

To Understand Consumer's Preference and Consumer's Buying Behavior of Soft Drinks in Kitwe.

(Conference ID: CFP/826/2018)

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Abstract— *The soft drink business is one of the manufacturing industries with the widest and deepest base compared to others globally and locally. A number of brands are available in the market; hence it has become highly competitive environment companies most now protect the interest of the consumers to enhance profit and customer loyalty. To this regard, a study was carried out to examine the factors influencing consumer's preference and consumer buying behavior with reference to perceived; product, price, place, promotion usefulness and the social factors.*

A paper-based questionnaire was designed and distributed to 100 customers in Kitwe District, Copperbelt province of Zambia as a primary data collection method. All 100 questionnaires distributed were successfully returned and used for analysis yielding a 100% response rate.

The results indicate that price, quality, promotion and a healthier soft drink have a significant influence on consumer preference and buying behavior.

Keywords: *consumer preference, buying behavior, soft drinks, Copperbelt province.*

1. Introduction

Consumers everyday often face situations that require choosing among several brands and different types of soft drinks in the marketplace hence globalization has widened the choice set of consumers in under developed country like Zambia when quality, pricing, packaging and healthy soft drinks were not a factor. Coca-Cola and Californian beverages had the monopoly in the market. When Coca-Cola company under Zambian Breweries would adjust the price upward and the market fundamentals will still remain the same because no other product was a substitution that would provide the same utility until Pepsi company under Varum joined the market it has been the game changer. The consumers have a choice over packaging whether to buy a canned, PET or RGB packaging. In the rapid growth of the soft drinks industry with new entrants like trade kings and imported non-carbonated soft drinks like Fruit tree, Ceres, Ambia and joy and consumer preferences and demand the local industry is encountering challenges and opportunities. The changing consumer demands and preferences require new ways of maintaining current customers and attracting new ones. According to Ries and Trout (1986), Marketing battles are fought inside the mind of the prospect. The mind is

the battleground. A terrain that is tricky and difficult to understand.

Hence, the beverage companies must focus towards customers and offer high quality products, efficiently advertise, ensure healthy and keep prices low for the affordability for all. While exploiting new markets by launching new products. Recent developments in soft drink consumption and challenges in marketing have heightened the need for searching the consumers' preference and consumer buying behavior. It is hard to ignore the existence of soft drink in today's markets and since the inception of soft drink in the 1830's; its consumption has steadily increased with technological advances in production and increased product availability.

Hence, the study sought to examine the consumers' preference and buying behavior and to identify key factors influence to attract new and retain existing customers towards soft drinks in Kitwe.

1.2 Statement of the Problem

Statement of the Problem The study is conducted to investigate the relationship of consumer preference and consumer buying behavior of soft drinks. The soft drinks products on the local market target everyone from children, adults, middle age and the older. However, a need has arisen from the campaigns over heavily sugared and carbonated drinks against giving to children below five years and the elderly a need for a non-carbonated and nutritional drink for the children and those advanced in age. The soft drink market is flooded with foreign as well as indigenous products. In this situation, an analysis on the factors that influence consumer preference and buying behavior for soft drinks are essential for market growth.

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1.3 Significance of the Study

The benefits that accrue from this study are numerous it will Customers to understand their soft drinks types and what to take according to the lifestyle. It will give an understanding manufacturer of soft drinks in understanding different consumer tastes and preferences so as to meet diverse consumer needs and the marketing strategy to employ. It will be a great benefit to other researchers to determine consumer preferences and buying behavior.

1.4 Research Objectives

The overall or general objective of this study was to examine the factors influencing the consumer preference and consumer buying behavior. The specific objectives of this study were to:

- i. To determine the effect of demographic factors on consumer purchasing behavior
- ii. To examine the effect social factors on consumer purchasing behavior
- iii. To determine consumer's awareness of imported soft drinks

1.5 Research Questions

The research was planned and conducted in the manner that the following questions were to be answered:

Does price affect the buying behavior of soft drinks?

Does advertisement have an influence on consumer purchasing behavior

Do non-carbonated have soft drinks have an impact on the market over carbonated drinks?

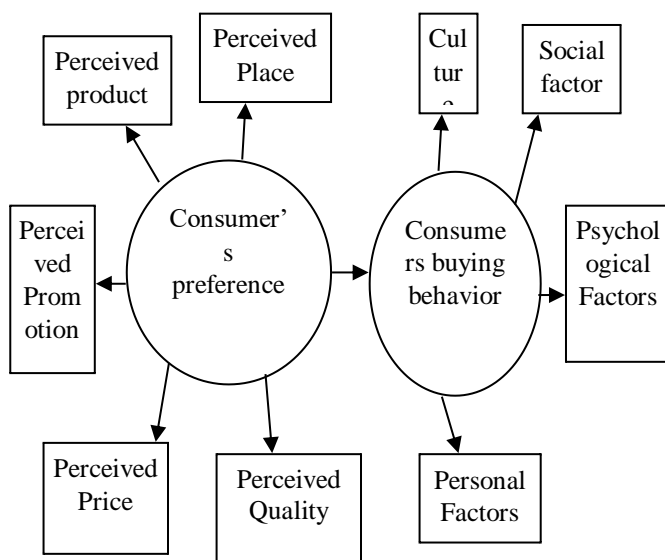
1.6 Limitation of Study

The study was limited to Kitwe District due limited of funds and time. Moreover, the researcher found the District to be the most convenient in terms of transportation and

accommodation. The study population consisted of 100 from riverside suburb which the Copperbelt University is part of the community.

1.7 Conceptual Framework

A conceptual framework is a set of broad ideas and principles taken from relevant fields of inquiry and used to structure a subsequent presentation. It is a tool used to make conceptual distinctions, organize ideas and develop awareness and understanding of the situation under scrutiny. The framework shows that perceived price, perceived promotion, perceived quality and perceived promotion influence the consumer buying behavior intention to buy soft drinks products which in turn determines the actual soft drink brand consumption.



1.8 Operational Definitions

Soft drink: is also called soda, pop, coke, soda pop, tonic, mineral or carbonated beverage which is a beverage that typically contains water, a

sweetener and a flavoring agent. The sweetener may be sugar, high-fructose corn syrup or a sugar substitute. A soft drink may also contain caffeine, fruit juice or both (Van Wymelbeke, Beridot-Therond, de La Gueronniere & Fantino, 2014).

Perceived quality is defined as the consumers' judgment about an entity's (service's) overall excellence or superiority (Zeithaml, 1988 and Rowley, 1998). Research also indicates that consumers value global brands especially for their assumed high quality and prestigious image (e.g., Nguyen, Barrett and Miller 2005; Steenkamp, Batra and Alden 2003). An internationally well-established brand name can act as a "halo" constructs that effects quality beliefs (Han 1989). If a brand is perceived as globally available, consumers are likely to attribute a superior quality to the brand, since such quality is thought of as a prerequisite for international acceptance.

Price is a factor affecting consumer behavior. According to Evans et al., (1996), price can be defined as the thing that a consumer has to give up to buy and obtain a certain product. In addition, Evans et al., (1996) states that, - when a consumer makes a purchase, the value of the purchased item must be greater than its costs. In other words, the perceived benefits of a product must exceed the expenses of acquiring it (Thagunna & Khanal, 2013).

Culture is "the set of basic values, perceptions, wants and behaviors learned by a member of society from family and other important institutions" (Ibid, p. 256), and is the primary reason behind a person's wants and behavior. Although different societal groups have their own culture that affects consumers' buying behavior, the extent to which it influences the behavior might vary from country to country. Each cultural group can be divided into groups consisting of people with common life experiences and situations, also known as subcultures (Kotler et al., 2005), such as nationality, racial groups, religion,

and geographical areas. The third cultural factor is social class, which is constituted upon among other variables: occupation, income, education, and wealth

Advertising: The promotion of goods, services or ideas through paid communications (Harris P2009, 9)

Brand: A name, symbol, term, design or a combination of them intended to identify the goods and services of a company or group of companies and to differentiate them from competitors (Kotler et al., 2009, 866).

Culture: A blend of the values, norms, material and spiritual traditions of ethnically diverse people (eBizguides Zambia 2006, 259)

Marketing: The process of planning and executing the conception, promotion, pricing, and distribution ideas, goods and services to create exchanges that satisfy individual and organizational objectives (Kotler et al., 2009,866).

3.0 Research Methodology

The study was undertaken to evaluate the consumers preference and consumer buying behavior of soft drinks due to trade liberalization we have both locally manufactured soft drinks, COO soft drinks but locally manufactured soft drinks and those which are just imported and putting these factors together all thesis have had a profound impact on the competitive strategies of the industry players. In this chapter, the researcher deals with the research design, population, Sample size, sampling tool, sampling procedure, data collection and data Analysis.

3.1 Research Design

This was an intensive study case study of understanding consumer preference and buying behavior of soft drinks which are readily to be taken that re packaged in RGB and PET which constitutes 95% of the packaging. The study employed a case study approach . According to Robson (2002) a case study is an approach for

carrying out a research which includes an empirical examination of a specific current phenomenon contained by its framework genuinely using several sources to support the provided evidence. In highlighting the importance of context in a case study, Morris and Wood (1991) points that within a case study, the boundaries between the phenomenon being studied , the importance and the context within which it is being studied are not clearly evident. The strategy was taken to gain much understanding of the context of the research and the processes being enacted (Morris and Wood, 1991).Since the problem was structured one where the information required was unknown and the research question stated in chapter 1.Hence the descriptive research was used as the overall strategy to get information and the case study strategy was also used as well for its exploratory research nature and therefore adopted a case study strategy with multiple cases.

3.2 Sample Design

The sampling design used in the study was probability sampling. A random sample of residential areas was taken.

3.3 Sample Population

The population target for the study comprised all the consumers in the Kitwe District, Copperbelt province of Zambia. The researcher took Kitwe district as a geographical area to draw the sample size and study due two (2) factors. Firstly, Kitwe is one of the industrial cities of the Copperbelt Province with a high-density population and inhabitants are people from different parts of the country with different consumer preferences and consumer buying behavior and their main occupations are mining, trading, schooling from the second largest government university in the country, working for government and private companies and other business activities. The second reason is that Kitwe district based on sales and volume historically and currently constitutes the major market for soft drinks being the second

populated city from Lusaka. The consumer preference determines the sales performance in terms of profit and survival of the company. The sample was drawn from the following residential; Chimwemwe, Parklands, Kamfisa, Town Centre, Nkana West and East, Ndeke and Wusakile. The sample was also drawn from two trading areas namely; Kitwe central business area and Kitwe second class.

3.4 Sample Size

Sample size does affect the precision of the survey results. Ideally, the sample is supposed to represent some pre-specified level of accuracy to show the character of the population to accomplish the research objectives. In reality, the research modified to reflect time and resources constraints. According to Ghauri et al, (1995) a typical sample size for studies of human populations at regional level is between 500 -1000.No formulae was used to arrive to the sample size of 100.Using judgment 100 consumers was considered as a representative sample with constraint of time and economic challenges in mind.

3.5 Data Collection

The data collection method used (questionnaires, interviews and observation. The research aimed at achieving the stated objectives as stated in Chapter one (1). The questionnaire was tested prior to administering. The questionnaires were then administered by personal interviews. The primary data collected included age, incomes, perceived prices, quality, promotion, culture, opinion and knowledge related to consumer preference and buying behavior. According to Churchill (1979), qualitative and quantitative data are mutually complementary in a study. Some of the main types of qualitative methods are focus group, one-on-one interviews and mystery shopping. (Edmunds 1996, 11-12)

3.6 Data Analysis Method

According to Churchill (1979), both qualitative and quantitative data are usually required in complete evaluation, since they complementary to each other rather mutually exclusive. The collected data was coded and entered into the Statistical Package for Social Sciences (SPSS) program according to each variable of the study for analysis. This study used descriptive statistics. According to Polonsky (2015), descriptive analysis involves a process of transforming a mass of raw data into tables, charts, with frequency distribution and percentages, which are a vital part of making sense of the data. In this study, the descriptive statistics such as percentages and frequency distribution were used to analyze the demographic profile of the participants. Qualitative and quantitative methods of analysis were therefore used in the analysis of results. The responses of consumer were used to draw conclusions on the possible causes of consumer's preferences and consumer buying behavior of soft drinks.

3.7 Population and Sample Characteristics

The population for the study was taken from Kitwe District, Copperbelt province of Zambia. The researcher took Kitwe district as a geographical area to draw the sample size and soft drink consumption as a case study. Kitwe is one of the industrial cities of the Copperbelt Province with a high-density population. The inhabitants are people from different parts of the country and their main occupations of are mining, trading, schooling from the second largest government university in the country, working for government and private companies and other business activities. The sample size of one hundred (100) customers was employed to represent the whole population. A simple random sampling procedure was employed in selecting the respondents. This sampling method was chosen because it enables every member of the population the equal chance of being selected.

3.8 Data Analysis Tools

Data analysis was conducted on the collected primary data by using Statistical techniques and data is presented with the help of tables.

Percentage Analysis:

By percentage method we mean the number of respondents divided by total sample size and then multiplied by 100. Percentage is used in making comparison between two (or) more series of data. The percentage analysis is calculated by using the following formula

No. of respondents

Percentage = (Number of respondents/Total Sample) x100

4.0 RESULTS OF FINDINGS

4.1 Introduction

In this chapter, detailed information acquired from the questionnaire survey is presented according to the research objectives. The purpose of this study was to understand the consumer's preference and consumer behavior towards carbonate and non-carbonated soft drinks. This chapter discusses the interpretation of the graphs, pie charts and tables

4.1 General Information of the Participants

To draw demographic profile of the respondents, the study used frequencies to determine the number of times a respondent answered a particular question. Questions on gender, age and education were asked.

4.1.1 Gender of Respondents

From Table 1 below, out of the 100 respondents surveyed, 68 or 68% were female, compared to 32 or 32% for male. The findings imply that more females took part in the study than the male

Gender	No. of Respondent	Percentage
Male	32	32
Female	68	68
Total	100	100

Source: Field Data, 2018

Table 1: Gender of Respondents

4.1.2 Age of Respondents

From Table 2 below majority of the respondents (65%) were in the age bracket of 16-30 years, 27% were in the age bracket of 31-45 years, 6% were in the bracket of 46-59 years and 2% were 60 years and above

AGE	No. of Respondent	Percentage
16-25	42	42
26-35	27	27
36-45	18	18
Above 46	13	13
Total	100	100

Source: Field Data, 2018

Table 2: Age of Respondents

4.1.3 Occupation of Respondents

From below Table 3, it is observed that 40% respondents Work, 38% were students and 22% respondents do other kinds works

Occupation	No. of Respondent	Percentage
Student	38	38
Working	40	40
Others	22	22
Total	100	100

Source: Field Data, 2018

Table 3: Occupation of Respondents

4.1.4 Incomes of Respondents

From the Table 4 The respondent were answering to the question of how much is your income and below the survey the majority (47%) of the respondents earn below K1000 in this bracket it can mean you earn an income or not below 1000. The second majority of earners are in the bracket between k1001-2500 at 28%, followed by 16% of the respondents who earn above K 3501 and the least group of respondents are those who earn between K2601 – 3500 at 9%.

Income	No. of respondent	Percentage
Under K1000	47	38
K1001 – 2500	28	48
K2501- K3500	9	7
Above k 3501	16	7

Source: - Field data 2018

Table 4: Incomes by Age

4.1.4.1 Incomes of Respondents by age

From the table 5 below 100 sample respondents, (37%) of the majority are in the age bracket of 16-25 have income below 1000, and (17%) of the ages between 26-35 of age have incomes between K2501-3500.

INCOMES	16-25	26-35	36-45	Above 46
	No. of respondent	No. of respondent	No. of respondent	No. of respondent
Under 1000	37	5	3	2
K1001-2500	2	17	7	2
K2501 - 3500	1	1	5	2
Above 3501	2	4	3	8
Total	42	27	18	13

Source: - Field data 2018

Table 4.1: Incomes of Respondents by age

4.2 Consumers' Preference towards Soft Drinks

From table 4.7 below 54 per cent of respondents surveyed preferred the soft drinks moderately in the study area and 38 per cent of respondents "highly like" the soft. Only 5 per cent of the respondents viewed soft drinks unfavorably

Particulars	Highly Preferred	Moderately Preferred	Low Preference	Not at all Preferred	Total
Respondents	38	54	4	4	100
Percentage (%)	38	54	4	4	100

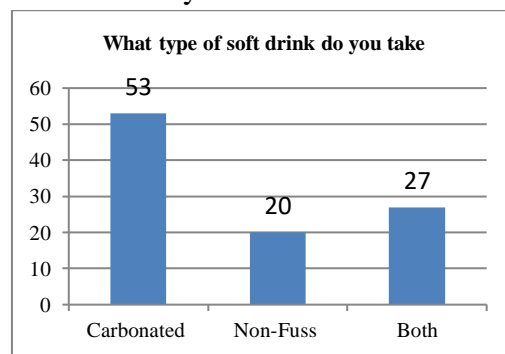
Source: - Field data 2018

Table 5: Consumers' Preference towards Soft Drinks

4.3 What type of soft drinks do you take?

From The figure 1 below as it can be noticed, the respondents selected in great number the carbonated

Drinks option at 53%, followed by both at 27% and Non-Fizzy at 15%.

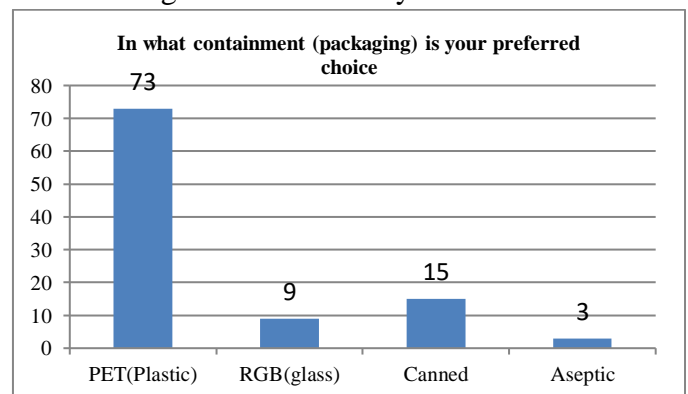


Source: - Field data 2018

Figure 1: Type of soft drinks Consumers take

4.4 What kind of containment (packaging) do you prefer

From the figure 2 below the consumers prefer PET (plastic) bottle for easy handling and drinking while the aseptic packing mostly used for packing fruit beverages are not liked by the consumers.

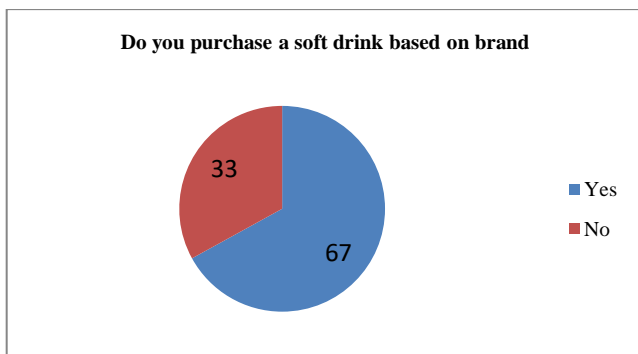


Source: - Field data 2018

Figure 2: Consumers' Preference towards packaging material

4.5 Brand influence on purchasing

From Figure 3 below, out of the 100-respondent surveyed 67% look out for a brand of soft drink and the 33% brand does not matter when purchasing. The type of consumers surveyed the 33% can easily switch to substitute soft drink which has the same utility

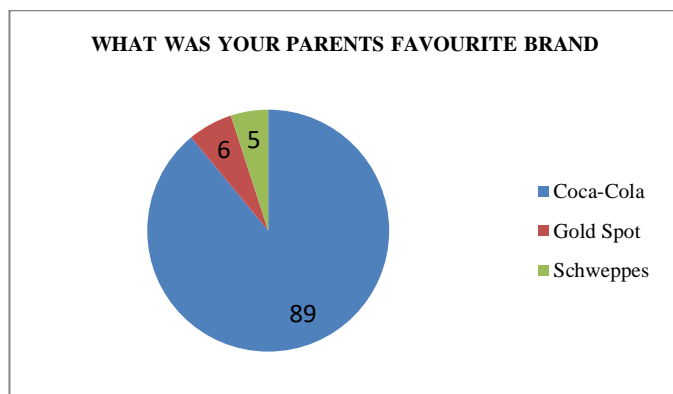


Source: Field Data, 2018

Figure 3: Brand loyalty

4.5 Parents Favorite brand

From the figure 4 below from the survey when asked what the parents' favorite brand was if dead or alive was.89% of the respondents' parents favorite is Coca-Cola followed by gold spot 6% which is no longer in existence as well as Schweppes in Zambia.



Source: Field Data, 2018

Figure 3: Respondents parents' favorite brand

4.6 Respondents choice of brand of soft drink

A question was asked, what brand of soft drink do you purchase from Table 4 below the coca—cola brand is the most preferred followed by Pepsi products and the non-carbonated are the least preferred

Name of brand	Number of respondents
Coca-Cola	32
Pepsi	13
Ceres	3
Fanta	14
Sprite	6
Fruit tree	4
Pure Joy	2
Lemon Twist	4
Minute Maid (Mango)	3
Frooty	5
Miranda	7
Apple Max	3
Mountain dew	4
Total	100

Source: - Field Survey (2018)

Table 7: Consumers' preference towards soft drinks

4.7 Factors that Influence Consumer Preference to Have Soft Drink

From the table 7 below different factors influencing consumption of cold drinks have been ranked according to consumer's choice. Consumers have ranked the quality of the cold drink as the most important factor (62 first rank and 22 second rank), followed by taste (57 first rank and 15 second rank). The brand is in the third position with 25 first rankings and 10 second rankings. Similarly, advertisement is the fourth position, price is in the fifth position, Availability is in the sixth position, and promotion and others are in the seventh position.

This indicates that consumers give higher preference to the quality, taste and brand name in the choice of cold drink, moderate level preference to availability, advertisement and price factors, and lower preference to the promotion and other factors.

because none of the beverages companies have Facebook pages .

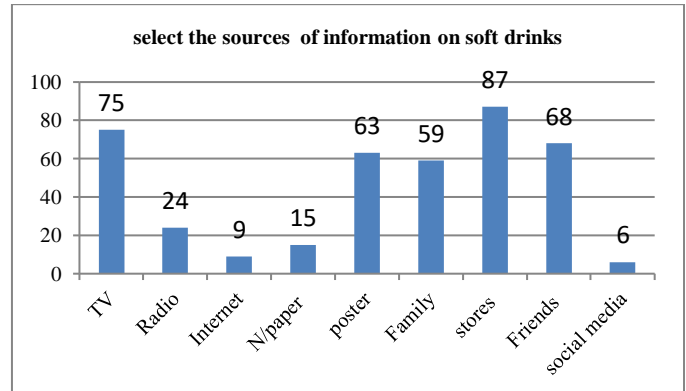
Factor rank	1	2	3rd	4th	5th	6th	7th	8th	Total
Taste	57	15	7	8	4	3	2	4	100
Availability	8	9	22	28	5	10	5	13	100
Brand image	25	10	15	23	10	5	7	5	100
Price	11	21	28	5	17	9	5	4	100
Advertisement	15	20	22	11	14	6	8	4	100
Promotion	4	6	9	13	17	27	34	2	100
Quality	62	22	5	3	3	2	2	1	100
Health drink	75	10	8	4	2	1	0	0	100

Source: - Field Survey 2018

Table 8: Consumer brand preference

4.8: Mode of Awareness about of the Soft Drinks

Pertaining to the sources of information used by the respondents to gather data, a question was asked comprising the following sources: TV, radio Internet, Newspaper, poster, Friends, Store, Family and Social media. Stores, TV, friends, Poster are the most effective sources of soft drinks. Stores was at 87% as the most effective way in terms of display of the soft drink ,TV is the second at 75%,friends at 68% and the least is social media

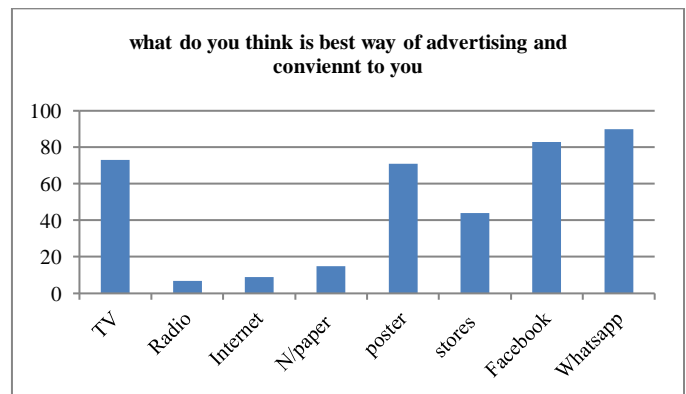


Source: Field Data, 2018

Figure 5: Sources of information of soft drink

4.9 What is the best way of advertising to you?

From the figure the best ways of advertising is the use of social media (Whatsapp and facebook) and the second best traditional media still remains to be the Television. Companies should find a way of putting their adverts on facebook and whatsapp because a lot of people are using social media.

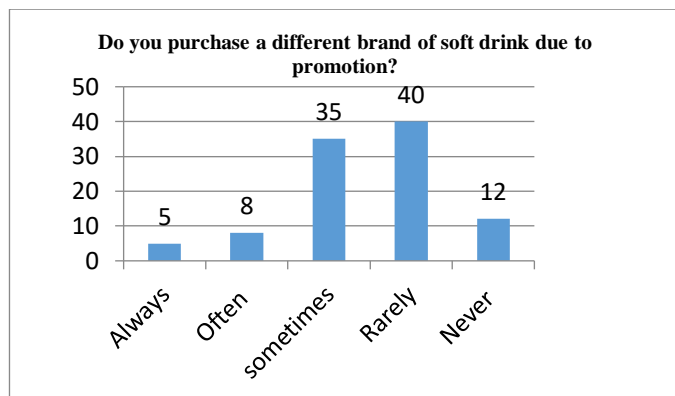


Source: Field Data, 2018

Figure 6: Best way of advertising

4.10 Are you influenced by promotion of soft drinks?

From the figure 7 below different 40% are not moved by promotion to switch over to another brand, while 35% are moved by promotion. Price is a major factor in under developed countries like Zambia.



Source: Field Data, 2018

Figure 7: slashed prices effects on respondents

4.12 Analysis of consumers' loyalty on favourite brand

From the table below most of the respondents are brand loyalists

Opinion	Strongly disagree	Disagree	Do not know	Agree	Strongly Agree
I usually purchase one brand	6	4	8	17	65
If the brand I usually buy is not available I would LOOK for it in another	7	42	9	15	27

shop					
If the brand I usually buy is NOT available I would buy another one	8	59	5	16	12

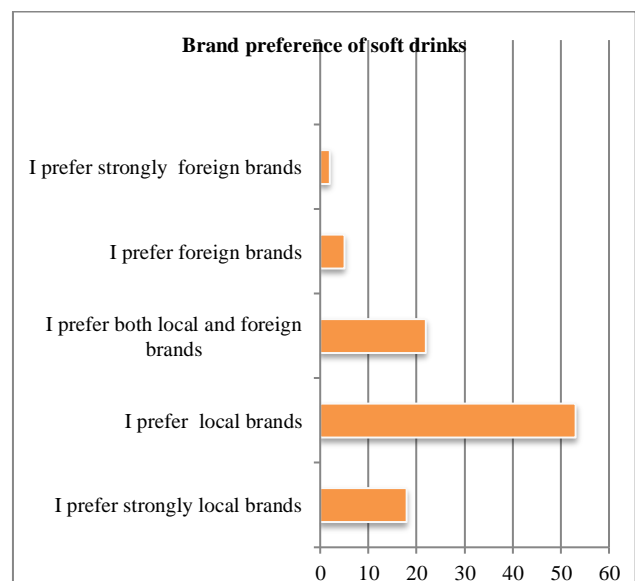
Source: Field Data, 2018

Table 9: respondent loyalty to a brand

Section B: Country of Origin Awareness

4.2.1 Brand preference between local vs. foreign products

From the figure below the consumers have preference for both local and foreign brands but with which the majority of 53% preferring local brands, 22% prefer both local and foreign brands and thirdly by 18% who prefer strongly for the local brands and the least is 2% of the consumers who prefer strongly foreign brands

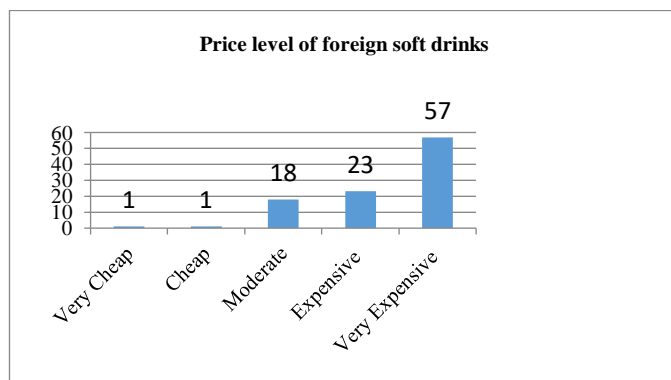


Source: Field Data, 2018

Figure 8: brand preference of soft drinks

4.2.1 Price level of foreign products

From the figure 8 the Price for the foreign products is expensive comparing them with the local manufacturing product. According to Bondari (2010) pricing provides the base for customers to search for their suitable products that are within a particular price category while ignoring those that are not part of it.



Source: Field Data, 2018

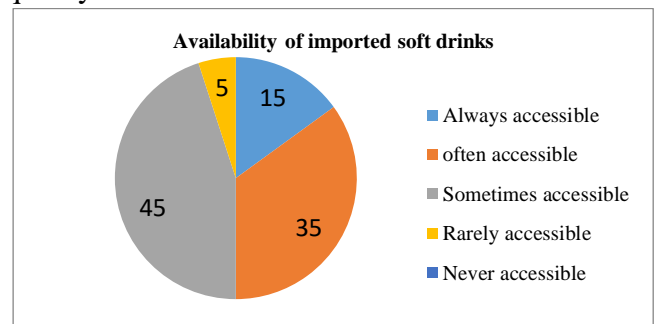
Figure 9: Price analysis of foreign products

4.2.2 Availability of foreign products

Analysis of figure 10 The reason behind the availability is that products are imported are of low import tax and has a moderate price for consumers so they come in large quantities. Generally, consumers will look for products that are of good quality since quality has a direct link with customer satisfaction (Kotler & Keller 2006). For consumers to be highly ethnocentric there is the need for the local products made in the country to be of good quality (Sheth et. al. 1999).

Consumers search for products that will give them the benefits desired (Kotler 2003). Vida and Dmitrovic (2001) are of the view that if consumers believe that foreign products will give them more benefits than those made in their own country, purchase decisions will more often in favor of foreign products. The only exceptions are those consumers who are highly ethnocentric who may make decisions in favor of local products despite their deficiency in quality (Watson & Wright

2000, Maheswaran 1994). However, the situation is good in Zambia our local products are of good quality.

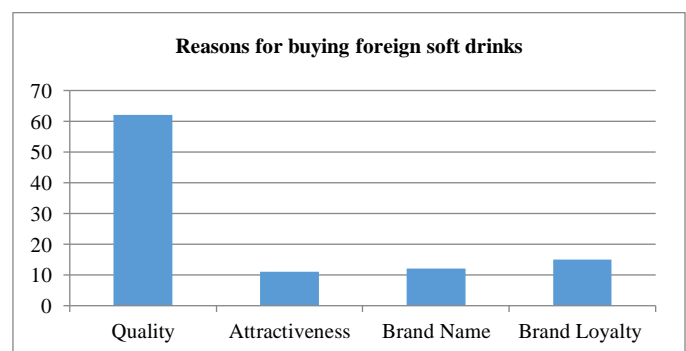


Source: Field Data, 2018

Figure 9: Price analysis of foreign products

4.2.3 Reason of purchasing foreign soft drinks products

From Figure 10 below Quality has become the major important factor with those with money and some education and quality is defined simply as freedom from defect and the ability of the product to perform what it is supposed to do (Kotler 2003). It is also described as the ability of the product to satisfy stated or implied needs according to Kotler & Keller 2006). Especially, non-carbonated are not manufactured in Zambia, with the healthy campaigns those who are elderly and children prefer to buy and to purchase for the children Ceres, pure joy and fruit tree because of their naturalness or fruitiness.

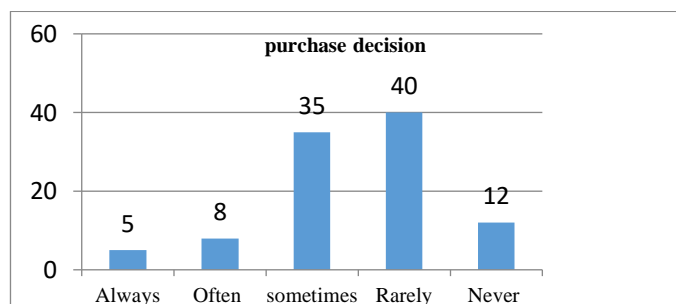


Source: Field Data, 2018

Figure 10: Reasons for purchasing foreign brand

4.2.4 Analysis of purchase decision

From figure 11 represents the finding on the impact of country of origin on the consumer buying behavior in Zambia. It was indicated from the survey that 5% of respondents always consider the country of origin before they purchase products and these are not in support of proudly Zambian products. Their attitude towards Proudly Zambian products is, therefore, positive. Also, 8% of consumers often consider the country of origin while 35 % of the respondents sometimes think about it before making purchase decision in favour of products made from other countries. 45 % indicates rarely, while the 12 % of the respondents opted that it never affects their purchasing decision. This category of consumers is, thus, more ethnocentric. It can be deduced that this suit well for Zambia as a developing country. We are going in the right track as a country.



Source: Field Data, 2018

Figure 11: Consumer Purchase Decisions

4.3 Campaign against consumption of carbonated drinks

The table below presents the results of the survey by the age of the respondents. There are 4 age groups, 16-25, 26- 35, 36 - 45 and above 46. The largest group of respondents who are getting influenced to stop sugared soft drinks is the group between 36 - 45 years and the age bracket above 46 years and above due to fear of healthy issues like high blood pressure and getting over weight

Influence	16-25	26-35	36-45	Above 46
Yes	1	2	14	11
No	41	25	4	2
Total	42	27	18	13

Source: Field Data, 2018

Figure 10: influence against consumption of soft drinks

5.0 DISCUSSION OF FINDINGS

This discussion will maximally utilize the research objectives to establish the discrepancy and similarities between this research findings and the literature revealed.

5.1 Effect of Demographic Factors on Consumer Purchasing Behavior

The findings revealed that 32% of the respondents were male and 68% females. The survey indicates that majority of the respondents were females.

There no relationship between the gender and the consumption of soft drinks because soft drinks are not gender biased products neither was it high in men. The findings contradict Elfhag et al. (2007) study that showed that the rate of consumption rate was higher among men. The consumption of non-carbonated beverages (soft drinks) is high among consumers of the older ages above 31 years. Wei et al. (2003) notes that malt-based drinks are known for their nutritional value, a message that is attractive for manufacturers to carry across in today's climate of increasing health awareness. The finding confirms Putnam & Allshouse (2007) view that soda soft drinks may be displacing milk in the diet. The consumption of milk was second last on other alternative drinks. The findings may be supported by Vereecken et al. (2005) findings that a higher proportion of daily fruit consumers have a lower proportion of daily soft drink and the same can apply to malt soft drinks. In addition, low consumption of malt soft drinks may be associated with high consumption of nutrients among young adults at the campus by Njoroge (2017)

5.2 Social Factors on Consumer Purchasing Behavior

The presence of non-carbonated soft drinks at home and school was strongly linked with its consumption. A large number of respondents claimed that they take non-carbonated soft drinks because it provided by parents who are easily available at home and in school. Non-carbonated soft drinks are widely available almost everywhere and therefore can drive its consumption. The findings are supported by Story, Hayes & Kalina (2006) study that the availability of soft drinks in the home and the presence of soft drink at home were strongly associated with healthy soft drink consumption.

Clearly the consumption pattern of malt soft drinks is associated with parents. The respondents mentioned that they consume malt soft drinks because it can be provided for by their parents. The influence of parental soft drink intake is stronger than peer influence, which may be reflected by the importance of the family. Grimm, Harnack and Story (2004) notes that soft drink consumption may be influence children because parents serve as role models. Also, those parents who consume soft drinks on a regular basis may be less apt to restrict or have rules regarding their children's soft drink consumption. This demonstrates that there was a clear relationship between consumption of malt soft drink and family influence. The respondents also claimed that they consume non-carbonated soft drinks because of family influence. Family affluence represents an influence in the consumption of non-carbonated soft drinks Social support from friends and peers has also emerged as a predictor of malt soft drink consumption. These findings are similar to those of Liu (2007) indicating that friends and peers constituted important influences on behavior. Hence, these findings contributed to the understanding that friends may influence the consumption of non-carbonated soft drinks.

5.3 Country of Origin influence on Consumer Purchasing Behavior

From the research results country of origin has an influence on the consumer preference and buying behavior. The consumer was aware of the soft drinks imported in our country and not produced in the country the relationship between COO is insignificant. From the consumers' perspective, increased exposure to foreign countries and their products through traveling and media and the growing presence of foreign products in domestic markets bring about greater awareness and acceptance of these products and the related country-of-origin image. Also, as the market and Products become more complex; consumers are likely to increasingly seek means of simplifying information processing through use of some specific product cues, including a product's country of origin, in their decision making. The results of this study suggest that when the price of a product decreases, consumers are more likely to buy the product even if they have a bias against the product's country of origin. In contrast, Heslop, Liefeld and Wall (1987) found that pricing policies and well-known brand names could not improve a negative country-of-origin effect.

6.0 Conclusion and Recommendations

From the discussion and analysis of the results presented in chapter five, we conclude as follows:

6.1 Demographic Factors on Consumer Purchasing Behavior

Though there was no significant relationship between gender and the consumption of soft drinks. The consumption of non-carbonated soft drinks does not coincide with a person being single or married. Soft drink has no significant relationship with the low income.

6.2 Social Factors on Consumer Purchasing Behavior

The presence of non-carbonated on the market and getting a share of the market shows that Family and the campaigns against sugared soft drinks is

having a strong influence on parents and society. The consumers are seeking a healthier drink especially for the elderly in age and the young one below five years.

6.3 Country of Origin influence on Consumer Purchasing Behavior

From the research survey the consumers aware of the country of origin of the products that are available on the market .it was discovered that the prices are moderate and of good quality. It has more advantages to have the market shares because some of the taxes that the local companies pay the foreign companies with imported products do not pay. With the consumers preference to purchase quality and healthy soft drinks. The effect is currently not felt but, on the years, to come carbonated drinks will have slag on the market share especially the local manufacturing companies.

6.4 Recommendations and Future Work

6.4.1 Effect of Demographic Factors on Consumer Purchasing Behavior

The study recommends that manufacturer such Coca-Cola should advertise and lower the price for non-carbonated such as minute maid, while Pepsi under Varum should manufacture a soft drink that may promote the nutritious beverages.

Californian beverages should package the non-carbonated soft drink like Frooty in smaller packages for a lower price to increase the profit margin and also to promote healthy living by drinking healthy products. All the local soft drink

manufacturing companies should create a complete image of the brand in the mind of the audience and reinforce the brand image created and use market analysts to monitor the customer's needs at different times

6.4.2 Social Factors on Consumer Purchasing Behavior

The study recommends that it is important that parents serve as positive role models, and their influence should be considered in designing interventions to promote healthful beverage choices by young adults. There may be a need for policies and regulations to limit the availability of soft drinks in schools to promote health and good nutrition for young adults. Consideration should be given to developing public service announcements promoting healthful eating behaviors, such as avoiding carbonated drinks and choosing water, milk and non- carbonated soft drinks as beverages for young adults. Also, parents may to be more restrict or have rules regarding their children's soft drink consumption. In addition, consideration needs to be given to the effect of soft drink vending in schools on nutrition and health.

6.5. Future Work

This work has investigated consumer preferences and consumer buying behavior of soft drinks for carbonated and non- carbonated in Kitwe. We propose that in future, researchers can conduct a study on consumer preference and buying behavior of non-carbonated drinks in all the ten provinces.

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