INTERNSHIP REPORT

On

Consumer Perception and Behavioral Insights in the Beverage Sector: An Empirical Study of Transcom Beverages Ltd. (TBL)

Supervised by:

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Session: 2022-2023

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LETTER OF TRANSMITTAL

29th June, 2025

Abu Obida Rahid
Lecturer
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Subject: Submission of the Internship Report

Dear Sir,

With due respect and great pleasure, I am submitting my internship report on "Consumer Perception and Behavioral Insights in the Beverage Sector: An Empirical Study of Transcom Beverage Ltd. (TBL)" This internship report marks a significant milestone in my academic journey as it is my first formal research paper in a professional setting.

This report has been prepared under your esteemed supervision, and I sincerely acknowledge your continuous guidance, support, and valuable insights throughout the process. Your constructive feedback and encouragement have been instrumental in completing this report successfully. I will be happy to clarify any queries regarding this report at your convenience.

Thank you very much for your kind supervision and cooperation.

Sincerely Yours,
Torikul Islam Mohammed Hasan
ID No: 22307005
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DECLARATION OF STUDENT

It’s Torikul Islam Mohammed Hasan, hereby declare that the internship report titled **"Consumer Perception and Behavioral Insights in the Beverage Sector: An Empirical Study of Transcom Beverage Ltd. (TBL)"** has been prepared as part of my MBA internship program. This internship was conducted at Transcom Beverages Limited (TBL).

Furthermore, I affirm that all the information and data presented in this report are original and have been collected and analyzed by me with the utmost integrity and accuracy. I have adhered to ethical guidelines throughout the research process, ensuring that all data sources are credible. The preparation of this report has been a valuable experience, enhancing my practical understanding of theoretical concepts. I have made every effort to reflect the operational aspects of the soft drinks industry and consumer behavior, aligning them with my academic knowledge.

I am sincerely grateful for the opportunity to prepare this report and for the guidance provided throughout. I hope this report meets the desired expectations and contributes positively to the field. I acknowledge the support and guidance provided by my supervisor, Abu Obida Rahid, Lecturer, Department of Marketing, Comilla University; which are instrumental in the completion of this study.

Sincerely Yours,

…………………

Torikul Islam Mohammed Hasan
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SUPERVISOR'S DECLARATION

This is to certify that the internship report titled **"Consumer Perception and Behavioral Insights in the Beverage Sector: An Empirical Study of Transcom Beverages Ltd. (TBL)"**, submitted by Torikul Islam Mohammed Hasan, ID: 22307005, Session: 2022-23, has been completed as a requirement for the Masters of Business Administration (MBA) degree under the Department of Marketing, Faculty of Business Studies, Comilla University.

I confirm that this report is an original work conducted under my supervision and has not been submitted elsewhere in any form. Torikul Islam Mohammed Hasan has demonstrated dedication, sincerity, and hard work throughout the internship period and in preparing this report. I wish Torikul Islam Mohammed Hasan continued success in all future academic and professional endeavors.

………………………...
Abu Obida Rahid
Lecturer
Department of Marketing
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ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere gratitude to the Almighty Allah for granting me the strength, patience, and ability to successfully complete this internship report titled **"Consumer Perception and Behavioral Insights in the Beverage Sector: An Empirical Study of Transcom Beverages Ltd. (TBL)"**

I am deeply grateful to my internship supervisor, **Abu Obida Rahid**, Lecturer, Department of Marketing, Comilla University, for her continuous guidance, constructive feedback, and unwavering support throughout this journey. Her invaluable insights and encouragement have played a crucial role in shaping this report.

I would also like to extend my heartfelt appreciation to **A. K. M Zahid Uddin**, HR Manager of Transcom Beverages Limited (TBL), for providing me with the opportunity to complete my internship at such a prestigious organization. His leadership and vision have greatly inspired me during this period.

A special thanks to **Arun Joy Das**, Senior Area Sales Manager (TBL), and **Minhajur Rahman**, Senior Sales Executive (TCL)), for their immense cooperation and assistance throughout my internship. Their support in providing necessary information, guidance, and real-world exposure to HR and administrative operations has been incredibly valuable.

Furthermore, I am thankful to all the employees of Transcom Consumer Limited (TCL) and Also Transcom Beverages Limited (TBL), Beverage Unit who extended their kindness and cooperation, making my internship experience truly enriching. Their willingness to share industry knowledge and insights has broadened my understanding of consumer behavior and the dynamics of the soft drinks industry.

Finally, I am grateful to my family, friends, and well-wishers for their encouragement, patience, and unwavering belief in my abilities. Their moral support has been a source of motivation throughout this internship journey.

EXPERIENCE CERTIFICATE

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May 31, 2025 Ref: TBL/Intern/2025/04

To Whom It May Concern

This is to certify that Torikul Islam Hasan (ID: 22307005), a student of the Department of Marketing at Comilla University, has successfully completed a three month program in the Sales Department of Transcom Beverage Ltd. His Program period from March 1, 2025 to May 31, 2025, Under the Supervision of Arun Joy Das, Senior Area Sales Manager, Chattogram Outer.

During his internship, Mr. Hasan exhibited a high level of sincerity, integrity, punctuality, and dedication to his responsibilities. He demonstrated strong interpersonal skills and a keen understanding of business processes, contributing significantly to various valuable assignments. His ability to adapt to different tasks, work efficiently in a team, and maintain a positive and enthusiastic attitude made him a valuable part of our team.

We sincerely appreciate his efforts and wish him continued success in all his future endeavors.

For Transcom Beverages Limited

A. K. M. Zahid Uddin
Human Resources Manager

CC : Personal File

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EXECUTIVE SUMMARY

This internship report explores consumer perception and behavioral insights in the beverage industry of Bangladesh, with a particular focus on Transcom Beverage Ltd. (TBL), the authorized bottler and distributor of PepsiCo products including Pepsi, 7Up, Mirinda, Slice, and Mountain Dew.

During my internship at TBL, I was involved in various sales and marketing activities that allowed me to observe customer interactions, brand positioning strategies, and promotional campaigns. This hands-on experience provided valuable insights into how TBL engages with its target audience and adapts its marketing mix to meet changing consumer preferences.

To conduct the research, a quantitative approach was used by distributing structured questionnaires to 204 respondents across Dhaka and Chattogram. The collected data were analyzed using descriptive statistics and correlation techniques to identify significant patterns and relationships between consumer preferences and their purchase decisions.

Findings reveal that factors like taste, price, and brand loyalty are among the most influential in shaping consumer behavior. Additionally, packaging design and promotional offers also play an important role in attracting and retaining customers. Health-conscious consumers are increasingly seeking low-sugar or healthier alternatives, signaling a shift in preferences that beverage companies need to adapt to.

The study concludes with practical recommendations for TBL to strengthen its market position by enhancing product innovation, improving customer engagement, and aligning promotional strategies with evolving consumer needs. These insights can help TBL improve customer satisfaction and ensure long-term brand loyalty in the highly competitive beverage industry of Bangladesh.

Keywords: Consumer Behavior, Consumer Perception, Product Visibility, Brand Loyalty, Purchase Decision, Product Quality, Pricing Strategy, Packaging Influence, Buying Behavior.

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CHAPTER 01:

INTRODUCTION

1.1 Background of the Study

The term "soft drink" encompasses a wide range of non-alcoholic beverages that exclude drinks like hot tea, coffee, milk, or alcoholic beverages. Typically, soft drinks include carbonated beverages such as colas, sparkling water, iced tea, lemonade, squash, and fruit punch. These beverages are often sweetened with sugar or low-calorie substitutes, catering to diverse consumer preferences across various demographic segments. Soft drinks are globally popular, driven by their ability to refresh, energize, and satisfy consumer cravings.

The history of soft drinks is closely intertwined with advancements in bottling and packaging technology. Early innovations focused on retaining carbonation, which is crucial for the appeal of these beverages. Notably, in 1892, William Painter patented the "Crown Cork Bottle Seal," revolutionizing the bottling industry by providing a reliable method to preserve carbonation. Over time, the soft drinks industry expanded rapidly, driven by technological advancements, strategic marketing, and evolving consumer lifestyles.

In Bangladesh, the soft drinks industry has grown significantly since its introduction post-independence. Initially dominated by a few players, the industry began to flourish in the late 1980s2000s, influenced by globalization and changing consumer habits. The 1990s and early marked a period of rapid growth as foreign brands entered the market, intensifying competition. By 2000, over 12 foreign companies were actively operating in Bangladesh, leveraging global marketing strategies to establish strong brand presences.

Transcom Beverages Limited (TBL), as the sole official bottler of Pepsi, 7UP, and Mirinda in Bangladesh, plays a pivotal role in the country’s soft drinks industry. TBL operates three state-of-the- art bottling plants in Dhaka, Comilla, and Chattogram, ensuring nationwide availability of its products. Licensed by PepsiCo Franchisee, TBL combines global expertise with local insights to maintain its market leadership amidst increasing competition and shifting consumer demands.

1.2 Research Gap

Although several studies have been conducted on consumer behavior in the fast-moving consumer goods (FMCG) sector in Bangladesh, limited research specifically focuses on the beverage industry, particularly in the context of international brands operating locally, such as Transcom Beverage Ltd. (TBL). Most existing literature emphasizes general purchase behavior or brand preference but lacks a deep exploration of how perception-related factors—such as taste, health awareness, pricing, and marketing strategies—uniquely influence consumer decisions in the soft drink segment. This study aims to bridge that gap by providing empirical insights into consumer perception and behavioral trends, helping TBL and similar companies make data-driven marketing decisions in a rapidly evolving market landscape.

1.3 Problem Statement

The soft drinks market in Bangladesh is witnessing significant transformations, driven by evolving consumer preferences, health awareness, and market competition. While carbonated beverages remain popular, the rising demand for healthier alternatives, such as low-calorie drinks and natural beverages, poses a challenge for traditional soft drink manufacturer.

Despite its position as the official bottler of renowned brands like Pepsi, 7UP, and Mirinda, Transcom Beverages Limited (TBL) faces growing competition from both local and international players offering a diverse range of beverage options. Understanding consumer attitudes is critical for TBL to navigate these challenges and sustain its competitive advantage.

This study addresses the need to explore the factors influencing consumer attitudes toward soft drinks, particularly TBL's products. It aims to uncover insights into how attributes like taste, price, health benefits, and promotional strategies impact purchasing decisions, helping TBL align its offerings with consumer expectations.

In today's highly competitive beverage market in Bangladesh, understanding consumer perception and behavior has become more important than ever. With many local and international brands competing for market share, companies like Transcom Beverage Ltd. (TBL), the official bottler of PepsiCo products, must constantly adapt to changing consumer preferences, health trends, and marketing expectations. However, there is still a lack of in-depth knowledge about what truly influences consumer choices when it comes to soft drinks—such as taste, price, brand loyalty, packaging, and promotions.

Many businesses rely on traditional marketing strategies without fully understanding the behavioral patterns and perceptions of their target customers. As a result, they may struggle to retain loyal customers, create strong brand engagement, or introduce successful new products. This creates a need for a detailed study that explores the key psychological and emotional factors behind consumer decisions in the beverage sector.

In the highly dynamic and competitive beverage industry of Bangladesh, understanding consumer perception and behavior has become more important than ever. With increased access to global brands, changing lifestyles, rising health awareness, and greater marketing exposure, today's consumers are more informed and selective in their purchase decisions. For companies like Transcom Beverage Ltd. (TBL), the authorized bottler and distributor of PepsiCo products in Bangladesh, meeting the expectations of diverse consumer segments has become a major challenge.

Although TBL has a strong market presence with popular brands such as Pepsi, 7Up, Mirinda, and Slice, the company operates in an environment where consumer preferences are constantly evolving. Consumers no longer make decisions based on taste alone; they also consider factors such as product quality, price affordability, brand image, promotional offers, packaging appeal, availability, and increasingly, health and environmental concerns. In this context, traditional marketing approaches may no longer be sufficient to drive customer loyalty and long-term business growth.

This lack of detailed, local, and brand-specific consumer insight creates a challenge for companies like TBL in designing targeted marketing strategies, product innovations, and customer retention programs. Without a deep understanding of the drivers behind consumer choices, companies risk misalignment between their offerings and market needs. Therefore, this study aims to fill that gap by conducting an empirical investigation into consumer perception and behavioral insights specific to TBL's beverage products, providing actionable recommendations to enhance customer satisfaction, improve brand positioning, and ensure sustainable market growth.

1.4 Research Objectives

1.4.1 Broad Objective

To evaluate and analyze consumer attitudes toward soft drinks in Bangladesh, with a specific focus on Transcom Consumer Limited's flagship products.

1.4.2 Specific Objectives

It has some specific objectives also. Those are:

1. To identify the key factors shaping consumer behavioral insights toward soft drinks in Bangladesh.
2. To assess consumer perceptions of TBL's soft drink brands (Pepsi, 7UP, and Mirinda) in terms of quality, price, and branding.
3. To evaluate the effectiveness of TBL's marketing and promotional strategies in influencing consumer behavior.
4. To provide actionable recommendations TBL to improve consumer satisfaction and strengthen its market position.

1.5 Research Questions

The research question of this study are as follows:

1. What factors influence consumer perception and behavioral insights toward soft drinks in Bangladesh?
2. How do consumers perceive TBL's products compared to competing brands?
3. What role do marketing, branding, and promotional strategies play in shaping consumer preferences?
4. How can TBL enhance its product offerings and align with consumer expectations to improve its market position?

1.6 Scope of the Study

The study focuses on understanding the attitudes and preferences of Bangladeshi consumers toward soft drinks, with particular emphasis on TBL's products, including Pepsi, 7UP, and Mirinda. It investigates various factors that influence consumer behavior, such as product quality, pricing, availability, promotional strategies, and health awareness.

The research encompasses both primary and secondary data. Primary data will be collected through surveys and interviews targeting a diverse group of consumers across urban areas like Dhaka and Chattogram. This ensures the inclusion of varied perspectives on soft drink consumption. Secondary data will be sourced from industry reports, journals, and market analyses to provide a comprehensive understanding of the soft drinks sector in Bangladesh.

The geographical scope is limited to Bangladesh, with specific focus areas being Dhaka and Chattogram, where TBL's products have a significant presence. While the study primarily examines carbonated beverages, it also acknowledges the growing demand for healthier alternatives and their implications for TBL's market strategies.

This research is intended to benefit TBL by providing insights into consumer attitudes, helping the company design targeted marketing strategies and optimize its product portfolio. Additionally, the findings may contribute to the broader understanding of consumer behavior in Bangladesh's beverage industry, offering valuable lessons for other stakeholders.

CHAPTER 02:

LITERATURE REVIEW

2.1 Introduction

Understanding consumer perception and behavior has become increasingly vital in the highly competitive beverage industry. As consumer preferences evolve, companies must continuously adapt to meet changing expectations and demands. The beverage sector, particularly in emerging markets like Bangladesh, has witnessed significant shifts in consumption patterns driven by factors such as brand image, pricing strategies, health awareness, advertising, and cultural influences. The literature review aims to explore previous research and theoretical frameworks related to consumer perception and purchase behavior, with a specific focus on the beverage industry. By examining existing studies and models, this section provides a foundation for analyzing how consumer attitudes, motivations, and external stimuli influence their buying decisions. Additionally, the review sheds light on the behavioral insights that companies like Transcom Beverage Ltd. (TBL) can leverage to enhance customer engagement and brand loyalty. The review is organized into key themes including consumer perception, behavioral factors, brand influence, and empirical studies on beverage consumption. These insights will guide the development of the research framework and help identify gaps that this study seeks to address. Consumer perception and behavioral insights in the soft drinks industry are shaped by various factors, including product quality, pricing, brand perception, marketing efforts, and distribution accessibility. The soft drinks industry is one of the most competitive sectors globally, where consumer preferences are constantly evolving due to lifestyle changes, health consciousness, and aggressive marketing strategies (Kotler & Keller, 2016). Previous research has examined consumer behavior, brand perception, and purchasing decisions, highlighting the importance of branding, pricing, and perceived product quality in shaping consumer attitudes (Baltas, 2001; Mogaji & Danbury, 2021). This chapter reviews relevant literature based on the theoretical framework, covering the independent variables product quality, pricing strategy, brand image, marketing and promotions, and distribution accessibility and their influence on consumer perception and behavioral insight toward TBL's soft drinks (Pepsi, 7UP, and Mirinda). The discussion leads to the development of hypotheses aligned with previous research findings.

2.2 Consumer Purchase Behavior

Consumer purchase behavior refers to the decision-making processes and actions that individuals take before, during, and after buying a product. It is influenced by a range of psychological, social, cultural, and personal factors. In the context of the beverage industry, understanding what motivates consumers to choose one brand over another is essential for strategic marketing and brand positioning. According to Kotler and Keller (2016), consumer purchase behavior is shaped by both internal factors (such as motivation, perception, learning, and attitudes) and external factors (such as social influence, marketing strategies, and cultural norms). These variables collectively affect how consumers evaluate products and make purchasing decisions. Schiffman and Wisenblit (2015) highlight that purchasing decisions are often the result of perceived value, brand loyalty, past experiences, and the level of involvement in the buying process. For low-involvement products like beverages, consumers tend to rely more on brand familiarity, promotional offers, and impulse buying tendencies.

In the beverage sector, purchase behavior is significantly impacted by branding and advertising. A study by Kumar and Joseph (2011) found that consumers are more likely to purchase beverages from brands that they perceive as high-quality, trustworthy, and emotionally appealing. Furthermore, packaging, pricing, and point-of-sale promotions are instrumental in influencing quick decision-making (Deliya & Parmar, 2012). Behavioral insights also indicate that emotional factors and lifestyle choices are becoming increasingly important. Health-conscious consumers, for example, are more inclined to purchase beverages with perceived health benefits (Bhatt & Bhatt, 2015). In the case of Transcom Beverage Ltd. (TBL), which markets PepsiCo brands in Bangladesh, understanding these behavioral patterns is crucial to targeting segments effectively. Additionally, technological advancements and digital marketing have begun reshaping consumer purchase behavior. Online reviews, influencer recommendations, and mobile promotions now play a growing role in shaping buyer preferences in the beverage market (Chaffey & Ellis-Chadwick, 2019).

So, i can assure that consumer purchase behavior is a dynamic and multifaceted construct. In the beverage industry, it is affected by brand perception, marketing tactics, consumer attitudes, and socio-cultural trends. A deeper understanding of these factors can help companies like TBL craft more effective marketing strategies and build long-term customer loyalty.

2.3 Flavor Satisfaction

Flavor satisfaction plays a critical role in shaping consumer behavior, particularly in the beverage industry where taste is a primary factor influencing repeat purchases and brand loyalty. It is widely recognized that the sensory experience, especially flavor, significantly affects consumer preferences and satisfaction levels (Kotler & Keller, 2016). In the context of non-alcoholic beverages, flavor is often the first and most memorable impression that consumers associate with a brand.

According to Tu, Wang, and Chang (2012), flavor satisfaction contributes to the overall perceived value of a beverage product. When consumers perceive the flavor to be pleasant and consistent, it enhances their emotional connection with the brand, increasing the likelihood of repurchase. Furthermore, flavor satisfaction has been found to influence both affective and behavioral loyalty (Rizvi et al., 2019), indicating that favorable flavor perceptions can directly impact consumer purchase decisions.

Research by Oliveira-Castro et al. (2008) suggests that consumer responses to flavor are influenced not only by individual taste preferences but also by cultural and psychological factors. For instance, regional preferences can affect how flavor is perceived, making it essential for companies like Transcom Beverage Ltd. to tailor products to local tastes. Consistency in flavor over time also plays a crucial role in building trust and long-term satisfaction (Lawless & Heymann, 2010).

In addition, empirical studies have shown that flavor satisfaction serves as a strong predictor of overall customer satisfaction in the beverage sector (Kim, Kim, & Johnson, 2009). These findings highlight the strategic importance of investing in product development and quality control to maintain flavor standards.

According to Grunert (2005), taste, carbonation level, and sweetness significantly influence consumers' perception of soft drinks. Additionally, Malik et al. (2019) found that consumers prefer beverages that offer a balance between taste and health benefits, making quality an essential determinant of consumer attitudes.

H1: Flavor Satisfaction has a significant positive impact on Consumer Purchase Behavior toward TBL’s Soft Drinks, as higher quality enhances customer satisfaction, taste preference, and brand trust (Zeithaml, 1988; Grunert, 2005; Malik et al., 2019).

2.4 Pricing Strategy

Pricing strategy plays a vital role in shaping consumer perception and directly influences purchase behavior, especially in the fast-moving consumer goods (FMCG) and beverage sectors. An effective pricing strategy not only determines the competitiveness of a product in the market but also serves as a key signal of quality, value, and brand positioning.

According to Kotler and Keller (2016), pricing is one of the most flexible elements of the marketing mix, capable of being adjusted quickly in response to market conditions and consumer demand. A well-structured pricing strategy considers factors such as production cost, consumer demand, perceived value, and competitor pricing. In the beverage sector, where products are often substitutable, pricing becomes a critical differentiator.

Research suggests that consumer perception of price fairness significantly impacts their purchasing decisions. Monroe (2003) argues that consumers do not evaluate prices in isolation but in comparison with reference prices, such as competitor prices or past prices. If a brand like Transcom Beverage Ltd. (TBL) offers competitive pricing while maintaining product quality, it can positively influence consumer trust and loyalty.

Furthermore, price sensitivity varies among consumer segments. According to Nagle, Hogan, and Zale (2016), some consumers focus primarily on price (value-conscious), while others are more influenced by brand, quality, or convenience. In the case of beverage products, promotions, bundling, and discount pricing are commonly used tactics to attract price-sensitive customers and stimulate impulse purchases (Grewal et al., 2012).

Empirical studies also highlight that psychological pricing strategies, such as charm pricing (e.g., pricing a product at BDT 19.99 instead of BDT 20), can subconsciously influence consumer perception and increase the likelihood of purchase (Schindler & Kibarian, 2001). For a company like TBL, adopting tailored pricing strategies for different product lines and target markets can significantly enhance consumer engagement. Pricing strategy directly impacts consumer attitudes and purchase intentions in the beverage industry. Consumers perceive pricing in relation to value for money, affordability, and brand positioning (Monroe, 1973). The Price Perception Theory (Kahneman & Tversky, 1979) suggests that pricing influences consumer attitudes based on the perceived fairness of price and its alignment with product value.

Research by Chandon et al. (2000) found that competitive pricing plays a vital role in markets like Bangladesh, where consumers prefer affordable yet high-quality soft drinks over premium-priced alternatives. Furthermore, Kotler & Armstrong (2018) emphasize that discount pricing and promotional offers enhance consumer willingness to purchase.

H2: Pricing Strategy has a significant positive impact on Consumer Purchase Behavior toward TBL's Soft Drinks, as affordable pricing enhances perceived value and purchase intention (Monroe, 1973; Kahneman & Tversky, 1979; Chandon et al., 2000; Kotler & Armstrong, 2018).

2.5 Brand Image

Brand image plays a critical role in shaping consumer perception and influencing purchase decisions, especially in the beverage industry where brand differentiation is key. It refers to the set of beliefs, ideas, and impressions a consumer holds about a particular brand (Kotler & Keller, 2016). A positive brand image not only enhances consumer trust but also leads to stronger brand loyalty and a higher likelihood of repeat purchases.

Several studies have emphasized the strategic importance of brand image in consumer behavior. According to Aaker (1991), brand image contributes to a brand's equity by creating a unique identity that distinguishes it from competitors. It serves as a psychological cue that consumers use in evaluating products, particularly when objective product differences are minimal. In the context of the beverage sector, where many products may offer similar taste or quality, brand image can be the decisive factor in consumer choice. Keller (1993) proposed the Customer-Based Brand Equity (CBBE) Model, highlighting that strong brand image leads to favorable consumer responses to marketing activities. The model emphasizes the role of brand associations—attributes, benefits, and attitudes—that collectively form brand image in consumers' minds. For beverage companies like Transcom Beverage Ltd., building strong, positive associations around quality, refreshment, and lifestyle can significantly influence consumer behavior.

Empirical research has also demonstrated the relationship between brand image and purchase behavior. For instance, in a study conducted by Malik et al. (2013), brand image was found to have a significant positive impact on customer satisfaction and loyalty in the soft drink industry. Similarly, Hossain & Hossain (2021) examined the Bangladeshi beverage market and concluded that consumers tend to prefer brands that project a modern, youthful, and health-conscious image. Furthermore, the influence of brand image extends beyond individual preference to social influence. Consumers often select brands that align with their self-image or social identity (Sirgy, 1982), especially for publicly consumed products like beverages. As such, brand image becomes a tool for self-expression, making it a powerful driver of consumer behavior.

In the case of Transcom Beverage Ltd., which markets internationally recognized brands such as Pepsi, 7UP, and Mirinda, maintaining a strong brand image is crucial to retaining market share in a competitive landscape. A consistent and appealing brand image not only attracts new customers but also reinforces loyalty among existing consumers. In the soft drinks industry, established global brands like Coca-Cola and Pepsi have leveraged strong brand positioning to maintain consumer loyalty (Keller, 2001). In Bangladesh, Transcom beverages ltd.'s exclusive bottling rights for Pepsi, 7UP, and Mirinda allow it to benefit from strong global brand recognition, enhancing consumer trust and preference (Rahman et al., 2022).

H3: Brand Image has a significant positive impact on Consumer Purchase Behavior toward TBL's Soft Drinks, as strong brand positioning enhances trust, loyalty, and purchase preference (Aaker, 1996; Keller, 2001; Rahman et al., 2022).

2.6 Ad Effectiveness

Advertising effectiveness refers to how well an advertisement achieves its intended objectives, such as creating awareness, influencing attitudes, and ultimately driving consumer purchase behavior. In the context of the beverage sector, where brand competition is intense and consumer choices are often driven by emotional and psychological cues, effective advertising plays a pivotal role in shaping consumer perception and behavior. According to Kotler and Keller (2016), advertising is one of the most powerful tools for influencing consumer attitudes and decision-making, especially in fast-moving consumer goods (FMCG) industries like beverages. Effective advertising not only informs potential customers about the product but also builds emotional connections, enhances brand recall, and creates long-term loyalty.

Belch and Belch (2018) emphasize that advertising effectiveness can be measured through various dimensions such as message clarity, emotional appeal, credibility, frequency of exposure, and media selection. In the beverage industry, visuals, slogans, celebrity endorsements, and cultural relevance are often used to create impactful messaging that resonates with target consumers. Studies have shown a strong relationship between advertising effectiveness and consumer purchase intention. For instance, a study by Aaker and Stayman (1990) found that advertisements that evoke positive emotions and are perceived as credible significantly increase consumer preference and purchase intent. Similarly, research by Vakratsas and Ambler (1999) highlights that the persuasive power of advertising lies not only in delivering information but also in shaping perceptions and reinforcing brand associations.

In the context of developing markets, such as Bangladesh, advertising plays an even more crucial role due to the growing influence of media and digital platforms. According to Ahmed and Ashfaq (2013), in markets with rising disposable income and increasing brand awareness, the effectiveness of advertising is amplified through culturally relevant storytelling and strategic media placement.

Advertisements and promotional efforts are crucial in building brand awareness, shaping perceptions, and increasing consumer engagement (Kotler & Armstrong, 2018). The Integrated Marketing Communication (IMC) Theory (Schultz, 1996) highlights that, effective promotions influence consumer attitudes by ensuring consistent messaging across multiple channels.

Studies indicate that digital marketing, influencer partnerships, and lifestyle-based advertising significantly enhance consumer preference in the beverage sector (Belch & Belch, 2015; Smith & Zook, 2011). Furthermore, Samanta (2021) found that aligning promotional activities with consumer behavior trends—such as social media engagement—leads to greater brand visibility and loyalty.

H4: Ad Effectiveness have a significant positive impact on Consumer Purchase Behavior toward TBL's Soft Drinks, as effective promotions drive engagement, brand recall, and purchase intention (Schultz, 1996; Belch & Belch, 2015; Smith & Zook, 2011; Samanta, 2021).

2.7 Product Visibility

Product visibility refers to the extent to which a product is noticeable and easily accessible to consumers in a retail environment. It plays a critical role in influencing consumer purchasing behavior, particularly in highly competitive markets such as the beverage sector. When products are prominently displayed, they are more likely to attract consumer attention, increase impulse purchases, and enhance brand recall (Chandon, Hutchinson, Bradlow, & Young, 2009). In the context of fast-moving consumer goods (FMCG) like beverages, visibility is often achieved through shelf positioning, in-store displays, and promotional signage. Studies have shown that eye-level placement significantly increases the likelihood of a product being chosen over others (Valenzuela, Raghubir, & Mitakakis, 2013). Retailers and marketers invest in strategic shelf space and point-of-purchase materials to maximize exposure and consumer interaction with the brand.

According to Dreze, Hoch, and Purk (1994), products placed in high-traffic areas and near complementary goods experience higher sales volumes due to increased visibility. This effect is particularly relevant in impulse-driven categories, where consumers may not have a predetermined brand in mind. In such cases, the probability of purchase often correlates directly with how visible and accessible the product is at the point of sale. Furthermore, product visibility enhances brand awareness and reinforces brand identity in the consumer's mind. As noted by Underhill (1999), visibility also contributes to brand familiarity, which is a key driver of consumer trust and eventual purchase decisions. Therefore, ensuring effective product placement and visibility is essential for influencing consumer behavior and improving sales outcomes.

In the Bangladeshi beverage sector, where competition is growing and shelf space is limited, companies like Transcom Beverage Ltd. must continuously optimize visibility strategies to stand out. Effective product visibility not only increases immediate purchase intentions but also contributes to long-term brand equity.

H5: Product Visibility have a significant positive impact on Consumer Purchase Behavior toward TBL's Soft Drinks, as wider availability enhances convenience, trust, and sales (Rosen- bloom, 2012; Christopher, 2016; Ahmed & Aziz, 2021).

Author's	**Year**	**Title of Study**	**Key Focus**	**Findings Related to Purchase Behavior**
Chandon et al.	2021	Effects of Shelf Position on Brand Attention	In-store marketing & product visibility	Visibility (e.g., shelf placement) increases consumer attention and impulse buying.
Valenzuela et al.	2019	Shelf Space Schemas: Myth or Reality?	Retail display & cognitive perception	Eye-level positioning boosts product selection; visibility correlates with higher purchase likelihood.
Kotler & Keller	2016	Marketing Management	Consumer decision-making models	Purchase behavior is influenced by psychological, social, and marketing stimuli, including visibility.
Prasad & Aryasri	2021	Effect of Consumer Lifestyle on Purchase Decisions	Behavioral segmentation in FMCG	Lifestyle and brand familiarity significantly affect beverage purchase frequency and brand choice.
Hoyer et al.	2015	Consumer Behavior	Buying behavior & marketing stimuli	Product exposure, packaging, and in-store marketing increase unplanned (impulse) purchases.

Islam & Rahman	2017	Factors Influencing Soft Drink Consumption in Bangladesh	Local consumer preferences	Brand image, visibility, and promotional strategies are key drivers of purchase among urban consumers.
Dreze et al	2001	Shelf Management and Space Elasticity	Product visibility in retail	Brand image, visibility, and promotional strategies are key drivers of purchase among urban consumers.

CHAPTER 03:

COMPANY PROFILE

3.1 Introduction of the Company

The only authorized PepsiCo franchisee in Bangladesh, Transcom Beverage Ltd (TBL), owns and runs innovative bottling & and distributing facilities for both carbonated and noncarbonated soft drinks from their Dhaka, Gazipur, and Chittagong plants. One of the several companies owned by Transom Group is TBL.

In the year 2000, it set out on its voyage. Additionally, they are in charge of PepsiCo's marketing and distribution in Bangladesh. Modern bottling plants where well-known soft drink brands like Pepsi, 7UP, Mirinda, Slice, Mountain Dew, Pepsi Diet, and 7UP Light are packaged are owned and operated by TBL. The organization was formed to aid Bangladesh's slow growth. To deliver performance with a purpose, the organization places a high value on hiring skilled and dedicated individuals (Transcom Beverages, n.d.).

Nothing has to be said about PepsiCo. PepsiCo is a large supplier of food and drinks in more than 200 nations and territories. Its corporate headquarters are in Purchase, New York. When Pepsi-Cola and Frito-Lay merged in 1995, PepsiCo was the result. One of the most recognizable brand names in the world today, Pepsi-Cola, is almost as well-known for its commercials as it is for its continuous competition with Coca-Cola. In addition to Pepsi Cola, customers may get Diet Pepsi, Mid Sugar Pepsi, Black Pepsi, and other varieties. TBL won multiple awards in 2009 as PepsiCo's only bottling partner in Bangladesh.

3.2 Corporate Profile

CEO/MD	Simeen Rahman
Head Office	Gulshan Tower
Total Manpower	1200 + (Approx)
Total Territories	7
Total Offices	1 Head Office, 4 Plants
Market Investment	180 million Taka
Serving Industries	Beverages, Food

TBL is currently headed by Shahnaz Rahman and houses over 1200 employees. Established as a subsidiary of Transcom Group Ltd., the total investment made in the beverage market by TBL has been 180 million takas more or less. It serves 7 territories all over Bangladesh.

3.3 History of Transcom Beverage Ltd: An Overview

Mr. Latifur Rahman founded Transcom Limited as Transcom Group in 1973. In the year 1885, it began with tea plantations. With over 13,500 people, Transcom is now one of Bangladesh's top and fastest-growing diverse business houses. The corporation has a 130-year history and operates in 20 countries in nine industries. These early industrial firms have evolved to high-tech manufacturing, worldwide commerce, and distribution, creating strong relationships with several blue-chip international corporations. Transcom has risen to become the largest media firm in Bangladesh.

A Bangladeshi corporate conglomerate is Transcom Group Limited. This category includes the following businesses:

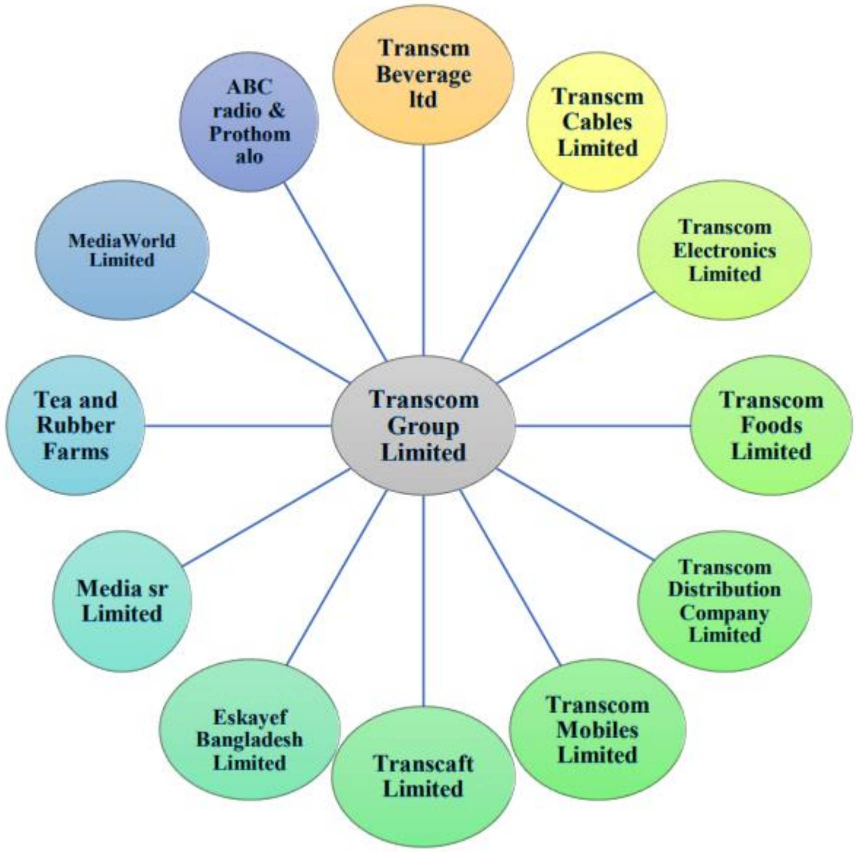


Figure: Associated Companies of Transcom group

Transcom Beverage Limited (TBL) is the official PepsiCo franchisee for Bangladesh, owning and running modern bottling operations in Dhaka and Chittagong for the world-renowned light refreshment beverages (LRB), carbonated soft drinks (CSD), and non-carbonated soft drinks (NCSD) (Fruit drinks). The company was founded to pursue long-term success in Bangladesh and to grow into the top beverage company by best servicing the beverage needs of its workforce. The firm believes in providing performance with a purpose via skilled and dedicated personnel. PepsiCo, which was formed in 1995 by the merging of Pepsi-Cola and Frito-Lay, is now a significant food and beverage provider in over 200 countries around the world, with headquarters in Purchase, New York. Pepsi Cola is one of the world's best-known brands, with advertising that is nearly as well-known as its never-ending feud with Coca-Cola. Pepsi has evolved into a product with several formulations. Celeb Bradham, a pharmacist from New Bern, North Carolina, invented the original Pepsi Cola recipe in 1893.

Pepsi was first sold as a digestive aid, which appealed to customers, but as the brand gained in popularity, the firm changed tactics and sought to sell through celebrity endorsement, which proved to be a huge success. Today, the Pepsi brand, like its competitors, has progressed far beyond what Caleb Bradham could have imagined. Pepsi Cola is available in a variety of flavors, including original Pepsi, Diet Pepsi, and others.

3.4 Industry Overview

In Bangladesh, the market for carbonated beverages has expanded dramatically in recent years. The Bangladesh Beverage Industry Association (BBIA) conducted research that indicates that by 2022, the showcase value of this industry will be Tk 220 crore. Numerous reasons, such as rising disposable income, urbanization, and changing consumer preferences, may be responsible for this trend.

A few major companies in Bangladesh's carbonated beverage market include The PRAN Group, Akij Food and Beverage Company Ltd., Abdul Monem Limited or Coca-Cola (IBPL), and Transcom Beverages Limited (PepsiCo). These companies cater to specific customer groups, with some focusing on young people and others on consumers who are health- 5 conscious. An in-depth understanding of customer behavior and tastes is necessary to understand the trends in Bangladesh's market for carbonated soft drinks. According to studies, tea is currently Bangladesh's most popular beverage, followed by fizzy drinks. They speculate about the likelihood of learning that Bangladeshi consumers favor sweet and fizzy drinks, with cola and lemon-lime flavors being favorites (Main Competitors of PepsiCo, 2001).

The present study reviewed the rising popularity of low-calorie, sugar-free carbonated light drinks in terms of advertising trends and development factors. These products speak to Bangladeshi consumers' growing concern for their well-being and give businesses a chance to increase their display share. One of the biggest issues the carbonated beverage sector in Bangladesh is facing is rising competition from alternative beverages including mineral water and juices made from natural products (Qian et al., 2022). Additionally, the sector encounters administrative difficulties with regard to labeling, packing, and advertising. For example, the Bangladesh government has introduced a tax on sugary drinks to curb the consumption of sugary drinks and encourage healthier choices.

To summarize, the carbonated delicate drinks business in Bangladesh is a dynamic rising market that offers both opportunities and difficulties to organizations engaged in this sector. Writing surveys provides a solid platform for research that analyzes and highlights major trends and components driving the market (Transcom Beverages Business, 2009).

3.5 Role of PepsiCo in the Soft Drinks Industry

PepsiCo is one of the biggest companies in the world when it comes to soft drinks. It owns the popular brand Pepsi, which competes directly with Coca-Cola. Besides Pepsi, the company also makes other drinks like 7UP, Mirinda, and Mountain Dew (in Bangladesh, these are produced and marketed by Transcom Beverage Ltd.).

PepsiCo is a global leader, making and selling soft drinks in more than 200 countries. It offers a wide range of soft drinks, including cola, citrus-flavored drinks, and energy drinks.

Moreover, PepsiCo is known for its strong advertising using celebrities, sports events (like cricket and football), and catchy slogans. The company keeps trying new flavors, packaging, and even sugar-free options to meet changing consumer preferences. In countries like Bangladesh, PepsiCo works with local companies like Transcom Beverage Ltd. to produce and distribute its drinks. It was found that, PepsiCo invests heavily in understanding what consumers want; like their taste preferences, buying behavior, and lifestyle choices.

3.6 Overview of the TBL

3.6.1 TBL Vision, Mission, Objective, etc.

Mission: The company's is to achieve sustainable growth in Bangladesh and to establish itself as a leading beverage company by offering customers palatable, hygienic, readily available, and practical beverages while cultivating a significant market share in the category. The company is the biggest producer of CSD beverages in the country.

Vision: To become Bangladesh's premier beverage company, to give the best daily beverage solutions to all Bangladeshis, and to distribute performance with meaning. To deliver performance with a goal and a vision, first attaining sustainable growth in Bangladesh and eventually becoming a significant beverage company.

Objective: In order to establish the business for long-term, sustainable success, the goal is to be committed to investing in our workers, our company, and the communities in which we operate. Additionally, we want to provide our employees, partners, and the community in which we operate the chance to grow and succeed while also giving investors a financial return. Present objectives includes:

- Expanding market share,
- enhancing staff training,
- accomplishing 100% of the goal,
- increasing profitability and
- Improving overall customer service.

Core Values: Their values govern their day-to-day company actions. The Core Values will serve as the framework for the distinct culture that TBL hopes to cultivate throughout the firm. Furthermore, they include PepsiCo's "Performance with Purpose" attitude so that their combined efforts are aimed toward meeting their social partners' pledges (Home Page, n.d.). In terms of Core Values, they subscribe to the three guiding concepts listed below:

1. Integrity
2. Ethical business conduct, and

3. Business excellence is one of the top priorities.

3.6.2 Trend & Growth of TBL

Transcom Beverages Limited, associating with PepsiCo Bangladesh believes it has a plan in place to meet its long-term growth objective of 4% to 6% organic sales growth by modifying its portfolio to meet consumers' diverse demands. According to Transcom, sustained growth is critical for inspiring and monitoring their progress. TBL was named "International Bottler of the Year" by PepsiCo in 2009. Furthermore, the company has won the award for the finest plant in the whole area five times in a row, as well as the title of "best bottler of the Year" in the India region. 7up was named "best beverage brand" seven times. As a result, we can infer that TBL has had great growth in success during its whole journey.

Being the biggest competitor of Coca-Cola and winning these excellent prizes is not easy, since there are many powerful brands in the sector. There is no doubt as to why 7up was named "best beverage brand" seven years in a row. If we talk trends, realistic standard objectives are critical for supporting a company's growth and can catapult a corporation to the top place. TBL continuously embraces the most recent market trends in order to stay up with the latest generation's tendencies. TBL has the most current agendas and plans. PepsiCo leverages the power of celebrity status and celebrity marketing for its goods since celebrities constantly bring fresh ideas to the table.

Another well-known PepsiCo brand is Mountain Dew. The best part is that Mountain Dew is still the sole beverage brand and a strong competitor. Because Mountain Dew cannot yet be replaced by a product. Because of its unusual flavor and color as well as its abrasive and edgy advertisements, Mountain Dew is a favorite among young people. Teenagers are drawn to the "Bhoyer Porei Joy" marketing campaign as it is exciting, which increases Mountain Dew sales. Mountain Dew's popularity among students at colleges, universities, and schools contributes to the brand's expansion (Hosseini & Mirabi, 2018).

Despite Pepsi-Cola's slower growth than rival Coca-Cola, PepsiCo continues to have a 35% market share and a strong position in the BD beverage industry. Additional goods, such as Pepsi Black, Pepsi Diet, Aquafina, and Tropicana have experienced strong growth as superior products, while Pepsi Cola's growth has lagged (Yach et al., 2007).

3.7 Product mix

Transcom Beverages Limited, as the only franchisee of PepsiCo, Inc. in Bangladesh, provides the subsidiaries of PepsiCo. The products that are currently being manufactured by them in Bangladesh fall under the categories of CSD, club soda, water and fruit drinks. Under CSD, there are four flavors: Cola (includes Pepsi, Diet Pepsi & Pepsi Black), lemon (the favor for 7up & 7up lite) lime (Mountain Dew) and orange (the flavor for Mirinda). ‘Evervess’ by PepsiCo is a club soda and Aquafina is the only mineral water under PepsiCo that TBL manufactures, Non-carbonated soft drinks or fruit beverages include Tropicana Ftrutz which is currently sold in flavors: mango, orange and apple. Slice is a mango juice which has new launched in Bangladesh since August 2020. Pepsi, 7up (except 7up lite), Mountain Dew and Mirinda are available in stores in GRBs, CANs and PET bottles, Evervess soda, Tropicana fruit drinks, Slice and Aquafina are available in bottles.

Image: Product (Brand) logos used by TBL

Image: CSD (CANs) manufactured by TBL

Table: TBL's Product List

Product Name	**Logo**	**Flavor**	**SKU**
PEPSI		Cola	200 ml GRB 250 ml GRB 250 ml can 250 ml (go pack) 500 ml pet 1000 ml pet 2000 ml pet
7UP		Clear	200 ml GRB 250 ml GRB 250 ml can 250 ml (go pack) 500 ml pet 1000 ml pet 2000 ml pet
MIRINDA		Orange	200 ml GRB 250 ml can 250 ml (go pack) 500 ml pet 1000 ml pet
MOUNTAIN DEW		Citrus	200 ml GRB 250 ml can 250 ml (go pack) 500 ml pet 1000 ml pet

PEPSI DIET		Cola	250 ml can 500 ml pet
7UP DIET		Clear	250 ml can 500 ml pet
SLICE		Mango	250 ml GRB
AQUAFINA		Water	500 ml pet 1500 ml pet
EVERVESS		Club Soda	500 ml pet

3.8 Operations

Transcom Beverages Ltd. (TBL), a strategic business unit under the diversified Transcom Group, operates as the exclusive franchisee of PepsiCo in Bangladesh. The company follows a hierarchical organizational structure that supports its large-scale operations across production, marketing, and distribution of well-known beverage brands like Pepsi, 7Up, Mirinda, and Aquafina. At the top of the hierarchy is the Chairman and Managing Director, Shahnaz Rahman, who oversees strategic vision and corporate governance. The day-to-day management is led by Group CEO Simeen Rahman, who also serves on the board of directors and is responsible for driving operational excellence across all Transcom subsidiaries, including TBL. Under the top leadership, functional departments such as marketing, sales, finance, supply chain, and technical operations are managed by experienced professionals. For example, the operations team is headed by Karthik Raghavan, while Suvransu Sankar Nandy manages plant and technical affairs. The finance department is led by Mainul Huda, and the supply chain is managed by Touqueer Ahmed Khan. These d4epartmental heads form the middle management tier and act as a bridge between top executives and field-level teams. At the operational level, first-line managers such as shift supervisors and plant foremen oversee the daily production and quality control in TBL's manufacturing units located in Dhaka, Chattogram, and Konabari. The company also employs a zonal distribution system, dividing the national market into eight zones, each managed by regional sales and marketing teams to ensure widespread coverage and efficiency. Additionally, TBL emphasizes employee development through structured HR programs like the Step-Up Leadership Program, which helps groom entry-level executives for future managerial roles. Overall, TBL's structured and layered hierarchy allows for effective decision-making, efficient operations, and a clear line of communication from the executive board to ground-level staff.

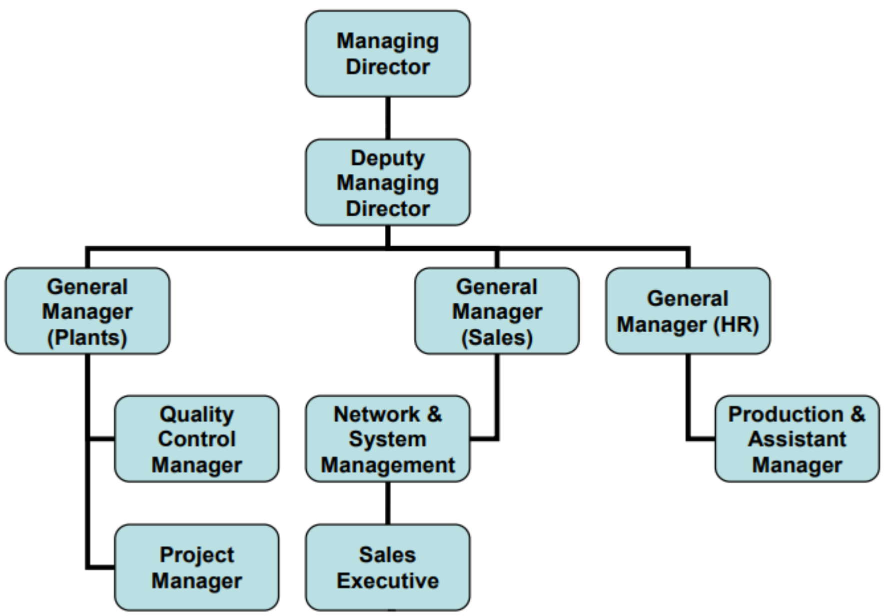


Figure: Organizational Structure and Hierarchy of TBL

Let's see how PepsiCo operates-

3.8.1 Accounts and Finance department

In this department, transactions of different sorts are recorded and Term Loans Installments are taken care of. Sales Incentives are arranged and fixed in a way to motivate the employees to achieve targets. Account briefings and reports are prepared that show how much they could achieve, what their revenues are, how much of their assets are depreciated, and what loans they need to take care of.

3.8.2 Sales department

This department looks after the amounts of sales done, by setting a target of total sales to be achieved and then comparing the total sales done monthly to check if the retailers could achieve the given target. They continuously communicate with the RSM, ASM and PSRs to keep track of every sale made and the reach of the campaigns that are done to attract more selling of products.

3.8.3 Marketing department

Marketing strategies are the most powerful weapon of PepsiCo BD, the way utilize their marketing tactics towards their customer satisfaction. They way design their marketing tactics with celebrity marketing, unique advertisements is just tremendous. This department comes up with ideas and ways to promote their products and services to the retailers and customers in order to boost up sales. They launch new brands, make promotional campaigns and media promotions in order to familiarize their target market with brands and the products that come along, create promotional campaigns and contest for customers to familiarize their products through direct testing and regularly associate their products and brands with different events.

3.9 Internship Experience

We have primarily learnt from text books from infancy. It is mostly due to our educational system, which denies us the opportunity to acquire practical expertise. As a result, an internship is our sole opportunity to gain practical experience by working as an intern for a company. And I believe that today is the greatest time to get practical experience.

I was serving Transcom Beverages Limited (PepsiCo BD) as a Marketing Intern. So, it is an easy task for me to put latest data. I would say I was lucky enough to get this kind of opportunity for my internship. Every marketing student’s dream is to work in some most reputed brands, but few of them actually get the chance.

If i have to talk about my job responsibilities which I had during my internship then I would say I had so much fun at work because I got to perform bunch of different tasks. I truly believe versatility at work place is very important so that boredom don't arrive. I got the privilege to work into different projects of PepsiCo (BD); I even got the chance to do market visit and factory visit.

It is quite hard to understand a whole beverage market or any kind of products market by monitoring from the office, like I do have learned a lot of things regarding Trade Sales Marketing but still as a marketing student our real learning about the market and customers will get to have during Market Visit and yes as a Marketing Intern I got the privilege.

3.9.1 Evaluation

In the Evaluation of my ''Three month of Internship'', I would day my time with TBL was absolutely amazing, I could not describe my joy into words. I had so much fun doing bunch of versatile tasks. I would be forever grateful to TBL for giving me some extraordinary opportunities. The whole three-month learning session was so active; I literally learned some new things each day. Those three months were so valuable and worth my hard work that I did during each task. The mentorship from the seniors was so nice, they were so helpful towards me and they didn't hesitate much to teach the unknown, share ideas with our team, having meeting with our team. I would say out Intern team was so lucky.

3.9.2 Application of academic knowledge

From my academic knowledge I actually learned why maintaining time at work is very important so I used to be very punctual at work like my classes. I also applied my marketing knowledge in the promotion planning of 7up offer; also I applied my knowledge of creating value for customers in marketing during my market visit. Then the product packaging idea which I suggested for slice, I applied that too.

3.10 Distribution Channels

A robust and efficient distribution network is central to TBL's success in the soft drinks market. The company's distribution strategy ensures that its products are available across urban and rural areas, reaching a wide consumer base.

3.10.1 Direct Distribution:

TBL operates its own fleet of vehicles and warehouses to directly supply retailers, ensuring timely delivery and consistent stock levels.

3.10.2 Retail Outlets:

TBL's products are widely available at supermarkets, convenience stores, and small retail shops across Bangladesh. Partnerships with major retail chains, including Unimart and Shwapno, further enhance accessibility.

3.10.3 Premise Channels:

TBL collaborates with restaurants, cafes, and fast-food chains to promote its beverages as part of dining experiences.

3.10.4 E-Commerce:

The rise of online shopping has prompted TBL to distribute its products through e-commerce platforms, providing consumers with convenient access to its portfolio.

3.10.5 Rural Penetration:

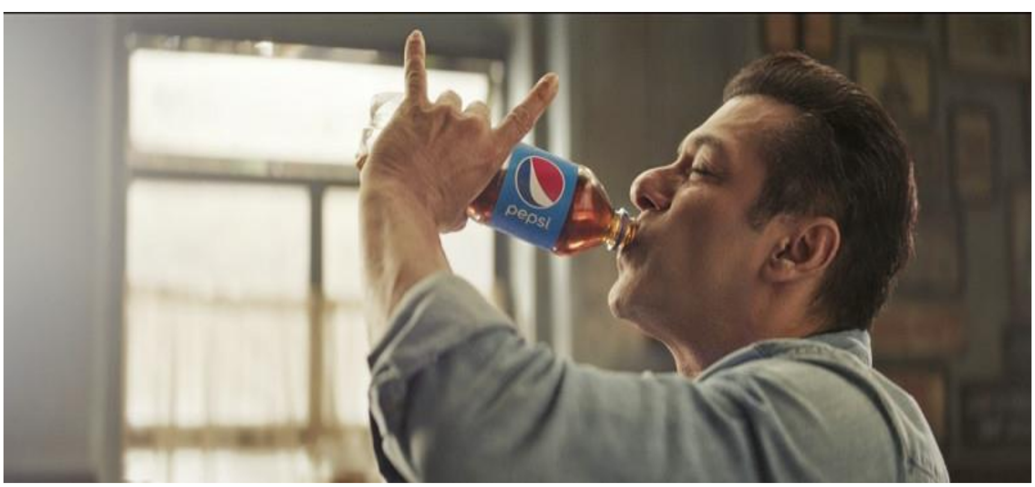
To expand its reach in rural areas, TBL utilizes satellite warehouses and local distributors, ensuring availability in remote locations.

3.10.6 Marketing and Promotion Strategies

TBL employs a combination of global branding initiatives and localized campaigns to promote its soft drinks portfolio. The company focuses on creating emotional connections with consumers and leveraging PepsiCo's global reputation to strengthen its market presence.

3.11 Advertising Campaigns

Transcom Beverages Ltd. (TBL), the exclusive franchisee of PepsiCo in Bangladesh, implements dynamic advertising campaigns to engage a diverse consumer base and strengthen brand loyalty. One of their notable campaigns, "Proti Chumukey Swag," launched in 2022, featured Bollywood star Salman Khan and targeted young consumers by promoting self-expression and confidence. TBL also runs seasonal campaigns, such as those during Ramadan, which focus on family bonding and shared celebrations, exemplified by the 7UP Ramadan campaign. Additionally, the company actively engages youth through initiatives like the Pepsi Campus Ambassador Program, fostering brand advocacy among university students.



3.11.1 Localized Promotions:

TBL tailors its marketing efforts to resonate with Bangladeshi consumers by aligning campaigns with festivals such as Eid and Pohela Boishakh. Sponsorship of different cultural events and sports tournaments enhances brand visibility and consumer engagement.

3.11.2 Social Media Marketing:

TBL leverages platforms like Face- book, Instagram, and YouTube to engage with younger audiences through interactive content, contests, and influencer partnerships. The brand also utilizes data-driven ad campaigns to target specific demographics and optimize engagement. Regular trend analysis helps TBL stay relevant by adapting content strategies to align with evolving consumer preferences.

Transcom Beverages Ltd (TBL), the exclusive bottler and marketer of PepsiCo products in Bangladesh, has developed a dynamic social media marketing strategy that blends corporate branding, consumer engagement, and cultural relevance. On LinkedIn, TBL frequently highlights its corporate values and internal culture by showcasing initiatives like employee scholarship programs, national and religious holiday celebrations, and team-building events such as the "TBL Sales Meet." These posts not only promote a strong employer brand but also demonstrate the company's commitment to social responsibility and employee welfare.

On the consumer side, TBL leverages platforms such as Facebook, Instagram, YouTube, and its official website to run campaign-driven marketing initiatives. Seasonal campaigns like Ramadan Iftar meetups—especially under brands like 7UP—use emotional storytelling to connect with audiences, while high-profile celebrity endorsements, such as Salman Khan for Pepsi, help drive wide-scale visibility and engagement. The company also amplifies its field activations—such as collaborations with Concord Entertainment's amusement parks—by promoting them online to increase reach and consumer interaction.

3.11.3 In-store Promotions:

Transcom Beverages Ltd. uses various in-store promotions to boost sales and brand visibility. These include product displays, special discounts, bundle offers, and limited-time deals placed strategically near checkout counters or high-traffic areas. Eye-catching signage and branded refrigerators also attract consumer attention. Such promotions encourage impulse buying and help PepsiCo maintain a strong presence in retail stores. The company employs point-of-sale (POS) displays, product sampling, and promotional offers to attract consumers at retail outlets.

3.11.4 Seasonal Campaigns:

During summer, TBL intensifies its marketing efforts to position its beverages as the go-to refreshment, capitalizing on increased consumer demand.

3.11.5 Corporate Social Responsibility (CSR):

Transcom Beverages Ltd. (TBL) demonstrates a strong commitment to corporate social responsibility (CSR) through a variety of impactful initiatives that reflect its philosophy of "Performance with Purpose." The company supports educational advancement by offering scholarships to the meritorious children of its employees, promoting learning and motivation within its workforce community. TBL, along with its parent organization Transcom Group, also contributes to humanitarian causes through the Faraaz Hossain Foundation, providing aid to Rohingya refugees and flood-affected regions in Bangladesh.

3.12 Industry Challenges and Opportunities

The soft drinks industry in Bangladesh is evolving rapidly, driven by changing consumer preferences, growing competition, and emerging market trends. While the sector presents significant growth potential, it also faces several challenges that companies like Transcom Beverage Ltd. (TBL) must navigate to maintain their leadership position. This section explores the key challenges and opportunities in the industry.

3.12.1 Challenges

Consumer Awareness:

The growing awareness of health risks associated with sugar-sweetened beverages (SSBs), such as obesity, diabetes, and dental problems, poses a significant challenge for the soft drinks industry. Consumers are increasingly seeking healthier alternatives, such as low-calorie or sugar-free beverages, putting pressure on companies to reformulate their products or diversify their offerings.

Rising Competition:

The industry is highly competitive, with both global giants (Coca-Cola, PepsiCo) and local players (PRAN, Akij Food & Beverage) vying for market share. Local brands often compete aggressively on price, targeting cost-conscious consumers in both urban and rural areas. This intensifies price wars and reduces profit margins for established players like PepsiCo.

Counterfeit Products:

The prevalence of counterfeit soft drinks in the market undermines brand reputation and erodes consumer trust. These fake products often imitate the branding of popular beverages but fail to meet quality standards, creating challenges for companies to protect their intellectual property and ensure product authenticity.

Environmental Concerns:

The environmental impact of single-use plastic packaging is a growing concern among consumers and regulators. The soft drinks industry is under increasing scrutiny to adopt sustainable practices, such as using recyclable materials and reducing plastic waste. Failure to address these concerns could harm a company's brand image and lead to stricter regulations.

Economic Instability and Inflation:

Economic instability, rising production costs, and inflation can significantly impact the purchasing power of consumers, especially in price-sensitive markets like Bangladesh. This can lead to a decline in demand for premium brands and limit the effectiveness of marketing campaigns targeting middle- and low-income groups.

3.12.2 Opportunities

Rising Urbanization and Demographic Trends:

The rapid urbanization in Bangladesh and the growing population of young, middle-class consumers create significant opportunities for soft drink manufacturers. Urban consumers often have higher disposable incomes and are more receptive to branded products, making them a key target market for companies like PepsiCo.

Innovation in Product Offerings:

The increasing demand for healthier beverage options presents an opportunity for companies to innovate. By introducing sugar-free, low-calorie, and functional drinks enriched with vitamins or minerals, TBL can cater to health-conscious consumers and expand its market share.

Expansion of Distribution Channels:

The growing penetration of e-commerce platforms offers an opportunity for TBL to expand its online presence. Partnering with digital platforms to deliver products directly to consumers provides convenience and enhances brand accessibility. Additionally, strengthening rural distribution channels can help TBL tap into underserved markets.

Cultural and Seasonal Demand:

Soft drinks are an integral part of social and cultural events in Bangladesh, such as Eid, Pohela Boishakh, and weddings. Companies can capitalize on these cultural moments through targeted campaigns and seasonal promotions to boost sales and strengthen brand loyalty.

Technological Advancements:

Technological innovations in manufacturing, packaging, and marketing can enhance operational efficiency and consumer engagement. TBL can leverage digital marketing tools, such as artificial intelligence (AI) and data analytics, to better understand consumer behavior and create personalized marketing campaigns.

Sustainability Initiatives:

Adopting eco-friendly packaging and reducing the environmental impact of operations can improve TBL's brand image and align with the values of environmentally conscious consumers. Initiatives like reusable bottles, biodegradable materials, and recycling programs can also help TBL comply with regulatory requirements and differentiate itself from competitors.

CHAPTER 04:

RESEARCH METHODOLOGY

4.1 Research Framework

The research framework outlines the conceptual model used to explore the factors influencing consumer attitudes and purchase decisions in the soft drinks industry, focusing on Transcom Beverages Limited (TBL). This framework integrates independent variables that are hypothesized to impact the dependent variable, "Consumer Perception and Behavioral Insights in the Beverage Sector.

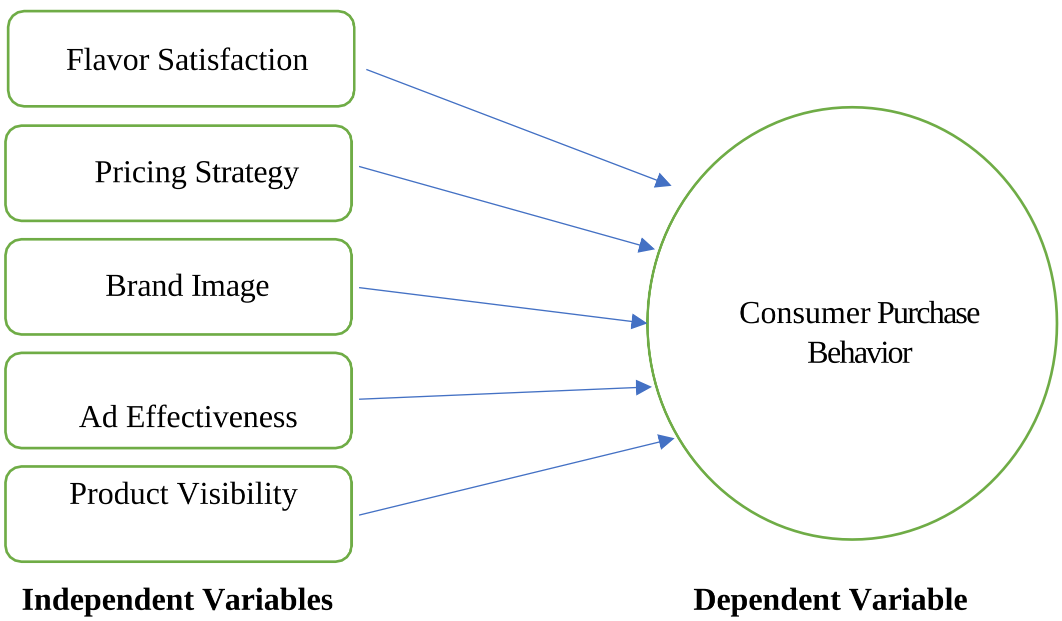


Figure: Theoretical Framework

4.2 Research Design

The research design for this study adopts a quantitative approach, focusing on the use of numerical data and statistical techniques to investigate the factors influencing consumer purchase behavior toward TBL's soft drinks (Pepsi, 7UP, and Mirinda). This approach ensures an objective and systematic analysis of the relationship between the independent variables—flavor satisfaction, pricing strategy, brand image, ad effectiveness and product visibility and the dependent variable, consumer purchase behavior. Quantitative research provides a structured framework to test hypotheses, identify patterns, and derive actionable insights with statistical reliability (Creswell, 2014; Saunders et al., 2019). This study employs a descriptive research design, which is particularly effective in understanding and interpreting consumer perceptions, brand preferences, and purchase behavior.

Descriptive research helps provide a structured exploration of the factors affecting consumer perception toward PepsiCo's soft drinks, offering clarity on how these variables interact within the soft drinks industry in Bangladesh (Bryman, 2016; Kumar, 2011). By employing this research design, the study aims to deliver valuable insights into consumer preferences and brand perceptions, contributing to marketing and branding strategies for PepsiCo.

Additionally, simple random sampling was utilized to ensure each respondent had an equal chance of selection, eliminating bias and enhancing the generalizability of findings (Saunders et al., 2019).

Primary data will be collected through structured surveys targeting consumers of PepsiCo products in Bangladesh to measure awareness, preferences, and online engagement behaviors. In-depth interviews with marketing professionals from Transcom or digital marketing agencies will serve as qualitative inputs to understand strategic intent and campaign planning. Additionally, secondary data will be gathered from company websites, LinkedIn activity, social media posts, TVCs, and market reports to analyze brand communication patterns. A descriptive research approach will help outline existing marketing activities, while an analytical component will examine effectiveness through engagement metrics, campaign reach, and customer feedback. This research design ensures a comprehensive and evidence-based evaluation of Transcom Beverages' marketing presence and performance in the digital landscape.

4.3 Research Strategy

To evaluate the relationships between independent variables (Flavor Satisfaction, Pricing Strategy, Brand Image, Ad Effectiveness, Product Visibility) and the dependent variable (Consumer Purchase Behavior), this study follows a quantitative approach. A structured survey questionnaire was designed to collect data from respondents regarding their perceptions of PepsiCo's soft drinks.

The survey method was selected based on previous cross-sectional studies on consumer attitudes and brand perceptions (Chahal & Bala, 2012; Wu, 2011). This approach ensures consistency in data collection and enables statistical analysis.

4.4 Population, Sample, and Sampling Technique

4.4.1 Population of the Study

The target population of this study consists of consumers who purchase and consume TBL's soft drinks (Pepsi, 7UP, and Mirinda) in Bangladesh. The study primarily focuses on urban and semi-urban consumers, where TBL has an extensive market presence.

4.4.2 Target Population: Consumers residing in Dhaka, Chattogram, and Comilla.

4.4.3 Unit of Analysis: Individual consumers who have experience purchasing and consuming PepsiCo's soft drinks.

4.5 Sample Size

Sample size determination is influenced by qualitative and quantitative considerations. Malhotra and Birks (2007) suggest that large sample sizes increase the reliability of findings. Hair et al. (2006) recommended a minimum of 100 respondents for quantitative research.

For this study, 204 respondents were selected based on Krejcie and Morgan’s (1970) sample size determination table, which states that for a large population, 200–220 respondents ensure statistical accuracy.

4.6 Sampling Technique

A Simple Random Sampling (SRS) technique was employed to ensure each participant had an equal chance of being selected. This method reduces selection bias and enhances the representativeness of the sample (Saunders et al., 2019).

4.6.1 Why Simple Random Sampling?

- ✓ Eliminates selection bias and ensures generalizability.
- ✓ Ensures an unbiased representation of consumer perceptions.
- ✓ Allows for valid statistical analysis of consumer behavior.

A total of 204 respondents were randomly selected from retail stores, supermarkets, and online platforms where TBL’s soft drinks are sold.

4.7 Data Collection Technique

This research utilized both primary and secondary data to ensure comprehensive insights. In this study, both the sources are used to collect data about the company.

4.7.1 Primary Data

Primary data refers to the data that are collected for the specific purpose at hand. It is known as raw data that have not been used yet (Olivia & Kellenberg 2016). Survey questionnaire was used to collect first-hand responses from TBL soft drink consumers. Study on relevant files of Transcom Beverages Limited and practical experience also helped to collect primary data.

Survey Mode: Conducted via physical distribution (retail outlets) and online forms (Google

Forms).

Measurement Scale: 5-point Likert Scale (1 = Strongly Disagree, 5 = Strongly Agree).

4.7.2 Secondary Data

Secondary data are data that have already been collected for some purposes other than the problem at hand (Lewis & Booms. 2017). The secondary data are readily available from other sources. For this study, secondary data is collected through using:

- ✓ Company's Website
- ✓ Company's Magazines
- ✓ Official records and annual reports
- ✓ Different Journals and Articles
- ✓ Different Written Document

4.8 Data Analysis Technique

For this study, questionnaire is created by Google form. Then all the data is encoded and scanned with SPSS 25 (Statistical Package for the Social Sciences). After that, MS Excel is used to create graph (pie chart). Finally, MS Word is used to interpret the results for data analysis and hypothesis testing. Also, the data gathered from respondents was analyzed and interpreted by SmartPLS software version 4.1 which is the latest and available for use. The relationship of the dependent variable and independent variables is tested through regression, correlation and other descriptive analysis, All the data collecting tools such as reliability and validity is also checked with the help of SmartPLS software version 4.1 The SmartPLS software version 4.1 was applied to examine the data collected via questionnaire. The conceptual model of the study was verified using structural equation modeling (SEM). For sample distribution, percentile measures and frequency distribution were primarily used in this study. Also, the study's ANOVA, and descriptive statistics were tested using mean as well as standard deviation measures by using SPSS version 25.

4.9 Research Instruments

The main methodology chosen for this study is the questionnaire survey method, which was built up focusing on demographic factors as first part and the questions related to influencing factors of customer satisfaction in real industry of Bangladesh was organized in second part. In demographic part was included 7 items and remaining section was included rest of 25 items in this research based on the dependent variable (consumer purchase behavior), and independent variables (flavor satisfaction, pricing strategy, brand image, ad effectiveness, and product visibility). The questionnaire was designed to capture comprehensive data, ensuring that both demographic information and key factors influencing customer satisfaction.

Table: Constructs and Their Sources

Constructs	**Number of Items**	**Adapted From**
Consumer Purchase Behavior	5	Pool et al. (2018); Vongurai (2020)
Flavor Satisfaction	4	Jamal et al. (2011)
Pricing Strategy	4	Seth et al. (2005)
Brand Image	4	Kotler & Keller (2016)
Ad Effectiveness	4	Kamal & Pramanik (2005)
Product Visibility	4	Rashid et al. (2020); Samanta (2021)

CHAPTER 05:

DATA ANALYSIS, FINDINGS & DISCUSSION

5.1 Introduction

This report delves into consumer attitudes toward soft drinks in Bangladesh, focusing on key variables such as Flavor Satisfaction, Pricing Strategy, Brand Image, Ad Effectiveness and Product Visibility. The study aims to explore the interplay of these factors in influencing consumer preferences, purchase intentions, and brand loyalty in the competitive soft drinks industry. By leveraging quantitative data analysis, this research examines how these variables impact overall consumer behavior, highlighting areas that require intervention and strategic improvements.

The significance of this study lies in its potential to provide actionable insights for marketing managers, strategic planners, and policymakers. By identifying the most critical determinants of consumer attitudes, the report aims to guide brand positioning, pricing strategies, product development, and distribution optimization. Moreover, the findings will shed light on potential gaps in current marketing efforts, offering targeted recommendations to enhance brand perception, consumer trust, and market competitiveness.

The analysis is rooted in a robust methodology, encompassing demographic profiling, statistical techniques such as descriptive analysis, correlation, and regression, and an in-depth examination of survey responses. The reliability and validity of the data have been rigorously tested, ensuring that the insights derived from this study are accurate and dependable. By integrating data-driven findings with practical recommendations, this report aims to contribute to the continuous improvement of marketing strategies in the soft drinks industry, empowering brands to maintain their competitive edge and drive sustainable market growth.

5.2 Descriptive Statistics

Descriptive Statistics focuses on describing the main features of a dataset using measures such as central tendency (mean, median, mode), variability (standard deviation, variance, range), and distribution (frequency, percentages, and graphical representation (Freedman et al., 2007; McClave & Sincich, 2017).

5.2.1 Descriptive Statistics for Demography:

A total of 204 respondents participated in the study. The demographic characteristics of the respondents including gender, family size, age, monthly family income, education level, occupation of the respondents included in this study.

Table: Respondents Demographic Statistics

Demographic Variables	**Categories**	**Frequency**	**Percent**
Gender	Male	147	72.1
	Female	57	27.9
	Total	204	100.0
Family Size	Two	8	3.9
	Three	30	14.7
	Four	70	34.3
	Five	57	27.9
	Six	24	11.8
	More	15	7.4
	Total	204	100.0
Age	Below 21	11	5.4
	21 to 30	48	23.5
	31 to 40	65	31.9
	41 to 50	43	21.1
	51 to 60	25	12.3
	Above 60	12	5.9
	Total	204	100.0
Education	Under Graduate	24	11.8
	Graduate	92	45.1
	Post-graduate	61	29.9
	Other	27	13.2
	Total	204	100.0

Monthly Family Income	Less 30000 Taka	15	7.4
	30000 to 60000 Taka	61	29.9
	60001 to 90000 Taka	65	31.9
	90001 to 120000 Taka	30	14.7
	Above 150000 Taka	18	8.8
	Total	204	100.0
Occupation	Student	36	17.6
	Job Holder	112	54.9
	Businessman	37	18.1
	Homemaker	11	5.4
	Retired	8	3.9
Have you ever felt good about Pepsi or 7UP before actually buying it?	Yes	204	100.0

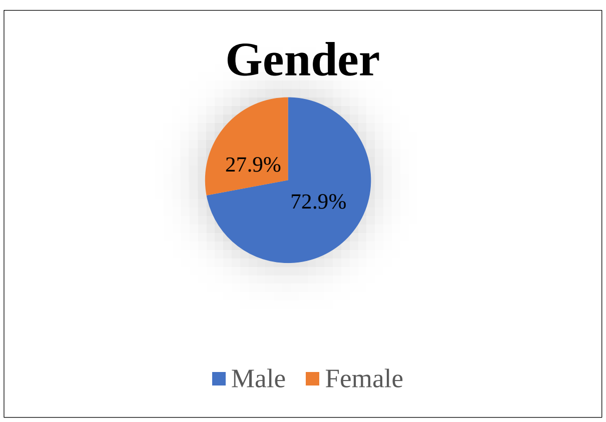


Figure. Gender of Respondents.

Gender: Table-8 (demographic statistics) represents the demographic analysis of the respondents. Out of the 204 respondents, there are 147 (72.1%) male and 57 (27.9%) female respondents.

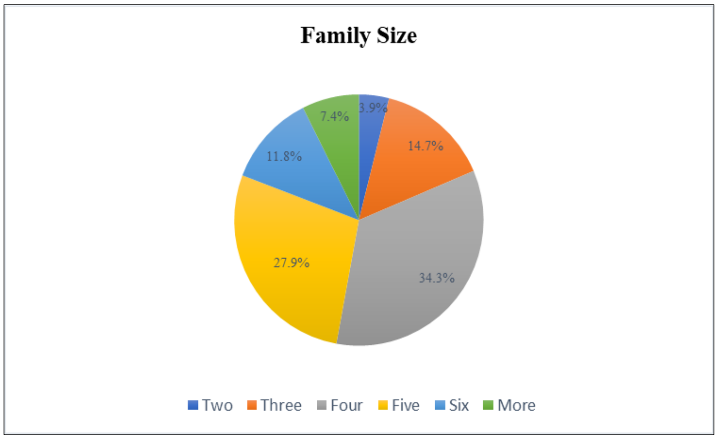


Figure. Family Size of Respondents.

Family Size: The majority of respondents have a family size of four (34.3%), followed by families of five (27.9%). Smaller family sizes, such as two or three members, are less common, making up 3.9% and 14.7% of the respondents, respectively. Larger families of six or more members account for 19.2% of the total.

Age: The majority of respondents are aged 31 to 40 (31.9%), followed by those aged 21 to 30 (23.5%) and 41 to 50 (21.1%). Smaller proportions of respondents are below 21 (5.4%), 51 to 60 (12.3%), and above 60 (5.9%). This distribution indicates that the respondents are predominantly middle-aged, which is a common age group for individuals considering purchasing soft drinks.

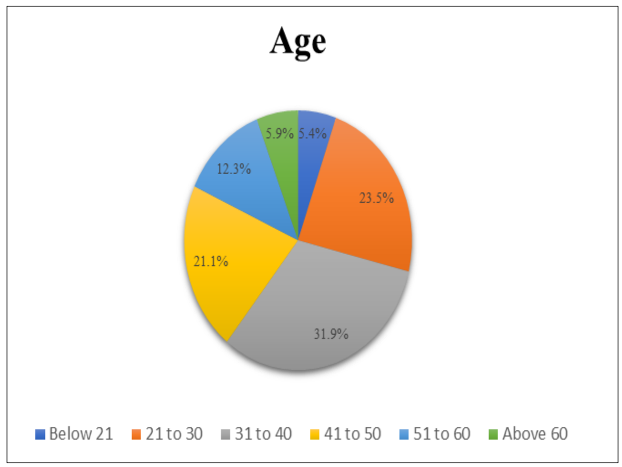


Figure. Age of Respondents.

Education: Most respondents are graduates (45.1%), with a significant portion holding post-graduate degrees (29.9%). A smaller percentage have undergraduate degrees (11.8%) or other forms of education (13.2%). This suggests that the respondents are generally well-educated, which may influence their purchasing decisions and preferences in the beverage industry.

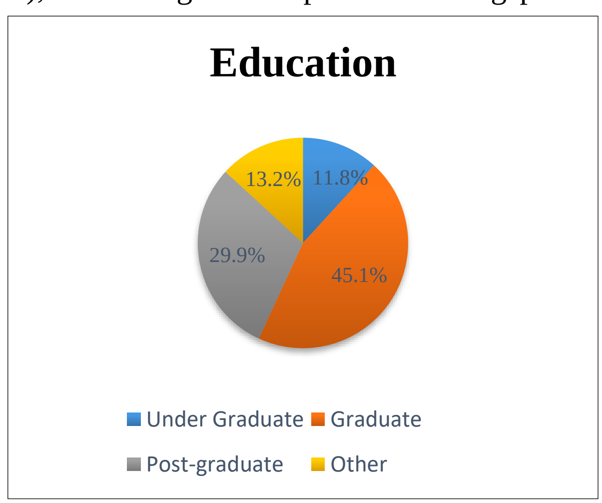


Figure. Education of Respondents.

Monthly Family Income: The largest group of respondents has a monthly family income of 60,001 to 90,000 Taka (31.9%), followed by those earning 30,000 to 60,000 Taka (29.9%). Other income brackets include less than 30,000 Taka (7.4%), 90,001 to 120,000 Taka (14.7%), and above 150,000 Taka (8.8%). This range of income indicates a diverse economic background among the respondents, with a significant portion having a moderate to high income.

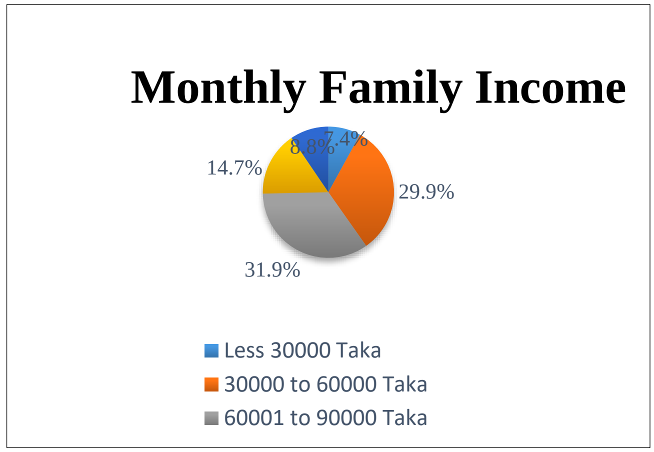


Figure. Monthly Family Income of Respondents.

Family Size: The majority of respondents are job holders (54.9%), followed by businessmen (18.1%) and students (17.6%). Other occupations include homemakers (5.4%) and retired individuals (3.9%). This distribution shows that the respondents come from various professional backgrounds, with a significant number being employed in stable jobs, which may contribute to their interest in purchasing soft drinks.

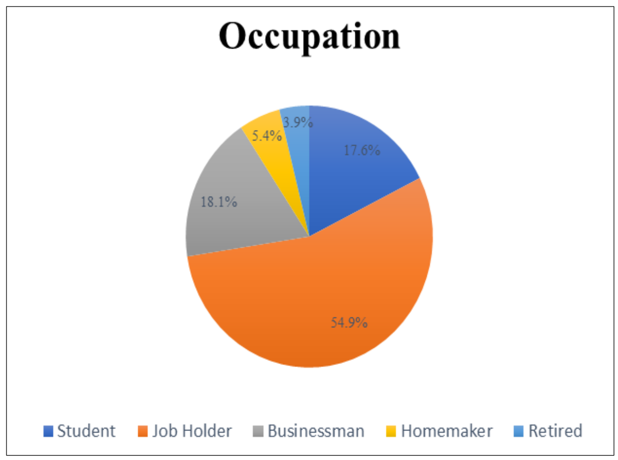


Figure. Occupation of Respondents.

Have you ever felt good about Pepsi or 7UP before actually buying it? All respondents are aware of TBL Products when buying soft drinks, demonstrating that it is a universally recognized brand in beverage sector.

5.2.2 Descriptive analysis for Variables:

The descriptive analysis provides insights into respondents' impressions by summarizing the primary patterns and variances of important variables, such as consumer purchase behavior and influencing factors including flavor satisfaction, pricing strategy, brand image, ad effectiveness and product visibility. Standard deviations show considerable reaction variability, whereas mean values show strong favorable perceptions.

Table: Descriptive Statistics Analysis

Descriptive Statistics			
Variable Name	Mean	Std. Deviation	N
Consumer Purchase Behavior	4.2471	.57548	204
Flavor Satisfaction	4.0453	.62882	204
Pricing Strategy	4.0404	.62768	204
Brand Image	4.1201	.68114	204
Ad Effectiveness	4.0515	.68619	204
Product Visibility	4.2475	.73737	204

Source: SPSS version 25 outcome based on primary data

Table-9 presents the descriptive statistics of the variables used in the study, including their mean, standard deviation, and sample size (N=204). The findings reveal that Consumer Purchase Behavior and Product Visibility have the highest mean scores (4.2471 and 4.2475, respectively), indicating that respondents place significant emphasis on these factors when evaluating their purchase decisions.

Additionally, brand image comparatively high mean score (4.1201) indicates how important it is to consumer preferences. While they have slightly lower means than Consumer purchase behavior and product visibility, other variables like flavor satisfaction (4.0453), pricing strategy (4.0404), and ad effectiveness (4.0515) also exhibit significant positive impressions. The responses exhibit moderate variability, as indicated by the standard deviation values, which fall between 0.57548 and 0.73737.

These findings show that all of the parameters under analysis are positively perceived by the respondents, with a consistent level of agreement throughout the sample, highlighting their significance in affecting consumer satisfaction in Bangladesh’s soft drinks market.

5.3 Multicollinearity Test

The degree to which a variable in the model cannot be explained by other independent variables is indicated by its tolerance value. A possible multicollinearity problem is indicated by a tolerance value smaller than 0.1 while values equal or more than 0.10 are typically regarded as acceptable (Hair et al., 2019; Field, 2013). The opposite of tolerance, the Variance Inflation Factor (VIF), measures how much multicollinearity has increased a regression coefficient's variance. The counterpart of tolerance, the Variance Inflation Factor (VIF), measures how much multicollinearity has inflated a regression coefficient's variance. High multicollinearity is indicated by VIF values above 5, while values below 5 are typically regarded as acceptable (Hair et al., 2019; Tabachnick & Fidell, 2019).

Table-10: Multicollinearity Test

Constructs	Collinearity Statistics	
	Tolerance	VIF
Flavor Satisfaction	.958	1.044
Pricing Strategy	.654	1.529
Brand Image	.515	1.940
Ad Effectiveness	.527	1.899
Product Visibility	.583	1.716

Source: SPSS version 25 outcome based on primary data

The multicollinearity test shows that all variables have tolerance values above 0.1 and VIF values below 5, indicating no significant multicollinearity issues. Flavor Satisfaction has the highest Tolerance (0.958) and lowest VIF (1.044), suggesting it is least correlated with other predictors, while Brand image has the lowest Tolerance (0.515) and highest VIF (1.94), still within acceptable limits. These results ensure the reliability and suitable for the regression analysis, allowing for accurate interpretation of the relationships between variables.

5.4 Measurement Model Analysis (outer model)

According to Hair et al. (2019), "the measurement model as a constituent of a theoretical path model that contains the indicators and their associations with the factors; also called the outer model in PLS-SEM." In this study, confirmatory factor analysis (CFA) is applied to square in the event the variables are loaded on their relevant constructs (Hair et al., 2019). In this study, the development of a structural equation model was conducted using SmartPLS software version 4.1 (Ringle et al., 2015).

Table: Measurement Model Summary

Variables	Items	Factor Loading Values	Average variance extracted (AVE)	Composite reliability (CR)	Cronbach's alpha
Consumer Purchase Behavior	CPB1	0.731	0.643	0.900	0.860
	CPB2	0.805			
	CPB3	0.852			
	CPB4	0.847			
	CPB5	0.767			
Flavor Satisfaction	FS1	0.829	0.595	0.851	0.777
	FS2	0.811			
	FS3	0.872			
	FS4	0.525			
Pricing Strategy	PS1	0.796	0.620	0.867	0.799
	PS2	0.782			

	PS3	0.816			
	PS4	0.753			
Brand Image	BI1	0.726	0.676	0.893	0.839
	BI2	0.838			
	BI3	0.869			
	BI4	0.848			
Ad Effectiveness	AE1	0.821	0.688	0.898	0.849
	AE2	0.832			
	AE3	0.871			
	AE4	0.793			
Product Visibility	PV1	0.854	0.774	0.932	0.902
	PV2	0.886			
	PV3	0.909			
	PV4	0.869			

5.5 Discriminant Validity Tests

Discriminant validity is a key component in structural equation modeling, helping to establish the uniqueness of constructs (Hair, Hult, Ringle, & Sarstedt, 2017). Examining the cross-loadings of indicators to make sure everyone loads more on its own construct than on others is a popular technique for evaluating discriminant validity. The Fornell-Larcker criterion is an additional technique that compares each construct's associations with other constructs to the square root of the average variance extracted (AVE).

Table: Discriminant validity: Fornell-Larcker Criterion

	Consumer Purchase Behavior	**Product Visibility**	**Ad Effective -ness**	**Brand Image**	**Flavor Satisfact -ion**	**Pricing Strategy**
Consumer Purchase Behavior	0.802					
Product Visibility	0.571	0.880				
Ad Effectiveness	0.580	0.527	0.830			
Brand Image	0.688	0.541	0.642	0.822		
Flavor Satisfaction	0.199	-0.001	-0.002	0.063	0.772	
Pricing Strategy	0.415	0.470	0.442	0.435	0.047	0.787

Source: SmartPLS version 4.1 outcome based on primary data

The Fornell-Larcker Criterion assesses discriminant validity by ensuring that the square root of the Average Variance Extracted (AVE) for each construct is greater than its correlations with other constructs. Every variable in the table satisfies this requirement. Consumer purchase behavior, for instance, has a larger AVE square root (0.802) than its correlations with other variables, including brand image (0.688) and product visibility (0.571). Comparably, the AVE square roots of ad effectiveness (0.830), flavor satisfaction (0.772), brand image (0.822), product visibility (0.880), and pricing strategy (0.787) all exceed their inter-construct correlations. The results of the Fornell-Larcker Criterion confirm strong discriminant validity in the model, as the square root of the AVE for each construct surpasses its correlations with other constructs. This indicates that each construct is unique and measures a distinct aspect of the research model. Consequently, the findings demonstrate that the constructs are reliable and valid, ensuring the credibility of the study's measurement framework.

5.6 Measurement Model Analysis (Inner model)

Measurement Model Analysis (Inner Model) evaluates the relationships between latent variables (constructs) in a structural equation model. It focuses on assessing the predictive relationships, path coefficients, and explained variance (R^2) to determine how well the constructs explain the outcomes in the research model. (Hair et al., 2017).

Table: Coefficient of R-square Analysis

Dependent Variable	R-square	R-square adjusted
Consumer Purchase Behavior	0.574	0.564

Source: SmartPLS version 4.1 outcome based on primary data.

The R-Square value for the endogenous latent variable of 0.67 is stated as good, 0.33 is stated as moderate, and 0.19 is stated as weak (Chin, 2010). Based on the table-14 and bar chart, the coefficient of the R-Square value of the consumer purchase behavior variable has a value of 0.574, so it is said to be good. This means that the ability of the independent variables (flavor satisfaction, pricing strategy, brand image, ad effectiveness, and product visibility) in identifying and explaining the consumer purchase behavior variable is 57.4% in the study. **The Adjusted R-square** (0.564) accounts for the number of predictors in the model, showing a slightly lower but still strong explanatory power. This suggests that the model has a good fit for predicting consumer purchase behavior.

Significant Testing: In ANOVA, if estimated F-value is greater than F-table value, the parameter is said to be statistically significant. Also, if P-value is less than 0.05 at 95% confidence level, then the variables are said to be statistical significance (Gujarati et al., 2009).

Table: AVOVA

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.387	5	7.677	52.707	.000[b]
	Residual	28.841	198	.146		
	Total	67.228	203			
a. Dependent Variable: Consumer Purchase Behavior						
b. Predictors: (Constant), Product Visibility, Pricing Strategy, Brand Image, Ad Effectiveness, Flavor Satisfaction						

Source: SPSS version 25 outcome based on primary data

From the above table-15, it is found that the significance value (0.000) is below $\alpha = 0.05$ and since calculated F-value (52.707) is much greater than critical value (2.21**)**, that refers the model is statistically significant. These indicate that the independent variables have significant relationship with the dependent variables.

According to Hair et al. (2019), the study measurement model suggested that all measurement models be valid before examining the relationship between the structural models. The researcher uses significant and insignificant relationships that can be identified by structural model analysis to provide an assessment that one can accept or reject. Additionally, to determine the size of the path coefficients, the researchers employed a bootstrapping approach using a subsample of 500 (Ringle et al., 2015). Path coefficients, t-values, and p-values (degree of significance) are all part of the structural model analysis. To assess the hypotheses, a two-tailed t-test was employed, with a significance level of 5%. If the t-value is greater than the critical value of 1.96 and the p-value is less than 0.05, the coefficients are considered statistically significant (Hair, Hult, Ringle, & Sarstedt, 2017).

Table: Structural model estimates

Path	Hypothesis	Coefficients (β)	t-values	p-values	Results
Flavor Satisfaction -> Consumer Purchase Behavior	H1	0.170	2.405	0.017	Accepted
Pricing Strategy -> Consumer Purchase Behavior	H2	0.038	0.706	0.480	Rejected
Brand Image -> Consumer Purchase Behavior	H3	0.428	6.430	0.000	Accepted
Ad Effectiveness -> Consumer Purchase Behavior	H4	0.165	2.534	0.012	Accepted
Product Visibility -> Consumer Purchase Behavior	H5	0.235	4.495	0.000	Accepted

Source: SmartPLS version 4.1 outcome based on primary data.

According to Table 16 and Figure 28, the path coefficients of four latent constructs, including flavor satisfaction, brand image, ad effectiveness, and product visibility had a positive and significant association with consumer purchase behavior at $p < 0.05$, and $t > 1.96$. Based on this, H1, H3, H4, H5 are accepted. However, hypothesis 2 (H2) has no significant and positive relationship with consumer purchase behavior. Accordingly, hypothesis 2 (H2) pricing strategy was rejected.

Flavor Satisfaction -> Consumer Purchase Behavior: The path coefficient indicates a significant positive relationship between flavor satisfaction and consumer purchase behavior, with a moderate strength (β = 0.170). The t-value (2.405) exceeds the critical value of 1.96, and the p-value (0.017) is less than 0.05. This suggests that flavor (taste) significantly impacts consumer purchase behavior in beverage industry of Bangladesh. Therefore, H1 is supported.

Pricing Strategy -> Consumer Purchase Behavior: The path coefficient (β = 0.038) shows a very weak positive relationship between pricing strategy and consumer purchase behavior. But, the t-value (0.706) is below the critical value of 1.96, and the p-value (0.480) is greater than 0.05, indicating that the relationship is not statistically significant, that suggesting that pricing strategy does not significantly affect consumer purchase behavior in the beverage sector in Bangladesh. Thus, H2 is not supported.

Brand Image -> Consumer Purchase Behavior: The path coefficient (β = 0.428) indicates a strong positive relationship between brand image and consumer purchase behavior. The t-value (6.430) is significantly above 1.96, and the p-value (0.000) is highly significant. This means that brand image is one of the most important factors influencing consumer purchase behavior in the soft drinks sector of Bangladesh. So, H3 is strongly supported.

Ad Effectiveness -> Consumer Purchase Behavior: Ad effectiveness and consumer purchase behavior have a moderately positive relation, according to the path coefficient (β = 0.165). The p-value (0.012) is less than 0.05, while the t-value (2.534) is more than 1.96. This implies that effective ads significantly impact on consumer purchase behavior in the soft drinks sector of Bangladesh. Therefore, H4 is supported.

Product Visibility -> Consumer Purchase Behavior: H5's findings show a significant relationship between product visibility and consumer purchase behavior in the real estate industry, with a highly significant p-value of 0.000 (less than 0.05), a path coefficient (β) of 0.235, and a t-value of 4.495 (higher than the critical value of 1.96). According to this, product visibility has a significantly impact on consumer purchase behavior. This means if improving store location and shelf space can raise consumer purchase behavior. Therefore, H1 is strongly supported.

5.7 Discussion on Findings

The study highlights critical factors influencing customer perception in Bangladesh's soft drinks industry, particularly for Transcom Beverages Limited. Flavor satisfaction, Pricing Strategy, Brand Image, and product visibility significantly impact consumer purchase behavior, while the pricing strategy does not. The coefficient R square value is 0.574, indicating that 57.4% of the variance is explained by the predictors. All composite reliability and Cronbach's alpha values are above 0.70, indicating good internal consistency of the constructs.

Brand image showed the strongest positive impact ($\beta = 0.428$, $t = 6.430$, $p = 0.000$), indicating that accessibility to products is a top priority for customers. So, companies try hard for accessibility and convenience that attract higher customer satisfaction in beverage industry of Bangladesh. Product Visibility also had a significant positive influence ($\beta = 0.235$, $t = 4.495$, $p = 0.000$), highlighting the increasing importance of shelf and store location. This indicates that customers value stores in both rural and urban areas. These findings suggest that beverage companies should prioritize strategic locations to improve customer satisfaction.

Flavor Satisfaction ($\beta = 0.170$, $t = 2.405$, $p = 0.017$) and Ad Effectiveness ($\beta = 0.165$, $t = 2.534$, $p = 0.012$) also had a significant, though moderate, impact on consumer purchase behavior. Good taste and lucrative packaging design play a critical role in influencing purchasing decisions. So, taste and advertising appeal that meet customer expectations can enhance satisfaction in this market.

Surprisingly, Pricing Strategy ($\beta = 0.038$, $t = 0.706$, $p = 0.480$) did not have a significant impact. The lack of significant impact of the Pricing Strategy ($\beta = 0.038$, $p = 0.480$) on consumer purchase behavior may be Consumers think less about product price in the soft drinks industry because the cost is relatively low, making taste, brand, and availability more influential in their purchase decisions. In Bangladesh's beverage market, customers tend to prioritize tangible factors like Brand image, Ad Effectiveness and Product Visibility, which directly influence consumer purchase decisions. This suggests that companies like TBL should focus on offering unique or enhanced services to stand out in the competitive market. Therefore, these findings suggest that TBL and similar beverage companies should focus their strategies on improving ad effectiveness, offering various taste, creating brand image, and carefully selecting store locations to meet customer expectations for improving customer satisfaction and gain a competitive edge in the beverage industry of Bangladesh.

5.8 Key Findings

5.8.1 Descriptive Analysis

Among the analyzed variables, Flavor Satisfaction (FS) and Brand Image (BI) exhibited the highest mean values, reinforcing their significant role in shaping consumer attitudes toward soft drinks. Pricing Strategy (PS) also demonstrated a notable influence, suggesting that affordability and perceived value play a crucial role in purchasing decisions. Ad Effectiveness (AE) and Product Visibility (PV) contributed to consumer perceptions but showed comparatively lower impact, underlining the importance of balancing promotional efforts with product innovation and accessibility.

5.8.2 Reliability and Validity

Reliability tests confirmed high internal consistency across all variables, with Cronbach's Alpha values exceeding the 0.70 threshold. For example, Flavor Satisfaction (FS) had an Alpha value of 0.777, and Brand Image (BI) scored 0.839, ensuring the measurement instrument's dependability. Content validity was ensured through expert evaluation, aligning the questionnaire items with theoretical frameworks and research objectives to maintain accuracy and relevance.

5.8.3 Regression Analysis

Regression results demonstrated that Flavor Satisfaction (PQ) and Brand Image (BI) were the strongest predictors of consumer purchase behavior, with standardized coefficients (Beta) of 0.170 and 0.428, respectively. Pricing Strategy (PS) showed moderate influence, reinforcing the role of value perception in consumer decision-making. Ad Effectiveness (AE) and Product Visibility (PV) had comparatively lower impact, indicating that while they are important, they do not solely determine purchasing behavior.

5.8.4 ANOVA Results

The ANOVA results validated the statistical significance of the regression model, with an F-value of 52.707 and a significance level below 0.05, confirming that the independent variables collectively explain a substantial portion of the variance in consumer purchase behavior.

5.8.5 Correlation Analysis

The correlation analysis revealed strong positive relationships between consumer purchase behavior and key predictors, reinforcing their critical role in influencing purchasing decisions. The analysis indicated a correlation coefficient (R) value of 0.574, suggesting a strong relationship between the predictors and consumer purchase behavior. The R^2 value of 0.564 shows that 48% of the variance in consumer purchase behavior can be explained by the independent variables. The Adjusted R^2 value of 0.564 accounts for model complexity, providing a more accurate measure of explanatory power.

CHAPTER 06:

RECOMMENDATIONS & CONCLUSION

6.1 Managerial Implications

The findings of this study carry significant managerial implications for Transcom Beverage Ltd. (TBL), highlighting the need for a more consumer-centric and insight-driven approach to business strategy. Understanding consumer perception and behavioral patterns enables TBL to tailor its product offerings, marketing messages, and distribution strategies more effectively. The study reveals that while brand loyalty exists, many consumers remain price-sensitive and responsive to promotional activities, suggesting the importance of balancing brand value with affordability. Additionally, changing lifestyle trends and rising health awareness indicate an opportunity for product innovation—such as introducing low-calorie or functional beverages. TBL's marketing efforts should be more segmented, with targeted messaging that appeals to specific demographics and psychographics, particularly through digital platforms where younger consumers are highly active. Ensuring widespread product availability, especially in underserved regions, and leveraging emotional branding and digital engagement can strengthen consumer connections. Overall, integrating these behavioral insights into TBL's strategic planning can enhance customer satisfaction, drive brand loyalty, and support sustainable growth in a competitive beverage market. The findings of this study provide several actionable insights for managers at Transcom Beverages Limited (TBL). The study highlights the critical role of branding, product quality, and promotional activities in shaping consumer perception and behavioral insights toward TBL's soft drinks (Pepsi, 7UP, Mirinda). Managers can leverage these insights to optimize marketing strategies, enhance distribution efficiency, and maintain product quality to achieve sustainable growth and competitiveness in the Bangladeshi soft drinks market. and market penetration.

6.2 Recommendations

Based on the findings of this research, I recommend several key strategies to enhance customer satisfaction in Bangladesh's real estate industry. Silver Developers Ltd. and other real estate companies should implement these measures to better meet customer expectations and improve overall satisfaction in the future.

6.2.1 Enhance Brand Awareness

Brand awareness is a key driver of consumer attitudes and loyalty. TBL should focus on the following strategies to strengthen brand visibility:

Digital Marketing: Leverage social media platforms like Facebook, Instagram, and YouTube to engage younger audiences through interactive content, influencer collaborations, and viral campaigns.

Sponsorships: Sponsor high-profile events, such as sports tournaments and cultural festivals, to reinforce TBL's market presence.

Localized Campaigns: Develop campaigns that resonate with Bangladeshi traditions and cultural values, such as Eid and Pohela Boishakh promotions.

Improve Distribution Channels

Accessibility is crucial for ensuring customer satisfaction and sustaining market competitiveness. TBL should:

Expand into Semi-Urban and Rural Areas: Establish satellite warehouses and partnerships with local distributors to ensure product availability in less penetrated regions.

Optimize Stock Availability: Use data analytics to forecast demand patterns and minimize stockouts at retail outlets.

E-Commerce Integration: Strengthen partnerships with online platforms like Daraz and Chaldal, enabling convenient access to TBL's soft drinks for tech-savvy consumers.

Strengthen Product Diversification

Product innovation can cater to evolving consumer preferences and expand market share.

TBL should:

- ✓ **Limited Edition Flavors**: Roll out seasonal or regional flavors to create excitement and attract new customers.
- ✓ **Smaller Packaging Sizes**: Introduce smaller, more affordable packaging options to target cost-sensitive consumers in rural areas.

6.3 Conclusion

This study explored consumer attitudes toward TBL's soft drinks, focusing on factors such as product quality, pricing strategy, branding, promotional activities, and distribution. The findings revealed that branding and product quality have the strongest influence on consumer attitudes, followed by promotional activities and accessibility. Transcom Beverages Ltd.'s association with PepsiCo Franchisee provides a significant competitive advantage, yet there is room to improve in areas such as pricing and rural distribution. By focusing on brand awareness, optimizing distribution channels, and diversifying its product portfolio, TBL can strengthen its market position and better cater to consumer needs. In conclusion, TBL is well-positioned to leverage its strengths and address identified gaps to sustain growth in the competitive Bangladeshi soft drinks industry. The insights and recommendations presented in this study can serve as a roadmap for strategic decision-making and long-term success.

6.4 Limitations and Further Research

This study has certain limitations that may impact the depth and generalizability of the findings. Constraints related to research experience, resources, time, and the company-specific focus restricted the scope of analysis. Additionally, the study's limited sample size and gender imbalance may affect the applicability of the results. Future research should address these limitations by expanding the sample size, incorporating additional variables such as brand reputation and technology, and utilizing mixed-methods approaches to gain a more comprehensive understanding of customer satisfaction in Bangladesh's real estate sector.

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APPENDIX

Questionnaire

Dear Participant,

Thank you for taking the time to contribute to my research titled **"Consumer Perception and Behavioral Insights in the Beverage Sector: An Empirical Study of Transcom Beverage Ltd. (TBL)"** The following questionnaire has been prepared as the part of my academic research purposes. "To identify and analyze the key factors influencing customer purchase behavior in the Beverage Sector of Bangladesh, with a focus on Flavor Satisfaction, Pricing Strategy, Brand Image, Ad Effectiveness, and Product Visibility. The following questionnaire has been prepared as the part of my academic research purposes. Your responses will be used only for academic purposes. Kindly answer all the questions carefully. I would like to ensure that, your all demographic and personal information will remain strictly confidential.

Thank you for being an essential part of this academic journey. Your participation and support are greatly appreciated.

Best regards,
Torikul Islam Hasan
ID: 22307005
Session: 2022-2023
Department of Marketing
Comilla University

Section I: Demographic Profile of the Respondents

1. Gender

- ☐ Male
- ☐ Female

2. Family Size

☐ Two

☐ Three

☐ Four

☐ Five

☐ Six

☐ More

3. Age

☐ Below 21

☐ 21 to 30

☐ 31 to 40

☐ 41 to 50

☐ 51 to 60

☐ Above 60

4. Education

☐ Under Graduate

☐ Graduate

☐ Post-graduate

☐ Others

5. Monthly Family Income

☐ Less 30000 Taka

☐ 30000 to 60000 Taka

☐ 60001 to 90000 Taka

☐ 90001 to 120000 Taka

☐ 120001 to 150000 Taka

☐ Above 150000 Taka

6. Occupation

☐ Student

☐ Job Holder

☐ Businessman

☐ Homemaker

☐ Retired

7. Have you ever felt good about Pepsi or 7UP before actually buying it?

☐ Yes

☐ No

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Section-II

For the following Statements, please mark the number according to the degree of your statements. Where, 1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5=Strongly Agree

Questionnaire

Variable Name	Item No.	Items	Satisfaction Rating				
Flavor Satisfaction	1	TBL's soft drinks (Pepsi, 7UP, and Mirinda) have a consistent and refreshing taste.	[1]	[2]	[3]	[4]	[5]
	2	The quality of TBL's beverages (Pepsi, 7UP, and Mirinda) meets my expectations.	[1]	[2]	[3]	[4]	[5]
	3	TBL's soft drinks (Pepsi, 7UP, and Mirinda) are of better quality compared to competitors.	[1]	[2]	[3]	[4]	[5]
	4	I am satisfied with the freshness of TBL's beverages (Pepsi, 7UP, and Mirinda).	[1]	[2]	[3]	[4]	[5]
Pricing Strategy	1	TBL's soft drinks (Pepsi, 7UP, and Mirinda) are affordable for regular consumption.	[1]	[2]	[3]	[4]	[5]
	2	The pricing of TBL's beverages (Pepsi, 7UP, and Mirinda) reflects good value for money.	[1]	[2]	[3]	[4]	[5]

	3	TBL offers attractive price discounts or promotional offers for Pepsi, 7UP, and Mirinda.	[1]	[2]	[3]	[4]	[5]
	4	TBL's prices for Pepsi, 7UP, and Mirinda are competitive compared to other brands.	[1]	[2]	[3]	[4]	[5]
Brand Image	1	I am familiar with the brand Transcom Beverage Ltd. (TBL).	[1]	[2]	[3]	[4]	[5]
	2	The overall image of TBL's beverage brands is satisfactory (e.g., Pepsi, 7UP, etc.)	[1]	[2]	[3]	[4]	[5]
	3	TBL's beverage brands represent quality and trust.	[1]	[2]	[3]	[4]	[5]
	4	I choose a TBL beverage brand over a competitor (Coca-Cola, PRAN).	[1]	[2]	[3]	[4]	[5]
Ad Effectiveness	1	TBL's advertisements for Pepsi, 7UP, and Mirinda are engaging and impactful.	[1]	[2]	[3]	[4]	[5]
	2	Promotional offers make Pepsi, 7UP, and Mirinda more attractive to purchase.	[1]	[2]	[3]	[4]	[5]
	3	TBL's campaigns for Pepsi, 7UP, and Mirinda align with local cultural events and values.	[1]	[2]	[3]	[4]	[5]
	4	Social media promotions of Pepsi, 7UP, and Mirinda by are effective.	[1]	[2]	[3]	[4]	[5]
Product Visibility	1	TBL's soft drinks (Pepsi, 7UP, and Mirinda) are readily available in retail stores near me.	[1]	[2]	[3]	[4]	[5]
	2	TBL ensures consistent availability of Pepsi, 7UP, and Mirinda.	[1]	[2]	[3]	[4]	[5]

	3	PepsiCo's distribution network effectively covers both urban and rural areas for Pepsi, 7UP, and Mirinda.	[1]	[2]	[3]	[4]	[5]
	4	I rarely encounter stockouts of TBL's beverages (Pepsi, 7UP, and Mirinda).	[1]	[2]	[3]	[4]	[5]
Consumer Purchase Behavior	1	I regularly purchase beverages produced by Transcom Beverage Ltd. (TBL).	[1]	[2]	[3]	[4]	[5]
	2	I prefer TBL beverages over other competing brands when making a purchase.	[1]	[2]	[3]	[4]	[5]
	3	I am likely to try new products launched by TBL.	[1]	[2]	[3]	[4]	[5]
	4	I often purchase TBL beverages when I see them on promotion or discount.	[1]	[2]	[3]	[4]	[5]
	5	I consider TBL beverages as my first choice when buying soft drinks.	[1]	[2]	[3]	[4]	[5]