



To Study the Consumer Preference Between Coca-Cola and Pepsi in Rajkot City

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ARTICLE INFO

Keywords: Consumer Preferences, Coca-Cola, Pepsi, Branding

Received : 6, September

Revised : 16, October

Accepted: 18, November

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ABSTRACT

This study examines Rajkot consumers' preferences between Coca-Cola and Pepsi, with particular attention to variables including accessibility, frequency of use, flavour perception, packaging, branding, price sensitivity, and the influence of age groups. By means of hypothesis testing and correlation analysis, the study pinpoints the primary variables influencing brand preference in the area. Although availability and frequency of consumption differ among age groups, the results show that they have little effect on brand preference, indicating that outside variables like distribution channels and regional habits play a larger role. Taste perception was found to be a differentiated variables between the two brands, but its weak resemblance with brand preference indicates that taste is not the only factor that dominates consumer decisions. In addition, packaging and branding were shown to be influential, with a strong correlation between brand image and consumer preference. Price sensitivity and special offers were found to have limited impact, reinforcing the idea that branding and emotional connections are more powerful determinants of choice. The study concludes that while availability and taste matter, factors like branding, packaging, and emotional appeal play a more crucial role in shaping consumer behaviour. The future researches may include the factors like sustainability factors and consumer preferences on health sector. This study clarifies the influence of both the brands on the consumers is competitive.

INTRODUCTION

The battle between Coca-Cola and Pepsi which is also known as the "Cola Wars," has been among the most interesting stories in business history (Vidani & Solanki, 2015). The rivalry between these two big business names has fuelled some of the biggest names in the history of the global beverage industry and helped fashion consumer trends, behaviour patterns, as well as marketing tactics across different cultural landscapes worldwide over more than one century (Vidani, 2015). This competition stems from the desire to be on top of the market which can be deduced by how creative are their marketing initiatives, et cetera (Vidani, 2016). Knowing more about this competition and its dynamics, especially in a local context of an Indian city like Rajkot sheds light on some very important consumer preferences and brand loyalty variables which also play a role in purchase decisions for the customers (Solanki & Vidani, 2016).

Historical Context of the Cola Wars

Coca-Cola's beginnings date back, to 1886 when John Stith Pemberton crafted the drink in Atlanta and not after in 1893 Caleb Bradham introduced Pepsi Cola in New Bern making both beverages health tonics before transitioning into soft drinks over time. The mid twentieth century saw a shift, in their rivalry as they both delved into marketing campaigns and promotions to compete for consumer attention. Campaigns that became well known such as Coca-Cola's "Share a Coke" and Pepsi's "The Pepsi Challenge," played a role, in shaping their brand images and connecting with consumers.

Coca-Cola's iconic holiday ads with Santa Claus serve as a perfect example of the company's marketing approach, which has always centred on happiness, family, and nostalgia. On the other hand, Pepsi has frequently positioned itself as the beverage of the younger generation by fusing pop culture and celebrity endorsements with its branding. Both brands have been able to carve out unique market segments thanks to this strategic distinction, but they are still engaged in an ongoing battle for customer loyalty.

Consumer Preferences and Brand Image

Numerous elements, like as taste, brand perception, and cultural connotations, influence consumers' choices between Coca-Cola and Pepsi. Research suggests that customers frequently display significant brand loyalty, even in the face of the two drinks' essentially identical chemical compositions. Functional magnetic resonance imaging (fMRI) research by McClure et al. (2004) shown that brand knowledge greatly affects taste perception and preference. This implies that cultural narratives and marketing initiatives are quite important in influencing consumer behaviour.

Because of Coca-Cola and Pepsi, consumerism in India have increased. Concerns about health, the environment, and corporate responsibility have gained prominence and are influencing customer choice and brand perception. Vedwan's (2007) examination of the pesticides in Coca-Cola and Pepsi

demonstrates how public opinion and media discourse can affect consumer loyalty to a brand and level of consumer trust.

Market Dynamics and Financial Performance

Coca-Cola and PepsiCo's financial results reveal their competitive approaches and market positions. A thorough examination of their financial data shows that, although PepsiCo is stronger due to its diversification into snacks and non-carbonated beverages, Coca-Cola has a stronger portfolio of soda brands. PepsiCo has been able to handle market swings more skilfully thanks to this diversification strategy, highlighting the value of flexibility in a constantly shifting sector.

Qian (2023) conducted research that sheds light on how both businesses allocate their resources and make investments in innovation in order to be profitable. Profitability, efficiency, liquidity, and market value are among the financial variables that show how fiercely consumers and industry leaders are competing. The complex interdependence of Coca-Cola and PepsiCo, where the two companies' performance is frequently correlated, highlights the competitive dynamics at work.

Factors Influencing Consumer Preferences in Rajkot

Studying consumer preferences between Coca-Cola and Pepsi in Rajkot, Gujarat, involves looking at factors like age, income, and local culture. Young people and families are becoming more price-conscious, so both Coca-Cola and Pepsi try to appeal to these groups with their pricing and marketing strategies.

Economic variables also play a big role in brand choices. Both brands are priced competitively, but Pepsi often offers more deals and promotions, which might attract budget-conscious shoppers. Coca-Cola, on the other hand, has a long history and might appeal to people who prefer well-known, trusted brands. These pricing and economic differences influence which brand people pick.

Cultural variables and digital marketing are also important in Rajkot. Coca-Cola and Pepsi design their ads to connect with local values and interests. Coca-Cola often uses festive themes, while Pepsi focuses on appealing to younger people and global trends. Both brands also use social media to reach out to the tech-savvy population in Rajkot, which helps build brand loyalty and influence consumer choices. This study will explore how these variables shape consumer decisions in Rajkot and how brands can adapt to succeed in this changing market.

RESEARCH OBJECTIVIES

1. Age based study on consumer preference between Coca-Cola and Pepsi.
2. To study the taste difference between Coca-Cola and Pepsi across different age groups in Rajkot, Gujarat.
3. To study the importance of packaging and branding on consumer choice between Coca-Cola and Pepsi.
4. To evaluate the role of advertising in influencing consumer preferences between Coca-Cola and Pepsi.
5. To study consumer perceptions of Coca-Cola's brand image in comparison to Pepsi's across different age groups.

LITERATURE REVIEW

1. Strategic War Between Coca-Cola and Pepsi

The "Cola Wars" refer to the fierce rivalry that started in the late 1800s and developed into a global marketing conflict between PepsiCo and Coca-Cola (Solanki & Vidani, 2016). Consumer engagement and brand loyalty have been impacted by important campaigns like Coca-Cola's "Share a Coke," which focused on emotional ties and personalisation, and Pepsi's "Pepsi Challenge," which allowed customers to make decisions only based on taste (Vidani & Plaha, 2016). To keep a competitive edge, both businesses have consistently modified their approaches through alliances, creative rivalry shapes marketing strategies, demonstrating the Cola Wars' continued significance in a variety of cultural contexts (Bhatt, Patel, & Vidani, 2017).

2. Variables Affecting Coca-Cola and Pepsi's Stock Price Fluctuations

Coca-Cola and PepsiCo's success depends a lot on what customers like and their loyalty to the brands, which affects their stock prices, according to Jing-liang (2022). Jin points out that their secret recipes give them an advantage in a market where how people feel about the brands is important (Vidani & Plaha, 2017). He also mentions that Pepsi and Coca-Cola help each other improve and adapt to market changes (Bhatt, Patel, & Vidani, 2017). This competition influences their financial performance, and their stock prices can change a lot based on how customers view them, especially with new competitors and other outside variables (Vidani & Singh, 2017).

3. Coca-Cola and Pepsi's Financial Performance: A Comparative Analysis

Coca-Cola and Pepsi have a strong financial rivalry, and they use different strategies to succeed, as explained by Yifei Qian (2023). Coca-Cola focuses mainly on its carbonated drinks, which helps it lead the soda market (Vidani, 2018). In contrast, PepsiCo has branched out into snacks and non-carbonated drinks like juices and water, making its product range wider. This competition affects how consumers in Rajkot see each brand (Vidani, 2019). Pepsi's variety may attract younger, health-conscious buyers looking for alternatives to sugary drinks, while

Coca-Cola's focus on its classic soda appeals to traditional customers (Vidani J. N., 2016). These different strategies help us understand what Rajkot consumers prefer and how it shapes the local market (Vidani, Jacob, & Patel, 2019).

4.Cultural Influence on Consumer Preferences for Coca-Cola and Pepsi

A fascinating aspect of the battle between Coca-Cola and Pepsi is how cultural influences shape consumer preferences. Researchers led by Samuel M. McClure (2004) investigated how people's brains react to well-known beverages like Pepsi and Coca-Cola. To see how branding affects consumers' perceptions of these drinks, researchers conducted taste tests and employed brain scans (Vidani J. N., 2018). They observed that people's preferences significantly altered when they disclosed the brand they were drinking, demonstrating the significant influence of culture and emotions on decision-making. This demonstrates the potency of branding and marketing in influencing consumer choices and drink preferences (Vidani J. N., 2020).

These results are critical to comprehending Rajkot's consumer behaviour. The city is an ideal area to examine how culture and brand perception influence consumer preferences because it is a blend of traditional and modern cultures. Thus, when studying consumer behaviour in Rajkot, cultural background is crucial (Vidani & Dholakia, 2020).

5.Coca-Cola vs. Pepsi in Rajkot: Localized Brand Strategies

Coca-Cola and Pepsi have had to modify their global strategy in order to accommodate local consumer tastes and preferences in India, notably in Rajkot (Vidani & Das, 2021). Both businesses have launched goods that appeal to Indian palates, including spiced variations of their drinks, or they have expanded into fruit-flavoured drinks that suit regional preferences (Vidani J. N., 2022).

Rajkot serves as a microcosm of the larger Indian market thanks to its quickly expanding urban population and increased exposure to international brands. Numerous variables, like as cultural beliefs, economic standing, and exposure to global trends, impact consumer preferences in Rajkot (Rathod, Meghrajani, & Vidani, 2022). For instance, older, more traditional consumers may find Coca-Cola's strong brand identification as a timeless, well-known product appealing, whereas younger consumers seeking something contemporary and new may be drawn to Pepsi's youthful, vibrant brand image (Vidani, Meghrajani, & Siddarth, 2023).

RESEARCH GAP

In the context of studying consumer preferences between Coca-Cola and Pepsi, there's a clear gap between specific understanding in local consumers and regional influences. There've been many global reports which basically focused on wide consumer preferences across various markets all over the world, while some of them have addressed nuances of local taste preferences and cultural factors that may help in shaping brand value and purchasing decisions within a specific city like Rajkot. Existing research often overlooks the role of marketing strategies and the influence of social media in shaping consumer perceptions in regional markets. This research gap shows how these factors specifically impact the choice between Coca-Cola and Pepsi in Rajkot, offering insights that could inform targeted marketing strategies for both companies in this city.

HYPOTHESIS :

- **H1:** There is a significant difference in the availability of Coca-Cola and Pepsi across different age groups in Rajkot.
- **H2:** There is a significant difference in the frequency of consumption of Coca-Cola and Pepsi across different age groups in Rajkot.
- **H3:** There is a significant difference in preference for Coca-Cola over Pepsi across different age groups in Rajkot.
- **H4:** There is a significant difference in the perception of taste between Coca-Cola and Pepsi across different age groups in Rajkot.
- **H5:** There is a significant difference in the perception of packaging and branding between Coca-Cola and Pepsi across different age groups in Rajkot.
- **H6:** There is a significant difference in the perception of brand image between Coca-Cola and Pepsi across different age groups in Rajkot.
- **H7:** There is a significant difference in the appeal of Pepsi to younger consumers compared to Coca-Cola across different age groups in Rajkot.
- **H8:** There is a significant difference in the perception of refreshment between Pepsi and Coca-Cola across different age groups in Rajkot.
- **H9:** There is a significant difference in the role that price plays in the choice between Coca-Cola and Pepsi across different age groups in Rajkot.
- **H10:** There is a significant difference in the likelihood of choosing Coca-Cola or Pepsi based on special offers or discounts across different age groups in Rajkot.

TABLE 1: VALIDATION OF QUESTIONNAIRE

Statements	Citation from JV citation file (You can add more than 1 citation)
I prefer Coca-Cola over Pepsi.	(Saxena & Vidani, 2023)
The taste of Coca-Cola is better than Pepsi.	(Mahajan & Vidani, 2023)

The packaging and branding of Coca-Cola are more appealing than Pepsi.	(Sharma & Vidani, 2023)
Coca-Cola has a stronger brand image than Pepsi.	(Sharma & Vidani, 2023)
Pepsi appeals more to younger consumers than Coca-Cola. I find Coca-Cola to be more readily available than Pepsi in Rajkot.	(Patel, Chaudhary, & Vidani, 2023) (Chaudhary, Patel, & Vidani, 2023)
Price plays a significant role in my choice between Coca-Cola and Pepsi.	(Bansal, Pophalkar, & Vidani, 2023)
Pepsi feels more refreshing than Coca-Cola.	(Vidani, Das, Meghrajani, & Chaudasi, 2023)
I am likely to choose Coca-Cola or Pepsi based on special offers or discounts.	(Vidani, Das, Meghrajani, & Singh, 2023)
I am more influenced by Coca-Cola's advertisements than Pepsi's.	(Saxena & Vidani, 2023)

**Source: Author's compilation*

RESEARCH METHODOLOGY

Table 2: Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	193

Survey Area	Rajkot
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

*Source: Author's compilation

DEMOGRAPHIC SUMMARY

The sample consists of 193 respondents, with a majority of **72% male** and **28% female**. The age distribution is predominantly **18-25 years** (58.5%), followed by **25-32 years** (20.2%), and smaller groups in older age ranges. In terms of education, most participants are **postgraduates** (47.2%) or **undergraduates** (35.8%). Occupation-wise, the sample is evenly split between **students** and those with a **job** (37.3% each), with smaller numbers in **business**, **professional** fields, and **home makers**. Regarding income, **40.4%** earn less than 20,000, while **26.4%** earn between 20,000-40,000. This demographic reflects a youthful, well-educated, and diverse group in terms of occupation and income levels.

Table 3: CRONBACH ALPHA

Cronbach Alpha Value	No. of items
0.808	12

*Source: SPSS Software

The **Cronbach's Alpha** value for the scale is **0.808**, based on **12 items**. This indicates **good internal consistency**, meaning that the items on the scale are reliably measuring the same underlying construct. Typically, a Cronbach's Alpha above **0.7** is considered acceptable, so a value of **0.808** suggests that the test or survey is reasonably reliable.

TABLE 4: RESULTS OF HYPOTHESIS TESTING

Add rows as per number of hypothesis you have created

Sr. No	Alternate Hypothesis	Result p =	>/ < 0.0 5	Accept/ Reject Null hypothesis	R value	Relations hip
H1	There is a significant difference in the availability of Coca-Cola and Pepsi across different age groups in Rajkot.	.002	<	H01 Reject (Null hypothesis Reject)	.025	Weak
H2	There is a significant difference in the frequency of consumption of Coca-Cola and Pepsi across different age groups in Rajkot.	.012	<	H02 Reject (Null hypothesis Reject)	.002	Weak
H3	There is a significant difference in preference for Coca-Cola over	.257	>	H03 Accept (Null	.702	Strong

	Pepsi across different age groups in Rajkot..			hypothesis Accept)		
H4	There is a significant difference in the perception of taste between Coca-Cola and Pepsi across different age groups in Rajkot.	.009	<	H04 Reject (Null hypothesis Reject)	.001	Weak
H5	There is a significant difference in the perception of packaging and branding between Coca-Cola and Pepsi across different age groups in Rajkot.	.045	<	H05 Reject (Null hypothesis Reject)	.600	Strong
H6	There is a significant difference in the perception of brand image between Coca-Cola and Pepsi across different age groups in Rajkot.	.287	>	H06 Accept (Null hypothesis Accept)	.364	Weak
H7	There is a significant difference in the appeal of Pepsi to younger consumers compared to Coca-Cola across different age groups in Rajkot.	.525	>	H07 Accept (Null hypothesis Accept)	.696	Strong
H8	There is a significant difference in the perception of refreshment between Pepsi and Coca-Cola across different age groups in Rajkot.	.184	>	H08 Accept (Null hypothesis Accept)	.207	Weak
H9	There is a significant difference in the role that price plays in the choice between Coca-Cola and Pepsi across different age groups in Rajkot.	.556	>	H09 Accept (Null hypothesis Accept)	.722	Strong
H10	There is a significant difference in the likelihood of choosing Coca-Cola or Pepsi based on special offers or discounts across different age groups in Rajkot.	.717	>	H010 Accept (Null hypothesis Accept)	.242	Weak

**Source: Author's compilation*

DISCUSSION

This study aims factors such as consumption frequency, taste perception, packaging, branding, price sensitivity, and age group influence.

The findings for Hypotheses 1 (H1) and 2 (H2), which examined the availability and consumption frequency of Coca-Cola and Pepsi, revealed significant differences across age groups, with p-values of 0.002 and 0.012, respectively. However, the weak correlation values (R-values of 0.025 and 0.002) suggest that these variables have a limited impact on consumer preference. This indicates that external variables like distribution channels, regional habits, and socio-economic conditions might play a larger role in how often and where consumers access these beverages. While availability and frequency matter, branding and taste likely exert more influence on consumer choices.

Hypothesis 3 (H3) tested whether there was a preference for Coca-Cola over Pepsi among different age groups. The p-value of 0.257 indicated no significant difference, and the null hypothesis was accepted. This suggests that age does not strongly influence brand preference in Rajkot, with both Coca-Cola and Pepsi appealing to consumers across age groups. The R-value of 0.702 supports this, showing that preferences for the two brands are relatively balanced. This outcome suggests that variables such as taste, price, and branding may hold more weight in driving consumer choices than age.

The analysis of taste perception (Hypothesis 4) showed a significant difference between Coca-Cola and Pepsi (p-value of 0.009), suggesting that consumers can distinguish between the two. However, the weak R-value of 0.001 indicates that taste alone is not a primary factor in shaping consumer preferences. In contrast, Hypothesis 5, which examined the impact of packaging and branding, found significant differences (p-value of 0.045) in how consumers perceive these elements. The strong R-value of 0.600 suggests that packaging and branding are influential in consumer decisions, possibly due to effective marketing strategies and visual appeal.

For brand image and appeal to younger consumers (Hypotheses 6 and 7), the analysis found no significant differences, with p-values of 0.287 and 0.525, respectively. This implies that Coca-Cola and Pepsi have a similarly strong brand image and appeal to younger age groups in Rajkot. Furthermore, Hypotheses 8 to 10, which explored price sensitivity and the influence of special offers, also showed no significant differences across age groups, with p-values above 0.05. This suggests that price sensitivity and discounts are not major drivers of consumer choice, reinforcing the idea that branding, availability, and taste are more significant variables.

In conclusion, this study shows consumption frequency varies across age groups and factors such as branding, packaging, and taste differentiation plays a vital role in market sustainability. Factors like price difference and special

discounts have lesser influence on market values claiming Coca-Cola and Pepsi both have a strong market base through their influential branding.

THEORETICAL IMPLICATIONS

The theoretical implications of this study on consumer preferences between Coca-Cola and Pepsi in Rajkot shows valuable insights into consumer behaviour and marketing strategies. Despite having the same taste, the brand value plays a vital role in market for higher sustainability. This shows branding focuses on attracting emotional values and psychological strategies.

The study also challenges traditional economic models that emphasize price sensitivity as a primary driver of consumer choice. The results indicating that price does not significantly influence preferences suggest that in some markets, branding and consumer perception outweigh the importance of cost. This challenges price-driven models and points to the growing importance of non-economic variables in shaping consumer behaviour.

Additionally, the limited impact of age on brand preference challenges the conventional wisdom of demographic-based segmentation in marketing. The finding that both Coca-Cola and Pepsi appeal to consumers across various age groups suggests that brand loyalty may not always align with age demographics. This indicates that marketers may need to focus more on universal brand messages and emotional connections, rather than relying on age-based segmentation to drive brand choices.

The study also offers insights into the complex role of availability and consumption frequency. While these variables varied by age group, the weak correlation between these variables and brand preference suggests that other variables, such as regional habits and distribution strategies, play a more significant role. This challenges theories that directly link product availability to consumer choice, highlighting the need for a more nuanced understanding of how external variables influence purchasing behaviour.

Finally, the weak correlation between taste and brand preference implies that while consumers can differentiate between the two brands based on taste, it is not the dominant factor in their decision-making process. This aligns with the theory that in competitive markets, consumers often make choices based on a combination of sensory, emotional, and branding cues rather than on taste alone.

In summary, the findings of this study offer significant theoretical implications by advancing our understanding of how variables like branding, emotional appeal, and consumer perceptions influence purchasing behaviour. These insights challenge traditional models that emphasize price and age segmentation, suggesting that in markets like Rajkot, branding and consumer experience play a more pivotal role in shaping consumer preferences.

PRACTICAL IMPLICATIONS

The practical implications of this study shows various insights about these two companies. One important thing is packaging and branding is the key point in influencing consumer choices. Strong brand identities and visually appealing packaging help both brands capture consumer attention and differentiate themselves from competitors. Effective marketing strategies that connect emotionally with consumers can foster brand loyalty, making it essential for Coca-Cola and Pepsi to create advertising campaigns that resonate with local values and lifestyles.

Price sensitivity isn't a major factor in consumer decision-making in Rajkot according to this study. This suggests that both Coca-Cola and Pepsi can focus less on price competition and more on enhancing their brands' perceived value. Offering premium products, innovative packaging, or value-added services can help maintain consumer loyalty without being overly concerned with pricing. Brands should prioritize quality consistency and brand equity in their marketing efforts.

Age does not significantly influence brand preference in Rajkot, suggesting that both Coca-Cola and Pepsi can adopt more universal marketing strategies. Instead of tailoring campaigns to specific age groups, brands can create inclusive messaging that appeals to a broad demographic. Promoting shared experiences and universal brand values can help both companies connect with consumers across generations.

The weak correlation between availability and consumption frequency with brand preference implies that product availability is important, but not the primary driver of consumer choice. While ensuring widespread distribution networks is essential, brand presence, marketing, and emotional connections play a more significant role. Companies should focus on building strong visibility and ensuring their products are available through multiple channels to stay competitive.

Taste, although distinguishable between Coca-Cola and Pepsi, is not the dominant factor in brand preference. This highlights that the overall brand experience, including packaging, advertising, and emotional appeal, has a greater influence on consumer decisions than taste alone. Offering new flavours limited-edition products could also provide a fresh experience that strengthens brand loyalty.

Finally, understanding local consumer habits and socio-economic conditions is crucial. Regional differences in tastes and preferences can influence consumption patterns, and brands can tailor their marketing strategies to align with local context. By supporting local events, creating region-specific campaigns, or introducing products that match local preferences, Coca-Cola and Pepsi can further establish themselves in Rajkot's competitive market.

CONCLUSION

In conclusion, this study provides valuable insights into the variables influencing consumer preferences between Coca-Cola and Pepsi in Rajkot. The findings highlight the significant role of branding, packaging, and emotional engagement in shaping consumer choices, with both Coca-Cola and Pepsi leveraging strong brand identities to appeal to a wide range of consumers. While taste differences were recognized, they were not the primary drivers of preference, suggesting that other variables such as brand image, packaging appeal, and marketing strategies have a greater influence on purchasing decisions.

The study also revealed that age does not significantly impact brand preference, indicating that both Coca-Cola and Pepsi are successful in appealing to consumers across diverse age groups. Additionally, although availability and consumption frequency varied across age groups, these variables had a limited impact on preference, underscoring the importance of branding and other experiential variables in determining consumer behaviour.

Moreover, the research showed that price sensitivity is not a major factor in driving consumer choice in Rajkot. This suggests that businesses should focus less on price competition and instead prioritize enhancing brand value through quality, branding, and emotional connections with consumers.

Overall, the study emphasizes the complexity of consumer preferences, where branding, packaging, and emotional connections play a more pivotal role than taste or price sensitivity. The findings provide both Coca-Cola and Pepsi with valuable information to refine their marketing strategies in Rajkot, helping them maintain strong market positions through effective branding, targeted campaigns, and broad consumer appeal. By continuing to focus on building emotional connections with consumers and ensuring widespread distribution, both brands can further strengthen their presence in this competitive market.

RECOMMENDATIONS

The findings of this study on consumer preferences between Coca-Cola and Pepsi in Rajkot provide a solid foundation for future research and open up several avenues for further investigation. Given the complexity of consumer behaviour and the variables influencing brand choice, future research could expand on various aspects of this study to explore deeper insights and more diverse perspectives. Below are some recommendations for future research and the potential scope for further exploration:

1. **Exploring Regional Variations in Consumer Preferences:** While this study only focused on Rajkot, consumer preference can be different across different regions and cities. Future research could examine how cultural, socio-economic, and regional variables influence brand preference in

other areas of India or even in different countries. This could provide a more comprehensive understanding of regional nuances in consumer behaviour and how multinational brands adapt their marketing strategies in diverse markets.

2. **Longitudinal Studies on Brand Loyalty:** This study offers valuable insights into ongoing consumer preferences, but upcoming research could examine the long-term variables that influence brand loyalty and preference. A longitudinal study could track changes in consumer behaviour over time, considering how shifts in marketing strategies, product innovations, and external variables (e.g., economic conditions or societal trends) impact consumer brand allegiance. This would help brands understand how to maintain loyalty amongst their consumers and evolve in a competitive environment.
3. **In-Depth Analysis of Marketing Communication and Consumer Engagement:** Given the significant role of branding and emotional appeal in consumer preferences, further research could focus on how different forms of marketing communication (e.g., social media, traditional advertising, influencer marketing) influence consumer perceptions and purchasing behaviour. Understanding how consumers engage with brand messages across various channels can help refine marketing strategies and increase brand resonance.
4. **Investigating the Role of Digital and Social Media Marketing:** As social media and digital marketing have become central to brand communication, future research could investigate their specific role in shaping consumer preferences. Exploring how Coca-Cola and Pepsi use digital platforms to engage with younger consumers or specific demographic groups could provide deeper insights into the evolving landscape of consumer brand interactions in the digital age.
5. **Comparative Analysis with Other Beverage Categories:** This study focused on carbonated soft drinks, but future research could extend the scope to include other beverage categories (e.g., energy drinks, bottled water, fruit juices) to compare brand preferences across different product segments. Understanding how variables like health consciousness, sustainability concerns, and environmental impacts influence consumer choices could offer valuable insights into emerging trends and opportunities for beverage companies.
6. **Consumer Perceptions of Sustainability and Corporate Social Responsibility (CSR):** With increasing consumer focus on sustainability, CSR, and environmental impact, future research could explore how consumer perceptions of a brand's environmental initiatives influence their purchase decisions. Coca-Cola and Pepsi's efforts in sustainability and social responsibility could be analysed to determine how these variables shape consumer loyalty and preferences, especially among environmentally-conscious consumers.

7. **Impact of Pricing Strategies and Discounts:** While this study found limited influence of price sensitivity on consumer choice, further research could explore in more detail how specific pricing strategies (e.g., value-based pricing, bundle offers, loyalty programs) and promotional discounts affect consumer purchasing decisions in a competitive market. Analyzing how price interacts with other variables like brand image, packaging, and taste could offer more nuanced insights into the price-quality relationship in consumer decision-making.
8. **Psychographic Segmentation and Consumer Behaviour:** Future studies could investigate the psychographic profiles of consumers, looking at lifestyle, values, and personality traits to better understand brand preference. Segmenting consumers based on psychographic variables rather than just demographic variables could lead to more personalized and effective marketing strategies, especially in urban markets like Rajkot, where consumer choices may be influenced by diverse variables such as social identity, peer influence, and personal beliefs.
9. **Exploring the Role of Health Consciousness:** As consumers become more health-conscious, there may be shifts in preferences towards beverages perceived as healthier alternatives, such as low-sugar or non-carbonated drinks. Future research could examine how health trends and changing consumer attitudes towards health impact the preferences for traditional brands like Coca-Cola and Pepsi. Understanding how these shifts influence brand perception and consumption behaviour could help beverage companies develop new product lines or adjust their marketing messages to appeal to health-conscious consumers.

In conclusion, the scope for future research is vast, and expanding the findings of this study can result in knowing the importance of various dimensions of market strategies, consumer behaviour and brand management. Future studies could offer more detailed view and comprehensive recommendations for businesses looking to rule the market and trying to engage with the consumers in a dynamic environment.

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