



A Study on Consumer Buying Behaviour and Satisfaction of Bovonto at Madurai

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Abstract

This study investigates customer satisfaction and consumer buying behavior towards Bovonto, a regional grape-flavored soft drink, in the Madurai North West region. Facing intense competition from national and international brands, understanding local consumer perceptions is crucial for Bovonto's survival and growth. Using a descriptive research design and convenience sampling, primary data was collected from 100 respondents via a structured questionnaire. The analysis employed descriptive statistics, chi-square tests, correlation, and t-tests. Key findings reveal that taste and price are primary purchase drivers, with overall satisfaction being high. However, concerns regarding pricing, health effects (especially increased sugar levels), and a desire for promotional offers were identified. The study concludes that while Bovonto enjoys strong brand loyalty and availability, strategic improvements in pricing, health-oriented positioning, and promotional activities are recommended to sustain its market position.

Keywords

Customer Satisfaction, Consumer Buying Behavior, Bovonto, Soft Drink Industry, Brand Loyalty, Madurai, Price Sensitivity, Expectancy-Disconfirmation Theory.

1. Introduction

The soft drink industry in India is highly competitive, with multinational brands dominating urban markets while regional players like Bovonto hold significant share due to local taste preferences, affordability, and cultural attachment. Bovonto, a well-known South Indian grape-flavored soft drink, has built a loyal customer base, especially in Tamil Nadu. In cities like Madurai, local brands compete on taste, price, availability, and emotional connection. This study focuses on the Madurai North West region to analyze customer satisfaction, buying behavior, and the factors influencing consumer preference for Bovonto amidst increasing competition and shifting lifestyle trends.



2. Statement of the Problem

Despite Bovonto's popularity in Tamil Nadu, the brand faces increasing competition from national and international soft drink companies. Changing consumer preferences, lifestyle shifts, and the availability of alternative beverages (like juices and health drinks) have impacted buying behavior. The core problem is understanding whether Bovonto continues to meet customer expectations in the Madurai North West region. There is a need to assess customer satisfaction levels, identify influencing factors, and analyze the brand's ability to sustain its market position.

3. Need for the Study

This study is important to evaluate how consumers perceive Bovonto in terms of taste, price, availability, and overall satisfaction. Understanding consumer buying behavior helps the company identify gaps between expectations and actual experience. The findings will help in improving product quality and service, enhancing marketing strategies, strengthening customer loyalty, and competing effectively with other brands. Since Madurai is a key market for Bovonto, analyzing this region provides valuable insights.

4. Objectives of the Study

1. **To study consumer buying behavior towards Bovonto in Madurai**, focusing on purchase frequency, influencing factors (price, taste, brand image), and consumption patterns.
2. **To compare consumer satisfaction levels of Bovonto** with other soft drink brands based on quality, taste, price, and availability.
3. **To identify factors influencing consumer preference for Bovonto**, such as flavor uniqueness, affordability, brand loyalty, and regional preference.

5. Scope of the Study

The study is limited to the Madurai North West region and focuses only on Bovonto consumers. It examines customer satisfaction, buying behavior, and preference factors within this geographical area. The scope includes analysis of consumer opinions, identification of key satisfaction drivers, comparison with competing brands, and providing suggestions for improving customer satisfaction.

6. Research Methodology

1. **Type of Data:** Primary data was collected directly from respondents using a structured questionnaire.
2. **Sampling Design:** Convenience sampling was used. The population consisted of Bovonto consumers in Madurai (North West region), with a sample size of 100 respondents.
3. **Data Collection Tools:** A structured questionnaire with closed-ended (Likert scale, multiple choice) and a few open-ended questions was distributed via online platforms (Google Forms).
4. **Statistical Analysis Techniques:** Data was analyzed using descriptive statistics (percentage analysis, mean, standard deviation, frequency distribution) and inferential statistics (Chi-square test, Correlation analysis, T-test) using SPSS and MS Excel.



7. Implications

5. **For the Company (Bovonto):** The study highlights the need to address price sensitivity and health concerns. Introducing low-sugar variants, value packs, and targeted promotional offers can enhance satisfaction. Strengthening the brand's emotional and cultural connection can further solidify loyalty.
6. **For Marketers:** Results show that advertising has less influence compared to price and taste. Marketing strategies should therefore focus on value-for-money messaging and point-of-purchase promotions rather than purely image-based advertising.
7. **For Academia:** The research provides a region-specific application of the Expectancy-Disconfirmation Theory and Brand Loyalty Theory within the context of a regional beverage brand, filling a gap left by studies focused on multinational corporations.

8. Recommendations & Suggestions

9. Based on the findings, the following recommendations are made:

10. **Pricing Strategy:** Introduce competitive pricing, combo packs, or value-based offers to address the "high price" concern.
11. **Promotional Offers:** Implement regular discounts, festival offers, and bundle deals, as most respondents prefer offers.
12. **Health-Oriented Positioning:** Promote moderate consumption, introduce low-sugar or healthier variants, and clearly communicate product ingredients.
13. **Product Innovation:** Introduce new flavour variants alongside the original to attract a wider audience without affecting brand loyalty.
14. **Enhance Quality Perception:** Improve packaging, consistency, and quality assurance.
15. **Strengthen Advertising:** Improve creativity and target younger audiences to enhance brand visibility.
16. **Expand Distribution:** Ensure consistent supply in all areas, especially where availability is moderate or low.

9. Findings

1. **Demographics:** Majority of respondents are male (84%), below 18 years (51%), and students (65%) with a monthly income below ₹10,000 (55%).
2. **Buying Behavior:** Primary purchase driver is "price & quantity" (61%), and Bovonto is mostly consumed when "feeling thirsty" (56%).
3. **Satisfaction:** 51% are "highly satisfied," and 62% rate the taste as "very good." Bovonto is perceived as easily available (63%).
4. **Health Perception:** 54% believe Bovonto can cause health problems (mainly increased sugar level), and 55% have experienced some health issue.
5. **Brand & Promotion:** Brand image strongly influences 46% of consumers. Promotional activities are seen as "very effective" by 54%. Most respondents want offers (76%) and would recommend Bovonto to others (69%).
6. **Disadvantages:** "High price" (53.1%) is the major disadvantage, followed by "low quality" (26%).
7. **Statistical Tests:** Chi-square test showed a significant association between age and consumption frequency ($p=0.002$). T-test revealed no significant difference in satisfaction between genders ($p=0.315$).



10. Conclusion

The study on customer satisfaction towards Bovonto reveals a mixed yet largely positive consumer perception. The brand enjoys strong acceptance in terms of taste, availability, and overall satisfaction, while concerns such as price, health perception, and limited promotional engagement exist. Bovonto has successfully established itself as a familiar, regularly consumed beverage for everyday thirst-quenching, driven primarily by affordability and taste. However, to sustain its market position against national competitors and shifting consumer preferences towards health, the company must address pricing concerns, innovate with healthier options, and leverage promotional strategies effectively.

11. References

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