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A Study on Brand Preference and Factors Considered in Selection of Branded Beverages in Tirupur

P. Bhuvaneshwari[1], Dr. V. S. Kanchana[2]

[1]*Ph.D Research Scholar, Department of Commerce, LRG Government Arts College for Women, Tamilnadu, India.*
[2]*Assistant Professor, Department of Commerce, LRG Government Arts College for Women, Tamilnadu, India.*

Abstract: Beverage is a drink artificially prepared for an agreeable flavor. The word "Beverage" was derived from the Latin word "bever" meaning rest from work. It fulfills basic need of man. The beverage industry in India constitutes of around USD 230 million among the USD 65 billion food processing industry. The major sector in beverage industry in India are tea and coffee which are not only sold heavily in the domestic market but also exported to a range of leading overseas market. A drink or beverage is a liquid specially prepared for human consumption. Apart from being a basic need, beverages form part of the culture of human society. The main aim of the study is to know brand preferences among the respondents for beverages and also find out the level of importance of the factors considered in selection of particular brand of beverages. Descriptive statistics research is used for the study. The sample size of 300 respondents was selected based on convenience sampling. The statistical tools used in this study are Simple percentage analysis, Rank analysis, ANOVA and T – Test. The major findings of the study is the most preferred brand of Tea is 3 Roses and Coffee is Bru and Quality and taste of the beverages are considered most important factors while purchasing a brand.
Keywords: Beverages, Brand Preference, Purchase Decision Factors, Tea, Coffee.

I. INTRODUCTION

India's FMCG sector is the fourth largest sector in the economy and creates employment for more than three million people in downstream activities. Fast Moving Consumer Goods (FMCG) - alternatively known as consumer packaged goods (CPG). Its principal constituents are Household Care, Personal Care and Food & Beverages. The total FMCG market is in excess of Rs. 85,000 Crores. It is currently growing at double digit growth rate and is expected to maintain a high growth rate. The beverage market is worth $55 billion worldwide. In order to be successful in the market place, one has to think in terms of health innovation, flavor innovation, ingredient innovation and suitability to specific age groups. A drink or beverage is a liquid specially prepared for human consumption. Apart from being a basic need, beverages form part of the culture of human society. We can categorize beverages mainly into two types such as alcoholic beverages and nonalcoholic beverages. Consumer behavior plays an important part for the success of any organization. Consumer behavior has been very important to all branded companies in all over the world. The research about the consumer behavior shows that what are the needs and wants of consumer, how consumer think, how consumer feel and select the branded products. The behavior of the consumers remains not same in all the time. The consumers behavior change with the passage of time in future. The behavior of consumer is temporary for short time not permanently. The factors influences the consumer behavior are culture, family, social, society, age groups, friends, environment and psychological factors. Brand preferences represent a fundamental step in understanding consumer choices. Despite the existence of some studies investigating how brand preference is built and changed, most of them focus on examining factors from consumer behavior perspective or advertising perspective. Now this study is fully related with non- alcoholic beverages such as Tea and Coffee.

Tea is one of the most popular and widely consumed hot beverages worldwide. More than 30 countries grow tea. Tea is the most widely consumed beverage in the country. India and China are the largest producer and consumers of tea. These two countries together account for half of world's tea production. However they export less than a quarter of their production, due to largest domestic demand. Tea is a part and parcel of Indian social, economic and cultural life. Indians cannot think of a day without their favorite cup of tea. It is the most popular non-intoxicating beverage in the world enjoyed by the rich and poor alike. Being most popular consumed beverage, in many cultures tea is consumed at elevated social events.Coffee is the most popular beverage in the world. However, Coffee is a second option for beverage choice after tea, which is the traditional beverage of this nation. Coffee plants are cultivated in more than 70 countries. Coffee berries are picked, processed and dried to yield the seeds inside. The seeds are roasted to varying degrees, depending on the desired flavor, before being ground and brewed to create coffee. This study will focus on the brand of coffee and tea preferred by the respondents and the level of importance given for the factors considered in selection of a particular brand of beverages.

II. LITERATURE REVIEW

A. Monica.Bedi and Reeva Paul (2013) made an analysis of Indian consumers attitude towards health drinks. The aim of the study was to measure the importance of personal preferences and non personal / promotional cues used in the purchase decision of health drinks. The study indicated that the most important sources of personal references followed by doctor's and co – worker's / friend's recommendations and also non – personal / promotional cues, health magazines were found to be the most important cue followed by sales promotion measures and store displays of health drinks.

B. Adunola Oluremi Oke, et.al (2016) conducted a study on consumer behavior towards decision making and loyalty to particular brands. The purpose of this study was to explore the determinant of consumer behavior and decision making towards loyalty to Oishi Green Tea in Thailand. The study revealed that the most influencing factor that has a effect on consumer buying decision are perception values and perceived quality, leads to consumer loyalty behavior.

C. Naufal Iza Aberdeen, et.al(2016) conducted a study of carbonated drink brand awareness and image on consumer perceived quality and purchase intension. The two carbonated drink brands were investigated, ie, Coca cola and Big cola. The results shows that Coca cola and Big cola carbonated drinks shows that brand awareness, brand image and perceived quality directly affects the consumer purchase intention.

D. Kameswara Rao Poranki and Mohammed Abulkhair(2016) made an analysis of dynamic consumer influences on soft drinks market in India. These papers have selected three cities of India namely Delhi, Mumbai and Bangalore. The study indicated that the Indian consumers are brand conscious as they have been influenced by various items of advertising before taking a decision about their purchase of their soft drinks and also cultural, social, personal and psychological factors strongly influenced the consumer behavior.

E. M.Chitra, et.al (2016) conducted a study on sales of coffee preferred by customers. This study mainly focused on the sales of coffee preferred by customers and also to know the customers opinion about the stress relaxation and also to identify the need for preferring coffee. It concluded that coffee was gaining popularity and this cannot be managed till the human being serves the earth and also concluded that the preference of coffee was increasing because it has got an impact regards to the human body.

F. Dr.G. Somasekhar and T.Kishore Kumar (2017) "A perceptual study on factors influencing on buying behavior of soft drink products". The study examines the factors influencing on buying soft drink products with special reference to Coco cola brand in Chittoor district of Andhra Pradesh. The data was collected from 224 customers. Majority of the respondents are influenced with taste, quality and friend's circle and these three factors are most significant towards purchasing of soft drinks.

G. Silpa Somavarapu and B.Mubeena (2017) made a consumer survey on preferences of soft drinks. The objectives of the study were find out of the factors that influences the consumer's consumption of soft drinks. Chi – square test was used in this study. The sample size was 100 respondents under descriptive research design method. Convenience sample method was used in this study. The study concluded that the consumer preferences are changing towards healthier foods.

H. S.G.Kothalawala and J.M.J.K.Jayasinghe (2017) made an analysis of consumer perceptions for purchase decision making on fruit beverages. The study was undertaken for four major fruit beverage categories were selected in the Srilankan super market, ie, fruit beverages, fruit nectar, fruit cordial and fruit concentrates. The study concluded that currently the most fruit beverage category in Colombo super market is mango flavored fruit nectar.

I. Abhay Goyal, et.al(2019) conducted a study on enhancing consumer preference towards health drinks. The study aims to analyze the Indian consumer behavior trends and their current purchase patterns of fruit based beverages. The study indicated that the intrinsic psychological factors can influence a consumer's preference towards purchase of health drink products.

J. P.Kokila (2019) conducted a study on customer satisfaction of top 10 green tea brands. The purpose of the study was to examine the awareness and brand preference among the customers, and also to understand the factors which influenced customer satisfaction towards green tea purchased. It concluded that consumers are health conscious, they have high priority to their health and safety and consult the doctors and considers the specific health benefits and medical qualities of tea before purchase.

III. OBJECTIVES OF THE STUDY

A. To know brand preferences among the respondents for beverages [Coffee and Tea].
B. To find out the level of importance of the factors considered in selection of particular brand of beverage.
C. To compare the demographic variables with brand purchase decision score.

IV. RESEARCH METHODOLOGY

The main objectives of the study are to know brand preferences among the respondents and also the factors considered in brand purchase decision towards beverages. Descriptive statistics research is used for the study. The study was conducted among beverage users in Tiruppur city. Primary data was collected from the respondents through well structured questionnaire. Totally 300 respondents were selected based on convenience sampling. The data collected was analyzed and interpreted by applying the statistical tools simple percentage analysis, Rank analysis, ANOVA and T – Test.

V. DATA ANALYSIS AND RESULTS

Table No: 1 Demographic Profile Of The Respondents

PERSONAL DETAILS		NO OF RESPONDENTS	PERCENTAGE
Age in years	18 – 27 Years	127	42.3
	28 – 37 Years	77	25.7
	38 – 47 Years	71	23.7
	48 – 57 Years	25	8.3
Gender	Male	130	43.3
	Female	170	56.7
Marital status	Married	179	59.7
	Unmarried	121	40.3
Highest educational qualification	School level	70	23.3
	UG	115	38.3
	PG	72	24.0
	Diploma	26	8.7
	Professional	17	5.7
Occupational status	Student	55	18.3
	House wife	63	21.0
	Employed	124	41.3
	Business	26	8.7
	Professional	32	10.7
Size of the family	2 Members	12	4.0
	3 Members	75	25.0
	4 Members	143	47.7
	5 Members	50	16.7
	Above 5 Members	20	6.7
Family income per month	Less than Rs.20000	136	45.3
	Rs.20001 To 30000	54	18.0
	Rs.30001 To 40000	57	19.0
	Rs.40001 To 50000	53	17.7
	Total	300	100

42.3% of the respondents age is between 18 – 27 years. 56.7% of the respondents are female. 59.7% of the respondents are married. 38.3% of the respondents are having educational qualification at UG level. 41.3% of the respondents are employed. 47.7% of the respondents are having 4 members in their family. 45.3% of the respondents family income per month is less than Rs.20, 000.

Table No: 2 Brand Related Information

BRAND RELATED INFORMATION		NO OF RESPONDENTS	PERCENTAGE
Brand purchased - Tea	3 Roses	194	64.7
	AVT	63	21.0
	Tata	21	7.0
	Taj	22	7.3
Brand purchased - Coffee	AVT	6	2.0
	Bru	168	56.0
	Levista	13	4.3
	Nescafe sunrise	81	27.0
	Narasus	32	10.7

64.7% of the respondents like to purchase 3 Roses brand of tea and 56% of the respondents like to purchase Bru coffee.

Table No: 3 Brand Purchase Decision Factors

BRAND PURCHASE DECISION FACTORS	N	MINIMUM	MAXIMUM	MEAN	S.D	RANK
Quality	300	1.00	5.00	4.7067	.54308	1
Taste	300	1.00	5.00	4.4367	.66894	2
Tradition	300	1.00	5.00	4.1367	.77459	3
Value	300	1.00	5.00	4.0067	.89216	6
Satisfaction	300	1.00	5.00	4.0433	.95804	4
Image	300	1.00	5.00	3.8167	1.05519	10
Convenient and easy availability	300	1.00	5.00	3.8500	1.04458	9
Service	300	1.00	5.00	3.9000	1.06165	8
Guarantee or warranty	300	1.00	5.00	4.0133	.94311	5
Price	300	1.00	5.00	3.9833	1.04564	7

For 6 statements, ie, Quality, Taste, Tradition, Satisfaction, Guarantee or warranty and value, the average ratings fall between four and five ie, Important to Highly Important. For next 4 statements, i.e., Price, Service, Convenient, easy availability and Image, the average ratings fall between three and four which indicates that the respondents decision was Neither Important Nor Unimportant to Important level. Among these items respondents agreed the brand quality is considered more important with mean rating of 4.7067 and followed by taste with mean rating of 4.4367. The least mean score is for image factor with mean rating of 3.8167.

Table No: 4 Anova For Brand Purchase Decision Score – Demodraphic Factors

BRAND PURCHASE DECISION SCORE		SUM OF SQUARE	DF	MEAN SQUARE	F	SIG
Age	Between groups	57.731	3	19.244	.909	NS
	With in groups	6266.856	296	21.172		
Highest educational qualification	Between groups	359.519	4	89.880	4.445	**
	With in groups	5965.067	295	20.221		
Occupational status	Between groups	115.872	4	28.968	1.376	NS
	With in groups	6208.715	295	21.046		
Size of the family	Between groups	22.909	4	5.727	.268	NS
	With in groups	6301.678	295	21.362		
Family income per month	Between groups	220.941	3	73.647	3.572	*
	With in groups	6103.646	296	20.620		

H0: The purchase decision factor score do not differ significantly among the groups based on demographic variable, namely Age, Highest educational qualification, Occupational status, Size of the family and Family income of the respondents.

The results shows that the F – values of Age, Occupational status, Size of the family are found to be not significant. The F – value comparing the mean scores of Highest educational qualification of the respondents was found to be significant at 1% level. Hence it is inferred that the brand purchase decision score differ significantly between the groups based on highest educational qualification of the respondents and hence the hypothesis is rejected. The F – value comparing the mean scores of Family income of the respondents was found to be significant at 5% level. Hence it is inferred that the brand purchase decision score differ significantly between the groups based Family income of the respondents and hence the hypothesis is rejected.

Table No: 5 Anova For Brand Purchase Decision Score – Brand Purchased

BRAND PURCHASE DECISION SCORE		SUM OF SQUARE	DF	MEAN SQUARE	F	SIG
Brand purchased - Tea	Between groups	15.296	3	5.099	.239	NS
	With in groups	6309.291	296	21.315	-	-
Brand purchased - Coffee	Between groups	78.229	4	19.557	.924	NS
	With in groups	6246.357	295	21.174	-	-

H0: The purchase decision score do not differ significantly among the group based on brand purchased for Tea and Coffee.
The results shows that the F – values for Tea brand and Coffee brand are found to be not significant.

Table No: 6 T - Test For Brand Purchase Decision Score – Gender And Marital Status

Brand purchase decision score		Mean	Sd	No	T – test value	Sig
Gender	Male	41.02	4.50	130	0.427	Ns
	Female	40.79	4.68	170		
	Total	40.89	4.60	300		
Marital status	Married	40.54	4.18	179	1.640	Ns
	Unmarried	41.42	5.13	121		
	Total	40.89	4.60	300		

H0: The brand purchase decisions mean score do not differ significantly between the groups based on Gender and Marital status.
The T – Test values for both Gender and Marital status shows that there is no significant difference among the groups based on Gender and Marital status. Hence the hypothesis is accepted.

VI. CONCLUSION

The aim of the study was to investigate how demographic variables have a effect on consumer purchase decision when selecting a Tea or Coffee brand and gain knowledge of the decision making process. Ten factors were included as factors affecting purchase decision. Five point scaling technique was followed rating from highly important to Least important. Based on the above analysis the most preferred brand of Tea is 3 Roses and Coffee is Bru. The findings of this study show that the most influencing factors that have an effect on consumer purchasing decision are Quality followed by taste of the beverage. ANOVA results show that there was significant difference in the brand purchase decision score among the groups based on highest educational qualification and family income. Quality and Taste of the beverages are considered most important factors while purchasing a brand. Hence the manufacturers have to concentrate in these factors to sustain in the market.

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