

Consumption pattern of soft drinks in uae

Food & Diet



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Soft Drinks were common preferences among all the individuals, irrespective of their age group as it has great brand value and great awareness through advertising but in the present time people like to prefer fruit juices and milk based drinks also due to health consciousness.

Research is based on some underlying factors like:

Changing consumption pattern

Changing income levels

Advertisements

Taste

Status consciousness

Change in lifestyle

The study starts with determining the major players in the soft drinks, their overall consumption pattern among the people and ends up with the conclusion as per the state of mind of the common man.

Consumer preferences are changing towards health drinks and thus such a trend will carry on for some time to come. In the soft drinks market, most recent new products launched have been focused on the health benefits of the soft drinks, like fruit juices, calcium-fortified bottled water and a series of reduced-sugar alternatives, with such features not previously so readily available to or heavily promoted at the target audience. There are variety of

fruit juices and milk products in the market that consumed more by the people.

The soft-drink industry comprises companies that manufacture nonalcoholic beverages and carbonated mineral waters or concentrates and syrups for the manufacture of carbonated beverages. Naturally occurring bubbling or sparkling mineral waters have been popular for thousands of years:

By the beginning of the 19th century, carbonated water was being made commercially in France and North America; shortly thereafter, flavors (normally fruit concentrates) were added to improve the taste.

Soft drinks are still carbonated to give drinks a “ tangy bite” and to stimulate the tongue. Furthermore, because scent is an important part of taste, the flavours carried as vapors in the bubbles enhance taste.

Beverage bottles were sealed with corks held tightly in place with a wire binding. Because they had to be stored neck down so that the cork would not dry and allow the carbonation to leak away, they were manufactured with rounded bottoms.

Major Players in Soft Drink Market

Coca Cola

Fanta

Mountain Dew

Thumps Up

Sprite

Maaza

Pepsi

7Up

Zam Zam

Barbican

Growth of Soft Drink Market – a study

Carbonated drinks are dominated by artificial flavors based on cola, orange and lime with Pepsi and coca-cola dominating the market. The entire part of the drink is based on its artificial flavors and sweetening agents as no natural juice is used.

Earlier two global majors' Pepsi and coke dominate the soft drink market.

Growth market this year is expected to be 10-15% in value terms and 20-22% in

Volume terms. However, the market for carbonated drinks is stagnating and not growing as expected.

Introduction of Fruit Juice Market

The 1 Billion Dirham packaged fruit juice market is estimated to be growing at 12% to 16% annually, with Al Rawabi and Al Marai holding 40% market share each. The market can be categorized in terms of product content and there are three major product contents available.

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Drinks: Juice with pulp content less than 40%,

Nectars: Juice with pulp content between 40 – 80%,

Fresh Juices: Juice with pulp content more than 80%,

Leading Manufacturers of Fruit Beverages in UAE

Masafi Mineral Water Co.

Al Rawabi Dairy

Al Ain Dairy

Al Marai Dairy Products

Aujan Soft Drink Co.

Lacnor (Packaged juices)

Del Monte

Al Barakat (Fresh Juices).

Research Methodology

Purpose of Study

The main aim of this research study is to analyze consumer's preference different carbonated drinks, fruit juices and Milk based drinks.

Objective of Study

To study the preferences of the people for carbonated drinks, fruit juices and diary drinks.

To find whether the consumers are aware regarding the adverse effect of soft drinks

Concerning their health.

To find out the factor(s) that influences the consumer's consumption of soft drinks.

To know which of the three drinks is more consumed among people.

Scope of Study

Seasonal drinks are considered in the study.

We are considering canned and bottled drinks also.

Research Design

A research design is a framework or proposal for conducting the marketing research

Project. It specifies the details of the procedures necessary for obtaining the information

needed to structure and/or solve marketing research problem.

On the basis of fundamental objectives of the research we can classify research design into two general types:

1) Exploratory Research

2) Conclusive Research

Exploratory research

Is one type of research design, which has its primary objective the provision of insights into, and comprehension of, the problem situation confronting the researcher.

Conclusive research

Is designed to assist the decision maker in determining evaluating and selecting the best course of action to take in a given situation. Conclusive research can be further divided into two types

Descriptive

Experimental

The research design used in this project is a DESCRIPTIVE DESIGN.

Descriptive study as the name implies is designed to describe something-for example the characteristics of users of a given product, the degree to which the product use the varies with income, age, etc.

Selection of Sample Size

For the study, a sample size of 30 has been taken into consideration.

Sources of Data Collection

Research will be based on two sources:

Primary data

Secondary data

Primary Data:

Questionnaire: Primary data was collected by preparing questionnaire and the people were randomly being requested to fill them.

Secondary Data:

Secondary data will consist of different literatures like books which are published, articles, internet and websites.

In order to reach relevant conclusion, research work needed to be designed in a proper way.

Statistical Data Tools

The main statistical tools used for the collection and analyses of data in this project are:

Questionnaire

Pie Charts

Bar Diagrams

Suggestions

Frequent consumption of soft drink will cause health problems.

From the survey more than half of the respondent suggested that they prefer use of plastic bottles instead of other.

Advertisements are to play a very important role here. So if heavy advertisements are carried out it will definitely increase purchase.

It is also to be noted that govt. should also take guard of health of the consumer, so appropriate measures are to be taken.

Prices are to be reduced to increase sales, since the consumers are aware that they are charged 10times more than the price of the drink.

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If the quality is not improved than its better that superstar should stop promoting unhealthy products.

Limitation of Study

Time was the major constrain. Only limited sample size (30) was possible for such a vast research on such a short period of time.

Interaction with the respondents was also limited due to their busy work.

Due to the changing life style and preferences, it was not necessary that they will consume same soft drink every time.

There was a chance that respondent will make assumptions while filling the questionnaire.

Questionnaire: (Please tick the appropriate option)

Please record your age?

A 15-20 yrs.

1

B 20-25 yrs

2

C 25-30 yrs

3

D 30-35 yrs

4

E 35-above

5

2. Please record your gender?

A Male.

1

B Female

2

Please record your nationality:

A. UAE National

1

B. Arab National

2

C. Asian Expat

3

D. Westerner

4

E. European

5

What is your educational qualification?

A. Primary

1

B. Senior secondary

2

C. Graduation

3

D. Professional

4

E. Other specify

5

Your monthly income?

A. NOT WORKING

1

B. USD. 1000-2999

2

C. USD. 3000-4999

3

D. USD. 5000-6999

4

E. USD. 7000 and above

5

What is your Occupation?

A. Student

1

B. Business

2

C. Service

3

7. Which of the following drink would you prefer?

A. Carbonated drink

1

B. Milk based/ Dairy product

2

C. Fruit juice

3

8. Which drink do you prefer to consume in summer?

A. Carbonated drink

1

B. Milk based product

2

C. Fruit juice

3

9. On what occasion do you often consume the specified drinks?

When thirsty

1

Parties celebration

2

In casual time

3

10. Do you think that carbonated drinks causes health related problems?

A. Yes

1

B. No

2

11. Frequency of consumption of carbonated drinks in a week

Daily

1

2-3 times a day

2

More than 3 times a day

3

Once a week

4

Once in a month

5

12. What is your assumption about canned juice as compared to fresh juice?

Equivalent to fresh juice

1

Have artificial added flavor

2

Healthy with preservatives

3

Not as healthy

4

13. What induces you to purchase a carbonated drink?

Price

1

Health reason

2

Status symbol

3

Taste

4

14. In your opinion which of the following drink gives you more vitality and energy?

Carbonated drinks

1

Fresh fruit juices

2

Canned fruit juices

3

Dairy products

4

15. Do you consume the same carbonated drink, fruit juice and dairy products

every time?

A. Yes

1

B. No

2

16. Are you aware that you are being priced more than 10 times than the real

cost of the carbonated drinks?

A. Yes

1

B. No

2

17. In your opinion what steps can prove helpful in promoting the sale of health drinks?

Availability at nearby shops

1

Association with Popular brands

2

Sales promotion

3

Generating awareness about the ill effects of carbonated drinks

4

Can't say

5

18. Do you think the non-availability of dairy drinks and fresh juices is the reason for increased consumption of carbonated drinks?

A. Strongly agree

1

B. Agree

2

C. Neither agree nor disagree

3

D. Strongly disagree

4

E. Disagree

5

Data Analysis and Interpretation

Which of the following drink would you prefer?

8. Which drink do you prefer to consume in summer?

On what occasion do you often consume the specified drinks?

10. Do you think that carbonated drinks causes health related problems?

12. What is your assumption about canned juice as compared to fresh juice?

14. In your opinion which of the following drink gives you more vitality and energy?

17. In your opinion what steps can prove helpful in promoting the sale of health drinks?

18. Do you think the non-availability of dairy drinks and fresh juices is the reason for increased consumption of carbonated drinks?

Conclusion

A descriptive research design, involving 30 samples was used for the study to identify the possible reasons for consumption.

This kind of a survey will help marketers in a number of ways such as designing of the creative of advertisements, product placement and positioning of the product etc.

Gap Analysis by the marketers will be successful in communicating the performance of the product that delivers satisfaction to the consumers based on the perception.

It also highlights the consumer motivations for buying a product so the marketers can motivate consumers by highlighting the specific benefits.

Finally to conclude : The Service providing organizations are moving from just delivery towards satisfying the customer experience for creation of loyalty and the consumers are moving towards health drinks and fruit juices away from soft drinks.