

Advertisements of Soft Drinks Brands - Impact on Telangana Soft Drink Consumers Preferences

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Abstract

Advertisements are unavoidable and unseen. Everyone has to come across advertisements in daily life. Soft Drinks advertisements are more possessive about their customers and pumping into their possible medium with innovative and creative concepts to reach their customers. The recent growth of soft drinks in Indian market has been enormously projected in all the relevant reports. Though the Indian consumption rate is less than the world's consumption, it has greater impact on youth drinks. Youth has been pondering their favoritism towards the beverages during all their parties and functions. Telangana youth is aggressive in nature and they are in mood of enjoying their achievement of getting their new state formed from the United Andhra Pradesh. This article is aimed at knowing the impact of advertisements on Soft Drinks consumers in Telangana State. An attempt is been made to verify the relationship between advertising elements of soft drink brands and demographic characteristics of the customers, the preference of soft drink consumers with respect to brand ambassadors and also to examine which emotional ad is mostly preferred. Data is collected from 573 Telangana Consumers. The techniques like Chi-Square, Lambda, Goodman and Kruskal tau, and Cramer's V is used to test association and intensity of the relationship among the variables.

Keywords: *Soft Drinks, Preferences, Advertisements, Telangana Consumers, Association Tests*

Introduction

Soft Drinks belong to not of this contemporary age but it is existed from 17th century. Its beginning is unique and it started with a light limonite drink. It is formed in 1676 when De Lemonades started lemonade drinks in Paris. In fact, in the early days, the soft drinks are of Parisians and the hawkers used to carry soft drinks on their backs for thirsty customers in Paris. It is transformed as carbonated water in 1767, when Dr. Joseph Priestley made a glass of carbonated water firstly for these thirsty customers and later it is further modified by Mr. Torero Bergman when he made a carbonated water from chalk with the help of sulfuric acid. But actual manifestation occurred and right birth of a cola drink took place in 1830, when Dr. John S. Pemberton started "Coca Cola" in Atlanta, followed by another invention of "Pepsi cola" in 1898 by Caleb Braham only after 60 years of cola drink. These drinks have made entry in India in 1977. Returning from 20 years prohibition in Indian, soft drinks in 1997, to ensure fast re-entry, Coca Cola ransomed \$40 million to acquire the biggest Indian soft-drink brands like ThumsUp (Dr. Zeeshan Aamir et al). One decade of recent time has changed the structure of soft drinks in India. The Soft Drinks sector excelled enormously within 10 years of recent past.

The Soft Drinks sector is noted hike of 45% p.a. Since, the market changes as per the seasons, though it is fluctuating, the soft drink market is high on its gear.

Telangana consumers are highly rural residents except those who reside in its capital city which is a highly ethnocentric with complex cultures and various languages and having different state citizenships and they are forming the size of the population about one crore in its arms against total population of Telangana who constitutes approximately 3 crore population. Telangana is newly separated from United Andhrapradesh. Telangana and its people are unique in their culture, traditions and practices. The people of Telangana are famous for calling for parties for every reason in the name of "Dhavath". Dhavath is their regular practice for all minute reasons and most of them are habituated to wine takers and it is part of their culture especially during festivals and celebrations. Soft drinks are one of the major drinks that will be included in their menu during all relevant occasions as an individual and as a society. Hence the telangana families are potential markets for soft drinks and they have been highly influenced by soft drink advertisements.

Objectives of the Study

1. To test if there is any impact of advertisements on Soft Drinks consumers.
2. To test if there is any association between advertising elements of soft drink brands and demographic characteristics of the customers of soft drinks.
3. To examine the preference of soft drink consumers with respect to type of brand ambassadors in advertisements of their favorite soft drink brand.
4. To test which emotional ad is mostly preferred in case of soft drink brands.

Review of Literature

Rodrigo, one of the famous web columnist states that the recent advertising efforts are more productive than the days before and it is evident to believe since most of the advertisers are pouring million of rupees for advertisements. Advertisements phased out successfully starting from production orientation through product, selling and till marketing orientation. This great transformation of marketing system has been highly elevated by the advertising concept (Rodrigo, 2012). Advertisements aim to reach the customers and inform about the product. As Geeta affirmed that Consumer is most important player in any market hence every marketer is conceptually strategic and aims to satisfy him. The modern marketing is consumer centric and every decision made is purely what customer actually wants (Geeta Sonkusare, 2013).

Soft drinks are one of the lead products in FMCG category. A soft drink is one that contains sweet water which is carbonated though it may contain less than 5% alcohol if it is not nonalcoholic. Soft drinks are common serve in the present days and as well days coming ahead. Most of the people use soft drinks for quenching their thirst since Dr. Satnam Ubeja claimed that soft drinks are used not only for physical thirst but also for mental thirst and mental relaxation (Dr.Satnam Ubeja, et al., 2014). Most of the people argue that soft drinks are unhealthy, though it is true that soft drinks are told unhealthy, As Dr. Govind mentioned that it does have some health and energy driven factors (Dr. Govind Shinde, et al., 2014).

Soft drink brand advertisements are customer driven and highly affective. As Nashath stated in a column that Soft drinks are influenced by demographical factors which affect in choosing brand name, taste, aesthetics, flavors etc., (Nashath Raffia Azeez, et al., 2014). Soft drinks highly competitive to natural fruit juices and it is found in a research done by Simranjeet that 42% of

the customers preferred Soft Drinks against 58% of them preferred fruit juices (Dr. Simranjeet Kaur Sandhar et.al.,2012) as well Nathaniel Etheridge Frank-White et al., stated that especially Coke is considered as sweet drink by 57% of consumers while Cran-Raspberry 66%, Pepsi 66%, 7-Up 72%, and Peach 80% (Nathaniel Etheridge Frank-White et.al., 2012). A research by Nada O. Kassem has explored that 96.3% of consumers consume soda; 50.1% consume 2 glasses of soda or more per day (13). Advertisements are long last in making memory strong and it is found in a research by Brajdeep Singh et al and found that Soft Drinks are recalled due to advertisements (BRAJDEEP SINGH,2012) and also as per D. GOUTAM, Soft drink consumers look for quality and will not detract any person from their favorite Brand Ambassador (D. Gowtham, et al., 2013). Major brands lead the soft drink ad campaign market as Jennifer Utter explored in their research that 20% of advertisements aired in television is of soft drinks and most of the them are by major players like Coco Cola and Pepsi (Jennifer Utter et.al., 2005). Not only children even youth of india is under this impact. Dr. Zeeshan Aamir et al revealed that has explored that the consumption pattern of youth is significantly influenced by advertisements (Dr. Zeeshan Aamir, et.al., 2014). Xun Li, RigobertoA. Lopez, identified that spillover effects are also playing some significant influence on sales of soft drink products (Xun Li, etal., 2013).

Soft drinks are highly impacted on children that lead to higher consumption by children and ultimately most of the children who consume soft drinks are leading unhealthy life. As Powell et al, who researched on children found that Children from 6-11 age groups like soft drinks advertisements (Powell et.al., 2010) and Collison et al, further confirmed that they use soft drinks largely in home, school and restaurants and hence this has caused majorly obesity in children (Collison etal., 2010). Zumin Shi et al, also cautioned that Soft Drinks lead to asthma (Zumin Shi Eleonora Dal Gr, 2014) and American College of Rheumatology (ACR) worried on weight gain as well arthritis problems and it is found in men more than women (American College of Rheumatology (ACR), 2014) and Lenny R. Vartanian further added that they damage health (Lenny R. Vartanian etal., 2014). Shakira F. Suglia, et al., has explored that Soft drinks make children aggressive (Shakira F. Suglia etal., 2013) and Vartanian LR claimed that Soft Drinks consumption is associated with increased energy intake and body weight (Vartanian LR, 2007). Julie Boehlke also observed that the soft drink consumption will have negative effects on dental health, hyperactivity, addiction and obesity (Julie Boehlke, 2012).

Research Methodology

The researcher has used Structured Questionnaire for data collection and the samples are drawn from the Soft Drinks consumers in Telangana state and simple randomized sampling technique is used for sample selection. The sample size is determined by Cochran sample determination technique. The sample size is 573. The techniques like Chi-Square, Lambda, Goodman and Kruskal tau, Uncertainty Coefficient and Cramer's V is used to test association and intensity of the relationship among the variables.

Analysis & Discussions

Table 1: Analysis of Advertisements of Soft Drinks – Age Wise

	Parameters =573	Age				χ^2 Pears on (d.f)	Linear- by- Linear (d.f.&s ig)	V Cram- ers	λ Lamb da (d.f.)	t- Krush kal tau (d.f.)
		Teens (37)	Youth	Middle	Aged					
Favorite Advert- isements	Sprite	24	6	2	2	705.73 (24)	88.36 (1)	0.38	0.36 (0.03)	0.23 (0.02)
	Frooti	2	29	11	1					
	Maaza	1	21	35	1					
	Slice	3	44	2	10					
	Coke	2	11	11	6					
	Thumsup	2	57	184	7					
	Pepsi	3	84	2	10					
Favorite Ad Elements	Ambassador	1	90	93	11	324.9 (16)	3.35 (1& 0.07)	0.38	0.19 (0.02)	0.13 (0.01)
	Concept	1	85	22	16					
	Brand Elements	8	11	29	1					
	Jingles	26	58	32	8					
	Others	1	8	71	1					
Favorite Ambass- adors	Animations	8	46	32	1	146.26 (12)	0 (1& 0.99)	0.29	0.11 (0.03)	0.08 (0.01)
	Customers	3	75	47	7					
	Players	1	94	105	21					
	Actors	25	37	63	8					
Favorite Emotions in Ads	Comic	23	47	18	8	305.15 (16)	2.49 (1& 0.12)	0.37	0.22 (0.03)	0.16 (0.02)
	Adventurous	1	89	179	7					
	Sentimental	11	40	48	10					
	Romantic	1	37	1	1					
	Others	1	39	1	11					
	Totals	37	252	247	37					

Sprite has launched “TEEN TIL I DIE” music program with cholo apni chal slogan to woo the teens online recently that might have wooed maximum results since it is found in the research that Teens are crazy about Sprite advertisements (34/37). Pepsi “Oh Yes Abhi” campaign is closely connected to youth pulse of ‘doing right now attitude’ since pepsi advertisement is mostly preferred by youth (84/252). ThumsUp advertisement with slogan ‘taste the thunder’ campaign has reached every household which might have triggered middle aged family men to have preferred thumsUp cola ahead of all the other brands (188/247). An old flavored slice could reach its suitable target group of older generation outright (11/37). Dr. Francis Palumbo, USA pediatrician has argued that adolescents receive their heartfelt music if the music is appropriate to their age genre. It is well observed that all of the contemporary brands are composing beautiful jingles in their campaigns to represent their brands. Teens, who are early

entrants of such adolescence group has got attracted with such advertisement jingles (29/37). Sports are ever green and mostly sought after entertainment medium for youth and it resulted in the research that Youth are crazy about the entertainment and sports and obviously every young person has his or her favorite either film star or sports personalities and they adore them as their loyal fans. This resulted in the research positively that the today's youth highly prefer brand ambassadors as their choices in the advertisements (90/252).

Bernd Debusmann, a web columnist has posted that aged people are worrying about their self esteem and ego and hence they don't like young people behavior. It is hypothesized by the researcher that the moral stories which generally youth doesn't care are mostly liked by the aged generation and hence they voted for good concepts in advertisements unlike youngsters (18/37). Movies resemble life but in fact, the stories are taken from daily life scenes and the original incidents are imagined. Teens live in imagination and hence they became primary customers for films which have led some times teens to bunk their schools and colleges to watch movies. It is found that teens' wants actors as their product ambassador (25/37), as indicated. Sports like cricket, hockey etc., keep entertaining Indian youth very frequently at least a tournament per month. All sports people are frequently discussed and memorized by all Indian youth and so young, middle aged and aged consumers' wants sports players as their favorite brand ambassadors (94/252). Teens that are transcending from children who are fond of comic cartons to adolescents who carry those funny emotions have proved with this research that Teens' abruptly wanted comic emotional advertisements (23/37). Young and middle aged proved their adventurous and manly attitude who likes thrill out of adventure has realized through this study where young people and middle aged liked adventurous advertisements. Aged are emotional and sensitive and hence aged consumers' preferred sentimental advertisements.

The advertisements target customers specifically based on age groups since the most of brands are demographically targeted and positioned. This has been evident in this research that Age factor is observed as key factor to be determining the advertisement favoritism (χ^2 -705.726). Age also has influenced in choosing favorite advertisement elements (χ^2 -324.899). Young actors and veteran actors are different in their fan groups. These actors do target their fans based on the demographic profiles and it is clear in this research that favorite category of ambassadors are highly influenced by age factors (χ^2 -146.258). Emotive advertisements are attracted by different age groups. Children like comic, youth likes fun and aged like tragedy etc., and it is clarified with the result of favorite emotions are highly affected by different age groups (χ^2 -305.152). in other way, All of these i.e., likeness of advertisements, favorites elements in ads preferred, favorite ambassador desired in ads and emotions desired is associated with the age and the more the age is changed, there is a change in these factors. But it is not guaranteed that every time the change occurs with the age. Situations may or may not support this conclusion since the relationship with age is not linear in case of elements of advertisements (0.067), favorite ambassador category (0.986) and emotional ads type (0.115).

Demographic characteristics do help in assessing the relationship. It is evident that the age and advertisement element factors are associated and related. But how intensive are these two i.e., age and advertisement elements are in relatedness to one another? The researcher has revealed in his research that Age is found as a significant factor in choosing favorite Brand advertisement and it is strongly proved that Age can help in predicting the soft drink product preferences (v -0.377). This measure of prediction may be moderately accurate (λ -0.36) with a probability of

23.1% (t-0.231). But another result has produced another interesting fact that In case of elements of favorite Brands advertisement, Age is strongly associated (v-0.377) but prediction may be not strongly feasible and hence it is very weak guaranteed accuracy of prediction (λ -0.183) with probability of 12.5% (t-0.125). Brands should be cautious while selecting brand ambassadors. Age group should be their consideration while choosing brand ambassadors since the result has explored that Age is a strong factor to be attracted to favorite Brands ambassador with moderate association (v-0.292) but difficult to predict the results based on age factor (λ -0.105) at the rate of just 8% (t-0.08). Age factor is no way different in case of emotional advertisement appeals preferred with respect to Talangana consumers and it is found in the research that age is relating strongly to be liked in case of emotive advertisements (v-0.365). It is moderately predictable (λ -0.224) at the rate of 18.2% (t-0.182).

Table 2: Analysis of Advertisements of Soft Drinks – Gender Wise

Parameters =573		Gender		χ^2 Pearson (d.f.)	Linear-by Linear Association (d.f.)	V Cramers	λ Lambda (d.f.)	t- Krushkal tau (d.f.)
		Male	Female					
Favorite Adverti- sements	Sprite	4	40	190.24 (6)	62.85 (1)	0.44	0.22 (0.01)	0.07 (0.01)
	Frooti	29	11					
	Maaza	4	58					
	Slice	36	19					
	Coke	2	29					
	Thumsup	172	71					
	Pepsi	57	41					
Favorite Ad Elements	Ambassador	142	48	108.93 (4)	53.25 (1)	0.44	0.18 (0.03)	0.045 (0.01)
	Concept	75	50					
	Brand Elements	4	48					
	Jingles	49	78					
	Others	34	45					
Favorite Ambassadors	Animations	41	45	141.63 (3)	2.02 (1 & 0.16)	0.50	0.282 (0.04)	0.11 (0.02)
	Customers	53	79					
	Players	182	39					
	Actors	28	106					
Favorite Emotions in Ads	Comic	99	52	48.61 (4)	15.65 (1)	0.29	0.087 (0.02)	0.02 (0.01)
	Adventurous	277	156					
	Sentimental	110	77					
	Romantic	37	10					
	Others	50	9					
	Totals	304	269					

ThumsUp advertisement is portrayal of manly caliber of taking risk to get the drink consumed after a adventurous chase for it. All elements like logo and symbol indicate a man showing his

thumb up representing a victory. It is evident that men are keenly targeted from this message and it is confirmed in the research that most of the men liked ThumsUp advertisements comparatively with other brands (182/304). Women are desired a manly adventurous and gutfeelings from their opposite gender. ThumsUp is successful in composing both the gender groups to its brand value since it is found in this study that Irrespective of symbolic gender personality, the female customers also raised their thumb up and voted for ThumsUp (71/269). Men are sportive and brands are hiring sports personalities as their brand ambassadors in widespread cases. In the supporting of such reality, male customers have preferred to see a fine brand ambassador in their favorite advertisement (146/304). Women are stressful and sensitive and music releases stress and evokes the spirit. To support this common fact, it is found in the research that melodious jingles in the advertisements are chosen as their favorite choice by women soft drink consumers comparatively than men (78/269). To reiterate the fact that men are sportive, Male customers showed interest in players as their product ambassador (182/304) while Female likes movie actors (106/269). Adventure is thriller awakening and fearful to experience and wonderful to watch and feel. Both the gender groups of Male and female consumers liked adventurous advertisements.

Gender exists in all social contexts and the difference between men and women is ever discussed in terms of personal, physical and psychological issues. Both men and women are different in feelings, physis, temperament, skill, caring, brevity etc., The same result is found in case of Gender differences that are association with favorite ads (χ^2 -190.238) preferred elements of soft drink advertisements (χ^2 -108.927), preferred product ambassador (χ^2 -141.630) and emotions desired in ads (χ^2 -48.609) indicating that there is a difference in favoritism in case of male and female. But it is identified that the advertisement factors relating with gender differences is not constant in all the cases and the difference may or may not exist since it is not linear in case of favorite ambassador (0.155). Male and female gender differences have shown significant contribution to advertisement element factors. Gender has very strong and intensive relationship with favoritism of advertisements (v-0.443), advertisement elements, (v-0.436), and favorite Brand ambassador category (v-0.497) whereas emotional advertisement category is related moderately (v-0.291). But is gender helps in estimating the results in case of advertisements is another point to ponder. It is found in the research that gender role in prediction accuracy in case of favorite soft drink is moderate (λ -0.216) with less probability of 6.7%. In case of elements of ads, the prediction capacity is much weaker (λ -0.182) with just 4.8% probability (t-0.048) while favorite ambassador is having moderate guarantee (\ddot{e} -0.282) with 10.8% probability (t-0.108). Emotional advertisement category doesn't have any guarantee of prediction (\ddot{e} -0.087) with just 1.5% probability (t-0.015).

Table 3: Analysis of Advertisements of Soft Drinks – Education Wise

	Parameters =573	Education				χ^2 Pears on (d.f.)	Linear- by- Linear Associati- on (d.f.)	V Cram- ers	λ Lamb da (d.f.)	t- Krush kal tau (d.f.)
		UG (37)	G	PG	PG+					
Favorite Adverti- sements	Sprite	30	2	6	0	612.98 (24)	138.92 (1)	0.42	0.23 (0.02)	0.17 (0.01)
	Frooti	2	27	2	11					
	Maaza	34	20	2	1					
	Slice	2	2	36	19					
	Coke	2	17	11	2					
	Thumsup	1	52	163	29					
	Pepsi	3	36	59	2					
Favorite Ad Elements	Ambassador	1	10	150	32	397.74 (16)	211.01 (1)	0.42	0.21 (0.03)	0.17 (0.01)
	Concept	2	46	57	22					
	Brand Elements	8	11	29	1					
	Jingles	28	55	42	1					
	Others	35	34	1	8					
Favorite Amba- ssadors	Animations	8	9	69	1	347.62 (12)	76.35 (1)	0.45	0.17 (0.03)	0.20 (0.014)
	Customers	3	27	94	8					
	Players	1	85	91	44					
	Actors	62	35	25	11					
Favorite Emotions in Ads	Comic	7	18	55	16	281.92 (16)	5.53 (1& 0.02)	0.35	0.13 (0.01)	0.10 (0.01)
	Adventurous	30	41	165	28					
	Sentimental	10	29	56	13					
	Romantic	11	37	2	6					
	Others	16	31	1	1					
	Totals	74	156	279	64					

Education increases standard of thinking which guides standard of living. Education separates people from different habits which are not ignorable and most important of them is eating and drinking habits. In general Children, tweens and teens who belong to lower education cadres are called fruit consumers especially ‘aam’ warriors who consume mangos excessively and it is reconfirmed in the research that almost half of the undergraduates preferred yellow juice i.e., Maaza advertisements (37/74). Higher education is explored with different junk options and aggressive buying habits. It is known by this study that Graduates, post graduates and doctorates symbolic for youth of India have voted for thumsup advertisements which is highly a junk drink. Education increases literary brain and educated are capable of being poetic. Most of the movie lyrics are easily captured by college youth and they hum all-time. It is affirmed that Graduates like to listen to musical jingles while graduates and doctorates like ambassadors who are film actors. Below under Graduates want actors as their product ambassadors while

Graduates, doctorates liked players and Post Graduates preferred satisfied customers. Irrespective of educational profiles, all preferred adventurous advertisements. It is also found that Educational profiles are also influenced in favoring the preferred advertisements (χ^2 - 498.474), preferred advertisements elements (χ^2 -397.736), ambassador in their favorite advertisements (χ^2 -347.621) and emotions accepted in ads (χ^2 -281.921). But it is identified that the emotional relationship with educations is not linear (0.019). Educational profile does have very strong relationship with favorite advertisements (v-0.421) with moderate guarantee of accurate prediction (λ -0.225) at the rate of 16.8% (t-0.168) while favorite elements of advertisements

Findings

1. Teens like Sprite advertisements, young consumers Pepsi, Middle Aged people ThumsUp, Aged people Slice and Pepsi.
2. Male and Female like ThumsUp advertisements.
3. Below under Graduates like Maaza advertisement, Graduates, Post Graduates and Doctorates like ThumsUp.
4. Teens' like jingles in their favorite advertisements, young and Middle aged good ambassadors, Aged people good concept.
5. Male like good ambassador in their favorite product advertisements, Female likes jingles.
6. Below under Graduates like other reasons, Graduates jingles, Post Graduates and Doctorates ambassadors.
7. Teens prefer actors as their product ambassador, young, middle aged, aged prefer players.
8. Male likes players as their product ambassador while Female likes actors.
9. Below under Graduates want actors as their product ambassadors while Graduates, doctorates liked players and Post Graduates preferred satisfied customers.
10. Teens' want comic emotion in advertisements, young people, middle aged want adventurous, Aged prefer sentimental.
11. Male and female, all educational profiles liked adventurous advertisements.
12. Demographic characteristics are found strong determinant of liking advertising factor
13. Age is not linear related with elements of advertisements, favorite ambassador, and emotional ads type.
14. Gender is not linear to favorite ambassador, Educational profiles to emotions.
15. Age is predictor. Gender is not in case of ambassador, Educational profile in emotions.

Conclusion

This research is aimed at examining soft drinks favoritism in Telangana state and the researcher studied on linear relationship between demographic characteristics and soft drink advertisements. The research also focused on the intensity of relationship and association between demographic characteristics with respect to different advertisement factors in case of telangana soft drink consumers. The study revealed that the demographic characteristic has strong association with different soft drink advertisement factors. Age differences has shown significant impact on preferences of product advertised, elements of advertisement, choice of ambassador and connecting to the emotions implicated in the advertisement. The study also has revealed that the relationship intensity is strong in case of age to factors and moderate in case of gender to factors and moderately strong in case of educational profiles.

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