

A Study on Factors Influencing Purchase of Coca Cola by Youth

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Abstract

This study focuses on the factors influencing the purchase of Coca-Cola among youth consumers. The beverage industry is highly competitive, and Coca-Cola continues to maintain a strong position through effective branding, marketing strategies, and consumer engagement. Youth play a significant role in the soft drink market, and their buying behavior is influenced by several factors such as taste, price, brand image, advertisements, peer influence, product availability, and promotional activities.

The study aims to identify the major factors that affect the purchasing decisions of young consumers towards Coca-Cola. It also examines the impact of social media, celebrity endorsements, and marketing campaigns on brand preference and repeat purchases. The research helps in understanding youth consumer behavior and the effectiveness of Coca-Cola's marketing strategies in attracting and retaining customers.

CHAPTER 1:- INTRODUCTION

1.1 INTRODUCTION

The drink industry is among the most competitive and fast-growing one in world consumer market. Among the major brands, Coca-Cola has dominated end with high brand awareness and wide consumer acceptance. Youth are an important part of the beverage market and they increasingly shape their purchase behaviour based on lifestyle changes, social movements, as well as shifts in marketing campaigns. The knowledge of the factors that influence young consumers on the selection of one brand is important for companies to remain competitive and improve market share.

Youth's purchase decisions depend on various factors including taste, price, brand image, advertising and peer pressure as well as availability and promotional mix. In this day and age of social media, Social media & Celebrity Endorsements have been instrumental in influencing the brand perception and purchase decision. Coca-Cola is a global brand that pays special attention to marketing and the campaigns centered around youth, designed to develop emotional bonds and long-term relationships with young consumers.

The purpose of this study is to investigate the main factors influencing young people's Coca-Cola purchases. The study aims to shed light on youth consumer behavior and marketing efficacy by determining the factors that influence preference and recurring purchases. Marketers, researchers, and business strategists will find the study's conclusions helpful in comprehending how brand positioning and promotional activities affect young consumers' decisions to buy.

1.2 SCOPE AND IMPORTANCE OF THE STUDY

This study's scope is restricted to investigating the factors that influence young people's Coca-Cola purchases. Understanding consumer behavior within a particular age group is the main goal of the study,

which also examines the ways in which factors like taste, price, advertising, brand image, peer pressure, product availability, packaging, and promotional activities impact consumer choices. The study is limited to gathering primary data from young respondents using a structured questionnaire in order to record their purchasing preferences, attitudes, and perceptions.

The behavioral factors that affect young people's decisions to buy Coca-Cola are the main focus of this study. Important attitudes that influence purchasing behavior and repeat purchases include factors like taste preference, brand image, peer influence, advertising exposure, and price perception. In addition to boosting sales, comprehending these factors is crucial for fostering enduring brand loyalty and developing an emotional bond with younger customers.

The goal of the study is to comprehend the behavioral elements that affect young people's purchasing decisions, such as:

- Preference for Coca-Cola flavor.
- How people view the Coca-Cola brand.
- Young consumers' sensitivity to price.
- The impact of social media marketing and advertising.
- Social and peer pressure on purchasing decisions.
- The perceived value and quality of the product.

Because Coca-Cola is widely accessible and consumed throughout the world, the study is not geographically limited to any one area. As a result, the results are representative of broader youth consumption trends and social influences. Although the research is only available for the study period, the insights gathered show behavioral trends that could have long-term effects on beverage marketing tactics and the engagement of young consumers.

1.3 REVIEW OF LITERATURE

1. Engel, Kollat, and Blackwell (1968), who also introduced the fundamental Consumer Decision-Making Model. Their model emphasizes how crucial it is to comprehend a buyer's position in the decision-making process and how marketing cues affect consumer choice.
2. Kotler and Keller (2012) highlighted how cultural, social, psychological, and personal factors influence consumer purchasing behavior. They maintained that purchasing decisions are greatly influenced by brand image, value perception, and promotional communication, particularly for younger consumers who are more susceptible to social influence and branding.
3. Schiffman and Kanuk (2010) explained that consumer behaviour is driven by motivation, perception, learning, beliefs, and attitudes. Their work shows that taste preference and emotional attachment to brands play a strong role in repeated purchases, particularly in the food and beverage industry.
4. Aaker (1996) introduced the concept of brand equity and suggested that strong brand identity and loyalty lead to long-term consumer relationships. According to Aaker, youth consumers are more likely to support brands that reflect their lifestyle and social identity.
5. Solomon (2013) discussed how peer groups and social environments influence youth consumption patterns. He noted that young buyers often make purchase decisions based on social acceptance and group behaviour rather than purely functional benefits.
6. McNeal (1999) highlighted the growing purchasing power of young consumers and their influence on family buying decisions. He emphasized that youth marketing strategies must focus on taste, packaging appeal, and advertising creativity to capture attention.

7. Belch and Belch (2014) studied advertising effectiveness and found that repeated exposure to media promotions increases brand recall and purchase intention. Their research suggests that youth are particularly influenced by visual and digital advertising.
8. Keller (2008) argued that brand knowledge and brand associations affect consumer response to marketing activities. Strong emotional branding increases loyalty and preference, especially among younger demographics.
9. Hawkins and Mothersbaugh (2010) examined consumer lifestyle and concluded that convenience and product accessibility significantly affect buying behaviour. Easily available products are more likely to be purchased frequently.
10. Armstrong and Kotler (2015) stated that pricing strategies influence perceived value and buying behaviour. Youth consumers tend to be price-sensitive but are willing to pay more for brands they trust and identify with.
11. Kapferer (2012) explained that packaging acts as a “silent salesman,” influencing consumer attention and perception at the point of purchase. Attractive packaging can increase impulse buying, particularly among young consumers.
12. Chaudhuri and Holbrook (2001) found that brand trust and brand affect lead to higher purchase loyalty. Emotional attachment to a brand strengthens repeated buying behaviour and positive word-of-mouth among youth.

1.4 OBJECTIVES OF THE STUDY

The main purpose of this study is to find out what factors affect young people's choices when they decide to buy Coca-Cola. By understanding how young people see the brand, what drives their decisions, and the social and mental factors that affect their actions, marketers can create better plans to increase involvement, boost favorability towards the brand, and develop lasting loyalty. Knowing how young people make buying decisions is very important in a competitive drink market, because trends, friends, and advertising all have a big impact on their choices. The study has set these goals.

1. To analyse the main reasons why young people choose to buy Coca-Cola, we look at the behaviour's, social influences, and brand factors that affect their buying decisions.
2. To examine how taste and price affect what young people buy, we need to see how the features of a product and what people think it's worth influence their choices.
3. To analyse how ads and promotions affect young people's decisions to buy things, especially focusing on their use of the internet and social media.

1.5 STATEMENT OF THE PROBLEM

The beverage industry is getting more competitive, as brands try hard to attract and keep the interest of young people. This is because the market is full of trends, influenced by social media, and shaped by how people communicate online. Nowadays, young people have access to a lot more options and messages from ads, friends, and social media than previous generations did. Their buying choices aren't just about the product's features; they're also influenced by feelings, social factors, and mental aspects. Coca-Cola still has a big name around the world, but changes in what young people like and how they choose to buy things are making it harder to keep them interested and coming back to buy the product again over time. Coca-Cola puts a lot of effort into building its brand, running promotions, and creating campaigns that appeal to young people. However, sometimes young consumers change their preferences, think twice before buying, or don't become loyal to the brand in the long run. A big issue is that how young people make buying decisions isn't always clearly known or properly tracked in an organized manner. If marketers

don't understand why young people make buying decisions, their strategies might not meet what those consumers expect.

Key behavioural indicators that influence youth purchasing include:

1. taste preference and product satisfaction,
2. brand image and perception,
3. price sensitivity,
4. influence of advertising and promotions,
5. peer and social influence, and
6. perceived product quality and value-for-money.

Knowing these behavior patterns helps explain why young people pick Coca-Cola and what makes them buy it again and again. This lack of organized understanding is the main reason for this study.

1.6 HYPOTHESES FORMULATED

The hypotheses were created based on the research's goals and the problem it aims to solve, which is to look at how behavior affects young people's decisions to buy Coca-Cola.

To help you with your report, here is a clear and concise version of the Hypotheses Formulated section including Null Hypotheses and Alternate Hypotheses for your study!

Null Hypothesis (H_{01}): There is no important connection between how much young people like the taste and whether they buy Coca-Cola.

Hypothesis (H_{11}): There is a strong connection between what young people like to taste and their decision to buy Coca-Cola.

1.7 LIMITATIONS OF THE STUDY

All research studies have some limits that can affect how people understand the results, and this study about what influences young people to buy Coca-Cola is no different.

1. This study looks only at how young people see Coca-Cola and doesn't look into how they buy other drink brands or the whole soft drink market.
2. The study is done over a short period and shows what people think at a certain moment; it doesn't show how their behavior changes over time or how their preferences might change in the future.
3. The results come from people answering a questionnaire themselves, and these answers might be affected by their own opinions, forgetting things incorrectly, or responding in a way they think is expected.
4. The study is limited to a specific group of people and certain areas, so the findings might not show the full picture for young people in other regions or with different cultural backgrounds.
5. The study focuses only on behavior and marketing factors and doesn't go into detail about economic, family, or lifestyle factors that could also affect buying choices.

1.8 CHAPTER SCHEME

- Introduction
- Scope of the Study
- Importance of the Study
- Review of the literature
- Objectives of the Study
- Statement of the Problem
- Limitations of the Study

CHAPTER 2 :- METHODOLOGY AND DATA BASE

2.1 TYPE OF RESEARCH

The kind of study used for this mini project is descriptive research. Descriptive research is suitable for this study because it helps to identify and explain the factors that affect how young people choose to buy Coca-Cola. It allows for a careful look at how consumers act, what they like, and their opinions without changing the real-world setting. The goal is to understand how young people think and act when they decide to buy products from the brand, in a way that feels real and accurate.

This research method lets the study look at how young people are buying things, focusing on factors like what they like, how much they care about price, how much ads they see, what their friends think, and how they feel about different brands. The study collects real and measurable data using detailed questionnaires, which helps in understanding and explaining people's actions in a useful and clear manner.

Besides describing things, some parts of the research also look at how different factors are connected. The study looks at what young people like and also examines how certain behaviors affect their choices when buying things. For example, it looks at whether seeing ads makes someone more likely to buy something or whether friends and family influence how loyal someone is to a brand. This way of looking at things makes the study better by connecting what people do with results that can be measured. Using both descriptive and analytical research together gives a complete picture of how young people buy Coca-Cola. It makes sure the study looks at both obvious trends and the deeper connections between factors that influence things, so the results are helpful for learning in school and for real-world marketing strategies.

2.2 Sampling Technique

- The study used a sampling method called convenience sampling, which is a type of non-probability sampling. This method was chosen because it makes it simple to reach young people within the limited time and resources of the small project. Convenience sampling is when you gather information from people who are easy to reach and agree to take part in the survey. The study focuses on how young people behave as consumers, so participants were chosen because they were available and matched the age group the study is interested in.
- This method works well for studies that are more about exploring and describing things, where the goal is to learn about common behaviors rather than accurately predicting what happens in a whole population. The researcher used convenience sampling to collect responses quickly and easily by using online questionnaires and talking directly with people. This method might not show every young person, but it still gives useful information about what youth like and think about Coca-Cola.

The number of samples chosen was enough to see how the different factors are connected and how they change together. The data we gathered shows what the accessible youth think, and it helps us understand how they make buying decisions as part of this project.

2.3 Sample Size

The study includes 100 young people who were chosen from those who are easy to reach and fall within the desired age range. A bigger sample might offer more general results, but this size is enough to spot patterns in how young people buy things and learn useful things about how much Coca-Cola they

consume. It offers a good mix of reliable data and a manageable size for the project. The sample includes people from different areas like:

- Demographics: Age, gender, education level Consumption behavior includes people who buy regularly, those who buy sometimes, and new customers who are buying for the first time.
- Place to buy: Retail stores, online delivery services, and convenience shops.

This sample size lets us compare behavior in an organized way without making the analysis too complicated for the project timeline.

2.4 Sample Design

The study uses a planned way of selecting samples to make sure the data is meaningful and matches the goals of the research.

1. Segmentation by Consumer Type: Youth are divided into three groups based on how often they buy: those who buy often, those who buy sometimes, and those who buy rarely.
2. Respondents are grouped according to how often they buy, what flavors they prefer, and how they react to ads or special deals.
3. Insights are looked at based on where people make their purchases, like supermarkets, local shops, restaurants, and online sites.

This organized layout allows for comparing different groups of young people and helps spot trends that affect their buying choices.

2.5 Source of Data

Primary Data:

- Primary data is gathered by giving structured questionnaires to young people who are asked to provide their responses.
- Collects data on what people like to taste, how much they think something costs, how ads affect their choices, how friends influence their decisions, and what they think about the brand.
- Shows current feelings and purchasing habits connected to Coca-Cola.

Secondary Data:

- Covers industry reports, academic papers, marketing research, and publicly accessible data on the beverage market.
- Helps in understanding and checking the main results.

2.6 Research Technique

The following research methodologies are used to evaluate the data:

1. **Questionnaire Method:** Structured questionnaires that include closed-ended questions using a Likert scale are used to measure and understand consumer attitudes and preferences.
2. **Survey Interaction:** Talking directly to people who make purchases helps understand why they buy and how they behave.
3. **Statistical Tools & Analysis:** The data that is gathered is organized into tables and then looked at using percentages, charts, and graphs to find out what patterns or trends are happening. Correlation analysis looks at how different behaviors are connected to the choices people make when buying something.
4. **Behavioural Observation:** People's answers are looked at to find common ideas about how much they like a brand, how effective ads are, and how friends affect their choices.

CHAPTER 3: DATA ANALYSIS AND INTERPRETATION

3.1 INTRODUCTION

Data analysis and interpretation are important parts of this research because they turn raw survey answers into useful information that helps achieve the study's goals. This chapter aims to carefully arrange the information gathered from young people and use proper statistical methods to find out what factors affect their decision to buy Coca-Cola. The study looks closely at different factors like taste, how people see prices, the effect of ads, and how friends influence each other, to find out common behaviors, what people like, and how these things are connected.

The analysis was done using MS Excel and simple statistical methods to make sure it was clear and accurate. The information gathered from the structured questionnaires was organized into tables, charts, and graphs to help make understanding and trusting the results easier. These visual tools make it easier to see patterns in how young people spend money and give a better idea of what influences their choices when they make a purchase.

Besides that, methods like percentage analysis, cross-tabulation, and correlation were used to look at how different factors relate to each other and to check if the research questions were supported. This organized method helps the study to not only explain what young people like but also understand how these behavior patterns influence their choice to buy Coca-Cola. The results in this chapter provide the basis for the conclusions and suggestions that come later in the study.

3.2 Analysis of Survey Responses and Graphical Representation of responses

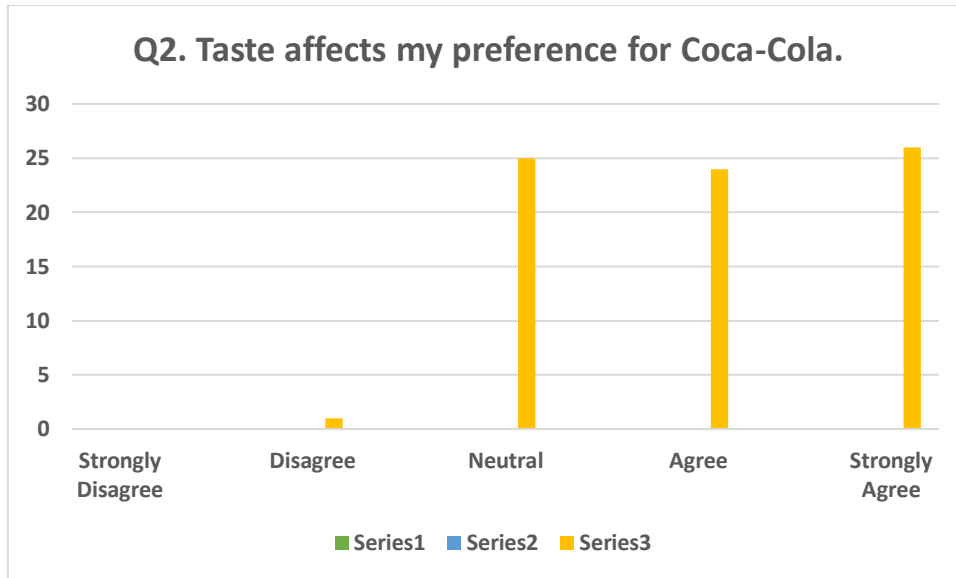
Q1. Discounts and special offers motivate me to purchase Coca-Cola.



Interpretation:

- Most people (29 = 38.2%) said they agree, and another 28 (36.8%) strongly agree, which shows that discounts and special offers are a big reason why people buy Coca-Cola.
- Only a small number of people disagreed (3 = 3.9%) or strongly disagreed (1 = 1.3%), showing that very few customers are affected in a bad way by promotional deals.
- Fifteen people, which is about 19.7%, said they had neutral views. This shows that although discounts might affect their decisions sometimes, it isn't the main reason they buy Coca-Cola.
- The responses show that discounts and special deals are a big factor in how people decide to buy things, with about 75% of those surveyed saying that promotional offers affect their choices.

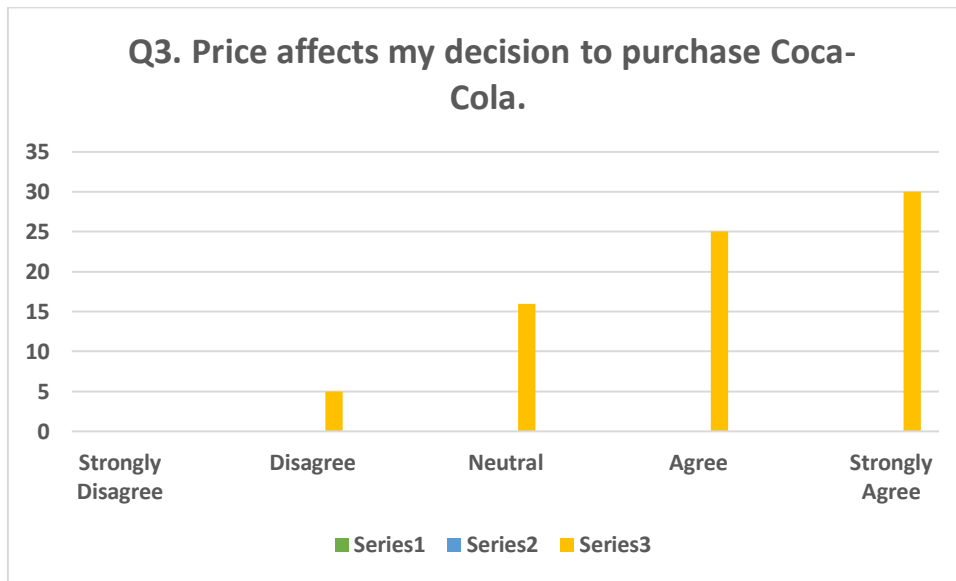
Q2. Taste affects my preference for Coca-Cola.



Interpretation:

- Most people (24 out of 76, which is 31.6%) said they agree, and another 26 (34.2%) strongly agree, showing that taste plays a big role in their choice of Coca-Cola.
- Only a very small number of people disagreed (1 = 1.3%), and no one strongly disagreed, meaning that negative views about the taste are not significant.
- Twenty-five people, which is about 32.9%, said they weren't sure or had no strong opinion. This might mean that while taste is a big deal for most customers, some people also look at other things like how much something costs, what the brand is known for, or if it's easy to find.
- The answers show that taste plays a big role in how people choose Coca-Cola, with more than 65% of those asked saying it matters a lot. This shows that keeping the drink's taste the same is important for keeping customers happy and coming back.

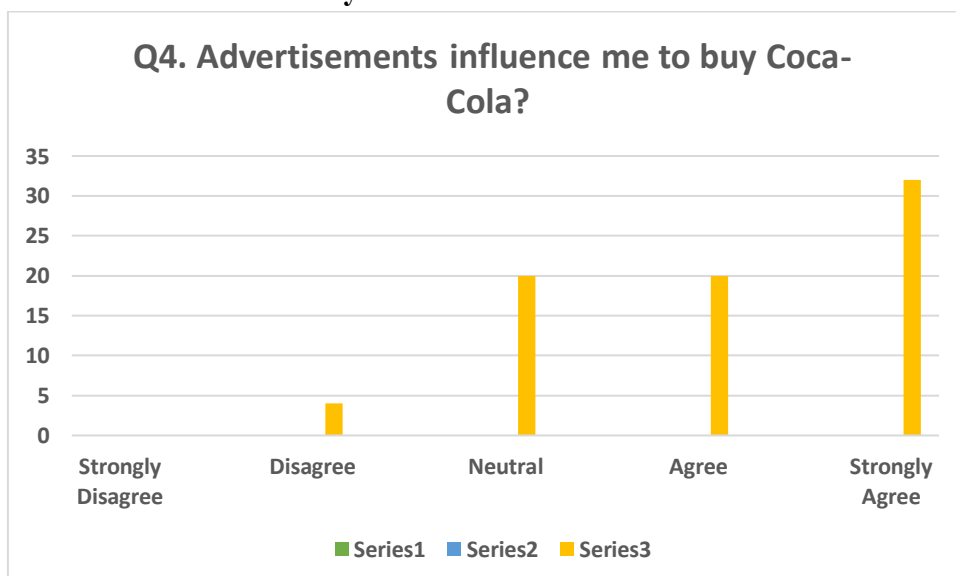
Q3. Price affects my decision to purchase Coca-Cola.



Interpretation:

- Most people (25 out of 76) said they agree, and another 30 people (39.5%) strongly agreed, showing that price is a big factor in their choice to buy Coca-Cola.
- Only a small number of people disagreed (5 = 6.6%), and no one strongly disagreed, showing that most people are not very resistant to the idea that price affects their buying choices.
- Sixteen people (21.1%) said they weren't sure or had no strong opinion, which might show that even though price is important, some customers consider things like taste, brand preference, and how easy it is to find the product as well.
- The answers show that price is a big thing when people decide to buy, with more than 70% of those surveyed saying it matters a lot. This means that having good prices compared to others is really important for Coca-Cola.

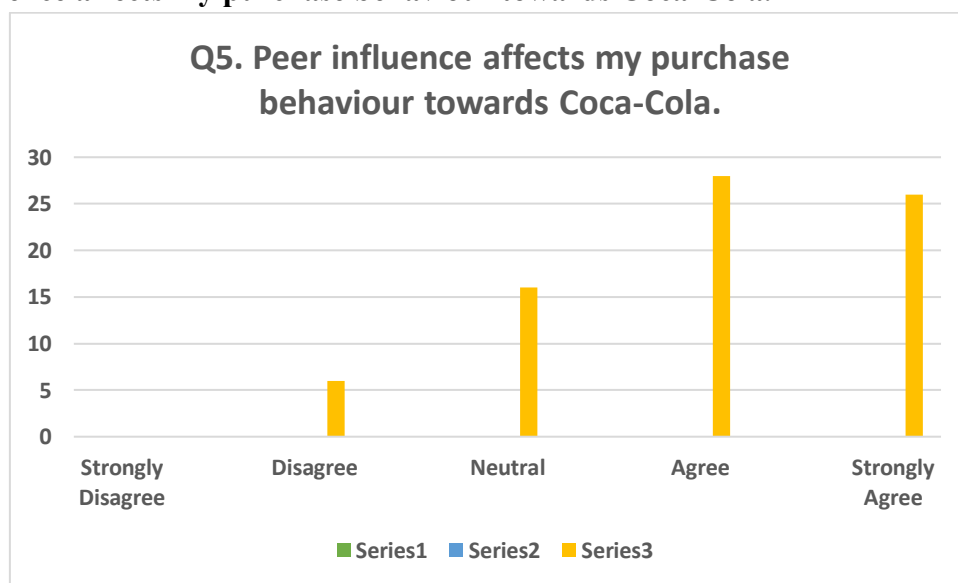
Q4. Advertisements influence me to buy Coca-Cola.



Interpretation:

- A large number of people (20, which is 26.3%) said they agree, and another 32 people (42.1%) strongly agree, showing that ads have a big impact on their choice to buy Coca-Cola.
- Only a few people disagreed with the statement (4 = 5.3%), and no one strongly disagreed, showing that most people don't have strong negative feelings about Coca-Cola ads.
- Twenty respondents, or 26.3%, had neutral opinions, suggesting that although ads can be persuasive for many people, some consumers depend more on their own choices, trust in certain brands, or their previous experiences when deciding what to buy.
- The responses show that advertising is a big influence on how people decide to buy things, with more than two-thirds of people agreeing that it makes a difference. This shows that Coca-Cola's ads are working well to capture people's attention and make them want to buy their products.

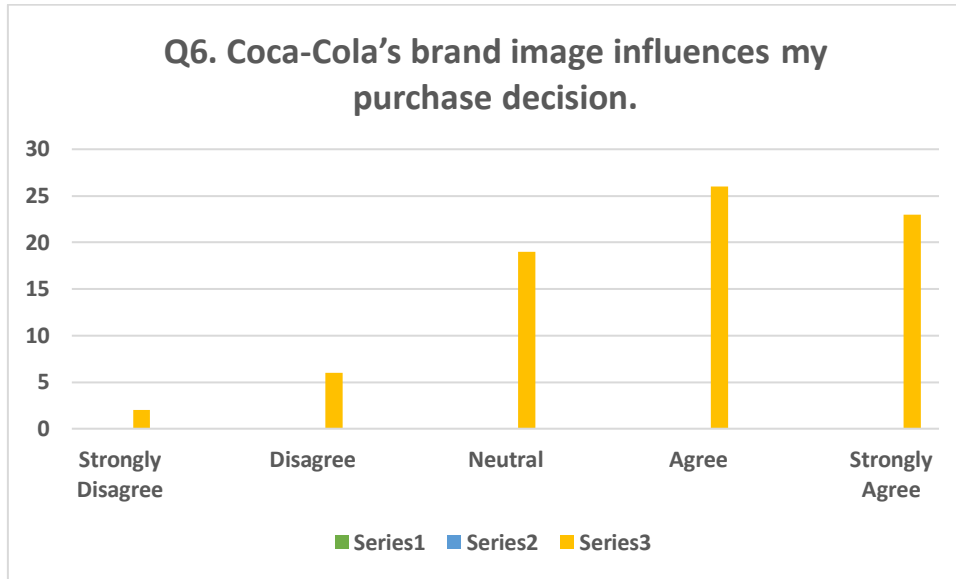
Q5. Peer influence affects my purchase behaviour towards Coca-Cola.



Interpretation:

- Most people (28 out of 76, which is 36.8%) said they agree, and another 26 (34.2%) strongly agree, showing that friends and peers have a big impact on how people decide to buy Coca-Cola.
- Most people did not disagree with the statement, with only a small group (6 people, or 7.9%) disagreeing, and no one strongly disagreed. This shows that negative opinions about peer influence are not common.
- Sixteen people (21.1%) said they weren't sure, which might mean that although friends' opinions are important to many, some people depend more on their own choices and make decisions by themselves.
- The answers show that friends and people like them have a big effect on how consumers make buying decisions. More than 70% of the people who answered agree that this happens, which shows how important it is for Coca-Cola to use social influence and what people say about their products in their marketing efforts.

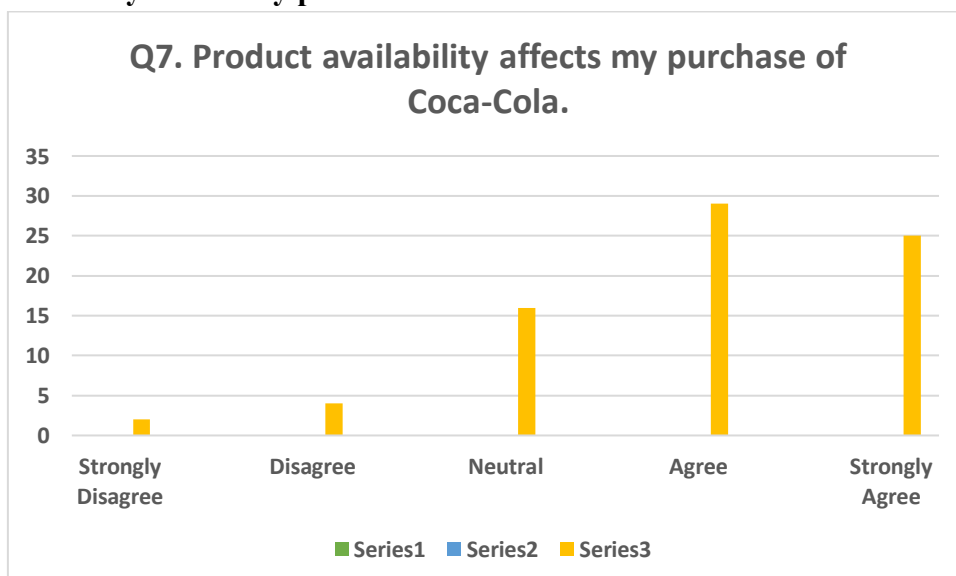
Q6. Coca-Cola’s brand image influences my purchase decision.



Interpretation:

- A large number of people (26, which is 34.2%) said they agree, and another 23 people (30.3%) said they strongly agree, showing that Coca-Cola's brand image has a strong effect on their buying choices.
- Only a small number of people disagreed (6 people, which is 7.9%) or strongly disagreed (2 people, which is 2.6%), showing that most people don't have negative views about Coca-Cola's brand image.
- Nineteen people, which is 25.0%, said they weren't sure or had neutral views. This might mean that although brand image matters to many customers, some people care more about things like price, taste, or how easy the product is to get.
- The answers show that how a brand is seen by people really affects their decision to buy something. More than 64% of those who responded agree that brand image makes a difference. This shows that Coca-Cola has a strong presence and image in the market.

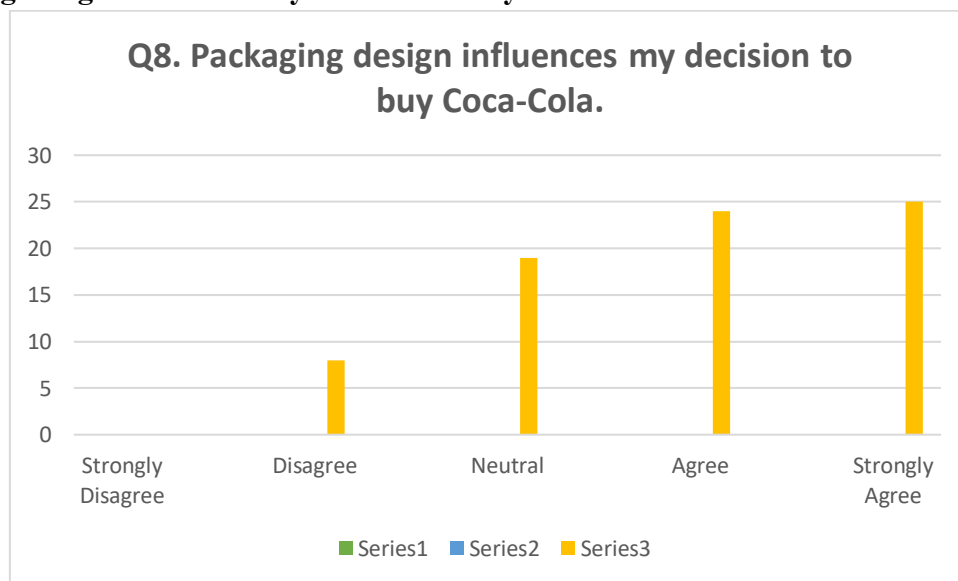
Q7. Product availability affects my purchase of Coca-Cola.



Interpretation:

- Most people in the survey (29 people, which is 38.2%) agreed, and 25 people (32.9%) strongly agreed, showing that having the product available is a big factor in people deciding to buy Coca-Cola.
- Only a small number of people disagreed (4 = 5.3%) or strongly disagreed (2 = 2.6%), showing that most were not very unhappy with the product availability.
- Sixteen people, which is about 21.1%, said they weren't sure or had no strong opinion. This might mean that even though having products available is important, some customers might be open to changing where they buy or waiting a bit before making a purchase.
- The answers show that having the product available is a big reason people decide to buy, with more than 70% of those surveyed saying it's important, which means keeping the product in stock regularly is really important.

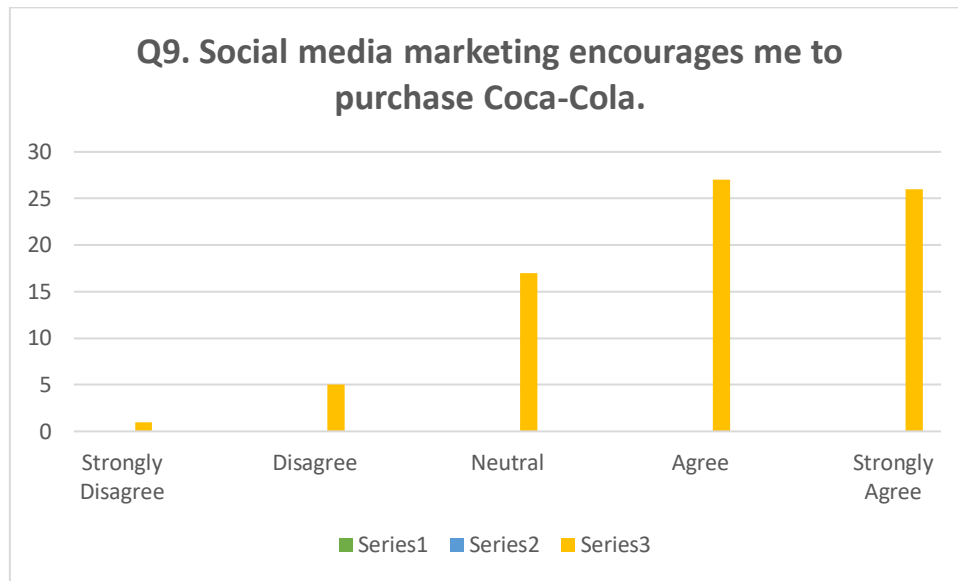
Q8. Packaging design influences my decision to buy Coca-Cola.



Interpretation:

- A lot of people (24 = 31.6%) agreed and 25 people (32.9%) strongly agreed that packaging design affects their choice to buy Coca-Cola.
- A small number of people disagreed (8 = 10.5%), and no one strongly disagreed, showing that there isn't much negative opinion about the packaging.
- 19 respondents, which is 25.0%, said they weren't sure or had neutral opinions. This suggests that while packaging is important, some people might care more about things like taste and price when making their choices.
- The answers show that how products are packaged is really important in drawing in customers, with more than 60% of people agreeing that the design affects their choice to buy.

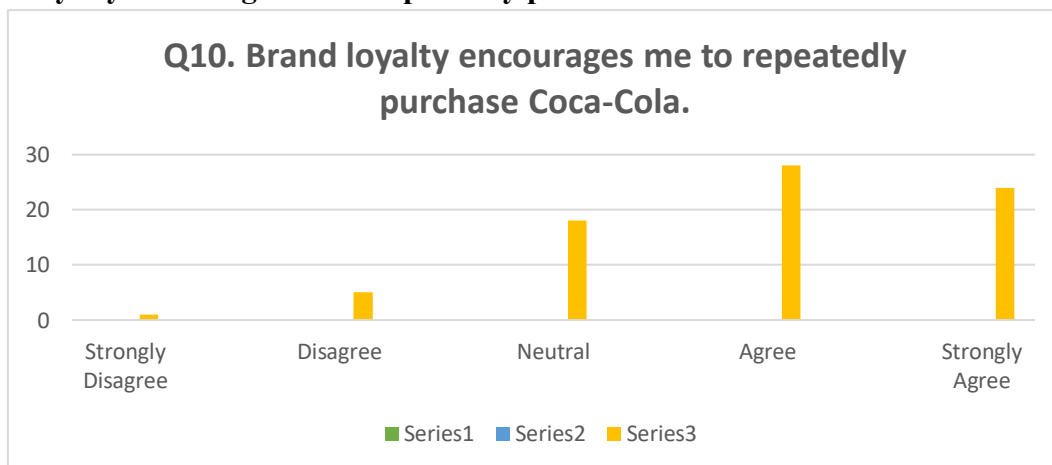
Q9. Social media marketing encourages me to purchase Coca-Cola.



Interpretation:

- Most people (27 out of 76, which is 35.5%) agreed and 26 people (34.2%) strongly agreed that social media marketing works well in getting people to buy Coca-Cola.
- Only a few people disagreed (5 = 6.6%) or strongly disagreed (1 = 1.3%) with the statement, showing that most people did not resist social media promotions.
- Seventeen people, which is about 22.4%, said they felt neutral, which could mean they aren't very involved with social media content.
- The responses show that social media marketing is a strong tool for influencing how people make buying decisions, with almost 70% of people agreeing that it affects their choices.

Q10. Brand loyalty encourages me to repeatedly purchase Coca-Cola.

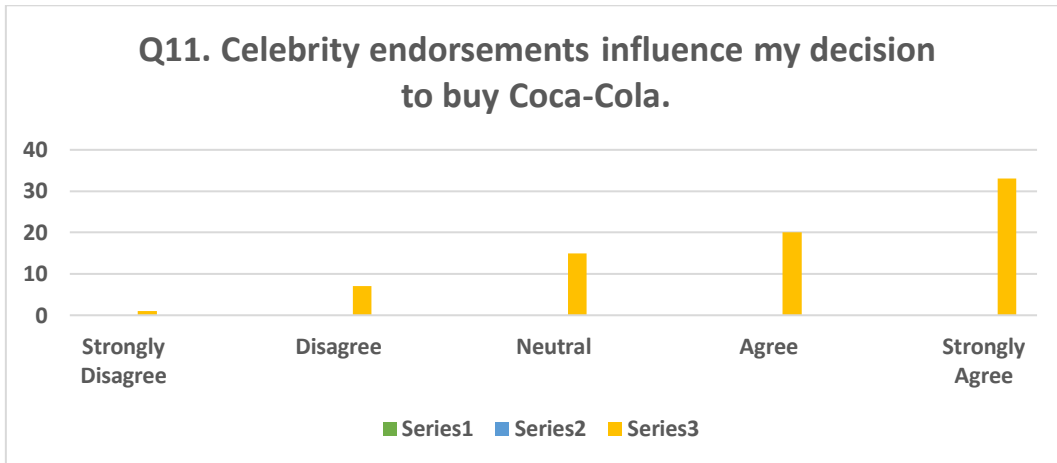


Interpretation:

- A large number of people (28, which is 36.8%) agreed, and 24 people (31.6%) strongly agreed, showing that brand loyalty plays a big role in making customers buy Coca-Cola again.
- Only a small number of people disagreed (5 = 6.6%) or strongly disagreed (1 = 1.3%), which means most people don't have strong negative feelings about brand loyalty.
- This might mean that even though they usually stick to one brand, they might try other brands sometimes.

- The responses show that brand loyalty is important for customers buying again, with more than two-thirds of people agreeing, which shows that Coca-Cola keeps its customers coming back.

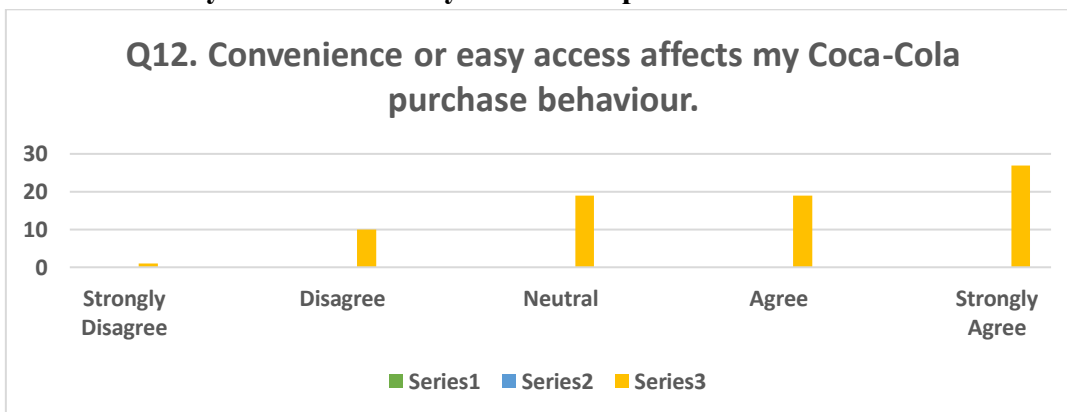
Q11. Celebrity endorsements influence my decision to buy Coca-Cola.



Interpretation:

- Most people (33 = 43.4%) strongly agreed, and 20 people (26.3%) agreed, which shows that celebrity endorsements have a big impact on how people make buying decisions.
- Only a small number of people disagreed (7 = 9.2%) or strongly disagreed (1 = 1.3%), showing that most people don't have a bad opinion about ads featuring celebrities.
- Fifteen people, which is about 19.7%, stayed neutral, showing that some customers aren't very affected by recommendations.
- Most people, about 70%, said they noticed a positive effect from celebrity endorsements, showing that this strategy works well in marketing.

Q12. Convenience or easy access affects my Coca-Cola purchase behaviour.

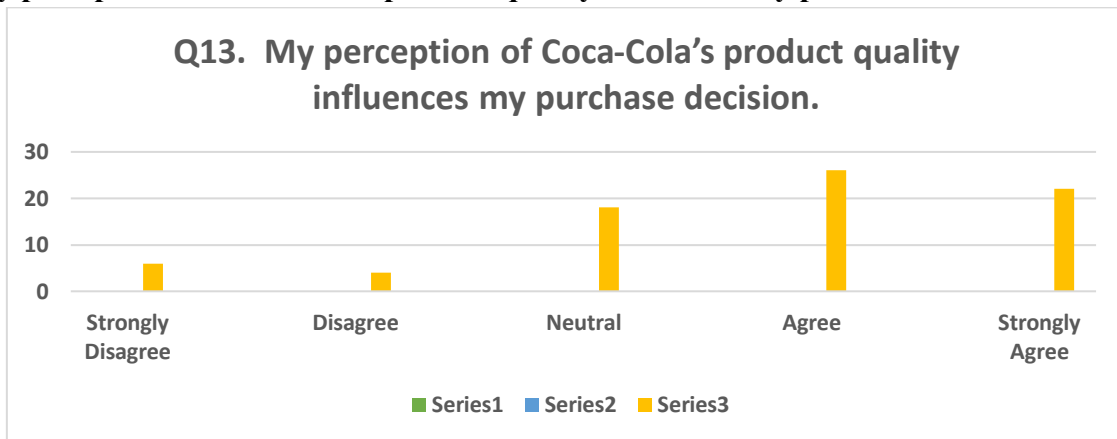


Interpretation:

- Most people (26 out of 70, which is 34.2%) said they agree, and 22 people (28.9%) strongly agree, showing that how good they think the product is plays a big role in their decision to buy it.
- Only a small number of people disagreed (4 = 5.3%) or strongly disagreed (6 = 7.9%), which shows that most people had a positive view.

- Eighteen people, which is about 23.7 percent, said they were neutral, showing they might not really care or weren't sure about the topic.
- More than 63% of the people surveyed said they think product quality is important, which shows it has a big effect on their decision to buy something.

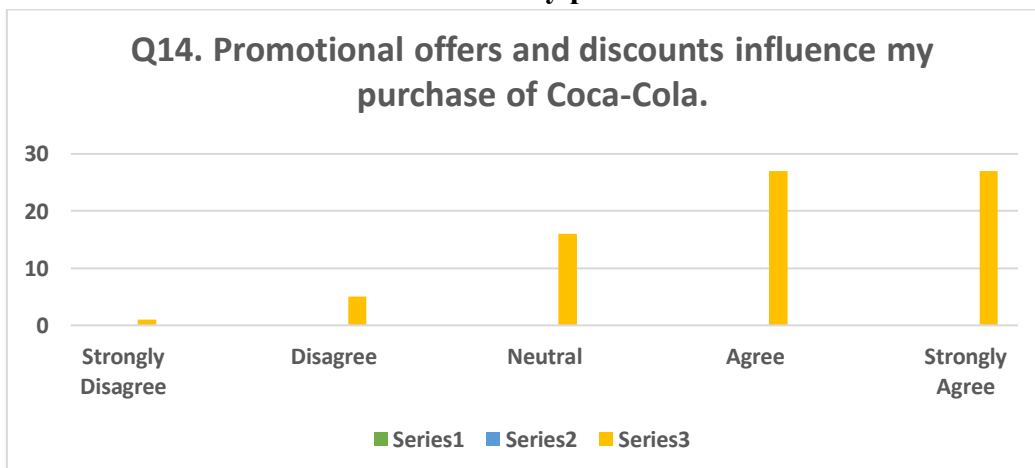
Q13. My perception of Coca-Cola’s product quality influences my purchase decision.



Interpretation:

- Most people (26 out of 70, which is 34.2%) said they agree, and 22 people (28.9%) strongly agree, showing that how good they think the product is has a big impact on whether they decide to buy it.
- Only a small number of people disagreed (4 = 5.3%) or strongly disagreed (6 = 7.9%), showing that most had a positive view.
- Eighteen respondents, which is about 23.7%, said they were neutral, showing they might not have strong feelings either way.
- More than 63% of the people surveyed said they think product quality is important, showing that it has a big effect on their decision to buy.

Q14. Promotional offers and discounts influence my purchase of Coca-Cola.

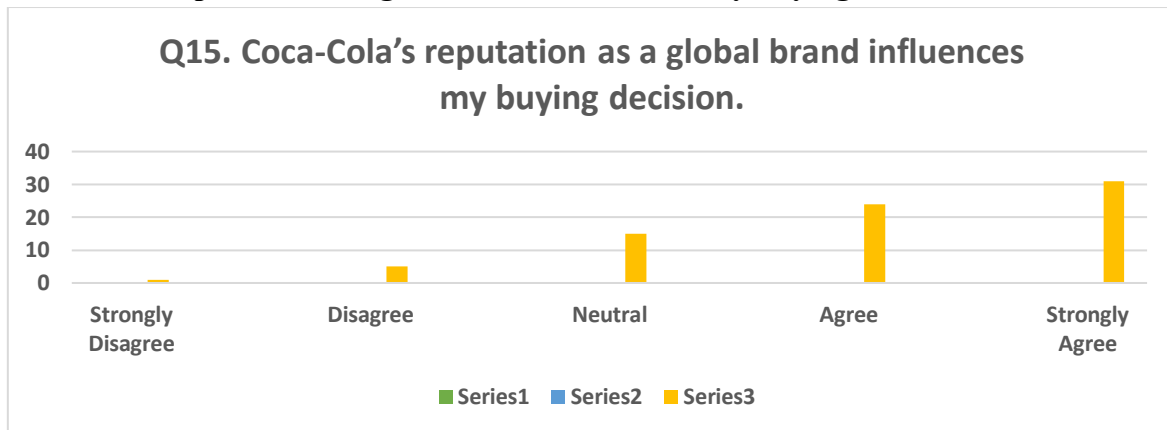


Interpretation:

Most people (27 = 35.5%) strongly agreed and 27 people (35.5%) agreed, which shows that promotional offers have a big impact on how people make buying decisions.

- Only a small number of people disagreed (5 = 6.6%) or strongly disagreed (1 = 1.3%), showing that most had a positive opinion.
- Sixteen people, which is about 21.1%, said they weren't sure or had no opinion, showing that some customers aren't very affected by sales or offers.
- More than 71% of the people who responded said they think promotional offers are important, showing that they work well in helping to increase sales.

Q15. Coca-Cola’s reputation as a global brand influences my buying decision.



Interpretation:

- Most people (31 = 40.8%) strongly agreed, and 24 people (31.6%) agreed, which shows that brand reputation has a big impact on what customers choose to buy.
- Only a small number of people disagreed (5 = 6.6%) or strongly disagreed (1 = 1.3%), showing that most people don’t have a bad view of the brand’s influence.
- Fifteen respondents, which is about 19.7%, had neutral views, showing that some consumers were not sure about their opinions.
- Most people, around 72%, said that Coca-Cola's global reputation influences their decision to buy the product, showing how important brand image and trust are.

CHAPTER 4: SUMMARY OF FINDINGS, RECOMMENDATIONS AND CONCLUSIONS

4.1 Summary and Findings.

The study called “A Study on Factors Influencing Purchase of Coca-Cola by Youth” was done to look at the different things that affect how young people decide to buy Coca-Cola. Young people are a key and active group in the beverage market, always open to new ideas and changes. Knowing what motivates customers to buy helps businesses create better marketing plans.

A 15-question form was given to young people to fill out. The questionnaire included important areas such as product quality, how people see the price, special deals, how the brand is viewed, the impact of advertisements, marketing on social media, influence from friends, product availability, support from celebrities, the intention to buy again, and how loyal customers are to the brand.

The responses were measured using a five-point scale that went from Strongly Agree to Strongly Disagree. The data that was gathered was looked at using percentage analysis and the Chi-Square test in SPSS to find out if there were any important connections between the chosen variables.

The study shows that several economic, emotional, and social factors play a big role in how young people decide to buy Coca-Cola.

1. Product quality and price were very important reasons why young people chose to buy Coca-Cola. About 85% of the people surveyed either agreed or strongly agreed that the quality of the product, especially how it tastes and how consistent it is, is a big factor in their choices. Similarly, pricing was seen as just as important, with more than 75% of people saying that price influences their decision to buy. Young people often care about price and like to look at different options before they buy something. Overall, the results show that young customers want to get good value for their money. They expect products of good quality but at prices that are reasonable and easy to afford.
2. Discounts and special deals were found to be a key reason why young people choose to buy Coca-Cola. Many people said they are more likely to buy Coca-Cola often because of price cuts, special deals, and sales during certain times of the year. Young people often look for extra benefits when they buy things, especially when they're buying with friends or during special events.
3. Pricing was a major reason why young people decided to buy Coca-Cola. Most people said or strongly said that price is a big factor when they choose a soft drink. Young people, especially students, often care a lot about cost and usually check how much something costs before deciding to buy it.
4. Product quality and taste were seen as the main reasons why young people choose to buy Coca-Cola. Most people said they agree or strongly agree that the consistent taste and quality of Coca-Cola really influence their choice to buy it. Young people care a lot about how good the taste is and they want each time they buy the product to be just as fun and satisfying as before.
5. Brand image plays a big role in influencing young people's choices when it comes to buying Coca-Cola. Many people said they agree or strongly agree that Coca-Cola's good reputation and positive image around the world affect their choice. Young people usually link the brand with enjoyment, hanging out with friends, happy times, and a trendy way of living.
6. Advertisements were found to be a key factor that affects how young people decide to buy Coca-Cola. A large number of people said they either agree or strongly agree that Coca-Cola's ads influence their choice to buy the product. Creative visuals, emotional stories, and campaigns based on festivals help make a brand more memorable to young people.
7. Social media had a big impact on young people's decision to buy Coca-Cola. Most people said they either agree or strongly agree that social media campaigns, online ads, and influencer promotions make them more interested in the brand. Young people often use digital platforms, and because of this, social media plays a big role in influencing the way they make purchasing decisions.
8. Peer influence was found to be a key factor that affects how young people decide to buy Coca-Cola. Many people said they agree or strongly agree that their friends and social groups affect the drinks they choose. Young people usually like products that are popular among their friends, especially when they are at parties, going out, or celebrating events.
9. Availability and ease of getting Coca-Cola were found to be important reasons why young people buy it. Many people said or strongly said that having easy access to Coca-Cola products in local stores, restaurants, vending machines, and college cafeterias makes them more likely to buy them. Convenience is a big factor when people make buying choices, especially for younger customers who like fast and easy access to what they need.
10. Celebrity support was seen to have a clear effect on young people's choices when buying Coca-Cola. Many people said they either agree or strongly agree that ads with famous celebrities make them more interested in the product. Famous people help draw attention, build excitement, and make the brand more attractive to younger audiences.

11. Packaging appeal was found to affect how young people decide to buy Coca-Cola. Many people said they are more interested in buying a product if it has nice and attractive packaging. Design features like color, shape, branding, and special edition packaging catch the eye and make young people curious.
12. Personal preference played a big role in why young people chose to buy Coca-Cola. Many people said they like the taste and experience of Coca-Cola so much that it makes them prefer it over other drinks. Personal taste is very important because young people often buy the same products again and again if they like them.
13. Health concerns had a moderate effect on how young people decide to buy Coca-Cola. A good number of people said that things like how much sugar is in a drink, how many calories it has, and how aware they are of their health can sometimes influence their choice to buy soft drinks. Many young people like to drink Coca-Cola, but some are worried about drinking it too much because of health issues.
14. Brand loyalty was found to be an important reason why young people keep buying Coca-Cola. Many people said they like Coca-Cola more than other soft drinks and often pick it again and again. Positive past experiences, satisfaction with the taste, and a strong brand image all help build this loyalty.
15. Promotional deals and price cuts were seen to have a big impact on how young people choose to buy Coca-Cola. Many people said they agree or strongly agree that special prices, combo deals, and limited-time offers make them buy the product more often. These rewards make people think the product is worth more and make buying it seem more attractive, especially for young people who care a lot about cost.

4.2 Recommendations:

Based on the study called "A Study on Factors Influencing Purchase of Coca-Cola by Youth," here are some detailed suggestions to boost young people's interest in buying Coca-Cola, make them more connected to the brand, and build lasting loyalty over time.

1. Maintain Consistent Product Quality

Coca-Cola should keep focusing on making sure the taste, carbonation, freshness, and overall quality of their products stay the same every time. Because product quality has become the biggest thing that influences young people's buying choices, it's important to keep high standards to build and keep customer trust and encourage them to buy again.

2. Implement Value-Based Pricing Strategies

Pricing strategies need to stay competitive and match what young consumers, especially students, can afford. Offering choices like smaller package sizes or budget-friendly bundles can draw in customers who care about cost, without making the product seem less valuable.

3. Strengthen Emotional Brand Positioning

The company should keep investing in emotional branding that relates to the way young people live, how they interact with others, and the events they celebrate. Campaigns that show friendship, fun, and shared moments can help build stronger emotional connections and make people prefer the brand more.

4. Expand Promotional Campaigns

To boost sales, it's important to run regular promotions like discounts, special deals, cashback offers, and events tied to specific times of the year. Promotional deals make young customers feel like they need to buy now and try the product.

5. Enhance Digital and Social Media Presence

Because young people spend a lot of time on digital platforms, Coca-Cola should focus more on social media by creating fun and engaging activities, using videos, working with popular people, running competitions, and encouraging users to create and share their own content. Good digital interaction helps make a brand more visible and relevant.

6. Utilize Celebrity and Influencer Endorsements

Working with famous celebrities, popular sports figures, and well-known social media stars can make a brand more appealing and trustworthy. Young people usually connect with popular figures, and when these people support a brand, it can help improve how the brand is seen.

7. Ensure Wide Product Availability

Coca-Cola needs to have good distribution systems so that their products are easy to find in places where young people often go, like colleges, shopping malls, food courts, movie theaters, and convenience stores. Easy access makes it easier for people to buy things on a whim and helps them favor a particular brand more.

8. Invest in Innovative Packaging

Attractive, creative, and special packaging can grab people's attention and make them excited. Young people are easily influenced by what they see, so special packaging can make a product more attractive and encourage them to try it.

9. Promote Health-Conscious Product Options

As more people care about their health and what they eat, Coca-Cola should work harder to show off its low-sugar, diet, and zero-calorie options. Showing better options can draw in young people who care about health, and still keep them loyal to the brand.

10. Leverage Peer Influence Marketing

Marketing plans should include special deals for groups and programs where people refer others, to make use of the influence that friends and colleagues have on each other. Because young people often make buying decisions based on what their friends or groups do, helping them connect with others can make more people choose a brand.

11. Conduct Campus Engagement Programs

Hosting college events, getting sponsors, setting up product sampling activities, and putting on youth festivals can help the brand meet its intended customers face to face. These efforts help young people get to know something better, feel trust in it, and form a personal connection with it.

12. Use Data-Driven Personalized Marketing

Coca-Cola should use information about what consumers like and how they behave to create marketing campaigns that are aimed at specific groups of people. Tailored suggestions, deals based on where you are, and ads made just for you can make marketing work better and help customers feel more satisfied.

13. Strengthen Advertising Creativity

Advertising campaigns should keep concentrating on telling stories, being creative, and making people feel connected. Unique and catchy ads help people remember them better and affect what young people choose to buy.

14. Develop Structured Loyalty Programs

Using reward programs like points, digital coupons, or app-based rewards can help customers buy more often and stay connected with the brand over time.

15. Continuously Monitor Consumer Preferences

The company needs to keep getting input from young people by using surveys, checking what's being said online, and doing research to stay up-to-date with what they like and want. Continuous evaluation helps companies change their strategies fast and stay ahead in the competition.

4.3 Conclusion:

A research about what affects young people's choice to buy Coca-Cola found that their decisions are based on several things like how much they like the product, the way it is advertised, the influence of their friends and family, and their own likes and dislikes. The results show that young people are really drawn to brands that provide great taste and quality, along with fun experiences, clever promotions, and meaningful emotional ties. Nice packaging, clever ads, and a good brand name can grab people's attention and make the product stand out in their mind. Also, low prices and special deals make people more likely to buy the product.

The results also show that modern marketing methods are becoming more important. Digital engagement, personal messages, and influence from friends all help shape how young people think and make them more interested in brands. Young people often believe advice from their friends, online influencers, and social media sites. This means that brands need to work hard to be seen as positive and reliable in these areas. More importantly, as people become more aware of their health and how they live their lives, it shows that providing and advertising healthier options can help brands stay in touch with what customers want today.

The study finds that Coca-Cola is very popular with young people because it mixes good product quality with strong branding, creative marketing, and easy access. To keep this position, the company needs to keep changing to match what young people like, by being creative, offering personalized options, and getting customers more involved. By always matching its plans with what young customers want and expect, Coca-Cola can build stronger loyalty, get them to buy more often, and stay competitive in the market over time.

The study also indicates that:

1. Brand trust and reputation are really important because they help young people make buying decisions and make them feel more confident about the products they choose.
2. Marketing approaches that change with what young people like and what's popular help make them more interested and more likely to buy something.
3. Using data in marketing helps businesses gain an edge by letting them know what customers want and create focused advertising efforts.

In short, the study called "A Study on Factors Influencing Purchase of Coca-Cola by Youth" shows that focusing on customers and their behavior in marketing can greatly increase the chance of people buying the product, staying loyal to the brand, and being happy with it. These strategies are important for keeping a business growing over time and staying ahead in the beverage market.

4.4 Direction for Future Research:

This study gives some useful information about what affects young people's decision to buy Coca-Cola, but there are still many topics that future research could look into to learn more and understand consumer behavior from different angles. The following suggestions are recommended for further research:

1. Comparative Brand Analysis

Future research could compare Coca-Cola with other brands like Pepsi or different beverage companies to look at how young consumers feel about each brand, what they think of them, and how loyal they are.

These comparisons can help find out where a company stands against others and what strategies they can use to position themselves in the market.

2. Regional and Cultural Variations

People's buying habits can be different in various parts of the world because of cultural differences, how people live their lives, their income levels, and the social rules they follow. Future studies might look into how young people's buying habits change in cities compared to rural areas, or between different states and countries.

3. Longitudinal Behavioural Studies

This study uses data that was collected all at once from a single point in time. Future researchers might do long-term studies following the same people for a long time to see how their choices, loyalty, and buying habits change as they get older.

4. Impact of Health Awareness Trends

As more young people focus on their health, future studies could look into how knowledge about nutrition, sugar levels, and diseases related to lifestyle affect the drinks people choose to buy. This might help determine if health trends will influence the long-term need for soft drinks.

5. Role of Digital and Influencer Marketing

Digital platforms and influencers are quickly changing how marketing messages are shared and communicated. Future research could look into how the believability of influencers, customer reviews online, and how people interact on social media influence young people's decisions to buy products and their confidence in brands.

6. Psychological and Emotional Buying Drivers

Future studies could look into things like how people feel attached emotionally, their tendency to buy on a whim, their connection to certain brands, and how they see those brands in terms of social standing. Using ideas from how people behave or make choices can help explain why young people like some brands more than others.

7. Effectiveness of Promotional Strategies

More research could look into which ways of promoting products, like discounts, coupons, loyalty rewards, contests, or referral programs, work best at making young people buy more and come back to buy again.

8. Impact of Technological Advancements

More and more businesses today are using artificial intelligence, data analysis, and customized marketing strategies. Future studies might look into how these technologies affect how consumers interact with brands, how happy they are with their experiences, and how loyal they are to the brand.

9. Sustainability and Environmental Awareness

Environmental issues are becoming more important to younger people. Future research could look into how using eco-friendly packaging, starting sustainability programs, and doing good for society as a company influence how people see a brand and decide to buy their products.

10. Gender-Based Behavioural Analysis

Future researchers can look into whether men and women have different ways of buying soft drinks, different preferences, and different thinking processes when making decisions about them. These insights can assist businesses in creating focused marketing plans.

11. Influence of Lifestyle and Personality Traits

How people live, their personalities, and the way they spend their days can affect what drinks they choose. Future studies might look into how these personal factors influence which brand someone prefers and how often they choose to buy from it.

12. Role of Family Influence

This study mainly looked at young people, but future research could explore how parents' preferences or family buying habits affect the drink choices of young consumers.

13. Experimental Research Designs

Future studies might use experiments rather than surveys to watch how people actually make purchases in a controlled environment. This might give better understanding of how decisions are made.

14. Expansion of Sample Size

The study was done with a small group of people. Future studies could use bigger and more varied groups of people to make the results more accurate and trustworthy.

15. Cross-Product Category Studies

Future research might look into whether the same things that influence people's choices to buy Coca-Cola also impact their decisions when buying other products like energy drinks, juices, or bottled water. This would help figure out if young people's behavior is specific to certain products or if it applies more generally.

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