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DETERMINANTS OF MARKETING COMMUNICATION OF BEVERAGE COMPANIES AND THEIR ROLE IN SHAPING CONSUMER BEHAVIOR IN PAKISTAN

This study investigates the determinants of marketing communication system of Pepsi and Coca Cola and compares their effects on shaping consumer behavior in Pakistan. This study starts from identifying and discussing the determinants of marketing communication and comparing the impact of these factors on brand image of Pepsi and Coca Cola. It also analyzes the responses of the audience to the advertising of Pepsi and Coca Cola in Pakistan. The researchers have selected 4 districts of Khyber Pakhtun Khwa (Pakistan) for data collection. The sample of 214 respondents was created through convenient sampling procedure. Regression analysis has been done to check the causal relationship while descriptive analysis has been done for comparative analysis of Pepsi and Coca Cola. The results shows that the market communication of Pepsi is more effective in influencing consumer behavior than Coca Cola and is comparatively more consumed drink than Coca Cola in Pakistan.

Keywords: advertisement, Coca Cola, culture, marketing communication, Pepsi.

КАМАРИЯ ІСМАЇЛ, ДЖАВАД ХУССЕЙН, ФАЙЯЗ АЛІ ШАХ ЧИННИКИ, ЩО ВИЗНАЧАЮТЬ МАРКЕТИНГОВІ КОМУНІКАЦІЇ КОМПАНІЙ З ВИРОБНИЦТВА БЕЗАЛКОГОЛЬНИХ НАПОЇВ, ТА ЇХ РОЛЬ У ФОРМУВАННІ СПОЖИВЧОЇ ПОВЕДІНКИ В ПАКИСТАНІ

У статті вивчено чинники, які визначають системи маркетингових комунікацій Pepsi і Coca Cola, порівняно їх вплив на формування споживчої поведінки в Пакистані. Визначено і описано чинники маркетингової комунікації, порівняно їх вплив на імідж брендів Pepsi і Coca Cola. Проаналізовано реакцію на рекламу Pepsi і Coca Cola в Пакистані. Для збору даних вибрано 214 респондентів з 4 пакистанських провінцій. Для перевірки причинно-наслідкового зв'язку було проведено регресійний аналіз, а для порівняння Pepsi і Coca Cola використано описовий аналіз. Результати показали, що маркетингова комунікація у Pepsi ефективніша у впливі на поведінку споживачів, ніж у Coca Cola, і Pepsi – популярніший напій у Пакистані, ніж Coca Cola.

Ключові слова: реклама, Coca Cola, культура, маркетингова комунікація, Pepsi.

Табл. 23. Літ. 22.

КАМАРИА ИСМАИЛ, ДЖАВАД ХУССЕЙН, ФАЙЯЗ АЛИ ШАХ ФАКТОРЫ, ОПРЕДЕЛЯЮЩИЕ МАРКЕТИНГОВЫЕ КОММУНИКАЦИИ КОМПАНИЙ ПО ПРОИЗВОДСТВУ БЕЗАЛКОГОЛЬНЫХ НАПИТКОВ, И ИХ РОЛЬ В ФОРМИРОВАНИИ ПОТРЕБИТЕЛЬСКОГО ПОВЕДЕНИЯ В ПАКИСТАНЕ

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В статье изучены факторы, определяющие системы маркетинговых коммуникаций Pepsi и Coca Cola, проведено сравнение их влияния на формирование потребительского поведения в Пакистане. Определены и описаны факторы маркетинговой коммуникации, сравнено их влияние на имидж брендов Pepsi и Coca Cola. Проанализирована реакция на рекламу Pepsi и Coca Cola в Пакистане. Для сбора данных выбрано 214 респондентов из 4 пакистанских провинций. Для проверки причинно-следственной связи был проведен регрессионный анализ, а для сравнения Pepsi и Coca Cola использован описательный анализ. Результаты показали, что маркетинговая коммуникация у Pepsi более эффективна во влиянии на поведение потребителей, чем у Coca Cola, и Pepsi – более популярный напиток в Пакистане, чем Coca Cola.

Ключевые слова: реклама, Coca Cola, культура, маркетинговая коммуникация, Pepsi.

Introduction. "Companies must do more than make good products – they have to inform consumers about products' benefits and carefully position products in consumers' minds. To do this, they must skillfully employ 3 mass promotion tools in addition to personal selling, which targets specific buyers: advertising, sales promotion, and public relations " (Kotler et al., 2002).

Multinational companies start their business initially with low investment at domestic level and later on make expansion in their operations and enter the foreigners' potential markets (Malik, 2008). To communicate with environment, companies use different marketing activities and tools (Mumel et al., 2007). Before entering foreign's markets companies strictly take into account cultural, psychological and ethical perspectives of target markets and that is why those companies which can not cope with competition fail to achieve their long-term goals (Malik, 2008).

Advertising is considered as one of the element of marketing due to its ability of delivering the prepared message carefully to target audience, and national and multinational companies and retailers, for marketing their products and services, rely on advertising (Belch & Belch, 2003).

Research problem. Marketing communication is the way to be presented at a market and influence the behavior of consumers. Pepsi and Coca Cola being leaders in beverage industry in Pakistan mostly rely on advertising in marketing their products and services and consider it a powerful promotional tool in reaching the potential segments.

Research objectives. Objectives of this study are as follows:

- To identify and analyze the determinants of marketing communication of Pepsi and Coca Cola.
- To study the effects of marketing communication of both companies on consumer behavior.
- To compare the impact of marketing communication on brand image of Pepsi and Coca Cola.

Literature review. According to Kotler (1988), marketing communication is a process whereby a firm identifies the needs and wants of consumers and satisfies them more effectively than the competitors can do. When a message exchanges between sender and receiver, communication takes place (Okyere et al., 2011).

One of the most difficult tasks of a marketer is to attract and arouse the desire of customers to buy products offered to them (Churchill Jr. & Petter, 1998). According to Banerjee et al. (2012), offering only quality products and services is not sufficient

for businesses, but they have to communicate the features and benefits of their products and services for generating sales and achieving profit. According to Keller (2008), marketing communication helps the company to build a strong relationship between consumers and products as it provides information to customers about products, making sense of judgment to compare their products with other companies' products and facilitate them in buying. Marketing communication takes into account the whole marketing process rather than emphasizing individual parts (Kotler, 1999). Kazmi & Batra (2008) described that the organization uses marketing activities for building up positive image of its products and services by informing, influencing, convince and recalling the target audience about its offered products and services. Marketing communication being part of marketing mix is any attempt of a firm, the objective of which is informing or influencing and persuading current or potential consumers regarding the features and benefits of products, so that they continue buying or start buying this very product (Adebsi, 2006).

Product is the soul of marketing communication and its importance can not be denied or underestimated. Kotler (2002) defined the product as "anything that can be offered to a market to satisfy a want or need. Products include physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas". Packaging is a cover by a material which protects a product, saves it from any type of damages and includes information on its quality and usage and helps marketers to market the products (Sial et al., 2011). Packaging effect the behavior of people by making perception of a product on the basis of packaging (Rundh, 2005), it is used as an important print medium for communication with consumers (Butkeviciene et al., 2008). According to Kotler (2001), labelling include information about constituents and usage. Butkeviciene (2008) opined that packaging and labelling are used by companies for drawing the attention of buyers to the company's products.

Culture is another determinant of marketing communication. Culture manipulates and controls the behavior of individuals by demonstration of values, symbols and heroes (Hofsted, 1997), and Luna & Gupta (2001) stated that due to cultural values, an individual exhibit certain behavior in particular circumstances. Multinational companies, while preparing their advertising message and other promotional campaigns, require thoroughly studying and considering cultural differences of a target audience at national and international levels for competing effectively at a market (Tian and Burges, 2011).

Beverage companies use advertsing as effective tool in marketing their products and services. Due to visibility and frequency, advertising is considered as an important element or determinant of marketing communication (Okyere et al, 2011). According to Kotler and Armstrong (2010), "advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor". Advertising carried out by posters magazines, television, billboards and the Internet helps consumers to identify brand, aware them and results in effects on their minds (Iranzadeh et al., 2012). According to Rau & Chen (2006), advertising carried out may not achieve the desired results to change the mindset of consumers but it plays an important role in molding the information about a product in the minds of consumers.

Methodology. The proposition of the study is to understand different determinants of marketing communication of Pepsi and Coca Cola, to study the effects of marketing communication on consumer behavior and to compare the impacts of marketing communication on brand images of Pepsi and Coca Cola. Therefore, the researchers have used the quantitative method. The data was collected through the questionnaires in 4 districts of KPK, Pakistan.

In order to collect quantitative data the instrument is adapted from Anderson (2006). Few changes were made in order to make it fit for the study. Care was taken that the adapted instrument passes through some tests. In order to make it reliable and valid, the reliability and validity tests were conducted. Descriptive analysis is used to describe the data. In order to check the causal relation, the regression analysis is carried out.

The convenient sampling method is used for collecting data for this study. The researchers have selected 4 districts of Khyber Pakhtunkhwa (Swat, Malakand, Mardan and Dir (Lower)). The sample of 60 respondents was taken from district Swat, 62 from district Malakand, 44 from district Mardan and 48 from district Dir (Lower) through the convenient sampling procedure.

In order to check the causal relation regression analysis has been performed. But the main purpose of the study is to provide comparative analysis of Pepsi and Coca Cola. For this purpose descriptive analysis has been carried out.

Results and discussion.

Descriptive statistics of age, gender and qualification. Description of age, gender and qualification provides information on the respondents' age, gender and qualifications. Before finding out the mean and standard deviations, it is important to check the frequencies of these 3 variables.

Table 1. Gender of the respondents

Gender	Frequency	%
Male	168	78.5
Female	46	21.5
Total	214	100.0

Table 1 shows that the total respondents are 214, out of which 168 are male, that is 78.5% of the entire sample. Remaining 46 respondents are female, 21.5% of the total sample.

Table 2. Qualification of the respondents

Qualification	Frequency	%
Intermediate	4	1.9
Graduate	76	35.5
Master	87	40.7
MS	47	22.0
Total	214	100.0

Table 2 shows that most of the respondents have the master degree. The intermediate level respondents are only 4, i.e. 1.9% of the total sample. The number of graduate respondents is encouraging – 76 respondents, or 35.5% of the total sample. The remaining 47 respondents are MS students which is 22% of the sample.

Table 3. Age of the respondents

Age classes	Frequency	%
18–25	52	24.3
26–30	58	27.1
31–40	60	28.0
40–45	28	13.1
46 and above	16	7.5
Total	214	100.0

The age of the respondents is divided into 5 groups. 24.3% of the respondents are within 18–25. 27.3% of the respondents are 26–30. 28% of the respondents are 31 to 40. 13.1% of the respondents are in 40–45 and 7.5% are above 46.

The respective description of the 3 variables is shown in Table 4.

Table 4. Descriptive Statistics Results

	N	Mean	Std. Deviation
Gender	214	1.21	.412
Qualification	214	2.83	.789
Age	214	2.52	1.205

The mean shows that the average qualification of the respondents is 2.83. It means that the maximum number of the respondents has the master degree. The average age of the respondents is 2.52. Variation in qualification is .412 and standard deviation of age is 1.2.

Before going into descriptive analysis, we need to ask the respondents whether they use soft drinks or not. All the respondents responded positively.

Table 5. Do you drink cola drinks?

Options	Frequency	%
Yes	214	100.0
No	0	0.00

Number of glasses consumed by each respondent per week. All the respondents consume cola drinks. 33.2% respondents consume 1–3 glasses per week. 17.3% consume 4–6 glasses of soft drinks. 18.7% respondents consume 7–9 glasses and 30.8% of the respondents consume more than 10 glasses of cola.

Table 6. How many glasses do you drink per week?

Glasses per week	Frequency	%
1–3	71	33.2
4–6	37	17.3
7–9	40	18.7
10 and above	66	30.8
Total	214	100.0

What cola brand do you drink the most? Once the average consumption was known, it was then asked, which brand is preferred in the selected area. The following responses were collected.

The descriptive statistics shows that most of the respondents consume Pepsi. The number of respondents using Pepsi is 123, which is 57.5% of the total sample. 91 respondents drink Coca Cola, which is 42.5% of the total sample.

Table 7. What cola brand do you drink the most?

Brand Name	Frequency	%
Pepsi	123	57.5
Coca Cola	91	42.5
Total	214	100.0

Has your consumption of cola soft drink changed throughout the year? To check consumers' consistency with respect to brand preferences and loyalty the below given question was asked and the following data was collected.

Table 8. Has your consumption of cola drink changed throughout the year?

Options	Frequency	%
Yes	40	18.7
No	174	81.3
Total	214	100.0

Table 8 shows that 81.3% of the respondents are consistent in consuming a specific brand of their choice which shows brand loyalty and 18% of the respondents switch over to other brands over time.

Do you know Coca-Cola advertisements? In order to know the degree of awareness of the respondents regarding advertisement of Coca Cola, this item was placed in the instrument. The results are shown in Table 9.

Table 9. Do you know what Coca-Cola advertises?

Options	Frequency	%
Yes	118	55.1
No	96	44.9
Total	214	100.0

Table 10. Do you know what Pepsi advertises?

Options	Frequency	%
Yes	187	87.4
No	27	12.6
Total	214	100.0

The responses show that Pepsi advertisement is more effective than Coca Cola's. 55.1% of the respondents are aware of the advertisement of Coca Cola, while already 87.4% are aware of Pepsi advertisement.

Comparison of product attributes of Pepsi and Coca Cola.

Table 11. Descriptive Statistics of Pepsi

Product Features	No.	Mean	Std. Deviation
Quality	214	3.59	1.479
Price	214	3.60	1.519
Availability	214	3.55	1.515
Taste	214	3.77	1.373
Innovativeness	214	3.61	1.487
Consumer Oriented	214	3.84	1.337
Bottle Design	214	3.75	1.374

This study asks the questions on quality, price, availability at the right time and right price, taste in accordance with consumer perceptions, innovations in product taste, design, and design of the bottle. The respondents answered differently about

product features of both products. In response to questions asked about quality of Pepsi most of the respondents opined that Pepsi is providing the best quality. The average value of all the responses is 3.59, that is approaching 4. It means that consumers view quality of Pepsi as the best. When the same question was asked about Coca Cola, it gave a mean value of 3.07 which approaches 3. It means that most of the respondents have no opinion about mean value. Standard deviation of Pepsi is 1.47 and that of Coca Cola is 1.52. It shows that the respondents for both brands have deviation. This means there are consumers who are not satisfied from the quality.

Table 12. Descriptive Statistics of Coca Cola

Product Features	No.	Mean	Std. Deviation
Quality	214	3.07	1.529
Price	214	3.35	1.333
Availability	214	3.03	1.523
Taste	214	3.08	1.458
Innovativeness	214	3.39	1.330
Consumer Oriented	214	3.25	1.418
Bottle Design	214	3.34	1.335

The second question is about price. Purpose of this item is to see how much satisfied the consumers are regarding the price of both brands. Pepsi has the mean value of 3.60, while Coca Cola has 3.35. It means that respondents view Pepsi price as satisfactory as compared to Coca Cola. Standard deviation for Pepsi is 1.51 and Coca Cola is 1.33. Another important thing is product availability. Mean value for Pepsi is 3.55 and for Coca Cola is 3.03. Standard deviation for Pepsi is 1.51 and for Coca Cola is 1.52. It means that both products have almost the same access to local markets. But availability of Pepsi products is higher as compared to Coca Cola.

The fourth question is about the taste of both. The mean value for taste of Pepsi is 3.77, while that of Coca Cola is 3.08. The difference between the mean values shows that Pepsi taste is preferred by consumers at the local markets. Standard deviation for Pepsi is 1.37 and for Coca Cola is 1.45. Deviation is less in Pepsi as compared to Coca Cola.

Innovation in products is also very important in order to retain the current market share. This item focuses on the changing features of the brand. Mean value shows that Pepsi has the mean value of 3.61 and Coca Cola has the mean value of 3.39. Standard deviation of Pepsi is 1.48 and that of Coca Cola is 1.33. It shows that Pepsi is more innovative than Coca Cola. Thus it can be said that Pepsi is more aware of needs of local market as compared to Coca Cola.

The next question asked is about consumer orientation in products. Consumer orientation means the focus on consumers, current needs of the market and the required taste. It more concretely defines the word "innovation". It links innovation with consumer needs that whether changes brought by a company are according to consumer needs or not. The mean value of consumer orientation for Pepsi is 3.84 and that for Coca Cola is 3.25. At the same time standard deviation of Pepsi is 1.33 and that of Coca Cola is 1.41. It shows that both companies are innovative but innovation of Pepsi is closer to consumers' needs and demands. The last item is based on the bottle design of both brands. The mean value of Pepsi is 3.75 and that of Coca Cola is

3.34. The standard deviation of Pepsi is 1.74 and that of Coca Cola is 1.33. It shows that Pepsi bottle is more liked by consumers as compared to Coca Cola.

Descriptive analysis of cultural features. First item focuses on cultural values to make sure whether Pepsi or Coca Cola take care of cultural values in their advertisements. Mean value of Pepsi is 3.69 which approaches 4 that is agree, while the mean value of Coca Cola is 3.45, that is almost 3.5. The standard deviation of Pepsi is 1.43 and that of Coca Cola is 1.25. It means that both products take care of cultural values but Pepsi advertisements are closer to the values of the area than Coca Cola's.

The second item focuses on the life style of local population. Mean value of Pepsi is 3.81 and that of Coca Cola is 3.37. The standard deviation of Pepsi is 1.35 and that of Coca Cola is 1.33. It means that both companies take care of cultural values but Pepsi advertisements are more, in accordance with the life style of local population.

The third item is about the language of the message. Language has its importance which is already discussed in literature. Mean value of language for Pepsi is 3.72 and that for Coca Cola is 3.53. The standard deviation for Pepsi is 1.40, and for Coca Cola is 1.18. The mean values for both items are above 3.5, approaching 4 which is good. It means that both brands are designing message in the language acceptable to the local population. The mean values cannot approach 5 because there are local languages and these brands cannot entertain all the local priorities. Dresses also reflect cultural traits. As there is joint family system in the sampling area and almost all family members watch television collectively, the companies should keep in mind that while loading a message the dresses of models in advertisement campaigns must be acceptable to values of the society. The mean values for Pepsi and Coca Cola are almost same standard deviation also lying in the same range that is 1.2 for Pepsi and 1.4 for Coca Cola. It shows that both companies are using dresses that are somewhat acceptable in the society of the area.

While designing any message, music can play an important role in drawing the attention of customers. The mean value shows that Pepsi has the value of 3.35 and Coca Cola has the mean value of 3.35. The standard deviation for Pepsi is 1.36 and for Coca Cola it is 1.33. Pepsi is incorporating music of the locality in its ads more than Coca Cola.

The last question focuses on the circle of friends. It means friends and family. The mean value for circle of friends for Pepsi is 3.65, while the same for Coca Cola is 3.37. It means that Pepsi is more consumed in friend and family circles than Coca Cola.

Table 13. Descriptive Statistics: Pepsi Cultural Features

	No.	Mean	Std. Deviation
Pepsi takes care of cultural values in their advertisement	214	3.69	1.437
Pepsi keeps in mind the life style that I prefer in their advertisement	214	3.81	1.359
Language used in advertisement is according to our culture	214	3.72	1.405
Dresses of models are according to our culture	214	3.79	1.400
Pepsi uses traditional music in their advertisement	214	3.76	1.368
I prefer Pepsi because of my circle of friends	214	3.65	1.444

Cross-tabulation analysis of consumption of cola drink with respect to age. This study provides the evidence on consumption of cola drinks with respect to age. It will

show which age group consumes cola drinks the most. Table 15 gives the evidence on that.

Table 14. Descriptive Statistics: Coca Cola cultural features

	No.	Mean	Std. Deviation
Coca Cola takes care of cultural values in its advertisement	214	3.45	1.250
Coca Cola keeps in mind the life style that I prefer in its advertisement	214	3.37	1.339
Language used in advertisement is according to our culture	214	3.53	1.189
Dresses of models are according to our culture	214	3.49	1.255
Coca Cola uses traditional music in its advertisement	214	3.35	1.336
I prefer Coca Cola because of my circle of friends	214	3.37	1.339

Table 15. How many glasses do you drink per week?

Age \ No of Glasses	1-3	4-6	7-9	10+	Total
18-25	16	10	8	18	52
26-30	22	11	10	15	58
31-40	15	12	12	21	60
40-45	8	4	8	8	28
46+	10	0	2	4	16
Total	71	37	40	66	214

Table 15 shows that cola drink is famous in the age group from 18 to 40.

Cross-tabulation of cola drink preferences from the age perspective. Table 16 shows which age group likes Pepsi the most and which age group likes Coca Cola the most. Here again it is clear that both drinks are consumed by young people. But it further narrows down to only one choice and it can be seen that Pepsi is preferred in almost all age groups. More interestingly, old age people consume more Pepsi as compared to Coca Cola.

Table 16. Age wise preference of cola brands

Age \ Cola brand	Pepsi	Coca Cola	Total
18-25	30	22	52
26-30	31	27	58
31-40	32	28	60
40-45	16	12	28
46 and above	14	2	16
Total	123	91	214

Cross-tabulation of brand loyalty with respect to age. Table 17 shows which age group is more loyal to its brand and which age group is changing their brand after regular intervals. Here we can see that most consumers are brand loyal. A very low proportion of consumers change their brand after some period of time. Interestingly, older people are more brand loyal than youth.

Cross-tabulation of advertisement and age. Table 16 shows which age group is more aware of the advertisement campaign of Pepsi and Coca Cola. Tables 18 and 19 show that advertisement is more effective in the middle age group and especially in older age. Younger people don't have that much information on product advertisement. With increase in age consumers become more aware of advertisement activities and advertisement campaign of brands.

Table 17. Variation in the consumption of cola brand with respect to age

Age \ Response	Yes	No	Total
18-25	8	44	52
26-30	10	48	58
31-40	14	46	60
40-45	8	20	28
46+	0	16	16
Total	40	174	214

Table 18. Do you know what Coca-Cola advertises?

Age	Yes	No	Total
18-25	36	16	52
26-30	29	29	58
31-40	34	26	60
40-45	13	15	28
46+	9	7	16
Total	121	93	214

Table 19. Do you know what Pepsi advertises?

Age	Yes	No	Total
18-25	44	8	52
26-30	50	8	58
31-40	50	10	60
40-45	22	6	28
46+	14	2	16
Total	180	34	214

Causal relationship between communication variables and brand image. Marketing communication is a broad term. We need to check is there any causal link between these variables and brand image? For this purpose we need to operationalize the term communication variables to measurable its dimensions. Keeping in view the literature review we operationalize communication variables into 4 dimensions which are product features, cultural features, advertisement and type of message. Before going to check the causal relation it is important to pass the instrument from certain test. As the instrument is adapted, its validity is checked. For this purpose it is sent for a peer review. After validity we check the reliability of the instrument using SPSS software. The reliability test procedure and the results are given below.

Reliability Test. The researchers have used the Cronbach's alpha for measuring reliability (internal consistency). Cronbach's alpha values for all communication variables are given in Table 20.

Table 20. Reliability test of the instrument used

Scale	Cronbach's Alpha	Items
Product Features Pepsi	0.853	7
Product Features Coke	0.892	7
Cultural Factors Pepsi	0.883	7
Cultural Features Coke	0.745	7
Advertisement	0.766	7
Type of Message	0.52	2
Brand Image	0.793	7

The result shows that almost all the values of Cronbach's alpha are more than 60. Product feature's value is 0.853 and that for Coca Cola is 0.893 which mean that the scale used is reliable. The word "reliable" means there are 85% chances that the scale will measure the same results if applied again and again on different samples. Almost all the scales are more than enough reliable, except the type of message. Its reliability is 0.52, it may be the number of items are much lesser than the other scales. Of it could be because of the complexity in the concept of rational and emotional messages.

Now we will check the combined reliability of all the items of the scale. The combined reliability is given in Table 21.

Table 21. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
.961	.954	59

The Cronbach's alpha shows a very high value which means that the instrument used is very reliable. 96.1% means there are 96% chances that the instrument will display the same results if repeated in different population or the same population again.

Regression analysis. Regression analysis is used to find out the magnitude of causal relation between dependent variables and independent variables.

Table 22. Regression Analysis

	BIMAGE	Product features of Pepsi	Cultural factors	Advertisement	Message: Rational/Emotional	Moderating effect of celebrity and events
BIMAGE	1					
	214					
Product features of Pepsi	.826(**)	1				
	.000					
	214	214				
Cultural factors	.856(**)	.827(**)	1			
	.000	.000				
	214	214	214			
Advertisement	.788(**)	.773(**)	.798(**)	1		
	.000	.000	.000			
	214	214	214	214		
Message type / Rational or emotional	.678(**)	.692(**)	.716(**)	.603(**)	1	
	.000	.000	.000	.000		
	214	214	214	214	214	
Moderating effect of celebrity and events	.819(**)	.826(**)	.831(**)	.767(**)	.641(**)	1
	.000	.000	.000	.000	.000	
	214	214	214	214	214	214

The result shows that there are few relations highly associated, i.e. association between brand image, product feature, cultural factors and moderating variable is above 8.

Correlation. Correlation shows the association between 2 variables. Association means how 2 variables move with each other, either they are positively associated or negatively associated. Generally, correlation values move from -1 to +1. If correlation value is -1 or near to -1 it means there is a perfectly negative association between the

variables and if correlation value is +1 or near to +1 it shows there is a perfectly positive correlation between two variables. 0 correlation means there is no correlation between the variables.

Table 23. Correlation Analysis

	BIMAGE	Product features of Pepsi	Cultural factors	Advertisement	Message type / Rational or emotional	Moderating effect of celebrity and events
BIMAGE	1					
	.214					
Product features of Pepsi	.826(**)	1				
	.000					
	.214	.214				
Cultural factors	.856(**)	.827(**)	1			
	.000	.000				
	.214	.214	.214			
Advertisement	.788(**)	.773(**)	.798(**)	1		
	.000	.000	.000			
	.214	.214	.214	.214		
Message type: Rational or emotional	.678(**)	.692(**)	.716(**)	.603(**)	1	
	.000	.000	.000	.000		
	.214	.214	.214	.214	.214	
Moderating effect of celebrity and events	.819(**)	.826(**)	.831(**)	.767(**)	.641(**)	1
	.000	.000	.000	.000	.000	
	.214	.214	.214	.214	.214	.214

** Correlation is significant at the 0.01 level (2-tailed).

The correlation values show that our results are according to our predictions. All the variables show positive and significant results. The brand image is positively correlated with product features. It means that increase in product features results in high brand image. Brand image is positively correlated with cultural factors. Correlation value is .856 which shows high association. Similarly brand image is also positively correlated with advertisement. But the association is weaker than product features and cultural factors. Possible reason for this may be that people cannot interpret the meaning of emotional and rational messages. However, the correlation between moderating effect and brand image is also positive and highly correlated.

Conclusion. From the analysis it can be concluded that Pepsi is more consumed in Pakistan. Age factor has effect on the consumption pattern of Pepsi and Coca Cola. Young people consume more cola drinks than older people but it is interesting in the case of Pakistan that old-age consumers have more knowledge about the advertisement campaigns of both companies, and that is the reason why old age consumers are brand loyal and do not switch to other brands over time. It is also concluded from the descriptive statistics that both multinational companies try to retain more young customers rather than maintain the current market shares. It was also noticed that cultural factors such as dresses, language, family, friends and religious values are the important traits of Pakistani consumers and thus they should be take into account while preparing advertising messages in order to influence the buying patterns of consumers.

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