

PRESENTATION ON SOFT DRINK

Presented by-Shahrukh Parvez

Sakshi chaudhary

Sheetal

Vaibhav yadav

OBJECTIVE

- ① 1. To analyse the consumers brand preferences for Soft Drink
- ② 2. To evaluate consumers attitude towards the consumption of Soft Drink
- ③ 3. To evaluate consumers perception about the important factors pertaining to Soft Drink purchase

HYPOTHESE

- 1. Ranking of different brand of Soft Drink are uniformly distributed i.e. there is no significant difference in the ranking of different Soft Drink brands.
- 2. There is no significant difference among the consumers of Soft Drink on the factors like age, gender etc. towards their attitude about the Consumption of Soft Drink.
- 3. Different factors which are important in the purchase decision of Soft Drink do not differ significantly.

HYPOTHESIS 1

- To test hypothesis 1, Friedman test was applied.
- After calculation:
- Chi square value (calculated) = 89.73
- Critical Chi square value (0.05, 9) = 16.92
- Chi square value (calculated) is greater than critical chi square value, hence hypothesis 1 is rejected and it can be concluded that ranking of different brand of soft drinks are not uniformly distributed

HYPOTHESES 2

- Hypothesis 2 (a): consumers of the different age group do not differ significantly on their attitude towards consumption of soft drinks.
- To test this hypothesis ANOVA test was applied with following results
- Anova: Single Factor

- SUMMARY

| ○ Groups | Count | Sum | Average | Variance |
|-----------------|-------|------|----------|--------------|
| ○ Under 18 - 25 | 7 | 473 | 67.577 | 114750.61905 |
| ○ 26-35 | 10 | 696 | 69.6 | 57.6 |
| ○ 36-45 | 15 | 1003 | 66.86667 | 79.69524 |
| ○ 46-55 | 13 | 783 | 60.23077 | 169.6923 |
| ○ Above 56 | 6 | 401 | 66.8 | 3333 |
| | | | | 12.56667 |

ANOVA

| Source of Variation | SS | df | MS | F | P- |
|---------------------|----------|----------|----------|---|----|
| value | | | | | |
| F crit | | | | | |
| Between Groups | 593.0506 | 4 | 148.2626 | | |
| | 1.689398 | 0.168669 | 2.574035 | | |
| Within Groups | | | | | |
| 4036.989 | 46 | 87.76062 | | | |
| Total | 4630.039 | 50 | | | |

Since F calculated is less than F critical at 95% significance level, hence Null hypothesis is accepted.

So, it can be concluded that consumes of the different age group do not differ significantly on their attitude towards consumption of soft drink.

HYPOTHESIS 2(B)

Male and female consumers do not differ significantly in their attitude towards soft drink

- To test this hypothesis t test was applied with following results

- Mean n t value t value critical at .05 and 125 df
 Result

- Male 64.87 33 -0.93 2.00 Insignificant

- Accept the null hypothesis

- Female 67.5 18

- Since the calculated t value is less than t critical (two tailed) at .05 significance level, hence null hypothesis is accepted and it can be said that there is no significant difference in the attitude of male and female consumers on their behaviour towards consumption of soft drink

HYPOTHESIS 2(C)

Hypothesis 2 (c): consumes of the different income group do not differ significantly on their attitude towards consumption of soft drinks.

To test this hypothesis ANOVA test was applied with following results

Anova: Single Factor

SUMMARY

| <i>Groups</i> | <i>Count</i> | <i>Sum</i> | <i>Average</i> | <i>Variance</i> |
|---------------|--------------|------------|----------------|-----------------|
| Below 20,000 | 5 | 354 | 70.8 | 101.2 |
| 20,000-40,000 | 12 | 798 | 66.5 | 57.18182 |
| 40,001-60,000 | 12 | 816 | 68 | 23.81818 |
| Above 60,000 | 22 | 1388 | 63.09091 | 142.0866 |

ANOVA

ANOVA

| <i>Source of Variation</i> | <i>SS</i> | <i>df</i> | <i>MS</i> | <i>F</i> | <i>P-value</i> | <i>F crit</i> |
|----------------------------|-----------|-----------|-----------|----------|----------------|---------------|
| Between Groups | 350.421 | 3 | 116.807 | 1.282808 | 0.291214 | 2.802355 |
| Within Groups | 4279.618 | 47 | 91.05571 | | | |
| Total | 4630.039 | 50 | | | | |

Since F calculated is less than F critical at 95% significance level, hence Null hypothesis is accepted.

So, it can be concluded that consumes of the different income group do not differ significantly on their attitude towards consumption of soft drink.

HYPOTHESIS 2(D)

Hypothesis 2 (d): consumes of the different occupation do not differ significantly on their attitude towards consumption of soft drinks.

To test this hypothesis ANOVA test was applied with following results

Anova: Single Factor

SUMMARY

| <i>Groups</i> | <i>Count</i> | <i>Sum</i> | <i>Average</i> | <i>Variance</i> |
|---------------|--------------|------------|----------------|-----------------|
| Student | 12 | 830 | 69.16667 | 20.15152 |
| Housewife | 14 | 907 | 64.78571 | 136.489 |
| Service | 15 | 966 | 64.4 | 139.1143 |
| Business | 10 | 653 | 65.3 | 56.01111 |

SOURCE OF VARIATION

| <i>Source of Variation</i> | <i>SS</i> | <i>df</i> | <i>MS</i> | <i>F</i> | <i>P-value</i> | <i>F crit</i> |
|----------------------------|-----------|-----------|-----------|----------|----------------|---------------|
| Between Groups | 182.3154 | 3 | 60.7718 | 0.642188 | 0.591726 | 2.802355 |
| Within Groups | 4447.724 | 47 | 94.63242 | | | |
| Total | 4630.039 | 50 | | | | |

Since F calculated is less than F critical at 95% significance level, hence Null hypothesis is accepted.

So, it can be concluded that consumes of the different occupation do not differ significantly on their attitude towards consumption of soft drink.

Hypothesis 3: Different factors which are important in the purchase decision of soft drinks do not differ significantly among consumers

To test this hypothesis ANOVA was applied with following results

Anova: Single Factor

SUMMARY

SUMMARY

| <i>Groups</i> | <i>Count</i> | <i>Sum</i> | <i>Average</i> | <i>Variance</i> |
|----------------|--------------|------------|----------------|-----------------|
| Availability | 51 | 169 | 3.313725 | 1.619608 |
| Brand Image | 51 | 181 | 3.54902 | 1.172549 |
| Taste | 51 | 159 | 3.117647 | 1.425882 |
| Price | 51 | 163 | 3.196078 | 1.280784 |
| Ad & promotion | 51 | 161 | 3.156863 | 1.734902 |
| Loyalty | 51 | 178 | 3.490196 | 2.134902 |

ANOVA

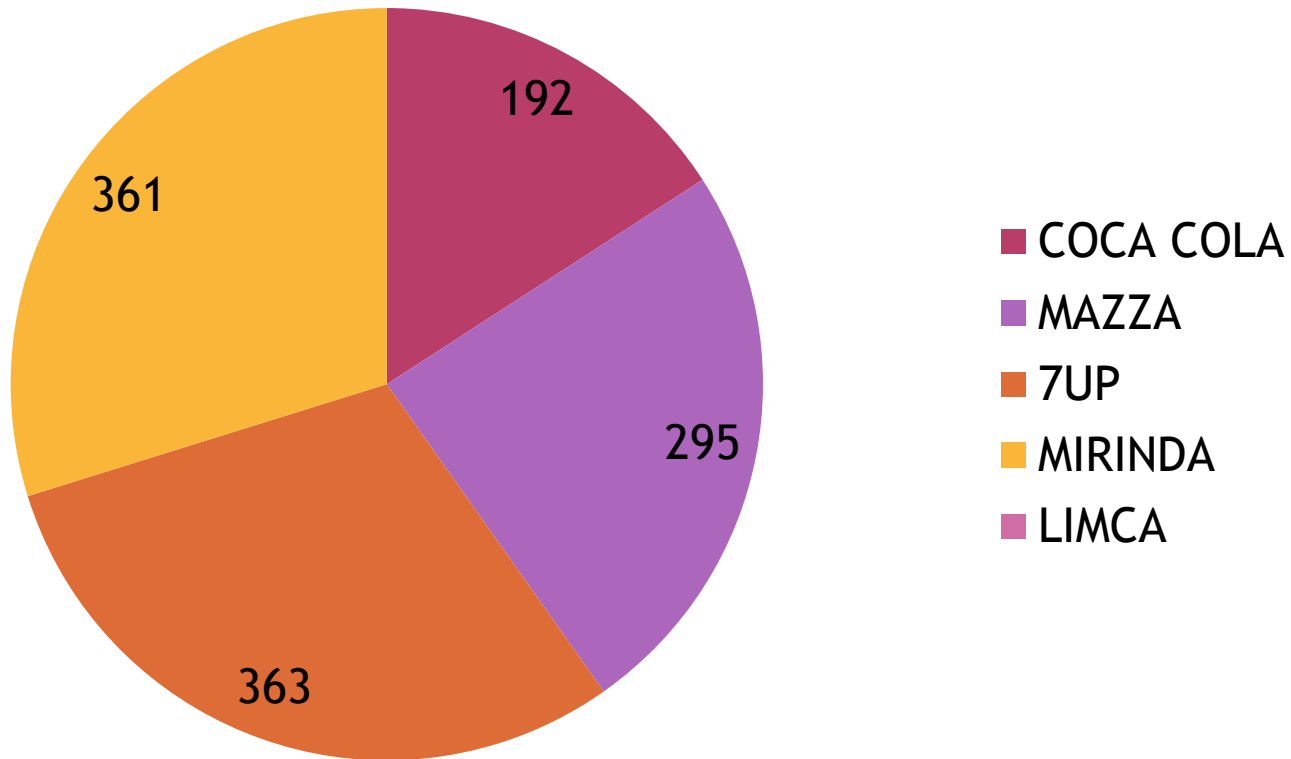
| <i>Source of Variation</i> | <i>SS</i> | <i>df</i> | <i>MS</i> | <i>F</i> | <i>P-value</i> | <i>F crit</i> |
|----------------------------|-----------|-----------|-----------|----------|----------------|---------------|
| Between Groups | 8.303922 | 5 | 1.660784 | 1.063625 | 0.380627 | 2.244087 |
| Within Groups | 468.4314 | 300 | 1.561438 | | | |
| Total | 476.7353 | 305 | | | | |

Since F calculated is less than F critical at 95% significance level, hence Null hypothesis is accepted.

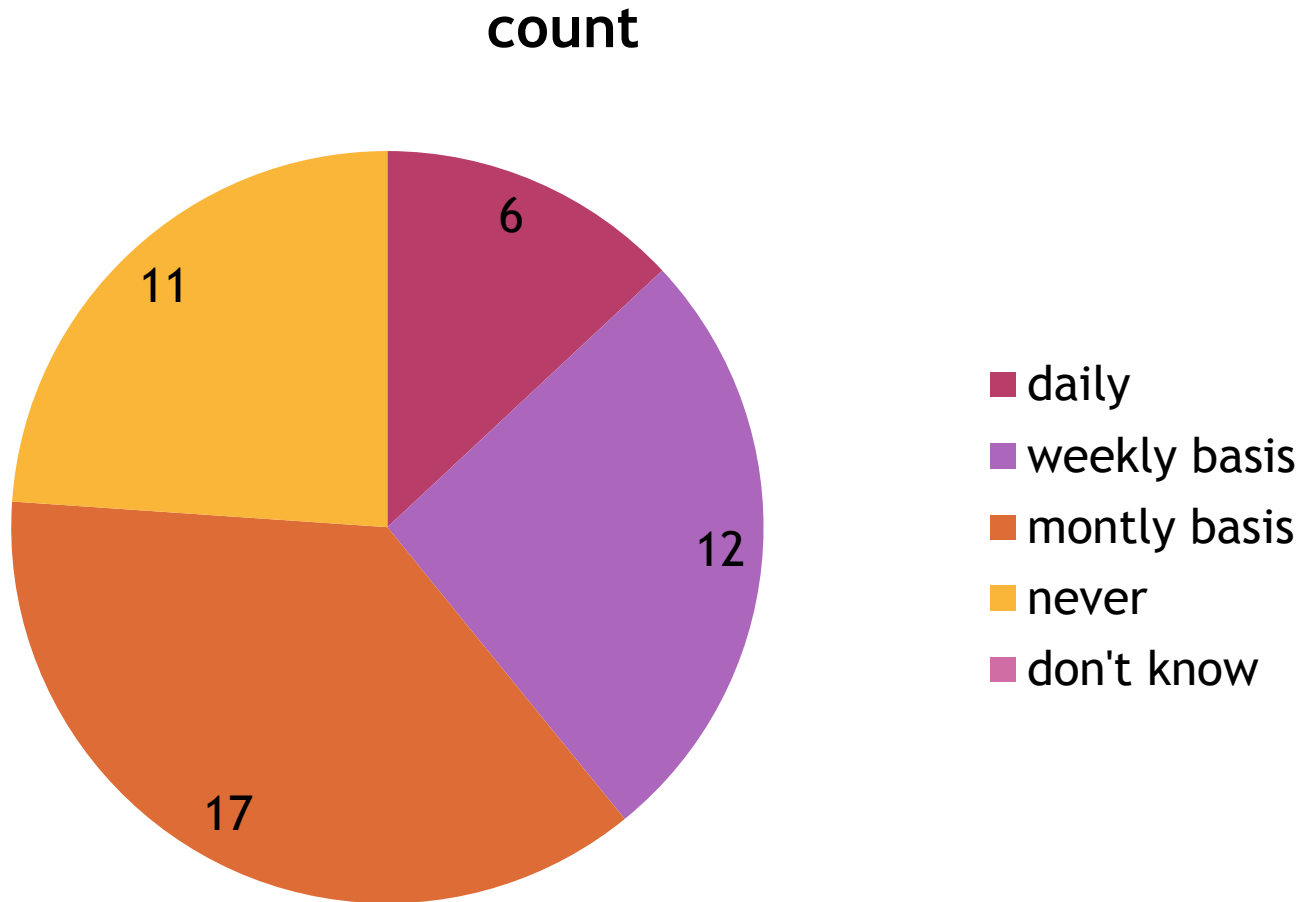
So, it can be concluded that different factors are equally important for the consumers.

RANKING OF POPULAR BRAND :BROOKE BAND

RANK

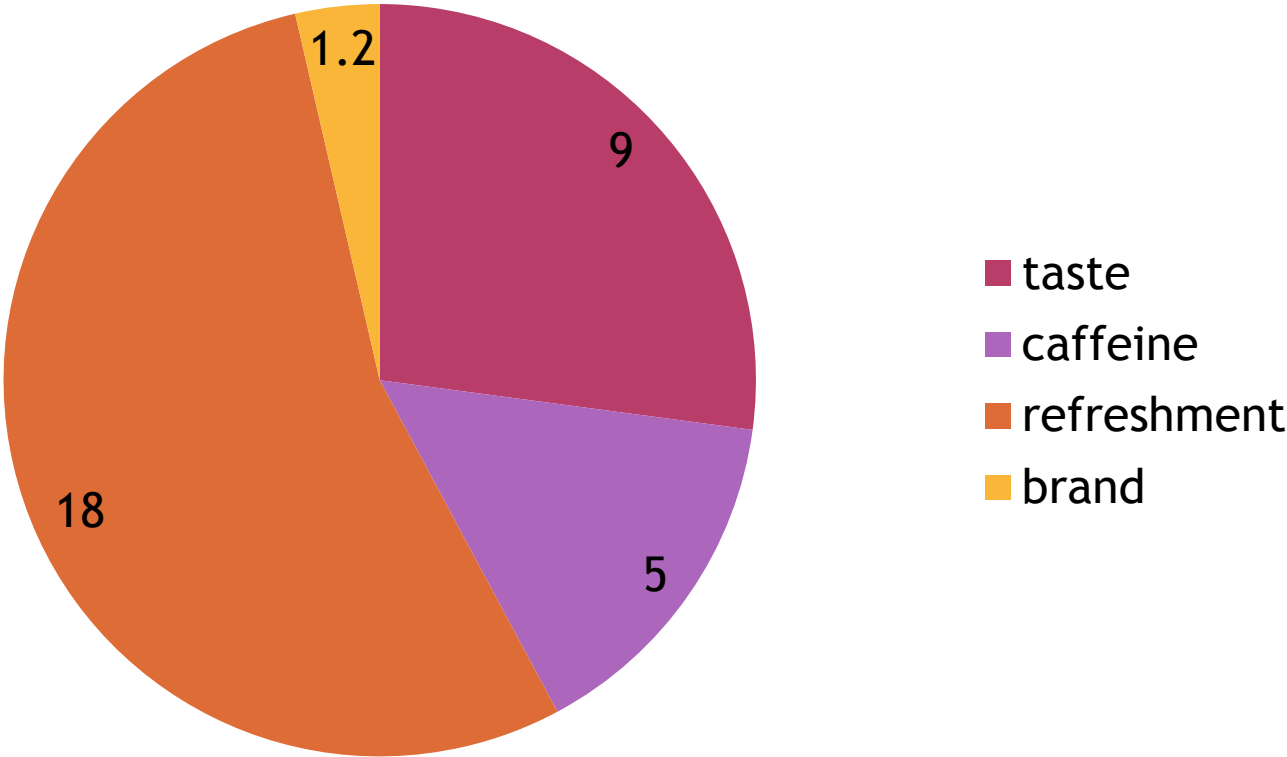


HOW OFTEN DO YOU CONSUME A SOFT DRINK?



WHY DO YOU DRINK SOFT DRINK?

count



Consumer Profiles

1. Age Profile:

| | |
|---------------|----|
| Under 18 - 25 | 7 |
| 26-35 | 10 |
| 36-45 | 15 |
| 46-55 | 13 |
| Above 56 | 6 |

2. Gender

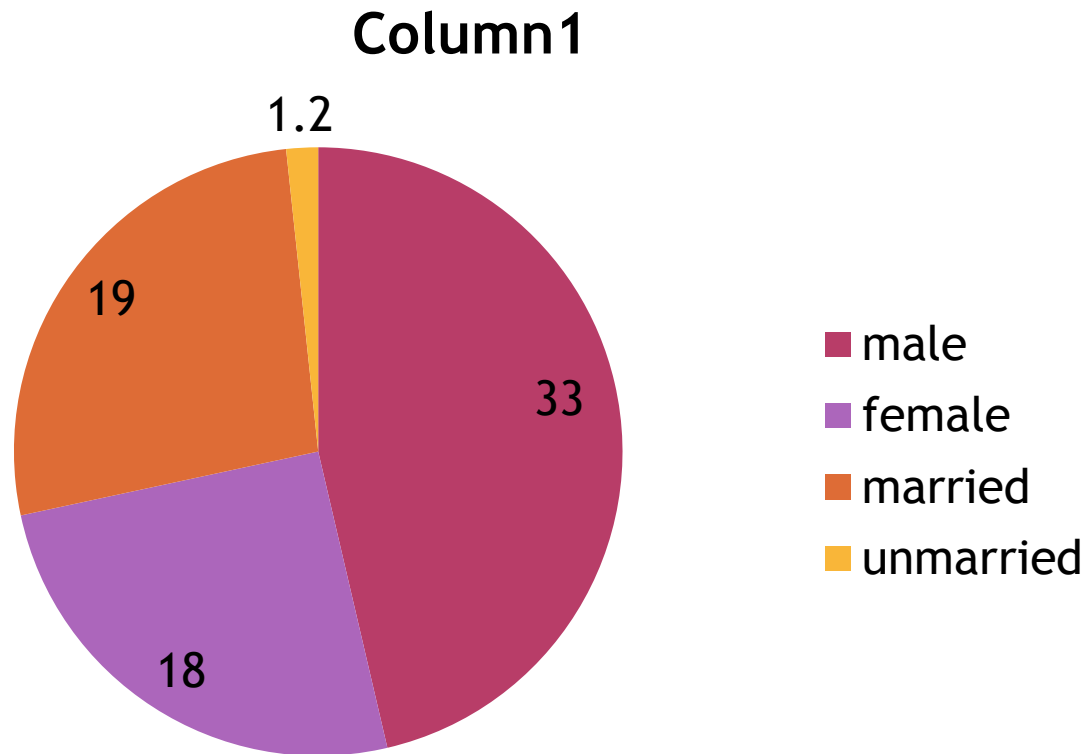
Male 33

Female 18

2. Marital Status

Married 19

Unmarried 32



Thank
you

