

Consumer Behavior on Soft Drinks Produced by Coca-Cola India in North Region

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Abstract

The India country is fourth largest in terms of FMCG sector growth in total economy. The brand named Coca-Cola is largest production based beverage company which is producing safe and high quality products in India. It is a leading company in Indian Beverage sector and producing soft drinks as well as juices in Indian Markets. The present work is to provide consumer behavior on soft drinks produced by Coca-Cola India in north region and to study the consumer behavior for soft drinks produced by Coca-Cola India in rural areas. This work provides the understanding of consumer behavior the use of questionnaire survey. In this survey, it prepares 25 questionnaires and get response from 310 respondents. In this survey 185 male and 125 female respondents are participated and also all age group respondents are involved in this survey to understanding actual results. various persons from different age, different qualification etc are participated. The data analysis is done by the use of MS-Excel and basic statistical methods.

Keywords: *Consumer Behavior, Soft Drinks, Coca-cola Products, Data Analysis, North India etc.*

1. Introduction

The expression "Consumer Behaviour" is characterized as "the conduct that buyers show in looking for buying, utilizing, assessing and discarding item and administrations that they expect will fulfill their necessities". The investigation of shopper conduct is the investigation of how people settle on choices to spend their accessible assets (cash, time, exertion) on utilization of related things. It likewise incorporates the investigation of what, why, how, when, where they purchase and how regularly they purchase a specific item or administration. Purchaser conduct is the demonstration of people in getting and utilizing products and enterprises that is displayed through their choice procedure.

Customer buys are probably going to be affected by physiological and sociological variables. Customer conducts inquire about is a viable instrument in promoting for a wide range of association. Increasing an intensive, top to bottom customer understanding assists with guaranteeing that the correct items are showcased to the correct purchasers in the correct manner. The better the advertisers know and get purchasers, the more beneficial it would demonstrate in achieving their hierarchical targets. Advertisers need to comprehend what shoppers think, what customer need, how they work, how they purchase the items and what are the procedure engaged with purchasing. Buyers for the most part follow the normal purchasing process that comprises of an arrangement of occasions [1].

Advertisers need to create items and administrations to assist buyers with tackling issues as opposed to the idea of data search that customers embrace in a specific objective market. Furthermore, advertisers can likewise comprehend various sorts of assessment rules utilized by the shoppers, for example, different measurements on items, its highlights, attributes, and advantages to tackle a particular issue. Thus, advertisers need to go past the blend of effects on purchasers and build up a comprehension of how shoppers really settle on their purchasing choices. Buyer fulfilment is a definitive point of any business.

Both endurance and development of the business rely upon its consumer loyalty. To describe this, satisfaction is buyer's evaluation of a thing or organization to the extent whether that thing or organization has satisfied their necessities and wants. Failure to address issues and wants is acknowledged to realize disillusionment with the thing or organization. Michael Porter, a Harvard Business School educator, accepted organizations ought to analyse factors happening outside their association with the possibility to affect business. He recognized five powers with the ability to shape markets and businesses as shown in Fig 1. The powers can be utilized to gauge the force of the opposition, engaging quality, and productivity of an industry or market.

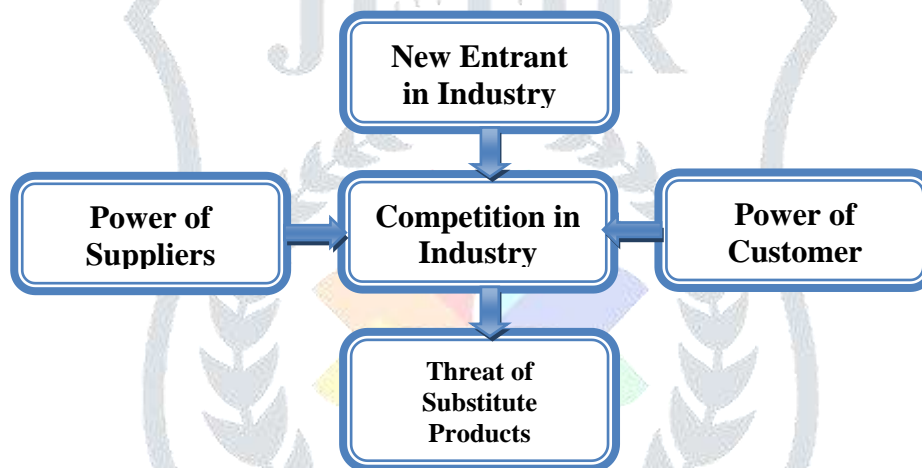


Fig 1: Five Force Analysis for External Environment [1]

Purchaser is the essential issue on whom all the promoting exercises spin around. Producer creates what the customer needs as the purchaser's conduct contrasts from individual to individual. Associations that accomplish significant level of consumer loyalty additionally accomplish more noteworthy degree of benefit. In the present circumstance, a potential buyer is offered a wide grouping of things to pick in the market. The purchaser is the ruler, who chooses the turn of events, achievement, and even nearness of a business attempt.

The movement of the Indian economy had broad results, which provoked area of overall brands in the Indian markets. Earlier associations focused their advancing undertakings towards the urban markets concentrating on the educated client. In any case, with the drenching of business segments in the urban part, various associations concentrated towards the rapidly creating commonplace division. What's more, the provincial markets in India are as yet advancing, and the part represents an assortment of difficulties. The utilization examples, tastes, and needs of the country customers are completely not quite the same as that of urban shoppers. While it is clear that urban Indian has adjusted a lot quicker than the rustic shopper because of higher presentation of media and changing way of life, the country buyers are not a long waybehind.

Thus, the purchasing conduct of country customers has become a hotly debated issue for conversation on the grounds that rustic India, as of late, is energetically devouring everything in chilly beverages and this "provincial preference" is being considered as one of the critical subjects of market examination [2-5].

2. Overview on Soft Drink Industry in India

The 50-billion-rupee soft drink is growing now at 6 to 7 1/2% yearly, In India. Coke and Pepsi have a merged bit of the pie of around 95% clearly or through franchisees. Campa Cola has a 1% share. Furthermore, the rest is apportioned among neighbourhood players. Industry watchers state, fake things in like manner speak to an average segment of the evening out. There are around 110 soft drink conveying units (60% being guaranteed by Indian bottlers) in the country, using around 125,000 people. There are two specific parts of the market, cola and non-cola drinks. The cola divide states a bit of 62%, while the non-cola section consolidates pop, clear lime, obscure lime and drinks with orange and mango flavours. The per capita usage of pop flies in India is around 5 to 6 containers (same as Nepal's) stood out from Pakistan's 17 compartments, Sri Lanka's 21, Thailand's 73, The Philippines 173 and Mexico 605 [6].

The business contributes over Rs 12 billion to the exchequer and passages stock worth Rs 2 bn. It similarly supports improvement of organizations like glass, refrigeration, transportation, paper and sugar. The Department of food planning Industries had indicated that 'contains-no-natural item squeeze' names be stuck on returnable glass bottles. About 85% of the soft drink pops are correct presently sold in returnable compartments. There was a drifting heap of around 1000 million containers regarded at Rs 6 bn. If the business were to agree to the new guidelines, it would need to place assets into new containers, achieving a cost. Neither Coke nor Pepsi is in a circumstance to contribute such a huge entirety. Around 400,000 tons of rough materials would be required to supersede the present heap of containers. Or maybe, the soft drink industry suggested that a seven-year boycott be connected with the business so it can unite the modification in an arranged manner. There is no such mandatory need wherever on the planet to expressly stamp the glass surface of returnable holders. The governing body has decided to expand the date for superseding the compartments to end-walk 2006. Then, the things have moved fundamentally to the usage of PET containers [7-9].

Sensitive and coursed air through refreshments were seen as things for the common laborers and the well off. That confinement isn't any increasingly significant. Sensitive and coursed air through refreshments is eaten up by with or without from the people who can't stand to buy any drink. A NCAER study says that 91% soft drink bargains are made to the lower, focus and upper regular workers. The soft drink industry has been asking the organization to groupings coursed air through waters.

3. Background of Consumer Behaviour on Soft Drinks

This section portrays writing study identified with client customer related concerns and furthermore the fundamental thoughts identified with them. Consumer behaviour on the Web has long been of great interest to researchers and scholars. Consumer behaviour consists of need recognition, information search, evaluation of alternatives, purchase, and post purchase behaviours, which involves research in the fields of psychology, sociology, social anthropology, marketing, and economics. It was presented an agent-based

modelling and simulation method on the consumer's purchasing behaviours based on quality, price and promotion. The key point of this model is the utility function and this model is implemented under simulation environment. The results showed that the proposed model can analyse and predict the effects of different quality, price and promotion strategies by the emergence of consumer purchasing behaviours. It was introduced the tactile assessment was utilized to survey the shopper acknowledgment of nourishments or other customer items, in order to improve modern procedures and promoting systems. This work introduced an ERP estimation framework including Bio Wolf, a Parallel Ultra Low Power stage, which permits EEG signal obtaining and preparing that permit ready, on the web and continuous separation of classes of pictures, with the target of positioning food quality. The framework was created to be wearable and our tests exhibit that was conceivable to utilize it to distinguish and arrange the evaluation of acknowledgment of the food.

The detectability framework could bolster the food organizations to move in the intricate system of the gracefully chain and, at the same time, to reply to the new shopper and market needs. In this work a hypothetical methodology dependent on business process demonstrating was proposed and tried in a genuine contextual analysis. This paper proposes a hypothetical methodology for recognizability in food industry. The methodology was broadly useful and was conceivably ready to help the organization in discernibility framework foundation, in all period of flexibly chain and for all sort of food item. This information could be deliberately whenever explained and transmitted to various partner of the gracefully chain.

A. Azhar et. al. [4] in the year 2018 introduced the Lots of Instant Noodle items available, both in conventional and present-day markets, for example, Minimarket, Supermarket and others. Obviously, customers will pick Instant Noodles as they need, great value, bundling, taste and more. J. A. García-Esteban et. al. [6] in the year 2018 introduced ICatador, a product stage which make simpler the cheddar quality control exercises. At present, food quality control can be performed with tactile assessments or organoleptic of items. With ICatador apparatus was conceivable to virtualized the quality control exercises of cheeses, it makes that they can be completed all the more effectively and on-line, making conceivable the absolute quality control of made items. Through ICatador the food business has a scope of administrations to guarantee buyer acknowledgment of the item. H. Fidan et. al. [7] in the year 2018 introduced that the principal objective of this examination was to read the shopper's mentality for decision of an eatery, that place significance on the fixing's quality and cause, making the menu and to portray the potential need of building up an online B2B stage, which primary reason for existing was to fabricate a connection between nearby ranchers of food and refreshments and the agents of the HoReCa area in Plovdiv region. The introduced results demonstrate that great food to an enormous degree decides the decision of a café, yet it was anything but an adequate condition. Despite the scale, cafés ought to be overseen as an expert business past the great kitchen. The outcomes likewise demonstrate that shoppers lean toward eateries that get ready delicious dishes of high calibres with new fixings and engaging introduction and furthermore offer an assortment of decisions on the menu.

R. Destari et. al. [8] in the year 2018 introduced that the Bread making business was a business that was very famous right now. Numerous makers were making this bread business so the makers need to do a

technique in improving item quality. F. Ariyanti et. al. [9] in the year 2017 examined the connection of sanitation information and conduct rehearses on the youthful grown-up who purchases food on the web. The examination members were 104 undergrad understudies whom advanced advances clients and experienced with internet business and online networking. There were increasingly more Indonesia's young grown-up shopping in the virtual food shop to get 'prepared for eat 'supper. At long last, demonstrated the examination populace by and large has poor information on sanitation this involve danger food borne. Accordingly, mindfulness and sanitation instructive activities crusades ought to be created to all the more likely advice youthful grown-ups about safe food practices and propensities in purchasing food on the web.

L. Zhang et. al. [10] in the year 2017 introduced the various territories of power conduct decent variety. Customarily, the K-implies calculation isolates every datum in the dataset into relating clusters. In perspective on the qualities of power conduct, we set forward investigation of intensity shopper conduct dependent on the complementation of K-means and DBSCAN. In this paper, our reciprocal methodology can be increasingly point by point examination of power conduct and show signs of improvement impact. G. Stevens et. al. [11] in the year 2017 introduced that the Internet of Things is incredibly changing the purchasing and devouring conduct. Future situations of keen shopping, savvy kitchen and shrewd cooking become progressively genuine and coordinated. Current clients of the paper-based receipts likewise referenced this preferred position, since the vast majority of them convey along their Smartphone. Since all purchased items will be enrolled carefully, it gets conceivable to utilize the shopping information for manageable shopper applications.

K. Kalidas at. al. [12] in the year 2017 introduced that food had been one of the significant classes in shopper portion of spending. Indian purchasers spent the greater part of their pay on food though the shoppers around the globe burned through 33% of their salary on food. In the year 2002-2003 a normal rustic Indian family burned through 55 percent of its salary on food, though the equivalent was around 43 percent urban family. It was evaluated that the white-collar class portion burned through Rs.37800 crore per annum on food and staple goods. The prepared food fragment, moment food items had consumed an impressive rack space in stores and markets in India. The particular targets of the examination were; to contemplate the buyers purchasing conduct for chosen moment millet-based food items in Pollachi city, to distinguish the variables impacting purchasing conduct for chosen moment millet-based food items, to propose techniques for expanding the deals of moment millet-based food items.

Y. Hsieh at. al. [13] in the year 2017 The advancement of the travel industry, in such a thriving domain of data innovation, has step by step changed. Electronic verbal (EWOM) has become a significant wellspring of data for buyers. As indicated by the exploration shows that the significance of online verbal exchange on the acknowledgment of the travel industry purchasers have a noteworthy and positive impact, said that if the movement buyer in the request stage to peruse the important informal exchange to enable them to pick, will have the option to improve the recurrence of its utilization of this stage According to the examination, the higher the collaboration among customers and Internet verbal communicators, the higher the acknowledgment rate for buyers, so on the off chance that somebody was answerable for the connection of this stage, you can upgrade the utilization of its foundation.

C. Sung et. al. [14] in the year 2017 gave that web-based business exercises thriving in the course of the most recent decades, customers have apparently been changing their buys from the physical commercial centre to the Internet marketplace. The consequences of the examination uncovered that, as a rule, the purchaser character qualities are identified with the data search conduct and the dynamic, reliable with the exploration tending to that the data search conduct was incited by the apparent hazard and the shopper's capacity to secure the significant data.

E. Camilleri et. al. [15] in the year 2017 The reception of information driven techniques energizes the misuse of the different extravagance of shopper information, to increase profound comprehension of client conduct, inspirations and desires. By assessing results of past choices and progressing preliminaries, ideal arrangements are promptly executed at scale to both responsively and proactively fulfill quickly changing purchaser needs, while expanding business execution. The point of the examination is to help chiefs by structuring a choice help arrangement. The proposed structure assesses results from different preliminaries, to evaluate the effect of advanced arrangements, and survey the potential incentive from actualizing forthcoming answers for the more extensive purchaser populace.

E. Gal et. al.[16] in the year 2016 The pertinence of the paper was dictated by the significant job which the dynamic purchasers play in the Smart Grid idea. Demonstrating the customer conduct was important to evaluate their effect on the structure and working methods of the power framework, including investigation of provincial vitality markets. The created model dependent on the specialist approach permits recreating customer conduct contingent upon various circumstances in the vitality framework and deciding the conceivable outcomes and the quality of its impact on the structure and working states of the territorial vitality framework. Y. Zhao et. al. [17] in the year 2016 we study the effect of certain variables on the ideal choices of flexibly chain, for example, clients' affectability to the newness of new item, buyers' affectability to the administration level of new item, customers' affectability to the cost of new item, purchasers' acknowledgment to arrange showcasing channel. The present of system advertising channel can improve the presentation of the whole gracefully chain, O2O mode lessens costs for the safeguarding of new items, which is favourable for retailers to improve administration levels to upgrade benefits. The further investigation should concentrate on tending to the spread of cold chain innovation, decreasing the expense of safeguarding and circulation process, accomplishing the joining of on the web and disconnected channels through O2O channel.

R. Prasad et. al. [18] in the year 2016 Indians eat numerous grains as a piece of their staple food. Rice is one among them. Rice is gotten in two structures in the market - specifically free unloaded structure and bundled structure in fixed amounts. Rice is among the most expended wares in South India. If this thought of setting the item in little SKUs is executed, acceptable introduction for the item can be gotten even in remote regions which may prompt a buy consequently making an involvement with the psyche of the client. J. Sharma et. al. [19] in the year 2016 Consumer conduct mirrors the totality of purchaser choices as for the procurement, utilization and manner of products, administrations and so forth. Z. Dawei et. al. [20] in the year 2016 Based on the hypothesis of customer conduct and buyer request hypothesis, for the shopper buy conduct of green food in Harbin, hypothetical model of the impact factors on the purchaser buy conduct of green food is built.

The outcomes show that way of life, buy understanding, wellbeing awareness, pay level, value, shopping

accommodation and reference bunch significantly affect the purchaser buy conduct of green food in Harbin. Furthermore, value, wellbeing cognizance and salary level are the central point. Z. Xinhua et. al. [21] in the year 2015 This paper investigated and broke down the shopper buy conduct of towel through the method of poll, the creator utilized the relating information instruments to examine buyer purchasing propensities and potential interest for towel items, and made proposals of creating advertising methodology for the undertaking.

M. Basha et. al. [22] in the year 2014 Increasing attention to the natural eating routine to be a sound food alternative has become a worldwide marvel. Numerous individuals have begun to acknowledge the way that natural food doesn't contain unsafe synthetic compounds like the nonorganic food. It very well may be finished up from the past examinations that each nation has its own noteworthy elements which impact the demeanour towards natural food buy aim, both positive and negative attitudes. This reasonable paper plots 11 central point which influence the customer buy goals for natural nourishments. T. Zin et. al. [23] in the year 2014 In today buyer world, item web search tools have been assumed key jobs for shopper data chasing and dynamic procedure. It had additionally taken the family group and brand item consequences for shopper practices. This paper had just investigated the possibility of connection between the brand items and shopper search designs. Likewise, just manufactured re-enactment had been introduced as a representation. Much stays to be accomplished with the end goal of common-sense use. Those works would be done later on inquire about.

W. Xiaohuan et. al. [24] in the year 2014 The motivation behind this examination is to build up a multi-period evaluating technique for transient food under the thought of purchasers' decency recognition. Transient food alludes to food who's worth are diminishing with time passes by, and might turn out to be even negative in some condition. The discoveries of this examination are critical since They fill in as the initial phase in estimating prejudicial valuing and demonstrate that it is practical and useful, in actuality, short-lived food evaluating setting, and furthermore give better exchange offs between purchasers' reasonableness observation and retailer's income over the long haul. Accordingly, an arrangement-based exchange ought to be structured in later examinations, and the genuine held costs of the subjects ought to be prompted a little bit at a time during the analysis procedure.

Q. Xing et. al.[25] in the year 2014 described that in request to find the most critical variables which influence the choosing of the youthful purchaser on their portable administrators, a poll is utilized in this paper to get some data about the versatile clients. Furthermore, in view of the point of view of shopper conduct, purchaser conduct model is utilized in this examination. In a situation with 2G, 3G and 4G coinciding, the administrators should make a proactive promulgation for their 4G portable assistance to construct another brand among the buyers as quickly as time permits. As indicated by the information of the three versatile administrators, the portable market is almost immersed and the opposition changes from the degree of the innovation to the purchaser administration between the administrators.

S.Franklin et. al. [26] in the year 2014 presented that the reason for this examination is to explore inner and outside impacts on shoppers buying choices on restorative items in Tamilnadu and Kerala. The surveys were given to 500 shoppers who are on the whole utilizing beauty care products. Out of 500 buyers reached. T.

Chen et. al. [27] in the year 2013 Knowing why buyers pick their preferred items can help ventures to

remain in front of market patterns and in this way increment benefits and lessen misfortunes. There are different hypotheses which Endeavor to clarify what occurs in the psyches of customers when they buy an item. By having measured estimation of connections between the proposed model and utilization esteem hypothesis, intrigued specialists would then be able to figure exemptions or build up a programmed system for each capacity that necessities to reference this hypothesis. D. Chang et al. [28] in the year 2013 found out the main factors affecting online consumer purchase behaviour are website awareness, website specialty, website safety and after-sale service. Meanwhile, we evaluate these four main factors and their sub factors using fuzzy comprehensive evaluation method.

H.Jiazhen et. al. [29] in the year 2012 This paper manages the decision conduct of customers and conduct advancement on evaluating arrangements for substitute items in stochastic situations. We partition all customers into two sorts, in particular the vital kind, and the nearsighted kind. we build up the logit-based stochastic client decision model with anticipated apparent cost. At last, it built up the logit-based stochastic purchaser decision model with a normal saw cost. S. Chenglin et al. [30] in the year 2012 described the study of a supply chain model with a dual distribution channel based on consumer's behaviour diversity in the e-market. S. Yen et al. [31] in the year 2012 proposed a novel data mining algorithm to find the item-consumption behaviours for most of the consumers. From this information, we can predict the next purchase time for an item based on the purchased quantity of this item at this time. The experimental results show that our algorithm is efficient and scalable, and the mining results can exactly reflect the consumption behaviours for most of the consumers. New advances in embedded computing technology have opened up the potential for embedding behaviour analysis tools to consumer video surveillance systems. T. Zin et al. [32] in the year 2012 proposed a new visual behaviour analysis tool for consumer video surveillance systems. This tool can be embedded in consumer videos to automatically detect and analyse unusual events. It presented some experimental results to show the effectiveness of the proposed system which will be leading to new visual behaviour analysis tools for the consumers.

L. Wang et. al. [33] in the year 2011 presented a cautious comprehension of purchaser ability to pay (WTP) towards hereditarily modified nourishments in China will give a logical premise to arrangement dynamic on improvement of farming biotechnology, and to help organizations associated with the assembling and showcasing of GM food sources in building up a profile of buyers. Down to earth suggestions are called attention to as indicated by the discoveries of this examination. Approach creators should concentrate on value advantage of GM items during innovative work through open venture, and commercialization. It is expected to diminish costs and improve the efficiency of GM nourishments in the creation [33].

4. Data Analysis and Discussion

1. Demographic Profile of Respondents

The study had 100% response rate because all the 310-respondents participated and give their feedback. Table1 shows the demographic variables like age, sex, educational qualification, and marital status. The study was held in the 4 region of India which are Chandigarh, Ambala, Rohtak and Nabipur. As you can see

that out of 310 respondents 59.67% respondents are male and 40.32% are female respondents out of which maximum male and female respondents in number from Chandigarh region and maximum male respondents in terms of percentage from Ambala and maximum female respondents in percentage from Nabipur region. The maximum 183 number of respondents from the age group of below 30 and minimum number of respondents from the age group of 31-40 years. The maximum percentage 43.87% respondent's qualification is PG/MTech/Other Professional Courses and minimum 5.16% respondent's qualification is SSC/ITI. Out of 310 respondents 129 are married and 181 are unmarried.

Table 1: Demographic Distribution of Respondents

Variables	Category	Frequency	Chandigarh	Ambala	Rohtak	Nabipur
Sex/Gender	Male	185 59.67%	67 60.91%	54 69.23%	34 50%	30 55.55%
	Female	125 40.32%	43 39.09%	24 30.76%	34 50%	24 44.44%
	Total	310 100%	110 100%	78 100%	68 100%	54 100%
Age	41-50 years	53 17.09%	18 16.36%	12 15.38%	11 16.17%	12 22.22%
	51-55 years	30 14.20%	13 11.81%	7 8.97%	6 8.82%	4 7.40%
	31-40 years	44 14.19%	14 12.72%	11 14.10%	12 17.67%	7 12.96%
	Below 30 years	183 59.03%	65 59.09%	48 61.53%	39 57.35%	31 57.40%
	Total	310 100%	110 100%	78 100%	68 100%	54 100%
Highest Educational Qualification	Below SSC/ITI	20 6.45%	8 7.27%	4 5.12%	5 7.35%	3 5.55%
	Degree/ BTech	96 30.96%	33 30%	29 37.17%	16 23.52%	18 33.33%
	PG/MTech/Other Professional Courses	136 43.87%	45 40.90%	31 39.74%	36 52.94%	24 44.44%
	SSC/ITI	16 5.16%	6 5.45%	4 5.12%	3 4.41%	3 5.55%
	Inter/Polytechnic	42 13.54%	18 16.36%	10 12.82%	8 11.76%	6 11.11%
	Total	310 100%	110 100%	78 100%	68 100%	54 100%
Marital Status	Married	129 41.61%	43 39.09%	35 44.87%	28 41.17%	23 42.59%
	Unmarried	181 58.38%	67 60.90%	43 55.12%	40 58.82%	31 57.40%
	Total	310 100%	110 100%	78 100%	68 100%	54 100%

2. Consumption of Soft Drinks Per Week in Chandigarh Region

Table 2 presents the results of the survey by consumption of soft drink in weekly basis.

- By gender wise, maximum male 29.09% consume at least once in a week and minimum 0.91% female consume more than 4 within a week.
- By educational qualification wise maximum 19.09% PG/M.Tech/Other Professional consume once and minimum none of SSC/ITI consume more than 4.
- As per marital status maximum 29.09% unmarried respondents consume once in a week and minimum 0% unmarried person consume none of the soft drink within a week.
- As per age category maximum 29.09% respondents below 30 years age group consume 2-4 soft drink within a week and minimum 0% 31-40 years age group consume none soft drink.

Table 2 Consumption of Soft Drinks Per Week in Chandigarh Region

Category	Consumption/Week (Bottles)					
	Sub Category	Value	Once	2-4	More than 4	None
Gender	Male	Frequency	32	25	3	7
		Percentage	29.09	22.73	2.73	6.36
	Female	Frequency	21	16	1	5
		Percentage	19.09	14.55	0.91	4.55
Educational Qualification	Degree/ B.Tech	Frequency	14	12	5	2
		Percentage	12.73	10.91	4.55	1.82
	Inter/Polytechnic	Frequency	5	9	3	1
		Percentage	4.55	8.18	2.73	0.91
	PG/M.Tech/Other Professional Courses	Frequency	21	14	9	1
		Percentage	19.09	12.73	8.18	0.91
	SSC/ITI	Frequency	2	3	0	1
		Percentage	1.82	2.73	0.00	0.91
	Below SSC/ITI	Frequency	3	2	1	2
		Percentage	2.73	1.82	0.91	1.82
Marital Status	Married	Frequency	14	15	8	6
		Percentage	12.73	13.64	7.27	5.45
	Unmarried	Frequency	32	25	10	0
		Percentage	29.09	22.73	9.09	0.00
Age	Below 30	Frequency	21	32	10	2
		Percentage	19.09	29.09	9.09	1.82
	31-40	Frequency	6	3	5	0
		Percentage	5.45	2.73	4.55	0.00
	41-50	Frequency	5	5	6	2
		Percentage	4.55	4.55	5.45	1.82
	Above 50	Frequency	2	7	2	2
		Percentage	1.82	6.36	1.82	1.82

3. Consumption of Soft Drinks Per Week in Ambala Region

Table 3 presents the analysis data of consumption of soft drink in weekly basis in Ambala region.

- By gender wise, maximum male 34.62% consume at least once in a week and minimum 2.56% male & female consume none within a week.

- By educational qualification wise maximum 16.67% Degree/ B.Tech consume 2-4 and minimum 0% of SSC/ITI consume none.
- As per marital status maximum 26.92% unmarried respondents consume once in a week and minimum 1.28% unmarried person consume none of the soft drink within a week.
- As per age category maximum 32.05% respondents below 30 years age group consume 2-4 soft drink within a week and minimum 0% 41-50 years age group consume none soft drink.

Table 3 Consumption of Soft Drinks Per Week in Ambala Region

Category	Consumption/Week (Bottles)					
	Sub Category	Value	Once	2-4	More than 4	None
Gender	Male	Frequency	27	17	8	2
		Percentage	34.62	21.79	10.26	2.56
	Female	Frequency	8	9	5	2
		Percentage	10.26	11.54	6.41	2.56
Educational Qualification	Degree/ B.Tech	Frequency	11	13	5	0
		Percentage	14.10	16.67	6.41	0.00
	Inter/Polytechnic	Frequency	4	3	2	1
		Percentage	5.13	3.85	2.56	1.28
	PG/M.Tech/Other Professional Courses	Frequency	12	11	7	1
		Percentage	15.38	14.10	8.97	1.28
	SSC/ITI	Frequency	2	1	1	0
		Percentage	2.56	1.28	1.28	0.00
Below SSC/ITI	Frequency	2	0	1	1	
	Percentage	2.56	0.00	1.28	1.28	
Marital Status	Married	Frequency	14	12	7	2
		Percentage	17.95	15.38	8.97	2.56
	Unmarried	Frequency	21	15	6	1
		Percentage	26.92	19.23	7.69	1.28
Age	Below 30	Frequency	21	25	1	1
		Percentage	26.92	32.05	1.28	1.28
	31-40	Frequency	2	5	1	3
		Percentage	2.56	6.41	1.28	3.85
	41-50	Frequency	5	2	5	0
		Percentage	6.41	2.56	6.41	0.00
	Above 50	Frequency	2	3	1	1
		Percentage	2.56	3.85	1.28	1.28

4. Consumption of Soft Drinks Per Week in Rohtak Region

Table 4 presents the results of the survey by consumption of soft drink in weekly basis.

- By gender wise, maximum male and female 17.65% consume at least 2-4 in a week and minimum 5.88% male consume none within a week.
- By educational qualification wise maximum 23.53% PG/M.Tech/Other Professional consume once and minimum 0% of SSC/ITI consume none and more than 4.
- As per marital status maximum 22.06% unmarried respondents consume 2-4 in a week and minimum 1.47% unmarried person consume none of the soft drink within a week.

- As per age category maximum 22.06% respondents below 30 years age group consume once soft drink within a week and minimum 0% Above 50 years age group consume more than 4 soft drink.

Table 4 Consumption of Soft Drinks Per Week in Rohtak Region

Category	Consumption/Week (Bottles)					
	Sub Category	Value	Once	2-4	More than 4	None
Gender	Male	Frequency	10	12	8	4
		Percentage	14.71	17.65	11.76	5.88
	Female	Frequency	11	12	5	6
		Percentage	16.18	17.65	7.35	8.82
Educational Qualification	Degree/ B.Tech	Frequency	5	6	2	3
		Percentage	7.35	8.82	2.94	4.41
	Inter/Polytechnic	Frequency	2	3	2	1
		Percentage	2.94	4.41	2.94	1.47
	PG/M.Tech/Other Professional Courses	Frequency	16	10	8	2
		Percentage	23.53	14.71	11.76	2.94
	SSC/ITI	Frequency	2	1	0	0
		Percentage	2.94	1.47	0.00	0.00
	Below SSC/ITI	Frequency	2	1	2	0
		Percentage	2.94	1.47	2.94	0.00
Marital Status	Married	Frequency	14	6	5	3
		Percentage	20.59	8.82	7.35	4.41
	Unmarried	Frequency	14	15	10	1
		Percentage	20.59	22.06	14.71	1.47
Age	Below 30	Frequency	15	12	10	2
		Percentage	22.06	17.65	14.71	2.94
	31-40	Frequency	3	5	3	1
		Percentage	4.41	7.35	4.41	1.47
	41-50	Frequency	5	2	2	2
		Percentage	7.35	2.94	2.94	2.94
	Above 50	Frequency	3	2	0	1
		Percentage	4.41	2.94	0.00	1.47

5. Consumption of Soft Drinks Per Week in Nabipur Region

Table 5 presents the results of the survey by consumption of soft drink in weekly basis..

- By gender wise, maximum male and female 25.93% consume at least once in a week and minimum 3.70% male consume none within a week.
- By educational qualification wise maximum 20.37% PG/M.Tech/Other Professional consume once and minimum 0% of SSC/ITI and Below SSC/ITI consume none and more than 4.
- As per marital status maximum 20.37% unmarried and married respondents consume once in a week and minimum 0% married person consume none of the soft drink within a week.
- As per age category maximum 24.07% respondents below 30 years age group consume once soft drink within a week and minimum 0% Above 31-40 years age group consume more than 4 soft drink and none.

Table 5: Consumption of Soft Drinks Per Week in Nabipur Region

Category	Consumption/Week (Bottles)					
	Sub Category	Value	Once	2-4	More than 4	None
Gender	Male	Frequency	14	8	6	2
		Percentage	25.93	14.81	11.11	3.70
	Female	Frequency	9	4	8	3
		Percentage	16.67	7.41	14.81	5.56
Educational Qualification	Degree/ B.Tech	Frequency	8	7	2	1
		Percentage	14.81	12.96	3.70	1.85
	Inter/Polytechnic	Frequency	4	2	0	0
		Percentage	7.41	3.70	0.00	0.00
	PG/M.Tech/Other Professional Courses	Frequency	11	8	4	1
		Percentage	20.37	14.81	7.41	1.85
	SSC/ITI	Frequency	2	1	0	0
		Percentage	3.70	1.85	0.00	0.00
	Below SSC/ITI	Frequency	1	2	0	0
		Percentage	1.85	3.70	0.00	0.00
Marital Status	Married	Frequency	11	8	4	0
		Percentage	20.37	14.81	7.41	0.00
	Unmarried	Frequency	11	10	9	1
		Percentage	20.37	18.52	16.67	1.85
Age	Below 30	Frequency	13	11	5	2
		Percentage	24.07	20.37	9.26	3.70
	31-40	Frequency	5	2	0	0
		Percentage	9.26	3.70	0.00	0.00
	41-50	Frequency	4	5	1	2
		Percentage	7.41	9.26	1.85	3.70
Above 50	Frequency	1	1	1	1	
	Percentage	1.85	1.85	1.85	1.85	

6. Occasions for Often Consume the Soft Drink in Chandigarh Region

Table 6 presents the results of the survey by occasions for often consume the soft drink.

- By gender wise, maximum male 29.09% consume soft drink in parties or celebrations and minimum 3.64% female consume in other occasion.
- By educational qualification wise maximum 17.27% Degree/ B.Tech consume in parties or celebration and minimum 0.91% of SSC/ITI and below SSC/ITI consume without any reason.
- As per marital status maximum 21.82% unmarried respondents consume because of other reason and minimum 4.55% married person consume the soft drink without any reason.
- As per age category maximum 22.73% respondents below 30 years age group consume because of other reason and minimum 1.82% 41-50 and above 50 years age group consume when they feeling thirsty

Table 6: Occasions for Often Consume the Soft Drink in Chandigarh Region

Category	Occasions for often consume the soft drink					
	Sub Category	Value	Feeling thirsty	Other	Parties or celebrations	Without any reason
Gender	Male	Frequency	8	12	32	15
		Percentage	7.27	10.91	29.09	13.64
	Female	Frequency	5	4	24	10
		Percentage	4.55	3.64	21.82	9.09
Educational Qualification	Degree/ B.Tech	Frequency	3	4	19	7
		Percentage	2.73	3.64	17.27	6.36
	Inter/Polytechnic	Frequency	2	8	6	2
		Percentage	1.82	7.27	5.45	1.82
	PG/M.Tech/Other Professional Courses	Frequency	4	17	17	7
		Percentage	3.64	15.45	15.45	6.36
	SSC/ITI	Frequency	1	2	2	1
		Percentage	0.91	1.82	1.82	0.91
	Below SSC/ITI	Frequency	1	2	3	2
		Percentage	0.91	1.82	2.73	1.82
Marital Status	Married	Frequency	6	18	14	5
		Percentage	5.45	16.36	12.73	4.55
	Unmarried	Frequency	10	24	21	12
		Percentage	9.09	21.82	19.09	10.91
Age	Below 30	Frequency	10	25	21	9
		Percentage	9.09	22.73	19.09	8.18
	31-40	Frequency	2	4	5	3
		Percentage	1.82	3.64	4.55	2.73
	41-50	Frequency	2	3	8	5
		Percentage	1.82	2.73	7.27	4.55
	Above 50	Frequency	2	5	1	5
		Percentage	1.82	4.55	0.91	4.55

7. Occasions for often consume the soft drink in Ambala Region

Table 7 presents the results of the survey by occasions for often consume the soft drink.

- By gender wise, maximum male 32.05% consume soft drink in parties or celebrations and minimum 3.85% female and make consume without any reason.
- By educational qualification wise maximum 19.23% Degree/ B.Tech consume in parties or celebration and minimum 0% of SSC/ITI consume without any reason.
- As per marital status maximum 23.08% unmarried respondents consume because of parties or celebrations and minimum 3.85% unmarried person consume the soft drink when they feeling thirsty.
- As per age category maximum 32.05% respondents below 30 years age group consume because of parties or celebrations and minimum 0% above 50 years age group consume due to other reason.

Table 7: Occasions for often consume the soft drink in Ambala Region

Category	Occasions for Often Consume the Soft Drink					
	Sub Category	Value	Feeling thirsty	Other	Parties or celebrations	Without any reason
Gender	Male	Frequency	5	21	25	3
		Percentage	6.41	26.92	32.05	3.85
	Female	Frequency	2	7	12	3
		Percentage	2.56	8.97	15.38	3.85
Educational Qualification	Degree/ B.Tech	Frequency	3	8	15	3
		Percentage	3.85	10.26	19.23	3.85
	Inter/Polytechnic	Frequency	2	2	5	1
		Percentage	2.56	2.56	6.41	1.28
	PG/M.Tech/Other Professional Courses	Frequency	4	10	12	5
		Percentage	5.13	12.82	15.38	6.41
	SSC/ITI	Frequency	1	1	2	0
		Percentage	1.28	1.28	2.56	0.00
	Below SSC/ITI	Frequency	0	2	2	0
		Percentage	0.00	2.56	2.56	0.00
Marital Status	Married	Frequency	4	12	15	4
		Percentage	5.13	15.38	19.23	5.13
	Unmarried	Frequency	3	17	18	5
		Percentage	3.85	21.79	23.08	6.41
Age	Below 30	Frequency	8	14	25	1
		Percentage	10.26	17.95	32.05	1.28
	31-40	Frequency	1	4	5	1
		Percentage	1.28	5.13	6.41	1.28
	41-50	Frequency	2	4	3	3
		Percentage	2.56	5.13	3.85	3.85
	Above 50	Frequency	1	0	4	2
		Percentage	1.28	0.00	5.13	2.56

8. Occasions for Often Consume the Soft Drink in Rohtak Region

Table 8 presents the results of the survey by occasions for often consume the soft drink.

- By gender wise, maximum male 22.06% consume soft drink in parties or celebrations and minimum 4.41% male and make consume without any reason.
- By educational qualification wise maximum 22.06% PG/M.Tech/Other Professional consume in parties or celebration and minimum 0% of SSC/ITI consume without any reason and some other reason.
- As per marital status maximum 23.53% unmarried respondents consume because of parties or celebrations and minimum 5.88% married person consume the soft drink without any reason.
- As per age category maximum 22.06% respondents below 30 years age group consume because of parties or celebrations and minimum 1.47% above 50 years age group consume due to other reason, feeling thirsty and without any reason.

Table 8: Occasions for Often Consume the Soft Drink in Rohtak Region

Category	Occasions for Often Consume the Soft Drink					
	Sub Category	Value	Feeling thirsty	Other	Parties or celebrations	Without any reason
Gender	Male	Frequency	4	12	15	3
		Percentage	5.88	17.65	22.06	4.41
	Female	Frequency	5	11	14	4
		Percentage	7.35	16.18	20.59	5.88
Educational Qualification	Degree/ B.Tech	Frequency	2	5	6	3
		Percentage	2.94	7.35	8.82	4.41
	Inter/Polytechnic	Frequency	1	2	3	2
		Percentage	1.47	2.94	4.41	2.94
	PG/M.Tech/ Other Professional Courses	Frequency	4	11	15	6
		Percentage	5.88	16.18	22.06	8.82
	SSC/ITI	Frequency	1	0	2	0
		Percentage	1.47	0.00	2.94	0.00
	Below SSC/ITI	Frequency	1	2	1	1
		Percentage	1.47	2.94	1.47	1.47
Marital Status	Married	Frequency	1	11	12	4
		Percentage	1.47	16.18	17.65	5.88
	Unmarried	Frequency	5	9	16	10
		Percentage	7.35	13.24	23.53	14.71
Age	Below 30	Frequency	5	14	15	5
		Percentage	7.35	20.59	22.06	7.35
	31-40	Frequency	4	2	4	2
		Percentage	5.88	2.94	5.88	2.94
	41-50	Frequency	2	5	4	0
		Percentage	2.94	7.35	5.88	0.00
	Above 50	Frequency	1	1	3	1
		Percentage	1.47	1.47	4.41	1.47

9. Occasions for Often Consume the Soft Drink in Nabipur Region

Table 9 presents the results of the survey by occasions for often consume the soft drink.

- By gender wise, maximum male 22.22% consume soft drink in parties or celebrations and minimum 5.56% female and make consume when they feeling thirsty.
- By educational qualification wise maximum 18.52% PG/M.Tech/Other Professional consume in parties or celebration and minimum 0% of SSC/ITI and below SSC/ITI consume without any reason and some and when they feeling thirsty and 0% Inter/Polytechnic respondents consume when they feeling thirsty.
- As per marital status maximum 25.93% married respondents consume because of parties or celebrations and minimum 3.70% married person consume the soft drink due to other reason.

- As per age category maximum 25.93% respondents below 30 years age group consume because of parties or celebrations and minimum 1.85% above 50 years age group consume due to all reason and 1.85% age group of 41-50 and 31-40 consume due to without any reason.

Table 9: Occasions for Often Consume the Soft Drink in Nabipur Region

Category	Occasions for Often Consume the Soft Drink					
	Sub Category	Value	Feeling thirsty	Other	Parties or celebrations	Without any reason
Gender	Male	Frequency	5	4	12	9
		Percentage	9.26	7.41	22.22	16.67
	Female	Frequency	3	5	11	5
		Percentage	5.56	9.26	20.37	9.26
Educational Qualification	Degree/ B.Tech	Frequency	2	8	6	2
		Percentage	3.70	14.81	11.11	3.70
	Inter/Polytechnic	Frequency	0	2	3	1
		Percentage	0.00	3.70	5.56	1.85
	PG/M.Tech/Other Professional Courses	Frequency	4	8	10	2
		Percentage	7.41	14.81	18.52	3.70
	SSC/ITI	Frequency	0	2	1	0
		Percentage	0.00	1.85	1.85	0.00
	Below SSC/ITI	Frequency	0	1	2	0
		Percentage	0.00	1.85	3.70	0.00
Marital Status	Married	Frequency	4	2	14	3
		Percentage	7.41	3.70	25.93	5.56
	Unmarried	Frequency	7	7	12	5
		Percentage	12.96	12.96	22.22	9.26
Age	Below 30	Frequency	5	8	14	4
		Percentage	9.26	14.81	25.93	7.41
	31-40	Frequency	1	1	4	1
		Percentage	1.85	1.85	7.41	1.85
	41-50	Frequency	2	4	5	1
		Percentage	3.70	7.41	9.26	1.85
	Above 50	Frequency	1	1	1	1
		Percentage	1.85	1.85	1.85	1.85

5. Conclusion

This study presented the consumer behaviour towards soft drinks. The study had 310 respondents from Chandigarh, Ambala, Rohtak and Nabipur region which was 100% response rate which helps to analyse the consumer behaviour. So, the study concludes that a consumer's decision to purchase is not depends on only thing and is not always irrational. The data presented in this chapter provided a very detailed picture of the information gathered by this study. The information enables the researcher to have an overview of the consumer behaviour on soft drinks in Chandigarh, Ambala and Rohtak region. The survey first presents the demographic data about the consumer, using descriptive statistics, followed by behaviour data using

descriptive statistics, and finally the attitude of the consumer using descriptive statistics. In this raw format, the data highlight many interesting results in terms of carbonate soft drinks consumption patterns and behaviour. However, without a detailed analysis, it is impossible to get an overall picture of the consumer behaviour on soft drinks and specially focused study on cola-cola company, and the presented data will remain as a series of snapshot picture. It is therefore necessary to synthesize this research data into a more meaningful picture in order to have a final understanding of the consumer behaviour on soft drinks.

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