



CONSUMER PERCEPTION OF ADVERTISING MEDIA: A STUDY ON PACKAGED SOFT DRINKS IN CENTRAL CHHATTISGARH

Mridula Pandey¹

Pratap B Deshmukh²

Saket Ranjan Praveer³

ABSTRACT

The changing economic scenario has marked a dynamic change in lifestyles and preferences. Consumer shift from price consciousness to quality consciousness has been observed in most of the consumer goods which has been supported by rising per capita income as well as price competition of the oligopoly players. These market players go to the varied advertising media to reach the endpoint customers in order to grab the maximum possible proportion of the market. The study is an attempt to identify the effective electronic media of advertisement for packaged soft drinks through a multivariate study which has been carried through primary data. The study is expected to contribute to the marketers while strategy formulation.

¹ PhD Student, CSVTU, Bilai < mridulaaapandey@gmail.com >

² Director, SSTC, Bilai < pbdeshmukh@yahoo.com >

³ Professor, Faculty of Management Studies, SSTC, Bilai < saketwsu@gmail.com >