Consumers Preference Towards Various Brands of
Cold Drinks Among Buddhist Tamang Community In Kavresthali, Kathmandu

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Abstract : This topic of study aims at finding out whether the consumers' expectations of matched their satisfaction level on the basis of quality products provided by cold drinks suppliers and manufactures companies (i.e. Coca-Cola, Pepsi, Sprite, Mountain Dew and Fanta) among Buddhist Tamang Community in Kavresthali, Kathmandu. So, the research is to study the preference of the consumers and their satisfaction level. With a view to remaining competitive leading position and for businesses to grow, product quality and customer preference are key ingredients. The purpose of this study was to describe how consumers perceive product quality whether they are satisfied with product/cold drinks offered by the stated companies. The thrust of this study was to compose an assessment of product quality and consumer satisfaction of the companies. The questionnaire was developed and distributed using a convenience sampling technique among 100 respondents (Individual consumers and Retailers) within and from Buddhist Tamang Community in the Tarakeshwor Municipality 2, Kavresthali, Kathmandu. From the analysis, it was found that the overall product quality offered by the companies Coca-Cola and Mountain Dew were relatively higher than others. Further, the analysis proved that the dependency of customer satisfaction on the quality of product and value for money were a very high positive correlation. This is why, this has been appeared that the most of the cold drinks suppliers and manufactures companies need to be very much concerned with the satisfaction of consumers by offering quality products with reasonable prices. The researcher makes a few recommendations based on the findings of the study. First of all, the management of the companies should pay attention to improve the product quality and other factors which may lead to customer satisfaction thereby improving its performance and the overall brand image and profitability of the Companies.
Keywords: Consumer Buying Behavior, Consumer Satisfaction, Brand Preference, Cold Drinks, Buddhist Tamang Community, Buddhism, Brand Image

Introduction

Cold drink refers to nearly all beverages that do not contain significant amounts of alcohol (hard drinks). The term cold drink though is now typically used exclusively for flavored carbonated beverages.

A Cold drink is a drink that typically contains carbonated water, a sweetener, and a natural or artificial flavoring. The sweetener may be sugar, high-fructose corn syrup, fruit juice, sugar substitutes, or some combination of these. Cold drinks may also contain caffeine, colorings, preservatives, and other ingredients. Cold drinks aren't just flavored carbonated beverages. Carbonated drinks are dominated by artificial flavors based on cola, orange and limes with Pepsi and Coca-Cola dominating the market. The entire part of the drink is based on its artificial flavors and sweetening agents as no natural juice is used (Moorthy, 2014).

Customer preference means choosing one product than another. Consumer purchases those products giving more value to him/her (Auty, 1999). Consumer preference is significantly influenced by brand awareness, image, quality, and loyalty (Azzam & Salleh, 2013). Customer preference is affected by various factors like brand, price, quality of the product, taste, comfortable and availability of it (Golub & Biknley, 2005; Thiyagaraj, 2015; Sowunmi, Omigie & Daniel, 2014). Customer preference motivates psychologically a person towards making decision of purchase (Lichtenstein & Slovic, 2006). Perception is the procedure by which any customer tries to control brand information that allows you to gain brand recognition, which can lead to the transformation of the brand into brand loyalty (Ubeja, D. S., 2014). Customers are very conscious of the taste of Cold drinks. They constantly check and compare the flavors before purchasing products of any carbonated or non-carbonated drink, and they also want pure, tasty products (Ubeja and Patel, 2014).

The success or failure of any new product in the market depends on consumers' needs and satisfaction. Any product to be successfully marketed, need many things more than the core quality immanent into it. Core quality or a core product alone is not sufficient for successful marketing. Therefore, the products should be presented through proper branding, packaging and labelling. Almost all of the products today have got brand, that is to say brand is prominent feature of almost all products. It is essential as it promise to consistently deliver a specific set of features, benefit services to the buyers. The best brand conveys a warranty of quality.

Tarakewhwor Municipality is connected with Tokha Municipality in the east, Nargajun Municipality in the west, Nuwakot district in the north and Kathmandu metropolitan city in the south. According to the decision of the Council of Ministers of the Government of Nepal dated 2 December 2014, Sangla, Kavresthali, Jitpurphedi, Goldhunga, Dharmasthali, Futung and Manmaiju villages of this region. Tarakeshwar Municipality has been announced after inclusion. Currently, this Municipality is divided into 21 wards and now it is included in 11 wards.

Tarakeshwor Municipality is in the north west part of Kathmandu District. Geographical location of the Tarakeshwor Municipality is Latitude: 27°47′12″ N and Longitude: 85°18′11″ E. The Tarakeshwor Municipality is 3 to 10 KM distance from Kathmandu Metropolis. The head office of the Municipality is located at Dharmasthali. The North west part of Tarakeshwor is bordered by Shivapuri Nagarjun National Park. The Municipality covers an area of 34.9 Sq. KM with the population of 151479 (According to the preliminary census of 2078).

Newar, Brahmin, Chettri, Tamang and Magar are the major ethnicities living in the Municipality. The Municipality is popular due to its natural beauty and religious and spiritual places.

Kavresthali is one of the wards of Tarakeshwor Municipality as well as a small

town in the Municipality. At the time of the 2011 Nepal census it had a population of 4,774 and had 1,007 houses. Kavresthali is in the northern side of Kathmandu valley and is 3 km (ward office located at 5.5 km.) away from ring road. It lies in the lap of Shivapuri National Park. The Geographical location of the Kavresthali village is Latitude: 27.76°N, and Longitude 85.30°E. The place located at the top is called "Devsthan," (Tamang who are believed to migrate from Tibet and it is also called as Devisthan) which is also known as "Kavresthali."

In Kavresthali, the local people practice Buddhism, and at the top, the community of Tamang has been living there for a longer period. Additionally, the village is known for its local Tamang culture, traditional lifestyle and customs of the Tamang community. The social practices and customs of the Tamang are based on the baseline of Buddhism. The Buddhist priests or lamas, have a dominant role in the community with the most powerful person in society, however, is the shaman, who exorcises demons and interacts with the spirit world and perform ceremonies for funerals etc. All of the business companies are planning their marketing strategies to obtain competitive advantages and increase their profits, as well as to make their goods stand out from competition. The main objective of marketing is the success of the firms/companies in creating a brand name that can differentiate between its companies and others.

The fierce competition in the market for product similarity has forced marketers to consider factors that influence consumers' brand preference behavior, as well as the importance of dealing with rivals and shifting customer preferences and tastes (Das, 2012).

Consumers have much alternative choices to select the brand of the cold drinks in market so that the manufacturers are facing very tough competition to sell their products. Indeed, the consumption of cold drinks has been increasing tremendously and contributing to the national income every year.

In this backdrop, how is the market position of these concerned cold drinks in the view of consumer preference is the major concern of the study. Addressing this concern the study tries to find out the answers to the following questions:

- What is their buying behavior of Buddhist Tamang people regarding different brands of cold drinks?
- What is the perception of Buddhist Tamang people regarding different brands of cold drinks?
- What is the choice of Buddhist Tamang people regarding cold drinks?
- Which is the best media for the cold drinks' advertisement and their impact reflecting brand preference?

Most of the data used in this study has been obtained through questionnaire interviews, so most of the data are primary based on sample survey. The objectives of this study are:

- To examine Consumers/Buddhist Tamang peoples' brand preference and buying behavior of cold drinks in Tarakeshwor 2, Kavresthali, Kathmandu.
- To point out the effective advertising media for cold drinks and measure their impact on the consumer/Buddhist Tamang in Tarakeshwor 2, Kavresthali, Kathmandu.
- To examine the market position of different/selected brands of cold drinks among Buddhist Tamang Community in Tarakeshwor 2, Kavresthali, Kathmandu.

- To access the brand loyalty of the Buddhist Tamang people with reference to different brands of cold drinks in Tarakeshwor 2, Kavresthali, Kathmandu.

The aim of the study is to find out the proper attitude regarding the brand and the effect of the promotional activities for the brand of the cold drinks within and among the Buddhist Tamang Community in Tarakeshwor 2, Kavresthali, Kathmandu. Companies now realize that their brands are an essential asset, even though they do not appear on the balance sheet of the company. They have to be constantly nourished by new products in order to maintaining their market share. To get the most from them it is necessary to concentrate all one's efforts over the long term on a few viable brands to increase their potential and value several brands which were part of our your and still exist in our conscious awareness will soon disappear (Kapferer, 1997, 425).

This study aims to find the brand preference of cold drinks only in Buddhist Tamang Community in Tarakeshwor 2, Kavresthali, Kathmandu on the basis of consumer preference towards the different brands. In spite of fulfillment of objective, this study has following limitations:

- This study is limited to Buddhist Tamang Community in Tarakeshwor 2, Kavresthali, Kathmandu. So it may not represent overall consumers' view of the entire city.
- Only five brands of cold drinks such as Coca-Cola, Pepsi, Sprite, Mountain Dew and Fanta are selected for the study.
- Sample size is limited (within 100 respondents, i.e. 85 representing individual consumers and 15 respondents as retailers only).
- Most of the data used is this study has been obtained through questionnaire interviews, so most of the data are primary based on sample survey.
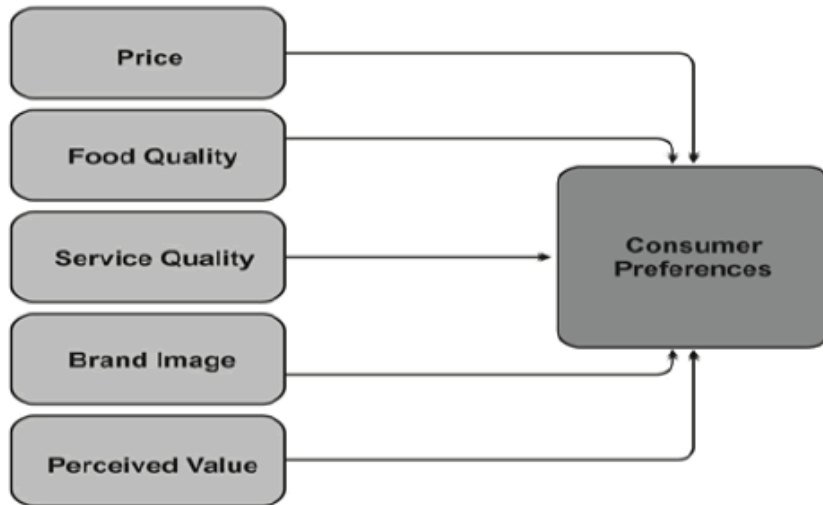
Literature Review

Adhikari (2005), A study on Promotion Effectiveness Through Television. The study has concluded that among the available promotional tools for goods and services in the market, the Television is the most appropriate one for an effective promotion of the goods and services of the company so that there is positive relationship between advertisement and sales volume. Pandey (2005), Advertising in Nepal has revealed the business firms are using more and more advertising. Business enterprise when they launch new products or offer discounts or cut the prices. But advertisers hardly measure the effectiveness and efficiency of their advertising programmers. Lamichhane (2006), Marketing of Cold Drinks in Nepal. The study has concluded that advertising is considered as the primary source of information. The advertisement of Coke, Pepsi and other branded cold drinks are found in Nepal. Coca-Cola brand is more popular than other brand. Consumer gives more preference to the brand but less preference to quality and test. Television is the mostly favorite media for advertisement. The major reasons of brand switching are the taste of the product. Adhikari (2006), In his thesis entitled "Impact of Sales Promotion Tools on Sales of Cold Drinks". The study has concluded that people are aware about sales promotion activities, the sales of one brand doesn't affect negatively to the sales of other brands, only electronic media (F.M, T.V) is very popular among the people and the people who watch and listen media notice the ads, the percentage of the people notices ads for entertainment are higher than for information and retailer are interested on promotional program. Shrestha (2005), has conducted research study on "The Role of Advertising in Sales (A Study of Bottlers Nepal Ltd., Bottlers Nepal (Terai)

Ltd. and Nepal Lever Ltd" has stated that the sales has positive relationship with advertising expenditures and advertising plays a significant role on the total performance of company as well as concerned companies devoted a very small percentage of sale to advertising. William R. George (1999), objective was that factors responsible for brand preference in soft drink industry, increasing competition more, due to globalization is motivating many companies to base their strategies almost entirely on building brands. Brand preference means to compare the different brands and adopt for the most preferred brand. This brand preference is influenced by various factors. In the identification of factors affecting the brand preference, it was concluded that Brand persona is the most effective factor that affects the brand preference. This Brand persona deals with the personality aspects or the external attributes of brand, thus it can be said that consumer prefer any brand by looking at the external attributes of a brand.

In the grounds of the current cut throat competitive market environment the company should pay due attention to address the satisfaction level of the consumers through offering quality products with reasonable prices. Consumers are highly complex because their expectations are differing person to person depends upon their demographical and sociological profile (Gopinath, 2019). This study focuses on find the level of satisfaction of the consumers in terms of brand, price, quality, taste, easy and fast and availability of the Cold drinks.

Conceptual Framework

FIGURE 1
CONCEPTUAL FRAMEWORK

*Source:*https://www.abacademies.org/articles-images-2022/Academy-Strategic-Framework-21-S3-004-g001.png

Marketing is often dynamic, challenging and rewarding. It can also be frustrating and even disappointing. But it is never dull; welcome to the part of the organization where "the rubber

meets the road" the place where an organization's ideas, planning and execution are given the acid test of the market acceptance or rejection (Stanton, 1994:1).

Marketers must do two things. First of all, ensure that all marketing activities, such as the price of the product, the claims made for it in advertising, and the places in which it is sold, contribute to creating reasonable expectations on the part of the customer. Secondly, eliminate variation in customers' experiences in purchasing and consuming the product (Pant, 1998-23).

Quality is intangible that can be perceived before and after the purchase (Grunert, 2010). Consumer's perception of quality is based on the expectations developed on the expected product performance and the services delivered (Boulding et al., 1993). Comparison between the consumer's expectations and perceived performance results in consumer perception of the quality (Tinoco & Ribeiro, 2008).

The speed of delivery along with a friendly staff helps brands to create a positive image. Increased accessibility, convenience, and customer service enhance consumer perception of the brand (Lindberg et al., 2018).

Research shows that the growth for market for fast food is the low price, the ease of preparation, and the promotions (Tiwari & Verma, 2008)

The word brand is comprehensive it encompasses other narrower term. A brand is a name mark intended to identified the product of one seller or a group of sellers and differentiate the product from competing product. A brand name consists of words, letters numbers that can be vocalized (Stanton, 1982:308).

A brand name associated with a quality product is one of the most valuable assets a company have. Most products in the market place are branded: that is, they have name and/or symbol i.e. identified with the product. If we define of a board meaning i.e. a brand means more than a name. it is also represented by the benefits it conveys (the core product), the package it is in (the tangible product), and any warranties and services associated with it the augmented product (Panta, 1998:25).

The reputation of a brand also influences customers' loyalty among buyers of services as well as business and consumers' goods. Finally, branding can differentiate commodities (Stanton, 1982:302).

Consumer Behavior and Preference on Brand or Product

In course of analyzing consumer behavior for developing different marketing plans and doing marketing planning, the analysts needs to examine consumer behavior incorporating their tastes and preference, liking and disliking attitudes, buying pattern, buying frequency, buying decisions, etc. these are influenced by social, cultural, religious and psychological and other various individual factors (Sharma, 1997:25).

Attitude in the buying process plays the major role because consumers evaluate alterative brands being emotional toward specific object or ideas (Kotler, 2000:207).

Consumer perceptions of various products, and their preference for brands within a product category, would also intuitively seem to be related to consumer behavior. Since perceptions and preferences are likely to be rather complex, presenting them in several dimensions should improve understanding of their relationship to consume behavior. Although the analytical and procedures involved here are quite complex, managerial interpretation of the results often proves

useful. (Murphy, 1987:207).

Hence marketers need for finding out favorable or unfavorable attitudes of customers about their product or services and try to change the attitude to be compatible with product and determine what the consumers' attitudes are to change the products (Stanton, 1994:302).

Brand Preference and Purchase Intention

The customer arrived at attitudes (judgement, preference) toward the various brand through an attitude evaluation procedure. In the evaluation stage, the consumer forms preference among the brand. However, two factors can intervene between the purchase intention and purchase decision. The first factor is the attitudes of another. The extent to which another person's attitude reduces one's preferred alternative depends on the two things (1) the intensity of the other person's negative attitude toward the consumer's preferred alternative and (2) the consumer motivation to comply with the other person's wishes. The more intense the other person's negativism and the closer the other person are to the consumer, the more the consumer will adjust his or her purchase intention. (Kotler, 2000:180-182).

According to Mason and Ezel, the stages of consumer decision making process for the purchase shown in the hierarchy of effects model are awareness, knowledge, linking, preference, conviction and purchase.

- **Awareness:** The ability of the consumer to recall a brand name either with or without promoting.
- **Knowledge:** The ability of consumer to describe the importance attribute of a product or service.
- **Linkage:** The attitude of the consumer toward a product or services.
- **Preference:** The degree to which a consumer feels more positive about a product or service relative to other offering.
- **Conviction:** The likelihood that the consumer will purchase the product or services.
- **Purchase:** The acquisitions of a product or services. Preference and purchase intention are not completely reliable prediction of purchase behavior.

Classification of Brand Preference Segment

The brand preference is very vital in reaching the target consumers to fulfil their needs and wants. So it would be better to know the different pattern of preference which is presented by Philip Kotler. In the marketing, preference can be classified in different preference segments (Kotler, 2000, 261-62).

- **Homogenous Preference:** A market where all consumer having a roughly the same preference is homogenous preference. The market shows no natural segments. We would predict that existing brand would be similar and cluster around the middle of the scale in both sweetness and creaminess.
- **Diffused Preference:** Consumer preference may be scattered throughout the space indicating that consumer vary guilty in their preference. The first brand in the center minimizes the sum total of consumer dissatisfaction. A second competitor could locate next to the first brand and fight for market share or, it could locate in a corner to attack a customer group that was not satisfied with the center brand. If several brands in the market they are likely

to position throughout the space and show real difference to match consumer preference differences.

- **Clustered Preference:** The market might reveal distinct preference clusters, called natural market segments. The first firm in the market has three options. It might position in the center hoping to appeal to all groups. It might position in the largest market segments. If the firm is developed, only one competitor would enter and introduce brands in other segments. Brand preference is very important to attract the consumers towards the product is a highly competitive market.

Brand Loyalty and Switching

As the name implies Brand Switching means consumer habit of consistently shifting from one brand to another in this sense brand switching is opposite to brand loyalty. A brand loyal consumer is attached to a specific brand of a set of brands. The buyer who is habitual to brand switching is loyal to no brand. Understanding why consumers are involved in brand switching behavior is very important for complete understanding of brand loyalty behavior. Because why consumers switch brand explain to a great extent, why consumers are not brand loyal. There are many causes of occurrence of brand switching behavior. "It is not unusual to switch brands simply because of variety seeking" say Leigh McAlister and Edgor Pessimier (Engel, 1900:31).

Some consumer switch brand because they are satisfied or bored with a product, others because they are more concerned with price than with brand name (Schiffman and Kanuk, 1997:260).

- **Hard Core Loyal:** Consumers who buy one brand all the time.
- **Split Loyal:** Consumers who is loyal on two or three brands.
- **Shifting Loyal:** Consumers who shift from one brand to another.
- **Switcher:** Consumers who show no loyalty to any brand.

A brand is a both memory and the future of its product. Customer loyalty is created by respecting the brand features that initially seduced the buyers. If the products slacken off, weaken, or show a lack of investment and thus no longer meet customer expectations. In order to build customer loyalty and capitalize on it, brands must stay true to themselves (Kapferer, 1997:25-53).

The Function of the Brand for the Consumer

The brand is a sign whose is to disclose the hidden qualities of the products which are inaccessible to contact (sight, touch, hearing, smell) and possibility those which are accessible through experience but where the consumer doesn't want to take the risk of trying the product. Lastly, a brand when it is well known, adds an aura of make-believe when it is consumed (Kapferer, 1997:28).

The informational role of the brand covers a very specific area which varies according to the product or services, the consumption situation and the individual. Thus a brand is not always useful. On the other hand, a brand becomes necessary once the consumer loses his traditional references points (Panta, 2002:32).

Methodology

All the consumers of cold drinks in Kathmandu Valley are considered as the population

for this study. Both primary and secondary data was collected in this study. The researcher relied on collection of primary data through questionnaires and interviews. The collection of secondary data was an extensive literature review. The questions were selected carefully for this study in an attempt to solicit reliable and verifiable information that will help in meeting the research objectives. Thus, the questions were designed to gain an understanding of how service quality affects the level of satisfaction of the consumers of difference brands of cold drinks, and eventually how to use it for competitive edge in a market. Thus, these approaches enabled the researcher to assess the effect of service quality on customer satisfaction. So, a simple convenient random sampling is used to obtain the samples from the population. 100 questionnaires were distributed to the respondent in the Buddhist Tamang Community in Kavresthali, Kathmandu and responses have been successfully obtained.

The research has induced 85 individuals from different backgrounds and of 15 retails of different places of Kavresthali, Kathmandu. 42 of the respondents fall between the age group of 16-30 with the percentage of 49, 15 of the respondents fall below the age group of 15 years with the percentage of 18, and the rest respondents fall under the age group of above 31 years. Majority of the respondents are male with the percentage of 64 and rest of the respondents are female with the percentage of 36.

A research strategy as a general plan of how the researcher goes about answering the research questions already set (Kitamoto, 2009). It must be noted that the choice of data collection for this study was mainly determined by the research strategy that was adopted for this study. Examples of research strategies include case studies, experiment, action research, ethnographic studies, grounded theory or archival research and survey (Saunders, 2000, Malhotra and Birks, 2007).

Results and Discussions

Table 1. **Ranking of cold drinks in the basis of their overall quality**

Brand name Ranking	Coca Cola		Pepsi		Sprite		Mountain Dew		Fanta	
	No.	%	No.	%	No.	%	No.	%	No.	%
1st	28	32.94	27	31.76	20	23.53	5	5.88	20	23.53
2nd	19	22.35	23	27.06	17	20.00	12	14.12	19	22.35
3rd	18	21.18	13	15.29	14	16.47	10	11.76	16	18.82
4th	11	12.94	10	11.76	19	22.35	17	20.00	20	23.53
5th	9	10.59	12	14.12	15	17.65	41	48.24	10	11.76
Total	85	100	85	100	85	100	85	100	85	100

Source: Field Survey 2023

The above table shown the ranking by the consumers on brand preference. On the basis of overall quality and characteristics of selected cold drinks 32.94% have selected Coca Cola as their most preferred brand. Similarly, 31.76 % have selected Pepsi as their most preferred brand,

23.53% of them selected Sprite, 5.88% of them selected Mountain Dew and 23.53% of them selected Fanta as their most preferred brand.

Table 2. **Brand evaluation in respect to price**

Evaluation Brand	Cheap		Reasonable		Expensive		Total
	No.	%	No.	%	No.	%	
Coca Cola	10	11.90	34	18.48	41	26.11	**85**
Pepsi	5	5.95	43	23.37	37	23.57	**85**
Sprite	4	4.76	47	25.54	34	21.66	**85**
Mountain Dew	24	26.19	35	19.02	28	17.83	**85**
Fanta	43	51.19	25	13.59	17	10.83	**85**

Source: Field Survey 2023

The above table has clearly shown that Sprite brand is cheaper in price than the other brands which are taken for the study.

Table 3. **Factors affecting in the purchase of cold drinks**

Option	No. of respondents	Percentage
Taste	48	56.47
Scheme	13	15.29
Price	12	14.11
Advertisement	7	8.25
Prize	5	5.88
Total	**85**	**100%**

Source: Field Survey 2023

The above table shown that most of the consumers buy the particular cold drinks due to its good taste. In other words, it can be seen that 56.47% of the consumers buy cold drinks due to their good taste, 15.29% of the consumers buy cold drinks because of scheme offered, 14.11% of the consumers buy cold drinks because of their reasonable price, 8.25% of the consumers buy cold drinks due to being influenced by advertisement and 5.88% of the consumers buy cold drinks by getting attracted by its offered prizes.

Table 4. **Reason of selling cold drinks by the Retailers**

Reason	No. of Retailers	Percentage
Good Sales	8	53%
Good Commission	5	33%
Good Scheme	2	14%
Total	**15**	**100%**

Source: Field Survey 2023

From the above analysis it can be said that most of the retailers' sales the cold drinks due to good sales and give the second preference to the good commission as well as give third preference to the good scheme.

Conclusions

Cold drinks are frequently consumed by Buddhist Tamang Community in Tarakeshwor 2, Kavresthali, Kathmandu. Consumers who take cold drink daily are about 41%. Consumers generally purchase cold drink for themselves or through their family members. It has high demand in Buddhist Tamang Community in Tarakeshwor 2, Kavresthali, Kathmandu because the alcoholic habits of Tamang people has been replacing by cold drinks. The most preferred size is the 2.25L Pet, followed by 1.5ltr Pet, 175ml Glass Bottle while the 500ml Pet is the least preferred one. Various brands of cold drinks available are made well known to this community by different advertising media mostly by electronic media like Radio and Television. Most of the consumers are informed of the brand by advertisements. Advertisement has high influence on the preference of brands to the consumers. There is high competition among different brands. The factors like taste, price, quality and availability in the market are evaluated from consumers' side whereas incentives, profit margin etc. are evaluated from retailers. The Coca-Cola is at the top position among the brands as two third of the retailers opinioned that it as the most selling brand, followed by Mountain Dew, Pepsi, Sprite and Fanta. Most of the retailers opinioned that the product of 2.25L Pet has the highest sales and that it is easy to sell cold drink in bottles. Consumers give more preference in taste and quality rather than brand and price. Availability of other soft drinks with different taste and reasonable price is having negative effect on consumption and production of Cold drinks in recent years. Various new brands are coming in the market but producers aren't considering about improving the taste and quality. Consumers are getting new brands with price competition and incentives but no remarkable improvement in quality and taste. Cold drinks companies should discourage unhealthy competitions and give emphasis on taste and quality for consumer.

The findings of this study have many implications for the Nepalese cold drinks marketers. So, it includes taste and quality are the major factors for brand preference to consumers. So that cold drinks suppliers and manufacturers companies should improve their quality along with the taste of products to meet the present competition with rival brands. It would be better to develop the taste of different flavor. Cold drinks are popular mostly among all age groups in this Buddhist Tamang community. So the cold drinks marketers should develop their marketing strategies to address their preference. In this aspect attractive bumper prizes with attractive advertisement programs should be conducted to increase the sales volume and to capture the large portion of markets share. The companies should not use any harmful ingredients like artificial color, artificial flavor etc. as they effect negatively in human health. Every company should be careful enough in maintaining the quality of their product. They should not compromise in quality to occupy better position in market. To cover the maximum area of consumers Television, Radio and Social Media should be used for advertisement. This is because young generation prefer Social Media whereas other aged generation prefer paper Radio and Television. Considering the purpose of consumption of Cold drinks, the study recommends that the manufactures should expand their product varieties to capture the market share. To preserve their existing consumers every company should research the market regularly and perform activities according to the research findings. There is not any organized group of producers of cold drinks. So the companies have to jointly prepare market strategies to enlarge and strengthen the market for their products. Wholesaler and retailers also

play an important role in marketing of products, so that the cold drinks companies should increase the incentives to them to motivate and encourage them to focus their transaction on cold drinks. Cold drinks companies should discourage unhealthy competitions and give emphasis on taste and quality for consumer.

These major recommendations for the suppliers and manufacturers companies of the cold drinks may prove to be fruitful for them on increasing their market share which immensely helps marketers to achieve their goals and objectives.

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