

A BRAND LOYALTY STUDY ON MAJOR SOFT DRINK BRANDS IN CHENNAI

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ABSTRACT

The aim of this research paper is to examine the impact of various factors on brand loyalty for soft drink brands in Chennai. The study has considered parameters such as sensorial, affective, intellectual, customer satisfaction, brand trust, age, gender, and income as potential predictors of brand loyalty. The research methodology employed for this study involved a large-scale survey. The survey used a convenience sampling method, where participants were selected based on their availability and willingness to participate. The survey was administered using google forms, and participants were invited to complete the survey through social media platforms and email. The data collected from the survey was analysed using the SPSS tool. Descriptive statistics was used to summarise the data. The findings of this study are expected to provide valuable insights to marketers in the soft drink industry, enabling them to develop more effective strategies to enhance brand loyalty among consumers.

INTRODUCTION

Brand loyalty has been an essential concept in marketing for several years, and it has attracted a significant amount of research interest. Understanding the factors that drive brand loyalty is crucial for companies in the soft drink industry, especially in a competitive market like Chennai. Soft drinks are a popular beverage choice among consumers in Chennai, and the industry is dominated by various national and international brands.

The purpose of this research paper is to examine the impact of various factors on brand loyalty for soft drink brands in Chennai. Specifically, this study considers parameters such as sensorial, affective, intellectual, customer satisfaction, brand trust, age, gender, and income as potential predictors of brand loyalty. By examining these parameters, the study aims to provide insights into the factors that influence brand loyalty among consumers of soft drink brands in Chennai. To achieve this, a comprehensive review of the existing literature on brand loyalty, soft drink brands, and consumer behavior will be conducted. The research methodology employed for this study will involve a large-scale survey.

The findings of this study are expected to provide valuable insights to marketers in the soft drink industry, enabling them to develop more effective strategies to enhance brand loyalty among consumers. Additionally, this study contributes to the existing literature on brand loyalty and consumer behavior, particularly in the context of the soft drink industry in Chennai. Overall, the study aims to shed light on the factors that drive brand loyalty in the soft drink industry, and how companies can leverage these factors to improve their marketing efforts and build a loyal customer base.

METHODOLOGY

The research methodology employed for this study involved a survey of consumers in Chennai. The survey was designed to collect data on the various parameters that are hypothesized to impact brand loyalty. The following outlines the methodology for conducting the survey:

Sampling: The study used a convenience sampling method, where participants were selected based on their availability and willingness to participate.

Data Collection: The survey was administered using google forms, and participants were invited to complete the survey through social media platforms and email. The survey was open for a **period of two weeks (change after)**, and participants were given the option to complete the survey anonymously.

Data Analysis: The data collected from the survey was analyzed using the SPSS tool. Descriptive statistics were used to summarize the data.

Ethical Considerations: The study was conducted in accordance with ethical guidelines for research involving human subjects. Participants were provided with informed consent, and their anonymity and confidentiality were ensured throughout the study.

LITERATURE REVIEW

The construct of brand loyalty has been studied in numerous studies, and it cannot be simply nor clearly stated what the prerequisites are for brand loyalty. When customers create in their minds so-called brand associations (Aaker, 1992; Keller, 1993; Aaker, 1996; French and Smith, 2013; Keller, 2013) they may also influence their brand experiences (Brakus et al., 2009) and product selections (Bettman et al., 1998; Foxall and James, 2003; Foxall and Schrezenmaier, 2003; Foxall et al., 2004) and both brand experiences and product selections can have an impact on brand loyalty (Brakus et al., 2009; Romaniuk and Nenycz-Thiel, 2013). The characteristics of so-called 'true' brand loyalty include the conscious decision to opt for a specific brand from a range of competing brands and it is manifested as a commitment to the brand over time (Bloemer and Kasper, 1995). The ever changing world has resulted in a more empowered consumer, where they are not only interested in the utilitarian attributes but also perceives the various specific brand related stimuli such as brand-identifying colors (Bellizzi & Hite, 1992; Meyers-Levy and Peracchio, 1995), shapes (Veryzer and Hutchinson, 1998), typefaces, background design elements (Mandel and Johnson, 2002), slogans, mascots and brand characters (Keller, 1987).

Brand experience is the precursor of satisfaction, loyalty and trust among consumers. Trust is a cornerstone in terms of building a long-term business relationship and partnership. (Ha and Perks, 2005) indicated that trust is influenced by consumers' prior experiences and satisfaction. (Chiou, 2004) pointed out that trust affects loyalty and satisfaction directly and indirectly through perceived value. Internal consumer responses are guided by these brand-related stimuli, which we refer to as "brand experience." Thus, conceptualization of brand experience takes place as behavioral, subjective and internal consumer responses (sensations, feelings, and cognitions) elicited by brand-related stimuli that are part of a brand's design and

identity, packaging, communications and environments in which the brand is marketed or sold. Conceptualization of the brand experience by (Brakus et al, 2009) identified four dimensions: sensory dimension, refers to the visual, auditory, tactile, gustative and olfactory stimulations provided by a brand; affective dimension, includes feelings generated by the brand and its emotional bond with the consumer; intellectual dimension, refers to the ability of the brand to engage consumers convergent and divergent thinking; and behavioral dimension, includes bodily experiences, lifestyles, and interactions with the brand. This concept of brand experience has also been suggested as the most comprehensive notion of experience spanning across different contexts (Zarantonello and Schmitt, 2010); (Iglesias et al, 2011) delineated the relationships between brand experience, affective commitment and brand loyalty. (Morgan-Thomas and Veloutsou, 2013) established that trust and perceived usefulness positively affect online brand experience. Positive experiences result in satisfaction and behavioral intentions that in turn lead to the formation of online brand relationships. On the basis of the above findings, explored three dimensions of brand experience in the Indian context: activity triggering, sensory and effective. (Ramakrishnan and Vohra, 2015)

The impact of affective and emotional ties to a brand has strongly impacted brand loyalty. There are references to 'emotion-based' brand loyalty (Sharp, 2010; Pawle and Cooper, 2006) and one example of a brand that has extremely passionate and loyal consumers is Apple (Sharp, 2010). It has also been acknowledged by researchers that brand loyalty is not a constant and it can vary over time (Whitaker, 1978) which can also be seen among consumers as switching behavior (Duwors and Haines, 1990). Strong brands have maintained strong emotional bonds with their customers that also help promote brand advocacy among them (Roberts, 2004). Brand love is a concept that is used to refer to emotions that the most committed customers have towards a brand, and it is clearly linked to brand loyalty that manifests itself as repurchasing of the brand and spreading of positive word of mouth on the brand (Carroll and Ahuvia, 2006). It is also understood that products and services have in addition to their functional benefits associated with technical improvements to product features distinct emotional benefits. The way consumers have personally experienced a brand has an effect on their brand loyalty and this has also been referred to as the 'initiator' in the brand loyalty establishing process (Kim et al., 2008). The majority of the studies on brand loyalty and experience focus on the utilitarian dimension with respect to the product under study, and the experience provided by the brand is overlooked, which in today's environment is noteworthy.

Framework

The framework for this research paper is based on the review of literature on brand loyalty, soft drink brands, and consumer behavior. The theoretical framework is based on the following concepts:

Brand Loyalty: Brand loyalty refers to the extent to which a customer is loyal to a particular brand over other competing brands. Brand loyalty is influenced by several factors such as customer satisfaction, brand trust, and perceived quality.

Soft Drink Brands: The soft drink industry in Chennai is dominated by various national and international brands, which compete for market share. Some of the major soft drink brands in Chennai include Coca-Cola, PepsiCo, Bovonto and Frooti and hence they were picked as the subjects for this study.

Consumer Behavior: Consumer behavior refers to the actions and decisions made by consumers when they purchase and consume products. Consumer behavior is influenced by several factors, such as sensorial, affective, behavioral, and intellectual factors.

Based on the above concepts, the research framework for this study is as follows:

Independent Variables: The independent variables in this study include sensorial, affective, and intellectual factors, along with customer satisfaction & brand trust.

Mediating Variables: The mediating variables in this study include demographic factors such as age, gender, and income which are hypothesized to mediate the relationship between the independent variables and brand loyalty.

Dependent Variable: The dependent variable in this study is brand loyalty. The extent to which consumers are loyal to a particular soft drink brand is measured using a multi-item scale.

H1: Sensorial, affective, and intellectual factors are positively associated with brand loyalty.

H1a: Sensorial factors are positively associated with brand loyalty.

H1b: Affective factors are positively associated with brand loyalty.

H1c: Intellectual factors are positively associated with brand loyalty.

H2: Customer satisfaction is positively associated with brand loyalty.

H3: Brand trust is positively associated with brand loyalty.

H4: Age, gender, and income moderate the relationship between the independent variables and brand loyalty.

RESULTS & FINDINGS DISCUSSION

Control Variables: Demographics

Pepsi is a well-known brand with a strong presence across various demographic groups, including age, gender, and income. Pepsi's marketing efforts have traditionally focused on younger consumers, particularly those in the 18-34 age group, who are often more receptive to the brand's youthful, energetic image. However, the brand also appeals to a wide range of demographics, including both men and women and consumers across different income levels. Coca Cola is a globally recognized brand with a broad appeal across different demographics, including age, gender, and income. Coca Cola's marketing efforts have historically targeted younger consumers, with a focus on the 18-34 age group. However, the brand also appeals to a wide range of other demographics, including both men and women and consumers across different income levels. Frooti is a popular fruit drink brand in India with a wide appeal across different demographics, particularly among younger consumers. Frooti's marketing efforts primarily target younger consumers, with a focus on the 12-30 age group. The brand appeals to both men and women and consumers across different income levels. Bovonto is a popular carbonated soft drink brand in Tamil Nadu, India, with a wide appeal among consumers of all age groups, income levels and genders. Bovonto's marketing efforts target consumers of all age

groups, income levels and genders. The brand appeals to a wide range of consumers, particularly in the southern region of India.

Brand Loyalty Vs Age

The age of the respondents ranges from 18 to 64 years old. Most of the respondents were between 18-24 and 25-34 years old. Among the listed soft drinks, Coca-Cola is the most preferred brand among the respondents, followed by Frooti and Pepsi. Bovonto and Others have a smaller percentage of respondents who reported purchasing them the most.

Brand Loyalty Vs Gender

There were 216 respondents who reported their gender and brand preference. Of these, 109 were male and 107 were female. The most preferred brand among both male and female respondents is Coca-Cola, with a total of 78 respondents reporting it as their most purchased brand. Frooti is the second most preferred brand among the respondents, with a total of 63 respondents reporting it as their most purchased brand. Bovonto, Pepsi, and Others have a smaller percentage of respondents who reported purchasing them the most. There are some differences in brand preference between male and female respondents, with more females reporting Frooti as their most purchased brand, and more males reporting Coca-Cola and Pepsi as their most purchased brands.

Brand Loyalty Vs Monthly Income

The response data in this case shows that Coca-Cola was the most popular soft drink brand across all monthly income categories. Frooti was the second most popular brand, followed by Pepsi and Bovonto. Data collected also revealed that respondents with a monthly income less than 20,000 were more likely to choose Pepsi and Coca-Cola, while respondents with higher monthly income tended to choose Coca-Cola, Frooti, and Bovonto.

Brand loyalty Vs Sensorial Experience

When asked which of the brands has the most visually appealing packaging in comparison to which brand, these were some of the observations made. For example, 68 respondents said they purchase Coca-Cola the most and believe it has the most visually appealing packaging. Also, 78 of the 216 respondents who purchase Coca-Cola more frequently indicated that it has the most visually appealing packaging. 24 of the 37 respondents who purchase Pepsi the most also indicated that they believe Coca-Cola has the most visually appealing packaging.

Brand loyalty Vs Affective Experience

When asked which soft drink brand they associate with their childhood. We can see that 10 people associated their childhood with Bovonto and purchase it the most, while 7 people associated their childhood with Coca-Cola and purchase it the most. Overall, the most purchased brand was Coca-Cola, followed by Frooti and Pepsi. There was less brand loyalty for childhood

brands, with Bovonto having the highest percentage of people who associated it with their childhood and purchased it rarely.

Brand loyalty Vs Intellectual Experience

For the question which soft drink brand has created a memorable ad campaign. Only 10 people chose Frooti as the brand that created a memorable ad campaign and purchased it the most. Overall, the most purchased brand was Coca-Cola, followed by Frooti and Pepsi.

Pepsi: Participants were asked to rate their satisfaction with Pepsi on a scale of 1-4, with 1 being the least satisfied and 4 being the most satisfied. The majority of participants rated their satisfaction with Pepsi as a 3. Additionally, participants were asked to indicate which soft drink brand they purchase the most, with options including Bovonto, Coca-Cola, Frooti, Others, and Pepsi. The highest number of participants indicated that they purchase Coca-Cola the most, followed by Frooti. Only a small number of participants indicated that they purchase Pepsi the most. The majority of participants who purchase Pepsi the most rated their satisfaction as a 4, while the majority of participants who purchase Coca-Cola or Frooti the most rated their satisfaction as a 3. Overall, the data suggests that Pepsi is not the most popular soft drink brand among participants, but those who do purchase it the most are generally highly satisfied with it.

Coca-Cola: The same in the case of Coca-Cola. The majority of participants who purchase Coca-Cola rated their satisfaction as a 4, indicating an elevated level of brand loyalty. However, there were also many participants who purchase Pepsi the most and rated their satisfaction with Coca-Cola as a 4, suggesting there may be some overlap in brand preference among participants. Overall, the data suggests that Coca-Cola is a popular soft drink brand among participants, with a high level of brand loyalty among those who purchase it the most. The majority of participants also rated their satisfaction with Coca-Cola as a 3, indicating that the brand is generally well-liked.

Frooti: In the case of Frooti, most of the participants who purchase Frooti rated their satisfaction as a 4, indicating a high level of brand loyalty. However, there were also a substantial number of participants who purchase Bovonto or Pepsi the most and rated their satisfaction with Frooti as a 4, suggesting that there may be some overlap in brand preference here as well among participants. However, the data suggests that Frooti is not the most popular soft drink brand among participants, but those who do purchase it the most are generally highly satisfied with it. Participants also rated their satisfaction with Frooti as a 3, indicating that the brand is generally well-liked.

Bovonto: For Bovonto, some participants rated their satisfaction with Bovonto as a 1. Whereas the few participants who purchase Bovonto rated their satisfaction as a 4, the most indicating a high level of brand loyalty. However, there were only a small number of participants who indicated that they purchase Bovonto the most. The majority of participants also rated their satisfaction with Bovonto as a 1, indicating that the brand may not be very well-liked. Overall, the data suggests that Bovonto is not an immensely popular soft drink brand among participants, with only a small number indicating that they purchase it the most.

Brand loyalty Vs Brand Trust

Pepsi: The above data shows the responses of a survey in which respondents were asked about their satisfaction levels and trustworthiness of various soft drink brands, and which brand they purchase the most. Regarding Pepsi, only a small percentage of respondents rated it a 4 on the trustworthiness scale, and the majority rated it a 3 or lower. Among the respondents who participated in the survey, only a few of them purchase Pepsi the most.

Coca Cola: In the case of Coca-Cola, according to the data, 23 respondents indicated that they purchase Coca-Cola the most. When it comes to trustworthiness, 10 respondents gave a rating of 2, which is the highest rating for Coca-Cola. In terms of satisfaction, 44 respondents gave a rating of 2, which is the highest rating for Coca-Cola. The data also shows that out of the total 216 respondents, 78 indicated that they purchase Coca-Cola the most. Among those who purchase Coca-Cola the most, 43 gave a rating of 4 for trustworthiness, indicating high trust in the brand.

Bovonto: For Bovonto, 27 respondents who rated Bovonto as 2 on the trustworthiness scale also chose Coca-Cola as the soft drink, they purchase the most. 22 respondents who rated Bovonto's trustworthiness as 4 chose Bovonto as the soft drink they purchase the most. Overall, the data revealed that Coca-Cola was the most popular soft drink brand among the survey respondents across all trustworthiness rating categories. Frooti was the second most popular brand, followed by Pepsi and Bovonto. It showed that respondents who rated Bovonto's trustworthiness as 4 were more likely to choose Bovonto as the soft drink they purchase the most, while respondents who rated Bovonto's trustworthiness as 1, 2, or 3 tended to choose other brands such as Coca-Cola, Frooti, and Pepsi.

Frooti: The data suggests that the level of trustworthiness that consumers associate with a soft drink brand may influence their brand loyalty. We can see that for those who rate Frooti as 1 or 2 in trustworthiness, Coca-Cola and Pepsi are more likely to be purchased than Frooti. However, for those who rate Frooti as 3 in trustworthiness, Frooti is the most frequently purchased brand. We can also see that among those who rate Frooti as 4 in trustworthiness, Frooti is the most frequently purchased brand, followed by Coca-Cola and Pepsi. The data suggests that for most brands, there is not a clear relationship between trustworthiness and brand loyalty. However, Frooti stands out as the brand with the highest number of respondents who both rate the brand as trustworthy and purchase it the most.

HYPOTHESIS TESTING: (Note: Brand loyalty was measured by asking the respondents which brand of the given options they purchased the most. The results were analyzed accordingly.)

Sensorial: H1a: Sensorial factors are positively associated with brand loyalty.

The chi-square test between **brand loyalty** of soft drink brands and the **sensorial experience** of the customers produced a Pearson chi-square value of 376.392 and a likelihood ratio of 273.653. The p-value for both tests was 0.000, indicating a significant association between the two variables. This result suggests that there is a significant relationship between the sensorial experience of the customer and their brand loyalty. In other words, the sensorial experience of the customer is a significant factor that affects their brand loyalty towards soft drink brands. The higher the customer's rating of the sensorial experience, the more likely they are to be loyal to a

particular soft drink brand. The data is consistent with the hypothesis H1a and provides evidence that the hypothesis is likely to be true.

Affective: H1b: Affective factors are positively associated with brand loyalty.

The chi-square test between **brand loyalty** of soft drink brands and the affective experience of the customer produced the Pearson chi-square value as 268.822 and the likelihood ratio as 199.932. These values indicate a significant association between brand loyalty and the affective customer experience. The p-value is less than 0.05, which means that we can reject the null hypothesis and conclude that there is a significant difference in the affective experience of customers depending on their brand loyalty towards a particular soft drink brand.

Intellectual: H1c: Intellectual factors are positively associated with brand loyalty.

The chi-square test between **brand loyalty** of soft drink brands and the intellectual experience of the customer has produced a Pearson chi-square value of 168.704 and a likelihood ratio of 138.050. The Pearson chi-square value indicates that there is a significant association between the brand loyalty of soft drink brands and the intellectual experience of the customer. The likelihood ratio also supports this finding. The p-value associated with the chi-square test is .000, it is less than the chosen significance level (usually 0.05), we can conclude that the association is statistically significant.

SATISFACTION: H2: Customer satisfaction is positively associated with brand loyalty.

PEPSI: The Pearson chi-square value of 96.400 and likelihood ratio of 93.870 indicate that there is a significant association between the brand loyalty of Pepsi and customer satisfaction rating. A high chi-square value and a low p-value indicate that there is a strong association between the two variables, suggesting that customer satisfaction rating and brand loyalty of Pepsi are related. However, the direction and strength of the association cannot be inferred from the chi-square test alone and would require additional analyses or visualizations, such as contingency tables or scatterplots.

COCA-COLA: The chi-square test between the brand loyalty of Coke and customer satisfaction rating produced a Pearson chi-square value of 113.928 and a likelihood ratio of 109.917, with a significant asymptotic significance of 0.000. This result indicates a significant association between the brand loyalty of Coke and customer satisfaction rating. The higher the brand loyalty of Coke, the higher the customer satisfaction rating tends to be. Similarly, the lower the brand loyalty of Coke, the lower the customer satisfaction rating tends to be. It is important to note that while there is a significant association between brand loyalty and customer satisfaction rating, this does not necessarily mean that brand loyalty causes higher customer satisfaction ratings. There may be other factors, such as product quality, marketing, and customer experience, that may also play a role in customer satisfaction.

BOVONTO: The result of the chi-square test between the brand loyalty of Bovonto and customer satisfaction rating produced a Pearson chi-square value of 92.084 and a likelihood ratio of 71.080. The Pearson chi-square test indicates that there is a statistically significant association between the brand loyalty of Bovonto and customer satisfaction rating, as the p-value is less than 0.05. Therefore, we can conclude that there is a significant relationship between the brand loyalty of Bovonto and customer satisfaction rating. However, further analysis is needed to determine the direction and strength of the relationship.

FROOTI: The chi-square test between the brand loyalty of Frooti and customer satisfaction rating produced a Pearson chi-square value of 99.166 and a likelihood ratio of 101.416. Based on the test it is possible to conclude that customers who are loyal to Frooti have a different level of satisfaction compared to customers who are not loyal to Frooti. It is important to note that correlation does not imply causation, and further research would be needed to establish a causal relationship between brand loyalty and customer satisfaction.

BRAND TRUST: H3: Brand trust is positively associated with brand loyalty.

PEPSI: The Pearson chi-square value of 71.154 and the likelihood ratio of 73.219 suggest that there is a significant association between the brand loyalty of Pepsi and the trust associated with soft drink brands. This indicates that customers loyal to Pepsi may have a different level of trust towards soft drink brands compared to those not loyal to Pepsi. However, it's important to note that the strength of the association is not strong, as the chi-square values are relatively low compared to the degrees of freedom and the sample size. Further analysis or data may be necessary to fully understand the relationship between brand loyalty and trust towards soft drink brands.

COKE: The chi-square test between the brand loyalty of Coke and the trust associated with soft drink brands produced a Pearson chi-square value of 75.990 and a likelihood ratio of 80.137, with 3 degrees of freedom and a p-value of less than 0.001. This indicates that there is a significant association between the brand loyalty of Coke and the trust associated with soft drink brands. The higher the brand loyalty of Coke, the higher the trust associated with soft drink brands. The likelihood ratio suggests that the association is strong and not due to chance.

BOVONTO: The Pearson chi-square value for the test between brand loyalty of Bovonto and the trust associated with soft drink brands is 75.509 and the likelihood ratio is 67.604. These results suggest that there is a statistically significant relationship between brand loyalty of Bovonto and the trust associated with soft drink brands. The high chi-square value and low p-value suggest a strong association between these two variables. Specifically, the data indicates that customers who are loyal to Bovonto are more likely to trust soft drink brands in general. This could be due to a number of factors, including the quality of Bovonto's products, the brand's marketing and advertising efforts, and the perceived reputation of the company among consumers. Further research may be needed to better understand the nature of this relationship and its underlying causes.

FROOTI: The chi-square test between the brand loyalty of Frooti and the trust associated with soft drink brands produced a Pearson chi-square value of 69.706 and a likelihood ratio of 71.713. The p-value for both tests was less than 0.05, indicating that there is a statistically significant association between brand loyalty and trust in Frooti. Interpreting the results, we can say that customers who are loyal to Frooti are more likely to trust the brand compared to those who are not loyal.

Market Implications of the Study

The market implications of this study are as follows:

Brand loyalty: The study shows that consumers have a higher brand loyalty towards Coca-Cola than any other soft drink brand. Therefore, companies can try to improve their brand loyalty by focusing on product quality, advertising, and customer satisfaction.

Customer satisfaction: The study indicates that customer satisfaction is crucial in determining the success of a soft drink brand. Companies can improve customer satisfaction by focusing on product quality, packaging, taste, and pricing.

Sensorial, affective, and intellectual experiences: The study shows that these three experiences have a significant impact on consumer behavior towards soft drink brands. Companies can try to improve these experiences by introducing new flavors, packaging, advertising, and promotions.

Trust: The study shows that trust is essential in determining the success of a soft drink brand. Companies can try to improve trust by being transparent about their ingredients, sourcing, and manufacturing processes.

Overall, this study highlights the importance of understanding consumer behavior and preferences for soft drink companies. By improving brand loyalty, customer satisfaction, sensorial, affective, and intellectual experiences, and trust, soft drink companies can gain a competitive advantage in the market.

CONCLUSION

The study found that there is a significant association between soft drink brands and customer satisfaction ratings, as well as between soft drink brands and the level of trust customers have in them.

Additionally, the study found that there is a significant association between brand loyalty and customer satisfaction ratings, as well as between brand loyalty and the level of trust associated with soft drink brands.

More specifically, the study found that Coca-Cola was the most popular soft drink brand among the respondents, followed by Pepsi and Frooti. Bovonto and Other brands were less popular.

Among the respondents, Frooti was perceived as the most trustworthy soft drink brand, followed by Coca-Cola and Pepsi. Bovonto and Other brands were perceived as less trustworthy. Furthermore, the study found that brand loyalty was highest for Coca-Cola, followed by Pepsi and Bovonto. Frooti and Other brands had lower brand loyalty among the respondents.

In terms of customer satisfaction ratings, the study found that Frooti had the highest customer satisfaction rating, followed by Coca-Cola and Pepsi. Bovonto and Other brands had lower customer satisfaction ratings.

Overall, the study highlights the importance of brand loyalty, trust, and customer satisfaction for soft drink brands, and suggests that companies should prioritize these factors in their marketing and branding strategies.

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