

TREND TO SWAG ON! AERATION or TRADITIONAL?

Mr. Allan Fernandes

allan.fernandes@bharativedyapeeth.edu

Mrs. Mrudula Jadhav

mrudula.jadhav@bharativedyapeeth.edu

Mr. Mukul Hoshing

mukul.hoshing@bharativedyapeeth.edu

Mr. Sanket Kale

Sanket.kale@bharativedyapeeth.edu

Bharati Vidyapeeth Deemed University IHMCT, Pune

ABSTRACT:-

The era of cold beverages & aerated beverages started from 1837 in the Indian market. Aerated beverages were a common choice amongst all human being irrespective of their age group. Now days there are many aerated beverages & preserved beverages claiming their stylish perspective and their ability to quench thirst that are available in market. But the real question is do we want to have these drinks only as a style statement or do we want to benefit something out of it health wise? Initially many MNC's launch their brand with aerated drinks but due to high demand of healthier drinks in market they are also focusing on production of healthier options. So we aim to understand thought process of millenniums & Gen Z when it comes to choosing between soft drinks and traditional drinks. It explores the factors that influence their decision-making process, specifically focusing on the interaction between style and health. By examining this dynamic, the study seeks to shed light on where millennial perceive the real "swag" lies – in style or health – when it comes to beverage choices.

KEYWORDS:- SSB's (sugar-sweetened beverage), Aerated drinks (ad's) Aeration, Soft Drinks, Traditional Drinks, Millenniums, Gen Z, Swag & Trend

INTRODUCTION

Consumer tastes in the beverage business have changed significantly, especially among millennials & Gen - Z, which are known for their distinctive views and behaviors. The decision-making process of millennials & Gen Z when deciding between soft drinks and traditional drinks is one topic of research, with a focus on how fashion and health interact. Understanding their attitudes, drives, and preferences can help the beverage business and efforts to promote good health.

Aerated/ Soft drinks (famously known by their brand names as soda, pop, coke, red bull, tonic, sting, monster, lolly water or carbonated beverage) is a beverage that typically contains water, a sweetener and usually a flavoring agent. These sweeteners may include high-fructose corn syrup, fruit juice, sugar substitutes (in the case of diet drinks) or some combination of the above. Energy drinks have an addition of caffeine, colorings, preservatives and other ingredients.

In 1952 but the Indian industrialization began with the launch of Limca and Goldspot by Parley group of companies. Since, the beginning of soft drinks was highly profitable and luring to the youth of the country as an energy booster or a thirst quencher. Due to the lucrative market many multinational companies like Pepsi and Coke have launched their brands in India. These soft drinks are composed of alcohol, carbohydrates, carbon dioxide, phosphate ions, etc that are not as healthy as advertised by the said brands. They give feeling

of warmth, lightness and have a tangy taste which is liked by everyone. The carbon dioxide gas is dissolved in water to form carbonic acid which adds to the lightness and the tingly feeling one gets in every sip. Carbohydrates are the naturally occurring organic compounds and are major source of energy to our body, but an over consumption of the same could cause more harm than good to the body. Soft drinks were common preference among all the individuals, irrespective of their age groups as it had great brand value and great advertisement, but in today's age we have a targeted youth as the main focus towards the advertisements of these brands that put a greater importance to the Swagger over Health so basically claiming aerated drinks healthy, energy booster, thirst quencher, etc all questioning the fact of the fresh alternatives and natural resource available for the same. We aim to study the mindset of the current generation of millennials & Gen - Z brackets to know what they think about the highly influential consumption of drinks for these various reasons.

By achieving this goal, this study hopes to advance our knowledge of how millennials & Gen Z perceive traditional and soft beverages, with an emphasis on the interaction between fashion and health. The research findings can help industry tactics, marketing techniques, and health promotion activities better match millennials' & Gen Z preferences, attitudes, and expectations, thereby encouraging this powerful consumer group to choose healthier beverage options.

OBJECTIVES:-

1. To determine the elements that affect Gen Z and millennial beverage preferences, taking into account both aesthetic and health-related variables.
2. To comprehend the perceived significance of the "swag" or fashion component in millennials' and Gen Z's beverage decision-making.
3. Investigate how soft drinks and other traditional drinks are seen by millennials and members of Generation Z, as well as their related images and alleged advantages.
4. To compare and contrast the tastes, health advantages, and other pertinent aspects of millennials' and Gen Z's preferences for soft drinks and traditional drinks
5. To investigate the influence of health considerations and worries on Gen Z and millennial beverage preferences..

LITERATURE REVIEW

Millennial & Gen Z characteristics

According to Gurau et al. (2019), millennials are frequently described as preferring businesses that share their values and offer meaningful interactions. They place a high value on authenticity, customization, and experiences. With an increasing interest in wellbeing, sustainability, and openness in product sourcing, health consciousness is another significant characteristic of millennials (Botsman, 2017). The generation that followed the millennials, known as Gen Z, is distinguished by a strong drive for personalization, seeking out experiences and goods that appeal to their unique likes and preferences (Wood, 2018).

Style and image play a significant role on customer behavior, which cannot be understated. Visual appeal and branding have a significant impact on millennials and Generation Z. They are more inclined to share their experiences on social media platforms and value visually appealing products (Gurau et al., 2019). Their interest can be piqued and their beverage preferences influenced by distinctive packaging, inventive designs, and trendy branding (Bauer et al., 2019).

Health Concerns

Soft drinks and energy-containing beverages have been promoted as the new age thirst quenchers to the youth of today while it is actually an influential westernized culture that have a set diet over the past 20 years, having significantly contributed to an increase in energy consumption in aerated form. They are sold in a wide range of formats like alcoholic beverages that can be “soft” or “fizzy” or diet drinks, fruit juices with added sugar, energy drinks, sports and isotonic drinks and tea/coffee-based sugary drinks. One of the two nutritive beverages that are particularly of interest and majorly marketed in today’s date and age are control of body weight leading to other health risk. The SSB’s (sugar-sweetened beverage) consumed by both adults and children, are represented by major marketing brands and promoted as thirst quenchers, health drinks, etc. All solely for the purpose of being the market leaders on the said domain. [As per the WHO in 1997 Notably SSB consumption globally continues to rise as shown in a recent cross-national analysis of 75 countries, from 36 liters (L) per person per year in 1997 to 43L in 2010. In 2014 WHO proposed a scheme to help in the reduction of the consumption of aerated drinks for the year 2002, which was to maintain the intake of free sugars below 10 percent of the total energy. Which will show the well substantiated systematic review, with a more ambitious “ideal” target of 5% from free sugars. This will be equivalent to the 25 g/day for women and 35 g/day for men against the typical requirement of 1900 Kcal and 2600 Kcal diet respectively.]

The issue that is key is whether these SSB’s advertised to consumers as energy containing beverages into their diet are really a good substitute for a fresh and a rather balancing intake of parallel foods and/or beverages i.e. Balanced diet. Without the proper source of energy compensation, from the right source substituting with a high intake of SSB’s would only result in driving an improper energy balance and resulting in the promotion of weight gain? Negative health effects of SSB’s have not only been linked with obesity, but also with diabetes and other medical conditions. Over-consumption of soft drinks is also considered a major public health concern with implications for various cardiovascular diseases. This follows a number of studies performed both in animals and humans suggesting that chronic consumption of refined sugars, especially fructose, can contribute to cardiovascular diseases. Caffeine contained in sweet beverages pull more water out of your body than they provide causing the body to get dehydrated instead of the latter. Caffeine, added with artificial sugar, aggravates the digestive system thus causing inflammation, dehydration or an imbalance in good bacteria. Given that constipated individuals report a lower consumption of sweetened, carbonated and non-carbonated beverages.

Explained, by Nutritionist Anita Gupta, “A single serving of 200 ml of any soft drinks, energy drinks, even packaged juices that claim to have 100% fruit juice, actually contains about 20-25gm of sugar or 80-100 calories, which have little to no nutritional value, hence called empty calories. During the summers, consumers are bombarded with various advertisements about cold drinks to quench their thirst and keep them cool, but the reality is that these drinks make you thirst for more, increase sugar levels and weight gain.”

Consumer Behaviors

Consumer behavior is basically that which is displayed in the search for -

- Using,
- Evaluating &
- Disposing

Of desired product and services that they think will quench their needs. Consumer behavior focuses on the decision making of an individual based on their spending capacity to the rate of consumption capacity of their available resources i.e. time, money and effort.

Gen Z and millennials both have distinctive consumer behavior patterns that affect their preferences and decisions. According to research, these generations are more likely to spend money on experiences than on tangible goods (Botsman, 2017). They priorities ease and want seamless, customized buying experiences,

frequently favoring mobile apps and online platforms (Gurau et al., 2019). Their decision-making is significantly influenced by social influence, with peer and online influencer recommendations having an impact (Botsman, 2017).

The consumer behaviour of Gen Z and millennials is characterised by a strong emphasis on health consciousness. When making purchases, they are more inclined to put health first, looking for goods with natural ingredients, fewer additives, and lower sugar content (Botsman, 2017). Studies have demonstrated that people choose healthier beverages as a result of health issues such as obesity and chronic diseases (Costa et al., 2019). Additionally, they are more open to marketing initiatives that highlight the advantages of wellness and good health (De Pelsmacker et al., 2018).

Take One Off's Pune's well-known brands, one of the city's first soda companies, as an example. According to the Indian Express Paper of September 7, 2022, Ardeshir was founded around the turn of the 20th century, when the British soldiers had made themselves at home in the "Poona Camp." The troops congregated in bars to unwind with their whisky and soda after a long workday. The British soldiers would frequently become rowdy, start fights, and demand more soda water when bars ran out of soda. Ardeshir Khodadad Irani arrived in Pune at the same time to try his luck. He observed the need for soda water and concluded that it might be a profitable venture. He founded one of the first soda companies, Ardeshir's soda, in 1884, two buildings away from Camp's Sharbatwala Chowk. For four generations, the soda company has been a household name in the camp, from customers remembering simpler times while enjoying an orange soda to the fabled raspberry soda that was iced at Parsi weddings. Since its creation 137 years ago, Ardeshir's flavoured soda, now known as Ardy's, has evoked nostalgia and provided quality "old fashioned goodness" in glass bottles. reducing the demand for soda in a former officers' barrack.

It is observed that in terms of trends, cost, liveliness and hygiene, the gender and age of the people was never a significant factor in the influencing of their choice on food & beverage habits. Having established that the four P's of marketing, viz,

- Product (product innovation),
- Price,
- Place (channels of physical distribution) &
- Promotion

Impact the buyer behavior of the youth when it comes to the consumption of soft drinks. In an attempt to identify the brand of soft drinks that are most preferred by consumers there have been studies that have sought to portray the facts which have been borne in mind by buyers while choosing a soft drink and determine their satisfaction level vis-à-vis the chosen soft drink. It is revealed that 54.56% of the observed variability in buying behavior can be explained by product, price, place and promotion, while the remaining 45.5% of the variance in behavior is related to other variables.

Evolution to Healthier Alternatives:

According to research, Gen Z and millennials are becoming more interested in beverages that are thought to be healthier alternatives. This includes a rise in the desire for all-natural and organic components, foods with less sugar and calories, and products that fit certain dietary requirements (Botsman, 2017). Traditional drinks have become more popular as people view them as healthier alternatives to soft drinks because they frequently contain natural and culturally rooted components (Rozin, 2005).

Choices made by millennials and members of Generation Z have been impacted by marketing campaigns emphasizing the health benefits of beverages. Studies show that marketing messages that highlight natural ingredients, low sugar content, and health-conscious branding are effective with these generations (De Pelsmacker et al., 2018). Additionally, social media influencers and platforms are important for disseminating health-related messages and influencing consumer choices (Gurau et al., 2019).

Style and its influence on beverage choices

Generation Z (Gen Z) and millennials now give substantial thought to style and how it affects beverage selection. In order to better understand how style influences these generations' preferences for traditional drinks and soft drinks, this review of the literature will look at pertinent studies and scholarly articles.

According to studies, while choosing a beverage, millennials and members of Generation Z are heavily impacted by the aesthetics and packaging. They are lured to products with appealing visuals that grab their attention and arouse favorable feelings (Gurau et al., 2019). Strong first impressions can be made and their purchasing decisions influenced by distinctive and eye-catching container designs, inventive bottle forms, and trendy branding (Bauer et al., 2019). Social media sites now play a significant role in influencing millennial and Gen Z consumers' choices in fashion and beverages. They follow influencers who promote particular brands or alcoholic beverages and actively participate with social media material (Gurau et al., 2019). Gen Z and millennial drink preferences are influenced by experience and self-expression as much as taste. They look for libations that let them reflect their own personalities, lifestyles, and selves (Botsman, 2017). Their demand for individuality is satisfied by customization possibilities, personalized packaging, and interactive features that improve the whole experience (Gurau et al., 2019).

In summary, millennials and Gen Z show distinctive traits and consumer behaviors that affect their beverage preferences. Demand for conventional drinks and healthier substitutes has increased due to health concerns and changing preferences. Their preferences are significantly influenced by style, visual appeal, branding, and social media impact. For the beverage business to adapt and meet shifting customer needs, producing goods that match with health-conscious, culturally diverse, and style-conscious preferences, it is vital to comprehend these factors.

RESEARCH METHODOLOGY

Research Design:

The research design for this study can be based on quantitative method to obtain comprehensive insights into the topic. This can involve surveys/questionnaires.

Data collection:

Develop a structured survey or questionnaire that addresses the research objectives and includes relevant questions on beverage choices, health concerns, style preferences, and consumer behavior. The survey can be administered online or in-person, depending on the target population and accessibility

Sampling Techniques:

A representative sample of millennials and Gen Z individuals should be selected to ensure the findings are applicable to these target populations. Random or stratified sampling methods can be employed to ensure diversity in terms of age, gender, socioeconomic background, and geographic location.

Sample Size:

Questionnaires targeting responses of over ----- were collected from the population and the analysis for the same is done to support the objectives of this research paper.

Population:

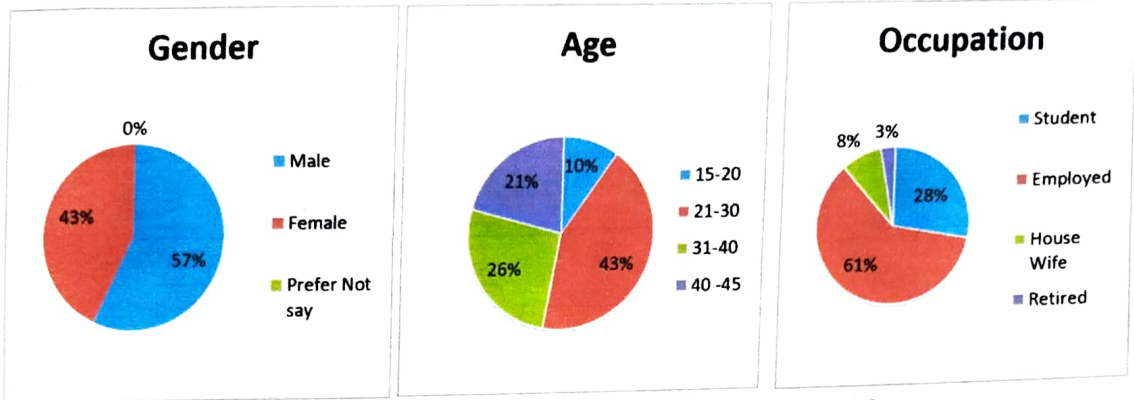
Student, Working, House wife, Retired Person were selected of millennials and Gen Z from all over the Pune to understand their thought process.

Limitation: This study is limited to Pune City.

By following this research methodology, the study can gain valuable insights into the thought process, preferences, and factors influencing the beverage choices of millennials and Gen Z, considering both style and health considerations.

DATA ANALYSIS





1.1

1.2

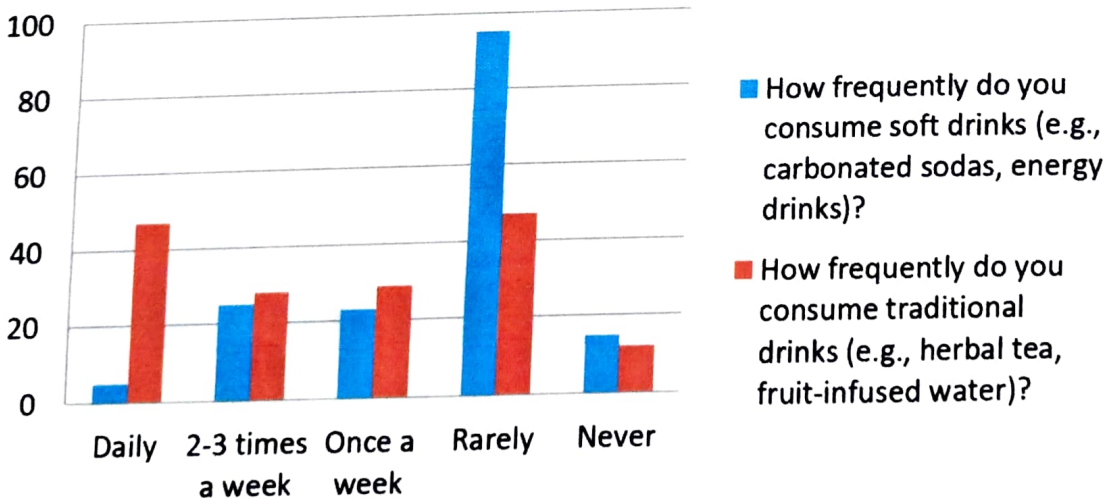
1.3

To understand demographic profile of customer we ask few questions these are as follows

With reference to fig 1.1, 1.2 and 1.3 our collected sample we see,

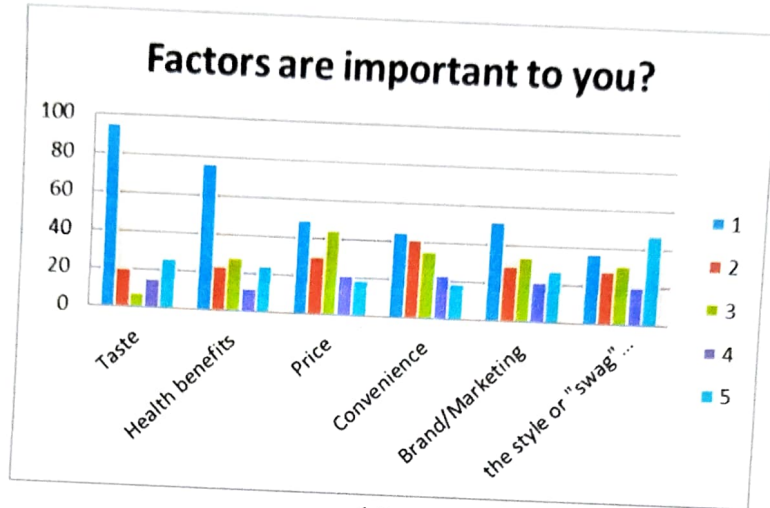
- Maximum(57%) respondents are male 43% respondents are female.
- Most(43%) of the respondent are from the age group 21-30 where as 26% respondents were found in age groups 31 to 40. Moreover 26% respondents were found in age groups 40 to 45. Only 10% respondents were from the age group of 15-20.
- Most of the respondents (61%) were from employed category, followed by 28 % students and 11% were retired and housewife category.
- Given the fact that we are focusing on Gen -Z and Gen -Y the above graphs shows the specific gender aged between men and women along with the occupation.

Packaged Beverage Consumption Habits



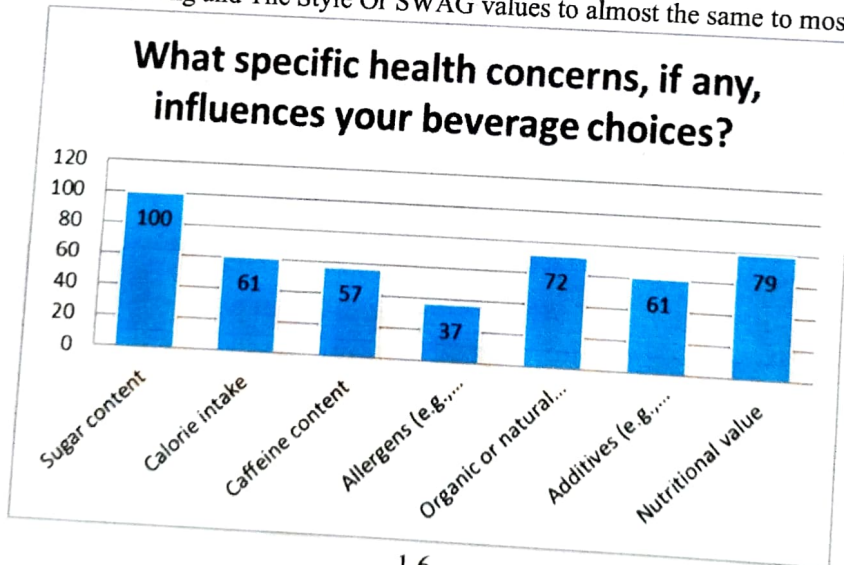
In the graph above we can see that there is a stability between the no. of people that consume SSB and traditional drinks at least once a week if not 2-3 time in a week, while on the other hand there is a high

percentage of people that have started to shift away from the thought of SWAG being in the SSB. Also not to forget the fact that at least 50% of the people that have taken the survey are in the trend having Traditional drink on a daily basis.



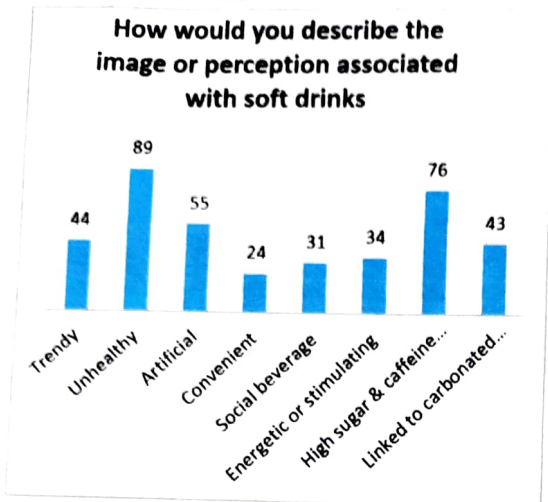
1.5

In graph 1.5 we see that there is one factor that is the most important for every one that has taken the survey and that is the most obvious for all of us and that is the Taste of what we consume which is then followed by the second most priority being the health benefits that the product provides while the other factors being Price, Convenience, Brand Marketing and The Style Or SWAG values to almost the same to most of the people.

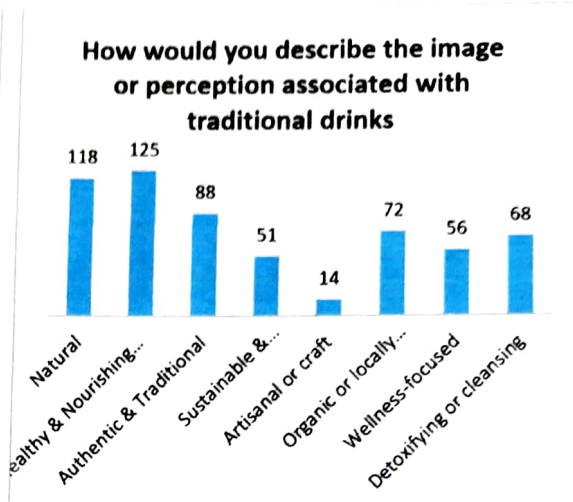


1.6

Graph 1.6 show us that respondent are conscious while choosing their drink where we found, a majority of the respondent 61.3% are looking for how much sugar content is there in drink no matter which drink it is then 48.5% respondent look for nutritional value , followed by 44.2% for organic sources then rest of the options.



1.7



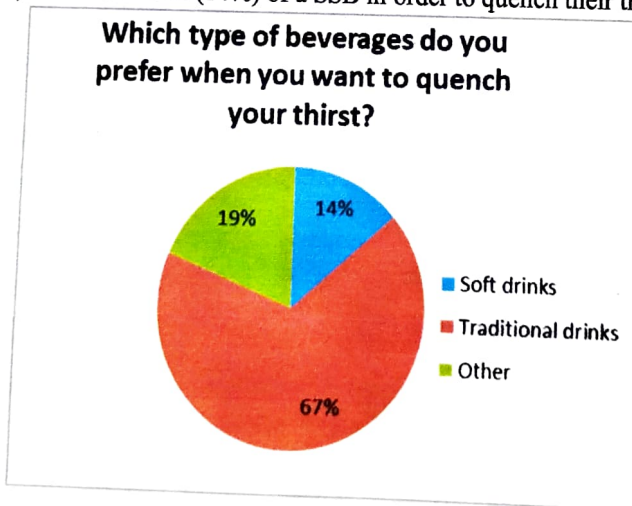
1.8

Referencing from images 1.7 and 1.8 we understand the changing mindset of people with respect to the healthier alternative to natural products is none other than what already exist in the world which the nature is already providing us and not the so called SSB's that create the image of being stylish and so called guarantee to quench your thirst and refreshing you. In detail,

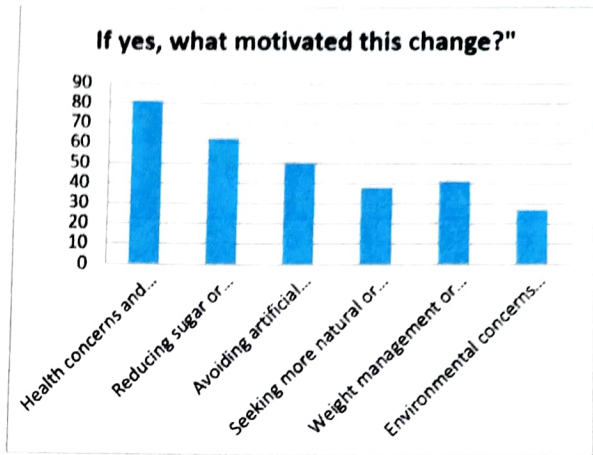
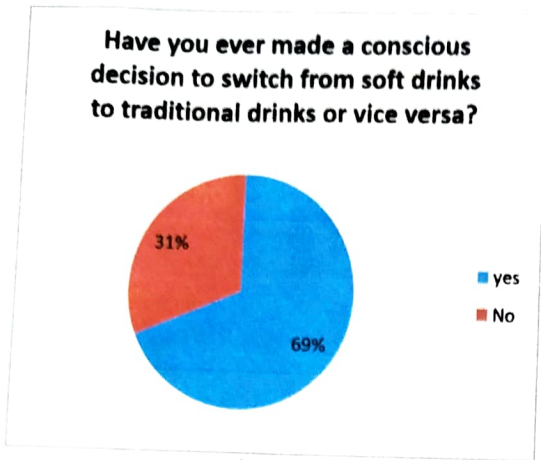
- When we ask about perception about soft drinks then majority of the respondent (54.6 %) said it's unhealthy drinks then 46.6% respondent also think it has high sugar & caffeine in this.

- Whereas respondent has different mindset for traditional drink hence according to majority of respondent (76.7%) thinks traditional drink is healthy & Nourishing drink, moreover, 72.4% respondent believes that traditional drinks are natural ones. 54% they believes its authentic drinks

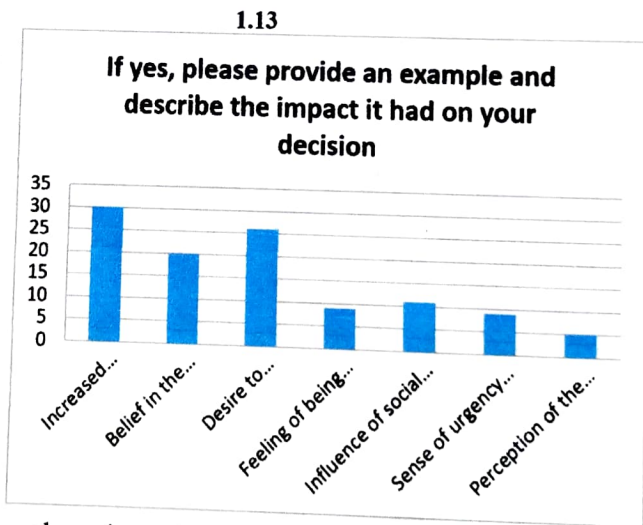
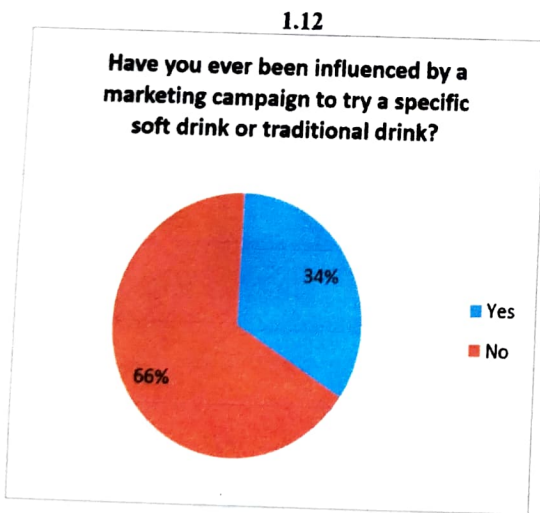
As we move forward we get to see that there is a majority of the percentage 67% that would opt for a natural choice (traditional drink) rather than that (14%) of a SSB in order to quench their thirst.



1.9



To compare and contrast the tastes, health advantages, and other pertinent aspects of millennials' and Gen Z's preferences for soft drinks and traditional drinks we ask above questions mentioned in Graph 1.10 and 1.11 which shows us 69% of people that used to entertain the idea of SSB's and now have switched to a healthier alternative being a traditional or a natural drink that will not only help in quenching their thirst hence 72.3% respondent who said yes switch because of health concerns & wanting to make a healthier choice then followed by 55.4% respondent who wants to reduce sugar or calorie intake they switch.



To investigate the influence of health considerations and worries on Gen Z and millennial beverage preferences above questions were asked. From our final graphs we get a 66% don't get influence by marketing campaign where as 34% of the people that can get influenced by the marketing campaign where 56.6 % respondent who said yes they got influenced by marketing campaign because it Increased curiosity and interest furthermore 49.1 % people said they have desire to taste just because of influenced by marketing campaign. & so on with other reasons.

FINDINGS

- **Gender Distribution:** Male respondents make up the majority (57%) while female respondents make up 43%.
- **Age Groups:** The respondents that make up the largest percentage (43%) are between the ages of 21 and 30. The next large age bracket, which accounts for 26% of the responders, is 31–40. Another 26% of people are between the ages of 40 and 45. Ages 15 to 20 make up just 10% of the responders.
- **Employment Status:** The majority of respondents (61%) identify as working, followed by students (28%), the elderly or housewives (11%), and then students again.
- **Preference for Traditional beverages:** According to the respondents, 50% of them regularly drink traditional beverages, which suggests a widespread tendency.
- **Factors Influencing Choice:** The taste of the drink is the most important factor for respondents, followed by health benefits. Other factors such as price, convenience, brand marketing, and style or swag have similar levels of importance for most people.
- **Priorities in Drink Selection:** The majority of respondents (61.3%) prioritize the sugar content of a drink, followed by 48.5% considering nutritional value. 44.2% of respondents prioritize organic sources, while the rest have varying priorities.
- **Perception of Soft Drinks:** A majority of respondents (54.6%) consider soft drinks to be unhealthy, and 46.6% believe they contain high amounts of sugar and caffeine.
- **Perception of Traditional Drinks:** The vast majority of responders (76.7%) feel traditional beverages are nutritious and healthful, and 72.4% think they are natural. 54% of respondents believe that drinking traditional beverages is authentic.
- **Preference for Natural Drinks:** A sizable majority of respondents (67%) said they would choose a natural drink (traditional drink) than a sugar-sweetened beverage (SSB) to slake their thirst.
- **Switching to Healthier Alternatives:** 69% of those surveyed who previously consumed SSBs have shifted to healthier substitutes, such as conventional or natural beverages. The two main justifications for switching are a desire to cut back on calories or sugar (72.3%) and health concerns (55.4%).
- **Marketing campaign influence:** While 34% of respondents can be persuaded by marketing efforts, 66% of respondents are not impacted by them. Increased interest and curiosity (56.6%) and a willingness to try the product (49.1%) are two factors influencing those who were impacted.

CONCLUSION

By following this research methodology, the study can gain valuable insights into the thought process, preferences, and factors influencing the beverage choices of millennials and Gen Z, considering both Taste & health benefits considerations. Moreover, consumers from Generation Z and millennials display distinctive traits and behaviors such as consciousness about Sugar Content, Nutritional Value that affect the drinks they choose. Demand for traditional beverages and healthier substitutes have increased as a result of changing tastes and health concerns. For the beverage sector to adjust and meet shifting customer needs, producing goods that match with health-conscious, calories deficit, and style-conscious tastes, it is imperative that it has a thorough understanding of these variables. So we can say millennials and Gen Z the real "swag" lies – in health & nutritional value when it comes to beverage choices. Hence they choose traditional drinks over SSB drinks to slake their thirst.

REFERENCE LINKS

- I. <https://economictimes.indiatimes.com/industry/cons-products/food/indias-per-capita-soft-drink-consumption-to-be-almost-double-to-84-bottles-a-year-by-2021-vbl/articleshow/68950836.cms?from=mdr>
- II. <https://indianexpress.com/article/cities/pune/know-your-city-ardeshirs-punes-own-soda-drink-thats-quenching-thirst->
- III. Consumer Characteristics and Consumption Patterns of Soft Drinks, Sachin Sinha, Deepti Sinha, Neetu Mittal, DOI: 10.1109/ICRITO51393.2021.9596207
- IV. http://timesofindia.indiatimes.com/articleshow/91298567.cms?frmapp=yes&from=mdr&utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst
- V. <https://content.iospress.com/articles/mediterranean-journal-of-nutrition-and-metabolism/mnm17158>
- VI. <https://parsi.khabar.net/food/ardeshirs-punes-own-soda-drink-thats-quenching-thirst-for-137-years/25981/>
- VII. Digital marketing strategies, online reviews and hotel performance, De Pelsmacker et al., 2018.
- VIII. Who can you trust?: how technology brought us together—and why it could drive us apart, Botsman, 2017
- IX. Penicillium digitatum infection mechanisms in citrus: What do we know so far?, (Costa et al., 2019)
- X. Line of fixed points in a bosonic tensor model, Gurau et al. (2019)
- XI. The meaning of food in our lives: a cross-cultural perspective on eating and well-being, (Rozin, 2005).