

A STUDY ON EFFECTIVENESS OF MARKETING STRATEGIES FOLLOWED IN LIPTON ICE TEA BY PEPSICO COMPANY

Submitted for partial fulfillment of the requirements for the award of
Master of Business Administration

by

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Register Number: 39410052



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by
AICTE**

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April - 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of FELIX ANDREW. X.C. (39410052) who have done the Project work entitled "A Study on Effectiveness of Marketing Strategies Followed in Lipton Ice Tea by PepsiCo Company" under my supervision from January 2021 to March 2021.

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DECLARATION

I, FELIX ANDREW XC, register no: 39410052 hereby declare that the Project Report **A Study on Effectiveness of Marketing Strategies Followed in Lipton Ice Tea By PepsiCo company**, done by me under the guidance of Dr. A. Palani, Head of the Department, School of Business Administration, Sathyabama Institute of Science and Technology is submitted in partial fulfillment of the requirements for the award of Masters of Business Administration degree.

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FELIX ANDREW XC

ABSTRACT:

Having favourite corporate image and powerful brand equity build a strategic position in market for corporations. This position plays vital role of sustainable advantage. Therefore, we focus on the impacts of marketing strategies such as channel performance, value-oriented price, promotion, and after-sales service on brand equity directly and by corporate image indirectly.

The purpose of this study is to measure a study on effectiveness of marketing strategies followed in Lipton ice tea by PepsiCo company and identify the marketing strategy that worked in favour of Lipton Ice Tea. As a part of Marketing Strategy, there are five Marketing Elements that are used to position business strategically and they are product, price, promotion, place and people. The research uses Convenience sampling method, attempting to discover how marketing strategy are effective in Lipton Ice Tea. The data's were collected from people consuming Lipton Ice Tea in all age group. The questionnaire circulated through Google form received 120 responses. Descriptive Analysis, Correlation, ANOVA and T-test were used to analyse the given data.

The study reveals that there is a significant relationship between Consumers buying behaviour and Factors of Branding and marketing mix. The factors of Branding and marketing mix also show that they are positively correlated to each other.

Keywords: Marketing Strategies; Lipton; Marketing Mix; Branding

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LIST OF ABBREVIATIONS:

FMCG	Fast-moving consumer goods
RTD	Ready to Drink
S-R Theory	Stimulus Response
WOM	Word of Mouth.
ABM	Agent Based Modeling
R&D	Research and Development

CHAPTER 1: INTRODUCTION:

1.1 INTRODUCTION:

Marketing in straightforward terms is often aforementioned to be “A human action directed at glad desires and needs through an exchange method. “Marketing as a practical space of management is changing into very necessary as compared to alternative fields. All choices in trendy enterprise revolve around data connected with promoting deciding things, that area unit characterized by Distribution Strategy, Channel members, and merchandise choices. the merchandise choices, customers assess a product’s price by staring at several factors together with those who surround the merchandise. During a perpetually dynamic business and market situation, maintaining the channel members becomes tougher in such a scenario solely innovative technology, sensible product and committed folks, accompany will take the lead over its competitors. price for the merchandise and services refers to the standard of product and services offered to the purchasers. many close options are often directly influenced by channel members, like client service, delivery, and accessibility. Consequently, a channel partner involves a worth analysis within the same method customers builds purchase choices. This space becomes the foremost necessary from the corporate further as client purpose of reading. This helps the corporate to understand higher their customers and supply them with what they're expecting.

Market: The set of all actual and potential consumers of a product or service.

Marketing: A social and social control method whereby people and teams get what they have and need through making and exchanging products and prices with others.

Marketing Management: The art and science of selecting target markets and building profitable relationships with them. client Satisfaction: The extent to that a product’s performance matches a buyer’s expectations.

Marketing Mix: The set of manageable military science promoting tools – product, price, place, and promotion – that the firm blends to provide the response it needs within the target market.

Developing the promoting Mix: Once the corporate has selected its overall competitive promoting strategy, it's able to begin designing the main points of the promoting combine, one among the key ideas in trendy promoting. The promoting combine is that the set of manageable, military science promoting tools that the firm blends to provide the response it needs within the target market.

1.2 INDUSTRY PROFILE

Lipton ice tea could be a nutrient launched by Lipton unitedly with PepsiCo. Lipton is a longtime whole within the tea market whereas PepsiCo incorporates a distinguished presence within the drink trade. Ever since the recognition of tea began to grow within the West, significantly within us of America, the tea market has evolved through numerous stages. so as to dominate the market, major tea producers like Lipton, Tetley and Nestea have unbroken on arising with innovative sorts of tea. Lipton, that has the name of being the foremost innovative whole in terms of selection launched cold nutrient, Lipton ice tea, so adding a brand new dimension to the tea market. Lipton ice tea enjoys even a lot of quality once the recent researches declared the healthy advantages of intense tea. Moreover, the ice tea was a decent method of targeting those customers WHO don't get pleasure from hotter beverages.

As a tea whole, Lipton is that the market leader each, within the us of America and round the world. With a good vary of tea selection, Lipton serves folks from all categories, social backgrounds, and regions. From students to grandparents, from China to the us of America, Lipton is that the key tea whole that serves the majority market segments.

Focusing on Lipton ice tea specifically, Lipton has divided its customers consistent with way. In general, Lipton ice tea has 2 major targeted teams of customers. the primary cluster covers those folks that lead a busy life vogue and area unit looking for "something instant." This cluster principally includes, students, employees, operating ladies and alternative similar customers WHO live a busy and busy life and area unit in want of a second product to refresh them.

Lipton's plan of mercantilism tea is able to dip tea luggage and instant sachets has been terribly productive among this phase. Tea during this reasonably packaging tested not solely cheap however conjointly simple and fast to use.

The second cluster of individuals includes of the health-conscious phase. customers from this explicit phase might not essentially lead as busy life because the 1st cluster, however, they're potential customers owing to the healthy advantages offered by the merchandise. Ever since the researches have declared the medical benefits of tea consumption, Lipton has vie on these reports so as to position its product with success as healthy, energizer with huge health advantages.

Since Lipton has continually positioned its tea as a health nutrient that gives antioxidants, its market share has continuing to grow with the passage of your time. Moreover, many of us like Lipton to alternative brands thanks to its affordability, quality and user friendliness.

The favorable movement within the tea trade are often attributed to 2 major factors: a) customers want for convenience and time-saving services; and b) the positive press given to tea. For the last decade, the health advantages of tea have gained wide coverage within the media. Studies still show the helpful properties of teas, with health advantages starting from lower steroid alcohol levels to enhance blood vessel health and decreasing probability of cancer. This positive press has positively catapulted the demand for tea (Mintel 2005).

Both the necessity for convenience and positive persist tea have spurred a rise in sales of tea product, specifically ready-to-drink (RTD) teas sold-out in single-serve containers (Mintel 2005). Recognizing this trend, numerous firms within the tea trade have return up with innovative product to require advantage of the booming marketplace for ready-to-drink teas. Lipton tea, one among the worldwide leaders in refreshment brands, launched new product to satisfy the growing the necessity for ready-to drink teas and introduced innovative product to capture the health aware market.

1.3 STATEMENT OF THE PROBLEM:

Marketing ways that result on customers are key to making awareness, getting for customers to understand the whole and get the merchandise. If customers have well-known concerning brands, it might result from a call to get customers at the top. So, in selecting selling tools that match the selling objectives and targets. Various firms within the tea trade have created innovative merchandise to require advantage of the booming marketplace for ready-to-drink teas.

Lipton Tea, one of the worldwide leaders in refreshment brands, launched new merchandise to satisfy the growing requirement for ready-to-drink teas and introduced an innovative line to capture the health-conscious market.

Even though many studies are done to grasp the selling ways, with each year new ways are being developed to ascertain the next sale within the tea line up There is no comfortable knowledge that shows all the most recent strategies been implemented? therefore, this project can highlight the evolution of selling ways that are enforced on Lipton tea.

- The big factors for nowadays are to stay customers, realize new customers by victimization factors of name, selling combine and trend of health awareness. it's attention-grabbing to check the perceived effectiveness of selling ways with customers' purchase calls. the info obtained from studies revealed, academics, and different interested persons. To apply the thought of tools to use within the market and meet the wants of customers within the future.

1.4 SCOPE OF THE STUDY:

The scope of selling or promoting is set by the marketing providing of a corporation. The market provides could be a combination of products, services, ideas, persons, places, info, etc. offered to a market to satisfy specific desires and needs of individuals. This analysis is that the quantitative analysis that studies the factors of name, factors of promoting combine, and trend of health-aware that influence on client purchase call. The scope of the study is to work out the effectiveness of

promoting methods followed by Lipton tea and determine the strategy that has worked in favor of the merchandise

1.5 PURPOSES OF STUDY:

Study concerning the perception of things of brand name, selling combine, and trend of health responsive to Lipton of shoppers. In terms of firms' profit, firms can perceive customer's needs. Moreover, firms will specialize in the way to manage prices and develop ways from the study would facilitate to guide the businesses to extend their awareness and perceive issue that may be increased shoppers getting.

1.6 IMPORTANCE OF STUDY:

The results from this research and analysis are helpful for forms of business in terms of ability to drink Lipton tea firms to grasp consumes demands to the correct points of requirements, wants and every one of ways that firms used. Moreover, the businesses will target a way to operate and develop selling ways. The information acquires from the study would facilitate to guide the businesses to extend their getting and perceive factors that may increase client satisfaction. Thus, the analysis acknowledges the effectiveness of selling ways that moving the patron purchase call by choosing the effectiveness of the acceptable tools.

1.7 OBJECTIVE OF THE STUDY:

- **The primary objective of this study**

To study the effectiveness of marketing strategies followed in Lipton Ice Tea by PepsiCo Company.

- **The secondary objectives include:**

- I. To identify the marketing strategy that has worked in favor of Lipton Ice Tea and what strategy has not been received well by the consumers.
- II. To analyze the relationship between the demographic profile and the buying behavior of the customers.
- III. To find out which Group of customers consume Lipton Iced tea the most.
- IV. To understand what variants will enable PepsiCo to create new marketing strategies and to provide valuable suggestions to improve marketing strategies based on this research

CHAPTER 2: LITERATURE REVIEW

2.1 Concept of Consumer Behavior Model

Consumer behavior model, it is necessarily for marketers to understand to the variance of consumer behavior which is the most important component of the consumer market in order to understand the cause or reason of " why consumer decides to buy or not buy" this product which *Phillip Kotler (2000, p.33)* describes that the behavior of consumer by S-R theory behavior consumer model

Stimulus: The stimulate of consumer demand may cause by impulse of their own body, such as hunger, thirst or it may be something that from external stimuli, including incentive marketing and other stimuli. Most marketers are paying attention to external stimuli by efforts the external stimulus especially marketing stimuli can attract consumers to buy more.

2.2 Marketing Stimuli:

Marketing Stimuli related to the marketing mix which included, Product stimuli such as product beautiful design, price stimuli such as payment terms, discounts or better offering than other competitors. Distribution channel stimuli such as widely sold and promotion stimuli such as reducing price, these things if marketers can understand the needs of consumers and able to market stimuli suit to the needs of consumers. It will be a tool that can motivate consumers to make a choice or lead to purchase.

2.3 Other Stimuli:

Other Stimuli would motivate other outside of organizations and marketers can't control it. This other Stimuli include, Economic stimuli such as economic conditions, consumer income. Technological stimuli such as modern communication technology allow consumers to use more of mobile phones. Legal and political stimuli such as tax increases or decrease of any kind of product which effect on demand in its category. And cultural stimuli such as traditions in various festivals will stimulate demand for certain products in each season.

Buyer's Black Box : Buyer's Black Box being influenced by Buyer's characteristic Which has been influenced by culture factors, social factors, personal factors, psychology factors and has also been influenced by Buyer's decision process which included five steps of Need recognition, Information search, Alternative evaluation, Purchase decision, Post purchase behavior.

Buyer's Responses: Buyer's Responses or purchase decisions of consumers. Consumers will have to decide on five steps such as Product Choice, Brand Choice, Dealer Choice, Purchase Time and Purchase Amount).

2.4 Positioning and brand associations of FMCG

Positioning strategy was first discussed by Porter back in 1980 with the three generic strategy options: cost leadership, differentiation and focus. This first model presented the positioning strategy as the different ways an organization can reach its customers compared to the competitors (Porter, 1980). Since then, the positioning strategy has suffered many changes, influenced by the growing competition among companies and the growing focus on traits of the market, the consumer and of the product (Shakhshir, 2014). The author summarizes the different positioning strategies developed to date: "On one hand Kotler, Michael Treace and Fred Wiersema, Bowman have adopted product oriented positioning strategies. Kotler followed a product and attributes strategy orientation. Michael Treace and Fred Wiersema (1993) proposed the three value disciplines and Bowman suggested the value strategy clock.

On the other hand Boyd, Blankson and Kalafatis, Ries and Trout adopted a market segmentation strategy, based on the products positioning compared to the competition". A more recent definition for positioning is: "arrangements for a product to occupy a clear, distinctive, and desirable place in the minds of target consumers, relative to competing products in the market" and these arrangements prove to be very important for setting the perceptions regarding the brand and product but also to create a clear statement of the brand useful for external stakeholders, other than consumers, like for instance advertising agencies, helping to better define the communication strategy as well (Šliburytė and Ostasevičiūtė, 2008).

An intrinsic part of brand positioning is the group of intended brand associations that managers avidly try to anchor in consumer's minds. These associations are believed to be strongly and directly related to consumer brand associations and brand equity. The brand-hijacking theory questions the power of managers to imprint this set of associations in the consumer's mind, defending that consumers may take over a brand and drive its evolution (Wipperfurth, 2005). Koll, Oliver, and Wallpach support this theory, proving that "brand association match is not necessary to establish positive brand response" and what matters is if consumers have positive associations to the brand and not that these associations fit the desired associations. Striving for the match of the associations is still important as despite not necessarily driving positive associations it does reduce the chance of negative response. Also, enhancing the number and favorability of the associations is key to driving response, despite the managerial intention behind these associations. For soft-drinks, packaging has an important role in the positioning of a brand.

2.5 Marketing Strategies:

Marketing has been an effective tool and strategy for increasing the sales of a product (Jager 2007). For marketing strategies, companies look for segmentation of its consumers, provision of successful goods and services for each consumer segment and also employment of right promotional tools and pricing strategies to accomplish the company's objectives (Walker, Mullins & Larreche 2008).

Marketing mix is the strategic tool-box that marketers use in order to create a desired response from a set of predefined consumers (Solomon, Marshall & Stuart 2008). Marketing mix, commonly known as the McCarthy's (1960) 4Ps, consists of product, price, place and promotion. Companies spend effort to find the most efficient marketing mix in order to implement a successful marketing strategy. 4Ps of marketing are essential elements of a marketing strategy, and WOM often complements and extends the effects of promotions and has an effect on the sales of the product. Companies may be underestimating

promotion effectiveness by ignoring possible WOM effects (Homan, Legon & Libai 2004).

Marketing strategies aim at increasing the sales of a company, by the sociological and psychological influences they create on consumers as well. In addition, each distinct individual is influenced in a different level and each individual has the ability to influence other people with their purchase experience. Product characteristics values are also important factors in influencing the buying decision of the consumer. Modern technologies and new marketing strategies evolve over time.

The analysis of this complex environment may require different modeling methodologies besides the traditional approach. Agent based modeling (ABM) is a new analytical tool for social sciences and it enables one to build models where individual entities and their interactions are directly represented (Gilbert 2008). In recent years, ABM is being utilized as an alternative research methodology in various social sciences; in economics (Tesfatsion & Judd 2006), sociology (Macy & Willer 2002), anthropology (Kohler & Gumerman 2000), politics (Kollman & Scott 2006), and business (North & Macal 2007). The modeling approach is applied in sub fields of business; Binance (Lebaron 2006), organization (Myong & Harrington 2006), supply chain management (Valluri, North & Macal 2009) and in marketing, Journal of Business Research (Gilbert et al. 2007).

2.6 Concept of Brand

Brand is a symbol that combines the feel of consumers to the brand in both term of physical appearance, name, price, packaging, reputation, method of communication as well as the experience that consumers face with, as well as we can call the that brand is the relationship between the consumer with products that combined with footprints in the consumers mind itself.

Sirikul Elakaigun (2545, p.25) the brand is known from experience, as well as everything about the product or the company. *Donrachai Boonyaratavej, CEO of*

Providence Health Rutter (2546, p.127) gave meaning about branding that Brand is the experience of consumers from the brands offered include other communications such everything issued from brand.

Brand is a compilation of the recognition as a result of an understanding and feeling included into the brain. David Ogilvy (1935, p.33) refer to Vittawat Chaipranee gave the meaning of the brand that brand is a complex symbol gathering sense that appearance of the product name, price, packaging and the way to do advertising. Brand is defined by a sense of consumer users and experience.

2.7 Brand Equity:

Brand equity can be regarded as a managerial concept, as a financial intangible asset, as a relationship concept or as a customer-based concept from the perspective of the individual consumer (Tuominen, 1999, p.73). In marketing literature, brand equity is being operational in two manners: those who have considered consumer's perceptions such attitude on brand, brand awareness, brand association, and conceived quality; and those who have addressed consumer's behaviors such as loyalty to brand, extra payment, etc. Both methods calculate brand equity via consumer's perspective (Bahreinizadeh, 2006; rahmanseresht & Bahreinizadeh, 2006).

Equity exists when the customers are aware of the brand, loyal to the brand and perceive the brand as having quality. Awareness, loyalty, and quality perception are three main components of a successful brand (Seetharaman & et.al, 2001, p.245). Aaker (2006) expresses that there are three dimensions of brand equity included brand awareness with associations (brand awareness and brand association), perceived quality, and brand loyalty as shown in figure 1. Brand equity makes value for both customer and firm.

Brand equity creates value for customer by increasing process of efficiency information, making sure in decision-making, reinforcing purchase, and contributing to self-respect and trust. In addition, for a firm, brand equity creates loyalty to brand, improvement of benefit margin, obtaining influence lever between

retailers, and accessing to difference competitive advantage in rivalry field (Amini, 2010, p.46). According to Yoo & et.al (2000), the overall value of brand equity is adopted as a proxy of market performance. In an overall view, brand equity is defined in terms of the marketing effects uniquely attributable to the brand. That is, Brand equity relates to the fact that different outcomes result from the marketing of a product or service because of its brand element, as compared to outcomes if that same product or service did not have that brand identification (Tuominen, 1999, p.72). One reason for studying brand equity arises from a strategy- oriented incentive in order to provide marketing productivity. Having more values, larger rivalry, and immense demand in most markets, has been able to increase efficiency of marketing expenses. Therefore, marketers need to take consumers behaviors as a base for making better strategy decision about target market and positioning. In order to obtain productivity in marketing, perhaps one of the most precious assets of one corporation is knowledge and awareness of brand that was made in consumer mind about investiture in corporation obvious marketing plans (Amini, 2010, p.45)

2.7.1 Brand Awareness:

Brand Awareness meaning that consumers can remember the brand name of the product and service category. In general, consumers are starting from an unknown brand until the seller communicate to the consumer then consumers began to recognize the name and the brand and often hear until they remembered and recognized.

Brand Awareness cause benefit of three things:

- Starting for Brand Knowledge, the fact that consumers recognize the name of the product is the first step that will lead to perceptions about the shape, features and benefits of the product to make consumer know about knowledge on product.
- Familiarity between product and consumer, when consumers hear the name of a brand they will become familiar and recognize more products from that point. To know the brand can be divided into two categories.

- Brand Recall means that consumers the name of brand by its own without something to help them remember.
- Brand Recognition means that consumers can't tell their own brand names. But there must be something that they to stimulate such as seeing advertising of hearing some stories about it to remind consumers memory.
- Brand to be Consider, Product that consumers buy are the product that consumer know the brand well. So, to make consumer well-known the brand. The products of than brand must to have opportunity to purchase by consumer much more than other brands.
- Brand Perceived: When consumer recognize the quality of all the goods or services or impression of a product or service such as Appreciation, Satisfaction, Expectation Thus, customer satisfaction is caused by the product or service meets the expectations of consumers. When they receive the product or service beyond expectations, they will focus on the brand which can divide into two categories as following:
 - Product Quality
 - ❖ (Performance) refers to products that need to work on the properties of products.
 - ❖ (Feature) refers to the design characteristics of the product must be easy to use.
 - ❖ (Reliability) means that the product is suitable for all occasions.
 - ❖ (Durability) items not easily broken or damaged, last for long.
 - ❖ (Service ability) the product or service that needs after the sale service the Service must be efficiency. The services must be knowledgeable about the services and facilities.
 - ❖ (Fit and Finish) product looks considering all factors, the overall quality of the product, it must look as well as product quality, beautiful shape, fit, strong composite materials, etc.
 - Service Quality
 - ❖ (Tangibles) as regular service is intangible which make perceived quality of service not be clear. So, to make service be tangible the

business must have some of buildings, equipment, facilities and personnel.

- ❖ (Reliability) in this term means. The validity of the charges.
- ❖ (Competence) The service provider must have knowledge in the matter.
- ❖ (Responsiveness) is responsible for the assignment.
- ❖ (Empathy) providers must be qualified and very kind.

- Brand Association:

When the marketers try to create something of such as product features, specifications or benefits and linking it to consumer perception. It gives consumers the image of the product and recognize the Brand Position of the product.

Which bring many benefits as following;

- ❖ (Differentiation) The product is useful when products are distinguished by either side.
- ❖ (Positive Attitudes / Feeling) identifying something which good to products to consumers acknowledge, Will make consumers attitudes towards to the products and will help result in the purchase.
- ❖ (Basis for Extensions) factors that indicate a product. Once accepted, the consumer will benefit to the company in other product type of brand.

- Brand Loyalty: Brand loyalty means that consumers love and believe in the product and hard to make change to other brands. Consumers are familiar with the brand.

The lowest level is the level that the consumer does not has a particular brand, means that the consumers are easy to change brand. In the higher levels consumers are delighted with the brand and purchase it easily. The higher level of satisfied, In this level consumers switch to other brands harder than the second level because they thought that changing to use other brand will make a risky, However, It's also possible that they are likely to switch the brands if the new brand has very good reason to make change. Higher level called "Like" the honest at this level consumers will enjoy the product and feel this brand as a friend which mean that consumers are familiar, Chances to switch to another brand is very difficult.

And the highest-level consumer will love that product and will not change to use another brand.

2.8 Concept of Marketing Mix

Factor of marketing mix is an important component of market. Marketing mix is the factor that can be controlled entity. *Siriwan Serirat (2541, p.35)* said that business ventures are required to create the right marketing mix in the marketing strategy.

The Marketing mix: consists of Products, Distribution, Price and Promotion.

Products: The first to show that the parties are ready to do business.

Companies must have something to offer may be its tangible service ideas to meet their needs. Education about the products that marketers often studied in terms of products produced. Packaging total (Total Product), which refers to products coupled with the satisfaction and other benefits which consumers get from buying it. Marketing executives need to improve the product or service produced in accordance with the needs of the target group. By focusing on the satisfaction of consumers and the needs of consumers is important. To learn about the issues that need to be covered to select a product or product line by increase or decrease the types of products in the product line. The performance characteristics of the product, the quality, color, size, shape, providing the warranty, etc. manufactured released to meet the needs of any consumer group.

Product lifecycle of the product for a period of time and how long each cycle of that product. A marketing strategy should be used when you want to create the prosperity of the Company. However, Businesses must have a plan to develop new products to meet the needs of the market. Thus, today we see that consumers are interested in buying goods and meticulous than before.

The role of packaging is extremely important to the product. The package will give benefits to the two main reasons are to protect and enhance the quality of goods sold. The shape of the container or package today is so colorful and materials used to make packaging are more innovative. Often, the consumer makes a purchase by looking to the packaging rather than the product. The brand is a benefit to the consumers. Thus, consumers would know that the product come from which

manufactures. Consumers will be able to use past experience to help in the purchase decision easier without ask for information all the time and confidence to buy goods.

Distribution (Place or Distribution): Product that manufacturers have made it. Although, no matter how the product be good. If consumers do not know the source and can't be acquired on demand. Products manufactured; it can't meet the needs of consumers. Therefore, marketers need to consider how, where, when and by whom the product offering. However, it is necessary to study.

Distribution activities divided into two parts. First, the distribution channels focusing on the types of sales channels that will be used to sell products directly to consumers or to sell products through various middlemen. The role of various middlemen such as Wholesalers, Retailers and Agent Middleman through the market as part of the distribution. To distribute the product as "Physical Distribution" for distribution to the consumer. The choice of the appropriate method of transport to help distribute the goods are transport by air, car, rail and ship. The marketer needs to choose one of the best way of transports to push down the cost and timely products to the customers as soon as and as low as possible. Another important step of the process of distributing goods is inventory storage. To provide timely of distribution to consumer demand.

Price: When the business has developed more products. Including a channel distribution. It's important that business must to do is to set the right price for the products that will be offered for sale. Before setting products price. Businesses need to set a goal that they want to set the price for profit or to expand the market share or for any other purpose of the business. As well as the strategy of pricing will be accepted by the market and compete with competitors in the race. In the market pricing strategy is to be effective more quickly than other factors such as "Price reduction" or set the highest price for the product that is unique in itself. To show that product is a good image on psychological effects which enhance the price. By setting the product price may include giving credit policy or giving cash discounts or volume discounts and etc. In addition, Businesses must consider to the legal regulations that will effect on prices. Also included value of product in term of cost. Consumers will compare the value of products with the price of the product.

If the value is higher than the price, they will decide to buy. Thus, the marketer must consider to all kinds of factors which effected on the marketing strategy.

Promotion: Promotion is a study of the communication process to target markets. Marketing promotions as a way to let customers know about the products offered. The objective of market promotion is to tell the customer that the product is released into the markets already and trying to persuade customers to buy and reminder customers about the brand.

The promotion needs to study to the communication process to understand the relationship between the sender and recipient. The promotion is an important tool to use in 5 different kinds of integrated which called "Promotion Mix" include.

- "Personal Selling" Is an offer to sell of "Face-to-Face". The sales staff must meet with buyers directly to offering the product. By using this promotion tool is the best way to do the promotion but high cost.
- "Advertising" Refers to the form of payment for marketing promotion. Bynot using on individual personal selling to present or help to sell the product but using the media types such as television, radio, newspapers, magazines, billboards, Internet. These medias able to reach consumers in a big group which suitable for wide distribution of products to market.
- "Sales Promotion" Refers to activity that helps salespeople and advertising to sales goods. The promotion motivates consumers to demand in products. Promotional prepared in the form of the trade shows by distribution of product samples, coupons, reward, plus the use of stamps to sweepstakes for various prizes.
- "Publicity and Public Relation" In currently, businesses often focus to the image of the business. Businesses need to spend a lot of money to build the reputation and image of the company. Currently, most of organizations are not focused on the pursuit of profit (Maximize Profit) only. But, focus to the purpose of providing the social services (Social Objective). Because the survival of the business organization is based on the recognition of consumers in society. If consumers against businesses or consumers think that the organization seeks the benefits from society and no regarding to the society or consumers, Such as release of wastewater into the river or

release toxic into the air which cause effects to the public without solving problems. It creates a bad image of business organizations in the future.

- "Process" Are creation and delivery of components of product through the process of well planning. Time is a key strategy for the service and efficiency of services. Therefore, the process of good service should be quick and efficient in delivering. Included easy to operate, so that staff are not disrupted in working. Thus, staff will work correctly at the same pattern and has be more efficient and better quality.

2.9 Concept of Health Conscious

In 2014-2015 The healthcare market of Thailand growth about 40,000 million baht per year. Consumer behavior is changing rapidly of health conscious about eating, drinking and playing sports to take care of themselves. Because consumers are aware and scared with so much information that is presented out about disease, disease-free and healthy. Most consumer needs a good body image and healthy which important for the consumption to organize of their life with the key trend of health as below:

- Emphasis on weight control
- Natural advantage
- High Protein
- Complex carbohydrates
- Less Sugar
- Take part in the digestive system

2.10 Health Behavior

Vipaphon Mahachai (2011, p.6) said that health behaviors or methods for health behavior model meaning as well as behavior in general, but only limited range of health behavior only. Which is about taking care of their health try to protecting from any various diseases. This form healthy habits that are often referenced in health behaviors in many forms as:

- ❖ *The studied of Carl and Cobb (2000, p.15)* about health behavior by using predicting, predict the behavior by perception and beliefs about the importance of health risk for the disease and the efficacy of their health behaviors.
- ❖ The study of Green healthy food about acceptance and methods health behaviors model by predicting health behaviors is to recognize the benefits or advantages of behavioral health model. Which health behaviors that are compatible with the current trends and needs of each individual's person.
- ❖ *Pappaphat Suwan (2001, p.21)* said that the model of health beliefs with the assumption that people seek and follow health advice under very specific circumstances only. The person must have a minimum level of knowledge and incentives to health and must believe that healing is a way to prevent and control the disease. Health belief model is the concept of Rpsenstock and Becker.
- ❖ Concept of self-care *Vipaphon maharchai (2011, p.7)* said that in general, humans have a need to care for the life and maintaining perfect health as well as to avoid the dangers that will threaten lives and improve the activities of daily life. As well as being good for the environment and be able to live peacefully in society in all aspects. Which is important for humans and sum of the experience even individual ability. Supporting of self-care, it helps a person to have the ability and responsibility for their own health care. A step towards the goal of healthy must focus on the development of quality, self-care and self-reliant.
- ❖ *Orem (1980, p.7)* has published a concept about self-care and activities that has initiated the action to maintain the life, health and well-being of individuals of how to maintain a person's health in adulthood and it is an activity that must be done continuously.
- ❖ *Pender (1987, p.30)* has mentions that self-care is the activity of individual person to provide benefits for themselves. So, Self-care process by individuals and families are thought to be responsible for the development of their health

care. In addition, self-care also means as anything that can perform by themselves. As well as the process by which individuals, acting for their own benefit in their health. Because human can recognize the health behavior with the needs to turn to self-care. In particular, the pursuit of food that will be used in the maintenance and care, such as food supplements including Lipton Ice Tea which give a huge benefit to the human body.

2.11 Related Research

Siriprapa Sumrit (2005) studied the "consumer behavior effect on decision to purchase of Lipton Ice Tea drink in Bangkok" this research is the quantitative research by using questionnaire survey of consumer behavior effect on decision to purchase of Lipton Ice Tea drink in Bangkok total 400 respondents. The results showed the characters of consumers always chose to drink Lipton Ice Tea which depend on situation that related to the consumers behavior in the past which always chose to drink soft drink products. But today, consumers changed to drink "Ready to drink Lipton Ice Tea" more than past periods. By drinking Ready to drink Lipton Ice Tea products in Thailand was not like in the international consumer behaviors which consumers had a collect times to drink or tea's time. But Thai consumers able to drink at any times of period and most consumers emphasized on tastes of Lipton Ice Tea at low levels of "Like" but emphasizes on variable tastes at very high levels of "Like".

Pravina Doungkajun (2012) studied about "Online media and product factors affecting consumer's buying behavior in organic Lipton Ice Tea beverage in Bangkok" this research is the quantitative research, the sample used in this studied by 400 respondents from questionnaire survey. From this research said that consumers agree on online media factors and factors of products at "Good" level. The purpose of buying was "Thirsty" and "Mini/Mart" and "Seven-Eleven" were the location that consumers always purchasing. Lipton Ice Tea products beverage that consumers always purchasing were Oishi by influenced from themselves. Most the times that consumers usually purchasing was 12.01-15.00 pm., At one bottle at a time and bought about two times per/week. The hypothesis testing found that the age, education and occupation had frequency of purchasing Lipton Ice Tea at

differences statistical significance of 0.01, 0.05 and 0.01. Consumers had opinion about online media and product factors at low levels of associated with similar purchasing behavior at a significant level of 0.05 and 0.05 respectively.

Kunnika Jarounrot and Kittipong Kongswadkeat (2013) studied about "Trust affecting the consumer's decision to purchase Ichitan Lipton Ice Tea in Bangkok and vicinities" this research is the quantitative research, the sample used in this studied by 400 respondents from questionnaire survey. From this research said that, The majority were male at 52.8 percent, age between 25-34 years, 33.0 percent were an employee, income per month about 10,001-20,000 Baht, 55.3 percent at bachelor's degree. About marketing mix, most trusted in promotion at the highest level followed by product, distribution and price. About brand factors, Brand image got highest score that influenced on purchasing followed by brand awareness and brand loyalty.

The factors of motivation, the "Trust factor" got highest score of choosing Lipton Ice Tea brands followed by Complacency, Quality and Benefit. The hypothesis testing found that all the demographic factors affected on the "Trust factor" of consumers purchasing of Ichitan Lipton Ice Tea products in Bangkok and vicinities. Junyawon Paiwan (2012) studied the "Comparison of Image of Oishi Lipton Ice Tea Product Brand with Ichitan Lipton Ice Tea Product brand Affecting Buying Behavior of Consumers in Bangkok Metropolis" this research is the quantitative research, the sample used in this studied by 400 respondents from questionnaire survey. From this research said that, about the brand image that influenced on consumers purchasing of Oishi brand was "Brand logo" at highest score of perception, followed by "Slogan of brand". And the highest perception of Ichitan brand was "Slogan of brand", followed by "Color of brand", "Text of brand name" and "Picture of brand". The personal factors of Oishi and Ichitan brand, both were difference in categories of "Status", "Value of brand" and "Consumers purchasing". In addition, the consumer behavior of both brands had no significant on "Expenses", "Frequency of buying on each month" and "Brand image" of both brands. Kanokwan Silikorn (2010) studied the

"Factors that effect on consumers decision purchasing of Lipton Ice Tea beverage in Bangkok" this research is the quantitative research, the sample used in this studied by 400 respondents from questionnaire survey. The research said that marketing mix factors that had influence on consumers of Lipton Ice Tea beverage in Bangkok at very high rate was the factors of channel of selling followed by factors of products and factors of promotion and last was factors of price. The personal factors of gender and occupation which difference had effecting to the results at difference ways but age, level of education and income which difference had no effecting on the resulted of factors that effect on consumers purchase.

Shisarkun Supawongthanakarn (2014) studied the "Perception of Ichitan Lipton Ice Tea of the Consumers in Bangkok and Vicinity" this research is the quantitative research, the sample used in this studied by 400 respondents from questionnaire survey. The research said that (1) Recall/Remind factors: Consumers able to recall/remind the "Advertising" correctly at highest scores of 86.5% and Incorrectly of "Packaging" at lowest of 26%. thus, overall total of recall/remind factors at "High". (2) Recognition factors: Consumer able to recognize the "Advertising" correctly at highest scores of 93.5% and Incorrectly of "Packaging colors" at lowest of 46.2%. thus, overall total of recognition factors at "High". Favorite brand factors: the components of favorite brand of "Brand image" got scores (highest Like: 4.60) and (lowest Like: 3.81) of "Packaging" and "Shape of the bottle". Thus, overall total of favorite brand factors at "Like". The results of hypothesis testing found that (1) Consumers with different demographic but the perception of recall/remind were not different. (2) Consumers with different demographic (except income) but the perception of recognition were not different. Consumers with different demographic (except income, gender) the perception of favorite brand were different.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 METHODOLOGY

The analysis methodology shows the ways in which and means to be followed within the analysis activities ranging from investigation to the presentation of the analysis report. It includes the analysis style, population of the study, sampling framework, constructs development, knowledge assortment, the framework of research, and limitations. The methodology followed within the present study is summarized below.

3.2 RESEARCH DESIGN OF THE STUDY:

A research style could be a framework for guiding a quest project. It describes the procedures essential for getting the knowledge needed to structure and/or solve the analysis issues. It enumerates the knowledge required, the planning of the analysis, the required mensuration and scaling procedures, the development and pretest of form, the sampling method, the sample size, and also the set up of knowledge analysis.

In the present study, the applied analysis style is descriptive. The study satisfies all aspects associated with the characteristics of a descriptive analysis style because it has its own confined objectives and planned methodology. it's portrayal the demographic profile customers UN agency consumes Lipton iced tea, varied factors resulting in varied factors of selling combine, outcomes of the effectiveness of selling methods.

3.3 THEORETICAL FRAMEWORK:

- Hypothesis testing for brand, marketing mix and trend of health conscious.
- The demographic and consumer behavior will use in questionnaire for only necessities questions to understand the whole view of conceptual of this research.
- The variable in this research able to divide into 2 parts, first Independent Variables and second Dependent Variables as follows:
- Independent Variables: able to divide into 4 variables as follows:

- a. Demographic and Consumer Behavior
 - b. Brand (Brand awareness, Brand image, Brand loyalty)
 - c. Marketing Mix (Product, Price, Promotion, Place)
 - d. Trend of Health Conscious
- Dependent Variables
 - a. Factors influencing purchase decision.

3.4 HYPOTHESIS:

Null Hypothesis1 – Lipton ice tea is preferred over other brands

Alternate Hypothesis1 – Lipton ice tea is not preferred over brands.

Null Hypothesis2 – the Price of Lipton is significant for its quality and quantity

Alternative Hypothesis2 -- The price of Lipton Ice tea is not significant for its quality and quantity

Hypothesis 3 - advertisements have made significant impact amongst people.

Alternate Hypothesis 3 - advertisements have not made significant impact amongst people

Hypothesis 4 - health benefit is a significant factor that attracted consumers to buying the product.

Alternate Hypothesis 4- health benefit is not a significant factor that attracted consumers to buying the product

Hypothesis 5 – Endorsing Lipton Ice Tea with celebrities have had significant impact.

Alternate Hypothesis 5 - Endorsing Lipton Ice Tea with celebrities have not had significant impact.

3.5 PROFILE OF THE STUDY AREA:

The study space used for the analysis is that the urban center town. the urban center is that the capital of Tamil Nadu in India and it's set in the north-eastern part of the state. it's a thickly inhabited town, enclosed by an oversized range of domestic and transnational firms. The tea market in India goes through a "cold wave". the two outstanding players within the Indian market, Nestle and Lipton-Pepsi tie-up, square measure reaching dead set customers to beat the sweltry heat with iced tea.

3.6 SAMPLE SIZE:

A self-administered survey was ready, that was place at the side of the assistance of Google forms and was circulated to any or all customers overwhelming Lipton tea within the metropolis town. The analysis uses the Convenience sampling methodology, trying to find however the selling methods area unit effectively followed. The form circulated through Google-type received one hundred twenty responses. The analysis of the collected information was created with the assistance of the SPSS software package. the info analysis ways allotted for this analysis were descriptive analysis, analysis of variance (One-way), Correlation, and independent Sample T-test.

3.7 SOURCES OF DATA:

The study is supported by primary data. Primary data for the study is collected through the self-administered form that was circulated through Google forms. The study uses Secondary knowledge for the Theoretical framework of the study and Review of literature collected from journals, books, thesis, and magazines.

3.8 QUESTIONNAIRE DEVELOPMENT:

The structured form consisted of two sets; the primary set consisted of the demographic profile of the consumers and therefore the Second set consisted of the Factors of branding and marketing mix combine that are essential for mensuration the effectiveness of selling strategy. The Factors of branding and marketing mix were known through the review of the literature.

The factors of branding and marketing were measured with the help of a 5-point Likert scale namely; Strongly agree, Agree, Neutral, Disagree, Strongly Disagree

CHAPTER 4: ANALYSIS AND INTERPRETATION

Analysis and interpretation are central steps in the research process. The aim of the analysis is to organize, classify and summarize the collected data so that they can be better comprehended and interpreted to give answers to the questions that triggered the research. Interpretation is the search for the broader meaning of findings. Analysis is not fulfilled without interpretation; and interpretation cannot proceed without analysis. So, both are inter dependent. In this chapter a detailed analysis of the collected data has been attempted as per the objectives stated earlier. Hypotheses were also tested based on the findings of the study, interpretations and conclusions were drawn. In this chapter the following statistical techniques for the analysis of the data gathered for the present study viz., Descriptive analysis and Inferential statistics etc.

DESCRIPTIVE ANALYSIS ON SAMPLE

Percentage analysis is one of the statistical measures used to describe the characteristics of the sample or population in totality. Percentage analysis involves computing measures of variables selected of the study and its finding will give easy interpretation for the reader

4.1 TEST – 1 : GRAPHICAL REPRESENTATION OF THE DEMOGRAHIC FACTORS:

4.1.1 AGE WISE CLASSIFICATION:

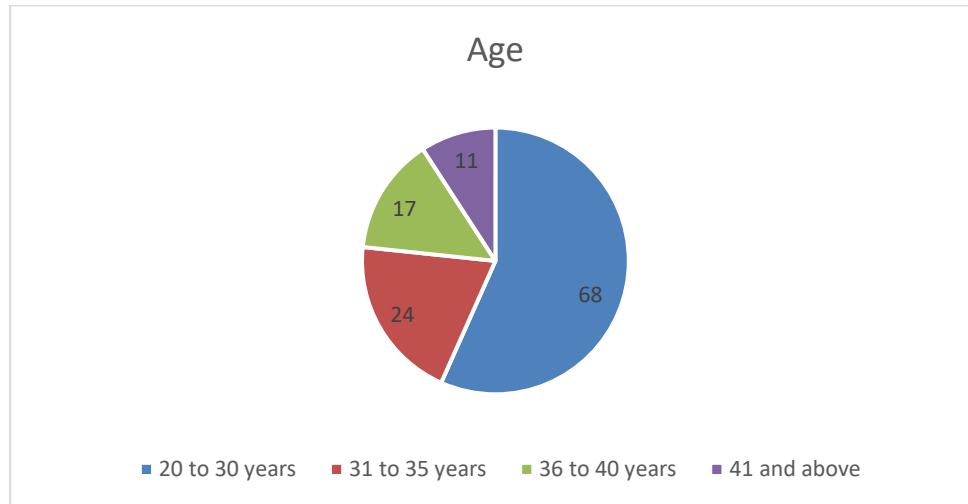


FIG 1.1: Age of respondents

Table 1.1: Tabular representation of Age

FACTORS	DIMENSIONS	NO. OF RESPONDENTS	PERCENTAGE
AGE	20 to 30 years	68	56.7%
	31 to 35 years	24	20%
	36 to 40 years	17	14.2%
	41 and above	11	9.2%
TOTAL		120	100%

Inference:

From the above data, 56.7% of the respondents are aged between 20 to 30 years, 20% of the respondents are aged between 31 to 35 years, 14.2% of the respondents are aged between 36 to 40 years, 9.2% of the respondents are aged above 41 years.

4.1.2 GENDER WISE CLASSIFICATION:

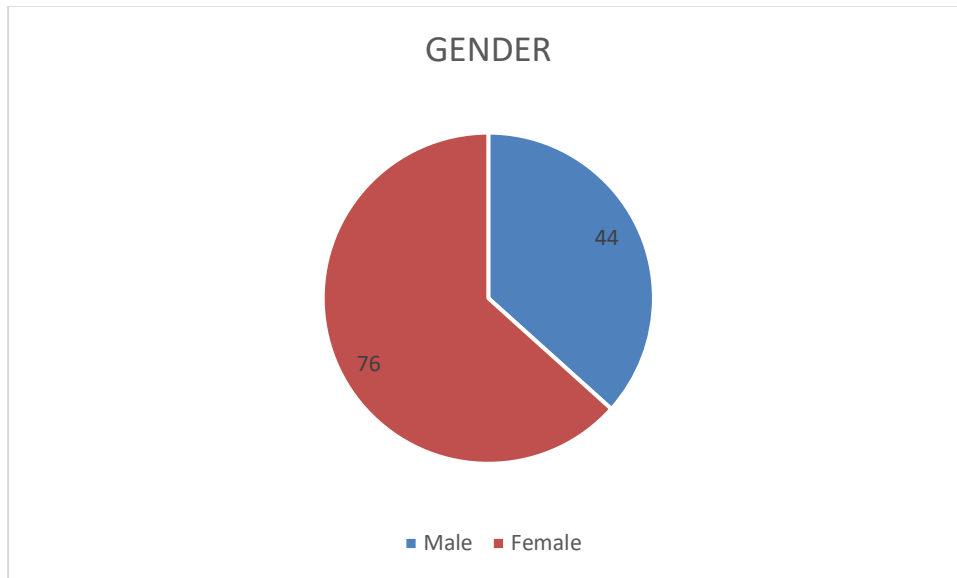


Fig 1.2 Gender of respondents

Table 1.2: Tabular representation of Gender

FACTORS	DIMENSIONS	NO. OF RESPONDENTS	PERCENTAGE
GENDER	Male	44	36.7%
	Female	76	63.3%
TOTAL		120	100%

Inference:

From the above table, 44 respondents accounting to 36.7% are male and 76 respondents accounting to 63.3% are female.

4.1.3 EDUCATIONAL QUALIFICATION CLASSIFICATION:

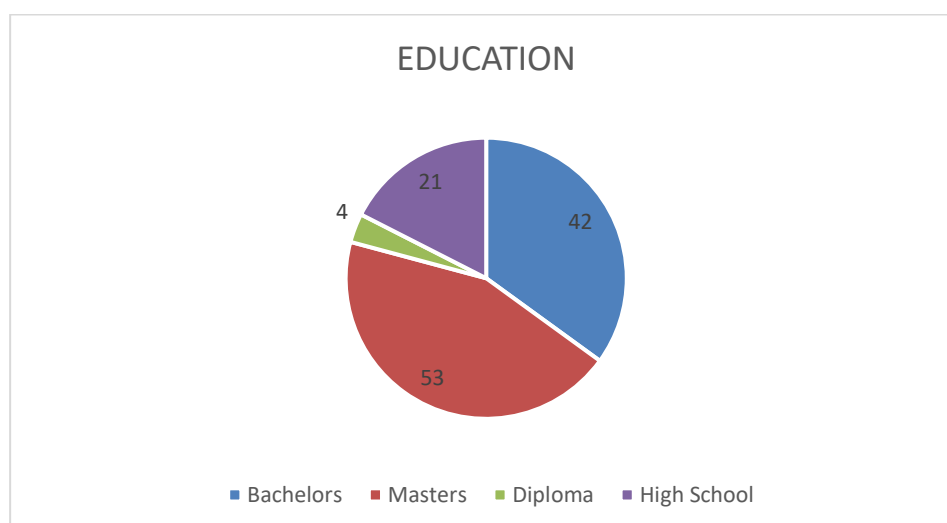


Fig 1.3 Education of respondents

Table 1.3: Tabular representation of Education

FACTORS	DIMENSIONS	NO. OF RESPONDENTS	PERCENTAGE
EDUCATIONAL QUALIFICATION	Bachelors	42	35%
	Masters	53	44.2%
	Diploma	4	3.3%
	High School	21	17.5%
TOTAL		120	100%

Inference:

From the above data, 35% of the respondents have completed their bachelors' degree, 44.2% of the respondents have completed their master's degree, 3.3% of the respondents have completed their Diploma and 17.5% of the respondents have completed their High School.

4.1.4 OCCUPATION WISE CLASSIFICATION

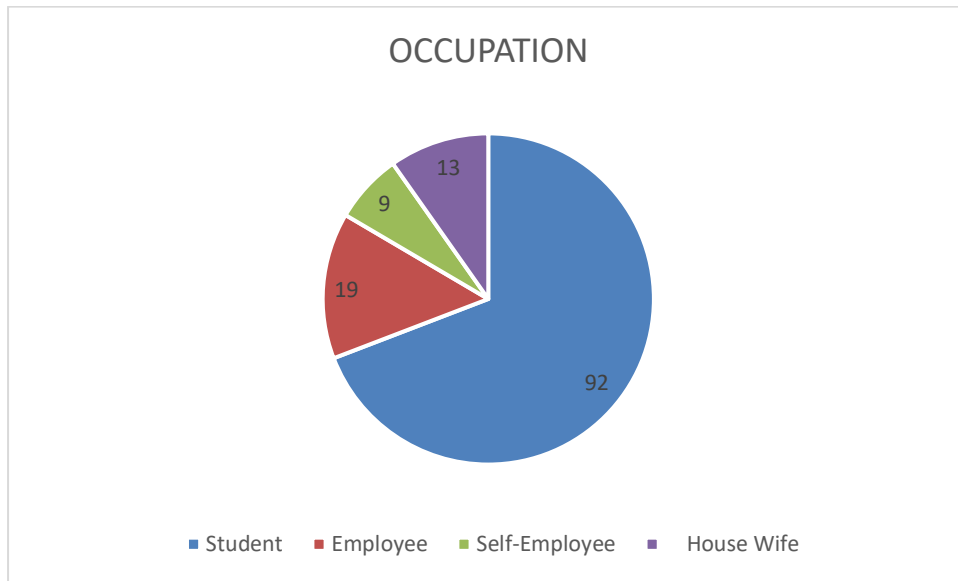


Fig 1.4: Occupation of respondents

Table 1.4: Tabular representation of Occupation

FACTORS	DIMENSIONS	NO.OF RESPONDENTS	PERCENTAGE
POSITION	Student	92	76.7%
	Employee	19	15.8%
	Self-Employee	9	7.5%
	House Wife	13	10.8%
TOTAL		120	100%

Inference:

From the above table, 76.7% of the respondents are students, 15.8% of the respondents are employees, 7.5% of the respondents are Self-employed and 10.8% of the respondents are Housewives.

4.2 TEST - 2: DIMENSION OF MARKETING MIX

4.2.1 Descriptive Statistic Measurement of Brand:

Table 2.1: Tabular representative of mean of Brand

Brand	Mean	SD
The Brand is known	4.083	3.681
The Brand is easily called and recognized	3.750	3.359
Good Brand Image	3.667	3.291
You will not purchase other Brands, if the Brand you like as if price increased	3.267	2.958
You will not purchase other Brands, if the Brand you like is out of stock	3.158	2.855

From the above table; “The brand is known” ranks first with a mean value of 4.083, “The brand is easily called and recognized” ranks second with a mean value of 3.75, “Good brand image” Ranks third with a mean value of 3.667, “You will not purchase other Brands, if the Brand you like as if price increased.” Ranks fourth with a mean value of 3.267 and “You will not purchase other Brands, if the Brand you like is out of stock” ranks fifth with a mean of 3.158

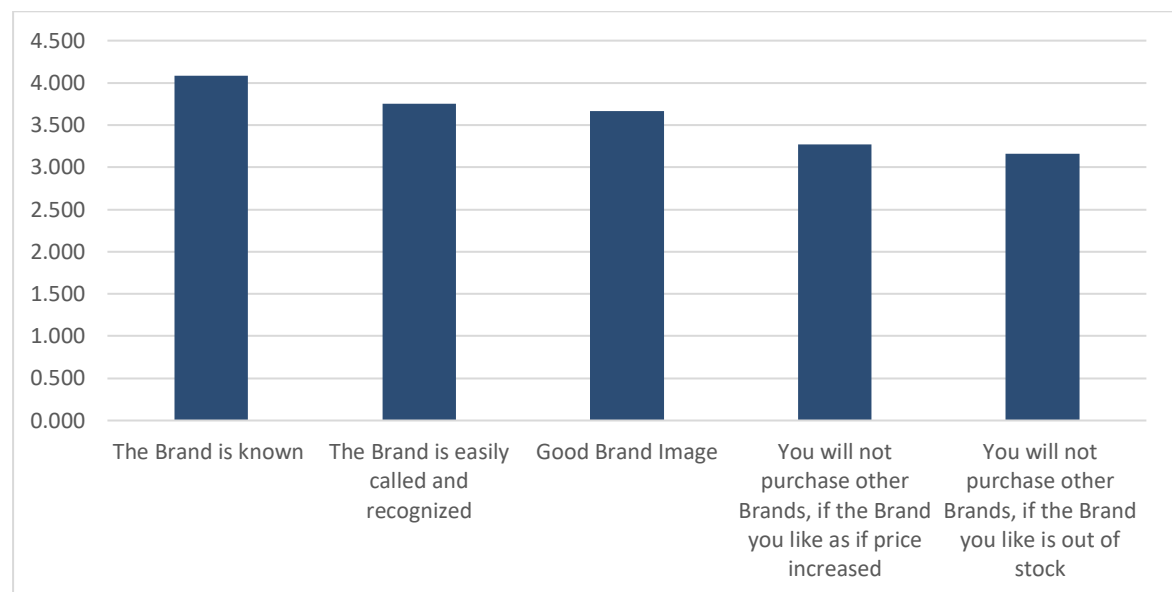


Fig 2.1: Graphical representation of Mean of brand

4.2.2 Descriptive Statistic Measurement of Product:

Table 2.2: Tabular representative of mean of Product

Product	Mean	SD
Good Taste	3.808	3.433
There are several flavors	3.642	3.256
Quality and Reliable	3.758	3.399
Beautiful Packaging	3.592	3.235
Health Benefit	3.558	3.225

From the above table; “Good taste” ranks first with a mean value of 3.808, “Quality and Reliability” ranks second with a mean value of 3.758, “There are several flavors” Ranks third with a mean value of 3.642, “Beautiful packaging” Ranks fourth with a mean value of 3.592 and “Health benefit” ranks fifth with a mean of 3.558

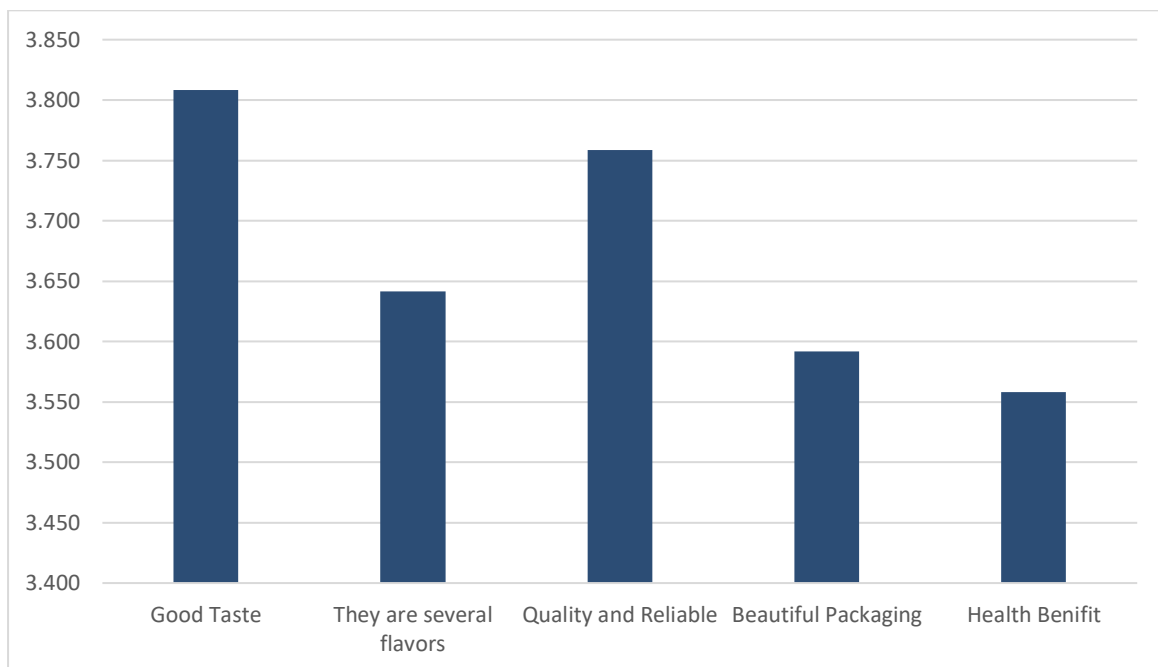


Fig 2.2: Graphical representation of Mean of Product

4.2.3 Descriptive Statistic Measurement of Price

Table 2.3: Tabular representative of mean of Price

Price	Mean	SD
Suitable for Quantity	3.717	3.362
Suitable for Quality	3.725	3.329

From the above table; “Suitable for Quality” ranks first with a mean value of 3.725, and “Suitable for Quantity” ranks second with a mean value of 3.717

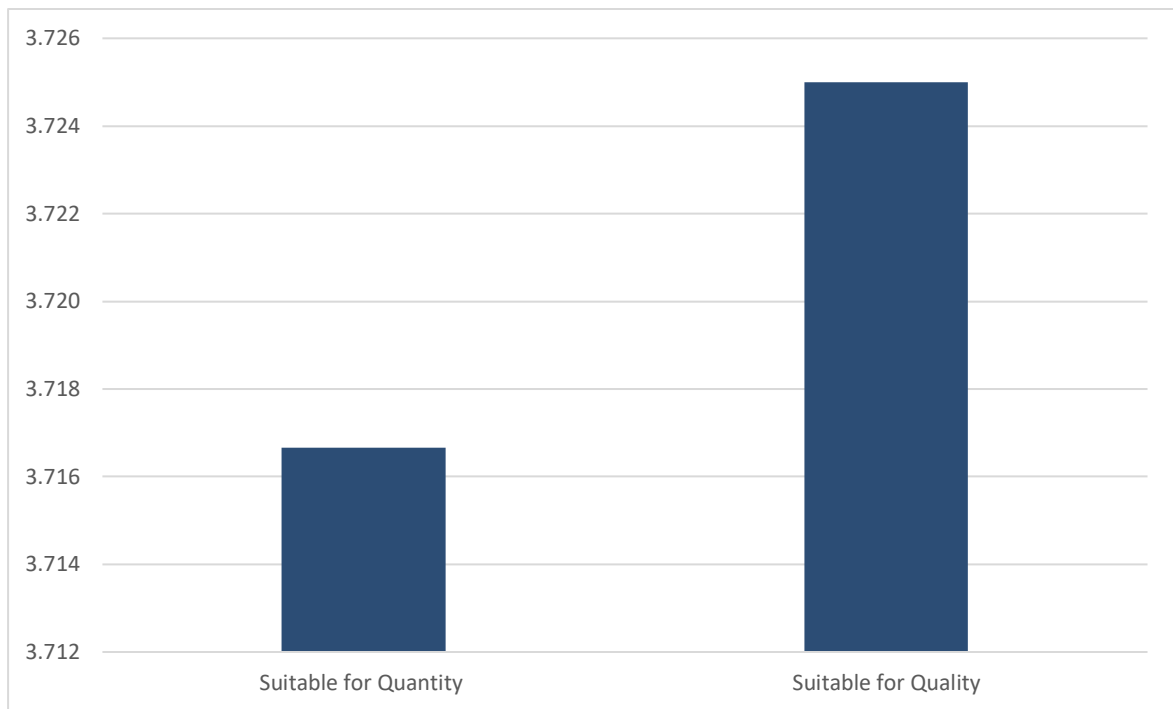


Fig 2.3: Graphical representation of Mean of price

4.2.4 Descriptive Statistic Measurement of Price

Table 2.4: Tabular representative of mean of Price

Promotion	Mean	SD
Sales Promotion (Buy one Get one/ Discount)	3.792	3.403
Advertising through TV Commercial Bill board	3.700	3.307
Advertising through Social Media	3.558	3.165
Using a Celebrity Endorsement as a Presenter	3.533	3.196

From the above table; “Sales Promotion (Buy one Get one/ Discount)” ranks first with a mean value of 3.792, “Advertising through TV Commercial Bill board” ranks second with a mean value of 3.700, “Advertising through Social Media” Ranks third with a mean value of 3.558, and “Using a Celebrity Endorsement as a Presenter.” Ranks fourth with a mean value of 3.533

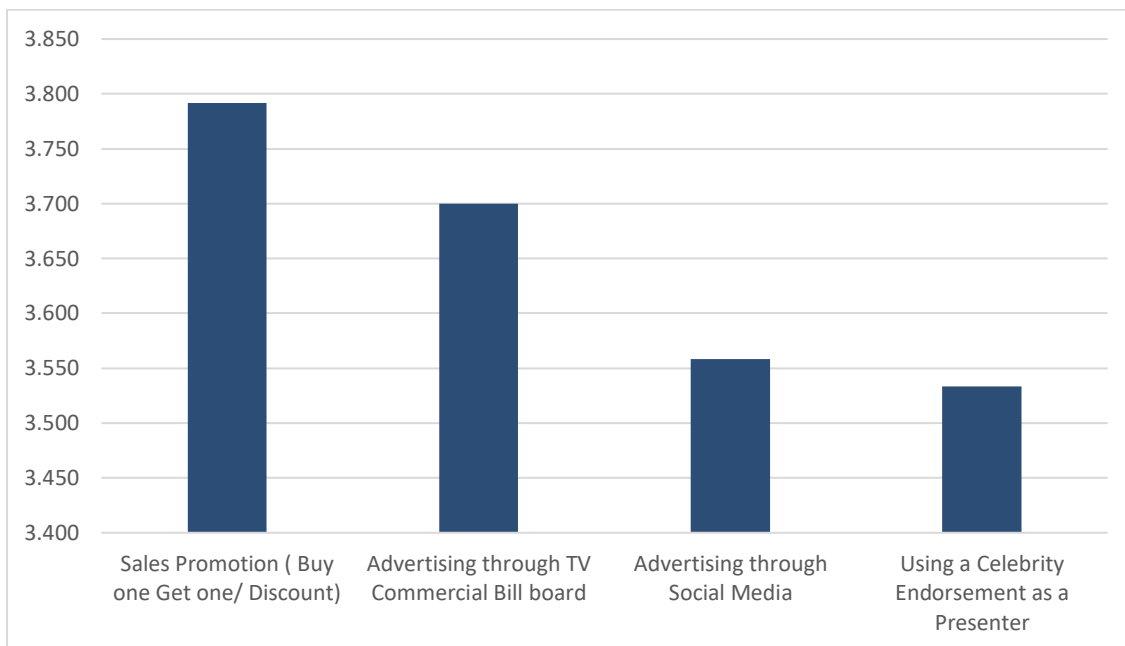


Fig 2.4: Graphical representation of Mean of Promotion

4.3 TEST – 3 : DIFFERENCE AMONG DEMOGRAPHIC PROFILE OF RESPONDENCE AND DIMENSIONS OF MARKETING MIX

4.3.1 AGE AND DIMENSION OF BRAND

Ho: There is no significant difference between age and dimension of brand

Table 3.1: Tabular representation of age and dimension of brand

FACTORS	AGE				F VALUE	SIGNIFICANT
	20-30 YRS	31-35 YRS	36-40 YRS	>41 YRS		
BRAND	12.3235	11.6250	15.1176	12.7273	2.417	0.070

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Brand of Lipton Ice Tea. Hence, there is a significance difference between age of the consumer with regards to Brand of Lipton Ice Tea.

4.3.2 AGE AND DIMENSION OF PRODUCT

Ho: There is no significant difference between age and dimension of product

Table 3.2: Tabular representation of age and dimension of product

FACTORS	AGE				F VALUE	SIGNIFICANT
	20-30 YRS	31-35 YRS	36-40 YRS	>41 YRS		
PRODUCT	12.6176	11.453	13.7647	12.5455	0.854	0.467

Since P value is less than 0.5, the Null Hypothesis is rejected as 5% level with regards to dimension of Product of Lipton Ice Tea. Hence, there is no significance difference between age of the consumer with regards Product of Lipton Ice Tea.

4.3.3 AGE AND DIMENSION OF PRICE

Ho: There is no significant difference between age and dimension of price

Table 3.3: Tabular representation of age and dimension of price

FACTORS	AGE				F VALUE	SIGNIFICANT
	20-30 YRS	31-35 YRS	36-40 YRS	>41 YRS		
PRICE	5.0882	4.3333	5.6471	5.3636	1.329	0.268

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Price of Lipton Ice Tea. Hence, there is a significance difference between age of the consumer with regards to Price of Lipton Ice Tea.

4.3.4 AGE AND DIMENSION OF PROMOTION

Ho: There is no significant difference between age and dimension of promotion

Table 3.4: Tabular representation of age and dimension of promotion

FACTORS	AGE				F VALU E	SIGNIFICAN T
	20-30 YRS	31-35 YRS	36-40 YRS	>41 YRS		
PROMOTIO N	9.632 4	8.500 0	11.470 6	10.181 8	2.263	0.085

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Promotion of Lipton Ice Tea. Hence, there is a significance difference between age of the consumer with regards to Promotion of Lipton Ice Tea.

4.3.5 GENDER AND DIMENSION OF BRAND

Ho: There is no significant difference between gender and dimension of brand

Table 3.5: Tabular representation of gender and dimension of brand

FACTORS	GENDER		F VALUE	SIGNIFICANT
	FEMALE	MALE		
BRAND	12.8026	12.2955	3.282	0.073

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Brand of Lipton Ice Tea. Hence, there is a significance difference between genders of the consumer with regards to Brand of Lipton Ice Tea

4.3.6 GENDER AND DIMENSION OF PRODUCT

Ho: There is no significant difference between gender and dimension of product

Table 3.6: Tabular representation of gender and dimension of product

FACTORS	GENDER		F VALUE	SIGNIFICANT
	FEMALE	MALE		
PRODUCT	12.8421	12.0227	2.805	0.097

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Product of Lipton Ice Tea. Hence, there is a significance difference between genders of the consumer with regards to Product of Lipton Ice Tea

4.3.7 GENDER AND DIMENSION OF PRICE

Ho: There is no significant difference between gender and dimension of price

Table 3.7: Tabular representation of gender and dimension of price

FACTORS	GENDER		F VALUE	SIGNIFICANT
	FEMALE	MALE		
PRICE	5.0921	4.9545	1.387	PRICE

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Price of Lipton Ice Tea. Hence, there is a significance difference between genders of the consumer with regards to Price of Lipton Ice Tea

4.3.8 GENDER AND DIMENSION OF PROMOTION

Ho: There is no significant difference between gender and dimension of product

Table 3.8: Tabular representation of gender and dimension of Promotion

FACTORS	GENDER		F VALUE	SIGNIFICANT
	FEMALE	MALE		
PROMOTION	9.7763	9.6136	0.462	0.498

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Promotion of Lipton Ice Tea. Hence, there is a significance difference between genders of the consumer with regards to Promotion of Lipton Ice Tea.

4.3.9 EDUCATION AND DIMENSION OF BRAND

Ho: There is no significant difference between gender and dimension of product

Table 3.9: Tabular representation of education and dimension of brand

FACTORS	EDUCATION				F VALUE	SIGNIFICANT
	Bachelor	Diploma	High school	Masters		
BRAND	12.4286	12.0000	11.5714	13.2264	0.779	0.508

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Brand of Lipton Ice Tea. Hence, there is a significance difference between educations of the customers of the consumer with regards to Brand of Lipton Ice Tea

4.3.10 EDUCATION AND DIMENSION OF PRODUCT

Ho: There is no significant difference between education of the customers and dimension of product

Table 3.10: Tabular representation of education and dimension of Product

FACTORS	EDUCATION				F VALUE	SIGNIFICANT
	Bachelor	Diploma	High school	Masters		
PRODUCT	12.8333	11.7500	12.5714	12.3585	0.122	0.947

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Product of Lipton Ice Tea. Hence, there is a significance difference between educations of the customers of the consumer with regards to Product of Lipton Ice Tea

4.3.11 EDUCATION AND DIMENSION OF PRICE

Ho: There is no significant difference between education of the customers and dimension of price

Table 3.11: Tabular representation of education and dimension of Price

FACTORS	EDUCATION				F VALUE	SIGNIFICANT
	Bachelor	Diploma	High school	Masters		
PRICE	5.3095	6.0000	4.9524	4.7925	.678	0.567

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Price of Lipton Ice Tea. Hence, there is a significance difference between educations of the customers of the consumer with regards to Price of Lipton Ice Tea

4.3.12 EDUCATION AND DIMENSION OF PROMOTION

Ho: There is no significant difference between education of the customers and dimension of promotion

Table 3.12: Tabular representation of education and dimension of Promotion

FACTORS	EDUCATION				F VALUE	SIGNIFICANT
	Bachelor	Diploma	High school	Masters		
PROMOTION	9.4762	9.0000	10.0000	9.8491	0.168	0.918

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Promotion of Lipton Ice Tea. Hence, there is a significance

difference between educations of the customers of the consumer with regards to Promotion of Lipton Ice Tea.

4.3.13 OCCUPATION AND DIMENTION OF BRAND

Ho: There is no significant difference between occupation of the customers and dimension of brand

Table 3.13: Tabular representation of occupation and dimension of brand

FACTORS	EDUCATION				F VALUE	SIGNIFICANT
	Employee	House wife	Self-employed	Student		
BRAND	12.8824	12.7692	11.6190	12.8077	0.432	0.731

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Brand of Lipton Ice Tea. Hence, there is a significance difference between occupations of the consumer with regards to Brand of Lipton Ice Tea

4.3.14 OCCUPATION AND DIMENTION OF PRODUCT

Ho: There is no significant difference between occupation of the customers and dimension of promotion

Table 3.14: Tabular representation of occupation and dimension of Product

FACTORS	EDUCATION				F VALUE	SIGNIFICANT
	Employee	House wife	Self-employed	Student		
PRODUCT	11.7941	12.7692	13.2857	12.6737	0.505	0.680

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Product of Lipton Ice Tea. Hence, there is a significance difference between occupations of the consumer with regards to Product of Lipton Ice Tea

4.3.15 OCCUPATION AND DIMENSION OF PRICE

Ho: There is no significant difference between occupation of the customers and dimension of promotion

Table 3.15: Tabular representation of occupation and dimension of Price

FACTORS	EDUCATION				F VALUE	SIGNIFICANT
	Employee	House wife	Self-employed	Student		
PRICE	4.8824	5.9231	5.4762	4.7500	1.314	0.273

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Price of Lipton Ice Tea. Hence, there is a significance difference between occupations of the consumer with regards to Price of Lipton Ice Tea

4.3.16 OCCUPATION AND DIMENTION OF PROMOTION

Ho: There is no significant difference between occupation of the customers and dimension of promotion.

Table 3.16: Tabular representation of occupation and dimension of Promotion

FACTORS	EDUCATION				F VALUE	SIGNIFICANT
	Employee	House wife	Self-employed	Student		
PROMOTION	9.2353	9.9231	10.1429	9.8077	0.301	0.824

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Promotion of Lipton Ice Tea. Hence, there is a significance difference between occupations of the consumer with regards to Promotion of Lipton Ice Tea.

4.4 TEST – 4: RELATIONSHIP BETWEEN DIMENSION OF BRANDING AND MARKETING MIX FOR THE PRODUCT LIPTON ICE TEA:

Table 4.1 Pearson Correlation Coefficient between Dimension of Branding and Marketing Mix for the Product of Lipton Ice Tea:

		Lipton Brand	Lipton Product	Lipton Price	Lipton Promotion
Lipton Brand	Personal Correlation	1	.590*	.469*	.606*
Lipton Product	Personal Correlation	.590*	1	.661*	.532*
Lipton Price	Personal Correlation	.469*	.661*	1	.511*
Lipton Promotion	Personal Correlation	.606*	.532*	.511*	1

The correlation coefficient between Lipton Brand and Lipton Product is 0.590 which indicate 59 percentage positive relationships between Lipton Brand and Product. The correlation coefficient between Lipton Brand and Lipton Price is 0.469, which indicate 46.9 percentage positive relationships between Lipton Brand and Lipton Price.

The correlation coefficient between Lipton Brand and Promotion is 0.606, which indicate 60.6 percentage positive relationships between Lipton Brand and Promotion.

The correlation coefficient between Lipton Product and Price is 0.661, which indicate 66.1 percentage positive relationships between Lipton Product and Price. The correlation coefficient between Lipton Product and Promotion is 0.532, which indicate 63.2 percentage positive relationships between Lipton Product and Promotion.

The correlation coefficient between Lipton Price and Promotion is 0.511, which indicate 51.1 percentage positive relationships between Lipton Price and Promotion.

4.5 TEST – 5: CONSUMPTION RATE ANALYSIS

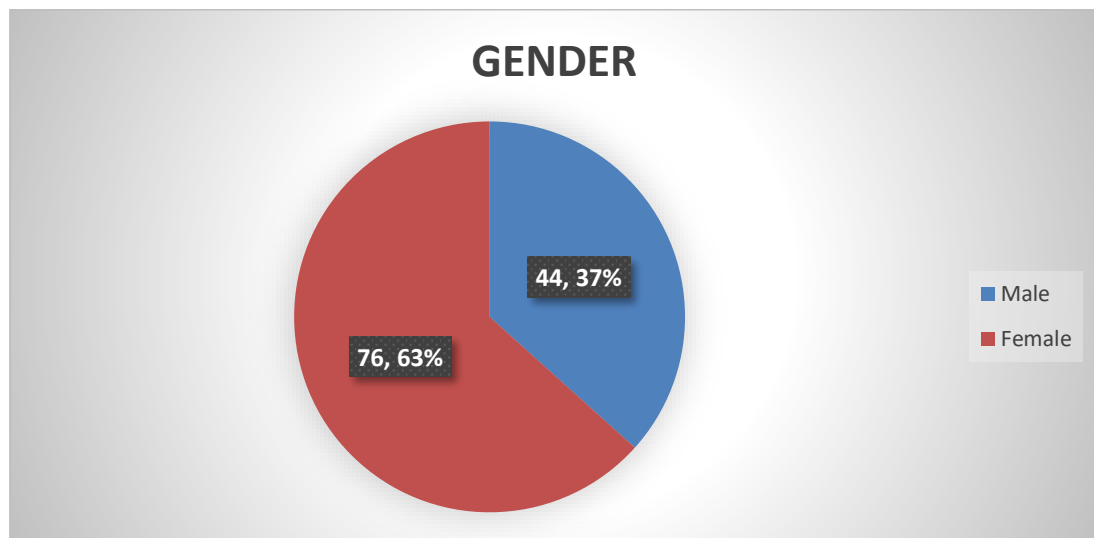


Fig 3.1: A graphical representation to show the gender wise consumption rate

From the above chart it is understood that the maximum number of respondents are women accounting to 63% (i.e. 76 of the respondents are female customers for the product Lipton ice tea).

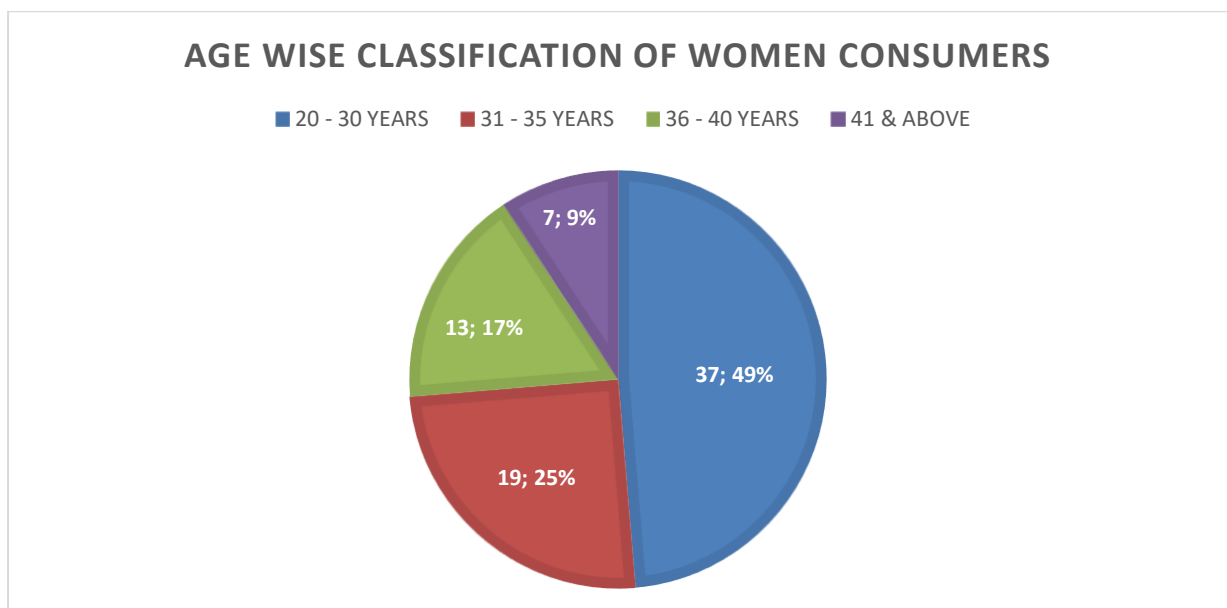


Fig 3.2: Graphical representation of female respondents based on their age groups

The above chart (Fig 3.2) shows the number of women consumers based on their age. 37 respondents out of 76 female respondents accounting to 49% belong to the age group of 20 to 30 years. 25% of the female respondents belong to the age group 31 to 35 years, 17% belong to 36 to 40 years age group and 9% belong to the age group 41 and above.

Hence, from the analysis it is found that, The consumption rate is high between age groups 20 to 30 years

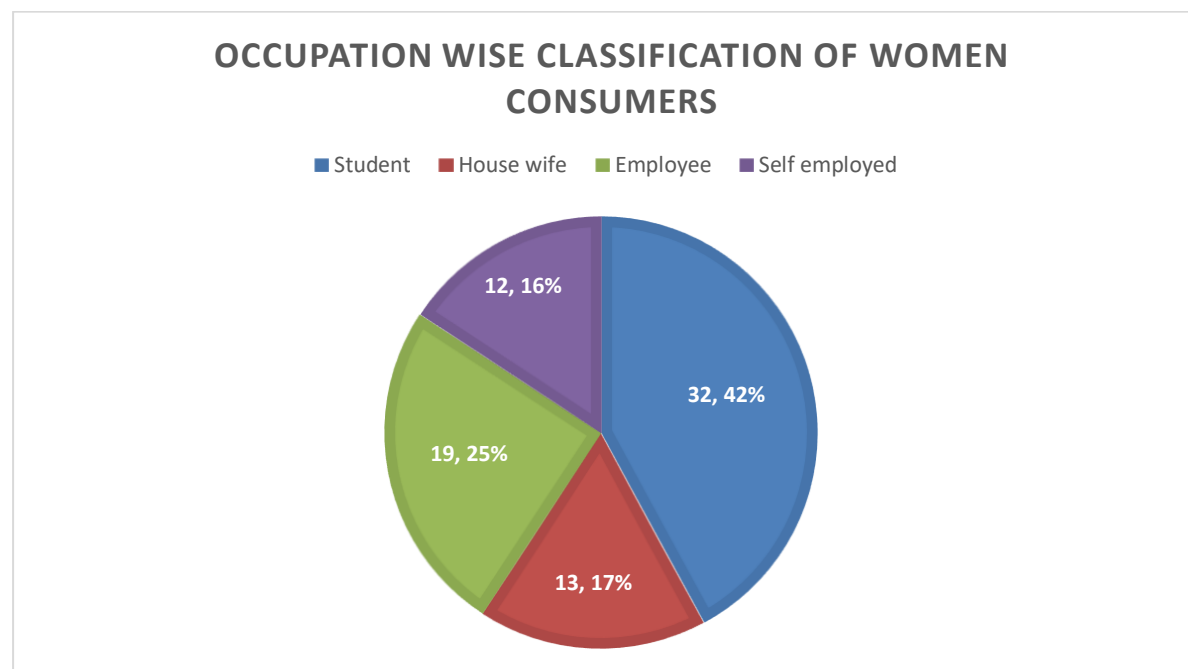


Fig 3.3 A Graphical Representation of the women consumers occupational status

The above chart (Fig 3.3) shows the number of women consumers based on their Occupation. 32 respondents out of 76 female respondents accounting to 42% are students out of which (6 out of 32 are from High school, 10 out of 32 are pursuing Bachelor's degree and 16 out of 32 are pursuing their Master's degree). 19% of the female respondents are employees, 13% of the respondents are housewives and 12% of the respondents are Self-employed.

Hence, from the analysis it is found that, the consumption rate is high amongst the students.

4.6 TEST – 6: MARKETING STRATEGY THAT WORKED IN FAVOR OF LIPTON ICED TEA

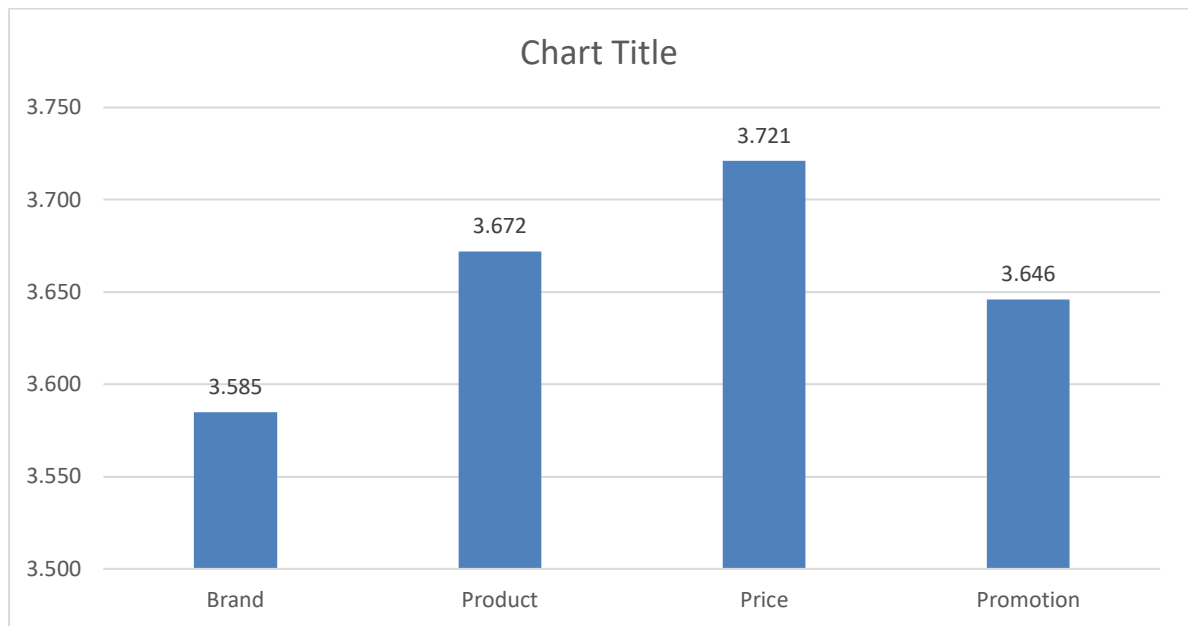


Fig 4.1 Graphical representation of the marketing strategies of Lipton Iced Tea

From the above table (Fig 4.1) shows the graphical representation of the marketing strategies that has worked in favor of Lipton iced tea.

It is understood from the graph that the factor of price affect the buying behaviour of the customers, followed by factors of promotions, factors of product and factor of brand respectively.

Thus, the marketing strategy that has worked in favor of Lipton Ice tea are the factors of price and the strategy that has not been received well by the customers is Brand.

CHAPTER 5: FINDING AND SUGGESTION

5.1 FINDINGS OF THE STUDY

5.1.1 DEMOGRAPHIC PROFILE

5.1.1.1 Age Wise Classification

56.7% of the respondents are aged between 20 to 30 years, 20% of the respondents are aged between 31 to 35 years, 14.2% of the respondents are aged between 36 to 40 years, 14.2% of the respondents are aged above 41 years.

5.1.1.2 Gender wise classification

44 respondents accounting to 36.7% are male and 76 respondents accounting to 63.3% are female.

5.1.1.3 Education wise classification

35% of the respondents have completed their bachelors' degree, 44.2% of the respondents have completed their master's degree, 3.3% of the respondents have completed their Diploma and 17.5% of the respondents have completed their High School.

5.1.1.4 Occupation wise classification

76.7% of the respondents are students, 15.8% of the respondents are employees, 7.5% of the respondents are Self-employed and 10.8% of the respondents are Housewives.

5.1.2 DIMENSIONS OF MARKETING MIX

5.1.2.1 Descriptive statistical (mean) measurement of Brand

The brand is known” ranks first with a mean value of 4.083, “The brand is easily called and recognized” ranks second with a mean value of 3.75, “Good brand image” Ranks third with a mean value of 3.667, “You will not purchase other Brands, if the Brand you like as if price increased.” Ranks fourth with a mean value of 3.267 and “You will not purchase other Brands, if the Brand you like is out of stock” ranks fifth with a mean of 3.158.

5.1.2.2 Descriptive statistical (mean) measurement of Product

“Good taste” ranks first with a mean value of 3.808, “Quality and Reliability” ranks second with a mean value of 3.758, “There are several flavors” Ranks third with a mean value of 3.642, “Beautiful packaging” Ranks fourth with a mean value of 3.592 and “Health benefit” ranks fifth with a mean of 3.558

5.1.2.3 Descriptive statistical (mean) measurement of Price

Suitable for Quality” ranks first with a mean value of 3.725, and “Suitable for Quantity” ranks second with a mean value of 3.717

5.1.2.4 Descriptive statistical (mean) measurement of Promotion

“Sales Promotion (Buy one Get one/ Discount)” ranks first with a mean value of 3.792, “Advertising through TV Commercial Bill board” ranks second with a mean value of 3.700, “Advertising through Social Media” Ranks third with a mean value of 3.558, and “Using a Celebrity Endorsement as a Presenter.” Ranks fourth with a mean value of 3.533

5.1.3 DIFFERENCE AMONG DEMOGRAPHIC PROFILE OF THE RESPONDENTS AND DIMENSIONS OF MARKETING MIX

5.1.3.1 Age and Dimensions of Marketing Mix

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Brand of Lipton Ice Tea. Hence, there is a significance difference between age of the consumer with regards to Brand of Lipton Ice Tea. Since P value is less than 0.5, the Null Hypothesis is rejected as 5% level with regards to dimension of Product of Lipton Ice Tea. Hence, there is no significance difference between age of the consumer with regards to Product of Lipton Ice Tea. Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Price of Lipton Ice Tea. Hence, there is a significance difference between age of the consumer with regards to Price of Lipton Ice Tea. Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Promotion of Lipton Ice Tea. Hence, there is a significance difference between age of the consumer with regards to Promotion of Lipton Ice Tea.

5.1.3.2 Gender and Dimensions of Marketing Mix

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Brand of Lipton Ice Tea. Hence, there is a significance difference between genders of the consumer with regards to Brand of Lipton Ice Tea. Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Product of Lipton Ice Tea. Hence, there is a significance difference between genders of the consumer with regards to Product of Lipton Ice Tea. Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Price of Lipton Ice Tea. Hence, there is a significance difference between genders of the consumer with regards to Price of Lipton Ice Tea. Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Promotion of Lipton Ice Tea.

Hence, there is a significance difference between genders of the consumer with regards to Promotion of Lipton Ice Tea.

5.1.3.2 Education and Dimensions of Marketing Mix

Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Brand of Lipton Ice Tea. Hence, there is a significance difference between occupations of the consumer with regards to Brand of Lipton Ice Tea. Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Product of Lipton Ice Tea. Hence, there is a significance difference between occupations of the consumer with regards to Product of Lipton Ice Tea. Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Price of Lipton Ice Tea. Hence, there is a significance difference between occupations of the consumer with regards to Price of Lipton Ice Tea. Since P value is more than 0.5, the Null Hypothesis is accepted as 5% level with regards to dimension of Promotion of Lipton Ice Tea. Hence, there is a significance difference between occupations of the consumer with regards to Promotion of Lipton Ice Tea.

5.1.3.2 Occupation and Dimensions of Marketing Mix

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5.1.4 RELATIONSHIP BETWEEN DIMENSIONS OF MARKETING MIX

The correlation coefficient between Lipton Brand and Lipton Product is 0.590 which indicate 59 percentage positive relationships between Lipton Brand and Product.

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5.1.5 CONSUMPTION RATE ANALYSIS

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Hence, from the analysis it is found that, the consumption rate is high between age groups 20 to 30 years

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Hence, from the analysis it is found that, the consumption rate is high amongst the students.

5.1.6 MARKETING STRATEGY THAT WORKED IN FAVOR OF LIPTON ICED TEA

The marketing strategy that has worked in favor of Lipton Ice tea are the factors of price and the strategy that has not been received well by the customers is Brand.

5.2 SUGGESTION:

In 2005, the Lipton tea trade reached the \$1.7 billion class and it's expected to continue growing indefinitely (Mintel 2005). Market analysts believe the tea trade can still boom and isn't expected to succeed in saturation level within the close to future.

For over a century, Lipton has been dominating the planet tea market with the company's tea-based drinks together with leaf tea, infusions, and ready-to-drink tea. Its success has been attributed to the firm's "strong target innovation and therefore the experience of its tea specialists- professionals in tea-growing, tasting, buying, mixing and R&D teams". This shows that the merchandise is very appreciated and brought in America

Over the course of a century, Lipton has become a dominant tea complete in several markets. The complete is well-represented in several countries across the world, together with the USA, France, Japan, Kingdom of Saudi Arabia, Australia, and Sweden. Compared to different tea brands, Lipton has continuously had a robust target innovation, given its continuous launch of each leaf tea and ready-to-drink tea merchandise. merchandise targets the mass market and is typically positioned within the middle of the value spectrum for tea.

Suggestions:

1. Building solid brand equity motives customers to decide on your brand over competitors and it's in the main laid low with however expeditiously your corporation's stigmatization methods area unit in making an even complete identity and temperament that affects however your complete

is perceived by targeted customers. it's important to Increase quality and trust in your business from targeted customers and to extend the purchaser's retention & loyalty rates.

2. Content promoting solutions are an extremely economical option to add price to customers through making perceptive content together with diary posts that also are helpful to speak your complete values, Health advantages, and products style and additionally Reviews from its trusty customers is incontestable thought leadership and increasing customers delight reworking them for quondam customers to loyal complete advocates.
3. Customers are an appreciation for being your complete advocates and a valuable promoting answer through word of mouth message which needs to outline and apply all told your stigmatization methods a loyalty reward program that encourages them to be additional loyal through free branded giveaways or discounts.
4. 4Advertising could be an advanced process; the thought is to make an artless that connects with potential patrons. It should be inventive whereas staying grounded within the planet. it's pricey, thus it's to supply measurable results. It should be standard, nevertheless ingenious. during a strident world, it's vital that the advertising should be easy, Consistent, relevant, Humorous, obvious
5. Advertisements are among the foremost effective strategies of accelerating sales, boosting client satisfaction, and intensifying complete awareness. advertisements are used for many years with nice success and, despite your business or the scale of your business. Social media giveaway contests, searching Sprees, Referral discounts, buy one; get one free offer, Giveaway hampers, etc.

5.3. CONCLUSION:

From this analysis, it's found that the promoting strategy of value is well accepted by the customers. it's conjointly understood that the merchandise Lipton iced tea is accepted and consumed a lot by the feminine respondents. the merchandise is incredibly known amongst the scholars

Marketing is that the most fun of all business sports. it's the heartbeat of each productive business. it's frequently dynamic in response to the explosion of knowledge, the enlargement of technology, and therefore the aggressiveness of competition, the least bit levels, and everyplace. All business strategy is promoting strategy.

For all companies, whether or not a modest pop out or a transnational big, an efficient promoting strategy will function as an important road map for the complete business. By developing and establishing a coherent and well thought of promoting strategy, organizations will promote their business, court the correct sorts of consumers and apportion their resources properly, all whereas safeguarding the name of the firm.

One of the foremost necessary aspects of any selling strategy relates to characteristic growth opportunities by utilizing SWOT analysis. Once a corporation has known the strengths, weaknesses, opportunities, and threats of any selling theme, it becomes less complicated to deal with those opportunities and take into account what course of action ought to be taken to mitigate any threats. it's equally necessary that boards stay engaged within the method of delivering their chosen strategy over a chronic amount of your time. Senior management should guarantee they keep familiar and stay hospitable new concepts to any the company's complete.

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APPENDIX- 1

Questionnaire: A Study on Effectiveness of Marketing Strategies Followed in Lipton ice tea by PepsiCo company

I. Part 1: Demographic Profile

1.	AGE	○ 20 to 30 years ○ 31 to 35 years ○ 36 to 40 Years ○ 41 and Above
2.	GENDER	○ Male ○ Female
3.	EDUCATIONAL QUALIFICATION	○ Bachelors ○ Masters ○ Diploma ○ High School
4.	OCCUPATION	○ Student ○ Employee ○ Self-Employee ○ House Wife

II. Part 2: Factors of Branding and Marketing Mix

Scale:

1: Strongly Disagree **2:** Disagree; **3:** Neutral **4:** Agree: **5:** Strongly Agree

BRAND	1	2	3	4	5
The Brand is known					
The Brand is easily called and Recognized					
Good Brand Image					
You will not purchase other Brands, if the Brand you like has its price increased.					
You will not Purchase other Brands, if the Brand you like is out of stock					

PRODUCT	1	2	3	4	5
Good Taste					
There are several flavours					
Quality and Reliable					
Beautiful Packaging					
Health Benefits					

PRICE	1	2	3	4	5
Suitable for Quantity					
Suitable for Quality					

PROMOTION	1	2	3	4	5
Sales promotion (Buy on Get one / Discount)					
Advertising through TV Commercials, Billboards					
Advertising through Social Media					
Using a celebrity endorsement as a presenter					

APPENDIX 2

(Article)

A STUDY TO IDENTIFY THE MARKETING STRATEGY THAT WORKED IN FAVOR OF LIPTON ICE TEA BY PEPSICO COMPANY

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ABSTRACT: Having favorite corporate image and powerful brand equity build a strategic position in market for corporations. This position plays vital role of sustainable advantage. Therefore, we focus on the impacts of marketing strategies such as channel performance, value-oriented price, promotion, and after-sales service on brand equity directly and by corporate image indirectly. The purpose of this study is to measure a study on effectiveness of marketing strategies followed in Lipton ice tea by PepsiCo Company and identify the marketing strategy that worked in favor of Lipton Ice Tea. The data's were collected from people consuming Lipton Ice Tea in all age group. The questionnaire circulated through Google form received 120 responses. Descriptive Analysis, Correlation, ANOVA and T-test were used to analyze the given data.

Keywords: *Marketing Strategies; Lipton; Marketing Mix*

I. INTRODUCTION:

Marketing in straightforward terms is often aforementioned to be “A human action directed at glad desires and needs through an exchange method. “Marketing as a practical space of management is changing into very necessary as compared to alternative fields. All choices in trendy enterprise revolve around data connected with promoting deciding things, that area unit characterized by Distribution Strategy, Channel members, and merchandise choices. The merchandise choices, customers assess a product’s price by staring at several factors together with those who surround the merchandise.

- Market: The set of all actual and potential consumers of a product or service.
- Marketing: A social and social control method whereby people and teams get what they have and need through making and exchanging products and prices with others.
- Marketing Management: The art and science of selecting target markets and building profitable relationships with them. Client Satisfaction: The extent to that a product’s performance matches a buyer’s expectations.
- Marketing Mix: The set of manageable military science promoting tools – product, price, place, and promotion – that the firm blends to provide the response it needs within the target market.

II. INDUSTRY PROFILE

Lipton ice tea could be a nutrient launched by Lipton unitedly with PepsiCo. Lipton is a longtime whole within the tea market whereas PepsiCo incorporates a distinguished presence within the drink trade.

Focusing on Lipton ice tea specifically, Lipton has divided its customers consistent with way. In general, Lipton ice tea has 2 major targeted teams of customers. The primary cluster covers those folks that lead a busy life vogue and area unit looking for “something instant.” This cluster principally includes, students, employees, operating ladies and alternative similar customers WHO live a busy and busy life

and area unit in want of a second product to refresh them. The second cluster of individuals includes of the health-conscious phase. Customers from this explicit phase might not essentially lead as busy life because the 1st cluster,

however, they're potential customers owing to the healthy advantages offered by the merchandise.

III. OBJECTIVE OF THE STUDY

The objective of the study is to identify the marketing strategy that has worked in favor of Lipton Ice Tea and what strategy has not been received well by the consumers.

IV. RESEARCH METHODOLOGY

4.1 Population size and sample size:

The population size of the consumers of Lipton iced tea in Chennai city is indefinite. The sample size is confined to 120 respondents. The research uses Convenience sampling method.

4.2 Primary and secondary data:

The study is completely based on primary data. Primary data for the study is collected through the self-administered questionnaire which was circulated through Google forms. The study uses Secondary data for Theoretical framework of the study and Review of literature collected from journals, books, thesis and magazines.

4.3 Questionnaire Development:

The structured questionnaire consisted of 2 sets; the first set consisted of the demographic profile of the consumers and the Second set consisted of the Factors of Branding and Marketing mix. All the five factors of Emotional intelligence were identified through the review of literature. The factors of Emotional intelligence was measured with the help of 5-point Likert scale namely strongly Agree, Agree, Neutral, Disagree and strongly disagree

4.4 Theoretical framework:

The variable in this research able to divide into 2 parts, first Independent Variables and second Dependent Variables as follows:

- Independent Variables: able to divide into 4 variables as follows:
 - a) Demographic and Consumer Behavior

- b) Brand (Brand awareness, Brand image, Brand loyalty)
- c) Marketing Mix (Product, Price, Promotion, Place)
- d) Trend of Health Conscious
- Dependent Variables
 - a) Factors influencing purchase decision.

V. REVIEW OF LITERATURE

Positioning strategy was first discussed by Porter back in 1980 with the three generic strategy options: cost leadership, differentiation and focus. This first model presented the positioning strategy as the different ways an organization can reach its customers compared to the competitors (Porter, 1980).

Since then, the positioning strategy has suffered many changes, influenced by the growing competition among companies and the growing focus on traits of the market, the consumer and of the product (Shakhshir, 2014).

Marketing has been an effective tool and strategy for increasing the sales of a product (Jager 2007). For marketing strategies, companies look for segmentation of its consumers, provision of successful goods and services for each consumer segment and also employment of right promotional tools and pricing strategies to accomplish the company's objectives (Walker, Mullins & Larreche 2008).

Marketing mix is the strategic tool-box that marketers use in order to create a desired response from a set of predefined consumers (Solomon, Marshall & Stuart 2008). Marketing mix, commonly known as the McCarthy's (1960) 4Ps, consists of product, price, place and promotion. Companies spend effort to find the most efficient marketing mix in order to implement a successful marketing strategy.

Sirikul Elakaigun (2545, p.25) the brand is known from experience, as well as everything about the product or the company.

Donrachai Boonyaratavej, CEO of 9Providence Health Rutter (2546, p.127) gave meaning about branding that Brand is the experience of consumers

from the brands offered include other communications such everything issued from brand.

Equity exists when the customers are aware of the brand, loyal to the brand and perceive the brand as having quality. Awareness, loyalty, and quality perception are three main components of a successful brand (Seetharaman & et.al, 2001, p.245).

Aaker (2006) expresses that there are three dimensions of brand equity included brand awareness with associations (brand awareness and brand association), perceived quality, and brand loyalty. Brand equity makes value for both customer and firm.

Factor of marketing mix is an important component of market. Marketing mix is the factor that can be controlled entity. Siriwan Serirat (2541, p.35) said that business ventures are required to create the right marketing mix in the marketing strategy

The studied of Carl and Cobb (2000, p.15) about health behavior by using predicting, predict the behavior by perception and beliefs about the importance of health risk for the disease and the efficacy of their health behaviors.

Pappaphat Suwan (2001, p.21) said that the model of health beliefs with the assumption that people seek and follow health advice under very specific circumstances only. The person must have a minimum level of knowledge and incentives to health and must believe that healing is a way to prevent and control the disease. Health belief model is the concept of Penstock and Becker

VI. RESULTS

6.1 Demographic factors:

Table 1.1 Percentage analysis of demographic factors:

FACTORS	DIMENSIONS	NO. OF RESPONDENTS	PERCENTAGE
AGE	20 to 30 years	68	56.7%
	31 to 35 years	24	20%
	36 to 40 years	17	14.2%
	41 and above	11	9.2%
GENDER	Male	44	36.7%
	Female	76	63.3%
EDUCATIONAL QUALIFICATION	Bachelors	42	35%
	Masters	53	44.2%
	Diploma	4	3.3%
	High School	21	17.5%
POSITION	Student	92	76.7%
	Employee	19	15.8%
	Self-Employee	9	7.5%
	House Wife	13	10.8%

6.2 Descriptive analysis of Factors of Branding and Marketing mix:

Table 2.1 Tabular representation of the mean of Factors of branding and marketing mix

FACTORS	DIMENSION	MEAN	SD
BRAND	The Brand is known	4.083	3.681
	The Brand is easily called and recognized	3.750	3.359
	Good Brand Image	3.667	3.291
	You will not purchase other Brands, if the Brand you like as if price increased	3.267	2.958
	You will not purchase other Brands, if the Brand you like is out of stock	3.158	2.855
PRODUCT	Good Taste	3.808	3.433
	They are several flavors	3.642	3.256
	Quality and Reliable	3.758	3.399
	Beautiful Packaging	3.592	3.235
	Health Benifit	3.558	3.225
PRICE	Suitable for Quantity	3.717	3.362
	Suitable for Quality	3.725	3.329
PROMOTION	Sales Promotion (Buy one Get one/ Discount)	3.792	3.403
	Advertising through TV Commercial Bill board	3.700	3.307
	Advertising through Social Media	3.558	3.165
	Using a Celebrity Endorsement as a Presenter	3.533	3.196

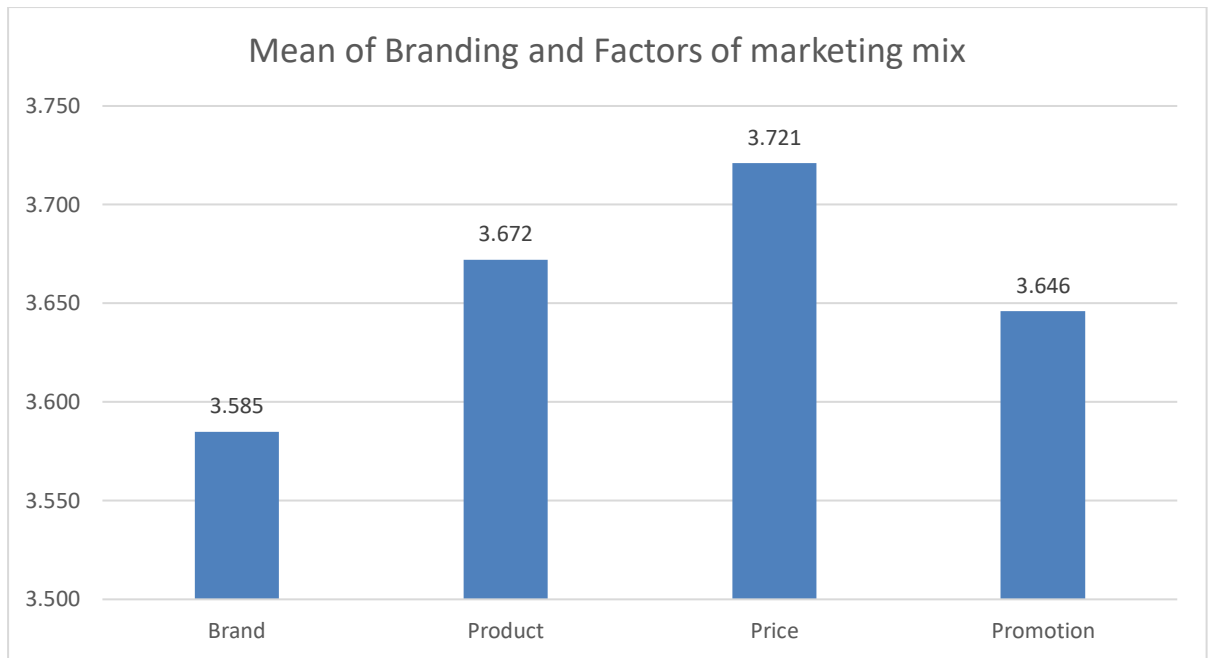


Fig 1.1 Graphical representation of Mean of Branding and Factors of Marketing mix

6.3 Relationship between dimension of branding and marketing mix for the product lipton ice tea:

Table 3.1 Pearson correlation of Factors of Brand and marketing mix:

Personal Correlation	Lipton Brand	Lipton Product	Lipton Price	Lipton Promotion
Lipton Brand	1	.590*	.469*	.606*
Lipton Product	.590*	1	.661*	.532*
Lipton Price	.469*	.661*	1	.511*
Lipton Promotion	.606*	.532*	.511*	1

VII. FINDINGS

- It is understood that the maximum number of respondents are women accounting to 63% (i.e. 76 of the respondents are female customers for the product Lipton ice tea.
- 37 respondents out of 76 female respondents accounting to 49% belong to the age group of 20 to 30 years. 25% of the female respondents belong to the age group 31 to 35 years, 17% belong to 36 to 40 years age group and 9% belong to the age group 41 and above. Hence, from the analysis it is found that, The consumption rate is high between age groups 20 to 30 years
- 32 respondents out of 76 female respondents accounting to 42% are students out of which (6 out of 32 are from High school, 10 out of 32 are pursuing Bachelor's degree and 16 out of 32 are pursuing their Master's degree). 19% of the female respondents are employees, 13% of the respondents are housewives and 12% of the respondents are Self-employed. Hence, from the analysis it is found that, the consumption rate is high amongst the students.
- Fig 1.1 shows the graphical representation of the marketing strategies that has worked in favor of Lipton iced tea. It is understood from the graph that the factor of price affect the buying behaviour of the customers, followed by

factors of promotions, factors of product and factor of brand respectively. Thus, the marketing strategy that has worked in favor of Lipton Ice tea are the factors of price and the strategy that has not been received well by the customers is Brand.

VIII. CONCLUSION

Marketing is that the most fun of all business sports. It's the heartbeat of each productive business. It's frequently dynamic in response to the explosion of knowledge, the enlargement of technology, and therefore the aggressiveness of competition, the least bit levels, and everywhere. All business strategy is promoting strategy.

For all companies, whether or not a modest pop out or a transnational big, an efficient promoting strategy will function as an important road map for the complete business. By developing and establishing a coherent and well thought of promoting strategy, organizations will promote their business, court the correct sorts of consumers and apportion their resources properly, all whereas safeguarding the name of the firm.

One of the foremost necessary aspects of any selling strategy relates to characteristic growth opportunities by utilizing SWOT analysis. Once a corporation has known the strengths, weaknesses, opportunities, and threats of any selling theme, it becomes less complicated to deal with those opportunities and take into account what course of action ought to be taken to mitigate any threats. It's equally necessary that boards stay engaged within the method of delivering their chosen strategy over a chronic amount of your time. Senior management should guarantee they keep familiar and stay hospitable new concepts to any the companies' complete.

Building solid brand equity motives customers to decide on your brand over competitors. It's important to Increase quality and trust in your business from targeted customers and to extend the purchaser's retention & loyalty rates. Advertisements are among the foremost effective strategies of accelerating sales, boosting client satisfaction, and intensifying complete awareness.

Advertisements are used for many years with nice success and, despite your business or the scale of your business. Social media giveaway contests, searching Sprees, Referral discounts, buy one; get one free offer, Giveaway hampers, etc

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