

## Report on Sales and Sales Promotion of Qarshi Soft Drink (Applesshh and Lemonsshh)

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### Abstract

We have done a research on "SALES DECLINE OF QARSHI SOFT DRINKS". First of all we visited Qarshi Industries (Pvt.) Ltd Karachi Sales Office to get the basic information about Qarshi Industries along with the information about their soft drinks. It has helped us very much. After gathering information we made our questionnaire for primary research because no research had been done by anybody as we were the first to the research on Qarshi Soft Drinks. We had done convenience research in which we had included our university students, different college students and general public. As people were not aware of this product so we had also done sampling so as to make people aware. We analyzed the data that had been collected during our primary research. Then we converted our data to excel sheet in which coding was done first to make our thesis to be analyzed easily. After coding we made frequencies to make our work easier. Then frequencies were converted into percentages for graphical representation.

After that we calculated the mean and standard deviation in order to check the variation in our data. Also we used the calculated mean and standard deviation in Z-test for the acceptance or rejection of our hypothesis. Last of all we had concluded our whole research by giving some recommendations to Qarshi Industries in order to increase the sales of their soft drinks.

**Keywords:** Soft drinks; Qarshi; Marketer; Promotions

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### Introduction

I undertook my project in Qarshi Pvt. Ltd. It is one of the largest herbal based products company in Pakistan. It is worthwhile to mention that with a range of over 200 products, following operational divisions are successfully marketing various Qarshi quality products. Natural Medicine Division, Consumer Product Division, Distribution Division, International Marketing Division, Farm Products Division, Springley Division, Institutional Sale Division, Qarshi Health Shops.

**Vision:** Leadership in our field

**Objectives:** To develop natural material based innovative products

This all are the company profile after visiting we identify the problem that Qarshi soft drink is a failure product in Qarshi pvt ltd so that's why we decided we conduct research on sales and sales promotion of soft drink of Qarshi. In this research we will identify the factor which affected on sales of Qarshi soft drinks.

In this report we will identify the major factor that why sales decline? Why demand of soft drink is low? Because Consumers are notorious for their fickle tastes, and the changing winds of consumer taste also impact demand for soft drinks. As consumers become more conscious, they give up taste able soft drinks in favor of more healthful choices. Fruit-based juices, energy drinks and other performance boosters are gaining consumer favor over soft drinks. Hats why we conduct this research we also identify that the what advertising method they use which effect on sales. Which factor effect much and why consumer doesn't prefer Qarshi soft drink then other soft drink? For this purpose we know the primary reason for communication and implementation of the sales promotion is to identify some specific marketing need that then can be met with the soft drink and the proper promotional activity. The quality of the product is critical, Qarshi soft drink development of the best product on the market will necessarily correlate with the most sales. At the same time, Qarshi soft drink began to decline, a problem that was attributed to a weak promotional campaign. Subsequently Market surveys and the

saw of market size and value are important to find out whether the demand for a product really exists or not if not so why what is the reason? In this research we also find out that why consumer don't aware of this product. Is there any mislead of advertising campaign? And how we can give the awareness of the Qarshi soft drink? Because Competitors are very important to the success or failure of a new product and the entrepreneur should recognize that there are different types of competitor. In this research that we identify why consumer switch other product? Consumers are quick to switch brands because soft drinks are classified as low-involvement product types. Hence, Qarshi should increase their advertising and marketing efforts to encourage existing consumers to choose their products while attracting new consumers in the forecast period. Furthermore, some types, Unique and attention-catching advertising campaigns and better distribution reach are essential for manufacturers seeking to stand out and gain profit to secure their competitive position and also we identify the age group who like or doesn't like this soft drink and see that consumer preference [1].

## Background of Qarshi, Nature of Business

There are three major areas in QARSHI, Research & Development, Commercial, and Welfare. R&D includes Qarshi Dawakhana (1968) and Qarshi Research Int (2003). On the other hand. Commercial section includes Qarshi Industries (manufacturing and selling of natural products) & Qarshi International (for international business). Last but not the least welfare includes Qarshi Foundation (Health, education, conservation & employment) & Qarshi Knowledge City (education-research and commercial-NPO).

## Rationale of Study

The main reason of selecting the topic "DECLINING SALES OF QARSHI SOFT DRINKS" is that to find out why their product is not capturing its market share. As QARSHI is a well reputed company mainly deals in herbal products. Some of the reasons that are to be focused during the research are:

They deal in herbal products and if we consider their soft drinks i.e., ApplessHH (Made from real apple juice, Enriched with Vitamin C), LemonssHH (Made from real lemon juice, Enriched with Vitamin C), ElaichissHH (Made from real extracts of Elaichi, Highly refreshing), these products of entirely different nature. There is another product named BIG APPLE has already made its market so it is very difficult for APPLESSHHH to adjust in the market. On the other hand ELAICHSSHHH is a new product; people find it difficult to experiment.

Another thing that is to be considered is that is the problem arise due to the usage of weak marketing techniques.

Is the marketing is not up to the mark? People don't find it attractive?

Now keeping in mind all the above points we will make the questionnaires and then we will make certain samples, then

we will make hypothesis bases on these points that are being mentioned by us. Sampling will be done. Then we will come to know about the main reason behind the declining sales of QARSHI SOFT DRINKS.

## Scope of research

Our research topic is sales and sales promotion of soft drinks (ApplessHH, LemonssHH and ElaichissHH) in Qarshi Pvt. Industry; Scope of this project report is very broad in term of other who will be taken in future research. In this research we can identify that what is the reason behind sales decline, and what is the factor affecting on sales, why people not buy the product, consumer behaviors, so many factor involves in this research. The reason of declining sales: low production because of Qarshi emphasis on its herbal drink (Jam-e-shirin), not easily available in market, no advertising somehow they are not interested in this product.

It may be very helpful and useful in future because information will be available about Qarshi soft drinks. When we start our research we didn't find any research conducting before about the product of Qarshi soft drinks. The research report compiled from various sources (data collecting through questionnaire, interviewing Qarshi marketing and channel manager, and retailer) but the scope statement is where in needs to be documented all together. We can gather information by currently basis, future demand and purchasing power of the consumers of soft drinks. Our scope will be clear, clarity in writing, readability, and quality of the research report. Research report is a timely and costly process so its provide benefits for future students, researchers and managers.

## Research Aim and Objectives

### Aim

- To know the factor affecting sales and sales promotion of soft drinks in Qarshi Pvt. Industries.
- To analyze the consumer behaviors about the Qarshi Pvt. Industries soft drinks.
- Objectives:
  - The main objectives are to find out the reasons behind variation of sales and sales decline.
  - To determine the level of preference of the customer behind sales decline.
  - To determine the level of effect of culture on consumption, why many consumers are not consume of the soft drinks in Qarshi Pvt. Industries.
  - To determined the level of people satisfaction about the soft drinks of Qarshi Pvt. Industries.
  - To determine the level that customer is interested in soft drink of Qarshi or not.
  - To determine the level of buying behavior of the customers.
  - To determine the level of sale decline is not because of the proper marketing.

- To know that the consumer not like the taste of soft drink of Qarshi or they like another drinks.
- We want to achieve our objectives in specific time period. We can collect the data by filling the questionnaire (open ended and close ended) and interview conduct by the marketing and channel manager of Qarshi Pvt. Industries.
- Research questions (based on objectives):
- What is the problem of declining sales of soft drinks of Qarshi?
- Who are the key competitors of the Qarshi?

## Hypothesis

H1: Level of awareness directly affected on sales decline of Qarshi soft drinks.

H2: Taste has a direct impact on sales variation.

H3: Lack of preferences is also affected on sales decline.

H4: How many products does Qarshi have?

H5: By soft drink we gain weight and it strongly affect the teeth.

H6: Lack of exercise increase the level of sugar in users.

H7: Lack of awareness of Qarshi unique juices available in the market

## Literature Review

The Qarshi business (Pvt.) Ltd. is one of the biggest common home grown based item organization in Pakistan. Mankind today confronts gigantic difficulties. With immense financial extension on an overall scale, the soundness of our buyers are put in higher destinations. Qarshi Industries, a heading maker of Natural Products, has been pushing solid living in excess of seven decades. The age-old Oriental and Greek natural arrangements are mixed with the most recent in Science and Technology at Qarshi Industries to give sheltered and viable items to the greater part of our clients [2].

Qarshi is the main association in SAARC, Middle East and Africa having 7 International/ National Certifications and Accreditations ISO 9001, ISO 14001, HACCP, ISO 17025 (Norway and PNAC) and Organic Certification Shifa-ul-Mulk, Hakim Muhammad Hassan Qarshi began Matab Qarshi (center) 75 years prior at the command of the extraordinary writer Allama Muhammad Iqbal. In 1968 his most youthful child Mr. Iqbal Ahmad Qarshi began Qarshi Dawakhana (Cottage Industry), which has now advanced into Qarshi Organization comprising of taking after elements: It is worthwhile to mention that with a range of over 200 products, following operational divisions are successfully marketing various Qarshi quality products. Natural Medicine Division, Consumer Product Division, Distribution Division, International Marketing Division, Farm Products Division, Springley Division, Institutional Sale Division, Qarshi Health Shops. Qarshi Industries (Pvt.) Ltd. is one of the biggest characteristic items organization in Pakistan. From a humble Dawakhana, Qarshi Industries (Pvt.) Ltd. has developed as current, effective and dynamic organization fabricating & advertising heading

brands like Jam-e-Shirin, Johar Joshanda and Springley (Natural Mineral Water) separated from more than 200 natural items.

“Applessshh and Lemonssshh” the soft drink product launched by Qarshi industries pvt. Ltd. Qarshi has good image in the mind of the customers due to its herbal products and having international health standard. We tried to analyze that what are the reasons due to which the consumers not prefer Qarshi soft drinks. The objective of this study is to examine the effect of sales promotion and sales decline of the Qarshi soft drinks.

Scientists discovered carbon dioxide behind the bubble in natural mineral water. The first marketed soft drinks appeared in the 17<sup>th</sup> century. They were made from water and lemon juice sweetened with honey. Consumers regularly purchase multiple products from the same category. We find evidence of such purchase behavior for carbonated soft drinks (CSDs) of Qarshi. Temporary price reductions (sales) are common for many goods and naturally result in a large increase in the quantity sold. We explore whether the data support the hypothesis that these increases are, at least partly, due to demand anticipation: at low prices, consumers store for future consumption. There are several reasons to study and quantify consumers' inventory behavior. Soft drink consumption has become a highly visible and controversial public health and public policy issue.

Different advertisers have discovered that certain attributes of their target market (e.g., little yet topographically scattered) or qualities of their item (e.g., exceptionally intricate) make publicizing a less appealing choice. For these advertisers better comes about may be acquired utilizing other special methodologies and may prompt regulating all their limited time using to non-promoting advancements. Sales promotion is a major force in marketing today. Coupons, rebates, free sample, point of purchase techniques are some of the promotional strategies being employed today. An analysis of the sales promotion on sale volume would help marketers to increase their product sales.

Qarshi industries promote their goods services to the market using a verity of promotional strategies. Promotion is used to communicate and persuade potential customers to the advantages of the offer. Household data contain more information than the stores have, and data is the more useful analysis of sales promotions. The big advantages of household are that it represents the actual behaviour of the consumers. It offers the opportunity to the sales promotions to observe the reaction, choice and behaviour of the consumers. With household data for example:

- Sources of promotional volume
- Heterogeneity in promotion response
- Brand loyalty
- The segment in market by demographic characteristics.

Our object is to help the researchers to make aware them about the household sales promotions; in most promotional researches we don't take promotions. Sales promotions are marketing events whose purpose is to have an impact on the behaviour of the

consumers. These are three main types of sales and promotions:

- Consumer promotions
- Retailer promotions
- Trade promotions.

Consumer promotions are those promotions which are offered by the retailer to the consumers, such as coupons rebates and price discounts to increase sales promotions, it can arranged by the sales promotions both in practice and academic things. To make the offers increase in the use and variety of sales promotions, much of the research of the consumers response to promote techniques and examine the promotions. Many researchers are used to think that price promotion causes short terms increases in sales.

We have formulated one central research questions, that is under which conditions and in what way do sales promotions influence household purchase behaviour? We have research sales promotions on the purchase behaviour at the individual house hold level. There are four dimensions that define the relation between sales promotion and observed promotion response behaviour and the conditions that are necessary for promotion response behaviour. These dimensions are:

- Sales promotion reaction mechanism
- Promotion type
- Product category, and
- Household characteristics.

How do people make decision and choices? How can sales promotions influence the decision and choices of consumers? Marketing start with the process of caring of consumer behaviour which is defined by Blackwell and Lattin [2-6] 2001 those individuals directly involves in obtaining, using and disposing economic goods and services.

It is very difficult to identify the causes of consumer behaviour. People purchase things for many reasons. They seldom are aware of all their feeling and thought processes concerning to purchases and many external forces, such as economic and social conditions, and they behave in a particular way about their behaviour. Scholars in marketing have done researches to make the fundamentals [3].

Economists were the first who gave a formal theory of consumer behaviour and their theory was so called vision of economist which basically builds:

- Consumers are rational in their behaviour
- They attempt to maximize their satisfaction in exchanges using their limited resources.
- They have complete information on alternatives to them in exchanges.

The economic model hypothesizes that quantity purchased will be a function of income, prices and tastes. It is assumed that the consumer attempts to maximize his or her utility, subject

to budget constraints. They focused on the categories of products commodities and the price and income elasticity's. The economic model has many attractive features. It has proven an important descriptive tool. The economic models provides the mathematic rigorous, yet simple and typical. It is over simplified; it fails to consider many real psychological, social and cultural determinants of this quantity bought. Secondly, it provides only the guidelines to the managers. For example: Marketers know that, in addition to income and prices, advertising, promotion, product characteristics and distribution policies influence consumption, but economic model provides little guideline in this regard. Third the economic model ignoring the mental decision and provide the function.

Sales promotions are a complex interaction of management decisions and consumers behaviour. If the managers assume interaction they must keep the consumers behaviour to understand that why consumer respond. The field of consumer behaviour provides a vast collection of concept and theories that shed light on these questions. In this section we have selected most applicable topics. We discuss relevant topics for these theories for the field of sales promotions.

The significance of the economic theory for the field of sales promotions is straight forward, temporary reduce in price is quite relax in budget constraint. Economic theory indirectly indicates that household with low storage costs and transactions costs are more inclined to purchase on promotion. Hence the economic model is quite over simplified model of consumer behaviour neglecting. For example: Consumers mental decision making, tastes etc in other types of sales promotions influence consumer decisions.

Our over view of the literature identified several articles discussing deal tendency and related topics. (WEBSTER (1965)) conduct one of the first deal tendency studies. Deal tendency described as a function of both consumers "purchasing behaviour and brand sold on deal". This study consists of two phases. The first step was the development of a measure of consumer deal tendency. The second was an attempt to connection or similarity on this measure of deal tendency with families, demographic, social-economic and purchasing characteristics. Webster develop more advance formula for calculating deal tendency, the deal tendency index reflects a family's prosperity to deal more or less than expected, but the measure has some disadvantages. Webster did not describe the different type of sales promotions, different product classes, nor did he describe the different types of sales promotion reaction mechanism. Although the measure is easily settled with the first two disadvantages, describing sales promotion reaction mechanisms is not possible using Webster's measure. However deal tendency is used as a type of outcome variable in place of a psychological input characteristic.

## Methodology

We will develop basic accomplishments for the study of effects of sales and promotions on the consumer purchase behavior. It describes the way by which a consumer is influenced by sales and promotion in their behavior of purchasing. In this regard we

will identify different variables that may influence the consumer behavior regarding sales and promotion [4].

### Perspective of analysis

Several variables are playing a prominent role in the explanation of the effect of sales and promotion on the behavior of consumers purchasing decision. Different researchers have analyzed sales and promotion in a different manner such as household variables, sales promotion reaction mechanism, promotion type, product category.

### Research methodology

We will focus to observe the fact about behavior of purchasing at a micro level that it allows us to draw a result about the effect of sales and promotion on consumers purchasing decision. Some of the questions that must be answered by the researchers are:

- Is there any influence of sales and promotions on the consumer's buying decision?
- Are there any household characteristics that may give us an idea about the difference in displaying consumer behavior?
- Is the household promotional response similar across different categories of a product?
- Are these similarities being explained in a better manner by household characteristics?
- Two way approaches is being used by us to answer these questions:
- First of all we will identify different drivers related to household promotional response.

Then investigation of sales and promotion reaction mechanism that will help to constitute household promotion response.

### Research models

**Promotion response model:** Now we will predict that whether the consumer will make proper use of promotion or not. For this purpose we may use different statistical procedures & techniques that help us to estimate dependent variable with the help of an independent variable. For example multiple regression analysis & discriminate analysis will give us a quick response [5].

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problem that Qarshi soft drink is a failure product in Qarshi pvt ltd so that's why we decided we conduct research on sales and sales promotion of soft drink of Qarshi. In this research we will identify the factor which affected on sales of Qarshi soft drinks. In this report we will identify the major factor that why sales decline? why demand of soft drink is low? Because consumers are notorious for their fickle tastes, and the changing winds of consumer taste also impact demand for soft drinks. As consumers become more conscious, they give up tasteful soft drinks in favor of more healthful choices. Fruit-based juices, energy drinks and other performance boosters are gaining consumer favor over soft drinks. That's why we conduct this research we also identify that the advertising method they use which effect on sales. Which factor effect much and why consumer don't prefer Qarshi soft drink then other soft drink. For this purpose we know the primary reason for communication and implementation of the sales promotion is to identify some specific marketing need that then can be met with the soft drink and the proper promotional activity. The quality of the product is critical, Qarshi soft drink development of the best product on the market will necessarily correlate with the most sales. At the same time, Qarshi soft drink began to decline, a problem that was attributed to a weak promotional campaign. Subsequently market surveys and the market size and value are important to find out whether the demand for a product really exists or not if not so why what is the reason? In this research we also find out that why consumer don't aware of this product. Is there any mislead of advertising campaign? And how we can give the awareness of the Qarshi soft drink? Because Competitors are very important to the success or failure of a new product and the entrepreneur should recognize that there are different types of competitor. In this research that we identify why consumer switch other product? Consumers are quick to switch brands because soft drinks are classified as low-involvement product types. Hence Qarshi should increase their advertising and marketing efforts to encourage existing consumers to choose their products while attracting new consumers in the forecast period. Furthermore, some types. Unique and attention-catching advertising campaigns and better distribution reach are essential for manufacturers seeking to stand out and gain profit to secure their competitive position and also we identify the age group who like or doesn't like this soft drink and see that consumer preference.

**Research design:** Research design in our term project consists of Qarshi soft drink. A framework of data compilation, categorization, measurement, investigation and presentation for this study. In this project we identify the variables because our term project based on exploratory research and we conduct primary research on soft drink of Qarshi. We identify the variable which consists time, age; population. We measure the relationship between the variables and hypothesis.

It's whereas we conduct the exploratory research so first we identify the major problem of sales of Qarshi soft drink. We identify that why sales decline of Qarshi soft drink? so at last we consider the following lines which effect directly on sales of Qarshi soft drink:

- Lack of awareness about Qarshi soft drink
- Name of the product (applessshh, lemonssshh)
- Availability of the soft drink
- No ATL advertisement
- And no publicity.

Secondly, we also focus some secondary data like sampling of this soft drink. So in our term project we also consider descriptive approach in which we apparent specific hypotheses and definite investigations. Hypothesis conduct on the basis of our variables [6].

Finally, primary designs of research deals with the concept of rationale. They disclose the reason and its outcome among two or more variables. In our term project we use for data collection qualitative method and we gather the data about Qarshi soft drink for this purpose we conduct interview for company's manager and visit the several areas in which Qarshi drink available or not and we consider or focus universities and colleges students and also households.

This study explores that how to promote the sales of Qarshi soft drink and make a two or more hypotheses and an existing association between different variables. More precisely a relationship need to be sales promotion and consumer preferences also create the awareness about Qarshi soft drink.

**Selection of research questions:** Before going to get information about our research topic we made a questionnaire so that it might become easy for us to gather more information related to our topic. Some of the questions were related to the historical background of Qarshi Industry then after that we asked the questions about their marketing strategies. One of the main problems we had observed was the name of Qarshi Soft Drinks i.e., Applesshhh and Lemonsshhh, we found it difficult to pronounce because the name of a particular brand should be easy to pronounce rather than the customer has a willing to buy it due to a difficult name he avoid to purchase the brand.

**Conceptual framework:** Our study focuses on the relationship between respondents' exposure to awareness of Qarshi Soft Drinks which will act as the independent variable and their attitude towards drinking these soft drinks, which will be the dependent variable. Likewise, the relationship between respondents' socio-demographic characteristics and their beliefs and attitudes towards drinking Qarshi Soft Drinks was assessed. Socio-demographic characteristics include the respondents' income level, age [7].

**Selection of appropriate research method:** We have done primary research due to the reason that we are conducting this research for the first time so we didn't find any of research articles, journals and publications related to our research but we had considered some of the articles that had helped us to shape our research accordingly.

**Research methods:** They are several important aspects to research methodology:

**Choosing the research method:** The selection of the research method is really very crucial for what conclusions we can make about the phenomenon about the research problem of soft drink. It affects what we can say about the causes of decline in sales and factors influencing this phenomenon.

**Significance test:** To test a hypothesis, quantitative research uses significance test to determine which hypothesis is right and which is not right.

But social sciences research is more dependent over significant test. If hypothesis is more likely to be correct than research is successful.

**Drawing conclusions:** Drawing a conclusion is based on several factors over which the research process is dependable, not just to get the expected result by researchers. It has to be based on the validity and reliability of the measurement, that can effect the results or outcomes of those measurements.

**Generalization:** It is to which extent the research and conclusions apply to the real world situations.

**Validity and reliability:** Validity refers to what degree the research reflects the given research problem, while reliability refers to how consistent a set of measurements.

## Sampling techniques

**Convenience sampling:** We have done convenience sampling. It has helped us out to select the sample from Mohammad Ali Jinnah University. Because as our respondents were not aware of Qarshi Soft Drinks so we had borne cost to purchase the stock of Qarshi Soft Drinks so that it will become easy for us to make aware people about these soft drinks.

We have observed our respondents on individual basis, that before tasting the Qarshi Soft Drinks what their response was what their views were about the appearance of these soft drinks; Whether they found the taste of these soft drinks according to their expectations or not. After tasting the soft drinks they had also filled our questionnaire. This activity has helped us to make people aware of this product as most of the people responded us that they don't even know the name of our product.

**Simple random sampling:** Apart from university we had also filled out our questionnaires from different school and college students as teenagers are very fond of soft drinks. We found the same result from them that they don't know this brand name and they had never heard the name before.

In university we have randomly selected the students, we wants to different areas of our university but canteen was the best one to approach the students easily, because in the canteen of our university we found it easy to approach more people in the minimum amount of time. We have also included the faculty members of the university. They also said that they don't know this product; they have heard the product name for the very first time. We have made our research more realistic by using sampling method before filling out the questionnaires from the respondents [8].

**Questionnaire designing:** The questionnaire was designed for the survey based on 17 questions to measure the perceptions of different respondents about Qarshi soft drinks (Applesshh and Lemonsshh). The design of questionnaire depends on how we collect exploratory data or information. Some way or another our examination is qualitative data for the procedure of better understanding and era of speculations on a point. Our questionnaire basis on quantitative information or data. We test our hypotheses that have previously been generated. To achieving success questionnaire will well design and easy to fill (simple English and understanding to respondent). The poll outline needs to guarantee that respondents completely comprehend the inquiries and are not liable to decline to reply, deceive the questioner or attempt to hide their disposition. A great poll is sorted out and worded to urge respondents to give faultless, impartial and complete data.

The first part of the questionnaire is based on personal details or demographics information like name, residence, occupation, age, gender, marital status, family members and monthly income. The second part of the questionnaire based on questions related to the given problem. There were 10 questions basis on close ended and three questions basis on open ended. In the questionnaire we use only two techniques (close ended and open ended).

We used the nominal and classification measurement scale to assign the numbers, for example; gender: male number 1 and female number 2. We code the questionnaire answers in no's because of calculation in excel sheet and variable convert into numbers. Some questions have interval like age, family members and monthly income also code that intervals in numbers. Coding the questionnaire before start work in excel sheet [9].

## Data collection method

There are two sources of data collection.

- Primary data source
- Secondary data sources

Primary data collect through observations, interviews and questionnaires. Secondary source data mainly covers government publications, internet, books, technical documents and yearly reports of the companies. The advantage of primary data is that we have identify or collect people opinions its own choices and everyone is free from their answers. The advantage of secondary data is that it provides data to our requirement because it has already done in many resources.

Different ways of data collection are used to achieve the validity and reliability of data. Reliability can be satisfied by the internal consistencies of the answers and appropriateness of responses. Validity determines whether the research truly measures that which it was intended to measure or how truthful the research results.

We use primary data source in our term report. We conduct an interview with our sales and channel manager. And fill a questionnaire from different age group (age between 15 to 45 years) and different categories. These people are belongs to

different schools, colleges, university students, professionals and also household persons. Our questionnaire consists of 10 close ended questions and 3 open ended questions. We collect some data to secondary resources through different articles taken for guidelines because no research has been done our product (Applesshh and Lemonsshh). We fill 150 questionnaires from different peoples. We have used quantitative and qualitative data both. Mixed methods are used in this research as qualitative data serves the purpose to explore the background. Whereas quantitative data will be used for assessment of consumers [10].

Qualitative data provide different opinion, suggestion, feelings and ideas according to thoughts of respondent. Quantitative data restrict the respondent to choose or tick answers in a given options.

## Data analysis method

First we conduct the data through filling the questionnaires then we analysis the data. We analysis the quantitative data in research. What to do with all those numbers and percentages at the end of the study. For analysis the data we should know the techniques like mathematical (percentage) and statistical (frequency distribution). In this study data was analyzed by the use of simple mathematical measures provided in Microsoft Excel. This software is competent enough to generate data comparison tables, percentage analysis, mean, graphs and charts. Collected data will be analyzed by using statistical tools are suited for the purpose of the detail quantitative analysis. The statistical tools to be used in present are explain in the section below:

**Simple percentage analysis:** The percentage analysis assists the management to ascertain how far their judgment was sound. It has a feedback value. The percentage analysis will provide us the overall results about majorities and minorities of demographics like age, occupation, gender, family members, income, etc. and preferences of the respondents. Judgmental decisions cannot be taken without percentage analysis. We calculate the percentage through frequency distribution. After analysis the data we should interpret our result and all the work done in data analysis.

## Simple percentage analysis

**Demographics:** There are different question were asking the respondent and getting the answer. These are the mean /average of every question.

## Limitations/Scope for Future Research

The main reason of selecting the topic "DECLINING SALES OF QARSHI SOFT DRINKS" is that to find out why their product is not capturing its market share. As QARSHI is a well reputed company mainly deals in herbal products [11]. Some of the reasons that are to be focused during the research are:

They deal in herbal products and if we consider their soft drinks i.e., Applesshh (Made from real apple juice, Enriched with Vitamin C), Lemonsshh (Made from real lemon juice, Enriched with Vitamin C), Elaichisshh (Made from real extracts of Elaichi, Highly refreshing), these products of entirely different nature. There is another product named BIG APPLE has already made

its market so it is very difficult for APPLESSHHH to adjust in the market. On the other hand ELAICHSSHHH is a new product; people find it difficult to experiment.

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- In this research we can identify that what is the reason behind sales decline, and what is the factor affecting on sales, why people not buy the product, consumer behaviors, so many factor involves in this research.
- The reason of declining sales: law production because of Qarshi emphasis on its herbal drink (Jam-e-shirin), not easily available in market, no advertising somehow they are not interested in this product.
- It may be very helpful and useful in future because information will be available about Qarshi soft drinks.
- When we start our research we didn't find any research conducting before about the product of Qarshi soft drinks.
- The research report compiled from various sources (data collecting through questionnaire, interviewing Qarshi marketing and channel manager, and retailer) but the scope statement is where in needs to be documented all together.
- We can gather information by currently basis, future demand and purchasing power of the consumers of soft drinks.
- Our scope will be clear, clarity in writing, readability, and quality of the research report.
- Research report is a timely and costly process so its provide benefits for future students, researchers and managers.

## Conclusion

After analysis of overall research in Qarshi soft drinks and After the identification of the sales and sales promotion of Qarshi soft drink and consumers buying preferences, we observed that the people are more shifting towards another soft drink because of no promotion and no effective marketing tool because consumer are not aware of this new brand. Even majority of consumer don't know about Applesshh and Lemonsshh name.

The present study offers the result from an investigation of consumer's buying behavior of Qarshi soft drink in Karachi. In

this study we examined sales decline of Qarshi soft drink and consumer's buying behavior towards this soft drink. This study is specially focused on the sales and sales promotion of Applesshh and Lemonsshh. In this detailed study we also analysis that why sales decline one reason is behind of this declining non availability of this specific soft drink. Consumer always preferences those products which are easily available in the market.

The analysis of data has been done using statistical formula for quantitative data analysis and MS-EXCEL. Basically we have selected two main variables that are no proper channel of advertisement and non-availability. We also generate the hypothesis according to our consumer behavior and declining of sales of Qarshi soft drink [12].

Results show that most of the people prefer quality products and available product. As the respondents answer the questions related to Qarshi soft drink, most of the people have other soft drink products only because of its better advertisement. But as where non availability of the product is the main reason because no better positioning in the market no target market set for this specific product.

The above discussion and results shows that the promotion of Qarshi soft drinks its necessary:

- 1<sup>st</sup> to create the awareness level
- Taste must be change
- To increase the sales of Qarshi soft drink
- To increase the preferences of consumer through advertisement

Below are some specific recommendations to each of the selected:

- Qarshi marketing department must to create the awareness level of consumer through advertisement Allocate time and enough resources to explore and utilize cost effective marketing tools and at marketing tool and print media.
- Level of awareness must consider and the different age group considers and must consider the target market for increase the sales of Qarshi soft drink.

Qarshi marketing manager must consider the increase sales of Qarshi soft drink

- For this purpose they will free sampling of Qarshi soft drink Applesshh and Lemonsshh.
- Focus on continuous up grade and improvements in the product line.
- Need more marketing efforts to increase consumers' awareness and preferences to the company's plans.
- Need to enhance the positioning in the market.
- Geographical expansion and more diversification in Qarshi soft drink plans to meet the need of the consumers

Qarshi production and marketing department should consider on the taste of the product.

- Need to improve the taste because consumer are observed there is no differentiate than other soft drink new innovation and creation will attract the consumer and it will change the consumer buying behavior.
- Taste has directly affected on sales variation. Because consumer given the first preference to the taste. For consumer preferences its necessary:
- Must consider consumer behavior towards purchasing of this Qarshi soft drink
- After that must consider effective marketing tool which enhance the availability of the soft drink(Applesshh and Lemonsshh)
- Need better distribution channel for creating the awareness of this soft drink.

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