

A Study on Influence of Misleading Advertisement with Respect to Consumer Preference and Behaviour of Beverages

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Abstract: *Estimating the impact of Advertisement in Consumer Brand Preference is extremely fundamental for each advertiser. On the off chance that notice doesn't make any sure change in purchasers' image inclination, every one of the assets like cash, time and endeavors spent on notice will go to no end. The majority of the advertisers use Advertising as an instrument to draw in significantly new clients and to hold the current clients. The objectives of this research is to know whether there is an influence of advertisement on consumer brand preferences to soft drinks, preferred soft drink brand, what induces the consumer to buy the product, attractive factor in an soft drink advertisement and how they get information about the soft drinks. The research method followed in this research is empirical research and the sampling method used is convenient sampling. This research has a sample size of 231 responses. This research contains both dependent and independent variables. The independent variables are age, gender, occupation, educational qualifications and marital status. The dependent variables are preferred soft drink brand, what induces to buy a particular brand of soft drink, attractive factor of soft drink, influence of TV advertisement and information about the soft drink. The statistical tools used here are crosstabs, chi-square, correlation, ANOVA. It is found that advertisement is also a factor that influences the consumer to buy a particular brand of soft drinks*

Keywords: ADVERTISEMENT, SOFT DRINKS, INFLUENCE, CONSUMER, PREFERENCE

I. INTRODUCTION

The survival of the marketers depends on the satisfaction of the consumers. The satisfaction of the consumer depends on their perception and brand preferences. The significance of deals on business endurance and the association among clients and deals, it is practical for associations to participate in projects that can impact customers' choice to buy its items. This is the place where publicizing and brand the board are significant. Publicizing is a subset of advancement blend which is one of the Four 'P's in the advertising blend for example item, value, spot and advancement. As a special methodology, promoting fill in as a significant apparatus in making item mindfulness and condition the psyche of an expected purchaser to make inevitable buy choice. There are various Advertisements of various Soft beverage brands uncovered in Television. Yet, the primary concern here is, the advertiser needs to distinguish that, do every one of these commercials decidedly impact the customers' image inclination. In brand inclination, publicizing assumes a significant part. Almost everybody in the advanced world impacts somewhat by promoting. Associations in both public and private areas have discovered that the capacity to impart viably and effectively with their intended interest groups is essential to their prosperity. In this day and age, there are a horde of news sources print, radio, and TV are seeking customers' consideration. There are a number of innovative and appealing ads we can see and hear in TV, Radio, papers and in magazines. Inside these media, TV ads are more alluring and strangely watched by a mass crowd. It has regularly been said that TV is the ideal publicizing medium where the purchaser spends the most "mindful" time. In any case, the primary concern here is, the advertiser needs to recognize the impact of publicizing shoppers brand inclination. These days sodas have gotten a fundamental part in the way of life of individuals in the general public. There are a number of



soda pop brands accessible on the lookout. In those brands, a few brands are renowned in Sri Lanka as well as universally. For the examination reason Coca-cola, Fanta, Elephant, and Ole are chosen. These are the most favored brands of the shoppers in Sri Lanka. For these brands, various notices are accessible in Television. A few brands' promotions are more appealing than others are and some are new imaginative commercials. There is no TV ad with respect to Pepsi during the exploration time frame. Along these lines, Pepsi was not over.

There are various ads in Medias; TV, radio, papers and magazines at the same time, the significant inquiry for an advertiser is "do every one of these notices emphatically impact the purchasers' image inclination?" If ad doesn't make any certain adjustment in buyers' image inclination, all the assets like cash, time and endeavors spent on ad will go to no end. In this way, it is fundamental for an advertiser to discover the degree to which the ad makes Positive change in leaning toward the brand of the organization. The aim of this research is to find whether there is an influence of advertisement on consumer brand preferences to soft drinks.

OBJECTIVES

- To know which brand of soft drinks the consumer prefers.
- To create awareness about the consumer protection in advertising manipulation.
- To know the attractive factors in a soft drink advertisement.
- To know whether the government has legal regulations.
- To know how the consumer gets information about soft drinks.

II. REVIEW OF LITERATURE

In the overall sense it is an activity and it's not restricted to just the utilization of print media, TV, web or some other explicit medium (Kotler, 2018). Nedungadi (1990) found that thought set arrangement could be affected by preparing, which can be considered as continued publicizing. VIPs in promoting make the notice more observable to consumers; it causes a brand to contrast from different brands that utilize average folks and hence a decent premise of catching and holding customer consideration (Muda et al., 2012). Ongoing Studies show that utilizing VIPs in promoting builds the message's influence on purchasers which brings about buyer's simple recognizable proof and review of the items and administration (Zhou & Whitla, 2013). Superstars don't will in general be as they are imagined. The prominent existences of famous people are continually inspected and censured by the media hence issues are probably going to arise (Jin & Phua, 2014). Basic superstar embarrassments include liquor, medication, sex, or wrongdoing related occasions (Muda et al., 2012). This can hurt the standing of the association far more terrible than they envision if the big name isn't dropped. Employments of superstars have both persuading benefits and burdens. An examination by (R. Goldsmith, B. Lafferty and S. Newell, 2010) infers that regardless of who has been utilized in the ad, corporate believability just as dependability of item exceeds superstar support in commercial. Deferred reaction promoting endeavors to create acknowledgment and an endorsement of a brand over the long run (O'Guinn et al. 2000). Radio: this kind of transmission promotion profits by the approach of its publicizing messages and requests to sponsors who need customers to hear the message regularly, to be educated by it and act (Donald, 2001). It utilizes sound to send its messages. TV: this sort of transmission promotion utilizes both (sound) and sight (video) to communicate its message. As far as its viability, TV for the most part affects consumers (Kotler, 2002). Viable correspondence through ad drives the customers toward the buying of the brand. (Burp and Belch, 1998). The AIDA model is a social model that has a point in ensuring a notice brings issues to light, invigorates revenue, and leads the customer to want and in the long run act (Hackley, 2005). Interest in the item prompts Desire to possess or utilize the item and afterward at last animates Action (Mackay, 2005). promoting ought to present noteworthy and reasonable messages that will make buyers act with a specific goal in mind (Brierley, 2005). Haider et al (2012), in their examination because of publicizing brand inclination pointed toward investigating the connection among promoting and its effect on brand inclination. In an examination led by Esmacili and Kazemi (2010) on the job of media on purchasers' image decision, was expected at inspecting the exercises of Cadbury India Ltd as for marking and publicizing. D'Souza and Rao (1995) characterizes brand inclination as customer's inclinations toward a brand that fluctuates relying upon the striking convictions that are initiated at a given time. The American Marketing Association additionally characterized brand inclination as one of the



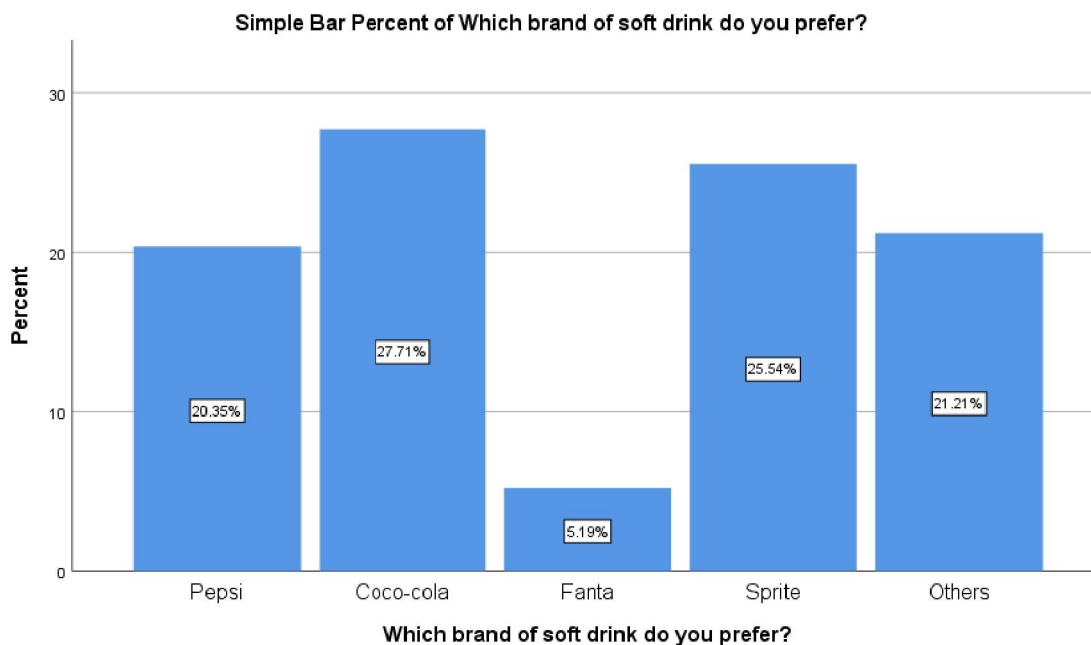
pointers of solidarity of a brand in the hearts and brains of clients (**Patil, 2017**) Brand inclination (or mentalities) can be viewed as a customer's inclination toward a brand that fluctuates relying upon the striking convictions that are initiated at a given point on schedule (**Mitchell and Olson 1981**). **Mohammed Abdul Azeem (1996)** in his investigation alluded that brand name, picture, quality, value, accessibility, administration, plan, sound framework and number of channels were the variables that impacted the acquisition of an item.

III. METHODOLOGY

The research method followed in this research is empirical research and the sampling method used is convenient sampling. This research has a sample size of 231 responses. This research contains both dependent and independent variables. The independent variables are age, gender, occupation, educational qualifications and marital status. The dependent variables are preferred soft drink brand, what induces to buy a particular brand of soft drink, attractive factor of soft drink, influence of TV advertisement and information about the soft drink. The statistical tools used here are crosstabs, chi-square, correlation, ANOVA.

IV. ANALYSIS

GRAPH 1

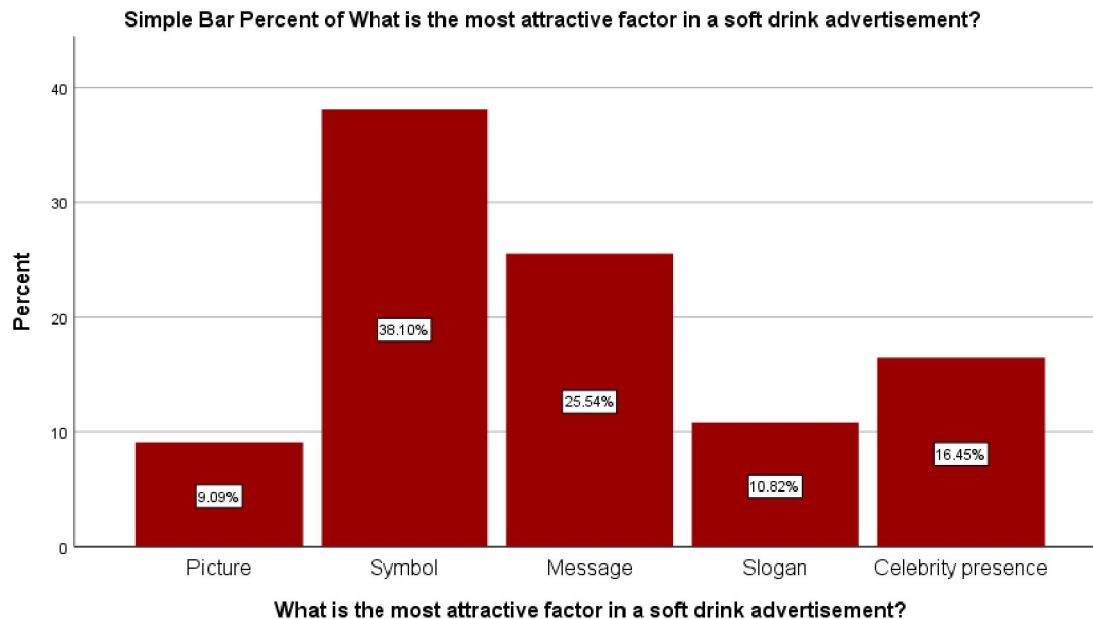


LEGEND

The above graph represents the simple bar percent of most preferred soft drinks.



GRAPH 2

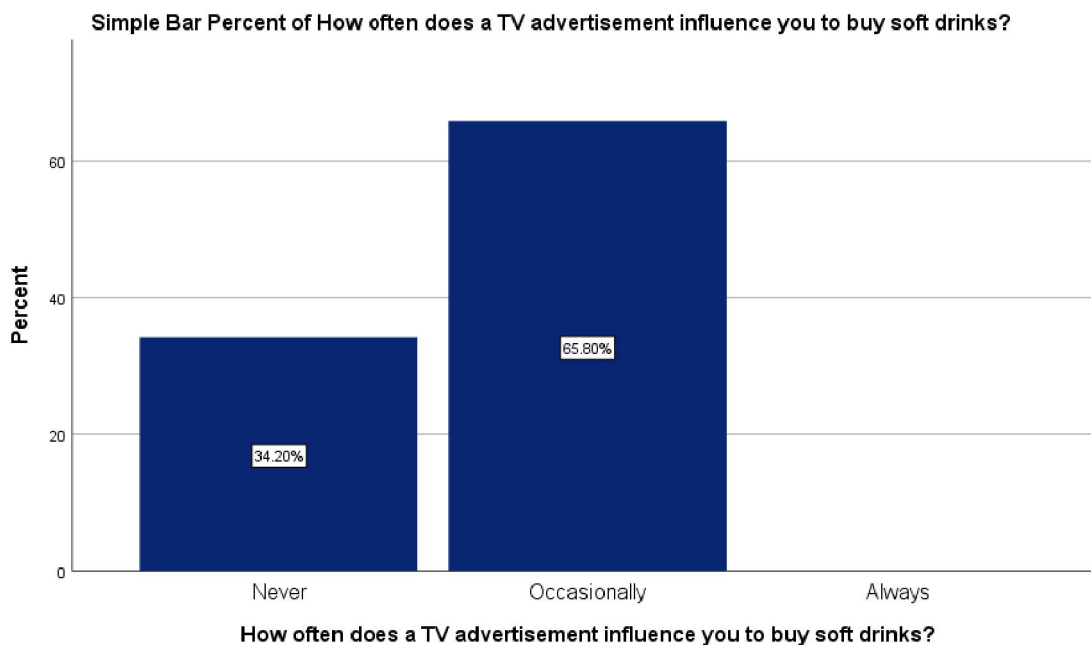


LEGEND

The above graph represents the most attractive factor in a soft drink advertisement.



GRAPH 3

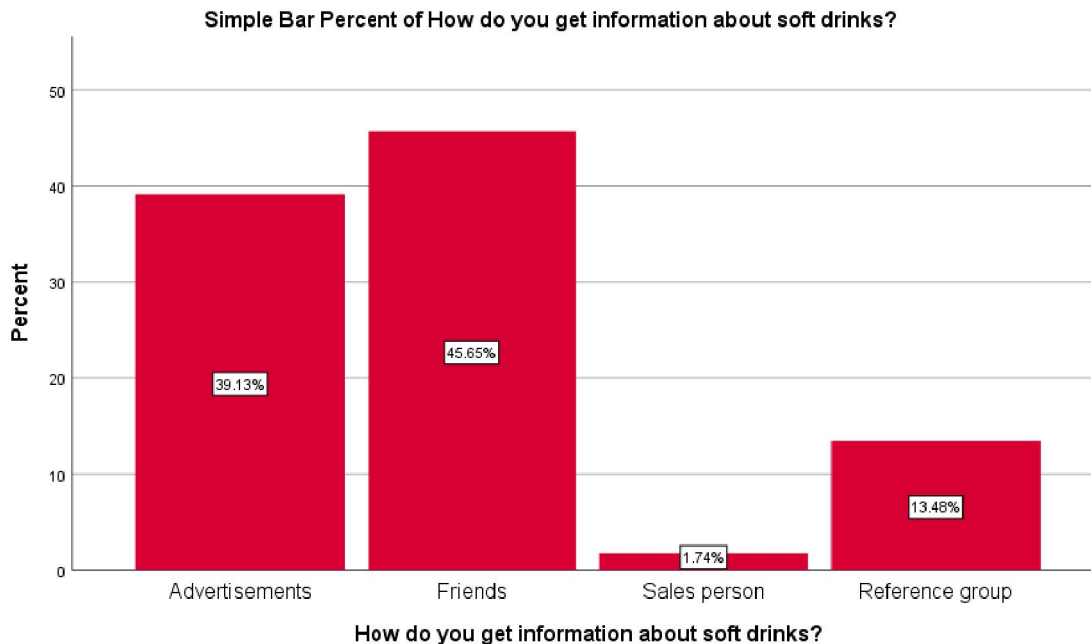


LEGEND

The above graph represents the influence of TV advertisements on buying soft drinks.



GRAPH 4

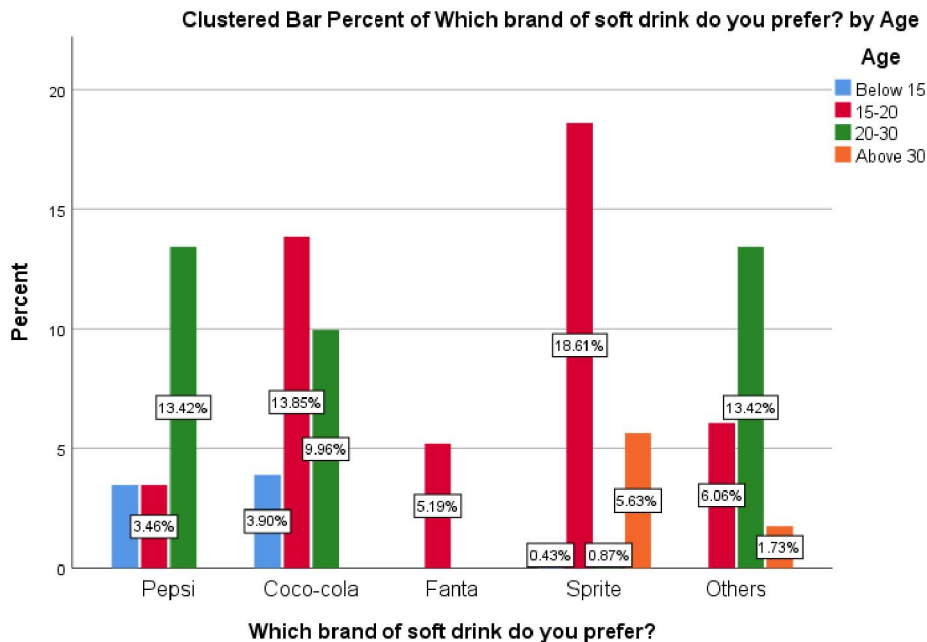


LEGEND

The above graph represents a simple bar percentage of how the consumer gets the information about the soft drink.



GRAPH 5

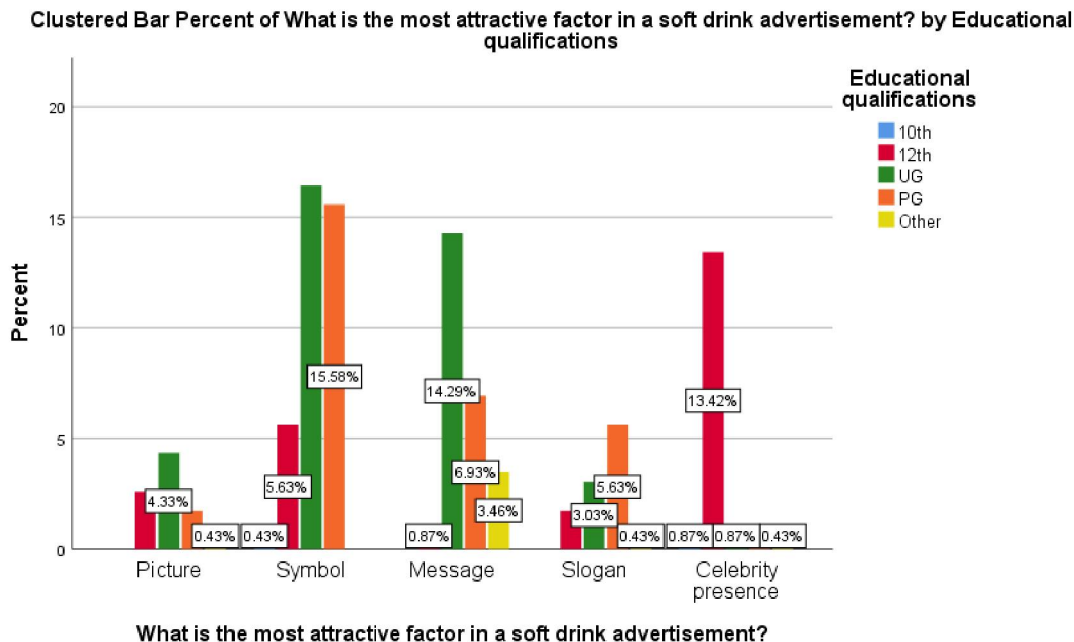


LEGEND

Graph 5 represents the clustered bar percentage of preferred soft drink brands by age.



GRAPH 6

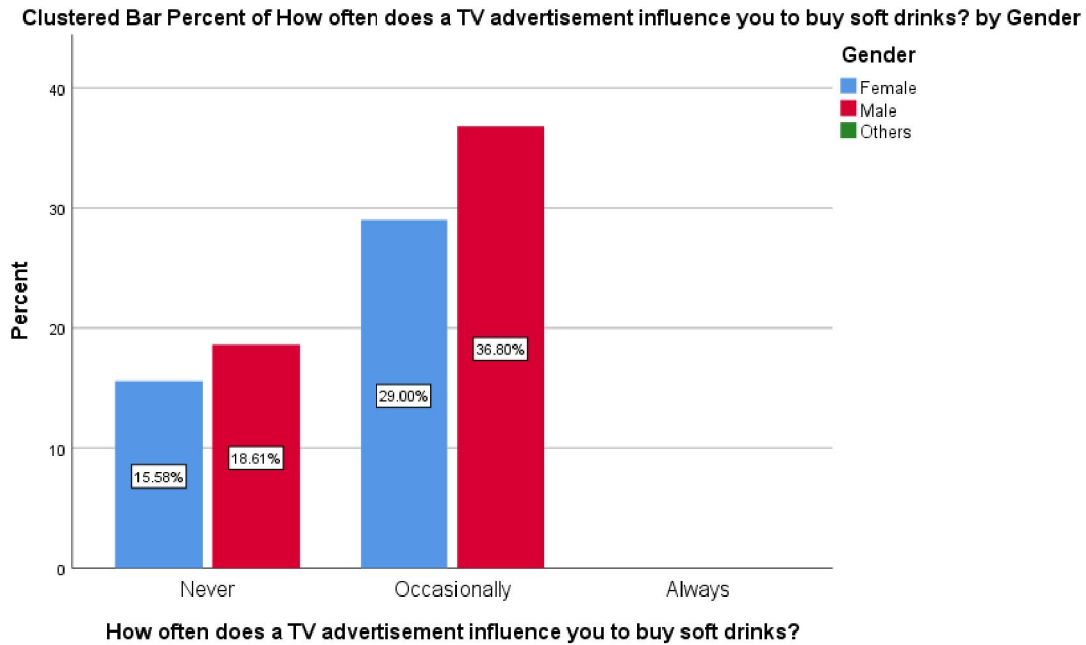


LEGEND

The above graph represents the clustered bar percentage of the most attractive factor in a soft drink advertisement by education.



GRAPH 7

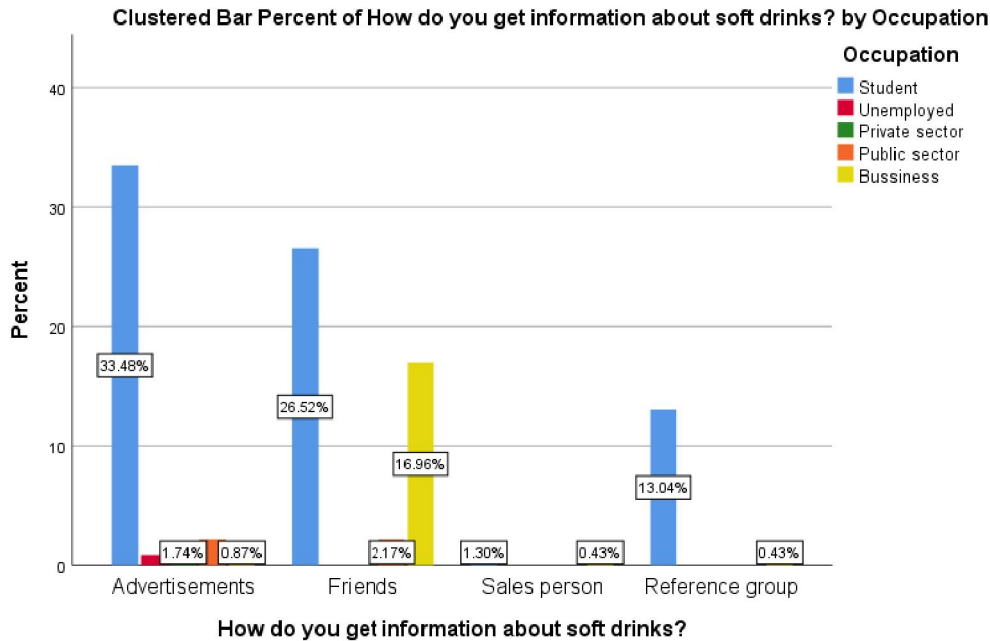


LEGEND

The above graph represents the clustered bar percentage of influence of TV advertisements to buy soft drinks by gender.



GRAPH 8



LEGEND

The above graph represents the clustered bar percentage of how the consumer gets information about the soft drinks by occupation.



TABLE 1

Age * Which brand of soft drink do you prefer? Crosstabulation

		Which brand of soft drink do you prefer?					Total
		Pepsi	Coco-cola	Fanta	Sprite	Others	
Age	Below 15	8	9	0	1	0	18
	15-20	8	32	12	43	14	109
	20-30	31	23	0	2	31	87
	Above 30	0	0	0	13	4	17
Total		47	64	12	59	49	231

LEGEND

The above table represents crosstabs.

TABLE 2

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	111.902 ^a	12	.000
Likelihood Ratio	133.289	12	.000
Linear-by-Linear Association	7.373	1	.007
N of Valid Cases	231		

LEGEND

The above table represents the chi-square test.



TABLE 3

ANOVA

Educational qualifications

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.808	1	8.808	11.863	.001
Within Groups	170.031	229	.742		
Total	178.840	230			

LEGEND

The above table represents the ANOVA test.

TABLE 4

Correlations

		How do you get information about soft drinks?	Age
How do you get information about soft drinks?	Pearson Correlation	1	.222**
	Sig. (2-tailed)		.001
	N	230	230
Age	Pearson Correlation	.222**	1
	Sig. (2-tailed)	.001	
	N	230	231

LEGEND

The above table represents a correlation test.



V. RESULT:

From this graph we can say that about 27.71% of respondents prefer coca-cola. So we can say that coca-cola is the most preferred soft drink followed by sprite in the second. From this graph we can say that the brand symbol is the most attractive factor in a soft drink advertisement. This was said by about 38.10% of the respondents. About 65.80% of respondents say that television advertisements occasionally influence them to buy a particular brand of soft drinks. In this graph about 65.80% of respondents say that television advertisements occasionally influence them to buy a particular brand of soft drinks. About 34.20% of respondents says that TV advertisements don't influence them, i.e television advertisements never influence them to buy a particular brand of soft drinks. From this graph we can say that about 45.65% of respondents gets information about the particular brand of soft drinks from their friends. From this graph we can say that respondents between the age group of 15-20 years prefer sprite. In this graph respondents of UG and PG say that symbol is the most attractive factor in a soft drink advertisement. From this graph we can say that about 36.80% of respondents who are male say that they are occasionally influenced by advertisements. From this graph we can say that about 33.48% of the respondents who are students gets information about the soft drinks from advertisements. From this table we can say that about 109 of the total respondents are between the age group of 15-20 years. This table represents a chi-square test between preferred soft drinks by age. Here the significant value is less than 0.05, therefore null hypothesis is rejected and there is a significant association between age and preferred soft drinks brand. This table represents an ANOVA test. Here the significant value is lesser than 0.05, therefore null hypothesis is rejected and alternative hypothesis is accepted and there is a significant difference between the variables. The above graph represents the correlation test between age and how they get information about the soft drinks. Here the significant value is greater than 0.05 therefore null hypothesis is accepted and therefore there is no significant relationship between age and how they get information about the soft drinks.

VI. DISCUSSION:

In the graph the most preferred soft drink is coca-cola i.e, about 27.72% of respondents have said that. About 25.54% of respondents prefer sprite, 21.21% of respondents prefer other soft drinks, 20.35% of respondents prefer pepsi and about 5.19% of respondents prefer fanta. In this graph most of these respondents say that symbol is the most attractive factor in an advertisement, this is said by about 38.10% of the respondents. Followed by message i.e the message that is conveyed in the advertisement (25.54%). Even celebrity presence in the advertisement also influences the consumers to buy a particular brand of soft drinks (16.45%), the slogans also attract the consumer brand preferences (10.82%). In this graph about 65.80% of respondents say that television advertisements occasionally influence them to buy a particular brand of soft drinks. About 34.20% of respondents says that TV advertisements don't influence them, i.e television advertisements never influence them to buy a particular brand of soft drinks. Most of the respondents say that they get information about the particular brand of soft drinks from their friends (45.65%). About 39.13% of respondents get information about the soft drink from advertisements. This may be because most of the people nowadays get most of the information from their friends and advertisements rather than others. From this graph we can say that the respondents between the age group of 15-20 years prefer sprite (18.61). This might be because of the advertisement, symbol and the slogan of the particular brand. But overall preference of soft drinks is coca-cola, mostly every age group prefer Coca Cola. About 15.58% of respondents who are UG and PG say that symbol is the most attractive factor in a soft drink advertisement. Followed by a message that is conveyed in the advertisement and the celebrity presence. In this graph about 36.80% of respondents who are male and 29% of respondents who are female say that they are occasionally influenced by advertisements. About 18.61% of male and 15.58% of female respondents say that they are never influenced by TV advertisements. In this graph about 33.48% of respondents who are students and 1.74% of respondents who are in the public sector say that they get information about the soft drinks from advertisements. About 26.52% of students, 16.96% are in business and say that they get information about the soft drinks from their friends. About 13.04% of students and 0.43% of respondents says that they get information about the soft drinks from the reference groups.



VII. CONCLUSION

Subsequently Advertisements are the spine for this Industry, they go about as a paste to hold their shoppers and focus on the outline. Likewise the customer's inclinations and the mentalities change with the section of the time and age Mediums of Advertisements additionally assume a significant part in advancing the items among the majority. The major objective of this research is to know whether there is an influence of advertisement on consumer brand preferences to soft drinks. As there is relentless rivalry in the soda business basically between the two major monster's for example Coca Cola and Pepsi and both are endeavoring extremely hard for their piece of the overall industry. Thus it turns out to be difficult for the organizations to hold their clients. It is likewise obvious that 35 % of the absolute expenses, these organizations spend on Advertisements. It is found that there is an influence of advertisement on consumer brand preferences towards soft drinks. Processors and makers of sodas items should execute current showcasing ideas that center around the purchasers' necessities and needs. Sodas item promoting ought to comprehend (and carry out appropriately) how evolving customer inclination and special projects have adjusted the interest for different sodas items.

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