

# Social behavioral change of sugery drinks

[Business](#), [Marketing](#)



Soft Drinks Survey Soft Drinks Survey The general thoughts of the people from the target market surveyed are that there is a relation between sugary foods and diseases including diabetes and obesity but they cannot stop taking sugary drinks because it has become a habit. The other thoughts are that juice and water are healthy drinks while coffee, and soft drinks are unhealthy and the emotional issues that come to play on their decisions to take their soft drinks are feelings of power, being refreshed, feel happy and good, and comfortable and relaxed. The attitude that drives this position is the belief that sugary drinks cause diseases including obesity and diabetes and without exercising, may cause people to be fat due to the high calories and sugar. An attitude towards water and juice being healthy is that they have low sugar and calories content and are good for the body development and health.

The perception on the importance to the community is that the issue affects the community and is very important because of the rampant effects of obesity and diabetes in recent years. This affects the community through a reduction in work force and use of money to cure these diseases caused by a preference to sugary and high calories content drinks. It is important to change the behavior to taking healthy drinks that have low sugar content to ensure the people are less affected by these lifetime diseases to live a better life.

The type of message that could help them change their behavior is a message that highlights the dangers or unhealthiness of sugary drinks when taken by the members of the society. This message should highlight the effects of unhealthy drinks on the body, the measures to take to avoid these

effects, and the kind of steps to take in changing the behavior albeit slowly. This will allow the people to understand the dangers and despite being difficult to change the behavior, follow the guidelines in the message until they are free of habits of taking sugary foods.