



A STUDY ON CUSTOMER SATISFACTION TOWARDS SOFT DRINKS IN COIMBATORE

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ABSTRACT:

This project aims to investigate customer satisfaction towards soft drinks by analyzing the factors that influence their purchasing decisions. The study will focus on the preferences and opinions of customers towards various soft drink brands and the attributes that make them satisfied or dissatisfied with their purchases. The research will use both qualitative and quantitative methods, including surveys and interviews, to gather data from a diverse group of customers. The results of this study will provide insights into the customer satisfaction levels of soft drink consumers and help soft drink companies improve their products and marketing strategies.

Keywords: *Customer satisfaction, Soft Drinks, Customer Behaviour, Preferences.*

INTRODUCTION

Soft drinks have become an integral part of our daily lives, and the market for these refreshing beverages is continuously expanding. As the competition among soft drink companies intensifies, understanding the factors that drive customer satisfaction is essential for sustaining their position in the market. The purpose of this study is to analyze the customer satisfaction levels of soft drink consumers and identify the key factors that contribute to their satisfaction. By conducting this study, we aim to provide insights into the customer's preferences, behaviors, and expectations in the soft drink industry, which will be helpful for companies to develop effective marketing strategies and enhance their products' quality.

CUSTOMER SATISFACTION MEANING :

Customer satisfaction refers to the degree of fulfillment or contentment that a customer feels after using a product or service. The metric gauges the degree to which a company's offering satisfies or surpasses the expectations of its customers.. A high level of customer satisfaction is often associated with increased customer loyalty, repeat business, and positive word-of-mouth referrals, while low customer satisfaction can lead to negative feedback, decreased sales, and loss of customers. Companies often conduct customer satisfaction surveys to gather feedback and insights from their customers to improve their products, services, and overall customer experience.

STATEMENT OF THE PROBLEM :

The soft drink industry is a highly competitive market, with numerous brands and flavors vying for the attention of consumers. In order to stay relevant and profitable, soft drink companies need to maintain high levels of customer satisfaction. The purpose of this study is to examine the factors that contribute to customer satisfaction with soft drinks, including taste, price, packaging, advertising, and brand loyalty. Additionally, this study aims to identify any gaps between customer expectations and actual experiences with soft drink products, and to explore potential solutions for addressing these gaps. By gaining a deeper understanding of customer preferences and behaviors, soft drink companies can better position themselves to meet the needs and desires of their target market, and to increase customer satisfaction and loyalty.

SCOPE OF THE STUDY :

The main purpose of this study is to gain an understanding of the level of customer satisfaction towards soft drinks in urban and semi-urban areas of the United States. The target audience for the study will be soft drink consumers aged 18-50 years. The research design will involve quantitative research in the form of an online survey questionnaire, with a sample size of 50 respondents selected through convenience sampling. The study will analyze variables such as customer satisfaction, brand loyalty, taste, packaging, price, and availability, using descriptive statistics, correlation analysis, and regression analysis. Limitations of the study include the use of convenience sampling, which may limit the generalizability of the findings, and the potential for response bias in self-reported data. However, the study is significant in providing valuable insights into the factors that influence customer satisfaction towards soft drinks, which can be used by soft drink companies to improve their product offerings and marketing strategies.

OBJECTIVES:

- To determine the purchasing habits of customers with respect to soft drinks.
- To examine the factors that influence customer satisfaction with soft drinks
- To identify the overall Satisfaction Level of Soft drinks.

RESEARCH METHODOLOGY

To draw valid conclusions, reliable and accurate information was collected through a well-planned and prepared study. Considerable time was invested in identifying and establishing personal contact with the respondents. The fieldwork was conducted over one and a half months, with the inquiry process involving various phases.

RESEARCH DESIGN:

The research design serves as the foundation for achieving research objectives and addressing key inquiries. It acts as a comprehensive framework outlining the techniques and protocols for gathering and evaluating pertinent data. It is a blueprint, or master plan, that guides the entire research process, from data collection to analysis and interpretation.

DATA COLLECTION:

Data sources for the study comprise of primary and secondary sources.

PRIMARY DATA :

Primary data is information that is gathered for the first time, with the specific aim of obtaining more in-depth insights on the subject of interest. For this particular study, the primary data was collected via a questionnaire.

SECONDARY DATA :

Secondary data refers to pre-existing information that has been gathered for a purpose other than the current research study. For this investigation, secondary data was obtained from various sources, such as studies, magazines, journals, and websites.

SAMPLE DESIGN :

Sample design is a predetermined plan that is established prior to obtaining any data from a particular population for sampling purposes.

Sampling Technique: Random Sampling

Data Collection Method : Online Survey

SAMPLE SIZE :

The Sample Size Selected for this Study is 50 respondents.

PERIOD OF THE STUDY :

The study spanned four months, during which primary data collection took one month. Another month was spent on literature review and discussions with field experts in the species board. Data analysis and interpretation were conducted for a further month, with the final period of the report completed during the remaining time.

LIMITATION OF STUDY :

Due to time constraints, the study was limited in scope and an extensive investigation was not feasible. The study focused solely on the city of Coimbatore and the sample size was restricted to only 50 respondents. It should be noted that the views and opinions of the respondents may be subject to change over time.

TOOLS USED IN THIS STUDY :

The data was analyzed using conventional tools like descriptive tables and percentages, as well as graphs and charts when necessary. Additionally, specific tools were utilized. They are

- PERCENTAGE ANALYSIS
- CHI-SQUARE

REVIEW OF THE LITERATURE

Soft drinks are one of the most popular beverages consumed globally, with a significant number of consumers preferring them over other beverages. Customer satisfaction is a key element in the success of any business, including the soft drinks industry. Many studies have been conducted to explore the factors that influence customer satisfaction towards soft drinks.

Singh and Tiwari (2019)¹: conducted a literature review on consumer behavior towards imitation jewelry and identified factors such as price, design, brand image, quality, and social influences as significant factors that impact consumer behavior.

Bhattacharya and Chaudhary (2018)³: conducted a review of the literature on consumer behavior towards imitation jewelry and identified price, design, brand image, and cultural values as important factors that

influence consumer behavior. They suggested that marketers should focus on creating awareness about the benefits of imitation jewelry to increase its acceptability among consumers.

Saleh, M. A. (2020). The impact of customer satisfaction on loyalty towards carbonated soft drinks: A study of Saudi consumers. *International Journal of Research in Management and Business Studies*, 7(5), 21-29.

Tareq, M., & Hasan, M. (2019). Consumer perception and brand loyalty towards soft drinks: A study in Bangladesh. *Journal of Business and Technology (Dhaka)*, 14(1), 89-105. In conclusion, customer satisfaction is an important factor that affects the success of the soft drinks industry. The literature suggests that factors such as product quality, brand image, taste, packaging, availability, price, and promotions influence customer satisfaction. Effective marketing strategies that consider the target market's preferences and emotions can contribute to the achievement of higher levels of customer satisfaction.

Dr.K.Mahalakshmi.(et.al)(2023). “ On consumet Buying behaviore of soft drinks in Coimbatore city” In this study these main objectives are study about customer brand preference and brand quality affects on purchasing decision. Sample size 150 respondents. In their overall study the mentioned to improve in quality and services of the soft drinks.

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4.DATA INTEREPTION AND DATA ANALYSIS

This chapter presents the analysis and interpretation of a study conducted on customer satisfaction towards soft drinks, based on a sample of 50 respondents from Coimbatore city. The data was collected through a questionnaire that included personal and study factors. The opinions and relevant information of the respondents were classified, tabulated, and analyzed using various statistical tools in line with the objectives of the study.

PERCENTAGE ANALYSIS:

Percentage analysis is conducted to determine the proportion of respondents falling into each category and to standardize their opinions on various aspects. This analysis is performed for all the questions in the questionnaire.

TABLE NO: 01

PARTICULARS	CLASSIFICATION	FREQUENCY	PERCENTAGE
GENDER	MALE	41	82%
	FEMALE	9	18%
	TOTAL	50	100%
AGE	18-24	41	82%
	25-34	7	14%
	35-44	2	4%
	TOTAL	50	100%
EDUCATION LEVEL	DIPLAMA	2	4%
	HIGH SCHOOL	4	8%
	PG	9	18%
	UG	35	70%
	TOTAL	50	100%
OCCUPATION	BUSINESS	2	4%

	GOVERNMENT JOB	4	8%
	PRIVATE JOB	9	18%
	STUDENT	35	70%
	TOTAL	50	100%
MONTHLY INCOME	15000-19000	5	10%
	20000-24000	4	8%
	25000-29000	2	4%
	30000 OR ABOVE	8	16%
	LESS THAN 15000	31	62%
	TOTAL	50	100%

INTERPRETATION:

From the Table No.1, it is clear that the complete profile of the respondents shows that:

- 82% of the respondents are male and 18% of the respondents are female.
- 82% of the respondents are in age of 18-24 years and 14% of the respondents are in age of 25-34 years and 4% of the respondents are in age of 35-44 years.
- 4% of the respondents have completed diploma and 8% of them are completed high school and 18% of them are completed PG and 70% of them are completed UG
- 4% of them are doing business and 8% of them are going to Government job and 18% of them are working as private employee 70% of them are students
- 10% of them getting salary of Rs.15000-Rs.19000 and 8% of respondents are getting salary of Rs.20000-Rs.24000 and 4% of respondents are getting salary of Rs.25000-Rs.29000 and 16% of them are getting salary of Rs.30000 or above and 62% of respondents are getting less than Rs.15000

CHI-SQUARE ANALYSIS:

Chi-square analysis is a statistical technique that assesses whether two categorical variables are related. It involves comparing observed data with expected data, and the difference between them is calculated as a chi-square statistic. The calculated chi-square value is then compared to a predetermined critical value to determine whether the observed and expected data are significantly different. When the calculated chi-square value is higher than the critical value, there is a high possibility that there is a significant relationship between the two variables being studied.

TABLE NO:02

Describes the relationship between age and consumption behavior of soft drinks.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.420 ^a	6	.491
Likelihood Ratio	4.608	6	.595
N of Valid Cases	50		

- There are 9 cells where the expected count is less than 5, which represents 75% of the total number of cells. The minimum expected count is .04.

H0: There is a no significant relationship between age and consumption behavior of soft drinks.

H1: There is a significant relationship between education level and consumption behavior of soft drinks.

It is concluded that there is a significant relationship between age and consumption behavior of soft drinks..

FINDINGS:

TABLE 1 Provides that information on the general profile of the respondents, indicating that :

- Majority 82% of the respondents are male.
- Majority 82% of the respondents are in the age group of 18-24.
- Majority of respondents education level is 70% in UG .
- Majority 60% respondents monthly income is less than 15000.
- Majority 70% respondents are students.

SUGGESTION:

- Following are the suggestion of the respondents :
- Provide promotions and discounts: Customers may appreciate promotions and discounts offered by companies on their soft drinks. Therefore, companies may consider providing attractive discounts and promotions to retain customer loyalty and satisfaction.
- Improve the quality of soft drinks: Respondents may suggest that companies focus on improving the quality of soft drinks by using high-quality ingredients and ensuring consistency in taste.
- Offer a wider range of flavors: Customers may appreciate having more options when it comes to soft drink flavors. Therefore, companies may consider introducing new and exciting flavors to their product lines.
- Enhance packaging and branding: Customers often form their first impression of a product based on its packaging and branding. Therefore, companies may consider enhancing the packaging and branding of their soft drinks to make them more attractive and appealing.
- Improve accessibility: Respondents may suggest that companies make their soft drinks more easily accessible by ensuring they are available in a wider range of retail outlets, vending machines, and online platforms.
- To encourage more fruit drinks and demote the soft drinks.

CONCLUSION

In conclusion, the study on customer satisfaction towards soft drinks revealed some important insights. The findings of the study suggest that the taste, price, and brand image are significant factors that influence customer satisfaction towards soft drinks. The study also identified that the majority of respondents preferred carbonated soft drinks over non-carbonated ones. Additionally, the study found that customers often consume soft drinks as a means of quenching thirst and for enjoyment.

Based on the study, it can be recommended that soft drink companies should focus on improving the quality of their products, enhancing packaging and branding, and offering a wider range of flavors to meet customer preferences. Moreover, companies can consider providing attractive promotions and discounts to retain customer loyalty and satisfaction. By doing so, soft drink companies can increase customer satisfaction and retain market share in a highly competitive industry.

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