THE NEW HYBRID ELEMENT OF THE BUYING BEHAVIOUR TOWARDS SOFT DRINKS

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Abstract
Behavioral research examining sales promotion has been heavily focused on the effects that price discounts have on consumer perceptions and purchase behavior. This session examines the advantages of using alternative promotional strategies to standard price discounts, these alternative strategies influence purchase and consumption behavior as well as the use of every-day-low prices and free gift promotions thereby promoting the product, boosting the sales and increasing the beverages market shares in the market.

Key words: Sales promotion, Psychological Factors, Purchasing Behaviors.

Introduction
Promotional activities are marketing strategies companies use chiefly to increase sales temporarily to gain sales volume and market share it includes all activities carried out by an organization for promoting its products such as advertising, personal selling and public relations. Sales are the lifeblood of a business, without sales there would be no business in the first place therefore it is very important that if a business wants to succeed it should have a sales promotion strategy in mind.

The primary objective of sales promotion is to improve a company's sales by predicting and modifying your target customers purchasing behavior and patterns.

Sales promotion is very important as it not only helps to boost the sales but it also helps a business to draw customers while at the same time retaining older ones. There are a variety of sales promotional strategies that a business can use to increase their sales, however it is important that we first understand what a sales promotion strategy actually is and why it is important.

A sales promotion strategy is an activity that is designed that is designed to help boost the sales of a product or service. This can be done through an advert campaign, public relation activities, a free sampling campaign and a free gift campaign.

Back Ground
Promotion is defined by Merriam Webster as "the furtherance of the acceptance and sale of merchandise through advertising, publicity, or discounting" (Merriam-Webster Online, internet, 2010). Today, promotion has evolved to encompass the "coordination of all promotional activities (media advertising, direct mail, personal selling, sales promotion, public relations, packaging, store displays, website design, and personnel) to produce a unified, customer-focused message" (Ferrell & Hartline, 2008, p. 282). Because promotions are one of the most noticed of marketing activities, promotions can greatly impact any company's market share and sustainability. It is therefore imperative to understand which promotions increase the sales and the effect of promotions on sales.

Objectives
1. To examine how the company creates brand awareness and the impact of sales promotion in the industry.

2. To re-inforce the brand by encouraging additional purchase and also a reward for purchase loyalty.
3. To understand the concept of promotion, methods of promotion in markets and their relation with various promotional methods.

Literature Review
Sales promotion is one of the most important and bewildering promotional tools of modern marketing management. .The term Promotion in the business field; it is referred to as the communication activities of advertising, personal selling, publicity and sales promotion.

In general, the relative importance of advertising, personal selling, sales promotion Volume 3 Issue 5, May 2014 focuses on wholesaler's retailers and sale persons are called trade methods.

Laroche, Michel et.al. (2005) ' studied the effect of coupons on consumer's brand categorization and choice process using fast-food restaurants in China. Results suggest that there are both direct and cross advertising effects i.e., the presence of a coupon for a focal brand has an impact on consumer's attitudes and intentions towards that brand.

Lewis, Michel (2004) developed an approach for simultaneous measurement of the influence of a dynamic loyalty programme and more traditional short- term promotions. They argue that the loyalty programs under examination successfully alter behavior and increase retention rates. Email based coupons, shipping fee and general price levels all significantly affect customers purchase decisions.

Attitude towards Buy-One-Get-One-Free "Buy one get one free" is one of promotion method of sales promotion in which an extra product is offered to the customers at normal price but with greater improve in package. The customers could easily influence to purchase the produce because there is no condition of any additional price and it should be more valued by the customer to perceived (Sinha& Smith, 2000).

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 theworld.

Methodology
Data collection is a standout amongst the most essential stages in carrying on a research. Data collection is an extremely challenging work which needs exhaustive planning, diligent work, understanding, determination and more to have the capacity to complete the assignment effectively. Data collection begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. Present study is a descriptive analytical in nature to use both quantitative and qualitative techniques to fulfill the study objectives It will use primary data for the analysis .The secondary data will be collected to understand the existing scenario through annual reports, news and magazines.
The appropriate design for the research is the correlational design. The variables used for this study will be promotion costs as independent variable, total sales and net profit as dependent variables respectively. The researcher will use a cross sectional research design with both qualitative and

quantitative methods .The design was appropriate in investigating the empirical and theoretical relationship between the variables.

Sample size
Generalization about the population from collected data using any probability sample is based on probability. The larger the sample sizes the lower the likely error in generalization with the population. The sample size in this research was fifty (50).

According to Burns and Grove, a population is defined as all elements (individuals, objects and events) that meet the sample criteria for inclusion in a study. The study population consisted of all consumers and their living-in family members in the Lusaka District. A convenient sample of subjects was selected from the institutions. Mouton defines a sample as elements selected with the intention of finding out something about the total population from which they are taken. A convenient sample consists of subjects included in the study because they happen to be in the right place at the right time. Available subjects were entered into the study until a sample size was reached.

Scope of Research
The data for this research project will be collected in the city of Lusaka. Questionnaires will also be distributed. This study is relating to promotion-mix elements out of total marketing efforts. It will cover mainly the sales promotion methods for sales promotion, parties involved in sales promotion, combination of promotion methods with sales promotion, sales promotion strategy and its related concepts this topic has studied.

Leading companies have been selected on the basis of their market share for the research study and their comparative study has been carried out further, focus is there on future of sales promotion strategy also the scope of the study as per the topic is sufficient enough to meet the requirements of the research study.

Data Analysis and Interpretations

Table 1: Gender of the Respondent

S/N	Responses	Frequency	Percentage Rate of Responses
1	Female	25	50%
2	Male	25	50%
	Total	**50**	**100%**

Source: Primary data

From the responses in table 1, shows that the number of female respondents were 25 which represents 50% and the male respondents were 25 which also represents 50%.

Table 2: Age of the Respondent

S/N	Responses	Frequency	Percentage Rate of Responses
1	18-21 years	13	26
2	22-25 years	9	18
3	26-30 years	11	22
4	Above 30 years	17	34
	Total	50	100

Source: Primary data

From the responses in table 2 shows that 13 of the respondents which represents 26% are from the age group of 18-21 years 9 which is 18% of the respondents are from the age group of 22-25 years, 11 which is 22% are from the age group of 26-30 and 17 which is 34% are above the age of 30.

Table 3: Educational Qualification of the Respondent

S/N	Responses	Frequency	Percentage Rate of Responses
1	10th	4	8
2	12th	19	38
3	Degree	16	32
4	Others	11	22
	Total	50	100

Source: Primary data

From the responses in table 3 shows that 4 of the respondents representing 8% have only attained the 10th grade, 19 which is 38% have attained the 12th grade, 16 which is 32% have degrees and 11 which is 22% have other qualifications.

Table 4: Monthly income of the Respondent

S/N	Responses	Frequency	Percentage Rate of Responses
1	K5000	34	68
2	K5000-K10000	2	4
3	K10000-K20000	14	28
4	Above K20000	0	0
	Total	50	100

Source: Primary data

From the responses in table 4 shows that 34 of the respondents which is 68% get a monthly income of k5000, 2 which is 4% get from k5000-k10000, 14 which is 28% get from k10000-k20000 and 0 representing 0% get above k20000.

Table 5: Awareness of Varun Beverages

S/N	Responses	Frequency	Percentage Rate of Responses
1	Through sales promotion	21	42
2	Through advertisement	25	50
3	Through personal selling	4	8
	Total	50	100

Source: Primary data

From the responses in table 5 shows that 21 of the respondents which is 42% knew about the product through sales promotion, 25 which is 50% through advertisement and 4 which is 8% through personal selling.

Table 6: Brand Awareness

S/N	Responses	Frequency	Percentage Rate of Responses
1	Pepsi	24	48
2	Mirinda	17	34
3	Mountain dew	9	18
	Total	50	100

Source: Primary data

From the responses in table 6 shows that 24 of the respondents representing 48% have heard about Pepsi, 17 which is 34% have heard about Mirinda and 9 which is 18% have heard about Mountain dew.

Table 7: Customer Buying Behavior

S/N	Responses	Frequency	Percentage Rate of Responses
1	Very often	12	24
2	Often	15	30
3	A few times	22	44
4	I have not heard people talking about it	1	2
	Total	50	100

Source: Primary data

From the responses in table 8 shows that 12 which is 24% hear people talk about the product very often, 15 which is 30% often 22 which is 44% a few times, 1 which is 2% have not heard people talking about it.

Table 8: Promotional media and buying behavior

S/N	Responses	Frequency	Percentage Rate of Responses
1	Radio	18	36
2	T.V	20	40
3	News paper	8	16
4	Social network	04	8
	Total	50	100

Source: Primary data

From the responses in table 9 shows that 18 representing 36% of the respondents think the radio is a suitable form of sales promotion 24 which is 48% t.v and 8 respondents which is 16% think that through newspapers.

Table 9: Promotional methods and buying behaviour

S/N	Responses	Frequency	Percentage Rate of Responses
1	Advertising	10	20
2	Sales promotion	30	60
3	Personal selling	5	10
4	Publicity by word of mouth	5	10
	Total	50	100

Source: Primary data

From the responses in table 10 shows that 10 respondents representing 20% are attracted to the product because of advertising, 30 which is 60% because of sales promotion, 5 which is 10% because of personal selling and another 5 which is 10% through publicity by word of mouth.

Table 10: Promotional Activity and Buying Behavior

S/N	Responses	Frequency	Percentage Rate of Responses
1	Offer	12	24
2	Discount	15	30
3	Gift on purchase	13	26
4	Price off	10	20
	Total	50	100

Source: Primary data

From the responses in table 11 shows that 12 of the respondents representing 24% shows that offers attract them to make a purchase, 15 respondents which 30% is because of the discount, 13 which is 26% is because of the gift on purchase and 10 which is 20% is because of the price off.

Table 11: Level of Awareness

S/N	Responses	Frequency	Percentage Rate of Responses
1	Excellent	14	28
2	Good	16	32
3	Average	10	20
4	Poor	10	20
	Total	50	100

Source: Primary data

From the responses in table 12 shows that 14 of the respondents representing 38% think the products are excellent, 16 respondents which is 32% think they are good, 10 respondents which is 20% think the products are average, 10 respondents which is 20% think they are poor.

Table 12: Factor Influencing Buying Behaviour

S/N	Responses	Frequency	Percentage Rate of Responses
1	Quality	22	44
2	Company image	13	26
3	Price	15	30
	Total	50	100

Source: Primary data

From the responses in table 13 shows that 22 of the respondents representing 44% consider the quality of a product when purchasing 13 respondents which is 26% consider the company image and 15 respondents which is 30% consider the price of a product.

Table 13: Customer buying behavior Towards Brand Preference

S/N	Responses	Frequency	Percentage Rate of Responses
1	Pepsi	25	50
2	Mirinda	15	30
3	Mountain dew	10	20
	Total	50	100

Source: Primary data

From the responses in table 14 shows that 25 respondents which is 50% of the frequently buy Pepsi, 15 which is 30% buy mrinda and 10 respondents which is 20% buy mountain dew.

Table 14: Sales Promotion Scheme and Buying behaviour

S/N	Responses	Frequency	Percentage Rate of Responses
1	Always	20	40
2	Often	15	30
3	Sometimes	10	20
4	Never	5	10
	Total	50	100

Source: Primary data

From the responses in table 15 shows that 20 respondents which is 40% always receive the benefits of sales promotion, 15 which is 30% often, 10 which is 20% sometimes, 5 respondents which is 10% never receive the benefits.

Table 15: Discount Price of the Products and Unplanned Buying Behavior

S/N	Responses	Frequency	Percentage Rate of Responses
1	Strongly agree	10	20
2	Agree	15	30
3	Neutral disagree	10	20
4	Strongly disagree	15	30
	Total	50	100

Source: Primary data

From the responses in table 17 shows that 10 which is 20% of the respondents strongly agree that the discount offer made affects unplanned buying behavior, 15 which is 30% agree, 10 which is 20% neutral disagree and 15 respondents which is 30% strongly disagree.

Table 16: Level of Customer Satisfaction towards Sales Representative

S/N	Responses	Frequency	Percentage Rate of Responses
1	Excellent	20	40
2	Good	15	30
3	Average	10	20
4	Bad	5	10
	Total	50	100

Source: Primary data

From the responses in table 19 shows that 20 which is 40% of the respondents think that the approach of the sales representative is excellent, 15 respondents which is 30% think it is good, 10 respondents which is 20% think it is average and 5 respondents which is 10% think it is bad.

Ranking Factor of Customer Perception
The following table shows the influence of customer perception factors on purchase decisions of soft drink.

Table 17: Ranking Factor of Customer Perception

Sr. No	Factor	Ranking
1	Price and availability	1
2	Requirement of soft Drinks	2
3	Choice	3
4	Brand name	4
5	Packaging	5

Conclusion
From the discussion and penetrating study of the data analysis, it is finally concluded that more than half respondents are of the opinion that they were influenced by the sales promotion during the course of buying their products. Most customers like to go through deeply into the sales promotion while reading newspapers/magazines and also while seeing television. One significant analysis has emerged that

source through sales promotion in electronic media plays a guiding role for the rural and urban respondents both. Appearance of celebrities in promotions contributes to affect the minds of the customers in making choice. The data has clearly indicated that soft drinks products are more popular mainly because of its taste, brand name,taste, availability and packaging . It has been also analyzed that the consumption of soft drinks is more than any other drink segment which is leading to a very unhealthy lifestyle and problem like obesity and high cholesterol has touched peek amongst the youth.

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