



Analyzing perception for taste dissimilarities of branded canned soft drinks for youth in Greater Noida:- A weighted multidimensional scaling approach.

Dr. Gurvishal Sinha

Abstract

This paper tries to endeavors the taste differences in 5 cold drinks brands in the minds of young people living in Greater Noida (NCR) region. To understand this perception of youth for cold drinks, brands are selected coca cola, diet coke, Pepsi, diet Pepsi and Fanta and weighted multi-dimension analysis are operationalized for desired output and futuristic perception in taste for the greater Noida youth.

Keywords:- youth, taste differences, perception, weighted multidimensional analysis.

INTRODUCTION

In scorching summer of Sun, greater Noida is sweating with high magnitude. Urge for tough marginating and tiring noons and splashing evening requires, satisfying cold drinks for cost-efficacious different flavored cold drinks. The myth additionally cruises in cold drink markets that all cold drinks are same so as to challenge this myth that all are same research is conducted. Years back Joseph priestly in 1767 had discovered carbonated water for urging demands of summers and youth. Statistics have shown an elevated rise in temperature in recent years of the earth causes scorching heat on the planet. According to NASA/ GISS, 2016 is recorded as hottest. A call for a soft drink is an immediate requirement sometimes for managing the heating temperature.

LITERATURE REVIEW

According to (Narayan, et.al 2015), in the early start of retail growth of retail is with many countries but less work was demonstrated in the area of preferences. According to (Taneja, et.al, 2012) India and China together are having the largest market which is 37 % of the world. According to (Dave, 2016) FMCG sector placed at 4th in the economy of the country with the rapid growth of registering \$110.4 in ongoing years from 2012-2020. Statista.com proposes that soft drink market will generate and experience the growth for \$284 billion by 2021. According to Nielsen.com Indians consumes soft drink 1/3 of Malaysia and 0.05 for the US.

According to (Wach, 2003). There are some special customers who buy products for taste, many firms examine scenario, not for absolute standardizations. According to (Kregiel, 2015) Suggested the presence of soft drinks with other elements rather than sugar. (Alexander, Yach & Mensah, 2011) identifies that major players in foods and beverages collaborated with (IFBA) for health-based community activity. According to (Chouaabi, et.al, 2017) examines that consumption by urban and rural areas are same, differentiation can only be generated when companies positioning strategy is unique. (Hyeyoung & Lisa, 2012) highlights for changes in accepting the sugared and nonsugared beverages in relation to health. (Huang & Liu, 2014) suggests that market comprises of much soft drink manufacturer but coca cola and Pepsi manages the highest position whether the prices of other CSD are same. Suggested by (Wolde, 2016) on analyzing the

customer's usage soft drinks are more consumed at purchase time the Locational utility is emphasized.

RESEARCH OBJECTIVE

This research focuses on analytically analyzing dissimilarities in taste perception of youth for 5 brands of soft drink in Greater Noida region.

RESEARCH METHODOLOGY

A sample of 50 respondents of youth was consulted in an experimental setting(classroom). Similarity and dissimilarity scale is discussed with them for a proper understanding of the tool.weighted multidimensional scaling is used to analyze the findings.Interviewing technique was used to collect the data. Primary and secondary both data are used.

STATISTICAL TABLE AND ANALYSIS

Young's S-Stress Formula Is Used In Computation. Outcomes after iterations are examined

Iteration 1:- S-stress is 0.23570

Iteration 2:- S-stress is 0.22440, Improvement .01130

Iteration 3:- S-stress is .22271, Improvement .00169

Iteration 4:- S-stress is .22256, Improvement.00015.

Average (RMS)

Stress = .11534, RSQ= .81560

Stimulus Number :- 1,2,3,4,5 Stimulus Name:- coca cola dimension 1(.7760), dimension2(1.3600), diet coke dimension1(-1.2091), dimension2(.8120), pepsi dimension1(-1.0659) dimension2 (-1.0659), diet pepsi dimension1(1.4586),dimension 2(-.7662),Fanta dimension1(.0404) dimension 2(-.1612).

Analysis

Measurement levels are used as *ordinal*. *No ties are present*. Max iterations are 30 in number. Young's S-stress values (.23570) are showing model is the best fit. With improvement stops at .00015.We can state that first step of analysis for S-stress is in an acceptable range and show best fit for further conclusions. Second Analysis is average RSQ Stress(.11534) and RSQ(squared correlation index) (.81560) whose eligibility and strong fitness suggests that model is correct and greater Noida youth shows dissimilarities for taste in soft drinks.

So myth about the taste similarity for 5 soft drinks is now rejected. This also denotes that soft drink companies brands for sugar-based, nonsugar based and other taste based products are easily identifiable by customers through taste.

CONCLUSION

Model concludes with the difference in taste in 5 brands. Youth also enjoys the different taste in brands. The Market is also segmented with wide taste and health conscious customers. The canned soft drink is easy in drinking and feasible to carry.The absence of caps of bottles connects more to youth.

SUGGESTIONS

Soft drinks companies are suggested rather than focusing on an advertisement as an activity for revenue generation they are required to focus on taste development research and development activities. The taste which is new and portrays a new youthful personality captures market widely and acceptance with the majority.

LIMITATIONS

Research only took youth as opinion analyzer other categories and class of customers is not included. Future work can also be conducted in the fields of working professionals, child, old age people.

References

- Narayan, V., Rao, V., Sudhir.K (2015), Early Adoption Of Modern Grocery Retail In An Emerging Market: Evidence From India, Johnson Research House, Marketing Science, Vol 34, Issue 6.
- Taneja, G., Girdhar, R. & Gupta, N. (2012), Marketing Of Global Brands In Indian Markets, Journal Of Arts, Science & Commerce, International Refereed Research Journal, Vol3, No.3, pp. 71-78, ISSN 2231-4172.
- Wach, K.(2003), Global Product As A Result Of Globalization Process, Conference Proceedings, Opportunity Of Change Iii Miedzynarodowy Kongres Ekonomiczny.Wydawnictwo Uniwersytetu Gdansk, Pp.71-80.
- Dave, U.(2016), Impact of social media marketing on FMCG sector in India, 3rd business & management conference, Lisbon, ISBN 978-80-87927-22-9, pp.65-79, IISES.
- Kregiel, D(2015). Review article Healthy safety of soft drinks: contents, containers, and microorganism, Bio-med research international, Vol 2015, article id 128679, 15 pages
- Alexander, E., Yach, D., & Mensah, G(2011), Major multinational food and beverage companies and informal sector contributions to global food consumption: implications for nutrition policy, Globalization, and health, Vol 7, PMC ID: PMC 3160359.
- Hector, D., Rangan, A., Louie, J., Flood, V., Gill, T., Soft Drinks, Weight Status, And Health; A Review, A NSW Centre For Public Health Nutrition Project For NSW Health SHPN(CHA), 080246, ISBN 978 1 74187 304 7.
- Chouaabi, S., Boughari, F., Adouka, L., & Bouguelli, Z.(2017), Strategic Positioning For Soft Drinks In The Algerian Market, International Business Research, Vol.10, No. 2, 2017, Issn 1913-9004 E-Issn 19139012 Published By Canadian Center For Sciences And Education.
- Hyeyoung, K., Lisa A., H.(2012), Impact Of Added Sugar Information Of Front-Of Pack Labels On Consumers Beverage Health Perception Changes, Selected Paper Prepared For Presentation At The Agricultural & Applied Economics Association's 2012 AAEA Annual Meeting Seattle, Washington, August 2012,pp1-19.
- Huang, Lu., Liu, Y(2014), The Dynamics Of Brand Value In The Carbonated Soft Drinks Industry, Selected Paper For Presentation At The Agricultural & Applied Economics Association's 2014, AAEA Annual Meeting Minneapolis, MN, July 27-29,2014.
- Wolde, T.(2016), Brand Awareness And Brand Preference For Carbonated Soft Drinks; Evidence From Cadbury Schweppes Ethiopia Research Evidence From Life Experience, International Journal Of Marketing Studies: Vol.8, No. 3:ISSN 1918-719x E-Issn1918-7203
- Websites:-
Statista.com.
nielsen.com
papermasters.com
climate.nsa.gov
-