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CONSUMPTION PATTERNS AND OPPORTUNITIES IN THE BEVERAGE MARKET IN AFRICA: THE CASE OF JUICES AND SOFT DRINKS IN BURKINA FASO IN A MARKETING PERSPECTIVE.

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Abstract
The market of juices and soft drinks in Burkina Faso is growing and it knows a quick innovation. However, marketing research in the area is very limited (Nasse et al., 2019). The present research is an overview of the market of juices and soft drinks in Burkina Faso, in order to bring out some the consumer preferences and the different factors that are influencing the juice and soft drink consumption, in order to give tips to optimize any marketing strategy. The present research is a qualitative approach and it uses descriptive statistics. The results show that consumers in Burkina Faso prefer natural beverages to industrial drinks, while they buy them massively (because they are cheaper and more available). The results also show that the nature of the juice and soft drink influence consumption and that some factors such as friendship, power, pleasure and thirst influence the consumption of juice in the context of Burkina Faso.

Keywords: Burkina Faso, market, juices, soft drinks, opportunities, profiles, consumers.

INTRODUCTION

Fruit juices and soft drinks are a dietary supplement according to several authors (Sow, 2005, Hägele et al., 2018, Nasse et al., 2019). Their consumption is increasing in Africa and particularly in the context of Burkina Faso (Sow, 2005, Nasse et al., 2016). Similarly Afriqueexpansionmag (2019) describes a recent craze on the black continent for artisanal juices sold in recycled cans easily available. Producers and sellers of traditional juices and beverages are everywhere, but their volume of hectoliters, though huge, is statistically elusive. On the other hand, in Burkina Faso, Dafani, the most popular modern fruit juice cartons company in the country, announces on its website only a production capacity of 11,000 hectoliters a year. All its national competitors, producers of fruit juices (Délicio, Noomdé, Gebana, Agrodeogracias, Dia, etc...), are far behind. Because these are small businesses with these traditional hot bottling processes, relying on the recycling of glass bottles, manually cleaned. This is why mainly soft gum factories such as Coca-Cola, Fanta or Sprite dominate the visible part of the market, mainly because their distribution through Sodibo is associated with Brakina beers, until very recently only one producer in Burkina Faso. A comprehensive study of non-alcoholic beverages could have included the mineral water market and the liquid milk and yogurt market. However, unlike that of juices and soft drinks, the mineral water market is completely saturated, with more than 300 companies producing water in sachets at 25 FCFA, less than 4 cents of Euro and 13 bottling companies of mineral water, many of which are near - bankrupt (Carbonell, 2018). As for the liquid milks and yogurts market, it is confined to the geographical limitation of the availability of the resource (herds are in the North of the country), with no dairy product consumption culture (except in the case of the Fulani, except a small minority in the north), and artisanal production in the Sahel region, the NGOs do not want to help develop because of the environmental consequences that would entail, according Corniaux (2017). Although juice and soft drinks represent a food supplement as indicated by Hägele et al. (2018) some authors also show that they are a source of health risks. They are cardiovascular events in diabetic patients for Anari, Amani & Veissi (2019), obesity and overweight for Ferretti and Mariani (2019), source of diabetes according to Nasse (2018). However, the manufacturers of industrial drinks concerned are not ready to let go of the market despite the health risks described above. Today's young people are born and grew up in the consumption patterns, what is noted by Kumar (2018) that the evolution of preferences these consumption towards healthier drinks, grow only marketers industrial beverages also produce " natural " products alongside brands or products that sell well. To study the profile of consumers of juices and soft drinks, we must analyze the determinants of consumption behaviors defined by Kotler and Keller (2016) in three large blocks : the consumer psychology (his/her motivation, his/her perception and his/her memory of buyer), the circumstances that condition the consumer (socio-economic, cultural, familial, personal factors) and the decision-making process (search for information, evaluation of alternatives, materialization of the purchase, consumption and critical appraisal). The choice of food or drink is defined " by the social and cultural background of the consumer, his social ambitions and his cultural capital acquired either as part of his education or more deliberately " for Wright, Nancarrow and Kwok (2001). Specifically in the case of soft drinks, this has also been established by Nasse (2016), in relation to the characteristics of the personality namely "age, occupation, social class, gender, marital status, level of 'education, and nationality'. It has been shown that culture and religious practices have an impact on beverage consumption behaviors with different factors influencing consumer choices such as, price, quality, packaging, advertising and taste (Nasse et al., 2016; Nasse, 2018). Indeed, we see limitations to the drink in the holy Bible (Ephesians 5:18, Proverbs 20: 1, Leviticus 10: 9) and in the Qur'an (Q2: 219, Q4: 43, Q5: 90) to the opposite of what traditional African rites demand, as Adeoye et al. (2014) explains. Thus, the present research owes its originality to the fact that it aims to highlight, mainly through the expression of consumer preferences, the constraints and opportunities in the beverage market in general, and in particular for the industrial or natural juices segmentation in Burkina Faso, so the main question in this research is**: How can the consumption profiles of juices and soft drinks in Burkina Faso give indications to design a marketing strategy for the beverage sector?**

This study has several objective. The first objective is to examine the relations between the nature of juices and soft drinks on the market and the consumption of juices and soft drinks. The second objective is to examine the relationships between the influencing factors and the consumption of juices and soft drinks; and to provide marketing lessons for a potential new juice producer who would like set up in Burkina Faso. In the following lines, it will be a question of making a review of literature by highlighting the key concepts, the different theories and the concepts related to the study.

LITERATURE REVIEW

❖ Concepts

The concept of consumption: Esso and Dibb (2004), Bergadaa and Faure (1995), define consumption as the way individuals buy products and use them. Such an approach to the concept does not describe consumer choices. For Mokhlis (2008) the concept of consumption reveals the consumer choice that takes decisions in line of choice to consume or not to consume a certain product. Mokhlis' approach to the concept of consumption is very much related to that of religion (in an Asian context) to the point that it is impossible to perceive that other factors can influence the consumer choices. However, this approach is limited to the Senegalese context and the study is oriented only to the Muslim consumer. The approach of the concept of consumption by Diop (2012) shows that the behavior of a consumer considers these values significantly influence the purchasing choices of individuals and consumption among which has knowledge, beliefs, and customs. Nasse et al. (2016) show that the concept of consumption refers to decisions, assessments, made on the products and the services by consumers.

The marketing mix concept: Developed by McCarthy's (1964) it is based on the 4Ps (product, price, advertising and place). These 4Ps are a set of company-controllable variables or even a "toolkit" for Shapiro (1985) at the marketing division's disposal to better influence customers' purchasing decisions**.**

The concept of drink: According to Sow (2005) a drink is a dietary supplement hence a nutrient for consumers. As for Amankwa et al. (2012), a drink is an alcoholic beverage and is consumable. For Nasse et al. (2019) a drink is a beverage that contains no alcohol at all and is either industrial or non-industrial and is consumable. In the present study a drink can be a natural juice, an industrial juice, or an industrial drink (soft drinks or not with fruity tastes) that is suitable for consumption.

The concept of natural juice/drink: In the present research, it is a question of natural or concentrated non-gaseous juice, packaged in bottles or cans and having a well-defined mark or label.

The concept of traditional juice/drink: This is juice with no gas, no manufactured handcrafted by individuals and it is put in reused bottles that are washed, unmarked and unsigned.

The concept of soft drinks: For Nasse et al. (2019) soft drinks are industrial non-alcoholic drinks i.e. they are manufactured drinks that do not contain alcohol at all. Here, soft drinks refer to gaseous juices, usually produced and bottled on a large scale in factories linked to breweries, in plastic or glass bottles, as well as in cans.

❖ Theories

Consumer behavior has inspired different theories that form the theoretical framework of this article.

Economic theory: Ouédraogo (2007), Shamba and Livian (2014), Nasse (2016), report that economic factors are the most influential factors in consumption. A given consumer is loyal to a brand or a number of products if the products give absolute satisfaction that cheap prices

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commensurate with their qualifications. Nevertheless, consumption, although having an economic dimension, can be affected by some cultural factors.

Culturalist theory: Patel (2010), Baazeem (2015), Cole (2015), Campanella (2016), Nasse (2019b) show that consumer culture is a fundamental element which influences his/her consumption behavior. Indeed, to better understand the consumer and meet his/her expectations it is important to try to understand his/her culture. The consumer lives in a society that is characterized by a particular consumer culture, and one of a kind.

METHODOLOGY

Data collection: Semi-structured interviews were chosen to describe the phenomena as they are really experienced by consumers. A preliminary test was conducted on 5 respondents to check the consistency and comprehension of the questions. For the collection, an interview guide was used comprising open and closed questions.

Context of study: The context of the study is that of the city of Ouagadougou in Burkina Faso. The reasons for choosing this city are due to the fact that it concentrates a large part of the population with great diversity (Nasse et al., 2019). This city also concentrates a large number of consumers of juices and soft drinks.

Approach: This is a constructivist approach based on a field study, in which interviews were conducted with some experienced consumers of juices and soft drinks. This is a qualitative study what explains the limited size of the sample.

Sampling: We selected the target by trying as much as we could, to obtain a sample as representative as possible of the distribution of current and potential customers of juice and soft drinks in Ouagadougou, capital of Burkina Faso. We have targeted the sectors where employees and expatriates reside. We also targeted administrative centers and public and private sector workers. We sought at least one answer per district of residence and age group, and at least 1/3 of female responses. Interviewees were randomly selected and those who met our criteria were retained until our quota was reached. The respondents were chosen to obtain a satisfactory saturation level. According to INSD data (2015), it is possible to estimate the percentage of under-18s in Burkina Faso at almost 53%. And according to World Population Review (2019), there are 1,800,000 inhabitants in Ouagadougou. So, the target population of this survey (+18 years) was estimated at 846,000 people at the time of its realization.

Data analysis: after the interviews the data was transcribed by hand using audio software. Then, an Excel sheet was used to evaluate the responses that can be described in a statistical way.

Number of respondents: The study was restricted to 80 experienced consumers of juice, taken "hand in hand", i.e. during an act of purchase or consumption of juice. This number is consistent with a target population of 864,000 people. Interviewees were allowed to give several answers to the same question, if necessary.

Duration of interviews: The interviews lasted an average of 30 minutes each in order to have in-depth indicators on the motivations and expectations of consumers of juices and soft drinks.

Miscellaneous: We obtained additional information from stakeholders in the distribution network (wholesalers, maquis managers, restaurants, shops and supermarkets), which we used to better interpret the answers.

RESULTS

❖ Nature of juice and soft drinks and consumption

A first preliminary survey yielded very weak results for bottled fruit juices produced semi-industrially (Gebana, Agrodeogracias, Dia), powdered soft drinks (Foster Clark's, Fruit Flavor Juice, or B-Cool) and low-end gaseous soft drinks in cans (Planet Juice, American Cola, or Bubble Up). That's why they were not considered in this study. As for high-priced imported fruit juices (Granini, Minute Maid, Tropicana), they are sold in supermarkets frequented by expatriates loyal to the brands of their country of origin, but not representative of the Burkinabe consumer. That's why they were also excluded from the analysis. Finally, reflecting the growth of the market and the relevance of this study, new brands appeared after its completion, as it is the case of Sipa and Zen soft drinks, or Glou juice. For the analysis of the results, it was considered useful to use descriptive statistics, especially frequencies and percentages.

Table 1: Consumer preferences in terms of juice and soft drinks

Respondents answered on types of favorite juices and soft drinks.	Frequency	Percentages
Naturals canned, bottled, or cartons (Dafani, Bravo, Ivorio, Valencia, Don Simon, Marrakech ...)	51	35.9%
Traditional juices (bissap, zoom koom, nyamakou, ochata, tamarind, tangelo ...) presented in recycled cans	49	34.5%
Soft drinks (Coca, Fanta, Sprite, Tonic, Youki, Xxl, Malta Guinness, Red Bull ...)	29	20.4%
Industrial juices and soft drinks in sachets (traditional, Fan Milk, Barajii ...)	7	4.9%
Of all, without attaching importance to format or price	6	4%
Total	142 *	100%

* Up to 2 answers allowed. (Source: field survey, 2018)

In view of the results of Table 1, the respondents prefer natural juices and traditional juices. Natural juices canned, bottled, or in containers such as Dafani, Bravo, Ivorio, Valencia, Don Simon, Marrakech are the most consumed in the restaurants. Traditional juices such as Bissap juice, Zoom koom, Nyamakou, Ochata, Tamarind, Tangelo come in the second position, presented in recycled cans. Dafani enjoys a very good image among consumers, more than half of respondents prefer it, however, there are often differences between consumer preferences and their final choice at the time of consumption. In the third position, there are some soft drinks such as Coca, Fanta, Sprite, Tonic, Youki, Xxl, Malta Guiness, Red Bull. Fourth and last position there are the juice and soft drinks in plastic bags such as Fan Milk or Barajii.

❖ Influencing factors and consumption

For the question on the click that pushes to consume juice or soft drinks, 21.9% consumes between friends, 16.3% to accompany a meal, 13.1% for pleasure, and 12.5% because of thirst and, 11.9% because of fatigue and to regain strength (see the following Table 2) . Social events such as weddings, baptisms are the favorite places for the discovery and

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consumption of natural or gaseous juices, where the consumer is forced to consume what is offered to him/her, as there are no other choice options.

Table 2: Factors influencing the consumption of juices and soft drinks.

Main factors that drive consumption:	Frequencies	Percentages
Friendship	35	21.9%
Food	26	16.3%
Pleasure	21	13.1%
Thirst	20	12.5%
Energy requirement	19	11.9%
The heat	12	7.5%
Socialization	8	5.0%
Abundance	7	4.4%
Social activity	6	3.8%
Greed	6	3.8%
Total (2 responses per consumer)	160	100.0%

(Source: field survey, 2018)

Table 3 shows that taste and flavor are indisputably the art fundamental factors about consumer preferences, with nearly 50% of responses (39% + 10.4%) first and second in the wish whether of a natural product. Note the very low scores price and whys ante, and the important scores of local products or energy (preferably with soft drinks).

Table 3: First and second motivations of consumer preferences.

Motivation	Frequency 1	Percentage	Frequency 2	Percentage	Plurality	Percentage
Good taste	30	39.0%	15	19.5%	45	29.2%
Natural product	5	6.5%	14	18.2%	19	12.3%
Calm thirst	9	11.7%	7	9.1%	16	10.4%
Special flavor	8	10.4%	5	6.5%	13	8.4%
Local product	5	6.5%	8	10.4%	13	8.4%
Good quality	4	5.2%	6	7.8%	10	6.5%
Give energy	2	2.6%	8	10.4%	10	6.5%
It's clean / well conditioned	3	3.9%	6	7.8%	9	5.8%
It's nourishing	1	1.3%	5	6.5%	6	3.9%
I feel better after	6	7.8%	0	0.0%	6	3.9%
Reason for health	3	3.9%	2	2.6%	5	3.2%
Cheaper	1	1.3%	1	1.3%	2	1.3%
Total	77	100%	77	100%	154	100%

(Source: field survey, 2018)

Table 4 shows that the restaurant appears as the first place of outdoor consumption of juices and soft drinks, with the preference of 71.3% of consumers. Home consumption (76.3%) is divided

Vol. 3, No. 12; 2019

ISSN: 2456-7760

between usual individual consumption and that which takes place when there are visits from friends or family, or when social events are organized.

Table 4: Place of consumption of juices and soft drinks

Places of consumption of juices and soft drinks	Frequency	Percentage
House	61	76.3%
Restaurant	57	71.3%
Maquis	19	23.8%
Hotel	10	12.5%
Workplace	24	30.0%
All over	23	28.8%
Consumers interviewed (multiple responses)	80	100%

(Source: field survey, 2018)

DISCUSSION

The juice and soft drinks market in Burkina Faso is very large. Indeed, it is hot all year round and it is an evidence that people have to drink a lot. Besides the informal but massive production of traditional juices. The present results are discussed with reference to the pre-existing literature and findings.

❖ *Nature of the juices and soft drinks and their consumption*

Previous studies in the context of Burkina Faso show that consumers prefer non-alcoholic drinks in their natural state (Nasse et al., 2016; Nasse, 2018; Nasse et al., 2019) compared to non-alcoholic beverages that have a mixture with chemicals. Indeed, for consumers, non-alcoholic drinks such as fruit juices have many advantages (preservation of the health of the consumer, preservation of the nutritional qualities of the juice). The present study confirms the same results by showing that consumers prefer more natural juices with statistical details showing that 70.4% of consumers choose juices natural (35.5% are for boxes of juice, bottled or boxes and 34.5% are for traditional juices in recyclable cans).

❖ *Influencing factors and consumption*

Previous studies in the context of Burkina Faso show that soft drink consumption factors are taste, packaging, quality (Nasse et al, 2016; Nasse et al 2019) and price (Omotoso and al., 2014; Nasse et al., 2019). Other research shows that it is health and medical factors that cause fruit juice consumption (Dennison, 1996; Nasse, 2018; Lima et al., 2019). This study shows that beyond these factors there are factors like friendship, power, pleasure and thirst that influence the consumption of juice in the context of Burkina Faso.

CONCLUSION AND IMPLICATIONS

The present study has defined a profile of the consumer of juices and soft drinks and the factors that motivate their consumption in Burkina Faso. These last are essential for the design of an all-new juice: availability, taste, quality, packaging, and price. The consumer loyalty to his/her favorite brand is a barrier to entry for new market entrants, because the shopkeepers will not take the risk of occupying shelves with products that will not sell. This is why it is possible that new juices and soft drinks that wish to successfully enter the market must follow a particular commercial strategy, based on the festive and relational. From a literature review of consumer behavior studies in Africa, Kuada & Bujac (2018) indicate that the cause of many commercial failures has been to ignore the specificities of Africa. However, they propose that future studies focus instead on consumer satisfaction (directly related to its loyalty), i.e. the level of fulfillment of the expectations it had made prior to consumption.

*Implications for companies***:** For companies and managers involved in the production of natural juices, each criterion must be carefully studied during product design by comparing them with those of the most important natural juices on the market, like Dafani, Bravo, Ivorio, Frutelli. This seems to indicate that the company that will be able to industrially produce, natural or traditional flavors preferred in the country, and especially to position itself with a permanent presence throughout the distribution circuit is likely to become the most competitive.

Implications for the authorities: The authorities may, for example, have the quality of the juices on the market checked from time to time in order to get the producers to meet minimum standards and be in the interest of improving it. It is also good for the authorities to foster the creation and development of local juice companies, so as to create wealth from the country's resources and reduce unemployment.

Implications for applied economics research: This study could be completed in the interest of economic science and academic research or professional market studies, by extending the sample to whole country and by carrying out cross-analyzes between the characteristics of the respondents and the responses.

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APPENDIX

Table 5: Frequency of consumption per week

Frequency of weekly consumption	Frequency	Percentage
Less than 1 time	2	2.5%
1 time	2	2.5%
2 times	13	16.3%
3 times	20	25.0%
4 times	28	35.0%
Everyday	15	18.8%
Total	80	1

(Source: field survey, 2018)

Table 6: Preferred forms of packaging for juices and soft drinks

Preferred packaging	Frequency	Percentage
0.25 L	4	5.0%
0.5 L	48	60.0%
0.7 L	8	10.0%
1 L	10	12.5%
1.5 L	10	12.5%
Total	80	1

(Source: field survey, 2018)

Table 7: Profile and consumer preferences of juices and soft drinks in Burkina Faso.

Variables	Main answers	Percentage
Place of consumption	House	76.3%
Age	20-35	71.3%
Preferred Packaging	0.5 L	60%
Sex	Men	57.5%
Type of residence	Middle class	54%
Preferred place of purchase	Supermarket + Shop	53%
Physical appearance	Overweight	42.5%
Reason for conditioning	Enough for consumption	40%
Preference of drink type	Traditional juice	35.9%
Frequency this consumption	4 times a week	35%
1st Motivation	Good taste	29.2%
Consumer factors	Social activity or being with friends	25.7%
Favorite Flavor	Mango	18.7%
2nd Motivation	Natural product	12.3%

(Source: field survey, 2018)

Conflict of Interest Statement

No conflict of interest has been declared by the authors.