

PERMANENT REFERENCE

**CONSUMER PERCEPTION AND BRAND BEHAVIOUR  
OF SOFT DRINKS IN TRINCOMALEE DISTRICT.**

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**SUBRAMANIAM KIRUBAHARAN**



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**DEPARTMENT OF MANAGEMENT,  
FACULTY OF COMMERCE AND MANAGEMENT,  
EASTERN UNIVERSITY, SRILANKA  
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## ABSTRACT

Adopting the customer viewpoint is the essence of success in today's business world, because of the continuous and rapid changing environment and dramatic innovation in the information technology. The purpose of this research study is to identify the consumer perception and brand behaviour of soft drinks in the Trincomalee District. The marketers' survival depends on consumer perception and their brand behaviour of the particular brand. The conceptualization frame for this research study clearly disclosed about the elements included in the brand behaviour, elements of marketing mix, buyers' characteristics, consumer perception, decision making process and the purchase decision of a particular brand. The conceptualization model was driven from the objectives of the particular research study. For this research study all 11 Divisional Secretariats Divisions were selected and 200 questionnaires were issued to households and 50 questionnaires to retailers in order to collect data to meet the objectives of the research study. Those 200 consumer questionnaires and 50 retailers questionnaires were distributed according to the proportion of population in the 11 Divisional Secretariats Divisions. The obtained data were analyzed using the univariate analyses through Statistical Package for Social Science (SPSS). Researcher has come to the conclusion, that it is eminent that the consumers have the brand awareness only for 14 brands of soft drinks, and these brands are the market leaders, and balance 29 brands have very less brand awareness among people. The Elephant brand is the market leader and the Pepsi brand is the next competitor. The brand behaviour is also important for purchase of brand. According to this survey 24% of consumers prefer Necto, 21% prefer Pepsi, 13.5% prefer Coca Cola and 12% captured by Cream Soda. There is no significant relationship between nationality and soft drinks consumed. But in Kinniya and Muthur D.S divisions the consumers avoid to consume Coca Cola, because they feel a share of profit is transferred to Israel. As soft drink is the low cost and low involvement product, so there is slight difference between purchase of preferred brand and brand purchased last. 87% of respondents buy a different brand at the same shop. Therefore marketers should consider giving proper brand awareness to the consumers, there may be a chance for brand switching, so that, market leaders may change in future in the soft drink market.