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Viewers opinion about soft drinks advertisements -an empirical study with special reference to Pepsi in Coimbatore city

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ABSTRACT

An advertisement is a form of persuasive communication with the public. The communication is usually sided, in one direction from the advertiser and to the public. The member of the public are free to respond to it in their own way, the responses is at an individual or family level. There is little or no dialogue with the public, advertising forces itself upon the public. At the same time, especially in a democracy with a market economy, such communication is required so that intelligent choices are made. Advertising is the promotion of a product or service and is extremely pervasive in contemporary society. To maximize sales, companies will pay a premium for wide exposure through the mass media. Advertising space is common, but not restricted to these realms; billboards, public transportation, movies (product placement), schools, clothing, even bathroom stalls carry ads and the industry is constantly finding new ways to advertise.

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Introduction

Advertisement is most important force to boost the product in market. In the global market, every manufacture has to depend on advertisement to sell the product and improve the sales. Today's market is consumer oriented and this advertisement, become essential for business to rate an image for itself and its product.

The United States has the largest advertising market, accounting for half of the world's advertising expenditures (estimated at 500 billion in 2004 by the New Yorker). Japan holds a secure second place over Germany and the United Kingdom but still at less than one fifth of the U.S. total. In the United States, the number one target market for most major companies is the youth market. American youth spend over \$70 billion a year as consumers and also influence their parents' purchases (The Educators Reference Desk). Marketing to youth begins in early childhood where approximately 90% of the ads shown during children's programs promote food and drink products. Companies believe that young people are more inclined to be loyal to their favorite products if they are influenced early on. Most companies employ other persuasive tactics to lure the youth dollar, like enlisting celebrity endorsers. Actors, musicians, and athletes earn a lot of money to promote everything from cereal to expensive clothes and lifestyle choices. Companies hope that youth will define their personal identity through a loyalty to what they buy, wear and eat.

Although the majority of youth are attracted to logos, brand names, and popular chains, many others resist brand culture for political reasons. One example of resistance is the culture jam movement in North America. Founder and publisher of Adbusters magazine Kalle Lasn and other media activists are "concerned about the erosion of our physical and cultural environments by commercial forces." Culture jamming aims to "change the way information flows, the way institutions wield power, the way television stations are run and how food, fashion, automobile, sports, music and culture industries set their agendas."

Advertising is a common means used by many organizations or companies all over the world to make their products or services well know and are easier to be sold. Every year many hundreds of advertisements are published throughout the mass media such as on billboards, on signs, on radios, ration in newspapers, on television and internet, which are the main instruments, that we use and see every day. Although, there are not many successful products and not everyone remembers them but PEPSI advertisings are different because most of their customers are repeat consumers. Therefore, this report will discuss the advertising strategies of PEPSI and how it stands as one of the leaders of the cola beverage industry. For several years the main consumers of PEPSI were teenagers and young adults. Most of its advertisings used teenager presenters or superstars who were hero of young people. Nowadays PEPSI wants to gain more market share so it is extending its market by produce many range of product to suite every groups of consumer such as water, energy drink and sport drink. They also present many kind of taste of its products that make customers have more choice.

Brief Introduction about Pepsi advertisement

Pepsi, like many other soft drinks, began as a series of experiments at a Drugstore Soda Fountain. By 1898, Pharmacist Caleb Bradham had decided on the best of his concoctions, and dubbed his potion, "Pepsi-Cola." The company grew steadily, if not always smoothly (the firm went belly-up in 1923 and again in 1931), changing hands, merging, and being bought out. By the 1940s, Pepsi was going, national concern (and a patriotic one, using red, white, and blue for its bottle cap colors). In the early 1950s, the company switched its print ad focus from one using black and white cartoons to a sophisticated campaign using many of the best young (though often similar in style) illustrators. It's a credit to this campaign and its artists that the ads from this era still have a fresh, up-to date appeal and look. Most of these ads could be successfully republished by Pepsi today.

Pepsi take 33% of profits from soft drink industry and that is very high ratio in comparison of coca cola .Pepsi always believe in new innovated advertisement and always came up new attracting ads focusing youngster's they can capture the youth of country (that is there target audience).Pepsi recently lunched there new campaign for 2008 February featuring three brand ambassadors Shah Rukh khan, Ranbir Kapoor and Deepika Padukone in a refreshing new light.

Marketing Challenge

- To build the brand as youngster drink.
- To maintain Pepsi position as more prominent in black color beverage category.
- Maintain his position in market and attracting new customers and retaining old one.
- The market for Soft drinks is huge and comprises of high degree of potential so capture as much as you can.
- There is always a need for something new and exciting advertisement in the beverages industry.
- The advertisement of soft drinks is very competitive, so every time something new attracting, exciting and innovative is required.

The Challenges:

- To gain more markets share in the beverages industry.
- To compete with Thumbs Up and Coca Cola.

To represent the word of youth where the young generation likes to be in an control. It brings forward their never failing attitude their desire to take challenges and the power to turn things around.

Target Audience

Pepsi target consumers which is young having never failing attitude, their desire to take challenges and power to turn things around which reflected in the tagline "chaaho toh kuch bhi assaan"yeh hai yougistan meri jaa. This advertisement was made by Mr. Subhoranjan Singh Gupta the ad focuses on the country India which is young nation. The advertisement was brought to picture to communicate an entirely new prospect for the brand Pepsi. This Concept was brought forward to generate awareness that it belongs to the consumers who are young, enthusiastic, and energetic and they have never failing attitude. A new word has been created by combining the words "young" and "Hindustan" and has coined the phrase "Youngistan".

Like the phrase clearly says "Yeh hai Youngistan meri jaan" the brand totally believes that they are for the people who are young, energetic, and enthusiastic and are self confident and having new and friendly idea to do or manage things easily. Thus, highlights its main motto that life is full of entertainment. Fun is considered to be the backbone of the brand in all circumstances.

Statement of the Problem

Every marketing activity aims at creating product awareness and desire among the consumers. This can do through two broad classifications of advertisement media viz., print and electronic media. These two media can be widely used to advertise the several type of product. However, the soft drinks products are considered as one of the Fast Moving Consumer Goods (FMCG), it needs more importance for advertisements. Hence the problem for this study has been formulated with a view to the impact of soft drinks advertisements.

Due to the stiff competition of soft drinks products, because lots of soft drinks industries entered into the market, so the advertisement for these soft drinks products are presented both in newspaper, televisions and internet etc. Hence, it necessary

for studying about how these soft drinks advertisements holds on impact. So the present research problem has been formulated by focusing on the selected media like newspapers, Television, Flux media.

Objectives of the Study

- To examine the respondents preference for soft drinks branded through the soft drinks advertisements
- To study the respondents level of satisfactions in the various media for soft drinks advertisements
- To critically evaluate the respondents level of influence and effectiveness in the various media of soft drinks advertisement

Pre – Testing

Before carrying out the original study the pre – testing of interview schedule has been down under the pilot study. For this purpose, 25 respondents were selected randomly from the area of study and they were asked to respond the question included in the interview schedule. The pilot study was carried out only for testing the validity and worthiness of the constructed interview schedule.

Construction of the Schedule

Based on their pilot study some of the unwanted questions were removed from the interview schedule and certain new questions were added. The questions included in the interview schedule are of open choice type questions. In the first part of the interview schedule the various personal factors relating to the respondents and in the second part of the interview schedule contains the question relating to the study factors. In the final part of the interview schedule, the respondents were requested to offer suggestion and recommendations for the improvement of effectiveness of soft drinks advertisement.

Collecting Data

Since the primary objective of this study is to know about the impact of advertisement for soft drinks, the required data were collected through the interview schedule by directly approaching the respondents. In this regard, the target groups of respondents were given a separate interview schedule personally and necessary terms were explained clearly to fill up the interview schedule. Generally the respondents took 20 to 40 minutes to fill up the questions on interview schedule. Thus, the necessary data for this study were collected through the interview schedule as the primary data through some other sources of the secondary data.

Sampling Technique

The consumers of soft drinks and the audience of soft drinks advertisements for various media were the target group of respondents for this study.

Sample Size: The data for this study were collected the sample size of 225 respondents of the above type.

Area of the Study

The study conducted at Coimbatore city. In Coimbatore city, there are four zones viz, East, West, North and South zones. For the convenience of the study East, West and North zones were selected and the data were collected.

Sampling Technique

The study conducted based on the random as well as convenient method of sampling. Among the four zones in the Coimbatore city, the three zones via East, West and North zones were selected randomly. From each zone a sample of 75 was drawn on convenient basis.

Analysis and Interpretation

From the above table states that out of 225 sample respondents surveyed 59.1% of them are satisfied, 24.9% of

them are neutral, 12.9% of them are highly satisfied, 1.8% of them are dissatisfied and only 1.3% of them are highly dissatisfied.

Thus, majority of the sample respondents (59.1%) are satisfied, with the soft drinks advertisement.

From the above table infer that 34.4% of the sample respondents states that attractive advertisement create impact to them, 41.7% of the respondents opinion that colorful advertisement creates impact of them and only 23.9% of the respondents opinion that informative advertisement create impact of them.

It is clear that majority of the sample respondents opinion that colorful advertisement create more impact among the respondents.

Form the above table reveals that 12% of the respondents opinion that newspaper advertisements give more information, 37.7% of the respondents states that newspaper advertisement is highly believable, 30.8% respondents opinion that newspaper advertisement helps for easy reference and only 19.5% of the respondents opinion that newspaper advertisement is quickly reachable.

The majority of the sample respondents opinion that newspaper advertisement is highly believable.

The above table shows that out of 199 sample respondents states 31.6% of them reveals using celebrities in soft drinks advertisement creates quick attention, 54.8% of the respondents says that soft drinks advertisement are having more memorability while using sports and cine stars, 13.6% of them says that the cine and sports stars are highly inducements of soft drinks advertisements.

Hence, the majority of the respondents (54.8%) of them opinioned that more memorability of soft drinks advertisement while using of cine and sports stars.

From the above table stat that out of 225 sample respondents surveyed in 16.4% of them soft drinks advertisement it educates the buyers in promotional activities, 62.7% of them reveals that advertisement attract the attention of the people, 10.7% of them reveals valuable suggestion for soft drinks advertisement and 10.2% of the respondents states that advertisement helps for high memorability of the product.

Thus the majority of the sample respondents (62.7%) of them reveals that advertisement attract the attention of the people.

From the above table stat that out of 225 sample respondents surveyed in 5.8% of them strongly agree the soft drinks advertisement matched with the product, 52% of them agree to the soft drinks advertisement matching the product, 31.6% of them reveals the opinion neutral for the soft drinks advertisement and 7.5% of them respondents states that disagree for the soft drinks advertisement, and 3.1% of them respondents strongly disagree with the soft drinks advertisement do not match the Pepsi product.

Thus the majority of the sample respondents (52%) reveal that agree to the soft drinks advertisement matching the Pepsi product.

From the above table describes that out of total respondents taken, 29.3% of them have a very good impact of television and newspaper advertisement for soft drinks 52% of the respondent have a good opinion about the soft drinks advertisement. 18.7% of the respondent has an average opinion for the overall impact of television and newspaper advertisement for soft drink. It is clear that majority of respondent (52%) have

a good opinion about the overall impact of television and newspaper advertisement for soft drink.

From the above table describes that out of total respondents taken has, 11.1% of them have reveals that more enthusiastic for the overall attitude and reaction Pepsi product advertisement, 32% of the respondent stated that they are not interested in Pepsi product advertisement, 36.9% of the sample respondents having highly memorable for the Pepsi product advertisement, 16.4% of the respondent reveals that Stimulate to make a purchase of soft drink advertisement and remaining only 3.6% of them indicated that others of soft drink advertisement.

It is clearly shows that majority of sample respondent (36.9%) of sample respondents having highly memorable for the Pepsi product advertisement

Ranking Analysis

Under this method the respondents are asked to rank the choices of the soft drinks advertisement. This method is the easier and faster to found the product status. Here in this study the respondents are asked to the various media through which they are getting awareness about opportunities and the respondents are used to rank as 1, 2, 3, 4, 5, 6, and 7.

The scores of each aspect of the soft drinks advertisement for the 225 sample respondents were totaled and the total score has been arrived. Final ranking has been done based on the total score and their marks.

From the above table 4.6.8 describes that the respondents have given top priority for Pepsi advertisement, the second preference to slice advertisement, the respondents preference to third place is 7 up advertisement as well as the respondents fourth place given by them for Mirinda and Pepsi Lime advertisement is given fifth place six and seventh place given to Tropicana and Lipton advertisement.

It is concluded that the Pepsi advertisement having preferred by the more member of respondents.

The above table reveals the satisfaction level of various attributes in soft drinks advertisement. According to mean score the first place occupied to the factor for stylish presentation of soft drinks advertisement 12(5.3%) of them reveals that highly satisfied, 21(9.3%) of them satisfied. 21(9.3%) of them Neutral, 73(32.4%) of the described dissatisfied and only 98(43.6%) of their sample respondents reveals that Highly dissatisfied, second rank placed on the graphics method, Third rank should gave them Highlighting the message in humorous way, fourth rank placed on Emphasizing unusual possibility, and the factor latest Information relating to different verities. 54(24%) of them Highly satisfied, 56(24.9%) of them satisfied 35(15.6%) of them neutral, 38(16.9%) of their reveals that dissatisfied and only 42(18.7%) of their sample respondents states that the highly dissatisfied

It is finally conclude that the majority of the respondents gave the place on first about the stylish presentation of the soft drink Advertisement.

The above table Exhibits the opinion about the factors of promotional mix for the Pepsi products. According to mean score that first place occupied to the factor for "proper display of the products creates awareness among the public. In that 64(12.9%) of them reveals extremely important. 67 (19.1%) of them important, 22(9.8%) of their opinion towards somewhat important, 43(19.1%) of them unimportant and only 29(12.4%) are in the opinion about extremely unimportant and second place of sales promotion persuades various offers in general. Third place to attractive packing and insurability, Furth place to

attractive Advertisement create persuasion among the public and last rank for Act of sales man prompts to makes on purchase of 50(22.2%) of reveals extremely important, 60(26.7%) of their states that important, 26(11.6%) of them states that somewhat important, 43(19.1%) of them states that unimportant and only 46(20.4%) of there are reveals that opinion about extremely unimportant.

The table also describe the optimize opinion about their proper display of the products creates awareness among the public for the factor of promotional mix for the Pepsi products.

Finding

1. Majority of the sample respondents (59.1%) are satisfied, with the soft drinks advertisement.
2. Majority of the sample respondents' opinion that colorful advertisement create more impact among the respondents.
3. Majority of the sample respondents' opinion that newspaper advertisement is highly believable.
4. Majority of the sample respondents (62.7%) of them reveals that advertisements attract the attention of the people.
5. Majority of the sample respondents (52%) reveal that agree to the soft drinks advertisement matching the Pepsi product.
6. Majority of respondent (52%) have a good opinion about the overall impact of television and newspaper advertisement for soft drink.
7. Majority of sample respondent (36.9%) of sample respondents having highly memorable for the Pepsi product advertisement.
8. The Pepsi advertisement having preferred by the more member of respondents.
9. Majority of the respondents gave the place on first about the stylish presentation of the soft drink Advertisement.
10. Majority of the respondents gave the place on first about the stylish presentation of the soft drink Advertisement.

Suggestions

To take the quick decision and create a desire on the products the message and copy of the advertisement should give a memorizing value to the Television viewers. Hence it is suggested that every advertisement should be presented in the middle of programme with the attractive slogan, interesting background music etc.

Now-a-days the humorous way of approach plays a vital role for influencing others. If the advertisement wants to get an influence of all the viewers of television for a longer period, it is suggested that the creative advertisement should be presented with the humors message, comedians, humorous location according to the nature of product etc.

The Taste and preference of the viewers for viewing the television programs are not always be a constant one. Hence, it is recommended that the advertisement for the same product should be given with frequent changes and varieties of the copy in a creative way. Further, it is recommended that the variety of advertisements for the same product can be given along with different caption and graphics image and the advertisement can be presented by the different sports and cine stars.

The Psychological attitude of the newspaper readers depends upon the colour used for effective expression of the message. Thus the creative advertisement should contain attractive caption, unimaginable product description etc, with the colorful back ground. Similarly for the important part of the advertisement, slogan, pictures of the product etc, the multiples of colors can be used in a creative way.

The presentation of the Ads in the newspaper should always give certain psychological values to the readers of the

newspaper. The focusing point of the eye by the readers are always depends upon the right hand top corner of the newspaper. Hence, it is suggested that in order to create desire on the product, it is better to present the advertisement always on the right hand top corner. Similarly, the important advertisements can be presented in the middle of the hot news also by choosing as a right location.

The copy of the Newspaper advertisement should give the attention value to the readers and influence more for in depth knowledge of the product. Thus, in the copy of the advertisement the heading, product title, attention part of the message etc should be written with stylish manner Using different font style and size.

The long memory of the advertisement message in the radio advertisement is made possible by the listeners because of well pronunciation and attractive voice of the advertisement artists. Hence, it is suggested that every' words in the advertisement should be well pronounced and the highlighting message should be delivered in the different angle.

It is also suggested that the copy of the advertisement should be designed in a very big size and attractive colour should be used for highlighting the important message according to the nature of the product and the area in which it prevails. The advertisement message should be in such a way enhance the believability of the customers on it which in turn favourably turns the minds of the consumers towards the products.

Conclusion

The consumer preference and the attitudes change with the passage of the time and age mediums of Advertisements also play on important role in promoting the products among the masses.

The study reveals that among the several media considered for the impact of soft drinks Advertisements play a pivotal role in soft drinks Advertisements.

Television is an important and effective medium used for communication with the consumers, and most of the respondents strongly opinion about that impact of soft drink Advertisements is mostly possible through to television media. Finally the present Study also reveals that the soft drinks Advertisement in television media provide opportunist for wider market segments.

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Table: 1- classification of respondents on the level of Satisfaction on soft drinks advertisement

S.No	Level of satisfaction	Frequency	Percentage
1	Highly satisfied	29	12.9
2	Satisfied	133	59.1
3	Neutral	56	24.9
4	Dissatisfied	4	1.8
5	Highly dissatisfied	3	1.3
	Total	225	100.0

Source: Interview schedule

Table: 2- Respondents opinion about factors considers for Impact of soft drinks advertisement

S.No	Impact Factors	Frequency	Percentage
1	Attractive	69	34.4%
2	Colorful	84	41.7%
3	Informative	48	23.9%
	Total	201	100

Source: interview schedule

Table: 3- Respondents Opinion about Factors Considered For Impact of Newspaper Media

S.No	Impact	Frequency	Percentage
1	More information	19	12%
2	Highly believed	60	37.7%
3	Easy reference	49	30.8%
4	Quick reachable	31	19.5%
	Total	159	100

Source: interview schedule

Table: 4- Reason for Using Celebrities in Soft Drinks Advertisements

S.No	Celebrities	Frequency	Percentage
1	Quick attention	63	31.6%
2	More memorability	109	54.8%
3	High inducement	27	13.6%
	Total	199	100

Source: interview schedule

Table: 5- Important role of soft drinks advertisement in promotional activities

S.No	Promotional activities	Frequency	Percentage
1	It educates the buyers	37	16.4
2	Attract the attention of people	141	62.7
3	Gives valuable suggestion	24	10.7
4	Highly memorable	23	10.2
	Total	225	100.0

Source: interview schedule

Table: 6- soft drinks advertisement message and Opinion for Pepsi product

S.No	Advertisement message	Frequency	Percentage
1	strongly agree	13	5.8
2	Agree	117	52.0
3	Neutral	71	31.6
4	Disagree	17	7.5
5	strongly disagree	7	3.1
	Total	225	100.0

Source: interview schedule

Table: 7- opinion about overall impact of tv, newspaper And flux advertisement for soft drinks

S.No	Opinion	Frequency	Percentage
1	Very good	66	29.3
2	Good	117	52.0
3	Average	42	18.7
	Total	225	100.0

Source: interview schedule

Table: 8- opinion about overall attitude and reaction of Pepsi product advertisement

S.No	Opinion	Frequency	Percentage
1	More enthusiastic	25	11.1
2	Not interesting	72	32.0
3	Highly memorable	83	36.9
4	Stimulate to make purchase	37	16.4
5	Others (specify)	8	3.6
	Total	225	100.0

Source: interview schedule

Table: 9-Ranking Analysis Based On Factors Preference to Impact of Soft Drinks Advertisement Used In Various Flavours

Factors	No of respondent	Sum	Mean	Std. Deviation	Rank
Pepsi	225	562.00	2.4978	1.54146	I
7up	225	747.00	3.3200	1.59933	III
Tropicana	225	1180.00	5.2444	1.60016	VI
Pepsi Lime	225	1117.00	4.9644	1.64983	V
Slice	225	606.00	2.6933	1.86346	II
Lipton	225	1230.00	5.4667	1.59519	VII
Mirinda	225	861.00	3.8267	1.64783	IV

Source: interview schedule

Table:10- Respondents Satisfaction Level of Various Attributes Of Soft Drink Advertisement

Variables	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Mean	Sum
Stylish Presentation	12 (5.3%)	21 (9.3%)	21 (9.3%)	73 (32.4%)	98 (43.6%)	3.9956	899
Graphics method	25 (11.1%)	30 (17.3%)	13 (5.8%)	70 (31.1%)	78 (34.7%)	3.6089	812
Highlighting the message in humorous way	42 (18.7%)	42 (18.7%)	25 (11.1%)	58 (25.8%)	58 (25.8%)	3.2133	723
Emphasizing unusual possibilities	35 (15.6%)	55 (24.4%)	39 (17.3%)	59 (26.2%)	37 (16.4%)	3.0356	683
Latest information relating to different verities	54 (24.0%)	56 (24.9%)	35 (15.6%)	38 (16.9%)	42 (18.7%)	2.8133	633

Source: interview schedule

Table: 11-Respondents opinion about factors of promotional mix for the Pepsi products

Variables	Extremely Important	Important	Somewhat Important	Unimportant	Extremely Unimportant	Mean	Sum
Attractive advertisement creates persuasion among the public	63 (28.0%)	49 (21.8%)	25 (11.1%)	49 (21.8%)	39 (17.3%)	3.2133	723.0
Act of sales man prompts to make purchases	50 (22.2%)	60 (26.7%)	26 (11.6%)	43 (19.1%)	46 (20.4%)	3.1111	700.0
Sales promotion persuades various offers in general	59 (26.2%)	65 (28.9%)	31 (13.8%)	42 (18.7%)	28 (12.4%)	3.3778	760.0
Proper display of the product creates awareness among the public	64 (28.4%)	67 (29.8%)	22 (9.8%)	43 (19.1%)	29 (12.9%)	3.4178	769.0
Attractive packing and insurability	50 (22.2%)	65 (28.9%)	46 (20.4%)	35 (15.6%)	29 (12.9%)	3.3200	747.0

Source: interview schedule