

A COMPARATIVE STUDY ON ORANGE FLAVOURED SOFT DRINKS WITH SPECIAL REFERENCE TO MIRINDA, FANTA AND TORINO IN RAMANATHAPURAM DISTRICT

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Abstract

Soft drinks market in India has been grown in size with the entry of the Multi National Corporations. At present soft drink market is one of the most competitive markets in India which spends crores of rupees in advertisement and other promotional activities. A bottle drink consumers have a wide range of brands at their disposal. It is difficult for a consumer to stick on to a particular brand of flavour unless the consumer satisfaction level is very high.

Orange flavoured soft drink is one of the popular segments in soft drink. In India Mirinda and Fanta are the major orange flavoured soft drinks. But in this area under study (Ramanathapuram District) Torino is a local brand is having very good presence and influences. So, researcher wanted to know their present market share of Mirinda, Fanta and Torino.

The objectives of the Study are:

1. To estimate the market share of major orange flavoured soft drink brands under the area of study.
2. To study the Socio-economic profile by using orange flavoured drinks.
3. To find the most preferred orange flavour soft drink in the market.
4. To determine the reason for preferring a particular brand of orange flavoured soft drink.
5. To make suggestions based on the findings of the study.

Descriptive method of research design was used in this study. The sample size was 120 and the sampling method used was convenience sampling. Chi-square is the tool used.

The major findings are:

1. Torino, the local popular brand in southern Tamil Nadu has maximum top of mind recall rate. Mirinda the orange flavour drink that spend maximum on advertising has the second best unaided recall rate.
2. Torino is the most preferred brand of orange flavoured drinks among the customers of this area. Mirinda comes only a close second.
3. The paired comparison test provides that in taste, and Sweetness people prefer Torino over Mirinda.
4. In Brand image and Advertising effectiveness Mirinda comes first over the market leader Torino.
5. Torino is adjudged as the most widely distributed drink in this market.

The major limitations are

1. This study is confined to Ramanathapuram District only.
2. The variables to compare the brands are assigned by the consumers and the variables selected are Taste, Sweetness, Widely available, Advertisement, and the Brand Image only. Other variables also may be relevant.

3. *Convenience sampling method used in this study has its own limitations.*
4. *Soft drink is a seasonal product. The consumption of the soft drinks is a seasonal product. The consumption of the soft drinks is highly influenced by the season. So, the data regarding soft drinks may not hold well at all times.*

Key Words: *Soft drinks, Sweetness, Thirst quencher, Taste, Consumption, Carbonated water, Colour, flavour, Attitude of consumer, Satisfaction level*

Introduction

Today's winning companies are those who succeed best in satisfying, indeed delighting their customers. These companies see marketing as a companywide philosophy, not a separate function. These companies dedicate themselves to being the best in meeting the needs of their target customers. It is more relevant to companies, which produce fast moving consumer products.

Today's customer has a growing range of choice in the products and services they can buy. This is made possible because of Liberalisation, Privatisation and Globalisation. Due to the people are getting a variety of products to choose with, they are also getting very good quality products because of intense competition in the market. All in all marketing and its elements are playing a very high role in the success of the company. People are making the choice on the basis of their perceptions of quality, service and value. A company needs to understand the determinants of customer's value and satisfaction. Satisfied customers remain loyal longer, buy more or less, price sensitive and talk favourably about the company. Others who are not satisfied are being attracted by company research and innovation by and by as the trend goes.

Liberalisation and Globalisation have a great impact on Indian Industries. Foreign investors and companies are pouring money into the Indian market. Due to this there are lots of changes in our lifestyle. Many have changed from the traditional way to current trends. At present, one of the most competitive markets in the world is the soft drinks market, which spends crores of rupees in advertisement and other promotion activities. Especially Indian soft drink market is so attractive to the Multinational Corporations like PEPSICO and COCA-COLA.

Bottle drink customers have got a wide range of brands at his disposal. It is difficult for a consumer to stick on to a particular brand or flavor provided the consumer satisfaction level is high. But the success of the company also depends on how well the company's people treat its distributors, stockiest, retailers and consumer. Their confidence gets boosting when they see that company is taking care of them by serving them in a whole hearted way and in return they also work more to push the sales of the company product.

PepsiCo and Coca-Cola are the two giants fighting to conquer the market. They are really conducting a cola war in Asia keeping India as a base. People also consume soft drinks, as it quenches thirst and is harmless to the human body. A soft drink is nothing but a carbonated water added with colour and flavor.

Statement of the Problem

Soft drink market in India is dominated by two multinational giants, PEPSICO INDIA HOLDINGS and COCA-COLA INDIA HOLDINGS. Cadbury's Schweppes is another small player in the soft drink market.

PEPSI and COCA-COLA are arch rivals and they are waging frontal attacks on each other. Schweppes is following a different strategy by giving double cola at a lower price.

Various brands available in the soft drink market are:

Pepsi, Mirinda, Gold Spot, Fanta, Limca, Thumps up, Coca-Cola Coke, Dukes, Tango, Mazza, Crush, Sprite, Double Cola Citra, Canada Dry, etc.,

Torino, Panneer, Kalimark, Bovanto, Banjo, Mappillai Vinayagar, Ruby, Arco, Fruitang, Gojay, Raja, Pandiyan are some of the local brands.

Soft drink concentrates are also becoming a threat to the above said bottled drinks. Some of the brands in the soft drink concentrate market are Kissan, Rasna, Roof Hafza, Tang etc.

Another threat to the soft drinks industries are tetra pack for their drinks. Some of these are Frooti, Jump in, Appy, etc.

One of the favourite flavours in soft drinks is Orange. Tastes, Sweetness, Doctors' recommendations, (Treatment time) less carbon dioxide etc., are considered as the reasons for this preference.

In India, Mirinda and Fanta are the major orange flavoured soft drinks. But in Ramanathapuram District, Torino is a local brand, an equal competitor for Mirinda and Fanta.

Before 1997 Mirinda has been enjoying a good position in the Ramanathapuram market, because it was challenged only by Torino, the local competitor in Ramanathapuram District. After Fanta was introduced in the market, the dominance of Mirinda was threatened to a considerable extent. The competitors introduced many new strategies in the market to capture more market share. So, the researcher wanted to know their present market share and market perception about their brands and the like.

Objectives of the Study

1. To estimate the market share of major orange flavoured soft drink brands under the area of study.
2. To study the demographic profile by using orange flavoured soft drinks.
3. To find the most preferred orange flavour soft drink in the market.

4. To determine the reason for preferring a particular brand of orange flavored soft drink.
5. To make suggestions based on the findings of the study.

Scope of the Study

The purpose of the study is generally to find out the market share of various orange flavored soft drinks, and to see whether the customers are satisfied with the taste and other qualities or whether the present quality of the product is able to meet the market demand. Soft drinks market can be influenced by various factors, availability of the product is an important factor among it. This study will help to know the present market share of orange flavoured soft drinks. Thus help to find out its nearest competitors as well as to assess strategies they adopt in the market.

This study of soft drinks market is attempted by limiting it only to the orange flavored soft drinks and geographic scope of the study is confined to Ramanathapuram District only.

Research Methodology

Research Design

Marketing research is the systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation.

A research design is a specified framework for controlling the data collection. It is the basic plan which guides the data collection and analysis phases of the research project. A good design will make sure that the information gathered is consistent with the study objectives and economical procedures. There is no standard or idealized research design to guide the research, since many different ways accomplish the same task. A research design is purely and simply a frame work or plan for study that guides the collection and analysis of data.

This study is based on descriptive research. Descriptive research describes the state of affairs at present. Descriptive studies can be complex, demanding high degree of scientific skill on the part of the researcher.

Data Source

Both the Primary and Secondary data were collected from the soft drink consumers in the Ramanathapuram town areas, secondary data was collected from the records of the organization, magazines, journals, Internet and other books related to the topic.

Research Approach

Survey method. The study is based on the opinion of consumers of soft drinks in Ramanathapuram. As it is humanly impossible to meet and seek the opinion of all soft drink users in this place, convenience sample survey research is adopted.

Research Instruments

Structured Questionnaire. The questionnaire framed by using English. Most of the respondents have no English knowledge. So, researcher use Interview schedule as a research instrument.

Sampling Procedure

As consumer panels are not available and exact statistical or record of all orange flavoured drink users could not be traced, convenient sampling method was followed in this study. The study should be based on the views of the consumers in the by-lanes, bus stand and other important places in Ramanathapuram. So, the researcher adopted convenience sampling method.

Sampling Unit

This study is to gauge the opinion of orange soft drink users in Ramanathapuram District. So, the sampling unit is all orange flavoured soft drink users in Ramanathapuram.

Sample Size

Research period is very short, so the researcher fixed 120 as the sample size.

Tools used for Analysis

Various statistical tools such as Percentage analysis, Paired comparison Test, Five Point Likert Scale and Chi-square Test were used for analyzing the data collected.

Contact Method

The respondents in this study were directly contacted to solicit their views and their opinions were collected with the help of a questionnaire.

Limitations of the Study

1. This study is confined to Ramanathapuram District only.
2. The variables use to compare the brands are assigned by the consumers and the variables selected are Taste, Sweetness, Widely available, Advertisement and Brand image only. Other variables also may be relevant.
3. Convenience sampling method, used in this study has its own limitations.

4. Soft drink is a seasonal product. The consumption of the soft drinks is highly influenced by the season. So, the data regarding soft drinks may not hold well at all times.

Data Analysis and Interpretations

After the data has been collected it was tabulated, edited, analyzed and interpreted. Percentage Analysis, Paired comparison test, rating scales and Chi-square test analysis were used for data analysis.

Customers' attitude towards the three major orange flavoured soft drinks is studied by using paired comparison test. The last five questions in the first part of the questionnaire were meant for this purpose. The details of paired comparison test attempted are described below.

Paired-Comparison Scale

With the paired comparison technique, respondents are presented with two objects from a set and are required to pick one with regard to the attitude in question. Thus, the respondents is required to make a series of paired judgment between objects regarding preference amount of some attribute present and so forth.

The data collection procedure typically required the respondents to compare all possible pairs of the objects. If there are 5 objects ($n(n-1)/2$), require in judgment task. The evaluation of 10 objects requires 45 paired Comparison. The geometric expression in the number paired comparison limits of this technique for the evaluation of large object sets.

Each cell entry in matrix A represents the proportion of respondents who believe that the 'column' trend has more of the attributes in question than the 'row' brand. For example if in the Brand A Vs B comparison 90 percent of the respondents believed that Brand B was better than A. An inspection of the column proportion may reveal that Brand B dominates the other brands (A) on this attribute.

In Matrix B of Table the figures of Matrix A have been converted into 0 or 1. Where the preference figure is more than 0.50, it has been changed to 0. This because a paired comparison with 51 percent preferring ay brand A means that a majority of the respondents have voted in its favour and therefore, 1 point is given. In the other case, as only limited number of respondents has voted for it, a zero point is given.

The paired comparison technique has important limitations are, as the number of objects to be evaluated increases arithmetically, the number of paired comparisons increases arithmetically, consequently, the technique is limited to a small number of objects in order to control respondents fatigue during the judgment process. This paired

comparison test has been used to compare with various orange flavoured soft drinks here, with respect to different attributes.

Percentage Analysis

The first seven questions in the questionnaire were meant for identifying and classifying the respondents of the study. It might help the researcher for detailed analysis of the responses from each sample.

The second question tries to classify the sample Age-wise. Around 57.5% of the sample studied of below the age group of 35.

Soft drinks consumers and both genders. In the sample selected 80% of the respondents are male and 20% of the respondents are female. The respondents are selected on this ratio after this researcher observed the purchasing pattern of soft drinks from retail shops where the gender ratio is 4:1.

Soft drink consumers vary in Educational Qualification, the sample into four groups is divided on the basis of Education. The table reveals that the classification of sample according to educational qualification 35% of the consumer are college level. And 24.16% of the respondents Qualification are Professional/Vocational.

Classification according to Occupation-wise. Among the consumers, 28.33% are Govt. employees, 23.33% are Govt. employees, 23.33% of the respondents are Business people and also 22.50% of the respondents are other category.

Classification of consumer according to their Monthly Income, the sample is divided into four groups based on the monthly income. 42.5% has income of Rs.5001 to Rs.7500. Those who are getting income from Rs.2501 to 5000 per month amounted to 36%. Nearly Half (42.5) of the respondents income is Rs. Rs.5001 to Rs.7500.

This study, rate of consumption of Soft drinks among people of Ramanathapuram. Sample unit is divided into five groups according to their pattern of consumption. The responses obtained could be classified into five groups of which 32.5% of the consumers are using soft drinks daily. And 24.16% of the consumers are consuming soft drinks weekly thrice. It is found that the soft drinks consumption in Ramanathapuram is lesser than the average National Consumption.

Which brand name comes to this respondents mind when they think about orange flavoured soft drink. 40% of the consumer could recollect top on mind as Torino and 36% of the consumers has top on mind as Mirinda.

Most preferred brand the respondents gave the following opinion. Majority of the respondents gave first rank (42%) to Torino and 39% of the respondents gave first rank to Mirinda. A local brand is preferred mostly (41.16%) by the Ramanathapuram consumers, Mirinda from Pepsi could come only a close second at 39.16%.

The reasons for using orange flavoured soft drinks and responses of the samples were compiled as follows. The classification of the sample is made into four groups according to the reason for consuming orange flavour. Majority (57%) of the consumer consume the soft drinks, mainly for quenching their thirst. It was found that thirst quenching is the major purpose for which the customers use soft drink. Another reason for using orange flavoured drink is lesser amount of carbon dioxide contained in them.

Reason for preferring a particular brand of orange flavoured soft drinks. The rationale of selecting a particular brand. The respondents reasoned taste and advertisement as important criteria for brand selection. About 32% of population select brands based on taste where as nearly 24% of them are influenced by advertisement in brand selection.

Opinion about prescribing orange flavoured soft drinks as a part of treatment. It explored whether there is a practice among medical practitioners to suggest orange flavoured drinks to their patients. Majority of the respondents opines that, the doctors prescribe orange flavoured soft drinks. Torino (27%) is recommended by most of the doctors and (34.16%) believed that doctors did not do so. Torino is preferred by doctors in Ramanathapuram (about 27%) the Multinational brand Mirinda and Fanta came only second and third position with 23% and 16% respectively.

Paired Comparison Test

To find out the most preferred on Taste using paired as stated their comparison in this. Paired comparison shows that 72% of the respondents believed that Mirinda is tastier than Fanta and 86% of the respondents believed that Torino is tastier than Fanta. 55% of the respondents opine that Torino is tastier than Fanta. Thus in Customer's mind Torino win over Mirinda and Fanta in Taste.

Paired comparison of orange flavour's based on their Brand Image. 68% of the respondents believed that Mirinda image is more than Fanta's brand image (32%). 76% of the respondents believed that Mirinda brand image is more than Torino (24%) Brand Image. Though Torino is considered as the most preferred brand in this market it is interesting to note that the Multinational brands scores I & II in brand image where Mirinda is the clean winner. The next question compared the advertisement appeal of the three brands among customers and in this aspect also Mirinda comes first followed by Fanta. Torino the market leader in the area under study perform very poor in this aspect.

Paired comparison of Advertisement of Orange flavour. 64% of the respondent opine that Mirinda advertisement is better than Fanta (36%) Advertisement. And 87% of the respondents opine that Mirinda Advertisement, is better than Torino Advertisement (13%) paired comparison of Orange flavour in sweetness. 65% of the respondents opine that

Mirinda is widely available than Fanta. And 58% of the respondents opine that Torino is widely available than Mirinda. Thus, it is beyond doubt that customers in this part of Tamil Nadu perceive that the local player Torino is the easily available orange drink.

Components of Opinion about Orange flavoured Soft Drinks

Consumer's opinion towards the orange flavoured soft drinks was measured with the help of the following six components:-

1. Taste
2. Brand Image
3. Advertisement
4. Widely availability
5. Customer Satisfaction
6. Brand loyalty

The attitudes of the consumer about Orange flavoured soft drinks were measured by using a Five Point Likert Scale. Scores given to each statement used in this rating scale is as shown below.

Scores for Five Point Scale

Particulars	Strongly Agree	Agree	No Opinion	Dis-agree	Strongly Disagree
Statement	1	2	3	4	5

After giving scores for each statement the total scores for each respondent was calculated. The overall attitude of the 120 consumers has been consolidated by categorizing them into three group with high, medium and low level of attitude according to the individual scores.

They are grouped into these three categories in the following way:

Arithmetic mean (\bar{X}) and Standard Deviation (σ) Score for 120 consumers were computed. Those who scored above $(\bar{X} + \sigma)$ were classified as high level and scores below $(\bar{X} - \sigma)$ were as low level. Those consumers whose scored in between $(\bar{X} - \sigma)$ and $(\bar{X} + \sigma)$ were classified as Medium level of attitude. The sample calculation for the purpose is shown below.

Calculation of Mean Value

X	f	m	fm
18-20	8	19	152
20-22	18	21	378
22-24	24	23	552
24-26	36	25	900
26-28	16	27	432
28-30	12	29	248
30-32	6	31	186
	N=120		$\Sigma fm=2948$

$$\begin{aligned}\bar{X} &= \sum fm / N \\ &= 2948/120 \\ \bar{X} &= 24.56\end{aligned}$$

Calculation of Standard Deviation

X	m	f	D(m-25)	fd	Fd ²
18-20	19	8	-6	-48	288
20-22	21	18	-4	-72	288
22-24	23	24	-2	-48	96
24-26	25	36	0	0	0
26-28	27	16	2	32	64
28-30	29	12	4	48	192
30-32	31	6	6	36	216
		N=120		-52	1144

$$\begin{aligned}\sigma &= \sqrt{\sum fd^2 / N - (\sum fd / N)^2} \\ &= \sqrt{1144/120 - (-52/120)^2} \\ &= \sqrt{9053-0.18}\end{aligned}$$

$$S.D = 3.05$$

High Level

$$\begin{aligned}\bar{X} + \sigma \\ 24.56 + 3.05 = 27.61\end{aligned}$$

Low Level

$$\begin{aligned}\bar{X} - \sigma \\ 24.56 - 3.05 = 21.51\end{aligned}$$

Medium Level

Between 21.51 and 27.61

Thus, those who have secured scores 28 and above were classified as having high level of attitude, those secured 21 and below were classified as having low level of attitude, respondents who has secured scores between 22 and 27 were classified as having medium level of attitude towards Orange flavoured soft drinks. On the basis of the scores computed 120 respondents were classified into three categories as given in table.

Classification of consumer on the basis of Attitude level

Sl. No	Category	No. of Consumers	Percentage
1	High	20	16.66
2	Medium	62	51.66
3	Low	38	31.66
	Total	120	100.00

It is clear from the above table, out of 120 consumers surveyed 16.66% has high level of attitude, 51.66% has medium level of attitude and 31.66% has low level of attitude towards Orange flavoured soft drinks.

Detailed analysis of Perception of Consumer about Orange flavoured soft drinks has been attempted using the following variables.

1. Age and Consumer opinion about Orange flavoured soft drinks
2. Sex and consumer opinion about Orange flavoured soft drinks
3. Educational qualification of the consumer and opinion about Orange flavoured soft drinks
4. Occupation of the consumer and opinion about Orange flavoured soft drinks
5. Income level of the consumer and opinion about Orange flavoured soft drinks
6. Pattern of consumption and consumer opinion about Orange flavoured soft drinks

Chi-square test has been used to find out whether there is any significant difference between the opinion of the consumers and the above 6 factors influencing the level of consumers opinion.

Chi-Square Test

$$\chi^2 = \frac{(O-E)^2}{E}$$

$$E = \frac{\text{Row Total} \times \text{column Total}}{\text{Grand Total}}$$

Where O = Observed Frequency

E = Expected Frequency

DOF = Degrees of Freedom = (r-1)(c-1)

Ho = Null Hypothesis

H1 = Alternative Hypothesis

If the calculated value is less than the table value at 5% level, it is concluded that there is no significant relationship between two variables.

If the calculated value is greater than the table value at 5 percent level, it is concluded that there is a significant relationship between two variables.

Factors Influencing Consumers Opinion about Orange Flavoured Soft Drinks

Age of the Consumers

Ho = There is no significant relationship between age and opinion about Orange flavoured soft drinks.

H1 = There is significant relationship between age and opinion about Orange flavoured soft drinks.

In order to find out whether there is significant relationship between age and opinion about Orange flavoured soft drinks, a two way table has been prepared.

Calculated Value = 30.80 and Table value at 5% level of significance = 5.99, Degrees of freedom = 2. Since, the calculated value is less than the table value at 5% level of significance, the Null Hypothesis is accepted. Hence it is conclude that, there is no significant relationship between age of the respondent and opinion about Orange flavoured soft drinks.

Sex of the Consumer

Ho = There is no significant relationship between sex and opinion about Orange flavoured soft drinks.

H1 = There is significant relationship between sex and opinion about Orange flavoured soft drinks.

In order to find out whether there is significant relationship between sex of the consumers and opinion about Orange flavoured soft drinks, a two way table has been prepared.

Calculated Value = 4.16 and Table value at 5% level of significance = 5.99, Degrees of freedom = 2. Since, the calculated value is less than the table value at 5% level of significance, the Null Hypothesis is accepted. Hence it is conclude that, there is no significant relationship between sex of the consumers and level of attitude..

Educational Qualification of the Consumer

Ho = There is no significant relationship between Educational Qualification and opinion about Orange flavoured soft drinks.

H1 = There is significant relationship between Educational Qualification and opinion about Orange flavoured soft drinks.

In order to find out whether there is significant relationship between Educational Qualification and consumer's attitude level, Chi-square test has been applied. A two way table has been prepared.

Calculated Value = 0.06686 and Table value at 5% level of significance = 5.99, Degrees of freedom = 2. Since, the calculated value is less than the table value at 5% level of significance, the Null Hypothesis is accepted. Hence it is concluding that, there is no significant relationship between Educational qualification and opinion about Orange flavoured soft drinks.

Occupation of the Consumer

Ho = There is no significant relationship between occupation of the consumer and opinion about Orange flavoured soft drinks.

H1 = There is significant relationship between occupation of the consumer and opinion about Orange flavoured soft drinks.

In order to find out whether, there is difference between Occupation of the consumers and consumers' attitude level, Chi-square test has been used. A two way table has been prepared.

Calculated Value = 1.6487 and Table value at 5% level of significance = 5.99, Degrees of freedom = 2. Since, the calculated value is less than the table value at 5% level of significance, the Null Hypothesis is accepted. Alternative hypothesis is rejected. Hence it is concluded that, there is no relationship between occupation and consumers opinion about Orange flavoured soft drinks.

Monthly Income of the Consumer

Ho = There is no significant relationship between Monthly income and opinion about Orange flavoured soft drinks.

H1 = There is significant relationship between Monthly income and opinion about Orange flavoured soft drinks.

In order to find out whether, there is difference between Monthly income of the consumers and consumers' attitude level towards Orange flavoured soft drinks, Chi-square test has been used. So, two way tables have been prepared for this purpose.

Calculated Value = 1.1117 and Table value at 5% level of significance = 5.99, Degrees of freedom = 2. Since, the calculated value is less than the table value at 5% level of significance, the Null Hypothesis is accepted. Alternative hypothesis is rejected. Hence it is concluded that, there is no relationship between monthly income of the consumers and their opinion about Orange flavoured soft drinks.

Pattern of Consumption of the Consumer

Ho = There is no significant relationship between pattern of consumption of soft drinks and opinion about Orange flavoured soft drinks.

H1 = There is significant relationship between pattern of consumption of soft drinks and opinion about Orange flavoured soft drinks.

In order to test whether, there is difference between pattern of consumption and attitude level of consumers, Chi-square test has been used. A two way table has been prepared for this purpose.

Calculated Value = 0.0506 and Table value at 5% level of significance = 5.99, Degrees of freedom = 2. Since, the calculated value is less than the table value at 5% level of significance, the Null Hypothesis is accepted. Alternative hypothesis is rejected. Hence it is concluded that, there is no difference between pattern of consumption of soft drinks and consumer opinion about Orange flavoured soft drinks.

Findings of the Study

1. The rate of consumption of soft drink in Ramanthapuram is lesser than the national consumption rate
2. Torino, the local popular brand in Southern Tamil Nadu has maximum Top of mind recall rate. Mirinda the orange drink that spends maximum on advertising has the second best unaided recall rate.
3. At 41.16% Torino is the most preferred brand of orange flavoured drinks among the customers of this area. Mirinda comes a close second (39.16%)
4. Thirst quenching is proposed as the major purpose for which people consume orange flavoured soft drink. Fun which is projected as a major reason for consumption of these drinks finds acceptance only among 10.83% of the respondents. But low amount of carbon dioxide in the drink finds favour with 13.33% of the customers.
5. The study found that taste is the most important attribute that consumers check while selecting a brand. Another important influence for brand selection is advertisement. It is important to note that offers finds only with 10% of this respondents as a factor influencing brand selection.
6. It is interesting to hear from the sample that doctors in this region suggest people to use orange flavoured soft drink as part of their treatment.
7. Another important revelation from the study is that the qualified doctors in the area under study suggest mostly Torino to their patients.
8. The paired comparison test conducted proved that, in taste, people prefer brands in this order Torino, Mirinda and Fanta.
9. In brand image the preferences are Mirinda, Fanta and Torino.
10. In effectiveness of advertisement also Mirinda came first followed by Fanta.
11. In case of Sweetness the sample prefers Torino as the most and Mirinda came only second.
12. Torino is adjudged as the most widely distributed drinks in this market.
13. The study also found that 51.66% of the population has average level of loyalty towards Mirinda whereas 31.66% has low level of loyalty and only 16.66% has high loyalty to this brand. The Chi-square test attempted also proved that these loyalty levels are not influenced by age, sex, educational qualification, occupation, Income and pattern of consumption.

Suggestions and Recommendations

- It is quite surprising that two multinational soft drink giants are placed second and third in market share, Top of mind recall rate and also rated lower in two important-product attributes to a small local player called Torino in south Tamil Nadu. It is better if Pepsi adopt ethical advertisement in this area to penetrate more to people's mind.

- Mirinda is projected as a fun drink by Pepsi but the study shows that customer give very low priority to this aspect. But low carbon dioxide content is a better reason for choosing orange flavored drink. It is also found that doctors in this area suggest these drinks to their patients. So if ‘fun’ the major plank on Mirinda is conceived by highlighting low carbon dioxide content and doctors suggestion then such advertisement may give more recall rate and more customers acceptance.
- Direct mailers to doctors may improve the prescription rate of Mirinda.
- Torino beats Mirinda in Taste and sweetness, two important product attributes which people consider while choosing an orange flavoured drink. So considering the preference of people in this area Pepsi can direct its bottling plants in these area to slightly change the sweetness and taste of Mirinda.
- Only 16.66% of the sample has high loyalty to Mirinda. This shows that there is very high probability of brand switch from Mirinda. Hence strategies for increasing customer loyalty may be implemented after careful analysis of local market conditions.

Conclusion

Majority (57%) of the consumer consume the soft drinks, mainly for quenching their thirst. It was found that thirst quenching is the major purpose for which the customers use soft drink. Another reason for using orange flavoured drink is lesser amount of carbon dioxide contained in them.

Reason for preferring a particular brand of orange flavoured soft drinks. The rationale of selecting a particular brand. The respondents reasoned taste and advertisement as important criteria for brand selection. About 32% of population selects brands based on taste where as nearly 24% of them are influenced by advertisement in brand selection.

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