



IDENTIFYING THE DETERMINANTS OF CONSUMER PURCHASE DECISIONS FOR **COCA-COLA ZERO**

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PROJECT OVERVIEW

CONTEXT:

Coke Zero aims to enhance its positioning and market share among health-conscious and younger consumers by highlighting its benefits and improving accessibility.

What unique benefits should Coke Zero emphasize to appeal to health-conscious individuals?

How can accessibility to Coke Zero be improved across retail and online channels?

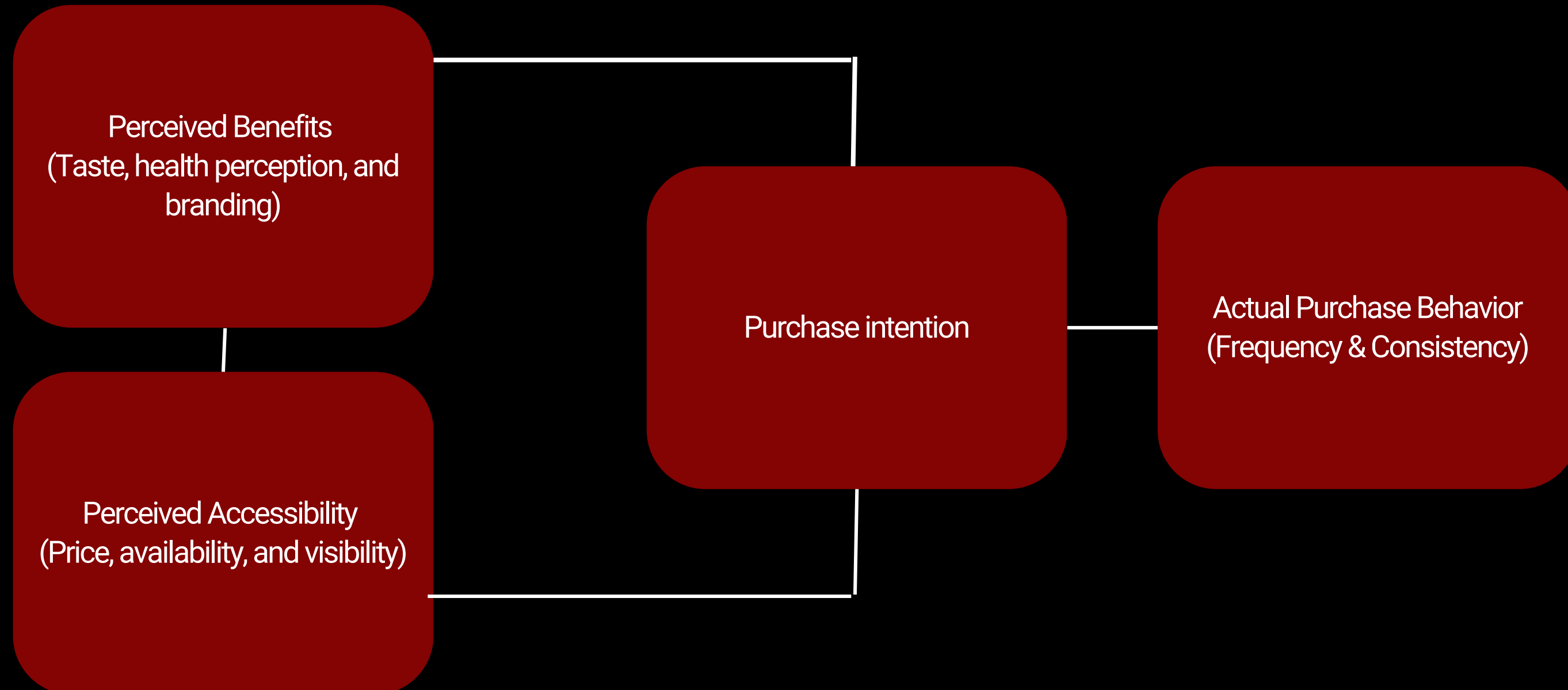
What marketing strategies are most effective in persuading Gen Z and millennials to choose Coca-Cola Zero over competitors?

PROJECT OVERVIEW

RESEARCH OBJECTIVE:

The research aims to identify key factors influencing consumer purchase decisions for Coke Zero, such as taste, health perception, branding, pricing, and availability. It also compares Coke Zero with competitors to uncover opportunities to enhance its market appeal.

TAM MODEL





“I love enjoying a drink that’s flavorful but doesn’t mess with my diet”

Alice

Age: 33
Location: New York
Occupation: Software Engineer
Level: Mid-Senior

DESCRIPTION

Alice is a tech-savvy, career-driven millennial who juggles a demanding job with her commitment to health and wellness. She frequently works long hours and prioritizes fitness in her lifestyle.

PERSONAL CHARACTERISTICS

- Analytical and detail-oriented
- Health-conscious
- Curious

HOBBIES AND INTERESTS

- Yoga
- Meal Prepping
- Tech blogs

BUYING ROLES

Decision-maker

GOALS

- A healthy diet without sacrificing flavor
- A convenient drink to complement her busy lifestyle

CHALLENGES

- Concerned about artificial sweeteners
- Hard to balance work stress

BUYER'S JOURNEY

- **Awareness:** Ads about Coke Zero
- **Consideration:** Researches ingredients
- **Decision:** Buys Coke Zero after reading reviews.

NEEDS

- Assurance of ingredients and transparency
- Easy availability

SOURCES OF INFO

- TikTok
- Social media influencers
- Online product reviews



"I need a drink that keeps me refreshed during long gaming nights without feeling guilty about sugar."

Martin

Age: 17
Location: Lille
Occupation: Gamer & Highschool Student

DESCRIPTION

Martin is a high school student passionate about esports and entrepreneurship. When he’s not attending lectures or gaming marathons, he enjoys hanging out with friends and exploring trending products.

PERSONAL CHARACTERISTICS

- Competitive
- Social
- Tech-savvy

HOBBIES AND INTERESTS

- Esports
- New tech gadgets
- New snacks and drinks

BUYING ROLES

Purchaser

GOALS

- Stay energized during gaming sessions
- Save money as a student without compromising on quality

CHALLENGES

- Struggles to find affordable and accessible healthier drink options

BUYER'S JOURNEY

- **Awareness:** Notices Coke Zero at a retail store
- **Consideration:** Compares it to other energy drinks
- **Decision:** Buys Coke Zero after seeing the price

NEEDS

- Affordable pricing
- Visibility in places like campus vending machines.

SOURCES OF INFO

- Gaming forums
- Social media platforms
- Online communities

SURVEY *INSIGHTS*

155 Responses

134 Qualified

21 Excluded



Survey Duration

November 2024 - January 2025



Survey Structure

Total Questions: 26

Estimated Completion Time: 2-3 minutes

Question Types:

- **Yes/No Questions** - Screening respondents
- **Likert Scale** - Measures perceived benefits, accessibility, & competitor comparisons
- **Frequency Scale** - Tracks behaviors and consumptions
- **Short Answer** - Collect specific responses
- **Open-Ended** - Areas for improvements



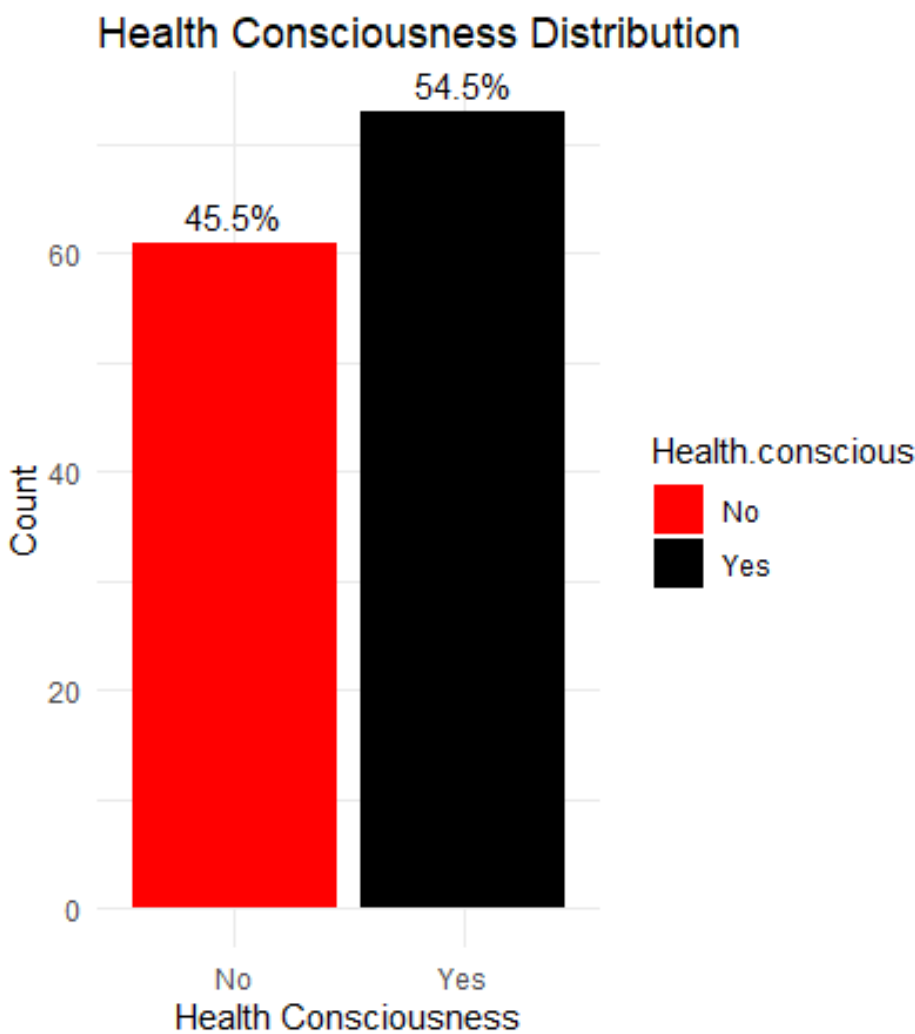
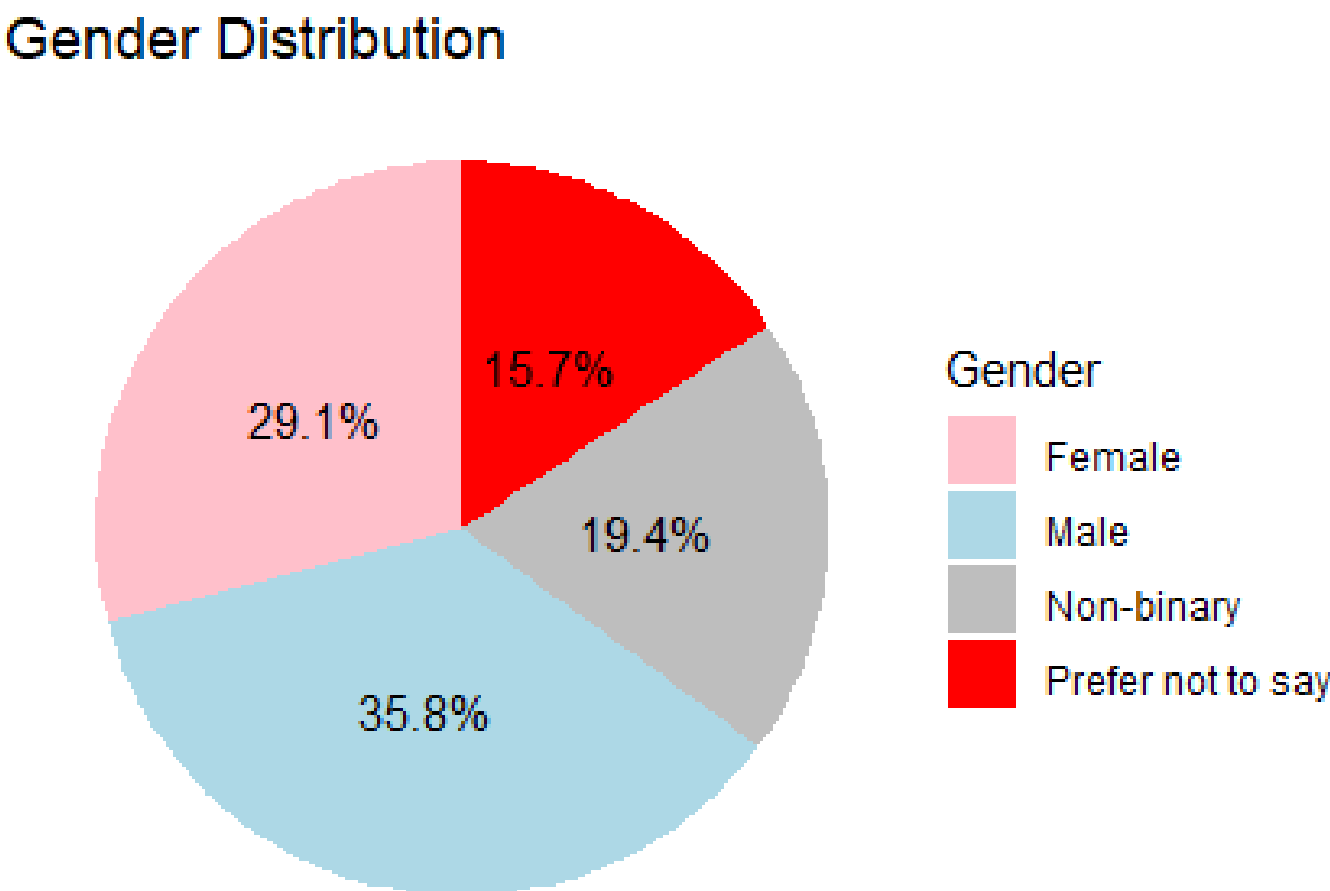
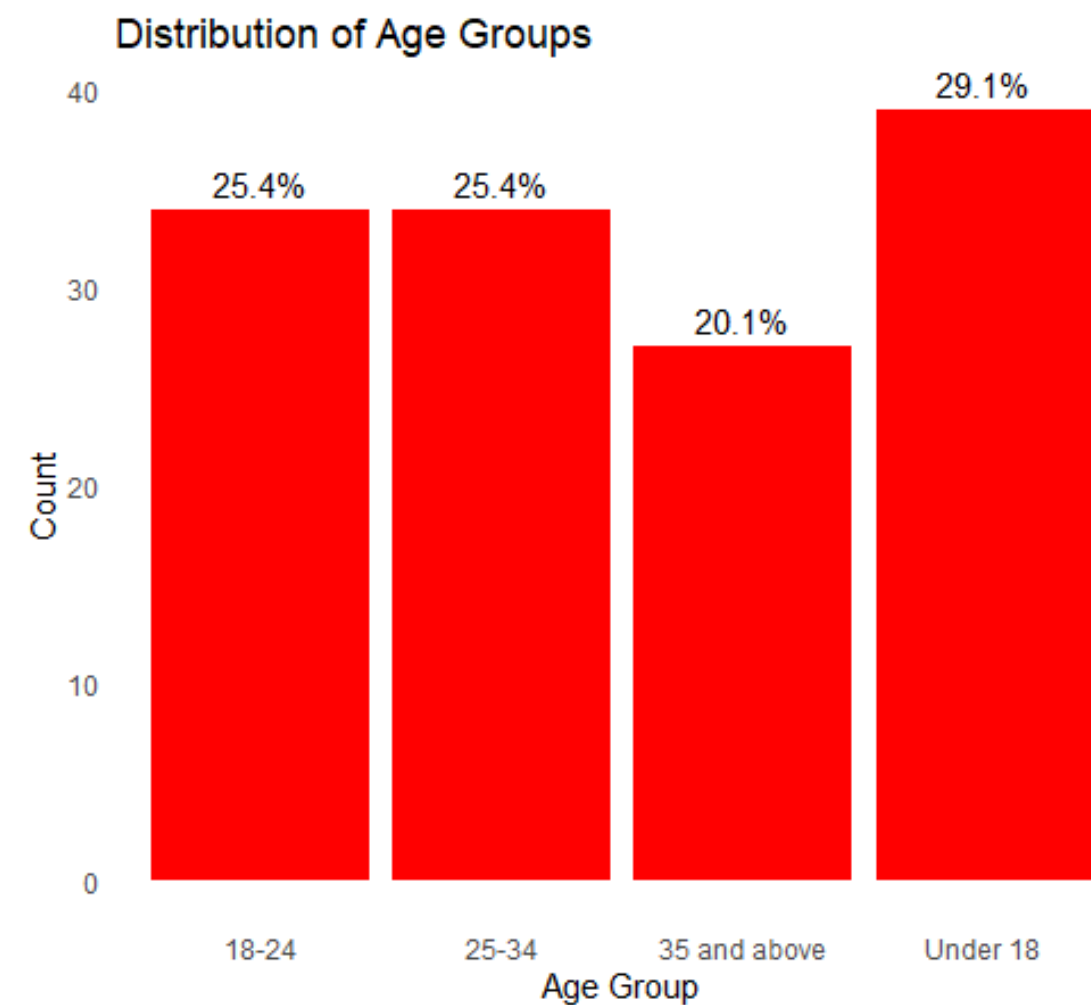
Survey Distribution Channels



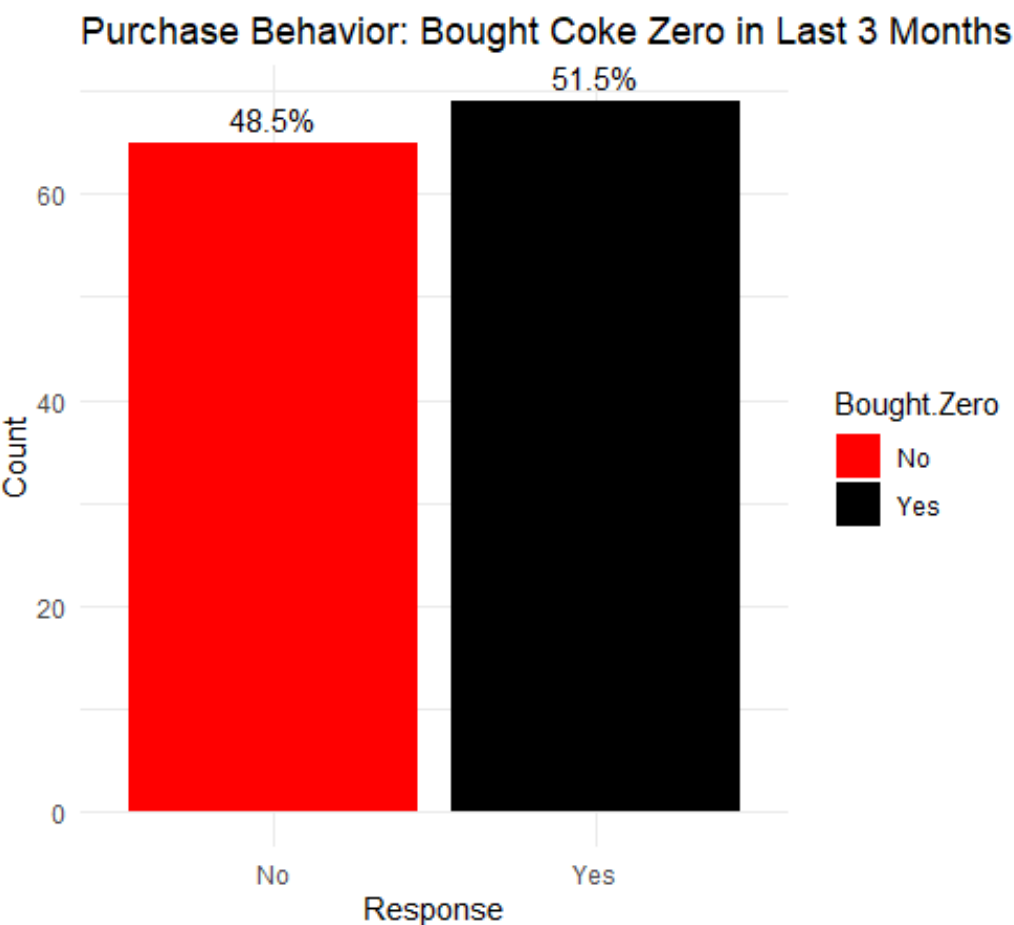
Survey Analysis Tool



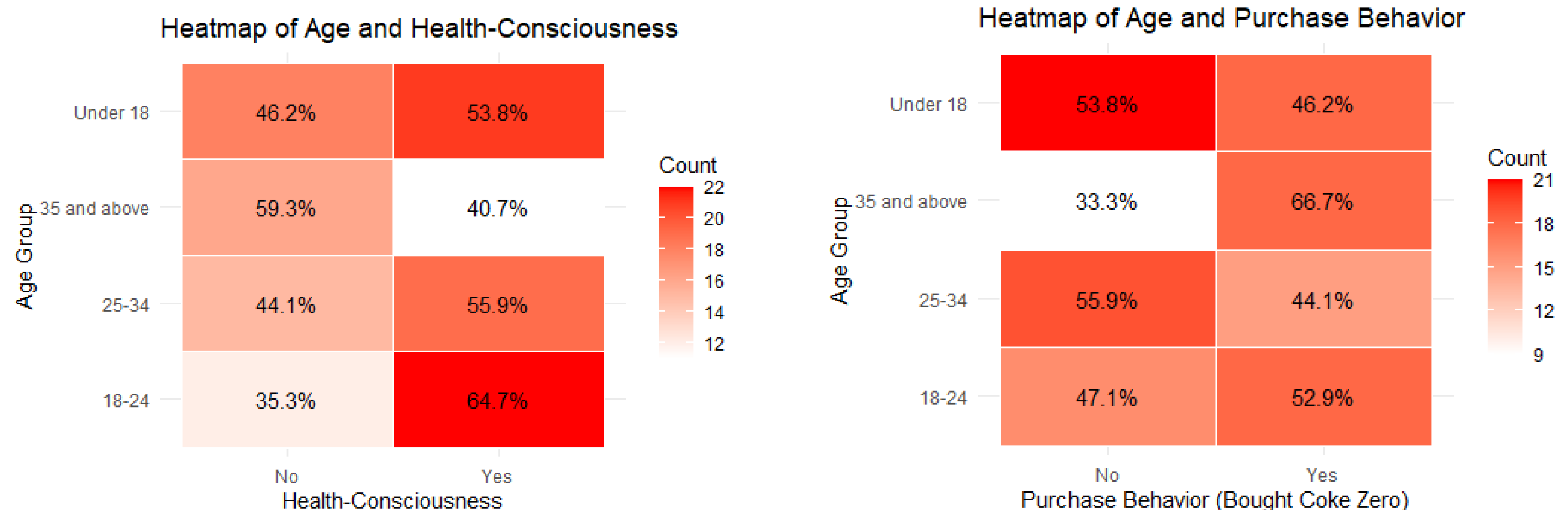
DATA SUMMARY



- The largest age group in the survey is **Under 18 (29.1%)** followed closely by **18-24 (25.4%)**. => Coke Zero appeals broadly to younger demographics, particularly those under 35, suggesting this group should be the primary focus of the marketing campaigns.
- Gender distribution shows **a balanced representation**, with **Male (35.8%)** and **Female (29.1%)** respondents making the majority. => The need to emphasize inclusivity and appeal across diverse gender identities, leveraging Coke Zero's modern and flexible branding.
- **54.5%** of respondents identified as health-conscious. => A majority of the respondents prioritize health, aligning well with Coke Zero's “zero sugar” branding.
- **A slim majority of respondents** purchased Coke Zero in the last three months. => The need to convert buyers to loyal consumers.

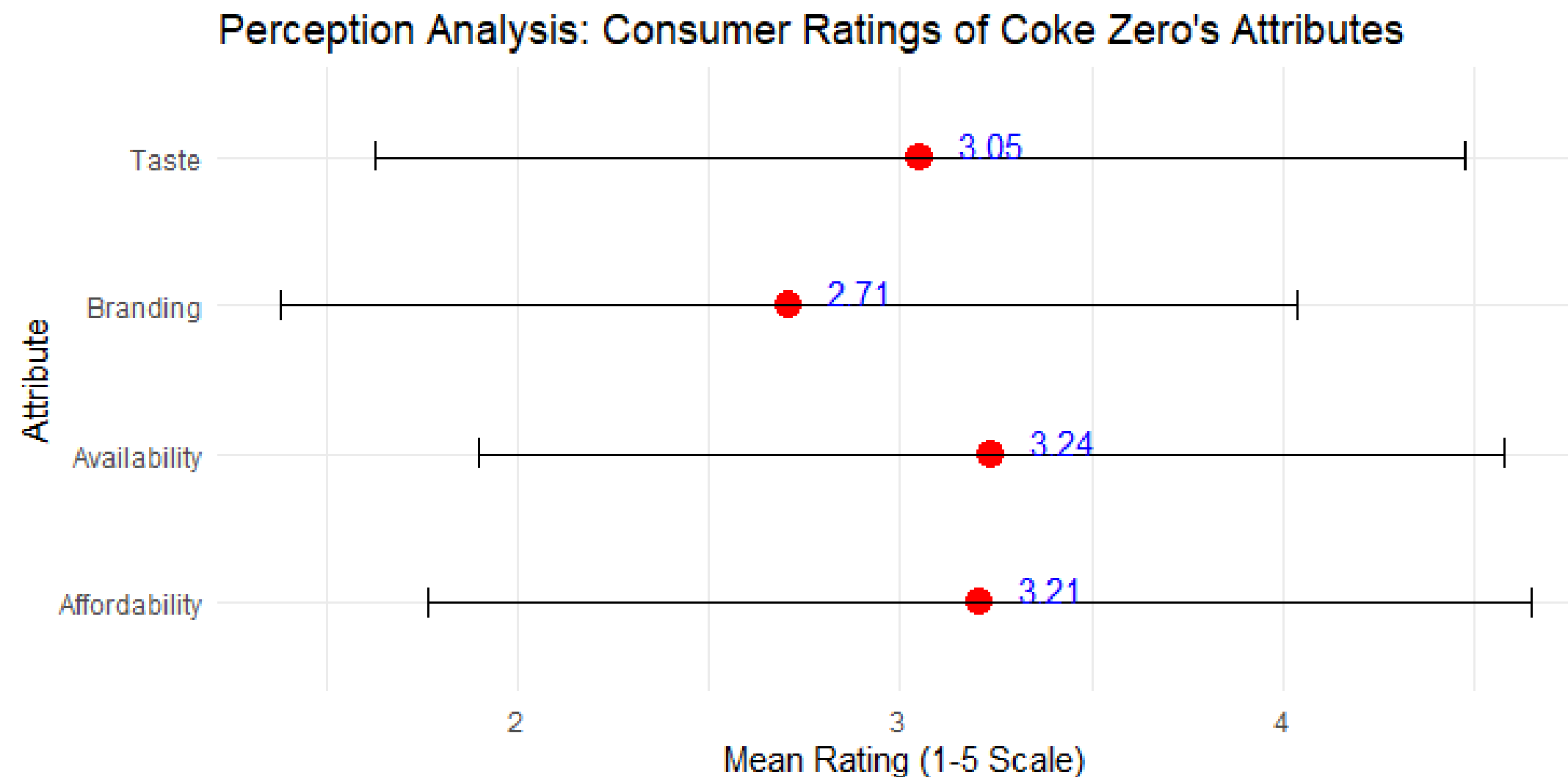


DATA ANALYSIS: DEMOGRAPHICS



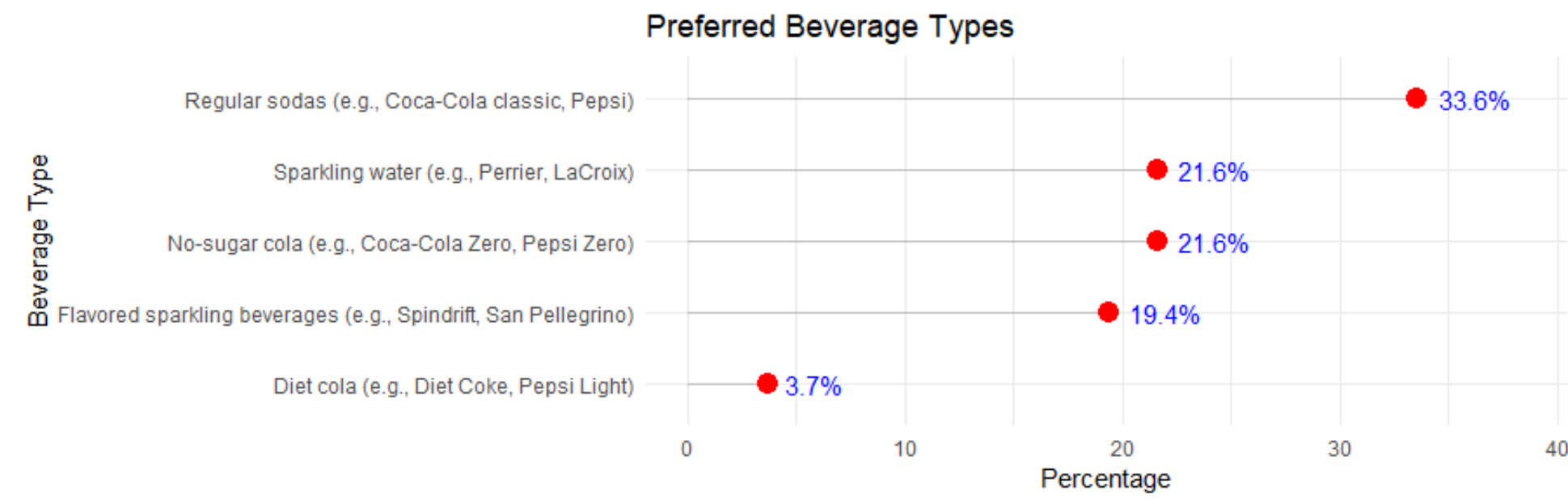
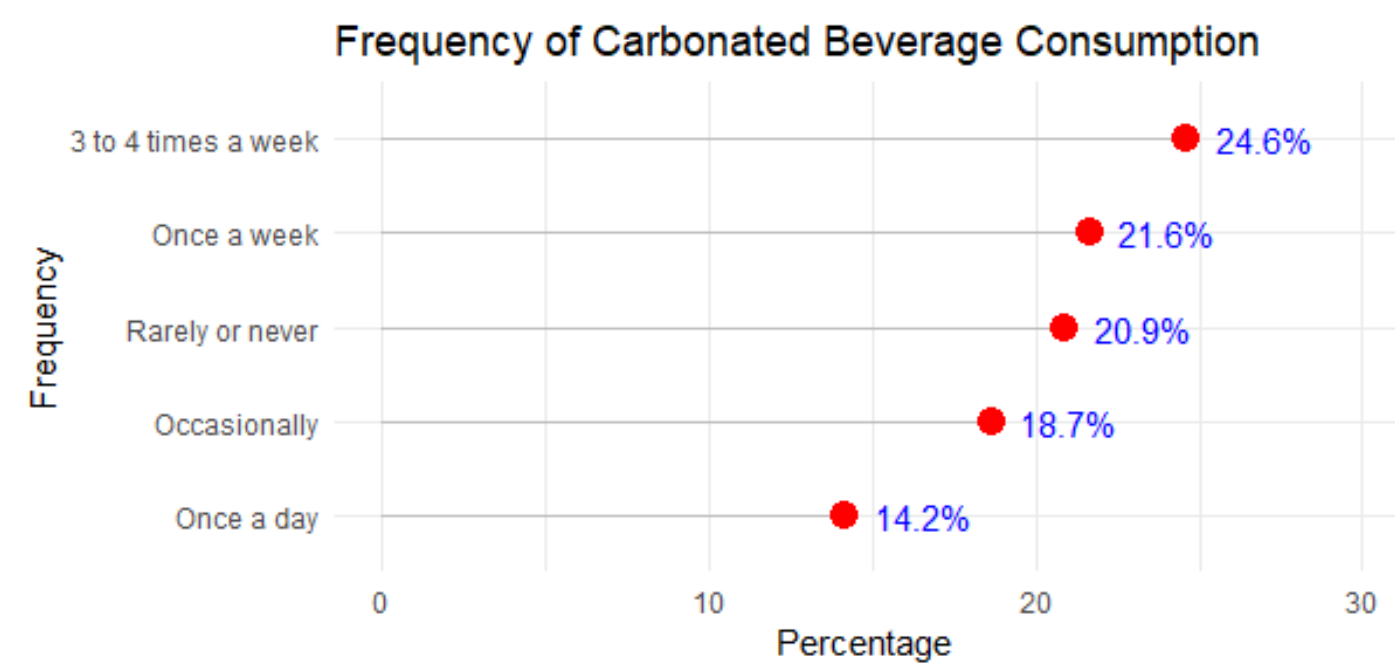
- **35 and Above:** Despite having **the lowest health consciousness (40.7%)**, this group exhibits **the highest purchase rate (66.7%)**. This suggests that factors like taste, branding, or availability may play a larger role in their decision-making compared to health benefits. => Coke Zero's appeal to older audiences is likely, not health-driven, indicating an opportunity to further explore what motivates their purchases.
- While **53.8% of under 18** respondents identify as **health-conscious**, **only 46.2%** have purchased Coke Zero. This gap highlights a clear potential for growth in the youth market, where health consciousness is not yet translating into consistent purchasing. => Messaging that connects Coke Zero's health benefits with the flavor and fun younger audiences crave could help bridge this gap and boost purchases in this segment.

DATA ANALYSIS:- PERCEPTION ANALYSIS

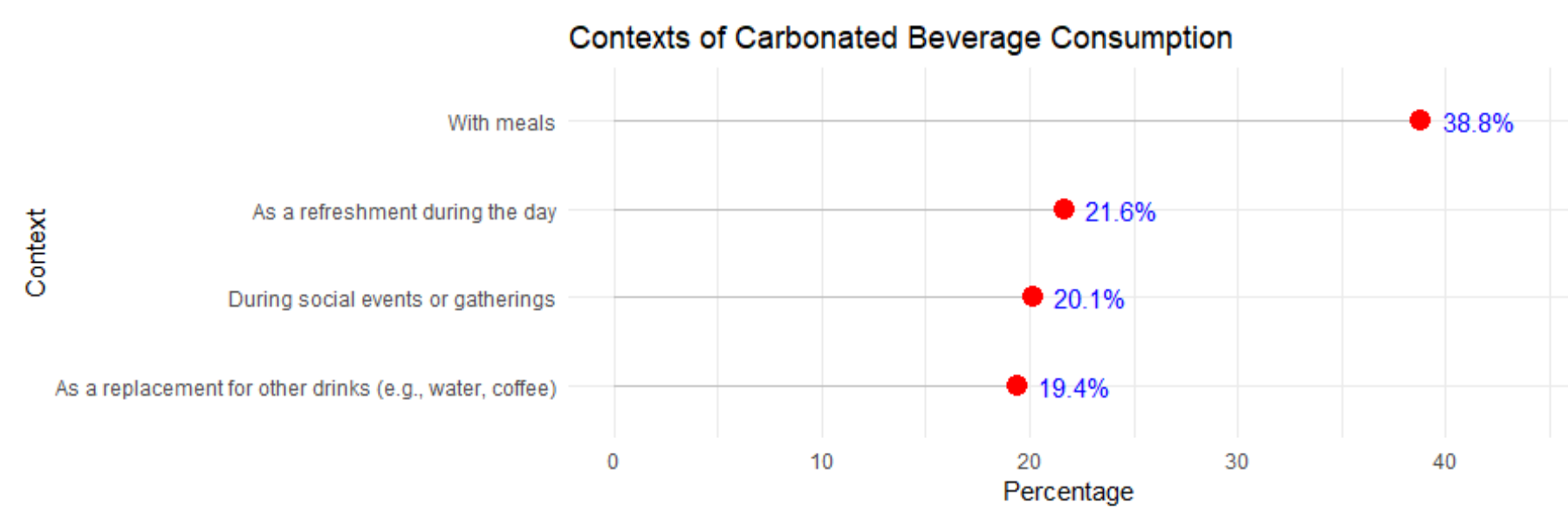


- The **mean rating for taste is 3.05**, indicating that consumers perceive Coke Zero's taste as neither exceptional nor poor but relatively average. => There's potential to enhance the flavor profile to align more closely with consumer expectations for taste, especially for those accustomed to regular sodas.
- With a **mean rating of 2.71**, branding has the lowest score among the attributes analyzed. This suggests that **the "zero sugar" branding** and overall brand appeal might not be resonating strongly with consumers. => A strategic branding refresh focusing on health benefits, taste, and inclusivity could strengthen consumer connections.
- **Availability scores the highest with a mean rating of 3.24**, indicating that consumers generally find Coke Zero accessible in the market.
- With a **mean rating of 3.21**, **affordability** is perceived positively, suggesting that pricing is aligned with consumer expectations.

DATA ANALYSIS: CONSUMPTION PATTERNS

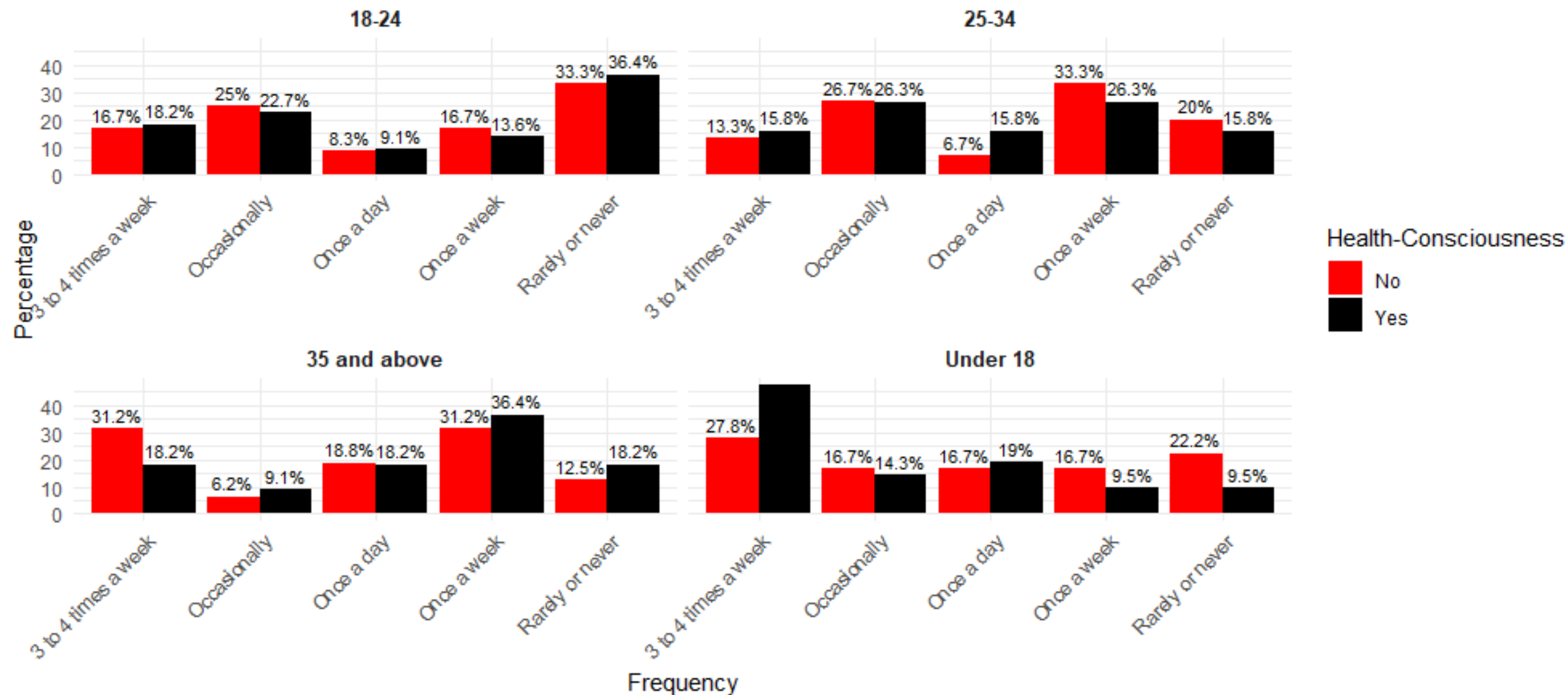


- The majority of consumers drink carbonated beverages regularly, with **3 to 4 times a week (24.6%)** being the most common frequency. However, a **notable percentage (42.5%)** falls into the occasional or infrequent consumption categories (*once a week, rarely, or never*).
- **Regular sodas (33.6%)** remain the top choice, but **Sparkling water (21.6%)** and **No-sugar cola (21.6%)** highlight a growing interest in healthier options.
- **With meals (38.8%)** is the leading context for carbonated beverage consumption, followed by **as a refreshment during the day (21.6%)** and **during social events or gatherings (20.1%)**



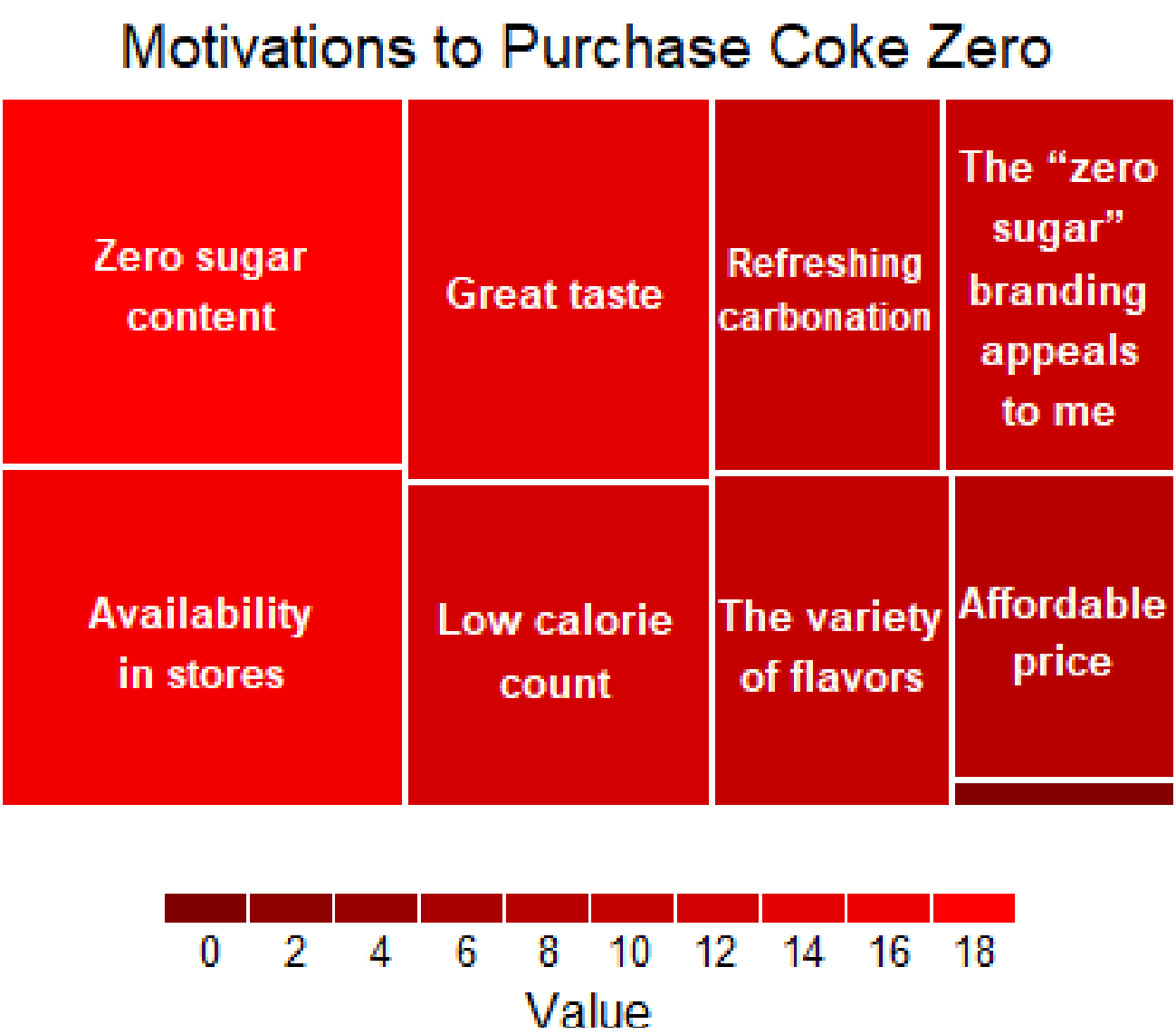
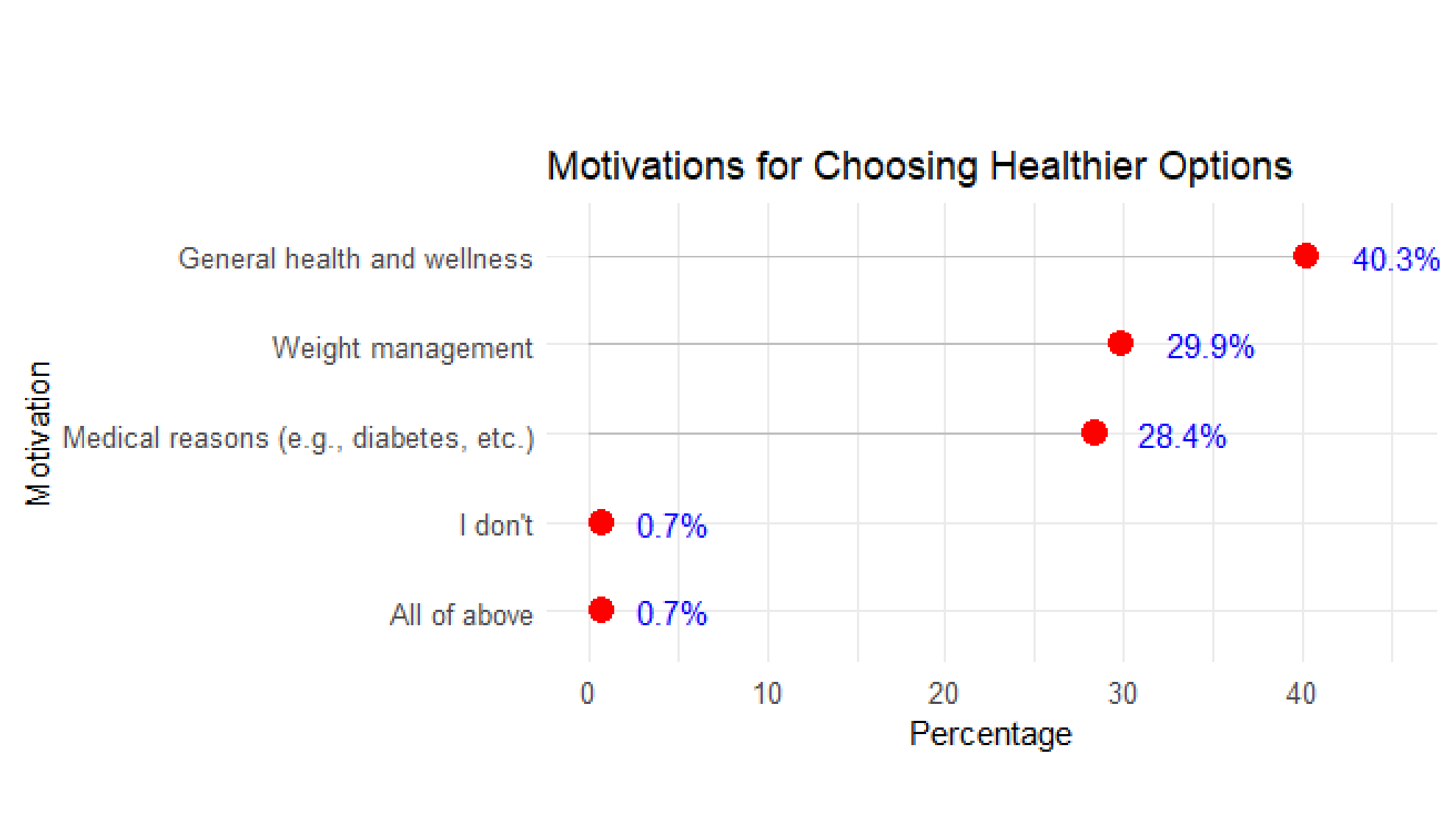
DATA ANALYSIS: TREND ANALYSIS

Frequency of Carbonated Beverage Consumption by Age Group and Health-Consciousness



- The **18-24 and 35+ age groups** show the highest polarization in consumption habits, creating opportunities to target health-conscious individuals with Coke Zero's benefits and convert non-health-conscious drinkers with taste-focused campaigns.
- **Younger age groups consume carbonated beverages more frequently compared to older age groups**, who show a trend toward infrequent or occasional consumption.
- **Health-conscious individuals are less likely to drink carbonated beverages regularly**, aligning with their preference for healthier options.
- This trend underscores the **importance of offering healthier alternatives**, such as no-sugar cola and sparkling water, to appeal to health-conscious consumers.

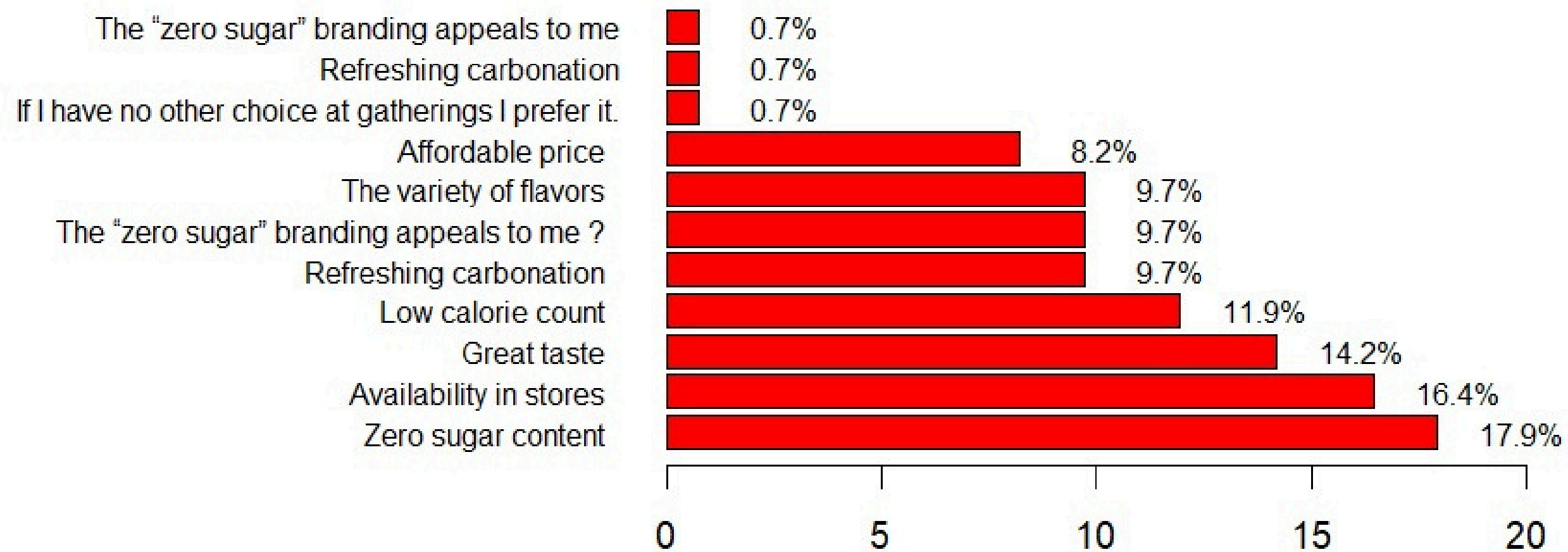
DATA ANALYSIS: MOTIVATIONS & AWARENESS



- The **General Health & Wellness** leads with 40.3%, making it the dominant motivator.
- The **Zero Sugar Content** stands out as the leading motivator => positioning Coke Zero as a healthier alternative.
- Taste & Refreshing qualities are key.
- Factors like **branding** ("The 'zero sugar' branding appeals to me"), **availability in stores**, and **low-calorie** count contribute meaningfully to purchase behavior but are not as dominant as sugar content and taste.
- "**Affordable price**" receives relatively less emphasis, suggesting that consumers are willing to *pay a premium* for perceived health benefits and quality.

IN-DEPT ANALYSIS

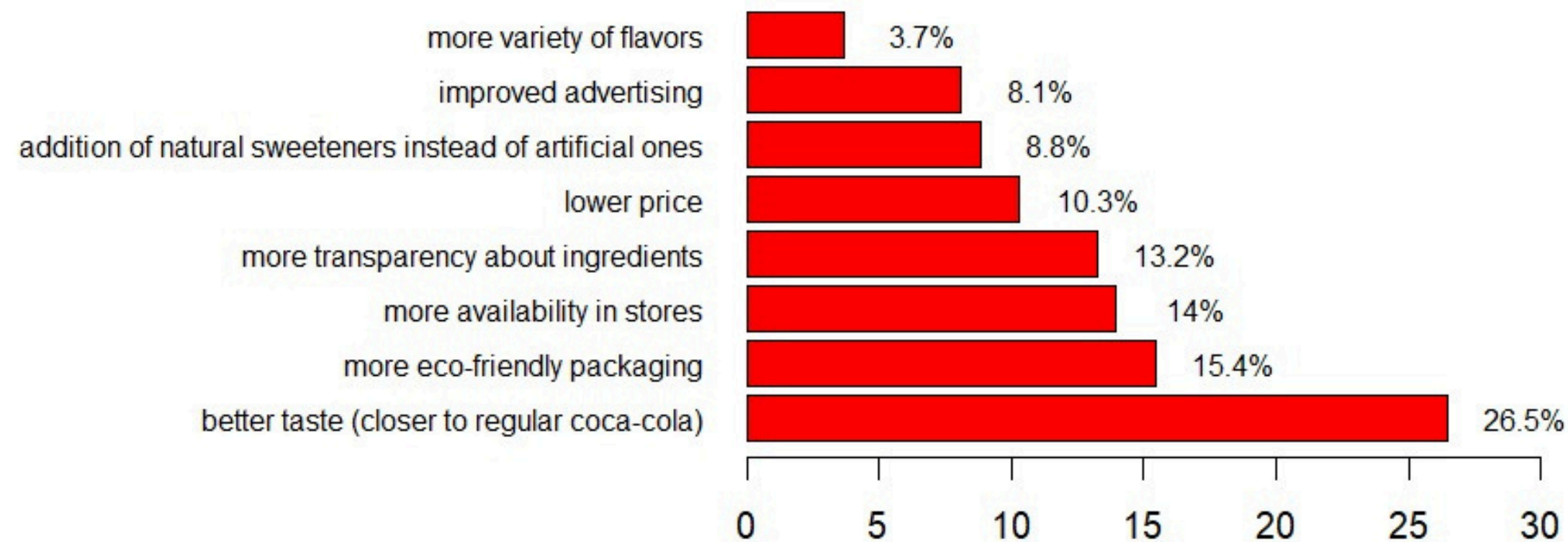
Most Appreciated Feature Of Coke Zero



- The most appreciated feature, selected by 17.9%, emphasizes that Coke Zero's branding and appeal as a zero-sugar product is its strongest asset.
- 16.4% of respondents value its availability, underscoring the importance of widespread access.
- At 14.2%, great taste is highly appreciated, showing that taste remains a critical success factor.
- A notable feature for 11.9%, indicating that calorie-conscious consumers value Coke Zero's alignment with dietary goals.
- Both appreciated by 9.7%, suggesting that flavor diversity and carbonation are important secondary factors.
- Valued by 8.2%, price plays a smaller but significant role in consumer satisfaction.
- Features like "zero sugar" branding or drinking Coke Zero when no other option is available are the least appreciated, with 0.7% each.

IN-DEPT ANALYSIS

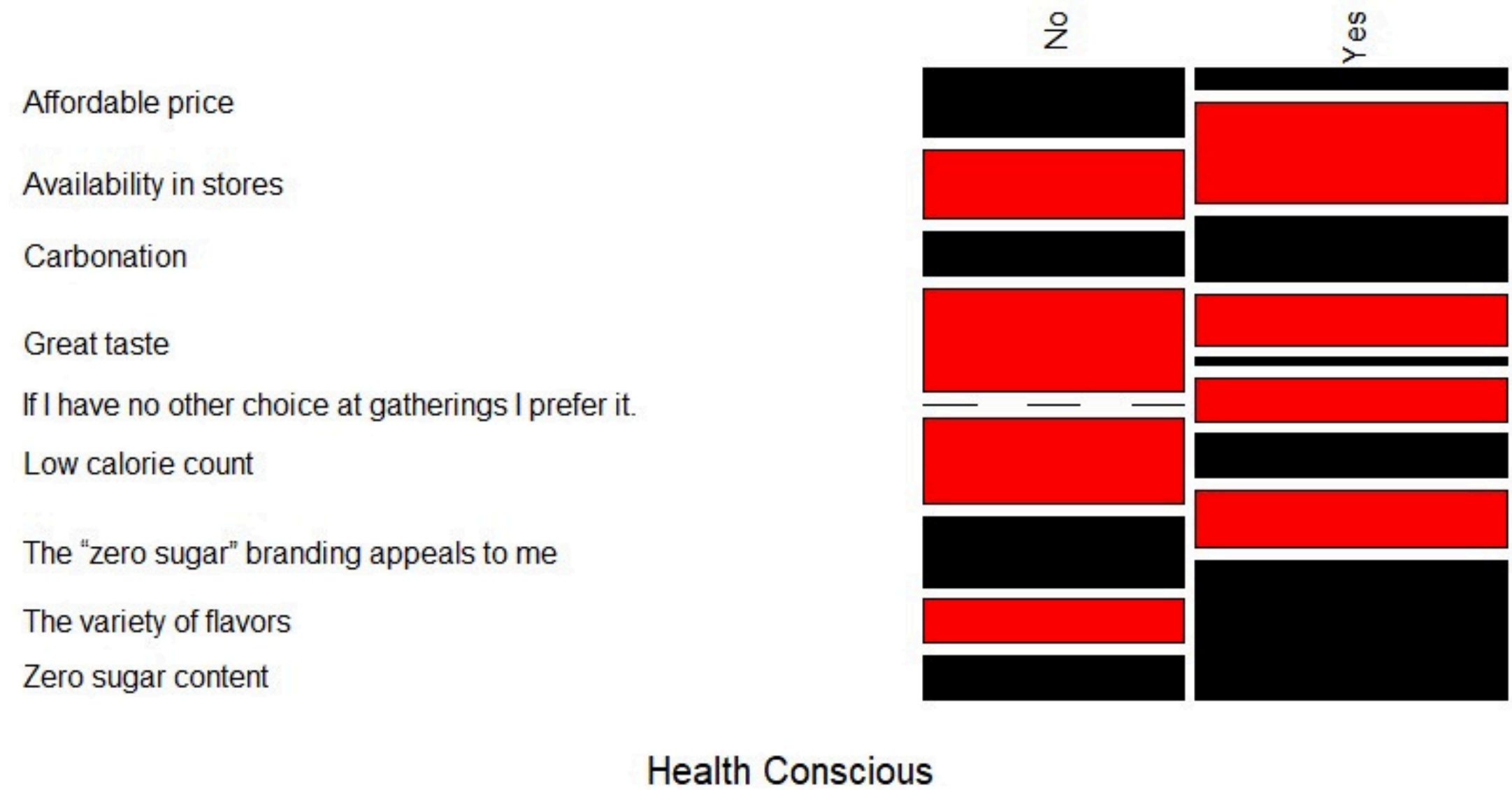
Most Appealing Improvements Of Coke Zero



- The most appealing improvement, selected by 26.5% of respondents, indicates that many consumers prefer Coke Zero to have a taste closer to the original Coca-Cola.
- With 15.4%, eco-friendly packaging stands out as a significant improvement area. Sustainability concerns resonate strongly with consumers.
- 14% of respondents want increased availability, suggesting that limited access may hinder sales.
- Desired by 13.2%, transparency about ingredients is an important area for building trust with health-conscious consumers.
- Lower prices (10.3%) and using natural sweeteners (8.8%) are moderately important, suggesting that affordability and perceived health benefits are also key.
- These are lower priorities, with 8.1% and 3.7%, respectively. It appears that flavor variety and marketing are less pressing issues.

IN-DEPT ANALYSIS: HYPOTHESIS ANALYSIS

Health-Consciousness vs Product Feature Preferences



Question:

- What unique benefits should Coke Zero emphasize to appeal to health-conscious individuals?

Goal:

- We aim to explore whether health-conscious individuals prefer specific product features of Coke Zero, such as "zero sugar," "low calories," or "great taste."

Conclusions:

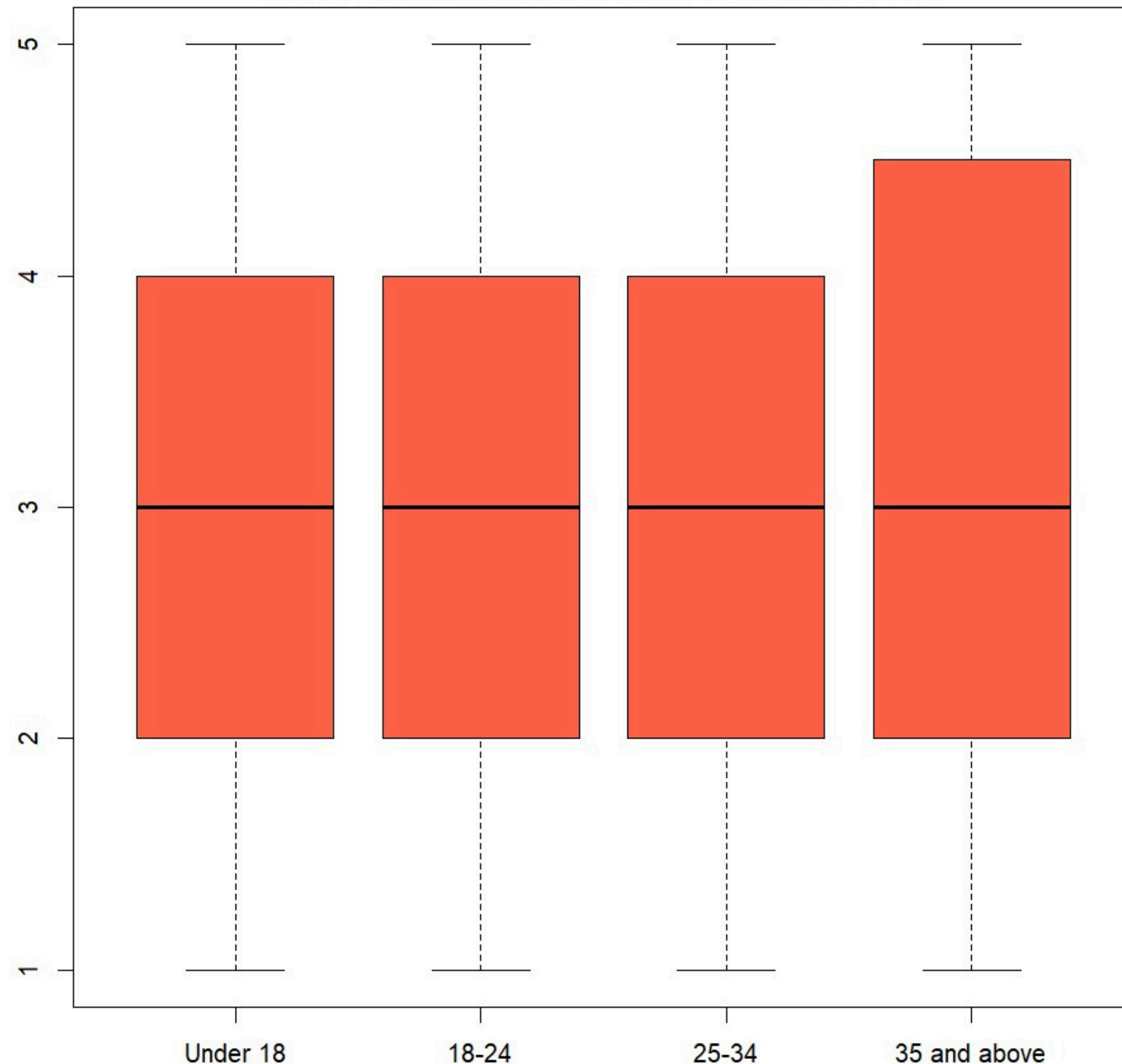
- Health-conscious individuals prefer features like zero sugar, low calorie count, and great taste.
- Statistical significance confirms preferences align with health-focused lifestyles (p-value = 0.0349).

Pearson's Chi-squared test

```
data: table(surveyClean$Health_Conscious, surveyClean$Preferred_Features)
X-squared = 16.571, df = 8, p-value = 0.0349
```

IN-DEPT ANALYSIS: HYPOTHESIS ANALYSIS

Marketing Strategy Effectiveness by Age Group



ANOVA Results for Marketing Strategy Effectiveness by Age Group:

```
> print(summary(anova_result))
```

	Df	Sum Sq	Mean Sq	F value	Pr(>F)
Age_Group	3	1.23	0.4083	0.211	0.889
Residuals	130	251.59	1.9353		

Question:

- What marketing strategies are most effective in persuading Gen Z and millennials to choose Coca-Cola Zero over competitors?

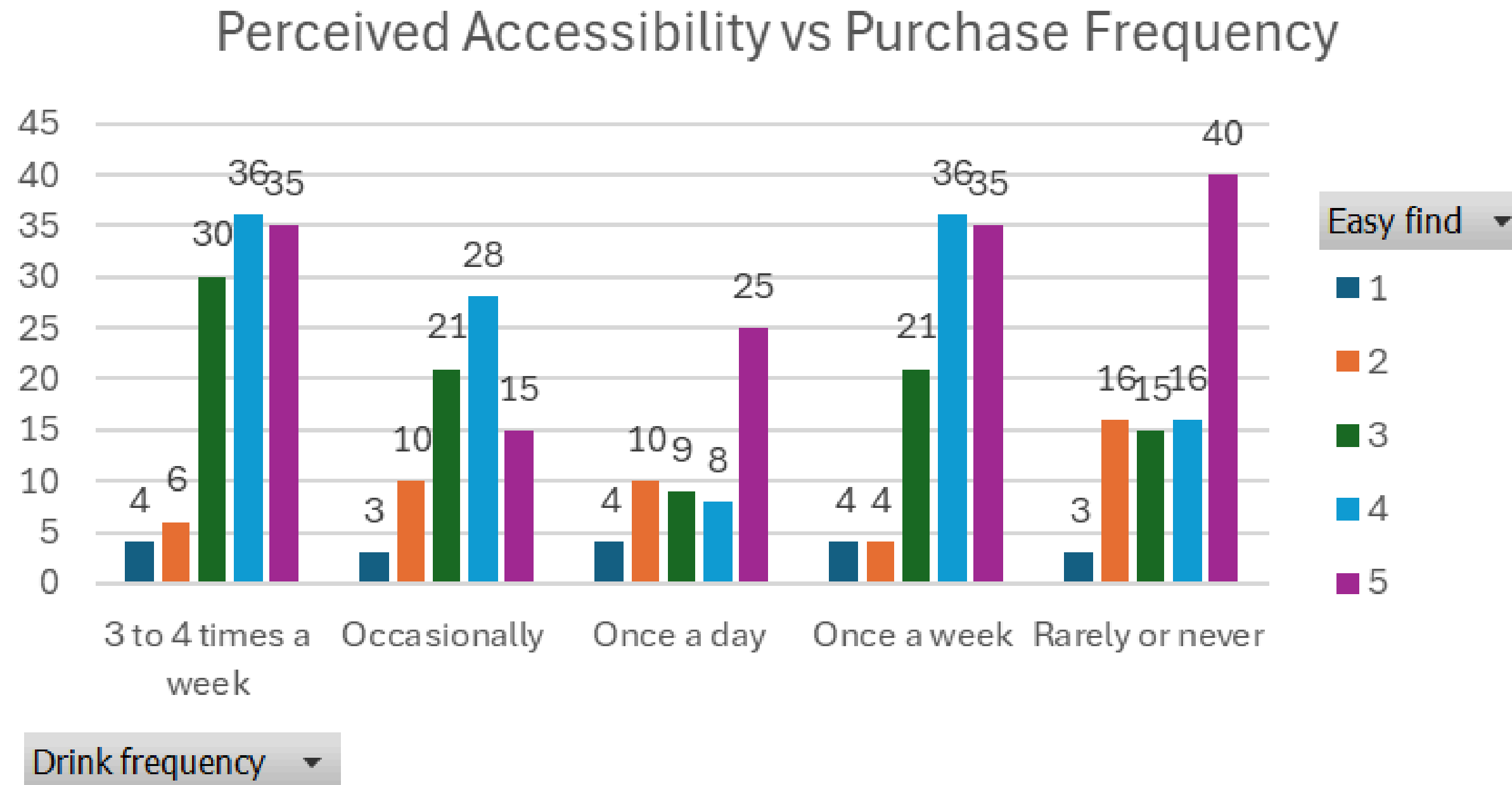
Goal:

- We need to analyze how different age groups (Gen Z, Millennials, etc.) perceive the effectiveness of various marketing strategies (such as social media, online ads, in-store promotions).

Conclusions:

- Marketing strategies for Coke Zero are consistently rated positively across all age groups.
- Gen Z (under 18, 18–24) and Millennials (25–34) show similar median effectiveness ratings, indicating consistent appeal.
- Slightly higher effectiveness ratings in the 35+ group suggest stronger resonance with older audiences.

IN-DEPT ANALYSIS: HYPOTHESIS ANALYSIS



Question:

- How can accessibility to Coke Zero be improved across retail and online channels?

Goal:

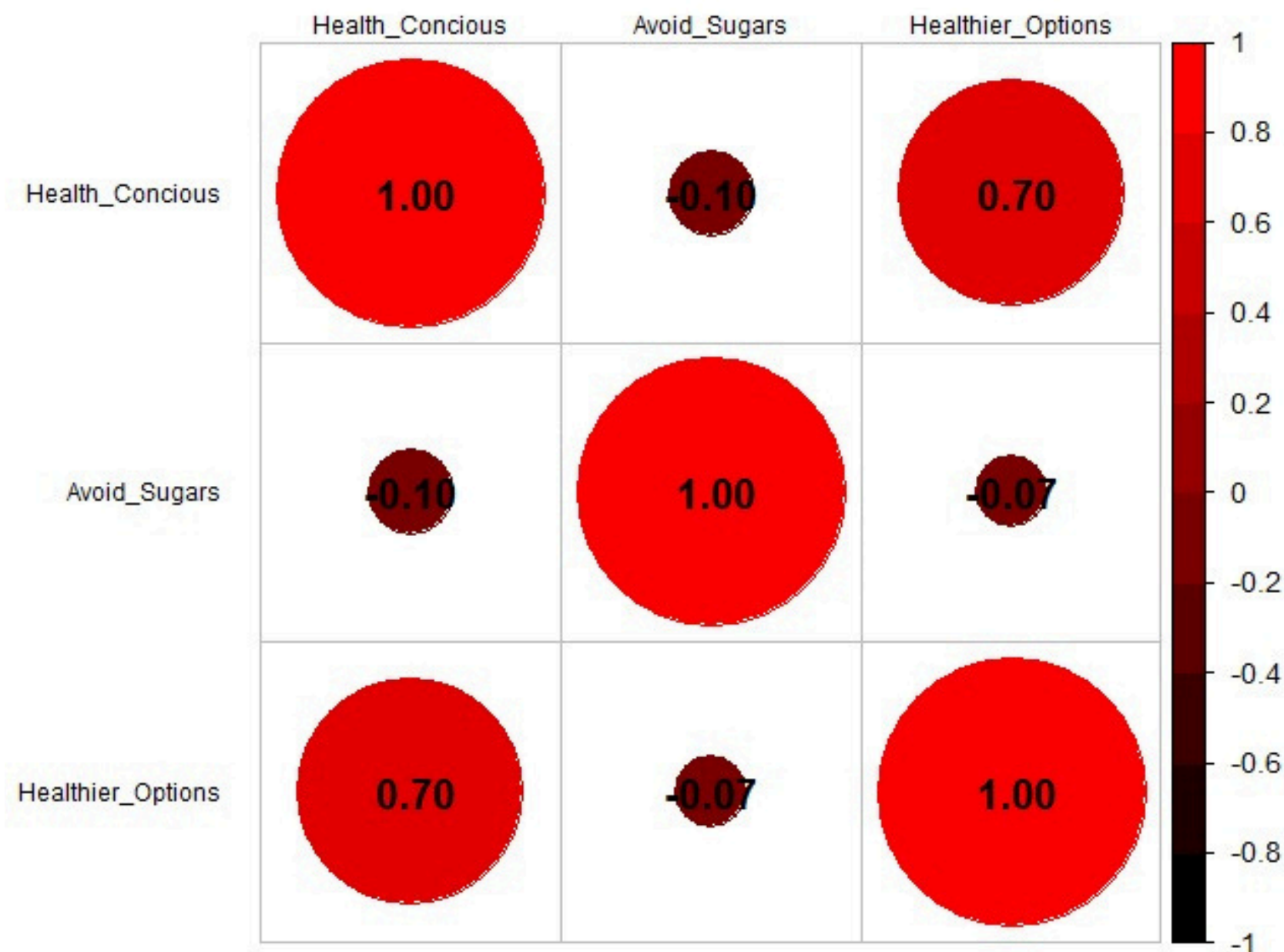
- We aim to explore whether perceived accessibility to Coke Zero (how easy it is to find in stores and online) is associated with purchase frequency or behavior.

Conclusions:

- Higher perceived accessibility is strongly associated with increased purchase frequency. Consumers who perceive Coke Zero as easily accessible are more likely to purchase it daily or several times a week.

IN-DEPT ANALYSIS: CORRELATION ANALYSIS

Correlation Between Health Consciousness, Sugar Avoidance, and Healthier Options

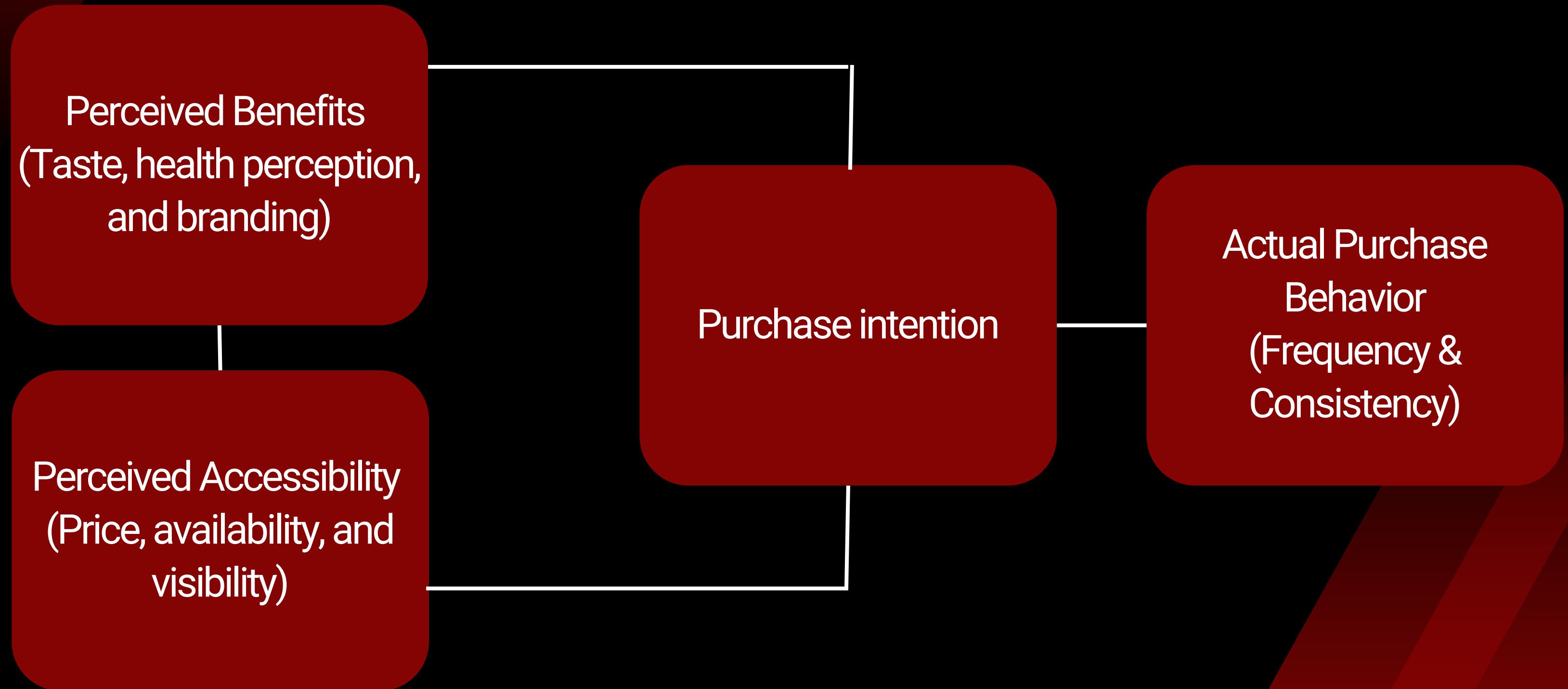


- The strongest relationship is between Health Consciousness and Healthier Options, indicating that individuals who consider themselves health-conscious tend to make choices aligned with healthier lifestyles.
- The lack of a strong correlation between Sugar Avoidance and other variables highlights that sugar avoidance might not necessarily be a primary indicator of overall health-conscious behavior in this context.

RECOMMENDATIONS

Action Plan	Recommendation	Reasoning
Capitalize on Health-Consciousness Trends	Position Coke Zero as the leading choice for health-conscious consumers, emphasizing its zero sugar and low calorie content.	The correlation analysis shows a strong link (0.70) between health-consciousness and perception of healthier options, indicating that health benefits drive purchase decisions.
Segment Marketing by Age Group Preferences	For 18-24, focus on branding and taste; for 35+, emphasize health benefits and meal-time compatibility.	Insights from the ANOVA analysis suggest consistent effectiveness across age groups, but segmentation by preference (e.g., taste vs health) can better resonate with different age demographics.
Strengthen Familiarity and Awareness Campaigns	Enhance Coke Zero's "zero sugar" branding visibility through targeted campaigns across social media and in-store displays.	Familiarity with "zero sugar" branding strongly influences both purchase behavior and perception of healthiness, as seen in the motivations and awareness analysis.

CONCLUSION





THANK YOU