

To Investigate Gen Z Consumer Preference Factors in the Choice of Coca-Cola & Campa Cola in Bengaluru (South)

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Abstract

The present study examines the factors influencing Gen Z consumer preference between Coca-Cola and Campa Cola in South Bengaluru, focusing on a market experiencing renewed competition due to Campa Cola's re-entry. It analyses key determinants including affordability, packaging design, taste perception, and brand image along with brand loyalty and trust, to understand how these factors shape purchasing decisions and brand preference among a value-conscious and experience-driven Gen Z segment. Using a quantitative approach with primary data from 150 respondents and statistical tools like correlation and hypothesis testing, the study aims to identify the most influential factors affecting consumer choice. The findings are expected to provide insights into Gen Z buying behaviour and offer practical implications for marketers to enhance pricing, packaging, branding, and product experience in a competitive beverage market.

Keywords: Gen Z Consumers, Consumer Preference, Affordability, Packaging Design, Taste Perception, Brand Image, Brand Loyalty, Carbonated Soft Drinks, Coca-Cola, Campa Cola, South Bengaluru Market, Buying Behaviour

Introduction

The study examines the factors influencing Gen Z consumer preference between Coca-Cola and Campa Cola in South Bengaluru, a market experiencing renewed competition due to Campa Cola's re-entry. It focuses on key determinants such as affordability, packaging design, taste perception, and brand image along with brand loyalty and trust, to understand how these factors collectively shape purchasing decisions among value-conscious and experience-driven Gen Z consumers. Using a quantitative approach based on primary data from 150 respondents and statistical tools like correlation and hypothesis testing, the study aims to identify the most significant drivers of brand choice and provide insights into evolving consumer behaviour, helping marketers refine pricing, packaging, branding, and product strategies in a competitive beverage.

Literature Review

No	Year	Title	Author(s)	Aims	Findings	Industry	Analysis & understanding
1	2016	Consumer Behaviour and Brand Preference	Philip Kotler & Kevin Keller	To analyse how product value, price perception, and brand positioning influence consumer preference and purchase behaviour.	The study found that consumer preference is shaped by perceived value, brand image, and emotional connection. Strong brands reduce price sensitivity and improve repeat purchase behaviour.	FMCG / Beverages	The study highlights that brand perception and perceived value strongly influence consumer preference. This supports analysing how Brand Image and Affordability shape Gen Z preference between Coca-Cola and Campa Cola.

2	1991	Managing Brand Equity	David Aaker	To examine the role of brand awareness, perceived quality, brand associations, and loyalty in shaping consumer preference.	Strong brand equity improves consumer trust and long-term loyalty while reducing switching behaviour.	FMCG	The research shows that Brand Loyalty and Brand Image significantly influence preference. This is relevant for understanding Coca-Cola's strong loyalty compared to Campa Cola.
3	2013	Strategic Brand Management	Kevin Lane Keller	To analyse customer-based brand equity and its impact on consumer satisfaction and purchase behaviour.	Consumers prefer brands with strong awareness, trust, and consistent product experience. Brand satisfaction strongly influences repeat purchase.	FMCG / Beverage	The study supports analysing how Brand Trust and Brand Image affect Gen Z consumer preference in competitive beverage markets.
4	2020	Consumer Behaviour in Indian Beverage Industry	Gupta & Singh	To study the impact of affordability and pricing on purchase decisions among young consumers.	The research found that affordability significantly influences first-time purchase, while taste drives repeat purchase behaviour.	Beverage Industry	The study supports the role of Affordability and Taste Perception as key determinants influencing consumer preference between Coca-Cola and Campa Cola.
5	2021	Impact of Packaging on Consumer Buying Behaviour	Sharma & Patel	To examine how packaging design, size, and visual appeal influence purchase intention among young consumers.	Attractive packaging increases product visibility, perceived quality, and impulse purchase behaviour, especially among Gen Z.	FMCG / Beverage	The findings support the importance of Packaging Design in shaping Gen Z consumer preference between competing beverage brands.
6	2019	Role of Taste in Beverage Consumption	Kumar & Bansal	To analyse how flavour satisfaction and refreshment quality affect	Taste perception is the strongest determinant of repeat purchase behaviour and	Beverage Industry	This study supports the importance of Taste Perception as a primary factor influencing consumer

				consumer loyalty in soft drink consumption.	long-term product acceptance.		preference and brand loyalty.
7	2022	Revival of Domestic Beverage Brands in India	Chatterjee	To analyse the re-emergence of domestic beverage brands and their competitive positioning against multinational brands.	Competitive pricing and nostalgia attract consumers, but long-term growth depends on improving brand perception and quality.	Beverage Industry	The study explains Campa Cola's growth strategy and supports analysing its competition with Coca-Cola in price-sensitive segments.
8	2020	Gen Z Consumer Behaviour and Brand Preference	Verma & Khanna	To examine behavioural patterns, preferences, and decision drivers among Gen Z consumers.	Gen Z consumers value affordability, experience, and brand authenticity. They experiment with brands but remain loyal to those delivering consistent satisfaction.	Consumer Behaviour	The research supports analysing Gen Z behaviour in relation to Affordability, Taste, and Brand Image in beverage selection.
9	2021	Impact of Brand Trust on Purchase Behaviour	Mishra & Tiwari	To analyse how brand trust influences consumer loyalty and repeat purchase decisions.	Higher brand trust reduces switching behaviour and strengthens long-term brand preference.	FMCG	This study supports analysing how Brand Trust and Brand Loyalty influence preference between Coca-Cola and Campa Cola.
10	2023	Competitive Positioning in Indian Soft Drink Market	Rao & Joseph	To analyse pricing, distribution, and brand perception as drivers of competition in the soft drink industry	Pricing and brand perception are key drivers of market share, while new entrants gain traction through value positioning.	Beverage Industry	The research supports understanding competitive dynamics between Coca-Cola and Campa Cola and the role of Affordability and Brand Image in shaping consumer preference.

Gap Analysis

- **Comparative Brand Analysis Gap**
There is limited empirical research comparing global brands like Coca-Cola with revived domestic brands like Campa Cola within the same competitive framework, especially among Gen Z consumers in Bengaluru.
- **Price vs Brand Equity Trade-Off Gap**
Existing studies do not adequately examine how Gen Z consumers balance affordability (Campa Cola) against established brand trust and loyalty (Coca-Cola) in their purchase decisions.
- **Integrated Factors Gap**
Most research analyses factors such as price, taste, packaging, and brand image independently, with limited studies evaluating their combined impact on overall consumer preference.

Research Objectives

1. To examine how affordability influences Gen Z consumers' preference between Coca-Cola and Campa Cola.
2. To study the role of brand image and brand loyalty in shaping Gen Z consumers' preference between Coca-Cola and Campa Cola.
3. To analyse how packaging design, taste perception influence Gen Z consumers' preference between Coca-Cola and Campa Cola.
4. To conduct a store audit across 50 outlets in four different locations of Bengaluru (South) to assess the breadth and depth of distribution, (i.e shelf visibility, availability) dealer margin and resupply reliability of Coca-Cola and Campa Cola.

Research Methodology

5. **Research Design:**
The study uses a descriptive and analytical design to examine Gen Z consumer preferences between Coca-Cola and Campa Cola in South Bengaluru, based on 100 consumer responses and 50 retail store visits.
6. **Research Type:**
A quantitative, cross-sectional study using primary data to analyse factors like affordability, packaging, availability, taste, and brand image influencing brand preference.
7. **Research Approach & Sampling:**
Quantitative approach with structured questionnaires (close-ended). Convenience sampling with 100 respondents and 50 store visits.
8. **Data Analysis Tools:**
Microsoft Excel, Percentage Analysis, and Chi-Square Test.
9. **Limitations:**
Limited to one city and possibility of biased responses.

Hypothesis / Null Hypothesis

Hypothesis 1 (H1)- Affordability has a significant influence on Gen Z consumers' preference between Coca-Cola and Campa Cola.

Hypothesis 2 (H2) - Brand image and loyalty significantly influence Gen Z consumers' preference between Coca-Cola and Campa Cola.

Hypothesis 3 (H3) – Packaging design and taste perception significantly influence Gen Z consumers’ preference between Coca-Cola and Campa Cola.

Hypothesis 4 (H4) – There is a significant difference in distribution breadth and depth of distribution, (i.e., shelf visibility, availability) dealer margin and resupply reliability between Coca-Cola and Campa Cola across selected outlets in Bengaluru (South).

Chi-Square Test (Hypothesis Testing)

The Chi-Square (χ^2) test is used to check whether there is a significant difference between observed and expected frequencies.

Formula:

$$\chi^2 = \sum (O - E)^2 / E$$

Significance Level (α): 0.05

Results Summary

H1: Affordability

$$\chi^2 = 0.16 < 3.84 \rightarrow H_0 \text{ Accepted}$$

Affordability has no significant influence on consumer preference.

H2: Brand Image & Loyalty

$$\chi^2 = 34.46 > 5.99 \rightarrow H_0 \text{ Rejected}$$

Brand image and loyalty have a significant influence.

H3: Packaging & Taste

$$\chi^2 = 25.20 > 5.99 \rightarrow H_0 \text{ Rejected}$$

Packaging and taste have a significant influence.

H4: Distribution Factors

$$\chi^2 = 0.51 < 7.815 \rightarrow H_0 \text{ Accepted}$$

There is no significant difference in distribution factors, although descriptive analysis shows Coca-Cola performs better.

Why Chi-Square Test is Used

The Chi-Square test is appropriate for this study as it deals with categorical data such as brand preference and consumer responses. It helps determine whether the observed differences between Coca-Cola and Campa Cola are statistically significant or occur by chance, making it suitable for analysing relationships between variables like affordability, taste, packaging, and brand image.

Data Analysis and Interpretation

Total No. of Respondents- 150

Sample Interview-100

Age wise distribution:

Age Group: -	Responses
18-21year	58
22-25 year	29
26-28 year	11

Gender:

Gender	Responses
Male	36
Female	64

Occupation

Occupation	Count	Percentage
Student	74	74.0%
Working Professional	19	19.0%
Self-employed	7	7.0%
Total	100	

Overall consumer preference between the two brands:

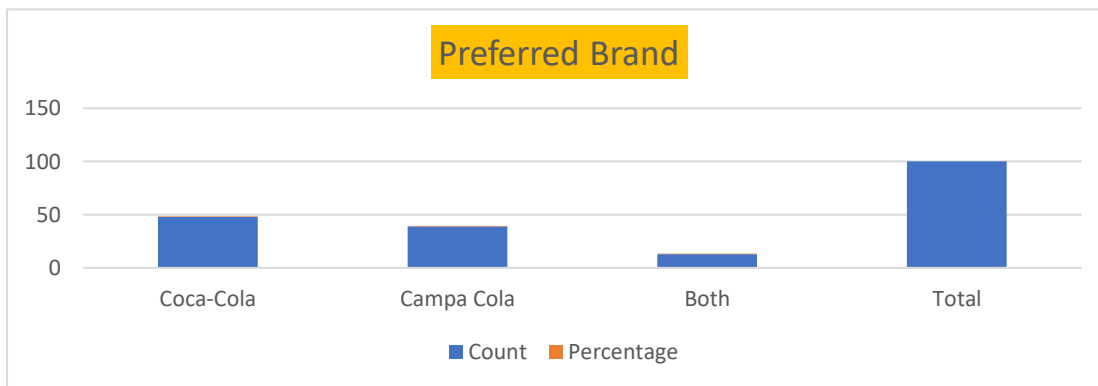


Fig1: Preferred brand

48% of respondents prefer Coca-Cola, indicating a slightly stronger overall brand preference compared to Campa Cola (39%). This preference can be attributed to Coca-Cola’s strong brand image, long market presence, and consistent taste, which build consumer trust. However, Campa Cola still attracts a significant share due to its affordability and value-for-money positioning, appealing to price-sensitive Gen Z consumers, while 13% of respondents prefer both brands, suggesting flexibility and switching behaviour based on factors like availability, price, or promotions.

Price plays an important role in influencing consumer choice between Coca-Cola and Campa Cola.

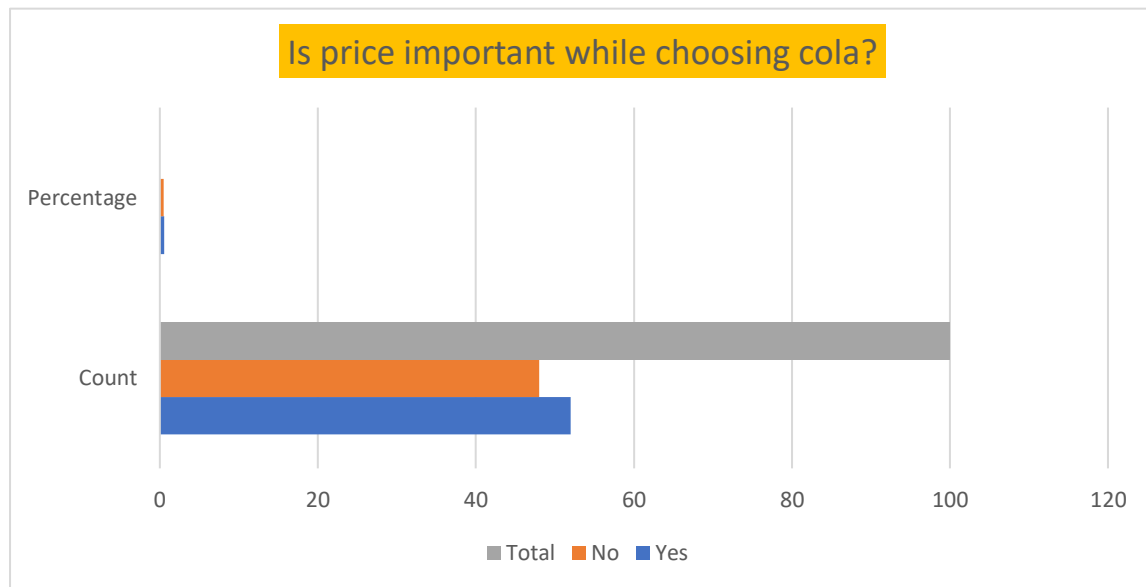


Fig2: Price importance

The results indicate that 52% of respondents consider price important, while 48% do not view it as a major factor when choosing a cola brand. This narrow difference suggests that although price influences consumer decisions, it is not the sole determinant of brand preference. Many Gen Z consumers also prioritise factors such as taste, brand image, and overall product experience, indicating that long-term preference depends on a combination of value perception, taste satisfaction, and brand trust.

Perception of which brand provides better value for money:

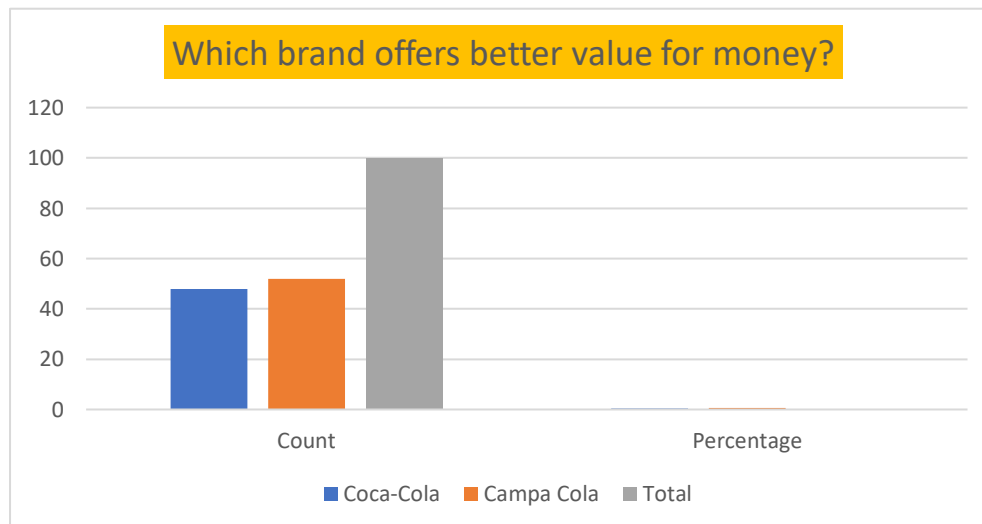


Fig3: Better value for money

The results indicate that 52% of respondents believe Campa Cola offers better value for money, while 48% perceive Coca-Cola as providing better value. This slight advantage for Campa Cola can be attributed to its lower pricing and affordability, which appeal to price-sensitive Gen Z consumers. Despite Coca-Cola’s strong brand image, many consumers associate lower prices with higher value, suggesting that price competitiveness plays a key role in shaping value perception even when brand loyalty exists.

Perception of which brand has more attractive packaging:

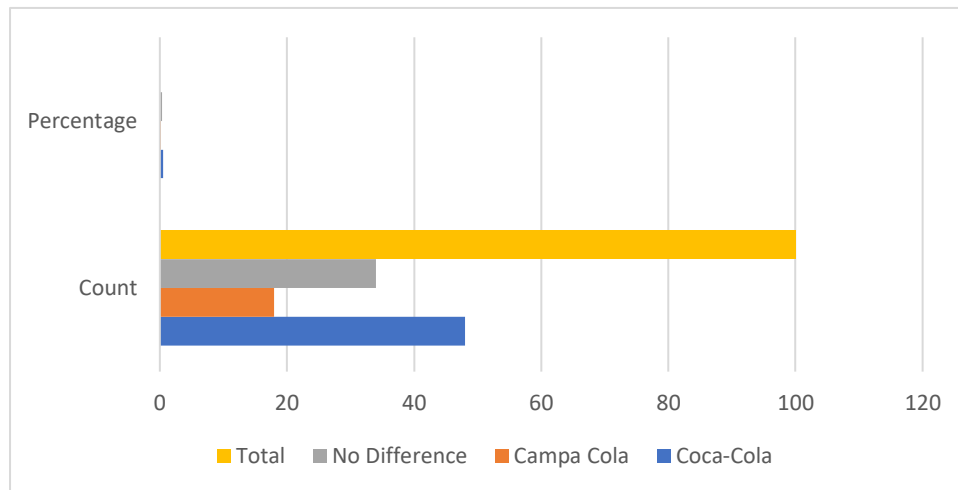


Fig4-Packaging

The results indicate that 48% of respondents find Coca-Cola’s packaging more attractive, compared to 18% who prefer Campa Cola’s packaging, while 34% perceive no significant difference. The stronger preference for Coca-Cola can be attributed to its iconic design, recognizable branding, and established visual identity, whereas Campa Cola’s lower preference may reflect lesser familiarity and weaker visual recognition. However, the notable proportion of respondents indicating no difference suggests that packaging alone may not be a decisive factor for many consumers, who may prioritise taste, price, or brand image instead.

Perception of which brand offers better taste.

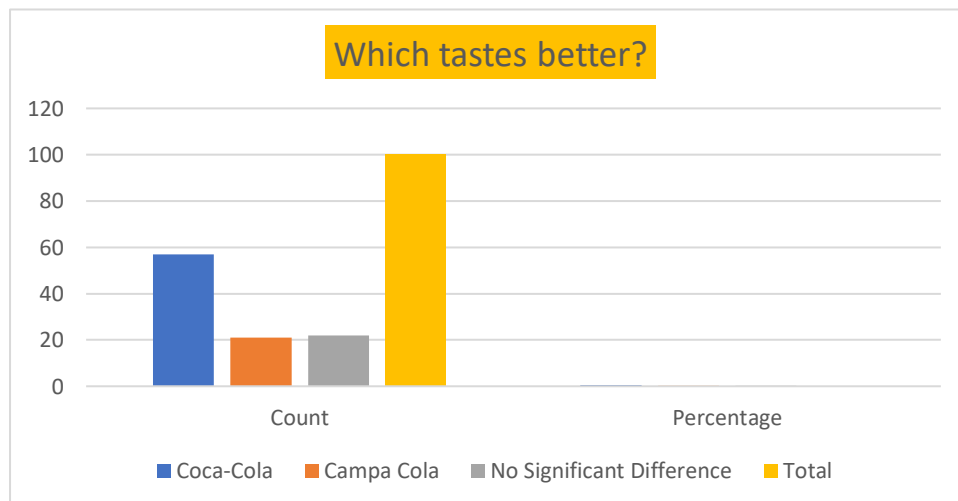


Fig5- Taste

The results show that 57% of respondents prefer Coca-Cola’s taste, while 21% prefer Campa Cola and 22% see no difference. This indicates that Coca-Cola’s consistent flavor and established experience drive higher satisfaction, though some consumers appreciate Campa Cola’s taste, and others consider additional factors like price, brand image, and availability.

Perception of which brand has a stronger brand image:

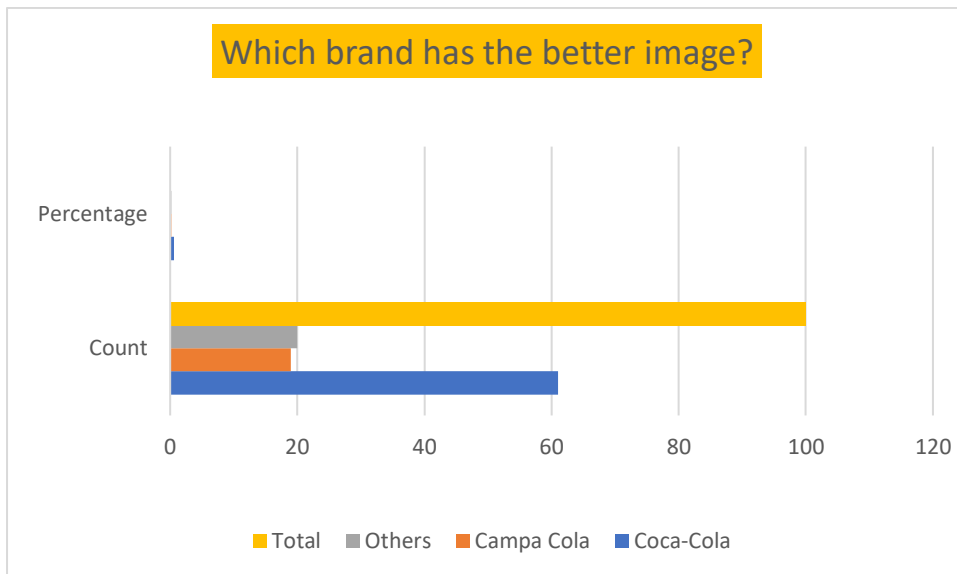


Fig6-Brand image

Consumer behaviour in the absence of their preferred brand.

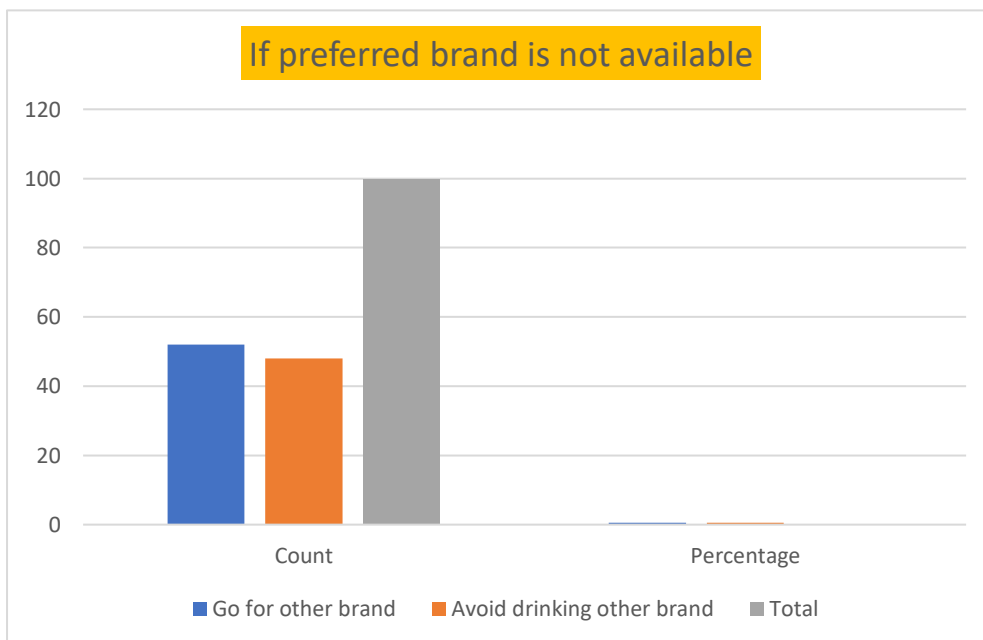


Fig7-Brand loyalty

The results show that 61% of respondents perceive Coca-Cola to have a better brand image, compared to 19% for Campa Cola and 20% for other brands. This stronger perception is due to Coca-Cola’s long-standing presence and strong brand recognition, while Campa Cola’s lower perception may be linked to its recent market re-entry. Overall, the findings highlight that brand image significantly influences consumer preference and trust.

Store Visit Sample:50

Availability of Coca-Cola, Campa-Cola and others

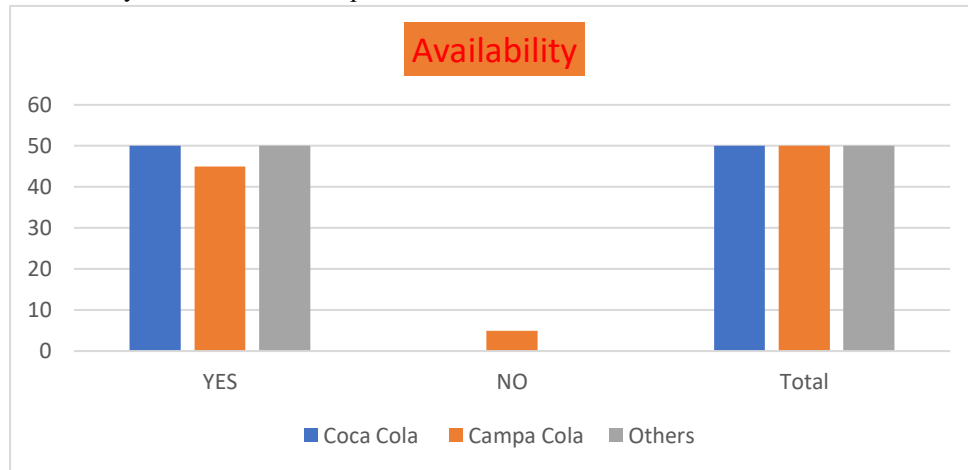


Fig8-Availability

Visibility of Coca-Cola, Campa Cola and others

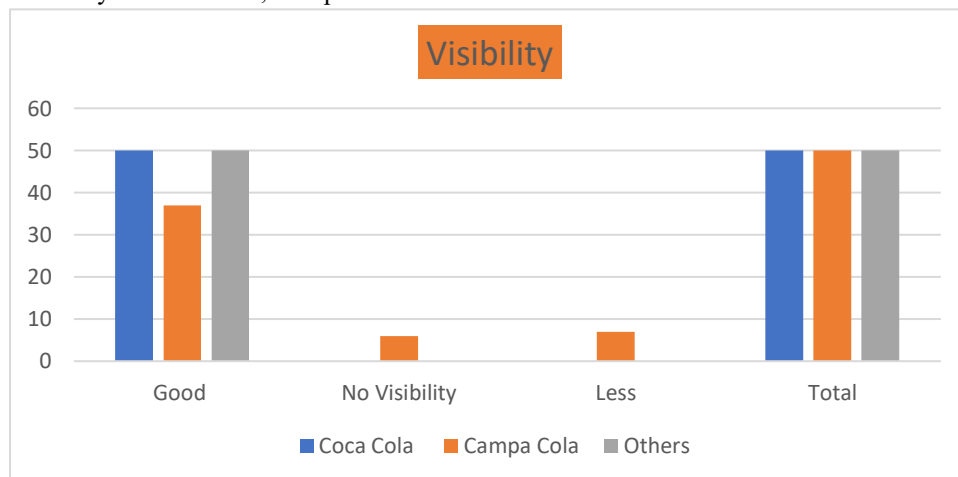


Fig9-Visibility

Reliability of Coca-Cola, Campa Cola and others

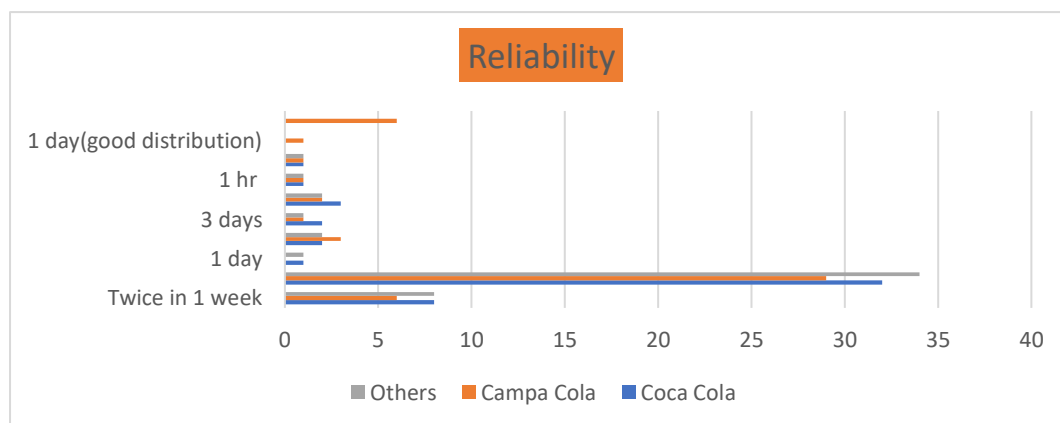


Fig 10- Reliability

Margin of Coca-Cola, Campa Cola and other

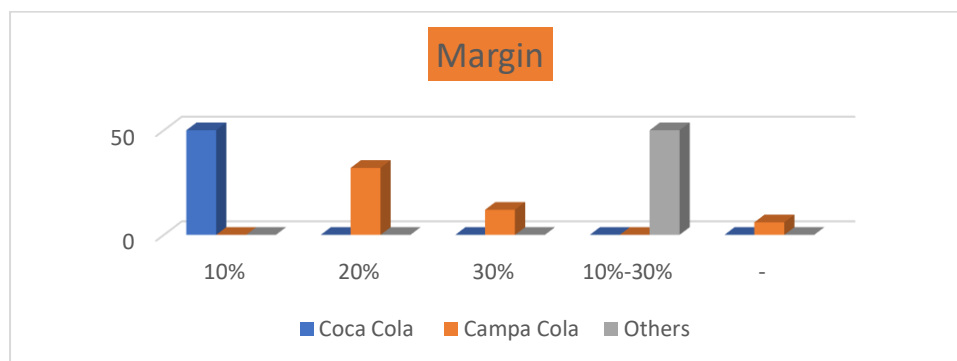


Fig11- Margin

Discussion

The study reveals that Coca-Cola holds a slightly stronger overall preference, with 48% of respondents choosing it over Campa Cola (39%) (Fig 1). This is mainly due to its strong brand image, consistent taste, and long-standing market presence, while Campa Cola attracts consumers through its affordability and value-for-money positioning. Price is an important factor for 52% of respondents (Fig 2), but it is not the sole determinant of choice, as many consumers also consider taste, brand image, and overall experience. Although 52% perceive Campa Cola as offering better value for money (Fig 3), Coca-Cola continues to dominate preference, indicating that brand trust outweighs price advantages.

Product attributes such as packaging and taste significantly influence consumer decisions. Coca-Cola is preferred for both packaging (48%) (Fig 4) and taste (57%) (Fig 5), reflecting its strong product consistency and visual appeal. However, a notable proportion of consumers perceive no major difference, suggesting that these factors alone may not drive all purchase decisions. Brand image plays a crucial role, with 61% of respondents associating Coca-Cola with a stronger brand image (Fig 6). Its global presence and familiarity contribute to higher consumer trust, whereas Campa Cola's lower perception is linked to its recent re-entry into the market. The store audit (Fig 8) indicates that Coca-Cola has better availability, shelf visibility, and supply reliability across outlets, while Campa Cola offers higher dealer margins. This highlights that despite competitive pricing and trade incentives, strong distribution and consistent availability are critical in influencing consumer preference. Overall, the findings show that while affordability and value matter, taste, brand image, and availability are the key factors driving Gen Z consumer preference in the cola market.

Conclusion:

The study examines factors influencing Gen Z consumers' preference between Coca-Cola and Campa Cola in Bengaluru (South), focusing on affordability, brand image, loyalty, taste, packaging, and distribution. Findings show that affordability is important, with Campa Cola perceived as offering better value for money, encouraging trial among price-conscious consumers. However, price alone does not determine preference, as brand image and loyalty remain key drivers. Coca-Cola holds a stronger brand image and consumer trust due to its long-standing presence and consistent quality, giving it a slight edge overall.

Product attributes, especially taste and packaging, significantly impact decisions, with Coca-Cola generally preferred for its taste, leading to higher satisfaction and repeat purchases. Additionally, Coca-Cola's stronger distribution network ensures better availability and visibility, while Campa Cola, despite offering higher dealer margins, lags in retail penetration. Overall, while Campa Cola competes on affordability, Coca-Cola maintains its advantage through brand equity, taste, and distribution strength, highlighting the need for Campa Cola to improve perception and reach to build long-term loyalty.

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