

A Study on Brand Loyalty & Purchase Intension Towards Soft Drinks in Coimbatore

Dr. G. Kavitha and Abishek. V

Associate Professor & Head, Department of B.Com

Student, III B. Com

Sri Ramakrishna College Of Arts & Science, Coimbatore

Abstract: *This analytical study examines brand loyalty and purchase intention towards soft drinks among consumers in Coimbatore City. The research aims to identify the level of brand loyalty exhibited by consumers and to analyse the various factors influencing their purchase intention. Key variables such as taste, price, packaging, brand image, promotional activities, advertisements, and availability were considered. Primary data was collected from 50 respondents using a structured questionnaire and analysed using statistical tools such as Percentage Analysis, Chi-Square Test, and ANOVA. The findings reveal that most consumers prefer soft drinks occasionally, with the 200 ml pack size being the most popular. The results also indicate that demographic variables such as age and income do not significantly influence brand loyalty and purchase intention. The study provides useful insights for marketers to strengthen brand positioning and enhance customer retention strategies in the competitive soft drinks market.*

Keywords: The research aims to identify the level of brand loyalty exhibited by consumers and to analyse the various factors influencing their purchase intention. Key variables such as taste, price, packaging, brand image, promotional activities, advertisements, and availability were considered.

I. INTRODUCTION

The soft drinks industry has become one of the fastest-growing segments in the beverage market due to changing lifestyles, urbanization, and increasing disposable income. Consumers are exposed to a wide range of brands offering different flavors, packaging styles, and pricing strategies. In such a competitive environment, brand loyalty plays a crucial role in ensuring sustained market success.

Brand loyalty refers to the consistent preference of consumers toward a particular brand despite the availability of alternatives. Purchase intention indicates the likelihood of a consumer buying a specific brand in the future. Factors such as taste, quality, availability, promotional offers, advertising, celebrity endorsements, and peer influence significantly affect consumer behaviour.

This study focuses on analysing brand loyalty and purchase intention towards soft drinks among consumers in Coimbatore city. By understanding consumer perceptions and behavioural patterns, companies can improve their marketing strategies and strengthen customer relationships.

II. OBJECTIVES OF THE STUDY

- To study the level of brand loyalty towards soft drink brands among consumers in Coimbatore.
- To analyse consumer purchase behaviour and brand preference towards soft drinks.
- To identify the factors influencing brand loyalty and purchase intention of soft drink consumers.
- To study the impact of demographic factors such as age, gender, education, and income on brand loyalty and purchase intention.
- To suggest suitable measures to improve brand loyalty among soft drink consumers in Coimbatore.



III. STATEMENT OF THE PROBLEM

The soft drink industry is highly competitive, with numerous brands competing for consumer attention. Despite aggressive promotional strategies and attractive packaging, companies often face challenges in maintaining strong brand loyalty. Consumers frequently switch brands due to price variations, taste preferences, promotional offers, and peer influence.

Although demographic variables such as age and income are assumed to influence brand preference, it is unclear whether they significantly impact brand loyalty and purchase intention. This study seeks to identify the factors affecting consumer decisions and to determine whether demographic characteristics influence brand loyalty in the soft drinks market of Coimbatore.

IV. SCOPE OF THE STUDY

The study focuses on consumers of soft drinks in Coimbatore city. It examines their purchasing frequency, preferred pack sizes, income levels, and the factors influencing brand choice. The research helps in understanding consumer satisfaction and provides suggestions for improving brand loyalty and marketing strategies.

V. RESEARCH METHODOLOGY

The study adopts a descriptive research design. Primary data was collected from 50 respondents using a structured questionnaire through convenience sampling. Secondary data was collected from journals, books, and online sources.

TOOLS FOR DATA ANALYSIS

- Chi-Square Test
- ANOVA

VI. REVIEW OF LITERATURE

Dr.A. Pugazhenthil and Dr.D. Sudharani Ravindran(2013)This study explores the factors that influence consumer purchase decisions in relation to celebrity endorsement and assesses the degree to which celebrities impact buying behavior. Celebrity attributes play a significant role in shaping and enhancing a product's image. Consumers generally prefer brands that reflect their own personality and self-concept, and celebrities serve as intermediaries by transferring their symbolic and cultural meanings to the products they endorse.. Celebrity endorsements are especially advantageous for newly introduced products, as they help create initial awareness and acceptance in the market. Nevertheless, sustained success ultimately depends on the product's actual performance and value delivery rather than on celebrity appeal alone.

Shabeera Sultana B.Sc. (Agri)., MBA I(2014), The study was conducted in Coimbatore, focusing on urban households. Five zones within Coimbatore South Taluk were selected, and 300 households were chosen through simple random sampling. Of these, 271 valid responses (90% response rate) were analysed. Various statistical tools were applied, including percentage analysis, conjoint analysis, exploratory factor analysis, principal component analysis, and Structural Equation Modelling (SEM).Findings reveal that women play a dominant role in household purchasing decisions and are more price- and quality-conscious.

VII. DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE TEST

AGE *BRAND LOYALTY

Hypothesis statement:

H₀ (Null Hypothesis):

There is no significant association between age group and length of brand usage.

H₁ (Alternative Hypothesis):



There is a significant association between age group and length of brand usage.

CHI-SQUARE TESTS

CHI-SQUARE TESTS			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.391a	9	.495
Likelihood Ratio	9.638	9	.381
N of Valid Cases	50		

VIII. INTERPRETATION

The Pearson Chi-Square test was conducted to examine whether there is a significant association between age group and length of brand usage. The obtained p-value (0.495) is greater than the 0.05 level of significance. Therefore, the null hypothesis (H_0) is accepted, and it is concluded that there is no statistically significant relationship between age group and length of brand usage among the respondents. Although some variations in brand usage patterns may be observed across different age groups, these differences are not strong enough to establish a meaningful association. The Likelihood Ratio value ($p = 0.381$) also supports this conclusion, as it is greater than 0.05. However, it is important to note that a large proportion of cells (87.5%) have expected counts less than 5, indicating a small sample distribution in certain categories.

Hence, the results should be interpreted with caution. Overall, age does not significantly influence the length of brand usage.

ANOVA TEST

PERCEPTION TOWARDS INFLUENCING FACTORS OF BRAND LOYALTY AND PURCHASE INTENTION

Hypothesis statement:

H_0 (Null Hypothesis):

There is no significant difference among the selected demographic groups regarding the influence of advertisements on brand loyalty and purchase intention.

H_1 (Alternative Hypothesis):

There is a significant difference among the selected demographic groups regarding the influence of advertisements on brand loyalty and purchase intention.

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.166	1	.166	.116	.735



Within Groups	68.654	48	1.430		
Total	68.820	49			

INTERPRETATION

A One-Way ANOVA test was conducted to examine whether there is a significant difference among the selected demographic groups regarding the influence of advertisements on brand loyalty and purchase intention. The results show an F-value of 0.116 with a significance (p-value) of 0.735. Since the p-value is greater than the 0.05 level of significance, the null hypothesis (H_0) is accepted and the alternative hypothesis (H_1) is rejected. This indicates that there is no statistically significant difference among the demographic groups in terms of how advertisements influence their brand loyalty and purchase intention. The between-group variation (Sum of Squares = 0.166) is very small compared to the within-group variation (Sum of Squares = 68.654), suggesting that the observed differences are minimal and likely due to random variation. Therefore, it is concluded that the selected demographic factors do not significantly influence the impact of advertisements on brand loyalty and purchase intention among the respondents.

IX. CONCLUSION

The study concludes that brand loyalty towards soft drinks exists at a moderate level among consumers in Coimbatore. Purchase behaviour is largely occasional rather than daily. Statistical analysis reveals that demographic factors like age and income do not significantly influence brand loyalty or purchase intention. Consumers across different categories are influenced by similar factors such as taste, price, packaging, availability, and brand image. To strengthen brand loyalty, companies should focus on maintaining product quality, introducing innovative promotional strategies, and enhancing brand visibility through digital marketing platforms. By understanding consumer preferences and behaviour, soft drink companies can improve customer retention and sustain competitive advantage.

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