**A STUDY ON CONSUMER PERCEPTION TOWARDS PEPSICO PRODUCTS**

**DINESH C** **MBA Student of Jerusalem College of Engineering, Chennai, Tamil Nadu, India,**

**Dr.S. MADHIYARSI, Associate Professor of Jerusalem College of Engineering, Chennai,**

**Tamil Nadu, India.**

**ABSTRACT**

The purpose of this study is to identify the user’s perception of PepsiCo Products. Understanding consumer behaviour and perception is not just advantageous but essential for businesses striving to maintain and expand their market share. Consumer perception, shaped by myriad factors including brand reputation, product quality, and personal experience, plays a pivotal role in influencing purchasing decisions and brand loyalty. This research seeks to delve deep into the realm of consumer perception specifically focusing on PepsiCo products—a conglomerate renowned worldwide for its extensive range of beverages, snacks, and health-oriented offerings. The study provides actionable suggestions for PepsiCo to enhance its market strategies and better align with consumer expectations in order to strengthen its competitive edge.

**INTRODUCTION**

Consumer perception refers to the way customers view and interpret a brand or product based on their experiences, beliefs, and information they have gathered. It encompasses how consumers feel about a product, including their thoughts on its quality, value, and overall reputation. In this study, we explore how consumers perceive PepsiCo products, which include a wide range of beverages, snacks, and health-oriented items.

It's essential for businesses like PepsiCo to understand consumer perception because it directly influences buying decisions and brand loyalty. A favorable perception can boost sales and help retain customers, while an unfavorable one can damage the brand's reputation and reduce market share. By studying how consumers perceive their products, PepsiCo can adjust its strategies to better align with customer expectations and enhance its competitive position in the market.

**KEYWORDS**

PepsiCo, Quality, Consumer perception, trust.

**REVIEW OF LITERATURE**

* **(Priyanka, N. L,2023).** The study was conducted to gain insights into consumers’ perceptions of PepsiCo, understanding the factors that influence their preference for PepsiCo products, analysed consumer buying behaviour specific to PepsiCo, investigated the factors that influence brand loyalty towards Pepsi, and conducted a comparative analysis of Pepsi and Coke in the selected areas of Prakasam district.
* **(Ms. Neha Bhagat,2022)** “A study on consumer perception towards green marketing communication with special reference to PepsiCo India” The objective of the paper is to explore PepsiCo’s various green marketing communication strategies and its relation with brand perception and to examine the difference in consumer brand perception and consumer purchase decision based on demographic characteristics in regard to PepsiCo’s Green Marketing Communication.
* **(Deepika P, 2021)** Consumer perception towards the PepsiCo soft drinks with special reference to Chennai by, the researcher has selected soft drink market, since the marketing task has become more challenging and intensive competition as opened up new vistas. Companies are evolving marketing strategies by studying the demands of the market place increasingly penetrating in to appropriate market segments introducing differentiated products to improve their market share.
* **(Sultan et al., 2019)** This study made me to know Coke and Pepsi has revealed that Coke is more adopted brand then that of Pepsi and recommendations are recommended such as perception leads to the brand loyalty, thus brands in general and Coke and Pepsi needs to focus on the point that its consumers are made to perceive more value from the brand which can come through assuring them about quality of product and other factor i.e. best price, best value, availability, trend etc.
* **(Bajrang Lal and Pankaj, August 2017)**, The study is about “Customer satisfaction towards Pepsi and Coca-Cola: an exploratory study of jind city (Haryana). Knowledge of customer behaviour for effective marketing is very important. The salesmen must be fully aware of customers’ behaviour so that objectives of an organization may be obtained as well as satisfaction for customers This study is to explore the factors which are important for purchase decision making in case of Pepsi and Coca-Cola
* **(Uzma Amin Mir, 2016)** Impact of consumer perception towards advertising on brand attitude- a study of PepsiCo India Pvt ltd. In this paper, the consumers’ attitude towards advertisements and its impact on the brand attitude has been studied in PepsiCo India Pvt Ltd. Also, the impact of demographic variables i.e. gender and age on the consumers’ attitude towards advertisements and the product has been studied
* **(Phanchikul W. 2008).** Thai consumers’ brand preference towards Pepsi max and coke zero: a qualitative study. The purpose of this research aims to explore as well as to extend the actual positioning (consumers form their perception based on the positioning information actually presented to them), which is considered as the main tool for building brand’s position
* **(Kotler, 2002)** The study is on consumers’ preference and perception of soft drinks in Benin city. Advances in management, 18(2), 170 -185 6 these communications. This study provides that how the consumers perception towards soft drinks particularly in Berlin City

**NEED OF STUDY**

* This study aims to provide insights on how consumers view PepsiCo products compared to its competitors
* To gain reasons behind consumer choices is critical for PepsiCo to make its marketing strategies and product offerings.
* This study will explore the factors that influence consumers to choose PepsiCo products over others
* To understand the consumer trust in ingredients and quality of PepsiCo products

**SCOPE OF STUDY**

* This study aims to explore consumer perceptions of PepsiCo products, understanding the consumers comparing them to competitors and investigating the reasons behind consumer preferences for PepsiCo.
* It will evaluate consumer trust in the ingredients and perceived quality of PepsiCo products, as well as measure the likelihood of consumers recommending these products to others.
* By analysing these factors through surveys with a sample of consumers, the study seeks to provide actionable insights to help PepsiCo refine its market strategies, address consumer concerns, and enhance its competitive edge.

**LIMITATIONS OF STUDY**

* The area of survey is conducted only in Chennai based region.
* Biases in respondent feedback could impact the accuracy of the results.
* Consumer perception of PepsiCo products can shift due to changes in brand image, marketing and trends over time.

**OBJECTIVE OF THE STUDY**

**PRIMARY OBJECTIVES**

To study the consumer perception towards PepsiCo products.

**SECONDARY OBJECTIVES**

* To identify the trust in ingredients and perceived quality of PepsiCo products.
* To analyse the likelihood of consumers recommending PepsiCo products to others.

**RESEARCH METHODOLOGY**

Descriptive research is used in research topic. It means observing and measuring without manipulating variables. Convenience sampling method is used to conduct the research. Both the primary and secondary data were used in this study. The primary data is collected through questionnaire collected through Google Forms and secondary data is collected from websites, journals and research papers. A sample of 100 customers who consume PepsiCo product. The collected data was analysed by using the statistical tools of Simple Percentage Analysis,

**DATA ANALYSIS:**

The questionnaire became the basis to build two hypotheses for further testing. To analyse the results SPSS is used. In the data analysis process, we have used Correlation, One Sample T-test. This section breaks down the study's descriptive analysis the consumer perception towards PepsiCo Products. The first hypothesis is done to identify the trust in ingredients and perceived quality of PepsiCo products

* **Null Hypothesis (H₀):** There is no significant relationship between perceived product quality and the variables of trust in ingredients, likelihood to recommend, and consumer satisfaction.
* **Alternative Hypothesis (H₁):** There is a significant relationship between perceived product quality and the variables of trust in ingredients, likelihood to recommend, and consumer satisfaction

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | Quality | trust | recommend | Satisfaction |
| Quality | Pearson Correlation | 1 |  |  |  |
| Sig. (2-tailed) |  |  |  |  |
| trust | Pearson Correlation | .333\*\* | 1 |  |  |
| Sig. (2-tailed) | .001 |  |  |  |
| recommend | Pearson Correlation | .399\*\* | .267\*\* | 1 |  |
| Sig. (2-tailed) | .000 | .007 |  |  |
| Satisfaction | Pearson Correlation | .320\*\* | -.015 | .358\*\* | 1 |
| Sig. (2-tailed) | .001 | .878 | .000 |  |

From the above table we find that Correlation between quality, trust in ingredients, likelihood recommend, satisfaction of the consumers. That states that to be the sig value are .001, .000, .001 is lesser than 0.05, so Alternative hypothesis is accepted.There is a significant positive correlation between perceived product quality and the variables of trust in ingredients, likelihood to recommend, and consumer satisfaction.

The next analysis is done to analyse the likelihood of consumers recommending PepsiCo products to others where One sample T test is used.

* **Null Hypothesis (H₀)**: There is no significant difference between consumer satisfaction with PepsiCo products and their likelihood of recommending the products to others
* **Alternative Hypothesis (H₁)**: There is a significant difference between consumer satisfaction with PepsiCo products and their likelihood of recommending the product to others

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| One-Sample Statistics | | | | |
|  | N | Mean | Std. Deviation | Std. Error Mean |
| recommend | 100 | 2.41 | .911 | .091 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| One-Sample Test | | | | | | |
|  | Test Value = 0 | | | | | |
| t | df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| recommend | 26.450 | 99 | .000 | 2.410 | 2.23 | 2.59 |

The one-sample t-test results indicate that the mean likelihood of respondents recommending PepsiCo products is 2.41, with a standard deviation of 0.911. The t-value is 26.450 with a p-value of 0.000, which is highly significant (p < 0.05).

Therefore, we accept the alternative hypothesis (H₁), indicating that there is a significant difference between consumer satisfaction with PepsiCo products and their likelihood of recommending the products to others

**FINDINGS & SUGESTION:**

The study on consumer perception towards PepsiCo products reveals several key insights into how consumers in Chennai perceive the brand. There is a significant positive correlation between perceived product quality and trust in ingredients, indicating that the more trust consumers have in PepsiCo's ingredients, the better they view the product quality. Furthermore, consumer satisfaction significantly influences their likelihood of recommending the products to others, demonstrating that satisfied customers are strong advocates for the brand. The data analysis confirms that consumer perception is a vital determinant in shaping both brand loyalty and purchasing behaviour towards PepsiCo products.

The following suggestions have been made based on the findings of the study:

PepsiCo should focus on building trust by increasing transparency about its ingredients. Clear and honest communication regarding the health benefits or natural sources of ingredients could positively affect consumer perception. And should implement programs such as loyalty rewards or referral incentives to encourage word-of-mouth promotion, thus leveraging the existing positive customer base.

Since perceived quality is strongly tied to trust and recommendations, PepsiCo should maintain a strong emphasis on consistent product quality across its range. Continuous improvements based on consumer feedback will ensure sustained customer satisfaction and loyalty.

**CONCLUSION:**

It is concluded from the study that the consumer perception towards PepsiCo products as per the research addressing these factors, PepsiCo can more effectively cater to the preferences of the Chennai market, improving its competitive position and fostering deeper brand loyalty among consumers.

**REFERENCE:**

* Priyanka, N. L. (2023). Consumer Behaviour and Brand Loyalty Towards PepsiCo.
* Deepika, 2021, Consumer perception towards the PepsiCo soft drinks with special reference to Chennai.
* Sultan, Khurram & Akram, Saja & Abdulhaliq, Sara & Jamal, Deema & Saleem, Rezan. (2019). A Strategic Approach to the Consumer Perception of Brand on the Basis of Brand Awareness and Brand Loyalty. International Journal of Research in Business and Social Science (2147-4478). 8. 33-44. 10.20525/ijrbs.v8i3.259.
* Bajrang Lal and Pankaj, Customer Satisfaction towards Pepsi and Coca-Cola: An Exploratory Study of Jind City (Haryana)
* Mir, U. A.2016 Impact of Consumer Perception towards Advertising on Brand Attitude-A study of PepsiCo India Pvt Ltd.
* Panchkula, W. (2008). Thai consumers' brand preference towards Pepsi Max and Coke Zero: a qualitative study.
* Bhagat, M. N., & Mukherjee, T. (2022). A Study on Consumer Perception Towards Green Marketing Communication with Special Reference to PepsiCo India*. remilitarise, 12(5), 1696-1706.*
* Johari, J., Tan, E. M., Najihah, S., Tan, J. Y., Alsallal, F. Y., Supilit, S., & Alfarhan, D. (2022). That's what I like: A study of consumer behaviour on purchase intention towards Pepsi. International Journal of Accounting & Finance in Asia Pasific (IJAFAP), 5(3), 1-16.