A Study on Consumer Attitude towards Soft Drinks Advertisements

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Abstract- **Advertising is the most visible promotional instrument that transmits an effective message from the marketer to a group of individuals. In promotion soft drinks, advertisement plays a significant role and is the best medium to motivate customers. As the soft drink markets are growing extensively and there is a substantial increase in the number of customers preferring soft drinks, the importance of attracting them also grew. It has achieved greater importance in recent years because of patronage by the general public, and the government's interest to promote the industry. Most of the drinks manufactured by various units and their turnover have been on increase over the years. It is revenue giving industry to the manufacturers and also the government as well. The present paper examines the consumer attitude towards the advertisement of soft drinks by different firms. The results and implications may help the soft drink companies to create better customer base with attractive advertisements.**

Index Terms- **Advertisement, Attitude, Brands, Consumer, Satisfaction, Soft Drinks.**

I. INTRODUCTION

Advertising is one of the element of promotion mix, but it is often considered prominent in the overall marketing mix design. Its high visibility and pervasiveness made it as an imperative social and encomia area in Indian society. The seller in primitive times relied upon his loud voice to attract attention and inform consumers of the availability of his services. If there were many competitors, he relied upon his own personal magnetism to attract attention to his merchandise. Often, it became necessary for him to resort to persuasion to pinpoint the advantages of his products. Thus, the seller was doing the complete promotion job himself. Development of retail stores, made the traders to be more concerned about attracting business. Informing customers of the availability of supplies was highly important. Some types of outside promotion were necessary. Signs on stores and in prominent places around the city and notices in printed matters were sometimes used.

When customers were finally attracted to the store and satisfied with the service at least once, they were still subjected to competitive influences; therefore, the merchant's signs and advertisements reminded customers of the continuing availability of his services. Sometimes traders would talk to present and former customers in the streets, or join social organizations in order to have continuing contacts with present and potential customers. As the markets grew larger and the number of customers increased, the importance of attracting them also grew. Increasing reliance was placed on advertising methods of informing about the availability of the products. These advertising methods were more economical in reaching large numbers of consumers. While these advertising methods were useful for informing and reminding, they could not do the whole promotional job. They were used only to reach each consumer personally. The merchant still used personal persuasion once the customers were attracted to his store.

Advertising has evolved since the industrial revolution as a tool of marketing communication it is an art as well as a science it is a career for many it is rapidly getting professionalized. Competition growing marketing expenses product failures liberalization, globalization and emergences of new electronic media has given an impetus to advertising activity. Advertising is the most visible marketing tool which seeks to transmit an effective message from the marketer to a group of individuals the marketer pays for sponsoring the advertising activity.

Advertising unlike salesmanship which interacts with a buyer face to face in non-personal it is directed at a mass audience and not at an individual as in personal selling. Advertising aims at drawing attention to a product it seeks to create awareness about the product in such a way that interest is created in the mind of the prospective consumer about the product then there is a growing desire to this leads to a buying inclination.

Soft drinks are non-alcoholic water based flavored drinks that are optionally sweetened, acidulated, carbonated and which may contain fruit juice and/or salts their flavor may derive from vegetable extracts or other aromatic substances. They constitute a defined and homogeneous range, designated by a generic denomination and utilizing a single common list of additives. They include the beverages which comply with this definition, which utilize these additives and which do not claim to be part of adjacent categories such as fruit juices and nectars dairy drinks, mineral waters, etc. Soft drink industry is one of the most essential industries in India. It has achieved greater acceptance in recent years because of patronage by the general public, and the government's interest to promote the industry. Most of the soft drinks manufactured by different units and their turnover have been on increase over the years. It is one of the major revenue generating industry to the manufacturers and also the government as well. Soft drinks come under the category of Hyper Fast Moving Consumer Goods. Distribution has always been regarded as the vital part of the total marketing effort in all consumer product companies, as advertising efforts will be futile if product is not made available. In soft drinks trade distribution is little more complicated and difficult because of unique characteristics of products.

II. REVIEW OF LITERATURE

Douglas C. West, Arthur J. Kover, and Albert Caruana (2008) examined and compared the advertising creativity held by samples of New York agency practitioners and members of the television-viewing public. Specifically, the research investigates the definitions of creativity, and evaluations of advertising from a creative perspective. Significant disagreement between the two sets of subjects was found. Robert S. Heiser, Jeremy J. Sierra and Ivonne M. Torres (2008) examined the effects of animation in interactive advertisements by applying distinctiveness theory to a creative caricature or cartoon spokesperson in print ads in a between-subjects experiment. Results of the study reveal that compared with a human spokesperson in the same advertisement, the creative use of cartoon spokespeople in print ads leads to more positive consumer advertising outcomes, including attitude toward the ad, attitude toward the brand, and purchase intention of the advertised brand. Chingching Chang (2008) study explores the influence that the congruency between the perceived age of advertising models and consumers' cognitive and chronological ages has on younger consumers' responses to advertising. Findings showed that a high congruency bet between the model's perceived age and the consumer's cognitive age predicted higher degrees of "for-me" perceptions, perceived affinity between the self and the brand, brand evaluation involvement, self-referencing, and positive brand attitudes. Martin Eisend (2008) study suggests that the impact of perceived value on purchase intention is mediated by consumers' perceptions of personal susceptibility and the susceptibility of others. Results of an experimental study support a mediating effect where enhanced value perception leads to increases in perceived influence on self relative to others, and therefore enhances purchase intention.

Luuk Lagerwerf and Anoe Meijers (2008) study on metaphorical and straightforward advertisements were created using identical visuals in different degrees of openness. The results reveal that open and straightforward advertisements were appreciated more than either open or closed metaphors. Education and need for cognition moderated the appreciation effects of straightforward advertisements, and gender moderated appreciation and comprehension effects of metaphors. Michael B. Beverland, Adam Lindgreen and Michiel W. Vink (2008) examined how consumers assess the claims of Trappist and Abbey beer brands. They identified three forms of authenticity: pure (literal) authenticity, approximate authenticity, and moral authenticity. In each case, consumers draw on either indexical or iconic cues to form judgments of authenticity, although the type of cue and degree of abstraction differ across the three types. Juran Kim and Sally J. McMillan (2008) study addresses that broad question with a bibliometric analysis of academic literature on Internet advertising. By examining most-cited authors and papers, as well as co-citation patterns, a general picture of the field can be drawn. This analysis sets a baseline that will enable future scholars to see where the field of Internet advertising research began and trace its shift over time. Li Li Eng and Hean Tat Keh (2008) examined the joint effects of advertising and brand value on the firm's future operating and market performance. The results show that both advertising and brand value improve future accounting returns at the firm level. The impact of advertising and brand value on future stock returns is minimal. Brand value is also a good predictor of brand performance.

Soontae An and Lori Bergen (2007) examined how and to what extent advertising sales executives deal with advertiser influences on news content. A survey of advertising directors at US daily newspapers showed frequent conflicts between the business side and the journalism side of the newspaper operation. Those at small newspapers or chain-owned newspapers were more likely to endorse scenarios where editorial integrity was compromised to please or refrain from offending their advertisers. Chingching Chang (2007) study showed that comparative advertising encouraged greater levels of brand-evaluation involvement among men but not among women. Instead for women, attention-gaining comparative appeals encouraged inferences regarding the ad's manipulative intent. Furthermore, these gender differences in processing led to evaluative consequences. Finally, the attribute alignability of competing products moderated the gender-dependent effectiveness of comparative and non-comparative appeals. Joanna Phillips and Stephanie M. Noble (2007) examined the factors influencing consumers' attitudes toward the cinema as an advertising medium, citing reactance, equity, and expectancy-disconfirmation theory as guiding theoretical frameworks. The study developed a conceptual model around three main themes that shape attitudes toward the medium of cinema advertising and find that reactance, equity, and expectancy-disconfirmation theory may prove to be promising foundations for understanding attitudes toward cinema advertising.

Byoungkwan Lee, Charles T. Salmon and Hye-Jin Paek (2007) examined the process by which, and the extent to which, consumers' reliance on mass media and interpersonal channels for health information is associated with consumer responses to direct-to-consumer (DTC) advertising. The study found that those who rely more on mass media and interpersonal channels for health information form more positive attitudes toward DTC advertising. Cheris W. C. Chow and Chung-Leung Luk (2006) experiment using print ads as experimental stimuli found that the relationship between consumer attitudes and comparative advertisement intensity (CAI) follows a rotated S-shaped pattern. Edward F. McQuarrie and Barbara J. Phillips (2005) studied indirect persuasion attempts are common in magazine advertisements. Although the use of an indirect claim presumably offers some advantage to an advertiser, as yet, little is known about how consumers process different types of indirect claims. Nan Zhou, Dongsheng Zhou , Ming Ouyang (2003) study offers a first glimpse of the long-term effect of television advertising on sales in China through the use of a marketing-persistence mode. Significant marketing persistence was found in sales of consumer durables, whereas there were mixed results in sales of nondurables.

III. OBJECTIVE OF THE STUDY

The objective of the study is to examine the customer attitude towards advertising on soft drinks and suggest the soft drink companies regarding its advertisements.

IV. RESEARCH METHODOLOGY

The present study is based on both primary and secondary data. The study entailed a good deal of preparation and planning in order to secure the necessary update data and information. The secondary data are drawn from research reports, published books, journals, bulletins and internet. Considerable time has been invested to identify the respondents and to establish personal contact with them. The fieldwork for the study was staggered in 6 months. The primary data for the study are collected by using one elaborate questionnaire, surveyed among respondents. The study has taken into consideration consumers in Visakhapatnam city. The sample is drawn from different types of people. In total 200 sample consumers are selected randomly by the researcher. The primary data have been interpreted with the help of statistical tools such as percentages.

V. DATA ANALYSIS AND RESULTS

The study analyzes the customer attitude towards soft drinks and advertisements on soft drinks. The Data is analyzed with the factors gender wise classification and status of respondents' employment in relation to other factors used to know the attitude of the consumers towards the soft drink advertisements. The results are tabulated and the outcome is discussed in the paper.

Table-1: Educational background of Respondents

Education	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
Under Graduation	16 (21.33)	12 (16.00)	5 (20.00)	6 (24.00)	39 (19.50)
Graduation	49 (65.33)	57 (76.00)	15 (60.00)	13 (52.00)	134 (67.00)
Post Graduation	10 (13.33)	6 (8.00)	5 (20.00)	6 (24.00)	27 (13.50)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

The educational background of the respondents in table-1reveals that, out of the total respondents, 39 respondents (19.50 per cent) are under graduates, 134 respondents (67.00 per cent) are graduates and 27 respondents (13.50 per cent) are post graduates. In the group of under graduate respondents, 16 male respondents (21.33 per cent), 5 female (20.00 per cent) respondents are from employed and 12 male (16.00 per cent), 6 female (24.00) are from unemployed category. Under graduates includes, 49 male (65.33 per cent), 15 female (60.00 per cent) are from employed and 57 male (76.00 per cent), 13 female (52.00 per cent) are from employed category. In the post graduation category 10 male (33.33 per cent), 5 female (20.00 per cent) are from employed and 6 male (8.00 per cent), 6 female (24.00 per cent) are from unemployed. It can be summarized that most of the respondents are unemployed graduates and under graduates consuming soft drinks.

Table-2: Respondents Place of Residence

Place of Residence	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
Urban	39 (52.00)	16 (21.33)	14 (56.00)	8 (32.00)	77 (38.50)
Semi-Urban	16 (21.33)	32 (42.67)	6 (24.00)	9 (36.00)	63 (31.50)
Rural	20 (26.67)	27 (36.00)	5 (20.00)	8 (32.00)	60 (30.00)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

On the basis of the place of residence, respondents are broadly classified into 3 categories, viz., Urban, Semi-Urban, and Rural (Table-2). Of the total, 77 respondents (38.50 per cent) reside in urban area, 63 respondents (31.50 per cent) reside in Semi-urban area and 60 respondents (30.00 per cent) reside in the rural area. Out of the total urban respondents, 39 male (52.00 per cent), 14 female (56.00 per cent) respondents are employed and 16 male (21.33 per cent), 8 female (32.00 per cent) respondents are from unemployed category. Among the semi-urban respondents, 16 male (21.33 per cent), 6 female (24.00 per cent) respondents are employed and 32 male (42.67 per cent), 9 female (36.00 per cent) respondents are from unemployed category. Rural respondents includes, 20 male (26.67 per cent), 5 female (20.00 per cent) respondents are from employed and 27 male (36.00 per cent), 8 female (32.00 per cent) are from employed. It is found that urban people are consuming soft drinks than other people.

Table-3: Purpose of Consuming Soft Drinks

Purpose	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
To satisfy thirst	31 (41.33)	22 (29.33)	18 (72.00)	19 (76.00)	90 (45.00)
To refresh	19 (25.33)	12 (16.00)	4 (16.00)	5 (20.00)	40 (20.00)
Partying	16 (21.33)	30 (40.00)	2 (8.00)	1 (4.00)	49 (24.50)
Style	9 (12.00)	11 (14.67)	1 (4.00)	0 (0.00)	21 (10.50)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

On the basis of purpose of consuming soft drink shown in table-3, out of the total, 90 respondents (45.00 per cent) are consuming to satisfy their thirst, 40 respondents (20.00 per cent) are consuming for refreshment, 49 respondents (24.50 per cent) are consuming for partying and 21 respondents (10.50 per cent) are consuming for style. People who consuming soft drink for satisfies their thirsty are 31 males (41.33 per cent), 18 females (72.00). Respondents are from employed and 22 male (29.33 per cent), 19 female (76.00 per cent) are from unemployed category. For partying, 16 male (21.33 per cent), 2 female (8.00 per cent) respondents from employed and 30 male (40.00 per cent), 1 female (4.00 per cent) respondents from unemployed are consuming soft drink. Out of the 21 respondents from style category, 9 male (12.00 per cent), 1 female (4.00 per cent) from employed and 11 male (14.67 per cent) from unemployed are consuming the soft drinks. It can be concluded that the most of the respondents are consuming soft drinks to satisfy their thirsty need.

Table-4: Factors that motivate to consume Soft drinks

Motivating factors	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
Advertisements	9 (12.00)	24 (32.00)	13 (52.00)	16 (64.00)	62 (31.00)
Actors in the Advertisements	5 (6.67)	17 (22.67)	3 (12.00)	4 (16.00)	29 (14.50)
Taste of the soft drinks	43 (57.33)	23 (30.67)	1 (4.00)	2 (8.00)	69 (34.50)
Brand image	2 (2.67)	9 (12.00)	0 (0.00)	1 (4.00)	12 (6.00)
Family and Friends	16 (21.33)	2 (2.67)	8 (32.00)	2 (8.00)	28 (14.00)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

The factors motivating to consume soft drinks shown in table-4 reveals that, 5.6 represents 62 respondents (31.00 per cent) are motivated by watching the advertisements, 29 respondents (14.50 per cent) are motivated by the actors in advertisements, 69 respondents (34.50 per cent) are addicted to the taste of the soft drinks, 12 respondents (6.00 per cent) are attracted to the brand image and 28 respondents (14.00 per cent) are motivated by family and friends to consume coca-cola soft drinks. In the advertisements motivated category, 9 male (12.00 per cent), 13 female (52.00 per cent) respondents are employed and 24 male (32.00 per cent), 16 female (64.00 per cent) respondents are unemployed. Out of the respondents motivated by actors category, 5 male (6.67 per cent), 3 female (12.00 per cent) respondents are employed and 17 male (22.67 per cent), 4 female (16.00 per cent) respondents are from unemployed category. According to the taste of the soft drinks, 43 male (57.33 per cent), 1 female (4.00 per cent) respondents employed and 23 male (30.67 per cent), 2 female (8.00 per cent) respondents are unemployed. As per the brand image, 2 male (2.67 per cent) respondents are from employed and 9 male (12.00 per cent) respondents, 1 female (4.00) consumer from unemployed category. 16 male (21.33 per cent), 8 female (32.00 per cent) respondents from employed and 2 male (2.67 per cent) respondents, 2 female (8.00 per cent) respondents are motivated by family and friends. It can be concluded that more customers are motivated by the taste of the soft drink products.

Table-5: Frequency of Consumption

Consumption frequency	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
Once in a day	6 (8.00)	6 (8.00)	3 (12.00)	4 (16.00)	19 (9.50)
Once in a week	42 (56.00)	52 (69.33)	19 (76.00)	18 (72.00)	131 (65.50)
Twice in a week	14 (18.67)	4 (5.33)	1 (4.00)	2 (8.00)	21 (10.50)
Thrice in a week	6 (8.00)	6 (8.00)	1 (4.00)	1 (4.00)	14 (7.00)
More than thrice in a week	7 (9.33)	7 (9.33)	1 (4.00)	0 (0.00)	15 (7.50)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

Table-5 reveals the frequency of soft drinks consumed by the respondents. The results reveal that 19 (9.50 per cent) respondents are consuming soft drinks every day, 131 respondents (65.50 per cent) are consuming soft drinks once in a week, 21 (10.50 per cent) respondents consuming drinks twice in a week, 14 respondents (7.00) per cent are consuming thrice in a week and 15 respondents (7.50 per cent) are consuming more than thrice in a week. From the respondents who consuming soft drinks per a day include 6 male (8.00 per cent), 3 female (12.00 per cent) respondents are employed and 6 male (8.00 per cent), 4 female (16.00 per cent) respondents are from unemployed category. Respondents consuming soft drinks once in a week includes, 42 male (56.00 per cent), 19 female (76.00 per cent) respondents are from employed and 52 male (69.33 per cent), 18 female (72.00 per cent) respondents are from unemployed category. Among the 14 respondents who consuming soft drinks thrice in a week includes, 6 male (8.00 per cent) respondents, 1 female (4.00 per cent) consumer are from employed and 6 male (8.00 per cent) respondents, 1 female (4.00 per cent) consumer are from unemployed category. Of the respondents consuming soft drinks more than thrice in a week includes, 7 male (9.33 per cent) respondents, 1 female (4.00 per cent) consumer from employed category and 7 male (9.33 per cent) respondents are from unemployed, there are no female respondents in unemployed category. It can be concluded that most of the respondents i.e. 65.50 percent are consuming soft drinks once in a week.

Table-6: Preferred Quantity by Respondents

Quantity	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
200 ml	34 (45.33)	41 (54.67)	13 (52.00)	11 (44.00)	99 (49.50)
300 ml	23 (30.67)	23 (30.67)	5 (20.00)	6 (24.00)	57 (28.50)
500 ml	11 (14.67)	9 (12.00)	4 (16.00)	6 (24.00)	30 (15.00)
1.5 lt.	7 (9.33)	2 (2.67)	3 (12.00)	2 (8.00)	14 (7.00)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

It can be observed from the table-3 that, 99 (49.50 per cent) respondents preferred 200 ml quantity, 57 (28.50 per cent) respondents preferred 300 ml quantity, 30 (15.00 per cent) respondents preferred 500 ml quantity and 14 (7.00 per cent) respondents preferred 1.5 liter quantity. In the 200 ml quantity consuming category, 34 male (45.33 per cent) respondents, 13 female (52.00 per cent) respondents are from employed and 41 male (54.67 per cent) respondents, 11 female (44.00 per cent) respondents are from unemployed category. In the 300 ml quantity consuming category, 23 male (30.67 per cent), 5 female (20.00 per cent) respondents are from employed and 23 male (30.67 per cent), 6 female (24.00 per cent) respondents are from unemployed. In the 500 ml quantity preferred category, 11 male (14.67 per cent), 4 female (16.00 per cent) respondents are from employed and 9 male (12.00 per cent), 6 female (24.00 per cent) respondents are from unemployed category. Out of the 14 respondents in 1.5 liters quantity consuming category, 7 male (9.33 per cent), 3 female (12.00 per cent) respondents from employed and 2 male (2.67 per cent), 2 female (8.00 per cent) respondents are from unemployed. Most of the respondents are consuming 200 ml packs in soft drinks of different brands.

Table-7: Preferred place to have Soft drink

Place	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
At home	23 (30.67)	9 (12.00)	5 (20.00)	4 (16.00)	41 (20.50)
At retail outlet	34 (45.33)	36 (48.00)	8 (32.00)	12 (48.00)	90 (45.00)
In Bar & Restaurant	11 (14.67)	14 (18.67)	1 (4.00)	1 (4.00)	27 (13.50)
At Super market	3 (4.00)	5 (6.67)	6 (24.00)	3 (12.00)	17 (8.50)
At Entertainment place	4 (5.33)	11 (14.67)	5 (20.00)	5 (20.00)	25 (12.50)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

Table-7 reveals the respondents preferred place to have soft drink. It can be clearly observed that, 41 (20.50 per cent) respondents preferred to have a drink at home, 90 (45.00 per cent) like to have a soft drink at retail outlets, 27 (13.50 per cent) respondents like to drink in bar & restaurant, 17 (8.50 per cent) respondents like to have at super markets and 25 (12.50 per cent) respondents like to have the soft drinks at entertainment places. In the male employed category, 34 (45.33 per cent) respondents like to have soft drink at retail outlet. In the unemployed male category, 36 respondents which means, up to 48.00 per cent like to have at retail outlet. In the male respondents' category, they less like to have a soft drink at super market. Among the employed female respondents, 8 (32.00 per cent) respondents like to have a soft drink at retail outlet. In the female unemployed respondents category, 12 (48.00 per cent) like to have at retail outlets. In the female respondents category, each one from employed and unemployed are like to have a soft drink at bar & restaurant. Thus, it is found that most of the respondents are preferred to have soft drinks at retail outlets.

Table-8: Likeliness to listen or watch Advertisements

Opinion	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
Interested	45 (60.00)	37 (49.33)	16 (64.00)	12 (48.00)	110 (55.00)
Not-interested	30 (40.00)	38 (50.67)	9 (36.00)	13 (52.00)	90 (45.00)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

Table-8 shows the likeliness of respondents to listen or watch advertisements. It can be observed that, the 110 (55.00 per cent) respondents interested to watch/listen advertisements and 90 (45.00 per cent) respondents are not interested to watch/listen. In male employed category, 45 (60.00 per cent) like to watch or listen advertisements and in male unemployed category, 38 (50.67 per cent) respondents are not interested watch or listen advertisements. In the female employed category more than sixty per cent (64.00 per cent) respondents are like to listen or watch advertisements, while in the case of female unemployed more than fifty per cent (52.00 per cent) not like to listen or watch advertisements. Thus, most of the respondents i.e. 55 percent are like to listen or watch advertisements but it can be rightly said that there is slight variance between viewers of advertisements and 45 percent of the respondents opposed advertisements.

Table-9: Respondents perception towards advertisements

Opinion	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
Impressive	46 (61.33)	41 (54.67)	14 (56.00)	9 (36.00)	110 (55.00)
Not-impressive	29 (38.67)	34 (45.33)	11 (44.00)	16 (64.00)	90 (45.00)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

The respondents' perception towards advertisements is shown in table-9. It can be observed that, 110 (55.00 per cent) respondents are impressive towards the advertisements and 90 (45.00 per cent) are not impressive towards the advertisements. Thus, majority of the respondents are having positive perception towards the advertisements.

Table-10: Respondents' opinion on impact of advertisements on sales

Effect on sales	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
Effective	43 (57.33)	34 (45.33)	17 (68.00)	14 (56.00)	108 (54.00)
Not-effective	32 (42.67)	41 (54.67)	8 (32.00)	11 (44.00)	92 (46.00)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

Table-10 presents the respondents opinion on impact of advertisement on sales. It is observed that, 108 (54.00 per cent) respondents are agreed that advertisement having positive effect on the sales and 92 (46.00 per cent) respondents are told that having no impact of advertisements on sales. The effect of advertisement on sales is agreed by more than fifty per cent respondents from the employed male (57.33 per cent), employed female (68.00 per cent) and unemployed female (56.00 per cent). But, in the case of unemployed male 54.67 per cent (41 respondents) are not agreed the effect of advertisement on sales.

Table-11: Nature of advertisements watched by respondents

Advertisement	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
Movies	36 (48.00)	42 (56.00)	11 (44.00)	12 (48.00)	101 (50.50)
Automobiles	7 (9.33)	4 (5.33)	3 (12.00)	4 (16.00)	18 (9.00)
Beverages	12 (16.00)	8 (10.67)	4 (16.00)	1 (4.00)	25 (12.50)
Other products	20 (26.67)	21 (28.00)	7 (28.00)	8 (32.00)	56 (28.00)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

The table-11 shows the nature and type of advertisements watched by the respondents. It is observed that, 101 (50.50 per cent) respondents are watching movie advertisements, 18 (9.00 per cent) respondents watching automobile advertisements, 25 (12.50 per cent) respondents watching beverage advertisements and 56 (28.00 per cent) respondents are watching other products advertisements. Movies advertisements are mostly (more than 40.00 per cent) watched the all respondents. They are giving next preference to other products advertisements.

Table-12: Interest of respondents to listen or watch soft drink advertisements

Opinion	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
Interested	44 (58.67)	38 (50.67)	14 (56.00)	16 (64.00)	112 (56.00)
Not-interested	31 (41.33)	37 (49.33)	11 (44.00)	9 (36.00)	88 (44.00)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

It can be observed from the table-12that, 112 (56.00 per cent) respondents are interested to watch soft drinks advertisements and 88 (44.00 per cent) respondents are not interested to watch the soft drinks advertisements. Most of the male and female irrespective to their employment are interested to watch the soft drinks advertisements.

Table-13: Respondent preferred type of Advertisements

Opinion	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
Visual	44 (58.67)	46 (61.33)	13 (52.00)	14 (56.00)	117 (58.50)
Audio	31 (41.33)	29 (38.67)	12 (48.00)	11 (44.00)	83 (41.50)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

Table-13 represents type of advertisements liked by the respondents. It is observed that, 117 (58.50 per cent) respondents are like to watch visual type of advertisements and 83 (41.50 per cent) respondents listen to audio advertisements. Thus, most of the respondents like to watch visual type of advertisements and they are less interested to listen (up 40 per cent) audio advertisements.

Table-14: Respondents preferred method for Soft drinks advertisement

Media	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
Billboards	13 (17.33)	14 (18.67)	1 (4.00)	0 (0.00)	28 (14.00)
Television	34 (45.33)	28 (37.33)	9 (36.00)	11 (44.00)	82 (41.00)
Print Media	12 (16.00)	9 (12.00)	2 (8.00)	1 (4.00)	24 (12.00)
Flyers	1 (1.33)	3 (4.00)	1 (4.00)	0 (0.00)	5 (2.50)
Radio	13 (17.33)	18 (24.00)	9 (36.00)	11 (44.00)	51 (25.50)
Other media	2 (2.67)	3 (4.00)	3 (12.00)	2 (8.00)	10 (5.00)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

The respondents suggested advertisement method is for soft drinks advertisement is presented in table-14. It is found that, 28 (14.00 per cent) respondents are suggested billboards ads, 82 (41.00 per cent) respondents suggested TV ads, 24 (12.00 per cent) respondents suggested print media ads, 5 (2.50 per cent) respondents suggested flyers ads, 51 (25.50 per cent) respondents suggested radio advertisements and 10 (5.00 per cent) respondents suggested go for advertisements through other coca cola products. Among total respondents, more than forty per cent had given priority for Television advertisements and less preference (2.50 per cent) had given to flyers.

Table-15: Respondents' opinion on vulgarity in advertisements

Opinion	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
Accepted	30 (40.00)	26 (34.67)	12 (48.00)	13 (52.00)	81 (40.50)
Not-Accepted	45 (60.00)	49 (65.33)	13 (52.00)	12 (48.00)	119 (59.50)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

The table-15 represents the opinion of the respondents on vulgarity in advertisements. It shows that, 81 (40.50 per cent) respondents agreed about vulgarity in advertisements and 119 (59.50 per cent) are not accepted the statement. Among the male employed and unemployed respondents more than sixty per cent not accepted about vulgarity in advertisements. In the female respondents category, 52.00 per cent (13) are not agreed and 52.00 per cent (13) unemployed female respondents accepted about vulgarity in advertisements. Most of the respondents are rejected vulgarity in advertisements.

Table-16: Respondents' opinion on pesticide content in soft drinks

Opinion	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
Agree	36 (48.00)	34 (45.33)	12 (48.00)	10 (40.00)	92 (46.00)
Disagree	39 (52.00)	41 (54.67)	13 (52.00)	15 (60.00)	108 (54.00)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

Table-16 represents the opinion of the respondents about the pesticides in soft drink. It reveals that 46.00 per cent (92) respondents are agreed that the soft drinks contain pesticides and 54.00 per cent (108) per cent respondents are not agreed with it. The Male and female wise analysis shows that more than fifty per cent are agreed that the soft drinks contains no pesticides.

Table-17: Respondents' opinion after knowing pesticide content in soft drinks

Opinion	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
Consume	32 (42.67)	28 (37.33)	11 (44.00)	9 (36.00)	80 (40.00)
Not-consume	43 (57.33)	47 (62.67)	14 (56.00)	16 (64.00)	120 (60.00)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

The opinion of the respondents to consume the soft drinks after knowing it contains pesticides is shown in table-17 reveals that, 40.00 per cent (80) respondents are interested to consume and 60.00 per cent (120) are not interested to consume. More than half of the total respondents, both from the male and female (whether they employed or not) are not interested to have the soft drinks after knowing it contains pesticides.

Table-18: Respondents overall opinion on Soft Drinks

Opinion	Male		Female		Total
	Employed	Unemployed	Employed	Unemployed	
Impressive	49 (65.33)	52 (69.33)	16 (64.00)	17 (68.00)	134 (67.00)
Not-impressive	26 (34.67)	23 (30.67)	9 (36.00)	8 (32.00)	66 (33.00)
Total	75 (100.00)	75 (100.00)	25 (100.00)	25 (100.00)	200 (100.00)

The table-18 represents the respondents' opinion on coca cola products impression. It shows that, 67.00 per cent (134) respondents are impressed with the coca cola products and 33.00 per cent (66) respondents are not impressed with the products. More than sixty per cent in the total respondents both from male and female category are impressed with soft drink brands.

VI. CONCLUSION AND MANAGERIAL IMPLICATIONS

The study refers to the customer attitude towards advertising and its impact on soft drinks. It is identified that most of the respondents are unemployed graduates and under graduates are consuming soft drinks. Urban people are consuming soft drink products than semi urban and rural residents. Most of the respondents are consuming soft drinks to satisfy their thirsty need and consume regularly, at least once in week. Majority of the respondents are attracted by the advertisements of soft drink products, and they are motivated by the advertisements to consume. The respondents are interested to watch and listen, the advertisements and are impressed by the advertisements. Most of the respondents agreed that there is positive impact on sales by advertising. The respondents liked to watch visual advertisements and suggested Television is the best mode for soft drink products advertisements. Majority of the respondents agreed that advertisements contain vulgarity and nudity. Most of the respondents agreed that there is pesticide content in soft drinks, but still they like to consume soft drinks especially coca-cola products. Finally, the overall impression by the respondents on soft drinks is positive.

As soft drink is an impulse product, proper point of purchase display is very important. Give more advertisement at Schools and Colleges through Banners and Pop's. The small outlets must be fully painted and attractive. Glow sign boards have to be provided for certain potential outlets. To boost up the sales, special Ad campaigns on soft drink products to be designed to gain more attraction. More concentration has to be laid on select potential outlets, but at the same time concentration has to be laid on other small outlets. Awareness is to be created by the advertisement in customers mind about the soft drink products. The coverage of Groceries and Super Markets and Pan Shops must also be maximized. The Market coverage should also be maximized. The soft drink companies has to attract above graduate customers for this it has to change is advertising pattern i.e. knowledge advertising print media. They need to set up number of outlets in rural areas to increase the sales and see that the advertising catches the rural people attention.

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