

The Impact of Advertisement Towards Beverages With Special Reference To Coimbatore City

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Abstract- *This abstract explores the dynamic and influential relationship between advertising and the beverage industry. Examining the impact of advertisements on consumer behavior, purchasing decisions, and brand loyalty, it highlights the multifaceted role that marketing plays in shaping preferences. The rise of digital platforms further amplifies the reach and effectiveness of advertising in this sector. While acknowledging the positive aspects, such as increased brand visibility, the abstract also emphasizes the need to consider potential drawbacks, including the promotion of unhealthy products. As the beverage industry evolves, understanding and navigating this intricate interplay between advertising and consumer choices becomes crucial for both businesses and individuals, shaping a landscape that strives for a healthier and more informed marketplace. This abstract delves into the intricate relationship between advertising and the beverage industry, offering a comprehensive exploration of its impact on consumer behavior and industry dynamics. It sheds light on the pivotal role advertisements play in shaping consumer preferences, influencing purchasing decisions, and fostering brand loyalty within the competitive beverage market. The advent of digital platforms is examined as a transformative force, expanding the reach and efficacy of advertising strategies. While recognizing the positive aspects, such as increased brand visibility and market penetration, the abstract also underscores the potential negative consequences, particularly in the context of promoting beverages with adverse health implications. As the beverage industry undergoes continuous evolution, this abstract advocates for a nuanced understanding of the interplay between advertising strategies and consumer choices, aiming for a balanced and responsible approach that contributes to a healthier and more informed marketplace.*

I. INTRODUCTION

In the contemporary landscape of consumer culture, advertising plays a pivotal role in influencing our preferences, shaping our perceptions, and driving our purchasing decisions. Among the myriad of products promoted through this powerful medium, beverages stand out as a category that has witnessed significant transformations in both content and strategies of advertisement. This evolution in advertising approaches has not only revolutionized the way beverages are

marketed but has also left a profound impact on consumer behaviour and the overall market dynamics. The beverage industry encompasses a wide array of products, ranging from soft drinks and energy drinks to juices, teas, and alcoholic beverages. The competition within this sector is fierce, with brands vying for consumer attention in an increasingly crowded marketplace. This study delves into the multifaceted impact of advertising on beverages, exploring how these promotional efforts influence consumer choices, contribute to brand loyalty, and shape market trends. By examining the strategies employed by beverage advertisers, the evolving dynamics of consumer preferences, and the societal implications of these marketing campaigns, we aim to uncover the intricate relationship between advertising and the beverage industry. As we navigate through the realms of traditional media, digital platforms, and social media influencers, we will unravel the strategies that beverage companies employ to capture the attention of their target audience.

Statement of problem

In any competitive marketing environment such as ours, a marketing manager is often, faced with the problems of how to determine the nature of the demand for his products in a given market segment, how to determine the factors responsible for the variations in the demand pattern. In recent times television advertising has become a veritable promotional medium for firms to achieve their marketing communication objectives, particularly in the marketing of GSM production/service. At this point, it is obvious that the competition faced by MTN is serving as other competitors are trying to take up part of their market share. Also Advertisements often highlight the health benefits of certain beverages, influencing consumers to perceive them as healthier choices. This can impact the actual nutritional choices made by individuals. Younger demographics may be particularly susceptible to the influence of advertising. Understanding how advertisements impact the beverage choices of children and adolescents is crucial for public health initiatives. Examining the effectiveness of existing regulations on beverage advertising and exploring potential improvements is essential for mitigating any negative impacts on public health.

Objectives:

- To determine the strength of advertising relative to the other factors in motivating consumer awareness of beverage products
- To know the impact product/service of television advertising on the marketing of beverages product/service.

II. REVIEW OF LITERATURE**Dr A LAKSHMANAN & S AMUTHA (2022), “IMPACT OF ADVERTISEMENTS MARKETING AND PURCHASE BEHAVIOUR OF HEALTH DRINKS IN TIRUPPUR DISTRICT”**

This study aims at understanding the Consumers' Persuasiveness of Advertisements and their Purchase Behaviour of Health Drinks in Tiruppur District. The major consumer purchase decision models are reviewed and identifying some gaps, a model incorporating three sets of variables, related to personal, marketing and social factors is developed. The primary source of data is questionnaire from 100 respondents and the secondary source of data is gathered from article and websites. The study is to identify the various types of advertisements using for health drinks marketing, the Persuasiveness of Advertisements on health drinks, the impact of various online promotional activities on the brand visibility of health drinks. The tool used for this study is percentage analysis. The research suggest that the health drinks are integrated model by connecting dominant factors that influence an individual's health drinks purchase decision.

Elizabeth Motika Daniel & Dr N Viswanadham (2022), “Impact of Soft Drinks Advertisement on Consumers' buying Behavior”

The principle of the study was to review on the impact of soft drinks advertisement on consumers buying behavior, a case study of SBC Tanzania Limited. Specifically, the researcher intended to `evaluate the effects of digital advertisements on consumers' buying behavior of Pepsi product, to assess the effects of print advertisements on consumers' buying behavior of Pepsi product and to assess the effects of outdoor advertisements on consumers' buying behavior of Pepsi product. This study used both descriptive and inferential statistics research approach because it can cover more than one method of data collection including questionnaires to get information from the customers of SBC Tanzania Limited .The researcher collected data from a total number of 159 respondent's Primary data were collected using questionnaires method of data collection. Data were analyzed

in percentage analysis using SPSS. The study uncovered that the company uses computerized ads in drawing in purchasers of Pepsi items. This showed a positive yet powerless connection between the two factors.

Sherif Salaudeen(2022), “The Impact of Advertising Medium on Consumer Brand Preference for beverages in Osun State, Nigeria”

The study examined the roles of advertisement on consumers' brand preference of beverages, using Cadbury Nigeria PLC as a case study. The primary aim of this research was to examine the influence of advertising on consumers' buying behaviour, evaluate the influence of advertising on the competitiveness of beverage brands, examine the influence of advertising on the sales performance of Cadbury Nigeria PLC brands and to determine the types of advertising commonly used by Cadbury Nigeria PLC in attracting customers' preference to its brands. This study is to examine the influence of advertising on the sales performance and the types of advertising commonly used by Cadbury Nigerian PLC in attracting customers' preference to its brands. The primary data of the study are 400 respondents from the people. That 400 respondents are the total population and the researcher take 270 respondents as sample. The research suggest that the Cadbury Nigerian PLC employed radio, television, billboards and other internet (online) advertisements in attracting customers' preference to its Brands.

Marika Tiggemann, Amber Tuscharski (2021), “The effect of television advertising on soft drink consumption: Individual vulnerabilities in approach bias and inhibitory control”

The researcher says that over the past 50 years daily caloric intake from soft drinks has quadrupled, from 4% in 1965 to 16% today (Action on Action on Sugar, 2019). Popular brands of these sugar-sweetened carbonated beverages include Coke, Sprite and Fanta. Although soft drink consumption originated in developed countries, it is now a global phenomenon. Adolescents and young adults consume more soft drinks than any other age group, with around 50–60% consuming soft drink every day (ABS, 2015). The aim of the study was to further investigate the effect of soft drink television advertising on soft drink consumption. The data are analysed using percentage analysis. He get primary data using questionnaire from 100 respondents. In the choice task, participants were asked to choose a number of beverages from a selection of soft drinks and other drinks, as in a vending machine. We measured which type of drink (soft drink or other) participants chose first, and how many soft drinks they selected overall.

**Dr A G Shabana, Dr Ankita Gupta, Dr Pulkit Vaid(2017),
“Strategies Used for Food and Beverage Advertisements in Bengaluru City – A Visual Interpretive Study”**

The study says that Today’s food environment is quite different to that experienced by previous generations. Globalization is associated with changing occupation, incomes and lifestyles. It has become a kind of status symbol to eat in fast food chains, and to drink colas and soft drinks. This study is to assess the strategies and messages used to promote consumption of highly processed and commercialized food products. Data of the study are Photographs of 110 advertisements of food and beverages on the hoardings, walls, bus stands, near shopping places, traffic signals were clicked from most commuted areas of Bengaluru city and analysed by visual interpretation. The data are analyzed using percentage analysis. This interpretive study makes a contribution to the literature through its identification of common themes, messages and strategies used in the promotion of advertisements. Quantitative studies should be conducted to know the impact of advertisement on the people in the selection of food and beverages. These studies need to include the various marketing channels used to reach youth, such as television, schools, and the Internet, as well as different age periods, such as early childhood, middle childhood and adolescence (Sixsmith et al., 2009). Marketing strategies should be imbibed in the promotion of nutritional food products.

III. RESEARCH METHODOLOGY

Source of the data

- **Primary data** – The primary data is collected from people through questionnaire
- **Secondary data** – article

Sample size:

This survey responses are taken through the google form as questionnaire. No. of responses-120 responses.

Tools of the study:

- Percentage analysis.
- Chi-square analysis.

particulars	Variables	Respondents	Percentage
Gender	Male	63	53
	Female	57	47
	Total	120	100

Age	Below 15	13	11
	15 - 30	58	48
	30 - 45	31	26
	Above 45	18	15
	Total	120	100
	Student	52	43
	Employed	20	17
	Self employed	35	29
	Un employed	13	11
	Total	120	100
Geographic location	Rural	61	51
	Urban	59	49
	Total	120	100
monthly income	Below 15000	60	50
	15000 - 30000	31	26
	30000 - 45000	20	18
	Above 45000	9	8
	Total	120	100
Numbers of members in a family	2-4	51	43
	4-6	36	30
	6-8	21	16
	above 8	12	10
	Total	120	100
Type of beverages	carbonated soft drinks	30	25
	Fruit juices	26	22
	Energy drinks	24	20
	Tea / coffee	33	28
	others	7	6
	Total	120	100
consume beverage	Daily	40	33
	2-3 times a week	30	25
	Once a week	36	30
	Rarely	14	12
	Total	120	100
Beverage advertisement	Very aware	23	19
	Somewhat aware	30	25
	Neutral	30	25
	Not very aware	22	18
	Not aware at all	15	13
	Total	120	100
Encounter beverages advertisement	Television	39	36
	Social media	36	30
	Bill boards	28	23

	Magazines	17	14
	Total	120	100
Preference for beverage brand	Very influential	15	13
	Somewhat influential	35	29
	Neutral	31	26
	Not very influential	19	16
	Not very influential at all	20	17
	Total	120	100
Elements of beverages advertisement	Celebrity endorsement	32	28
	Humour	16	13
	Health-related information	36	30
	Visual appeal	24	20
	Storytelling	12	10
	Total	120	100
Beverage choices available market	Very satisfied	28	23
	satisfied	30	25
	Neutral	25	21
	Dis satisfied	27	23
	Very satisfied	10	8
	Total	120	100
	YouTube	34	28
	Facebook	23	19
	Instagram	44	37
	Twitter	19	16
	Total	120	100
Notice beverage advertisement	Always	20	17
	Often	29	24
	Occasionally	31	26
	Rarely	25	21
	Never	15	13
	Total	120	100
	Below 3	37	31
	3 – 6	24	20
	6 - 9	35	29
	Above 9	24	20
Total	120	100	
How likely trust beverage brand advertisement	Very likely	19	16
	Likely	19	16
	Neutral	34	28
	Un likely	28	23
	Very unlikely	20	17

What factor influence choices of beverage	Taste	29	24
	Price	22	18
	Health benefits	42	35
	Brand	27	23
	Total	120	100
Satisfied advertisement experience in beverage product	Highly satisfied	59	42
	Satisfied	25	21
	Neutral	20	17
	Dissatisfied	9	10
	Highly dissatisfied	7	10
	Total	120	100

IV. FINDINGS

These findings about the percentage analysis of the 120 respondents.

- Mostly 53% of respondents are **male**.
- Almost 48% of respondents between the age of **15-30**
- Mostly 43% of respondents are **students**
- Over all 51% of respondents are **rural**
- Mostly 50% of respondents monthly income are **below 15000**
- Predominantly 43% of respondents have minimum **2-4 members** in their family
- Mostly 28% of respondents consume **tea/coffee**
- Almost 33% of respondents consume **2-3 times** per week
- Mostly 25% of respondents **somewhat aware** in beverage advertisement
- Mostly 36% of respondents use **television** as encounter of beverage advertisement
- Predominantly 29% of respondents are **influential** to prefer for beverage brand
- Mostly 30% of respondents see **health related** information as elements of beverage advertisement
- Mostly 25% of respondents are **satisfied** with beverage choices available market
- Almost 28% of respondents view the beverage advertisement through **Youtube**
- Mostly 24% of respondents are **often** notice beverage advertisement
- Mostly 31% of respondents consume **3** beverage brands per month
- Predominantly 28% of respondents are **neutral** to trust beverage advertisement

- Mostly 35% of respondents are influenced to choices beverage by **health benefits**
- Almost 42% of respondents are **highly satisfied** with the advertisement experience in beverage product.

Chi-square analysis:

Null hypothesis:

H0= There is no significant relationship between age & factor.

Alternative hypothesis:

H1= There is significant relationship between age & factor.

- 1) This hypothesis is an analysis between customer's satisfaction with advertisement and age factors.

particulars	x ²	df	P-value
Chi-test	14.15737	12	0.290772

INTERPRETATION:

The chi-square value is 14.15737 and the p-value or calculated value is 0.290772, which is greater than table value (0.05). It is a null hypothesis. Hence There is no significant relationship between age & factor.

Rank correlation:

	Rank	1	2	3	4	5	Total	Rank Score	Rank
	Score	5	4	3	2	1			
Taste	No. of respondents	5	1	1	2	1	12		
	Score	7	5	2	1	5	0		
Price	No. of respondents	2	6	3	4	1	43	3.6	1
	Score	8	0	6	2	5	8	5	
Health benefits	No. of respondents	1	4	3	2	5	12		
	Score	3	5	0	7		0		
	No. of respondents	6	1	9	5	3	39	3.2	2
	Score	5	8	0	4		2	6	
	No. of respondents	1	1	4	2	9	12		
	Score	8	9	8	6		0		
	No. of respondents	9	7	1	5	9	37	3.0	3
	Score	0	6	4	2		1	9	

Brand	No. of respondents	1	2	2	4	1	12		
	Score	0	0	8	3	9	0		
Package	No. of respondents	5	8	8	8	1	31	2.6	4
	Score	0	0	4	6	9	9	5	
Advertisement	No. of respondents	7	6	8	7	2	31	2.6	5
	Score	0	0	4	0	8	2		
	No. of respondents	1	1	1	3	3	12		
	Score	4	6	8	7	5	0		
	No. of respondents	7	6	5	7	3	29	2.4	6
	Score	0	4	4	4	5	7	7	

INTERPRETATION:

From the above table has secured 1st rank with the highest score of 3.65%. Price secured 2nd rank with the second highest score of 3.26%. Quality has secured 3rd rank with the third highest score of 3.09%. Durability 4th rank the fourth highest score of 2.65%. Availability 5th rank the Fifth highest Score of 2.60%. Brand 6th rank the sixth highest Score 2.47%.

V. SUGGESTION

- Explore how cultural factors shape beverage advertising campaigns.
- Analyze the effectiveness of advertisements in different cultural contexts and the adaptation of marketing strategies to local preferences.
- Examine the role of digital platforms in beverage advertising.
- Explore the impact of social media, influencer marketing, and online campaigns on consumer perceptions and purchasing behavior.
- Investigate the shift towards healthier beverage choices in advertising.
- Assess the impact of health-focused marketing on consumer attitudes and the market share of healthier beverage options.
- Explore the ethical implications of certain advertising practices within the beverage industry.
- Examine how transparency, honesty, and social responsibility in advertising contribute to consumer trust and brand loyalty.
- Investigate the existing regulations governing beverage advertising.

VI. CONCLUSION

In conclusion, the impact of advertising on beverages is a multifaceted and influential aspect of the industry. Advertisements play a crucial role in shaping consumer preferences, influencing purchasing decisions, and creating brand loyalty. They contribute to the overall image and perception of beverages, affecting not only individual choices but also societal trends. The persuasive nature of advertising, coupled with the increasing use of digital platforms, has intensified its reach and effectiveness. However, it is essential to acknowledge the potential drawbacks, such as the promotion of unhealthy products and the distortion of reality in marketing campaigns. As the beverage industry continues to evolve, striking a balance between impactful advertising and responsible promotion becomes imperative for both businesses and consumers. Understanding the profound impact of advertisements on beverage choices is vital for fostering a healthier and more informed consumer landscape.

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