



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: E  
MARKETING

Volume 15 Issue 2 Version 1.0 Year 2015

Type: Double Blind Peer Reviewed International Research Journal

Publisher: Global Journals Inc. (USA)

Online ISSN: 2249-4588 & Print ISSN: 0975-5853

## Consumer's Preference and Consumer's Buying Behavior on Soft Drinks: A Case Study in Northern Province of Sri Lanka

By V. Anojan & T. Subaskaran

*University of Jaffna, Sri Lanka*

**Abstract-** This study focused to find the consumer's preference effect consumer's buying behavior of all soft drinks which consumed by ordinary consumers in Northern Province. This study tested by using two main established variables which are consumer's preference include four sub variable such as perceived product, perceived price, perceived place, perceived promotion and consumer's buying behavior include four sub variable such as culture, Social factors, personal factors, psychological factors. The main objective was to evaluate the consumer's preference and buying behavior of soft drinks. This survey has been explored the level of influence of consumer's buying behavior. customer personal information which consists of gender, location of business, income level, brand, consuming period, preference and advertising media and also through research information which includes the dimensions of all variables. Information collected from 300 samples in the Northern Province for this study.

**Keywords:** *consumer preference, buying behavior, soft drinks, northern province.*

**GJMBR - E Classification :** *JEL Code : P36*



CONSUMERS PREFERENCE AND CONSUMERS BUYING BEHAVIOR ON SOFT DRINKS A CASE STUDY IN NORTHERN PROVINCE OF SRI LANKA

*Strictly as per the compliance and regulations of:*



RESEARCH | DIVERSITY | ETHICS

# Consumer's Preference and Consumer's Buying Behavior on Soft Drinks: A Case Study in Northern Province of Sri Lanka

V. Anojan<sup>α</sup> & T. Subaskaran<sup>σ</sup>

**Abstract-** This study focused to find the consumer's preference effect consumer's buying behavior of all soft drinks which consumed by ordinary consumers in Northern Province. This study tested by using two main established variables which are consumer's preference include four sub variable such as perceived product, perceived price, perceived place, perceived promotion and consumer's buying behavior include four sub variable such as culture, Social factors, personal factors, psychological factors. The main objective was to evaluate the consumer's preference and buying behavior of soft drinks. This survey has been explored the level of influence of consumer's buying behavior. customer personal information which consists of gender, location of business, income level, brand, consuming period, preference and advertising media and also through research information which includes the dimensions of all variables. Information collected from 300 samples in the Northern Province for this study. The responses were obtained through structured questionnaires. It was analyzed through SPSS package and results illustrated by tables. The results of the survey confirmed that Necto has an effective level and also Pepsi and Coca Cola have moderate level in the market. Given recommendations are useful to maximize the effectiveness of all variables in a positive way and also to eradicate the problems. I hope this research will be helpful to evaluate the consumer's preference effect consumer's buying behavior for all companies. Regression and correlation analysis confirmed that there is a significant relationship between consumer's preference and buying behavior and significant impact of consumer's preference on buying behavior.

**Keywords:** consumer preference, buying behavior, soft drinks, northern province.

## I. INTRODUCTION

This Research attempted to study consumer's preference and consumer's buying behavior on soft drinks in Northern Province's current market situation. Besides, this report also studies the customer feedback about the soft drinks in Northern Province. Thus it can be said that there are two broad goals of the research." to study the consumer's preference on soft drinks" as a whole and other to "consumer's buying behavior on soft drinks". The research work was done

through the collection of primary data by a common questionnaire through the market survey technique. Consumer preference explains how a consumer ranks a collection of goods or services or prefers one collection over another. This definition assumes that consumer's rank goods or services by the amount of satisfaction, or utility, afforded. Consumer preference theory does not take the consumer's income, good or service's price, or the consumer's ability to purchase the product or service. Consumer buying behavior refers to the multi-step decision-making process people engage in and the actions they take to satisfy their needs and wants in the marketplace. However, there is no single standard of behavior. Individual consumers behave differently based on psychological factors like motivation, and also due to environmental and situational forces.

Today's business environment is highly competitive and rapidly changing. Therefore if firm wants to succeed in its goals it has to do a continuous observation of the consumer behavior and their preference because consumers are the kings in the business world. In earlier days soft drinks market in Sri Lanka was thin and had few varieties of soft drinks such as Elephant house and very few local unknown brand. But nowadays it is changed inversely and grown overtime. It consists of so many varieties of soft drinks in the market such as Elephant house, Coco cola, Pepsi, Ole, My cola and so on. Today soft drink has become a vital daily usage which no one can avoid. The usage differs according to age, sex, income, culture, and different models, different taste, different customer's style, different volume, and different smell, different varieties of product(Ex- Elephant house: Necto, Orange barley, Orange Crash, Ginger Beer, Kick cola, Cream soda, Soda, Apple Soda and lemonade) which are available in the present market. It is therefore, important for the consumer who is described as the 'King' in a competitive marketing environment to identify those factors, which influence their buying behavior besides those who influence his/her buying behavior. In conclusion the consumer is the key factor. So first we must study the behavior of the consumer along with other things so that I have started to do a research study according to the consumer's preference and their buying behavior of soft drinks in Northern Province.

*Author α: Department of Accounting, Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka.  
e-mail: v.anoabt@gmail.com*

*Author σ: Department of Marketing, Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka.*

## II. STATEMENT OF THE PROBLEM

The problem of this research is to find out the relationship of consumer preference and consumer buying behavior on soft drinks. Today the majority of soft drinks products target all kind of people such as children, adults, middle age and old age; however there is a need for a nutritional drink for the adult. The purpose of this study is to develop a better understanding of consumer preferences and buying behavior on soft drinks and find out which factors are more impact on consumer preference and buying behavior. It is one for the needful study because now every companies are running their business in high competitive market and ever changing environment due that customers life style is changing day to day so that every organization have to give more consideration on customer preferences and buying behavior because they are kings in the market. Soft drink sector of Sri Lanka is performing very well however they have to understand what is customer preference and buying behavior on soft drinks to capture huge market. Based on the research problem of the study the following research question (RQ) was formulated,

RQ1: Do the consumer preferences affect the consumers buying behavior of soft drinks product?

## III. SIGNIFICANCE OF THE STUDY

The significance of this research expresses itself by being a helpful tool for marketers, bottlers and retailers of soft drinks to direct marketing campaigns in the right way. Moreover, there is no grounded research about the Surinamese soft drinks market and the consumers buying behavior toward the product. Also nowadays every sector are running their business in much competitive environment as well as soft drinks manufacturing companies are running their business in competitive environment due to new enters of soft drinks manufacturing companies, substitute product for soft drinks and well known branded soft drink product. So the researcher can sure that this study will help to who are going to enter in the soft drink products and who are trying to capture the huge market not only in Sri Lanka but also in globally by having more knowledge about consumer preferences and buying behavior on soft drink products.

The importance of the study to which obtain from this research, through this research the soft drinks products can come to know the customer's desires for designing the products. By easy segmentation of the customers, the producer can easily direct the products towards particular customers. It helps to know the relationship between the producer and customer. The Society through this research can identify the buying behavior and its characteristics. This research will be a guide and helpful to the future generation. This research explains the design and methodology of the researches.

In case of doing higher studies it will help to attempt more researches. This study will help to marketing officers, marketing students, marketing researchers, authors, researchers and soft drink manufacturers on improving their knowledge about consumer's preference and consumer's buying behavior in the current world and which factors mostly influence in consumer's preferences and buying behaviors

## IV. OBJECTIVES OF THE STUDY

The main objective of this study was as to identifying the factors which influence the consumer buying behavior with regard to soft drinks products. The following objectives were as secondary objectives such as,

1. To find what are the changes that would be made in future based on the consumer's preference?
2. To identifying the factors which influence the consumer preference with regard to soft drinks products.

## V. LITERATURE REVIEW

The aim of marketing is to meet and satisfy target customers needs and wants. The field of consumer behavior studies how individuals and organizations select buy, use, and dispose of goods, services, ideas or experiences to satisfy their needs and desires. Understanding consumer behavior and "knowing consumers" are never simple. Customers may say one thing but do another. They may not be in touch with their deeper motivations. They may respond to influences that change their mind at the last minute. Small companies and huge corporations stand to profit from understanding how and why their customers buy

### a) *Consumer Behavior*

The starting point for understanding buyer is the stimulus response model. Marketing and environmental stimuli enter the buyer's consciousness. The buyer's characteristics and decision process lead to certain purchase decisions. The marketers taste is to understand what happens in the buyer's consciousness between the arrival of outside stimuli and buyer's purchase decision. A consumer's buying behavior is influenced by cultural, social, personal, psychological factors. Cultural factors exert the broadest and deepest influence

#### i. *Existing Findings*

According to the Debadutta (2012) connecting communities across continents have shrunken the world into the small desktop. Tremendous flows of information and revolution in communication technology have pivotal impact on the world community and global business. The conglomerates around the globe plugged into this information super highway in order to ensure their competitive edge in the global commerce. In this

direction mobile handsets contribution is revolutionary. In this study, we mainly focused on identifying the factors which influence the consumer behavior while they intend to make their purchase decision of mobile handsets. This research put some light to peep in to the consumer's black box. Consumer behavior is an integral part of human behavior and cannot be separated from it. The present study is an empirical research based on survey method. Through simple random sampling 1200 samples were collected from the 11 coastal districts of Odisha, as majority of the mobile handset owners reside in these districts. The collected data were coded, calculated and analyzed with the help of statistical tools like percentages, chi-square test; Paired T-test model employed this study. From the study find out students outnumbered using the mobile phone services and also low income group people are attracted by mobile phones and they bought it by credit system. This push those into the debt trap.

Justin Beneke has done a study to examine the influence of perceived product quality, relative price and risk, respectively, on perceived product value and, ultimately, consumers' willingness to buy Fast Moving Consumer Goods. The particular context is that of store brand household cleaning products. Respondents were recruited through an in-store survey and the data analyzed using PLS path modeling. The results verify those proposed by Sweeney, Soutar & Johnson (1999). Strong relationships between perceived relative price and perceived product value, as well as between perceived product value and willingness-to-buy, were found to exist. A powerful negative relationship was observed between perceived product quality and perceived risk. The results indicate that establishing a value perception is critical in the buying process. Tangible cues exhibiting high quality (e.g. packaging, shelf space, media placement, etc) need profound attention. Furthermore, it is suggested that risk, which plays an important part in the consumer decision process, is minimized through optimal retail service quality and customer reassurances.

Bala, Kumar & Rao (2012) have done a study to analyze the existing buying behaviour of Instant Food Products by individual households and to predict the demand for Instant Food Products of Hyderabad city in Andhra Pradesh. All the respondents were aware of pickles and Sambar masala but only 56.67 per cent of respondents were aware of Dosa/Idli mix. About 96.11 per cent consumers of Dosa/Idli mix and more than half of consumers of pickles and Sambar masala prepared their own. Low cost of home preparation and differences in tastes were the major reasons for non consumption, whereas ready availability and save time of preparation were the reasons for consuming Instant Food Products. Retail shops are the major source of information and source of purchase of Instant Food Products. The average monthly expenditure on Instant Food Products

was found to be highest in higher income groups. The average per capita purchase and per capita expenditure on Instant food Products had a positive relationship with income of households. High price and poor taste were the reasons for not purchasing particular brand whereas best quality, retailers influence and ready availability were considered for preferring particular brand of products by the consumers.

Xihao & Yang's study investigating the difference of reference group influences on consumer behavior in cell phone purchasing decisions between the cell phone users in the U.S. and China. Specifically, three types of reference group influence (informational influence, utilitarian influence, and value-expressive influence) are examined in this study. The data for this study are collected from a web-based questionnaire survey with over 200 participants in each country. The preliminary results indicate that there are significant differences in the cell phone consumer purchasing patterns in terms of those social reference group influences, due to differences in some fundamental cultural and social traditions between the U.S. and China. Based on the results of this study, managerial insights and practical implications for marketing strategies in the cell phone market are recommended accordingly.

#### *b) Consumer Preference*

Market provides a key to gain actual success only to those brands which match best to the current environment "imperative" which can be delivered what are the people needs and they are ready to buy at the right time without any delay. It is perfectly true but this also depends on availability of good quality products and excellent taste and services which further attract and add a golden opportunity for huge sales. This also depends on the good planning approach and provide ample opportunity plus sufficient amount of products for sales in the coming next financial year. This study involves study of consumer's preferences for soft drinks. After going through a detail analysis of market behavior and future prospect, it may also provide an opportunity to soft drinks Company to frame a good future plan to satisfy maximum needs of the customers and established its guiding role in the market of Northern Province and throughout the country as a whole. The study report will also provide an opportunity to delineate its market potential business areas, products & services are to be offered by the company to the customers. This study report also provides the various factors affecting the services. Marketing Division of Soft Drinks Company has to keep in mind various factors specially while preparing a plan for marketing its product or services. Detail description along with analysis of surveyed data is being presented in this report.



i. *Existing Research Findings*

Today there is an increasing demand for healthy and nutritional products as a consequence of consumers being better educated and more demanding; which leads to a need for new products and a more differentiated food product assortment Linnerman et al., (1999). In fact, consumers want high quality products that also deliver specific benefits in terms of health, safety and environmental quality Van der Heuvel et al., (2007). How consumers perceive product attributes is a critical aspect in the food choice process Kupiec and Revell, (2001). Several studies have been conducted to examine how consumers evaluate different product attributes in numerous food products. Health, nutrition, taste, price, convenience are some of the criteria consumers use to determine which product is more attractive Bech-Larsen et al., (1999). Consumers' face many trade-offs in their food choices, for example between nutrition and price, nutrition and convenience Blaylock et al., (1999). The development of healthy food was rated as the most important area of research, followed by developing natural foods Katz, (2000). According to Baltas (2001), consumers give plenty of attention to their diets, and especially to the information that appears on the package label such as, nutritional and health claims. As a response to consumers demand for healthier and nutritious goods, producers should highlight these claims on the front label of their packages. Other characteristics such as organic production and locally produced might provide additional benefits to consumers who care about environmental preservation.

The sensory attraction of a food product and the visual appearance of its packaging are powerful influences on consumer acceptability Tuorila and Pangborn, (1988); Cardello (1994). Packaging attributes can persuade consumers to purchase the product, and sensory attributes will 7

Confirm if they like it. This process may be determined if the buyer will repeat the purchase Munrray and Delahunty, (2000). Packages and labels have only a few seconds to make an impact on the consumer's mind Dantas et al., (2004); during that time, it must catch the consumer's eye, and convince the shopper that it is the optimum option on the shelf Rowan (2000). Colour and graphics in fruit juice packages represent key elements of the total appearance in a package design. According to Hutchings (2003), intensifying the fruit colors could strengthen expectation for the juice flavour. Deliza (2003) suggested that package designers should consider consumer expectations about the product's sensory attributes when designing the labels. In order to reach consumers needs and be successful in the market, producers should try to understand the sensory and packaging characteristics of a food product Munrray and Delahunty (2000). Consumers usually don't choose the attributes one at a time; instead

they choose the group of attributes that provide them the greatest utility.

Some literature has been devoted to consumer perception of labelling and packaging, and the role of information on consumer intention to purchase. For instance, in Roe, Levy and Derby (1999) study, nutritional and health claims presented on the front label were more important than back-label nutrition facts. Bond, Thilmany, Keeling (2007), noticed that health claims regarding a diet rich in fruits and vegetables, and the power of these products reducing the risk of coronary disease and cancer, proved to be the most effective claim when attracting consumers. Teisl, Bockstael, and Levy (2001) examined the effects of nutritional claims on front label for several grocery products, and determined that these claims tend to change consumer's behavior; however, they stated that the health alternative did not always increase market share. In a survey conducted by Cichon and Ucherek (1999), three hundred and eighty students 8 were asked which packaging attributes influence their choices when deciding which fruit juice to purchase. Results showed that functionality, shape, capacity, general look and ecological aspect were the most important attributes that determined consumer choice of packaging. Deliza et al. (2003) conducted a conjoint survey with one hundred and twenty five British consumers, to observe the expectations of packages of an unfamiliar fruit juice (passion fruit) using computer generated images. The respondents were presented with twenty four computer generated package images, on which six packaging factors were manipulated (background color, picture, information, brand, language and shape). According to the authors, significant effects were found for each attribute; however, background color and information were the most important.

More recently, Laboissiere et al. (2007), employed conjoint analysis to determine the effect of packaging attributes on consumer expected liking and purchase intention of passion fruit juice. One hundred and twenty consumers evaluated twelve prototypes for expected liking and purchase intention. The results suggested that information about benefits of processing technologies such as high hydrostatic pressure presented on the package played an important role on consumer intention to purchase. Deliza and Silva (2003), explored consumers perceptions about the information of high pressure in the fruit juice package using focus groups. Dantas et al. (2004) also used focus groups to obtain information on consumer's attitudes about minimally processed products. Results suggest that the main packaging characteristics observed by participants were "best before", brand and nutritional information. The results of these studies implied that giving consumer's information about food production had a positive impact on the perception. A

similar approach conducted by Cardello, Schutz and Leshner (2007), addressed issues 9

Related to consumer attitudes and conceptions regarding food processed by emerging technologies He found that the perceived risk associated with this technology was the most important factor influencing consumer interest in their use.

The choice of the product can be heavily influence by the packaging material. Beverage packages are of particular interest, since they cannot be distributed without a container (Van Dam and Van Trijp, 1993). Since their creation in 1960, aluminum cans rank as today's most desirable, convenient, and environmentally friendly package. According to the Can Manufacturers Institute in the U.S. approximately 130 billion cans are used by Americans each year, creating an eight billion dollar industry, with 200 manufacturing plants in 38 states, which employ more than 35 thousand employees. Tetra-brick was created in 1950. According to a Global Marketing Information Data Base (GMID) in 2005, approximately 1.9 billion of tetra-packs were used for fruit and vegetable uses in the United Kingdom. Polyethylene Terephthalate (PET) was introduced in the market in 1970, and since then has been increasing its popularity among the beverage industry. In 2005, approximately 68 billion of units of PET bottles were used for beverage in the U.S., and this number is expected to grow by 87 billion in 2010 (GMID, 2006). A number of studies have examined consumer preferences for organic products (Loureiro et. al, 2001; Loureiro and Hine, 2002; Gil et al., 2000), most findings suggest that consumers are willing to pay a premium for organic products. The term "Locally produced" is gaining increasing importance in a variety of fields. Local food is produced and processed locally, and it is determined by the distance it has traveled. One factor that influence consumers consumption of local products is that this type of food is environmentally friendly (Lusk et al. 2007), because supermarkets are using less fuel to transport the food, and less preservatives to extend the shelf life.

People who prefer to eat local foods are sometimes called "locavores" or "localvores" (Roosevelt, 2006). Locavore is someone who eats food grown or produced locally or within a certain radius such as 50, 100, or 150 miles. This movement was created by Jessica Prentice from San Francisco, and promotes the practice of eating from food produced within an area of a 100 mile radius. The literature review suggests that determining which packaging and labeling attributes are most significant to the consumer is essential before launching a product. In the case of 100% fruit juices, packaging and labeling can predispose the consumer to buy the product. Features such as package and nutritional claims play a fundamental role on the purchasing decision. Information about the content and benefits for the consumer should be highlighted on the

package. In order to get an advantage in this competitive market, producers should try to involve consumers in the creation of the products before actually introducing it into the market. Several studies have been carried out regarding package and label of fruit juice; however, few have examined the effect of lifestyle segmentation which incorporates consumer behavior and opinions about 100% fruit juices packages, to identified homogeneous consumer segments sharing similar patterns of social behavior.

Attributes in conjoint experiments should reflect the competitive environment of alternatives available in the market (Blamey et al, 2001). In most situations consumers know which attributes are more important when they look to purchase a product. Consumer perceptions of a product are based on more than one attribute, so it is fundamental to identify which attributes influence their intention to purchase. A series of focus groups and other qualitative technique could be used to obtain 13

Information about the attributes and levels Focus groups are particularly useful with new product concepts. A focus group session is a qualitative research tool designed to obtain perceptions of several individuals of a specific subject, and is frequently used in conjoint analysis studies. Focus groups interviews can be described as small groups in which the researcher guides a group discussion on the topic of interest (Harrison et al., 1998).

Deliza et al. (1999) used focus groups to find out which fruit juice package attributes Brazilian consumers prefer. In (2003) she used this information to created images of passion fruit juices packages in a conjoint study. Deliza et al. (2000), used focus groups to figure out which features of label affect the expected attributes of instant coffee.

Dantas et al. (2004), employed focus groups to obtain information on consumer attitudes and opinions about the package attributes when choosing minimally processed vegetables to figure what kind of information should be presented to contribute to a higher intention to purchase. Harrison and Mclennon (2004) used focus groups to obtain information regarding the consumer's general knowledge about biotechnology, and identify labeling attributes that contribute to the consumers' preference.

## VI. HYPOTHESES

The consumer preference and buying behavior are influence by a number of complex factors. According to the Kotler's model (2000) of the factors influencing a consumer's buying behavior, marketing mix highly determine the consumer preference.

*H1:* There is significant relationship between consumer preference and buying behavior on soft drinks in the Northern Province.

- H2: There is significant impact of consumer preference on buying behavior on soft drinks in the Northern Province.
- H3: There is a significant association between price and buying behavior on soft drinks in the Northern Province
- H4: There is a significant impact of price on buying behavior on soft drinks
- H5: There is a significant association between promotion and the buying behavior of soft drinks.

H6: There is a significant impact of promotion on the buying behavior of soft drinks in the Northern Province.

### VII. CONCEPTUAL FRAME WORK

Based on the literature review, following conceptual modal was formulated to depict the consumer's preference and consumer's buying behavior.

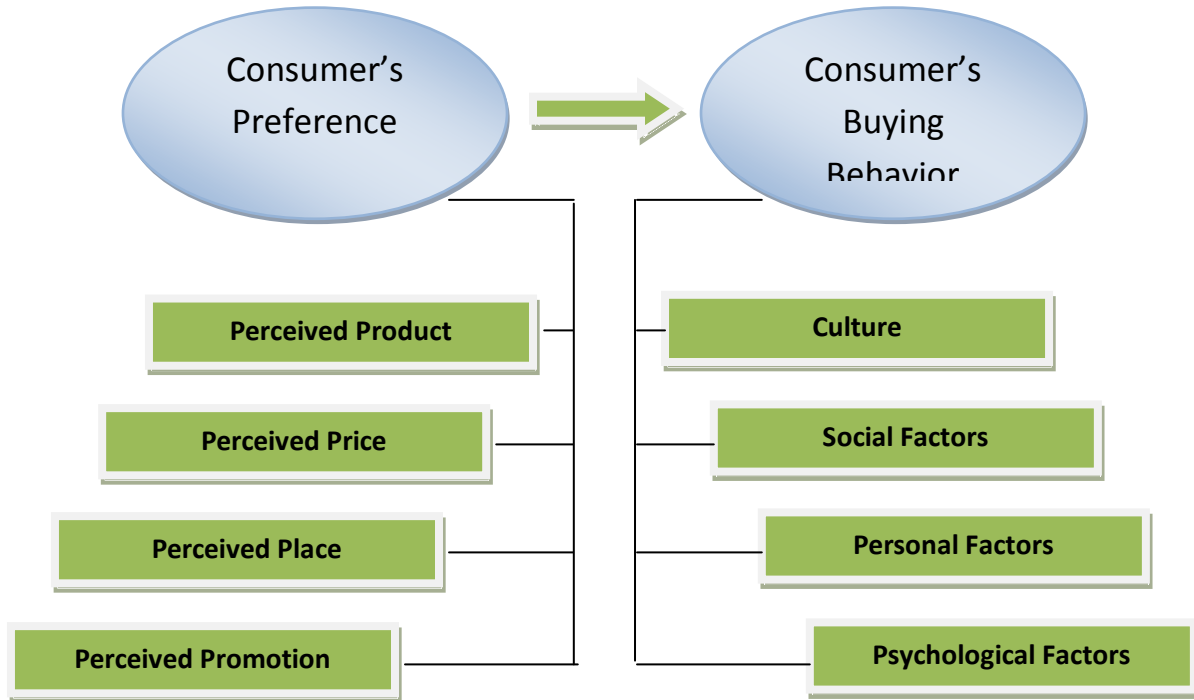


Figure 1 : Conceptualization Modal

### VIII. OPERATIONALIZATION

Two concepts are discussed in this study one is the consumer performance and other one is consumer buying behavior.

Table 1 : Operationalization

Concept	Variable	Indicator	Measurement
Consumer Preference	Perceived Product Perceived Price Perceived Place Perceived Promotion	Brand Low/high Rural area/urban area Advertisements/public relations	Q1,Q2,Q3,Q4, Q5,Q6,Q7,Q8 Q9,Q10,Q11,Q12 Q13,Q14,Q15,Q16
Consumer Buying Behavior	Culture Social Factors Personal Factors Psychological Factors	Ever changing world Respect Characteristic Behavior	Q17,Q18,Q19,Q20 Q21,Q22,Q23,Q30 Q24,Q25,Q26, Q27.Q28,Q29

## IX. RESEARCH METHODOLOGY

### a) Data Sources

Primary Source of data includes data and information which were obtained by

- Questionnaire
- Observation

Obtaining information through consumer, customer and sealers are major primary source of marketing data. Data collected from respondents by means of communication and observation. The communication method of data collection based on the questioning the questionnaire. Observation involved the recording of the respondent's behavior. In this research, the most of data obtained from questionnaire and observation.

#### i. Questionnaire

The most common data collection technique was the structured direct questionnaire through which the data collected for this research.

### b) Selection of Sample

The study considered the entire five districts in the Northern Province. Soft drinks are security and health consumption purpose for the feet. Mostly one family drank the different brands of soft drinks. Because of it, generally total population is most important influencing factor over the soft drinks buying behavior in the every district. In the case of soft drinks, consumers generally very tremendously in keeping with income level and satisfaction level and these are the causes that the market and people who need soft drinks may not prefer the same varieties of soft drinks.

The samples selected from peoples of the Northern Province thus peoples of the Northern Province (Jaffna, Vavuniya, Kilinochchi, Mullaitivu and Mannar Districts) selected. The description of the districts of the peoples selected from each

Table 2 : Consumers samples of Northern Province

District	Population (2012)	Respondents	Percentage
Jaffna	583,071	162	55%
Vavuniya	172,789	50	16.5%
Kilinochchi	112,872	32	10.5%
Mullaitivu	92,228	26	8.5%
Mannar	99,063	30	9.5%
Total	1,060,023	300	100%

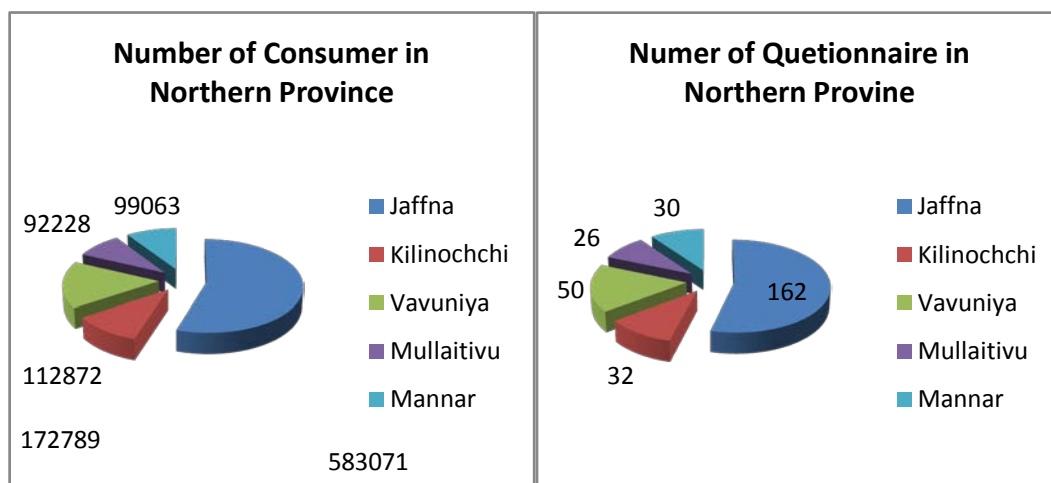


Figure 2 : Consumer of Northern

Figure 3 : Samples of Northern



There are two methods of selecting sample from population, i.e. non random or judgment sampling and random or probability sampling. The probability sampling all the items in the items in the population has a chance of being chosen in the sample.

*c) Reliability and Validity of the Data*

Before finalized the research instrument (questionnaire), conducted the pilot study to reduce the language biasness and errors. In the pilot study, nine questionnaires were issued to final year management students, Faculty of Management Studies and Commerce, University of Jaffna. In the process of research instrument development, first, researcher developed the questions in the English version with the help of the standard questionnaire. Secondly, questions in the English version were changed into Tamil version. Then, both English and Tamil version questions were checked by the scholars who are in the management and Commerce academic field in the Faculty of Management Studies and Commerce. During the pilot study, some inconvenience words to the respondents were changed by the researcher with the help of the respondents of the pilot study. Researcher has also observed the responses of the respondents directly. Furthermore, Reliability was established with an overall Cronbach's alpha. It was compared our reliability value with the standard value of 0.7 advocated by Cronbach (1951), a more accurate recommendation (Nunnally & Bernstein's,1994) or with the standard value of 0.6 as recommended by Bagozzi & Yi's (1988).

*d) Methods and Measures*

In the quantitative approach, various statistical methods were employed to compare the data collected from the respondents. These methods included (1) descriptive statistics, which involved in collecting, summarizing and presenting data. This analysis had given the information for the data through the frequency distribution, central tendency, and the dispersion. (2) Inferential statistics, which involved in drawing conclusions about a population based only on sample data. It included correlation and multiple regression analysis.

*Multiple Regression Analysis* was used to find out the impact of consumer preference on consumer's buying behavior on soft drinks.

*Correlation Analysis* was used to find out the relationship between consumer preference and consumer's buying behavior on soft drinks in the northern province of Sri Lanka and also the data analysis for the proposed research was performed with the help of the latest SPSS computer package.

*e) Research Model*

To identify the impact of consumer preference on buying behavior on soft drinks in the Northern

Province, a regression model (1) can be estimated as below.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \dots + \epsilon_i$$

X. RESULTS AND INTERPRETATION

*a) Choice of Brands*

Here consumer made a firm decision which brand to buy. Advertisements create brand connection. Consumers do not from a strong attitude towards brand but select it because it is familiar. After the purchase they may not even evaluate the choice, because they are not highly involved with the product. So the buying behaviour is that brand beliefs are formed by passive learning followed by purchase, which may be followed by evaluation in every District and finally total result evaluation in Northern Province.

*a. Jaffna District*

Table 3: Choice of Brand in Jaffna District.

Brand Names	Respondents	Percentage
Pepsi	34	21%
Coca cola	25	15%
Necto	95	59%
Others	8	5%
Total	162	100%

Source: Survey Data

According to this table 3 can be seen choice of brand in Jaffna district, 59% of consumers consumed Necto. Because its brand was impressed in the mind of the users due to its quality customary, practice, free availability, changes made over the product over time and different size such mega bottle , medium bottle and small bottle. 24% of consumers consumed Pepsi, 15% of consumers consumed Coca Cola and 8% of consumers consumed other brands may be due to the popularity gamed through advertisement, quality, different taste, sizes and interest in experimenting new products.

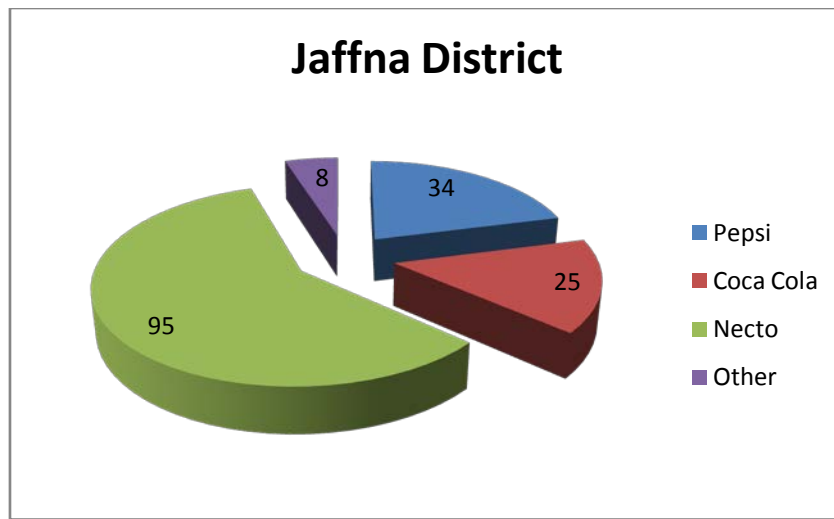


Figure 4 : Choce of Brand in Jaffna District

Source: Survey Data

*Kilinochchi District*

Table 4 : Choice of Brand in Kilinochchi District

Brand Names	Respondents	Percentage
Pepsi	4	12.5%
Coca cola	4	12.5%
Necto	20	62.5%
Other	4	12.5%
Total	32	100%

According to the table 4 found that Kilinochchi district's brand choices, 62.5% of consumers consumed Necto. Same percent of 12.5% of consumers consumed Pepsi, coca cola, and other may be due to the popularity gamed through advertisement, quality, different sizes, tast and interest in experimenting new products.

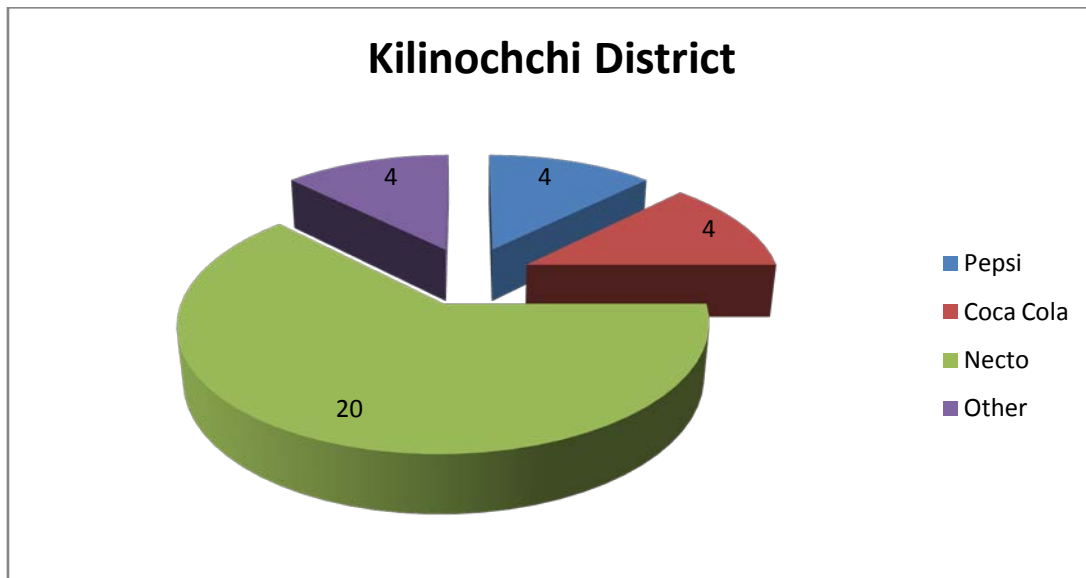


Figure 5 : Choce of Brand in Kilinochchi District

Vavuniya District

Table 5 : Choice of Brand in Vavuniya District

Brand Names	Respondents	Percentage
Pepsi	11	22%
Coca cola	10	20%
Necto	25	50%
Other	4	8%
Total	50	100%

Table 5 revealed that choice of brand in Vavuniya district, 50% of consumers consumed Necto. 22% of consumers consumed Pepsi, 20% of consumers consumed coca cola and 8% of consumers consumed other brand.

Source: Survey Data

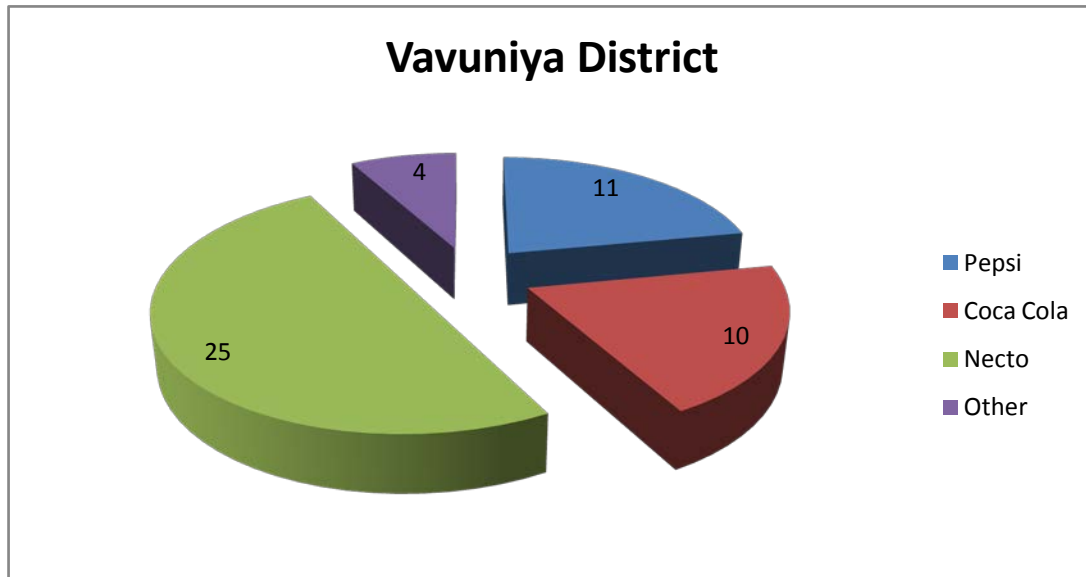


Figure 6: Choce of Brand in Vavuniya District

Mullaitivu District

Table 6 : Choice of Brand in Mullaitivu District.

Brand Names	Respondents	Percentage
Pepsi	6	23%
Coca cola	5	19%
Necto	12	46%
Other	3	5%
Total	26	100%

Source: Survey Data

According to this table 6, choice of brand in Mullaitivu district, 46% of consumers consumed Necto. 23% of consumers consumed pepsi, 19% of consumers consumed coca cola and 5 of consumers consumed other brand may be due to the popularity gamed through advertisement, quality, different taste, sizes and interest in experimenting new products.

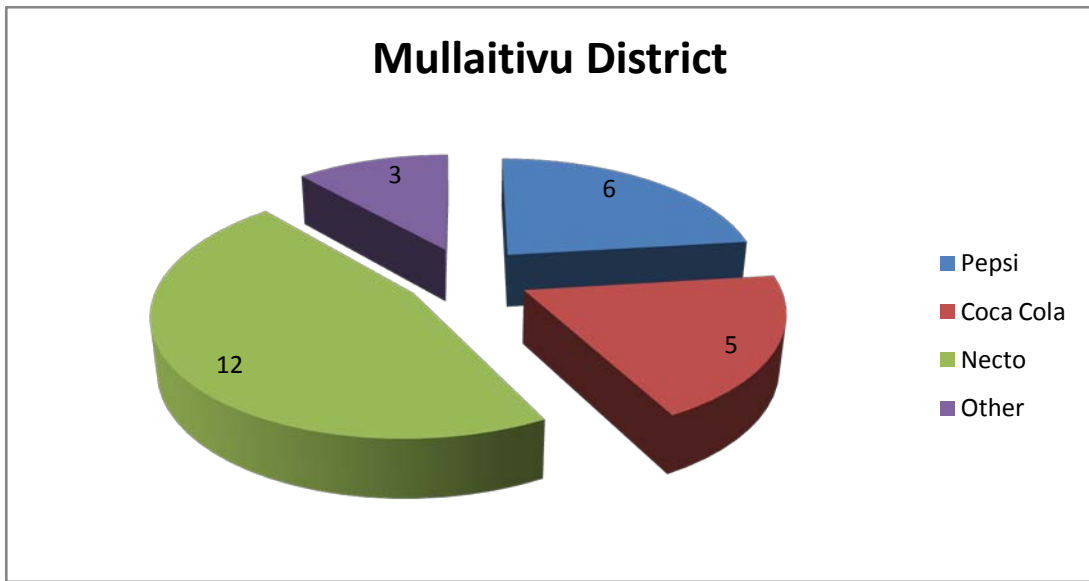


Figure 6 : Choce of Brand in Mullaitivu District

Source: Survey Data

e. Mannar Disrict

Table 7: Choice of Brand in Mannar District.

Brand Names	Respondents	Percentage
Pepsi	7	23%
Coca cola	4	13%
Necto	15	51%
Other	4	13%
Total	30	100%

According to this table 7 can be seen that brand choices in Mannar district, 51% of consumers consumed Necto. 23% of consumers consumed Pepsi, Coca Cola & other brand are consumed at 13%.

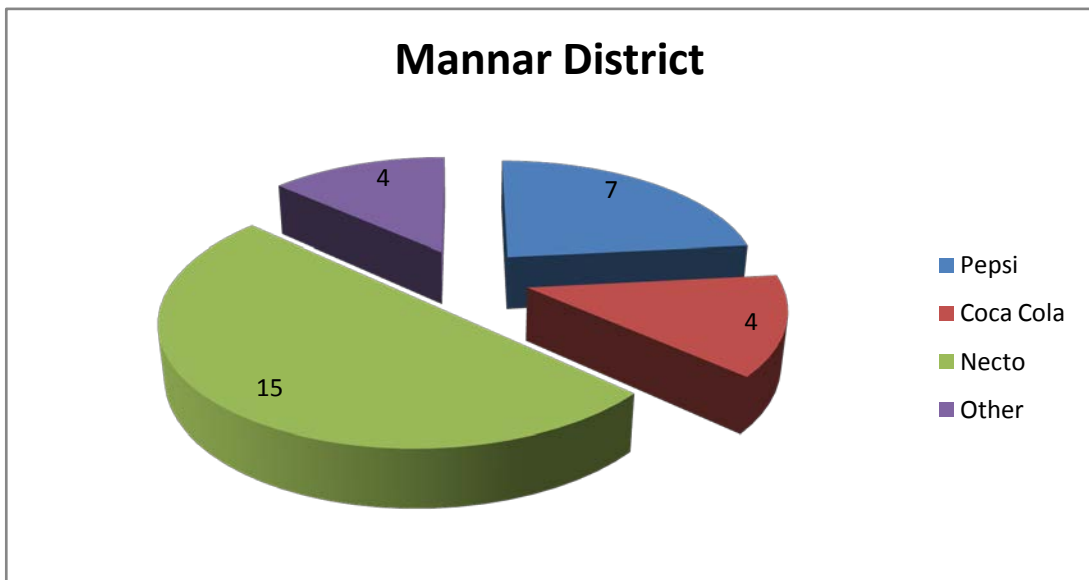


Figure 7 : Choce of Brand in Mannar District

f. Northern Province

Table 8 : Choice of Brand in Northern Province.

Brand Names	Respondents	Percentage
Pepsi	62	20%
Coca cola	48	16%
Necto	167	56%
Other	23	8%
Total	30	100%

Source: Survey Data

Table 8 reveals that Northern Province's brand choices, 59% of consumers consumed Necto. 20% of consumers consumed Pepsi, 16% of consumers consumed coca cola and 8% of consumers consumed other brand.

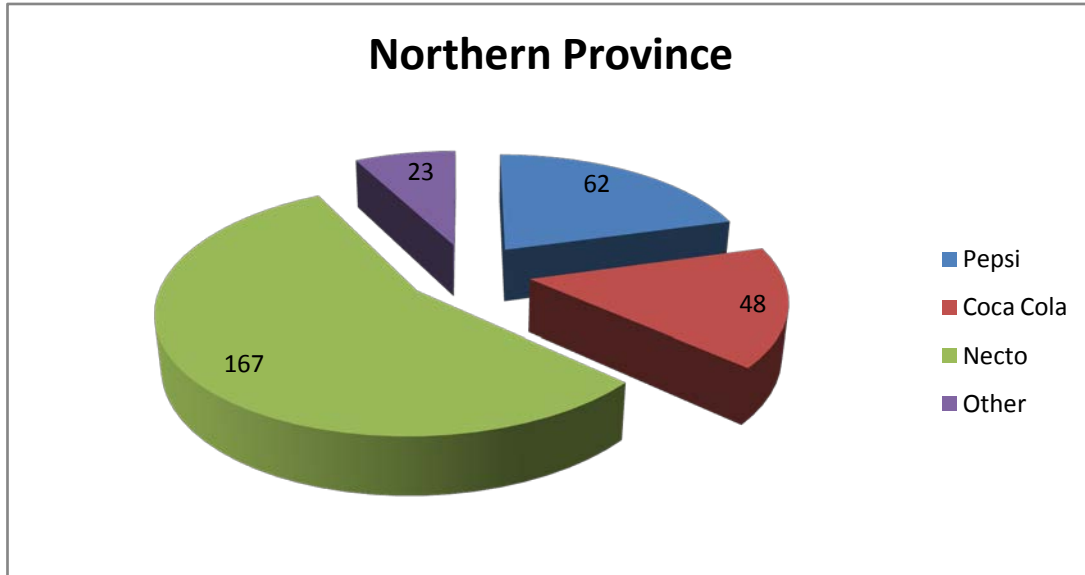


Figure 8: Choce of Brand in Northern Province

b) Data Analysis

i. Data analysis method

Various statistical methods have employed to compare the data which collected from 300 respondents. These methods include (1) descriptive statistics which involves in collecting, summarizing and presenting data, this analysis is given information for the data through the frequency distribution, central tendency, and the dispersion. (2) Inferential statistics which involves in drawing conclusions about a population based on sample data. It includes multiple regression analysis, independent sample and one-way Anova (t-test) analysis used.

ii. Reliability

The internal consistency of the research instrument should be tested by reliability analysis (Ndubisi, 2006). Nunnally (as cited in Ahsan et al., 2009) suggested that the minimum alpha of 0.6 sufficed for early stage of research.

Reliability Statistics

Table9 : Result of Reliability statistics

Cronbach's Alpha	N of Items
.841	30

Source: Survey Data

The cronbach's alpha in this study was much higher than 0.6, the constructs were therefore deemed to have adequate reliability. (Overall Cronbach alpha value was 0.841.)



iii. *Descriptive Statistics & Normality of data*

a. *Descriptive Statistics*

Table 10 : Descriptive Statistics

	Personal Factor	Product	Culture	Price	Social Factor	Place	Promotion	Psychological Factor
Mean	3.4183	4.0550	3.9750	3.3033	3.4933	3.8317	3.5400	3.4133
Median	3.5000	4.0000	4.0000	3.3333	3.6667	4.0000	3.5000	3.6667
Mode	3.50	4.00	4.50	3.33 <sup>a</sup>	4.00	4.00	4.00	3.67
Std. Deviation	.66882	.61704	.65189	.62779	.66858	.67256	.71888	.69417
Variance	.447	.381	.425	.394	.447	.452	.517	.482
Minimum	1.00	1.00	1.50	1.00	1.33	2.00	1.00	1.33
Maximum	5.00	5.00	5.00	4.67	5.00	5.00	5.00	4.67

a. *Multiple modes exist.*

b. *The smallest value is shown*

Source: Survey Data

The above table shows the value of the personal factor have a range from 1.00 to 5.00. The mean of the personal factor is 3.4183, with a standard deviation of 0.66882 and shows the median level 3.5000 mode value is 3.50. The value of the product has a range from 1.00 to 5.00. The mean of the product is 4.0550, with a standard deviation of 0.61704 and shows the median level 4.0000 and mode value is 4.00. The value of the culture have a range from 1.50 to 5.00. The mean of the Culture is 3.9750, with a standard deviation of 0.65189 and shows the median level 4.0000 and mode value is 4.50. The value of the price have a range from 1.00 to 4.67, The mean of the price is 3.3033, with a standard deviation of 0.62779 and shows the median level 3.3333 and mode value is 3.33. The value of the social factor have a range from 1.33 to 5.00. The mean of the respect is 3.4933, with a standard deviation of 0.66858 and shows the median level 3.6667 and mode value is 4.00. The value of the available has a range from 2.00 to 5.00. The mean of the place is 3.8317, with a standard deviation of 0.67255 and shows the median level 4.0000 and the mode level is 4.00. The value of the promotion has a range from 1.00 to 5.00. The mean of the advertisement is 3.5400, with a standard deviation of 0.71888 and shows the median level 3.5000 and mode value is 4.00. The value of the psychological factors has a range from 1.33 to 4.67. The mean of the show is 3.4133, with a standard deviation of 0.69417 and shows the median level 3.6667 and mode value is 3.67.

iv. *Regression analysis*

The purpose of regression analysis is to find out the significant impact or influence of independent variable on dependent variable (Ndubisi, 2006). In this study, consumer's preference was considered as independent variable or predictor variable, and the consumer's buying behaviour was considered as dependent variable.

Regression analysis made to find out the equation, which describes the impact between these variable. From this analysis the dependent variable can be forecasted through the independent variable, regression line was  $Y = a + bx$ . Here the regression summary output was obtained through the statistical analysis.

$H_2$ : *There is significant impact of consumer preference and buying behaviour on soft drinks in the Northern Province.*

a. *Model Summary*

Table 11: Model Summary Table in the Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588 <sup>a</sup>	.345	.336	.40559

a. *Predictors: (Constant), place, Price, product, promotion*

Source: Survey Data

The specification of the four such as perceived product, perceived price, perceived place and perceived promotion variables in the model revealed the ability to predict buying behaviour. R adjusted value of 0.336 which are in the models denote that 33.6% of the observed variability in buying behaviour can be explained by the differences in both the independent variables namely product, price, place promotion Remaining 66.4% of the variance in behaviour related to other variable which did not explain, because they were not depicted in the model. R2 values of 34.5% indicate that there may be number of variables which can have an impact on buying behaviour that need to be studied. Hence this area is indicated as a scope for future research.

B. Anova<sup>a</sup>

Table 12: Anova<sup>a</sup> Regression Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.601	4	6.400	38.907	.000 <sup>a</sup>
	Residual	48.528	295	.165		
	Total	74.128	299			

a. Predictors: (Constant), Preference

b. Dependent Variable: Buying Behavior

Source: Survey Data

An examination with ANOVA (F-value) indicates the most possible combination of predictor variables that could contribute to the impact of dependent variables. Results show significant impact of buying behaviour indicator. On the F- values of 38.907 ( $p = 0.000, < 0.05$ ) for culture, social factors, psychological factors, personnel factor as Buying behaviour proxy, it clearly shows that there is a significant impact of the

dependent variable (buying behaviour) and the independent variables (preference variables such as product, price, place and promotion)

$H_2$ : There is significant impact of consumer preference and buying behaviour on soft drinks in the Northern Province here hypotheses one ( $H_2$ ) is accepted.

c. Coefficients<sup>a</sup>

Table 13: Coefficients<sup>a</sup> Regression Analysis

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.098	.206		5.330	.000
	Product	.201	.041	.249	4.893	.000
	Price	.217	.040	.273	5.375	.000
	Place	.116	.037	.156	3.094	.002
	Promotion	.143	.036	.206	3.913	.000

a. Dependent Variable. buying behavior

Sources: Survey Data

The above table indicates the coefficient of regression impact of consumer preference variables on buying behaviour the coefficient of regression  $\beta$  is 0.201 for product. It indicates that if every product increased by one then buying behaviour increased by 0.201 amounts. The coefficient of regression  $\beta$  is 0.217 for price. It indicates that if every price increased by one then buying behaviour increased by 0.217 amounts. The coefficient of regression  $\beta$  is 0.116 for place. It indicates that if every place increased by one then buying behaviour increased by 0.116 amounts. The coefficient of regression  $\beta$  is 0.143 for promotion. It indicates that if every promotion is increased by one then buying behaviour increased by 0.143 amounts.

$H_4$ : There is significant impact of price on buying behaviour on soft drinks in the Northern Province

a. Model Summary<sup>b</sup>

Table 14: Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.412 <sup>a</sup>	.170	.167	.45438

a. Predictors: (Constant), Price

Source: Survey Data

The specification of the four such as perceived product, perceived price, perceived place and perceived promotion variables in the model revealed, ability to predict buying behaviour. R adjusted value of 0.167 which are in the models denote that 17.0% of the observed variability in buying behaviour can be explained by the differences in both the independent variable namely price. Remaining 83.0% of the variance in behaviour is related to other variable which did not explain, because they are not depicted in the model. R2

values of 17.0% indicate that there may be number of variables which can have an impact on buying behaviour that need to be studied. Hence this area indicated as a scope for future research.

B. Anova<sup>b</sup>

Table 15 : ANOVA<sup>b</sup> Regression Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.602	1	12.602	61.037	.000 <sup>a</sup>
	Residual	61.526	298	.206		
	Total	74.128	299			

a. Predictors: (Constant); Price

b. Dependent Variable: buying behavior

Source: Survey Data

An examination with ANOVA (F-value) indicates that explains the most possible combination of predictor variables that could contribute to the impact of dependent variables. Results show significant impact of buying behaviour indicator. On the F- values of 61.037 ( $p = 0.000, < 0.05$ ) for culture, social factors, psychological factors, personnel factor as Buying behaviour proxy , it clearly shows that there is a

significant relationship between the dependent variable (buying behaviour) and the independent variables (the preference variables price)

*H<sub>4</sub>: There is significant impact of price on buying behaviour on soft drinks in the Northern Province here hypotheses four (H4) is accepted.*

c. Coefficients<sup>b</sup>

Table 16 : Coefficients<sup>b</sup> Table in the Regression Analysis

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.495	.141		17.726	.000
	Price	.327	.042	.412	7.813	.000

a. Dependent Variable: buying behavior

Source: Survey Data

The above table indicates the coefficient of regression impact of price on buying behaviour the coefficient of regression  $\beta$  is 0.327 for product. It indicates that if every product increased by one then buying behaviour increased by 0.327 amounts.

*H<sub>6</sub>: There is significant impact of promotion on the buying behaviour on soft drinks in the Northern Province*

a. Model Summary<sup>c</sup>

Table 17 : Model Summary<sup>c</sup> Table in the Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.406 <sup>a</sup>	.165	.162	.45583

a. Predictors: (Constant), promotion

Source: Survey Data

b. Anova<sup>c</sup>

The specification of the consumer's preference variable as perceived promotion in the model revealed the ability to predict buying behaviour. R adjusted value of 0.162 which are in the models denote that 16.2%, of the observed variability in buying behaviour can be explained by the differences in both the independent variables namely product, price, place promotion. Remaining 83.8% of the variance in behaviour is related to other variable which is not explained, because they are not depicted in the model. R<sup>2</sup> values of 16.5% indicate that there may be number of variables which can have an impact on buying behaviour that need to be studied. Hence this area indicated as a scope for future research.

Table 18 : Anova<sup>c</sup> Table in the Regression analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.208	1	12.208	58.755	.000 <sup>a</sup>
	Residual	61.920	298	.208		
	Total	74.128	299			

a. Predictors: (Constant), promotion

b. Dependent Variable: buying behavior

An examination with ANOVA (F-value) indicates that explains the most possible combination of predictor variables that could contribute to the impact of dependent variables. Results show significant impact of buying behaviour indicator. On the F- values of 58.755 ( $p = 0.000, < 0.05$ ) for culture, social factors, psychological factors, personnel factor as buying

behaviour proxy , it clearly shows that there is a significant impact the dependent variable (buying behaviour) and the independent variables (the preference variables as promotion)

H6: There is significant impact of promotion on the buying behaviour on soft drinks in the Northern Province here hypotheses six (H6) is accepted.

c. Coefficients<sup>c</sup>

Table 19 : Coefficients<sup>c</sup> Table in the Regression Analysis

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.580	.132		19.478	.000
	promotion	.281	.037	.406	7.665	.000

a. Dependent Variable: buying behavior

Source: Survey Data

The above table indicates the coefficient of regression impact of consumer preference variables as promotion on the buying behaviour the coefficient of regression  $\beta$  is 0.281 for product. It indicates that if every product increased by one then buying behaviour increased by 0.281 amounts.

v. Correlations Analysis

Correlation analysis was carried out to identify consumer's preference and buying behaviour on soft drinks in Northern Province. The following tables reveal the association between the dependent and independent variables namely consumer's preference and consumer's buying behaviour.

In this research correlation analysis made to obtain relationship between variables. In this analysis,

the researcher found, value of correlation co-efficient by using SPSS package. The correlation analysis focused on the overall relationship between consumer's preference and consumer's buying behaviour and it also tried to established relationship between each factor which influence internal both.

H<sub>7</sub>: There is significant relationship between consumer preference and buying behaviour on soft drinks in the Northern Province.

a. Correlation Analysisa

In the samples consumer in Northern Province, it is observable that there is an overall relationship between consumer's preference and consumer's buying behaviour. But in deeply, as far as main two variables are concerned, the relationship.

Table 20 : Correlation analysis

Variable		preference	Buying behavior
preference	Pearson Correlation	1	.579**
	Sig. (2-tailed)		.000
Buying behavior	Pearson Correlation	.579**	1
	Sig. (2-tailed)	.000	

\*\* Correlation is significant at the 0.01 level (2-tailed).

Source: Survey Data

According to the table 20 it can be seen that, correlation value between consumer's preference and consumer's buying behaviour as 0.579 which has significant value 0.000 so it can be clearly stated that there is significant relationship between consumer preference and buying behaviour on soft drinks in the Northern Province. ( $P < 0.05$ ), Then the H1 is accepted.

*b. Correlation Analysis (Overall)*

In the samples consumer in Northern Province, it is observable that there is an overall relationship between consumer's preference and consumer's buying behaviour. But in deeply, as far as eight individual factors are concerned, the relationship varies.

*Table 21 : Correlation analysis<sup>b</sup> (Overall)*

		Product	Price	Place	Promotion	Culture	Social factors	Personal factor	Psychological factors
Product	Pearson Correlation	1	.262**	.250**	.265**	.263**	.330**	.268**	.363**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
Price	Pearson Correlation	.262**	1	.058	.316**	.339**	.317**	.232**	.336**
	Sig. (2-tailed)	.000		.317	.000	.000	.000	.000	.000
Place	Pearson Correlation	.250**	.058	1	.306**	.297**	.211**	.131*	.244**
	Sig. (2-tailed)	.000	.317		.000	.000	.000	.023	.000
Promotion	Pearson Correlation	.265**	.316**	.306**	1	.197**	.330**	.308**	.366**
	Sig. (2-tailed)	.000	.000	.000		.001	.000	.000	.000
Culture	Pearson Correlation	.263**	.339**	.297**	.197**	1	.388**	.358**	.464**
	Sig. (2-tailed)	.000	.000	.000	.001		.000	.000	.000
Social factors	Pearson Correlation	.330**	.317**	.211**	.330**	.388**	1	.412**	.466**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
Personal factor	Pearson Correlation	.268**	.232**	.131*	.308**	.358**	.412**	1	.318**
	Sig. (2-tailed)	.000	.000	.023	.000	.000	.000		.000
Psychological factor	Pearson Correlation	.363**	.336**	.244**	.366**	.464**	.466**	.318**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	

\*\**. Correlation is significant at the 0.01 level (2-tailed).*

\**. Correlation is significant at the 0.05 level (2-tailed).*

*Source: Survey Data*

According to the table 21 it can be seen that, correlation value between product and culture as 0.263 which has significant value 0.000 so it can be clearly stated that there is significant relationship between product and culture of soft drinks(  $P < 0.05$ ), also correlation value between product and social factors is as 0.330 which has significant value 0.000 so it can be clearly stated that there is significant association between product and the social factors of soft drinks ( $P > 0.05$ ) also correlation value between product and personal factors as 0.268 which has significant value 0.000 so it can be clearly stated that there is significant relationship between product and personal factors of

soft drinks(  $P < 0.05$ ), also correlation value between product and psychological factors is as 0.363 which has significant value 0.000 so it can be clearly stated that there is significant association between product and the psychological factor of soft drinks ( $P < 0.05$ )

And also correlation value between price and culture as 0.339 which has significant value 0.000 so it can be clearly stated that there is significant association between price and culture of soft drinks(  $P < 0.05$ ), also correlation value between price and social factors is as 0.317 which has significant value 0.000 so it can be clearly stated that there is significant relationship between price and the social factors of soft drinks ( $P <$



0.05) also correlation value between price and personal factors as 0.232 which has significant value 0.000 so it can be clearly stated that there is significant association between price and personal factors of soft drinks(  $P < 0.05$ ), also correlation value between price and psychological factors is as 0.336 which has significant value 0.000 so it can be clearly stated that there is significant relationship between price and the psychological factor of soft drinks ( $P < 0.05$ )

And also correlation value between place and culture as 0.297 which has significant value 0.000 so it can be clearly stated that there is significant relationship between place and culture of soft drinks(  $P < 0.05$ ), also correlation value between place and social factors is as 0.211 which has significant value 0.000 so it can be clearly stated that there is significant association between place and the social factors of soft drinks ( $P < 0.05$ ) also correlation value between price and personal factors as 0.131 which has significant value 0.023 so it can be clearly stated that there is significant relationship between place and personal factors of soft drinks(  $P > 0.05$ ), correlation value between place and psychological factors is as 0.244 which has significant value 0.000 so it can be clearly stated that there is significant association between place and the psychological factor of soft drinks ( $P < 0.05$ )

And also correlation value between promotion and culture as 0.197 which has significant value 0.000 so it can be clearly stated that there is significant

relationship between promotion and culture of soft drinks(  $P < 0.05$ ), also correlation value between promotion and social factors is as 0.330 which has significant value 0.000 so it can be clearly stated that there is significant association between promotion and the social factors of soft drinks ( $P < 0.05$ ) also correlation value between promotion and personal factors as 0.308 which has significant value 0.000 so it can be clearly stated that there is significant relationship between promotion and personal factors of soft drinks(  $P < 0.05$ ), also correlation value between promotion and psychological factors is as 0.366 which has significant value 0.000 so it can be clearly stated that there is significant association between promotion and the psychological factor of soft drinks ( $P < 0.05$ )

*H<sub>3</sub>: There is a significant association between price and buying behaviour on soft drinks in the Northern Province*

*H<sub>5</sub>: There is a significant association between promotion and the buying behaviour of soft drinks.*

*c. Correlations Analysis<sup>c</sup>*

In the samples consumer in Northern Province, it is observable that there is a relationship between consumer's buying behaviour and price and also relationship between consumer's buying behaviour and promotion. But in deeply concerned, the relationship this varies.

*Table 22 : Correlation analysis<sup>c</sup>*

Variable		Buying behavior	Price	Promotion
Buying behavior	Pearson Correlation	1	.412**	.406**
	Sig. (2-tailed)		.000	.000
Price	Pearson Correlation	.412**	1	.316**
	Sig. (2-tailed)	.000		.000
Promotion	Pearson Correlation	.406**	.316**	1
	Sig. (2-tailed)	.000	.000	

*\*\*.* Correlation is significant at the 0.01 level (2-tailed).

Source: Survey Data

According to the table 22 it can be seen that, correlation value between Price and buying behaviour as 0.412 which has significant value 0.000 so it can be clearly stated that there is significant association between price and buying behaviour of soft drinks(  $P < 0.05$ ), also correlation value between promotion and

buying behaviour is as 0.406 which has significant value 0.000 so it can be clearly stated that there is significant association between Promotion and the buying behaviour of soft drinks ( $P < 0.05$ ) Then the H3 are H5 are accepted.

**XI. HYPOTHESES TESTING**

Summary of the data analysis is given below through the hypotheses testing.

*Table 23 : Hypotheses Testing*

NO	Hypotheses	Results	Tools
H <sub>1</sub>	There is significant relationship between consumer preference and buying behaviour on soft drinks in the Northern Province.	Accepted	Correlation

H <sub>2</sub>	There is significant impact of consumer preference on buying behaviour on soft drinks in the Northern Province	Accepted	Regression
H <sub>3</sub>	There is a significant association between price and buying behaviour on soft drinks in the Northern Province	Accepted	Correlation
H <sub>4</sub>	There is a significant impact of price on buying behaviour on soft drinks	Accepted	Regression
H <sub>5</sub>	There is a significant association between promotion and the buying behaviour of soft drinks.	Accepted	Correlation
H <sub>6</sub>	There is a significant impact of promotion on the buying behaviour of soft drinks in the Northern Province.	Accepted	Regression

\* Note: All are significant at 0.05 levels.

## XII. CONCLUSION & RECOMMENDATION

As considered in the research with regard to consumer's preference and consumer's buying behavior on soft drinks: A case study in Northern Province of Sri Lanka the mentioned facts have been largely responsible for their buying behavior. The research reveals that in selecting soft drinks. The consumer seems to give top priority to factors which influence their buying behavior such as price, brand names, popularity and availability, a reputation of the manufacturer, usage, promotion and comfort to the user. Latest design, sellers' recommendations, discount facilities and so on. The research about consumer buying behavior on soft drinks further brings out a strange feature with regard to the consumers in the Northern Province. When we consider the factors influencing consumer buying behavior of these products, price is assumed to be the most important mix when considering the market mix of the same product, since this product falls within the low involvement category It is generally expected that this have Brand loyalty However; in truth it seems to have a great deal of brand loyalty, perhaps due to reputation of advertisement, which brings about familiarity.

Among the different advertising media the television seems to capture the forefront due to its frequent and attractive nature of giving publicity to a product. Promotional factors other than advertising are also responsible to some extent in determining the buying behavior and hence it becomes evident that the promotion takes the next place to price. The research reveals somewhat clearly that, although a minority of people is nonusers due to the dissatisfaction of the price of soft drinks in the market, a majority of people is users because they are satisfied with the present price level.

This further observed that Necto variety is the market leader and Pepsi seem to be a challenger in the soft drinks market in Northern Province. This situation could be attributed to the special characteristics that the supper has and the comfortable nature in the case of Necto.

### a) Findings

Based on the study carried out in Northern Province, the following findings are established. The main findings in this research are data presentation and data analysis. Data analysis included different ways such as gender distribution and choice of brand district wise in Northern Province and also data analysis included reliability statistics, descriptive analysis, regression analysis, correlation analysis and hypotheses testing.

### b) Consumer Preference

- Necto becomes the first and it has brand loyalty among consumers for a long term.
- Pepsi becomes the second and a popular one among recently marketed soft drinks
- Consumers prefer the soft drinks because of their feet protection
- Brand, comfortable usage and advertisement are considered as second preference features..
- Most consumers are satisfied with the availability of many brands because they can increase their possibility of choice according to their purpose.

*c) Consumer Buying Behavior*

- Most people buy particular brand based on their own consciousness.
- Some people are influencing by their spouse, parents, elders, friends and lovers
- Considerable number of people are influenced by friends
- Income level affects the soft drinks buying behavior of consumers to some extent.
- Consumers look into the healthy, tasty and specify the brand when they buy soft drinks.
- Many consumers use the same brand continuously.
- Consumers are ready to accept new arrivals in the soft drinks market (tasted drinks)

*d) Descriptive Analysis*

According to the descriptive analysis the mean value of the product is high level in the influence of the buying behavior of the customer in the Northern Province. They are loyalty customer for such brand due to that it has the high level influence on the buying behavior. And the mean value of the culture has the second high level mean value on influencing buying behavior on soft drinks in the Northern Province.

*e) Regression Analysis*

In terms of the regression analysis there is significant impact of consumer's preference on buying behavior of the soft drinks in the Northern Province. The consumers' preferences such as place, price, product, promotion have the great impact on the buying behavior on soft drinks in the Northern Province of the Sri Lanka. The predicts of the R square shows very strong level which 34.5 percentage of the customer's buying behavior impact or influence by customer's preferences in the Northern Province.

*f) Correlation analysis*

The main statistical analysis used in this research is correlation analysis. Therefore findings and recommendations are made using the result of this analysis. According to the correlation analysis following finding are made. There is significant relationship between consumer preferences and buying behavior on soft drinks in the Northern Province is 0.579. It is the high positive correlation therefore these two variables have strong positive relationship. The consumer preference includes the main four variable products, price, place, promotion. These variables are individually relating to the buying behavior's variable. There is a significant association between 4Ps and buying behavior's variables on soft drinks in the Northern Province are as follows

*g) Product*

- Product and Culture is 0.263 and significant result is 0.000

- Product and Social factors is 0.330 and significant result is 0.000
- Product and Personal factors is 0.26 and significant result is 0.0008
- Product and Psychological factors is 0.363 and significant result is 0.000

*h) Price*

- Price and Culture is 0.339 and significant result is 0.000 and significant result is 0.000
- Price and Social factors is 0.317 and significant result is 0.000
- Price and Personal factors is 0.232 and significant result is 0.000
- Price and Psychological factors is 0.336 and significant result is 0.000

*i) Place*

- Place and Culture is 0.297 and significant result is 0.000
- Place and Social factors is 0.211 and significant result is 0.000
- Place and Personal factors is 0.131 and significant result is 0.023
- Place and Psychological factors is 0.244 and significant result is 0.000

*j) Promotion*

- Promotion and Culture is 0.197 and significant result is 0.000
- Promotion and Social factors is 0.330 and significant result is 0.000
- Promotion and Personal factors is 0.308 and significant result is 0.000
- Promotion and Psychological factors is 0.366 and significant result is 0.000

correlation value between Price and buying behavior as 0.412 which has significant value 0.000 so it can be clearly stated that there is significant association between price and buying behavior of soft drinks ( $P < 0.05$ ), also correlation value between promotion and buying behavior is as 0.406 which has significant value 0.000 so it can be clearly stated that there is significant association between Promotion and the buying behavior of soft drinks ( $P < 0.05$ ) Then the H3 are H5 are accepted.

**XII. CONCLUSION**

After the ending of the thirty years ethnic battle the Sri Lanka, Sri Lankan firms have the great opportunity to develop their business and capture the market over all in Sri Lanka. The soft drinks manufacturing companies are categorized under food,

beverage and tobacco firms in Colombo Stock Exchange. Which firms are very fast growing firms in Sri Lanka and they are producing and supplying fast moving goods to the market. This study fully aimed Northern Province of the Sri Lanka which is seriously affected by past civil war so this study should be helpful for the selected sector firms to find out the actual scenarios about their product in the Northern Province. Based on the overall findings of the study as a researcher can conclude that there is the significant positive relationship between consumer's preference and buying behavior as well as there is the significant impact of the consumer's preference on buying behavior. The finally the researcher mentioned that the soft drinks manufacturers should consider their customers as well as people's preference on the soft drinks because which are impact very significantly on the buying behavior of the customers so the customer preference is the ultimate one to determining the buying behavior on soft drinks in the northern province.

#### k) Recommendations

The marketing managers must constantly study the marketing environment and find new opportunities to increase the marketing activities. He/ She must potential target of the market must be matched with marketing mixes and then best attractive strategies to be chosen for implementation. Thus it is recommend some remedies and suggestions for all brand of soft drinks based on the findings.

#### l) Necto (Elephant House)

Nowadays Necto is a market leader. To keep the position continuously Necto manufacturers have considered the following strategies.

- Necto manufacturer can innovate the products to the varieties, which would give taste and health for Necto consumer
- Make minor innovation over the product features such as colour taste packaging style, attractive shapes of containers and multi size for babies, younger and elders and also produce special varieties of shop drinks especially for sugar percent
- Make attractive advertisement continuously and find new ways of advertising.
- Manufacturer should concentrate on new technologies of easy to packing containers and easy to remove features of their products since most of the consumers like that.
- By increasing the promotion activities more consumers may be gained.

#### m) Pepsis

Pepsi also one in the market and nowadays its market share is grown up. In this situation Pepsi manufacturers have to consider the following strategies

- Pepsi manufacturer can innovate further varieties which should be safety for health and special varieties of soft drinks
- Make attractive advertisement continuously and find new ways of advertising.

### XIII. SUGGESTION FOR THE FUTURE RESEARCH

Research concerns only limited are in Northern Province further researcher may concern other provinces Such as Eastern Province Southern Province, Western Province, North Western Province, South North Western Province (Uva), Central Province, Sabaragamuwa Province and North Central Province. Researchers selected only samples for this research. But this is not enough to measure the satisfaction because selected only 300 lower numbers of consumers so future researcher can consider a large number of customers in the future research.

### REFERENCES RÉFÉRENCES REFERENCIAS

1. Abley, J. (2000), Stated preference techniques and consumer decision making: New challenges to old assumptions, Report School of Management Working Papers; 2/00.
2. Anandan, C. and Deepa, A. (2004): "Influence of Packaging in Brand Selection with Respect to Bar Chocolate", Indian Management, Vol.1, No.1.
3. Arens, W.F. (2002). Contemporary Advertising, 8th ed., Pearson Education Inc, India.
4. Armstrong, G. and Kotler, P. (2000). Marketing: An Introduction, 10th ed., Prentice- Hall International Editions, USA.
5. Bearden, W., T.N. Ingram and R.W. La Forge. (1998). Marketing: Principles & Perspectives, 2nd ed., Irwin McGraw-Hill, New York.
6. Belch, G.E. and M. A. Belch (1998) Advertising and Promotion: An Integrated Marketing Communications Perspective, 4th ed., Irwin/McGraw-Hill, New York.
7. Belch, G.E. and M. A. Belch (2005) Advertising and Promotion: An Integrated Marketing Communications Perspective, 5th ed., Irwin/McGraw-Hill, New York.
8. Bergh, V., Bruce, G. and Katz, H. (1999). Advertising Principles: Choice, Challenge, Change, Lincolnwood, And 2nd ed., Contemporary Publishing Group, IL: NTC.
9. Beri G.C, "Marketing Research", Third Edition.
10. Cardello, A.V., H.G. Schutz, and L.L. Leshner. 2007. "Consumer perceptions of foods processed by innovative and emerging technologies: a conjoint analytic study." *Innovative Food Science and Emerging Technologies* 8(1): 73-83.



11. Carlsson, F., and P. Martinsson. 2001. "Do Hypothetical and Actual Marginal Willingness to Pay Differ in Choice Experiments?" *Journal of Environmental Economics and Management* 41(2): 179-192.
12. Cattin, P. and D. Wittink. 1982. "Commercial Use of Conjoint Analysis: A Survey." *The Journal of Marketing* 46(3): 44-53.
13. Cichon, A., and M. Ucherek. 1999. "The influence of packaging of fruit juices on consumers preferences." *Vorum, Ware*, 1(4): 58-64.
14. Clow, K. E. and R. Back. (2002). *Integrated Advertising & Marketing Communication*, 2nd ed., Prentice-Hall, India
15. Cooper Donald R. & Shindler Pamela S, "Business Research Methods" Tata McGraw-Hill Edition Eighth.
16. Cooper Donald R. & Shindler Pamela S, "Business Research Methods" Tata McGraw-Hill Edition Eighth.
17. Cox, D. N., A.S. Anderson, S. McKellar, J. Reynolds, M.E.J. Lean, and D.J. Mela. 1996. "Vegetables and fruit: barriers and opportunities for greater consumption." *Nutrition & Food Science* 96(5): 44-47.
18. Dahan, E., and J.R. Hauser. 2002. "The virtual consumer." *Journal of Product Innovation Management* 19(5): 332-353.
19. Dahan, E., and V. Srinivasan. 2000. "The predictive power of Internet-based-product concept testing using visual depiction and animation." *Journal of Product Innovation Management* 17(2): 99-109.
20. Dantas, M.I., V.P. Minim, R. Deliza, and R. Puschman. 2004. "The effect of packaging on the perception of minimally processed products." *Journal of International Food & Agribusiness Marketing*, 16(2): 71-83.
21. Dawes, J. 2008. "Do Data Characteristics Change According to the number of scale points used? An experiment using 5-point, 7-point and 10-point scales." *International Journal of Market Research* 50(1): 61-77.
22. Deliza, R., H.J.H. Mac Fie, and D. Hedderley. 1999. "An investigation using the repertory grid and focus group methods of the package features affecting consumer perception of fruit juice." *Brazilian Journal of Food Technology* 2: 63-71. 69
23. Desmond, J., 2003. *Consumer behavior*. By Palgrave. Great Britain. pp. 187-417.
24. Doria, M. F. (2006). Bottled water versus Tap water: understanding consumers' preferences. *Journal of Water and Health*, 271-276.
25. Field, A., 2000. *Discovering Statistics Using SPSS* (London: University of Sussex, reprint, pp. 681-695.
26. Finlayson, D. (2005). Market development of bottled waters, In D. Senior and N. Dege (2nd ed.), Technology of bottled water (p.6), UK: Blackwell Publishing.
27. Finlayson, D. (2005). Market development of bottled waters. In D. Senior and N. Dege (2nd ed.), Technology of bottled water (p.6). UK: Blackwell Publishing.
28. Galen, C. B., 2000. *Proving Performance through Statistical Thinking* (United States of America: ASQ Quality Press). pp. 3-5.
29. Godin, S. (1999). *Permission Marketing Turning Strangers into Friends and Friends into Customers*, 1st ed., Simon and Schuster, New York
30. <http://in.reuters.com/finance/stocks/companyProfile?symbol=KO.N>
31. <http://in.reuters.com/finance/stocks/companyProfile?symbol=PEP.N>
32. [http://www.academia.edu/4471162/Elle\\_House\\_OM](http://www.academia.edu/4471162/Elle_House_OM)
33. <http://www.geohive.com/cntry/srilanka.aspx>
34. Ian, B., 2004. *Questionnaire design- How to plan, structure and write survey material for effective market researches* (London & Sterling, VA.). pp. 7-283.
35. Kotler, P. (1997). *Marketing Management: Analysis, Planning, Implementation and Control*, 9th ed., Prentice-Hall International Editions, USA.
36. Kotler, P., 2002. *Marketing Management, and Millennium Edition* (United States of America: University of Phoenix), pp. 7-145.
37. Kotler, P., Armstrong, G., Wong, V. & Saunders, J. (2008). *Principles of Marketing* (5th Ed.). England: Pearson Education Limited.
38. Kotler, P., Armstrong, G., Wong, V. & Saunders, J. (2008). *Principles of Marketing* (5th ed.). England: Pearson Education Limited.
39. Nam, P.K. & Son T.V.H. (2004), *Household demand for improved water services in Ho Chi Minh City: A comparison of contingent valuation and choice modeling estimates*, University of Economics, Ho Chi Minh City
40. O'Guinn, C. T, C.T. Allen and R.J. Semenik. (2000). *Advertising*, 2nd ed., South- Western College Publishing Cincinnati, OH
41. Pallant, J. (2007). *SPSS Survival Manual* (3rd ed.). England: Open University Press.
42. Parmar, J.S. and Kumar Dinesh (2006): "Consumption Pattern and Brand Preference for Soft Drinks: An Empirical Approach", *Gyan, Journal of Management and Technology*, Vol.2, No.1.
43. Parmar, J.S. and Kumar Suresh (2006): "Changing Pace of Consumerism in Soft Drinks Market: A Case Study", *Apeejay Journal of Management and Technology*, Vol.1, No.1.
44. Proctor, R. and M. A. Stone. (1982). *Marketing Research*, 1st ed., Macdonald and Evans Ltd. Plymouth, Great Britain.



45. Richard, A. J. and G. K. Bhattacharyya, 2006. *Statistics: Principles and Methods* (United States of America: University of Wisconsin at Madison).
46. Schiffman Leon G. & Kaunk Leslie Lazar, "Consumer Behavior" Pearson Education, Eighth Edition.
47. Schiffman Leon G. & Kaunk Leslie Lazar, "Consumer Behavior" Pearson Education, Eighth Edition.
48. Solomon, M., 2006. *Consumer behavior. A European Perspective*. England, (Third edition), pp. 287-427.
49. Toffler, B.A. and J. Imber. (1994). *Dictionary of Marketing Terms*, Barron's Educational Series, Hauppauge, New York
50. Wells, W., J. Burnett, and S. Moriarty. (1998). *Advertising Principles and Practices*, 4th ed., Prentice-Hall Upper Saddle River, NJ.
51. [www.coca-colacompany.com/...company/2010-annual-review-business](http://www.coca-colacompany.com/...company/2010-annual-review-business)
52. [www.elephanthouse.lk/our-company.html](http://www.elephanthouse.lk/our-company.html)
53. Zikmund G. William (2009): *Business Research Methods*, South Westen Cengage Learning, Delhi.
54. Zikmund, G. W. and M. d' Amico. (1999). *Marketing*, 6th ed., South-Western College Publishing, Cincinnati, OH

