SOFT DRINKS CONSUMER SEGMENTATION USING DEMOGRAPHIC AND CONSUMPTION CHARACTERISTICS: CASE STUDY CITY OF PRISTINA

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ABSTRACT

The purpose of this study is to analyze and segmentize (divide) the customers of soft drinks and identify customer profiles based on demographic and consuming features. Through a self administered questionnaire a total of 300 responders have been interviewed. Data analysis was done through factor analysis, K-Means Cluster analysis and ANOVA. Three segments were identified through these analyzes. These segments are named as "health sensitive cluster", "cluster of the taste and pleasure fans," and "cluster of carbonated drink fans".

Keywords: Segmentation, factor analysis, K-means Cluster Analysis.

INTRODUCTION

This study was conducted to segmentize soft drinks consumers in Prishtina City as the largest city in Kosovo. Segmentation has emerged as a very powerful and useful tool to display the goods and services in target groups and markets. Market segmentation is usually the first step in the marketing process, which is the process of dividing the total market to relatively homogeneous groups with similar needs for products and services, based on such factors as: geographic, demographic, social-economic, behavioral and psychographic features (Becherel, 1999: Boote, 1981; Dolniçar, 2004; Gunter & Furnham, 1992; Middleton & Clarke, 2001; Swarbrooke & Horner,1999). As emphasized by Boote (1981), market segmentation has been used as a tool to identify people within the market that is most likely to be affected by marketing efforts that relate to any particular product or service. Boote (1981) further mentions that there are two objectives for using market segmentation: (1) having a product, service or a brand (trademark) that is marketed in more sophisticated way, better than the overall focus on the total market; and (2) to increase marketing efficiency by directing the effort on specifically pointing targeted segments, especially with these segmental features.

A summarize group of criteria is suggested by Kottler et al. (2012), who suggests five key features that each segment should display. Segments should be:

• Measurable: The main features and segment size should be able to be captured or measured.

• Significant: The segments must be large enough to justify the adaptation of the mixed marketing strategies.

• Achievable: Marketers should be able to reach and serve targeted segments.

• Distinctive: Conceptual diversity exists between segments and they will react differently to various elements of the mix marketing.

• Operational: The Marketer can create effective strategies to target the identified segments.

LITERATURE REVIEW
MARKET SEGMENTATION

Market segmentation is one of the basic principles of modern marketing, set deeply in microeconomic theory and that pays particular attention (importance) to the consumer needs. In market segmentation, potential customers (consumers) are divided into several segments with similar desires and needs (Boley and Nickerson,2012; Canhoto,Clark dhe Fennemore,2013).

Consumer grouping practice or the process of total market share (usually heterogeneous) in meaningful sub-markets (of homogeneous groups) based on needs or preferences for the product- with members who have needs, features or similar behaviors (Amue,Abiey and Igwe,2012; Birjandi,Hamizadeh and Birjandi,2013; Golma,2014; Kabyoh,2017).

The basic purpose of market segmentation is to divide consumers into different groups, such groups that marketing messages are adapted to their specific needs by creating a narrower reach between customer needs and market offering (Press and Simms,2010; Singh,2010).

Market segmentation assumes that the market for any product or service can be divided into submarkets or segments, in such way as a meaningful group of buyers, each with their own needs, desires or discrete preferences. On the other hand segmentation is an aspect of marketing management concepts that deal with STP strategies (segmentation, targeting and positioning) (Ateboh and Briggs,2014).

Market segmentation is a process of dividing consumers into groups, respectively segments within which consumers with the same features have similar needs. Based on this the respective mixed marketing can be orientated in order to reach everyone individually. Segmentation is a creative and renewable process in order to satisfy customer needs and at the same time creating competitive advantages for the company. Segmentation contributes to a better identification of new production opportunities and the market in general. Segmentation is the basis for efficient marketing planning, which presents the orientation towards the buyer rather than the orientation towards production. Segmentation is actually display of the similarities between certain consumer groups and the identification of these particular homogeneous consumer groups. Segmentation is also a division of the market in smaller parts, in which certain consumer groups are homogeneous and where each part is the target chosen as a separate part of the market in which the appropriate marketing strategy can be concluded. The market part that is derived from this way is called a market segment, a sub-market or a target market (marked markets).

The organization/company that decides to operate in a particular market in most cases finds that it is not able to supply products to all customers in that market, since the buyers are:
• Numerous;
• Spread in space unequally;
• They have heterogeneous needs and demands when purchasing the products.

Therefore, organizations/companies will in some cases have a better position if they only do supplying for some market segments. A certain company, rather than competing throughout the whole market, can identify some of its more attractive parts and thus more effectively meet the needs and demands of consumers. But, companies have not always taken such a stand on the market. Their stances have gone through three stages, which are (Ph. Kotler,2013):

1. Massive market (mass market/bulk market). In some situations the organization/company has chosen the entire market as its target market. For organizations that prepare only one combination of marketing mix for all potential customers in the market, it is supposed they have embraced the mass market approach. The starting point for this approach is that all consumers in that market have similar needs and desires, that efficiently can be fulfilled only by one combination of the marketing mix (with standard product, similar prices, with a way of distribution and a combination of the promotion forms) for the whole market. Thus, for example, at one time Coca-Cola has acted according to this market approach, it produced only one kind of beverage for the entire market, hoping that it will be right (will be suitable) to every consumer. The reasoning of this approach is based on the assumption that the mass market enables the production and finalization of products with lower costs per unit of production, offers products at lower prices and creates a greater potential market.

Nevertheless, companies are increasingly faced with the fact that in the final market and business consumer market, two customers are never exactly the same. Different individuals and organizations have different characteristics, needs and desires, which fulfill them in various forms. Consequently, we have the situation when a product meets the needs of consumers in a small number of markets. The wide range of products on supermarket shelves expresses the wide range of customer needs. From this we perceive that the market is facing a tendency opposite to that of the mass market approach. Thus, even in markets that traditionally have been undifferentiated, changes are happening, that are noticed by increasing the number of products being offered on the market. Mass market approach according to some probabilities can be used in only two cases. The first case is when the differences between consumer needs for certain products are very small, and this happens rarely. The second case is when the company/organization develops and wishes to maintain only one combination of mix marketing tools that will meet the needs of all consumers.

2. Products differentiation. The company/organization which bases its business on the basis of the products differentiation approach produces two or more different products. These products differ by their attributes, shape, size, design, etc. For example, nowadays Coca-Cola and other non-alcohol beverage manufacturers produce some types of drinks packed in different packaging. These products are produced in order to provide consumers with different choices to satisfy meet their needs.

3. Target marketing. In cases where the two previous approaches are shown to be inefficient and impractical, the company/organization will use market segmentation as more efficient approach to better meet customer needs. This approach implies finding the consumers community that has similar needs and behaviors when purchasing products. By knowing and understanding them, the company/organization can produce products that are only destined for that customer community.

Therefore, companies from a large number of market segments will choose one or a few of them and develop a mix marketing strategy for each segment separately. For example, Coca-Cola produces soft drinks intended for consumers who are diabetic. Markets where consumers have different needs are named different markets. For example, the clock market is largely a volatile market. The Timex Company offers consumers modern, practical and inexpensive clocks/watches, while Rolex offers them designed and exclusive watches.

The only way to satisfy all customer needs in different markets is to offer products manufactured according to customer orders. Such a situation may arise in the business market, where, for example, a machine required for work on the ward/work division is produced according to the precise order received from its ordering party. These cases are of course rare. In most of markets, customers are classified into groups that have similar needs,

desires and requirements for the particular product. Therefore, market segmentation is a process through which market customers are classified into smaller, comparable and similar segments. During this process, the company attempts to create a balance between the size and the similarity of segments in order to combine the mix marketing tools more effectively.

SOFT DRINKS MARKET

Soft drink is a drink that typically contains sparkling (carbonated) water, sweeteners and natural or artificial flavoring. Sweeteners can be sugar, high fructose cereal syrup, fruit juice, sugar substitutes (in case of dietary drinks) or a combination of them. Soft drinks can contain caffeine, colors, preservers and other ingredients. Soft drinks, each from a class of non-alcoholic beverages, usually but not necessarily carbonated, normally contain natural or artificial sweetening agents, nutrient acids, natural or artificial flavors and sometimes fruit juice. Natural aroma is derived from fruits, nuts, berries, herbs and other plant sources. Coffee, tea, milk, unroasted (undiluted) fruit and vegetable juice are not considered soft drinks.

The term 'refreshing drink' is created to distinguish aromatized/flavored drinks from strong alcoholic beverages and spirits. The refreshment/soft drinks industry currently consists of two major production systems, which together bring soft drinks to the market. These two systems fall in different categories: (1) Production of Flavored syrups and concentrates and (2) Refreshment / Soft drinks production.

The supply chain is largely dependent on syrup producers as a leader for many operations. Most of soft drinks follow this cycle by moving from the syrup producer, fillers, distributors, traders and the final consumer. The industry as a whole is facing changes as a result of the economic downturn and changes in consuming issues due to increased health awareness. Marketing is an important component of the industrial chain, which is used to generate demand and build customer loyalty. Marketing has experienced a number of changes over the past five years due to the effort to reduce advertising to children, to introduce new types of media and to refresh marketing messages for consumers who are looking for healthier alternatives.

OBJECTIVES OF THE STUDY

The main purpose of the study is to highlight the demographic features of soft drinks consumers and identify consumer profiles based on demographic and consumer features.

The main objectives (targets) of the study are :
1.Identifying soft drink consumer profiles in the City of Prishtina.
2.Examining factors that influence the choise (selection).
3.To find out how many market segments are there.
4. Identify which are the segment profiles.

3.1 Research questions
Research question 1: What are the refreshment/soft drinks consumer profiles in the city of Prishtina?
Research question 2: What are the influencing factors in the selection of refreshment soft/ drinks?
Research question 3: How many market segments are there and what are their profiles?

RESEARCH SAMPLE

Fowler (1993) noted that the decision on the sample size should be taken on a case by case basis, linking the various goals of the researcher and the perspective of the study purpose and design of the study. Fisher stated that the size of the sample needed depends on the part of the size of the error limit you are willing to accept and from the size of the population from which you will get the sample.(Fisher, 2004,p.159).

According to the Kosovo Agency of Statistics, the city of Pristina has a permanent population (resident population) of about 210 thousand people, but the real number is bigger, because some of the residents are registered in other towns, although they spend most of the days during the week in Prishtina. According to estimates, the real number of those who visit Prishtina during the day ranges from 350 thousand to 400 thousand people.

For this study randomly selected sample of 300 responders-soft drinks consumers has been used. We estimate that a sample of 300 respondents will achieve the intended purpose and provide a representative sample.

DATA COLLECTING

After the research plan compilation, the researcher must start data collecting. This stage of the research process is the most expensive and with greater chances to make mistakes. According to Lekwall and Wahbin (1993) there are two types of data that support the research. First, the primary data that is collected for a specific research. Second, the secondary data collected in another context that can be used for the thesis (disertation) purpose.

The primary data on this topic were provided through a survey of different respondents in the city of Prishtina. We surveyed a total of 300 respondents, through a self-managed questionnaire, where the data gained from these surveys are used as primary data and represent the essence of the research. Four-page questionnaire includes 25 questions and is printed on four pages. The questionnaire starts with 14 questions regarding soft drink consumption issues, followed by two sets of questions about the choice influencing factors, a set of questions regarding factors of soft drink need and nine questions about personal or demographic features/characteristics.

FINDINGS

RESEARCH QUESTION 1: WHAT ARE THE SOFT DRINKS CONSUMERS PROFILES IN THE CITY OF PRISHTINA?

Table number 2 shows demographic features of study respondents. From the table we see that 51.67% are males and 48.33% are females. The age group of respondents in this study is 37.00% for the "18-25" group, for the group "26-35" is 22.67%, for the group "36-45" is 26.00%, for the group "46-55" is 7.33% and for the "56+" group is 7.00%.

Of the surveyed respondents 58.67% are married and 41.33% are single. Most of them are with higher education 71.33% ; while 28.67% are with high school. 59.33% are employed and 40.67% are unemployed. 43.67% live in the family of up to 4 members , while 56.33% live in the family of 5 to 8 members.

Household incomes by groups are: 8.67% are in the group from € 100 to € 300 income; 46.00% are in the group from € 301 to € 600 ; 38.67% from € 601 to € 1000 and 6.66% in the group from € 1000+ .

Table. 4.1   Demographic Features

	Number	Percentage
Gender		
1.Males	155	51.67
2.Females	145	48.33
Total	300	100.00
Age		
1. 18 to 25	111	37.00
2. 26 to 35	68	22.67
3. 36 to 45	78	26.00
4. 46 to 55	22	7.33
5.56+	21	7.00
Total	300	100.00
Marital Status		
1.Married	176	58.67
2.Single	124	41.33
Total	300	100.00
Education		
1.High School	86	28.67
2.University	214	71.33
Total	300	100.00
Employment		
1. Employed	178	59.33
2. Unemployed	122	40.67
Total	300	100.00
Number of family members		
1. 1 to 4	131	43.67
2. 5 to 8	169	56.33
Total	300	100.00
Family income		
1. 100€ to 300€	26	8.67
2. 301€ to 600€	138	46.00
3. 601€ to 1000€	116	38.67
4. 1000€+	20	6.66
Total	300	100.00

Regarding the choice influencing factors, taste is the main factor in the compliance rate of 85.33%. From the table we see that the main choice influencing factor is taste. The taste factor is followed by the price and brand name. Packing has the lowest level of reconciliation, which means it has low impact/influence on choice.

Table 4.2 Choice influencing factors

Choice influencing factors	I do not agree at all		I do not agree 2		Neutral 3		Agree 4		Completely agree 5	
	Nr.	%	Nr.	%	Nr.	%	Nr.	%	Nr.	%
Brand name	44	14.67	17	5.66	56	18.67	44	14.67	139	46.33
Packing	52	17.33	54	18.00	113	37.67	48	16.00	33	11.00
Taste	18	6.00	9	3.00	17	5.67	42	14.00	214	71.33
Formula	23	7.67	49	16.33	73	24.33	49	16.33	106	35.34
Price	4	1.33	38	12.67	69	23.00	100	33.33	89	29.67
Promotion	44	14.67	63	21.00	97	32.33	52	17.33	44	14.67

Concerning the consumption of soft drinks the consumption of carbonated drinks (soda) and energy drinks dominates with 53.33%; where 67.33% consume more than once a day;

responders consume more regular drinks (than diet drinks) with 70.67%; the preferred packaging is glass with 55.67% ; home and cafeteria is the most preferred place for consuming soft drinks with 57.33% ; during daily meals 69.67% consume soft drinks; daytime is the time when they consume more than 68.63%, while mostly consumed is in spring and summer season with 72.66%.

The media channels from which they mostly receive the advertising appear as in the table below.

Table 4.3 Media chanels where you receive advertisings

	Frequency	Percentage
Internet	24	8.00
Do not know	30	10.00
Posters	9	3.00
Radio	17	5.67
TV	90	30.00
Tv\Internet	43	14.33
Tv\Internet\Billboards	6	2.00
Tv\Radio\Internet	18	6.00
Tv\Newspaper	26	8.67
TV\Internet\Newspaper	28	9.33
Tv\Radio\Internet	3	1.00
TV\Radio\Newspaper	16	5.33
Total	300	100

Concerning the factors of the need for soft drink consumption, from the table we see that the first statement : 'soft drinks give me a pleasure during the day' majority agrees with 68%. The statement: ' I like to consume colored soft drinks' has had the lowest degree of compliance.

Below through this table we present ranking for each statement:

Table 4.4 Factors of the need for soft drinks and ranking

Factors of the consumer need for soft drinks	I do not agree at all		I do not agree		Neutral		Agree		Completely agree	
	1		2		3		4		5	
	No:	%	No:	%	No:	%	No:	%	No:	%
Soft drinks give me pleasure during the day	18	6.00	6	2.00	72	24.00	110	36.67	94	31.33
I Like diet soft drinks	30	10.0	72	24.00	82	27.33	32	10.67	84	28.00
Soft drinks are harmful to health	27	9.0	46	15.33	114	38.00	84	28.00	29	9.67
I consume more soft drinks than water	62	20.67	125	41.66	72	24.00	33	11.00	8	2.67
I am addicted to soft drinks consumption	92	30.67	117	39.00	58	19.33	24	8.00	9	3.0
I like consuming colored soft drinks	72	24.00	109	36.33	62	20.67	43	14.33	14	4.67
Soft drinks offer thirst quenching	18	6.00	97	32.33	72	24.00	69	23.00	44	14.67
Soft drinks have affordable prices	6	2.00	69	23.00	80	26.67	99	33.00	46	15.33
Soft drinks offer Comfortable Consumption	24	8.0	32	10.67	181	60.33	48	16.00	15	5.00
Soft drinks offer good status and image in public	32	10.67	47	15.66	122	40.67	62	20.67	37	12.33
Soft drinks provide the customer with self-actualization / and become sociable	57	19.00	46	15.34	88	29.33	69	23.00	40	13.33

RESEARCH QUESTION 2: WHICH ARE THE FACTORS FROM FACTOR ANALYSIS INFLUENCING THE SELECTION/CHOICE?

Factor analysis has been applied in this study, to reduce (decrease) the number of variables, in order to make the study easier to interpret. There is a set of questions in the study instrument that include 28 issues related to the consumption of soft drinks. Kaiser-Meyer-Olkin measuring unit of Sampling Adequacy -which provides the measuring unit in the quantification of the inter-correlation degree between variables and the factor analysis adequacy- is 0.865, exceeding the recommended value of 0.6 (Coakes & Steed,1999; Kaiser. 1970, 1974). Bartlet's spheroid test has reached statistical significance (p = 0.000), supporting the adequacy of the correlation matrix for factorial analysis.

Tabela 4.5 Kaiser-Meyer-Olkin measure of Sampling Adequacy

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.865
Bartlett's Test of Sphericity	Approx. Chi-Square	6730.918
	df	1040
	Sig.	0.000

Twenty-eight issues from the "consumer" section have been subject to factorial analysis in order to reduce the number of variables in a smaller set of fundamental factors. Before applying the PCA (Principal Components Analysis) the adaptability of data for factorial analysis has been evaluated or revised. Any matter in the correlation matrix that had a coefficient of less than 0.36 with any other issue was removed. Also, the communality table has been examined and any issue with less than 0.50 has also been removed as a low value of communalities as they show that the variables have no relation to other variables in the community (Field, 2005; Tabachnick & Fidell, 2000). Factorial analysis was performed using the Principal Components Analysis-PCA with orthogonal rotation (varimax). The orthogonal rotation is selected because the resulting factors will be used in the subsequent statistical analysis and this approach minimizes collinearity (Hair, Anderson, Totham & Black, 1998). Two sources of information have been examined in order to determine the number of factors to be solved: Eigenvalue and Screeplot of Eigenvalue. Only factors with an Eigenvalue of 1 or more are taken into consideration and Screeplot diagram is checked for information about number of factors. The final solution resulted in ten common factors, which significantly reduce the original number of variables inserted into the analysis and explain a total of 77.177 percent of the variance, as shown in Table No.4.6:

Table 4.6.Factor analysis results

Consumption issues	Load	Eigenvalue	Explained Variance	Mean	Reliability coefficient
I.Factor of preference		3.750	13.395	3.694	0.769
- Which SD you consume more often	0.701				
- Which soft drinks you prefer	0.827				
II. Quantity factor		3.265	11.659	3.454	0.758
- Preferred quantity	0.843				
- How often do you consume SD	0.776				
- I consume SD more than water	0.815				
III.The way of consumption Factor		2.663	9.511	3.347	0.747
- You consume SD mostly	0.820				
- Place where you consume it most often	0.800				
-Do you consume during daily rations	0.724				
IV.Time Factor		2.315	8.268	3.134	0.7311
-Time when you drink the most	0.685				
-Season when you drink the most	0.668				
V. Promotional Factor		2.031	7.253	3.111	0.7285
-Promotion	0.826				
-Media channels	0.771				
VI.Factors influencing the choice		1.908	6.813	3.099	0.7215
-Brand	0.768				
-Formula	0.741				
-Packing	0.817				
-Price	0.861				
- SD have affordable prices	0.817				
VII. Taste Factor		1.668	5.957	3.075	0.7171
- Taste	0.719				
-SD give me satisfaction during the day	0.854				
-SD offer thirst quenching	0.696				

-I like colored SD	0.806				
VIII.Health Factor		1.522	5.435	3.030	0.7100
- SD are harmful to health	0.678				
- I like diet SD	0.721				
IX. Addiction factor		1.323	4.726	3.020	0.7089
-I consume SD more than water	0.815				
-I am addicted to SD consumption	0.831				
X. Image Factor		1.165	4.162	3.0015	0.7023
-SD offer self-actualization	0.847				
-SD offer high image	0.802				
-SD provide cozy consumption	0.784				

The ten factors are named as : the "preference factor", "quantity factor", " factor of way of consuming ", "time factor," "promotional factor," " choice influencing factor," "taste factor," " health factor, "" addiction factor, "and" image factor ".

RESEARCH QUESTION 3: HOW MANY MARKET SEGMENTS ARE THERE AND WHAT ARE THEIR PROFILES?

In our cluster analysis, the objective is to segment consumers of soft drinks based on the answers provided by the questionnaire used, and to explore the features of the respondent group, which is the first step in the marketing procedure that gathers potential customers in the specific branded markets with common features.

K-means cluster analysis is used to identify relatively homogeneous groups of cases based on the features selected for this study.The procedure of K-means cluster analysis requires that the number of clusters should be specified to proceed with the analysis. Individuals surveyed using the K-Means method were divided into three segments/ clusters. In the first segment 99 individuals take part, in the second 85 and in the third 116 individuals. Comparison of the averages between the segment rating evaluation over 6 factors, the results of which are summarized in the Table 4.18, show that all factors have a statistically significant contribution in dividing into clusters, so the importance given to these factors in different segments is different. In the ANOVA table we present all the issues used during the cluster analysis.

Table 4.7   ANOVA for three selected clusters

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
Factor 1: Preference	71.343	3	0.645	296	110.656	0.000
Factor 2: Amount/Quantity	39.284	3	0.807	296	48.7	0.000
Factor 3 : Way of consumption	21.803	3	0.895	296	24.363	0.000
Factor 4 : Time	28.844	3	0.859	296	33.564	0.000
Factor 5: Promotion	40.015	3	0.803	296	49.834	0.000
Factor 6: Choice Factor	55.236	3	0.934	296	59.122	0.000
Factor 7: Taste and Satisfaction	57.857	3	3.443	296	16804	0.000
Factor 8: Health	22.848	3	1.917	296	11.918	0.000
Factor 9: Addiction Factor	11.402	3	1.001	296	11.388	0.000
Factor 10:Image Factor	73.585	2	0.633	396	116.174	0.000

The first cluster gives the health factor more importance than other clusters; therefore it is labeled "sensitive to health cluster ". It is the second in size cluster with 33% of the study sample. Men represent 52.53% of the cluster, employed 74.75%, married 90.91%, the majority of respondents are over 36 years or 76.77% (over 56 years are 21.21%). This is the

cluster of the oldest ages. Regarding the age and health sensitivity it is derived that they consume more fruit juice or 66.67%.

The second cluster is the smallest and includes 28.33% of the study sample. The factor that is given the greatest significance is factor of "taste and pleasure", therefore it is called 'the cluster of the admirers of pleasure and taste'. Women consist 48.24% of this cluster, single are 87.06%, jobless are 76.47%. The age of respondents is very young where 76.74% are from 18 to 25 years of age. The income of this group is smaller where 74.12% have an income below 600 euros. Most respondents of this cluster consume carbonated drinks with a total of 51.76%.

Third cluster is the largest and comprises 38.67% of the sample. The most important factor is that of preferences for carbonated drinks; therefore it is also called "the cluster of admirers of carbonated beverages". Women in this group comprise 49.14%, married 64.66%, and employed 72.41%. The respondent's age is average where 62.93% are of ages between 26 and 46 years. This group's income is higher, with 48.28% having income over 600 euros. This group consumes carbonated and energy drinks with a total of 65.22%.

CONCLUSION

The purpose of this study was focused on features and segmentation of soft drinks consumers in the city of Prishtina. The factor analysis detected ten factors. After examining these factors through cluster analysis it has been found that the most important influencing factors are: "Preference factor", "taste and satisfaction factor " and "health factor".

The findings in this study have produced three market segments. These segments were named: "health sensitive cluster"; ""The cluster of admirers of taste and satisfaction/pleasure" and "the cluster of carbonated drinks admirers".

By grouping soft drinks consumers based on three segments, we have answered to our main objective, which was the segmentation of soft drink consumers based on demographic and consuming features.

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