AN EMPIRICAL STUDY ON CONSUMER'S PERCEPTION TOWARDS PODARAN SOFTDRINKS

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ABSTRACT

In India soft drink market has fastest growth in past 10 years due to technological development and change in taste and preference of the consumers. Especially student’s community have preferred more in soft drinks in every occasion. This study attempts to identify the consumer’s perception and satisfaction towards Podaran soft drink in Kangayam Taluk of Tirupur District, Tamilnadu. Consumer’s perception was identified by structured questionnaire with some factors of preferences. This sample included 150 consumers. The promotion factors used in this survey were price, flavours, taste, brand positioning, and availability of the products. This study will help the retailers and manufactures of soft drinks to understand the underlying consumer preference factors and most likely factors and help them to make new strategies. Also attempts to the consumers choice of preferences in more meaningful ways.

KEY WORDS: Consumers, Perception, Soft drink.

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