

INFLUENCE OF SOFT DRINKS' BRANDING ON CONSUMER BUYING

DECISION: Coke Vs Pepsi

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ABSTRACT

The motivations of soft drink buyers are the subject of this study. What effect the marketing strategies employed to promote each brand of soft drink has on potential buyers. The two rivals' branding strategies would be uncovered and analyzed so that a direct comparison could be established. The method of data collection and assessment is explored. In addition, hypotheses have been developed to test the interdependence of the five components that have been addressed. Coca-Cola or Pepsi, whoever is more behind and in need of the area of development, would be supplied with suggestions and recommendations.

INTRODUCTION

Background

The study's major objective was to learn how these factors affected the consumption of soft drinks by people in Pakistan. The goal of this research is to better understand the factors that lead consumers to choose one soft drink brand over another. The results of the research will help marketers create more efficient strategies. Since we are interested in the Pakistani market, we will be focusing our investigation on that country. The purpose of this research is to learn more about customers' perceptions of soft drinks, and more especially Coke and Pepsi, both before and after they make a purchase.

A brand may be anything from a simple name to an elaborate logo. Customers may get a general sense of what a company stands for through this. The values and stance of an organization may be communicated through its brand. So that consumers can tell you apart from the competition. People are continually looking for methods to improve products by giving them new features and presenting them in a way that competitors can't match (Clifton and Simmons, 2003).

The beverage business in Pakistan is dominated by the same two oligopolistic titans that control every other sector of the economy: Coca-Cola and Pepsi. It turns out to be challenging to tell which of the two is now leading the market. In their pursuit of success, the duo has encountered numerous trials and tribulations. Both continue to face severe competition on a worldwide scale and develop cutting-edge innovations that give them a leg up at various times. Coke and Pepsi are both soft drink manufacturers. However, Pepsi Co. has a wide range of products outside of only the beverage market.

History of Soft Drinks

The term "soft drinks" originated as a response to the widespread use of alcoholic beverages in the United States; previously, Americans had gravitated toward hard, flavored drinks.

In the 17th century, the first commercially available soft drink was made from a combination of water, lemon juice, and honey. Modern society relies on soft drinks to quench their thirst. They wash down their meal with a variety of soft drinks. There are both natural and artificial tastes in these soft drinks. Drinks made from natural ingredients like fruits and herbs. While there are many different beverages on the market, people tend to favor those that appeal to them most in terms of flavor, quality, and the reputation of the brand. Brand loyalty grows when consumers feel safe and secure when purchasing from a company they know and trust. Later in the analysis, we'll look at a number of other elements that contribute to a positive brand perception and increased earnings.

Pepsi Cola and Coca-Cola are the two most popular soft drink brands in the country of Pakistan. These are the two largest beverage companies in the world and the most well-known rivals in history. Carbonated beverages with water were first produced in Europe in the 17th century. Many other titles have been given to carbonated beverages throughout the years. Some scientists, like Joseph Black, referred to the gaseous component as fixed air, while others, like Gabriel Vanel, named it aerated water. On the other hand, in 1685, Robert Boyle conducted research on the water's ingredients and characteristics, which revealed its impacts on human body. There were countless reports and probes. In addition, a short speech was made at London College back in 1722. But at first, bottled water was used to treat illness, and subsequently, as technology advanced and production methods were refined, bottled water became popular. Different

Flavorings like ginger were first produced in 1820, followed by lemon in the 1830s, and finally tonic in 1858. In 1886, John Pemberton came up with the idea for what would become known as Coca-Cola. (Klehr, et al. 2006).

History of Coca-Cola

The American soft drink formerly known as Coca-Cola but now simply as "Coke" was created. There was a significant transition away from wine bars and towards soda fountains in the 19th century. Coca-Cola was created in 1886 by US soldier and pharmacist John Pemberton as a substitute for morphine. "Doc" John thought it was a great way to make money and a huge success. There were several societal indicators that corroborated Doc's point of view, but John didn't know how to sell his product to the public. Coke's initial tagline, "The Pause That Refreshes," was created by Company accountant Frank Robinson. When John Pemberton died in August 1888, Coca-Cola's already lackluster start only became worse.

Asa Griggs Candler quickly took control of Coca-Cola and by 1891 was the company's sole shareholder. Before anyone ever purchased it, he wanted it to be their favorite.

Coca-Cola's emblem appeared on notebooks, calendars, and posters in addition to discounts. At the time, this was seen as an expansionary action by analysts.

After a legal fight in 1898, Coca-Cola was exclusively offered as a beverage, having lost its name as a headache and tiredness reducing medication due to Candler's reckless move toward more profitability. Candler was pressured into bottling Coca-Cola by the two brothers who owned a bottling operation in 1899.

and the initial agreement to begin bottling was inked. The "Hutchinson" type bottle was the first and most common bottle used.

Hilda Clark was the first celebrity to endorse a product as an advertising strategy in the year 1900. Coca-Cola's "Thirst Knows no Season" slogan marked a shift in positioning for the company from a seasonal beverage to a year-round tropical beverage. In 1960, the first Coke cans hit store shelves. Coke's original recipe was tweaked and rebranded as "NEW COKE," but customers were not amenable to the change, thus "Classic" Coke was reintroduced. The 21st century saw the resumption and introduction of activities in a wide variety of nations, including Iraq, Argentina, etc. (Coca-Cola 2017).

Coca-Cola in Pakistan

Coca-Cola entered the Pakistani beverage industry and established local operations in 1953, just as it has in every other country across the world. This opened up fresh doorways for economic growth and social advancement in Pakistan.

In the 20th century, the Pakistani market finally gained access to Fanta, Sprite, Diet Coke, and Fanta Lemon. Coca-Cola's operations in Pakistan are currently handled by Coca-Cola Beverages Pakistan Ltd.

Products of Coca Cola in Pakistan

Coca-Cola's whole line of beverages is available in Pakistan, including Fanta, Sprite, Diet Coke, and Fanta Lemon.

History of Pepsi Cola

Pepsi was founded by Caleb Bradham. Brad's drink was rebranded as Pepsi Cola in 1898 after initially being known as "Brad's drink." Also, in 1965, Pepsi cola and Frito-Lay merged to form Pepsi co, and the company gradually expanded into Eastern Europe and Japan.

In the 1970s, when businesses initially started establishing multiple plants every year, Pepsi was the pioneer in providing customers with lightweight, recyclable plastic bottles. After that, in 1971, new logos were used to further the red, white, and blue theme. In addition, in 1973, Pepsi Co foods international, later rebranded as Frito lay international, was established to facilitate the global trading of food goods. More than 150 nations at the time saw distribution of Pepsi goods in 1984, when the company made advertising history (Ali 2013).

Pepsi in Pakistan

In 1959, Pepsi became available in Pakistan. However, it was not widely known, therefore it failed and was eventually discontinued. In 1963, it debuted with reworked policies that significantly increased output in Pakistan. In recent years, Pepsi has struggled in comparison to another popular brand, Coca-Cola (Reddy, et al. 2015).

Products of Pepsi Cola in Pakistan

Products from Pepsi Cola sold in Pakistan include Mirinda, Team, 7-Up, Mountain Dew, Diet, Diet Pepsi, Lays, and Kurkure.

SCOPE OF RESEARCH

The purpose of this study is to investigate what influences consumers' preferences for soft drinks. The overarching goal of the research is to discover whether and how different marketing strategies have an effect on consumers.

Finding and evaluating the two rivals' branding strategies would allow for a side-by-side comparison of their respective strengths and weaknesses. The focus of this research would be on the primary factors that draws customers to a certain brand, and how they feel about and make purchases of that brand. The study's findings would be used to provide recommendations to

Coca-Cola or Pepsi, depending on whether company is further behind and more in need of the area for development. Coke and Pepsi would be armed with this knowledge, allowing them to focus their marketing efforts and customer service efforts where they will have the greatest impact.

PROBLEM STATEMENT

Determine whether brand-related factors influence customers' perceptions and decisions regarding which soft drink (Coca-Cola or Pepsi) to purchase. Also, to compare and contrast the two leading soft drink brands, Coke and Pepsi, from the perspective of their customers both before and after they make a purchase.

SIGNIFICANCE OF STUDY

The elements that impact customers' buying decisions and their views before they make a purchase have not been adequately studied. Therefore, the following are the benefits of studying currents:

Consumers

Consumers may use the data from this study to better decide between Coca-Cola and Pepsi when it comes to soft drinks, since it reveals the impact of branding on purchasing decisions.

Researcher

This research adds to the existing literature and can be used as a resource for future scholars. There would be an analysis of the variables that influence consumer spending that might be used elsewhere.

Organization

Organizations may use the study's insights and recommendations to boost sales and profits by implementing new and better marketing strategies. The sales of soft drinks like Coke and Pepsi would also benefit from this. In addition, the findings of this research will aid customers in making more informed brand choices.

PURPOSE OF RESEARCH

The primary purpose of this study is to provide in-depth analysis of the industry on behalf of a potential investor. Knowing the pre-purchase perspective of consumers would allow us to get insight into their buying tendencies. It would also provide insight into how customers perceive the Coca-Cola and Pepsi brands. Particular attention would be paid to the impact of soft drink branding on customers' purchasing decisions. Market competition is high since the two companies are always trying to increase their respective market shares and bottom lines.

The studies would also reveal that the industry's profitability is expected to be high, but that growth may slow for some businesses because of market saturation. As a result, several major soft drink producers are expanding into adjacent industries including snacks and sweets.

LITERATURE REVIEW

The local brands and the global brands are viewed differently by people in various nations. The reach of local brands is limited to the immediate area. In contrast, global brands have a broader reach since their products are sold and advertised in more places. A consumer will not purchase a brand's goods if that brand's products do not meet the client's needs. And he probably doesn't want to buy from that company again. There are several things a consumer may consider before making a final decision on a product. A consumer is more likely to stick with a brand if he had positive experiences with it. If someone is unfamiliar with or dissatisfied with a brand, he is less inclined to try it out (Joseph, 2015).

Both beverages have similarities in flavor and visual appeal. The study set out to determine which soft drink is more widely consumed in Pakistan and why consumers choose one brand over another (Pepsi or Cola) and what variables play into their decision. However, research into these elements led them to the conclusion that commercials were the primary means through which their brand was introduced to the public. In addition, this study discusses global and local tactics, such as how local markets face competition from worldwide markets. Brand synchronization, which emphasizes brand loyalty, is also discussed in this study (Jamil Paracha, et al., 2012).

Brand and Branding

The term "brand" literally means "sword" in German, where it originated. According to Clifton and Simmons (2003), a brand might take the form of a name, a symbol, a word, a name, letters, numbers, shapes, a color, a logo, or a combination of these elements. A logo is a symbol that represents a company in the public's mind, consumer thinking, consumers' minds, etc. There is significance behind every symbol. Brand it means to mark with a hot iron in order to identify

goods, as per the old definition. The only thing that truly sets these businesses apart from one another is their respective brands. Numerous brands serve as examples. Coca-Cola and Pepsi are the two most well-known soft drink manufacturers (Karam and Saidam 2015).

Consumer Buying Behavior

The most crucial factor is the consumer's cultural background or milieu. However, there are numerous elements that impact a consumer's buying behavior, not the least of which is culture. There are three main types of factors: Considerations of society, psychology, and the individual.

Social Factors: Time, location, and circumstance of purchase all have a role, as do the consumer's social and physical surroundings.

Psychological Factors: This encompasses the buyer's mentality and character traits in relation to the goods.

Personal Factors: consumer characteristics such as identity, self-perception, way of life, profession, and means of financial support (Stavkova, Stejskal and Toufarova 2008).

Consumer Buying Decision

The term "consumer" refers to an individual who purchases and uses various goods and services to meet his or her wants and requirements. A consumer must decide to acquire a product or service before making a purchase. There are six main considerations a buyer makes before committing to a purchase (Tantiwongwat 2013).

Problem Recognition

Before making a purchase, consumers must determine what problem they are trying to solve. The client must be aware of their own requirements. In other words, what exactly are they looking to buy? What people think they are vs what they are in any particular moment is also a part of this. (Jones 2014).

Information Search

The next step, after figuring out the issue, is to learn as much as possible about the product in question. There are a variety of places from which to glean this data. Therefore, it raises consumers' consciousness about various brands. (Ibid).

Evaluation of Alternatives

Now that they've done their research on the specific brand they want to buy, they'll rate the brands in order of preference. They are initially concerned with the advantages the brand offers. They are also ranked according to the brand's quality and cost (Bornmark, Goransson and Svensson 2005).

Purchase

This is the stage where the customer finally makes a decision to purchase a particular product or a brand (Bornmark, Goransson and Svensson 2005).

Post purchase

A customer who makes a purchase but isn't completely pleased with it might send it back for a refund if it doesn't live up to his expectations. (Bornmark, Goransson and Svensson 2005).

Feedback

After using the goods, the consumer provides comments on how satisfied he was with the purchase.

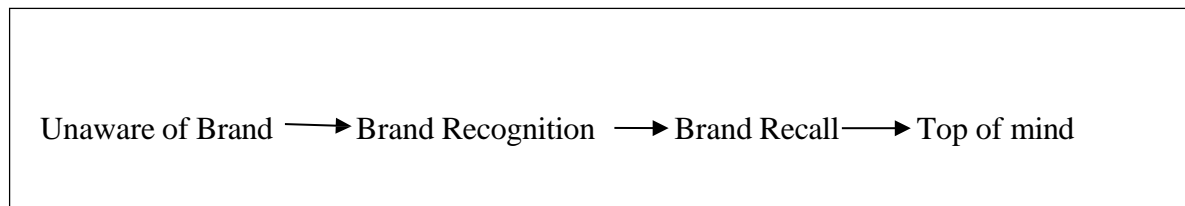
Brand Name

Differentiating one company's brand from another is often done through the brand name. The purpose of a brand name is to catch consumers' attention with its uniqueness. A brand's name is extremely important since it conveys information about the product's intended use to the buyer. It's a crucial link in the chain that brings a product to life. A recognizable brand name may also be an effective technique of dissemination of information. Some companies, however, assign their products not on the basis of emotional experience for the customers, but on the basis of what is memorable and memorable immediately upon seeing it. A brand's name must be one of a kind and appealing to the target audience in order to be successful. It seems to reason that a brand with a catchy name will do well in the marketplace. Many businesses these days employ the tactic of giving their brand a distinct moniker (Tantiwongwat 2013).

Brand Awareness

By informing the intended audience that they are well-versed in the brand and its products, brand awareness may be achieved. The three stages of brand awareness are: being known, being talked about, and being remembered (Koniewski 2012).

Figure 3: Levels of Brand Awareness



Brand Recognition: In this initial phase, consumers learn to recognize the brand. Brand recognition occurs when a product or service becomes so familiar to a consumer that he or she prefers it to others on the market.

Brand Recall: Given the wide variety of options available to him, the buyer often makes a snap decision on which brand to purchase at the very moment of purchase.

Top of Mind: When customers are asked to name a brand, they should think of the one that comes to mind first. Some of the things that help people remember your brand include:

Be unique, unforgettable: There is a need to differentiate items because so many of them seem the same in today's market. A brand can only effectively convey the unique qualities of its product if it is the only one of its type. In order for it to be obvious to buyers what they're getting.

Involve a motto or tune: Because it incorporates a visual aspect of the business, a slogan may have a powerful connection to the brand. This illustrates the power of a catchy slogan or tune in

effecting change.

Publicity: Advertising the goods is essential if you want people to recognise it. Skilled promotion and brand awareness-building are the goals of advertising.

Event sponsorship: The primary objective of event sponsorship is to increase product visibility.

Brand expansion: Customers are more likely to remember a brand if they see its name, symbol, or emblem on other items. Coke and Pepsi, for instance, are household names that have spawned many spinoffs.

Using signs: Packaging is the most important feature of the product as when the customer comes to buy a product the first thing he/she sees is the packaging of that product. If he is not aware of the product the packaging can give him/her a clue of what a product is about.

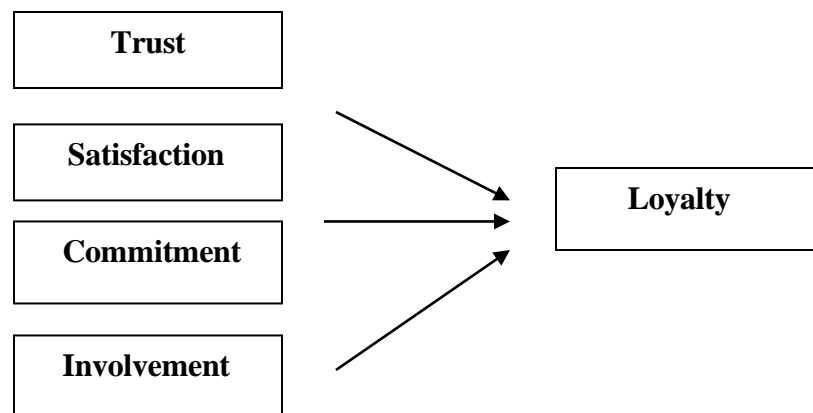
These were some of the most common factors that lead to brand awareness (Bornmark, Goransson and Svensson 2005).

Brand Loyalty

Consumers' preferences are profoundly impacted by their amount of brand loyalty. If a customer is pleased with a certain brand, he or she is more likely to purchase that brand in the future. Repeat buyers don't care about pricing and will always buy the things they prefer. Once a consumer has decided on a certain brand, they are unlikely to change their minds. When people find a product they enjoy, they tend to remain with it, which may be seen as brand loyalty. Because switching from a customer's favourite brand is challenging, customers are less inclined to take the risk of trying another brand. However, if they are satisfied with the quality of a competing brand, they may switch. On a consistent basis, consumers are aware of the value they are receiving. In addition, customers frequently ignore competing items when shopping.

their favoured brand, given that rival brands may really be superior in quality to the one the buyer prefers. Customers' propensity to move to a different brand is correlated with the degree to which they have an emotional connection to that brand. The name of the brand, the customer's familiarity with the brand, and the customer's opinion are all aspects that contribute to brand loyalty. (Bornmark, Goransson and Svensson 2005).

Figure 4: Attributes of Brand Loyalty



This is the simple model for the brand loyalty which includes brand trust, satisfaction, commitment, repeat purchase and involvement that gives an outcome i.e. brand loyalty.

Brand Perception

When we talk about how people feel about a brand, we are referring to their perceptions of the brand. People are more likely to purchase a certain brand because of the impression it leaves on their minds. If a customer has a positive pre-purchase impression of a brand, he or she is more likely to give that brand a try; conversely, if he or she has a negative pre-purchase impression of a brand, for whatever reason, he or she will not even consider buying that brand. A customer's opinion can be influenced by their upbringing and background, but marketers can only do so much. A customer's preference for one brand over another might be based on his or her preconceived notions about that brand, such as the belief that Coke tastes better than Pepsi or vice versa. Culture, society, politics, and religion all have a role in shaping people's perspectives. (Khanna 2015).

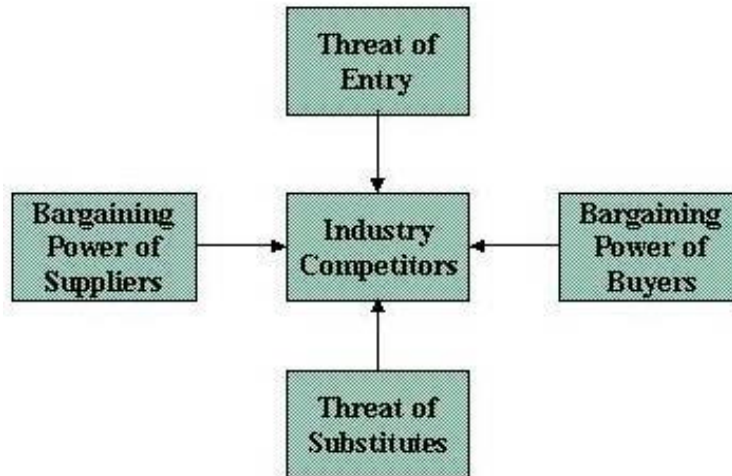
Taste Preference

Many findings indicate that the drinks' flavours are the only reason for their popularity. Consumers often base their purchases on how something tastes. If a consumer tries a soft drink like Pepsi or Coca-Cola and like the flavour, for instance, it stands to reason that he would continue to buy and drink the product. Customers' decision-making is greatly influenced by how something tastes. It follows that consumers place a premium on flavour when choosing a brand. (J 1998) .

Competitors

Competition in every market may be broken down into the following five factors: rivalry among enterprises, threat of new entrants, possibility of replacement goods, bargaining power of suppliers, and bargaining power of consumers. In low-profit sectors, competition is fierce. (Strategic Analyst's Toolkit n.d.).

Figure 5: Porter's Five Forces Model



Porter's Five Forces Model

Rivalry among Competing Firms

There are a lot of players in Pakistan's beverage market, but Coke and Pepsi are the two biggest names. Both parties come up with unique strategies to get an edge in the market.

Potential Entry of New Competitors

There are new local firms entering the market with unregistered patents, hoping to steal a little of business from the likes of Coca-Cola and Pepsi. Both companies adjust their price methods in response to the competition from regional brands. An story in the Dawn newspaper said that in the wake of the introduction of competing products, both companies had reduced the price of their 1.5-liter offerings (Khan 2003).

Potential Development of Substitute Products

Although energy drinks are relatively new to the market, they are not likely to displace the dominant soft drink brands (Communication 2017).

Bargaining Power of Suppliers

The popularity of soft drinks across age groups in Pakistan can be attributed to the beverages' newfound association with celebrations and gatherings.

Consistent expansion in the food business benefits soft drink producers as well since such beverages go well with processed foods. Both companies market and sell their wares through separate channels, such as restaurants and meal delivery apps. An increase in family income is associated with a rise in demand for prepared foods and beverages, according to a recent poll (Aazim, 2017).

Since many Muslims fast throughout Ramadan, the country's beverage business benefits greatly from this religious holiday. Advertisements and discounts, say CEOs of well-known soft drink companies, are strategies for boosting sales. Competition is pushed ahead during Ramadan, making it an ideal opportunity for new products to enter the market and cut into the profits of the oligopolies. Juice company Tang, for instance, introduced a new flavour called Tang Rose that may have swung the market in favour of powdered juices. There is little hope of consolidation in the business given the rapidly expanding number of rivals (Zaheer 2010).

Bargaining Power of Consumers

In truth, cola drinkers have little leverage in negotiations. Their strength comes from the potential for a full market prohibition or consumer boycott of certain soft drinks. Here,

Two of our observations are rather neutral: Bans on both Pepsi and Coca-Cola are being considered in schools after a French show about the beverage's health risks went viral.

Promotion & Advertisements

Media Advertisements

Soft drink companies need to employ a variety of marketing methods to build up their brands and keep their customers coming back (Ramsaran, 2015). The two oligopolistic companies market their deals and promotions in engaging ways, which boosts consumer recognition of their brands. A recent study in Pakistan found that, despite Pepsi's stronger local image, Coca-Cola was the most successful soft drink brand due to the company's successful international marketing operations. The research also shows that demand exists once the product is made available to consumers (Farooqui, 2014).

The executives of Coke and Pepsi claim that their companies' success may be attributed to their clever ads. Commercials helped spread the word about the Coca-Cola brand. To spread word of their existence and wares, they relied heavily on ads. Chandler used innovative strategies to boost Coca-Cola's dwindling sales after the death of the company's founder. He also helped promote Coca-Cola by having the company's brand printed on stationary items like diaries and notepads, as well as on bookmarks. In 1963, Coke began using the slogan "Things go better with Coke" in its advertisements. "Buy the World a Coke" is an award-winning television commercial that debuted in 1971. Coca-Cola seized

Numerous famous musicians and actresses lent their voices to the jingle in 1975. Many performers in Pakistan, including actors, actresses, and singers, are paid by the country's largest beverage companies to participate in this scam.

The modern advertising and marketing industry is fierce and cutthroat. When comparing the two

brands' advertising efforts, Coca-Cola and Pepsi both shine. Pepsi's public awareness efforts have shed light on the lives of the disadvantaged and helped improve their circumstances. Social media users were encouraged to share photos of themselves closing their eyes and using the hashtag "#EyesClosedForLight" to bring attention to the cause. Pepsi donates one life's worth of energy for every hashtag used. In contrast, Coke launched its "share a Coke" promotion that year during Ramadan. The Eidhi Foundation, the largest and most respected charity in Pakistan, worked with Coca-Cola Pakistan on a multi-pronged fundraising effort named "Bottle of Change." Coca-Cola has pledged to match any contributions made throughout the drive. In addition, Coke's annual Coke Studio music competition is one of the most watched television programmes in Pakistan, providing viewers with a wide variety of musical styles throughout the year. The "battle of Bands" competition event, which Pepsi premiered in 2017, quickly became an enormous hit by showcasing the most impressive live performances by bands from all around the world.

Celebrity Endorsements

It's commonly believed that when a famous person endorses a certain brand of soft drink, consumers are more likely to buy that particular brand. Large portions of a company's budget are often set aside for marketing and promotion. As a result, in 1900, the first advertisements featuring the performer Hilda Clarke emerged on things like platters and bookmarks for Coca-Cola (Coca-Cola, 2017). Many musicians have contributed to Coca-Cola's comeback since then. Coca-Cola's Maya Ali and Mahira Khan and Pepsi's Hamza Ali Abassi, Fawad Khan, and Imran Khan are only two examples.

many more. The most common strategy for attracting people's attention is to cast the most

famous actors, singers, or models in an ad. Celebrity endorsement, as argued by D. Goutam, is now more important than ever because of the lasting impression it may have on customers.

Logos & Slogans

Brands use logos and slogans as a way to communicate with their target audience and establish a sense of familiarity with the product. The Pepsi and Coca-Cola logos are instantly recognisable not just because of the drinks they represent, but also because of their distinctive shapes and hues.

1886: Coca-Cola's original logo, created by Frank Robinson, was a combination of the letters C and O.

1898: In August, Brad's beverage was officially named "Pepsi-Cola" and trademarked. Coca-Cola's influence might be seen in its logo.

1906: The old Pepsi logo was a spiral, while the new one is more circular. The round form persists in modern times. Because it hoped that its slogan would also fit within this form, it opted for a sphere.

1921: Coca-Cola became a seasonal drink after its famous slogan, "Thirst knows no Season".

1931: Santa Claus was used by Coke to promote, "A Pause that refreshes".

1947: Coke introduced metal disc logo.

1963: "Things go better with Coke", aired for the first time on radio and television.

1969: A red and white scheme logo of Coke was announced.

1940: The famous jingle "Nickel Nickel" of Pepsi was declared immortal.

2011: Pepsi's marketing staff devised new catchphrases after the company suffered a severe loss in the soft drink sector. Pepsi has a long history of rotating through several slogans, such as Some of Pepsi's catchphrases over the years have featured "Change the game," "Go Next!", "Summer Time is Pepsi Time," and "Born in the Carolinas," all of which aimed to keep the brand in customers' minds.

Coke maintained a unified marketing message i.e. customer-centric, with a tagline like "Life Begins Here" (FID, 2012).

2012: Pepsi's "Live for Now" tagline is the first to really resonate with today's youth market. Coke's "Open Happiness" slogan stands in stark contrast to Pepsi's "Pop Connection," according to the marketing department.

Specifically, in Pakistan, the following slogans were used:

To paraphrase, "Coca Cola "Hello, everyone, and may the best man win" ("Only Coca-Cola can bring smiles to people's faces") If you're feeling generous, ask for more: "Dill Hai to Mango Aur"

Coca-Cola used a tagline popular in the worlds of cricket and music.

2009: "Khulein Khushian" ("Open Happiness")

This slogan was launched internationally by Coca-Cola, was released in the American Idol show.

This was advertised through print media and social media.

"Kha Le Pee Le Jee Le" ("eat drink live")

"Aao mil kar khayen" ("Eat together")

"Piyo Zara Jhoom K" ("Drink in Excitement")

"Maza Har Lamhe Ka" ("Fun of every Moment")

Implying life is everything with Coca-Cola.

"Zaalima Coca-Cola Pila Dey" ("O Tyrant! Feed me Coca-Cola")

An ad campaign featuring Maya Ali as a bride that revived Noor Jehan's famous song, "Zaalima Coca-Cola Pila Dey" (Infogalactic 2012)

1996–1997: "Pepsi: There's nothing official about it"

Pepsi was the official sponsor of the 1997 World Cup.

2010–2011: "Badal Do Zamana" ("Change the World")

CALL used this song's refrain to inspire its listeners to make a difference in the world through little actions.

2011–present: "Change the game"

International slogan, advertised in India, Bangladesh, and Pakistan for the 2011 Cricket World Cup.

2011–2013: "Dunya Hai Dil Walon Ki" ("World is For Lovers" by Ali Zafar)

This slogan was released by Pepsi for all the Cricket lovers, for the World Cup of 2011.

2013–2015: "Dil Maange Abhi" ("Heart Asks Now")

Ali Zafar and Ali Azmat's "one" performance together at the Pepsi concert brought the two artists' respective fan bases closer together. Pepsi capitalised on the fame of these musicians to advertise Pakistan Idol. (Sajwani 2013).

Since 2015, you may "Live It Abhi" (or "Live It Now").

After the soft drink market slowed, Pepsi tried a number of other slogans to boost sales, but this one stuck around for much longer.

2016–present: "Khana Banay Exciting" ("Meal Turns Exciting" by Fawad Khan)

This ad campaign featured Fawad Khan, the heartthrob of Pakistan, having a Pizza with Pepsi, emphasizing that Pepsi makes meals so much fun.

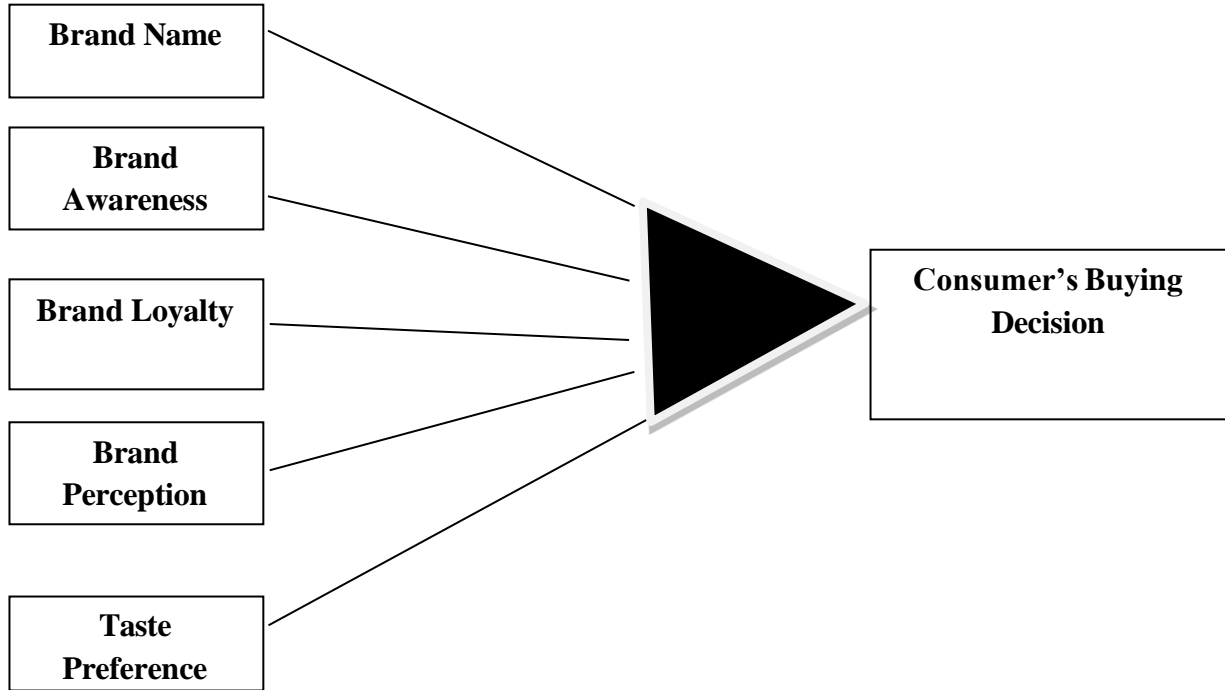
RESEARCH QUESTIONS

Based on the literature review and the primary research, the questions that this study seeks to answer are as follows:

1. Is there any proof that consumers' familiarity with a brand has a detrimental effect on their purchase decisions?
2. Does customer brand recognition operate as a reluctance to purchase?
3. Is there any evidence that customer brand loyalty influences their purchasing behaviour negatively?
4. When consumers have negative associations with a brand, they may be less likely to make a purchase.
5. Do consumers' aversions to certain flavours prevent them from making purchases??

CONCEPTUAL FRAMEWORK

Figure 6: Conceptual Framework



The consumer's purchasing choice is the dependent variable, while the factors on the left, including brand name, brand awareness, brand loyalty, brand perception, and flavour preference, are the independent variables.

HYPOTHESIS

Following are the hypotheses that are being tested in this research:

H1: Consumers' inclination to make a purchase is influenced by well-known brands.

H0: Consumers' interest in brand names does not influence their purchasing behaviour.

H2: Consumers' willingness to pay attention to a brand before making a purchase

H0: Customers' decision-making processes are unaffected by brand awareness.

H3: Consumers' commitment to a certain brand influences their purchasing behaviour.

H0: Customers' purchase decisions are unaffected by their allegiance to a particular brand.

H4: Consumers' opinions about brands affect their propensity to make purchases.

H0: Customers' opinions of a product's brand don't factor into their purchasing decisions.

H5: Consumers' purchasing choices are influenced by their own tastes.

H0: Buyers are unaffected by their personal preferences in terms of flavour.

DATA METHODOLOGY

Joseph (2015) argues that the best way to methodically address the exploration problem is through the use of research methods.

This study is classified as explanatory because its researchers make an effort to draw connections between concepts in order to better grasp the relationship between cause and effect. Since the hypothesis has been developed and can now be investigated, the available options for research design are constrained. This study is an example of explanatory research since it establishes a link between a number of factors and the results of those links, or causes and effects.

It is a short-term study, so the researchers will be taking a cross-sectional approach. This research takes a deductive method in that it gathers its information through the study of secondary sources (books), from which hypotheses are derived, tested, and finally analyzed.

The quantitative approach, implemented through the use of surveys, would be used to test the veracity of hypotheses. After collecting data, statistical analyses will be performed to ensure its accuracy.

QUANTITATIVE DATA ANALYSIS

Reliability Test:

Reliability testing indicates the degree to which a research instrument, like a questionnaire, consistently and confidently backs up the ideas on which it is based.

Table 1: Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.60	19

The dependability of a study is often assumed to have a value between 0.3 and 0.7. Cronbach's alpha = 0.55; this indicates that our data is trustworthy and consistent.

The entire survey and data collection process took around 15 days. We took 300 representative samples from our online and in-person polls. Respondents' ages, sexes, and locations were collected.

We asked a number of questions designed to help us understand how customers' level of familiarity with, opinion of, and commitment to various brands affected their decisions to buy.

Frequency Tables:

Table 2: Frequency Coke

	Frequency	Percent	Valid Percent	Cumulative Percent
Brand Name	100	33.1	33.1	33.1
Taste	97	32.1	32.1	65.2
Valid Quality	38	12.6	12.6	77.8
Advertisements	67	22.2	22.2	100.0
Total	302	100.0	100.0	

Table 3: Frequency Pepsi

What comes to your mind when you buy Pepsi?

What comes to your mind when you buy Pepsi?

	Frequency	Percent	Valid Percent	Cumulative Percent
Brand Name	69	22.8	22.8	22.8
Taste	105	34.8	34.8	57.6
Valid Quality	36	11.9	11.9	69.5
Advertisements	92	30.5	30.5	100.0
Total	302	100.0	100.0	

The accompanying data presents the most common influences on consumers' decisions to purchase Coke. The brand name is the most common factor with a frequency of 100. It adds up to 33.1% overall. So, when individuals think about buying Coke, they think of Brand Name (Table 2).

According to the data shown above, Taste is significantly more common than the alternatives. A total of 57.6 percent has been accumulated thus far. This suggests that taste is a major factor in why Pepsi sales continue to rise (Table 3).

Pie Charts:

Figure 7: Percentage of Coke Advertisement

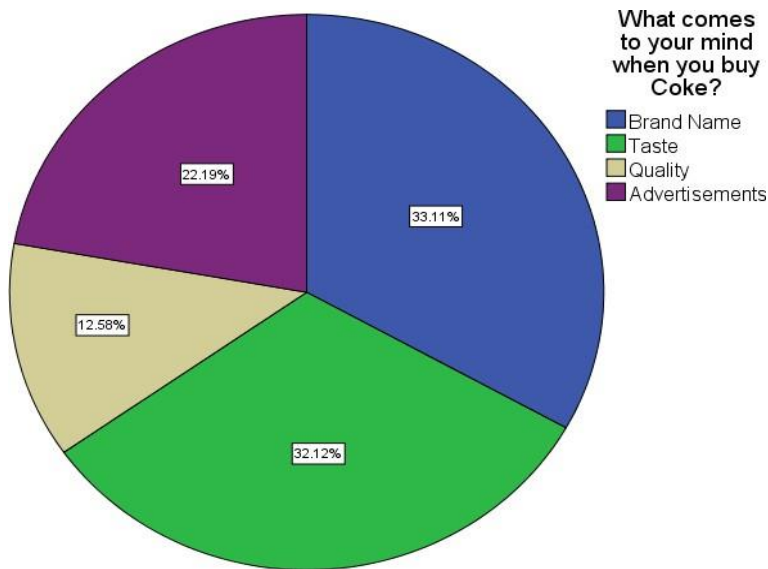
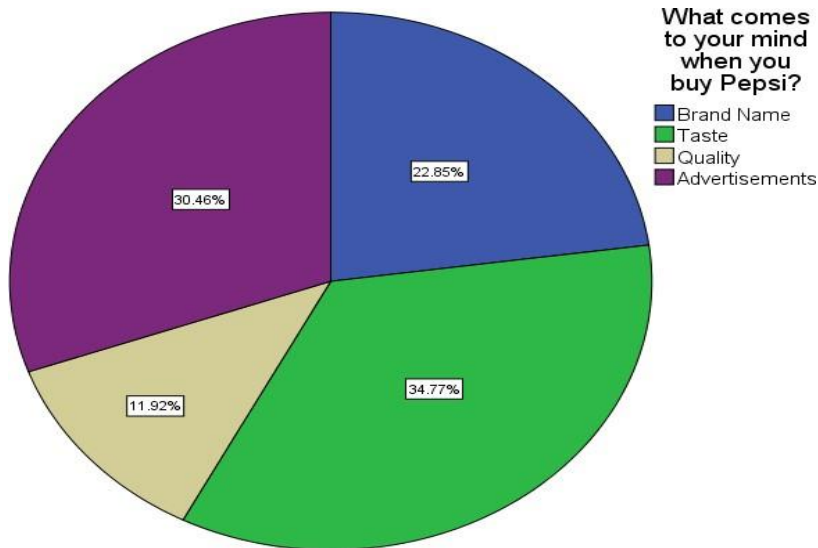


Figure 8: Percentage of Pepsi Advertisement



The percentage breakdown of occurrences is depicted in the preceding pie chart. Figure 8 shows that 33.11 percent of Coke purchases are made because of the brand name.

The percentage breakdown of such frequencies is depicted graphically above. When you purchase Pepsi, you get more flavour for your money (34.77% more, to be exact). (Figure 9).

Descriptive of Variables:

Table 4: Descriptive of Variables

Statistics

		Brand Awareness	Brand Name	Brand Perception	Brand Preference	Brand Loyalty
N.	Valid	302	302	302	302	302
	Missing	0	0	0	0	0
Mean		4.2053	4.3543	4.1921	4.2980	4.2947
Median		4.0000	5.0000	5.0000	5.0000	5.0000
Mode		5.00	5.00	5.00	5.00	5.00
Std. Deviation		.95977	.87621	1.06416	.92435	.91639
Variance		.921	.768	1.132	.854	.840
Skewness		-1.170	-1.532	-1.306	-1.363	-1.583
Std. Error of Skewness		.140	.140	.140	.140	.140
Kurtosis		.826	2.345	.907	1.372	2.671
Std. Error of Kurtosis		.280	.280	.280	.280	.280
Minimum		1.00	1.00	1.00	1.00	1.00
Maximum		5.00	5.00	5.00	5.00	5.00
Sum		1270.00	1315.00	1266.00	1298.00	1297.00

The data's descriptive distribution is shown out in the table up top. The center value of a set of numbers can be described using the Mean, Median, or Mode. The research demonstrates how the aforementioned elements interact to influence consumers' final purchasing decisions. Brand Name, on the other hand, has the highest mean average (4.3543), which explains why individuals choose to spend their money on popular brands like Coke and Pepsi. Brand Perception has a mean average of 4.1921, which indicates that consumers have a negative impression of purchasing a Coke or a Pepsi.

Frequency Tables:

Table 5: Frequency Brand Awareness

		Statistics				
		Brand Awareness	Brand Name	Brand Perception	Brand Preference	Brand Loyalty
N	Valid	302	302	302	302	302
	Missing	0	0	0	0	0
Mean		4.2053	4.3543	4.1921	4.2980	4.2947
Median		4.0000	5.0000	5.0000	5.0000	5.0000
Mode		5.00	5.00	5.00	5.00	5.00
Std. Deviation		.95977	.87621	1.06416	.92435	.91639
Variance		.921	.768	1.132	.854	.840
Skewness		-1.170	-1.532	-1.306	-1.363	-1.583
Std. Error of Skewness		.140	.140	.140	.140	.140
Kurtosis		.826	2.345	.907	1.372	2.671
Std. Error of Kurtosis		.280	.280	.280	.280	.280
Minimum		1.00	1.00	1.00	1.00	1.00
Maximum		5.00	5.00	5.00	5.00	5.00
Sum		1270.00	1315.00	1266.00	1298.00	1297.00

Brand Awareness

According to the findings, 'Brand awareness' is the deciding factor in which beverage consumers buy. Fifty-one percent of those who took the survey say that 'Brand Awareness' is the only reason they buy Coke and Pepsi. While just 7% of people polled would argue otherwise.

Table 6: Frequency Brand Name

BrandName				
	Frequency..	Percent..	Valid Percent..	Cumulative Percent..
Strongly Disagree	4	1.3	1.3	1.3
Disagree	10	3.3	3.3	4.6
Neither	27	8.9	8.9	13.6
Agree	95	31.5	31.5	45.0
Strongly Agree	166	55.0	55.0	100.0
Total	302	100.0	100.0	

Brand Name

Brand recognition was also cited as an influential element in respondents' final purchasing decisions. Brand recognition is the most important element for Coke and Pepsi sales, according to 45% of respondents. While only 4.6% of respondents didn't think brand names influenced consumers' purchasing decisions, the vast majority did.

Table 7: Frequency Brand Perception

Brand Perception
Brand Perception
 |

	<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
<u>Strongly Disagree</u>	<u>8</u>	<u>2.6</u>	<u>2.6</u>	<u>2.6</u>
<u>Disagree</u>	<u>23</u>	<u>7.6</u>	<u>7.6</u>	<u>10.3</u>
<u>Neither</u>	<u>30</u>	<u>9.9</u>	<u>9.9</u>	<u>20.2</u>
<u>Valid Agree</u>	<u>83</u>	<u>27.5</u>	<u>27.5</u>	<u>47.7</u>
<u>Strongly Agree</u>	<u>158</u>	<u>52.3</u>	<u>52.3</u>	<u>100.0</u>
<u>Total</u>	<u>302</u>	<u>100.0</u>	<u>100.0</u>	

When asking a question about whether Brand perception influences your choice of soda or not, therefore, 47.7% of respondents said that it does influence their choice whereas only 10.3% of the respondents disagree.

Table 8: Frequency Brand Preference

Brand Preference

	<u>Frequency</u>	<u>Percent</u>	<u>Valid Percent</u>	<u>Cumulative Percent</u>
<u>Valid</u>				
<u>Strongly Disagree</u>	<u>3</u>	<u>1.0</u>	<u>1.0</u>	<u>1.0</u>
<u>Disagree</u>	<u>17</u>	<u>5.6</u>	<u>5.6</u>	<u>6.6</u>
<u>Neither</u>	<u>28</u>	<u>9.3</u>	<u>9.3</u>	<u>15.9</u>
<u>Agree</u>	<u>93</u>	<u>30.8</u>	<u>30.8</u>	<u>46.7</u>
<u>Strongly Agree</u>	<u>161</u>	<u>53.3</u>	<u>53.3</u>	<u>100.0</u>
<u>Total</u>	<u>302</u>	<u>100.0</u>	<u>100.0</u>	

Brand loyalty was also cited as a reason for selecting a certain beverage. Thus, 46.7% of those polled expressed agreement, while just 6.6% expressed disagreement.

Table 9: Frequency Brand Loyalty

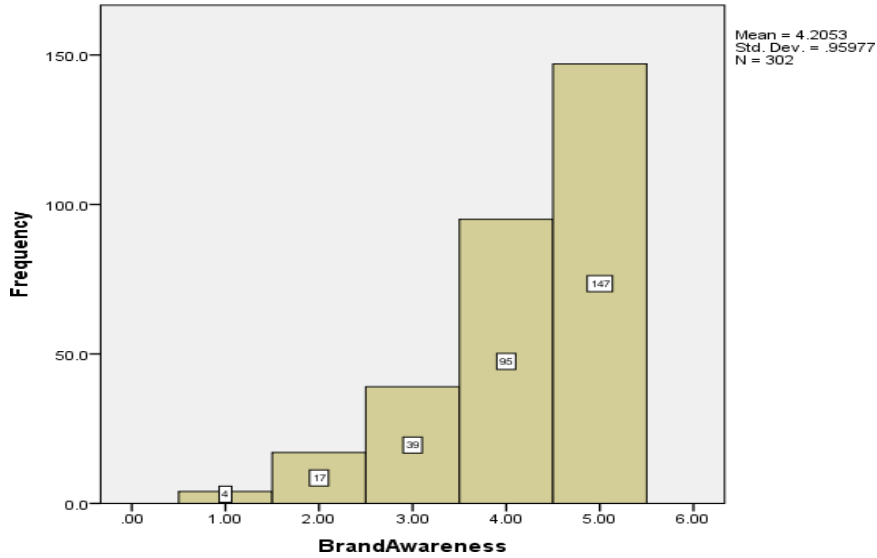
Brand Loyalty				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Disagree	7	2.3	2.3	2.3
Disagree	9	3.0	3.0	5.3
Neither	26	8.6	8.6	13.9
Agree	106	35.1	35.1	49.0
Strongly Agree	154	51.0	51.0	100.0
Total	302	100.0	100.0	

When it comes to Brand loyalty, 49% of the respondents agree that brand loyalty influences their choice of soda whereas; only 5.3% of the respondents disagree.

Bar Graphs:

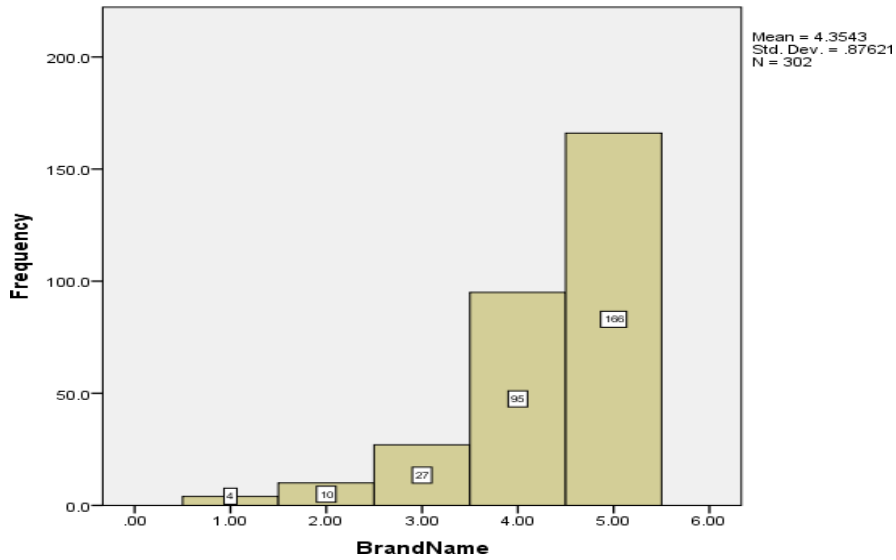
Brand Awareness:

Figure 9: Graphical Representation of Brand Awareness



Brand Name:

Figure 10: Graphical Representation of Brand Name

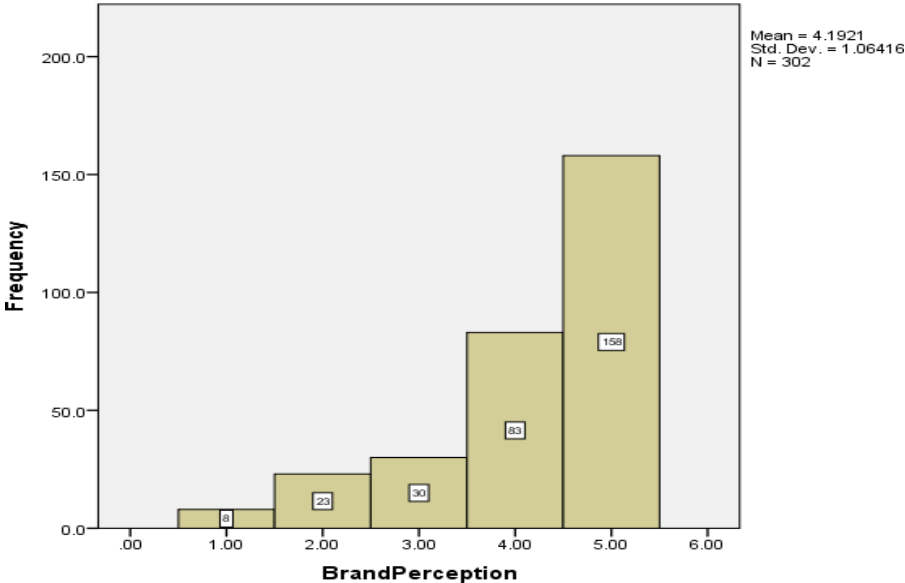


You can see the percentage of respondents who say Brand Awareness has a role in their soda preference in the bar graph above. Figure 9 displays the percentage of respondents who think that brand knowledge has a role in customer choice.

The accompanying pie chart reveals that 166 individuals are in agreement that consumers' purchasing decisions are influenced by brands. While just 4% would argue that consumers' attention to brand does not factor into their purchasing decisions, (Figure 10).

Brand Perception:

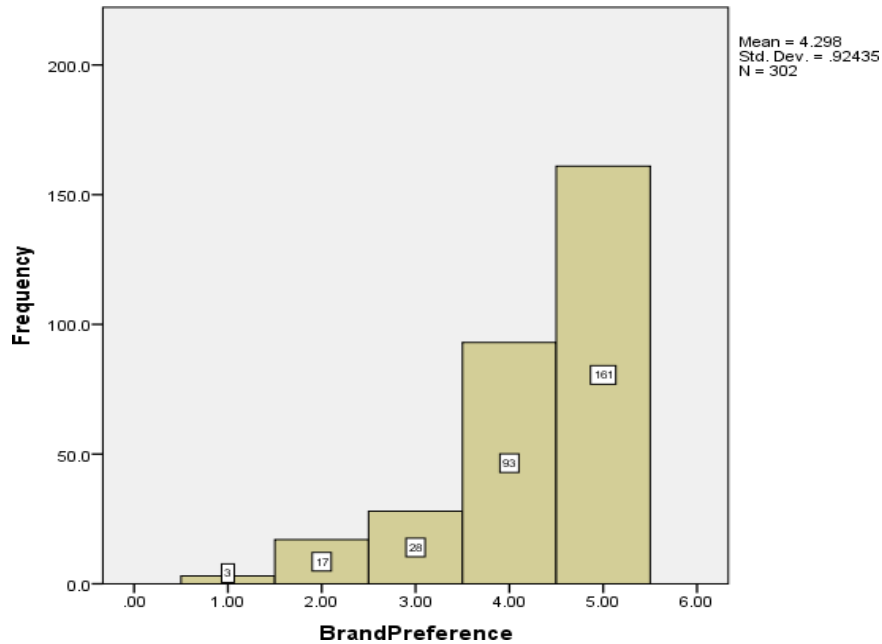
Figure 11: Graphical Representation of Brand Perception



According to the graph, 158 persons are unanimous in their belief that consumers' impressions of a brand have a role in their purchasing decisions. While just 8% of respondents think that consumers' impressions of brands don't have a role in their purchasing decisions.

Brand Preference:

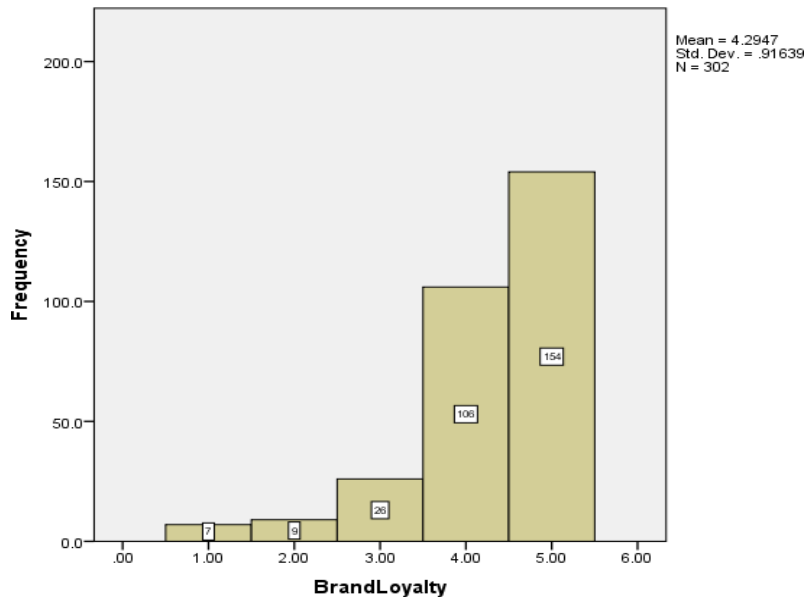
Figure 12: Graphical Representation of Brand Preference



A total of 161 respondents (shown as yes votes in the graph) strongly agree that consumers' brand preferences have a role in their purchasing decisions. While only 3% of respondents think brand loyalty has no effect on consumers' final purchases.

Brand Loyalty:

Figure 13: Graphical Representation of Brand Loyalty



The above graph shows that 154 people strongly agree that Brand loyalty affects the consumer buying decision. Whereas, only 7 people disagree that the Brand loyalty does not affects the consumer buying decision.

Descriptive of Brand Awareness:

Table 10: Descriptive of Brand Awareness

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Coke(Q1)	302	1.00	5.00	3.9669	1.17514
Pepsi(Q2)	302	1.00	5.00	4.3245	1.17306
Valid N (list wise)	302				

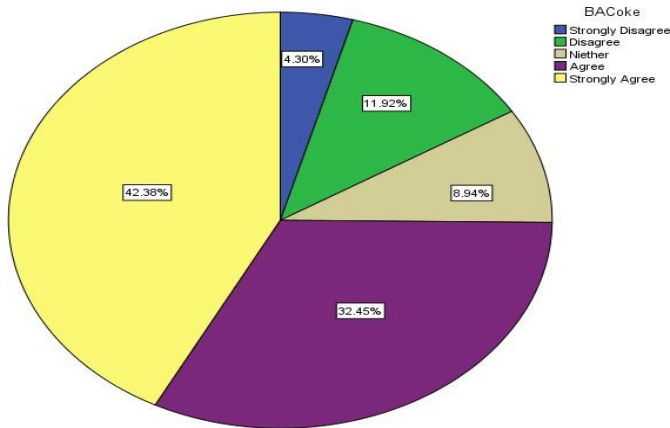
Q1: Do you think Marketing Campaign of Coke is more preferable than Pepsi?

Coke's marketing effort had a mean score of 3.9669 points higher than Pepsi's, based on responses to an online survey.

Q2: Do you think Marketing Campaign of Pepsi is more preferable than Coke?

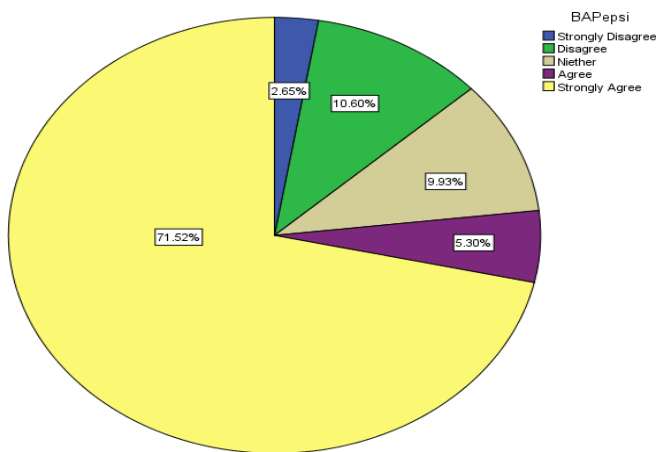
If you want to know if Pepsi or Coke has the better marketing campaign, just ask the replies. As a result, the mean is 4.3245. This indicates that Pepsi's marketing strategy is more popular than Coke's among the general public.

Figure 14: Percentage of Brand Awareness (Coke)



The percentages of people who favour Coke are shown in the above pie chart. Coke's advertising campaign is more popular than Pepsi's, with 42.38 percent of respondents picking it.

Figure 15: Percentage of Brand Awareness (Pepsi)



According to the results shown in the pie chart, Pepsi's marketing campaign is more popular than Coke's. That means Pepsi's advertising is the most effective.

Descriptive of Band Name:

Table 11: Descriptive of Brand Name

Q4: Do you think Coke is more popular than Pepsi?

When asking the respondents about whether they think that Coke is more popular than Pepsi, so the mean average numbers of people were 4.1391.

Q5: Do you think Pepsi is more popular than Coke?

The median number of respondents to a survey comparing Pepsi and Coke in terms of popularity was 2.7517.

Q6: Do you feel Coke is the leading soft drink brand?

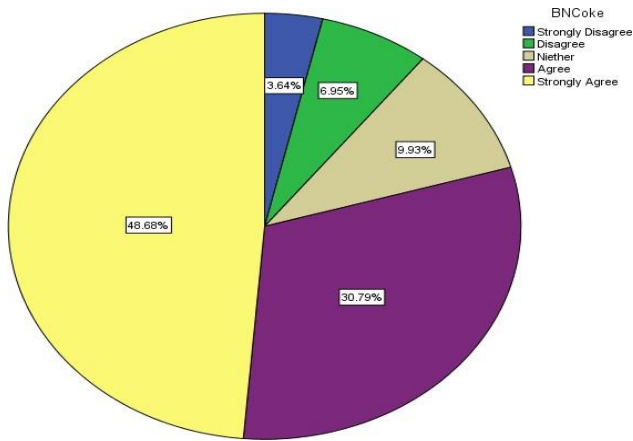
When asked if Coke is the most popular soft drink brand, an average of 4.1689 respondents gave their thumbs up.

	<u>N</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Mean</u>	<u>Std. Deviation</u>
Coke(Q4)	302	1.00	5.00	4.1391	1.08472
Pepsi(Q5)	302	1.00	5.00	2.7517	1.26330
Coke(Q6)	302	1.00	5.00	4.1689	1.06342
Pepsi(Q7)	302	1.00	5.00	2.8642	1.24083
Valid <u>N</u> (list wise)	302				

Q7: Do you feel Pepsi is the leading soft drink brand?

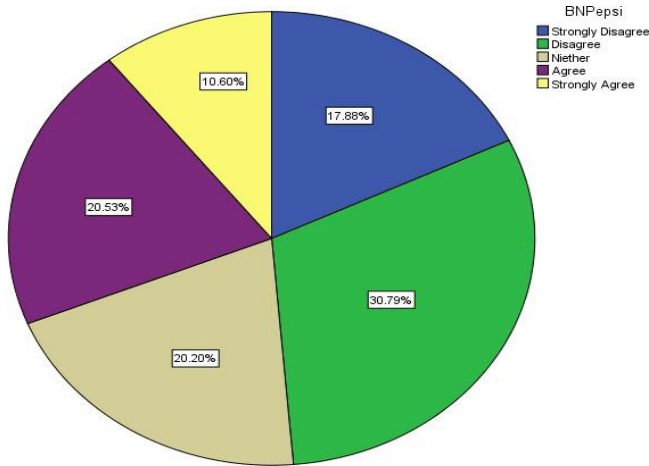
When asked if Pepsi is the best-known brand of soft drink, most people said yes. There were an average of 2.8642 persons.

Figure 16: Percentage of Brand Name (Coke)



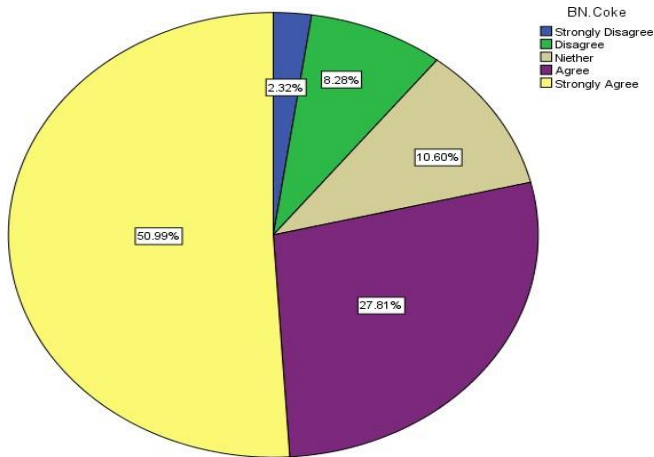
The above pie chart shows the percentage distribution of number of people who prefer coke. So, 48.68% of respondents strongly agree that coke is more popular because of its brand Name.

Figure 17: Percentage of Brand Name (Pepsi)



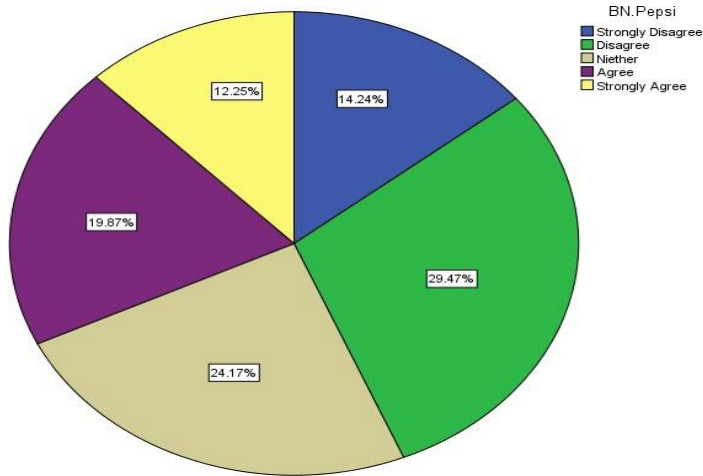
The pie chart shows that 30.79% of people disagree that the Pepsi is not popular because of its Brand Name.

Figure 18: Percentage of Brand Name (Coke)



The above pie chart shows that 50.99% of respondents feel that Coke is the leading soft drink because of its Brand Name.

Figure 19: Percentage of Brand Name (Pepsi)



The above pie chart shows that 29.47% of the respondents disagree that the Pepsi is not the leading soft drink because of its Brand Name.

Descriptive of Brand Perception:

Table 12: Descriptive of Brand Perception

Descriptive Statistics

	<u>N</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Mean</u>	<u>Std. Deviation</u>
Coke(Q9)	302	1.00	5.00	3.6954	1.28365
Pepsi(Q10)	302	1.00	5.00	3.1424	1.27443
Valid N (listwise)	302				

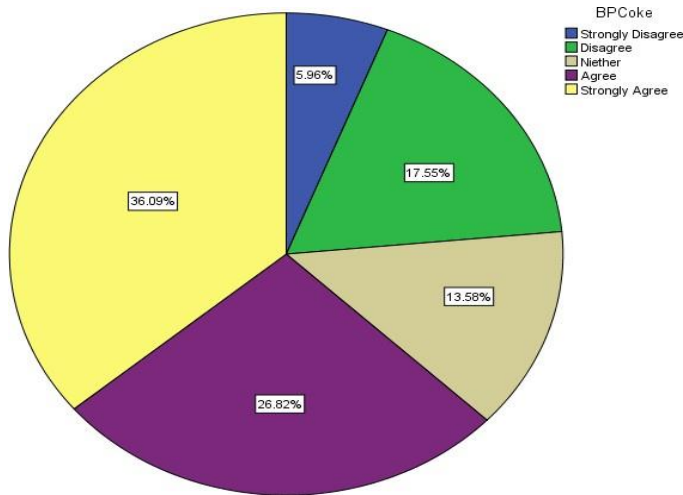
Q9: Do you think Coke's advertisement is more entertaining than Pepsi?

According to the data presented above, consumers respond better to Coke ads than those for rival brand Pepsi.

Q10: Do you think Pepsi's advertisement is more entertaining than Coke?

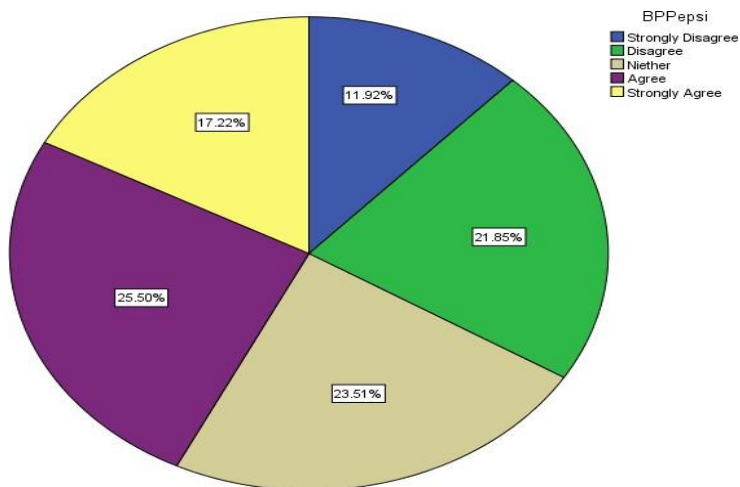
The average mean of 3.1424 tells that the Pepsi has less mean average than Coke.

Figure 20: Percentage of Brand Perception (Coke)



The above pie chart shows that 36.09% of respondents think that the coke's advertisement is more entertaining than Pepsi because of the Brand Perception.

Figure 21: Percentage of Brand Perception (Pepsi)



The above pie chart shows that 25.50% of the respondents disagree that the Pepsi's advertisement is not entertaining because of the Brand Perception.

Descriptive of Brand Preference:

Table 13: Descriptive of Brand Preference

Descriptive Statistics

	<u>N</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Mean</u>	<u>Std. Deviation</u>
<u>Coke(Q14)</u>	<u>302</u>	<u>1.00</u>	<u>5.00</u>	<u>4.0629</u>	<u>1.09939</u>
<u>Pepsi(Q15)</u>	<u>302</u>	<u>1.00</u>	<u>5.00</u>	<u>2.7119</u>	<u>1.28619</u>
<u>Coke(Q16)</u>	<u>302</u>	<u>1.00</u>	<u>5.00</u>	<u>3.9040</u>	<u>1.15309</u>
<u>Pepsi(Q17)</u>	<u>302</u>	<u>1.00</u>	<u>5.00</u>	<u>2.8146</u>	<u>1.30628</u>
<u>Valid N (list wise)</u>	<u>302</u>				

Q14: Do you prefer Coke more than Pepsi?

According to the data presented above, when consumers were asked which soft drink they often purchase, 4.0629 was the mean average response.

Q15: Do you prefer Pepsi more than Coke?

When asked to the respondents whether they prefer to buy Pepsi, so the mean average is 2.7119.

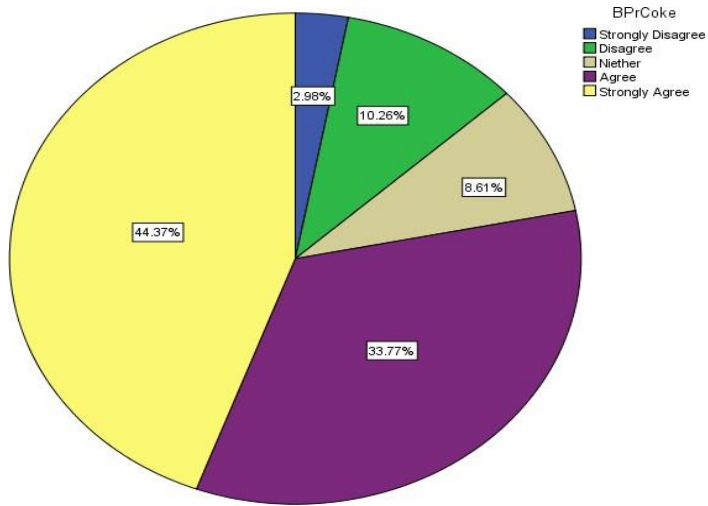
Q16: When going to restaurants, do you prefer ordering Coke?

The mean of Coke is 3.9040 when asked to the respondents if when going to restaurant they order Coke.

Q17: When going to restaurants, do you prefer ordering Pepsi?

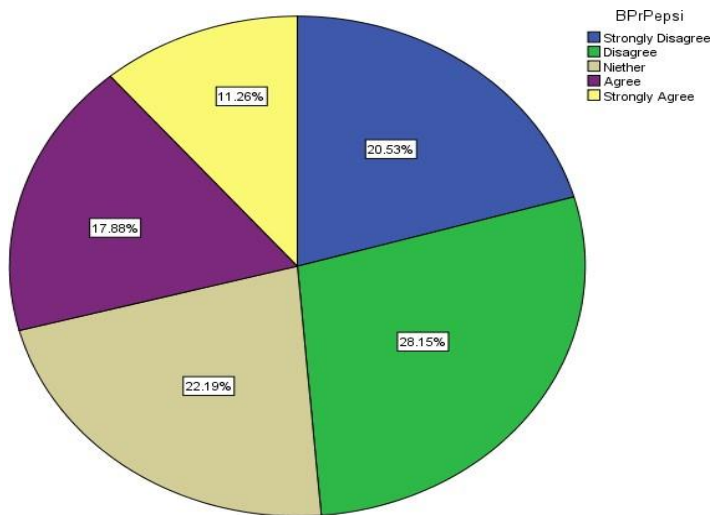
The mean of Pepsi is 2.8146 when asked to the respondents if when going to restaurant they order Pepsi.

Figure 22: Percentage of Brand Preference (Coke)



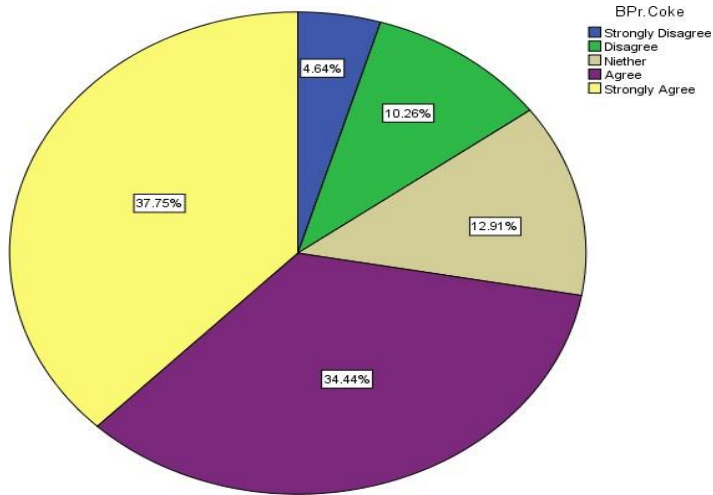
The pie chart shows that 44.37% of the respondents think that they prefer Coke because of the Brand preference.

Figure 23: Percentage of Brand Preference (Pepsi)



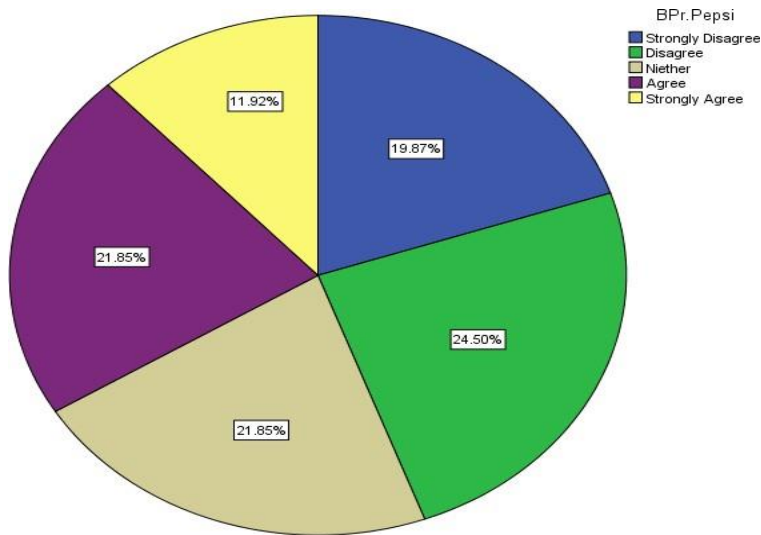
The above pie chart shows that 28.15% of respondents Disagree that they do not prefer Pepsi because of its Brand preference.

Figure 24: Percentage of Brand Preference (Coke)



The above pie chart shows that 37.75% of respondents agree on buying coke when going to the restaurants.

Figure 25: Percentage of Brand Preference (Pepsi)



The above pie chart shows that 24.50% of respondents disagree that they buy Pepsi not because of the Brand preference.

Descriptive of Brand Loyalty:

Table 14: Descriptive of Brand Loyalty

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Coke(Q20)	302	1.00	5.00	3.8874	1.12974
Pepsi(Q21)	302	1.00	5.00	2.8444	1.27809
Valid N (list wise)	302				

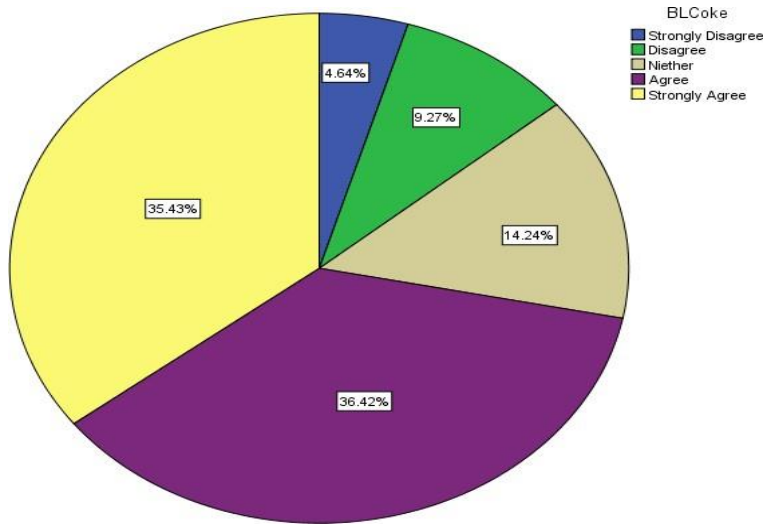
Q20: Would you still purchase Coke if the price were to increase?

Coke had a higher loyalty mean than Pepsi did among respondents' choices, with a mean of 3.8874.

Q21: Would you still buy Pepsi if they raised their prices?

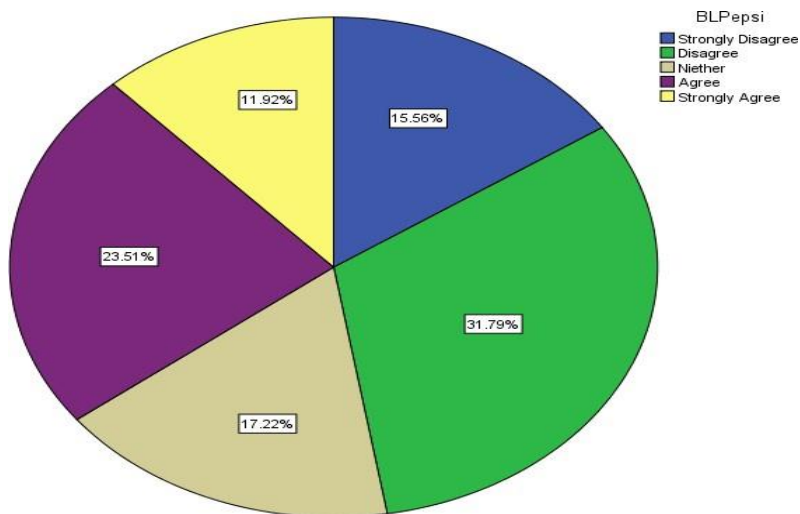
The mean score for Pepsi brand loyalty was 2.844, which was much higher than the average score for Coke.

Figure 26: Percentage of Brand Loyalty (Coke)



As can be seen in the accompanying pie chart, 36.42 percent of respondents believe that they would still purchase Coke despite a price increase. This indicates that consumers have a strong preference for Coke products.

Figure 27: Percentage of Brand Loyalty (Pepsi)



The above pie chart shows that 31.79% of respondents disagree that they would buy Pepsi if its price rises. So, this means that people are more loyal towards buying Coke. And less would buy Pepsi.

Mann-Whitney Test

The Mann-Whitney u test is used to compare the impact of various factors on the two soft drink brands (Coke and Pepsi) and the final outcome (customer purchasing behaviour).

Hypothesis:

Ho: There is no difference in medians in groups

H1: There is difference between medians in groups

Table 15: Mann-Whitney Brand Awareness

Test Statistics^a

	BA Coke	BA Pepsi
Mann-Whitney U	153.500	200.000
Wilcoxon W	163.500	11078.000
Z	-1.784	-1.331
Asymp. Sig. (2-tailed)	.074	.183

a. Grouping Variable: Brand Awareness

Coca-Cola's brand recognition and sales are both quite high. Given that the p value is more than 0.05, we may assume that Ho is correct and reject H1.

It's hardly a coincidence that Pepsi and brand awareness both have high p-values. Since the significance level for rejecting H1 is over 0.05, we must instead accept Ho.

Table 16: Mann-Whitney Brand Name

Test Statistics^a

	BN Coke	BN Pepsi	BN Coke	BN Pepsi
Mann-Whitney U	27.000	93.000	21.000	170.000
Wilcoxon W	37.000	13954.000	31.000	14031.000
Z	-3.678	-2.566	-4.161	-1.716
Asymp. Sig. (2-tailed)	.000	.010	.000	.086

a. Grouping Variable: Brand Name

There are hardly any Brand Name or Coke consumers. Since the p-value is less than 0.05, we may accept H1 and reject Ho.

Brand Name and Pepsi seem to have little in common. Since the p-value is less than 0.05, we may accept H1 and reject Ho.

There are hardly any Brand Name or Coke consumers. Since the p-value is less than 0.05, we may accept H1 and reject Ho.

There's a strong association between Brand Name and Pepsi. We must accept Ho instead of rejecting H1 since the p-value for doing so is greater than 0.05.

Table 17: Mann-Whitney Brand Perception

Test Statistics^a

	BP Coke	BP Pepsi
Mann-Whitney U	120.500	530.000
Wilcoxon W	156.500	13091.000
Z	-4.183	-.789
Asymp. Sig. (2-tailed)	.000	.430

a. Grouping Variable: Brand Perception

Since the Brand Perception Coke interaction p-value is less than 0.05, we accept H1 and reject Ho.

Since the Brand Perception and Pepsi p-value is larger than 0.05, we accept Ho and reject H1.

Table 18: Mann-Whitney Brand Preference

Test Statistics^a

	BPr Coke	BPr Pepsi	BPr Coke	BPr Pepsi
Mann-Whitney U	22.000	21.000	22.000	18.500
Wilcoxon W	175.000	27.000	28.000	171.500
Z	-.391	-.498	-.385	-.761
Asymp. Sig. (2-tailed)	.696	.619	.701	.447
Exact Sig. [2*(1-tailed Sig.)]	.765 ^b	.689 ^b	.765 ^b	.479 ^b

a. Grouping Variable: Brand Preference

b. Not corrected for ties.

We may conclude that H_0 is correct and that H_1 is false because the p-value for Brand Preference and Coke is greater than 0.05.

Given that the p-value for Brand Preference with Pepsi is greater than 0.05, we conclude that H_1 is false, but H_0 is supported.

We may conclude that H_0 is correct and that H_1 is false because the p-value for Brand Preference and Coke is greater than 0.05.

Given that the Brand Preference x Pepsi p-value is greater than 0.05, we may reject H_1 and accept H_0 .

Table 19: Mann-Whitney Brand Loyalty

Test Statistics^a

	BL Coke	BL Pepsi
Mann-Whitney U	178.500	486.500
Wilcoxon W	206.500	514.500
Z	-3.384	-.457
Asymp. Sig. (2-tailed)	.001	.648

a. Grouping Variable: Brand Loyalty

Since the p-value for Brand Loyalty's interaction with Coke is less than 0.05, we reject H_0 in favour of H_1 .

Since the significance level for Brand Loyalty and Pepsi is more than 0.05, we conclude that H_0 cannot be true.

Kolmogorov-Smirnov Test

In addition, we employ the K-S Test to evaluate the similarities and differences between Coke and Pepsi's distributions with respect to factors influencing consumer purchasing decisions.

Hypothesis:

Ho: There is no difference between distributions

H1: There is difference between distributions.

Table 20: K-S Test Brand Awareness

		BA Coke	BA Pepsi
	Absolute	.546	.320
Most Extreme Differences	Positive	.000	.320
	Negative	-.546	.000
Kolmogorov-Smirnov Z		1.077	.631
Asymp. Sig. (2-tailed)		.196	.821

The lack of statistical significance between Brand Awareness and Coke leads us to reject H1 and accept Ho.

The null hypothesis (H0) that Brand Awareness is not significantly different from Pepsi is accepted since the p-value is greater than 0.05.

Table 21: K-S Test Brand Name

Test Statistics^a

		BN Coke	BN Pepsi	BN Coke	BN Pepsi
Most Extreme Differences	Absolute	.886	.771	.886	.554
	Positive	.000	.771	.000	.554
	Negative	-.886	.000	-.886	.000
Kolmogorov-Smirnov Z		1.750	1.524	1.750	1.095
Asymp. Sig. (2-tailed)		.004	.019	.004	.181

a.

Grouping Variable: Brand Name

If the p-value for the comparison between Brand Name and Coke is less than 0.05, then we can reject Ho and accept H1.

We accept H1 and reject Ho since the p-value for the comparison between Brand Name and Pepsi is less than 0.05.

Since the p-value for the Brand Name against Coke comparison is less than 0.05, we accept Ho and reject H1.

With a p-value greater than 0.05 for the comparison between Brand Name and Pepsi, we find that H1 is true and reject Ho.

**Table 22: K-S Test Brand Perception
Test Statistics^a**

		<u>BP Coke</u>	<u>BP Pepsi</u>
<u>Most Extreme Differences</u>	<u>Absolute</u>	<u>.747</u>	<u>.316</u>
	<u>Positive</u>	<u>.000</u>	<u>.316</u>
	<u>Negative</u>	<u>-.747</u>	<u>-.092</u>
<u>Kolmogorov-Smirnov Z</u>		<u>2.061</u>	<u>.873</u>
<u>Asymp. Sig. (2-tailed)</u>		<u>.000</u>	<u>.431</u>

Given that the P value for the correlation between Brand Preference and Coke is larger than 0.05, we may conclude that H1 is true and reject Ho.

We can rule out H1 since the p-value for the Brand Preference against Pepsi difference is more than 0.05.

Table 23: K-S Test Brand Preference

Test Statistics^a

		<u>BPr Coke</u>	<u>BPr Pepsi</u>	<u>BPr Coke</u>	<u>BPr Pepsi</u>
	<u>Absolute</u>	<u>431</u>	<u>255</u>	<u>255</u>	<u>255</u>
<u>Most Extreme Differences</u>	<u>Positive</u>	<u>431</u>	<u>059</u>	<u>157</u>	<u>255</u>
	<u>Negative</u>	<u>-216</u>	<u>-255</u>	<u>-255</u>	<u>000</u>
<u>Kolmogorov-Smirnov Z</u>		<u>.689</u>	<u>407</u>	<u>407</u>	<u>407</u>
<u>Asymp. Sig. (2-tailed)</u>		<u>.730</u>	<u>.996</u>	<u>.996</u>	<u>.996</u>

a. Grouping Variable: Brand Preference

The p-value for the contrast between Brand Preference and Coke is more than 0.05, hence we cannot accept H1.

When comparing Brand Preference to Pepsi, the p value is greater than 0.05, thus we reject H1 and accept Ho.

The p-value for the contrast between Brand Preference and Coke is more than 0.05, hence we cannot accept H1.

Since the p value for Brand Preference over Pepsi is better than 0.05, we may rule out H1 and instead accept Ho.

Table 24: K-S Test Brand Loyalty

Test Statistics^a

		<u>BL Coke</u>	<u>BL Pepsi</u>
	<u>Absolute</u>	<u>.675</u>	<u>.273</u>
<u>Most Extreme Differences</u>	<u>Positive</u>	<u>.000</u>	<u>.175</u>
	<u>Negative</u>	<u>-.675</u>	<u>-.273</u>
<u>Kolmogorov-Smirnov Z</u>		<u>1.747</u>	<u>.706</u>
<u>Asymp. Sig. (2-tailed)</u>		<u>.004</u>	<u>.702</u>

a. Grouping Variable: Brand Loyalty

Since the p-value for the test comparing Brand Loyalty and Coke is less than 0.05, we cannot accept H1.

Since the p-value for the Brand Loyalty against Pepsi comparison is larger than 0.05, we accept H1 and reject Ho.

Wald-Wolfowitz Test

We also used the Wald Test to verify the significance of our model's explanatory variables.

Hypothesis:

Ho: The variable is significant

H1: The variable is not significant

Table 25: Wald Test Brand Awareness

Test Statistics^{a,b}

	Number of Runs	Z	Asymp. Sig. (1-tailed)
BA Coke	Minimum Possible	5 ^c	.000
	Maximum Possible	9 ^c	.639
BA Pepsi	Minimum Possible	2 ^d	.000
	Maximum Possible	9 ^d	.639

The Wald-Wolfowitz Test (a)

Grouping Factor b: Exposure to the Brand

c. Four groups are connected to one another across 113 instances.

1 out of the 104 instances had a connection to another group.

We may conclude that H0 is correct and that H1 is false because the p-value for Brand Awareness and Coke is more than 0.05.

Given that the Brand Awareness and Pepsi p-value is more than 0.05, we may reject H1 and embrace Ho.

Table 26: Wald Test Brand Name

Test Statistics^{a,b}

		Number of Runs	Z	Asymp. Sig. (1-tailed)
BN Coke	Minimum Possible	3 ^c	-10.357	.000
	Maximum Possible	9 ^c	.335	.631
BN Pepsi	Minimum Possible	3 ^d	-10.357	.000
	Maximum Possible	9 ^d	.335	.631
BN Coke	Minimum Possible	3 ^c	-10.357	.000
	Maximum Possible	9 ^c	-1.447	.074
BN Pepsi	Minimum Possible	4 ^e	-8.575	.000
	Maximum Possible	9 ^e	.335	.631

- a) The Wald-Wolfowitz Test (a)
- b) Identifier of Groups: Brand Name
- c) Two groups are tied across 23 instances (c).
- d) Two groups are tied to each other over 42 occurrences.
- e)] Three groups share 78 examples among three ties.

The significance level for Brand Name and Coke is more than 0.05, hence we do not accept H1.

Ho is accepted and H1 is rejected because the p-value for Brand Name and Pepsi is less than 0.05.

Ho is accepted whereas H1 is rejected since neither Brand Name nor Coke has a p-value of less than 0.05.

We reject H1 because the p-value is larger than 0.05, but we accept Ho since both Brand Name and Pepsi are significant.

Table 27: Wald Test Brand Perception

Test Statistics^{a,b}

	Number of Runs	Z	Asymp. Sig. (1-tailed)
BP Coke	Minimum Possible	4 ^c	.000
	Maximum Possible	17 ^c	.749
BP Pepsi	Minimum Possible	5 ^d	.000
	Maximum Possible	17 ^d	.749

- a. The Wald-Wolfowitz Test (a)
- b. Perception of the Brand as a Grouping Variable
- c. 48 instances are tied to 3 different groups.
- d. There are 134 examples with 4 intergroup linkages..

Since the p-value for Brand Perception and Coke is larger than 0.05, we reject H1 and accept Ho. P0.05 indicates that the relationship between Brand Perception and Pepsi is meaningful, thus we reject H1 and embrace Ho.

Table 28: Wald Test Brand Preference

Test Statistics^{a,b}

		Number of Runs	Z	Exact Sig. (1-tailed)
BPr Coke	Minimum Possible	4 ^c	-1.525	.074
	Maximum Possible	7 ^c	1.335	1.000
BPr Pepsi	Minimum Possible	5 ^d	-.572	.298
	Maximum Possible	7 ^d	1.335	1.000
BPr Coke	Minimum Possible	4 ^e	-1.525	.074
	Maximum Possible	7 ^e	1.335	1.000
BPr Pepsi	Minimum Possible	5 ^f	-.572	.298
	Maximum Possible	7 ^f	1.335	1.000

- a. Wald-Wolfowitz Test
- b. Grouping Variable: Brand Preference
- c. There are 2 inter-group ties involving 7 cases.
- d. There are 2 inter-group ties involving 11 cases.
- e. There are 3 inter-group ties involving 13 cases.
- f. There are 3 inter-group ties involving 14 cases.

We reject H1 because Brand Preference and Coke both have significant p-values (higher than 0.05).

Since the p-value for Brand Preference and Pepsi is larger than 0.05, we may rule out H1 and accept Ho.

Given that the p-value for Brand Preference and Coke is larger than 0.05, we reject H1 and accept Ho.

Table 29: Wald Test Brand Loyalty

Test Statistics^{a,b}

		Number of Runs	Z	Asymp. Sig. (1-tailed)
BL Coke	Minimum Possible	5 ^c	-9.222	.000
	Maximum Possible	15 ^c	.598	.725
BL Pepsi	Minimum Possible	5 ^d	-9.222	.000
	Maximum Possible	15 ^d	.598	.725

- a) The Wald-Wolfowitz Test (a)
- b) Brand Loyalty as a Grouping Variable
- c) 130 instances are connected to 4 different groups.
- d) 135 instances are tied to 4 different groups.

Since the p-value for Brand Loyalty and Coke is larger than 0.05, we reject H1 and accept Ho.

Since the p-value for Brand Loyalty and Pepsi is larger than 0.05, we reject H1 and accept Ho.

RESEARCH FINDINGS

The majority of respondents reported experiencing issues while making purchases online. In this study, we tested five hypotheses, and the inferential statistics support all of them.

H1: Brand name has an effect on the consumers' buying decision

H0: Brand name has no effect on the consumers' buying decision

Several statistical tests were conducted to determine whether or not customers' awareness of a brand influenced their purchasing decisions. The tabulated findings of this study reveal a substantial link between customers' awareness of a brand and their propensity to make a purchase. Thus, we accept H1.

H2: Brand awareness has an effect on the consumers' buying decision

H0: Brand awareness has no effect on the consumers' buying decision

To analyse how well-known a brand is among customers before they make a purchase, we used the KS Test, the Mann Whitney Test, and the Wald test. The tabulated findings of this study demonstrate a link between customers' familiarity with a brand and their propensity to make a purchase. Thus, we accept H1.

H3: Brand loyalty has an effect on the consumers' buying decision

H0: Brand loyalty has no effect on the consumers' buying decision

The KS Test, Mann Whitney Test and Wald test were executed to examine the relation of brand loyalty with consumers' buying decision. The result of this analysis is summarized in Table, the

Research findings showed that there was a significant relationship of brand loyalty and consumers' buying behavior. Hence, H1 is accepted.

H4: Brand perception has an effect on the consumers' buying decision

H0: Brand perception has no effect on the consumers' buying decision

The KS Test, Mann Whitney Test and Wald test were executed to examine the relation of brand perception with consumers' buying decision. The result of this analysis is summarized in Table; the research findings showed that there was a significant relationship of brand perception and consumers' buying behavior. Hence, H1 is accepted.

H5: Taste preference has an effect on the consumers' buying decision

H0: Taste preference has no effect on the consumers' buying decision

To investigate the connection between customers' preferences in flavour and their purchasing behaviour, we used the KS Test, the Mann Whitney Test, and the Wald test. The tabulated outcomes of this study reveal a considerable link between individual customers' taste preferences and their actual purchasing habits. Thus, we accept H1.

DISCUSSION

All five hypotheses were accepted from the original set of five. That there is a connection between the brand name and the customers' purchase choice is supported by the findings of this study, confirming the findings of Tantiwongwat (Tantiwongwat, 2013). This proves the initial hypothesis of the study, which was that customers are inhibited from considering specific variables before purchasing any drink, due to a variety of circumstances. This study also reveals

a connection between brand consumer cognition and expenditure determination. The results here corroborate those of Koniewski (Koniewski, 2012). This study also uncovers a robust correlation between customer brand loyalty and actual purchase behaviour. This conclusion corroborates the work of Bornmak, Goransson, and Svensson and demonstrates that people are dedicated to their preferred alcoholic beverages. Based on research by (Bornmark, Goransson, and Svensson 2005) This study demonstrates the link between how customers feel about a brand and their propensity to buy that brand's products. Khanna's (Khanna's) findings are compatible with this one. Consistent with the findings of Beverly, this study likewise demonstrates a substantial link between customers' taste preferences and their purchasing decisions (J 1998).

MANAGERIAL IMPLICATIONS

- Suppliers may benefit from this study in a number of ways, including gaining insight and feedback about the elements that influence customers' purchasing decisions and developing plans to improve those characteristics. Some of the obstacles that customers face while purchasing any beverage are listed below.
- Our study's findings suggest that producers should prioritise improving product quality and flavour first. Customers may be happier as a result of this. Companies may benefit from our study by referring to our results, which assist customers decide between Coca-Cola and Pepsi by highlighting the impact of branding and flavour on purchasing decisions.
- Second, businesses need to realise that supplying consumers with drinks that both taste good and are of high quality is the key to keeping them as satisfied as possible. Consumers should

- Feel comfortable approaching upper management for advice if, and when, a problem arises; and finally, businesses should prioritize producing high-quality goods (e.g., Pepsi and Coke) so that customers can easily decide which brand best suits their needs. We found a robust correlation between each of these characteristics and customers' purchasing decisions. As a result, if businesses consider these aspects, customers' doubts are dispelled and he finishes each phase of the purchase process.

LIMITATIONS

There are bounds to any subject that must be respected. Some limitations of this study are as follows:

Due to a lack of local data, this study only investigated a subset of the many variables that influence customers' decisions. These variables were drawn mostly from the worldwide literature review. The research did not have the resources to survey the whole population of Pakistan, which may be seen as a weakness of the study. Despite our best efforts, we were not able to completely cover the rural areas due to the location of our surveys in Lahore. Due to limitations imposed by the size of the sample used, quantitative data analysis runs the risk of producing inaccurate results.

RECOMMENDATIONS

This research only touches on a subset of the possible factors. In the future, the researcher will be able to examine additional potential sales-boosting elements. Some suggestions for Coke and Pepsi include raising brand recognition, which might increase audience engagement and familiarity with the product. Many people's health are becoming harmed by drinking Coke and Pepsi, thus both firms should utilise additives more cautiously. Both beverages might benefit from some form of innovation; for instance, switching up the colour of the drinks would likely pique the interest of a larger number of consumers, particularly among the young. This would increase the drink's popularity and sales among consumers. In addition, Coke and Pepsi should bottle their products internally to cut costs and boost consumer satisfaction.

APPENDIX

I. Questionnaire

Impact of Soft Drinks Branding on Consumer's Buying Decision: Coke VS Pepsi

Gender: _____

Age: _____

Brand Awareness:

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Do you think marketing campaign of Coke is more preferable than Pepsi?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think marketing campaign of Pepsi is more preferable than Coke?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think Brand Awareness influences your choice of soft drink?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Brand Name:

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Do you think Coke is more popular than Pepsi?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think Pepsi is more popular than Coke?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you feel Coke is the leading soft drink brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you feel Pepsi is the leading soft drink brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think brand name influences your choice of soft drink?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Brand Perception:

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Do you think Coke's advertisement is more entertaining than Pepsi?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think Pepsi's advertisement is more entertaining than Coca Cola?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think Brand Perception influences your choice of soft drink?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- What comes to your mind when you buy Coke?
 - Brand Name
 - Taste
 - Quality
 - Advertisements

- What comes to your mind when you buy Pepsi?
 - Brand Name
 - Taste
 - Quality
 - Advertisements

Brand Preference:

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Do you prefer Coke more than Pepsi?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you prefer Pepsi more than Coke?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When going to restaurants, do you prefer ordering Coke?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you prefer ordering Pepsi?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think brand preference influence your choice of soda?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Brand Loyalty:

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Are you a loyal customer for the drink you buy i.e. Coke or Pepsi?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If Coke were to raise their prices would you still continue to buy the drink?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If Pepsi were to raise their prices would you still continue to buy the drink?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you think brand loyalty influence your choice of soda?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

II. Figures

Figure 7: Percentage of Coke Advertisement

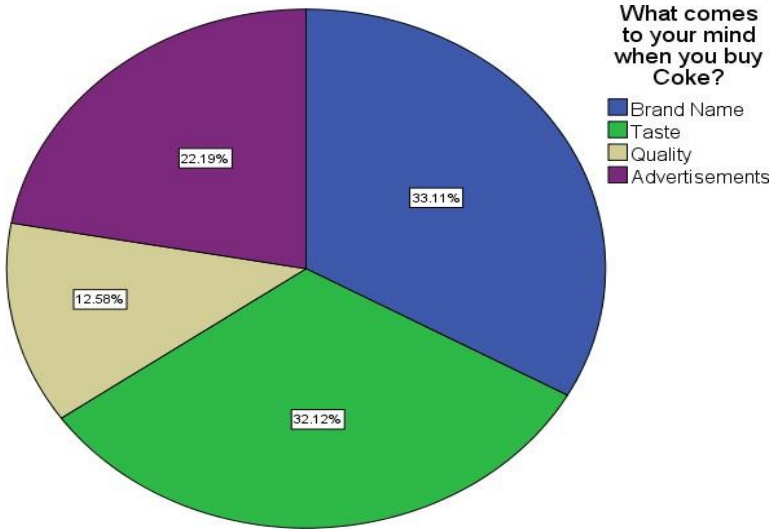


Figure 8: Percentage of Pepsi

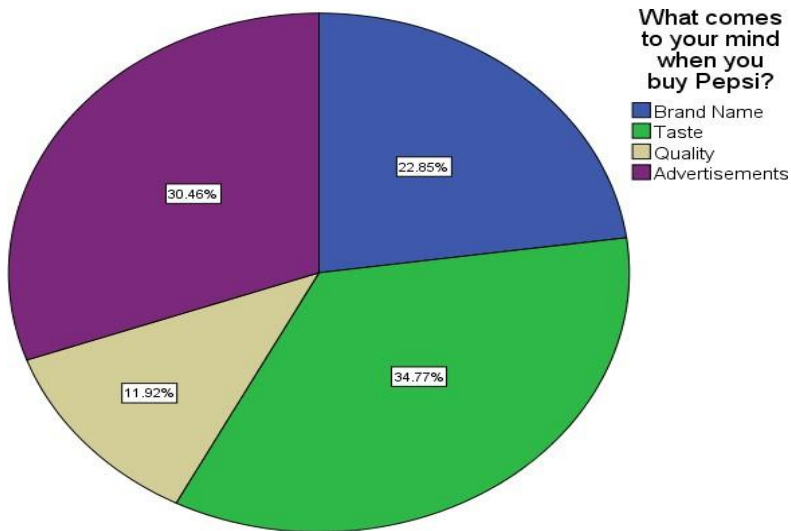


Figure 9: Graphical Representation of Brand Awareness

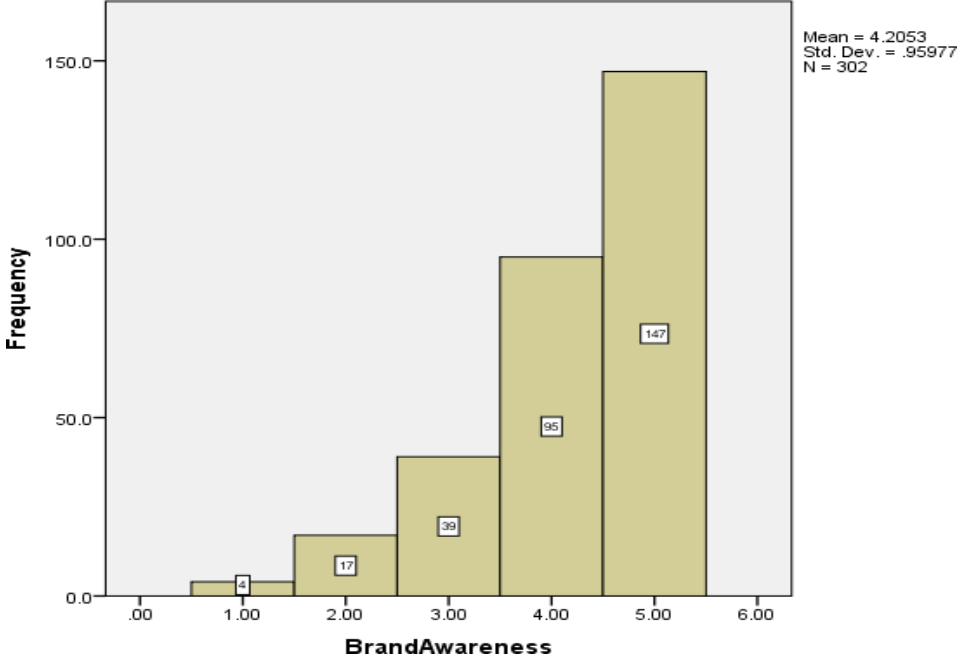


Figure 10: Graphical Representation of Brand Name

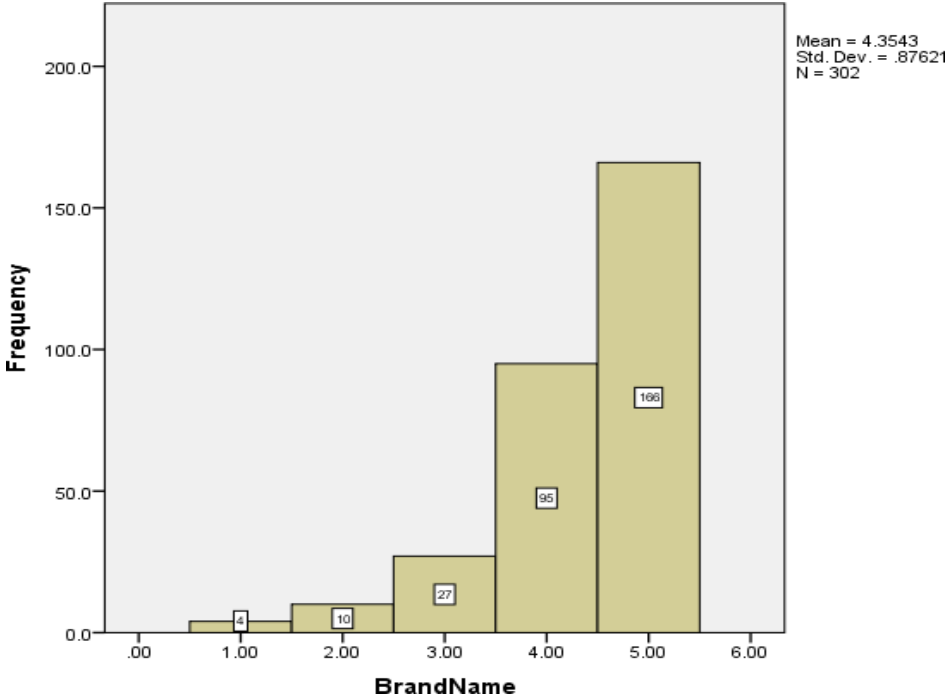


Figure 11: Graphical Representation of Brand Perception

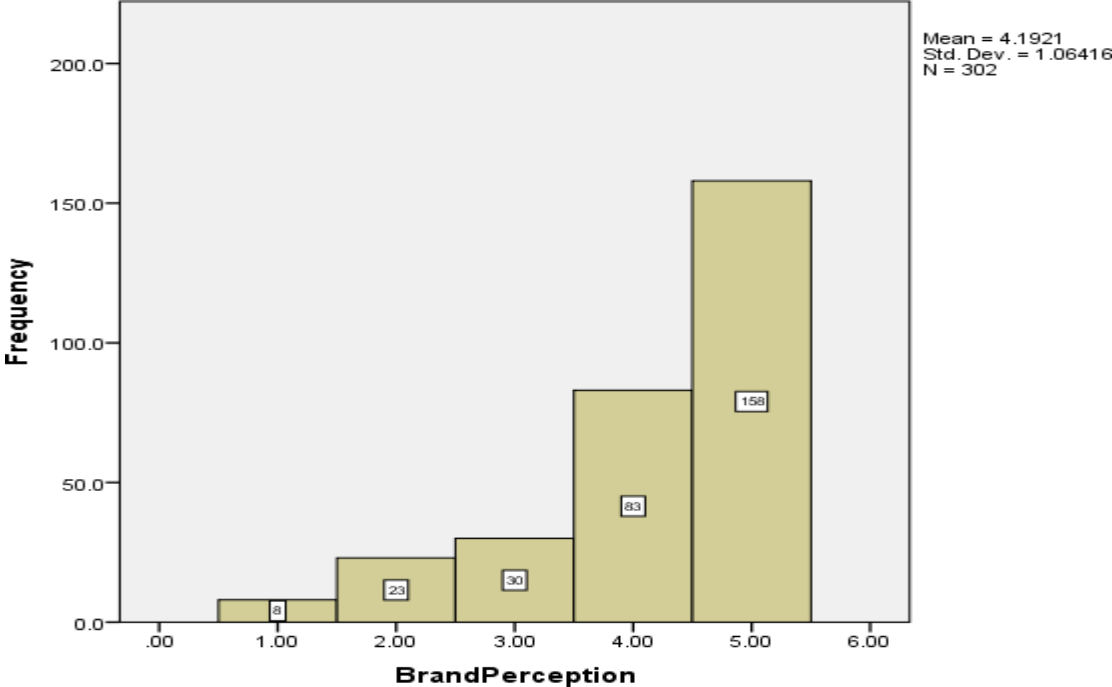


Figure 12: Graphical Representation of Brand Preference

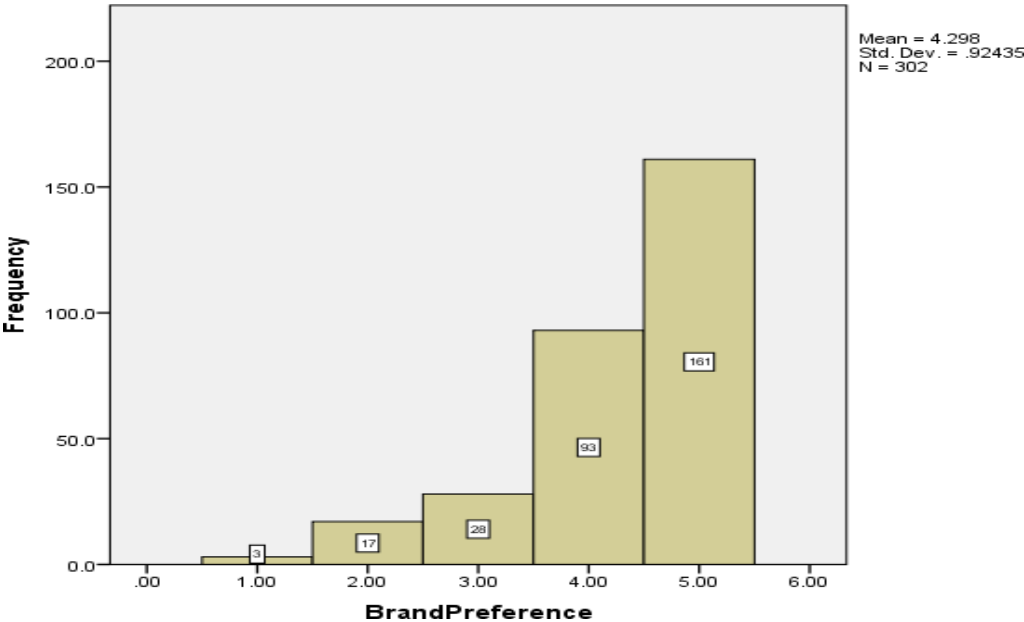


Figure 13: Graphical Representation of Brand Loyalty

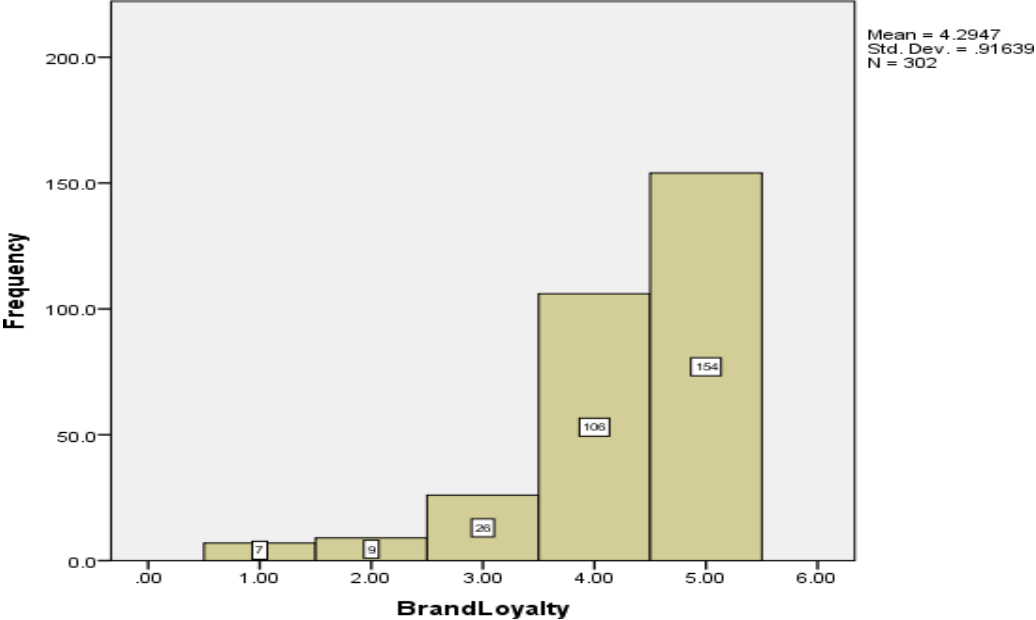


Figure 14: Percentage of Brand Awareness (Coke)

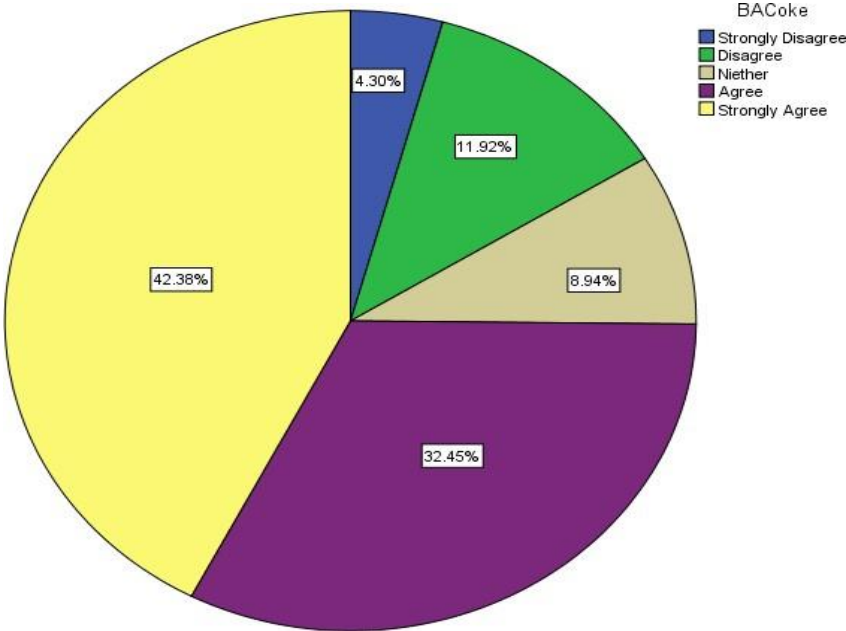


Figure 15: Percentage of Brand Awareness (Pepsi)

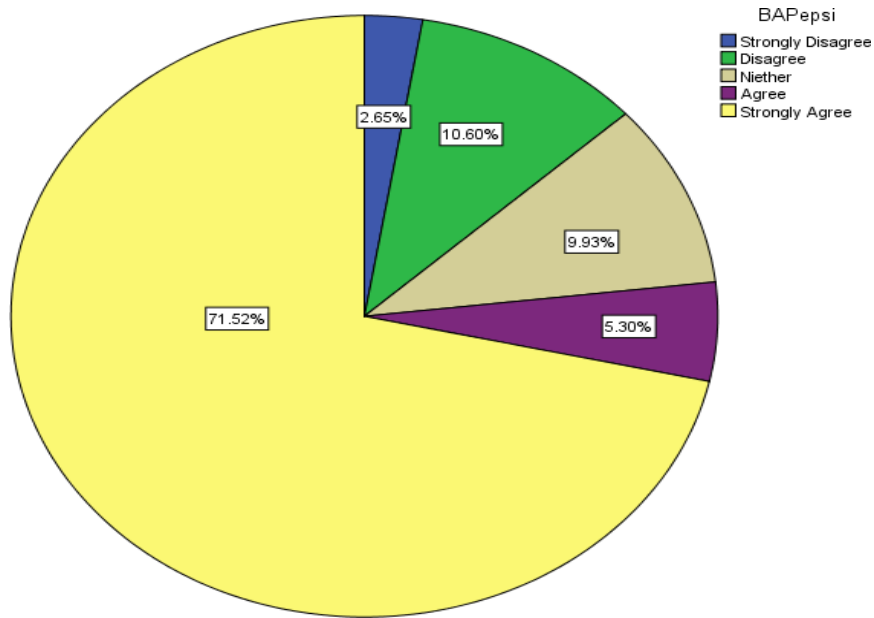


Figure 16: Percentage of Brand Name (Coke)

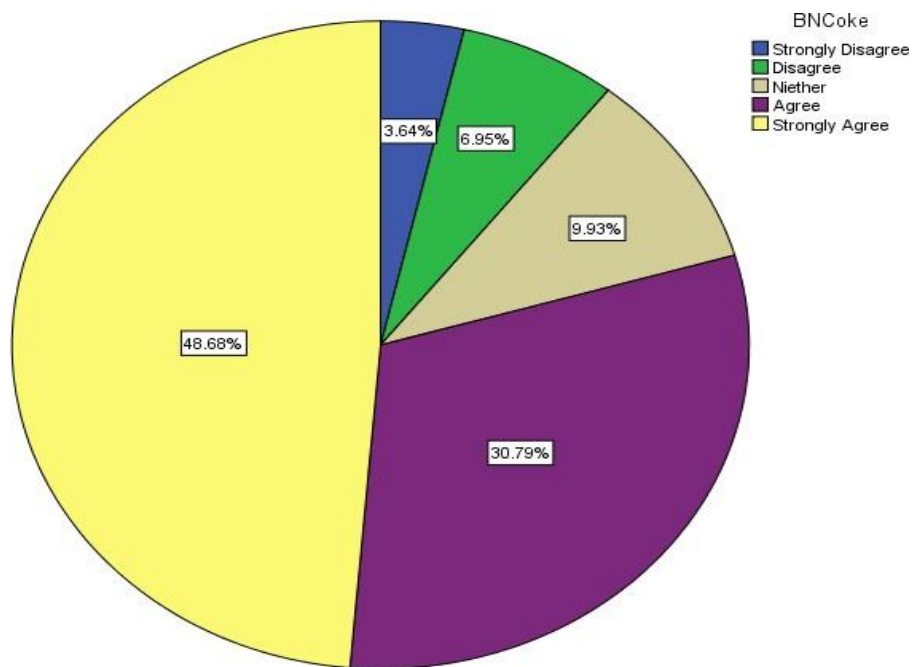


Figure 17: Percentage of Brand Name (Pepsi)

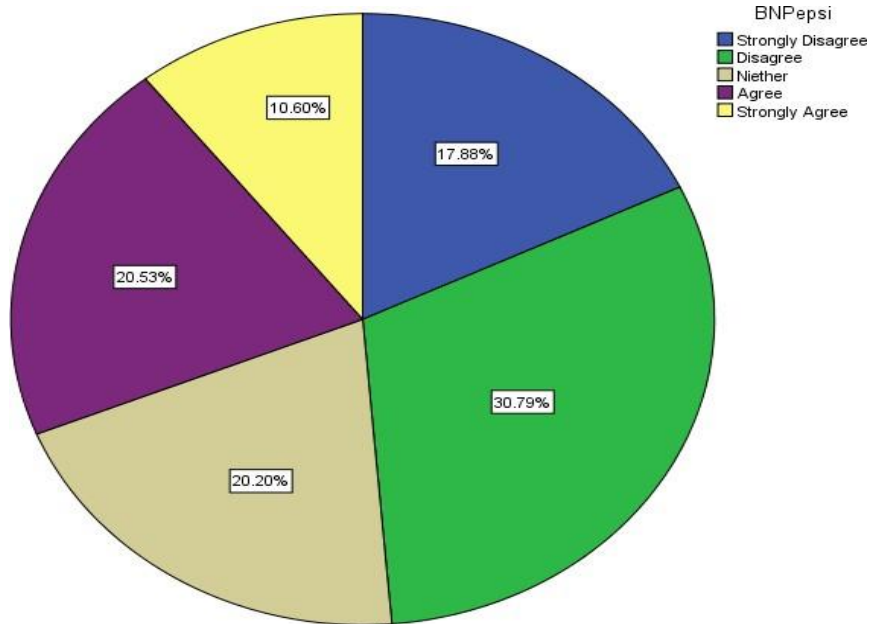


Figure 18: Percentage of Brand Name (Coke)

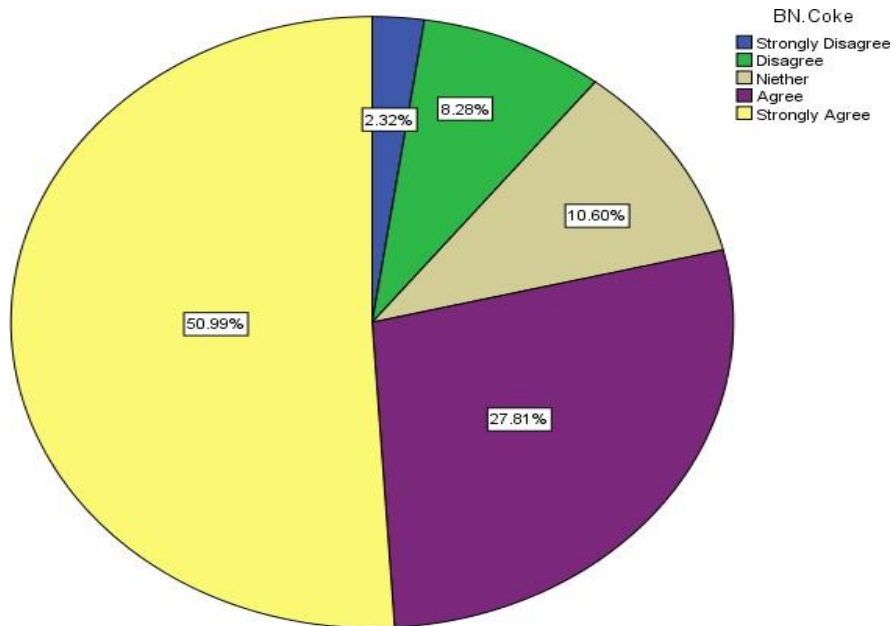


Figure 19: Percentage of Brand Name (Pepsi)

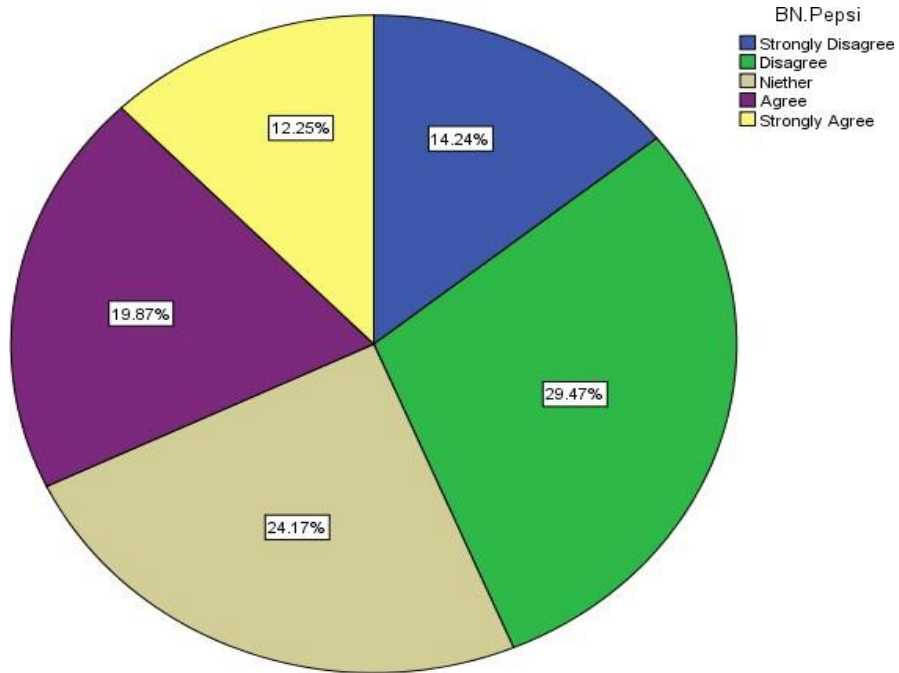


Figure 20: Percentage of Brand Perception (Coke)

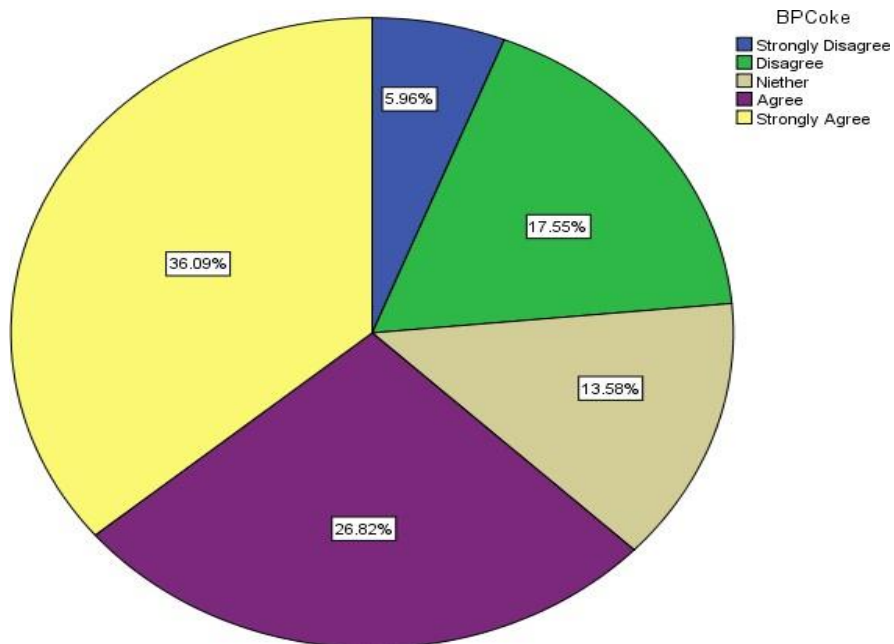


Figure 21: Percentage of Brand Perception (Pepsi)

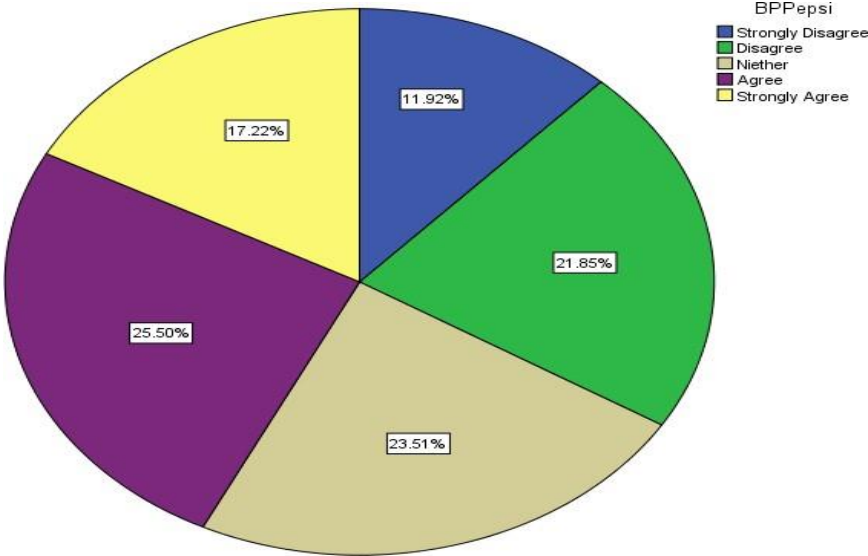


Figure 22: Percentage of Brand Preference (Coke)

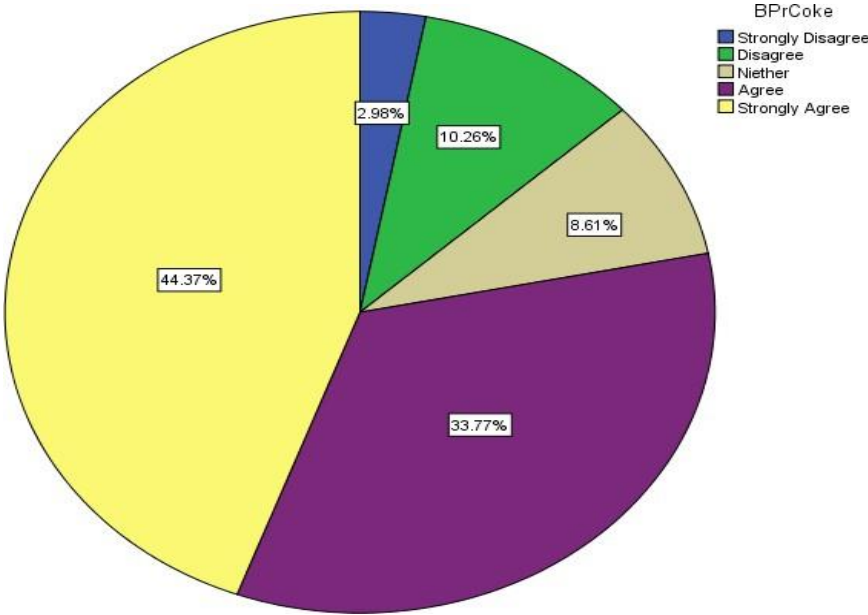


Figure 23: Percentage of Brand Preference (Pepsi)

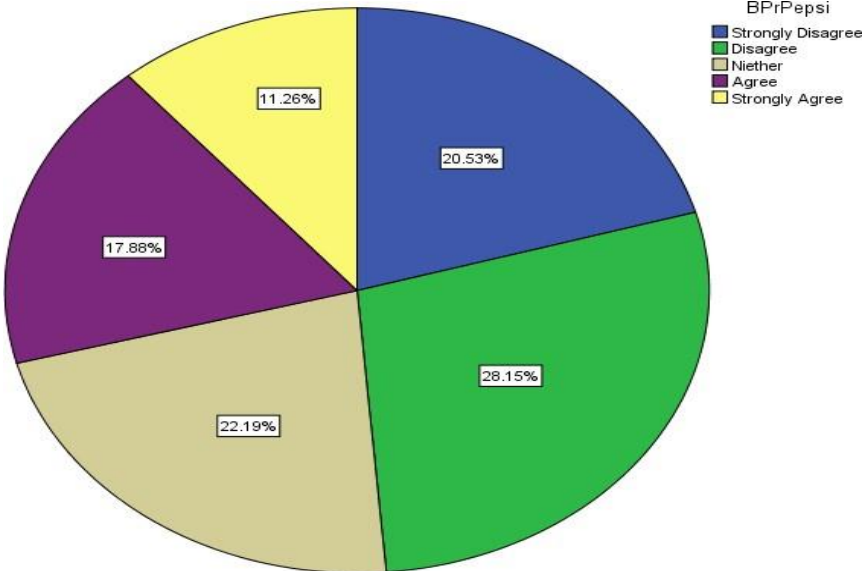


Figure 24: Percentage of Brand Preference (Coke)

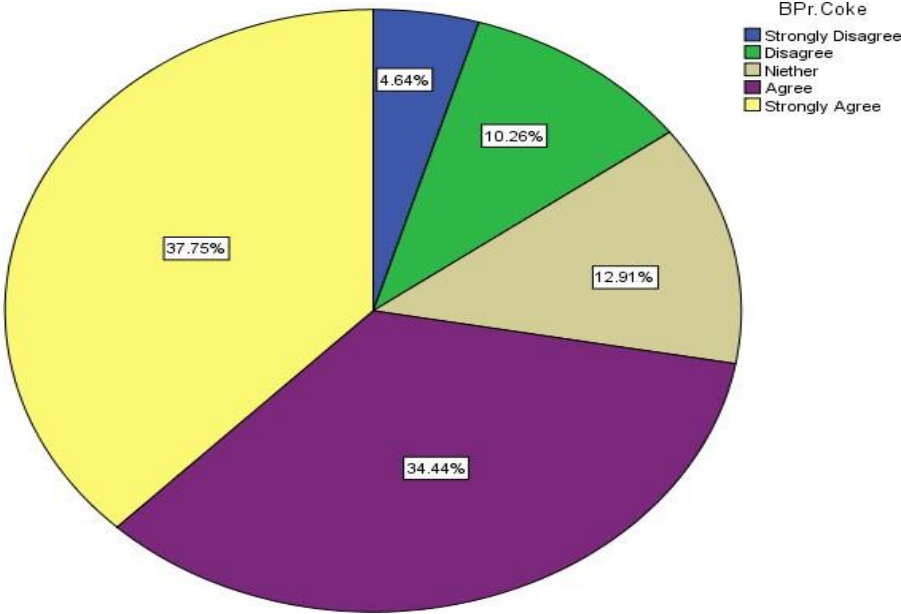


Figure 25: Percentage of Brand Preference (Pepsi)

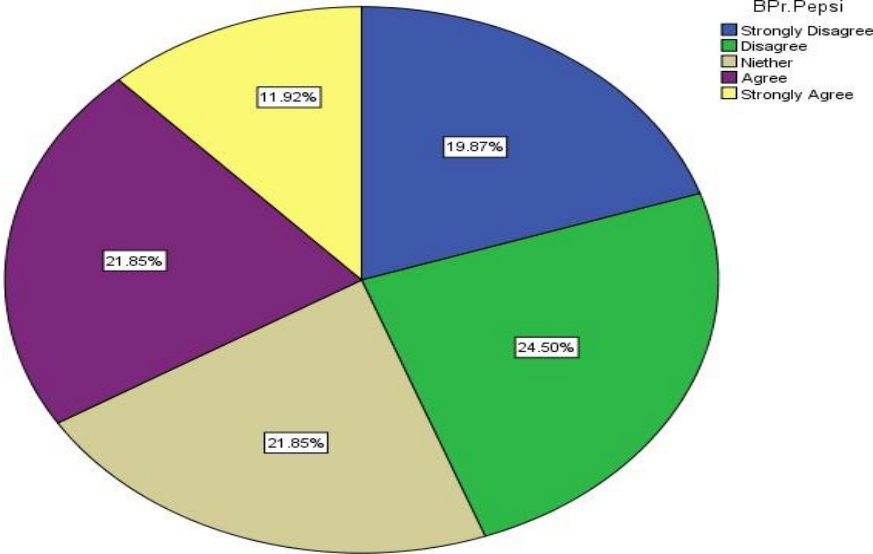


Figure 26: Percentage of Brand Loyalty (Coke)

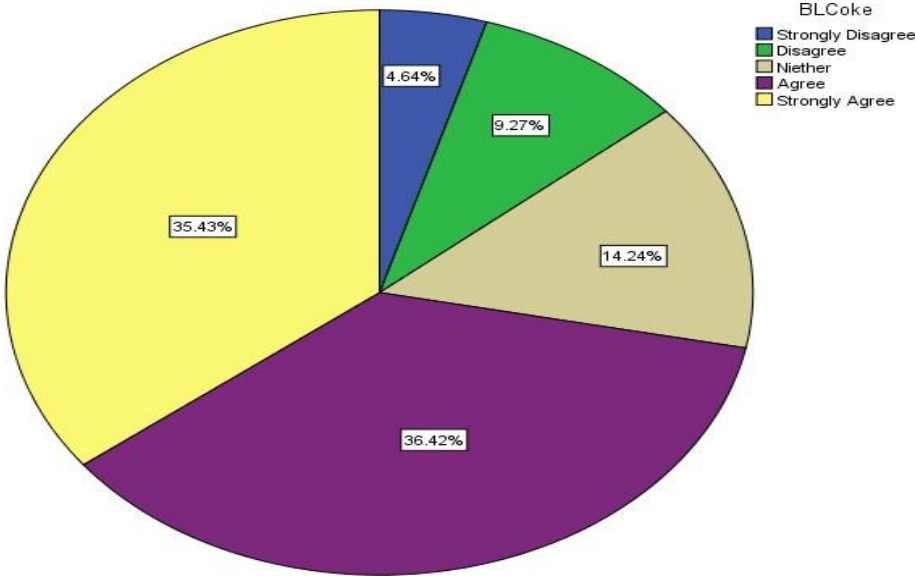
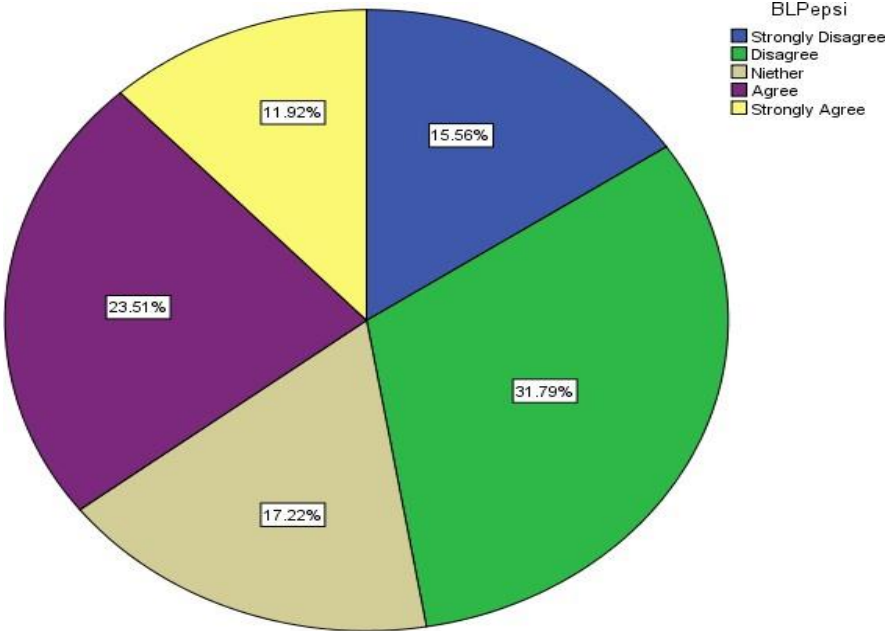


Figure 27: Percentage of Brand Loyalty (Pepsi)



III. Tables

Table 1: Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.60	19

Table 2: Frequency Coke

	Frequency	Percent	Valid Percent	Cumulative Percent
Brand Name	100	33.1	33.1	33.1
Taste	97	32.1	32.1	65.2
Valid Quality	38	12.6	12.6	77.8
Advertisements	67	22.2	22.2	100.0
Total	302	100.0	100.0	

Table 3: Frequency Pepsi

What comes to your mind when you buy Pepsi?

	Frequency	Percent	Valid Percent	Cumulative Percent
Brand Name	69	22.8	22.8	22.8
Taste	105	34.8	34.8	57.6
Valid Quality	36	11.9	11.9	69.5
Advertisements	92	30.5	30.5	100.0
Total	302	100.0	100.0	

Table 4: Descriptive of Variables

Statistics

	Brand Awareness	Brand Name	Brand Perception	Brand Preference	Brand Loyalty
N Valid	302	302	302	302	302
Missing	0	0	0	0	0
Mean	4.2053	4.3543	4.1921	4.2980	4.2947
Median	4.0000	5.0000	5.0000	5.0000	5.0000
Mode	5.00	5.00	5.00	5.00	5.00
Std. Deviation	.95977	.87621	1.06416	.92435	.91639
Variance	.921	.768	1.132	.854	.840
Skewness	-1.170	-1.532	-1.306	-1.363	-1.583
Std. Error of Skewness	.140	.140	.140	.140	.140
Kurtosis	.826	2.345	.907	1.372	2.671
Std. Error of Kurtosis	.280	.280	.280	.280	.280
Minimum	1.00	1.00	1.00	1.00	1.00
Maximum	5.00	5.00	5.00	5.00	5.00
Sum	1270.00	1315.00	1266.00	1298.00	1297.00

Table 5: Frequency of Brand Awareness**Brand Awareness**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	4	1.3	1.3	1.3
Disagree	17	5.6	5.6	7.0
Neither	39	12.9	12.9	19.9
Agree	95	31.5	31.5	51.3
Strongly Agree	147	48.7	48.7	100.0
Total	302	100.0	100.0	

Table 6: Frequency of Brand Name**Brand Name**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	4	1.3	1.3	1.3
Disagree	10	3.3	3.3	4.6
Neither	27	8.9	8.9	13.6
Agree	95	31.5	31.5	45.0
Strongly Agree	166	55.0	55.0	100.0
Total	302	100.0	100.0	

Table 7: Frequency of Perception**Brand Perception**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	8	2.6	2.6	2.6
Disagree	23	7.6	7.6	10.3
Neither	30	9.9	9.9	20.2
Agree	83	27.5	27.5	47.7
Strongly Agree	158	52.3	52.3	100.0
Total	302	100.0	100.0	

Table 8: Frequency of Brand Preference**Brand Preference**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	3	1.0	1.0	1.0
Disagree	17	5.6	5.6	6.6
Neither	28	9.3	9.3	15.9
Agree	93	30.8	30.8	46.7
Strongly Agree	161	53.3	53.3	100.0
Total	302	100.0	100.0	

Table 9: Frequency of Brand Loyalty

		Brand Loyalty			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	2.3	2.3	2.3
	Disagree	9	3.0	3.0	5.3
	Neither	26	8.6	8.6	13.9
	Agree	106	35.1	35.1	49.0
	Strongly Agree	154	51.0	51.0	100.0
	Total	302	100.0	100.0	

Table 10: Descriptive of Brand Awareness

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Coke(Q1)	302	1.00	5.00	3.9669	1.17514
Pepsi(Q2)	302	1.00	5.00	4.3245	1.17306
Valid N (list wise)	302				

Table 11: Descriptive of Brand Name**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Coke(Q4)	302	1.00	5.00	4.1391	1.08472
Pepsi(Q5)	302	1.00	5.00	2.7517	1.26330
Coke(Q6)	302	1.00	5.00	4.1689	1.06342
Pepsi(Q7)	302	1.00	5.00	2.8642	1.24083
Valid N (list wise)	302				

Table 12: Descriptive of Brand Perception**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Coke(Q9)	302	1.00	5.00	3.6954	1.28365
Pepsi(Q10)	302	1.00	5.00	3.1424	1.27443
Valid N (list wise)	302				

Table 13: Descriptive of Brand Preference

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Coke(Q14)	302	1.00	5.00	4.0629	1.09939
Pepsi(Q15)	302	1.00	5.00	2.7119	1.28619
Coke(Q16)	302	1.00	5.00	3.9040	1.15309
Pepsi(Q17)	302	1.00	5.00	2.8146	1.30628
Valid N (list wise)	302				

Table 14: Descriptive of Brand Loyalty

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Coke(Q20)	302	1.00	5.00	3.8874	1.12974
Pepsi(Q21)	302	1.00	5.00	2.8444	1.27809
Valid N (list wise)	302				

Table 15: Mann-Whitney Test-Brand Awareness

Test Statistics^a

	BA Coke	BA Pepsi
Mann-Whitney U	153.500	200.000
Wilcoxon W	163.500	11078.000
Z	-1.784	-1.331
Asymp. Sig. (2-tailed)	.074	.183

a. Grouping Variable: Brand Awareness

Table 16: Mann-Whitney Test-Brand Name

Test Statistics^a

	BN Coke	BN Pepsi	BN Coke	BN Pepsi
Mann-Whitney U	27.000	93.000	21.000	170.000
Wilcoxon W	37.000	13954.000	31.000	14031.000
Z	-3.678	-2.566	-4.161	-1.716
Asymp. Sig. (2-tailed)	.000	.010	.000	.086

a. Grouping Variable: Brand Name

Table 17: Mann-Whitney Test-Brand Perception

Test Statistics^a

	BP Coke	BP Pepsi
Mann-Whitney U	120.500	530.000
Wilcoxon W	156.500	13091.000
Z	-4.183	-.789
Asymp. Sig. (2-tailed)	.000	.430

b. Grouping Variable: Brand Perception

Table 18: Mann-Whitney Test-Brand Preference

Test Statistics^a

	BPr Coke	BPr Pepsi	BPr. Coke	BPr Pepsi
Mann-Whitney U	22.000	21.000	22.000	18.500
Wilcoxon W	175.000	27.000	28.000	171.500
Z	-.391	-.498	-.385	-.761
Asymp. Sig. (2-tailed)	.696	.619	.701	.447
Exact Sig. [2*(1-tailed Sig.)]	.765 ^b	.689 ^b	.765 ^b	.479 ^b

a. Grouping Variable: Brand Preference

b. Not corrected for ties.

Table 19: Mann-Whitney Test-Brand Loyalty**Test Statistics^a**

	BL Coke	BL Pepsi
Mann-Whitney U	178.500	486.500
Wilcoxon W	206.500	514.500
Z	-3.384	-.457
Asymp. Sig. (2-tailed)	.001	.648

b. Grouping Variable: Brand Loyalty

Table 20: K-S Test Brand Awareness**Test Statistics^a**

		BA Coke	BA Pepsi
Most Extreme Differences	Absolute	.546	.320
	Positive	.000	.320
	Negative	-.546	.000
Kolmogorov-Smirnov Z		1.077	.631
Asymp. Sig. (2-tailed)		.196	.821

b. Grouping Variable: Brand Awareness

Table 21: K-S Test Brand Name**Test Statistics^a**

		BN Coke	BN Pepsi	BN Coke	BN Pepsi
Most Extreme Differences	Absolute	.886	.771	.886	.554
	Positive	.000	.771	.000	.554
	Negative	-.886	.000	-.886	.000
Kolmogorov-Smirnov Z		1.750	1.524	1.750	1.095
Asymp. Sig. (2-tailed)		.004	.019	.004	.181

a. Grouping Variable: Brand Name

Table 22: K-S Test Brand Perception**Test Statistics^a**

		BP Coke	BP Pepsi
Most Extreme Differences	Absolute	.747	.316
	Positive	.000	.316
	Negative	-.747	-.092
Kolmogorov-Smirnov Z		2.061	.873
Asymp. Sig. (2-tailed)		.000	.431

b. Grouping Variable: Brand Perception

Table 23: K-S Test Brand Preference

Test Statistics^a

		BPr Coke	BPr Pepsi	BPr Coke	BPr Pepsi
Most Extreme Differences	Absolute	.431	.255	.255	.255
	Positive	.431	.059	.157	.255
	Negative	-.216	-.255	-.255	.000
Kolmogorov-Smirnov Z		.689	.407	.407	.407
Asymp. Sig. (2-tailed)		.730	.996	.996	.996

b. Grouping Variable: Brand Preference

Table 24: K-S Test Brand Loyalty

Test Statistics^a

		BL Coke	BL Pepsi
Most Extreme Differences	Absolute	.675	.273
	Positive	.000	.175
	Negative	-.675	-.273
Kolmogorov-Smirnov Z		1.747	.706
Asymp. Sig. (2-tailed)		.004	.702

b. Grouping Variable: Brand Loyalty

Table 25: Wald Test Brand Awareness

Test Statistics^{a,b}

		Number of Runs	Z	Asymp. Sig. (1-tailed)
BA Coke	Minimum Possible	5 ^c	-6.381	.000
	Maximum Possible	9 ^c	.357	.639
BA Pepsi	Minimum Possible	2 ^d	-11.434	.000
	Maximum Possible	9 ^d	.357	.639

a. Wald-Wolfowitz Test

b. Grouping Variable: Brand Awareness

c. There are 4 inter-group ties involving 113 cases.

d. There are 1 inter-group ties involving 104 cases.

Table 26: Wald Test Brand Name

Test Statistics^{a,b}

		Number of Runs	Z	Asymp. Sig. (1-tailed)
BN Coke	Minimum Possible	3 ^c	-10.357	.000
	Maximum Possible	9 ^c	.335	.631
BN Pepsi	Minimum Possible	3 ^d	-10.357	.000
	Maximum Possible	9 ^d	.335	.631
BN Coke	Minimum Possible	3 ^c	-10.357	.000
	Maximum Possible	8 ^c	-1.447	.074
BN Pepsi	Minimum Possible	4 ^e	-8.575	.000
	Maximum Possible	9 ^e	.335	.631

a. Wald-Wolfowitz Test

b. Grouping Variable: Brand Name

c. There are 2 inter-group ties involving 23 cases.

d. There are 2 inter-group ties involving 42 cases.

e. There are 3 inter-group ties involving 78 cases.

Table 27: Wald Test Brand Perception

Test Statistics^{a,b}

		Number of Runs	Z	Asymp. Sig. (1-tailed)
BP Coke	Minimum Possible	4 ^c	-10.671	.000
	Maximum Possible	17 ^c	.673	.749
BP Pepsi	Minimum Possible	5 ^d	-9.798	.000
	Maximum Possible	17 ^d	.673	.749

a. Wald-Wolfowitz Test

b. Grouping Variable: Brand Perception

c. There are 3 inter-group ties involving 48 cases.

d. There are 4 inter-group ties involving 134 cases.

Table 28: Wald Test Brand Preference

Test Statistics^{a,b}

		Number of Runs	Z	Exact Sig. (1-tailed)
BPr Coke	Minimum Possible	4 ^c	-1.525	.074
	Maximum Possible	7 ^c	1.335	1.000
BPr Pepsi	Minimum Possible	5 ^d	-.572	.298
	Maximum Possible	7 ^d	1.335	1.000
BPr Coke	Minimum Possible	4 ^e	-1.525	.074
	Maximum Possible	7 ^e	1.335	1.000
BPr Pepsi	Minimum Possible	5 ^f	-.572	.298
	Maximum Possible	7 ^f	1.335	1.000

a. Wald-Wolfowitz Test

b. Grouping Variable: Brand Preference

c. There are 2 inter-group ties involving 7 cases.

d. There are 2 inter-group ties involving 11 cases.

e. There are 3 inter-group ties involving 13 cases.

f. There are 3 inter-group ties involving 14 cases.

Table 29: Wald Test Brand Loyalty

Test Statistics^{a,b}

		Number of Runs	Z	Asymp. Sig. (1-tailed)
BL Coke	Minimum Possible	5 ^c	-9.222	.000
	Maximum Possible	15 ^c	.598	.725
BL Pepsi	Minimum Possible	5 ^d	-9.222	.000
	Maximum Possible	15 ^d	.598	.725

a. Wald-Wolfowitz Test

b. Grouping Variable: Brand Loyalty

c. There are 4 inter-group ties involving 130 cases.

d. There are 4 inter-group ties involving 135 cases.

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