

# Impact of Marketing on the Sale—An Analytical Study on the Sale of Carbonated Drinks

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**Abstract:** The Indian beverage market has witnessed significant shifts with the reintroduction of legacy brand Campa Cola by Reliance Consumer Products in 2023. Once a household name in the 1980s, Campa Cola's re-entry comes at a time when global soft drink giants dominate the Indian market. A product relaunch refers to the process of reintroducing a product into the market after it has been withdrawn, lost momentum, or failed to perform as expected. The goal is to renew consumer interest, improve market performance, and reposition the product. Market Research Identify why the product underperformed. Analyze customer feedback, competitors, and market trends. Product Improvements Update features, quality, packaging, or design. Address past complaints or unmet customer needs. Repositioning Target a new segment or redefine the value proposition. Modify pricing or branding strategy. Marketing Campaign Announce the relaunch through digital, social, and traditional media. Offer promotions, influencer partnerships, or limited-time offers. Distribution and Availability Ensure product availability across relevant channels. Improve logistics or retail partnerships if needed. Customer Engagement Collect feedback post-relaunch. Use loyalty programs or engagement tools to retain interest. This paper examines the revival of Campa Cola and analyses its competition with sprite , a leading lemon-lime flavored drink from Coca-Cola. A primary data collection through survey was done to analyse the people's affinity towards these brands Affinity towards a brand refers to the emotional connection, trust, and preference that consumers develop for a particular brand over time. It goes beyond brand awareness—it reflects loyalty and a personal bond. Which proved the H1 and H3 -- People prefer Sprite due to its brand value and authentic lime flavour Customers being loyal to Sprite irrespective of the pricing The marketing strategies of Campa cola struggles to compete with that of Sprite making Campa less prevalent among youth. But with improved strategies of marketing Campa Cola can possess a good competition to Sprite sold by coca cola.

**Keywords:** Flavored Drinks, Carbonated Drinks, Sales, Marketing.

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## I. INTRODUCTION

The Indian carbonated beverage market has long been dominated by multinational corporations such as Coca-Cola and PepsiCo. Among their flagship offerings, Sprite, known for its lemon-lime flavour, has consistently held a strong position, particularly among younger consumers. However, in 2023, the landscape began to shift with the reintroduction of Campa Cola, a once-iconic Indian soft drink brand from the 1970s and 80s, now revived by Reliance Consumer Products. This strategic move was not only an attempt to revive nostalgia but also a calculated disruption aimed at challenging the hegemony of global players in India's FMCG (Fast Moving Consumer Goods) sector. Campa Cola's return was marked by aggressive pricing, wide distribution leveraging Reliance's retail networks and targeted marketing campaigns appealing to Indian identity and nostalgia. This

study mainly focusses on how the reintroduction of Campa cola has affected the consumer choices. Preference and flavor and taste preference were checked pertaining to the sample. HYPOTHESIS: H1- People prefer Sprite due to its brand value and authentic lime flavour H2- People prefer the newly reintroduced Campa cola for nostalgia and its wide range of flavours H3- Customers being loyal to Sprite irrespective of the pricing H4- Customers shifting over to Campa Cola for cost effectiveness.

## II. REVIEW OF LITERATURE

Brand Positioning and Heritage Sprite has been positioned globally as a refreshing, youth-centric drink, with advertising campaigns focusing on clarity, authenticity, and coolness (Coca-Cola Annual Report, 2021). On the other hand, Campa Cola, once a dominant player in India during

the pre liberalization era, capitalized on its Indian identity and nostalgia (Singh, 2023). With its recent re-launch, Campa aims to tap into nationalistic sentiments and cost competitiveness. According to Kumar and Nayak (2022), brand heritage plays a crucial role in consumer re-engagement when legacy brands are reintroduced. Campa's revival taps into consumer nostalgia, while Sprite maintains its stronghold through sustained marketing and global consistency.

Sales is the activity of exchanging goods or services for payment. It focuses on finding potential buyers, learning about their preferences or challenges, recommending appropriate offerings, and encouraging them to complete a purchase. This function is vital for any business because it directly affects its earnings and future growth. A strong sales approach usually relies on building trust with customers, having excellent communication, deep knowledge of the product or service, and using tools like Customer Relationship Management (CRM) systems to track and manage interactions. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.

**Marketing** is the process businesses use to understand customer needs, develop products or services that meet those needs, and communicate their value effectively. It includes researching the market, setting the right price, choosing how and where to sell, promoting the offering, and building strong connections with customers. The main aim of marketing is to create value for both the customer and the company while maintaining long-term satisfaction and loyalty Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education.

**Marketing strategy** is a long-term plan that outlines how a business will attract and retain customers by delivering value in a competitive market. It involves setting clear goals, identifying target audiences, analyzing competitors, and deciding on the best mix of product, price, place, and promotion (the 4Ps) to reach the audience effectively. A good marketing strategy helps align business objectives with customer needs and ensures consistent messaging across all channels.

**Goodwill of goods** refers to the positive reputation or brand value that a product or company has built over time in the minds of customers. It is not about the physical goods themselves, but the trust, loyalty, and satisfaction associated with them. When customers consistently choose a particular brand or product due to its quality, service, or reputation, that preference reflects goodwill. This goodwill can lead to repeat purchases, higher pricing power, and competitive advantage in the market.

Consumer Preferences and Perception Consumer behavior studies emphasize the role of taste, price, and brand familiarity in beverage choices (Malik et al., 2019). Sprite, with a long-standing presence, enjoys strong brand recognition and a perception of quality. In contrast, Campa is in a rebranding phase, trying to reshape consumer perception and compete on both emotional and economic fronts. A study by Reddy & Thomas (2021) revealed that younger consumers are more likely to prefer global brands due to perceived quality, while older demographics may resonate with the reintroduction of indigenous brands like Campa.

**Kotler & Keller (2016) and the 4Ps Framework** Kotler and Keller, in their landmark work *Marketing Management*, presented the **4Ps of marketing—Product, Price, Place, and Promotion**—as the essential components of a successful marketing strategy. According to them: **Product**: Refers to the goods or services offered to meet customer needs. **Price**: The amount customers pay for the product, influenced by demand, cost, and competition. **Place**: The distribution channels used to deliver the product to consumers. **Promotion**: The communication strategies used to inform, persuade, and remind customers about the product.

In *Digital Marketing: Strategy, Implementation and Practice*, **Chaffey (2020)** provides a comprehensive guide to planning, executing, and optimizing digital marketing campaigns. He introduces the **RACE framework—Reach, Act, Convert, Engage**—which outlines the key stages of the digital marketing customer lifecycle.

### III. MATERIALS AND METHODS

**Research Design** This study adopts a quantitative research approach to collect primary data through structured surveys. The objective is to understand consumer perceptions, preferences, and buying behaviour following the reintroduction of Campa Cola, and to assess any corresponding changes in the consumption of Sprite. Data collection method: Primary data was collected using a structured questionnaire based survey. The questionnaire included mostly closed-ended questions to ensure quantifiable responses. The survey was administered both online (and favorite flavor via Google Forms). A sample size of 100 respondents was selected using convenience sampling, targeting individuals aged 15–45 across various regions through social media platforms and email distribution. The responses were automatically recorded in Google Sheets for analysis. Data was then cleaned and analysed using basic statistical tools to identify patterns in consumer behaviour and brand comparison.

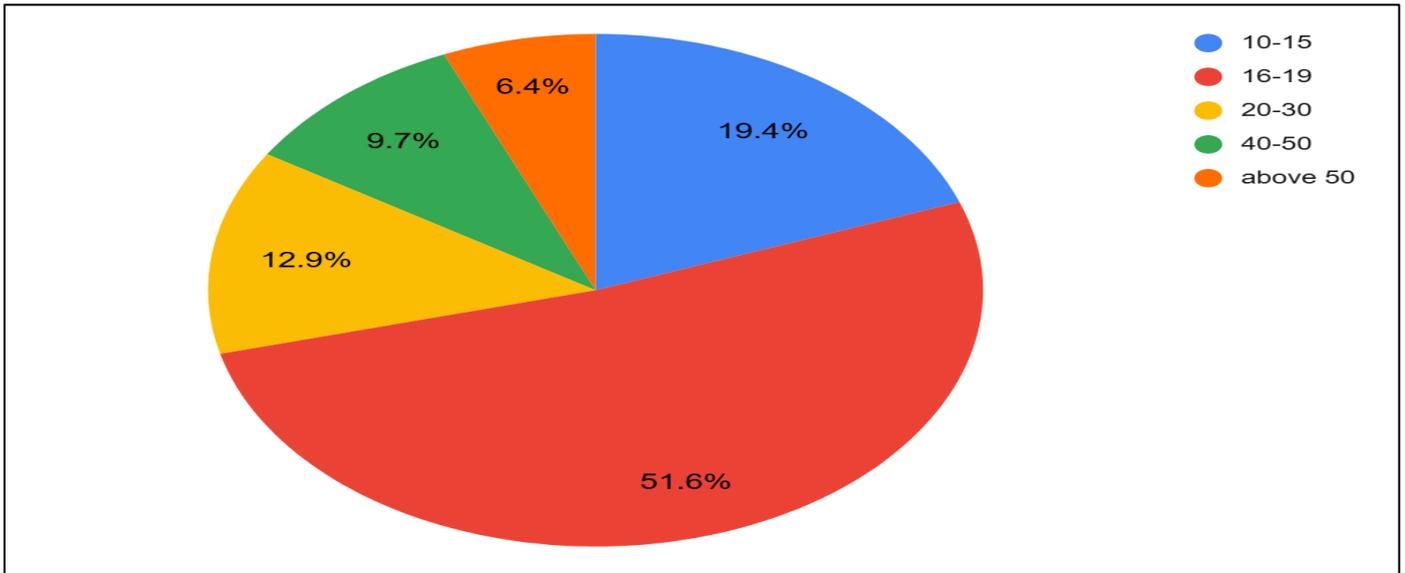


Fig 1 Age Group

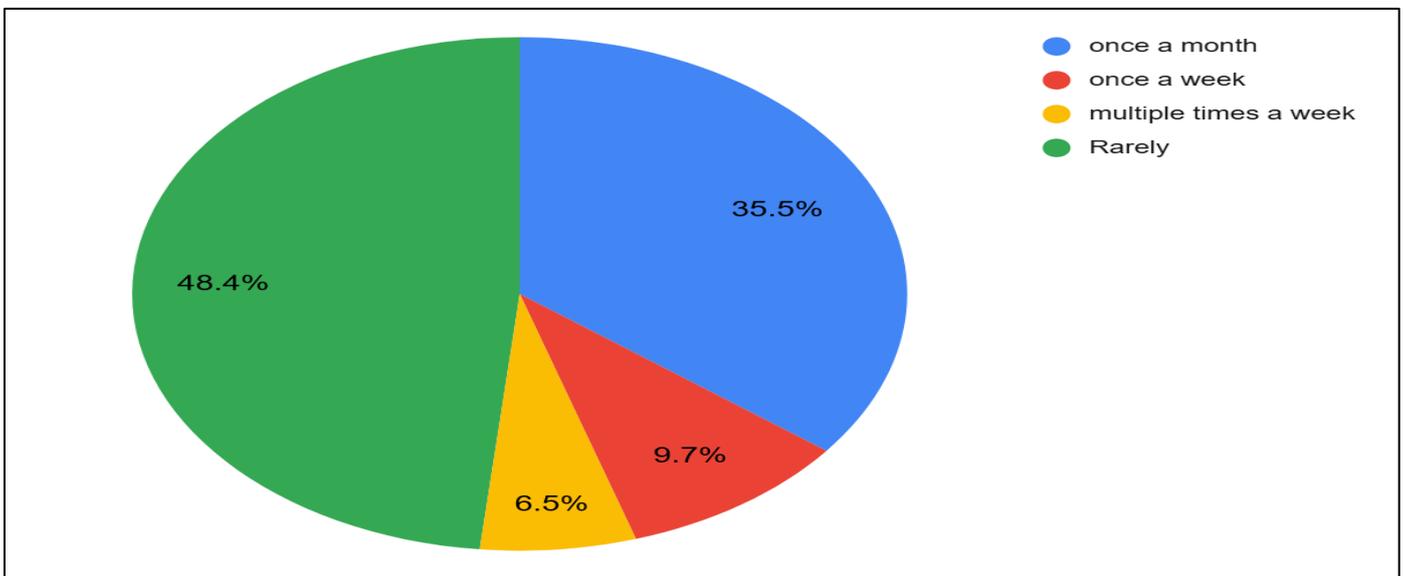


Fig 2 How often do you Drink Carbonated Drinks

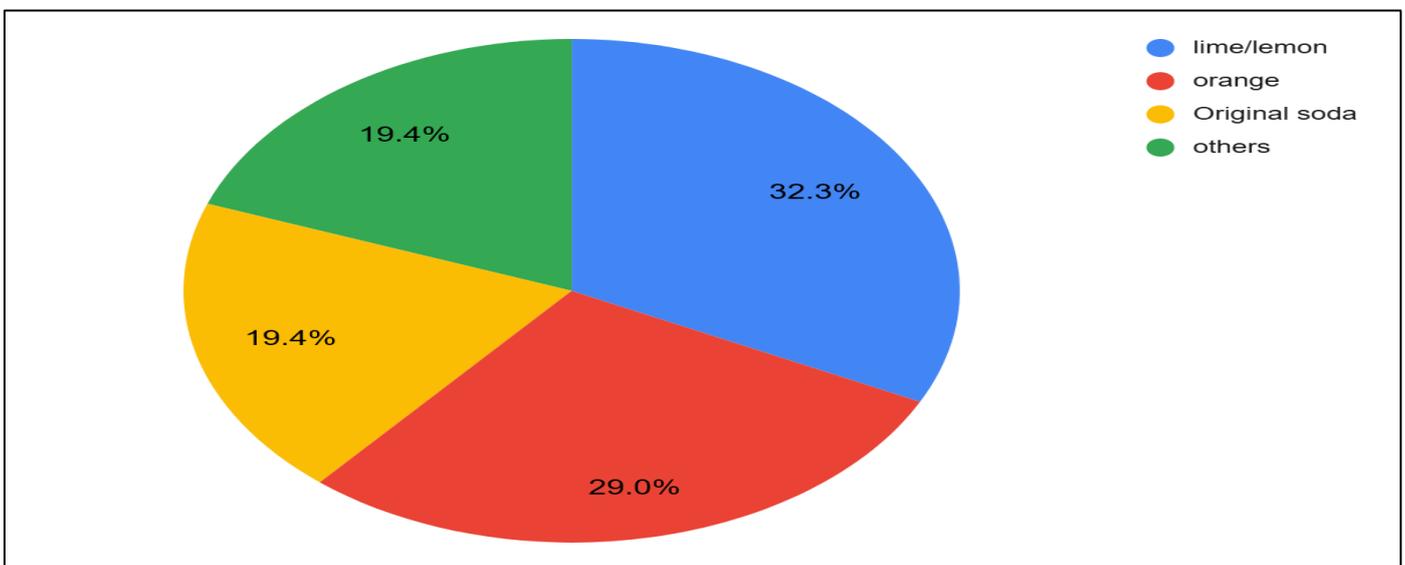


Fig 3 While Buying a Soft Drink which Flavour would you Choose

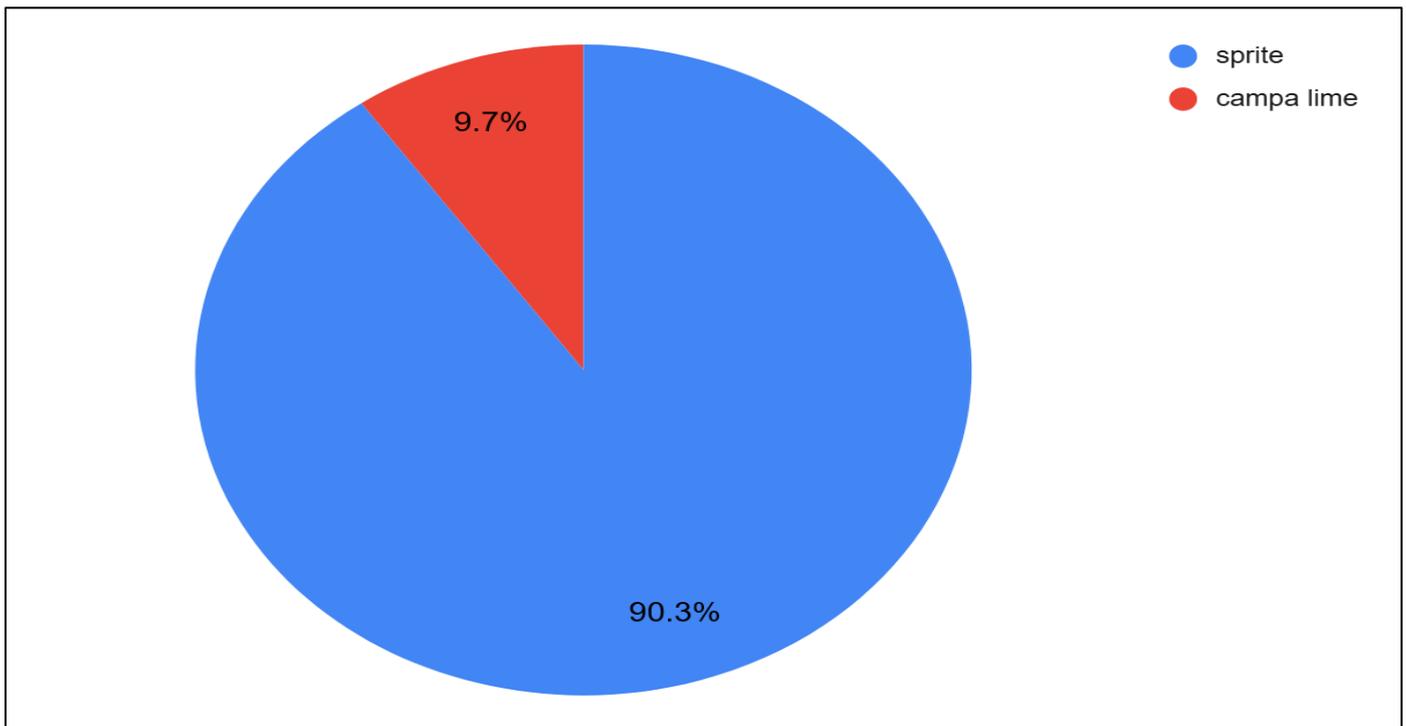


Fig 4 If you were to get a Soft Drink which of the Following would you Choose

The graphical representation of the data reveals that 51.6% aged between 16 and 19, 12.9% aged between 20 and 30 9.% of the people aged between 40 and 50 19.4 % aged between 10 to 15, rest of them are aged above 50.

Data shows frequency of consumption is 48.4% percentage of the people consumes rarely,35.5% once a month,9.7% once in a week,6.5 % multiple times a week.

Flavor inclination shows 29% orange , 32.3% lemon,19.4% brown drinks,19.4% other.

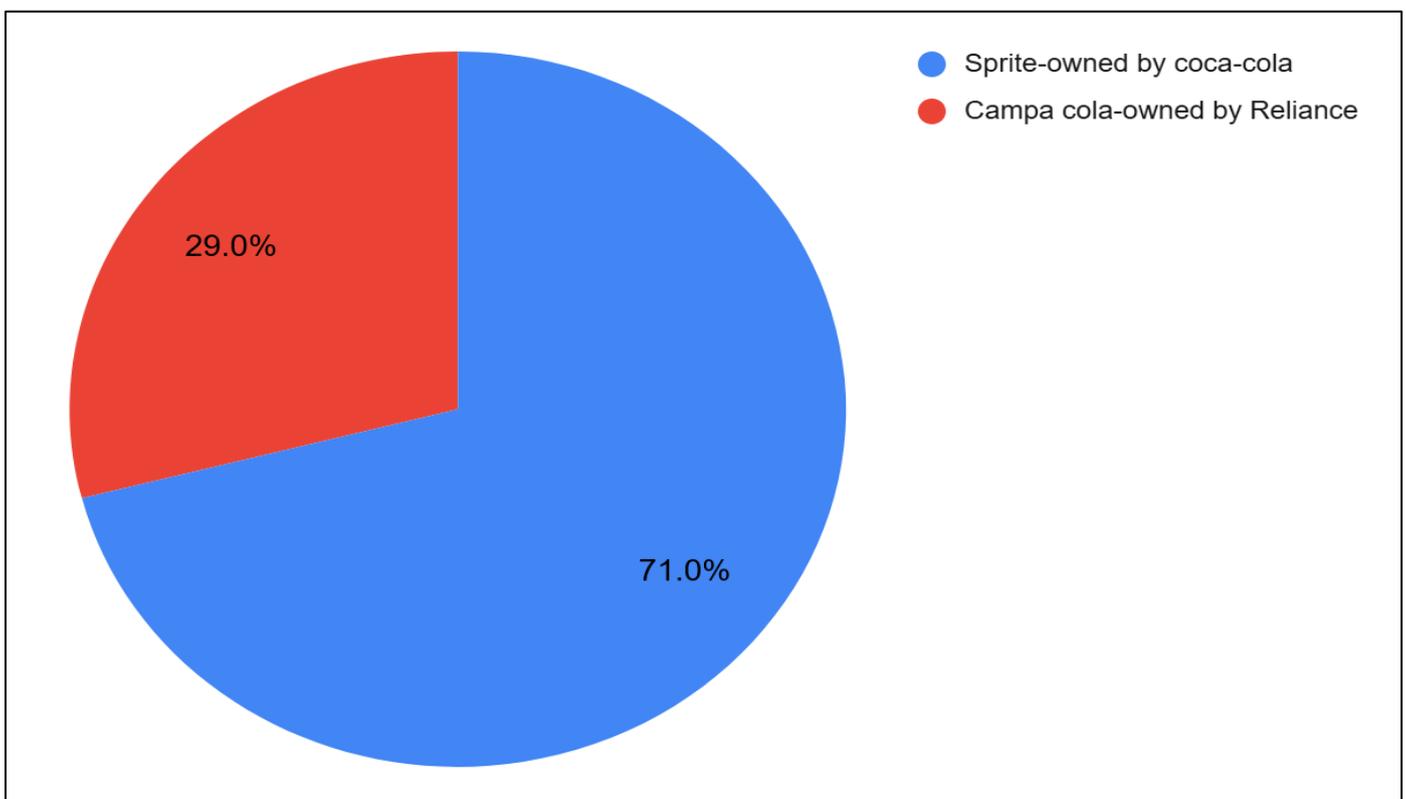


Fig 5 Which of the Following Brands do you think is Better to Purchase from

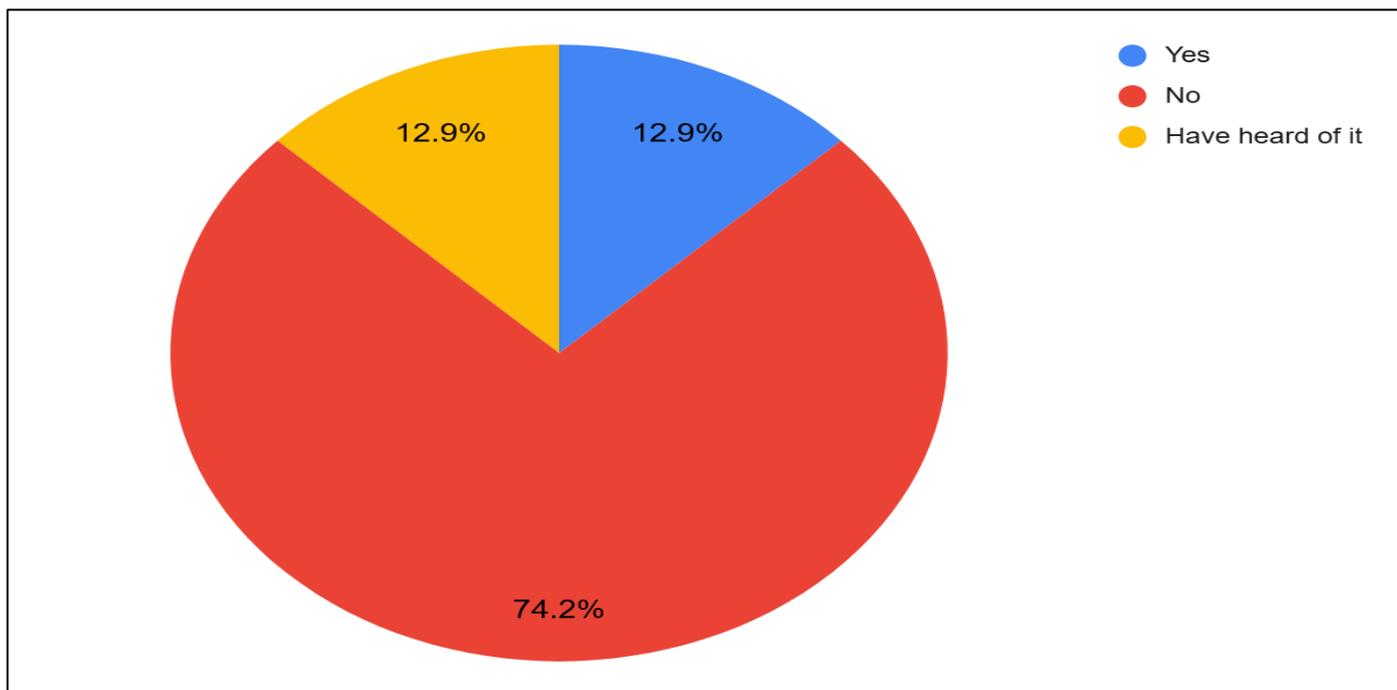


Fig 6 Do you have any Knowledge/Memories about the Campa Cola in the 1980s

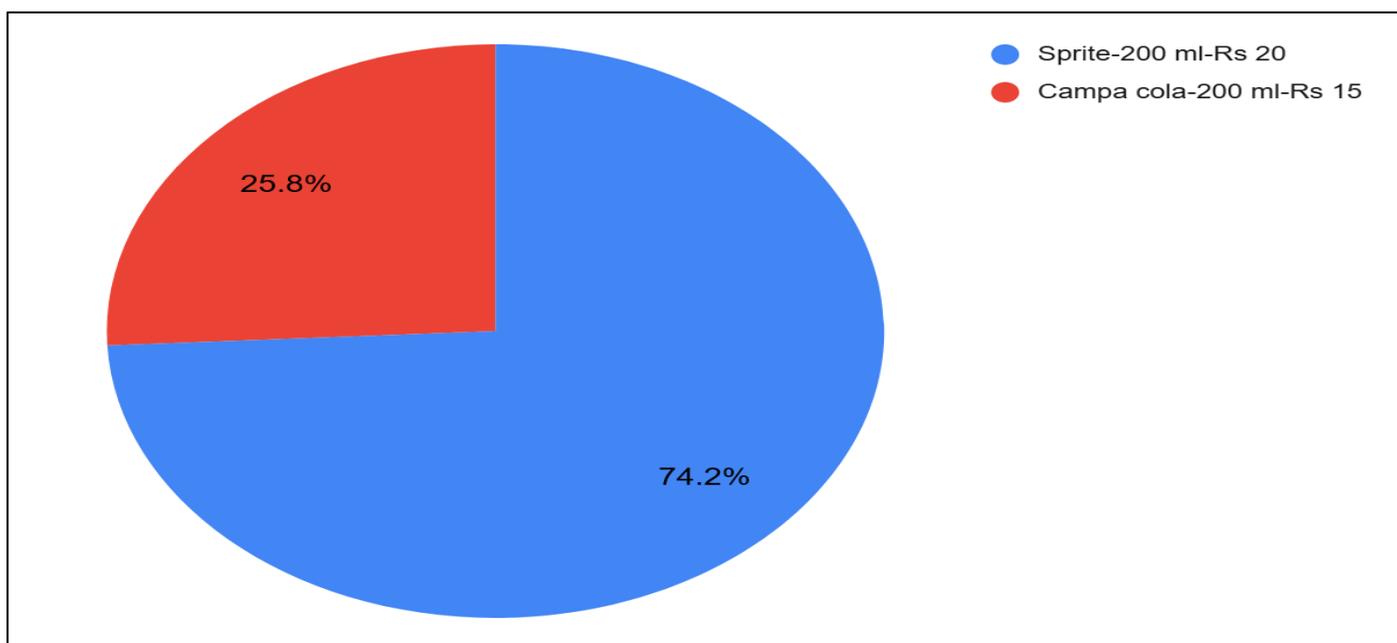


Fig 7 Which of the Following Option would you Prefer on a Hot Sunny Day

90.3 % of the sample showed the preference towards sprite,71% showed brand inclination towards sprite,74.2 % expressed no memory relatable to sprite or Campa. 74.2% of the sample preferred to drink sprite during hot summer day.

**IV. DISCUSSION**

While the reintroduction of Campa Cola created significant buzz in the Indian beverage market—mainly due to its affordable pricing and nostalgic value—consumer preference data indicates that Sprite continues to hold a dominant position, particularly among urban and brand-conscious segments. Despite Campa’s pricing being considerably lower, Sprite’s established brand equity,

consistent product quality, and long-term visibility in the Indian market give it a competitive edge. It is observed from the survey that sprite is more popular among the youth between the ages 10-30 years. One key reason for Sprite’s sustained preference is its strong association with youth-centric, vibrant branding, as well as continuous high-investment marketing campaigns that resonate with modern Indian consumers.

The perception of Sprite as a “cool,” reliable, and refreshing drink, reinforced over the years by celebrity endorsements and catchy advertising, has created a loyal consumer base that is not easily swayed by price alone. In contrast, although Campa Cola has made a comeback with the

support of Reliance's vast distribution network and nostalgic appeal, it still faces challenges in rebuilding trust and familiarity among younger consumers who may not have a historical connection with the brand. Many younger respondents in the survey expressed that they perceive Campa as a "budget" or "entry-level" option, while Sprite is seen as more premium, even if it comes at a slightly higher cost.

## V. CONCLUSION

Based on the study and research conducted H1 and H3 were proved to be true as the consumers are more loyal to Sprite even though the pricing of it is more than that of Campa cola. This kind of a behaviour is observed mainly because of three reasons 1. Fall of Campa Cola in the 1980s- Coca-Cola returned in 1993, and Pepsi had already entered in 1989 through a joint venture. These global giants brought with them not only massive capital and advanced marketing strategies but also better distribution networks and a wider product portfolio.

Campa Cola, lacking the financial resources, innovation, and marketing muscle to compete, quickly lost shelf space and consumer attention.

It struggled to modernize its branding and product lineup, and its visibility diminished. By the mid-1990s, Campa Cola had largely disappeared from most parts of India.

Poor Marketing strategy- The marketing strategy of Campa Cola was nostalgia and less prices. Campa Cola's marketing strategy has struggled due to poor brand positioning and weak consumer engagement. Despite its nostalgic appeal, the brand failed to differentiate itself from established competitors like Sprite.

Its relaunch lacked innovative advertising and relied too heavily on its past, which did not resonate with younger consumers.

Limited visibility outside Reliance's retail ecosystem and inconsistent promotional efforts further weakened its market presence. Additionally, Campa Cola did not effectively leverage digital platforms or influencer marketing, critical in today's beverage market.

As a result, its revival lacked momentum, making it difficult to capture significant market share against dominant global brands. Whereas Sprite focussed on the youth and put up a reasonable price. As youth formed a large part of the soft drink consumption in India the advertising strategy of nostalgia doesn't help and could be observed that only 12.9 per cent of the people in the survey knew about campa in the 1980s. So Campa needs to put up a more youth focussed marketing strategy

## RECOMMENDATIONS

This study emphasized on the marketing strategy to enhance the promotion where in to improve the business and forward it for the next level. Research can be conducted to find

the modes of reaching people in order to promote the product and their preferences for cookies as it is getting popularized among the children. This research would help to propose novel marketing analysis so as to improve the scale of sale.

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