THE ATTITUDES AND HABITS OF ANDHRA PRADESH CONSUMERS WITH REFERENCE TO MUNICIPAL CORPORATIONS TOWARDS SOFT DRINKS

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Abstract

Understanding consumer behavior is a crucial part of developing a marketing plan, since customers are the key to a company's survival. The study of when, where, what, and how much people purchase is known as consumer behavior. The choice of where to make a purchase stands alongside the more obvious yes/no choice. The area of consumer behavior also examines factors including individual and cultural identity, upbringing, age, family dynamics, worldview, temperament, and financial status. The reason behind this study is to examine individuals' soft drink purchasing habits. Purposive sampling is used to choose 300 participants from a subset of Andhra Pradesh's municipal corporations, and then the collected data is analyzed using correlation and regression. The findings show that changes in product, price, location, and advertising account for 54.56 percent of the observed variation in consumer behavior, whereas variances in all other factors account for 45.55 percent.

Keywords: Consumer Preference, Location, Price, and Product, Advertising.

1. INTRODUCTION

Consumers make a wide variety of choices on a regular basis. Marketers have made studying consumers' purchase decisions their top priority. In today's cutthroat marketplace, it's crucial for businesses to fully understand their customers' shopping habits, including the products they buy, where they buy them, why they buy them, and how much they spend. Companies that produce either nonalcoholic drinks, carbonated mineral waters, or the concentrates and syrups used to make carbonated beverages are included in the soft drink sector. Products in the soft drink industry have found widespread customer acceptance.

As the demand for soft drinks rises fast, the industry as a whole is facing new possibilities and problems. Soft drinks are gradually becoming the largest beverage sector in the world, surpassing hot drinks.

Consumer Preferences

The term "consumer preferences" is often understood to refer to an individual's decision to pursue the course of action most likely to provide the greatest satisfaction of his or her wants or requirements. Preferences reveal a selection between alternatives with equal or greater worth. The amount of customer satisfaction with different product bundles or combinations is

used as a proxy for consumer choice. The goal, from the consumer's perspective, is to choose the product package that maximizes pleasure, whichever that term is defined. However, customers have little options due to these limitations. The consumer's means are limited by the items' cost and the consumer's purchasing power. The preferences of the customer are reflected in the utility values consumers assign to various commodities.

2. REVIEW OF LITERATURE

William R. George (1999), globalization has increased rivalry in the soft drink market, which has prompted many businesses to focus nearly exclusively on brand creation as a means of differentiating themselves from the competitors.

Banumathy and Hemameena (2006), after globalization, most customers choose multinational brands like Pepsi and Coco-Cola, according to a research of consumer soft drink preferences. Customers were drawn to a product line or beverage variety for reasons related to flavor and refreshment.

Manoj Patwardhan (2007), their goal is to boost productivity by learning about consumers' wants and needs. Consumers face a dizzying array of options and multiple influences in today's market, where many different companies offer essentially the same goods.

N. Meher & Sunny (2013), discovered that soft drink customers in Bangladesh are significantly influenced by factors like perceived quality, price, confidence in the brand, and advertising.

3. STATEMENT OF PROBLEM

Marketers of cold drinks have had to experiment with a wide range of promotional strategies due to the intense rivalry in the industry. Advertising strategies used by manufacturers span several channels and formats. Industries are advancing swiftly because of intense rivalry from newly founded businesses. As a result of these advancements in industry, customers now have access to a wider range of products, including many brands of the same basic item. Every manufactured good is designed to satisfy certain consumer demands, although its end use and context of consumption vary widely. Various features are desired by various customers for the same product. Therefore, it is equally crucial to think about use pattern, brand positioning, and band image. Consumers have access to a variety of brands and are able to choose the one they like. In this analysis, we look specifically at how consumers feel about and interact with soft drinks.

4. OBJECTIVES OF THE STUDY

- Examining soft drink taste preferences
- Examining the Role of Intrinsic Motivators affect soft drink purchasing decisions.

5. HYPOTHSIS OF THE STUDY

H01: Soft drink consumption is highly correlated with individual preferences.

H02: There There's a statistically substantial correlation between soft drink prices and consumer behavior.

H03: soft drink consumers' purchasing decisions are heavily influenced by pricing.

H04: There is a substantial correlation between advertising and soft drink purchases

6. SOURCES OF DATA

The research relies heavily on both primary and secondary sources. The survey and interviews conducted so far have provided the primary data needed to confirm the purchasing habits of the identified customers. Books, international journals, papers, newspaper stories, reports, and documents have all been mined for their secondary data.

7. RESEARCH METHODOLOGY

This study made use of logical reasoning. Logical reasoning is used to reach findings in this form of study, which means that assumptions shape the whole investigation. This study also has an element of curiosity.

Sample Size: A representative sample of 300 people in the state

8. DATA ANALYSIS

Using a number of statistical methods, we assessed the responses of 300 respondents.

(1) Descriptive statistics: Involves compiling and presenting data, reveals trends, outliers, and patterns in the information using measurements of central tendency, variance, and frequency.

(2) Inferential statistics: Includes extrapolating from a small sample to a larger population. This includes such statistical procedures as independent samples testing (t-test), one-way analysis of variance (ANOVA), and multiple regressions.

Reliability: Reliability analysis is a technique used to check the stability of a research equipment (Ndubisi, 2006). Initial studies only required an alpha of 0.6, according to Nunnally (as reported in Ahsan et al., 2009).

Table 1: Result of Reliability Statistics

Cronbach's Alpha	N of Items
.875	26

The reliability of these builds was established by a cronbach's alpha far above 0.6, hence they were used in the study. Cronbach's alpha, a measure of dependability, was 0.875.

Table 2: Descriptive Statistics

	Personal Factor	Product	Culture	Price	Social Factor	Place	Promotion	Psychological Factor
Mean	3.618	4.2550	4.9750	3.4033	3.4933	4.8317	4.5400	3.4133
Median	3.5000	4.0000	4.0000	3.3333	3.6667	4.0000	3.5000	3.6667
Mode	3.55	4.00	4.50	3.33	4.00	4.00	4.00	3.67
Std. Deviation	.658	.667	.679	.627	.672	.694	.672	.668
Variance	.447	.381	.425	.394	.447	.452	.517	.482
Minimum	1	1	1	1	1	1	1	1
Maximum	5	5	5	5	5	5	5	5

Source: field survey

According to the data shown above, the individual's weight might be anywhere from 1.00 to 5.00. Personality factors have a mean of 3.618, a standard deviation of 0.6588, a median level of 3.50, and a mode value of 3.50. There's a variation in price from $1.00 to $5.00. The product's median level is 4.0000, and its mode value is 4.00; its mean is 4.2550 with a standard deviation of 0.667. Culture's value might be anything from 1 to 5 stars. The average score for Culture is 4.9750 (with a standard deviation of 0.679), the median score is 4.00 (indicating the middle value), and the most common score is 4.50. There is a wide variation in price, from $1.00 to $4.67. The median price is 3.33333, the mode is 3.33, and the mean is 3.40 with a standard deviation of 0.62779. The social factor's value might be anything from -1.00 to +5.00. Median level is 3.6667, mode is 4.00, and mean respect is 3.4933 with a standard deviation of 0.66858. The available value might be anything between 1 and 5. The average is 4.8317, the median is 4.8300, and the mode is 4.00. The standard deviation is 0.67255. The promotion's worth might be anything from $1.00 to $5.00. The average advertising scores 4.5400 out of a possible 5.00, with a standard deviation of 0.71888, a median of 3.5000, and a mode of 4.00. The psychological components have values between 1 and 5. Median level is 3.6667, mode is 3.67, and the mean is 3.4133 with a standard deviation of 0.69417.

Correlation Analysis

In this study, correlation analysis was the primary method of statistical analysis. As a consequence of this study, conclusions and suggestions have been drawn. The following are the results based on the correlation analysis. There is a substantial positive association between customer preferences and purchasing behavior on soft drinks, with a correlation of 0.679. Products, pricing, placement, and advertising are the key four determinants of customer choice. Each of these factors affects the variable of consumer behavior. There is a strong correlation between the four Ps and consumer behavior characteristics related to soft drink purchases in the Andhra Pradesh municipality that was studied.

Table 3: Independent Factors and Their Correlation with Consumer Behavior

Variables	Pearson Correlation (r)	Sig. (2-tailed)
Product	.663	0.000
Culture	.673	0.001
Price	**.564**	0.023
Social Factor	**.784**	0.000
Place	**.756**	0.001
Promotion	**.752**	0.000
Psychological Factor	**.563**	0.000
Personal factors	**0656**	0.000

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

At both the 1% and the 5% level of significance, the correlation between the product and culture is 0.663, and the result is 0.000; between the product and social factors, it is 0.673, and the result is 0.000; between the product and personal factors, it is 0.656, and the result is 0.0008; and between the product and psychological factors, it is 0.563, and the result is 0.000.

Regression Analysis

Finding the substantial effect or influence of independent variable on dependent variable is the goal of regression analysis (DuBois, 2006). The study's dependent variable was the customers' purchasing habits, while the customers' preferences were the study's independent variable. The relationship between these factors was analyzed by means of regression in order to get the corresponding equation. Using the independent variable as a predictor, this analysis yielded a regression line of the form $Y = a + bx$. In this case, a statistical summary result for the regression was produced.

Table 4: Model Summary Table in the Regression Analysis

Model	R	Square	Adjusted R Square	Std. Error ofthe Estimate
1	.688[a]	.567	.545	.5059

a. Predictors: (Constant), place, Price, product, promotion

The capacity to predict consumer behavior was shown by the model's definition of four variables: product perception, price perception, location perception, and promotion perception. The models' modified R value of 0.545 indicates that changes in product, price, and location promotion account for 54.56% of the observed diversity in consumer behavior. Other variables accounted for 45.5% of the unexplained behavioral variation. These variables were not included in the model. R2 values of 56.7% suggest more investigation into a variety of factors that may influence consumer behavior. Therefore, this is highlighted as a potential topic for further study.

Table 5: Anova-Regression Analysis

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	25.601	4	6.400	38.907	.000ᵃ
Residual	48.528	295	.165		
Total	74.128	299			

b. Predictors: (Constant), Preference b. Dependent Variable: Buying Behavior

The analysis of variance (F-value) helps to determine which combinations of predictor and dependant variables have the greatest potential to explain the observed effects. The findings indicate that the indication of purchasing behavior is crucial. The significant relationship between the dependent variable (buying behavior) and the independent variables (preference variables like product, price, place, and promotion) is demonstrated by the F-values of 38.907 ($p = 0.000, 0.05$) for culture, social factors, psychological factors, personnel factor as Buying behavior proxy.

Table 6: Coefficients Regression Analysis

Model	Unstandardized Coefficients B	Std. Error	standardized Coefficients Beta	t	Sig.
(Constant)	1.098	.206		5.330	.000
Product	.201	.041	.249	4.893	.000
Price	.217	.040	.273	5.375	.000
Place	.116	.037	.156	3.094	.002
Promotion	.143	.036	.206	3.913	.000

Dependent Variable: buying behavior

The following table displays the regression coefficients for the influence of customer preference factors on purchase behavior β is 0.201 intended use in a final product. It shows that a one-for-one rise in prices would lead to a 0.201-amount increase in consumer spending. Regression coefficient β the cost, in, is 0.217. It shows that a 1x rise in prices leads to a 0.217x increase in consumer spending. Regression coefficient β for accuracy, the value 0.116 is used. This means that a one-for-one increase in all retail establishments would lead to a 0.116-percent rise in consumer spending. Regression coefficient β is 0.143 for promotion.

It shows that a one-unit increase in all promotions leads to a 0.143-unit rise in consumer spending.

Managers in this field need to be alert to changes in the marketing landscape and always on the lookout for fresh ways to expand their campaigns. First, he or she must identify the most promising segments of the market, and then use that information to choose the most promising marketing mix. Therefore, based on the results, we provide some solutions and recommendations for all brands of soft drinks.

Changes may be made to the product's size, sugar content, and packaging to make it more appealing to a wider audience.

Containers can be made in different shapes and sizes to accommodate infants, children, and adults.

- Create engaging ads consistently, and try out different forms of promotion.

- Most customers prefer items with simple packaging and removal, thus manufacturers should prioritize developing innovative technology in these areas.

- Promotional efforts might be ramped up to attract a larger customer base.

9. SUGGESTION FOR THE FUTURE RESEARCH

Only a subset of Andhra Pradesh's Municipal Corporations are the focus of this study. Samples were taken at random by the researchers. The sample size of 300 is too small to accurately gauge customer satisfaction; more extensive studies should be conducted in the future.

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