RANKING OF SOFT DRINKS USING ANALYTICAL HIERARCHY PROCESS

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Abstract - In India, there are various soft drinks options to drink depends on choice of people and their tastes. In this paper, we focus on various soft drinks. These are – Coca cola, Pepsi, Thumps up, sprite, Fanta, and Limca all are non – alcoholic models. Soft Drinks are the beverage drinks made of bottled water, carbonates, functional drinks, concentrates. The main purpose of this paper was to establish the most important things influence brand loyalty among soft drink people in the Indian markets. The problems which are facing by the customers to drink which Soft drinks because of not having enough details of the judging requirements and the companies. Some factors are responsible for the selection of different soft drinks. Indian every year drink consumption is nearly 120 billion litters. The first things to find out the major factors that influence customers to select one particular brand of cold drink from different brands in the different market. The study was found between March 2015 to May 2015. The target people were majorly youth people use a product.

Keywords - Soft drinks companies, Taste/Flavour, Selection factors, Analytic Hierarchy Process.

I. INTRODUCTION

"Soft drinks” belongs to any class of non – alcoholic drinks. It is usually in common and regular way and containing a natural or sweetening agent, able to be eaten acids, natural and flavour’s. The term started to tell apart the flavoured drinks from hard liquor, or spirits. Marketing of soft drinks dates back to 17th century to pretend to be the most popular and naturally bubbly waters of famous springs, with medically helpful values then there have been many different kinds of people or things brands from different producer’s buyerstend to be brand loyal to certain brands and others are quite in their purchase behaviour. Most of the studies on soft drinks have happened in developed countries.

Objective of the Study:
The present study has undertaken following six Soft drinks to evaluate best Soft drinks companies:
1. Coca - Cola
2. Pepsi
3. Thumps up
4. Sprite
5. Fanta
6. Limca
Thus, the objective of this study to use the Analytic Hierarchy Process (AHP) (Saaty, 1980).

II. REVIEW OF LITERATURE

Researchers are now focusing on soft drinks, several researches are already done gives various important results about the choices of people. Several researchers have examined soft drinks by demand of customers, and this studies can be classified into:
- Soft drinks,
- Some focus on consumption of which type of soft drinks is more.

III. RESEARCH METHODOLOGY

Proposed methodology has following steps: in step 1, AHP. By using theory in AHP method the qualitative judgment can be qualified to make comparison more intuitionists and reduce or eliminate assessment bias in pair wise comparison process. In step 2, obtained results have been used as input weights in AHP algorithm. However, the rapid development of the soft drink business also brings many problems, such as rising selection of good soft drink etc. The judgement of the soft drink is quite complex and problematic. Selection of the most preferred soft drink from the number of companies is so confusing for the customer. So, to find out the most preferred soft drink by the customers, Analytical Hierarchy Process (AHP) is used that is a multi-criteria decision model.

IV. MULTICRITERIA DECISION MODEL

Multiple Criteria Decision Analysis (MCDA) is generally used to support planning and decision making processes, but the sharing of information is often limited by two main factors. First, many users have difficulty reading output data, especially tables, matrixes or databases. Second, the presence of many actors introduces different disciplines, knowledge, interests and languages.

V. ANALYTICAL HIERARCHY PROCESS (AHP)

AHP is a multiple criteria decision-making method originally developed by Prof. Thomas L. Saaty (1977) provides measures of judgement consistency derives priorities among criteria and alternatives simplifies preference ratings among decision criteria using pair wise comparisons. This study uses AHP to
identify the most preferred soft drink and the most important criteria influencing the adoption of soft drink based on consumer’s preferences. Using the relationships of the criteria, alternatives, objectives and overall priority, it is also helpful for practitioners to create the hierarchical structure of a complex problem. The final outcome is a ranking of the decision alternatives.

AHP has been done in four main steps: (1) to decompose the problem into sub-problems; (2) to do pair wise comparison of the elements; (3) evaluate and (4) to synthesize results and obtain a final ranking. In the decomposition step, organisation of the components of the problem has been done in a hierarchical structure. To create the hierarchy, method allows dependencies only among elements in the same cluster and the direction of impact is only towards the top of the constructed structure. Generally speaking, an AHP model and its hierarchy tree can have as many levels as a designer of the model wants.

The flowchart of the AHP model is as given below:

**RESULT**

According to this research Fanta is the best preferred soft drink company by AHP. Second rank

**CONCLUSION**

The Analytic Hierarchy process (AHP) model is used to rank different Soft drinks. It reveals that most preferred soft drink by AHP is Fanta. The present study confirms that analytic Hierarchy Process (AHP) approach in soft drink selection domain is an applicable method to enhance the common knowledge with regard to consumer’s intention towards soft drinks.

**SCOPE FOR THE FURTHER STUDY**

Many previous studies on the soft drink selection carried on a single country or on a few countries over rely short. Not surprisingly, the result on a country-by-country basis is ambiguous and depends on country- specific circumstances. For the further study we apply the “ANP” that obtain more accurate estimation, which are substantial in the academic literature.

**REFERENCES**
