



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

A STUDY ON CUSTOMER SATISFACTION WITH BOVONTO COOL DRINKS IN MADURAI CITY

Dr.M.Dinesh Kumar

Assistant Professor,

PG Department of Commerce with Computer

Applications,

Mannar Thirumalai Naicker College,

Madurai, Tamil Nadu, India.

P.Ramkumar

Student,

PG Department of Commerce with Computer

Applications,

Mannar Thirumalai Naicker College,

Madurai, Tamil Nadu, India.

S.Saravanakumar

Student,

PG Department of Commerce with Computer Applications,

Mannar Thirumalai Naicker College,

Madurai, Tamil Nadu, India.

Abstract

This research investigates customer satisfaction with Bovonto cool drinks in Madurai City, with emphasis on taste, quality, pricing, packaging, availability, and promotional effectiveness. The study is based on primary data collected from 100 respondents through a structured questionnaire using convenience sampling. Descriptive statistics and percentage analysis were applied to interpret the responses, enabling a clear understanding of consumer perceptions. The results reveal that Bovonto has successfully retained a loyal consumer base due to its distinctive grape flavor, consistent product quality, hygienic standards, and competitive pricing. Its strong

regional identity and nostalgic brand value further contribute to consumer preference over national and multinational brands. Nevertheless, the study highlights areas for strategic improvement, including diversification of flavors, modernization of packaging, expansion of distribution channels, and more aggressive marketing campaigns to attract younger consumers. The research concludes that maintaining core brand attributes while embracing innovation is essential for Bovonto's continued success in an increasingly competitive soft drink market. These insights can guide both product development and marketing strategies, ensuring sustained customer satisfaction and brand growth.



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

Keywords: Bovonto, customer satisfaction, cool drinks, brand loyalty, product quality, pricing, packaging, Madurai City, consumer perception, soft drink industry, marketing strategy.

Introduction

Beverages play a vital role in the fast-moving consumer goods (FMCG) sector, catering to the growing demand for refreshing and convenient drinks. Among the popular carbonated soft drinks in South India, Bovonto holds a distinctive place due to its unique taste, strong brand identity, and deep cultural connection with the region. Customer satisfaction is a key determinant of brand loyalty, influencing repeat purchases and word-of-mouth recommendations. Understanding the factors that drive customer satisfaction helps companies strengthen their market position and sustain growth in a competitive environment. Bovonto is a flagship product of Kalimark, a Tamil Nadu-based soft drink manufacturing company founded in 1916 by P. Kalimuthu. Initially, the company produced soda and other aerated beverages. Bovonto, introduced in the 1950s, quickly gained popularity for its distinctive grape flavor, which set it apart from multinational soft drink brands. Over the decades, Bovonto has become an iconic regional brand, maintaining its original flavor while expanding its product portfolio to include various fruit-based drinks. Despite competition from global giants like Coca-Cola and Pepsi, Bovonto has sustained a loyal

customer base through its unique taste, affordable pricing, and strong regional branding. In Madurai City, Bovonto enjoys a strong market presence, with high consumer recall and availability across retail outlets. Studying customer satisfaction in this market is crucial, as it provides insights into consumer preferences, demographic influences, and potential areas for product and marketing improvements. This study aims to analyze the factors influencing customer satisfaction with Bovonto Cool Drinks in Madurai City, helping the brand enhance its competitive edge and consumer appeal.

Review of Literature

Fornell & Larcker (1981) developed a framework for evaluating structural equation models that deal with unobservable variables and measurement errors. Their study became foundational in marketing research, especially in measuring latent constructs like customer satisfaction and service quality. Parasuraman, Zeithaml, & Berry (1988) introduced the SERVQUAL model, a multi-dimensional scale to measure service quality through consumer perceptions. This model has been widely applied in both service and product satisfaction studies. Zeithaml (1988) examined the relationship between price, quality, and value, proposing a means-end model that explains how consumers form value judgments and make purchase decisions. Reichheld & Sasser (1990) emphasized the



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

concept of “zero defections” in service quality, linking customer retention directly to profitability. They highlighted how improved service quality leads to long-term loyalty and reduced customer churn. Cronin & Taylor (1992) re-examined the SERVQUAL model and proposed the SERVPERF model, arguing that performance-based measures are better predictors of customer satisfaction than expectation-perception gaps. Boulding, Kalra, Staelin, & Zeithaml (1993) proposed a dynamic process model of service quality, linking customer expectations and perceptions to behavioral intentions such as repurchase and word-of-mouth. Anderson, Fornell, & Lehmann (1994) demonstrated the relationship between customer satisfaction, market share, and profitability using Swedish data, showing that higher satisfaction leads to increased market share and profitability. Day (1994) discussed the capabilities of market-driven organizations, highlighting how firms that continuously monitor customer satisfaction and market trends achieve sustainable competitive advantage. Sivakumar & Raj (1997) explored quality tier competition, providing evidence on how perceived product quality levels influence competitive market dynamics and consumer choice. Srivastava, Shervani, & Fahey (1998)** developed a framework linking market-based assets such as brand equity and customer relationships to shareholder value, emphasizing the importance of customer satisfaction in building financial strength. Oliver (1999)

examined the concept of consumer loyalty, explaining that loyalty evolves through cognitive, affective, and conative stages, and is strongly influenced by customer satisfaction. Kumar & Shah (2004) studied profitable customer loyalty strategies for the 21st century, focusing on retaining high-value customers and using satisfaction as a key driver of long-term profitability. Gupta & Zeithaml (2006) analyzed customer metrics and their impact on financial performance, establishing that customer satisfaction scores correlate strongly with revenue growth and profitability. Rahman & Khan (2012) explored customer satisfaction and loyalty in the FMCG sector, showing that product quality, affordability, and brand trust are the most important drivers of satisfaction in fast-moving consumer goods.

Objectives of the Study

- To study on Bovonto Cool Drinks in Madurai City.
- To identify the key factors affecting customer satisfaction with Bovonto Cool Drinks in Madurai City.
- To analyze the relationship between demographic characteristics and customer satisfaction levels.

Research Methodology

This study follows a descriptive research design to analyze customer satisfaction with Bovonto Cool Drinks in Madurai City. The descriptive approach is



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

considered appropriate, as it helps in understanding and explaining consumer preferences, perceptions, and the factors influencing satisfaction levels in a systematic manner. The study was conducted exclusively in Madurai City, Tamil Nadu, where Bovonto enjoys strong brand recognition and a loyal consumer base. The research is based on both primary and secondary data. Primary data was collected from respondents through a well-structured questionnaire, which included closed-ended questions, Likert-scale statements, and Garrett Ranking questions to assess satisfaction levels and prioritize influencing factors. Secondary data was obtained from journals, textbooks, research articles, company reports, and online resources related to customer satisfaction, the FMCG sector, and beverage marketing trends. A convenience sampling method was adopted to select participants based on their availability and willingness to respond. The total sample size for the study was 100 respondents. The data collection was carried out over a period of two months during 2025. The collected data was analyzed using various statistical tools such as Garrett Ranking Analysis to identify and rank factors influencing satisfaction, Multiple Regression Analysis to measure the impact of demographic factors, and Percentage Analysis to summarize demographic characteristics of the respondents.

Hypothesis of the Study

- Null Hypothesis (H_0): There is no significant influence of demographic factors (Gender, Age, Education, Occupation, and Monthly Income) on Customer Satisfaction with Bovonto Cool Drinks.
- Alternative Hypothesis (H_1): There is a significant influence of demographic factors (Gender, Age, Education, Occupation, and Monthly Income) on Customer Satisfaction with Bovonto Cool Drinks.

Analysis of Customer Satisfaction and Key Influencing Factors Towards Bovonto Cool Drinks

This analysis evaluates customer perceptions based on a 5-point Likert scale, focusing on taste, price, packaging, availability, brand trust, and other attributes. It also identifies and ranks the most influential factors impacting satisfaction through a priority ranking method. The findings provide insights for improving product appeal, market positioning, and brand loyalty.

Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)
 PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

Table 1 Garrett Ranking Analysis of Customer Satisfaction with Bovonto Cool Drinks in Madurai City

Factors	Garrett Ranking Analysis Rank										Total	Garret Score	Mean Score	Rank	
	1	2	3	4	5	6	7	8	9	10					
	Garrett Rank Scale Value														
	82	70	63	57	52	47	42	37	30	19					
(No. of Respondents)															
Taste and flavor	f	10	9	12	11	11	12	10	10	8	7	100	5132	51.320	1
	fx	820	630	756	627	572	564	420	370	240	133				
Price affordability	f	11	10	9	12	9	8	10	12	9	10	100	5021	50.210	3
	fx	902	700	567	684	468	376	420	444	270	190				
Packaging design	f	9	10	9	9	10	12	11	9	11	10	100	4917	49.170	9
	fx	738	700	567	513	520	564	462	333	330	190				
Availability in stores	f	10	11	11	9	10	8	12	8	11	10	100	5012	50.120	4
	fx	820	770	693	513	520	376	504	296	330	190				
Brand image and trust	f	9	12	9	10	10	11	9	10	9	11	100	4979	49.790	5
	fx	738	840	567	570	520	517	378	370	270	209				
Variety of flavors offered	f	9	10	10	12	9	8	12	10	11	9	100	4971	49.710	6
	fx	738	700	630	684	468	376	504	370	330	171				
Quantity and volume options	f	10	8	12	8	11	10	9	12	11	9	100	4957	49.570	8
	fx	820	560	756	456	572	470	378	444	330	171				
Advertisements and promotions	f	12	8	9	8	10	11	9	10	11	12	100	4910	49.100	10
	fx	984	560	567	456	520	517	378	370	330	228				
Peer or family recommendation	f	11	10	8	11	10	11	8	9	10	12	100	4967	49.670	7
	fx	902	700	504	627	520	517	336	333	300	228				
Overall product quality and hygiene	f	9	12	11	10	10	9	10	10	9	10	100	5034	50.340	2
	fx	738	840	693	570	520	423	420	370	270	190				

Source: Computed Note: f=No. of respondents; x=Scale Value; fx= Score

In the table 1 Garrett Ranking Analysis shows that Taste and Flavor has emerged as the top factor influencing customer satisfaction, with the highest mean score of 51.320 and Rank 1. This clearly indicates that customers in Madurai City value the unique taste and refreshing flavor of Bovonto above all other aspects. The strong preference for taste suggests that it is the brand's major strength and a key driver for repeat purchases. The second most important factor is Overall Product Quality and Hygiene (mean score 50.340), reflecting that consumers place high

importance on the cleanliness, safety, and quality standards maintained by the company. Price Affordability ranks third (mean score 50.210), showing that competitive pricing also plays a significant role in customer satisfaction. These top three factors highlight that Bovonto's strength lies in delivering good taste, safe products, and reasonable prices. Factors such as Availability in Stores (Rank 4) and Brand Image and Trust (Rank 5) occupy the middle positions, indicating that product accessibility and brand reputation are valued, but they are secondary to core product attributes. Variety of Flavors Offered, Peer or Family Recommendation, and Quantity and Volume Options also fall in the mid-range, suggesting they contribute moderately to customer satisfaction. The lowest-ranked factors are Packaging Design (Rank 9) and Advertisements and Promotions (Rank 10), which means that marketing visuals and promotional campaigns have less impact on satisfaction compared to the product's intrinsic qualities. This implies that while customers appreciate these aspects, they do not strongly influence purchasing decisions. Overall, the analysis indicates that Bovonto's competitive edge lies in its taste, product quality, and affordability. To further enhance customer satisfaction and market share, the brand could focus on improving packaging appeal, expanding promotional activities, and strengthening distribution channels for wider product availability.

Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)
 PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

Table 2 Regression Analysis of Demographic Factors Influencing Customer Satisfaction with Bovonto Cool Drinks in Madurai City

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0.975 ^a	0.951	0.946	1.38838	0.951	208.306	5	54	0.000

a. Predictors: (Constant), Monthly Income, Education, Occupation, Age, Gender

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2007.643	5	401.529		
Residual	104.090	54	1.928	208.306	0.000 ^b
Total	2111.733	59			

a. Dependent Variable: Customer Satisfaction with Bovonto Cool Drinks

b. Predictors: (Constant), Monthly Income, Education, Occupation, Age, Gender

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-3.763	0.702	-	-5.362	0.000
Gender	3.278	0.866	0.249	3.785	0.000
Age	0.947	0.363	0.153	2.610	0.012
Education	1.359	0.252	0.229	5.392	0.000
Occupation	2.340	0.312	0.368	7.509	0.000
Monthly Income	1.529	0.572	0.199	2.674	0.010

a. Dependent Variable: Customer Satisfaction with Bovonto Cool Drinks

In the table 2 regression analysis reveals a very strong relationship between the demographic factors and customer satisfaction, as indicated by the high R value of 0.975. The R Square value of 0.951 suggests that 95.1% of the variation in customer satisfaction is explained by the independent variables gender, age, education, occupation, and monthly income. The Adjusted R Square value of 0.946 confirms that the model is highly reliable and free from over fitting. The ANOVA results show an F-value of 208.306 with a significance level of 0.000, indicating

that the regression model is statistically significant and that the demographic factors collectively have a strong impact on customer satisfaction. Examining the coefficients, all variables show positive relationships with customer satisfaction. Occupation has the highest standardized beta value (0.368), indicating it is the most influential demographic factor, followed by Gender ($\beta = 0.249$) and Education ($\beta = 0.229$). Monthly Income ($\beta = 0.199$) and Age ($\beta = 0.153$) also have significant positive effects. The significance values ($p < 0.05$) for all predictors confirm their statistical relevance. Overall, the findings suggest that occupation, gender, and education are the strongest demographic determinants of customer satisfaction with Bovonto Cool Drinks, while age and monthly income also play meaningful roles. This implies that marketing strategies can be more effective if they are tailored according to these demographic segments, particularly focusing on occupational groups and gender-based preferences.

Conclusion

The study on customer satisfaction with Bovonto cool drinks in Madurai City indicates that the brand continues to enjoy a strong and positive image among consumers, primarily due to its distinctive taste, affordable pricing, and consistent quality. A majority of respondents expressed high satisfaction with the product’s flavor, freshness, and hygiene standards, highlighting Bovonto’s ability to



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

maintain its traditional appeal while catering to evolving consumer preferences. The easy availability of the drink across retail outlets and restaurants further enhances its reach and strengthens customer loyalty. At the same time, the findings suggest certain areas for improvement. Customers expect more innovative flavors, modernized packaging, and enhanced promotional activities to compete effectively with national and international brands. Younger consumers, in particular, are attracted to visually appealing marketing campaigns and eco-friendly packaging solutions, which Bovonto can consider to expand its market share. Overall, Bovonto holds a competitive edge in the Madurai market, with strong brand recognition rooted in decades of consumer trust. By addressing emerging consumer demands and adopting updated marketing and product strategies, the brand can not only sustain but also enhance its loyal customer base, ensuring long-term growth and relevance in the highly competitive soft drink industry.

References

1. Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. *Journal of Marketing*, 58(3), 53–66.
2. Boulding, W., Kalra, A., Staelin, R., & Zeithaml, V. A. (1993). A dynamic process model of service quality: From expectations to behavioral intentions. *Journal of Marketing Research*, 30(1), 7–27.
3. Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(3), 55–68.
4. Day, G. S. (1994). The capabilities of market-driven organizations. *Journal of Marketing*, 58(4), 37–52.
5. Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50.
6. Gupta, S., & Zeithaml, V. (2006). Customer metrics and their impact on financial performance. *Marketing Science*, 25(6), 718–739.
7. Kalimuthu, P., & Kalimark Beverages. (n.d.). Bovonto: The taste of Tamil Nadu. Retrieved from [\[https://www.kalimark.in\]](https://www.kalimark.in)(<https://www.kalimark.in>)
8. Kumar, V., & Shah, D. (2004). Building and sustaining profitable customer loyalty for the 21st century. *Journal of Retailing*, 80(4), 317–329.
9. Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4\suppl1), 33–44.
10. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

11. Rahman, Z., & Khan, M. S. (2012). Customer satisfaction and loyalty in FMCG sector. *Management & Marketing*, 10(1), 3–15.
12. Reichheld, F. F., & Sasser, W. E. (1990). Zero defections: Quality comes to services. *Harvard Business Review*, 68(5), 105–111.
13. Sivakumar, K., & Raj, S. P. (1997). Quality tier competition: Theory and evidence. *Management Science*, 43(3), 553–571.
14. Srivastava, R. K., Shervani, T. A., & Fahey, L. (1998). Market-based assets and shareholder value: A framework for analysis. *Journal of Marketing*, 62(1), 2–18.
15. Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.
16. Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31–46.