

# The effect of advertising and demographic factors on the consumer market share of juices and soft drink in Latakia Governorate

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## Abstract

A random sample of 400 consumers was chosen from Lattakia Governorate-Syria to study the impact of demographic factors on consumer behavior and market share of juices and soft drinks. The descriptive-analytical approach was used to analyze the data. The study revealed the consumer's household size and income level on his purchasing behavior and market share of juices and soft water.

The results of the research showed that 87.75% of respondents did not spend more than 15% of monthly income on purchasing juice and soft drink packages and that only 27.50% of the study sample is affected by advertising while shopping for juices and soft drink, and this is related to the weakness of the marketing department of the juice production companies and soft drink and its lack of interest in advertising as a way to promote its products.

**Keywords:** Demographic variable advertising, Consumer behavior, Juices, Market share.

## I. INTRODUCTION

The concept of marketing refers to the process, which is mastered by specific people, or groups would do everything necessary and desirable by creating goods and consumer values and exchanging between them [1].

Analysis of consumer Purchasing behavior is considered one of the most important marketing activities that affect marketing developments, due to the intensification of competition and the expansion of the size and type of alternatives available to the consumer on the one hand, and the diversity of his needs, desires and consumer taste on the other hand. Consumer behavior has imposed on the institution the necessity of diversity and distinction in its products, in terms of quality, price, method of advertising, and distribution, in line with his financial capabilities, all to ensure the permanence of its purchase, which enables the institution to develop and survive. The production policies of the institutions and companies have shifted from the concept of selling what can be produced to produce of what can be sold; this new concept based on the consumer himself as he considers the master of the market, and this can only be achieved through marketing activity which could be distinguished by studying all the variables specified for consumer preferences and consumer behavior patterns.

According to Kotler and Armstrong, the process of attracting and maintaining customers can be a difficult task

because the customer is usually faced with a bewildering variety of products to choose from. Finally, the customer buys from the company that provides the best commodity with clear value. Then he will evaluate the differences between all the benefits and all costs resulting from the companies 'products and compare them with competitors' offers to choose the best one according to his priorities [2].

There is also an important role for the consumer in the activity of the companies and institutes that provide their products to him, as they cannot succeed in achieving their marketing goals unless the consumer identifies their products, and this requires a study of his behavior and prediction of it to know his opinions and proposals to determine his needs, as it is not possible to produce suitable goods unless it is specified to whom this commodity is directed for [3]. And regarding the studying of options and preferences, Moss and Vinent emphasize that education level, income, personal preferences, cultures and religions, internal factors (color, taste), and external factors (price, brand loyalty) could be considered among the factors that affect the consumer's decision to purchase a commodity [4].

Studying consumer behavior in the planning process could determine what must be produced in terms of quantity and quality that may satisfy consumers' needs taking into account their potentials, tastes, and motives [5]. According to Hamaad, the consumer's purchasing decision is affected by the economic cycle and the prevailing price levels. When the price increase and reach high levels, political and social stability will be threatened. This excessive and continuous increase could eliminate the motivation to work and kill the incentive to invest, thus tampering with developed countries' stability and impedes development in developing ones [6]. Also, the provision of the necessary consumer supplies depends on his income by distributing the family's financial capabilities to achieve its necessary needs [7].

This study is discussing of the advertisement's impact on consumer behavior and purchasing preferences with knowing the consumer's share of juices and soft water, highlighting some demographic variables for the consumer, such as gender, age, family status, family size, education, and income and their marketing reflection.

## II. MATERIALS AND METHODS:

The research was conducted in Lattakia Governorate – SYRIA between 2019-2020.



### A. Study Samples:

The study was conducted on a random sample; a specially designed questionnaire was designed and distributed randomly on a sample of 400 consumers. Where the questionnaire included the following aspects:

- Some consumer demographic variables: gender, age, marital status, family size, education level, monthly income.
- The expenditure rate on purchasing juices and soft drinks and its percentage from the consumer's monthly income.
- Consumer behavior: as it is affected by advertising.

### B. Statistical Analysis:

Samples were taken randomly, and a complete randomization system was used to analyze variance. The data were analyzed using the statistical program Spss and significance test F (ANOVA) at the significance level ( $0.05 = \alpha$ ) to test the research hypotheses.

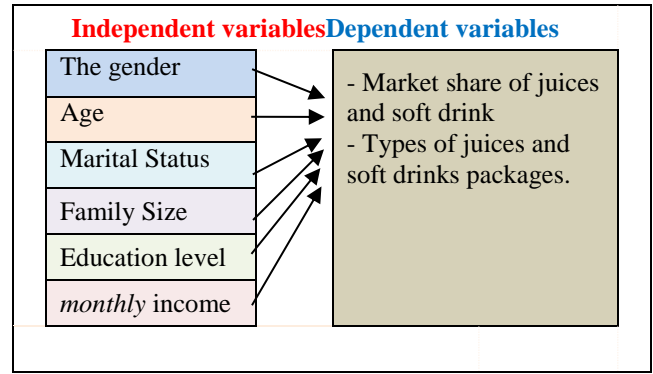
### C. Research Hypotheses:

The study relied on several hypotheses that aimed to find out the extent of the impact of some demographic variables on consumer buying behavior in terms of marketing juices and soft drinks, and the study hypotheses were formulated according to influence hypotheses:

- There is an effect of the consumer's family size on his buying behavior and his market share of juices and soft drinks.
- There is an impact of the consumer's income on his buying behavior and his market share of juices and soft drinks.

## III. RESULTS AND DISCUSSION

After distributing the questionnaire to consumers and collecting the required data, it was entered into the computer and processed using the SPSS program (the Statistical Package for Social Sciences Program), where the percentages and frequencies were calculated according to the characteristics of the sample members, concerning gender, age, education level, marital status, family size, and monthly income. These demographic variables are the variables of the independent study. In our research, we studied whether there is an effect of the independent variables on the dependent variables by testing the effect hypotheses. Figure (1) shows the study model for the independent and dependent variables.



**Figure (1): Independent and dependent variables of the study model**

### A. Independent variables:

#### a) Gender:

Table (1) shows the distribution of the study sample according to the gender of the consumer. The percentage of males in this study is 79.25%, while the percentage of females was 20.75% of the study sample, due to the nature of the Eastern society in which men are considered the master of the family. The gender difference may affect, in one way or another, the nature of consumption and the market share of juices and soft drinks due to biological differences, taste, or needs for the commodity [8].

**Table (1). The distribution of the study sample according to gender.**

Statement	Category	Repetition	%
The gender	Male	317	79.25
	female	83	20.75
	<b>Total</b>	<b>400</b>	<b>100.0</b>

Source: field survey data.

#### b) Age:

The result represents in Table (2). Showed that 51% of the study sample members are from the age group (41-60 years), and 44.5% were from the age group (21-40 years). This age represents the stage of work and produce, while the consumer will be the master of the household. Therefore, the majority of the respondents to the questionnaire were from this age group.

Age is an important demographic factor used to describe community members. People change services and goods according to each stage of their life, and consumer affection by advertising varies according to his age [9].

**Table (2). The distribution of the study sample according to age.**

Statement	Category	Repetition	%
Age	<i>Less than 20 years old</i>	6	1.50
	<i>From 21 to 40 year</i>	178	44.50
	<i>From 41 to 60 year</i>	204	51.00
	<i>over 60 years</i>	12	3.00
	<b>Total</b>	<b>400</b>	<b>100.0</b>

Source: field survey data.

**c) Marital Status:**

Results presented in Table (3) showed that most of the study sample are married, as their percentage reached 73.25%, while the percentage of divorced and widowed together did not exceed 5%.

In the past, producers and marketers' focus was on family, but gradually, with the development and diversity of advertising media, interest in the youth sector began [10], [11]. Thus the social situation became one of the significant demographic variables in the study of purchasing behavior. It is observed that there is an increasing tendency to consume soft drinks among youth and children [12].

**Table (3). The distribution of the study sample according to Marital Status.**

Statement	Category	Repetition	%
Marital Status	Married	293	73.25
	Single	87	21.75
	divorce	6	1.50
	Widower	14	3.50
	<b>Total</b>	<b>400</b>	<b>100.0</b>

Source: field survey data.

**d) Family size:**

We notice from Table (4) that 71.5% of the study sample individuals had typical family sizes, as they ranged between (3 to 5) people, while we note that the percentage of people who live alone did not exceed 3.75%, and this is due to the nature of our connected society, which within it, there is a decrease in the percentage of unmarried people who live alone without their family.

The family is the most important consumer nucleus in society, and the size of the family has an impact on the size, quality, and price of packages of juices and soft drinks, as the size of the containers of preserved food is affected by the demographic factors of the consumer [13].

**Table (4). The distribution of the study sample according to Family Size.**

Statement	Category	Repetition	%
Family Size (Person)	1	15	3.75
	2	33	8.25
	3	62	15.50
	4	141	35.25
	5	83	20.75
	above 5	66	16.50
	<b>Total</b>	<b>400</b>	<b>100.0</b>

Source: field survey data.

**e) Educational level:**

Table (5) showed that 79.5% of the sample members have a high school diploma. More than 50% of them have a university degree due to the university intake policy applied since the 1970s in Syria. The illiteracy rate did not exceed 1% due to the state's compulsory education policy up to the third year of middle school and free education in general.

It is known that the values of individuals with their needs and desires could change in different educational

stages, which means the affected by the advertisement could also differ. Hence the importance of the educational factor in the demographic studies of members of society arises.

Whereas, both internal factors (learning, motivation, perception) and external factors (socio-cultural, economic) of consumer behavior are related and influenced by the market share of soft drinks [14].

**Table (5). The distribution of the study sample according to the Educational level.**

Statement	Category	Repetition	%
Educational level	Academic	173	43.25
	Institute	60	15.00
	secondary	85	21.25
	preparatory	46	11.50
	primary	32	8.00
	illiterate	4	1.00
	<b>Total</b>	<b>400</b>	<b>100.0</b>

Source: field survey data.

**f) Monthly income:**

It could be noticed from the results in Table (6) that 67% of the study sample, the monthly income of the consumer and his family members is more than 120,000 SYP because the majority of the people who were included in the study are holders of university degrees, and are married. Therefore there may be two salaries in the family. Half of the study sample are rural residents who may be owners of agricultural holdings, which justifies additional income.

Income is one of the personal factors affecting the individual's choice of his products, as the person's economic situation is reflected in his choice of the commodity. Actual buying behavior does not achieve in the market unless accompanied by purchasing power [7].

Also, there is an important role that pricing policies play in consumer sensitivity towards the prices of companies' products. One of the essential factors that private companies consider as an essential factor affecting the consumer reaction to their products' prices is the relationship between price and quality, and between price and income on the other hand [15].

**Table (6). The distribution of the study sample according to Monthly income.**

Statement	Category	Repetition	%
Monthly income (S.P.)	Less than 60 thousand	4	1.00
	61 -90 thousand	40	10.00
	91 -120 thousand	88	22.00
	121 - 150 thousand	137	34.25
	above 150 thousand	131	32.75
	<b>Total</b>	<b>400</b>	<b>100.0</b>

Source: field survey data.

**B. Dependent Variables:****a) Types of juices and soft drinks packages**

In this survey, the consumer preferences for containers for juices and soft drinks, whether they are glass, plastic, metal, or cardboard, were studied. From Table (7), we find that about 32.5% prefer glass containers over other containers due to health awareness in addition to the possibility of using glass containers in various preservation processes. In comparison, the percentage of consumers who prefer plastic containers did not exceed 11.25%, indicating an awareness of the consumer in Lattakia Governorate.

**Table (7). The study sample's distribution according to the Consumer preferences for Types of juices and soft drinks packages.**

Statement	Category	Repetition	%
Types of juices and soft drinks packages	PET/Plastic	45	11.25
	Metal	87	21.75
	Glass	130	32.50
	Carton	23	5.75
	undefined	115	28.75
	PET/Plastic	45	11.25
	<b>Total</b>	<b>400</b>	<b>100.0</b>

Source: field survey data.

**b) Market share of juices and soft drinks:**

The market share is expressed in the value spent monthly to buy juice and soft water packages and its percentage from the family's total monthly income. The result presented in Table (8) showed that 60.75% of the sampled individuals had an average monthly expenditure on purchasing bottles of juices and soft drinks more than (8000) Syrian Pounds. For about 87.75% of the sample respondents, the percentage of their spending on buying juice and soft drinks packages did not exceed 15% of their monthly income, which is a very low percentage, and this may be explained by the consumer's dependence on home preparation of juices on the one hand, and the high price of them on the other hand.

**Table (8). According to the average monthly spending on juices and soft drink purchases and its monthly income percentage, the study sample's distribution.**

Statement	Category	Repetition	%
the average monthly spending on juices and soft drink purchase	Lessthan4000	48	12.00

(S.P.)	4000 - 8000	109	27.25
	8000-12000	175	43.75
	12000-16000	44	11.00
	above 16000	24	6.00
	<b>Total</b>	<b>400</b>	<b>100.0</b>
percentage spending on juices and soft drink purchase of their monthly income %	Less than 5 %	48	12.00
	5 - 10 %	162	40.50
	10 - 15 %	141	35.25
	15 - 20 %	38	9.50
	20 - 25 %	8	2.00
	Above 25 %	3	0.75
	<b>Total</b>	<b>400</b>	<b>100.0</b>

Source: field survey data.

**C. Survey data related to consumer preference:**

In addition to the independent and dependent variables, we review a set of secondary consumer data according to the following.

**a) Home preparation and preservation of juices:**

Home preservation of juices is one of the businesses that people have inherited from one generation to another. Our country has become famous in this area, to secure some juices, especially in the summer or times when they are not present, so they brought the juices of (syrup) Shami berries, citrus, and tangerines. Therefore, it was necessary to ask the consumer the following question: Do you perform the juices' home preservation? What is the reason that makes you do preservation? Figure (2) illustrates the results obtained. It is noticed that 71% of the study sample conduct home preservation of juices, and 17.50% attribute their lack of availability in the market. In addition, 18.50% is for quality because they are confident that home-prepared and preserved juices are much better than those in the market. Simultaneously, low-income people attribute the high price of juices and soft drinks, as 21.5% of consumers consider the price the reason behind their home preparation and preservation of juices.

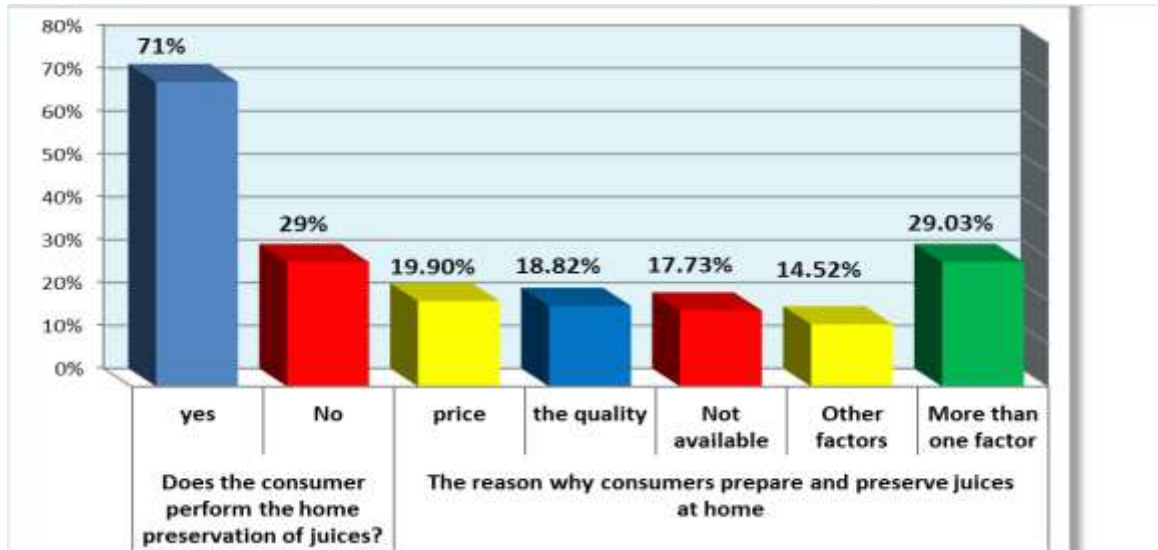


Figure (2): The study sample's distribution according to Home preparation and preservation of juices, and the reason for saving.

**b) Factors that affect the quality of the products that would be used by the consumer:**

Advertising, customs, and traditions, relatives, friends, and seller's opinions, the validity of the product are the most important factors that can have an impact on the quality of juices and soft drinks that can be bought by the consumer in Lattakia.

Figure (3) shows the impact of advertisements on the consumer when buying juices and soft drinks, as it is noticed that only 27.50% of the study sample is affected by advertising while shopping for juices and soft drinks, and this is related to the weakness of the marketing department of producing companies and their lack of interest in advertising as a means of promoting their products This result intersects with a result of Nasr [8].

Figure (4) shows that customs and traditions affect 29.75% of the sample members when consuming juices and soft drinks, which is normal for our eastern society.

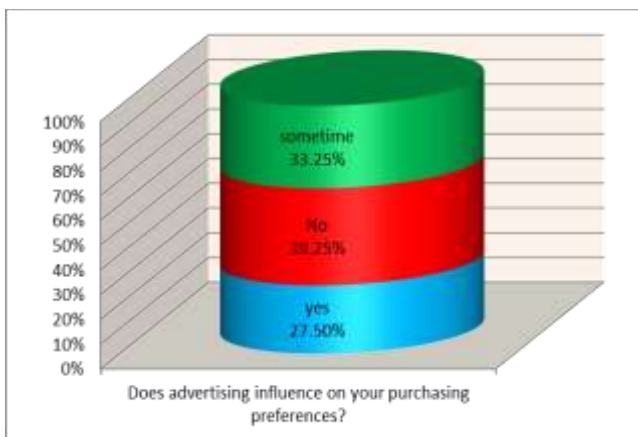


Figure (3): The impact of advertisements on the consumer when buying juices and soft drinks.

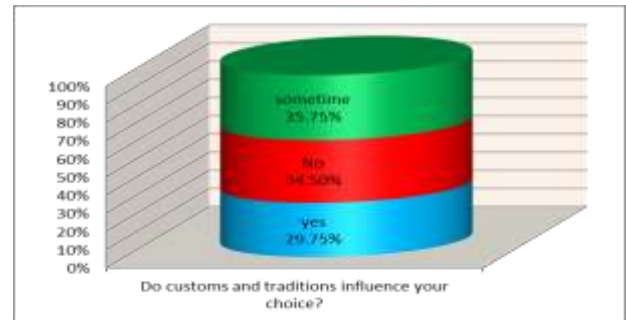


Figure (4): The impact of customs and traditions on the consumer when buying juices and soft drinks.

**D. Discussion of the study hypothesis:**

The impact of demographic factors on consumer behavior in Lattakia governorate, and its market share of juices and soft drink:

**a) First hypothesis:**

To study the validity of the hypothesis: [There is an effect of the consumer's family size on his buying behavior, and his market share of juices and soft drink], the data were analyzed using a complete randomization system, and an F test at the significance level ( $0.05 = \alpha$ ). Table (9) shows an analysis of the consumer's family size variance on his buying behavior and his market share of juices and soft drinks. The results showed that the value of Sig (0.0) is smaller than the value of  $\alpha = 0.05$ , and therefore the null hypothesis is rejected. The alternative hypothesis is accepted, which indicates the consumer's family size on his purchasing behavior. His market share of juices and soft drinks and this is logical as whenever the number of family members increased, the more their monthly consumption of juices and soft drinks increased, and this is explained by the LSD test, which shows that there is a significant difference between families with more than 5 members and the rest of the families.

**Table (9): Analysis of variance (ANOVA) in the influence of the consumer's family size on his buying behavior and his market share of juices and soft drinks.**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	30.944	5	6.189	5.375	0.00
Within Groups	453.654	394	1.151		
Total	484.598	399			

Source: field survey data.

#### b) The second hypothesis:

To study the validity of the hypothesis that: [There is an effect of consumer's income on his buying behavior, and his market share of juices and soft drink], the data were analyzed using a complete randomization system, and an F test at the significance level ( $0.05 = \alpha$ ). Table (10) shows the analysis of the variance in the impact of consumer's income on his buying behavior and his market

share of juices and soft drinks. The results showed that the value of Sig (0.00) is smaller than the value of  $\alpha = 0.05$ , and therefore the null hypothesis is rejected. The alternative hypothesis is accepted indicated that there is an effect of the consumer's income on his buying behavior and his market share of juices and soft drinks, and this result online with (Abu-Hamad) [14], and (AL-fars & Makhous) [15].

**Table (10): Analysis of variance (ANOVA) in the influence of the consumer's income on his buying behavior and his market share of juices and soft drinks.**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	86.364	4	21.591	21.416	0.00
Within Groups	398.234	395	1.008		
Total	484.598	399			

Source: field survey data.

#### IV. CONCLUSION

It could be concluded from this survey study that a low percentage (27.50%) of the study sample is affected by advertising while shopping for juices and soft drinks, and this is related to the weakness of the marketing department of the producing companies and their lack of interest in advertising as a means of promoting their products. There is an effect of the consumer's family size, consumer's income on purchasing behavior, and his market share of juices and soft drinks.

Therefore, this study recommends that juices and soft water companies should give the marketing and advertising department the appropriate importance, as well as the price to match the consumer's income

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