

AN EMPIRICAL STUDY ON CONSUMER'S PERCEPTION TOWARDS PODARAN SOFTDRINKS

M.THANGAM*; DR.P.KARTHIKEYAN**

*ASSISTANT PROFESSOR,
DEPARTMENT OF BUSINESS ADMINISTRATION,
KONGU ARTS AND SCIENCE
COLLEGE, ERODE- 638107, TAMILNADU.

** ASSISTANT PROFESSOR (SR.GRADE),
SCHOOL OF MANAGEMENT STUDIES, KONGU ENGINEERING
COLLEGE, PERUNDURAI- 638052, ERODE, TAMILNADU.

ABSTRACT

In India soft drink market has fastest growth in past 10 years due to technological development and change in taste and preference of the consumers. Especially student's community have preferred more in soft drinks in every occasion. This study attempts to identify the consumer's perception and satisfaction towards Podaran soft drink in Kangayam Taluk of Tirupur District, Tamilnadu. Consumer's perception was identified by structured questionnaire with some factors of preferences. This sample included 150 consumers. The promotion factors used in this survey were price, flavours, taste, brand positioning, and availability of the products. This study will help the retailers and manufactures of soft drinks to understand the underlying consumer preference factors and most likely factors and help them to make new strategies. Also attempts to the consumers choice of preferences in more meaningful ways.

KEY WORDS: Consumers, Perception, Soft drink.

REFERENCES

1. Adriant.Beverly (1998), Sources of Customer preferences with soft drinks : A Comparative Study of Different Customer Segments. *Int. Rev. of Retail, Distribution and Consumer Research*, Vol. 16, No. 1, 115
2. Banumathy and Hemameena (2006), Customer satisfaction and customer preferences towards soft drinks. *Total Quality Management & Business Excellence*, Jul/Aug, Vol. 19 Issue 7/8, 11p, 1 Diagram, Charts, 2 Graphs, ISSN No. 1478- 3363,pp 843-853.
3. Chia-Hsien Chu, (2000), Buying behaviour of consumers for soft drinks. *Marketing Science* Vol.27,No.5,Sempter-October,ISSN 0732-23399,pp 811-828.
4. Dr.Satnam Ubeja and Ranjana Patel(2014) *Pacific Business Review International*, Vol-6, Issue- 9, pp 80-86
5. Dr. Simranjeet Kaur Sandhar and Dheeraj Nim, Shikha Agrawal (2013)"Consumption Pattern of Soft Drinks and Fruit Juices: A Comparative Study" *SVIM e-Journal of Applied Management- Volume 1 Issue 1*, pp 39-49
6. Gluckman (1986), The Influence of Salesperson Selling Behaviours on Customer Satisfaction with drinks. *Journal of Retailing*, Reddy Yella D & Ramesh A (2007), An

Investigation of Decision Making Styles of Consumers in India for carbonated drinks,
The Journal of Consumer Affairs, Vol. 35(2), 326-345.

7. Shanmuga Sundaram (1990), Customer Experience in Drinks. Business Intelligence Journal - January, Vol.3 No.1.
8. www.marketingmasters.co.uk/communication.html
9. http://www.tetrapak.com/food_categories/softdrinks/juice_nectar_still_drinks/Pages/default.aspx
10. www.tnbnews.com/article/articleid.17176