing of goods and services to satisfy needs and desires. Consumer behavior examined not only what behaviors consumers exhibit but also the reasons for those behaviors. On a macro level, marketers are interested in demographic shifts as well as society's values, beliefs and practices that affect how consumers interact with the market place. On a micro level, consumer behavior focuses on human behavior and the reasons behind these behavior. Thus, concepts drawn from psychology and sociology are prominently reflected in the consumer behavior literature.

At the core of the beverage industry is the carbonated soft-drink category. The dominant players in this area (Coca Cola, Pepsi and Cadbury-Schweppes) own virtually all of the North American market's most widely distributed and best-known brands. They are dominant in world markets as well. These companies products occupy large portions of any supermarket's shelf space, often covering more territory than real food categories like dairy products, meat or produce. As with many mature retail industries, the beverage giants have a problem growth in the sales of their flagship carbonated products are at a near standstill in the key U.S. market, with 1% growth or less. After years of rapid growth, it seems that the average American can't drink any more flavored, fizzy soda water. To remedy that, these three companies are rapidly expanding both globally as they enter and promote new markets for existing products and locally, as they add products from adjacent beverage categories in the

supermarket, in categories that are still expanding. We'll talk about these areas in a later posting. The prototype of all marketing and branding struggle, the "Cola Wars" keep expanding. The Pepsi and Coca Cola keep rolling out the big guns. Duellign pop stars, and new branded products in the form of "Vanilla Coke" and "Pepsi Blue". They are fighting on the TV, in the fast-food restaurants and in the supermarkets; they are also dueling in the schools. One of the biggest pushes of the last few years has been convincing school districts, universities, and other institutions to go all Coke of all-pepsi in return for a (small) cut of the gross sales.

## REVIEW OF LITERATURE

**Islam Nazrul et al (2009)** in this study explained the six important factors which are important for carbonated soft drinks in Bangladeshi consumers. The factors are color and price, brand image and refreshment, removing tiredness and digestive, advertisement, flavor and taste, sweetness and coolness. The most important factor of the soft drinks selecting by young users is color and price. According to the study, highest importance is given to this factor factors followed by brand image and refreshment, removing tiredness and digestive, advertisement, flavor and taste, sweetness and coolness. **J.W. Abarajithan (2011)** in his study concluded that, most of switching tendency for switching customers are triggered by high level influence of marketers' marketing mix offerings such as product, place, promotion, and distributional strategies of marketers. They highly concentrated on brand name, taste, and quality of the soft drink that they purchase. As switching customers explore variety seeking behaviour

toward their soft drink purchase, they were unable to be loyal to a specific brand. However it was also recognized that these factors also influenced on their switching decision. **Kaur Simranjeet et al(2013)** in his study developed a better understanding of consumption pattern of soft drinks and fruit juices of consumers at Indore city. Results from descriptive statistics for the survey indicated that 42% of their respondents prefer Soft Drinks and 58% of the respondents prefer fruit juices. **Kirwa Jairo (2013)** in his study stated that soft drinks are still popular beverage in the youth market in both Kenya and India. However, it is evident from the study that the consumption of soft drinks in India is reducing with health concern as the main cause for the same. Parents are very crucial in introducing their children to various soft drinks brands and subsequently shaping their loyalty in Kenyan Market. In India, peer influence is the major factor in the introduction of soft drinks brands Reddy Venkateswara et al (2015)in this study tried to find out the leading player in the softdrinks market and concluded that the Coca-Cola Brand is a leading player in the market. Because of the quality, price and brand value of Coca Cola products, it has become the symbol of quality and brand image all over the world. **Raffia nashath et al(2015)** in his study explored certain demographical factors that affect the overall preference of the consumer towards soft drinks. Also he found out that the factors such as Brand, Taste, Aesthetics, Variety, Availability, Discount & Offers, Brand Ambassador, Advertisement, Eco-Friendliness and Ingredients has a significant impact on the overall preference of the consumer towards soft drinks.

**RESEARCH METHODOLOGY**

**Objective of the study**

- To study consumer behavior regarding cold drink.

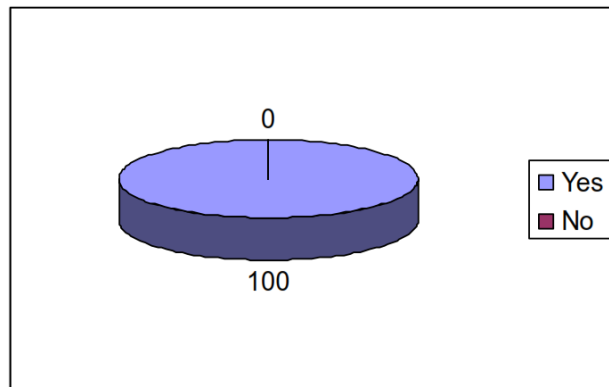
**Sample Design**

The research is descriptive cum Exploratory with a sample size of 100 consumers of Hisar city. Convenience sampling is used, Frequency distribution, percentage method is used for analyzing the results. The study is based on Primary data.

**Analysis and Interpretation**

**Q.1** Do you like cold drink?

<b>Yes</b>	100
<b>No</b>	0
<b>Total</b>	100

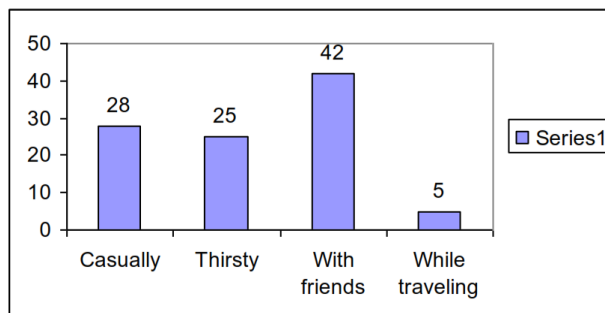


**Interpretation**

It was found that all people take cold drink.

**Q 2.** When do you take a cold drink?

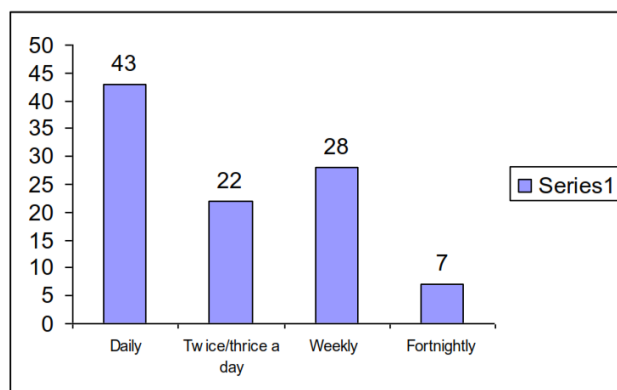
Casually	Thirsty	With friends	While traveling	Total
28	25	42	5	100



**Interpretation :** The table shows that 42% takes cold drink with friends. 28% casually, 25% thirsty and other while traveling.

**Q 3.** What is your frequency of taking a cold drink?

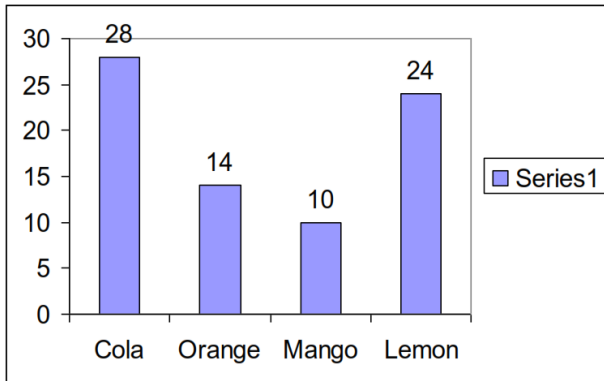
Daily	Twice/thrice a day	Weekly	Fortnightly	Total
43	22	28	7	100



**Interpretation:** The table shows that 43% respondents take cold drink daily, 28% weekly, 22% twice/thrice a day and other takes fortnightly.

**Q.4** Which flavor do you prefer?

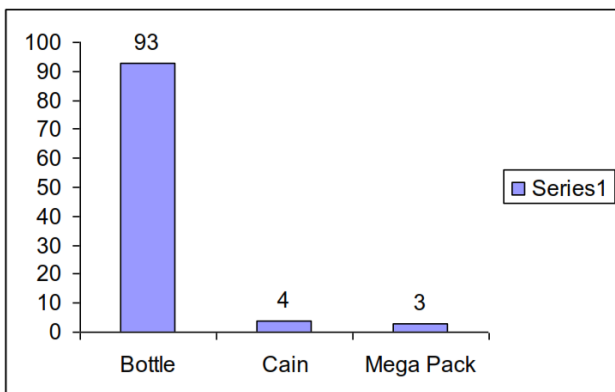
Cola	Orange	Mango	Lemon	Total
28	14	10	24	100



**Interpretation:** The table shows that 28% and 24% prefers cola & lemon flavor and other prefers orange and mango.

**Q.5** Which one you prefer?

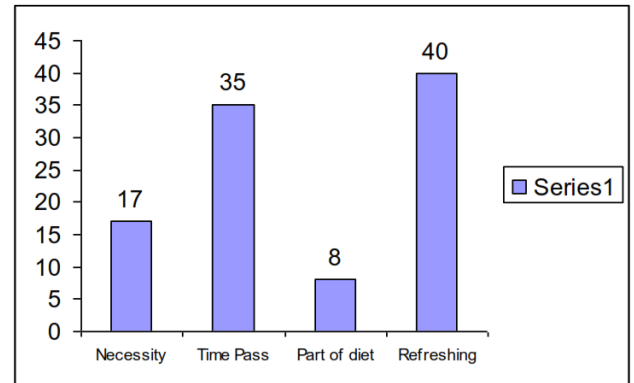
Bottle	Cain	Mega Pack	Total
93	4	3	100



**Interpretation:** The table shows that Mainly all respondent prefers bottle pack, 4%, 3% prefer Can and mega pack.

**Q.6** In your opinion cold drinks is

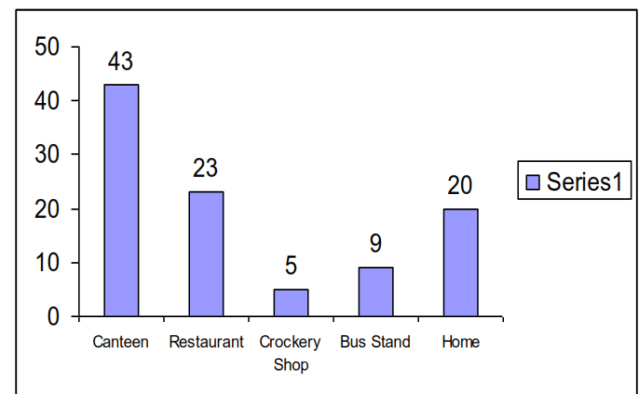
Necessity	Time Pass	Part of diet	Refreshing	Total
17	35	8	40	100



**Interpretation:** The table shows that according to 40% sit is refreshing and 35% respondent cold drink in time pass and 17% necessity and 8% give opinion that it is part of diet.

**Q.7** Your favorite Spot to have cold drinks is:

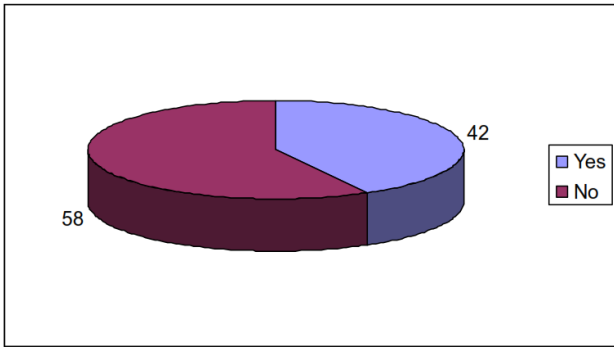
Canteen	Restaurant	Crockery Shop	Bus Stand	Home	Total
43	23	5	9	20	100



**Interpretation:** The table shows that the favorite spot for 43% respondent is canteen. Restaurant for 23%, home for 20% and remaining like's bus stand and crockery shop.

**Q.8** Do you drink a specific brand?

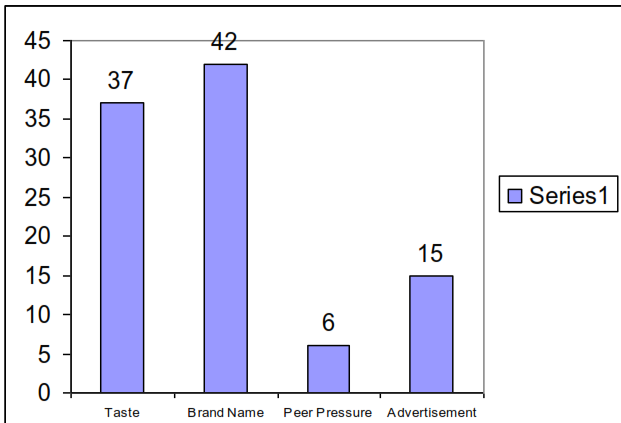
Yes	42
No	58
Total	100



**Interpretation:** From above table it was found that 42% respondent are brand loyal.

**Q.9** You prefer a brand due to:

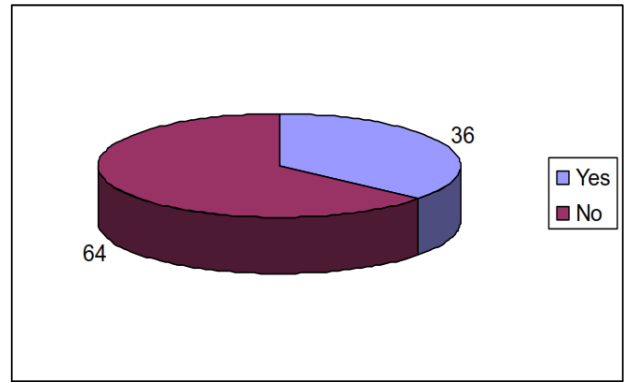
Taste	Brand Name	Peer Pressure	Advertisement	Total
37	42	6	15	100



**Interpretation:** The table shows that people prefers a brand due to brand name and taste, these are 42% and 37% and remaining prefers a brand due to advertisement and peer pressure.

**Q.10** If your brand is not available would you accept other brand?

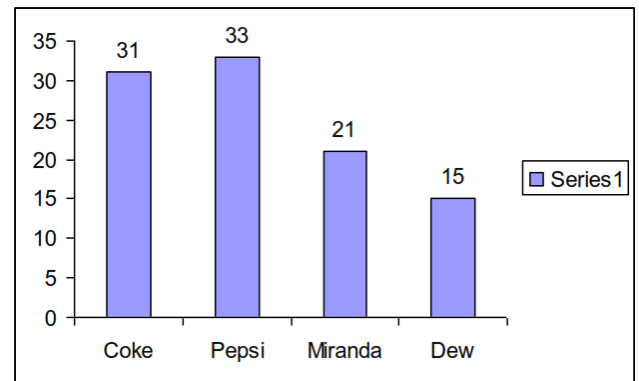
Yes	36
No	64
Total	100



**Interpretation:** It was found that 36 respondent shifts to another if their brand is not available.

If yes, then which \_\_\_\_\_

Coke	Pepsi	Miranda	Dew
31	33	21	15



**Interpretation:** The table shows that majority of people shift to Coke and Pepsi and remaining on Marinda and Dew.

**CONCLUSION**

The study of consumer behavior involves trying to understand complex human beings and the reasons they act the way they do in the marketplace. It recognizes that consumer decisions take place inside a person who is distinctive in his personality and attitudes, yet similar to other consumers who have been exposed to the same external influences of culture and society. Rather than ignoring these complexities, real estate researchers should embrace the study of consumer behavior to better understand the reasons behind market choices.

Behavior literature would suggest that buyer/seller attributes be explicitly considered in appraisal to determine market characteristics. Attitudes, lifestyle, and tastes affect consumer preferences for space. Market analysis should not rely exclusively on census-based economic and

demographic data from which they infer information about consumers contend that the incorporation of information about consumer attitudes, preferences, and perceptions.

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