

# Data Analysis study based on Consumer Behavior on Soft Drinks Produced by Coca-Cola India in North Region

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## ABSTRACT

The Coca-Cola Plant is one of the biggest names in FMCG market in India. It covers 60 percent of soft drink market and also covers drinking water market of India. The Coca-Cola is itself a popular brand with soft drink products among every person from child to old age people. This work mainly presents an analytical study on consumer behavior on soft drinks related to coca-cola India plant. The study was held in the 4 region of India which are Chandigarh, Ambala, Rohtak and Nabipur. Data was collected by the survey and some important observations are concluded. Out of 310 respondents 59.67% respondents are male and 40.32% are female respondents were participated in this survey. The survey is based on age, qualification and area of residence. Maximum male in this region are in favor for stop unhealthy practice in soft drink companies by government. It covers mainly four areas in North region and analysis is done on basis of respondents score.

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

## I. INTRODUCTION

Client conduct is impacted in mental and sociological. The global brand Coca-Cola, the greatest sodas and drink organization on the planet, is extremely fruitful in delivering impacts on purchaser practices. Coca-Cola is one of the most important and notable brands in the world. In spite of the fact that the organization is an assembling of drink, its business has infiltrated in different social statuses. The brand of Coca-Cola itself is an image of taste. In any case, in spite of the fact that Coca-Cola is an effective brand and its business has secured in excess of 200 nations on the planet, there are still bunches of decisions for clients in the grocery store racks of refreshment. Close with the impacts of popular brand Coca-Cola has constructed, the organization has kept on conveying its image an incentive to clients in both mental and sociological [19]. Considerations and choices of clients might be influenced and changed by the mental elements lastly the entire client practices are unique. In fig 1 we can see the Influence of Consumer Purchasing Process.

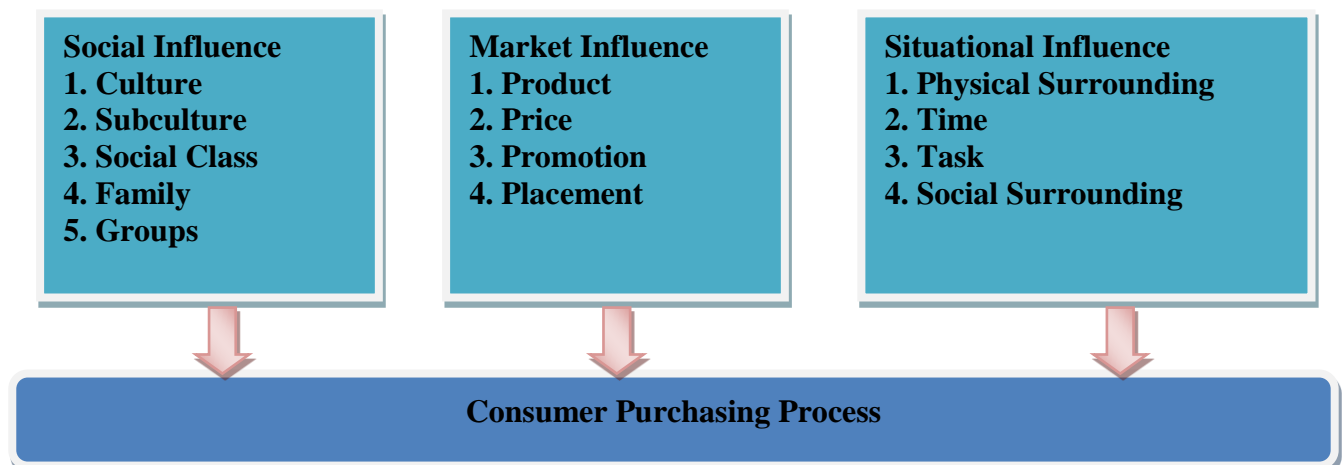


Figure 1: Influence of Consumer Purchasing Process [1]

## II. OBJECTIVES OF THESIS

Coca-Cola took the top position among the Top 10 Global Brands 2008 for the eighth year in a row (Economic times 2008), since it was created in 1886 by John Pemberton, a pharmacist in Atlanta, United States.

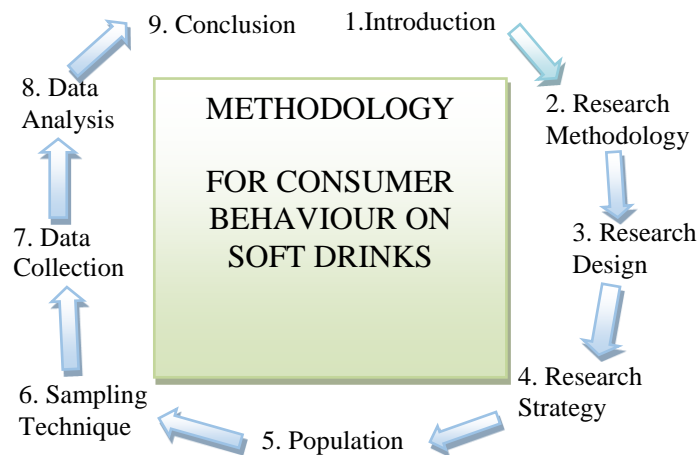
In 2003, Coca-Cola became the world's largest manufacturer, marketer, and distributor of non-alcoholic beverage concentrates and syrups. Now Coca-Cola sells more than 400 brands in 200 countries (Coca-Cola, 2008) and had the highest market share amongst other carbonate drinks in the world by more than 70% of its income

outside the United States. In propose work, it aims on the consumer behaviour towards Coca-Cola brand products mainly soft drinks & Juices. It mainly focuses on Coca-Cola plant in Haryana State (India). It works on consumer focus from youth to old age people. It also focuses on dealers to shopkeepers towards customer response regarding Soft drinks of Coca-Cola brand. Specifically, the study will have the following objectives:

- To study & analyse the consumer behaviour related to FMCG products like Cold Drinks & Juices etc.
- To study the Coca-Cola System towards Consumer Behaviour and nature of complaints related to products month wise.
- To study Distributor response towards Consumer Behaviour
- To analyse the consumer behaviour towards soft drinks & juices in terms of age factor & area wise.

### III. Methodology

Research methodology we can simply define as how a researcher systematically designs a study to ensure valid and reliable result which aims to research goals and objectives. It is about how we done a research scientifically, research methodology involves various types of technique and data collection method which can help us to do things very easy. Research methodology all about “how”, how we design our research, how we analyse the data, how we used different technique in our research, how we prepare questionnaire, how good is your sampling plan and so more how is there. A study on consumer behaviour on soft drink” is an effort to study the customer’s preference of and competitive advantage.



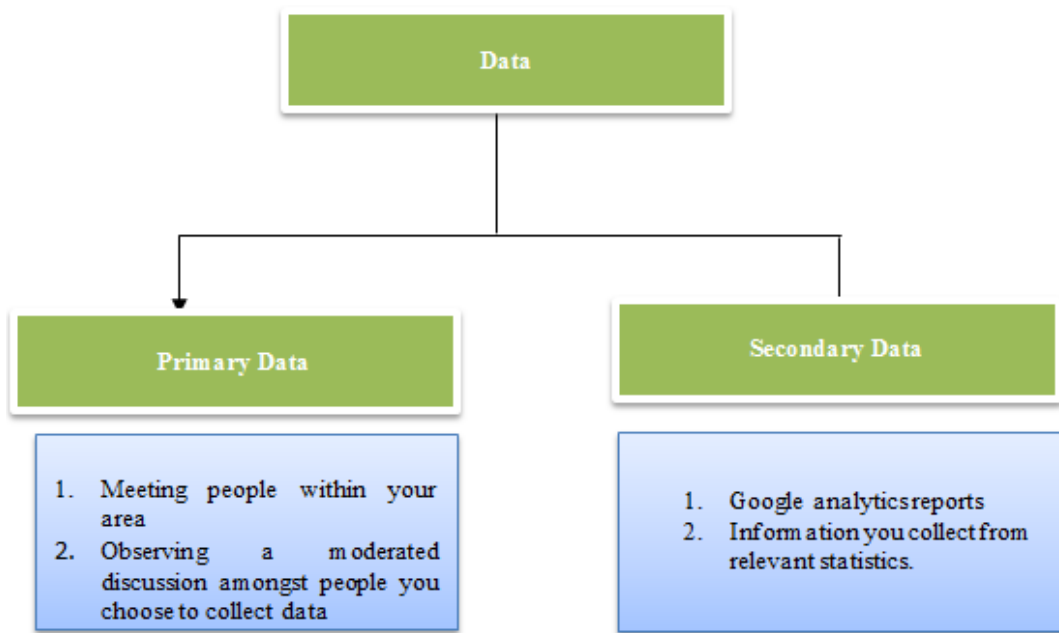
**Figure 2:** Process Flow Chart

It is important to understand the demand of the consumer, by research methodology we plan for collection of data and then we can analyse it and get a result out of its what consumer wants. In figure 2 we can understand the process flow of research methodology.

#### 3.1 Source of Data

The researcher used both primary and secondary sources of data for the study for consumer behavior on soft drinks to analyze the research in a systematic way and produce some good results. The researcher must keep in mind the data they are getting is coming from most genuine and reliable sources. The researcher needs to

maintain a balance between time and the output of the data so that they can provide the optimize results and serves consumer in better and faster way. The researcher makes sure that the data which are being collected is including all the classes from lower, middle, upper middle to elite. The data is collected from an individual, group behavior study of masses and already from the proven scientific facts and on the basis of research currently going on. On the basis of source these can be classified into two types which you can see that in Figure 3.

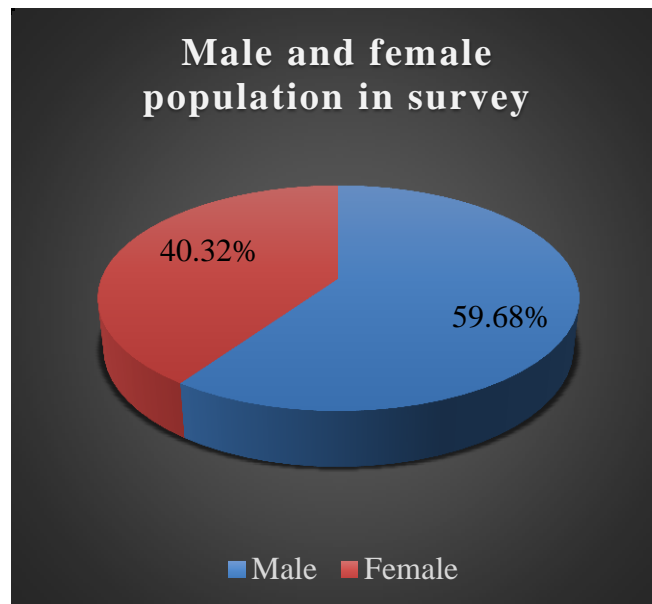


**Figure 3:** Sources of Data

**3.2 Population**

A researcher population is also known as a well-defined collection of individuals or objects known to have similar character statics. Research studies are usually carried out on sample of objects rather than the whole population. The population required for this study concentrated on private institutions, common public and employee of coca cola company. So, in Rohtak, Ambala,

Chandigarh and Nabipur there are several contractors and now a days a lot of online platform as well where we get the population for our research purpose. In our survey we did survey on 310 people and collected data for our questionnaire which is required for our research for consumer behavior on soft drinks. Also, you can see that the male and female respondents in figure 4.



**Figure 4:** Male and Female Population in Survey

#### IV. DATA ANALYSIS AND DISCUSSION

##### 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%

##### Place of Purchasing the Soft Drink in Chandigarh Region

Table 2 presents the results of the survey by place of purchasing the soft drink.

- By gender wise, maximum male 31.82% purchase the soft drink from retail shop and

minimum 6.36% female purchase the soft drink from bakery shop.

- By educational qualification wise maximum 20.00% PG/M.Tech/Other Professional purchase the soft drink from retail shop and minimum

- 0.91% of below SSC/ITI purchase the soft drink from bakery and other sources.
- As per marital status maximum 30.00% unmarried respondents purchase the soft drink from retail shop and minimum 6.36% married person purchase the soft drink from supermarket.
- As per age category maximum 28.18% respondents below 30 years age group purchase the soft drink from retail shop and minimum 0.91% above 50 years age group purchase the soft drink from supermarket.

**Table 2: Place of Purchasing the Soft Drink in Chandigarh Region**

Category	Place of Purchasing the Soft Drink					
	Sub Category	Value	Bakery	Other	Retail shop	Supermarket
Gender	Male	Frequency	11	12	35	9
		Percentage	10.00	10.91	31.82	8.18
	Female	Frequency	7	8	18	10
		Percentage	6.36	7.27	16.36	9.09
Educational Qualification	Degree/ B.Tech	Frequency	5	7	17	4
		Percentage	4.55	6.36	15.45	3.64
	Inter/Polytechnic	Frequency	2	3	10	3
		Percentage	1.82	2.73	9.09	2.73
	PG/M.Tech/Other Professional Courses	Frequency	8	7	22	8
		Percentage	7.27	6.36	20.00	7.27
	SSC/ITI	Frequency	1	2	2	1
		Percentage	0.91	1.82	1.82	0.91
	Below SSC/ITI	Frequency	1	1	4	2
		Percentage	0.91	0.91	3.64	1.82
Marital Status	Married	Frequency	8	9	19	7
		Percentage	7.27	8.18	17.27	6.36
	Unmarried	Frequency	12	12	33	10
		Percentage	10.91	10.91	30.00	9.09
Age	Below 30	Frequency	10	12	31	12
		Percentage	9.09	10.91	28.18	10.91
	31-40	Frequency	4	3	5	2
		Percentage	3.64	2.73	4.55	1.82
	41-50	Frequency	3	2	10	3
		Percentage	2.73	1.82	9.09	2.73
Above 50	Frequency	4	3	5	1	
	Percentage	3.64	2.73	4.55	0.91	

**Place of Purchasing the Soft Drink in Ambala Region**

Table 3 presents the results of the survey by place of purchasing the soft drink.

- By gender wise, maximum male 32.05% purchase the soft drink from retail shop and minimum 5.13% female purchase the soft drink from supermarket and other shop.
- By educational qualification wise maximum 19.23% PG/M.Tech/Other Professional purchase the soft drink from retail shop and minimum 0% of below SSC/ITI purchase the soft drink from supermarket.
- As per marital status maximum 25.64% unmarried respondents purchase the soft drink from retail shop and minimum 5.13% unmarried person purchase the soft drink from supermarket.
- As per age category maximum 29.49% respondents below 30 years age group purchase the soft drink from retail shop and minimum 1.28% above 50- and 31-40-years age group purchase the soft drink from supermarket and bakery shop.

**Table 3: Place of Purchasing the Soft Drink in Ambala Region**

Category	Place of Purchasing the Soft Drink						
	Sub Category	Value	Bakery	Other	Retail shop	Supermarket	
Gender	Male	Frequency	9	11	25	9	
		Percentage	11.54	14.10	32.05	11.54	
	Female	Frequency	5	4	11	4	
		Percentage	6.41	5.13	14.10	5.13	
Educational Qualification	Degree/ B.Tech	Frequency	5	6	14	4	
		Percentage	6.41	7.69	17.95	5.13	
	Inter/Polytechnic	Frequency	1	2	5	2	
		Percentage	1.28	2.56	6.41	2.56	
	PG/M.Tech/Other Professional Courses	Frequency	6	5	15	5	
		Percentage	7.69	6.41	19.23	6.41	
	SSC/ITI	Frequency	1	0	2	1	
		Percentage	1.28	0.00	2.56	1.28	
	Below SSC/ITI	Frequency	1	0	2	0	
		Percentage	1.28	0.00	2.56	0.00	
	Marital Status	Married	Frequency	7	7	15	6
			Percentage	8.97	8.97	19.23	7.69
Unmarried		Frequency	11	8	20	4	
		Percentage	14.10	10.26	25.64	5.13	
Age	Below 30	Frequency	10	8	23	7	
		Percentage	12.82	10.26	29.49	8.97	
	31-40	Frequency	1	4	5	1	
		Percentage	1.28	5.13	6.41	1.28	
	41-50	Frequency	7	9	18	8	
		Percentage	8.97	11.54	23.08	10.26	
	Above 50	Frequency	1	2	3	1	
		Percentage	1.28	2.56	3.85	1.28	

**Place of Purchasing the Soft Drink in Rohtak Region**

Table 4 presents the results of the survey by place of purchasing the soft drink.

- By gender wise, maximum female 27.94% purchase the soft drink from retail shop and minimum 5.88% male and female purchase the soft drink from supermarket.
- By educational qualification wise maximum 25.00% PG/M.Tech/Other Professional purchase the soft drink from retail shop and minimum 0%

of SSC/ITI purchase the soft drink from supermarket.

- As per marital status maximum 25.00% unmarried respondents purchase the soft drink from retail shop and minimum 5.88% married person purchase the soft drink from bakery shop.
- As per age category maximum 30.88% respondents below 30 years age group purchase the soft drink from retail shop and minimum 1.47% above 50- and 41-50-years age group purchase the soft drink from bakery shop.

**Table 4:** Place of Purchasing the Soft Drink in Rohtak Region

Category	Place of Purchasing the Soft Drink						
	Sub Category	Value	Bakery	Other	Retail shop	Supermarket	
Gender	Male	Frequency	8	5	17	4	
		Percentage	11.76	7.35	25.00	5.88	
	Female	Frequency	6	5	19	4	
		Percentage	8.82	7.35	27.94	5.88	
Educational Qualification	Degree/ B.Tech	Frequency	1	2	10	3	
		Percentage	1.47	2.94	14.71	4.41	
	Inter/Polytechnic	Frequency	1	1	5	1	
		Percentage	1.47	1.47	7.35	1.47	
	PG/M.Tech/Other Professional Courses	Frequency	7	4	17	8	
		Percentage	10.29	5.88	25.00	11.76	
	SSC/ITI	Frequency	0	1	2	0	
		Percentage	0.00	1.47	2.94	0.00	
	Below SSC/ITI	Frequency	1	1	2	1	
		Percentage	1.47	1.47	2.94	1.47	
	Marital Status	Married	Frequency	4	5	14	5
			Percentage	5.88	7.35	20.59	7.35
Unmarried		Frequency	12	5	17	6	
		Percentage	17.65	7.35	25.00	8.82	
Age	Below 30	Frequency	7	6	21	5	
		Percentage	10.29	8.82	30.88	7.35	
	31-40	Frequency	2	2	7	1	
		Percentage	2.94	2.94	10.29	1.47	
	41-50	Frequency	1	2	6	2	
		Percentage	1.47	2.94	8.82	2.94	
	Above 50	Frequency	1	1	2	2	
		Percentage	1.47	1.47	2.94	2.94	

**Place of Purchasing the Soft Drink in Nabipur Region**

Table 5 presents the results of the survey by place of purchasing the soft drink.

- By gender wise, maximum male 25.93% purchase the soft drink from retail shop and minimum 5.56% female purchase the soft drink from other source.
- By educational qualification wise maximum 22.22% PG/M.Tech/Other Professional purchase the soft drink from retail shop and minimum 0%

of SSC/ITI purchase the soft drink from bakery and other shop.

- As per marital status maximum 27.78% unmarried respondents purchase the soft drink from retail shop and minimum 3.70% unmarried person purchase the soft drink from bakery shop.
- As per age category maximum 25.93% respondents below 30 years age group purchase the soft drink from retail shop and minimum 0% above 50-years age group respondents purchase the soft drink from other shop.

**Table 5: Place of Purchasing the Soft Drink in Nabipur Region**

Category	Place of Purchasing the Soft Drink						
	Sub Category	Value	Bakery	Other	Retail shop	Supermarket	
Gender	Male	Frequency	5	6	14	5	
		Percentage	9.26	11.11	25.93	9.26	
	Female	Frequency	6	3	11	4	
		Percentage	11.11	5.56	20.37	7.41	
Educational Qualification	Degree/ B.Tech	Frequency	5	3	8	2	
		Percentage	9.26	5.56	14.81	3.70	
	Inter/Polytechnic	Frequency	1	1	3	1	
		Percentage	1.85	1.85	5.56	1.85	
	PG/M.Tech/Other Professional Courses	Frequency	4	3	12	5	
		Percentage	7.41	5.56	22.22	9.26	
	SSC/ITI	Frequency	0	0	2	1	
		Percentage	0.00	0.00	3.70	1.85	
	Below SSC/ITI	Frequency	1	1	1	0	
		Percentage	1.85	1.85	1.85	0.00	
	Marital Status	Married	Frequency	5	3	12	3
			Percentage	9.26	5.56	22.22	5.56
Unmarried		Frequency	2	4	15	10	
		Percentage	3.70	7.41	27.78	18.52	
Age	Below 30	Frequency	8	5	14	4	
		Percentage	14.81	9.26	25.93	7.41	
	31-40	Frequency	1	1	4	1	
		Percentage	1.85	1.85	7.41	1.85	
	41-50	Frequency	2	2	5	3	
		Percentage	3.70	3.70	9.26	5.56	
	Above 50	Frequency	1	0	2	1	
		Percentage	1.85	0.00	3.70	1.85	

### Concerned About the Use of Artificial Flavourings in Soft Drinks in Chandigarh Region

Table 6 presents the results of the survey by how respondents are concerned about the use of artificial flavourings in soft drink.

- By gender wise, maximum male 42.73% respondents are in favour of yes and minimum 13.64% female are in favour of no to concerned about the use of artificial flavouring in soft drinks.
- By educational qualification wise maximum 26.36% PG/M.Tech/Other Professional are in favour of yes and minimum 0.91% of SSC/ITI

are in favour of no to concerned about the use of artificial flavouring in soft drinks.

- As per marital status maximum 40.00% unmarried respondents are in favour of yes and minimum 13.64% married person are in favour of no to concerned about the use of artificial flavouring in soft drinks.
- As per age category maximum 37.27% respondents below 30 years age group are in favour of yes and minimum 2.73% above 50 years age group are in favour of no to concerned about the use of artificial flavouring in soft drinks.



**Table 6:** Concerned About the Use of Artificial Flavourings in Soft Drinks in Chandigarh Region

Category	Concerned About the Use of Artificial Flavourings			
	Sub Category	Value	No	Yes
Gender	Male	Frequency	20	47
		Percentage	18.18	42.73
	Female	Frequency	15	28
		Percentage	13.64	25.45
Educational Qualification	Degree/ B.Tech	Frequency	11	22
		Percentage	10.00	20.00
	Inter/Polytechnic	Frequency	6	12
		Percentage	5.45	10.91
	PG/M.Tech/Other Professional Courses	Frequency	16	29
		Percentage	14.55	26.36
	SSC/ITI	Frequency	1	5
		Percentage	0.91	4.55
	Below SSC/ITI	Frequency	3	5
		Percentage	2.73	4.55
Marital Status	Married	Frequency	15	28
		Percentage	13.64	25.45
	Unmarried	Frequency	23	44
		Percentage	20.91	40.00
Age	Below 30	Frequency	24	41
		Percentage	21.82	37.27
	31-40	Frequency	6	8
		Percentage	5.45	7.27
	41-50	Frequency	5	13
		Percentage	4.55	11.82
	Above 50	Frequency	3	10
		Percentage	2.73	9.09

### **Concerned About the Use of Artificial Flavourings in Ambala Region**

Table 7 presents the results of the survey by how respondents are concerned about the use of artificial flavourings in soft drink.

- By gender wise, maximum male 44.87% respondents are in favour of yes and minimum 11.54% female are in favour of no to concerned about the use of artificial flavouring in soft drinks.
- By educational qualification wise maximum 28.21% PG/M.Tech/Other Professional are in favour of yes and minimum 1.28% of SSC/ITI and below SSC/ITI are in favour of no to

concerned about the use of artificial flavouring in soft drinks.

- As per marital status maximum 35.90% unmarried respondents are in favour of yes and minimum 16.67% married person are in favour of no to concerned about the use of artificial flavouring in soft drinks.
- As per age category maximum 43.59% respondents below 30 years age group are in favour of yes and minimum 2.56% above 50 years age group are in favour of no to concerned about the use of artificial flavouring in soft drinks.

**Table 7:** Concerned About the Use of Artificial Flavourings in Ambala Region

Category	Concerned About the Use of Artificial Flavourings			
	Sub Category	Value	No	Yes
Gender	Male	Frequency	19	35
		Percentage	24.36	44.87
	Female	Frequency	9	15
		Percentage	11.54	19.23
Educational Qualification	Degree/ B.Tech	Frequency	10	19
		Percentage	12.82	24.36
	Inter/Polytechnic	Frequency	4	6
		Percentage	5.13	7.69
	PG/M.Tech/Other Professional Courses	Frequency	9	22
		Percentage	11.54	28.21
	SSC/ITI	Frequency	1	3
		Percentage	1.28	3.85
	Below SSC/ITI	Frequency	1	3
		Percentage	1.28	3.85
Marital Status	Married	Frequency	13	22
		Percentage	16.67	28.21
	Unmarried	Frequency	15	28
		Percentage	19.23	35.90
Age	Below 30	Frequency	14	34
		Percentage	17.95	43.59
	31-40	Frequency	4	7
		Percentage	5.13	8.97
	41-50	Frequency	5	7
		Percentage	6.41	8.97
	Above 50	Frequency	2	5
		Percentage	2.56	6.41

### **Concerned About the Use of Artificial Flavourings in Rohtak Region**

Table 8 presents the results of the survey by how respondents are concerned about the use of artificial flavourings in soft drink.

- By gender wise, maximum male 33.82% respondents are in favour of yes and minimum 16.18% male are in favour of no to concerned about the use of artificial flavouring in soft drinks.
- By educational qualification wise maximum 36.76% PG/M.Tech/Other Professional are in favour of yes and minimum 1.47% of SSC/ITI and below SSC/ITI are in favour of no to

concerned about the use of artificial flavouring in soft drinks.

- As per marital status maximum 41.18% unmarried respondents are in favour of yes and minimum 8.82% married person are in favour of no to concerned about the use of artificial flavouring in soft drinks.
- As per age category maximum 39.71% respondents below 30 years age group are in favour of yes and minimum 2.94% above 50 years age group are in favour of no to concerned about the use of artificial flavouring in soft drinks.

**Table 8:** Concerned About the Use of Artificial Flavourings in Rohtak Region

Category	Concerned About the Use of Artificial Flavourings			
	Sub Category	Value	No	Yes
Gender	Male	Frequency	11	23
		Percentage	16.18	33.82
	Female	Frequency	13	21
		Percentage	19.12	30.88
Educational Qualification	Degree/ B.Tech	Frequency	7	9
		Percentage	10.29	13.24
	Inter/Polytechnic	Frequency	2	6
		Percentage	2.94	8.82
	PG/M.Tech/Other Professional Courses	Frequency	11	25
		Percentage	16.18	36.76
	SSC/ITI	Frequency	1	2
		Percentage	1.47	2.94
	Below SSC/ITI	Frequency	1	4
		Percentage	1.47	5.88
Marital Status	Married	Frequency	6	22
		Percentage	8.82	32.35
	Unmarried	Frequency	12	28
		Percentage	17.65	41.18
Age	Below 30	Frequency	12	27
		Percentage	17.65	39.71
	31-40	Frequency	5	7
		Percentage	7.35	10.29
	41-50	Frequency	4	7
		Percentage	5.88	10.29
Above 50	Frequency	2	4	
	Percentage	2.94	5.88	

#### **Concerned About the Use of Artificial Flavourings in Nabipur Region**

Table 9 presents the results of the survey by how respondents are concerned about the use of artificial flavourings in soft drink.

- By gender wise, maximum male 38.89% respondents are in favour of yes and minimum 16.67% male are in favour of no to concerned about the use of artificial flavouring in soft drinks.
- By educational qualification wise maximum 29.63% PG/M.Tech/Other Professional are in favour of yes and minimum 1.85% of SSC/ITI and below SSC/ITI are in favour of no to

concerned about the use of artificial flavouring in soft drinks.

- As per marital status maximum 40.74% unmarried respondents are in favour of yes and minimum 14.81% married person are in favour of no to concerned about the use of artificial flavouring in soft drinks.
- As per age category maximum 37.04% respondents below 30 years age group are in favour of yes and minimum 1.85% above 50 years age group are in favour of no to concerned about the use of artificial flavouring in soft drinks.

**Table 9:** Concerned About the Use of Artificial Flavourings in Nabipur Region

Category	Concerned About the Use of Artificial Flavourings			
	Sub Category	Value	No	Yes
Gender	Male	Frequency	9	21
		Percentage	16.67	38.89
	Female	Frequency	10	14
		Percentage	18.52	25.93
Educational Qualification	Degree/ B.Tech	Frequency	5	13
		Percentage	9.26	24.07
	Inter/Polytechnic	Frequency	2	4
		Percentage	3.70	7.41
	PG/M.Tech/Other Professional Courses	Frequency	8	16
		Percentage	14.81	29.63
	SSC/ITI	Frequency	1	2
		Percentage	1.85	3.70
	Below SSC/ITI	Frequency	1	2
		Percentage	1.85	3.70
Marital Status	Married	Frequency	8	15
		Percentage	14.81	27.78
	Unmarried	Frequency	9	22
		Percentage	16.67	40.74
Age	Below 30	Frequency	11	20
		Percentage	20.37	37.04
	31-40	Frequency	2	5
		Percentage	3.70	9.26
	41-50	Frequency	4	8
		Percentage	7.41	14.81
	Above 50	Frequency	1	3
		Percentage	1.85	5.56

#### **How Much Respondents Like Soft Drinks in Chandigarh Region**

Table 10 presents the results of the survey by how much respondents like soft drinks.

- By gender wise, maximum male 19.09% respondents in favour of neutral and minimum 1.82% female respondents in favour of highly dissatisfied.
- By educational qualification wise maximum PG/M.Tech/Other Professional 13.64% respondents in favour of highly satisfied and

minimum 0% SSC/ITI respondents in favour of highly dissatisfied.

- As per marital status maximum 17.27% unmarried respondents in favour of highly satisfied and minimum 2.73% married respondents in favour of highly dissatisfied.
- As per age category maximum 27.27% below 30 years respondents in favour of satisfied and minimum 0.91% above 50 years age group in favour of highly dissatisfied.

**Table 10: How Much Respondents Like Soft Drinks in Chandigarh Region**

Category	Sub Category	How Much Respondents Like Soft Drinks					
		Value	Highly Satisfied (100%)	Satisfied (75%)	Neutral (50%)	Dissatisfied (25%)	Highly Dissatisfied (< 25%)
Gender	Male	Frequency	14	19	21	6	7
		Percentage	12.73	17.27	19.09	5.45	6.36
	Female	Frequency	11	13	14	3	2.00
		Percentage	10.00	11.82	12.73	2.73	1.82
Educational Qualification	Degree/ B.Tech	Frequency	7	9	10	4	3.00
		Percentage	6.36	8.18	9.09	3.64	2.73
	Inter/Polytechnic	Frequency	5	5	6	1	1
		Percentage	4.55	4.55	5.45	0.91	0.91
	PG/M.Tech/ Other Professional Courses	Frequency	15	12	8	5	5.00
		Percentage	13.64	10.91	7.27	4.55	4.55
	SSC/ITI	Frequency	2	2	1	1	0.00
		Percentage	1.82	1.82	0.91	0.91	0.00
	Below SSC/ITI	Frequency	2	3	1	1	1.00
		Percentage	1.82	2.73	0.91	0.91	0.91
Marital Status	Married	Frequency	14	15	7	4	3.00
		Percentage	12.73	13.64	6.36	3.64	2.73
	Unmarried	Frequency	19	18	15	8	7.00
		Percentage	17.27	16.36	13.64	7.27	6.36
Age	Below 30	Frequency	21	30	10	2	2
		Percentage	19.09	27.27	9.09	1.82	1.82
	31-40	Frequency	6	3	3	1	1.00
		Percentage	5.45	2.73	2.73	0.91	0.91
	41-50	Frequency	5	4	6	1	2
		Percentage	4.55	3.64	5.45	0.91	1.82
	Above 50	Frequency	2	7	2	1	1.00
		Percentage	1.82	6.36	1.82	0.91	0.91

*How Much Respondents Like Soft Drinks in Ambala Region*

Table 11 presents the results of the survey by how much respondents like soft drinks.

- By gender wise, maximum male 26.92% respondents in favour of neutral and minimum 2.56% female respondents in favour of highly dissatisfied.
- By educational qualification wise maximum PG/M.Tech/Other Professional 11.54% respondents in favour of highly satisfied and

minimum 0% SSC/ITI and below SSC/ITI respondents in favour of highly dissatisfied.

- As per marital status maximum 20.51% unmarried respondents in favour of satisfied and minimum 1.28% unmarried respondents in favour of highly dissatisfied.
- As per age category maximum 19.23% below 30 years respondents in favour of satisfied and highly satisfied and minimum 1.28% above 50 years and 31-40 age group in favour of highly dissatisfied.

**Table 11: How Much Respondents Like Soft Drinks in Ambala Region**

Category	Sub Category	How Much Respondents Like Soft Drinks					
		Value	Highly Satisfied (100%)	Satisfied (75%)	Neutral (50%)	Dissatisfied (25%)	Highly Dissatisfied (< 25%)
Gender	Male	Frequency	10	15	21	5	3
		Percentage	12.82	19.23	26.92	6.41	3.85
	Female	Frequency	8	6	5	3	2.00
		Percentage	10.26	7.69	6.41	3.85	2.56
Educational Qualification	Degree/ B.Tech	Frequency	7	7	8	4	3.00
		Percentage	8.97	8.97	10.26	5.13	3.85
	Inter/Polytechnic	Frequency	3	3	2	1	1
		Percentage	3.85	3.85	2.56	1.28	1.28
	PG/M.Tech/ Other Professional Courses	Frequency	9	8	9	4	1
		Percentage	11.54	10.26	11.54	5.13	1.28
	SSC/ITI	Frequency	1	1	2	0	0.00
		Percentage	1.28	1.28	2.56	0.00	0.00
	Below SSC/ITI	Frequency	1	1	1	1	0.00
		Percentage	1.28	1.28	1.28	1.28	0.00
Marital Status	Married	Frequency	9	11	8	4	3.00
		Percentage	11.54	14.10	10.26	5.13	3.85
	Unmarried	Frequency	14	16	10	2	1.00
		Percentage	17.95	20.51	12.82	2.56	1.28
Age	Below 30	Frequency	15	15	12	4	2
		Percentage	19.23	19.23	15.38	5.13	2.56
	31-40	Frequency	2	3	3	2	1.00
		Percentage	2.56	3.85	3.85	2.56	1.28
	41-50	Frequency	4	1	3	2	2
		Percentage	5.13	1.28	3.85	2.56	2.56
	Above 50	Frequency	2	1	2	1	1.00
		Percentage	2.56	1.28	2.56	1.28	1.28

*How Much Respondents Like Soft Drinks in Rohtak Region*

Table 12 presents the results of the survey by how much respondents like soft drinks. This enables us to study the relative distribution by gender, educational, marital status and age group in Rohtak location.

- By gender wise, maximum male 17.65% respondents in favour of highly satisfied and minimum 4.41% female respondents in favour of dissatisfied.
- By educational qualification wise maximum PG/M.Tech/Other Professional 17.65%

respondents in favour of highly satisfied and minimum 0% SSC/ITI and below SSC/ITI respondents in favour of highly dissatisfied. \

- As per marital status maximum 20.59% unmarried respondents in favour of satisfied and minimum 2.94% married respondents in favour of highly dissatisfied.
- As per age category maximum 20.59% below 30 years respondents in favour of highly satisfied and highly satisfied and minimum 0% above 50 years age group in favour of highly dissatisfied.

**Table 12: How Much Respondents Like Soft Drinks in Rohtak Region**

Category	Sub Category	How Much Respondents Like Soft Drinks					
		Value	Highly Satisfied (100%)	Satisfied (75%)	Neutral (50%)	Dissatisfied (25%)	Highly Dissatisfied (< 25%)
Gender	Male	Frequency	12	8	6	5	3
		Percentage	17.65	11.76	8.82	7.35	4.41
	Female	Frequency	11	7	9	3	4.00
		Percentage	16.18	10.29	13.24	4.41	5.88
Educational Qualification	Degree/ B.Tech	Frequency	5	4	4	2	1.00
		Percentage	7.35	5.88	5.88	2.94	1.47
	Inter/Polytechnic	Frequency	2	1	3	1	1
		Percentage	2.94	1.47	4.41	1.47	1.47
	PG/M.Tech/ Other Professional Courses	Frequency	12	8	7	5	4.00
		Percentage	17.65	11.76	10.29	7.35	5.88
	SSC/ITI	Frequency	1	1	1	0	0.00
		Percentage	1.47	1.47	1.47	0.00	0.00
	Below SSC/ITI	Frequency	1	2	1	1	0.00
		Percentage	1.47	2.94	1.47	1.47	0.00
Marital Status	Married	Frequency	7	8	7	4	2.00
		Percentage	10.29	11.76	10.29	5.88	2.94
	Unmarried	Frequency	6	14	10	6	4.00
		Percentage	8.82	20.59	14.71	8.82	5.88
Age	Below 30	Frequency	14	8	14	2	1.00
		Percentage	20.59	11.76	20.59	2.94	1.47
	31-40	Frequency	4	3	3	1	1.00
		Percentage	5.88	4.41	4.41	1.47	1.47
	41-50	Frequency	4	2	2	2	1.00
		Percentage	5.88	2.94	2.94	2.94	1.47
	Above 50	Frequency	2	1	2	1	0.00
		Percentage	2.94	1.47	2.94	1.47	0.00

### **How Much Respondents Like Soft Drinks in Nabipur Region**

Table 13 presents the results of the survey by how much respondents like soft drinks.

- By gender wise, maximum female 16.67% respondents in favour of neutral and minimum 3.70% female respondents in favour of highly dissatisfied.
- By educational qualification wise maximum PG/M.Tech/Other Professional 14.81% respondents in favour of highly satisfied and

minimum 0% SSC/ITI and below SSC/ITI respondents in favour of highly dissatisfied.

- As per marital status maximum 22.22% unmarried respondents in favour of neutral and minimum 1.85% married and unmarried respondents in favour of highly dissatisfied.
- As per age category maximum 18.52% below 30 years respondents in favour of neutral and minimum 0% above 50 years age group in favour of highly dissatisfied.

**Table 13:** How Much Respondents Like Soft Drinks in NabipurRegion

Category	Sub Category	How Much Respondents Like Soft Drinks					
		Value	Highly Satisfied (100%)	Satisfied (75%)	Neutral (50%)	Dissatisfied (25%)	Highly Dissatisfied (< 25%)
Gender	Male	Frequency	8	6	6	6	4
		Percentage	14.81	11.11	11.11	11.11	7.41
	Female	Frequency	6	6	9	1	2.00
		Percentage	11.11	11.11	16.67	1.85	3.70
Educational Qualification	Degree/ B.Tech	Frequency	6	7	3	1	1.00
		Percentage	11.11	12.96	5.56	1.85	1.85
	Inter/Polytechnic	Frequency	2	1	1	1	1
		Percentage	3.70	1.85	1.85	1.85	1.85
	PG/M.Tech /Other Professional Courses	Frequency	8	5	6	3	2.00
		Percentage	14.81	9.26	11.11	5.56	3.70
	SSC/ITI	Frequency	1	1	1	0	0.00
		Percentage	1.85	1.85	1.85	0.00	0.00
	Below SSC/ITI	Frequency	1	1	1	0	0.00
		Percentage	1.85	1.85	1.85	0.00	0.00
Marital Status	Married	Frequency	7	5	8	2	1.00
		Percentage	12.96	9.26	14.81	3.70	1.85
	Unmarried	Frequency	8	9	12	1	1.00
		Percentage	14.81	16.67	22.22	1.85	1.85
Age	Below 30	Frequency	7	8	10	4	2
		Percentage	12.96	14.81	18.52	7.41	3.70
	31-40	Frequency	2	1	2	1	1.00
		Percentage	3.70	1.85	3.70	1.85	1.85
	41-50	Frequency	5	2	2	2	1.00
		Percentage	9.26	3.70	3.70	3.70	1.85
	Above 50	Frequency	1	1	1	1	0.00
		Percentage	1.85	1.85	1.85	1.85	0.00

## V. CONCLUSION

This work mainly presents an analytical study on consumer behavior on soft drinks related to coca-cola India plant. The study was held in the 4 region of India which are Chandigarh, Ambala, Rohtak and Nabipur. Out of 310 respondents 59.67% respondents are male and 40.32% are female respondents were participated in this survey. 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. Data was collected by the survey and some important observations are concluded: In Chandigarh Region, male consumes soft drinks far more than the female. Similarly, Unmarried people consumes more as compared to married people. The youth people with age less than 30 years are in favour to stop promoting unhealthy drinks in market. Male prefer to consume soft drinks generally in party or any special occasions. Younger people prefer to consume soft drinks without any special reason which aged people consume only when they feeling thirsty or any special occasion. In Ambala Region, male people with graduation students consumes mostly soft drinks and

also among young adults. Maximum people under age 30 years prefer to stop promoting unhealthy drinks in market. The persons with degree holder mostly consumes drinks in parties. Mostly people with age less than 30 yrs having unmarried prefer to consume soft drinks higher than others. In Rohtak Region, the persons with master degree holders prefer to consume soft drinks 3-4 times in a week. Young adults also prefer to consume more soft drinks as compared to aged persons. The young age people are more concerned about use of artificial flavoring in soft drinks as compared to other people. Hence, as per overall study, young age people prefer to take soft drinks most of the times with regards of concerns like sugar level, taste etc.

In Future, it will hope to apply some government laws against the quality of these soft drinks with decedation of age factor for consuming these soft drinks etc.

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