CONSUMER SATISFACTION ON INTEGRATED MARKETING COMMUNICATION OF SOFT DRINKS IN TIRUVALLUR DISTRICT OF TAMILNADU

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Abstract
The requirement for soft drinks industry to properly coordinate its marketing communications strategies in order to distribute a clear, consistent, credible and competitive message about the companies and its product has become a challenge today for every result oriented firm. Effective integrated marketing communications should therefore be an integral part of every efficient and result driven organization. Satisfaction of a consumer plays a major role for every product development companies. The increase of satisfaction will raise the production and selling of the product. So, the researcher has aimed to examine the consumer satisfaction on integrated marketing communication of soft drinks in Tiruvallur district of Tamilnadu. For this, the researcher has selected the 125 respondents by using purposive sampling method. From them, the researcher has collected their opinion about the satisfaction on integrated marketing communication of soft drinks through a well structured questionnaire that has used to collect demographic information and level of satisfaction on IMC of soft drinks with using Likert's 5 point scaling technique. The statistical tools used for this research are Percentage analysis, Mean score analysis and Chi-square analysis. From the research, it is found that the respondents belong to 25-35 years age group and consume for below 5 years have high level of satisfaction on IMC of soft drinks.

Keywords : Soft Drink, Consumer Perception, Advertisement.

Introduction
The origins of soft drinks lie in the development of fruit-flavoured drinks. In Tudor England 'water imperial' was widely drunk; it was a sweetened drink with lemon flavour and containing cream of tartar. 'Manays Cryste' was a sweetened cordial flavoured with rosewater, violets or cinnamon. Another early type of soft drink was lemonade, made of water and lemon juice sweetened with honey, but without carbonated water. The Companies des Lemonades of Paris was granted a monopoly for the sale of lemonade soft drinks in 1676. Vendors carried tanks of lemonade on their backs and dispensed cups of the soft drink to Parisians (Rajendran and Emthiyas, 2017). Integrated Marketing Communication tools refer to integrating various marketing tools such as advertising, online marketing, public relation activities, direct marketing, sales campaigns to promote brands so that similar message reaches a wider audience. Products and services are promoted by effectively integrating various brand communication tools. IMC coordinates all the promotional activities like-advertising, personal selling, sales promotion, public relations and direct marketing (Astha Joshi, 2017).

Review of Literature
Bagul (2013) showed that the increase in number of consumers, brand awareness of Coca Cola had opened many new expansion opportunities both in terms of horizontal and vertical market. They found that Rural Areas were growing rapidly and had created a great base for marketing various products. According to Yuvaraju et al. (2014), it is found that consumers opined that the message sent through coke advertisements were understandable and genuine. Also, consumers expressed their satisfaction with regard to the information provided through advertisements. This study indicated that majority of the consumers read coke ad in Eenadu which was followed by Andhra Jyothi. Pavithra et al. (2015) resulted that the most of the customers were satisfied towards Coco-Cola Company with respect to the selected factors. Also, this research found that the customers' loyalty towards the Coco-Cola company was also good. Further, maximum of the respondents preferred Coco-Cola during parties. Ashoka and Rakesh (2016) explored that all the age groups of consumers were satisfied with domestic soft drinks in this region and the factors like price and availability of the products were the most important factors which were influencing the consumers to prefer domestic brands in the market. Hence, Bajrang Lal and Pankaj (2017) concluded that Brand Name, Colour, Taste and Packaging of Pepsi and Coca-Cola directly influenced customer

buying behaviour and bring about customer satisfaction. Mathivadhani and Sathya (2017) found that Youth consumers were aware of products which were offered by PepsiCo through advertisements. Also, Youth consumers were attracted by the advertisements shown for the product. Furthermore, Youth consumers were satisfied with taste, quality and price.

Objectives of the Study
- To study the demographic profile of the consumers of soft drinks in Tiruvallur district.
- To examine the level of satisfaction on Integrated Marketing Communication of Soft drinks among the consumers in the study area.

Research Design and Technique
The research is mainly based on descriptive research. So, the researcher has planned to collect the present information or immediate survey about the Integrated Marketing Information (IMC) from the consumers whoever having the habit of consuming soft drinks regularly. For examining the satisfaction of the consumers on IMC of soft drinks, around 125 consumers were selected by using purposive sampling method. For gathering the satisfaction of the respondents, the researcher has framed a well structured questionnaire that inclusive of demographic information and satisfaction on IMC of soft drinks. The study area is Tiruvallur district of Tamilnadu. By using percentage analysis, mean score analysis and Chi-square analysis, the collected data were classified into tables and graphs. The calculated results are discussed in the following table.

Results and Discussion
This section has divided into two heads for ease of analysis and proves the objectives of this research. In the first section, the researcher has discussed about the demographic profile of the consumers who continuously consume soft drinks regularly i.e. the variables age, gender, educational qualification, period of consuming the soft drinks, preferred packing of soft drinks, preferred season for consuming soft drinks, amount spent for consuming soft drinks are selected for this study. On the other hand, in the second section, the researcher has given the consumer satisfaction towards soft drinks. In this section, the researcher has clearly discussed and deals with the consumer satisfaction statements on Integrated Marketing Communication of Soft drinks. These two sections are discussed in the following tables.

Section 1 : Demographic Details

The following table shows the demographic profile of the respondents.

Table 1 : Demographic Profile of the Respondents

No.	Demographic Variable	No. of Respondents	%
	Age		
1	Below 25 Years	46	36.8
2	25-35 Years	23	18.4
3	36-45 Years	26	20.8
4	Above 45 Years	30	24.0
	Total	**125**	**100.0**
	Gender		
1	Male	94	75.2
2	Female	31	24.8
	Total	**125**	**100.0**
	Educational Qualification		
1	No formal Education	10	8.0
2	School Level	55	44.0
3	College Level	25	20.0

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4	Professional	35	28.0
	Total	**125**	**100.0**
	Period of Consuming		
1	Below 5 Years	18	14.4
2	5-10 Years	55	44.0
3	11-15 Years	14	11.2
4	Above 15 Years	38	30.4
	Total	**125**	**100.0**
	Preferred Packing of Soft Drinks		
1	2 Liter Bottle	63	50.4
2	1 Liter Bottle	19	15.2
3	200 ml Bottle	21	16.8
4	Tetra Pack	13	10.4
5	Pet Bottle	9	7.2
	Total	**125**	**100.0**
	Preferred Season for consuming Soft Drinks		
1	Summer	37	29.6
2	Winter	65	52.0
3	Both Season	23	18.4
	Total	**125**	**100.0**
	Amount Spent for Consuming Soft Drinks		
1	Upto Rs.250	90	72.0
2	Rs.251-500	19	15.2
3	Above Rs.500	16	12.8
	Total	**125**	**100.0**

- It is indicated from the above analysis that 36.8 percent of the respondents belong to below 25 years, 18.4 percent of the respondents belong to 25-35 years, 20.8 percent of the respondents belong to 36-45 years and 24.0 percent of the respondents belong to above 45 years.

- It is explored from the analysis that 75.2 percent of the respondents are male and 24.8 percent of the respondents.

- It is inferred from the analysis that 8.0 percent of the respondents are not having formal education, 44.0 percent of the respondents educated school level, 20.0 percent of the respondents qualified college level and 28.0 percent of the respondents qualified professional degree.

- It is showed from the analysis that 14.4 percent of the respondents are consuming soft drinks for below 5 years, 44.0 percent of the respondents are consuming soft drinks for 5-10 years, 11.2 percent of the respondents are consuming soft drinks for 11-15 years and 30.4 percent of the respondents are consuming soft drinks for above 15 years.

- It is surmised from the analysis that 50.4 percent of the respondents preferred 2 liter bottle soft drinks, 15.2 percent of the respondents preferred 1 liter bottle, 16.8 percent of the respondents preferred 200 ml bottle, 10.4 percent of the respondents preferred tetra pack and 7.2 percent of the respondents preferred pet bottle soft drinks.

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- It is indicated from the analysis that 29.6 percent of the respondents are consuming soft drinks in summer season, 52.0 percent of the respondents are consuming in winter season and 18.4 percent of the respondents are consuming both summer and winter season.

- It is concluded from the analysis that 72.0 percent of the respondents spent upto Rs.250 for consuming soft drinks, 15.2 percent of the respondents spent Rs.251-500 and 12.8 percent of the respondents spent above Rs.500 for consuming soft drinks.

Section 2 : Level of Satisfaction on IMC of Soft drinks
This section has discussed about the satisfaction of the consumers on IMC of soft drinks. Ten statements which are related to IMC have been framed for examining the satisfaction of the consumers on IMC of soft drinks with 5 point Likert's scaling method. The mean and SD of the statements is given in the following table.

Table 8 : Consumer Satisfaction on IMC of Soft Drinks

S.No.	IMC Components	Mean Score	SD
1	Partnering with Hotels	4.02	0.62
2	Partnering with Restaurants	4.11	1.29
3	Providing under the grown scheme	3.72	0.71
4	Getting Shelves	3.74	0.60
5	Supporting Public Cause	3.88	1.33
6	Engaging in CSR	3.74	0.80
7	Promotion through Exhibition and Trade Fairs	3.85	0.74
8	Promotion through Canteens of Educational Institutions	3.97	1.35
9	Interactive Websites	3.84	0.79
10	24*7 Support	4.00	0.64

It is indicated from the above analysis that among the ten IMC of soft drinks, majority of the respondents have perceived maximum level of satisfaction on partnering with restaurants with the mean score of 4.11, followed by partnering with hotels with the mean score of 4.02 and followed by 24*7 Support with the mean score of 4.00.

Influence of IMC components on Consumer Satisfaction
In order to find the relationship between independent variables of the consumers and their satisfaction on Integrated Market Communication of Soft drinks, a hypothesis has been framed and tested by Chi-Square test. The test results are discussed in the following table.

H_0 :There is no significant relationship between selected Independent variables and level of satisfaction on IMC of Soft drinks,

No.	Demographic Variable	Mean	t2 Value	'p' Value
	Age			
1	Below 25 Years	3.66		
2	25-35 Years	3.76	13.187	0.040**
3	36-45 Years	3.63		
4	Above 45 Years	3.67		
	Gender			
1	Male	3.82	4.577	0.101[NS]

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2	Female	3.63		
	Educational Qualification			
1	No formal Education	3.76		
2	School Level	3.63	5.324	0.503^{NS}
3	College Level	3.75		
4	Professional	3.66		
	Period of Consuming			
1	Below 5 Years	3.84		
2	5-10 Years	3.64	4.270	0.640^{NS}
3	11-15 Years	3.65		
4	Above 15 Years	3.65		
	Preferred Packing of Soft Drinks			
1	2 Liter Bottle	3.73		
2	1 Liter Bottle	3.64		
3	200 ml Bottle	3.67	12.283	0.139^{NS}
4	Tetra Pack	3.54		
5	Pet Bottle	3.59		
	Preferred Season for consuming Soft Drinks			
1	Summer	3.66		
2	Winter	3.68	0.876	0.928^{NS}
3	Both Season	3.69		
	Amount Spent for Consuming Soft Drinks			
1	Upto Rs.250	3.67		
2	Rs.251-500	3.71	0.866	0.929^{NS}
3	About Rs.500	3.68		

- It is found from the above analysis that maximum level of satisfaction on IMC of soft drinks is perceived by the respondents who belong to 25-35 years age category. It is determined that the calculated chi-square value is greater than the table value and the result is significant at 5 percent level. Hence, the hypothesis "age of the respondents and the level of satisfaction on IMC of soft drinks are not associated", does not hold good. From the analysis, it is concluded that there is a close significant relationship between the age of the respondents and their level of satisfaction on IMC of soft drinks.

- It is examined from the analysis that maximum level of satisfaction on IMC of soft drinks is perceived by the male respondents. It is revealed that the calculated chi-square value is lesser than the table value and the result is not significant. Hence, the hypothesis "gender of the respondents and the level of satisfaction on IMC of soft drinks are not associated", holds good. From the analysis, it is indicated that there is no significant relationship between the gender of the respondents and their level of satisfaction on IMC of soft drinks.

- It is noted from the analysis that maximum level of satisfaction on IMC of soft drinks is perceived by the respondents are not having formal education. It is identified that the calculated chi-square value is lesser than the table value and the result is not significant. Hence, the hypothesis " educational qualification of the respondents and the level of satisfaction on IMC of soft drinks are not associated", holds good. From the analysis, it is surmised that there is no significant relationship between the educational qualification of the respondents and their level of satisfaction on IMC of soft drinks.

- It is noted from the analysis that maximum level of satisfaction on IMC of soft drinks is perceived by the respondents who consume for below 5 years. It is explored that the calculated chi-square value is lesser than the table value and the result is not significant. Hence, the hypothesis " period of consuming of the

respondents and the level of satisfaction on IMC of soft drinks are not associated", holds good. From the analysis, it is evaluated that there is no significant relationship between the period of consuming of the respondents and their level of satisfaction on IMC of soft drinks.

- It is obtained from the analysis that maximum level of satisfaction on IMC of soft drinks is perceived by the respondents who prefer 2 liter bottle soft drinks. It is inferred that the calculated chi-square value is lesser than the table value and the result is not significant. Hence, the hypothesis "preferred packing of soft drinks of the respondents and the level of satisfaction on IMC of soft drinks are not associated", holds good. From the analysis, it is confirmed that there is no significant relationship between the preferred packing of soft drinks of the respondents and their level of satisfaction on IMC of soft drinks.

- It is explored from the analysis that maximum level of satisfaction on IMC of soft drinks is perceived by the respondents who prefer both summer and winter season. It is showed that the calculated chi-square value is lesser than the table value and the result is not significant. Hence, the hypothesis "preferred season for consuming soft drinks of the respondents and the level of satisfaction on IMC of soft drinks are not associated", holds good. From the analysis, it is identified that there is no significant relationship between the preferred season for consuming soft drinks of the respondents and their level of satisfaction on IMC of soft drinks.

- It is explored from the analysis that maximum level of satisfaction on IMC of soft drinks is perceived by the respondents are spending Rs.251-500 for consuming soft drinks. It is observed that the calculated chi-square value is lesser than the table value and the result is not significant. Hence, the hypothesis "amount spent for consuming soft drinks of the respondents and the level of satisfaction on IMC of soft drinks are not associated", holds good. From the analysis, it is determined that there is no significant relationship between the amount spent for consuming soft drinks of the respondents and their level of satisfaction on IMC of soft drinks.

Findings
- It is found from the analysis that the majority (36.8%) of the respondents belong to age group of below 25 years.
- It is showed from the analysis that the majority (75.2%) of the respondents are male.
- It is revealed from the analysis that the majority (44.0%) of the respondents educated school level.
- It is observed from the analysis that the majority (44.0%) of the respondents are consuming soft drinks for 5-10 years.
- It is indicated from the analysis that the majority (50.4%) of the respondents preferred 2 liter bottle soft drinks.
- It is surmised from the analysis that the majority (52.0%) of the respondents are consuming soft drinks in winter season.
- It is explored from the analysis that the majority (72.0%) of the respondents are spending upto Rs.250 for consuming soft drinks.
- It is examined from the analysis that among the ten IMC of soft drinks, majority of the respondents satisfied on partnering with restaurants with the mean score of 3.11.
- It is obtained from the analysis that maximum level of satisfaction on IMC of soft drinks is perceived by the respondents who belong to 25-35 years age category. From the analysis, it is concluded that there is a close significant relationship between the age of the respondents and their level of satisfaction on IMC of soft drinks.
- It is surmised from the analysis that maximum level of satisfaction on IMC of soft drinks is perceived by the male respondents. From the analysis, it is found that there is no significant relationship between the gender of the respondents and their level of satisfaction on IMC of soft drinks.
- It is identified from the analysis that maximum level of satisfaction on IMC of soft drinks is perceived

by the respondents are not having formal education. From the analysis, it is concluded that there is no significant relationship between the educational qualification of the respondents and their level of satisfaction on IMC of soft drinks.

- It is evaluated from the analysis that maximum level of satisfaction on IMC of soft drinks is perceived by the respondents who consume for below 5 years. From the analysis, it is indicated that there is no significant relationship between the period of consuming of the respondents and their level of satisfaction on IMC of soft drinks.

- It is noted from the analysis that maximum level of satisfaction on IMC of soft drinks is perceived by the respondents who prefer 2 liter bottle soft drinks. From the analysis, it is obtained that there is no significant relationship between the preferred packing of soft drinks of the respondents and their level of satisfaction on IMC of soft drinks.

- It is determined from the analysis that maximum level of satisfaction on IMC of soft drinks is perceived by the respondents who prefer both summer and winter season. From the analysis, it is stated that there is no significant relationship between the preferred season for consuming soft drinks of the respondents and their level of satisfaction on IMC of soft drinks.

- It is inferred from the analysis that maximum level of satisfaction on IMC of soft drinks is perceived by the respondents are spending Rs.251-500 for consuming soft drinks. From the analysis, it is examined that there is no significant relationship between the amount spent for consuming soft drinks of the respondents and their level of satisfaction on IMC of soft drinks

Suggestions

- It is found from the study that maximum level of satisfaction on IMC of soft drinks is perceived by the male respondents. So, the producers have to create awareness about the benefit of soft drinks among female consumers through modern advertising. In addition, advertisement of the soft drinks should be more effective and educative.

- It is observed from the analysis that high level of satisfaction on IMC of soft drinks is perceived by the respondents who consume for below 5 years. Hence, the quality of the soft drinks is considered to be main factor of consuming for long period. Therefore, the quality of soft drinks should be improved further.

- It is identified from the analysis that maximum level of satisfaction on IMC of soft drinks is perceived by the respondents are spending Rs.251-500 for consuming soft drinks. So, the manufacturers may provide discount, coupons, free gifts and other promotional elements which influences and motivates a customer more to buy a particular soft drinks.

- It is concluded from the analysis that maximum level of satisfaction on IMC of soft drinks is perceived by the respondents who prefer both summer and winter season. Hence, the taste of the soft drinks is one key factor in using the soft drinks and the taste of the soft drinks should be maintained.

- The soft drinks companies can contribute soft drinks to the sellers with low price through discounts and less price to increase the selling and satisfaction among consumers.

Conclusion

This research is mainly focused on to examine the consumer satisfaction on integrated marketing communication of soft drinks in Tiruvallur district of Tamilnadu. The soft drink company is one of the major incomes producing industry. A lot of dominant players are heading towards soft drink products for its wider scope. The players introduce different varieties of soft drinks to the market to compete with their generation. To distinguish one from the other players, the companies are launching many drinks that are not in the purview of many of the consumers and competitors. The plan of making awareness towards the brand is achieved only when the reach of the advertisement campaign is more. The awareness of the soft drinks will create an aspiration to consume it and if the consumer is satisfied with the brand.

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