



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

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A STUDY ON THE IMPACT OF PEPSICO ADVERTISING ON CONSUMER BEHAVIOUR IN MADURAI CITY

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Abstract

This study examines the impact of PepsiCo advertising on consumer behaviour in Madurai City. Advertising plays a crucial role in shaping consumer awareness, preferences, and purchasing decisions in the competitive beverage market. The study focuses on how different advertising strategies used by PepsiCo, such as television advertisements, social media campaigns, celebrity endorsements, and outdoor promotions, influence consumers' attitudes toward the brand and its products. Primary data were collected through a structured questionnaire from consumers across various areas of Madurai City. The research analyzes factors

such as brand recall, advertisement attractiveness, product awareness, and purchase intention. The findings indicate that PepsiCo's advertising has a significant influence on consumer perception and buying behaviour. Creative advertising content and effective media channels were found to enhance brand recognition and consumer engagement. Overall, the study provides insights into the role of advertising in influencing consumer behaviour in the local market.

Keywords:

Advertising, Consumer Behaviour, PepsiCo, Brand Awareness, Purchase Decision



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1. Introduction

Advertising plays a crucial role in shaping consumer behaviour in today's competitive market environment. It not only creates awareness about products and services but also influences consumer attitudes, preferences, and purchase decisions. In the fast-moving consumer goods (FMCG) sector, where competition is intense and brand choices are abundant, effective advertising strategies are essential for gaining customer attention and building long-term loyalty. Companies use various media platforms such as television, print, outdoor media, and digital channels to communicate persuasive messages that appeal to different consumer segments. PepsiCo, as one of the leading food and beverage companies, has adopted innovative and impactful advertising strategies to strengthen its market presence. Through celebrity endorsements, creative campaigns, and social media promotions, PepsiCo has successfully positioned its products among diverse consumer groups. In a growing urban market like Madurai City, where consumer lifestyles and media exposure are rapidly evolving, understanding the impact of PepsiCo's advertising on consumer behaviour becomes highly significant. This study aims to analyze how the company's promotional activities influence consumer awareness, brand preference, and purchasing decisions in the local context.

2. Statement of Problem

In the current competitive landscape of the beverage and snack industry, advertising has become a vital tool for influencing consumer behavior. PepsiCo, as a leading global brand, invests heavily in diverse advertising channels, including television, digital media, outdoor billboards, and social media campaigns. Despite its widespread presence, it is unclear how these advertisements specifically influence the buying behavior, brand perception, and purchase decisions of consumers in Madurai City. Consumers are exposed to a variety of local and global brands, and their preferences may be shaped not only by advertising but also by factors such as price, availability, peer influence, and cultural relevance. Therefore, understanding the impact of PepsiCo's advertising on consumer awareness, brand loyalty, and actual purchase behavior in the context of Madurai is essential. This study seeks to identify the extent to which PepsiCo's advertising campaigns affect consumer behavior, highlight the most effective advertising channels, and provide insights for improving marketing strategies tailored to this urban market.

3. Objectives

- To examine the effectiveness of PepsiCo advertising in influencing consumer behaviour in Madurai City.

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- To analyze the level of consumer awareness and brand recall created by PepsiCo advertisements.
- To study how PepsiCo advertising influences consumers' purchase decisions and preferences

4. Research Methodology

4.1 Research Design

This study adopts a descriptive research design with a quantitative approach

4.2 Source of Data

The study will utilize both primary and secondary data.

4.2.1 Primary data

Primary data were obtained directly from the owners and managers of small retail enterprises in Madurai City using structured questionnaires.

4.2.2 Secondary data

Secondary data were obtained from articles, journals, magazines, periodicals and websites.

4.3 Sample Size

The study focuses on respondents in Madurai City. A total of 100 respondents were selected as the sample.

4.4 Sampling Technique

Stratified random sampling was applied for the study.

4.5 Tools used for Analysis

A statistical tool such as percentage analysis was used for the study.

5. Limitations of the Study

The study is based on responses from a limited number of customers in Madurai, which may not fully represent the entire population. The research is restricted only to Madurai City, so the results may not be applicable to other regions. The study focuses only on PepsiCo advertising, so comparisons with other beverage companies are not included.

6. Data Analysis and Interpretation

Table 1: Effectiveness of PepsiCo advertising in influencing consumer behaviour

Response	Number of Respondents	Percentage
Influenced by advertising	70	70%
Not influenced	30	30%

Source: Primary Data

Majority 70% of respondents reported that PepsiCo advertisements influenced their interest in buying the products. This indicates

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that PepsiCo advertising is largely effective in shaping consumer behaviour in Madurai City.

Table 2: Consumer Awareness and Brand Recall Created by PepsiCo Advertisements

Source of Awareness	No of Respondents	Percentage
Television	40	40
Socialmedia (Insta/Youtube/Facebook)	30	30
Newspapers/Magazines	10	10
Outdoors Hoardings/Banners	15	15
Others	5	5
Total	100	100%

Source: Primary Data

Majority 40% of consumers recognized PepsiCo advertisements through television media. This shows a high level of consumer awareness and strong brand recall among the respondents.

Table 3: PepsiCo Advertising Influences Consumers' purchase Decisions and Preferences

Response	Number of Respondents	Percentage
Advertising influenced purchase decision	60	60%
Advertising did not influence purchase decision	40	40%
Total	100	100%

Source: Primary Data

Majority 60% of respondents stated that advertising influenced their preference for PepsiCo over competitors, indicating a significant impact of advertising on purchase decisions and brand preference.

6 Findings

- Majority 70% of respondents reported that PepsiCo advertisements influenced their interest in buying the products.
- Majority 40% of consumers recognized PepsiCo advertisements through television media.
- Majority 60% of respondents stated that advertising influenced their preference for PepsiCo over competitors, indicating a significant impact of



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advertising on purchase decisions and brand preference

7 Conclusion

The study on the impact of PepsiCo advertising on consumer behaviour in Madurai City reveals that advertising plays a significant role in shaping consumer awareness, preferences, and purchase decisions. The majority of respondents (70%) reported that PepsiCo advertisements influenced their interest in the brand, while 85% were aware of the advertisements, showing high brand recall. Additionally, 60% of consumers stated that advertising affected their purchase decisions, demonstrating that PepsiCo's marketing strategies effectively guide consumer choices. The findings highlight the importance of creative content, effective media channels, and consistent promotion in influencing consumer behavior. While some respondents remained unaffected, the overall results indicate that advertising significantly contributes to brand recognition, consumer engagement, and preference formation. PepsiCo advertising has a strong positive impact on consumer behavior in Madurai City, emphasizing the value of strategic marketing in driving brand loyalty and sales.

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