

# Consumers' Preference for Carbonated Drinks, Fruit Juices and Dairy Drinks: A Comparative Study in the City of Ajmer

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**Abstract**—Soft Drinks are common preference most among all the individuals, irrespective of their age groups as it had great brand value and promotional activities but in the present scenario people prefer fruit juices and dairy drinks over soft drinks as well. The study starts with determining the major factors affecting the consumption pattern of soft drinks and fruit juices, and ends up with the conclusion as per the state of mind of the average rational human being. The main purpose of the research study is to analyze consumer's preference between carbonated drinks, fruit juices and dairy drinks. An exploratory research design is taken for the study and the research is based on primary data, collected with the help of questionnaire by 70 respondents upon their consumption behaviors towards carbonated drinks and health drinks like dairy products, fruit juices etc. in the city of Ajmer (Rajasthan). As per the data and response collected from the respondents of various age groups and from different professional fields, a comparative study has been done between the consumption of carbonated drinks and health products. The study concludes that the frequency of consuming fruit juices is more than that of soft drinks due to health consciousness among people.

## 1. INTRODUCTION

Gone are the times when people never cared about the kind of food and beverages they consumed. Today, they are on the way of becoming health conscious. They are more interested in finding out healthy foods and day-by-day the concepts of healthy beverages are changing. They are becoming more aware about health initiatives and they know the exact amount of food and the calories which they should be taking and which would be beneficial for them.

Many studies have shown that consumers are as concerned for good health as they are about maintaining a high quality of life.

"While people's attitudes about healthfulness in their food and beverage purchases and consumption alone don't necessarily mean we are a healthier country today than we were a year or two ago, it could signal that we are moving in the right direction," said Marianne Smith Edge, senior vice president

for nutrition and food safety at the International Food Information Council Foundation[5].

The beverage market is worth \$55 billion worldwide. Today consumers are concerned with overall health and wellness. As a result, there is significant impact on food and beverage purchases. The size of the Indian food processing industry is around \$ 65.6 billion, including \$20.6 billion of value added products. Out of this, the health beverage industry is valued at \$230 million [6] Recent studies have shown that consumers from the developing countries spend almost 40% of their income on food and beverages. Consumers in different parts of the country have heterogeneous tastes.

The beverage industry in India constitutes of around USD 230 million among the USD 65 billion food processing industry. The major sectors in beverage industry in India are tea and coffee which are not only sold heavily in the domestic market but are also exported to a range of leading overseas markets[13].

### 1.1. SOFT DRINKS

The total soft drink (carbonated beverages and juices) market is estimated at 284 million per year or \$1 billion. Carbonated drinks are dominated by artificial flavors based on cola, orange and lime with Pepsi and coca-cola dominating the market. The entire part of the drink is based on its artificial flavors and sweetening agents as no natural juice is used. There are two global majors Pepsi and coke dominates the soft drink market. The market is worth around Rs.5000 crores with growth rate of around 10-15%. The annual per capita consumption in India is only about 6 bottles. Growth market this year is expected to be 10-15% in value terms and 20-22% in volume terms. The market is highly seasonal in nature with consumption varying from 25 million crates per month during peak season to 15 million during off-season. On an average, the monthly consumption is estimated at 4.9 million crates, which increases to 5.2 million during peak season[2].

## 1.2. FRUIT JUICES

Branded fruit juice market in India holds an immense potential. Usually confused and considered synonymous with non-aerated drinks, fruit pulps, juices and squash are high sugar beverages, which are centrifuged and filtered to give a semi-clear appearance. In the past, this sector enjoyed an excise exemption, keeping cost at minimal. However the withdrawal of exemption has inflated costs and can affect growth, with dramatic change possible on reintroduction of excise exemption. The organized fruit beverage market is estimated at Rs.500 crores market. (Nectars, drinks and juices combined). The market has grown at a 20% to 25% rate. In home consumption of juices has gone up from 30%, three years back to 80% today. Mango based drinks account for two thirds of fruit drinks industry[11].

## 1.3. DAIRY DRINK

Milk production is growing at 3.3% while consumption is growing at 5%. Growing awareness about hygiene pushes consumers to move from carbonated drinks towards dairy drinks increasingly in 2013. Drinking milk products is likely to witness many new launches, especially in flavoured milk and UHT milk over the forecast period. Since most urban consumers become increasingly health conscious and are also likely to experience an increase in affluence. Dairy product industry is expected to be more than double by 2015 from 2011. Brands that exist now in Indian market are Nestle, Amul, Yakult, Mother Dairy along with other minor players operating in different regions in their own capacities. There is a need for a nutritional drink for the adult. The purpose of this study is to develop a better understanding of consumer's consumption pattern of soft drinks, fruit juice and dairy drinks as well as the factors that affect these preferences.

## 2. REVIEW OF LITERATURE

Kretter, Kadekova et al(2010) "Country of the origin of food and consumer preference in segment of university students" consumers prefer the attributes like freshness, flavour and also the price. Consumer prefers fruit juices because of their flavour and freshness.

Charles(2009) "Market news service: fruit juices report" in his studies discussed that the fruit juice market is presently relatively quiet, provided one ignores the continued collapse in the price of FCOJ.

Beverly J. Tepper(1998) examined the relative contributions of taste and health considerations on consumer liking and purchase intent of cola drinks. Data were analyzed using factor analysis. Results revealed that purchase intent of cola drinks was strongly related to degree of liking and to several key sensory attributes including saltiness, drinks flavor and greasiness. These data suggest that in spite of current concern

about reducing dietary fat, health remains secondary to taste in the selection of cola drinks for consumers in this population.

Libuda(2004) said that the replacement of soft drinks and other sugar containing beverages such as fruit juices by noncaloric alternatives seems to be a promising approach for the prevention of overweight in childhood and adolescence. However, as the cause of overweight and obesity is multi factorial, the limitation of soft drink consumption needs to be incorporated in a complex strategy for obesity prevention. There is evidence for a detrimental effect of soft drink consumption on body weight in childhood.

Donnelly(1995) said intensity of colour and the flavours are the key drivers behind consumer acceptance of soft drinks. The study involved consumers at different stages of development and highlights the importance of adopting a "sensory marketing approach," said the researchers from French research organisation Adiant, the University of Rennes. The study also demonstrates the importance of flavour and colour selection for new products. The global flavours market was been valued at some US\$18bn in 2006 (Business Insights). Meanwhile, the value of the international colourings market was estimated at around \$1.15bn in 2010, up 2.5% from \$1.07bn in 2007, according to Leatherhead Food International (LFI).

William R. George(1999) reveals purpose of study of factors responsible for brand preference in soft drink industry, increasing competition more, due to globalization is motivating many companies to base their strategies almost entirely on building brands. This brand preference is influenced by various factors. In the identification of factors affecting the brand preference, it was concluded that Brand persona is the most effective factor that affects the brand preference[12]. This Brand persona deals with the personality aspects or the external attributes of brand, thus it can be said that consumer prefer any brand by looking at the external attributes of a brand.

Shanmugasundaram(1990) studied soft drink preference in Vellore town of North Arcot district in Tamil Nadu. The study revealed that the most preferred soft drink among respondents was Gold Spot (26%) followed by Limca (24.8%), Sprint (22.8%) and Thumbs-up (20.8%). It was found that taste was the main factor for preference of particular brand and, among the media; television played a vital role in influencing consumer to go for particular brand[4]

Mevlüt Gül(2012) posited that product types (orange, sour cherry etc.) were determined as the most important factor on consumers' fruit juice purchasing preferences with the rate of 28.34%. Other important factors were found as price level (16.83%), having an international quality and food safety certificates (16.14%), being organic or not (15.21%),

production methods (13.06%) and containing sugar additive or not (10.43%). The qualification set of fruit juice which maximizes consumer satisfaction was determined as “the orange juice which is 100% fruit juice, without sugar additive, organic and has international quality and food safety certificates and affordable price”.

Mukesh Dhuna(1984) Author conducted study to analyse the prevalent patterns and attributes of consumers towards soft drinks and how different segments, based on age, profession, sex and income, differ in their attitudes. Information was collected from 100 respondents in Rohak city. Campa Cola had the highest awareness among the respondents. The taste of soft drinks was found to be the most important factor. The study also revealed that consumers in the age group of 20 years were very much interested in advertisements, and those in the age group of 20-30 years were found to be taking extraordinary interest in advertisement. Most of the consumers were found to be changing their brands quite often [1-9].

Gordon R. Foxall(2001) this essay reviews the course of consumer behaviour analysis, a research programme that employs the findings and principles of behavioural research to elucidate consumer behaviour and marketing management. The essay therefore pursues three themes:

To explicate recent developments in behaviour analysis, such as the analysis of verbal behaviour;

To take account of work by behaviour analysts on economic choice and to apply its lessons to understanding consumer behaviour and marketing action in naturally occurring environments;

To establish the requirements of an interpretive approach to consumer behaviour and marketing which is not limited to an experimental analysis of choice[8].

Lokhande Dr. M. A.; (2004), everybody of us is a consumer. We need a variety of goods and services right from our birth to death. Because, of marketing, we can have what we need. Marketing is a process through which both the buyer and seller give something (e.g. goods, services, money etc.) to each other for maximum possible satisfaction. Nowadays, Rural Marketing is gaining importance. Author put details the potential of rural markets. Rural consumption share in popular soaps is 48%, tooth pastes 24%, talcum powder-17%, cold medicines-42%, Batteries - 52% etc. The Market for Packaged food items of Rs. 20,000 crores is growing at 2.5% per year. It is interesting to understand the various aspects of the rural markets and consumption patterns[7]

### 3. OBJECTIVES OF THE STUDY

1. To analyse the preferences of the people for Carbonated drinks, fruit juices and Dairy Drinks

2. To find whether the consumers are aware regarding the ill effects of soft drinks on their health.
3. To find out the underlying factors influencing the consumers consumption of carbonated drinks, fruit juices and dairy drinks
4. To find out how the beverages are positioned in the mind of the consumers.

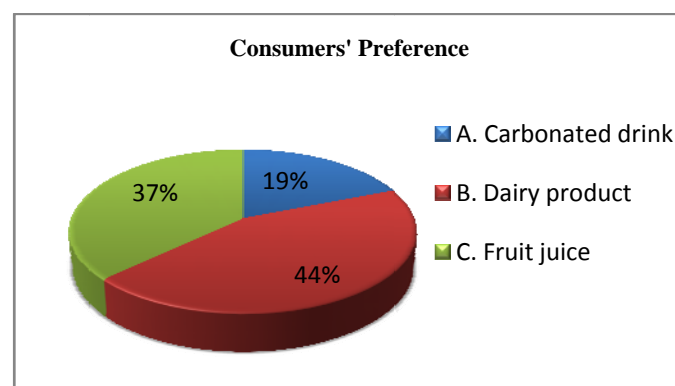
### 4. RESEARCH METHODOLOGY

The present study is exploratory in nature with survey method being used to complete the study. The population of the study includes consumers / buyers of soft drinks, fruit juices and dairy drinks. The sample elements of the study were the individual respondents (Male & Female) with the sample size of 70 respondents. Convenience sampling technique was applied to select the sample from the market. Primary data was collected with the help of Self designed Questionnaire and Secondary data has been collected from different literature books, Journals, Magazines, Articles and internet/ websites. The data was analyzed through Tables and Charts using percentage method. The data has been shown below.

### 5. RESULTS AND OBSERVATIONS

**Table 1: Consumers preference of the three types of drinks**

PARTICULAR	NUMBER OF RESPONDENTS	%
Carbonated drink	13	19
Dairy product	31	44
Fruit juice	26	37
TOTAL	70	100



**Fig. 1: Relative percentage of Consumers' preference for drinks**

**Table 2: Carbonated drinks causes health related problems**

PARTICULAR	NUMBER OF RESPONDENTS	%
Yes	55	79
No	15	21
TOTAL	70	100

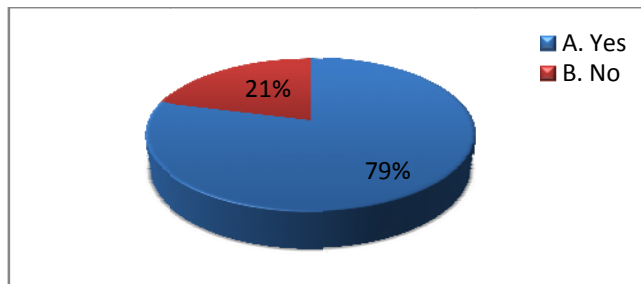


Fig. 2: Carbonated drinks causes health related problems

Table 3: Consumers' occasional pattern of having the specified drinks

PARTICULAR	CARBONATED DRINK	FRUIT JUICE	DAIRY DRINKS
When thirsty	3	12	12
Parties\celebration	50	3	3
During casual time	27	80	71
You don't consume	16	1	4
Other specify	4	4	10
TOTAL	100	100	100

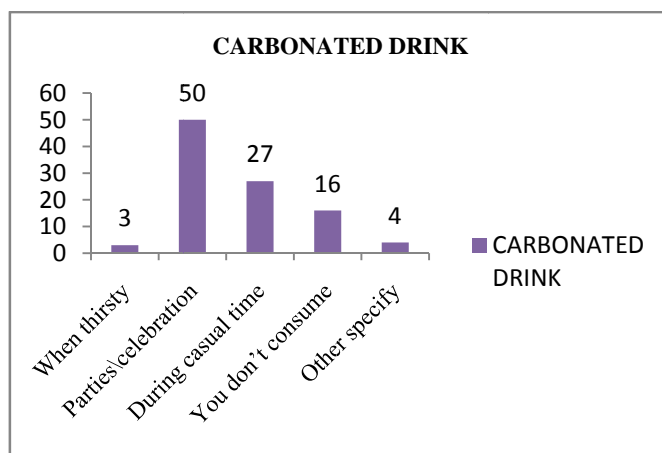


Fig. 3.1: Consumers' occasional pattern of having the carbonated drinks

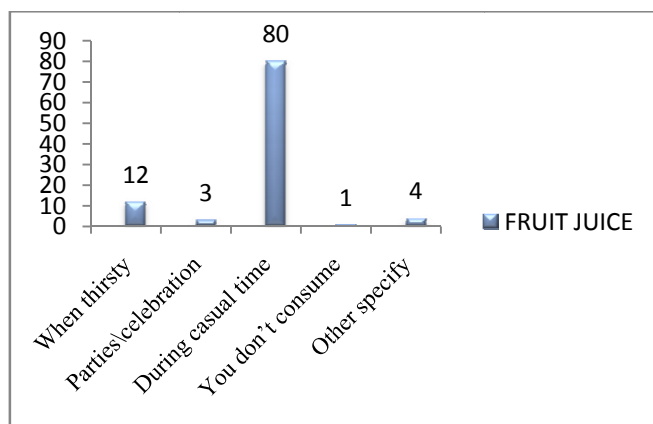


Fig. 3.2: Consumers' Occasional Pattern Of Having The Fruit Juice

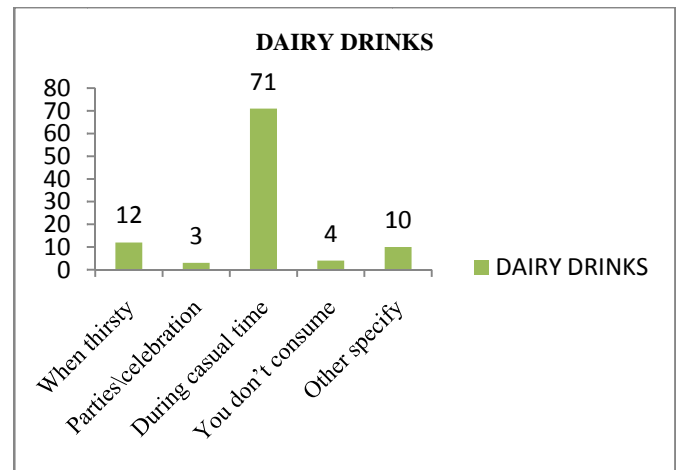


Fig. 3.3: Consumers' Occasional Pattern Of Having Dairy Drinks

Table 4: Relative comparison of various Drinks on the basis of Vitality and Energy

PARTICULAR	NUMBER OF RESPONDENTS	%
Carbonated drinks	05	07
Fresh fruit juices	40	57
Canned fruit juices	00	00
Dairy products	24	34
Other specify	01	02
TOTAL	70	100

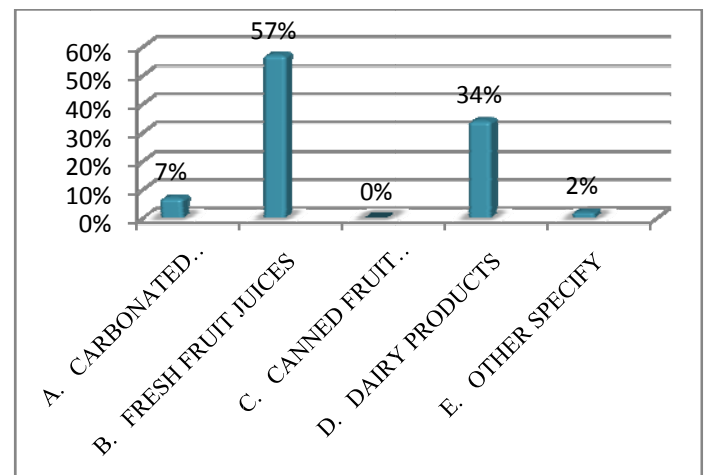
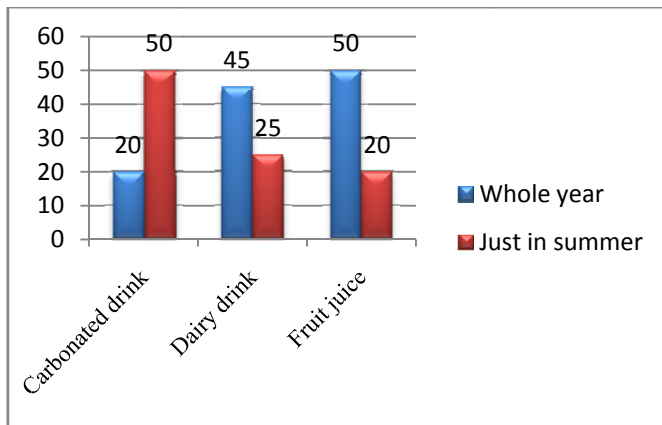


Fig. 4: Relative comparison of various Drinks on the basis of Vitality and Energy

Table 5 : Frequency of Consumption of the Drinks(Whole Year or Just in Summer)

Particulars	Whole year	Just in summer	TOTAL
Carbonated drink	20	50	70
Dairy drink	45	25	70
Fruit juice	50	20	70



**Fig. 5 : Frequency of Consumption of the Drinks(Whole Year or Just in Summer)**

## 6. CONCLUSION

Consumers have become more health conscious in the last decade and if the booming success of retailers such as Foods and beverage Market are any indication, the trend is just hitting its stride. Many research studies show that consumers continue to grow more health savvy and want more options to eat better, no matter where they are. More consumers believe that eating healthy and paying attention to nutrition is important[15]. The purpose of this study was to develop a better understanding of consumption pattern of soft drinks and fruit juices of consumers at Ajmer city. Results from the survey indicated that 44% of the respondents prefer Fruit juice, 37% prefer Dairy drinks and only 19% respondents prefer soft drinks. The survey also reveals that consumption of carbonated drinks are during the summers and in parties or celebrations only on the other hand fruits juices and dairy drinks are consumed during the whole year. 79% respondents believe that soft drinks are not healthy, contains pesticides and cause health related diseases like diabetes and obesity. 57% respondents believes that fruit juice provides more vitality and energy and 34% believes dairy drinks provides vitality and energy. The study concludes that there exists a significant difference between the consumption pattern of the soft drinks and fruit juices in all age groups. The study also remarked the frequency of consuming fruit juices is more than that of soft drinks due to health consciousness of people

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