
Consumer's buying behavior of soft drinks in Kolhapur city: A case study on Frustar Soft Drinks

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ABSTRACT

The present study investigated the Consumer buying behavior towards Frustar soft drinks. The aim of this paper is to know the consumption Pattern of soft drinks, to study the consumer preference with respect to Frustar (soft drinks), to find out brand loyalty towards soft drinks & to find out the factors influencing buying behavior, etc. The Questionnaire was distributed with the purposive convenience sampling method to 100 respondents in Kolhapur city at the marketplace & at Educational Institutes. The questionnaire consisted of various questions, which were designed for the respondents to elicit their preference & buying behavior towards Frustar soft drinks in Kolhapur City. At the end of the research, the researcher has tested the Hypothesis of whether there is a significant impact on the taste of soft drinks and the preference for buying soft drinks among respondents.

KEYWORDS: Frustar soft drinks, consumer preference, buying behavior, brand loyalty & influencing factors.

1. INTRODUCTION

The corporate world today is extremely competitive and continuously evolving. Because consumers are the rulers of the corporate world, if a company wants to achieve its objectives, it must constantly monitor consumer behaviour and preferences. The objective of this study is to understand the customer preferences and purchasing behaviour towards the Frustar brand, as well as to determine which factors have the most impact on consumer preferences and purchasing behavior. It is a necessary study since today's businesses operate in a highly competitive market and an ever-changing environment as consumers' lifestyles change on a daily basis, necessitating greater attention to customer preferences and purchasbehavioriour because customers are the market's kings.

2. OBJECTIVES OF THE STUDY

The primary objective of the study is to gain a better thought regarding consumer preferences & purchasing behaviour for soft drinks, as well as to determine which factors have the greatest impact on consumer preference and purchasing behaviour for soft drinks in Kolhapur City, using a case study on Frustar soft drinks as an example.

3. REVIEW OF LITERATURE

(Mallaiah, 2019) discovered that product, price, location, and promotion account for 54.56 percent of the observed variability in buying behavior, whereas other variables account for 45.5 percent. (Esaiman, 2019) discovered that the 4'Ps of marketing like price, product innovation, promotion, and location as physical distribution channels had an impact on youth's soft drink consumption. Anojan and Subaskaran (2015) studied how customer preferences influence buying behavior for all soft drinks consumed by ordinary people in Northern Province. Consumer preferences, Consumer buying behavior, which includes four sub-variables such as culture, social factors, personal characteristics, psychological factors, and includes four sub-variables such as perceived promotion, perceived product, perceived location, and perceived price were tested in this study.

4. RESEARCH METHODOLOGY

4.1 Data Collection Methods:

The data was collected with the help of primary and secondary sources. Which are as follows: Primary Source: Questionnaire. Secondary Sources: official Websites, Books, reports Publications, etc.

4.2 Sampling Method:

- Population: Students and Professionals from the Kolhapur City.
- Sampling frame: Educational institutions and Market place.
- Sampling unit: Students and Professionals.
- Sampling size: 100 units.
- Sampling Method: Convenience Sampling.

5. HYPOTHESIS:

- **Null Hypothesis H₀:** There is no significant impact on the taste of soft drinks and preference for buying soft drinks among respondents.
- **Alternative Hypothesis H₁:** There is a significant impact on the taste of soft drinks and preference for buying soft drinks among respondents.

6. DATA ANALYSIS AND INTERPRETATION

6.1 Gender

		Frequency	%
Valid	Male	64	64.0
	Female	36	36.0
	Total	100	100.0

It was observed from the table that, with respect to the gender male respondents were 64% and females were 36%.

6.2 Which Brand you will prefer?

		Frequency	%	Valid %	Cumulative %
Valid	Blaster Orange	6	6.0	6.0	6.0
	Fizzinga Green Apple	4	4.0	4.0	10.0
	Fizzinga Cola	19	19.0	19.0	29.0
	Fizzinga Lemon	6	6.0	6.0	35.0
	Fizzinga Cloudy Lemon	4	4.0	4.0	39.0
	Fizzinga Orange	11	11.0	11.0	50.0
	Blaster Jeera	8	8.0	8.0	58.0

	Fizzinga Zeera	17	17.0	17.0	75.0
	Frustar Mango	11	11.0	11.0	86.0
	Frustar Lemon	8	8.0	8.0	94.0
	Blaster Lemon	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

It was identified from the table that, fizzinga cola 19% fizzinga jeera 17% fizzinga orange 11% fruit star mango 11% were the most preferred brands and along with fruit star lemon 8%, and blaster jeera 8%.

6.3 Where do you buy soft drinks?

		Frequency	%	Valid %	Cumulative %
Valid	Bakery	38	38.0	38.0	38.0
	Cool drink	35	35.0	35.0	73.0
	General Stores	16	16.0	16.0	89.0
	Others	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

It was found from the table that 38% of respondents buy soft drinks from the bakery, 35% of respondents buy soft drinks from cold drink outlets, 16% from general stores & remaining 11% were from other locations.

6.4 How much Quantity usually you prefer?

		Frequency	%	Valid %	Cumulative %
Valid	1.5ltr	9	9.0	9.0	9.0
	1ltr	11	11.0	11.0	20.0
	500ml	10	10.0	10.0	30.0
	200ml	46	46.0	46.0	76.0
	330ml	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

It was analyzed from the table that, with reference to the usual quantity preferred by the respondents was 200 ml with 46% which has the majority percentage.

6.5 Your preferred drink is available at your nearest Place?

		Frequency	%	Valid %	Cumulative %
Valid	Yes	60	60.0	60.0	60.0
	No	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

6.6 If your preferred drink is not available for repeat purchases then what will you do?

		Frequency	%	Valid %	Cumulative %
Valid	Postpone your purchase	28	28.0	28.0	28.0
	Switch over to another brand	21	21.0	21.0	49.0
	Go to the other shop to search for your preferred drink	51	51.0	51.0	100.0
	Total	100	100.0	100.0	

It was identified that 51% of respondents go to the other shop to search for their preferred drink, 28% postpone the purchase & 21% switch over to another brand.

6.7 How did you come to know about this brand?

		Frequency	%	Valid %	Cumulative %
Valid	Advertisement	31	31.0	31.0	31.0
	Friends	26	26.0	26.0	57.0

	Brand image	8	8.0	8.0	65.0
	Own Experience	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

It was analyzed that,31% from Advertisements, 26 % from Friends, 8% from Brand image, and the majority i.e. 35% from Own Experience came to know about this brand.

6.8 Why do you prefer to buy this product?

		Frequency	%	Valid %	Cumulative %
Valid	Good Taste	54	54.0	54.0	54.0
	Reasonable price	12	12.0	12.0	66.0
	Brand image	11	11.0	11.0	77.0
	Availability at all time	14	14.0	14.0	91.0
	Packaging	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

It was observed that respondents with 54% for Good Taste, 12% for Reasonable price, 11% for Brand image, 14% for Availability at all times & 9% for Packaging preferred these products.

6.9 How frequently do you consume soft drinks?

		Frequency	%	Valid %	Cumulative %
Valid	Daily	14	14.0	14.0	14.0
	Seasonally	36	36.0	36.0	50.0
	Occasionally	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

It was observed from the table that, 14% Daily, 36% seasonally& 50% of respondents occasionally consumed soft drinks.

6.10 Who may influence your purchase decision?

		Frequency	%	Valid %	Cumulative %
Valid	Family members	25	25.0	25.0	25.0
	Friends	31	31.0	31.0	56.0
	Neighbours	14	14.0	14.0	70.0
	Celebrity	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

It was observed from the table that, 25% by Family members, 31% by Friends, 14% by Neighbours & 30% of respondents may think by Celebrity influences the purchase decision.

6.11 Hypothesis Testing:

For the testing considered responses were two datasets:

- Gender (Q1) and (Q8) as preference for buying soft drinks. Coding of responses is as follows: Male 1 and Female 2. In addition, Good Taste 1, Reasonable price 2, Brand image 3, Availability at all-time 4 &Packaging 5.
- Statistical tests are applied and their results are given subsequently:
- Statistics: Gender: Mean-1.4000, Median-1.0000, Std. Deviation-.49237&Variance-0.242
- Preference for buying soft drinks: Mean-2.1500, Median-1.0000, Std. Deviation-1.45210 & Variance- 2.109.
- Condition is True.

- Accept alternative hypothesis Gender variance <preference for buying soft drinks variance p-value: 0.000% T-Test Condition is True Accept alternative hypothesis Gender average <preference for buying soft drinks average p-value: 0.000%. Thus, Inference: The alternative hypothesis H₁ stands accepted.

7. CONCLUSION

Consumers are well-known for bringing business to businesses, so they are an important factor in maintaining a steady business. Understanding their behavior is therefore essential for establishing and implementing any marketing strategy. The study reveals why people buy (pricing, promotion), what people buy (product), where people buy (location), how people buy (shopping strategies), and so on is known as consumer behavior. With respect to the Frustar, soft drinks regarding most preferred brands were fizzinga cola, fizzinga jeera, and fizzinga orange, whereas more focus is required on Frustar mango, Frustar lemon, and blaster jeera. The usual quantity preferred by the respondents was 200 ml with the majority percentage. The majority of respondents felt that they could able to find their preferred Frustar drink at their nearest store. Whereas 40% responded, found that their preferred drink could not be found at their nearest Store, thus it should be considered for the same. 21% of the respondents switch over to another brand if their preferred drink is not available at repeat purchases so Frustar has to come with the strategy. Consumer own experience & Advertisements play a very vital role as per as the brand of Frustar is a concern. Friends & celebrities were the key aspects that influence purchase decisions.

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