

Branding Effect of Consumer Purchase Decision on Soft Drinks in Bangladesh

Prince Sarafat Bin Alam

This report is submitted to the School of Business and Economics, **United International University** as a partial requirement for the fulfillment of Bachelor of Business Administration Degree.

Branding Effect of Consumer Purchase Decision on Soft Drinks in Bangladesh

Prepared by

Prince Sarafat Bin Alam

111 142 152

Marketing Major

School of Business and Economics

United International University

Supervised by

Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business & Economics

United International University

Date of Submission: 18 October, 2018

Letter of Transmittal

18th October, 2018

Sarker Rafij Ahmed Ratan

Assistant Professor,

School of Business & Economics

United International University, Dhaka

Subject: Request for approval of project report.

Dear Sir,

I am very glad to submit my project report on “Branding effect of consumer purchase decision on soft drinks in Bangladesh”. As a requirement for Project in order to complete Bachelor of Business Administration (BBA) degree in United International University.

I have successfully completed my project report and I worked it for last four months. I would like to say that this project report is very helpful for me to gather real life experience about consumer preference & behavior. I have tried my best to follow your guidelines in every aspect of planning and preparing my project report. There may have been omissions and errors on my part but i have tried my level best to prepare this report to the required standard.

I would like to take this opportunity to thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future. Meanwhile, I will be available if you have any query.

Sincerely yours,

Prince Sarafat Bin Alam

ID: 111 142 152

BBA, (Marketing)

School of Business & Economics

United International University.

Acknowledgement

At the beginning of preparing this project report, I would like to convey gratitude to the Almighty Allah for his blessing in completing this project report. This Research paper is an accrual of many people's effort. For this, I am obliged to a number of people who helped me to organize this report and or their kind opinion, suggestions, instructions and support and appropriate guidelines for this. I have received endless support and guidance in preparation of this report from numerous sources. I would like to take this opportunity to thank them all.

I am very much grateful to Mr. Sarker Rafij Ahmed Ratan, my respected course instructor of "Project", who assigned me this challenging work. He always guided me to take and overcome this challenge successfully. Without his help in every step, it was quite impossible for me to finish this project properly in time.

At every moment, I remember the respondents of my survey questionnaire, who sacrificed their valuable time for answering all our questions of my research topic, which helped me a lot to prepare this report. Without his co-operation, this report would not be possible.

Executive Summery

The main objective of this research paper is to identify the branding effect of consumer purchase decision on soft drinks in Bangladesh. The whole research has been done based on the consumer preference towards soft drinks in Bangladesh. The core idea of this project is what consumer feels about branding, it is really affected their buying decision or not. Now-a-days, soft drinks become a trendy thing not only for the youth but also for the older people in the world. Bangladesh has a growing market for soft drinks. As a researcher of project from business discipline, I got the opportunity to work on this topic and try to put my effort to make a depth study in this field.

In this project report, the descriptive research type has been chosen. Indeed, 80 people were taken from different age and profession as the research sample such as, students, service holder & Others. I made a questionnaire based on close-ended, Likert scale & multiple choice questions. The information which is collected during the interview process through questionnaire and used to investigate the assumptions raised in the project report will be presented as findings in the conclusion part.

I choose the descriptive research type. As descriptive research helped the researcher to understand the phenomenon and to get the broad picture of the phenomenon; it provided a tool for describing phenomenon (population characteristics) which helped to give ideas for further probing and in making simple decisions.

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CHAPTER ONE

1. Introduction

This chapter provides the information about the background of the study, the research problem, significance, Intention & reason for the research study. This research presents the objectives, research questions, scope and limitations of the study.

1.1 Background of the study

A hastily changing of economic environment, characterized by such phenomena as the globalization and deregulation of markets, changing customer and investor demands and ever-increasing product-market competition, has become the norm for most organizations. To compete, they must continually improve their performance by reducing cost and be innovating (Brian and Barry, 1996).

“Brands are like human beings. They are born, fed and nurtured, made strong and responsible, that’s why they can be faithful friends of the customers, make mutually beneficial and satisfying relationships with them and become their companions for life. Such these brands, those make their organization or corporate proud of them. The best brands are the ones who helps in forming and sustaining strong long term relationships between them. These brands form the potential growth and expansion for present and future. They help the organizations to build up the time of booms and stay afloat and swim at times of depression. ”We come across a number of brands in our daily lives. Our morning starts with using a toothpaste like colgate, Pepsodent or Close-up, using a bathing soap like Lux, Meril or Dove and shampoo that’s like head & shoulders, All Clear or Sunsilk, wearing clothes like Allen Solly, Levi’s or Raymond’s, breakfast bread like Britannia or Modern and butter like Amul or jam Kissan, lunch and dinner with Nature Fresh or Pillsbury flour and Safal vegetables ,morning and evening tea and coffee presents with Tetley, Nescafe or Bru, for outing a car Hyundai Santro, Honda Accord or Mercedes Benz and so on. Talking on the cell phone first of all iPhone,

Sony or Philips or listening to music like Philips or Apple etc. But how often we think of what all of these companies put a positive fight for a shelf space in the mind of the customer? Today nearly all these companies are focusing more and more on building strong brands.

Brand is the combination of name, symbol, design and many qualities. Brands represent the customers Perceptions, intention and opinion about performance of the product. The powerful brand is which resides in the mind of the consumer. Brands are differentiated its product from the competitors in the market place. Some brands are usually unknown to the customers in the marketplace those brands are shown very high degree of consciousness and awareness. The brands with high awareness have a high level of acceptability and customers that's not refuse to buy such brands as they enjoy the brand performance. So brands are very important factors to influence consumer about their perception of buying decision.

A brand definition is a short description of a package of value, that consumers can rely on th consistently of same or better over a period of time (Sawant, 2012). The powerful brand is which resides in the consumers mind. Brands are differentiated their products from the competitors in the market place. Some brands are usually unknown to the customers in the marketplace where some brands are shown very high degree of consciousness and awareness. The brands with high awareness have a high level of acceptability and customers that's not refuse to buy such brands as they enjoy the brand performance. There are many examples of brand like Coca Cola, Pepsi, merinda for soft drinks; Hero, Honda for motor cycles; Rolex Titan, Citizen for watches; Toyota, Maruti-Suzuki, Tata for four wheelers.

The influence of branding on consumer buying decisions is an area of growing research interest and it is more critical for soft drink companies, where customers choose products or services beyond mere acquisition of products or service. There are several influencing factors that customers consider this before making final buying decision these includes branding, price, quality, delivery, packaging, promotion and durability (Keller et al 2002).

These factors are vary from country to country, thus there is a need to assess branding as an influence of consumer buying decision in developing countries such as Bangladesh.

1.2 Statement of the Problem

The problem of this research is to find out the effects of branding on consumer purchase decision which focus on soft drinks Industry in Bangladesh. Now-a-days, the majority of soft drinks products target all kinds of people such as children, adults, middle age and old age; however there is a need for a nutritional drink for adult. The purpose of this study is to develop or change a better understanding of the effect of branding on consumer purchase decision towards soft drinks industry in Bangladesh. We find in the advertisement of almost brands of soft drinks in Bangladesh. Customers should be more conscious about their drinks, in order to find out their quality and their display. They can come to know the soft drinks by visiting the shops. Among all the soft drinks brands customer have to judge the other factors such as price, variety and taste before making their buying decision. After satisfied with the above factors they have to select the right drinks. The project tries to find out the Objectives factors the effects of branding On consumer purchase decision. Today's market is open market, consumers taste & preference is not same in all condition, Company's strategy should be high and better. For the reason I want to study those factors while choosing a soft drinks in the mind of consumers.

1.3 Intention and Reason for Study

The problems and opportunities are discussed here to study this topic. Successful organizations will require far-reaching information on consumer behavior. The researcher is tried to focus on soft drinks branding effect on consumer purchase decision in Bangladesh overview. Because Bangladesh is a developing country & it have growing market for soft drinks.

1.4 Research questions

The study will be guided by the following research questions;

- What are the types of branding in Soft drinks?
- Do the consumer preferences affect the consumers buying behavior of soft drinks product?
- What factor has most influential on the purchase decision when shopping for soft drinks?
- What are satisfaction levels of consumers towards soft drinks brands?

1.5 Research Objectives

1.5.1 General Objective

The main objective of this study was as to identify the factors which effects of branding on consumer purchase decision with regard to soft drinks.

1.5.2 Specific Objectives

The researcher intends to gain some ordinary reasons by using the following research objectives;

- To examine the impact of brand consciousness and carefulness on soft drinks purchase
- To examine the impact of perceived quality on soft drinks purchase
- To examine the impact of emotional and social value on soft drinks purchase
- To examine the impact of perceived product price and standard quality on soft drinks purchase

1.6 Significance of the study

In Bangladesh, marking is a region of developing examination intrigue and it is more basic in soft drinks organizations where no enough investigations have been directed to demonstrate the impact of marking on consumer buying decisions. Therefore, the current study has the following significance:-

(I) Customers

This investigation gives very clear information about the impact of branding on buyer purchasing choices which will be more helpful and useful to clients for better and future leadership in buying branded soft drinks.

(ii) Intellectuals

The examination provides writing to the current assemblage of data in order to assist distinct professionals with using it of their assignment reports as a first rate issue in their writing survey and for recommended territories for moreover concentrates to permit the folks that will direct investigations identified with this.

(iii) Management

Furthermore, the research of the examination can advantage from outdoor assistance for soda companies to realize the client mentality closer to marking about Bangladesh sodas enterprise. moreover, advertisers and business endeavors will choose up a advanced comprehension about effect of marking on customer purchasing choices. Ultimately, marketers of the considered case and different companies could have the ability to beautify their selling structures because of marking on purchaser purchasing selections..

1.7 Scope of the study

For the purpose of this assignment file, this observes will show the light at the consequences of customer buying selections which consciousness on soft drinks industry in Bangladesh. the selection become purposely achieved because of the truth that soft drinks industry is a growing market in Bangladesh. on this subject, there's less document which specializes in tender drinks branding on consumer shopping for choice. So, this challenge file may be essential for brand new industry and existing agencies by way of whom they are able to recognize the perception of customers towards exceptional brands of soft beverages and to gauge out the promotional strategic being adopted by means of the entrepreneurs to trap promiscuous consumers and win a larger share within the markets. The study additionally looked upon the nature of branding in soft drinks and challenges going through gentle drinks branding in Bangladesh.

1.8 Limitation of the Study

There are few limitations found here. Those are given below:

- The survey was performed in two cities.
- The research made use of both the number one and secondary sources of facts. The accuracy and authenticity of statistics depends of the accuracy of the second one supply itself consequently.
- In spite of all the care taken to translate the feeling and considering the respondents, the mistakes might creep into the observe, will be due to the aim that shoppers might in addition fail to articulate their curious well.
- The survey was done in summer, because of which consumption of drink make inspired. So there was a seasonal limitation.
- The consumers/customers sample size is 80 (male-40 and female-40), because of time and financial constraints. Hence the data may not be representation on the entire population.

CHAPTER TWO

2. Literature Review

On the customers preference the product is advertise. The main objective of advertising is to stand and satisfy the point of interest consumer needs and wants. The marketers are usually try and detention how individuals and companies pick out & purchase a product. Customers may also say one thing but do every other. Small groups and large organizations stand to earn from knowledge how and why their customer purchase their product. There is the necessity to clarify the relation between brand and client.

2.1 Definition of Key Terms

2.1.1 Brand and Branding

A brand is a image, a phrase, an object and a idea all at one and the identical time”. An image is a sign which stands for something in a prospect’s thoughts. It consists of a meaning at the back of it. Symbols work by stimulating the cognitive system. The customer’s perceptual procedure is nothing however making experience out of these symbols gift all round them. logo figurative aspects like packaging, hues, logos, and symbols and design that the marketers use to speak their intentions to the customers. There are various examples of emblem like Coca-Cola, Pepsi for gentle beverages (Lamba, 2012).

Although there may be equally satisfying products are in the market, the consumer when satisfied with some brand does not want to spend additional effort to evaluate the other alternative choices. Once he or she has liked a particular brand, he or she tends to stay with it, unless there is a steep rise in the price or a discernible better quality product comes to their knowledge which prompts the consumer to switch the brand. Companies spend a lot of money and time on the branding and thus it needs a careful evaluation on the effect of brand on

consumer buying behavior. Also Keller (2003) defines a brand as a product that adds other dimensions that differentiate it in some way from other products designed to satisfy the same need. These differences must be rational and tangible related to product performance of the brand or more symbolic, emotional and intangible related to what the brand represents. It is common knowledge that the consumer's choice is influenced by many things of which the simplest one is a brand name.

A brand is a perpetual entity that lives inside the customers thoughts. Brands are drivers of aggressive facet. A hit brand is a call, design; image or some combination which identifies the made from a particular corporation as having a sustainable unique gain. In different phrase a brand is a simplified shorthand description of a package of price which clients and ability customer depend to be consistently the same over long period of time. It distinguishes a service or product from competitive offerings. It's far a distinguishing image, mark, logo, call, phrase, sentence or a aggregate of those objects that organizations use to distinguish their product from others within the market (Haque et al, 2012).

2.1.2 Consumer

Consumer is a broad label that refers to any man or woman or families that use goods and or offerings generated within the financial system. The idea of consumer is used in exclusive contexts so that the utilization and importance of the term might also range (Pathan and Sharma, 2011).

Kesharwani, Khanna and Rajput (2012), defined purchaser as a person who could make the choice whether or not or no longer to purchase an item at the store and a person who may be inspired by advertising and advertisement.

2.1.3 Consumer Behavior

Consumer behavior can be defined because the behavior that purchasers display in searching for shopping, the use of, comparing and disposing services or products that they count on will satisfy their desires. It involves a mental and physical interest undertaken via private and organizational consumers that consequences in choices and actions to pay for buying and the usage of services or products (Hoyer, 1984)

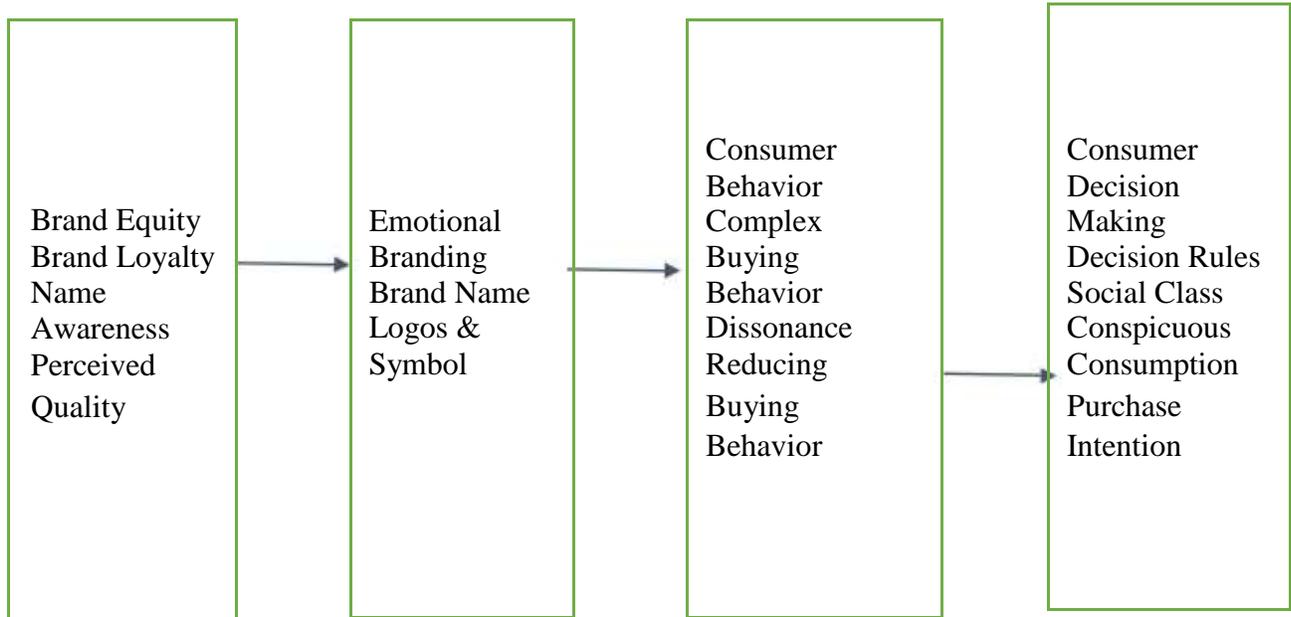
Consumer Behavior is a branch which deals with various stages a consumer goes through before purchasing products or services for his use. It is a decision making process of buyers both individually and in group. It also studies to assess the influences on the consumer from groups such as family, friends and society (Keshwarani et al, 2012).

2.2 Theoretical Basis of the study

2.2.1 Nature of Branding

The nature of brands in soft drink industry is basically focuses on brand and the link between brand and consumer preferences. The following flow chart shows the nature of brands and explained theories on branding and Consumer behavior.

I suppose the sphere of branding isn't always taken seriously today and a lot of its top spokesmen appear much pressured. I think there are only some people that clearly getting what branding is, and which can be able to outline the time period itself. The confusion inside the area has result in contradictory thoughts being unfold and to interest being placed on the incorrect matters. The principle trouble, which this article makes a specialty of, is the definition of the time period "branding".

Figure No.1: Consumer Decision Model

“Brand fairness is a hard and fast of brand property and liabilities connected to a brand, its call and image that upload to or subtract from the cost supplied by way of a product or service to a firm and/or to that company’s clients” (Hoeffler and Keller, 2002). If the manufacturers call or symbol ought to alternate, a few or all of the assessor liabilities may be affected and even misplaced, even though a few is probably shifted to a brand new call and symbol. The property and liabilities on which logo equity is based will fluctuate from context to context. but, they can be usefully grouped into five categories (Aaker, 1991, p 15).

- a. Brand Credibility
- b. Name consciousness
- c. Perceived Condition
- d. Brand association
- e. Propriety brand assets

Brand equity is a very critical thing for the company. An effective brand enjoys more awareness and credibility. Organization could have a competitive gain through excessive brand fairness.

Company can have a competitive advantage through high brand equity. Brand equity also involves the value added of product through customer relations and perceptions for the specific brand name

2.2.2 Brand Loyalty

Brand loyalty suggests consumer options to buy a particular logo; customers consider that the brand offers the fun capabilities, images, or standard of nice on the proper charge. This notion and religion of the patron turns into a base for brand spanking new shopping for habits. Initially customers will buy a logo for trial, after being satisfied, clients can preserve on buying the product from the sure logo. Brand loyalty represents an encouraging technique toward a emblem resulting in normal buy of the brand through the years.

“The brand loyalty of the customer base is often the core of brand equity. If customers are indifferent to the brand and, in fact buy with respect to features, price and convince with little concern to the brand name there is likely little equity.

2.2.3 Name awareness

Brand call awareness roles essential factor in customer selection developing device. Consumer typically does now not like to buy a no longer recognized brand, especially if it an high-priced product like TV, cell phone and so on. On the other hand, they do not purchase any unknown brand for his or her food or drinks. Because maximum of the clients are depended on some recognized soft drinks brand.

2.2.4 Perceived Quality

It is crucial standards for each and every product. it identifies a customer's wondering and the product's situation. That is also results emblem integration and exclusion to consideration set before final selection. It offers gives most useful benefits of creating excessive charge. Perceived quality can be used as a supporting tool even as organization intends to utilize a pricing approach with excessive charge and in addition increase a brand in several markets (Aaker, 1991).

2.2.5 Emotional Branding

Usually marking starts while association outlines an object with extremely good detail and capacities superior to what their warring parties are placing forth. The business enterprise at that factor has a "characteristic" in an item precise magnificence closer to contenders. the issue increments while neither of the gatherings has endeavored endeavors to make enthusiastic bond between the clients and the enterprise and its item. Enthusiastic marking is the exceptional approach that illuminates the estimations of the company to the clients (Marken, 2003).

That is the remarkable direction in an association can view itself as seeing that purchaser recognition is vital for agencies. Besides an association can take in a greater via leaning to its patron sees. it's miles crucial for organizations to evaluate with the resource in their item by using identifying with their customers inwardly; normally item can be an item and grow to be a brand picture within the consumer's brains.

Passionate Branding likewise do not forget mark name which effect customers number one control approach. This is the good way in a company can consider itself because customer perception is very important for companies. However a company can learn a lot by listening to its customer views. It is essential for companies to correspond by their product by relating to their customers emotionally; otherwise product can be a product and become a brand image in the customer's minds. Emotional Branding also consider brand name which influence consumers decision making process.

2.2.6 Brand Name

The brand name is very large preference due to sometime it captures the central theme or key association of a product in a very condensed and reasonable fashion. Brand names can be enormously a success means of conversation. Some companies assign their product with a brand name that in reality has nothing to do with the emotional experience but human beings can effortlessly memorize.

2.2.7 Logos and symbols

Logos and symbols have a protracted record which indicates logo identification of the corporation. Logo is a pictograph intended to symbolize a certain company, organization or even an individual. but, a symbol is a pictograph mean to show certain information. The information could mean the nearest pictorial representation of the message being conveyed.

There are one-of-a-kind styles of logo, which might be precise from company names or logos. logos and image are smooth manner to recognize a product. It is a extra success if symbol and logos have become connected in memory to corresponding brand name and product to growth emblem bear in mind. Customers may additionally possibly pick out specific symbols but be unable to link them any precise logo or product (Keller 2008).

Logos are very important property; agencies spend large time and money to sell brand logos and symbols. Logos and symbol are a hit way to get a higher place in purchaser mind. If customers locate something that is without difficulty identifiable preferably in a high-quality manner, customers experience more comfy with them. If there isn't plenty distinction among manufacturers, then logos and symbols may be a very effective way of differentiating the brands from every different

2.2.8 Social Class

Social class is an invisible stratification of the inhabitants of the society into exceptional corporations based totally on some tendencies of the human beings. Inhabitants in a society can be divided into special social training according to their income stage, occupation, training and so on. Social class of someone is decided by way of a extensive form of set of variables together with profits, family heritage and occupation (Solomon, 2006). This elegance of consumer will in all likelihood in no way buy a product on an experimental foundation. Social magnificence could be very crucial supply to recognize which social magnificence individual belong. Usually humans have special preference and choices from others (Stephens and Townsend, 2007)

2.2.9 Conspicuous Consumption

Conspicuous consumption can be described because the manner of intake by way of the humans who have the financial capability to have enough money pricey brands no longer best just to devour the goods however additionally to show off with the view to encourage envy among others. People of better elegance normally move for a big selection of reputed symbols for eating conspicuously. Conspicuous consumption is related to the character's social elegance, normally the upper class consumer might buy and display different gadgets to expose-off their wealth and strength. They buy costly branded merchandise like cars, contemporary electronics despite the fact that it is not important for them to purchase (Solomon, 2006).

2.2.10 Purchase Intention

The purchase intention shows customers preference to purchase the product whose photograph is very near customer. Furthermore customers are properly privy to certain brand call through advertising, from their past revel in or records from their buddies and spouse and children (Keller, 2008). The goal of a consumer to purchase a particular logo may be defined as his willingness to buy that brand. After being exposed to a television industrial, a purchaser might be interested approximately the product however being just interested in a product does no longer mean that the patron has the intention to buy the product.

2.3 Factors influencing consumer behavior

Consumer behavior is influenced by most three factors including cultural, social and personal factors. (Kotler and Keller, 2006, p.193)

2.3.1 Culture Factors

Culture is a totally essential issue for influencing customer behavior. Specifically for Bangladeshi human beings, the marketer has to aware of culture.

Culture is the fundamental determinant of someone's desires and conduct for example; growing baby acquires a set of values, perceptions, preferences, and conduct via his or her own family and other key institutions. Every culture consists of smaller subcultures that provide extra unique identification and socialization for their participants. Subcultures include nationalities, religions, racial groups and geographic areas. (Kotler and Keller, 2006, p.164)

2.3.2 Personal factor

Personal factor plays a very important role is in consumer purchase decision. Customer selections are also stimulated by means of personal characteristics. Those include the buyer age and degree within the lifestyles cycle, profession and economic condition, persona and self-concept and lifestyle and values. some of these characteristic have a totally direct impact on customer behavior. (Kotler and Keller 2006, p.one hundred seventy)

Consumer Behavior helps us apprehend the shopping for inclinations and spending patterns of consumers. No longer all individuals could prefer to buy comparable products. Consumer behavior offers with as to why and why no longer an individual purchases specific services and products.

Personal factors play a vital function in affecting customer buying behavior.

2.3.3 Social Factors

Social factors are most necessary to find out the market condition and a customer demand of goods. A purchaser behavior is influenced with the aid of such social elements as reference corporations, family, and social roles and statuses.

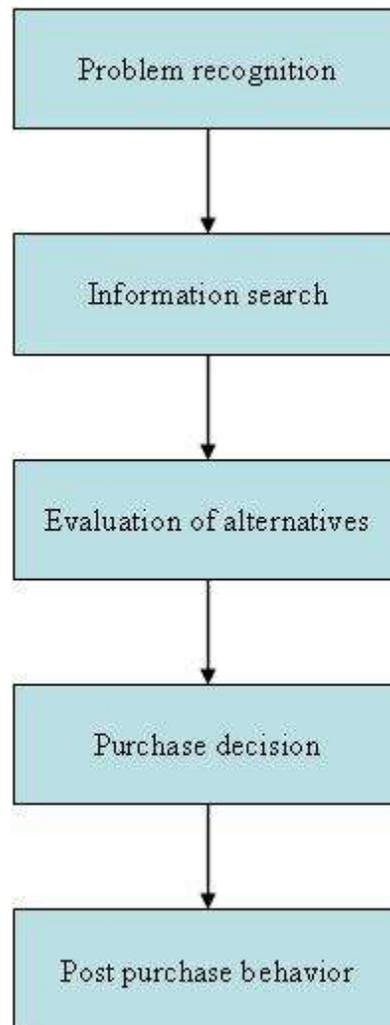
Reference organization is someone's reference organization consists of the whole corporations that have a right away or indirect have an effect on man or woman attitudes or behavior. (Kilter and Keller, 2006, p.167) There are 2 sorts of organization. Agencies having an instantaneous have an effect on a person are own family, pals, buddies and co-employees these human beings called a primary group.

Every other institution that peoples also belong to but tend to be extra formal and require less non-stop interplay is secondary organizations along with spiritual, professional and exchange-union businesses. (Hawkins, fine and Coney, 1998, p.215)

2.4 Buying Decision Process

The basic psychological processes play an important role in understanding how consumers actually make their buying decisions. The model in Figure 2 provides a frame of reference.

Figure No. 2: Five-Stage Model of the Consumer Buying Process.



Source: Marketing Management (Kotler and Keller, 2006)

2.4.1 Problem recognition

Problem recognition is the 1st step of the buying decision process. The system of marking a consumer decision begins with the trouble popularity.

Amongst consumers there seem to be two different problems. Some consumers face actual stage decision, where they perceive a problem with a product that fails to perform satisfactorily for example a watch that no longer keeps accurate time. In contrast, other consumer faces desired stage decisions, where the desire for something new may trigger the decision process. (Leon. David, Elizabeth, Aron, Judith and Leslie, 2001 p.523)

2.4.2 Information search

As soon as customers understand a want purchasers gain the records about items and carrier that might fulfill this want. If the customer cannot retrieve sufficient statistics from memory, he may need to engage in a sleek of the out of doors surroundings for beneficial facts on which to base a preference. For unimportant or cheap purchase this will no longer be important however for greater crucial or high-priced purchase it can take time and effort to find out what the alternatives are. The supply might be the media, pals, relations or different enormous people. (Bare ham, 1995, p.6)

2.4.3 Evaluation of alternatives

Evaluation of alternatives is the 3rd process of the buying decision process. Purchasers have a tendency to use styles of statistics which are a list of manufacturers and keep from which they plan to make their choice and the standards they'll use to assess each brand (Leon. David, Elizabeth, Aaron, Judith and Leslie, 2001p.525).

A few fundamental standards assist to understand purchaser assessment approaches. First, the purchaser is attempting to satisfy a need. Second, the purchaser is seeking out positive benefits from the product solution. Third, the clients see every product as a bundle of attributes with various abilities for turning in the advantages sought to satisfy this need (Kotler and Keller, 2009. p.183).

2.4.4 Purchase decision

Inside the evaluation level, the client forms choice a number of the manufacturers inside the choice set. The purchaser may shape an aim to buy the most desired logo. In thrilling a purchase intention, the purchaser might also make up to five sub choices consist of brand, provider, amount, timing and price approach. (Kotler and Keller, 2006, p.186-187)

2.4.5 Post purchase Behavior

After the purchase, the consumer might experience dissonance that stems from noticing certain disquieting features or hearing favorable thing about other brands and will be alert to information that support his or her decision. (Kotler and Keller, 2006, p.188).”

”The level of satisfaction/dissatisfaction with the purchase choice is a useful concept for understanding consumer behavior” (Peter and Olson, 1994, 168) For instance, measures of consumer satisfaction can be used to indicate the success of a company marketing strategies. Satisfied consumers are more likely to repurchase product and become brand loyal, they are more likely to tell other people the product and spread positive word-of-mouth communications. On the other hand, dissatisfaction consumer can lead to complaints and negative word-of-mouth communication and stop buying such product. (Peter and Olson, 1994, 168)

2.5 The influence of branding on consumer Buying Decision

Branding ultimately works as a signal. It allows consumers to quickly recognize a product as one they are familiar with or once they like it. It acts as a memory cue, allowing consumers to retrieve relevant information from memory.

This information may be about past experience of the brand, brand perceptions or brand connotations (Hoyer, 1984) Brand can be viewed as a tool to position a product or a service with a consistent image of quality and value for money to ensure the development of a recurring preference by the customer. It is common knowledge that the consumer's choice is influenced by many surrogates, to which the simplest one is a brand name (Pathan and Sharma, 2011).

Branding ultimately works as a signal. It allows customers to quickly recognize a product as one they are familiar with or once they like it. It acts as a memory cue, allowing consumers to retrieve relevant information from memory. This information may be about past experience of the brand, brand perceptions or brand connotations (Hoyer, 1984)

Moreover, Mariotti (1999) indicated that branding on packaging allows us to quickly and efficiently select from a huge array of products. Specifically branding draws consumers' attention to certain products; it allows them to recognize familiar products and serves as a cue for retrieving stored information from memory about those products.

Jesper (2007), consumers are willing to pay more to buy brands because they believe that brands deliver outstanding & desirable benefits. Consumers also stay loyal with the brand because the brand equity is already established and there is no need for any promotional incentives. For a consumer, brand plays multiple roles like:

1. Source of product
2. Delegating responsibility to the manufacturer of product
3. Lower risk
4. Less search cost
5. Quality symbol
6. Deal or pact with the product manufacturer, and
7. Symbolic device

Mariotti, (1999), manufacturers even have a symbolic price which allows the humans to choose the first-class product in keeping with their want and satisfaction. Normally people do no longer purchase positive brands just for design and requirement, however additionally in an attempt to enhance their market within the society (Leslie and brand names gift many stuff about a product and deliver variety of statistics approximately it to the customers and additionally tell the patron or capability consumer what the product manner to them.

Furthermore it represents the customer's mind like their emotions, know-how and experiences with the brand. More over patron do now not spend a good deal time to do find out about the product. While patron considers approximately the acquisition they compare the product right now by means of reconstructed product from memory and cued by the brand call.

Christensen and Hansen (2003), indicated that brand has a cost; this relies upon at the high-quality of its merchandise in the market and the pride or content material of the customers in its products and services. This provides the trust of the clients in the logo. If customers agree with a brand pleasant it makes a tremendous connection to the emblem and clients may have a purpose to become a loyal to the brand. Loyalty and trust of the customers could be very essential for a organization because it reduces the hazard of attack from competition (Aaker, 1996). Usually people do not buy certain brands just for design and requirement, but also in an attempt to enhance their self-esteem in the society (Leslie and Brand names present many things about a product and give number of information about it to the customers and also tell the customer or potential buyer what the product means to them.

2.6 Overview of Soft Drinks Business in Bangladesh

Soda is also known as non-alcoholic beverages, is interconnected with Sherbet developed by the Arabs. However, there are different types of sherbets available now a day in the Bangladeshi market. Like, Fruit juice, energy drinks, and carbonated sodas are now available in Bangladesh. Now, soda both carbonated and non-carbonated have spread over in a variety of forms and brands all over the world. However, in terms of carbonated drinks, Coca Cola and Pepsi are main beverage in Bangladesh. In Bangladesh there is different kind of beverages such as Coca Cola became the icon of the industry in throughout world. Today, soft drinks both carbonated and non-carbonated have spread over in a variety of forms and brands all over the world. However, in terms of carbonated drinks, Coca Cola and Pepsi are the leading brands in most parts of the world including Bangladesh. There are different types of soft drinks are in the Bangladeshi market. Such as:

1. Coca-Cola: Coca-Cola turned into the first carbonated soft drink brought inside the then undivided Pakistan in 1962. After 1971, the Coca Cola production unit in Bangladesh became given to the freedom Fighter Welfare consider. To start with, the production ability turned into 65 bottles according to minutes (bpm) earlier than the handover. The ability becomes dropped to 45 bpm afterward. but, with new equipment hooked up, the potential became multiplied to 250 bpm in 1985. In 1990, another plant with 500 bpm manufacturing capacity becomes delivered to this unit. The advertising territory of Coca-Cola Export business enterprise whose brands are Coca Cola, Sprite and Fanta was divided into 2 segments.

Tabani Beverage got the marketing territory of Dhaka, Rajshahi and Khulna divisions and part of Barisal division at the same time as Abdul Monem restricted were given the advertising and marketing territory of Chittagong and Sylhet divisions and part of Barisal division. But, the Coca Cola generating factories, in particular the ones under Tabani Beverage, began to be under pressure by employee disputes, so, coca cola was the first carbonated soft drinks.

There are new types of coca-cola now diet coke, zero coke, and classic coke.



2. Transcom Beverages Ltd: Transcom group of company has so many companies. Transcom Beverage Ltd (TBL) is one of them and it is the exclusive PepsiCo Franchisee for Bangladesh. TBL owns and operates contemporary plant life in Dhaka and Chittagong for bottling the famed soft drink brands including, Pepsi, 7UP, Mirinda, Slice, Mountain Dew, Pepsi food regimen and 7UP light. The company is rising with the motto to supply sustained growth in Bangladesh and circulate towards dominant Beverage organization delighting & nourishing each Bangladeshi Beverage Ltd.

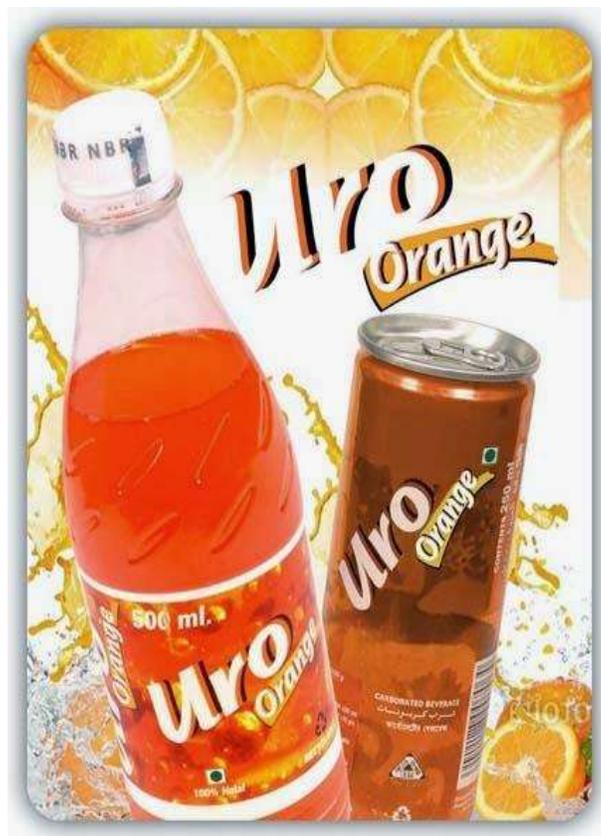


3. Akij Food & Beverage LTD: Akij food & Beverage Ltd. has been set up at a lovely site Krishnapura, Dhamrai of Dhaka. It has included the high-quality meals & beverage in Bangladesh. There are various styles of drink. Mojo is the brand call of cola, Lemu is the brand call of Lemon and velocity is the brand name of power drink. Immediately after the advent of the logo it has become very famous amongst its patron due to the high high-quality and extensive distribution in each corner and corner of the country. Clemeon ,Mojo, Twing, Frutika, Speed those are the regular beverage item of the Akij food and beverage Ltd.



4. Globe Soft Drink Ltd. & AST Beverage Ltd: Globe Pharmaceutical Group of companies Ltd. constrained is a leading conglomerate engaged in Pharmaceutical commercial enterprise for the ultimate 27 years. As part of the diversification method the group has actively entered the FMCG commercial enterprise with Globe Biscuit and Dairy Milk Ltd. in 1998. In 2002, to cater to the massive demand the institution ventured into beverage marketplace with Globe smooth Drink Ltd. In 17th July 2002 GSDL has commenced its operation to supply carbonated and non-carbonated drinks, natural fruit drinks and mineral water. The plant is geared up with kingdom-of-The- art, absolutely automated machineries of European foundation.

In spite of the increased manufacturing ability GSDL by me couldn't fill the call for-supply hole, it was necessary for the group to set up another plant to meet ever growing call for. In 2005 AST Beverage Ltd. comes into being with additional 50,000 liters according to our production capacity. The existing capacity of AST beverage Ltd. is 80,000 Liters in step with our along with GSDL's 50,000 Liters. Through non-stop innovation in flavor and flavor, the business enterprise got on the spot achievement in all of its brands added in the market. Now, Royal Tiger, is one of the leading brands in Carbonated Beverage Category and all other brands like Uro Cola, Uro Orange, Uro Lemon, Fizz Up, Lychena, Konia, Black Horse, Mangolee and Mineral Water Alma holds strong positions in soft drinks, natural fruit Drinks and mineral water market.



5. Pran Beverage: PRAN has a extensive variety of refreshing beverage lines. Beverage brands like PRAN Frooto, PRAN UP, power, PRAN Lassi are some of the famous beverage brands from the corporation produced in 3 factories situated in special locations and 16 depots to perform the manufacturing and distribution actions. future plans for liquids include introducing Lassi in HDPE line, milk introduced drinks, ingesting water jar & pouch business. PRAN is also introducing juice in carbonated gentle liquids (CSD), and extraordinary sort of class extension . Pran liquids are liquid especially organized to satisfy humans' non-carbonated flavored drinks needs. The thirst quenching taste liquids provide a very good variety of fruit flavor that contains vitamins and offers flavor of fruit.

Products: Maxx Cola, Cloudy Lemon, Clear Lime. Power Drink etc.



The details of the companies and their products in Bangladesh are shown in Table 1.

Table 1: Companies Producing Soft Drinks in Bangladesh

Variables	Name of Soft Drinks Producing Companies					
	Globe Soft Drinks Ltd.	Akij Food And Beverages Ltd	Pran RFL Group	Globe Beverage Company Limited	Transcom Beverages Ltd	Partex Beverages Limited
Year of Soft Drinks Launch	2002	2006	2006	2005	2000	1997
Brands in the Market	URO-Lemon, URO-Cola, URO-Orange, Lychena, FizzUp, Royal Tiger Energy Drinks, Alma Mineral Water	Mojo , Lemu, Clemon, Speed (Energy Drink), Spa,Frutika	Pran Up, Pran Cola, MAXX Cola,lassi, Frooto,	Virgin, Zam Zam Cola	Persi,7up, Mirinda, Mountain Dew, Slice	RC(Royal Crown) Cola, Upper 10, Big Boss, RC Q Lemon, Mum, Jera pani
Production Capacity	50,000 litre per hour	N/A	N/A	N/A	N/A	N/A
Factory Location	Noakhali and Kachpur, Dhaka	Dhamrai, Dhaka	Narshingdi	Gazipur	Konabari, Gazipur and Kalurghat, Chittagong	Jangaliapara, Banglabazar, Joydebpur, Gazipur
Total Investment	N/A	400 Core Taka	N/A	50 Core Taka	N/A	N/A
Workforce	N/A	N/A	N/A	120	2000	250

Source: The Executive Times, February 2015, pp.29-32.

In step with a survey done in 2015, Coke's market percentage in Bangladesh is about 22 %, Pepsi 27% and RC's 16%. The survey additionally discloses 50% of the market is occupied by global manufacturers even as the relaxation of 50% with the aid of local manufacturers. With energetic advertising marketing campaign undertaken with the aid of Partex liquids Ltd, Royal Crown (RC) is poised to boom its marketplace proportion. Compared to these three international brands, Virgin positioned up a weak performance as it was re-released in 2005 by way of global drinks Ltd. In phrases of juices, Pran has already earned an excellent reputation but its cola drink has but to make its role. Pran's gentle beverages occupy 8% of the market percentage. Mojo is another brand coming up and expanding in a rapid rate as it is the symbol of the young people and the bottle size is appropriate to the customers (Table 2).

Table 2: Market Share of the Soft Drinks in Bangladesh

Brand	Market Share (Percentage), 2015
Pepsi	22
Coke	27
Royal Crown(RC)	16
Uro	12
Mojo	08
Pran	08
Others	07

Source: The Executive Times, February 2015, p.23

CHAPTER THREE

3. Methodology

3.1 Research Framework or Model of the Analysis

All studies problems oblige their very own specific emphases and strategies. every studies trouble is particular in some techniques, the research technique is typically custom tailor-made. but, there is a series of step called the studies manner which may be observed even as designing the studies task Figure 3, presented the sequence of steps in the design and implementation of a research study.

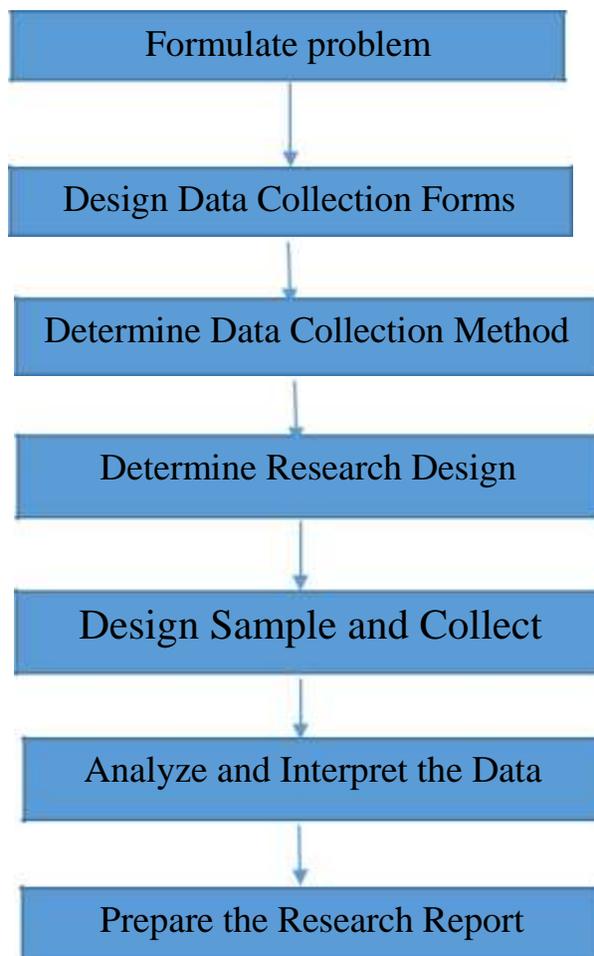


Figure No 3. Stages in Research Process

Source: Basic Marketing Research (Churchill and Brown, 2004, p.40)

3.2 Research Design

Kothari (2004) concluded that research design is “the arrangement of situations for the collection and analysis of facts in a manner that aims to combine relevance to the research purpose with financial system in system” that is, it's far the conceptual structure inside which studies is carried out and constitutes the blueprint for series, size and analysis of information.

In this research paper, the descriptive research type has been selected. Through doing the research we can try to look for the branding effect of consumer purchase decision is the main and fundamental discussion of this choice emerges when the particular facts related to the view research is needed to be gathered. The statistics that's gathered throughout the interview process and used to investigate the assumptions raised inside the research paper later might be offered as findings inside the end element. Descriptive studies layout helped the researcher to understand the phenomenon and to get the wide photo of the phenomenon; it supplied a tool for describing phenomenon (population characteristics) which helped to offer thoughts for in addition probing and in making easy choices. That is, it is the conceptual structure/plan within which research is conducted and constitutes the blueprint for collection, measurement and analysis of data.

The information which is collected during the interview process and used to investigate the assumptions raised in the Research paper later will be presented as findings in the conclusion part. Descriptive research design helped the researcher to understand the phenomenon and to get the broad picture of the phenomenon; it provided a tool for describing phenomenon (population characteristics) which helped to give ideas for further probing and in making simple decisions.

3.3 Population and Total Sample Size

My research topic is “Branding Effects of consumer purchase decision on soft drinks”. However it is difficult for me to take sample from the entire Bangladesh. So I’ve selected college students of college, university and some provider holders to get actual statistics. UIU, ULAB, Residential Model School and College, City College and some general public as a sample. The total targeted population had 80 of which most of the people was students & very less people was service holders. We targeted most of the students because soft drink mostly drinks by the youth people in Bangladesh. The soft drinks industry main target customer is youth in Bangladesh. In this reason, I collected maximum data from the youth for my research paper.

3.4 Sampling Technique

Sample size is a subset of the target population and it is used to represent the population under the study (Kothari, 2004). Because of this if the sample is cautiously decided on and if the sample is most effective to satisfy the requirements of efficiency, consultant, reliability and flexibility then the data gathered from the sample may be used to generalize the general population. I've taken stratified sampling and after stratifying I have selected sample randomly.

Classification	Number of Samples
Male	40
Female	40
Total	80

3.5 Data Collection Process

The purpose of this look at is to locate the outcomes of branding effect of consumer purchase decision on soft drinks industry in Bangladesh. Thinking about our take a look at, we need to number one facts for taking the human beings preference. In addition, we want some secondary facts for the literature assessment & a few different tender drink enterprise facts. Our settlement technique is head to head interview through the questionnaire.

3.5.1 Primary Data

The primary data analysis will be finished with the help of records series tool shaped through the questionnaire that has been used. The questions are organized in a totally unique and clarified manner brought with precise word formation so that the respondents do not confuse themselves and fill up the questionnaire without understanding of the questions. Our target group is the people who like to drink soft drinks mostly students, service holder & others. However before formally the usage of the questionnaire to conduct the studies, the questionnaire could be pre-tested among st few selected folks having sound understanding approximately researches which will get their valuable feedback. Later inside the process their valuable suggestions might be used to accurate and improve the great of the questionnaire.

3.5.2 Secondary Data

We used some secondary records for literature evaluation. We see a few online statistics. And current some researches on internet resources that are referred respectively to validate authenticity. Secondary Data is important to found so many valuable data to make this report.

CHAPTER FOUR

4. Data Presentation & Interpretation

Table-4.1

CLASSIFICATION ON THE BASIS OF GENDER

SL.NO	GENDER	RESPONDENTS	PERCENTAGE
1.	Male	40	50%
2.	Female	40	50%
Total		80	100%

Source: Primary Data

Interpretation:

The study was performed on 80 people who were randomly selected where the male is 50% and female is 50%.

The above fact is confirmed by the diagram.

Diagram-4.1

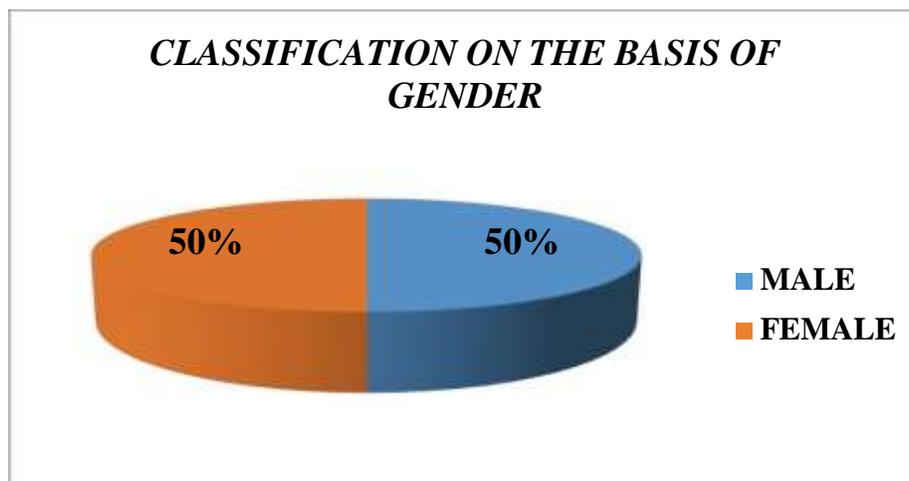


Table-4.2**CLASSIFICATION ON THE BASIS OF AGE**

SL.NO	AGE	RESPONDENTS	PERCENTAGE
1.	Less than 20 years	12	15%
2.	21-25 years	35	43%
3.	26-30 years	18	23%
4.	31 & Above	15	19%
Total		80	100%

Source: Primary Data

Interpretation:

The 80 people surveyed and their age was found to be less than 20 years is 15%, 21-25 years is 43%, 26-30 years is 23% and 31 & above years is 19%. So we can say that 21-25 years is the majority age group who drinks soft drink mostly.

The above fact is confirmed by the diagram.

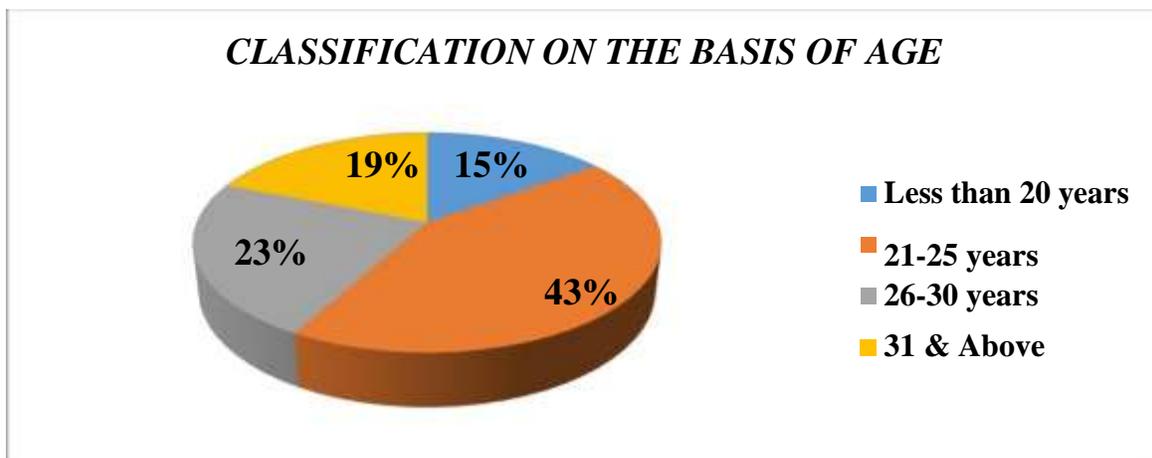
Diagram-4.2

Table-4.3**CLASSIFICATION ON THE BASIS OF OCCUPTION**

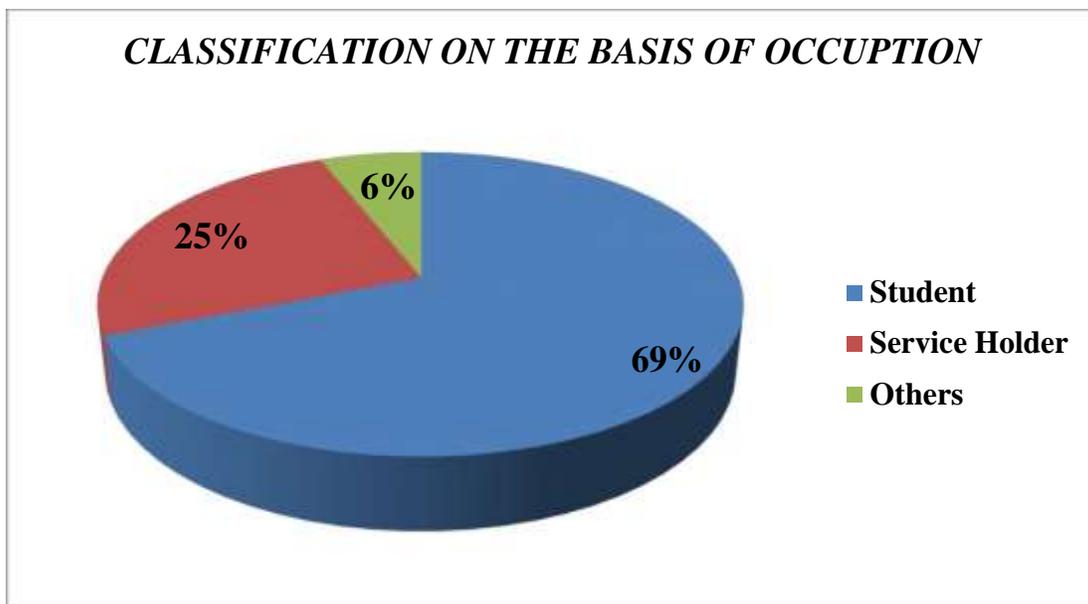
SL.NO	OCCUPTION	RESPONDENTS	PERCENTAGE
1.	Student	55	69%
2.	Service Holder	20	25%
3.	Others	5	6%
Total		80	100%

Source: Primary Data

Interpretation:

Out of 80 people surveyed the major portion is covered by the student 69% and followed by service holder with 25% and other was found to be 7.1%.

The above fact is confirmed by the diagram.

Diagram-4.3

Q.1: Do you like to drink soft drinks.

Table-4.4

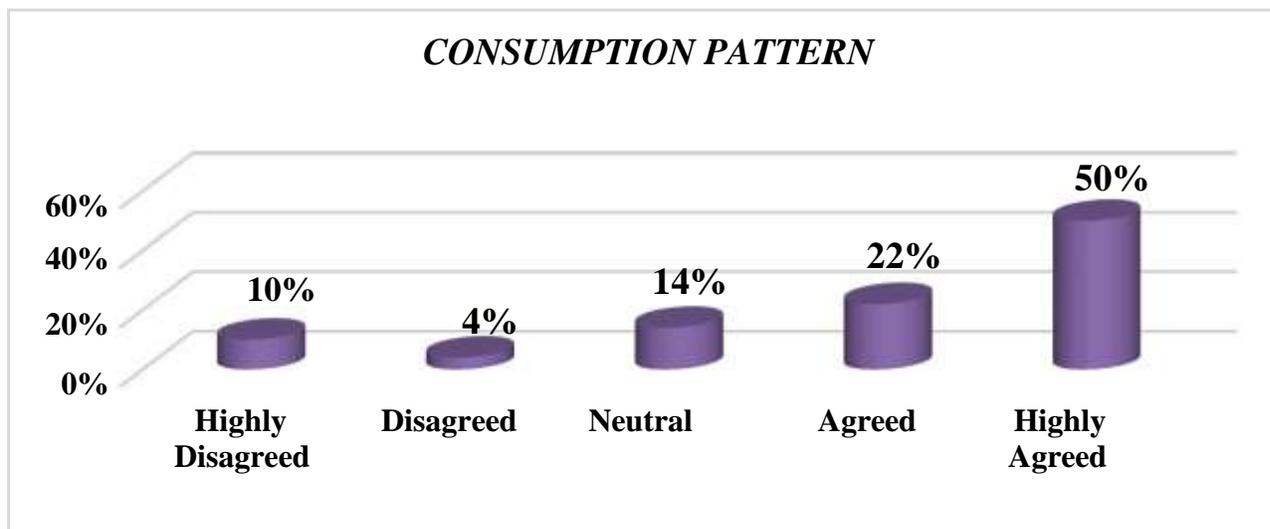
SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1.	Highly Disagreed	8	10%
2.	Disagreed	3	4%
3.	Neutral	11	14%
4.	Agreed	18	22%
5.	Highly Agreed	40	50%
Total		80	100%

Source: Primary Data

Interpretation:

Out of 80 people the kind of soft drink preferred by the people are highly disagreed (10%), disagreed (4%), neutral (14%), agreed (22%) and highly agreed (50%). In this graph we see, the majority people are highly agreed to like drinking soft drinks. There are very few people who dislike drinking soft drinks. The above fact is confirmed by the diagram.

Diagram-4.4



Q.2: Do you familiar with all soft drink brands in Bangladesh.

Table-4.5

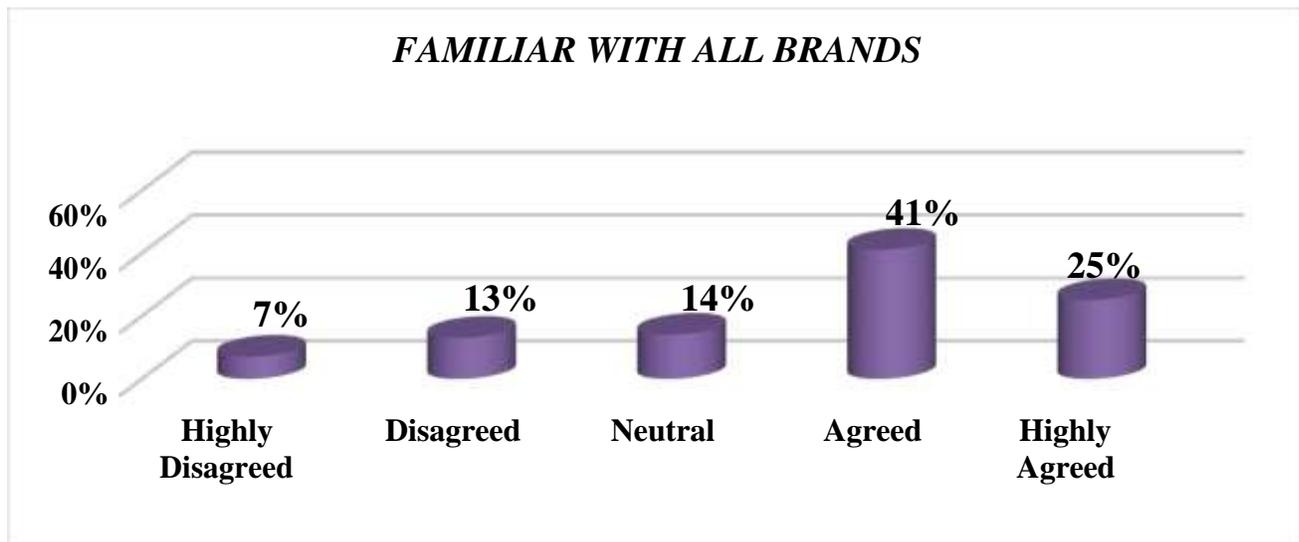
SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1.	Highly Disagreed	6	7%
2.	Disagreed	11	13%
3.	Neutral	10	14%
4.	Agreed	33	41%
5.	Highly Agreed	20	25%
Total		80	100%

Source: Primary Data

Interpretation:

Out of 80 people the familiar with all soft drink brands in Bangladesh by the people are highly disagreed (7%), disagreed (13%), neutral (14%), agreed (41%) and highly agreed (25%). In this graph we see, the majority people are agreed that they know about all soft drink brands. There are very few people who are unfamiliar with all soft drink brands. The above fact is confirmed by the diagram.

Diagram-4.5



Q.3: Price is an important factor to you for purchasing a soft drink brand.

Table-4.6

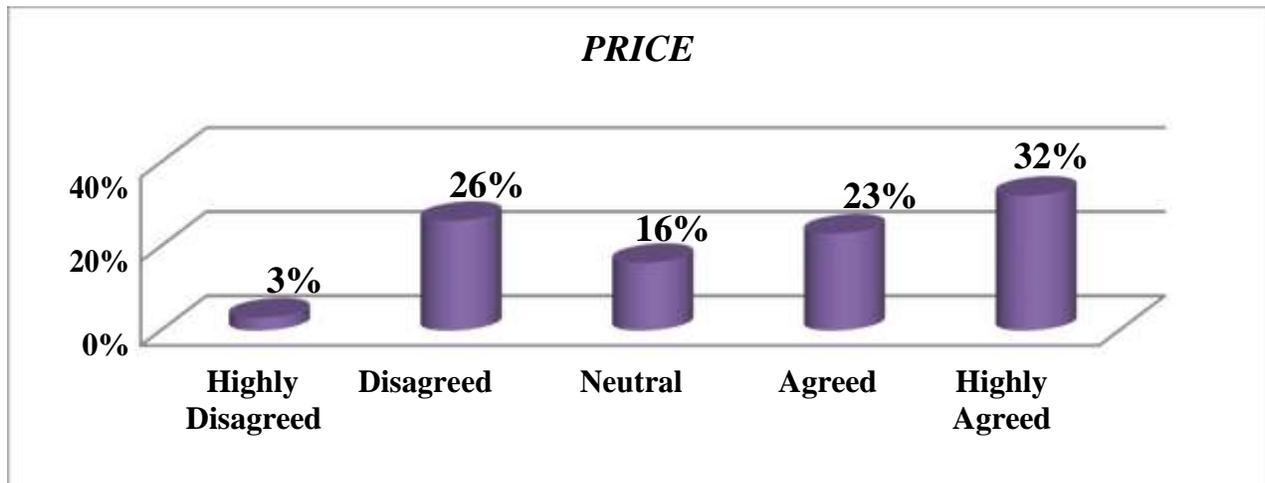
SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1.	Highly Disagreed	2	3%
2.	Disagreed	21	26%
3.	Neutral	13	16%
4.	Agreed	18	23%
5.	Highly Agreed	26	32%
Total		80	100%

Source: Primary Data

Interpretation:

Out of 80 people the price is an important factor to buy a soft drink brand by the people are highly disagreed (3%), disagreed (26%), neutral (16%), agreed (23%) and highly agreed (32%). In this graph we see that the majority people are highly agreed that price is an important factor to buy a soft drink brand. There are very few people who are unconcern about price to purchase a soft drink brand. The above fact is confirmed by the diagram.

Diagram-4.6



Q.4: Trend is an important factor to you for purchasing a soft drink brand.

Table-4.7

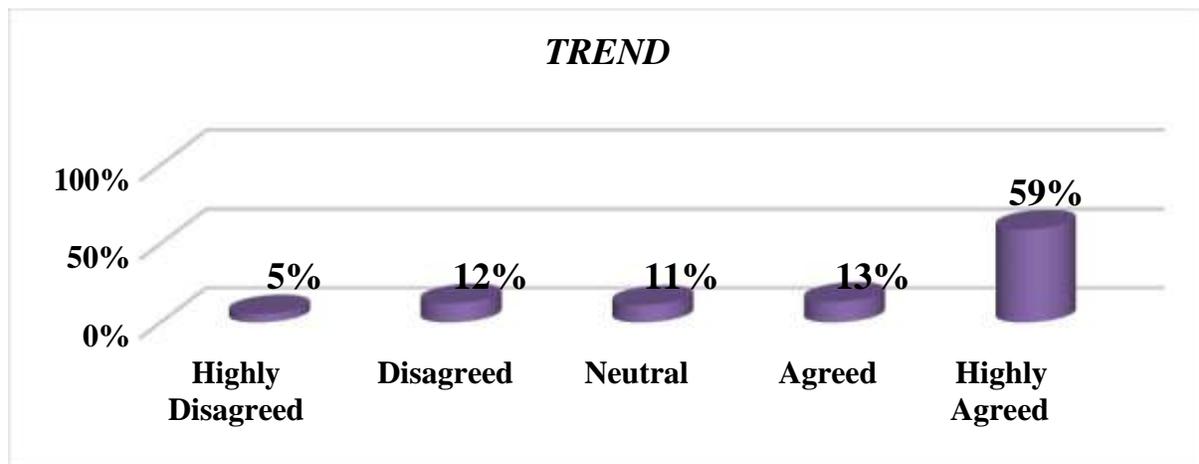
SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1.	Highly Disagreed	4	5%
2.	Disagreed	10	12%
3.	Neutral	9	11%
4.	Agreed	10	13%
5.	Highly Agreed	47	59%
Total		80	100%

Source: Primary Data

Interpretation:

Out of 80 people the trend is an important factor to buy a soft drink brand by the people are highly disagreed (5%), disagreed (12%), neutral (11%), agreed (13%) and highly agreed (59%). In this graph we see, the opinion of majority people are highly agreed that trend is an important factor to buy a soft drink brand. Very few people who are not worry about trend to purchase a soft drink brand. The above fact is confirmed by the diagram.

Diagram-4.7



Q.5: Brand name is an important factor to you for purchasing a soft drink.

Table-4.8

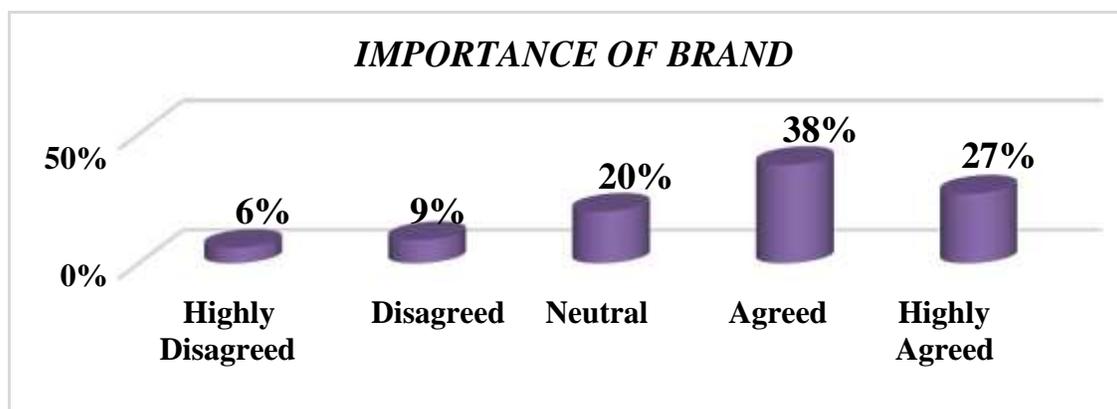
SL.NO	OPINION	NO.OF RESPONDENTS	PERCENTAGE
1.	Highly Disagreed	5	6%
2.	Disagreed	7	9%
3.	Neutral	16	20%
4.	Agreed	30	38%
5.	Highly Agreed	22	27%
Total		80	100%

Source: Primary Data

Interpretation:

Out of 80 people the brand is an important factor to buy a soft drink by the people are highly disagreed (6%), disagreed (9%), neutral (20%), agreed (38%) and highly agreed (27%). In this graph we see, the opinion of majority people are agreed that brand is most important factor to buy a soft drink brand. There are very few people who are not concern about brand. So we can say that brand is an important factor to consumer for purchasing a soft drink brand. The above fact is confirmed by the diagram.

Diagram-4.8



Q.6: Quality is an important factor to you for purchasing a soft drink brand.

Table-4.9

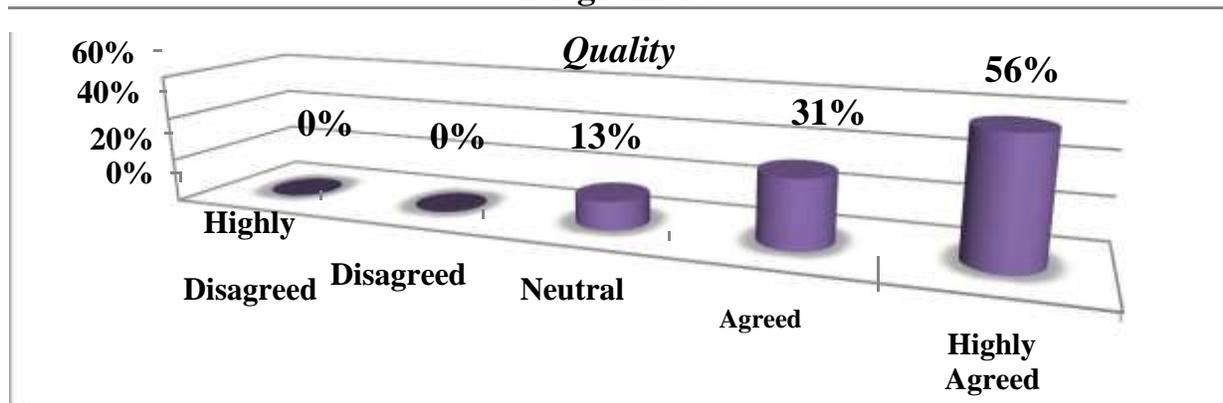
SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1.	Highly Disagreed	0	0
2.	Disagreed	0	0
3.	Neutral	10	13%
4.	Agreed	25	31%
5.	Highly Agreed	45	56%
Total		80	100%

Source: Primary Data

Interpretation:

Out of 80 people the quality is an important factor to buy a soft drink brand by the people are highly disagreed (0%), disagreed (0%), neutral (13%), agreed (31%) and highly agreed (56%). In this graph, we can see that majority people prefer that quality is the main factor to purchase a soft drink brand. We can also see that there is no person who desires that quality is not the fact. So the soft drink brand have to qualitative product. The above fact is confirmed by the diagram.

Diagram-4.9



Q.7: Taste & flavor are an important factor to you for purchasing a soft drink brand.

Table-4.10

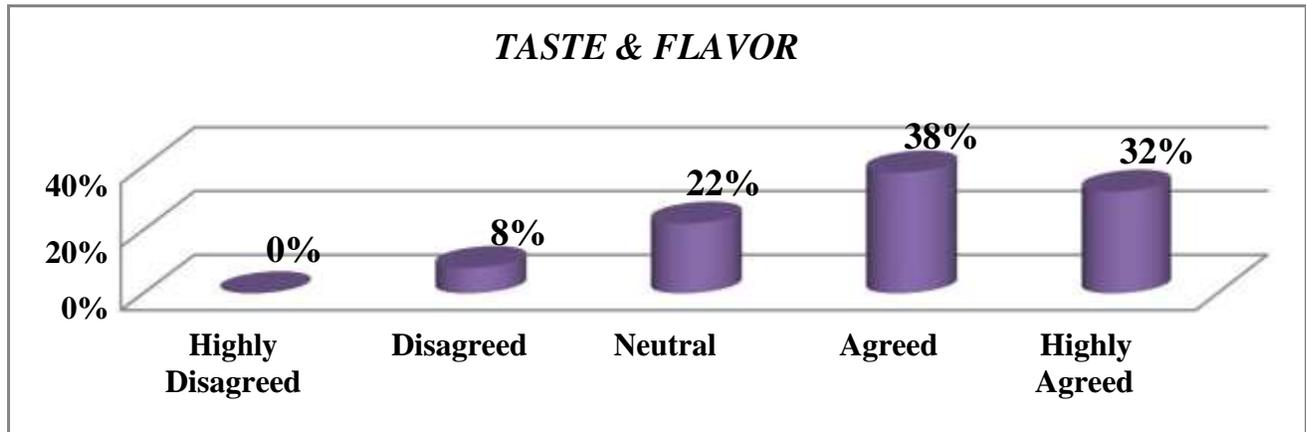
SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1.	Highly Disagreed	0	0
2.	Disagreed	6	8%
3.	Neutral	18	22%
4.	Agreed	30	38%
5.	Highly Agreed	26	32%
Total		80	100%

Source: Primary Data

Interpretation:

Out of 80 people the taste & flavor are an important factor to buy a soft drink brand by the people are highly disagreed (0%), disagreed (8%), neutral (22%), agreed (38%) and highly agreed (32%). The majority people prefer that taste & flavor are the main factor to purchase a soft drink brand. So taste & flavor influence consumer buying decision. It is also related to brand effects The above fact is confirmed by the diagram.

Diagram-4.10



Q.8: Location is an important factor to you for purchasing a soft drink brand.

Table-4.11

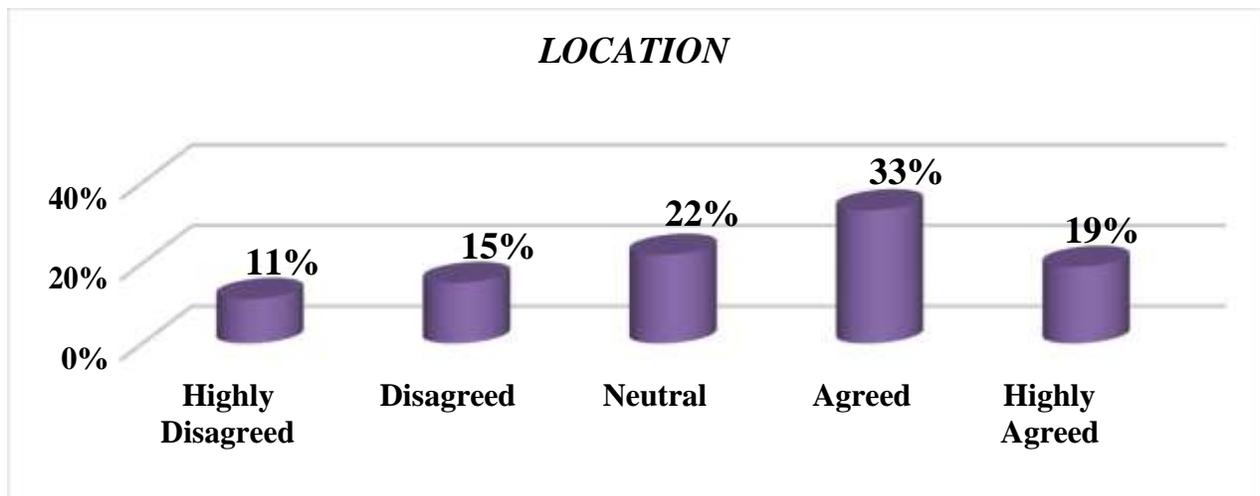
SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1.	Highly Disagreed	9	11%
2.	Disagreed	12	15%
3.	Neutral	17	22%
4.	Agreed	27	33%
5.	Highly Agreed	15	19%
Total		80	100%

Source: Primary Data

Interpretation:

Out of 80 people the location is an important factor to buy a soft drink brand by the people are highly disagreed (11%), disagreed (15%), neutral (22%), agreed (33%) and highly agreed (19%). Most of the consumer prefers to buy soft drinks from their nearest location. That is why the majority people are agreed that location is the important factor. So we can say that location is an important factor to consumer for purchasing a soft drink brand. The above fact is confirmed by the diagram.

Diagram-4.11



Q.9: Packaging is an influence factor to you purchases the soft drink brand.

Table-4.12

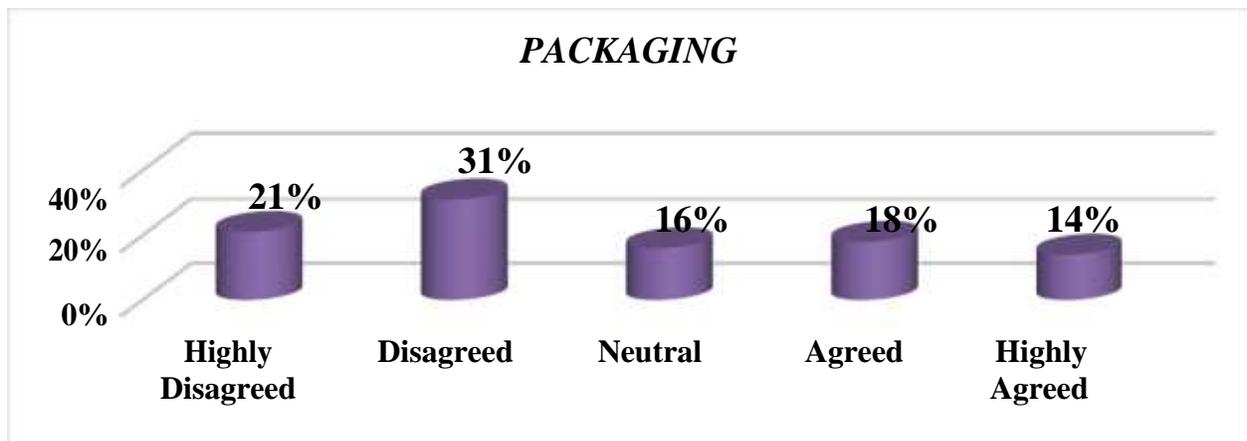
SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1.	Highly Disagreed	17	21%
2.	Disagreed	25	31%
3.	Neutral	13	16%
4.	Agreed	14	18%
5.	Highly Agreed	11	14%
Total		80	100%

Source: Primary Data

Interpretation:

Out of 80 people the packaging is an important factor to buy a soft drink brand by the people are highly disagreed (21%), disagreed (31%), neutral (16%), agreed (18%) and highly agreed (14%).The majority people Disagreed that packaging is the main factor to purchase a soft drink brand. So it is clear to us that packaging is not the main factor to purchase a soft drink brand. The above fact is confirmed by the diagram.

Diagram-4.12



Q.10: Brand has now become a status symbol for purchasing a soft drink.

Table-4.13

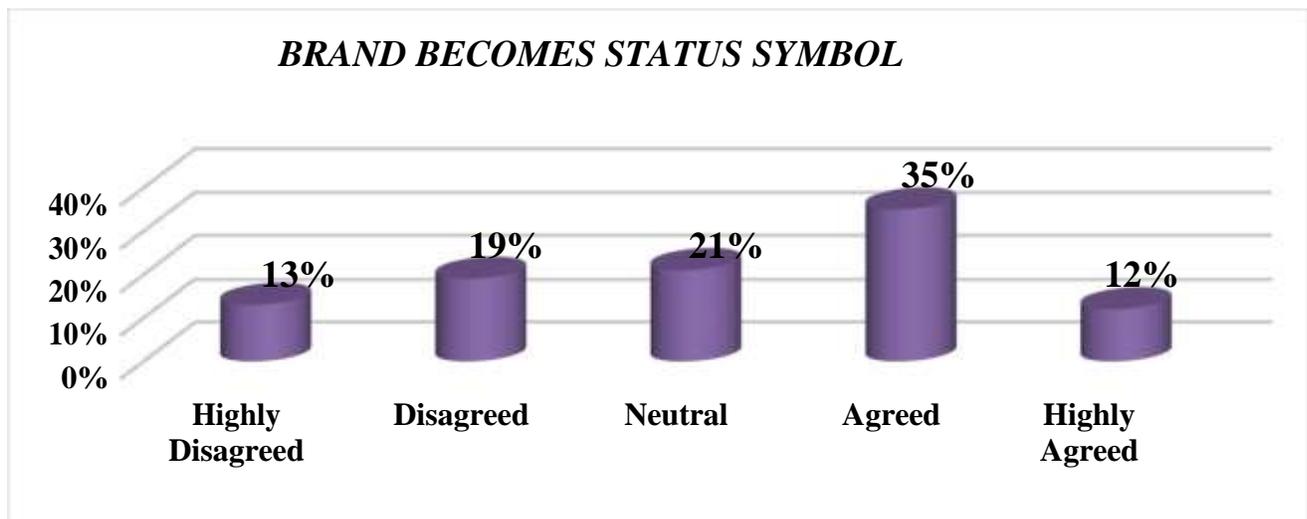
SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1.	Highly Disagreed	10	13%
2.	Disagreed	15	19%
3.	Neutral	17	21%
4.	Agreed	28	35%
5.	Highly Agreed	10	12%
Total		80	100%

Source: Primary Data

Interpretation:

Out of 80 people the brand has now become a status symbol to buy a soft drink by the people are highly disagreed (13%), disagreed (19%), neutral (21%), agreed (35%) and highly agreed (12%). In this graph, we can see that most of the people agreed that brand has now become a status symbol for purchasing a soft drink. So we can say that consumer is very aware of brand. The above fact is confirmed by the diagram.

Diagram-4.13



Q.11: Advertisement is an influence factor to you purchases the soft drink brand.

Table-4.14

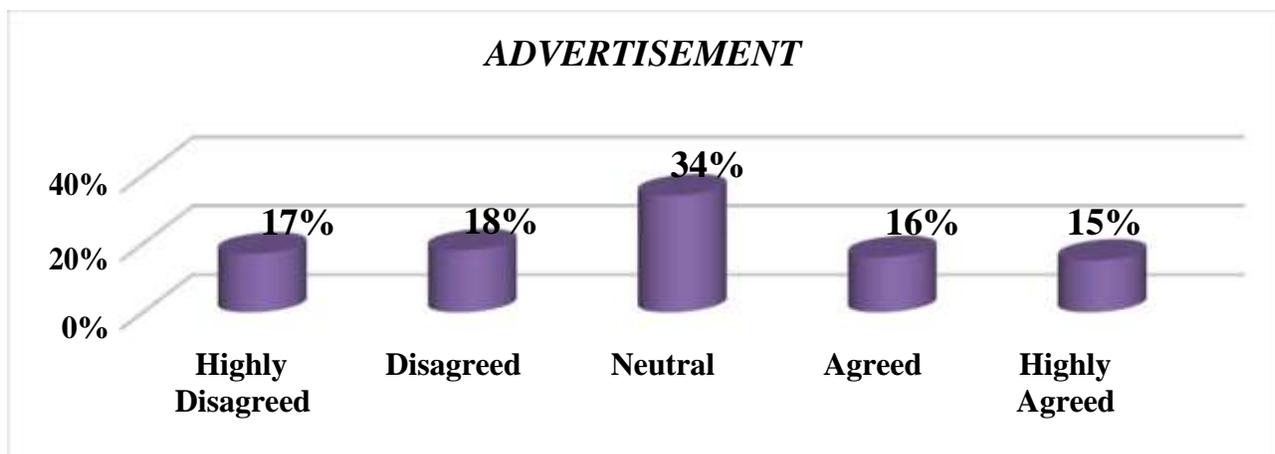
SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1.	Highly Disagreed	14	17%
2.	Disagreed	14	18%
3.	Neutral	27	34%
4.	Agreed	13	16%
5.	Highly Agreed	12	15%
Total		80	100%

Source: Primary Data

Interpretation:

Out of 80 people the advertisement is an important factor to buy a soft drink brand by the people are highly disagreed (17%), disagreed (18%), neutral (34%), agreed (16%) and highly agreed (15%). In this graph we see, the opinion of most people are neutral that advertisement is an important factor. So we can say some people are concern and some people are unconcern that advertisement is an influence factor to you purchases the soft drink brand. The above fact is confirmed by the diagram.

Diagram-4.14



Q.12: I will ask the opinions of my family & friends while purchasing a soft drink.

Table-4.15

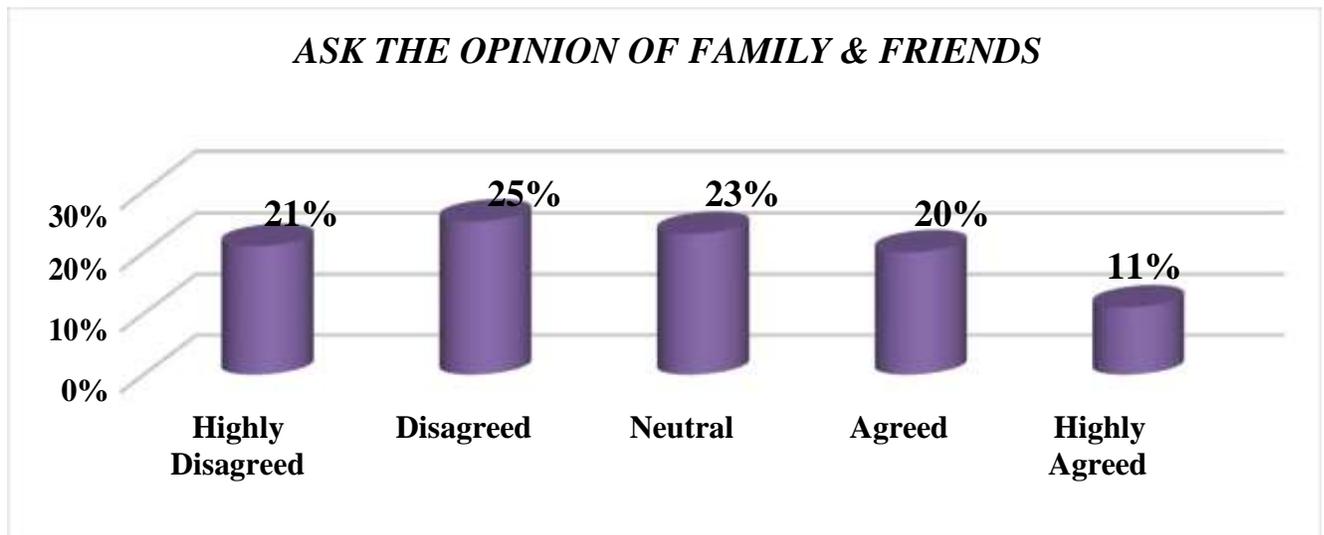
SL.NO	OPINION	RESPONDENTS	PERCENTAGE
1.	Highly Disagreed	17	21%
2.	Disagreed	20	25%
3.	Neutral	18	23%
4.	Agreed	16	20%
5.	Highly Agreed	9	11%
Total		80	100%

Source: Primary Data

Interpretation:

Out of 80 people the opinion is an important factor to buy a soft drink brand by the people are highly disagreed (21%), disagreed (25%), neutral (23%), agreed (20%) and highly agreed (11%). In this graph, we can see that most of the people disagreed that they ask the opinions of their family and friends are purchasing a soft drink. So we can say consumer do not prefer to ask the opinion of family & friends. The above fact is confirmed by the diagram.

Diagram-4.15



Q.13: What is your soft drink of choice?

Table-4.16

SHOWING THE CHOICE OF SOFT DRINKS

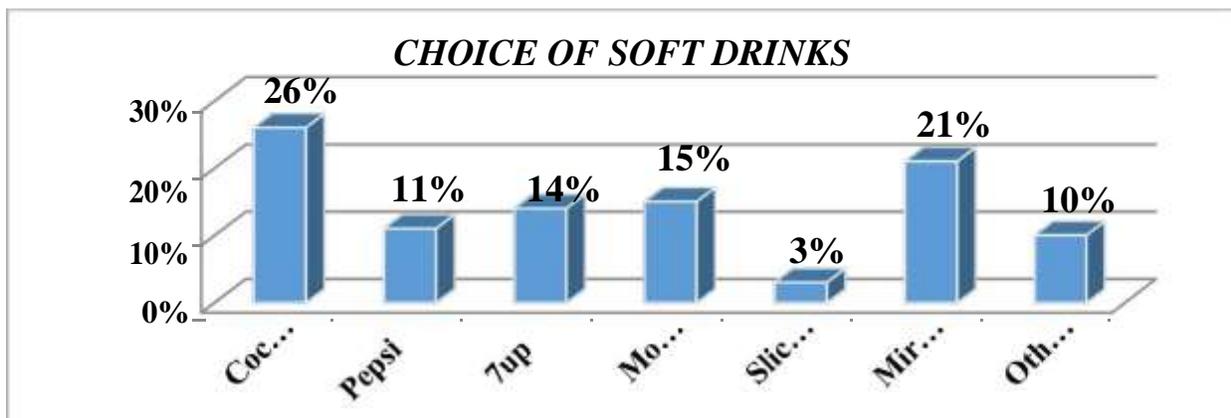
SL.NO	BRAND OF SOFT DRINKS	RESPONDENTS	PERCENTAGE
1.	Coca-Cola	21	26%
2.	Pepsi	9	11%
3.	7up	11	14%
4.	Mountain Dew	12	15%
5.	Slice Juice	2	3%
6.	Miranda	17	21%
7.	Others	8	10%
	Total	80	100%

Source: Primary Data

Interpretation:

The 80 people surveyed and the major portion is consumed by Coca-Cola with 26% and followed by Miranda with 21%, Mountain Dew with 15%, 7up with 14%, Pepsi with 11%, Slice juice with 3%, and other was found to be 10%. In this graph we can see, most of the people choose Coca-Cola. So we can say that the most preferable soft drink is Coca-Cola in Bangladesh. The above fact is confirmed by the diagram.

Diagram-4.16



Q.14: How much money you spent to buy your soft drink?

Table-4.17

SHOWING THE MONEY SPENT TO BUY SOFT DRINKS

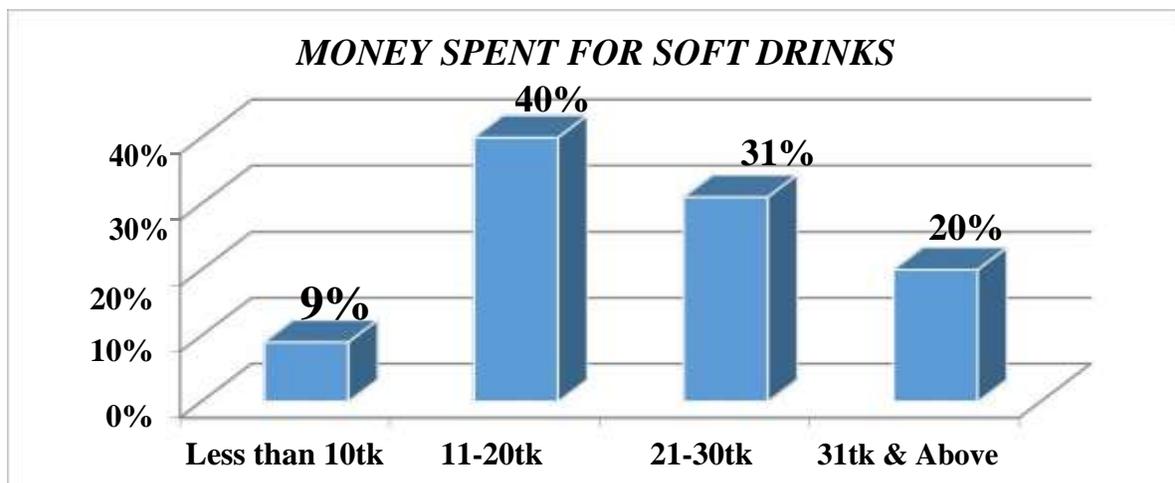
SL.NO	CATAGORY	RESPONDENTS	PERCENTAGE
1.	Less than 10tk	7	9%
2.	11-20tk	32	40%
3.	21-30tk	25	31%
4.	31tk & Above	16	20%
Total		80	100%

Source: Primary Data

Interpretation

In this graph, the X axis represents how much money consume want to spent for purchasing soft drink and the Y axis represents the percentage of consumer preference.40% of the people are spent money to buy soft drinks into 11-20tk, 21-30tk are 31%, 31tk & above are 20% and less than 20tk are 9%. The majority people prefer to buy soft drink in 11-20tk. So people want to buy soft drinks at a very miserable cost. The above fact is confirmed by the diagram.

Diagram-4.17



Q.15: How often do you drink a soft drink?

Table-4.18

SHOWING THE CONSUMPTION TIME OF SOFT DRINKS

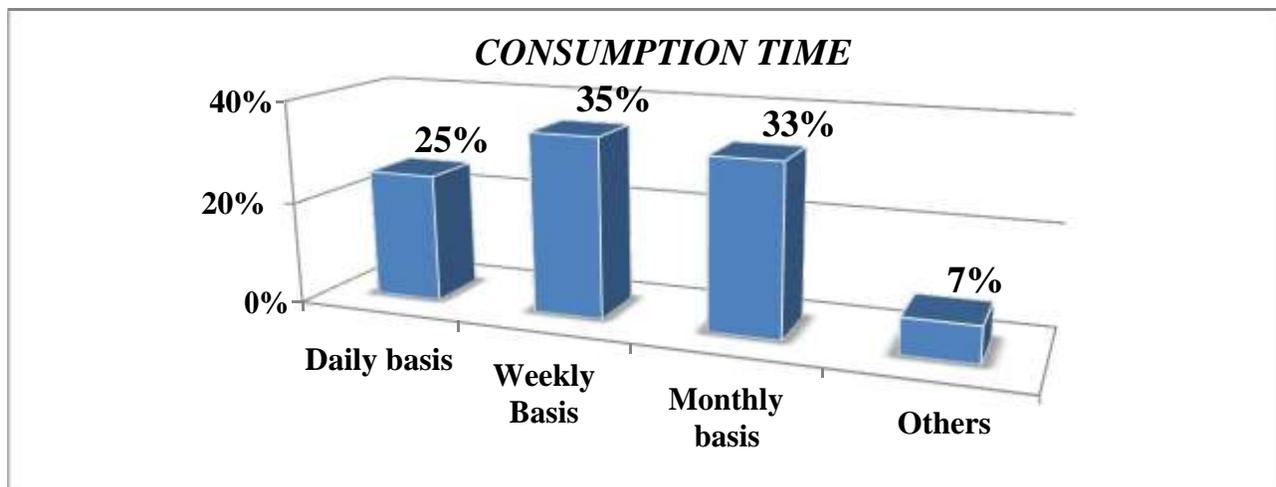
SL.NO	CATEGORY	RESPONDENTS	PERCENTAGE
1.	Daily basis	20	25%
2.	Weekly basis	28	35%
3.	Monthly basis	26	33%
4.	Others	6	7%
Total		80	100%

Source: Primary Data

Interpretation:

In this graph, the X axis represents which time they want to consume more soft drinks and the Y axis represents the percentage of consumer preference. 35% of the people consume in weekly basis, 33% consume soft drinks in monthly basis, 25% consume soft drinks in daily basis and 7% consume in other basis. So, the majority people prefer drinking soft drink in weakly basis. The above fact is confirmed by the diagram.

Diagram-4.18



Q.16: When do you take normally?

Table-4.19

SHOWING THE CHOICE OF CONSUMING A SOFT DRINK

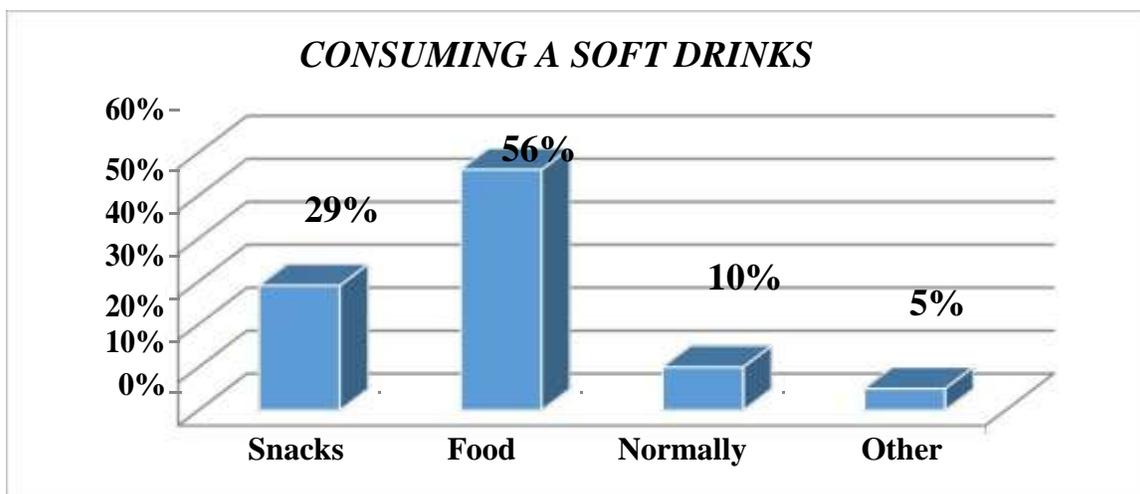
SL.NO	CHOICE	RESPONDENTS	PERCENTAGE
1.	Snacks	23	29%
2.	Food	45	56%
3.	Generally	8	10%
4.	Other	4	5%
	Total	80	100%

Source: Primary Data

Interpretation:

In this graph, the X axis represents which things they want to consume more soft drinks and the Y axis represents the percentage of consumer preference. 56% of the people are taken soft drinks with food, 29% are taken with snacks, 10% are taken with generally and 5% are taken with other things. So majority people like drinking soft drinks with food. The above fact is confirmed by the diagram.

Diagram-4.19



Q.17: How did you hear about the soft drinks brand?

Table-4.20

SHOWING THE MEDIA PREFERENCE OF SOFT DRINKS

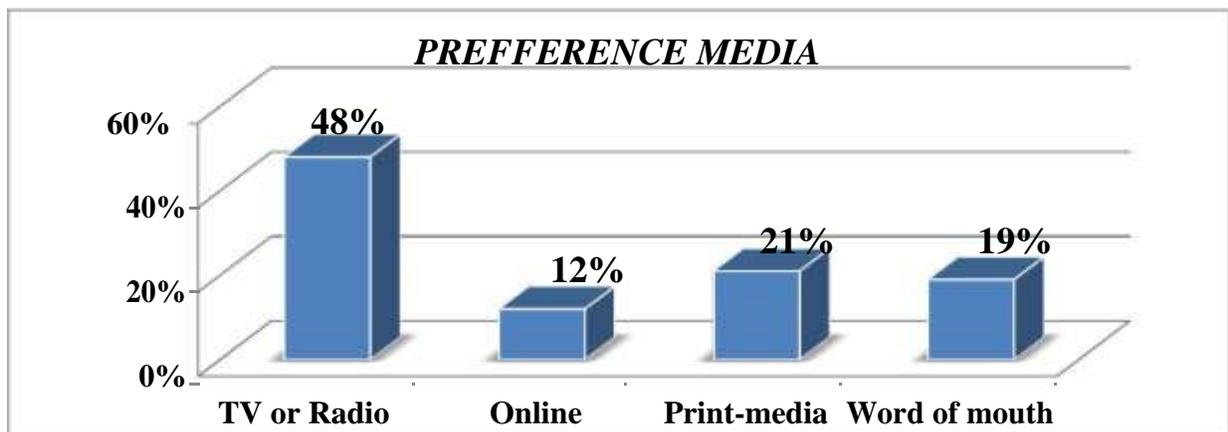
SL.NO	CATAGORY	RESPONDENTS	PERCENTAGE
1.	TV or Radio	38	48%
2.	Online (Media advertising)	10	12%
3.	Print-media (Newspaper/Magazines)	17	21%
4.	Word of mouth	15	19%
	Total	80	100%

Source: Primary Data

Interpretation:

In this graph, the X axis represents in which they hear about soft drinks brand and the Y axis represent the percentage of consumer preference. The most convenient media preferred by people are TV or Radio with 48%, and followed by Print-media (Newspaper/magazines) with 21%, Word of mouth with 19% and online media advertising with 12%. So, most of the people hear about soft drinks brand in TV or Radio. The above fact is confirmed by the diagram.

Diagram-4.20



Q.18: With whom do you drink most?

Table-4.21

SHOWING WITH WHOM DO YOU HAVING A SOFT DRINK

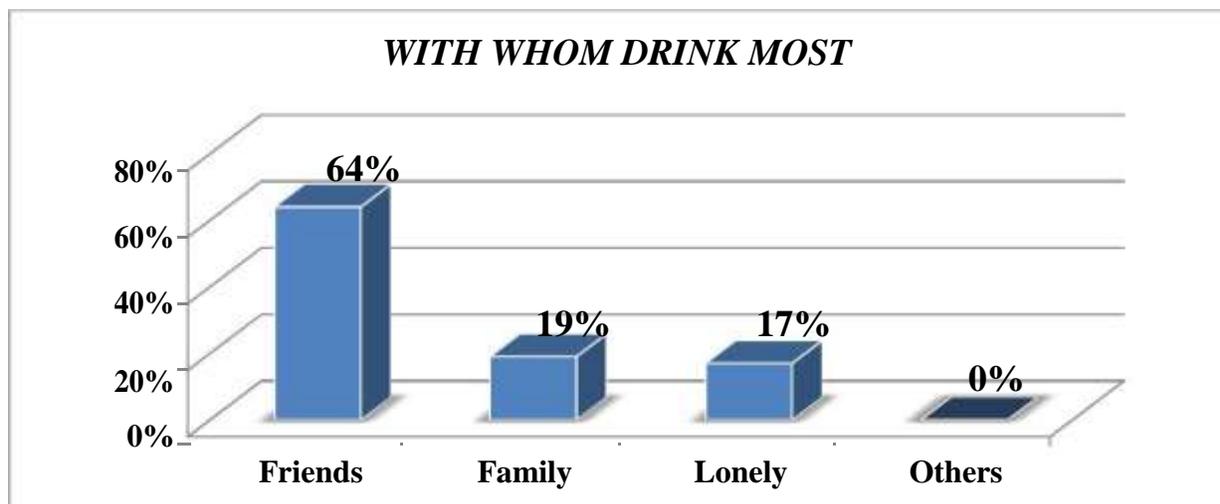
SL.NO	CATAGORY	RESPONDENTS	PERCENTAGE
1.	Friends	51	64%
2.	Family	15	19%
3.	Lonely	14	17%
4.	Others	0	0
Total		80	100%

Source: Primary Data

Interpretation:

In this graph, the X axis represents in whom they want to drink soft drinks and the Y axis represents the percentage of consumer preference. 64% of the people are like to have soft drink their friends, 19% are families and 17% of the people are like to have a soft drink lonely. So majority people like drinking soft drinks with their friends. The above fact is confirmed by the diagram.

Diagram-4.21



Q.19: Where do you purchase soft drinks mostly?

Table-4.22

OUTLET PREFERRED BY RESPONDENTS

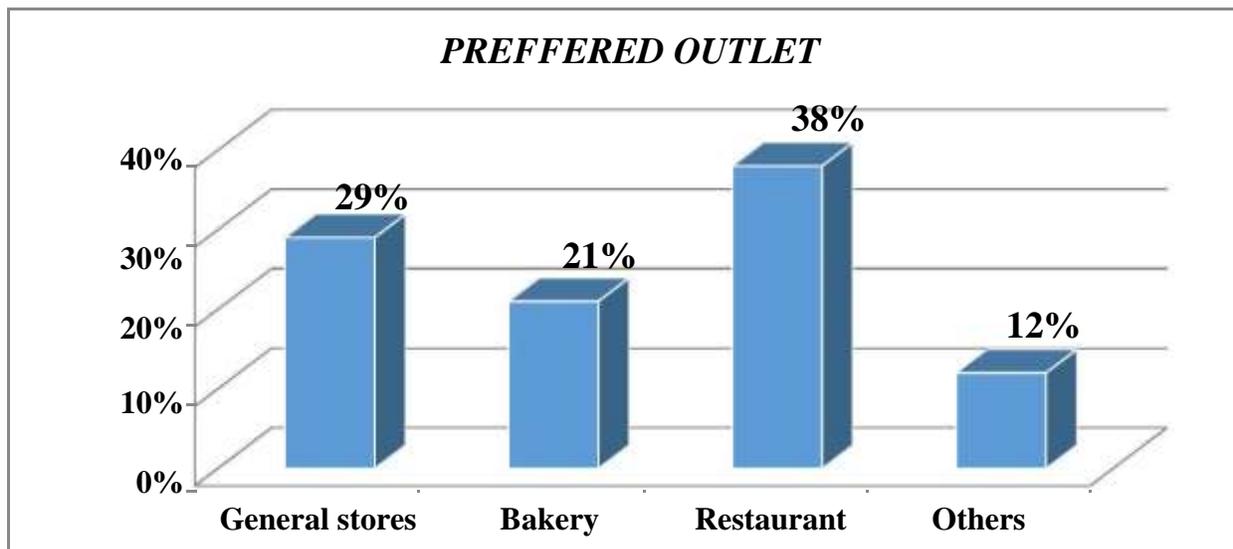
SL.NO	CATEGORY	RESPONDENTS	PERCENTAGE
1.	General stores	23	29%
2.	Bakery	17	21%
3.	Restaurant	30	38%
4.	Others	10	12%
Total		80	100%

Source: Primary Data

Interpretation:

In this graph, the X axis represents where they want to purchase soft drinks and the Y axis represents the percentage of consumer preference. The most preferred outlet to purchase a soft drink by people are restaurant with 38%, and followed by general stores with 29%, bakery with 21% and others with 12%. The above fact is confirmed by the diagram.

Diagram-4.22



Summary of Data Analysis

After considering all the above data, we can see that branding effects of consumer purchase decision on soft drinks industry in Bangladesh. Consumer prefers to buy branded product in term of price, quality, region & flavor. We also become aware of that maximum of the consumer are young people due to respondent 21-25 age is extra than others. Bangladeshi human beings are often want to drink soft drinks in weekly foundation. Packing isn't always the principle component to them to purchase a soft drinks. The general majority people select to buy branded smooth liquids. Because they're acquainted with it & additionally proper satisfy with the emblem. Maximum of the respondents say that commercial is the neutral thing to them. So it can be inspired humans buy decision in future. Because majority humans realize the logo even though television & Radio. According to consumer they need to low rate tender beverages (11-20tk) & additionally favor to high nice branded smooth beverages. That is why, maximum of the purchaser prefer to coca cola than some other manufacturers. Finally we will say that branding effects on consumer buy selection to shop for soft beverages.

CHAPTER FIVE

5. Findings, Conclusion & Recommendations

5.1 Findings of the Study

The study carried out branding effect of consumer purchase decision on soft drinks in Bangladesh. 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, age, occupation and choice of consumer preference towards soft drinks and also data analysis included descriptive analysis. As descriptive studies helped the researcher to understand the phenomenon and to get the big image of the phenomenon; it supplied a tool for describing phenomenon (population characteristics) which helped to present thoughts for further probing and in making simple decisions. I discovered many things related to this examine. Such as:

- It was also found that people buy soft drinks as a status symbol of brand.
- It was also found that soft drinks are the popular beverages of youngsters in Bangladesh.
- It is also found that Coca-Cola is most preferred brand among people in Bangladesh.
- It was also found that people are attracted for Coca-Cola advertisement most.
- It was also found that people mostly drink soft drinks with friends rather than family.
- None of them influence consumer to buying soft drinks.
- TV & radio is the most preferable side to know about soft drinks.
- It was also found that people want to buy soft drinks from nearest source.
- It was also found that people prefer branded soft drinks because of quality, taste & convenient location.

5.2 Conclusion

The purpose of this studies paper become to determine the outcomes of branding effect of soft drinks in Bangladesh and the consumer buying perception. After analyzing all of the records carefully we found that logo simply effects on patron shopping for choice in Bangladesh. soft drinks enterprise is the growing market in Bangladesh. So employer must be careful about brand at the same time charge, pleasant & flavor instead of they cannot maintain with their business.

5.3 Recommendation

- Try to enhance the taste and quality of soft drink products.
- Make sure that product is easily available everywhere and every time.
- Try to make a new taste of soft drink.
- People are neutral for advertisement of soft drink; try to increase advertising of products.
That can be attracted people.

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Appendix



Survey Questionnaire on

Branding Effect of Consumer Purchase Decision on Soft Drinks in Bangladesh

Demographics of the Respondents:

Name:				
Gender:	• Male		• Female	
Age:	• Less than 20 years	• 21-25 Years	• 26-30 Years	• 31 & Above
Occupation:				

Please indicate Your Level of agreement with the following statements. Where **1** = Highly Disagreed, **2** = Disagreed, **3** = Neutral, **4** = Agreed, and **5** = highly agreed.

SN	Statements	1	2	3	4	5
1.	Do you like to drink soft drink					
2.	Do you familiar with all soft drink brands in Bangladesh					
3.	Price is an important factor to you for purchasing a soft drink brand					
4.	Trend is an important factor to you for purchasing a soft drink brand					
5.	Brand name is an important factor to you for purchasing a soft drink					
6.	Quality is an important factor to you for purchasing a soft drink brand					
7.	Taste & flavor are an important factor to you for purchasing a soft drink brand					
8.	Location is an important factor to you for purchasing a soft drink brand					
9.	Packaging is an influence factor to you purchase the soft drink brand					

10.	Brand has now become a status symbol for purchasing a soft drink					
11.	Advertisement is an influence factor to you purchase the soft drink brand					
12.	I will ask the opinions of my family & friends while I purchasing a soft drink					

Information about your soft drink Preferences:

13. What is your soft drink of Choice?	<ul style="list-style-type: none"> • Coca-Cola 	<ul style="list-style-type: none"> • Pepsi 	<ul style="list-style-type: none"> • 7up 	<ul style="list-style-type: none"> • Others
Name of other choice:				
14. How much money you spent to buy your soft drink?	<ul style="list-style-type: none"> • Less Than 10tk 	<ul style="list-style-type: none"> • 11-20tk 	<ul style="list-style-type: none"> • 21-30tk 	<ul style="list-style-type: none"> • 31tk & Above
15. How often do you drink a soft drink?	<ul style="list-style-type: none"> • Daily Basis 	<ul style="list-style-type: none"> • weekly Basis 	<ul style="list-style-type: none"> • Monthly Basis 	<ul style="list-style-type: none"> • Others
16. When do you take normally?	<ul style="list-style-type: none"> • Snacks 	<ul style="list-style-type: none"> • Food 	<ul style="list-style-type: none"> • Generally 	<ul style="list-style-type: none"> • Other
17. How did you hear about the soft drink brand?	<ul style="list-style-type: none"> • TV or Radio 	<ul style="list-style-type: none"> • Online Media advertising 	<ul style="list-style-type: none"> • Print-Media (Newspaper/Magazines) 	<ul style="list-style-type: none"> • Word Of Mouth
18. With whom do you drink most?	<ul style="list-style-type: none"> • Friends 	<ul style="list-style-type: none"> • Family 	<ul style="list-style-type: none"> • Lonely 	<ul style="list-style-type: none"> • Others
19. Where do you purchase soft drinks mostly?	<ul style="list-style-type: none"> • General Stores 	<ul style="list-style-type: none"> • Bakery 	<ul style="list-style-type: none"> • Restaurant 	<ul style="list-style-type: none"> • Others

Any comments:

.....

Thank you for your cooperation