A STUDY ON PREDICTING THE CONSUMPTION OF ADULTS CONCERNING SUGAR-FREE BEVERAGES WITH REFERENCE TO PEPSICO

Dr. HEMANTH KUMAR.S, **NAGENDRA.B.M, ***RAJESH.M.

**Professor, CMS Business School, Jain (Deemed – to – be University), Bangalore,Karnataka, India*
***Associate Professor, ASC Degree College, Bangalore, Karnataka, India*
**** Assistant Professor, ASC Degree College, Bangalore, Karnataka, India*

ABSTRACT

The study focuses on the consumption of sugar- free drinks with reference to PepsiCo brands by the adults. The paper aims at providing insights on factors such as occasions, quality, place of purchase and their perceptions related to Healthier options, Situations, Taste, Price, Buying behaviour.

Here, the customers are more likely to adopt the sugared drinks rather than adopting the sugar- free ones. The conclusion of this study emphasizes that the company should take steps to penetrate more sugar- free drinks when compared to the sugared ones to the market. Thus, PepsiCo Company should meet their ethical conducts in all areas of its business in order to enhance its brand image and customer retention.

1. INTRODUCTION

The food & beverage industry is usually defined by its output of products that satisfies various demands of people on food & drinks. In today's world, the food & beverage industry has expanded a lot. It has spread across all walks of life. The basic function of this industry is to serve food & drink to people and thereby satisfy their needs. The main aim is to achieve customer satisfaction. The ever-rising consumer attraction towards the readymade food keeps the industry boosted for decades. As per Food Processing's Annual list 2014, top 5 food and beverage companies in the world include PepsiCo Inc., Tyson Foods Inc., Nestle, JBS USA and Coca- Cola.

Soft drink industry is growing at 6% to 7% every year. Global beverage players, Coke and Pepsi have a combined market share of about 95%, Campa Cola has 1% share and the rest is with the local players and some fake players. There are about 110 soft drink producing units in India, of which almost 60% is owned by Indian bottlers. The beverage industry is broadly classified into water and flavoured drinks. Flavoured is divided into Alcoholic and Non-Alcoholic drinks. Non-alcoholic includes milk-based drinks, fruit-based drinks, 100% fruit juice, hot beverages and soft drinks.

Among the non-alcoholic drinks, carbonated soft drinks form the core part. Coca-Cola, PepsiCo and Cadbury-Schweppes are the dominant players in this field. Cola segment has a market share of around 62%. Market preference in India varies with regions. Cola markets are dominated in the metro cities and northern states like Uttar Pradesh, Punjab, and Haryana etc. Orange flavours and sodas are more preferred by the southern states. Western states prefer mango flavours and drinks like diet Pepsi and diet coke constitutes only 0.7% of the total carbonated beverage market. Steady growth and increasing sales show highly rewarding future for the soft drink business in India.

Soft drinks industry continues growth in India mainly due to the demand for juices and bottled water. Carbonated drinks and other sports and energy drinks are facing pressure due to growing health concerns. They still continue to grow because of the brand name they hold and the efforts they take.

Both Coca-Cola and PepsiCo have been expanding their non-carbonated drink line-ups, as consumers seem to be shifting away from carbonated soft drinks. New flavours were launched by the leading companies like Coca-Cola India Pvt Ltd and PepsiCo India Holdings Pvt Ltd which helped them in maintaining consumer's interest in spite of slowdown. This made the consumers buy the product at least once to taste the new variety. The factors like convenient location and easy to buy products helped to continue the dominance of traditional channels to continue. But the modern formats like hypermarkets and the modern trade which provides better assortments and price is gaining an edge over the other.

The main characteristics of firms operating in a market with few close rivals include interdependence i.e. they cannot act independently, profit maximization, ability to set price i.e. they are price setters rather than price takers, high entry and exit barriers, few dominant players, products may be homogenous or differentiated, can retain long run profits and non-price competition. Main challenges faced by the food and beverages industry includes Climate change, Global economic downturn, Obesity and diet-related illnesses, food safety and consumer trust and the evolving simplicity trends among the consumers. With people turning more health conscious the non – carbonated beverage segment has become of the fastest growing most exciting businesses at the moment. For some time now, manufacturers have experimented with some of the formulation and taste issue, offering the customers better testing, more healthful alternatives. Evolving from drinks containing a hint of herbs or vitamins, beverage has become an important delivery vehicle for efficacious amounts of nutritional ingredients. Beverages are unusual products in that every one expert to try new varieties, even from established brands.

While all segments of the beverage market are evolving, the growth seems to be directed more towards healthy, light and low – calorie drinks, in particular organic and fruit juice varieties. The Rs.500 crore non – carbonated beverage markets in the country are composed of fruit drinks, nectar ad juices. While the fruit drink segment is estimated at Rs.250 -300 crore (branded and packaged) and with all these there is a strong need to understand the adult consumers buying sugar-free beverages and the buying patterns such as: occasions, quality, place of purchase and their perceptions related to Healthier options, Situations, Taste, Price, Buying behaviour. The paper aims at providing insights on all these related to PepsiCo Brand.

2. REVIEW OF LITERATURE

Dhuna (1984) in his article “An Analysis of Consumer Behaviour - A Case Study of Soft Drinks” done in Rohtak during 1983-84 aimed at determining the prevalent attitudes of consumers towards soft drinks. Taking a sample of 150 consumer, he showed how factors like age, profession, sere and income affect attitudes in the purchase of the products his finding was as follows: Campa Cola a pure soft drinks product, was found to be highly popular among the consumers. The second position was held by Thumps up, the third by Limca and the fourth by gold spot. Regarding the consumption pattern of consumers, it was found that 54 percent of the respondents were in the habit of taking soft drinks in summer only. Taste and the respondents interest in the product’s advertisements, were found to ply the most important role in the purchase - decision. It was also found that about 70 percent of the respondents changed their brand quite often.

(Lawrance, (1984)). Consumer mind would obviously tilt towards Coco-cola so by correct product positioning in the market 7-up could differentiate it from other Coco-cola brands and could sell more. 7-up did so positioning itself as an alternatives to Coca-cola. They suggested that most of the rural area people would buy coco-cola may be disappointed and it offered Pepsi consumers have strong brand preference for fast moving products power of relations.

Kumar (1990) in his project report entitled “Consumer preference for soft drinks in urban area of Coimbatore”. The objectives of the study was the preference of consumer regarding soft drinks and to know the satisfaction of consumers about quantity availability. Percentage analysis has been used for majority of male and female consume soft drinks- among male Gold Spot is the most popular drinks and female Thumps-up is the most popular drinks.

Murugesan, (1990) in his dissertation, “A study of consumer behaviour towards soft drinks in Madurai City” revealed that the 76.35 per cent of the consumer bought soft drinks only because they were satisfied with the quality. Only meagre 2.65 percent of the consumer bought them because of cheaper price. Beside 51.72 per cent of the consumer changed their brands occasionally and 48.28 per cent changed their preference frequently.

Shanmugasundaram and Reginalel James (1990) - have made a study, entitled “Demographic and psychological factors that influence the pattern and selection in soft drink and tetra pack drinks in Vellore town” A sample of 250 consumer was selected for this study. The study revealed that Gold Spot was the most favoured soft drink and the company’s reputation did not act as a strong reason for choosury (or) purchasing a soft drink. Television was found to be the most effective medium that influenced the consumers in the purchase of soft drinks. The study further showed that the Tetra pack soft drinks were found to be more popular than the bottled ones, due to their convenience in usage. The study also revealed that among the five major companies that produced and marketed these drinks, Frooti were ranked first followed by Tree Top and Aappy. Through Tetra pack drinks have captured wide market their sale in villages.

Kumar (1991) in his research work entitled “Marketing of soft drinks - A case study of Gold Spot in Madurai City”, examined a sample of 150 consumers. The study revealed that, most of the people liked to consumer Gold Spot and Limca for their taste and freshness, irrespective of the price. Besides aged and young people preferred Gold spot, 31 percent and 21 percent preferred Limca.

Rajasekaran, (1991) in his study entitled, “Consumer behaviour - A study conducted with reference to soft drinks” sponsored by Madurai soft drinks Pvt. Ltd., Madurai, revealed the buying pattern of soft drinks by the consumer and the factors influencing his preference. The study revealed that the middle-income group provided the most promissory market. What the group really expected was refreshment and social value.

Rajesh (1991) in his project report entitled “Advertising effectiveness for soft drink with reference to pale soft drinks”. The project main objective is to study the effectiveness of advertisement for parle soft drinks. He suggested the majority population not influenced by parle soft drinks occasionally in rural area and major population not influenced by paste soft drinks.

Srivastava and Shocker’s (1991) in their study on “Soft drinks: A perspective on its meaning and measurement” soft drinks consist of size and price. Size is the set of associations and behaviour on the part of the brand’s customers, channel members, and Parent Corporation that permits the brand to enjoy sustainable and differentiated competitive advantages. Price is the financial outcome of the management’s ability to average brand size via tactical and strategic actions in providing superior current and future profits and lower risk. It can be concluded that size refers to the consumer aspect of brand equity and price refers to the financial aspect of brand equity and price refers to the financial aspect of the same concept.

David S. Luck (1992) in his work entitled, “Marketing Research” pinpointed that the Coco-Cola company has conduct a study (USA) with its stores to measures those effects. It studied to various sales districts, of where a well matched pair. San Antonic has past of using the Coco-cola brand name for its FCB sales the BR out lets to be placed in each group would be chosen by whatever method Coco-cola wished to use.

Park and Srinivasan (1994) in their study in “A survey based method for measuring and understanding soft drinks brand and its extensibility condoned that soft drink as the difference between an individual consumer’s overall brand preference and his or her multi-attributed preference based on objectively measured attribute levels. According to that, soft drinks brand is the difference between subjective and objective preferences, and this difference is attributed to the influence of the soft drinks.

Raj (1998) in his research work, “A study on the distribution pattern of pepsi in up country market” revealed that the cooling equipment provided by Pepsi way found more than that of Coco-cola. Besides soft drinks availability and display was higher in the case of pepsi, than any other soft drinks.

Vimal (1998) in his research work “Competitive Analysis of Soil drinks in Tourists Sport - (Kodaikanal, Palani, Madurai, Raneswaram and Kanyakumari)” described the distribution system adopted for Coco-cola as the best compared to Pepsi, and stated that average sale per month of Coco-cola was higher than that of Pepsi. Further, most of the retail outlets had come forward to maintain adequate stock of Coco-cola instead of Pepsi.

Saravanan (1999) in his research work “A study on distribution of soft drinks in southern districts with special reference to pepsico India holding Ltd., Madurai” Stated that the credit period and the scheme provided by Pepsi were better than those of any other brand, and also because of the scheme, the sale of pepsi increased compared to other soft drinks. Besides the coverage soft drinks sales of bottled pepsi items was more than that of is competitor’s products.

Sethunath (1999) had given a report titled “Edakochi of Kochi” conducted in rural area of Kerala. The soft drinks market to know the position of soft drinks manufacture in Kerala. Soft drinks gain Pepsi and Coco-cola are planning to tie up with the Kerala based excel glass Ltd to manufacture bottles for their respective brands. The major advantages of glass industry in Kerala Slice and cheap power have caused to be as lucrative of the used to be the company has bagged ISO -9002 certification from NVA Netherlands.

Nirmala Devi (2001) in her articles as “Brand Management” say that pepsi is the lead brand of soft drink preferred by the rural people which accounted followed by Miranda, 7-up, Fanta, coke, slice, sprite, limca, Goldspot etc., More females preferred Fanta followed by slice and maximum males preferred Pepsi followed by Miranda in the study of rural area. The source of Brand Awareness of soft drinks is the prominent factor in the rural area such as word of mouth, advertisement, retailer, point of purchase, sales promotion etc sales promotion was considered as the least factor among the source of brand awareness. Brand awareness leads to preference and brand equity is the intrinsic value to the corporate.

PROBLEM STATEMENT

With soft drink industry is growing at 6% to 7% every year drink and given the competitors,

Pepsico also has several challenges such as Climate change, Global economic downturn, Obesity and diet-related illnesses, food safety and consumer trust and the evolving simplicity trends among the consumers. With people turning more health conscious the non – carbonated beverage segment has become of the fastest growing most exciting businesses at the moment. With all these there is a strong need to understand the adult consumers buying sugar-free beverages and the buying patterns such as: occasions, quality, place of purchase and their perceptions related to Healthier options, Situations, Taste, Price, Buying behaviour. The paper aims at providing insights on all these related to PepsiCo Brand.

3.1 SCOPE OF STUDY

With this project we will able to identify the customer's perception towards the sugary- free soft drinks with special references to the PepsiCo. Also, we able to identify the perception of customers towards PepsiCo and PepsiCo juice products. This study helps to put theoretical aspects into the project and aims to give information to PepsiCo India Holding Pvt. Ltd, Nature of the study, method used, findings, conclusion and recommendation. Thus, it helps us to know the consumption pattern of adults concerning sugar free beverages with reference to PepsiCo.

3.2 OBJECTIVES

- Identify the perception of consumers towards the PepsiCo
- Identify the consumer's buying patterns towards PepsiCo's sugar- free beverages
- Identify the health benefits of consumers who drink sugar- free drinks

3.3 METHODOLOGY

RESEARCH METHODOLOGY

The study consists of descriptive and causal approach and depends on both primary and secondary information. The primary data was obtained by administering survey method, guided by structured questionnaire to the consumers. The sample size is 154. The following type of questions, were asked in the questionnaire multiple choice questions and rank questions. The secondary data are collected through internet related to company, competitors, Review of articles being published on the topic in various magazines and newspapers.

SAMPLING METHOD

This type of sampling techniques gives no assurance that every element has some specific change of being included. It is clear that the in non-probability samples, there is no way of calculating the margin of error and the confidence level.

DATA ANALYSIS

- Statistical package such as SPSS was used for analysis.
- Percentage analysis, Frequency, KMO & Bartlett's Test, ANOVA, Correlation, Reliability

Statistics etc.

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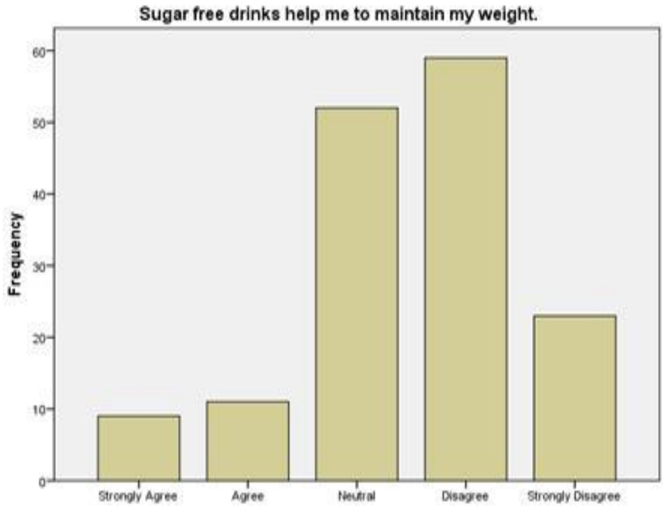
4. DATA ANALYSIS AND INTERPRETATION 4.1 FINDINGS
Interpretation

Majority of the respondents are Disagree with their opinion with 38.3% about Sugar free drinks help them to maintain their weight, while 33.8% and 14.9% are constitute with Neutral and Strongly Disagree opinion. And less respondents are agreeing with this statement by constituting 7.1% Agree and 5.8% strongly Agree respectively.

So, we can interpret that majority of the respondents are disagreeing with sugar free drinks helps to maintain their weight.

FIGURE 4.1.1



Interpretation

38.3% about respondents feel healthier when they drink sugar- free drinks, while 31.2% and 13.0% are constitute with Disagree and agreeing respectively. 12.3% of them are strongly Disagree with this opinion. And very less respondents are Strongly Agreeing with this statement by constituting 5.2%.

So, we can interpret that majority of the respondents' opinion are neutral and they are partially feel healthier when they drink sugar- free drinks.

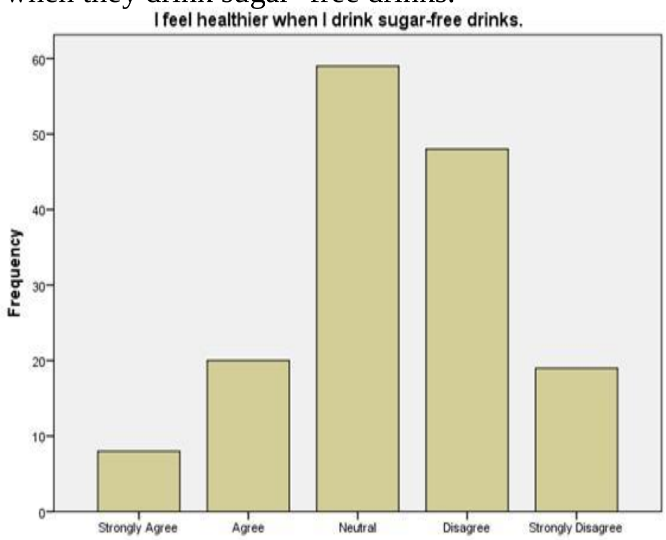


FIGURE 4.1.2

Interpretation

30.5% of the respondents' agreeing by saying that Sugar- free drinks are more commonly available at home than sugary, while 29.9% and 21.4% are constitute with neutral and strongly disagree respectively. 11.0% of them are Strongly Disagree with this opinion. And very less respondents are Strongly Agreeing by constituting 7.1%.

So, we can interpret that majority of the respondents' agreeing by saying that Sugar-free drinks are more commonly available at home than sugary.

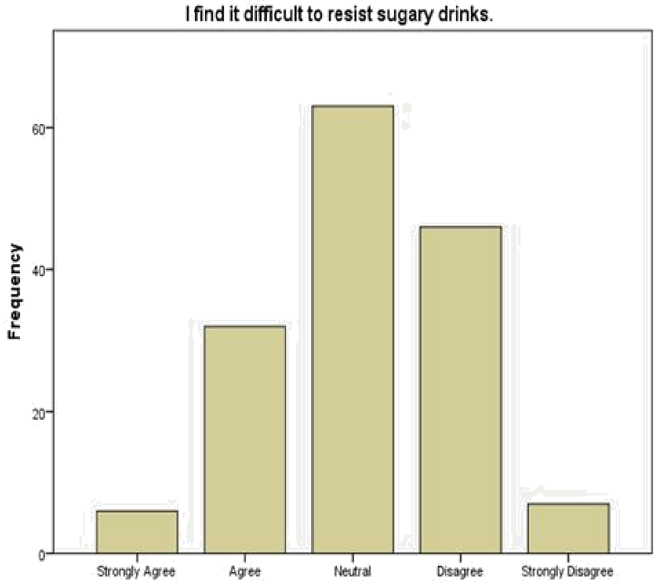
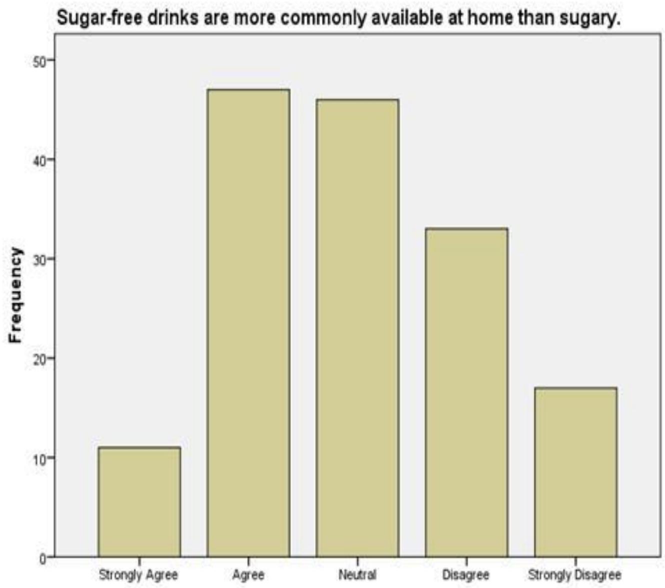


FIGURE 4.1.3



Interpretation

40.9% of the respondents' opinion is neutral in find it difficult to resist sugary drinks, while 29.9% and 20.8% are constitute with Disagree and Agree respectively. 4.5% of them are Strongly Disagree with this opinion. And very less respondents are Strongly Agreeing by constituting 3.9%.

So, we can interpret that majority of the respondents are with neutral opinion in difficult to resist sugary drinks.

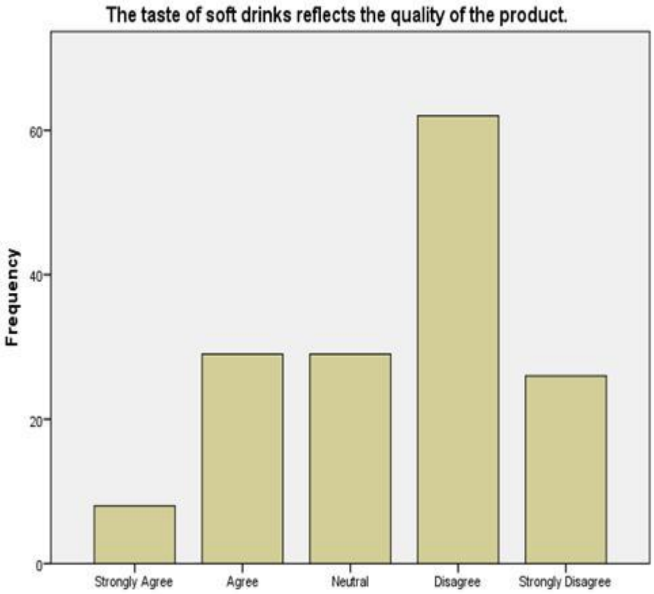


FIGURE 4.1.4

Interpretation

40.3% of the respondents are Disagreeing with taste of soft drinks reflects the quality of the products, while 18.8% are constitute with Agree as well as Neutral opinion. 16.9% of them are Strongly Disagree with this opinion. And very less respondents are Strongly Agreeing by constituting 5.2%.

So, we can interpret that majority of the respondents are Disagreeing by saying that the taste of soft drinks doesn’t reflects the quality of the products.

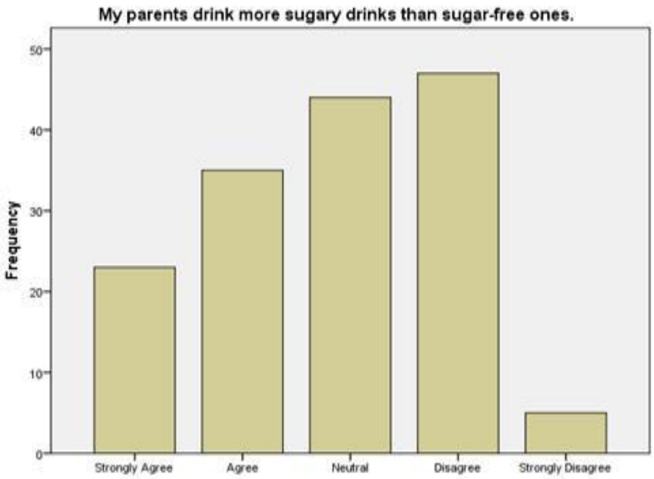


FIGURE 4.1.5

Interpretation

30.5% of the respondents’ Disagreeing in the statement that their parents drink more sugary drinks than sugar- free ones, while 28.6% and 22.7% are constitute with Neutral and agreeing respectively. 14.9% of them are strongly agreeing with this opinion. And very less respondents are Strongly Disagreeing with this statement by constituting 3.2%.

So, we can interpret that majority of the respondents are Disagreeing by saying that their parents drink more sugar- free drinks than sugary one.

FIGURE 4.1.6

TABLE 4.1.1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.702
Bartlett's Test of Sphericity	Approx. Chi-Square	1657.437
	df	496
	Sig.	.000

Normally, 0 < KMO < 1

If KMO > 0.5, the sample is adequate.

Here, KMO = 0.702 which indicates that the sample is adequate and we may proceed with the Factor Analysis.

Bartlett's Test of Sphericity

Taking a 95% level of Significance, $\alpha = 0.05$

The p-value (Sig.) of .000 < 0.05, therefore the Factor Analysis is valid.

As $p < \alpha$, we therefore reject the null hypothesis H**0** and accept the alternate hypothesis (H**1**) that there may be statistically significant interrelationship between variable.

The Kaiser-Meyer Olkin (KMO) and Bartlett's Test measure of sampling adequacy was used to examine the appropriateness of Factor Analysis. The approximate of Chi-square is 1657.437 with 496 degrees of freedom, which is significant at 0.05 Level of significance.

The KMO statistic of 0.702 is also large (greater than 0.50). Hence Factor Analysis is considered as an appropriate technique for further analysis of the data.

Table showing Reliability Statistics

TABLE 4.1.2

Cronbach's Alpha	**No of Items**
.756	32

Interpretation

The reliability analysis was conducted by computing the Cronbach's alpha (α) for each moderating variable. The Cronbach alpha for nineteen items or independent variables used to measure the PMJBY scheme was 0.756 indicating that the measures have acceptable internal consistency.

FOR AGE BY FACTORS INFLUENCING FOR CONSUMPTION OF SUGAR- FREE DRINKS

H0: There is no significant difference between the age group across the factors influencing for consumption of sugar-free drinks (Healthier, Situation, Taste, Price, and Buying Behaviour)

H1: There is a significant difference between the age group across the factors influencing for consumption of sugar-free drinks (Healthier, Situation, Taste, Price, and Buying Behaviour)

TABLE 4.1.3

		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Healthier	Between Groups	5.186	4	1.296	3.190	.015
	Within Groups	60.549	149	.406		
	Total	65.734	153			
Situation	Between Groups	4.362	4	1.090	3.115	.017
	Within Groups	52.160	149	.350		
	Total	56.522	153			
Taste	Between Groups	1.607	4	.402	1.519	.199
	Within Groups	39.407	149	.264		
	Total	41.014	153			
Price	Between Groups	1.096	4	.274	1.399	.237
	Within Groups	29.186	149	.196		
	Total	30.283	153			
Buying Behaviour	Between Groups	1.572	4	.393	.924	.452
	Within Groups	63.390	149	.425		
	Total	64.963	153			

Interpretation

- The One-Way ANOVA result from that there is an overall significance across levels of age. Since the p-value is less than 0.05 level of significance, the null hypothesis is rejected and alternative is accepted.

- Now, we intend to see among which pair of age, there is a significant difference about Healthier, Situation, Taste, Price, Buying Behaviour.

- So, we can interpret that there is a significant difference between Healthier and Situation, whereas no differences between Taste, Price and Buying Behaviour.

ANOVA RESULTS FOR GENDER BY FACTORS INFLUENCING FOR

CONSUMPTION OF SUGAR- FREE DRINKS

H0: There is no significant difference between the gender across the factors influencing for consumption of sugar-free drinks (Healthier, Situation, Taste, Price, Buying Behaviour)

H1: There is a significant difference between the gender across the factors influencing for consumption of sugar-free drinks (Healthier, Situation, Taste, Price, Buying Behaviour)

TABLE 4.1.4

		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Healthier	Between Groups	4.560	1	4.560	11.331	.001
	Within Groups	61.174	152	.402		
	Total	65.734	153			
Situation	Between Groups	3.845	1	3.845	11.095	.001
	Within Groups	52.677	152	.347		
	Total	56.522	153			
Taste	Between Groups	.319	1	.319	1.192	.277
	Within Groups	40.695	152	.268		
	Total	41.014	153			
Price	Between Groups	.218	1	.218	1.103	.295
	Within Groups	30.064	152	.198		

	Total	30.283	153			
Buying Behaviour	Between Groups	3.009	1	3.009	7.381	.007
	Within Groups	61.954	152	.408		
	Total	64.963	153			

Interpretation

- The One-Way ANOVA result from that there is an overall significance across levels of Gender.

Since the p-value is less than 0.05 level of significance, the null hypothesis is rejected and alternative is accepted.

- Now, we intend to see among which pair of Gender, there is a significant difference about Healthier, Situation, Taste, Price, and Buying Behaviour.

- So, we can interpret that there is a significant difference between Healthier and Situation, and whereas no differences between Taste, Price and Buying Behaviour.

CORRELATION COEFFICIENT OF BUYING BEHAVIOUR OF PEPSICO PRODUCTS ON FOUR DIFFERENT DIMENSIONS

H0: There is no significant relationship between the buying behaviour of sugar-free diabetics across the factors influencing for consumption of sugar-free drinks (Healthier, Situation, Taste, Price, and Buying Behaviour)

H1: There is a significant relationship between the buying behaviour of sugar-free diabetics across the factors influencing for consumption of sugar-free drinks (Healthier, Situation, Taste, Price, and Buying Behaviour)

TABLE 4.1.5

		Healthier	**Situation**	**Taste**	**Price**	**Buying Behaviour**	**INFERENCE**
Healthier	Pearson Correlation	1	.525**	.337**	.084	.382**	The correlation of Healthier options with all the other four analysed dimensions are found to be positive and significant (at 1% level) and is moderate.
	Sig. (2 – tailed)		.000	.000	.302	.000	
	N	154	154	154	154	154	
Situation	Pearson Correlation	.525**	1	.266**	.229**	.347**	The correlation of situation with all the other

	Sig. (2 – tailed)	.000		.001	.004	.000	four analysed dimensions are found to be positive and significant (at 1% level) and is moderate.
	N	154	154	154	154	154	
Taste	Pearson Correlation	.337**	.266**	1	.342**	.355**	The correlation of taste with all the other four analysed dimensions are found to be positive and significant (at 1% level) and is moderate.
	Sig. (2 – tailed)	.000	.001		.000	.000	
	N	154	154	154	154	154	
Price	Pearson Correlation	.084	.229**	.342**	1	.027	The correlation of price with all the other four analysed dimensions are found to be positive and significant (at 1% level) and is moderate.
	Sig. (2 – tailed)	.302	.004	.000		.739	
	N	154	154	154	154	154	
Buying Behaviour	Pearson Correlation	.382**	.347**	.355**	.027	1	The correlation of buying behaviour with all the other four analysed dimensions are found to be positive and significant (at 1% level) and is moderate.
	Sig. (2 – tailed)	.000	.000	.000	.729		
	N	154	154	154	154	154	

****. Correlation is significant at the 0.01 level (2 – tailed)**

REGRESSION ANALYSIS

Regression analysis for overall factors

a. Dependent Variable: Buying Behaviour

b. Independent variables: (Constant), Price, Healthier, Taste, Situation

TABLE 4.1.6

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Changes
1	.490[a]	.240	.220	.57560	.240	11.769	4	149	.000

a. Predictors: (Constant), Price, Healthier, Taste, Situation

b. Dependent Variable: Buying Behaviour

Ho: There is an influence of Healthier, Situation, Taste, Price on Buying Behaviour of Sugar- free drinks

H1: There is no influence of Healthier, Situation, Taste, Price on Buying Behaviour of Sugar- free drinks

TABLE 4.1.7

ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.597	4	3.899	11.769	.000[b]
	Residual	49.365	149	.331		
	Total	64.963	153			

a. Dependent Variable: Buying Behaviour
b. Predictors: (Constant), Price, Healthier, Taste, Situation

TABLE 4.1.8
Residuals Statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.3070	4.1411	3.2825	.31929	154
Std. Predicted Value	-3.055	2.689	.000	1.000	154
Standard Error of Predicted Value	.049	.179	.099	.031	154
Adjusted Predicted Value	2.3138	4.0932	3.2820	.32033	154
Residual	-1.98876	1.14535	.00000	.56802	154
Std. Residual	-3.455	1.990	.000	.987	154
Stud. Residual	-3.545	2.017	.000	1.006	154
Deleted Residual	-2.09317	1.17708	.00044	.59031	154
Stud. Deleted Residual	-3.692	2.038	-.001	1.015	154
Mahal. Distance	.113	13.860	3.974	3.026	154
Cook's Distance	.000	.132	.008	.015	154
Centered Leverage Value	.001	.091	.026	.020	154

a. Dependent Variable: Buying Behaviour

Interpretation

- From Anova table we examine null hypothesis, i.e. there is no impact of the independent variables on the dependent variables against the alternate hypothesis.

i.e. the factors like Price, Healthier options, Taste, Situation does not have an impact over the Buying Behaviour.

- P-value from the ANOVA table is 0.000 which is lesser than the significance 5% and this leads us to fail to accept the alternate hypothesis and say that there exists a significant impact of Price, Healthier Options, Taste and Situation over Buying Behaviour.

- The adjusted R^2 value is 0.220. This means that the regression analysis can explain 22% of the data. As such, the factors like Healthier Options, Taste, Price, and Situation vary with the Buying Behaviour. The P-value 0.000 is lesser than significance value and thus we decline the null hypothesis and accept alternate hypothesis which in this case is factors like Healthier Options, Taste, Price, Situation does have an impact over Buying Behaviour of Sugar-free drinks of PEPSICO.

5. KEY FINDINGS

- The One-Way ANOVA result for age and gender indicates that there is a significant difference between Healthier and Situation, whereas no differences between Taste, Price and Buying Behaviour.

- As per the correlations of Healthier options with all the other four analysed dimensions (Situation, Taste, Price, and Buying Behaviour) are found to be positive and significant (at 1% level). It shows that the relationship between Healthier option and Dimensions such as Situation, Taste, Price and Buying Behaviour is moderate and there is interrelationship between each dimension and they are correlated.

- From Anova table we examine null hypothesis, i.e. there is no impact of the independent variables on the dependent variables against the alternate hypothesis. i.e. the factors like Price, Healthier options, Taste, Situation does not have an impact over the Buying Behaviour.

  P-value from the ANOVA table is 0.000 which is lesser than the significance 5% and this leads us to fail to accept the alternate hypothesis and say that there exists a significant impact of Price, Healthier Options, Taste and Situation over Buying Behaviour.

- The adjusted R^2 value is 0.220. This means that the regression analysis can explain 22% of the data. As such, the factors like Healthier Options, Taste, Price, and Situation vary with the Buying Behaviour. The P-value 0.000 is lesser than significance value and thus we decline the null hypothesis and accept alternate hypothesis which in this case is factors like Healthier Options, Taste, Price, Situation does have an impact over Buying Behaviour of Sugar-free drinks of PEPSICO.

- The majority of the respondents disagreed on the following aspects such as sugar free drinks helps to maintain their weight, difficulty in availing sugar- free drinks anytime if they want and to resort to sugar- free drinks in every situation. Further, we asked as to whether taste is a fact of refreshment that feels after using the particular soft drinks, also does taste of soft drinks doesn't reflects the quality of the products, and if their parents drink more sugar-free drinks than sugary one.
- The findings indicate that more of the PepsiCo consumers like to adopt more sugared drinks than sugar- free ones. Because sugar- free drinks are not refreshing than sugary ones and they can afford sugared drinks at any time than the sugar- free ones

- Bartlett's Test of Sphericity, it is confined that there is significant interrelationship between buying behaviour of PepsiCo products and factors called Healthier options, Taste, Price and Situation.

6. SUGGESTIONS

- The study focuses on the consumption of sugar- free drinks with reference to PepsiCo brands by the adults. Through analysis the following conclusions were attained. Even though in PepsiCo brand the customers are more likely to adopt the sugared drinks rather than adopting the sugar-free ones. The company should undertake assessment for why the customers are not consuming the sugar- free drinks. The respondents are not fully disagreeing with the sugar- free drinks, they are neutral and moderate opinion with the consumption of sugar- free drinks.

- To overcome these issues on sugar- free drinks, the PepsiCo brand can mainly focus on the sugared drinks than the Sugar- free ones because the customers are more likely to adopt the sugared ones, they are more likely on the taste of sugared ones. But they can also focus on the sugar- free ones without taking back of the entire sugar- free beverages. They can penetrate more tetra packets. The customers are more like to adopt the tetra packets than the bottled one.

7. CONCLUSION

The conclusion of this study emphasizes that the company should take steps to penetrate more sugar- free drinks when compared to the sugared ones to the market. Hence PepsiCo Company should meet their ethical conducts in all areas of its business in order to enhance its brand image and customer retention.

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