

Effects of Branding on FMCG: Lessons from
the Carbonated Beverage Industry

Project report
on
Effects of Branding on FMCG: Lessons from the Carbonated
Beverage Industry

SUBMITTED TO

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Letter of Transmittal

To

Dr. Md. Shariful Alam

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Subject: Submission of Project report on “Effects of Branding on FMCG: Lessons from the Carbonated Beverage Industry”.

Dear sir,

I am happy to submit my project report titled “Effects of Branding on FMCG: Lessons from the Carbonated Beverage industry,” to fulfil a requirement of the Bachelor of Business Administration (BBA) program at United International University. I spent the last three months on this project and learnt a lot about the FMCG industry, which is central to the coursework. Analyzing the real-life consumer preference and behavior was insightful. I have followed the requirements you set for me at every stage of report preparation. I have tried to reach the required standards. I understand the report still has some mistakes to be corrected.

I am thankful for your support and guidance during the course of this project, and I look forward to further benefiting from your support. In the meantime, I will be available for any questions you may have.

Your obedient student,

Imran Bin Musa

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Declaration of Student

I, Imran Bin Musa, confirm that the Project report titled “Effects of Branding on FMCG: Lessons from the Carbonated Beverage Industry” is available. This report's originality is ensured because it has not been stored in an archive or published anywhere. This report is part of my academic requirements and is in partial completion of my B.B.A degree.



Signature: _____

Imran Bin Musa

Student ID: 111 193 045

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Acknowledgement

I would like to thank Allah and my parents for giving me the strength, patience, and simple courage to pursue the BBA degree at United International University and to complete it successfully.

The research project is carried out by a significant number of individuals, and I owe the whole world a debt of debts to those who supported, contributed their ideas, and helped guide this project. This time, I would like to mention their valuable support.

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Finally, I accept full responsibility for any errors or omissions that are ultimately inevitable, despite my best efforts to ensure accuracy and completeness.

Executive Summary

The Bangladesh carbonated soft drinks market is a vibrant, rapidly developing sub-market of the country's larger fast moving consumer goods (FMCG) market and is very competitive, with both international and locally established corporations. Nonetheless, given the rapid market expansion, no significant research has been conducted to investigate the impact of branding on consumer purchasing behavior in Bangladesh's specific socio-economic and cultural context. This way, this study shall be able to fill a significant gap in the current body of knowledge by exploring the connection between the various dimensions of branding, which are brand awareness, brand loyalty, perceived quality, emotional and social value, perceived product value, and how they help to drive consumer purchasing behavior in the carbonated soft drinks market.

The methodology used for this study was a descriptive, exploratory approach. The objective of this study design was to collect data from nearly 100 consumers of the City of Dhaka and its metropolitan areas; it employed a standardized survey instrument for the collection of data from urban customers in the summer, during peak consumption time. Age, gender, and income were used to stratify the sample to have demographic representation of the desired customer base.

The relationship between perceptions of quality and brand recognition arises because consumers, in most cases, associate high-quality products with familiar brands or familiar brands with a high degree of trustworthiness. Packaging does not play as much of a role in creating brand loyalty as does the brand name, but it does play a role in trial and visibility by new or lower-established brands that need to break through on store shelves.

The analysis shows that branding in Bangladesh's carbonated drink market involves complex cognitive, emotional, and economic interactions. Whereas local brands have been able to exploit nationalistic sentiment and youth marketing to secure market share, international brands have been adversely affected by political boycotts, e.g., Coca-Cola. Consequently, the changes indicate that branding in an untapped market requires culturally relevant, flexible strategies. The research also contributes to the existing literature by providing empirical findings to support the application of branding theory in the FMCG sector in Bangladesh and by outlining practical implications for marketers, government, and industry players.

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Lists of Abbreviation

UIU	United International University
BBA	Bachelor of Business Administration
FMCG	Fast Moving Consumer Goods
CSDs	Carbonated Soft Drinks

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CHAPTER I: INTRODUCTION

1.1 Overview

This section outlines the study's motivation, problem, context, importance, purpose, and justification. This study defines its objectives, research questions, and limitations.

1.2 Background of the Study

Globalization, the decline in trade barriers, changes in customer and investor perceptions, and heightened competition in the marketplace have meant perpetual change for every business. Companies, therefore, need to master the art of cost reduction and innovation (Brian and Barry, 1996).

The development of strong ties with customers has a similar angle to humans having their loved ones. Bonds with them become more profound, with customers more willing to support the brand. The strongest sources of pride capture their companies, and contribute significantly to their ability to form and sustain ties over long periods. Such brands support expansion and growth, contributing to the company's ability to survive during recessions. It's impossible to go through a day without encountering several brands. For example, there are well-known toothpaste brands such as Colgate, Pepsodent, and Close-Up, as well as soaps like Lux, Meril, and Dove. Head & Shoulders, All Clear, and Sunsilk are famous shampoo brands. Allen Solly, Levi's, and Raymond's are leading names in clothes. Within breakfast, we offer Britannia and Modern. Beverages include Tetley, Nescafé, and Bru. These products compete for attention alongside automobiles such as the Hyundai Santro, the Honda Accord, or the Mercedes-Benz, as well as mobile brands like the iPhone, Sony, and Philips. Strong brands attract the attention of these companies as a competitive advantage. A brand is an enigmatic combination of factors, including its name, symbol, design, and, most significantly, the product's features and the attitudes and feelings consumers have toward it. A strong brand can completely differentiate itself by providing something unique to its competitors. Highly recognized brands, in their customers' eyes, are considered reliable and consistent in performance. Brand refers to a collection of attributes that provide product users with a sense of trustworthiness over a period of time (Sawant, 2012). Coca-Cola, Pepsi, and Miranda are among the most well-known brands in the soft drinks industry. In motorcycles, we have Hero and Honda. Rolex, Titan and Citizen make watches. There are Toyota, Maruti Suzuki and Tata in the automobile industry. The impact of a company's brand equity and brand strategy on consumer purchasing behavior is of utmost importance in the soft drink industry, as purchase decisions are

far more complex than purely transactional. A strong brand provides something unique and can differentiate itself from the competition. This can be manifested in the various elements of the brand: name, symbol, and product design. All of these determine the nature of a product and consumers' attitudes and opinions towards it.

A brand includes price, quality, delivery, durability and more. All these components, such as those suggested by Keller et al. (2002), factor into a consumer's buying decision. These aspects are usually country-specific, and hence the need to research the importance of branding and consumer behavior in a developing economy like Bangladesh.

1.3 Statement of the Problem

This research paper discusses the impact of branding on consumer decision-making, and the case study focuses on the carbonated beverage market in Bangladesh. Nowadays, the sale of most carbonated drink products to all ages is unrestricted. In addition, the market gap that is not being filled is the functional adult carbonated beverage. This research is intended to evaluate the impact of branding on consumer behavior in the purchase of carbonated soft drinks in Bangladesh. The advertisement of carbonated beverages is ubiquitous in Bangladesh. Consumers have the duty to know the advertising policies of the beverages they drink. Consumers can locate carbonated beverages as they enter the store. The most critical factors a consumer must consider when making a purchase decision are price, range, and taste. These questions should be answered to the satisfaction of consumers so they can choose the right carbonated soft drink. This research aims to analyze the influence of branding on purchaser decisions. The market, in terms of consumer profit and environmentally friendly concerns, promises. Equity in the brand market is not what people want from sellers. The company must be in the top and most desirable position. The focal opening shows why I think as I do, and that is why I understand the many factors that affect how people choose the type of soft drink.

1.4 Purpose and Rationality of the Study

This topic has challenges and opportunities, which are discussed. A successful organization should have both a broad and a narrow understanding of current market behavior. Well-advised organizations require in-depth information about consumer behavior. The study examines the effect of carbonated drink branding on consumer buying decisions in Bangladesh. The reason is

that Bangladesh is a developing nation experiencing an emerging market for carbonated soft drinks.

1.5 Objective of the Research

This research paper will review how branding affects the Fast-Moving Consumer Goods (FMCG) industry, especially the carbonated soft drink industry, across different demographic groups and income levels. The primary objective is to explore how brand personality affects customers and the behavioral implications of brand identity for clients in the industry.

This study examines the extent to which consumers are loyal to these brands in the FMCG industry. This study also examines how the hedonic and utilitarian values of consumers' preferred FMCG brands influence brand trust, brand equity, brand power, and overall brand satisfaction or value. This study, from the perspective of the carbonated beverage industry, examines how brand satisfaction influences brand loyalty in both behavioral and attitudinal dimensions, providing insights that can be applied to branding across the entire FMCG industry.

General objective:

The research study primarily aimed to examine how branding affects consumer purchasing behavior for carbonated beverages.

Specific objective:

- To evaluate the Impact of Brand Awareness and Brand Loyalty on the Purchase Behavior of carbonated beverages.
- To test the Effects of the Perceived Quality on the Purchase of the carbonated drinks.
- To determine the Impact of Emotional and Social Value on the Purchase of carbonated drinks.
- To determine the Impact of the Perceived Product Value and Quality on buying carbonated beverages.

1.6 Significance of the Study

In Bangladesh, the study of soft drink brand branding is still new, especially regarding how branding affects soft drink purchase decisions, a subject that has attracted very few studies. This research is pertinent to several stakeholders.

- **Consumers:** This study outlines the impact of branding on purchase decisions. The findings will help consumers make more informed and better purchasing decisions when selecting branded carbonated drinks, both now and in the future.
- **Academics:** The research adds to the current knowledge base by providing significant literature that practitioners and scholars can use in their practice. It also identifies potential areas for further research related to branding and consumer behavior.
- **Management:** The findings will benefit external consultants and marketers working with soda companies by providing a deeper understanding of consumer attitudes toward branding within Bangladesh's carbonated drinks industry.

Additionally, marketers and businesses can enhance their marketing strategies based on insights from this study, ultimately optimizing their sales approaches in response to consumer buying patterns influenced by branding. This version enhances clarity, professionalism, and readability while retaining all key points.

1.7 Methodology of the Study

It means the techniques used in observing or studying a particular situation or in solving a problem. Important and significant techniques could be used for gathering the topic. To satisfy the demand for data and to collect the above crucial details, the following resources have been utilized:

Data collection

- **Primary Data:**
 - ✓ Conducting survey (Questionnaires are added on Appendix)
- **Secondary Data:**
 - ✓ Information gathered from various research articles available on the internet
 - ✓ Data sourced from a reputable online newspaper providing well-organized and reliable information

- ✓ Multiple academic journals accessed online that contributed to the preparation of the report
- ✓ Internet sources that facilitated easier access to relevant and accurate information for the report completion

1.8 Scope of the Study

The research objectives include explaining the effects of customer purchasing patterns, with emphasis on the carbonated beverage sector in Bangladesh. It was not a random choice, since the carbonated drinks business is truly booming in Bangladesh. In this topic, there is virtually no literature that is devoted to the branding of carbonated beverages and their influence on consumer purchasing patterns. Hence, this research aims to serve both new and existing firms by understanding consumers' perceptions of different carbonated drink brands and gauging the promotional strategies employed by marketers to attract a broader market share. The brand also examined the nature of soft drink branding and the issues it faces in Bangladesh.

1.9 Limitations of the Study

Most of the activities were optional when it was time to inquire or take action. There were several constraints that I encountered in the preparation of this report. Some limitations are as follows:

- The data used in this study were both primary and secondary. This is why the validity of the secondary source depends on the data's validity and accuracy.
- Despite every effort to interpret the sentiment and take into account the replies, errors may still occur in the observation since consumers may also not adequately express their curiosity.
- The survey was completed during the summer season, which is usually characterized by a shortage of carbonated drinks due to high consumer demand and distribution problems.
- Due to time and budgetary limitations, the sample size of consumers is 100. As a result, the figures could not accurately reflect the whole population.

CHAPTER II: LITERATURE REVIEW

Every small business and a large corporation know the importance of analyzing and understanding customer product choices. The relationship between customer and brand, and its nature and scope, is vital. Customer behavior is necessary for understanding the product's placement and, in turn, its promotion. The essence of advertising is to effectively capture and fulfill the attention of target consumers' needs and demands, to successfully promote a product. Marketers, for the most part, attempt to explain how people and businesses select and purchase a specific good. Moreover, customers can also speak one way and, in reality, act completely different.

2.1 Definition of Key Terms

2.1.1 Brand and Branding

The essence of a brand comprises an image, slogan, sketch, and concept, all united and coexisting. An image may also be described as a thought in a potential consumer's mind, something one must see. The image works through the mental activity of a thinker engaging with a system. The client experiences a creation of symbols by a proposed conceptual framework. Marketers use the figurative elements of Package, Color, and Symbol in logo design, along with other design elements, to fulfill their purposes and objectives for their clients. According to Lamba (2012), the symbols of soft drinks are numerous, including those of Coca-Cola and Pepsi. In an environment where a customer is content with a given brand, *ceteris paribus*, they are willing to put forth effort to research alternative options, even if they exist. An individual would tend to remain loyal to a particular brand owing to a stylistic inclination, unless he or she has brand-switching habits. Nevertheless, the product price has become significantly higher, or the customer is aware that a higher-quality product from a separate brand is what he is using at the moment.

Given the enormous resources and time spent on branding and the money involved, there is a strong incentive for the company to research how a brand name affects consumers' purchasing behavior and decision-making process. In the same way, Keller (2003) considers a brand to be a product that is similar in nature but has features that, in one way or another, distinguish it from other products meant to satisfy the same market need. Given the substantial time and resources invested in branding, the company is within its rights to conduct research on how a brand name affects consumer purchasing behavior and decision-making. Keller (2003) explains that brand equity is a product that has been modified with certain features attached and that, in some manner or another, differs from other products developed to meet the same demand. These differences

need to be realistic and accurate to the brand's product; otherwise, they are more symbolic, emotive, and intangible to the brand's core meaning. It is well known that people face various pressures when making their choices, and a brand name is among the most important.

A brand is likely to be an intangible, ever-living entity stored in the memory of consumers. One facet is more aggressive, and it pertains to the corporations. An effective brand is a design, a picture, or a blend of elements that makes a branded product stand out from others and gives it a degree of long-term, exclusive value. In other words, a brand is a simple, smooth, and consistent representation of the values associated with a particular service or product.

These values are guaranteed to remain unchanged for an extended period of time for both customers and prospective customers. This is also what sets a service or product apart from the available alternatives in the market. Haque et al. (2012) note that for a product to be differentiated from the competition, a business is bound to employ a vivid and distinctive mnemonic or device, symbol, trade, catchphrase or sentence.

2.1.2 Consumer

Consumers are both males and females, as well as all family members who consume economic goods and services. Buying, by definition of Kesharwani, Khanna, and Rajput (2012), is a transaction in which an individual can purchase and pay for any of the goods that are on sale. This individual is also exposed to the advertising and promotional tactics.

2.1.3 Consumer Behavior

Consumer behavior refers to how consumers identify, purchase, use, assess, and dispose of products or services to meet perceived or assumed needs; it occurs at both the individual and organizational levels. Consumer behavior consists of the total mental and physical effort that goes into the decision-making process and then into purchasing and utilizing a product or service (Hoyer, 1984). Consumer behavior addresses the processes and stages involved in decision-making and the actions taken when shopping for an item, whether as an individual or as a group. Additionally, consumer behavior includes the influence of auxiliary social factors, such as family members, friends, and the overall social structure, which can affect these shopping decisions (Keshwarani et al., 2012).

2.2 Theoretical Basis of the Study

2.2.1 Nature of Branding

The essence of the soft drinks business is primarily based on the brand and the relationship between the brand and customer tastes. The given flowchart describes the properties of brands, the ideas surrounding branding, and customer behavior. Branding as a field is not taken nearly as seriously as it deserves in contemporary discourse, and some of the most notable personalities in the field are under immense pressure. Very few individuals really know what branding is or how to formulate the chronology within which it functions. The crisis in the region has led to the spread of conflicting views and a shift in emphasis to matters of no consequence. This paper deals primarily with the definition of the term branding.



Figure 01: Consumer Decision Model

Hoeffler and Keller (2002) described brands' assets and liabilities as "Brand fairness," referring to the value that a business or its customers would attach to a product or service offered by the company. If a manufacturer's name or mark (logo) is likely to change, some or all of the assumed liabilities may be transferred to the new name and logo, although some might be retained. The assets and liabilities that compose logo equity can be grouped into a continuum of five categories (Aaker, 1991, p. 15), depending on the context involved, as follows:

- Brand perception
- Brand value
- Brand reputation
- Brand image
- Proprietary brand equities

In some ways, brand equity is vital to any organization. It is an established fact that the organization that develops a strong brand will be better appreciated and recognized. The organization will be able to secure a competitive position, as evidenced by growth in brand equity. Increased brand equity empowers an organization to attain a competitive standing. The brand's perception of customers, as well as its customer relations, adds value to the product the organization provides.

2.2.2 Brand Loyalty

When a client is deeply committed to a certain brand, it is an indication that they tend to purchase products with that particular company's logo. There is a widespread perception among consumers that an adequate brand provides sufficient usefulness, inventiveness, or a value-packed combination of quality and price. Faith in the consumer, along with this concept, forms the basis of the development of new purchase behaviors.

Customers would initially purchase a logo for trial, and after achieving a certain level of satisfaction, they tend to repeat the purchasing behavior in a brand-specific manner. Brand loyalty is a favorable relationship with a brand that results in continued purchase over a given period. The loyalty of the client base to the brand is often the most important component of brand equity. In cases of indifference to the brand, the purchase decision is primarily driven by features, price, and convenience, and the brand name is not a significant issue; consequently, there is minimal brand equity.

2.2.3 Name awareness

One of the significant factors in choosing a product or service is a recognized brand. The consumer will not usually buy an unknown brand, particularly one that is expensive, such as a television or a mobile phone. Whereas, in the case of food and even beverages, a consumer does not purchase an unknown brand. Most consumers, in this case, rely on a popular brand of carbonated drinks.

2.2.4 Perceived Quality

Every product certainly has its own unique standard. These are the consumer's viewpoint and the product's position. This also leads to the inclusion and exclusion of logos and consideration sets in the final selection. It still provides the most useful benefit of crafting a charge beyond the usual. A perceived brand equity can act as a motivator for the company even in cases when it follows an aggressive pricing strategy and aims to penetrate new markets (Aaker, 1991).

2.2.5 Emotional Branding

Marketing usually begins when an association sketches an object in salient detail and endows it with capabilities greater than those of its counterparts. At this stage, the enterprise possesses what can be considered a unique competence, namely, item specific superior value closer to competitors.

This problem is exacerbated by the absence of enterprise initiatives to create emotional connections with customers through the product. The most effective means to keep the clientele true to the purpose of the non-profit is through an emotional bond with the mark (Marken, 2003). That is the best strategy an organization can consider when customer perception is crucial for both the organization and its stakeholders. Organizations also learn optimally by leaning on their customers and their opinions. An organization must benchmark its product, and this is done with the assistance of its customers at an emotional level, enabling the product to extend beyond an object and, eventually, the brand image in the customer's mind. Make the mark emotionally charged and stake the brand name, which affects customers' dominant control strategy. It is the most appropriate tactic an organization can adopt when customer perception is key to the organization and its stakeholders. A company should also understand that much can be learned by listening to what the customers are saying.

If an organization wants to ensure its product retains an emotional connection with its customers, emotional branding becomes necessary to avoid viewing the product as just an object. Emotional branding also incorporates the psychological aspects of branding, which influence the decision-making process of individual consumers.

2.2.6 Brand Name

A trademark designation can confer significant brand-centric favor because, in some instances, it encapsulates the essence or a vivid correspondence of a proposition most succinctly and elegantly. Brand names can function as remarkably effective forms of communication. Other companies label

a product with a brand name that has little correlation with the product's ancillary aspects but is easily recalled by consumers.

2.2.7 Logos and Symbols

Over the years, the use of symbols and logos has been proven to be a distinguishing feature for all types of businesses. One example is a specially designed pictograph, known as a logo, used to represent a particular legal entity, such as a company, and, in some cases, an individual. A symbol is a form of pictograph that conveys a certain number of messages, and, in this instance, the message that has to be conveyed is probably the most accurate pictographic image of the information that has to be conveyed. There exists a wide variety of logos, some of which are not associated with the company names. Logos and images provide a quick and simple means of accessing a specific good. It is even a greater achievement if, on the other hand, the logo has been permanently etched in graphic association with the brand name and product, as this would aid in brand recall. Some customers know certain symbols, but these customers would hardly be able to connect the symbols with any specific logo or product (Keller, 2008). The time and money spent by firms to advertise logos are enormous because logos are priceless assets. Logos and symbols help improve the position in the minds of customers as well. When customers find a product easy to identify, they are happier if it is presented in a positive light, which is a psychological concept. There is also the case where customers are presented with something simple to understand and are more pleased when it is shown to them favorably. Logos and brand symbols become essential elements in distinguishing businesses when there is little to no variance among competing firms.

2.2.8 Social Class

Within any community, individuals are grouped by characteristics that may not be readily identifiable. Individuals in a society can be categorized into various social classes based on their income, occupation, education, and other relevant factors. Social class depends on a wide range of variables, including income, social background, occupation, and more. One of this group of people will hardly buy a product to taste it. It can be helpful to know a person's social class. Individuals tend to possess different tastes and preferences from others.

2.2.9 Conspicuous Consumption

Individuals can afford and practice conspicuous consumption by using their financial resources to spend on expensive personal attire and to show off to others to fulfil social envy. Typically, within

the upper social class, individuals use various forms of status and social signifiers for their consumption as a means of consumerism. In the case of conspicuous consumption within the upper social class, the individual persona is almost invariably associated with the social class one descends from. In the social class of the uppermost consumers or upper class, it is common to spend and own lavish amounts of money just for the melodramatic shelf display of stacked items for multiple hoards. Such instances include the purchase of ostentatious, chronically lavish cars, countless branded electronics and gadgets just for the thrill of saying one owns them (Solomon, 2006).

2.2.10 Purchase Intention

The customer would be more likely to buy a product when it is associated with their self-identity. In addition, consumers tend to link particular brands to particular advertising campaigns, salient events, or word-of-mouth from peers (Keller, 2008). The desire of a customer to purchase a specific brand is reflected in their willingness to pay for it. A customer may, after viewing a television commercial, become a little curious about the item. A product might appear interesting to a customer, but that does not mean they will make a purchase.

2.3 Facts Influencing Consumer Behavior

Cultural, social, and individual factors dominate consumer behavior (Kotler and Keller, 2006, p. 193).

2.3.1 Culture Factors

Culture has a primary influence on consumer behavior. For marketers aiming at Bangladeshi customers, understanding cultural subtleties is essential. Culture influences an individual's desires, convictions, and actions, which are mostly acquired through familial and significant social institutions during early childhood. It includes collective beliefs, attitudes, preferences, and behaviors that influence consumer decisions.

Subcultures provide more precise identification and impact within the larger cultural context. These include nationality, religion, racial heritage, and geographic location. Subcultures influence unique customer behaviors and preferences, enabling marketers to customize tactics for certain groups (Kotler and Keller, 2006, p. 164).

2.3.2 Personal Factor

Personal characteristics such as age, occupation, life-cycle stage, economic conditions, personality, and self-image influence consumer behavior. These factors affect the selection of a product and a brand. As a young professional or a retiree, the diversity of brands and choices available is determined by income. Preference based on values and lifestyle also contributes to selectivity in different decision-making situations (Kotler and Keller, 2006, p. 170).

2.3.3 Social Factors

In Bangladesh, consumer preferences and demand for carbonated drinks are hugely influenced by social factors. In addition to income and lifestyle, other factors that affect purchasing behavior include reference groups, family relationships, and the roles and statuses people have in society.

Attitudes toward beverage choice can be significantly influenced by a reference group, a group of people or communities that an individual wishes to be part of or to be different from (Kotler and Keller, 2006, p. 167). Youth in urban areas tend to use peer groups, celebrity endorsements, or social circles as references when deciding which carbonated beverage to choose. Family members, close friends, and colleagues are primary groups that dominate everyday consumption decisions. For example, young people and young business professionals tend to drink soft drinks at social events, on recreational trips, and in the family, considering them a sign of relaxation and a new-fangled lifestyle.

- ❖ Primary groups (family members, close friends, and colleagues) dominate in making daily consumption decisions. For example, young adults and young professionals tend to drink soft drinks at social events, recreational activities, and family time, and consider them a symbol of coolness and a new way of life.
- ❖ Secondary groups are less intimate and more formal, though they consist of religious or community groups, work associations, and professional groups (Hawkins, Best, and Coney, 1986, p. 215). Their effects may be more indirect and slower, but they can influence attitudes towards health and cultural acceptance, and moderate drinking, influencing purchasing behavior in the carbonated drink market slowly but surely.

Among the strongest are the social factors within the family itself. It plays a massive role in shaping the brand's preference and the disposition of various generations toward expenditure. Companies can then understand how people spend and their purchasing trends. Although the behavioral

rationalization does not guarantee that everyone will act the same way, it generally determines the need to buy and use specific services and products.

2.4 Buying Decision Process

These fundamental psychological processes are relevant in explaining how consumers make their purchasing decisions.



Figure 02: Consumer Buying Process

2.4.1 Problem Recognition

The first step of any decision-making process is problem recognition. This starts when a consumer understands that something has gone wrong. For example, when a person's watch stops, he or she instantly notices a problem to be solved. The awareness triggers their internal decision-making system to generate a solution. This very need turns out to be the issue that compels them to engage in an elaborate and careful process to make a purchase decision (Elizabeth, Aron, and Judith, 2001, p. 523).

2.4.2 Information Search

Customers at this stage are actively seeking information about products or services that could meet their needs. Should they be unable to recall, or not already in possession of sufficient facts, they will need to waste some time in assembling further particulars before they can make up their minds. People do not search much when making minor, daily, or low-priced purchases. Nevertheless, when making important, high-value purchases, searching and comparing can be time-consuming and even challenging. To achieve this, buyers can use various sources of information, including the mass media, friends, colleagues, casual acquaintances, and other influential people (Bareham, 1995, p. 6).

2.4.3 Evaluation of Alternatives

The third stage in the buying decision process aims to consider all other alternatives. Buyers follow particular decision-making styles, which include a schemed list of manufacturers, a shopping list of stores, a set of evaluation criteria, and a short list of brands to be examined. Several criteria are available to assist in assessing purchasers. First, the buyer perceives the need to be satisfied. Second, the buyer expects value from the product offered as a solution. Third, customers view the product in question as a constellation of attributes with distinct capabilities that provide the benefits needed to satisfy the need (Kotler and Keller, p.183).

2.4.4 Purchase Decision

The customer makes a series of choices during the evaluation stage. The customer is free to select the desired brand. Moreover, when it comes to the exciting purchase intention, the customer may also select up to 5 sub-options for brand, supplier, quantity, timing, and pricing plan. (Kotler and Keller, 2006)

2.4.5 Post Purchase Behavior

Customers can encounter dissonance after purchasing a product when it fails to deliver expectations, when its strengths and weaknesses appear incompatible, or when they begin to think the good reviews were overrated (Kotler and Keller, 2006). Naturally, in this case, individuals are encouraged to seek information that could justify their choice and make them feel they did not make a mistake.

In the view of Peter and Olson (1994), determining the extent of a buyer's satisfaction or dissatisfaction is a fundamental metric to evaluate in a given consumer behavior study. When a

consumer appreciates a product, there is a high probability that they will repurchase it and develop brand loyalty. On the contrary, consumers who are dissatisfied with a product tend to complain, spread negative word of mouth, and avoid the brand. (Peter & Olson, 1994).

2.5 The Influence of Branding on Consumer Buying Decision

Branding builds customer relationships with products and/or services that interest consumers. It plays a stimulating role and aids the storage of brand-related data, such as brand history, brand associations, and brand images (Hoyer, 1984).

A brand ensures that customers associate a product/service with a certain level of quality and value, and as a result, they are incentivized to buy and stay longer with the brand. The authors Pathan and Sharma (2011) argue that many factors determine a buyer's decision, and one of the most elementary and effective is the brand itself. Mariotti (1999) further adds that the branding on the package helps consumers to make quicker and simpler choices in a crowded market. It lowers the cognitive strain in the decision-making process of a purchase. This also helps in lessening the cognitive load associated with purchase decision-making. According to Jesper (2007), consumers tend to prefer branded products and may be willing to pay a higher price for them because they perceive them as offering better quality and more benefits. The substantial brand equity drives brand loyalty and reduces advertising costs.

A brand has several critical functions for a consumer:

- Functions as a product source
- Delegates responsibility to the manufacturer
- Reduces risk
- Decreases search cost
- Serves as a symbol of quality
- Indicates a bargain or commitment with the manufacturer
- Functions as a symbolic device

According to Mariotti (1999), symbolic pricing is mostly practiced by manufacturers to help customers find products that resonate with their dreams and expectations. Consumers do not purchase a functional item brand they actually need; they buy it because it offers social meaning, enhancing their self-image and social standing. To consumers, a brand name that contains a lot of

information about a product is emotionally loaded, conveys sentiments and wisdom, and relates experiences. Customers do not have the time to examine the innumerable products they acquire these days, and thus rely on brands as cognitive shortcuts, making indirect associations with the product. Components of brand equity are determined by product quality and financial return, both of which contribute to trust derived satisfaction.

The relationship with the brand emotionally connects the customer and helps establish a higher and more trustworthy status for the brand. Customer loyalty and trust, along with the brand's image, can form a protective barrier for the company against intense market rivalry. Consumers do not always buy a brand because of its aesthetic qualities and usefulness. The brand has a functional and emotional tape that affects consumer identity and fosters enduring loyalty.

2.6 Overview of Soft Drinks Business in Bangladesh

Bangladesh served a variety of carbonated soft drinks, generating more than 1.73 billion dollars in profit from sales. As the new year of 2030 approaches, the soft drinks market in Bangladesh is predicted to grow in revenue and surpass 2.65 billion dollars. Globally, the soft drink market reached a revenue of 3.51 billion dollars. Many regions around the world are currently seeing an increase in sales due to the demand for a variety of beverage options. 60 percent of the profit is generated from the soft drinks, with the remaining coming from other non-carbonated beverages. 1.57 billion dollars in profit comes from the sale of soft drinks, which reigns supreme. The carbonated soft drinks market is increasing in Bangladesh due to the distribution efforts of local and global companies like Coca-Cola, Pepsi, Akij Food, and Pran-RFL. The market is growing at 8.9 percent year on year. The international market is reporting a sale of 3.51 billion dollars with 2.45 billion liters of soft drinks distributed.

The primary soft drinks market consists of global brands such as Coca-Cola and Pepsi as well as local players like Akij Food and Beverage, Pran-RFL Group, Globe Soft Drinks, and Partex Beverages. In response to the rising demand for low-sugar and more functional drinks, Pepsi and Coca-Cola have also taken appropriate measures to convert their post-energy drinks into healthier alternatives. As of 2023, the worsening Israel-Palestine conflict and the resultant international consumer boycotts have prompted more local sales.

Coca-Cola Bangladesh

As the first carbonated soft drink in undivided Pakistan, Coca-Cola started its operations in the country in 1962. In contrast, in 1971, during the post-independence period in Bangladesh, the country's production unit was taken over by the Freedom Fighter Welfare Trust, leading Coca-Cola to start its operations there as well. Initially, the production capacity was 65 bottles per minute. This figure grew to 250 bottles per minute in 1985 and 500 bottles per minute in 1990.

Today, the Bangladesh operations of Coca-Cola are divided among three companies: Abdul Monem Ltd., International Beverages Private Limited, and Coca-Cola Bangladesh Limited. Nevertheless, the company's market share, which during the previous years was between 42 to 45 percent, is expected to decline and hover between 20 to 25 percent by 2025. This drop in market share is most likely due to boycotts that are associated with geopolitical relationships. The product line offerings include Diet and Zero versions of Coca-Cola in addition to the Classic drinks. The company's distribution remains wide, covering Dhaka, Rajshahi, Khulna, Chittagong, Sylhet, Barisal, and other areas.



Transcom Beverages Ltd (PepsiCo Franchisee)

Transcom Beverages Ltd. began its partnership with PepsiCo in Bangladesh in 1997. With the formation of its bottling plants in Dhaka and Chittagong, it began to grow and dominate the market

with 7UP, Mirinda, Pepsi, Slice, Mountain Dew, and other products. Transcom Beverages also holds the title of the second largest player in their market with 20 to 25 percent of the market share.

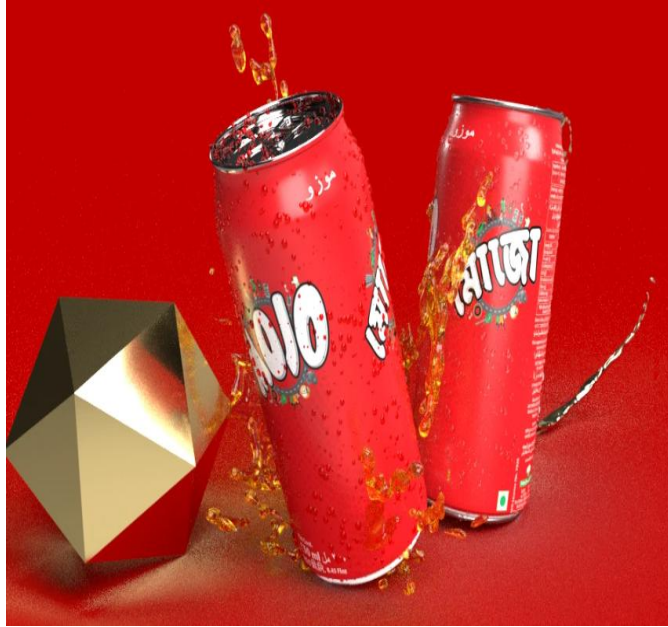
Transcom focuses heavily on providing clients with high-demand products. They also claim that with their advanced distribution tactics and investment in production mechanization, they intend to claim market dominance. Transcom also states that the recent growth of local competitors has sparked some hostility, which is not effectively managed by their distribution techniques.



Akij Food & Beverage Ltd

Established in 2006, Akij Food and Beverage Ltd. has developed quickly to capture an approximate 30 percent market share in the segment by 2025. Its main production site in Dhaka is in Krishnapura, Dhamrai, where multiple types of beverages are manufactured.

Mojo, the main product, has been sold overwhelmingly to the youth through aggressive advertising. It has since gained 40 percent of the market share in the cola segment due to pro-Palestine initiatives. Other drinks include Lemu (with Clemon), Speed, Frutika, and Twing. Akij has also ventured into exports to over 40 countries, particularly in the Middle East and Malaysia.



Pran-RFL Group

Since 2006, Pran-RFL Group has also been involved in soft drinks and has captured a strong foothold in the juices sector with Pran Frooto. As of 2025, the company holds a 10 percent market share in soft drinks and has 3 beverage factories and 16 distribution centers across the country.

Pran Up (lime soda), Pran Maxx Cola, Pran Maxx Lemon, and Pran Maxx Orange are part of the Pran Maxx soft drink line. Pran Lassi (yogurt drink) and Power (energy drink) are also available. The company's assets include a production capacity of 50,000 liters of soft drinks per hour. Additional plans include juice production and the development of better distribution methods, along with the standard approach of continued customer feedback.



Globe Soft Drinks & AST Beverage Ltd.

Globe Soft Drinks Ltd.'s first expansion began in 2005 after its merger with AST Beverage Ltd, and the combined production capacity grew to 130,000 liters. They initially started with a market share of 12 percent in 2025.

Uro Cola, Uro Orange, and Uro Lemon, the company's first carbonated drinks, and then later the line of energy drinks, Royal Tiger and Black Horse, next came Fizz Up, and then later the refreshing juices of Lychena and Mangolee, and finally, its product line was completed with the mineral drinking water, Alma. Globe Soft Drinks Ltd. is well known for its regular marketing and promotions, competitive pricing, and extensive distribution channels.



Partex Beverages Ltd. (Royal Crown)

Partex Beverages Ltd. began operations in Bangladesh as a franchisee of RC Cola in 2005. The company, as of 2025, has a market share of approximately 10 per cent, driven by its targeted marketing to lower-income consumers, which has made it the market leader in terms of low cost.

The company's product portfolio comprises RC Cola, RC Lemon, and others. The company, too, has been enjoying increased market demand as a result of the latest changes in consumer behavior toward so-called local choices.



Market Dynamics and Future Outlook

The carbonated drinks market in Bangladesh is set to remain highly competitive in 2025, and multinational and domestic carbonated drink companies competing in the soft-drinks industry will continue to generate approximately USD 3.4 billion in revenue, with approximately USD 1.6 billion of that revenue going to carbonated products alone. Recent market projections of 2023 have indicated that the PepsiCo brands are projected to have a share of nearly one-third of the carbonated market, Coca-Cola has approximately a quarter, and the remaining share is going to major local players, which include Akij Food Beverage, Pran and Partex, among others, causing a shift towards a more fragmented structure. The sales numbers of Coca-Cola in Bangladesh have fallen by 23 per cent as a result of the boycotts that have been imposed on the company since late 2023 because of the Gaza conflict, and locally produced colas such as the Akij brand of Mojo have gained prominence and increased volumes sold, albeit at the specific brand-level market-share numbers are tentative.

The product mix is changing as demand for low-sugar, sugar-free, and functional beverages increases, and market analyses are currently segmenting low and no sugar carbonates into a separate, growing category alongside regular traditional sodas. Combined with varied consumer tastes, continuous urbanization and growing incomes, these factors indicate that, in the near future, the soft drinks market in Bangladesh will continue to expand, with homegrown local brands increasingly dominating it alongside foreign players.

Company	Year Established	Key Brands	Market Share (%)	Production Capacity	Notable Features
Coca-Cola (CCBL, IBPL, AML)	1962	Coca-Cola, Sprite, Fanta, Diet Coke, Coke Zero	20-25	250-500 bpm	The market leader, although it recently declined due to consumer boycotts, has an expansive bottling and distribution network.
Transcom Beverages Ltd. (PepsiCo)	1997	Pepsi, 7UP, Mirinda, Slice, Mountain Dew, Pepsi Diet, 7UP Light	20-25	Modern plants in Dhaka & Chittagong	Exclusive franchisee of PepsiCo, the second player with a sophisticated infrastructure.
Akij Food & Beverage Ltd.	2006	Mojo (cola), Lemu (lemon-lime), Clemon, Speed (energy drink), Frutika, Twing	30	N/A	Strategic marketing towards young people resulted in rapid growth, and social media campaigns produced highly effective gains in market share. Exporting to 40 countries and beyond.
Pran-RFL Group	2006	Pran Up, Pran Maxx Cola, Pran Frooto, Pran Lassi, Power (energy drink)	10	50,000 liters/hour	Focusing on their strongest assets in juices, expanding carbonated and still beverages with pioneering constructions.

Globe Soft Drinks & AST Beverage Ltd.	2002	Uro Cola, Uro Lemon, Uro Orange, Royal Tiger (energy drink), Fizz Up, Lychena, Black Horse, Alma (mineral water)	12	130,000 liters/hour (combined)	Widely known for their diversity of products in cultivation and innovation in flavor and packaging.
Partex Beverages (RC Cola)	2005	Royal Crown (RC) Cola, RC Lemon	10	N/A	Focus on affordability for lower-income consumers; competitive marketing.

Table 01: Companies Producing Soft Drinks in Bangladesh

(Source: https://www.statista.com/outlook/cmo/non-alcoholic-drinks/soft-drinks/carbonated-soft-drinks/bangladesh?srsltid=AfmBOoqV11WvxoRjrZ1r0ZI58Q1ZGeLsXUo-TvwEO4_yRrvEVlbL1pwa)

CHAPTER III: RESEARCH METHODOLOGY

3.1 Introduction to Research Framework and Analytical Model

The systematic and structured research design for the proposed study, which aims to establish the role of branding in consumer purchasing behavior in the soft drinks (CSD) sector in Bangladesh, will be guided by the principles of marketing research (Churchill and Brown, 2004). The following steps are included in the methodology: problem formulation, choice of the research design, sampling, data collection, data analysis, and reporting. The study design makes the research study sound, stable, and valid, and enables it to provide the best explanation of the dynamics of the branding effect on purchasing behavior within Bangladesh's dynamic, FMCG-oriented market.

The paper identifies the variables that form the brand-consumer relationship, which includes brand awareness, brand loyalty, perceived product quality, emotional, social, and perceived product value, and consumer demographics as moderating variables (Kotler and Keller, 2021). The survey of under-year will be conducted in the summer of 2025, providing the actual data on the problem during a specific period of time and season, which will reflect the consumption patterns and the dynamics of the brand under the conditions of socio-political changes, such as consumer boycotts and the rise of local brands (Arman, 2025; Rakib, 2022).

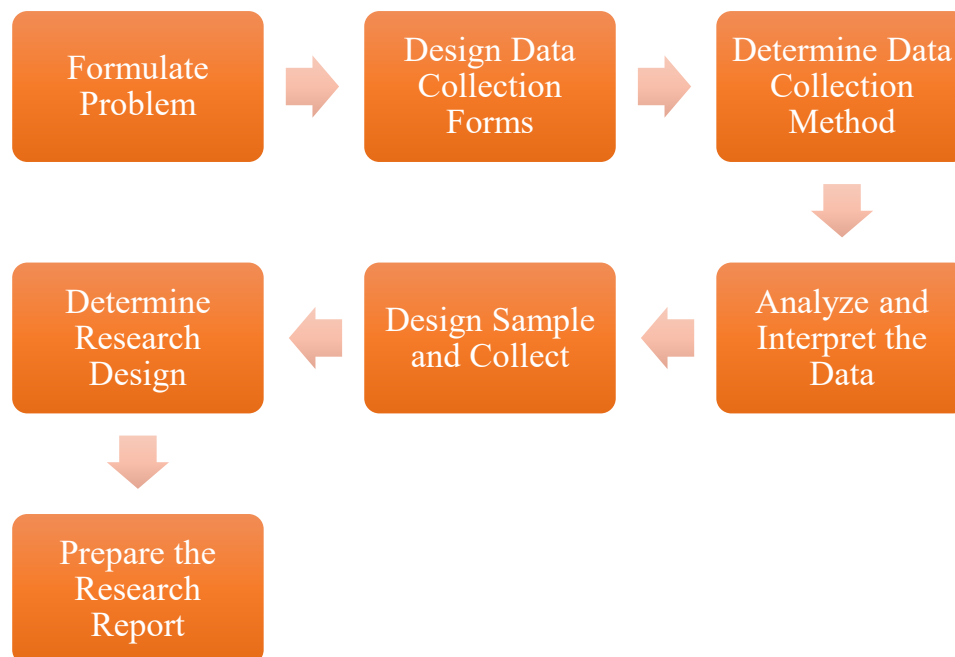


Figure 03: Stages in Research Process

3.2 Research Design

The research design for this study has an exploratory component and a descriptive design to understand how branding influences consumers' purchasing behaviors in the soft drink industry in Bangladesh (Kothari, 2022) and to provide depth to the findings.

The descriptive component is a methodical way to collect customers' perceptions and preferences, as well as how branding elements affect their purchasing decisions. The exploratory factor helps determine the underlying attitudes and potential demographic variations that have not been exhaustively interrogated in the past body of literature.

The structured questionnaire was used to gather the information, and the theories were developed from current studies published in the branding and consumer behavior literatures (Fahim, 2024; Khan, 2024). Using a snapshot of the data is acceptable as a cross-sectional approach, although, as stated earlier, it has limitations and potential biases. However, carbonated beverage consumption is high in Bangladesh, and some guidance on the strategy and academic investigation would be helpful.

Key variables include:

- **Independent:** Brand awareness, brand loyalty, perceived quality, emotional/social value, perceived product value.
- **Dependent variable:** Buyer decision when buying carbonated beverages.
- **Moderating variables:** Age, Gender, and Income.

3.3 Population and Sample Size

The consumers of carbonated drinks in Bangladesh are the urban residents, and the consumers of these drinks in the country are mainly in the city of Dhaka and the other metropolitan areas, which is a good market since they have a high concentration of access and are well connected to the product and channels of distribution (Kulsum, 2024). Young people, particularly youth and young adults influenced by heavy marketing efforts from multinational companies and domestic industry leaders (Mojo, Akij), comprise the main consumer segment of this beverage category (Rakib, 2022). The target market will consist of both genders across various income groups to ensure a wide range of consumer attitudes is captured.

The 100 respondents were chosen due to time and resource constraints, the exploratory nature of the study, and because they fit the bachelor-level research and would not have been sufficient to determine statistically significant trends (Kothari, 2022). The sample is demographically balanced, with approximately 78 percent males and 22 percent females, which is feasible, given the recruitment dynamics during data collection at the university and other organizations.

It was most concentrated among the 18 to 54-year-old age group, with younger consumers being more sensitive to the market in the soft drinks segment and more likely to be brand-dependent (Arman, 2025). In urban Bangladesh, the socioeconomic status is classified as less than BDT 5,000 and over BDT 25,000 (Fahim, 2024). This stratification of demographics is also representative and can be analyzed to determine the impact of subgroups on branding perceptions and purchase behavior.

3.4 Sampling Technique

The research sample was collected through an online survey. The questionnaire in the study was easy to understand, direct, and organized. The online survey was conducted during the high-demand summer period to analyze consumer behavior in a high-demand environment with potential supply constraints. The online platform enabled the research to collect primary data on consumers' preferences and purchasing behavior in Bangladesh, including what they want in carbonated soft drinks.

The sample consisted of 100 respondents from different demographic backgrounds in the city of Dhaka, selected in numbers by gender, age, and income, to represent the target market. This strategy was used to ensure the survey obtained timely, relevant, and representative information despite time and resource limitations. The online survey method was selected because it is convenient and reaches a greater variety of participants.

Classification	Number of Samples
Male	78
Female	22
Total	100

Table 02: Gender Distribution of the Survey

3.5 Data Collection Process

The objective of the research is to determine how branding influences consumer purchasing behavior in the Bangladesh soft drinks market. To achieve this, primary and secondary data were used within the mixed-methods data collection strategy.

The structured survey is conducted on an online platform and used to collect data. The online questionnaire will be simple and easy to access for a considerable portion of the population. The survey will be conducted in the summer to assess the threat of supply chain disruption, as this is the period when consumers purchase the most drinks.

3.5.1 Primary Data

Primary data were collected via a self-administered, structured questionnaire based on validated measures of brand awareness, brand loyalty, perceived quality, emotional branding, and purchase behavior (Keller et al., 2022). It can therefore be used to test the survey before use, as well as to ensure there are no ambiguities or difficulties in understanding.

The questionnaire was split into four parts: demographics, brand awareness and brand loyalty, consumer perceptions and preferences, and brand trust and satisfaction. To elicit subtle attitudes and behaviors, both binary (Yes/No) and Likert-scale items were employed. Personal and online surveys were conducted among 100 voluntary respondents aged 18 years and older who regularly consume carbonated beverages (Priasa, 2024).

3.5.2 Secondary Data

The secondary data were obtained from scholarly articles, government reports, industry market analysis, and reliable newspapers to provide a historical and theoretical background. Market trend data from recent reports on items such as the rising presence of local brands, such as Akij; declining market share for Coca-Cola due to geopolitical boycotts; and increased demand for low-sugar drinks were used as source material (Arman, 2025).

These secondary sources allowed for checking the results of the primary data and provided deeper interpretation, placing the study's findings in the context of broader market dynamics.

3.6 Ethical Considerations and Limitations

The ethical considerations were related to the online survey. The study was voluntary, and all respondents were aware of its purpose before any questions. No sensitive data was collected, and the respondents were assured that the information they provided would not be linked to them and would not be disclosed.

However, the study has several limitations that should be acknowledged:

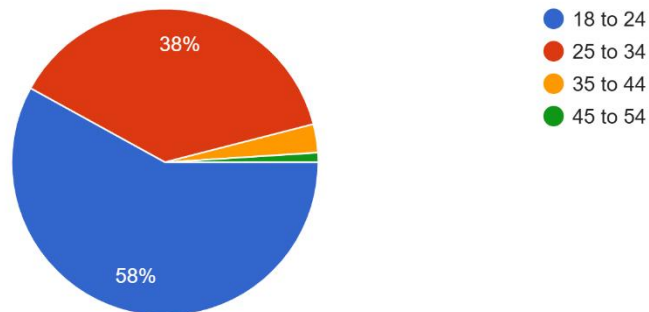
- The sample consisted of 100 online respondents, which is not sufficient to make the findings generalizable, particularly to rural or less digitally advanced communities. The seasonal bias can be introduced into the results because soft drink consumption may be higher than usual during the summer.
- The survey relied on self-reported information, which may be affected by recall errors or by respondents' tendency to give socially desirable answers.
- The study also used secondary data from external sources, and the validity of these inputs depends on the accuracy and timeliness of those sources, even though they were carefully reviewed.

CHAPTER IV: RESEARCH FINDINGS

Demographic Questions

What is your age?

100 responses

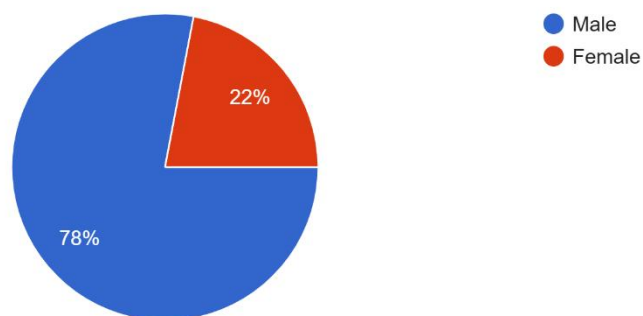


In this pie chart, four age categories are used to classify respondents, yielding a total sample of 100 individuals. The graphics indicate the direction of the survey on younger or older consumers by showing the relative sizes of the slices representing each age. Since the study focuses on youth and young adults, the chart shows a conspicuous presence of the 18-24 demographic, as the data were collected at universities and in urban areas. This is important because age is a key moderating variable in branding effects, as young consumers may be more sensitive to advertising, social media, and fashionable brands.

The literature review on conspicuous consumption, social class, and emotional branding is based on age distribution. The targets of aggressive campaigns by international players and domestic competitors are younger consumers in Bangladesh; thus, the visual confirmation of age segmentation explains why branding strategies are eager to focus on the younger generation. Moreover, the declining proportions of older age groups show that the youthful market remains dominant in the soft drink market, and the brand image and packaging can influence buying behavior.

What is your gender?

100 responses



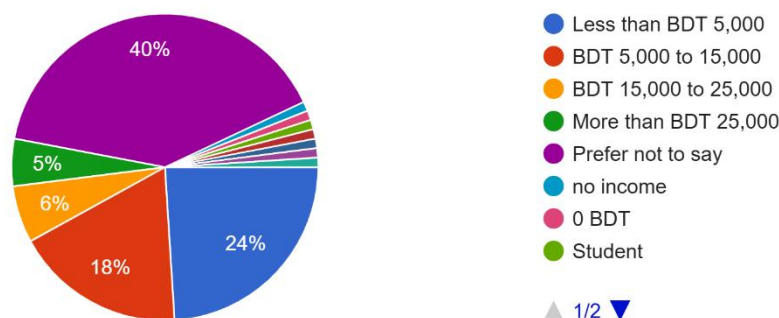
This pie chart shows the proportions of males and females who participated in the survey. The chart indicates that the 78 male & 22 female participants represent the 100 participants surveyed. Therefore, the study has a high proportion of males, even though an equal number of males & females was initially intended.

The implication of this dispensation is that much future research on brand recognition, price sensitivity, and emotional attachment is driven by male perceptions rather than by female ones. Consequently, the pie chart is not a simple descriptive demographic graph; it is also a warning sign of the interpretation of the results in terms of generalizability. For example, any clear signal of allegiance to cola brands or a desire to pay higher prices for trusted brands may be interpreted because most respondents are male consumers.

The significance of gender in branding literature is that men and women may differ in risk-taking, price sensitivity, and responsiveness to emotional or symbolic appeals. The chart thus helps the reader determine whether the sample provides sufficient support for female consumers who may judge packaging, health cues, and emotional cues differently. If marketers adopt these findings, they should keep in mind that they are based on a gender pie chart, which may imply that the underlying patterns are stronger and suggest that there are more male patterns in the urban soft drink market of Dhaka.

What is your monthly income range?

100 responses



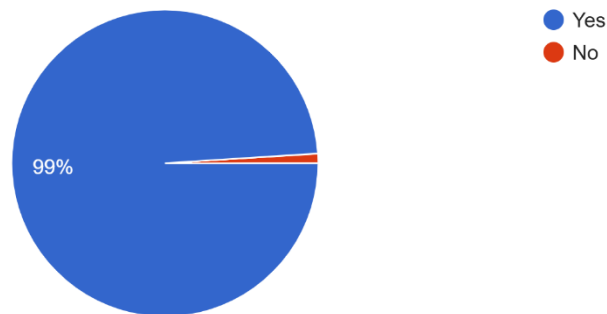
This pie chart divides respondents according to income. Since the overall response count is 100, each slice is a direct ratio of the percentage portion that the said income group makes up of the sample. The figure graphically shows that the survey predominantly includes students and low-income youngsters, or that it is inclusive of a large middle-income and high-income group.

Income is a vital background variable for understanding subsequent answers regarding price sensitivity, willingness to pay more for trusted brands, and responses to discounts. For example, when lower-income groups take up a larger share of the market, high acceptance of the idea that price is an essential factor can be motivated not only by attitudes towards value but also by financial constraints. On the other hand, when the pie chart shows a significant share of people with higher income, loyalty, and a willingness to pay a premium, it may be related to financial capacity and symbolic consumption.

Different brands in Bangladesh's beverage market are positioned to appeal to various income groups. RC Cola, Mojo, and other local beverages are positioned to appeal to budget-conscious consumers, while international brands and energy drinks may be priced higher. This pie chart explains which segment is actually reflected in the analysis and, therefore, whose purchasing reality is being described. The income pie chart is required by the marketer and the report reader to determine whether the findings are more applicable to mass-market, low-budget positioning strategies or to more aspirational, lifestyle-oriented strategies.

I recognize the brand names of carbonated drinks available in Bangladesh.

100 responses



This is a simple distribution chart showing whether respondents are aware of the brand names of carbonated drinks in the country. The question is an opening to brand awareness, a significant element of brand equity as addressed in the literature review. A big Yes slice would indicate that major brands, such as Coca-Cola, Pepsi, Mojo, Clemon, Pran Up, etc. have achieved top-of-mind awareness among consumers.

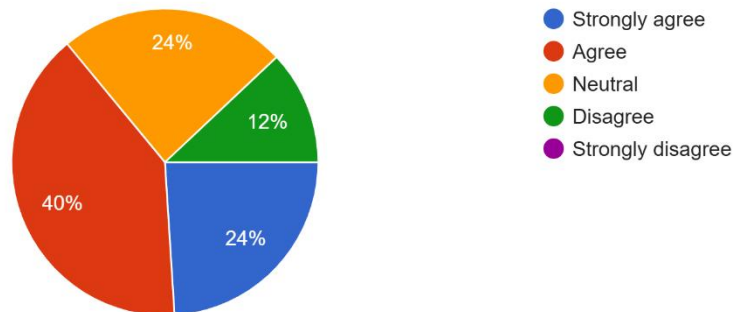
All subsequent questions on loyalty, emotional attachment, and perceived quality require high recognition as a precondition. When virtually all the respondents choose “Yes”, it shows that the market is overloaded with brand communication, and consumers can easily recognize the key players at the point of sale. This supports the report's argument that branding activities and advertising expenditures in the Bangladeshi soft drink industry are high. If the pie showed a “No”, it would imply white space, allowing less well-known or emerging brands to increase awareness.

Essentially, this pie chart informs the reader about the relevance of additional analysis of brand preference. The differences in purchasing behavior for a product well known to consumers (high recognition) are less about consumers not knowing which brand they want and more about the perceived quality, price, and emotional value of each brand. Therefore, the results of the chart support the research thesis that it is product branding, rather than simply whether a product is available, that will drive consumers' choices when selecting products within an FMCG category.

Segment 1: Brand Awareness and Loyalty

1. I often buy the same soft drink brand every time I purchase a beverage.

100 responses



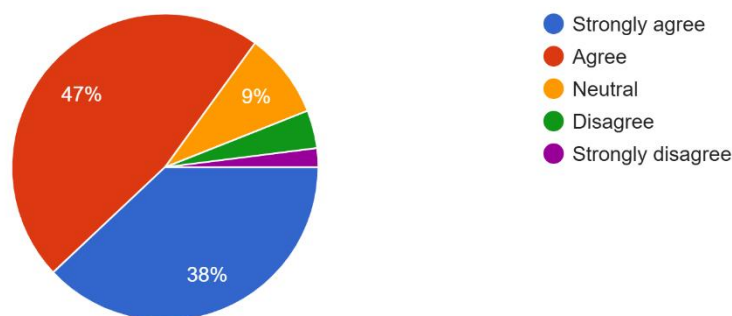
This pie chart shows the number of respondents who agree with the statement that they frequently purchase the same brand. The answers are recorded on a Likert scale, and the pie slices show the percentage of respondents in each category. The chart depicts the behavioral loyalty model as repeated purchase of the same brand, not attitudinal liking. When the pie is composed primarily of agree and strongly agree responses, it can be inferred that consumers have a high repeat-purchase rate for their favorite brand of carbonated beverage. This would reinforce what the literature says about strong brands: that strong brands lower search costs and become defaults in low-involvement categories, such as soft drinks.

The pie chart shows the frequency with which respondents purchase the same brand of soft drink when they buy any beverage, based on a poll of 100 respondents. The results show that 24 percent strongly agree and 40 percent agree, indicating that almost two-thirds (excluding those who do not buy soft drinks) will be inclined to use a favorite brand. In the meantime, 24 percent are not very opinionated but relatively neutral, and 12 percent express disagreement, indicating they change brands frequently. None of the respondents chose Strongly Disagree, suggesting that brand switching is not a significant trend in this population.

These findings indicate that urban customers in Dhaka remain mostly loyal to the brand and that the majority of clients return to the same brand, either out of habit or preference. However, a significant proportion of individuals are apathetic or disobedient, indicating that promotions, taste, and availability also influence the decision to buy products, along with brand loyalty.

2. I choose a well-known carbonated drink brand over an unfamiliar one.

100 responses



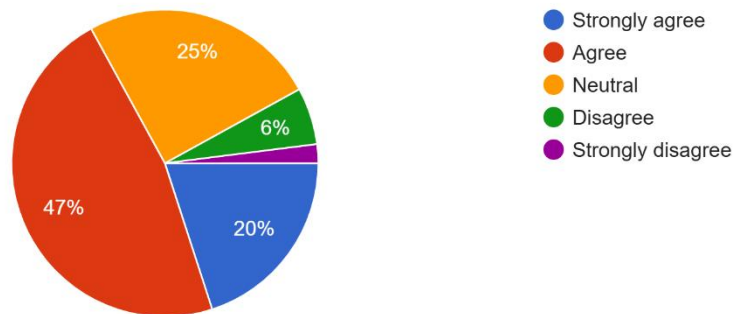
This pie chart is based on the brand's familiarity as a decision rule, rather than unfamiliarity. It once again employs Likert scale response categories, and the slices indicate the percentage of respondents who prefer familiar brands to unfamiliar ones. The chart shows the direct relationship between name awareness and reduced perceived risk, a relationship that has received a lot of attention in the theoretical literature.

An overwhelming agreement or strong agreement trend would imply that brand recognition is an influential heuristic for Bangladeshi customers. In such cases, the chart indicates that shoppers use logos and names they are familiar with to avoid the perceived risk of unfamiliar drinks. This aligns with the idea that brands are indeed a guarantee of quality and that less mental effort is required to consider numerous options. It further explains why these large players are willing to spend heavily on advertising and visibility. Once you have created awareness, familiarity itself is an added competitive advantage. If the pie chart shows a significant reduction in the disagree group, it suggests that not all respondents like well-known brands and are willing to consider new or local brands. In the local case of Mojo, Uro Cola, or RC Cola, this is the key to market share gaining that multinationals enjoy as incumbents. A more optimal pie would show that brand names play an important role; however, other factors in the choices, such as flavor, cost, or health considerations, are also critical.

By doing so, this chart turns an abstract concept of brand awareness into a tangible behavioral disposition: whether recognition per se can swing the balance when the consumer is presented with a variety of carbonated beverages in stores.

3. I am willing to pay more for a carbonated drink from a brand I trust.

100 responses



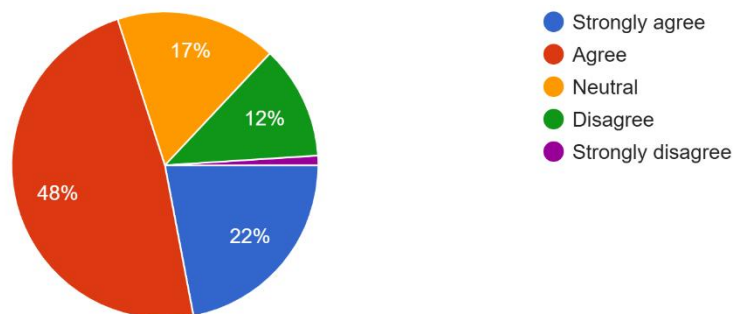
In this pie chart, the level of trust in a brand is represented by the extent to which consumers consider it a reason to pay a higher premium for a carbonated beverage. Among the 100 respondents, 47 percent said they would like to pay more for the beverages of the brands they trust, and 20 percent strongly agreed. This implies that over two-thirds of the respondent's value brand reliability, indicating that there are genuine power brands in this market.

Meanwhile, 25 percent are neutral, suggesting that a considerable number of consumers are situational or otherwise. The percentage who does not agree is only 6, and the percentage who strongly disagree is even lower, as only a small percentage of people do not believe they should pay more because they trust it. In general, the pie chart shows the relevance of brand trust in shaping consumer preferences when prices are involved. Reliable brands can charge higher prices because competitors cannot easily copy them.

In general, this chart connects the emotional and cognitive trust with the actual economic behavior: paying more money. It also clarifies why certain brands invest in quality consistency and corporate image, as this may lead to price agility and enhance profitability, particularly with consumers who place great value on trust.

4. Brands with high recognition offer better quality.

100 responses



This pie chart shows how consumers perceive the relationship between a brand's product recognition and quality in the carbonated beverage market. Only 22 percent strongly agree, and 48 percent agree that highly visible or highly reputable brands have beverages of higher quality than those with low visibility. This demonstrates that popularity and recognition are powerful indicators of quality for most respondents, which aligns with one of the theories of branding fast-moving consumer goods. In the meantime, 17 percent of the participants are neutral and do not identify recognition with quality, but 12 percent disagree and say they base quality on other factors, such as taste or ingredients, rather than fame alone.

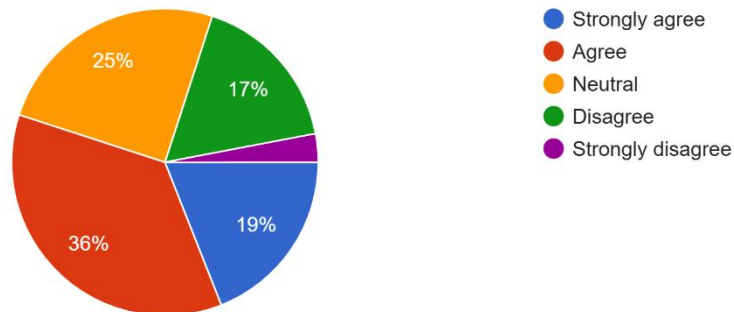
Based on pie chart data, consumers who strongly agree on brand recognition and quality tend to use brand familiarity and recognition as their primary sources for determining product quality. The amplification effect favors disproportionately well-known brands like Coca-Cola and Pepsi, as well as local competitors with distinct visual identities that are prominently visible in the media and shopping worlds. New and small entrants are also disadvantaged in the market; a lack of brand recognition and familiarity with consumers leads them to be automatically perceived as lower quality, posing a massive barrier to market penetration.

Overall, this pie chart can give the reader an idea of whether the assumption that fame equals quality is a prevailing view among the sample. When firmly held, that belief explains the reason why recognition construction is so vital in the Bangladeshi soft drink market and why advertising serves as a quality signal on top of the informational one.

Segment 2: Consumer Perceptions and Preferences

5. I buy my favorite soft drink because I like its brand, not its packaging.

100 responses



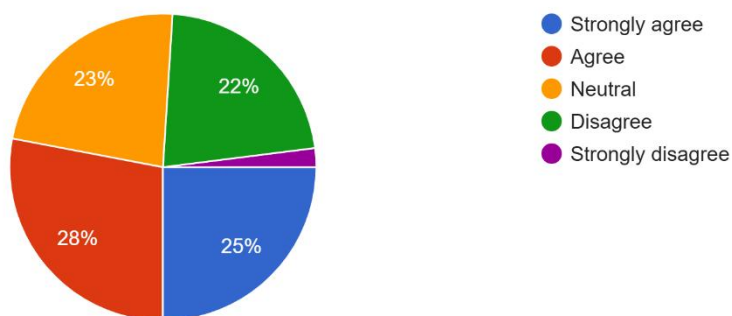
The chart examines whether the brand is a greater contributor to customer preference than the packaging style. The slices indicate the number of people who believe brand identity is the basis for their buying decisions. This is consistent with the studies conducted on the correlation between brand image and packaging cues in their effects on consumer purchasing decisions.

High agreement would suggest that, once consumers have internalized the brand image, logo, and associations, packaging is a secondary factor. In that case, the brand story and the experience that comes with it are the force, not the superficial look, which implies that packaging redesigns may have a minimal impact on the loyal customer base. But it does not mean that packaging is irrelevant, as it assists with shelf visibility and first-time trial, particularly for new customers. When a large number of respondents are neutral or disagree, the pie chart implies that packaging and, by implication, color, shape, size, and graphic design are an ingredient of the value proposition. This concurs with secondary data in the report on the effect of packaging on consumer psychology, which shows that visual options can capture attention and convey freshness, fun, or healthiness.

In general, the chart will help determine whether loyalty lies primarily in the abstract brand or in the physical presentation. It has immediate implications: when brand name is king, marketing budgets are free to focus on brand communication; when packaging remains a very important factor, investments in design and in-store visibility become no less important.

6. I would choose carbonated drinks that are advertised as 'low sugar' or 'sugar-free'.

100 responses



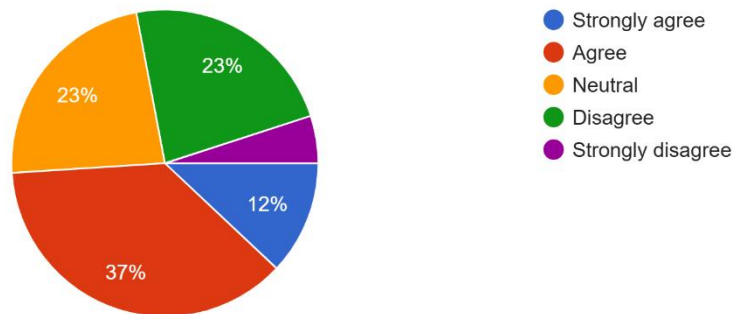
This pie chart defines health-oriented preferences by asking whether individuals would choose low-sugar or sugar-free products. The slices depict the percentage of the respondents who are likely to select such drinks depending on the assertion. This is connected to the market overview, which shows increasing demand for formal beverages in Bangladesh.

The pie chart indicates consumer preferences for low-sugar carbonated drinks. Out of 100 respondents, 25 percent of them strongly agree, and 28 percent of them also agree that they would make healthier choices. It means that over half of the urban population in Dhaka is growing and increasingly consuming low-sugar beverages, indicating they are becoming more health-conscious. 23 percent are neutral; they may be willing to listen to both regular and low-sugar drinks. Only 22 percent disagree, which means that health-conscious options do not actually influence their purchasing decisions, and other aspects of buying, such as taste or brand loyalty, may take over. This indicates that more Bangladeshi consumers are sensitive to health messages in drink marketing; however, a significant number still use traditional soft drinks despite sugar-related concerns.

Anyway, this chart is essential for assessing the extent to which consumers in Bangladesh have followed the trend in the world of health-consciousness. This helps companies decide whether to invest heavily in reformulations and light versions, while still sticking to traditional recipes and moderating their communication.

7. I feel emotionally attached to my favorite soft drink brand.

100 responses



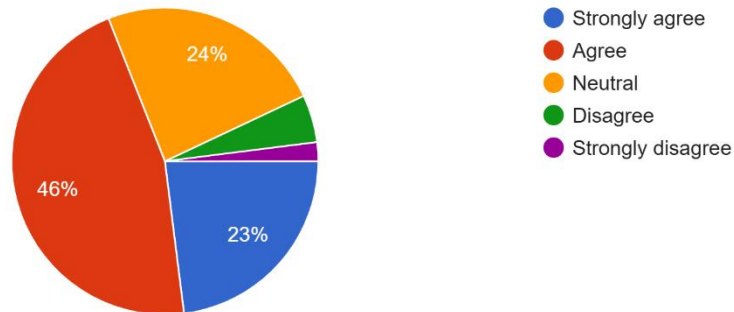
The pie chart directly addresses emotional branding by quantifying the emotional connection people have with their favorite brand. The slices indicate the level of agreement and, hence, the prevalence of such attachment in the sample. Emotional attachment is more than satisfaction; it is also the process of making the brand part of oneself, memory, and social life.

These powerful agreement slices would accommodate theories that consumers can connect with brands as they do with people, and that they will experience pride, nostalgia, or comfort when using a specific beverage. This is especially true in youth-oriented marketing, where music, sports, and social causes (e.g., pro-Palestine messaging) are used by brands like Mojo or energy drinks to generate emotional appeal. Emotional attachment is also used to justify why some consumers remain loyal to their competitors despite price changes or counter promotions. When the chart shows no agreement with a large number of neutral or disagree responses, emotional branding may not shine through. Consumers can prefer the taste and price but not an emotional attachment, which means an integrative relationship with the brands.

This pie chart thus serves as the core for evaluating whether the emotional branding practices in Bangladesh have managed to transform soft drink brands into relationship-like symbolic objects, or whether functional and economical behavior remains the driving force.

8. The price of a carbonated drink plays a key role in my decision-making.

100 responses



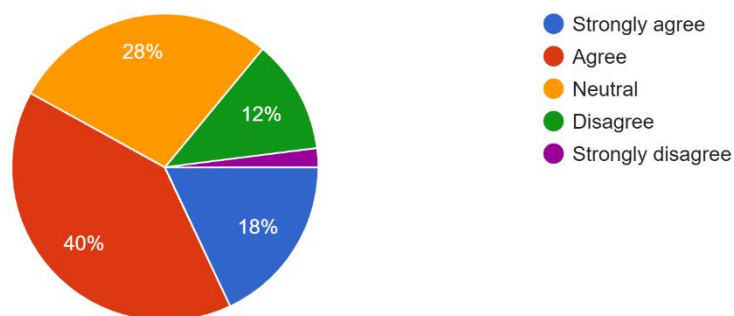
This chart shows the importance of price in purchase decisions. Respondents indicate the extent to which they agree with the statement that price is a significant factor, and the pie slices show the distribution of agreement across levels. The issue of price sensitivity is particularly pertinent in a developing country context, where there are numerous lower- and middle-income consumers.

The above pie chart illustrates the extent to which price is an essential factor for consumers when purchasing a carbonated beverage. Of the 100 participants surveyed, 23 percent strongly agree, and 46 percent agree that price is an important factor they consider when making buying decisions, totaling almost 70 percent of respondents. The majority attributes this to a market where prices are very significant when consumers are likely to compare prices before making a purchase. Meanwhile, 24 percent are neutral; they may be considering price and other factors, such as taste or brand. The percentage of respondents who disagree or strongly disagree is only 5, indicating that very few individuals pay little attention to price as a determinant. The graph shows that in the urban market of Dhaka, there is high price sensitivity to carbonated drinks, and most consumers shift their decisions in response to price changes. This understanding can be helpful to beverage brands, as they may need to balance competitive and perceived prices to retain and attract customers.

In general, this pie chart would help connect respondents' income profiles with their actual decision criteria and would allow interpretation of subsequent questions on remaining loyal in the face of discounts and paying more to do business with trusted brands.

9. I buy my favorite soft drink brand even when other brands are on discount.

100 responses



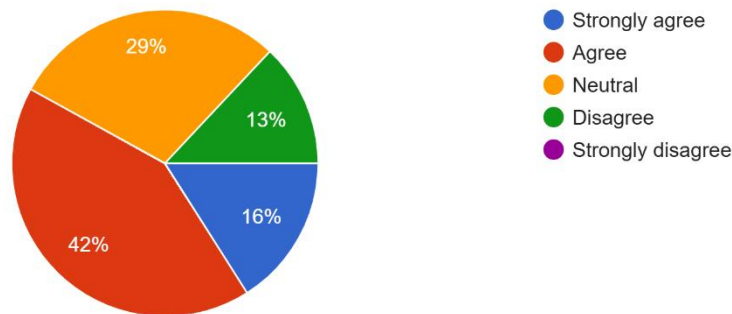
This pie chart challenges the loyalty strength to avoid promotional temptations. It depicts the number of respondents who concur with the statement that they will remain loyal to their brand of choice even when rivals are on discount. It is a more rigorous loyalty test than simply repeating purchases under normal circumstances.

This pie chart shows the brand loyalty levels despite price incentives from competing brands. Even when there was an alternative brand of soft drink offering a discount, 18 percent of 100 respondents strongly agreed and 40 percent agreed that they would still purchase the brand of soft drink they like. This implies a high percentage of consumers in the urban market of Dhaka who are highly emotional or habitual in their preference for their brand over short-lived price promotions. In the meantime, 28 percent of consumers are neutral, meaning they can be influenced by discounts or may not be firmly attached to a brand. The number of those who disagree stands at only 12 percent, and there are hardly any strongly disagreeing respondents, suggesting that only a tiny percentage will switch brands solely because of a promotion. On the whole, the chart shows that price promotion is a vital factor; however, strong brand loyalty is a stabilizing element for well-established beverage brands, and they attract customers even during periods of fierce price-cutting promotions by competitors.

This pie chart, in other words, measures the extent to which brand choice remains stable in the face of short-term financial incentives, enabling the marketer to determine whether to compete more on loyalty-building or on tactical promotion.

10. Advertising from other brands does not influence me to change my preference.

100 responses



This chart expounds on the argument against competitive advertising. The respondents concur that advertising other brands makes no difference in their choice, and the pie chart illustrates the proportions of responses. This denotes that the preferences are entrenched regardless of the additional media exposure.

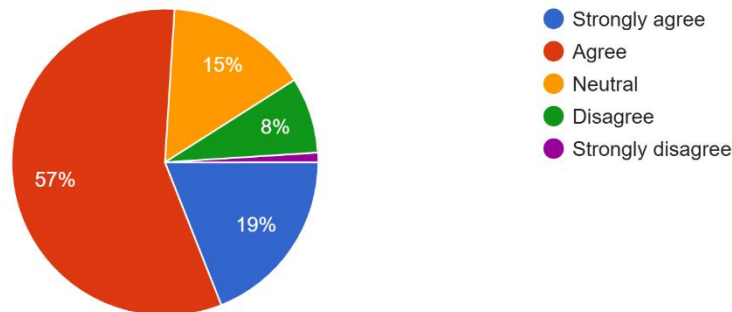
A high level of agreement would indicate that once the consumer has formed a favorite brand, he or she will filter the conflicting messages and will stick to his or her decision. This is a high-inertia market, and new entrants or competitors can hardly win customers solely by advertising; it might involve trial promotions or product innovation. It is also an indicator of a strong brand relationship, in which individuals are so convinced that they resist competitors' persuasion efforts. Considerable indifference or opposition means that advertising campaigns can continue to change the preferences. In such a case, value-based, emotionally expressive, or creative advertising can persuade consumers to give other brands a chance, especially when it is offered alongside a price cut or a new flavor.

The pie chart thus gives an idea of the general level of advertising effectiveness potential in this category: the soft drinks market is comparatively volatile and message-responsive, or comparatively more attached to long-established brands.

Segment 3: Brand Trust and Satisfaction

11. The carbonated drink brand I purchase most often meets my expectations.

100 responses



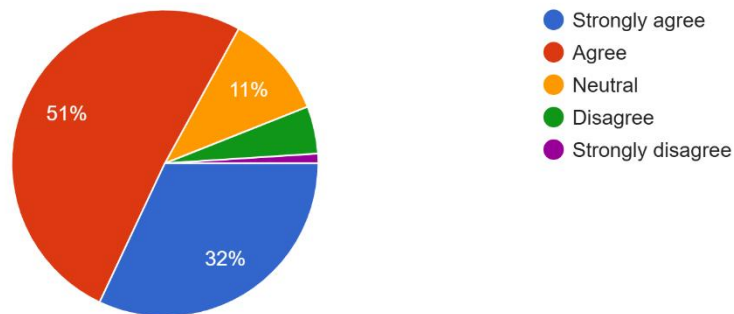
In this pie chart, the perceived performance is compared with expectations. The respondents will be asked to rate their agreement with the statement that the brand they buy most often meets their expectations for taste, quality, and experience. The satisfaction and subsequent loyalty are directly related to expectation fulfillment.

This pie chart shows the level of satisfaction among consumers of the brands of carbonated drinks they regularly purchase. Among 100 respondents in an urban population, 19 percent strongly agree, and 57 percent agree that their regular brand meets their expectations for taste, quality, and experience. This 76 percent indicates that they are delighted, that the preferred brands are consistently supplying what consumers want, and that this has helped build brand loyalty in a competitive market. Also, 15 percent are not decisive; they may be considering trying something different or may not firmly maintain their current decision. Only 8 percent of them disagree or strongly disagree, indicating that there are rare negative experiences with their regular brand. All in all, the findings confirm that in the carbonated drink market in Dhaka, satisfaction and meeting expectations are paramount for maintaining repeat buying. Established brands have the advantage of meeting consumer expectations, whereas new entrants may need to offer clear benefits to attract loyal customers.

On the whole, this chart connects product performance with brand equity, indicating whether the daily experience of consuming the product aligns with the one promised through branding and advertising.

12. I trust a soft drink brand that always maintains good quality.

100 responses



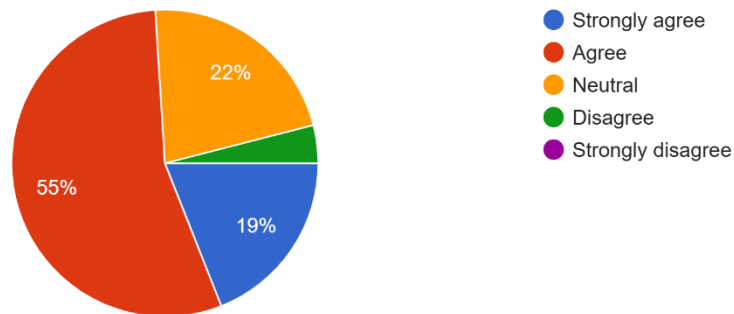
In this pie chart, the correlation between the constant quality and trust is highlighted. The respondents indicate whether they trust the brands to maintain their quality on all occasions, and the pie slices show the level of confidence. The trust is essential, as it reduces perceived risk and stimulates the intention to repurchase in FMCG markets.

There would be high agreement, as people would trust high-quality, reliable products, as it is a universal motivator. It shows that consumers associate stability in taste, safety, and experience with trust. For producers, it is more important that quality control be performed across batches and locations, since a single negative experience can undermine trust. In cases of considerable neutrality or inconsistency, it can also be interpreted that quality consistency is not highly valued by all respondents or that other factors are involved in the development of trust, including brand image or social influence. However, given the nature of the statement, this component is likely minor.

As the chart shows, quality is not only an operational issue but also a branding opportunity: high, sustained standards contribute to the trust that underpins loyalty and readiness to pay.

13. I feel a sense of loyalty to a brand after having positive experiences with its products.

100 responses



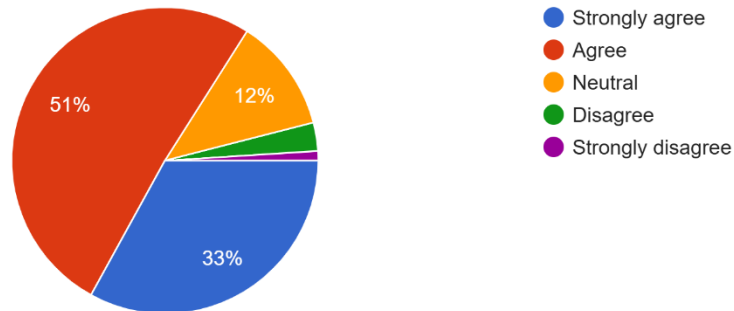
In this pie chart, experience is connected to forming loyalty. It shows the number of respondents who believe that positive experiences lead to a sense of loyalty toward a brand. This is a typical satisfaction-loyalty channel in consumer behavior theory.

When most of the slices are consistent, it proves that good taste, service, or availability is not an isolated incident but builds into a psychological connection. This helps justify the fact that marketers must target not only to attract new customers, but also to create interactions at any stage that reinforce satisfaction. It also explains why sampling and trial campaigns can be a potent factor. Neutral or disagreeing answers indicate that not all consumers readily convert satisfaction into loyalty, because they perceive soft drinks as low-involvement, easy-to-replace products. Happiness, even in this case, may not have a chance to counter a switch in the event of promotions or new frontiers.

Overall, the pie chart visually demonstrates the direction in which the sample should act according to the theory and positive experiences generate loyalty, especially in such a competitive, brand-related category.

14. I am more likely to repurchase a carbonated drink brand that I have had positive experiences with.

100 responses



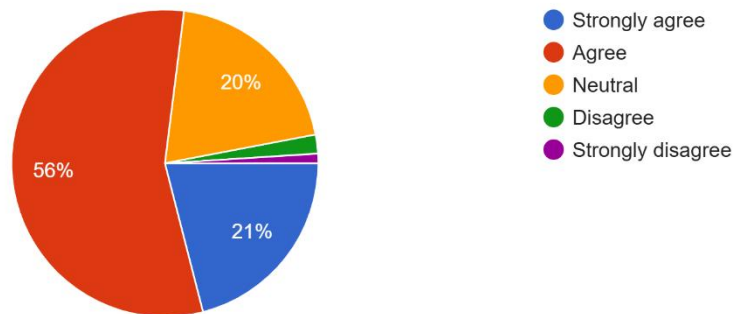
This chart captures rather behavior-oriented facts. It questions whether positive experiences, in fact, raise the likelihood of repurchase, and pie slices indicate that respondents agree with the question. It also operationalizes loyalty as future behavior rather than just a feeling.

This pie chart shows the extent to which past positive experiences increase the likelihood that consumers will repurchase the same brand of carbonated drinks. In the Dhaka urban market, 33 percent strongly agree, and the majority, 51 percent, agree that they would repurchase the brand if they had a good experience with it in the first place, among 100 respondents. This unanimous consent demonstrates the significance of satisfaction and consistency in building brand loyalty; most consumers will revert to brands that have consistently met expectations, whether in terms of taste, quality, or pleasure. Only 12 percent are neutral, and the rest are willing to try new brands or are less influenced by past experiences. Only 4 percent of respondents either disagree or they strongly disagree, indicating that negative experience or indifference is not common in this sample. Generally, the chart shows that emotional and practical experiences with a product lead to long-term consumer relationships, making repeat purchase behavior a significant factor in the success of carbonated beverage brands in Bangladesh.

The pie chart will clarify that a positive experience is enough to motivate a repeat purchase, and whether marketers also need to take into account real-world factors, e.g., price promotions and wide distribution, to translate satisfaction into actual loyalty behavior.

15. I am satisfied with the carbonated drinks I regularly buy.

100 responses



This pie chart provides a general indication of respondents' satisfaction with their regular soft drink choice. It provides an overview of consumer satisfaction with the brands they already use. It is a world measure that serves as the basis for several previous loyalty, repurchase, and trust charts.

High agreement indicates that, generally, the market is doing well at satisfying consumer needs in terms of taste, availability, price, and experience. This means it cannot be easy to make consumers dissatisfied, which may act as a barrier to new brands trying to get people to switch. New entrants must have a distinct advantage that is clearly superior to the existing routine in high-satisfaction environments. Lower levels of satisfaction, or a high proportion of neutrality and disagreement, indicate that the existing offerings are not as good as they could be. This may be associated with issues such as sugar content, flavor range, price, or brand image. To marketers, these gaps are opportunities for innovation, reformulation, or repositioning.

Altogether, this pie chart indicates the end state of brand-consumer relationships in the Bangladeshi carbonated beverage market. It helps the reader distinguish whether loyalty and trust are built on a satisfactory experience or whether subliminal frustration could be the source of future changes in brand preference.

**CHAPTER V:
RECOMMENDATIONS &
CONCLUSION**

Recommendations

- **Increase Emotional Brand Response:** The research concluded that younger consumers attach strong emotions to the brands of drinks they consider part of their self-brand. These demographics drive market expansion, and the market is susceptible to branding that appeals to their values and aspirations. Invest in storytelling, music festivals, sports sponsorships, and social causes that appeal to the youth culture, which makes brands a symbol of lifestyle, more likely to gain deep and enduring loyalty rather than a transactional relationship.
- **Design and market healthy product versions:** According to the survey, there was strong demand for low-sugar and sugar-free products, reflecting the new health consciousness. The consumer inclination toward more nutritious options that do not compromise taste is on the rise, giving organizations a competitive edge when they respond to this trend. The creation of well-marketed, low-sugar or naturally sweetened beverages with clear ingredient labeling and health-focused marketing will help tap into this emerging space and establish brand value.
- **Enforce Quality Consistency:** The results indicate that perceived quality and trust are essential determinants of brand loyalty and readiness to pay a high price. Inconsistent product quality results in loss of consumer trust, decreased repurchase intention, and diminished brand equity, especially in markets where expectations are rising. Extensive quality control, consistency of production operations, as well as monitoring of the supply chain in such a way that every product is of the desired standards and expectations of consumers, which strengthens trust and justifies the high prices of the brand.
- **Introduce Strategic Segmented Pricing:** Price proved to be one of the main factors in decision-making, particularly among lower-income populations; however, recognized brands can be priced higher. One-size-fits-all pricing strategy drives away price-sensitive customers and underestimates brand equity in high-end segments. Alternate between low-end and premium pricing strategies: single-serve products are priced low to reach low-income consumers, while multipacks or specialized products are priced high to target high-income consumers and get as many markets as possible.

- **Tap into Local Identity and Cultural Resonance:** The study found that local brands could take a healthy share of the market through nationalistic appeal and cultural connection, particularly during geopolitical boycotts. More and more, Bangladeshi customers prefer products that express their identity and values, giving local participants an advantage. In general, global brands should tailor their brand messages to local youth and the community by supporting local charitable causes or engaging the community in some way. Local brands, however, are more likely to develop deeper bonds of allegiance with consumers by emphasizing Bangladeshi heritage, community involvement, and social responsibility, compared to international brands.

Conclusion

The inquiry into branding and its role in consumers' purchasing of carbonated soft drinks in the Bangladeshi market indicates that branding may take various forms and is an essential tool in shaping market dynamics, consumer attitudes, and the intensity of competition. Brand loyalty is shown by the high repeat buying consumers exhibit when there is a competitive alternative. The consumer has an emotional connection to the product because they have experienced a long period in which it has provided them with a positive experience; therefore, they will continue to repurchase it. This fidelity is more so among younger age groups who have been raised in a world where aggressive marketing and social media influence are an accepted part of their lives, and hence are more susceptible to internalizing beverage brands as part of their personal and social self, a phenomenon that can be exploited by savvy marketers with targeted lifestyle branding and cultural appeal.

A well-recognized brand has pricing power; therefore, it can command a higher price for its products than a similar product from a less well-known competitor. However, this association is tempered by the high price elasticity in lower-income demographics, which leads industry players not to ignore the purchasing power of an economy still developing and whose purchase behavior is primarily driven by the value-to-money factor. Empirically, the study provides confirmation of branding theories in a developing country setting, offers a methodological guide for future studies, and points to the richness of the fields of digital marketing effectiveness, health communication influence, and cross-cultural branding comparisons. For industry policymakers, the findings highlight the need to encourage local entrepreneurship without compromising quality standards

that safeguard consumers' interests in a booming industry. The study is also valuable for consumers, as it shows how branding has changed their decision-making process and made them more aware in a market full of marketing messages, empowering them to make wiser choices.

In conclusion, for many consumers, especially those purchasing products in low-involvement categories (such as soft drinks), branding is much more than just a marketing tool. Branding shapes how consumers view value and make decisions about the products they buy regularly, and it creates the basis for lasting relationships between consumers and the products that enhance their daily lives.

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Appendix-A

Demographic Questions

1. What is your age?
 - a. 18 to 24
 - b. 25 to 34
 - c. 35 to 44
 - d. 45 to 54
2. What is your gender?
 1. Male
 2. Female
3. What is your monthly income range?
 - a. Less than BDT 5,000
 - b. BDT 5,000 to 15,000
 - c. BDT 15,000 to 25,000
 - d. More than BDT 25,000
 - e. Prefer not to say
 - f. Other:

I recognize the brand names of carbonated drinks available in Bangladesh.

- a. Yes
- b. No

Segment 1: Brand Awareness and Loyalty

1. I often buy the same soft drink brand every time I purchase a beverage.
2. I choose a well-known carbonated drink brand over an unfamiliar one.
3. I am willing to pay more for a carbonated drink from a brand I trust.
4. Brands with high recognition offer better quality.

Segment 2: Consumer Perceptions and Preferences

5. I buy my favorite soft drink because I like its brand, not its packaging.
6. I would choose carbonated drinks that are advertised as 'low sugar' or 'sugar-free'.
7. I feel emotionally attached to my favorite soft drink brand.
8. The price of a carbonated drink plays a key role in my decision-making.
9. I buy my favorite soft drink brand even when other brands are on discount.
10. Advertising from other brands does not influence me to change my preference.

Segment 3: Brand Trust and Satisfaction

11. The carbonated drink brand I purchase most often meets my expectations.
12. I trust a soft drink brand that always maintains good quality.
13. I feel a sense of loyalty to a brand after having positive experiences with its products.
14. I am more likely to repurchase a carbonated drink brand that I have had positive experiences with.
15. I am satisfied with the carbonated drinks I regularly buy.