



A STUDY ON FACTORS THAT INFLUENCE CONSUMER BUYING BEHAVIOUR BY ADVERTISEMENT FOR CARBONATED DRINKS FOR GEN Z.

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Abstract: The worldwide carbonated liquids market is a fast-growing industry and has been an appealing target for advertisers because of its growth, and low-fee advertising space. However, entrepreneurs are seeking to apprehend how the marketing and the product itself affect patron shopping behaviour by means of knowledge Gen Z's attitudes toward the direction of carbonated drinks. The research turned into performed to study the effect on of marketing media on era Z which protected the client buying behaviour for carbonated smooth drinks. There are many factors that affect consumer shopping for behaviour that consists of media, creative commercial, personality, hygiene goal, charge, consciousness and plenty of more. the principle objectives of the research have been to realize the factors affecting the beverage intake of clients, To determine patron perceptions of taste, rate, marketing and superstar endorsements related to beverage merchandise and brands, offer useful data to entrepreneurs to assist them increase powerful advertising strategies to enhance beverage shopping behaviour for which number one records and secondary records collection through the responses of the era z from one-of-a-kind states have been taken. The facts collection was achieved through the survey form which was created consistent with the elements influencing Gen Z.

Keywords: Consumer buying behaviour, carbonated drinks, generation Z, advertising effectiveness, media, marketing strategies, awareness, price, personality, creativity

I. INTRODUCTION

The advertising and marketing and advertising and marketing of carbonated drinks are to present an amusing photo. Classified ads propose that soda is the proper addition to any perfect time, whether or not or not its miles a ride to the beach or a film night time. After a softball recreation, team people acquire to enjoy a round and proportion the pleasure of victory. Sodas are supplied as a way to technique this great hobby. Clients are recommended to live circuitously thru actors who're glad on display.

Many gentle drink commercials additionally intentionally try and normalize soda consumption. Every now and then in preference to indulging, soda is offered as something drink all day long and drink without a doubt. Whether or not it's miles a pre-work tonic or a smooth addition to dinner, it is designed to be a drink at the way to increase any state of affairs. This tells purchasers that it is okay to drink soda even as they're thirsty, wiped out, or bored.

Advertising effectiveness

The goal of all corporations is to make earnings, and a business situation can obtain this by using growing its sales at worthwhile fees. That is possible if the product is widely modified to be a target audience of quit purchasers, distribution channel participants and industrial users and is satisfied through persuasive arguments to shop for it. Exposure makes an issue or an idea acknowledged to humans. It's a popular time period for mass enchantment efforts. As a personal stimulation of demand for a product service or business unit through putting commercially full-size information about them in published media or obtaining beneficial publicity on video television or on a level no longer paid for by the sponsor.

Carbonated drinks

Soda or fizzy liquids are fizzy drinks dissolved in carbonated water. Dissolving CO₂ in a liquid creates foam or fizz. Carbon dioxide is insoluble in water, so whilst it expands it decomposes right into gasoline. This technique commonly injects immoderate strain carbon dioxide. While the strain is launched, the carbon dioxide is released from the answer as tiny bubbles. Carbonated liquids are made by mixing chilled flavoured syrups with chilled carbonated water.

Consumer buying behavior

Buying conduct refers to client behavior regarding the strategies of purchasing, ingesting, and disposing of items or services. Buying behavior represents a man or woman, institution or company's attitudes, possibilities or feelings that can have an impact on a client's shopping habits (Ahmed, 2019).

Literature Review

Consumer behavior is the study of the tactics concerned whilst individuals or corporations pick, purchase, use or dispose of products, services, ideas or reviews to meet wishes and goals. Patron behavior is new trouble and a problem challenge and hard that includes people and what they purchase, why and a way to buy them, marketing and advertising and marketing mix of advertising (Brosekhan & Velayutham, 2013). In globalizing international where monetary disaster deepen and competition gets ercer, customers are getting increasingly more important. Every person is a client. There are rapid modifications in demands and dreams of the customers who are taken into consideration to be center of the modern-day advertising. Companies want to increase the charge in their research and development sports as a way to be capable of analyze those adjustments and enhancements relating to fulll the demands and need of clients. Purchaser pleasure, that is widely well-known by advanced international locations and gaining importance each day, may be achieved by way of perceiving the customers and client behavior (Yakup & Jablonsk, 2012).

Robert J. Lavidge and Gary A. Steiner (1961) created a hierarchical impact model that refers to the effect of advertising on clients' decision to shop for or not to shop for a products or services. The evolution of customer choice-making and learning stories because of advertising is represented by using a hierarchy. The effect hierarchy version is used to establish a structured collection of promotional message targets for a particular product, to construct upon each successive intention until finally a sale is made. The campaign's dreams are: cognizance, attention, likes, possibilities, ideals, and purchases (in that order).

An commercial or abbreviated commercials now and again promote a product, carrier or emblem to the general public for all to look with the intention of attracting extra clients. Commercials may be supplied in a number of ways, including a tough reproduction of a video advertising has now played a big position in marketing. Unlike other varieties of advertising method, advertising is paid and the author of marketing has manage over usage (Hudson, 2015).

(Ubeja, S., & Patel, R., 2014) The look at specializes in the beverage quarter of the Indian marketplace, in which it demonstrates that the beverage or tender drink industry demonstrates a transformation substantial changes during the last decade as carbonate and non-carbonated drinks have grown by way of as a lot as 45% year-on-year, anticipated to triple or quadruple the 2014 marketplace. Beverage advertising involves numerous components, such as traits inclusive of packaging, the tagline used for branding as well as the tune for industrial marketing, the demographic dividend that the alternate emblem specializes in, and most significantly, patron psychology. The principle objective of the observation was to perceive the factors that have a tremendous impact on patron preferences for tender liquids in the town of Madhya Pradesh Indore. For that reason, folks that explore the bodily terrain and understand customer perspective research pick out to undertake a survey in which statistics is accumulated from a hundred and fifty mall consumers. The studies is carried out on the idea of specific questionnaires and separate priority elements that are the principle components of the qualitative technique. This studies allows stores and manufacturers successfully recognize client desire behavior and pave the way for growing the ideal advertising strategy that ensures better promotion and opportunity introduction. For his or her business and monetary increase.

Kakumanu (2015) highlighted the connection among advertising and marketing factors of soft beverages manufacturers and demographic traits of the customers and their preference closer to the soft drinks with respect to brand ambassadors inside the Telangana country. Srikant et al., tried to talk about the conflict of the people of Plachimada village of Kerala for groundwater in opposition to Coca-Cola organisation and the issues worried in the sort of conflict had been also highlighted and concluded that struggle is to be seen in the context of groups affirming their conventional rights over sources that goes beyond the logics of the nation.

It tries to become aware of the factors that affect purchaser shopping conduct, such as economic, social and psychological elements. This analysis allows to decide the course wherein client conduct might also take and offers the desired trends in product development, attributes of alternative communication techniques, and extra. (Ayanwale et al. 2005).

The Objective of Research Study

- Recognize the factors affecting the beverage consumption of purchasers.
- To find out if purchasers are privy to the harmful effects of carbonated beverages on their health.
- To decide customer perceptions of flavor, rate, advertising and movie star endorsements related to beverage products and brands.
- offer useful records to entrepreneurs to assist them increase effective advertising strategies to improve beverage buying behavior.
- know your customers and provide them with patron-orientated soft beverages
- realize your clients' preferences between distinctive advertising methods.
- understand your reasons for getting a specific logo of soft drink.
- look into whether or not the media played an influential position in changing the logo of healthful beverages.

Research Methodology

In this particular take a look at, a quantitative approach turned into used and number one facts had been collected from beverage customers. Descriptive studies is used on this study due to the fact the primary goal is to explain the traits of a phenomenon or a state of affairs. The necessary information was collected through a questionnaire. A descriptive ort of methodology changed into followed. The have a look at depends on primary facts. The sample length is 153 that's collected from extraordinary states that fall beneath the category of generation Z.

Source of Data

The look at could be based on resources:

Primary records: primary data is gathered by way of preparing a questionnaire and all and sundry were requested to fill in at random.

Secondary records: Secondary data will include diverse files inclusive of books, published articles, net and web sites.

Data Analysis and Interpretation

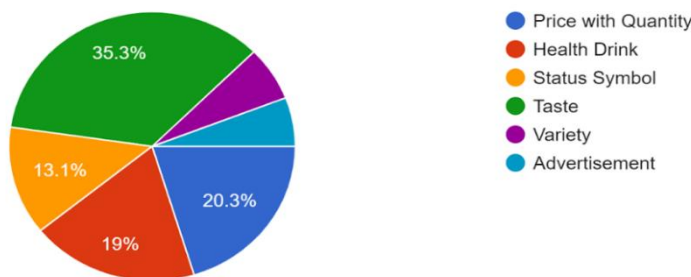
category	Sub category	Response in %
Age	10-15	19.6
	16-20	21.6
	21-25	54.9
	More than 25	3.9
Gender	Male	62.7
	female	36.6
Current status	Student	63.4
	Employee	25.5
	Own business	8.5
	Home maker	2
	unemployed	0.7
How many times do you buy soft drinks?	Daily	2.6
	Once in a week	60.8
	Twice in a week	22.2
	3 or more times in a week	7.8
	Others(rarely, never etc)	6.6
For what purpose do you consume the carbonated drinks?	Parties and celebration	26.8
	Without any reason	60.2
	Feelinh thirsty	11.8
	Refresemment	0.7
	Stress relief	0.7

Interpretation:

The above desk suggests that most of the purchasers are male students of age greater than 21. The carbonated drink, consumed via them is as soon as in per week with no any unique cause.

What induces you to buy carbonated drinks?

153 responses

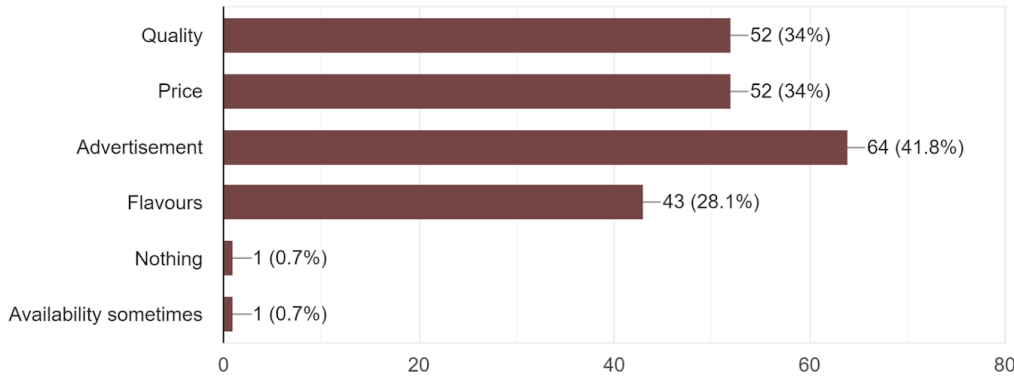


Interpretation:

There are many distinctive motives why human beings buy carbonated drinks, however, what's the one element that triggers someone to buy a carbonated drink? The above chart indicates that the most of the people go on with the carbonated drink because of its flavour (35.3%). The last respondent were long past with advertisement (20.3%), fitness drink (19%), and status image (13.1%) and so on. So we are able to expect that most of the consumers are attracted by means of taste.

What all changes do you want the manufacturer to make in it to promote sale?

153 responses

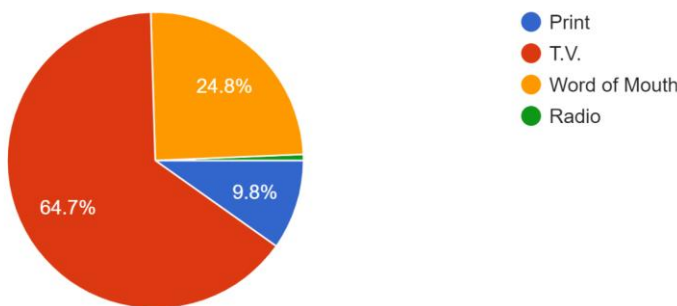


Interpretation:

If you want to promote sales for carbonated beverages, the producer needed to make modifications. This sort of modifications is to the commercial (41.8%) and sell their product by using increasing their visibility on social media. To do this, they want to create a hashtag for the product after which promoted the hashtag on social media so as to create a buzz approximately the drink. In addition they need to attention on rate (34%), quality(34%) and flavours(28.1%) for the carbonated beverages. thru this we can expect that commercial is the key thing to promote sales.

Which media gets your attention for carbonated drinks?

153 responses

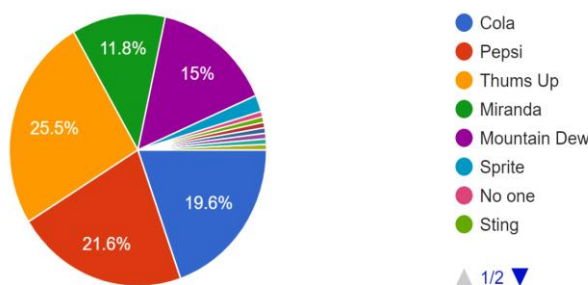


Interpretation:

Above graph suggests that human beings are more likely to buy carbonated liquids from a tv commercial (64.7%) than any other media. the alternative media that a marketer can go with is, word of mouth (24.8%) or print media (9.8%) like magazines or newspaper. On this study, T.V. ads had been shown to be the most effective manner to persuade humans to buy carbonated beverages.

Considering the TV ad which carbonated drink do you like more?

153 responses

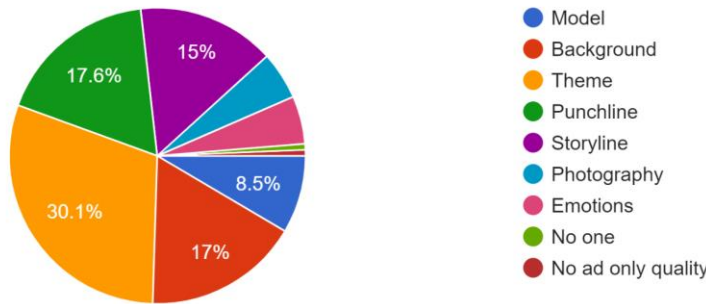


Interpretation:

From the above graph we are able to note that from the view point of commercial thumps up (25.5%) advert is the maximum favoured advertisement with the aid of the respondents followed by way of pepsi(21.6%), cola(19.6%), mountain dew(15%) and so on.

Which aspect of T.V. ad is important to you for carbonated drinks?

153 responses

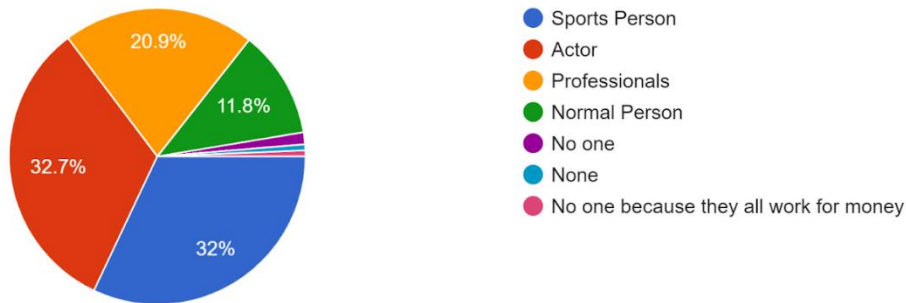


Interpretation:

From the graph, we can expect that there are numerous exceptional factors that move right into a successful television commercial for a carbonated drink. First, it is vital that the advert is thrilling with its subject (30.1%) and that it sticks out from the relaxation of the advertisements. 2d, it's miles essential that the advertisement is interesting and has a catchy punchline (17.6%) and background(17%). , the ad desires to have a storyline (15%). Fourth, it is critical to have a right pictures (8.5%) with some humour in commercial. In brief it should be full of creativity.

Which personality most influences you to buy carbonated drinks?

153 responses

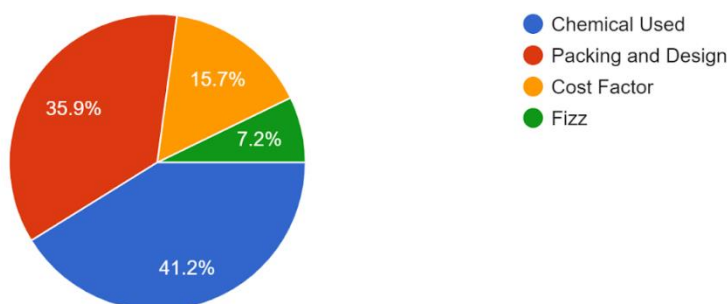


Interpretation:

there are many individuals who agree with that character can have an impact on what a person buys and beverages however through our studies which character is more appropriate for the marketer for carbonated drinks may be known. From the above graph we get to recognise that a famed actor (32.7%) is the most suitable for the carbonated liquids and on 2nd we've got sports person(32%) with very negligible difference followed by means of professionals(20.nine%) and normal person (11.8%).

What do you dislike the most in your carbonated drink?

153 responses

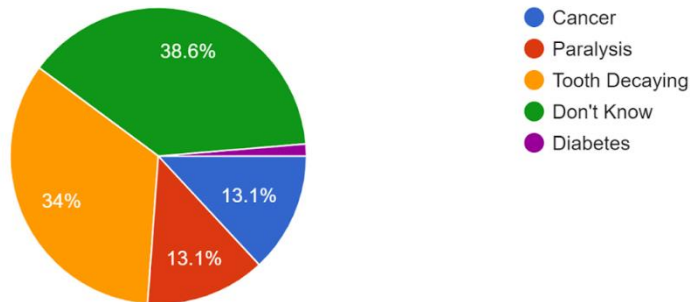


Interpretation:

The facts shown above shows that the respondents are privy to the unhealthiest of carbonated beverages. The maximum disliked among human beings are chemicals used (41.2%) inside the carbonated drinks followed through its packing and layout(35.9%), fee issue(15.7%) and fizz(7.2%). So via this we will count on that manufacturers need to focus greater on the chemical compounds getting used inside the carbonated beverages.

In your opinion which diseases could the pesticides in the carbonated drink cause?

153 responses

**Interpretation**

consciousness is the essential factor for any studies and exceptionally we got here to recognize that most respondents aren't aware(38.6%) approximately the diseases that could occur via eating carbonated drinks. whilst a few have been privy to the illnesses this is teeth decaying(34%) and a few respondents gone with paralysis(13.1%), cancer(13.1%) and diabetes(0.7%). through this the fundamental attention is wanted to give on focus aspect to forestall eating carbonated liquids in excess quantity.

Questions	Mean/Avg.	Standard deviation	Standard error	Variance
Do you stick to your brand?	1.24183	0.429598	0.034731	0.18455
Do you believe in ads?	1.660131	0.828469	0.066978	0.686361
Do advertisements affect your purchases?	1.751634	0.813383	0.065758	0.661593
To what extent advertisement affects your purchase for carbonated drinks?	2.418301	0.922057	0.074544	0.850189
Does advertisement make you buy the same carbonated drink every time?	1.843137	0.803918	0.064993	0.646285
After seeing the ad do you like to switch on to that one?	1.379085	0.486753	0.039352	0.236928
Do you think the superstars should stop promoting unhealthy drinks?	1.666667	0.866025	0.070014	0.75
Are you aware that you are being priced more than 10 times than that of real price of the drink?	1.346405	0.477387	0.038594	0.227898
Do you believe carbonated drinks are unhealthy?	2.248366	0.868158	0.070186	0.753698
Does advertisement necessary to attract the consumers for carbonated drinks?	2.588235	0.942627	0.076207	0.888545
Does print advertisement (Newspaper..) to be necessary for carbonated drinks?	2.633987	0.856489	0.069243	0.733574
In this competition market, any carbonated drinks can't survive without advertisement?	2.51634	0.967257	0.078198	0.935587
Does advertisement always an influence & dominate You?	2.764706	1.05609	0.08538	1.115325
Does advertisement create the awareness?	2.594771	1.022368	0.082654	1.045236
Does advertisement convince You to buy the same brand carbonated drinks?	2.797386	1.053562	0.085175	1.109993
Does your participation in purchasing carbonated drink is influenced by friends & family?	2.620915	1.038765	0.083979	1.079033

Limitations

This research has boundaries. A focused institution of respondents become taken from the exclusive states but in general from Gujarat with around 60% who fall underneath the class of generation Z had been taken into consideration for accomplishing the observe. The other predicament is related to the empirical paintings itself, because the survey changed into based on a frequently pupil pattern to symbolize gen Z. it can be understood that generalization of outcomes is confined to the scholar populace, no longer the whole purchaser market. Similarly, the sample length was extraordinarily small (153 students), due to constrained assets. Obviously, this adds to the problem of generalization.

Findings

A person can devour smooth beverages at the least once per week without a unique motives for it. People are fond of taste this is they decide on taste over price or any other aspect. Most the consumer can be centered by way of classified ads through tv. From the commercial point of view, humans found thumbs up an advertisement to be more creative than other beverages. People get greater motivated via the actors or sportspersons in commercials for carbonated drinks. Cognizance of carbonated drinks is needed as many humans are nonetheless no longer privy to the illnesses as a result of carbonated drinks.

From the desk, we get to understand that human beings are unswerving to the emblem. They believe in commercials to a greater quantity that they purchase the identical carbonated liquids again while if the advertisement of another emblem is greater innovative then they are able to transfer to some other. People additionally believe that superstars have to forestall selling bad drinks and they want to keep the commercial application without which they are able to't live on. We additionally get to realize that advertisement do now not continually influence or dominates peoples to buy the identical carbonated beverages each time and there's the negligible role of friends and own family to shop for carbonated beverages with that it additionally does no longer create recognition.

Conclusion

Based on the results, we concluded that Coke, Pepsi, Thumps Up, Fanta, etc. were the most carbonated beverages consumed by one person consecutively.

One also found that people consumed soda at least once a week. Surprisingly, people like to drink soda for no particular reason.

Survey results show that the most popular drinks among people are Coke, Thumbs Up, Pepsi, Fanta, etc. Taste is the number one reason people buy sodas. Advertising has been shown to play a very important role in the purchase of carbonated beverages, but quality, price and taste must also be focused.

The findings suggest that most consumers shows that people are influenced and interested in the ad. Most people are drawn to thumbs-up ads. Advertising attracts consumers and also helps increase sales. People believe that superstars should stop promoting unhealthy drinks, but while most people are drawn to the topics chosen for their ads, ads are more influenced by athletes and actors.

Based on the findings most people were aware about the high price they are being charged as compared to manufacturing cost, and the biggest aversion to carbonated drinks was the use of chemicals. The most shocking result of this discovery was that people were unaware of the illnesses resulting from the use of pesticides in carbonated drinks.

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