

Advertisements of Soft Drinks Brands – Impact on Telangana Soft Drink Consumers Preferences

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ABSTRACT

Advertisements are unavoidable and unseen. Everyone has to come across advertisements in daily life. Soft drinks advertisements are more possessive about their customers and pumping into their possible medium with innovative and creative concepts to reach their customers, since soft drinks emerged as crucial part of meal take in the modern era and is consistent in escalating the growth of industry. The recent growth of soft drinks in Indian market has been enormously projected in all the relevant reports. Though the Indian consumption rate is less than the world's consumption, it has greater impact on youth drinks. Youths have been pondering their favouritism towards the beverages during all their parties and functions. Telangana youths are aggressive in nature and they are in mood of enjoying their achievement of getting their new state formed from the United Andhra Pradesh. This article is aimed at knowing the impact of advertisements on soft drinks consumers in Telangana State. An attempt has been made to verify the relationship between advertising elements of soft drink brands and demographic characteristics of the customers, the preference of soft drink consumers with respect to brand ambassadors, and also to examine which emotional ad is mostly preferred. Data is collected from 573 Telangana consumers. The techniques like Chi-Square, Lambda, Goodman and Kruskal tau, and Cramer's V are used to test association and intensity of the relationship among the variables.

Keyword: Soft Drinks, Preferences, Advertisements, Telangana Consumers, Association Tests

INTRODUCTION

Soft drinks belong to not of this contemporary age but it has existed since 17th century. Its beginning has unique story, a sit started with a light lemonade drink. It started in 1676 when De Lemonades started lemonade drinks in Paris. In fact, in the early days, the soft drinks were started by Parisians and the hawkers used to carry soft drinks on their backs for thirsty customers in Paris. It later transformed to carbonated water in 1767, when Dr. Joseph Priestley made a glass of carbonated water for these thirsty customers. Later it was further modified by Mr. Torero Bergman when he made a carbonated water from chalk with the help of sulfuric acid. But actual manifestation occurred afterwards and birth of a cola drink took place in 1830, when Dr. John S. Pemberton started "Coca Cola" in Atlanta, followed by invention of another cola drink, "Pepsi cola" in 1898 by Caleb Braham only after 60 years. These drinks made entry in India in 1977. Returning from 20 year prohibition in Indian market of soft drinks, in 1997 to ensure fast re-entry, Coca Cola ransomed \$40 million to acquire the biggest Indian

softdrink brand, ThumsUp (Aamir, Farooque & Atiq, 2013). Thereafter, one decade of recent times has changed the structure of soft drinks in India. The soft drinks sector excelled enormously within these 10 years. It noted a hike of 45% p.a. Since the market changes as per the seasons, though it is fluctuating, the soft drink market is high on its gear. The overall market is dominated by urban market though rural market has its significant contribution. It is evident by consumption stats that India consumes soft drinks at the rate of appx. 5.2 liters per head even though world consumption rate is 85.22 liters per head. It is a positive indication that there is greater scope for soft drinks market in India in the near future.

Advertisements are highly effective medium in promoting soft drinks. Soft drink advertisements are continuously telecasted throughout the media scheduling by major soft drink brands. Advertisements turned a medium of information to the customers. All the arrivals of new flavours, prices, health benefits like nutrition and modified tastes are informed to the soft drink consumers through advertisements. Indian youth is contributing to the soft drink market enormously. Since youths are involved

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in creating occasions and parties, hence soft drinks emerged as a common and compulsory element during occasional and regular parties. Not only youngsters, the middle aged family members also create many occasions and celebrations where soft drinks are on their menu. Even households, especially young children, make soft drinks apart of their daily drink especially in urban areas where middle class and high class families reside and the children can access such drinks frequently. Therefore, it is a challenge for the marketers to reach all categories of targeted customers. Advertisements become their primary vehicle to reach such customer groups, with their brands and subsequently led them to depend heavily on advertisements to reach their targeted group.

The advertisement strategies of soft drinks keep changing time to time especially during summers. During this season TV channels are busy in airing soft drink campaigns and advertisements of different products like Pepsi, Maaza, Coca-Cola, Limca, 7UP, Rasna, Sprite, Mountain Dew, ThumsUp, Fanta etc., Incidentally, this season matches with Sports season especially of Cricket during which the products compete for media slots to air their soft drink advertisements. It is another significant observation that most of the sports lovers are youth and the soft drink market is shared maximum by these young customers. All the major soft drink brands target the young customer group with their youthful ad messages and ad elements. This is reason for all soft drink brands to focus on celebrity pulled 360 degree campaigns.

Though in promoting soft drink brands, advertisements disguise the negative side effects of the drinks in their messages, it is argued that soft drinks cause harm to peoples' health especially children and aged people who fall in the danger of obesity due to consumption of soft drinks. Some of the customers are catching up Ashtma related issues due to consumption of chilled soft drinks. Irrespective of these issues, advertisements have still turned a major vehicle option to carry the messages of soft drink brands.

Telangana consumers are mostly rural residents except those who reside in the capital city which is highly ethnocentric with complex cultures and various languages. The city has different state citizenships which form the population of about one crore against total state population of approximately 3 crore. Telangana has recently separated from United Andhra Pradesh. Telangana and its people

are unique in their culture, traditions and practices. The people of Telangana are famous for calling for parties for every reason in the name of "Dhavath". Dhavath is their regular practice for all minute reasons and most of the residents are habituated to wine taking which is a part of their culture especially during festivals and celebrations. Soft drinks are one of the major drinks that will be included in their menu during all relevant occasions as an individual and as a society. Hence the Telangana families are potential market for soft drinks and they have been highly influenced by soft drink advertisements.

REVIEW OF LITERATURE

Rodrigo, one of the famous web columnist states that the recent advertising efforts are more productive than those of the earlier days which is evident to believe since most of the advertisers are pouring millions of rupees for advertisements. Advertisements are phased out successfully starting from production orientation through product, selling and till marketing orientation. This great transformation of marketing system has been highly elevated by the advertising concept (Rodrigo, 2012). Advertisements aim to reach the customers and inform about the product. As Geeta Sonkus are affirmed that consumer is most important player in any market hence every marketer is conceptually strategic and aims to satisfy him. The modern marketing is consumer centric and every decision made is based on what customer actually wants (Sonkusare, 2013).

There are different mediums which help advertisers to reach their target customer. One of the mostly used is television. Lara O'Reilly has cited that TV is mostly used for advertising reach and is twice as effective as radio. Every £1 invested in TV during 2011-14 grossed up £1.79 in profit. TV advertising drives other marketing campaign to work harder (O'Reilly, 2014). When an advertisement is launched, it is expected to produce result. As Adams stated that in the centre of advertising lies the potential product advertised and the user of the service in order to acquire the product advertised, the customer has to "get through" the stages of the ad impact (Jakštien, 2008).

Soft drinks are one of the lead products in FMCG category. A soft drink is one that contains sweet water which is carbonated though it may contain less than 5% alcohol if it is not non-alcoholic. Soft drinks are common serve in

the present days and as well days coming ahead. Most of the people use soft drinks for quenching their thirst. Dr. Satnam Ubeja claimed that soft drinks are used not only for physical thirst but also for mental thirst and mental relaxation (Ubeja & Patel, 2014). Most of the people argue that soft drinks are unhealthy. Though soft drinks are told to be unhealthy, Dr. Govind Shinde mentioned that they have some health and energy driven factors (Shinde & Ganjre, 2014).

Soft drink advertisements are customer driven and highly effective. As Nashath Raffia Azeez stated in a column that soft drinks are influenced by demographical factors which affect in choosing brand name, taste, aesthetics, flavours etc., (Nashath Raffia Azeez, *et al.*, 2013). Soft drinks are highly competitive to natural fruit juices and it is found in a research done by Dr. Simranjeet Kaur Sandhar that 42% of the customers preferred soft drinks while 58% preferred fruit juices (Sandhar, Nim & Agrawal, 2012). Nathaniel Etheridge Frank-White stated that Coke is considered as sweet drink by 57% of consumers while Cran-Raspberry, Pepsi, 7-Up, and Peach are considered as sweet drink by 66%, 66%, 72%, and 80% consumers respectively (Frank-White & Frank, 2012). A research by Nada O. Kassem has explored that 96.3% of consumers consume soda and 50.1% consume 2 glasses of soda or more per day (Kassem, Lee, Modeste & Johnston, 2002). Advertisements last long in memory. It is found in a research by Brajdeep Singh and K Agrawal that soft drinks are recalled due to advertisements (Singh & Agrawal, 2012). D. Gowtham (2013) also opines that soft drink consumers look for quality and will not detract any person from their favourite Brand Ambassador. Major brands lead the soft drink ad campaign market as Jennifer Utter explored in their research that 20% of advertisements aired on television are of soft drinks and most of these are by major players like Coca Cola and Pepsi (Utter, Scragg & Schaaf, 2005). Not only children, even youths of India are under this impact. Dr. Zeeshan Aamir revealed that the consumption pattern of youth is significantly influenced by advertisements (Aamir, Farooque & Atiq, 2014). Xun Li and Rigoberto A. Lopez (2013) identified that spillover effects also play significant influence on sales of soft drink products.

Soft drinks advertisements highly impact children that lead to higher consumption of soft drinks by children. Most of the children who consume soft drinks are leading

unhealthy life. Powell, Szczypka & Chaloupka (2010), who researched on children, found that children from 6-11 age groups like soft drinks advertisements and Collison, Zaidi, Subhani, Al-Rubeaan, Shoukri and Al-Mohanna (2010) further confirmed that children use soft drinks largely at homes, schools and restaurants and hence this has majorly caused obesity in children. Zumin Shi Eleonora Dal Gr also cautioned that soft drinks lead to asthma (Zumin Shi Eleonora Dal Gr, 2014). American College of Rheumatology (ACR) worried on weight gain as well arthritis problems and that it is found more in men than women (ACR, 2014) and Lenny R. Vartanian further added that soft drinks damage health (Vartanian, Schwartz & Brownell, 2014). Suglia, Solnick and Hemenway (2013) have explored that soft drinks make children aggressive and Vartanian LR claimed that soft drinks consumption is associated with increased energy intake and body weight (Vartanian, Schwartz & Brownell, 2007). Julie Boehlke also observed that the soft drink consumption has negative effects on dental health, hyperactivity, addiction, and obesity (Boehlke, 2012).

OBJECTIVES OF THE STUDY

1. To test if there is any impact of advertisements on soft drinks consumers.
2. To test if there is any association between advertising elements of soft drink brands and demographic characteristics of the customers of soft drinks.
3. To examine the preference of soft drink consumers with respect to type of brand ambassadors in advertisements of their favourite soft drink brand.
4. To test which emotional ad is mostly preferred in case of soft drink brands.

RESEARCH METHODOLOGY

The researcher has used structured questionnaire for data collection and the samples are drawn from the soft drinks consumers in Telangana state through simple randomized sampling technique. The sample size is determined by Cochran sample determination technique. The sample size is 573. The techniques like Chi-Square, Lambda, Goodman and Kruskal tau, Uncertainty Coefficient and Cramer's V are used to test association and intensity of the relationship among the variables.

Table 1: Analysis of Advertisements of Soft Drinks – Age Wise

Parameters =573 TEENS (37)		Age				χ^2 Pearson (d.f.)	Linear- by-Linear (d.f.&Sig)	V Cramers	λ Lambda (d.f.)	t-Krush- kal tau (d.f.)
		YOUTH	MIDDLE AGED	AGED						
Favourite Advertise- ments	Sprite	24	6	2	2	705.73 (24)	88.36 (1)	0.38	0.36(0.03)	0.23 (0.02)
	Frooti	2	29	11	1					
	Maaza	1	21	35	1					
	Slice	3	44	2	10					
	Coke	2	11	11	6					
	ThumsUp	2	57	184	7					
	Pepsi	3	84	2	10					
Favourite Ad Elements	Ambassador	1	90	93	11	324.9 (16)	3.35 (1& 0.07)	0.38	0.19 (0.02)	0.13 (0.01)
	Concept	1	85	22	16					
	Brand Elements	8	11	29	1					
	Jingles	26	58	32	8					
	Others	1	8	71	1					
Favourite Ambassadors	Animations	8	46	32	1	146.26 (12)	0 (1& 0.99)	0.29	0.11 (0.03)	0.08 (0.01)
	Customers	3	75	47	7					
	Players	1	94	105	21					
	Actors	25	37	63	8					
Favourite Emotions in Ads	Comic	23	47	18	8	305.15 (16)	2.49 (1& 0.12)	0.37	0.22 (0.03)	0.16 (0.02)
	Adventurous	1	89	179	7					
	Sentimental	11	40	48	10					
	Romantic	1	37	1	1					
	Others	1	39	1	11					
Totals		37	252	247	37					

ANALYSIS & DISCUSSIONS

Sprite has recently launched “Teen till I Die” music programme with “*choloapnical*” slogan to woo the teens online that might have wooed maximum results since it is found in the research that teens are crazy about Sprite advertisements (34/37). Pepsi’s “Oh Yes Abhi” campaign is closely connected to youth pulse of ‘doing right now attitude’ since Pepsi advertisement is mostly preferred by youth (84/252). ThumsUp advertisement with slogan ‘Taste the Thunder’ campaign has reached every household which might have triggered middle aged family men to have preferred ThumsUp cola ahead of all the other brands (188/247). An old flavoured slice could reach its suitable target group of older generation outright (11/37). Dr. Francis Palumbo, USA pediatrician has argued that adolescents receive their heartfelt music if the music is appropriate to their age genre. It is well observed that all of the contemporary brands are composing beautiful jingles in their campaigns to represent their brands. Teens,

who are early entrants to the adolescence group, have got attracted to such advertisement jingles (29/37). Sports are evergreen and mostly sought after entertainment medium for youth and it resulted in the research that youths are crazy about the entertainment and sports. Every young person has his or her favourite either film star or sports personalities whom they adore as their loyal fans. This resulted in the research positively that the today’s youth highly prefers brand ambassadors as their choices in the advertisements (90/252).

Bernd Debusmann, a web columnist has posted that aged people worry about their self-esteem and ego and hence don’t like young people’s behaviour. It is hypothesized by the researcher that the moral stories which generally youths don’t care are mostly liked by the aged generation and hence they voted for good concepts in advertisements unlike youngsters (18/37). Movies resemble life but in fact, the stories are taken from daily life scenes and the incidents are imagined. Teens live in

imagination and hence they become primary customers for films which sometimes lead teens to bunk their schools and colleges to watch movies. It is found that teens want actors as their product ambassador (25/37), as indicated. Sports like cricket, hockey etc., frequently keep Indian youths entertaining, at least a tournament per month. All sports people are frequently discussed and remembered by all Indian youths. Young, middle aged and aged consumers want sports players as their favourite brand ambassadors (94/252). Teens, who are transcending from childhood and are fond of comic cartoons, and adolescents have proved with this research that teens abruptly wanted comic emotional advertisements (23/37). Young and middle aged consumers liked adventurous advertisements and proved their adventurous and manly attitude who like thrill and adventure. Aged consumers are emotional and sensitive and hence they preferred sentimental advertisements.

The advertisements target customers specifically based on age groups since most of brands are demographically targeted and positioned. This has been evident in this research that age is observed as a key factor to be determining the advertisement favouritism (χ^2 -705.726). Age also influences in choosing favourite advertisement elements (χ^2 -324.899). Young actors and veteran actors are different in their fan groups. These actors do target their fans based on the demographic profiles and it is clear in this research that favourite category of ambassadors are highly influenced by age factors (χ^2 -146.258). Emotive advertisements are attracted by different age groups. Children like comic, youths like fun and aged people like tragedy etc., and it is clarified with the result that favourite emotions are highly affected by different age groups (χ^2 -305.152). In other words, all of the factors i.e., likeness of advertisements, favourites elements in ads preferred, favourite ambassador desired in ads and emotions desired are associated with the age. There is a change in these factors with change in age. But it is not guaranteed that every time the change occurs with the age. Situations may or may not support this conclusion since the relationship with age is not linear in case of elements of advertisements (0.067), favourite ambassador category (0.986) and emotional ads type (0.115).

Demographic characteristics do help in assessing the relationship. It is evident that the age and advertisement element factors are associated and inter-related. But

how intensive are these two i.e., age and advertisement elements in relatedness to one another? The researcher has revealed in his research that age is found as a significant factor in choosing favourite brand advertisement and it is strongly proved that age can help in predicting the soft drink product preferences (v -0.377). This measure of prediction may be moderately accurate (λ -0.36) with a probability of 23.1% (t -0.231). But another result has produced another interesting fact that in case of elements of favourite brands advertisement, age is strongly associated (v -0.377) but prediction may be not strongly feasible and hence it is very weak guaranteed accuracy of prediction (λ -0.183) with probability of 12.5% (t -0.125). Brands should be cautious while selecting brand ambassadors. Age group should be their consideration while choosing brand ambassadors since the result has explored that age is a strong factor to be attracted to favourite brands ambassador with moderate association (v -0.292), but it is difficult to predict the results based on age factor (λ -0.105) at the rate of just 8% (t -0.08). Age factor is no way different in case of emotional advertisement appeals in case of Telangana consumers and it is found in the research that age is strongly related to emotive advertisements (v -0.365). It is moderately predictable (λ -0.224) at the rate of 18.2% (t -0.182).

ThumsUp advertisement is portrayal of manly caliber of taking risk of getting the drink after an adventurous chase for it. All elements like logo and symbol indicate a man showing his thumb up representing a victory. It is evident that men are keenly targeted from this message and it is confirmed in the research that most of the men liked ThumsUp advertisements as compared to other brands (182/304). Women too desire manly adventures and strong gut feelings of their opposite gender. ThumsUp is successful in composing both the gender groups to its brand value since it is found in this study that irrespective of symbolic gender personality, the female customers also raised their thumb up and voted for ThumsUp (71/269). Men are sportive and brands are hiring sports personalities as their brand ambassadors in widespread cases. In support of this, male customers have preferred to see a fine brand ambassador in their favourite advertisement (146/304). Women are stressful and sensitive. Music releases stress and evokes the spirit. To support this common fact, it is found in the research that melodious jingles in the advertisements are chosen as

Table 2: Analysis of Advertisements of Soft Drinks – Gender Wise

Parameters =573 MALE	Gender		χ^2 Pearson (d.f.)	Linear- by-Linear Association (d.f.)	V Cramers	λ Lambda (d.f.)	t-Krush- kal tau (d.f.)
	FEMALE						
Favourite Ad- vertisements	Sprite	4	190.24 (6)	62.85 (1)	0.44	0.22 (0.01)	0.07 (0.01)
	Frooti	29					
	Maaza	4					
	Slice	36					
	Coke	2					
	ThumsUp	172					
	Pepsi	57					
Favourite Ad Elements	Ambassador	142	108.93 (4)	53.25 (1)	0.44	0.18 (0.03)	0.045 (0.01)
	Concept	75					
	Brand Elements	4					
	Jingles	49					
	Others	34					
Favourite Am- bassadors	Animations	41	141.63 (3)	2.02 (1 & 0.16)	0.50	0.282 (0.04)	0.11 (0.02)
	Customers	53					
	Players	182					
	Actors	28					
Favourite Emotions in Ads	Comic	99	48.61 (4)	15.65 (1)	0.29	0.087 (0.02)	0.02 (0.01)
	Adventurous	277					
	Sentimental	110					
	Romantic	37					
	Others	50					
Totals	304	269					

their favourite choice by women soft drink consumers in comparison to men (78/269). To reiterate the fact that men are sportive, male customers showed interest in players as their product ambassador (182/304) while females like movie actors (106/269). Adventurous shows are thrilling, fearful to experience, and wonderful to watch and feel. Both the gender groups of male and female consumers liked adventurous advertisements.

Gender exists in all social contexts and the difference between men and women is ever discussed in terms of personal, physical, and psychological issues. Both men and women are different in feelings, physis, temperament, skill, caring, brevity etc. The same result is found in case of gender differences that are associated with favourite ads (χ^2 190.238), preferred elements of soft drink advertisements (χ^2 108.927), preferred product ambassador (χ^2 141.630), and emotions desired in ads (χ^2 48.609) indicating that there is a difference in favouritism in case of males and females. But it is identified that the

advertisement factors related to gender differences are not constant in all the cases and the difference may or may not exist since it is not linear in case of favourite ambassador (0.155). Male and female gender differences have shown significant contribution to advertisement element factors. Gender has very strong and intensive relationship with favouritism of advertisements (v -0.443), advertisement elements, (v -0.436), and favourite brand ambassador category (v -0.497) whereas emotional advertisement category is moderately related (v -0.291). But whether gender helps in estimating the results in case of advertisements is another point to ponder. It is found in the research that gender's role in prediction accuracy in case of favourite soft drink is moderate (λ -0.216) with less probability of 6.7%. In case of elements of ads, the prediction capacity is much weaker (λ -0.182) with just 4.8% probability (t -0.048) while favourite ambassador has moderate guarantee (λ -0.282) with 10.8% probability (t -0.108). Emotional advertisement category doesn't have any guarantee of prediction (λ -0.087) with just 1.5%

Table 3: Analysis of Advertisements of Soft Drinks – Education Wise

Parameters =573 UG		Education				χ^2 Pearson (d.f.)	Linear-by-Linear Association (d.f.)	V Cramers	λ Lambda (d.f.)	t-Krush- kal tau (d.f.)
		G	PG	PG+						
Favourite Ad- vertisements	Sprite	30	2	6	0	612.98 (24)	138.92 (1)	0.42	0.23 (0.02)	0.17 (0.01)
	Frooti	2	27	2	11					
	Maaza	34	20	2	1					
	Slice	2	2	36	19					
	Coke	2	17	11	2					
	ThumsUp	1	52	163	29					
	Pepsi	3	36	59	2					
Favourite Ad Elements	Ambassador	1	10	150	32	397.74 (16)	211.01 (1)	0.42	0.21 (0.03)	0.17 (0.01)
	Concept	2	46	57	22					
	Brand Elements	8	11	29	1					
	Jingles	28	55	42	1					
	Others	35	34	1	8					
Favourite Ambassadors	Animations	8	9	69	1	347.62 (12)	76.35 (1)	0.45	0.17 (0.03)	0.20 (0.014)
	Customers	3	27	94	8					
	Players	1	85	91	44					
	Actors	62	35	25	11					
Favourite Emotions in Ads	Comic	7	18	55	16	281.92 (16)	5.53 (1&0.02)	0.35	0.13 (0.01)	0.10 (0.01)
	Adventurous	30	41	165	28					
	Sentimental	10	29	56	13					
	Romantic	11	37	2	6					
	Others	16	31	1	1					
Totals		74	156	279	64					

probability (t-0.015).

Education increases standard of thinking which guides standard of living. Education separates people from different habits which are not ignorable and most important of them are eating and drinking habits. In general, children, tweens and teens who belong to lower education cadres are called fruit consumers especially 'aam' warriors who consume mangos excessively and it is reconfirmed in the research that almost half of the undergraduates preferred yellow juice i.e., Maaza advertisements (37/74). Higher education is explored with different junk options and aggressive buying habits. It is known by this study that graduates, post graduates, and doctorates, who are symbol of youths of India, have voted for ThumsUp advertisements which is a junk drink. Education increases literary brain and educated people are capable of being poetic. Most of the movie lyrics are easily captured by college youths and they hum all the times. It is affirmed that graduates like to listen to musical jingles while graduates and doctorates like

ambassadors who are film actors. Below undergraduates want actors as their product ambassadors while graduates, doctorates like players and post graduates prefer satisfied customers. Irrespective of educational profiles, all preferred adventurous advertisements. It is also found that educational profiles also influence in favouring the preferred advertisements (χ^2 -498.474), preferred advertisements elements (χ^2 -397.736), ambassador in their favourite advertisements (χ^2 -347.621), and emotions accepted in ads (χ^2 -281.921). But it is identified that the emotional relationship with educations is not linear (0.019). Educational profile does have very strong relationship with favourite advertisements (v-0.421) with moderate guarantee of accurate prediction (λ -0.225) at the rate of 16.8% (t-0.168) while favourite elements of advertisements

FINDINGS

Teens like Sprite advertisements, young consumers like

Pepsi, middle aged people like ThumsUp, and aged people like ads of Slice and Pepsi.

1. Males and females, both like Thums Up advertisements.
2. Below undergraduates like Maaza advertisement, while graduates, post graduates and doctorates like Thums Up.
3. Teens like jingles in their favourite advertisements, young and middle aged good like ambassadors, and aged people prefer good concept.
4. Males like good ambassador in their favourite product advertisements, while females like jingles.
5. Below undergraduates like other reasons, graduates like jingles, post graduates and doctorates prefer ambassadors.
6. Teens prefer actors as their product ambassador, while young, middle aged, and aged people prefer players.
7. Males like players as their product ambassador while females like actors.
8. Below undergraduates want actors as their product ambassadors while graduates, doctorates like players and post graduates prefer satisfied customers.
9. Teens want comic emotion in advertisements, while young people and middle aged people want adventurous elements, and aged people prefer sentimental elements.
10. Males and females, belonging to all educational profiles like adventurous advertisements.
11. Demographic characteristics are found to be strong determinant of liking advertising factors.
12. Age is not linearly related with elements of advertisements, favourite ambassador, and emotional ads type.
13. Gender is not linearly related to favourite ambassador, neither are educational profiles to emotions.
14. Age is predictor while gender is not in case of ambassador.

CONCLUSION

This research is aimed at examining soft drinks favouritism

in consumers of Telangana state. The researcher studied on linear relationship between demographic characteristics and soft drink advertisements. The research also focused on the intensity of relationship and association between demographic characteristics with respect to different advertisement factors in case of Telangana's soft drink consumers. The study revealed that the demographic characteristics have strong association with different soft drink advertisement factors. Age differences has shown significant impact on preferences of product advertised, elements of advertisement, choice of ambassador, and connecting to the emotions implicated in the advertisement. The study also has revealed that the relationship intensity is strong in case of age to factors and moderate in case of gender to factors and moderately strong in case of educational profiles.

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