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# **A Comparative Study on Consumer Behavior, Brand Perception, and Marketing Influence: Analyzing Coca-Cola vs. Pepsi in the Beverage Industry.**

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## **ABSTRACT :**

The global soft drink industry is predominantly dominated by two major brands, Coca-Cola and Pepsi, which have established significant brand equity and consumer loyalty. This study examines the differences in consumer behaviour and brand perception between the two brands, highlighting factors such as marketing strategies, pricing, taste preferences, and emotional brand attachment. This research investigates the influence of advertising, product placement, and consumer engagement strategies on brand selection by integrating primary and secondary studies. Additionally, it analyses the impact of consumer psychology on brand loyalty and decision-making processes. The findings clarify how these companies differentiate themselves in the highly competitive beverage industry and highlight the aspects that affect consumer preference. This study aims to aid marketers in understanding the key characteristics that drive brand performance in the soft drink industry.

**Key Words** Coca-Cola, Pepsi, brand perception, consumer behavior, marketing strategies, brand loyalty, soft drink industry, advertising influence, brand equity, consumer preference.

## **Introduction**

The rivalry between Coca-Cola and Pepsi is among the most extensively documented brand conflicts in marketing history. Both firms have consistently utilised competitive marketing strategies to capture consumer attention and cultivate brand loyalty. Coca-Cola has positioned itself as a brand associated with joy, nostalgia, and emotional connection, while Pepsi targets a younger audience, focusing on energy, innovation, and pop culture. The branding initiatives have produced unique advertising campaigns, product innovations, and sponsorship deals that reflect their diverse market strategies.

This article aims to analyse and compare the marketing strategies of Coca-Cola and Pepsi, focusing on their advertising techniques, digital marketing presence, and customer engagement activities. This study examines the branding, advertising methods, and market adaptation approaches of these two beverage giants to clarify their continued dominance in a competitive industry. The investigation will investigate the impact of emotional branding, celebrity endorsements, and corporate social responsibility on customer perception and purchase behaviour.

### ***Problem Identification / Significance of the Study***

Despite their dominance, both Coca-Cola and Pepsi face challenges in maintaining market share due to changing consumer preferences, increasing health awareness, and competitive marketing tactics. This research is significant as it explores:

- The key factors influencing consumer preferences.
- The effectiveness of marketing strategies in shaping brand perception.
- How demographic factors such as age, location, and occupation impact brand loyalty.
- The potential reasons why a consumer may switch from one brand to another.

The findings will be valuable for brand managers, marketers, and business strategists seeking insights into consumer preferences and marketing effectiveness in the carbonated beverage industry.

### ***Research Objectives***

This study aims to:

1. Analyze consumer behavior in choosing between Coca-Cola and Pepsi.
2. Examine brand perception in terms of youthfulness, tradition, and emotional connection.
3. Assess marketing influence, including advertisements, celebrity endorsements, and pricing.
4. Identify factors leading to brand switching between Coca-Cola and Pepsi.

5. Evaluate demographic differences in consumer preferences.

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## Research Methodology

### 4.1 Study Design:

This study adopts a quantitative research design, utilizing a comparative approach to analyze consumer behavior and brand perception between Coca-Cola and Pepsi. The study focuses on statistical data collected from consumers to understand their preferences, attitudes, and purchase decisions. A structured survey was used to collect responses, ensuring measurable and objective data.

#### Data Collection:

The primary data was collected through a structured questionnaire, distributed both online and offline to ensure a diverse set of responses. The survey consisted of closed-ended based questions to quantify consumer preferences effectively. Secondary data was obtained from journal articles, industry reports, and company financial statements to support the analysis.

Sampling Techniques:

#### Population:

The target population for this study includes consumers of carbonated soft drinks, specifically those who regularly purchase or consume Coca-Cola or Pepsi products. The study includes individuals from various demographic segments, including age, gender, income levels, and regional backgrounds, to ensure comprehensive insights.

#### Sampling Unit:

The sampling unit consists of individual consumers who actively purchase or consume Coca-Cola and Pepsi beverages. This includes individuals across urban and semi-urban areas, ensuring diverse representation.

#### Sample Size:

The study surveyed approximately 105 respondents, ensuring a statistically significant sample size to derive meaningful conclusions about consumer preferences and brand perception.

#### Sampling Methods:

A non-probability convenience sampling method was used due to the ease of access to respondents. This approach was chosen to collect data from a wide range of consumers efficiently while maintaining feasibility within the research timeframe.

#### Data Analysis:

The collected data was analyzed using SPSS (Statistical Package for the Social Sciences) to perform descriptive statistics, cross-tabulation, and correlation analysis. The study also used chi-square tests and regression analysis to examine the relationship between brand perception, advertising strategies, and consumer preferences.

The findings from this analysis will help determine the factors influencing consumer choices between Coca-Cola and Pepsi, providing insights into the effectiveness of marketing and branding strategies in the soft drink industry.

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## 4.2 Literature Review

Tirtha P. Dhar, Jean-Paul Chavas, Ronald W. Cotterill, and Brian W. Gould (2002) performed an econometric analysis of brand-level strategic pricing for Coca-Cola and Pepsi Inc., utilising regression techniques. The convenience sampling method was utilised, from which the 2 million dollar sales data were obtained from the US supermarket. The research analysed the flawed competitiveness in the carbonated soft drink industry. They also emphasised the flexible demand specification. This study demonstrated that the pricing strategy is more complex in the market.

Andrea Fosfuri and Marco S. Giarratana (2005) published an essay examining new product launches, trademark promotion, and market valuation within the competitive landscape of Pepsi and Coca-Cola. The sampling and estimation methods employed a sample of 60 observations per firm, yielding a cumulative total of 120 observations. Factors including product, pricing, taste, flavour, and packaging were employed. This article provided evidence of how competing activities affected a company's financial market valuation. The introduction of new items negatively impacted the firm's economic market value, while competitor advertising positively boosted the company's financial market value. The study indicated that advertisements exhibited enhanced adaptability and that innovation was more daring.

Adeolu B. Ayanwale, Taiwo Alimi, and Matthew A. Ayanbimipe (2005) examined the influence of advertising on consumer brand preference. This research utilised a convenience sampling method with a sample size of 300 participants. Regression functioned as the statistical tool. The variables utilised in the study were customer perceptions and the impact of television commercials. This study investigated the degree to which customers' perceptions of Coke and Pepsi-Cola are influenced by television advertisements. The study indicated that, contrary to predictions, television advertising had a negligible impact on consumers' perceptions. The poll identified taste, packaging, social impact, and pricing as critical factors. Customers sustained their choice for both groups despite the ineffectiveness of television advertisements.

Eva-Lena Andersson, Evelina Arvidsson, and Cecilie Lindström (2006) conducted a study titled: Coca-Cola or Pepsi – An examination of many factors affecting consumer preferences. The quota sampling approach involved 100 participants, consisting of 50 persons aged 18–25 and 26–35. The statistical technique utilised was the chi-square test. The key elements were advertising, customer preference, and celebrity endorsement. Companies employed sponsorships and local language preferences to access global markets and customise their services to local consumer preferences. This article concluded that utilising local market language and sponsorship-related advertising campaigns had a reduced effect on consumer preference.

Uzma Amin Mir (2009) investigated the impact of customer perception of advertising on brand attitude in a study of PepsiCo India Pvt Ltd. Data were gathered from 320 respondents by convenience sampling. The collected data was primary data acquired through a questionnaire. This analysis utilised ANOVA, correlation, and regression as statistical approaches. The variables employed in this context included independent factors (age, gender, entertainment, brand reinforcement) and a dependent variable (brand attitude). This study outlined the components of advertising and brand perceptions. The investigation determined that age, gender, and other characteristics did not influence the elements of commercials concerning brand attitudes. This study suggested that the correlation between advertisement elements and brand attitudes may have been more substantial. Therefore, they should prioritise more advertising due to Pepsi's positive reputation among consumers.

Mojtaba Saeidinia and Mehrdad Salehi (2012) examined the operational strategies of Coca-Cola and Pepsi to engage consumers. This research utilised both quota sampling and convenience sampling methods. This investigation employed variables like event kind, moderating variables, and brand image. The sample has 150 respondents, with 50 selected from each of three age categories ( $\leq 18$ , 19–34, and  $\geq 35$ ). The study focused on three distinct age-based target groups in Sweden; hence, it did not investigate the total consumer population and disallowed extrapolation. This study revealed that foreign firms must utilise varied marketing strategies to achieve a competitive edge in local markets and engage target customers.

Davina Madhavi Chinnapen-Sathana, Vanisha Oogarah-Hanumanb, and Rooma Roshnee Ramsaran-Fowdar (2012) examined the impact of advertising in the soft drink industry in Mauritius, with particular emphasis on Coca-Cola. The employed sampling method was quota sampling, incorporating geographic variations. The sample consisted of 150 respondents. The primary data source was a structured questionnaire employed for data gathering. The Chi-Square test was the statistical method utilised in the investigation. The study highlighted the crucial influence of advertising on customer purchasing decisions in Mauritius' soft drink industry. It acknowledged Coca-Cola's preeminence in the sector while underscoring the imperative for the corporation to address misconceptions among Mauritians and modify its strategy in response to changing market circumstances. The study concluded by emphasising Pepsi's competitiveness and highlighting Coca-Cola's need for ongoing adjustment.

its methods.

Adeyanju Apejoye (2013) examined the influence of celebrity endorsement in advertising on students' purchasing inclinations. The sampling technique employed was a combination of simple random sampling and systematic sampling. The sample consisted of 120 regular students from four departments, with 60 allocated to the experimental group and 60 to the control group. The T-test was the statistical technique utilised to examine the data. This study utilised two advertisements, one with football player Osaze Odenwingie and the other without a celebrity, to investigate the influence of celebrity endorsements on students' purchasing intentions for Pepsi-Cola. The propensity to buy was markedly influenced by celebrity endorsement, illustrating the efficacy of this advertising strategy. The study highlighted the necessity of prudently selecting celebrity endorsers to avert unwanted connections or the "vampire effect" that may undermine brand value and product integrity.

Ramesh Babu Kakumanu (2013) authored an essay examining the impact of soft drink company advertisements on consumer choices in Telangana. The study employed a structured questionnaire for data gathering. A direct randomised sampling strategy was utilised to choose samples from soft drink customers in Telangana state. The sample consisted of 573 individuals. Techniques like as Chi-Square, Lambda, Goodman and Kruskal's tau, Uncertainty Coefficient, and Cramér's V were employed to assess the strength of connection and correlation among the variables. This study highlighted the significant impact of demography on consumer reactions to advertisements, especially the pronounced effect of age. This study concluded by elucidating how consumers' perceptions of the brand are influenced by effective advertising.

Tariq M.I., Humayon A.A., Bhutta M.H., and Danish R. In 2014, an article was published analysing the impact of effective advertising on brand equity and brand switching behaviour in the food and beverages sector of an emerging economy. A simple random selection technique was employed to choose 260 individuals for the sample. Data were gathered using self-administered surveys and interviews. A total of 224 surveys were completed, resulting in an 88 percent response rate, with 206 deemed usable. This study investigated consumers' views on the influence of brand switching on brand equity and related attributes. It highlighted a favourable correlation between brand equity and effective advertising, suggesting that a brand's overall equity was augmented by proficiently handled advertisements. Furthermore, a negative correlation was observed between brand-switching behaviour and effective advertising, indicating that consumers were less likely to alter brands in reaction to successful advertising.

Dauda Abdullahi (2015) examined the influence of advertising on the sales revenue and profitability of several food and beverage firms in Nigeria. This study employed data collection methods, featuring a sample of 15 firms. The data were collected using a secondary method that employed annual reports from 2000 to 2012. This study demonstrated a significant association with probability, as the advertisement did not influence sales income, despite an increase in likelihood. This suggested that the advertisement's efficacy fluctuated regarding sales income and probability.

Ong Choon Hee (2018) investigated the influence of advertising media on consumer purchase behaviour in Malaysia's food and beverage industry. This study utilised convenience sampling. The questionnaires were distributed via Google Forms and received 397 responses. Both dependent factors, including consumer purchasing behaviour, and independent variables, such as advertising medium and purchase, were employed. This study proposed that consistent use of social media and broadcast channels could improve consumer purchasing behaviour. This revealed that the social media advertising approach was a pivotal component in shaping client purchasing behaviour.

Rukmani Singaram, Athul Ramasubramani, Aaditya Mehta, and Pari Arora (2018) composed an essay entitled "Coca-Cola: A Study on the Marketing Strategies for Millennials with a Focus on India." This research examined Coca-Cola's promotional strategies aimed at millennial demographics. One

hundred samples were chosen from several millennium category groups. The study employed probability sampling, especially a modified stratified sampling approach that included proportional sampling for sample distribution. It suggested that social media advertising during Christmas seasons affected customer behaviour. The company's success was ascribed to the younger demographic of consumers. The analysis indicated that the firm ought to have focused the creation of products for health-conscious consumers instead of focusing on the younger demographic to maximise its advantages.

Gbam and Barnabas (2019) performed a study analysing the influence of commercials on Coca-Cola soft drink sales in the Abuja Municipal Area Council. The research utilised a census sampling method. The sample size was 105, equivalent to the population size. A structured questionnaire created by the researcher serves as the data source. The mean was the statistical method employed in the study. This essay highlighted the importance of advertising in increasing consumer awareness among manufacturers of diverse items. This study shown that although advertising is an effective instrument for boosting sales, optimising its advantages in the competitive soft drink market requires overcoming difficulties and implementing a consumer-centric strategy.

Ochonogor, C. I. Nwachukwu, F. G. A study conducted in 2019 examined Coca-Cola's global advertising methods and the integration of pop culture among youth in Nigeria's South-South Region. The study utilised a survey design methodology to evaluate 384 people from six states. The study incorporated focus groups and a series of questionnaires to collect data, which was later examined using both quantitative and qualitative methodologies. Research demonstrated that adolescents were profoundly affected by these advertisements and assimilated the foreign cultures portrayed within them. The modifications in attire, vocabulary, dancing forms, and social engagements of the youth illustrated this phenomenon. This study concluded by analysing the influence of advertising on regional culture and the imperative for ads to conform to regional cultural standards.

Busheto Belayneh and Gudata Abara (2019) authored an essay assessing the marketing mix strategies of the Hawassa Millennium Pepsi-Cola Plant. A purposive sampling strategy was utilised involving 35 participants. Primary and secondary data were collected; preliminary data was obtained via a personal interview, while secondary data was derived from public records, journals, and publications. The study encompassed the variables of marketing mix, price promotion, and distribution channel. The study revealed that the Hawassa Millennium used a competitive pricing strategy and employed indirect channels for product distribution. The analysis determined that the business adeptly employed the marketing mix strategy, leading to its success in achieving its objectives.

A Wofadeju Peter Olayinka and Odorume Akpobo (2020) examined the impact of advertisements on sales promotion. This research utilised a survey methodology. Surveys were distributed to 150 patrons of Nigerian Breweries in Iganmu, Lagos State, with 128 respondents successfully completing and returning the questionnaires. The sample size comprised 150 participants. This study shown that adopting a strategic advertising method will alleviate inadequate client demand and purchase choices, therefore improving business performance. The study emphasised the need of choosing suitable media channels and advertising formats according to the intended audience and goals.

Francesco Galvano and Sara Crescimone (2020) studied the effects of the pandemic on advertising strategies via a case study of Coca-Cola. The study comprised a sample size of five individuals. The data and necessary information were collected for the participants. They utilised a meticulous ocular tracking method to observe the eye movements of the participants. This study elucidated the alterations in Coca-Cola's communication strategies in response to pandemic conditions. The study found that the firm adopted a customer-centric strategy, implemented pragmatic actions in response to the situation, and made forward-looking judgements.

Avani Jindal and Himanshi Gupta (2022) investigated the impact of advertisements on customer choices. The study employed random sampling to improve the applicability and generalizability of the findings. The gathered data were primary. The sample consisted of 60 kids, aged 12 to 17 years. This study investigated the impact of advertising on the beverage preferences of young consumers for two soft drinks, Fanta and Mirinda. A blind taste test indicated a marked preference for the more aggressively marketed Fanta, despite Mirinda's flavour likely being more robust, as demonstrated by the comparison of results to participants' overall brand choices. This study determined that advertising's impact on consumer choices may conceal product flaws.

Elizabeth Motika Daniel and Dr. N. Viswanadham (2022) examined the impact of soft drink advertisements on consumer purchase behaviour. This review utilised both descriptive and inferential statistics in its quantitative assessment methodology. A sample of 99 participants was selected for this study. Structured questionnaires, encompassing both open-ended and closed-ended formats, were distributed to Pepsi consumers. The data was examined via ANOVA and the variance statistical method. This investigation demonstrated that Pepsi utilised digital marketing, print promotions, and outdoor advertising. Digital advertisements and print promotions have significantly shaped advertising, while outdoor advertising has greatly affected consumer purchase behaviour. This study highlighted the importance of cross-promotion and underscored the need for consistency across different advertising channels.

#### **4.2.1 Hypotheses**

Based on the literature review and preliminary data, the study proposes the following hypotheses:

- H1: Taste is the primary factor influencing consumer preference for Coca-Cola or Pepsi.
- H2: Advertisements significantly impact brand perception and purchasing decisions.
- H3: Younger consumers associate Pepsi with innovation and Coca-Cola with tradition.
- H4: Price-conscious consumers are more likely to switch between brands.

### 4.3 Data Collection

Data was collected through structured questionnaires distributed via Google Forms with 100 responses. The survey included questions on brand preference, consumption frequency, marketing influence, and emotional connection.

### 4.4 Data Analysis and Interpretation

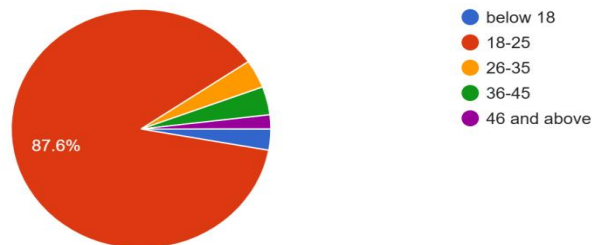
The collected data was analyzed using:

- SPSS & Excel for statistical analysis (mean, frequency distribution, correlation).
- Amos for structural equation modeling to test hypotheses.
- NVivo for qualitative data analysis (open-ended responses).

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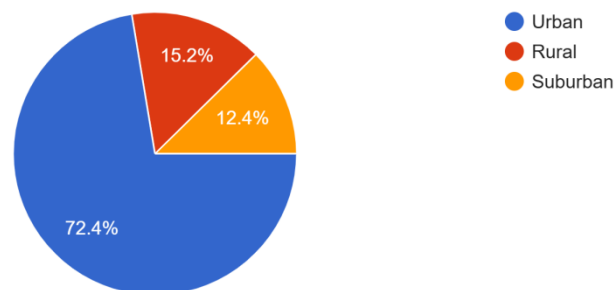
## Data Interpretation

Age  
105 responses



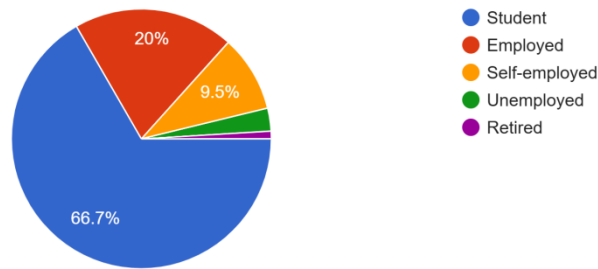
The majority of the 105 respondents fell within the 18-25 age group (87.6%), indicating that the research primarily reflects the preferences and perceptions of young adults. Smaller portions of respondents were from the 26-35 (3.8%) and 36-45 (3.8%) age groups, while only 2.9% were below 18, and 1.9% were 46 and above. This age distribution suggests that the findings are largely influenced by younger consumers, who are a key demographic for brands like *Coca-Cola* and *Pepsi*.

Location  
105 responses



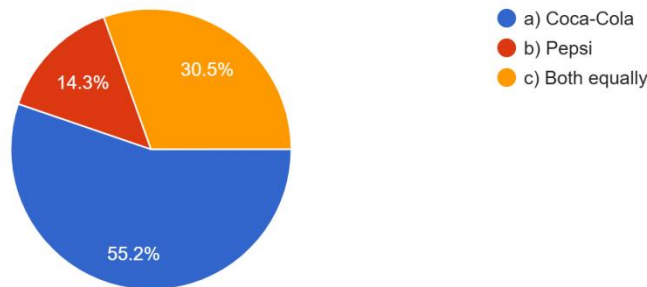
The majority of the 105 respondents were from urban areas (72%), highlighting that the study predominantly represents the perspectives of city dwellers. A smaller proportion of respondents came from rural areas (15.2%), while 12.4% were from suburban regions. This distribution suggests that the research findings are more reflective of urban consumer behavior, where brands like *Coca-Cola* and *Pepsi* may have stronger marketing influences and availability.

Occupation  
105 responses



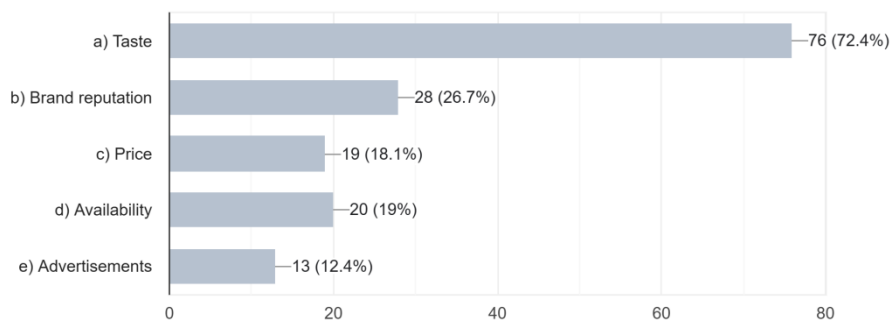
The survey responses indicate that the majority of participants were *students* (66.7%), suggesting that younger consumers form a significant portion of the study's demographic. *Employed individuals* (20%) and *self-employed respondents* (9.5%) also contributed notably, reflecting insights from working professionals. A smaller percentage of respondents were *unemployed* (2.9%) or *retired* (1%), indicating limited representation from older or non-working demographics. This distribution suggests that the study primarily captures the perspectives of younger, active consumers.

Which brand do you prefer?  
105 responses



The survey results reveal that *Coca-Cola is the preferred brand for the majority of respondents* (55.2%), indicating strong brand loyalty and consumer preference. *Pepsi is favored by 14.3%* of participants, suggesting a smaller but notable customer base. Meanwhile, *30.5% of respondents prefer both brands equally*, highlighting a segment of consumers who do not have a strong preference and may choose based on availability, pricing, or other factors. These findings suggest that Coca-Cola holds a competitive edge in consumer preference.

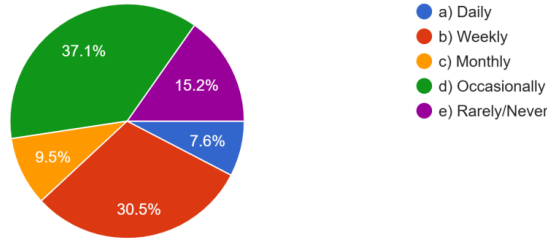
What influences your choice of beverage the most?  
105 responses



The survey findings indicate that *taste is the most significant factor influencing beverage choice*, with 72.4% of respondents prioritizing it. This highlights the importance of product flavor in consumer decision-making. *Brand reputation follows at 26.7%*, showing that a strong brand image also

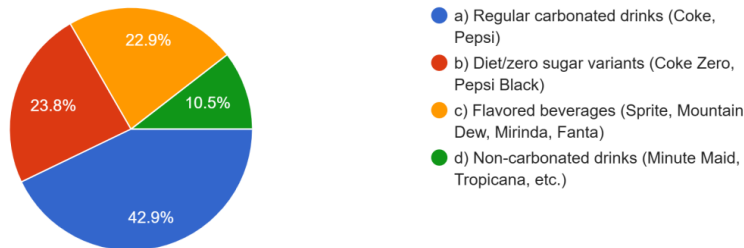
plays a key role. *Price (18.1%) and availability (19%)* are secondary considerations, suggesting that while cost and accessibility matter, they are not the primary drivers. *Advertisements (12.4%)* have the least influence, indicating that while marketing plays a role, consumers rely more on personal experience and brand perception when selecting their beverages.

How often do you consume Coca-Cola or Pepsi products?  
105 responses



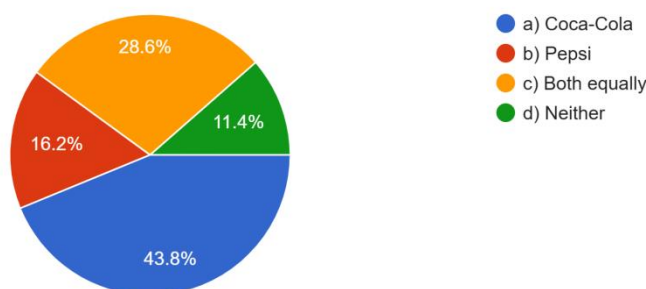
The survey results show that *37.1% of respondents consume Coca-Cola or Pepsi products occasionally*, making it the most common consumption pattern. *30.5% consume these beverages weekly*, indicating a significant portion of regular consumers. *15.2% rarely or never consume these products*, while *9.5% have them monthly*. Only *7.6% consume them daily*, suggesting that daily consumption is relatively low compared to other frequency levels. These insights reflect that while many enjoy these beverages, they are more commonly consumed on a non-daily basis.

Which product category do you consume the most from these brands?  
105 responses



The survey results reveal that *42.9% of respondents prefer regular carbonated drinks (such as Coca-Cola and Pepsi) the most*, indicating it as the dominant product category. *23.8% favor diet/zero sugar variants like Coke Zero and Pepsi Black*. Additionally, *22.9% prefer flavored beverages such as Sprite, Mountain Dew, Mirinda, and Fanta*. Only *10.5% consume non-carbonated drinks like Minute Maid and Tropicana the most*. This data shows that the classic carbonated drinks remain the most popular category among consumers.

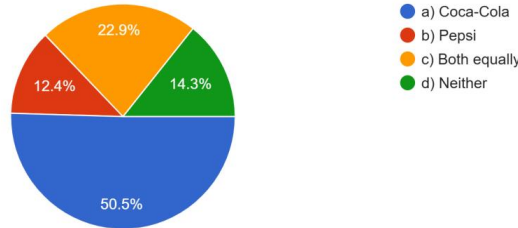
Which brand do you associate more with youthfulness and innovation?  
105 responses



The survey results indicate that 43.8% of respondents associate Coca-Cola with youthfulness and innovation, making it the dominant brand in this perception. 16.2% associate Pepsi with these qualities, while 28.6% believe both brands equally represent youthfulness and innovation. Additionally, 11.4% feel that neither brand stands out in this regard. This suggests that Coca-Cola holds a stronger brand image in terms of vibrancy and modern appeal compared to Pepsi.

Which brand do you associate more with tradition and nostalgia?

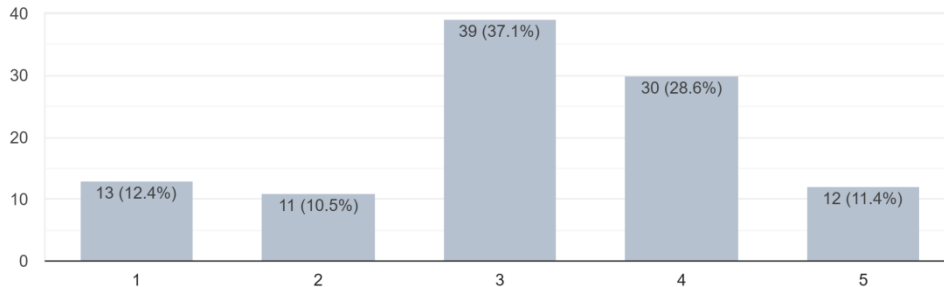
105 responses



The survey findings suggest that Coca-Cola is strongly associated with tradition and nostalgia, with 50.5% of respondents selecting it. In comparison, only 12.4% associate Pepsi with these qualities. Meanwhile, 22.9% believe both brands equally evoke nostalgia, and 14.3% feel that neither brand stands out in this regard. This indicates that Coca-Cola's long-standing market presence, classic branding, and historic advertising campaigns have reinforced its image as a timeless and nostalgic brand.

On a scale of 1-5, how strong is your emotional connection with your preferred brand?

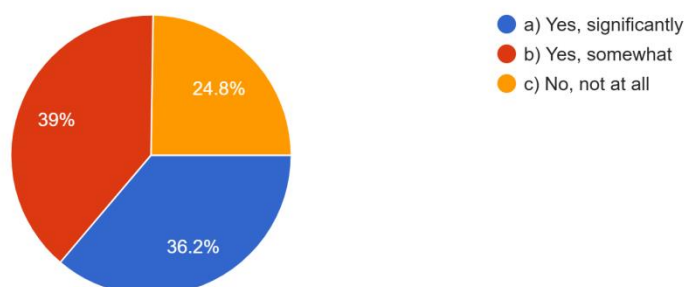
105 responses



The survey results indicate that most respondents (37.1%) rated their emotional connection with their preferred brand at a moderate level (3 on a scale of 1-5). Additionally, 28.6% of participants felt a strong connection (4), while 11.4% expressed a very strong emotional bond (5). On the other hand, 22.9% of respondents had a weak or very weak connection (1 or 2). This suggests that while many consumers feel a sense of attachment to their chosen brand, the emotional connection is generally not extremely deep for most.

Have advertisements influenced your choice between Coca-Cola and Pepsi?

105 responses

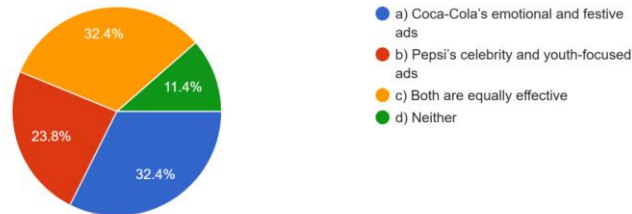




The survey results reveal that *advertisements play a considerable role in shaping consumer preferences between Coca-Cola and Pepsi*. A significant 36% of respondents stated that advertisements had a strong influence on their choice, while 39% acknowledged that ads had some impact. However, 24.8% of participants indicated that advertisements did not affect their decision at all. This suggests that while marketing campaigns are effective for a majority, nearly a quarter of consumers rely on other factors when choosing between the two brands.

#### Which type of advertisement do you find more engaging?

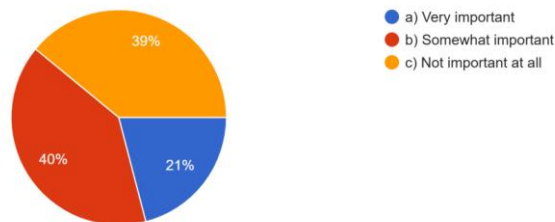
105 responses



The survey findings indicate that *Coca-Cola's emotional and festive advertisements and Pepsi's celebrity and youth-focused ads resonate differently with consumers*. 32.4% of respondents preferred Coca-Cola's approach, emphasizing emotional and festive themes, while 23.8% favored Pepsi's celebrity-driven and youthful branding. Interestingly, another 32.4% found both brands' advertisements equally effective, highlighting the impact of both strategies. However, 11.4% of participants did not find either brand's ads engaging, suggesting that some consumers may prioritize other factors over advertising.

#### How important is celebrity endorsement in your purchase decision?

105 responses



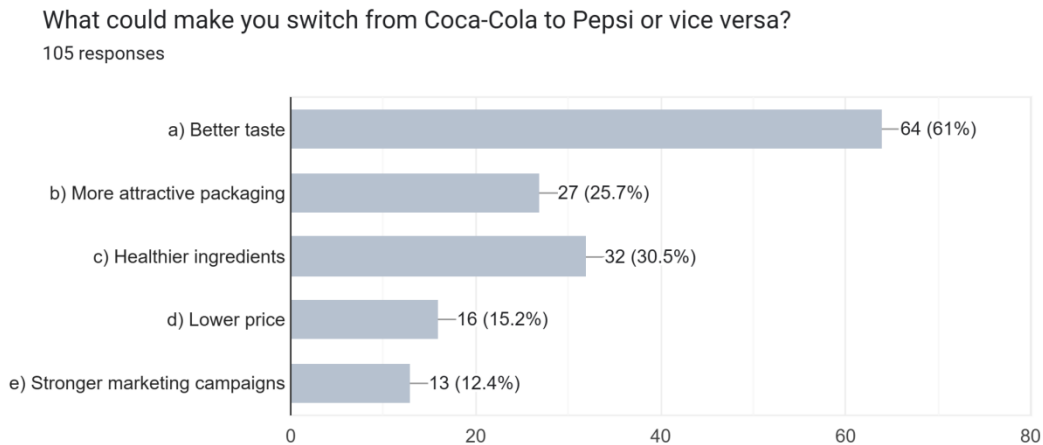
The survey results show that *celebrity endorsements have a mixed influence on consumer purchase decisions*. While 21% of respondents consider them very important, a larger portion (40%) finds them somewhat important, indicating that endorsements can enhance brand appeal but may not be the sole deciding factor. Meanwhile, 39% of participants stated that celebrity endorsements do not influence their purchasing decisions at all, suggesting that other factors such as taste, price, and availability play a more significant role in their beverage choices.

#### How does pricing affect your decision when choosing between Coca-Cola and Pepsi?

105 responses



The survey results indicate that *pricing is not a major deciding factor for most consumers when choosing between Coca-Cola and Pepsi*. A significant 65.7% of respondents prefer their chosen brand regardless of price, highlighting strong brand loyalty. However, 20% consider price only for larger purchases, suggesting that bulk-buying decisions may be influenced by cost. Meanwhile, 14.3% always opt for the cheaper option, showing that a small portion of consumers is highly price-sensitive when selecting their beverage.



The survey reveals that *taste is the most significant factor influencing a potential switch between Coca-Cola and Pepsi*, with 61% of respondents stating they would change brands for a better taste. *Healthier ingredients (30.5%)* and *more attractive packaging (25.7%)* also play a considerable role in consumer decisions. Interestingly, *lower price (15.2%)* and *stronger marketing campaigns (12.4%)* have less impact, indicating that while promotions and affordability matter, brand loyalty and product experience remain dominant factors in consumer preference.

## 5. Findings, Suggestions, and Conclusions

### 5.1 Key Findings

1. Taste remains the primary factor influencing consumer preference (73% respondents prioritize taste).
2. Coca-Cola is strongly associated with tradition and nostalgia, while Pepsi is linked to youthfulness and innovation.
3. Advertisements significantly impact consumer perception, with Coca-Cola's emotional ads being more effective.
4. Pricing affects purchase decisions, especially for students and cost-conscious consumers.
5. Celebrity endorsements have mixed effectiveness, with many respondents being indifferent.

### 5.2 Suggestions

- Coca-Cola should leverage its strong emotional connection and focus on maintaining brand heritage while innovating to attract younger audiences.
- Pepsi should continue positioning itself as a youthful, trendy brand but explore more emotionally engaging ads.
- Both brands can expand their healthier product lines (e.g., low-sugar drinks) to retain health-conscious consumers.

### 5.3 Conclusion

The Coca-Cola vs. Pepsi rivalry is shaped by a complex interplay of taste, marketing strategies, and brand perception. While Coca-Cola leads in emotional connection, Pepsi's association with youthfulness gives it an edge among younger consumers. Strategic marketing adjustments based on consumer insights can help both brands sustain market leadership.

## 6. Implications

### 6.1 Industrial Implications

- Beverage companies can refine product positioning based on consumer sentiment.
- Emerging brands can analyze Coca-Cola and Pepsi's strategies to position themselves competitively.

## 6.2 Managerial Implications

- Marketing teams can optimize advertisement spending based on effectiveness (emotional ads vs. celebrity endorsements).
- Pricing strategies should be adjusted to accommodate cost-sensitive consumers.

## 6.3 Societal Implications

- Increased awareness of healthier beverage options can drive consumer choices.
- Marketing campaigns should balance emotional appeal with health consciousness.

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