A STUDY ON CONSUMER AWARENESS AND SATISFACTION TOWARDS ORANGE FLAVORED SOFT DRINKS IN TIER-I CITIES OF TAMILNADU

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ABSTRACT

One of the yardsticks to measure the success of any brand or product is the quantum of satisfaction it produces. Every advertisement intends to communicate some message to create awareness about the brand or product and to create a desire to purchase it. Hence, while planning for advertisement, the objective to be attained, the target audience, advertisement appeal, the coordination with the sales force should be taken into consideration. The study identifies the awareness level and consumer satisfaction towards orange flavored soft drink. The study was carried out in the couple of months. It is aimed to know the consumers' view about the brand and its features. The advertisement for promoting the brand was evaluated to determine its effectiveness or the awareness it created among consumers. The study was carried out in tier 1 cities in Tamilnadu that is Chennai and Coimbatore with the sample size being 250. The primary data was obtained through a structured questionnaire and the secondary data was collected from company documents, magazines, Daily news papers and journals. Bar diagrams was used wherever necessary. The data has been analyzed using Percentage method, Correlation and Mean score value. Finally this study is concluded by giving tips to creating awareness and making satisfaction to the customer for orange flavored soft drinks for new launching brands by analyzing existing brands in tier-I cities in Tamilnadu.

Keywords: Orange flavor, Soft drink, Consumer Satisfaction, Consumer awareness, Advertisement.

Introduction:

The soft drink industry is one of the booming sectors worldwide. The reason for thrive in the industry is the change in the attitude and living style of the people. The drastic change in the preference of the consumers backed these players to step strongly and confidently into any market. The youngsters consider consuming soft drinks as prestigious issue or fashion. All these reasons put together with huge population India has become one of the key market of many players like Coca-Cola, Pepsi Co etc. The tough competition that exists between the players benefited the consumers with many variant and variety of soft drinks. The entry of many multinational companies in soft drinks sector has generated many employment opportunities in home country. As far as Indian market is considered two main rivals in the industry are Coca-Cola and Pespsi they have also wiped out the home competitors. The quality, innovation, price and the promotional programs of these two companies helped to corner the local companies like Shakthi, Kali mark etc all over India from the market. The domestic soft drink industry leader Parle is managing to sustain in the market though it is faced tough competition with the MNC's.

The Indian government has adopted liberalized policies for the soft drink industry to promote the Indian brands internationally. The soft drinks market in India was in domestic players like Campa, Thumps up, Limca etc until early 1990s, but with opening up of economy and coming of MNC players Pepsi and Coke, the soft drink market has come totally under their control. Soft drinks experienced another good year in 2006. The growth in soft drinks in India was primarily driven by the increased demand for fruit/vegetable juice and bottled water. With rising disposable incomes and a preference for healthy and natural products, fruit/vegetable juice was in great demand in 2006.

The standard of living has cemented a wide way for health consciousness among the consumers nowadays. Thus, the organizations are forced to pioneer soft drinks that are not only a thirst quencher but also a healthy drink. The consumers expect nutritional value from the drink they consume. The change in the attitude and preferences of the consumers kindled the competitive spirit among the soft drink industry players to launch new soft drinks that meet the consumers' need and sustain their market share. Hence, this study focused towards brand awareness and satisfaction among the consumers of various soft drink

brands in tier-I cities in Tamilnadu. Moreover, this study has been little narrowdown by targeting orange flavor preferred consumers.

Objectives:

The prime objective of this study is that, to measure the satisfaction level of the consumers towards orange flavored soft drinks. This can be achieved by following objectives.

- To ascertain the consumer awareness for the different brands in orange flavored soft drinks.
- To identify the factors that influences the consumer to prefer the soft drink brands.
- To discern the attributes influencing the satisfaction level of consumers.

Scope of the Study:

Soft drinks are mostly preferred by urban people. Hence researcher has perceived that scope of the study would be tier 1 cities in Tamilnadu. So, researcher was carried out this study in Chennai and Coimbatore. Moreover, this study helps to different organizations that are producing orange flavored soft drink to know about the consumers' mindset as well as for entering in to the market. Consumers too get benefit out of this study by knowing about the orange flavored soft drink industry.

Review of Literature:

Bernard J. Jansen, Mimi Zhang, Ying Zhang are studied the effect of brand awareness on the evaluation of search engine results in 2006. This study has discovered the effect of search engine brand on evaluation of system performance (i.e. identifying name that distinguishes a product from its competitors). Based on average comparative ratings, 25% difference was there between most highly rated search engine and lowest rated, though search engine results were identical in terms of both content and presentation. The brand name is the crucial factor that attracted the users to access those few search engines.

Len Cercone (2000) suggests many ways to "Create consumer brand awareness to cultivate customer loyalty and ensure continuing sales success". Brand is trust, and people buy from whom they trust. Purchase decisions are based not only on features and benefits, but also by appealing to deeper motivations. Identifying these motivations and appealing to them is the key to unlocking brand potential. Brand awareness helps people to know who they are and into which industry it is. The reports suggest the following ways to drive brand awareness: they are Define positioning first, it is necessary to put a stake in the ground by clearly defining who we are, to which

segment of the market we most appeal and why. It is simply a tool to help focus on where the brand fits into the market. From this simple sentence, we can be sure that all materials, communications and efforts are singing from the same hymnal.

Morden (1991) is of the opinion that advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it. Susan Friedmann suggested few points to integrate brand awareness into the companys' exhibit program. Branding is not a sales and marketing gimmick. Instead, it refines and defines corporate culture and identity.

Tulin Erdem, Susumu Imai and Michael P. Keane, did a study on brand and quantity choice dynamics under price uncertainty in 2004. The study developed a model of household demand for frequently purchased branded consumer goods, that are storable and subject to stochastic price fluctuations. This model helps to determine how inventories and future prices expectations are affect current period purchase decisions. The results shows that price expectations and the nature of the pricing process have main impacts on demand elasticity. Long run cross price elasticity of demand is more than two time as great as short-run cross price elasticity. Rather than brand switching, temporary price cuts or deals mainly generate purchase acceleration and category expansion,.

The study on "Peer group influences on children's product preferences" by Del I. Hawkins and Kenneth A. Coney illustrates that in contrast to earlier studies using adult subjects, this experiment with first graders did not frame a high degree of brand loyalty development in response to a minimally differentiated product. In fact, while some brand preferences did develop, most subjects appeared to seek some degree of variety in their choices. It is interesting to speculate that children have a "greater need for novelty" than adults have and are thus less likely to develop brand loyalty. Children are attracted towards the uniqueness and the fascinating aspect of the product (color, gifts etc) rather than the brand name. However, extensive research will be required to remove this proposition from the realm of speculation.

Ghose.S, Lowengart O. (2003) Taste tests: Impacts of consumer perceptions and preferences on brand positioning strategies. Marketers to influence consumers to change their preferences toward their brands are increasingly using taste tests. This research indicates how perceptual and preferential taste tests can be used in conjunction with visual maps to provide support to marketing managers for making better brand positioning and targeting decisions based on taste for different segments of consumers.

Brand Name	No of respondents			
	Brand name	%*	Company name	%*
Fanta	190	95	102	51
Mirinda	178	89	68	34
Real	20	10	10	5
Twister	28	14	12	6
Pulpy orange	94	47	20	10

Multiple Responses

Adeolu B. Ayanwale, Taiwo Alimi and Matthew A. Ayanbimipe, studied the Influence of Advertising on Consumer Brand Preference in 2005. The propagation of assorted brands of drinks in the country has led to cut-throat competition for increased market share in the drinks industry, among the operators. When competition is eager and the consumers face broad brand choice in the market, it becomes vital for the manufactures to understand the major factors which attract the attention of buyers to their own brand.

Arens, (1996) is given the opinion that advertiser's primary mission is to reach future potential customers and influence their awareness, buying behavior and attitudes. They spend a huge money to keep individuals (markets) interested in their products. They need to understand what makes valuable customers behave the way they do to succeed. The advertisers' goals is that, to getting enough relevant market data for developing accurate profiles of buyers-to-find the common group and symbols for communications. This involves the study of consumer behavior i.e, the mental and emotional processes and physical activities of people who buy and utilize goods and services to satisfy specific needs and wants.

Kotler (1988) sees advertising as one of the four major tools companies use to direct persuasive communications to target buyers and public noting, "It consists of non-personal forms of communication conducted through paid media under clear sponsorship". According to him, the purpose of advertising is to enhance potential buyers' responses to the organization and its offering, emphasizing that it seeks to do this providing information, by channeling desire, and by supplying reasons for preferring a particular organization's offer.

Mandy Klerkx and Lex van Meurs, examined in 2006 "Processing outdoor posters: product- and brand recognition in a split of a second". This study depicts the relationship between the posters and brand recognition. The report states that a very short time it takes to recognise the brand and the product advertised on 187 outdoor posters was measured using a tachistoscope and explained by 80 content and format variables. Product recognition is enhanced by clear branding i.e. brand name, pack shot, including new product information and slowed down by large amounts of text, different colours and pictures of people (especially with eye contact). Quick brand recognition is also enhanced by branding and slowed down by large and long headlines, information cues, humour and pictures of women.

Ahmad Jamal, Kamal Naser, studied in 2003 about factors influencing customer satisfaction in the retail banking sector in Pakistan. Customer satisfaction is a important issue for most marketers. This paper has given findings from a survey, which looked into various determinants of customer satisfaction in the retail banking sector in Pakistan. Results shows that there was a strong relationship occured between service quality and customer satisfaction. However, no relationship was found between customer satisfaction and tangible things of the service environment. Customer satisfaction can be determined by dividing perception of performance with expectation of performance.

Reichheld (1993) determined that customer satisfaction ensures sustainable flow of repeated orders for the product and service and hence the level of customer satisfaction with the product assumes significance in the life a company, if it has to stay and grow in the business.

Jacoby (1978) accentuates customer satisfaction as a predictor of customer profitability on the customer level of analysis. In order to do so, in empirical terms, purchase behavior and profitability data determined from the accounting system of an enterprise are matched with the responses of the enterprise's customers to survey questions distributed preceding to the behavior and profitability outcomes. This design, then, should be seen as an attempt to respond to a frequent call for data on real behavior in studies of customer behavior.

Jones, Thomas O. and W. Earl Sasser Jr (1995) studied "Why satisfied customers defect?" and he reported from his observation that satisfaction is a major driver of customer retention and loyalty, and therefore achieving high consumer satisfaction is a key goal of practitioners. Since the cost of obtaining a new consumer is very high and the profitability of a loyal consumer grows with the relationship's duration, understanding loyalty cultivation or retention is the key to long-term profitability. Models of satisfaction loyalty chains were proposed but often have trouble incorporating it because of some defects. Reasons for defections include consumer characteristics, switching cost, dissatisfaction in the product features. On the other hand, temporary dissatisfaction may not affect loyalty.

Jyh-Shen Chiou and Cornelia Droge studied about direct and indirect effects in a satisfaction loyalty framework on service quality, trust, and specific asset investment, and expertise. This study build an integrated framework that

explaining loyalty responses in high-involvement and high-service luxury product markets. The framework is ingrained into the traditional attribute satisfaction and overall satisfaction loyalty chain, but openly incorporates facility vs interactive service quality, trust, specific asset investment and product-market expertise. The findings support the traditional chain but also constructing a trustworthy image and creating exchange-specific assets can improve loyalty. The authors found that overall satisfaction is the pioneer both to loyalty as well as to building Specific Asset Investment.

Kan (1995) says that a dissatisfied customer will tell seven to 20 people about their negative experience. A satisfied customer will only tell three to five people about their positive experience.

Magnus Soderlund & Mats Vilgon (1999) studied about Customer Satisfaction and Links to Customer Profitability as an Empirical Examination of the Association between Attitudes and Behavior. This paper discovered the link between various aspects such as customer satisfaction, purchase behavior, repurchase intentions and customer profitability with empirical data on behavior, attitudes and profitability at the customer level of analysis.

Oliver (1993) explained that customer satisfaction is a mental state, which results from the customer's comparison of two things such as expectations prior to a purchase with and performance perceptions after a purchase. Customer may do such comparisons for each part of an offer or for the offer in total. Customer satisfaction usually refers to the latter type of outcome in the satisfaction literature. Moreover, this mental state, which we view as a cognitive judgment, is conceived as falling somewhere on a bipolar continuum bounded at the lower end by a low level of satisfaction and at the higher end by a high level of satisfaction.

Thomson, K. (1995) emphasize that business management and marketing are concerned with ways of satisfying and retaining customers for the purpose of generating profits, improving companies' competitiveness and securing market share. Some of the major themes in the business management domain include studies of customer relationship marketing, which analyses how customer satisfaction relates to competitiveness and profits, methods for measuring customer satisfaction, and approaches that can help transfer customer satisfaction data into strategies for improvement of customer relations and their retention.

Amy R. Hubbert (1994) studied "Encounter Satisfaction versus Overall satisfaction versus Quality". Satisfaction is high when the product attributes are up to the customer's expectations. Past research, modeled two kinds of satisfaction the first one is attribute satisfaction, referring to a consumer's cognitive satisfaction with individual product or service attributes. The second is overall satisfaction or cumulative satisfaction over time from an aggregation of transaction experiences rather than a onetime transaction. Overall satisfaction is defined as "pleasurable fulfillment" and is an affective response. It is evident from the report that the quality of the product or service ought to be finer to attain overall satisfaction by attaining attribute satisfaction. Therefore, every product attribute should be satisfactory like quality, ability to sustain in the unanticipated circumstances.

Anderson, Peppers & Rogers, Reichheld (1996) stated customer satisfaction could not have any direct impact on customer profitability. It is the behavior of the customer, which may follow from a certain level of satisfaction, which affects customer profitability. Consequently, a number of variables, which assume as the consequences of customer satisfaction and predictors of profitability, include loyalty, word-of-mouth, price sensitivity, feedback to the supplier, and job satisfaction among the supplier's personnel. In this study, however, focus is on a particular class of variables related to purchasing patterns.

Research Methodology:

The study is descriptive in nature. The researcher adopted this type of research design to gather information from the respondents to assess the awareness and satisfaction level among the consumers towards Orange flavored soft drink. The study was conducted with 250 samples from Chennai and Coimbatore. The sampling method adopted for the study was non-probability convenient sampling where the researcher can select the sample elements based on the ease of access. Structured questionnaire was prepared after conducting small pilot study with 25 respondents. The feasibility of the study was conducted by the researcher with the sample of 25 consumers of soft drinks. The pilot study inspects whether there is a possibility to conduct a research and it checks the feasibility of the questionnaire. The primary data has been collected through a structured questionnaire from the respondents. The secondary data has been collected from the books, journals, magazines and websites. The data relating to the company were collected from the personal manual and past records of the company. The data was collected by contacting individual consumer directly. The collected data has been analyzed through percentage analysis, Mean score value and correlation has also been used.

Results and Discussions:

Around 62% of the respondents are male and remaining is female. Around 90% of the respondents are falling under the age group of 15 to 35 and other respondents are falling under either less than 15 or greater than 35. This study includes around 58% of students, 29% is salaried and remaining is business people, home maker, retired people etc.

Awareness of the various soft drinks available in the market

The awareness of the various soft drinks available in the market enables the consumer to choose the one which best suits his needs and preference. It was found by allowing multiple response. It is found that 78.4% of the respondents are aware of Coke, 72% respondents are aware of Pepsi, 60% respondents are aware of Fanta and

Brand name	1 (5)	2 (4)	3 (3)	4 (2)	5 (1)	Mean score	Rank
Minute maid	28	42	34	42	44	2.83	3
Twister	20	16	48	68	38	2.54	4
Real	24	22	42	30	72	2.45	5
Fanta	78	44	36	22	10	3.83	1
Mirinda	40	64	34	22	30	3.33	2

Factors that Influenced Preference	5	4	3	2	1	Total	Mean
Color	64	56	16	6	12	616	4.00
Flavor strength	90	50	10	4	0	688	4.5
Tastes freshly squeezed	66	66	14	4	4	648	4.21
Level of aroma	40	56	46	8	4	582	3.78
Level of sweetness	60	56	32	4	2	630	4.09
Special attribute (pulp)	60	54	24	14	2	618	4.01
Deliciousness	58	60	30	6	0	632	4.10
Refreshing	58	56	32	4	4	622	4.04
Mouth feel	68	52	20	12	2	634	4.12
Nutritional value	64	48	28	10	4	620	4.03
Healthy drink	50	62	30	4	8	604	3.92
Type of package	56	62	20	4	12	608	3.95
Bottle size(400ml, 1lt)	34	54	44	14	8	554	3.60
Reasonable price	88	54	10	2	0	690	4.5
Advertisement	66	52	22	8	9	629	4.08
Availability	54	56	34	8	2	614	3.99

58.4% of the respondents' are aware of Mirinda. Nearly, 24% of the respondents are aware of Thumsup, 17.6% know Minute Maid, 8.8% respondents know Twister and 27.2% respondents are familiar with Slice. 37.6% of the respondents are aware of Maaza and only 12% mentioned Frooti. 19.2% respondents are aware of Limca, 43.2% of the respondents are familiar with 7up, 21.6% of the respondents are aware of Mountain Dew and nearly 39.2% respondents are aware of Sprite.

Awareness of the Orange Flavored Soft Drinks and its Company Name

The knowledge of the particular flavor soft drink could assist the consumer to compare the attributes of all the drinks and consume the one, which satisfies his or her desires. The ability to correlate the company name with the particular soft drink depicts the consumers' inclination towards the brand.

The above table explored that most of the consumers are aware and loyal to Fanta i.e 95%, next to it 89% of the consumers named Mirinda. 47% of the respondents are aware of Pulpy orange, only 28% people are aware of Real and 20% are aware of Twister. It is also evident from the table that nearly 51% of the respondents correctly associated Fanta with its company name; only 34% respondents mentioned the company name of Mirinda. However, only 5%, 6% and 10% of the respondents mentioned the company name of Real, Twister and Pulpy orange correctly.

Source of Information:

The organisations' use various medias to notify the consumers about the availability of the new or existing product or brand. The apt media could assist in exhibiting the brand better to the ultimate consumers. The effective media will strongly position the brand and will have a wider reach. The above table evidently shows that most of the respondents (77.9%) acquainted knowledge about Pulpy Orange through TV, 16.8% of the respondents Friends or relatives familiarized the Pulpy Orange to them. Only, 5.3% of the respondents got information about the product through Newspaper. The product launch article was the source of information for those who have responded to newspaper.

Rank of the Favorite Drink:

Amongst many drinks that are available in the market, each person has unique taste and predilection. This difference of opinion is analysed to find the most preferred drink.

The above table indicates that Fanta is the most preferred soft drink and Mirinda stands next to it with a total score value of 3.83 and 3.33 respectively. The third preferred drink is Minute Maid; fourth ranked drink is Twister and Real holds the fifth position. It is also necessary to consider the fact that most of the respondents have no idea of Twister since it is also a newly launched product. The respondents are also not familiar with the soft drink Real.

Factors that Influence Preference of the Consumer:

Brand Name	Model				Caption				Theme				Perception			
	Yes	**%**	**No**	**%**	**Yes**	**%**	**No**	**%**	**Yes**	**%**	**No**	**%**	**Yes**	**%**	**No**	**%**
Fanta	152	**99**	2	**1**	134	**87**	20	**13**	122	**79**	32	**21**	92	**60**	62	**40**
Mirinda	150	**97**	4	**3**	122	**79**	32	**21**	108	**70**	46	**30**	92	**60**	62	**40**
Minute maid	120	**78**	34	**22**	136	**88**	18	**12**	126	**82**	28	**18**	114	**74**	40	**26**
Twister	114	**74**	40	**26**	98	**64**	56	**36**	98	**64**	56	**36**	76	**49**	78	**51**
Real	110	**71**	44	**29**	98	**64**	56	**36**	108	**70**	46	**30**	76	**49**	78	**51**
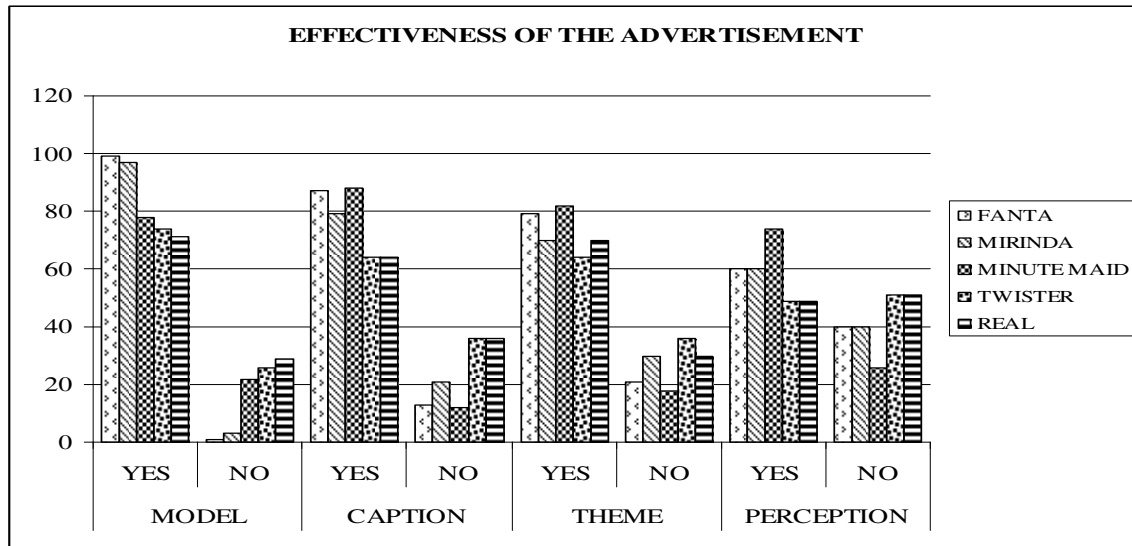
Attributes of the Soft Drink	5	4	3	2	1	Total	Correlation
Color	62	74	10	8	0	652	0.73
Flavor strength	40	66	36	10	2	594	0.91
Taste	46	56	40	2	10	588	0.78
Level of aroma	26	70	48	8	2	572	0.94
Level of sweetness	36	8	32	8	4	328	-0.07
Special attribute (pulp)	62	8	28	6	2	440	-0.10
Delicious	32	64	46	10	2	576	0.91
Refreshing	40	54	42	12	6	572	0.83
Mouth feel	40	54	42	12	6	572	0.83
Nutritional value	44	44	44	20	2	570	0.66
Healthy drink	46	50	40	16	2	584	0.73
Type of package	34	58	50	20	6	598	0.86
Bottle size (400ml, 1lt)	36	46	64	24	4	608	0.58
Reasonable price	34	38	50	20	12	524	0.58
Advertisement	46	64	24	12	8	590	0.85
Availability	40	60	42	12	0	590	0.86

Certain attributes in the product may induce a person to prefer a product. This is applicable for soft drinks too. Only the appropriate measurements of consumer tastes and preferences provide insights for identifying and targeting the viable market segments. The factors that influence in preferring a brand is measured, to use it in conjunction with visual maps to provide support to marketing managers for making better brand positioning and targeting decisions based on taste of different segments of consumers.

The table evidently shows that all the respondents feel Flavor strength and Price of orange flavored soft drink are very important for them to prefer it. The mean score value clearly elucidates that the Color, Level of Aroma, Level of sweetness, Special attribute, Deliciousness, Refreshing factor, Mouth feel, Nutritional value, Type of package, Bottle size, Taste, Advertisement, Availability and healthy

drink are the other important factors for preferring the drink.

Effectiveness of the Advertisement:

Money spent on the advertisement should be used effectively so that the message expected to reach the people must reach them. An advertisement is effective only if it is noticed, read, comprehended, believed and acted upon. The objective of advertisement is attained only when the brand is strongly positioned.

The above table depicts that 99% of the respondents associated the model with the brand name Fanta, 97% respondents correctly associated the model for the brand Mirinda, and only 78% of the respondents could associate with Minute Maid. The respondents who could relate the model of Twister and Real were around 74% and 71% respectively. The respondents could associate the model of Minute Maid only after associating other brand models. Most of them were not much aware of the Minute Maid model. The respondents who associated the caption of Fanta and Mirinda are approximately 87% and 79% respectively. The respondents who associated the caption of Minute Maid constitute   88%. Only 64% of the respondents could associate correctly the caption of Twister and Real. The respondents related the caption with the help of the key word pulpy in the caption and hence the respondents matched in fluke. The respondents linked the theme of Fanta, Mirinda, Minute Maid, Twister and Real constitute 79%, 70%, 82%, 64% and 70% respectively. The respondents hereto did guesswork. The respondents' perception of the ad theme revealed that around 60% of the respondents related correctly for both Fanta and Mirinda, 49% of the respondents perceived the ad correctly for Twister and Real. Nearly, 74% of the respondents perceived the Minute Maid ad exactly. The respondents also revealed the fact that they associated the caption, theme etc only after marking other brands and the key word pulp given in the options.

Level of Satisfaction on Various Attributes:

Every manufacturer or producer aims to satisfy the ultimate consumer. The main objective is to identify the needs and fulfilling it. Customer satisfaction ensures sustainable flow of repeated orders for the product/brand and hence the level of customer satisfaction with the product assumes significance in the life a company, to secure market share.

The table indicates that there is a strong correlation between Flavor strength, Level of Aroma, Deliciousness and the consumers' overall satisfaction and they are highly satisfied with these attributes. The influence of Color, Taste, Refreshing, Mouth Feel, Advertisement, Health Drink, Availability and Type of package has a strong correlation with the overall satisfaction of the consumers and hence the consumers are satisfied with these attributes. The respondents have neutral attitude towards Nutritional value, Bottle size and Price of Minute Maid though there

exists a positive correlation between these attributes and the overall satisfaction and this portrays that the respondents are not pleased with it. There exists a negative correlation between overall satisfaction and Level sweetness and Special attribute. This elucidates that these two attributes have no influence on the overall satisfaction of the consumers towards the soft drink.

Consumption Volume of the Soft Drink in a Month:

The consumption pattern of the customers towards a particular soft drink depends on their satisfaction levels. Highly satisfied consumers would consume more soft drinks indicating that they have a high level of inclination towards the soft drink. It is found that 62.34% respondents consume less than 5 liters of orange flavored soft drinks in a month, 25.97% of the respondents consume 5 to 8 liters in a month, 3.9 % respondents consumes 8 to 10 liters in a month. Around 6.49% of the respondents consume 10 to 15 liters and 1.3 % respondents consume more than 15 liters in a month.

Overall Satisfaction towards the Soft Drink:

The overall satisfaction or cumulative satisfaction over time forms an aggregation of transaction experiences rather than a onetime transaction. Overall satisfaction is defined as "pleasurable fulfillment" and is an effective response. It is evident that the quality of the product or service ought to be finer to attain overall satisfaction by attaining attribute satisfaction.   It is found that 11.7% respondents are highly satisfied with the brand names. Nearly, 62.3% of the respondents are satisfied with orange flavored soft drink of any brand, 22.1% respondents have neutral opinion towards the brands and 3.9% respondents are dissatisfied with some brands.

Likeliness to Buy the Soft Drink:

The likeliness to buy the brand is a device to measure the demand for the brand or product in future. The overall satisfaction may or may not have an impact on the likeliness to buy in future. It is found that 9.1% respondents are very likely to buy in future, 55.8% respondents have likeliness, to purchase. Nearly, 9.9% respondents are not sure of buying orange flavored soft drinks. Only 3.9% are unlikely and 1.3% respondents are very unlikely to buy orange flavored soft drinks in future.

Conclusion:

The soft drink industry is one of the major revenue producing industry. Many dominant players are heading towards soft drink industry for its wider scope. The players introduce new varieties of soft drinks to the market to compete with their contemporaries. To distinguish one from the other players, the companies are launching many drinks that are not in the purview of many of the consumers and competitors. Hence, it becomes necessary for the organisations to create awareness and image about the brand. The consumer satisfaction towards the brand

will help in boosting the sales. The aim of creating awareness towards the brand is achieved only when the reach of the ad campaign is more. The awareness of the brand will create a desire to purchase it and if the consumer is satisfied with the brand, he would recommend it to others and/or he will repurchase, thereby the sales can be boosted up.

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