



## CONSUMER PERCEPTION TOWARDS ADVERTISEMENT OF SOFT DRINKS IN TIRUVALLUR DISTRICT OF TAMILNADU

Mr.K.Prakash\*      Dr.K.V.Kannan\*\*

\*Ph.D. Research Scholar, Department of Management Studies, Bharathiar University, Coimbatore.

\*\*Assistant Professor of Business Administration, Government Arts and College, Komarapalayam, Namakkal.

### Abstract

Advertisement helps to create more awareness and promoting the particular products. It is controversial to measure how much advertisement attracts the customers. Also, consumer perception is continuously changed location to location, culture to culture, etc. So, the researcher has aimed to examine the consumer perception towards advertisement of soft drinks particularly in Tiruvallur district of Tamilnadu because the need of soft drinks is more in this district and so more number of local brands is played in the competitive market. For this, the researcher has selected the 145 respondents by using purposive sampling method. From them, the researcher has collected their opinion about the perception towards advertisement of soft drinks through a well structured questionnaire that has used two heads viz., demographic profile and perception towards advertisement of soft drinks with using Likert's 5 point scaling technique. The collected information were subdued into tables with the help of some statistical tools like Percentage analysis, Mean score analysis and Anova analysis. The research found that below 25 years male college level qualified respondents consume more soft drinks than other counterparts. It is recommended to the young consumers that they should need to aware about the ingredients of the soft drinks and its consequences. It may think about the soft drink consuming level and safe their health.

**Keywords :** *Soft Drink, Consumer Perception, Advertisement.*

### Introduction

Today nobody can escape from the wide influence of mass media (newspapers, television, advertising, videos, films, billboards music, movies, magazines, internet, etc.). Among the whole marketing tools, the advertising is distinguished for the continuing impact on the observer's mind as its impact is broader. Basically advertisement is a tool of the promotional mix that includes the 4p's of the marketing mix like Product, Price, Place and Promotion. Now a day's advertisement is a great source for promoting the business in the whole market. The consequences of advertisement continue to accelerate by every year. Advertisement use to build up the product's strong image in consumer's mind. Advertising has become a vital issue and Kotler pointed out that appeal of advertising is the main idea of an advertisement, and to get the attention of the audience. Now in twenty first century the messages can be delivered by different modes of media that consist of newspaper, radio, magazines, mail order, direct mail, outdoor displays, etc.

According to Tellis (2004), the theoretical formulations of the advertising can be divided into four groupings. These four theoretical divisions are the pressure-response theories, the active learning theories; the low-involvement theories; and the dissonance reduction theories.

### Rationale of the Study

This research is mainly focused on impact of advertisement of soft drinks among consumers in Tiruvallur district of Tamilnadu, India. Advertisement is everywhere in our life like on television, radio, newspaper and billboards are common mediums through which advertisement reach us. Advertiser and marketers are more concerned to know what are the consumer's motives and their purchasing pattern in order to use different strategies to influence their consumer behavior and soft drinks are the main focus of marketing researchers. The consumers use soft drink in daily routine and demand uniqueness and variety among them that is why marketer's focused heavily to judge psyche of consumers; what they like, why they like and what will be appreciable in soft drinks products.

### Review of Literature

According to Wells, Burnett & Moriarty (1995) it is evident from definitions of advertisement that with the change in



times there have been changes in the way advertising is perceived. However, in spite of all these changes advertising has always been a very strong institution, which has continued to influence our lives since the beginning of time. So advertising is a way of gaining sales effectiveness and of keeping selling expenses low. A study conducted by Jugneheimer & White, (1980) the advertiser wants to be certain that he, his store, and his product are identified in the advertisement and he is gaining benefit from it, even when he cannot be there to deliver the message in person. Also because of the advertisement, it must be carried by newspapers or magazines or television or radio or billboards, or by some other mass medium. The advertiser must pay the owner of those media for the space or time he uses for the advertisement. Advertisement has changed its form from the town criers of medieval times to the internet and electronic advertisement of the 20<sup>th</sup> century (David, 2001). The authors Wilmshurst (1985), Lavidge & Steiner (1961), Leckenby (1976) and Colley, (1961) inferred that the technique based on “hierarchy of effects” suggests that there are casual relationships between changes in a person’s attitude about a product and person’s attitude to buy that product. The models of advertising suggest that to be effective, any piece of persuasive communication must carry its audience through a series of stages, each stage being dependent on the success of previous stage.

### Objectives of the Study

- To study the socio-economic profile of the consumers of soft drinks in Tiruvallur district.
- To trace the perception level of the consumers towards soft drinks in the study area.

### Research Design and Technique

In this research, the sample consists of 145 respondents whose are continuously use soft drinks for all the occasions. Particularly descriptive research has been used for this research. For collecting the opinion of the respondents, the researcher has framed a well structured questionnaire that has two parts like socio-economic details and perception towards soft drinks. Also, purposively selected Tiruvallur district of Tamilnadu due to more consuming pattern of the consumers. The collected data were subdued into tables with the help of simple statistical tools like percentage analysis, mean score analysis and Anova analysis. The results of the calculations are discussed in the following table.

### Results and Discussion

This section has divided into two heads for ease of analysis and proves the objectives of this research. In the first section, the researcher has discussed about the socio-economic profile of the consumers who continuously consume soft drinks regularly ie., the variables age, gender, educational qualification, period of consuming the soft drinks, preferred packing of soft drinks, preferred season for consuming soft drinks, amount spent for consuming soft drinks are selected for this study.

On the other hand, the consumer perception towards soft drinks has also discussed in the second section. In this section, the researcher has clearly discussed and deals with the consumer perception statements towards influence of advertisement about soft drinks. These two sections are discussed in the following tables.

### Section 1 : Socio-Economic Details

Age of the respondents has discussed in the following table.

**Table 1 : Age of the Respondents**

No.	Age Group	No. of Respondents	%
1	Below 25 Years	76	52.4
2	25-35 Years	32	22.1
3	36-45 Years	28	19.3
4	Above 45 Years	9	6.2
	<b>Total</b>	<b>145</b>	<b>100.0</b>

It is noted from the analysis that 52.4 percent of the respondents belongs to below 25 years, 22.1 percent of the



respondents belongs to 25-35 years, 19.3 percent of the respondents belongs to 36-45 years and above 45 years.

**Table 2 : Gender of the Respondents**

No.	Gender	No. of Respondents	%
1	Male	89	61.4
2	Female	56	38.6
	<b>Total</b>	<b>145</b>	<b>100.0</b>

It could be identified from the above analysis that 61.4 percent of the respondents are male and 38.6 percent of the respondents are female.

**Table 3 : Educational Qualification of the Respondents**

No.	Educational Qualification	No. of Respondents	%
1	No formal Education	12	8.3
2	School Level	39	26.9
3	College Level	65	44.8
4	Professional	29	20.0
	<b>Total</b>	<b>145</b>	<b>100.0</b>

It is determined from the above analysis that 8.3 percent of the respondents are not having formal education, 26.9 percent of the respondents educated school level, 44.8 percent of the respondents qualified college level and 20.0 percent of the respondents qualified professional degree.

**Table 4 : Period of Consuming Soft Drinks**

No.	Period of Consuming	No. of Respondents	%
1	Below 5 Years	42	29.0
2	5-10 Years	55	37.9
3	11-15 Years	24	16.6
4	Above 15 Years	24	16.6
	<b>Total</b>	<b>145</b>	<b>100.0</b>

It is explored from the above analysis that 29.0 percent of the respondents are consuming soft drinks for below 5 years, 37.9 percent of the respondents are consuming soft drinks for 5-10 years, 16.6 percent of the respondents are consuming soft drinks for 11-15 years and 16.6 percent of the respondents are consuming soft drinks for above 15 years.

**Table 5 : Preferred Packing of Soft Drinks**

No.	Preferred Packing	No. of Respondents	%
1	2 Liter Bottle	22	15.2
2	1 Liter Bottle	34	23.4
3	200 ml Bottle	28	19.3
4	Tetra Pack	33	22.8
5	Pet Bottle	28	19.3
	<b>Total</b>	<b>145</b>	<b>100.0</b>

It is obtained from the above analysis that 15.2 percent of the respondents preferred 2 liter bottle soft drinks, 23.4 percent of the respondents preferred 1 liter bottle, 19.3 percent of the respondents preferred 200 ml bottle, 22.8 percent of the respondents preferred tetra pack and 19.3 percent of the respondents preferred pet bottle soft drinks.



**Table 6 : Preferred Season for consuming Soft Drinks**

No.	Preferred Season	No. of Respondents	%
1	Summer	102	70.3
2	Winter	24	16.6
3	Both Season	19	13.1
	<b>Total</b>	<b>145</b>	<b>100.0</b>

It is evaluated from the above analysis that 70.3 percent of the respondents are consuming soft drinks in summer season, 16.6 percent of the respondents are consuming in winter season and 13.1 percent of the respondents are consuming both summer and winter season.

**Table 7 : Amount Spent for Consuming Soft Drinks**

No.	Amount Spent	No. of Respondents	%
1	Upto Rs.250	87	60.0
2	Rs.251-500	39	26.9
3	About Rs.500	19	13.1
	<b>Total</b>	<b>145</b>	<b>100.0</b>

It is inferred from the above analysis that 60.0 percent of the respondents are spending upto Rs.250 for consuming soft drinks, 26.9 percent of the respondents are using Rs.251-500 and 13.1 percent of the respondents are spending about Rs.500 for consuming soft drinks.

## Section 2 : Consumer Perception towards Advertisement of Soft Drinks

In this section, the researcher has discussed about the consumer perception towards advertisement of soft drinks. For this, five statements have been framed for examining the perception of the consumers towards advertisement of soft drinks with 5 point Likert's scaling method. The mean and SD of the statements is given in the following table.

**Table 8 : Consumer Perception towards Advertisement of Soft Drinks**

No.	Statements	Mean Score	SD
i.	Advertisement helps to remember the soft drinks at the time of buying	4.2	0.54
ii.	Advertisement gives valuable information	4.1	0.62
iii.	Advertisement does not mislead the consumer on the utility of soft drinks	3.7	0.71
iv.	Advertisement reflects the quality of the product	3.9	0.55
v.	Advertisement provides opportunities for a wider selection	4.0	0.62

It is identified from the above analysis that among the five categories of consumer perception towards advertisement of soft drinks, advertisement helps to remember the soft drinks at the time of buying incurs the maximum level of consumer perception with the mean score of 4.2.

## Relationship between Independent variables and Consumer Perception

In order to find the relationship between independent variables and consumer perception towards advertisement of soft drinks, a hypothesis has been framed and tested by Anova test. The test results are discussed in the following table.

$H_0$  : There is no significant difference between selected Independent variables and consumer perception towards advertisement of soft drinks.



Independent Variables		Sum of Squares	DF	Mean Square	F	'p' Value
Age	Between Groups	0.28	3	0.09	1.06	0.37 <sup>NS</sup>
	Within Groups	12.25	141	0.09		
	<b>Total</b>	12.52	144			
Gender	Between Groups	0.89	1	0.89	10.91	0.00*
	Within Groups	11.63	143	0.08		
	<b>Total</b>	12.52	144			
Educational Qualification	Between Groups	0.40	3	0.13	1.56	0.20 <sup>NS</sup>
	Within Groups	12.12	141	0.09		
	<b>Total</b>	12.52	144			
Period of Consuming Soft Drinks	Between Groups	0.64	3	0.21	2.51	0.06 <sup>NS</sup>
	Within Groups	11.89	141	0.08		
	<b>Total</b>	12.52	144			
Preferred Packing of Soft Drinks	Between Groups	0.63	4	0.16	1.84	0.12 <sup>NS</sup>
	Within Groups	11.90	140	0.08		
	<b>Total</b>	12.52	144			
Preferred Season for Consuming Soft Drinks	Between Groups	0.02	2	0.01	0.12	0.89 <sup>NS</sup>
	Within Groups	12.50	142	0.09		
	<b>Total</b>	12.52	144			
Amount Spent for Consuming Soft Drinks	Between Groups	0.03	2	0.02	0.19	0.83 <sup>NS</sup>
	Within Groups	12.49	142	0.09		
	<b>Total</b>	12.52	144			

- It is showed from the above analysis that the calculated 'F' value is lesser than the table value and the result is not significant. Hence, the null hypothesis is accepted. From the analysis, it is revealed that there is no significant difference between the age of the respondents and their perception towards advertisement of soft drinks.
- It is confirmed that the calculated 'F' value is greater than the table value and the result is significant at 1 percent level. Hence, the null hypothesis is rejected. From the analysis, it is found that there is significant difference between the gender of the respondents and their perception towards advertisement of soft drinks.
- It is examined that the calculated 'F' value is lesser than the table value and the result is not significant. Hence, the null hypothesis is accepted. From the analysis, it is noted that there is no significant difference between the educational qualification of the respondents and their perception towards advertisement of soft drinks.
- It is observed that the calculated 'F' value is lesser than the table value and the result is not significant. Hence, the null hypothesis is accepted. From the analysis, it is concluded that there is no significant difference between the period of consuming soft drinks of the respondents and their perception towards advertisement of soft drinks.
- It is determined that the calculated 'F' value is lesser than the table value and the result is not significant. Hence, the null hypothesis is accepted. From the analysis, it is cleared that there is no significant difference between the preferred packing of soft drinks of the respondents and their perception towards advertisement of soft drinks.
- It is evaluated that the calculated 'F' value is lesser than the table value and the result is not significant. Hence, the null hypothesis is accepted. From the analysis, it is found that there is no significant difference between the preferred season for consuming soft drinks of the respondents and their perception towards advertisement of soft drinks.



- It is divulged that the calculated 'F' value is lesser than the table value and the result is not significant. Hence, the null hypothesis is accepted. From the analysis, it is identified that there is no significant difference between the amount spent for consuming soft drinks of the respondents and their perception towards advertisement of soft drinks.

### Findings

- It is examined from the analysis that the majority (52.4%) of the respondents belong to age group of below 25 years.
- It is found from the analysis that the majority (61.4%) of the respondents are male.
- It is revealed from the analysis that the majority (44.8%) of the respondents qualified college level.
- It is identified from the analysis that the majority (37.9%) of the respondents are consuming soft drinks for 5-10 years.
- It is found from the analysis that the majority (23.4%) of the respondents preferred 1 liter bottle soft drinks.
- It is obtained from the analysis that the majority (70.3%) of the respondents are consuming soft drinks in summer season.
- It is concluded from the analysis that the majority (60.0%) of the respondents are spending upto Rs.250 for consuming soft drinks.
- It is observed from the analysis that among the five categories of consumer perception towards advertisement of soft drinks, advertisement helps to remember the soft drinks at the time of buying incurs the maximum level of consumer perception with the mean score of 4.2.
- It is found from the Anova analysis that there is no significant difference between the age of the respondents and their perception towards advertisement of soft drinks.
- From the Anova analysis, it is found that there is significant difference between the gender of the respondents and their perception towards advertisement of soft drinks.
- From the F test analysis, it is found that there is no significant difference between the educational qualification of the respondents and their perception towards advertisement of soft drinks.
- It is examined from the F test analysis that there is no significant difference between the period of consuming soft drinks of the respondents and their perception towards advertisement of soft drinks.
- From the Anova analysis, it is cleared that there is no significant difference between the preferred packing of soft drinks of the respondents and their perception towards advertisement of soft drinks.
- It is showed from the F test analysis that there is no significant difference between the preferred season for consuming soft drinks of the respondents and their perception towards advertisement of soft drinks.
- From the Anova analysis, it is identified that there is no significant difference between the amount spent for consuming soft drinks of the respondents and their perception towards advertisement of soft drinks.

### Suggestions

- The manufacturers of soft drinks products may realize modern advertisement concepts that focused on the consumers' requirements and desires.
- The producers of soft drinks products should give more concentration in promotional activities of advertisement to create awareness about the nutritional value of different soft drinks types, thus increasing the demand for new innovative products.
- The companies of soft drinks products should focus on strong implementation of the value of advertisement in ways to serve both the customers and the company.
- Marketers should plan recent advertisements and assemble fully integrated marketing programs to create, communicate and deliver value of the consumers.
- The soft drinks firm should consider the advertisement strategies that must be analyzed from time to time, such that they can respond to the ever increasing demands of the industry.



### **Conclusion**

This research is mainly focused on to examine the consumer perception towards advertisement of soft drinks in Tiruvallur district of Tamilnadu, India. From this research, the advertisement of the soft drinks is mostly induced the consumers to purchase the products. Most of the consumers are getting awareness about a soft drink product through attractive and reliable advertisement. So, attractive advertisement is needed to introduce or increase the awareness about a soft drink which need to know the companies whenever they introduce soft drinks in the study area.

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