INTRODUCTION:

A BRIEF INSIGHT- THE FMCG INDUSTRY IN INDIA:

Carbonated flavored drinks (soft drinks) constitute a major product among the Fast Moving Consumer Goods (FMCG) products. In the fast growing economy of our country, these FMCG products pose a major constitute of the economic development. In the fast changing living style, people have also changed their tastes and preferences in all the wails of life and in the food habits. They are changing to fast food and packaged foods. Then these carbonated drinks also find their importance in the market to refresh the people.

Unlike other economy sectors, FMCG share float in a steady manner irrespective of global market dip, because they generally satisfy rather fundamental, as opposed to luxurious needs. The FMCG sector, which is growing at the rate of 9% is the fourth largest sector in the Indian Economy and is worth Rs.93000 crores. The main contributor, making up 32% of the sector, is the South Indian region. It is predicted that in the year 2010, the FMCG sector will be worth Rs.143000 crores. The sector being one of the biggest sectors of the Indian Economy provides up to 4 million jobs.

The FMCG sector consists of the following categories:

- **Personal Care-** Oral care, Hair care, Wash (Soaps), Cosmetics and Toiletries, Deodorants and Perfumes, Paper products (Tissues, Diapers, Sanitary products) and Shoe care; the major players being; Hindustan Lever Limited, Godrej Soaps, Colgate, Marico, Dabur and Procter & Gamble.
- **Household Care-** Fabric wash (Laundry soaps and synthetic detergents), Household cleaners (Dish/Utensil/Floor/Toilet cleaners), Air fresheners, Insecticides and Mosquito repellants, Metal polish and Furniture polish; the major players being; Hindustan Lever Limited, Nirma and Ricket Colman.
- **Branded and Packaged foods and beverages-** Health beverages,

Soft drinks, Staples/Cereals, Bakery products (Biscuits, Breads, Cakes), Snack foods, Chocolates, Ice-creams, Tea, Coffee, Processed fruits, Processed vegetables, Processed meat, Branded flour, Bottled water, Branded rice, Branded sugar, Juices; the major players being; Hindustan Lever Limited, Nestle, Coca-Cola, Cadbury, Pepsi and Dabur.

- **Spirits and Tobacco**; the major players being; ITC, Godfrey, Philips and UB

A BRIEF INSIGHT- THE SOFT DRINK INDUSTRY:

Soft drinks had existed since the early 1800's when many U.S. druggists had prepared the sweet syrup by mixing blend of fruit juices and carbonated soda water, than it expanded its empire throughout the world. The soft drink industry calculates that the total soft drink consumption is about 25 – 30 percent in a day.

Soft Drink Industry In India:

The terms used for **Soft Drinks** vary widely both by country and regionally within some countries. Common terms include **pop, soda pop, soda, coke, tonic, fizzy drinks, bubbly water, lemonade, and cold drink**.

In India the metro cities accounts for 40 % of sales and in mini metro for 20% of the soft drinks. Organized sector contribute about 70% of total market share. There are about 60 units turning out 250 brands of soft drinks and fruit drinks in India.

The soft drinks constitute the 3rd largest packaged food regularly consumed after packed tea and packed biscuits. The aerated soft drinks industry in India comprises over 100 plants across all states. It provides direct and indirect industry related employment to over 1, 25,000 employees. It has attracted one of the highest foreign direct investments in the country. It has strong forward and backward linkages with glass, plastic, refrigeration, sugar and transportation industry. Installed capacity of sweetened/aerated water as on January 2006 is reported to be 29.60 Lakh tons p.a.

Soft Drink Production Area:

The market reference is highly regional based. While cold drinks have main markets in metro cities and northern states of Uttar Pradesh, Punjab, and Haryana etc. Orange flavored drinks are popular in southern states. Sodas too are sold largely in southern states besides sale through bars. Western markets have preference towards mango flavored drinks. Diet Coke presently constitutes just 0.7% of the total carbonated beverage market.

Types of Soft Drink:

Soft drinks are available in glass bottles, aluminum cans and PET bottles for home consumption. Fountains also dispense them in disposable containers Non-alcoholic soft drink beverage market can be divided into fruit drinks and soft drinks. Soft drinks can be further divided into carbonated and non-carbonated drinks. Cola, lemon and oranges are carbonated drinks while mango drinks come under non carbonated category.

The market can also be segmented on the basis of types of products into cola products and non-cola products. Cola products account for nearly 61-62% of the total soft drinks market. The brands that fall in this category are Pepsi, Coca- Cola, Thumps Up, diet coke, Diet Pepsi etc. Non-cola segment which constitutes 36% can be divided into 4 categories based on the types of flavors available, namely: Orange, Cloudy Lime, Clear Lime and Mango.

Soft Drink Market Overview:

Indian soft drink market is valued to be Rs 6,000 crore. The soft drink market can be broadly divided into two major segments- carbonated soft drink and non-carbonated soft drink. The carbonated drinks are the mainstay and accounts for85% of the total soft drink market, however the growth rate has been stagnant and in fact on declining trend on account of controversial issue of pesticide. Non-carbonated soft drink category includes sub category like fruit drink, juices, dairy drinks and more. The preparatory soft drink market is around Rs 250 crores, out of which Rasna has almost 90%volume share.

Soft drink market size for Financial Year 2003 was around 417 mn cases (10000 mn bottles). The market witnessed 5-6% growth in the early. 1990s. presently the market growth has growth rate of 9-10.5% per annum. The market size for Financial Year 2005 is expected to be 11140 mn bottles.

Growth Promotional Activities:

The government has adopted liberalized policies for the soft drink trade to give the industry a boost and promote the Indian brands internationally. Although the import and manufacture of international brands like coke and Pepsi is enhanced in India the local brands are being stabilized by advertisements, good quality and low cost.

The soft drink market till early 1990s was in hands of domestic players like Campa, Thumps up, Limca etc. but with opening up of economy and coming of Multi National Company players Coke and Pepsi the market has come totally under the control.

The distribution network of Coca cola had 8 Lakh outlets across the country in Financial Year 2003, which the Company is planning to increase to 9.5 Lakh by Financial Year 2004. ON the other hand Pepsi Company's Distribution Network had 7.5 Lakh outlets across the country during Financial Year 2003, which it is planning to increase to 9 Lakh by Financial Year 2004.

Controversies Galore

In 2003, both carbonates and bottled water were affected by reported high levels of pesticides, above those permitted by the European Union. While bottled water escaped relatively unscathed by the findings of the Centre for Science and Environment, prices for carbonates plunged and dragged down 2003 value growth. This was exceptionally disheartening to Cola manufacturers, who were had benefited from strong sales due to the hot summer period in May-July. After this issue carbonated soft drinks slowly recovered but once again in 2006 the same problem recurred.

While the Central government has since negated the findings of the Indian environmental group, both Coca-Cola India and PepsiCo India holdings are still struggling to regain consumer confidence and market expenditure. On a positive note, the carbonates controversy generated strong consumer interest in fruit/vegetable juice, as a healthy, albeit more expensive alternative, stimulating market value growth.

Promising Outlook:

There is considerable further growth potential for the Indian soft drinks market, given that total per capita consumption in 2004 was at a very low 6 Bottles/Year. The key barrier to growth in volume sales for soft drinks has been the low disposable income of the majority of the population. Further, there is a very vibrant unorganized channel that exists alongside the more expensive organized channel.

With the assumption that the Indian economy continues to maintain its encouraging GDP growth year on year, soft drinks are expected to realize their immense potential, with more frequent consumption as well as the broader appeal of more niche soft drinks. The associated rise in purchasing power, product awareness and health consciousness will further contribute to market growth. As such, Soft drinks are predicted to enjoy a 12% volume CAGR over the forecast period.

INTRODUCTION TO MARKETING:

Marketing occupies as important position in the organization of business unit. Traditional view of the marketing asserts that the customers will accept whatever product the seller presents to them. In this way, the main concern of the producer is to produce without considering behavior of the customer. But this point of view of marketing has now changed.

The modern marketing concept is viewed from the consumer's point of view. Marketing is centered on the consumer. Producer does not produce whatever of likes but whatever consumer wants.

PHILIP KOTLER, has rightly remarked, "marketing is analysis, organizing, planning and controlling the firms customer impinging resource, policies, activities with a view to satisfying the needs and wants to chosen customer groups at a profit.

He defines Marketing as "a social and managerial process by which individual and group acquire what they need and want by creating and exchanging products and utilities and with others".

The **AMERICAN MARKETING ASSOCIATION** states "marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user.

In the words of **CUNDIFF** & **STILL** "marketing is a total system of interacting business activity designed to plan, price, promote, and distribute want satisfying products and services to present and personal customers.

WILLIAM STANTON's definition of Marketing includes both psychological and physical point of view and is quiet comprehensive and consumer oriented.

In the business firm, Marketing generates the revenues that are managed by the financial people and used by the production people in creating products and services. The challenge of Marketing is to generate those revenues by satisfying customer's wants at a profit and a socially responsible manner

Marketing is the process by which seller finds buyer and by which goods and services move from producers to consumers. Marketing activities include advertising and selling, financing by banks and deliveries to shop, home. Marketing is so important to the industries that about half cost of goods and services result from the marketing process.

Selling is the concerned with the transfer of goods and services to the consumer or productive consumer for the exchange of money. It is one of the important functions of marketing.

The developing countries are giving much importance for marketing to develop their internal and external market. Even the socialist countries have started studying the marketing concept in a scientific way to introduce them actively in their internal distribution system.

In modern market concept, the concept is the 'King' in the Market. Consumer's tries to satisfy his wants for different market sources, his taste, fashion and preference also changes from time to time. The modern concept has three basic features they are.

1) Customer Orientation.
2) Integrated Marketing
3) Profitable sales through customer's satisfaction.

All growing business engages in five major marketing activities to make products and services attractive to customers.

1) market research
2) distribution
3) product development
4) price and
5) promotion

PRODUCT: It stands for the goods and services combination the company offers to the target market. It involves quality, brand name, packaging, service etc.

PRICE: Price stands for the amount of money customers have to pay to obtain the product. The price is generally inline with perceived value of the offer. It involves list of price, discounts, allowance, credit terms, payment period etc.

PLACE: Place stands for the value company activities that make the product available to target consumer. The whole sales and retails are motivated enough to give the product attention and exposure, provided with elevate stock and efficient transportation and storage facilities. This includes channels, coverage, locations, inventory, transport etc.

PROMOTION: Promotion stands for activities, which communicates the merits of the products and persuades the customers to buy it. Advertisements, personal selling, sales promotions and publicity are major models of promoting a product.

Marketing should make suitable decision regarding the 4P's of the marketing mix. To make suitable decision the marketers need information about the markets and can be obtaining through marketing information systems.

According to **PHILIP KOTLER**, marketing information system is continuing and interacting structure of people, equipment and procedure together, sorting analyzing, evaluations and distributing pertinent, timely and accurate information for use by marketing decision makers to improve their marketing, planning, implementation and control. Apart from internal reports, information and marketing intelligence, marketing manager often needs focus studies on specific problems and opportunities. For this they have to undertake a marketing research.

NATURE:

Marketing management is both a science as well as an art. The handling of marketing responsibilities clearly calls for a diversity of human talents. These responsibilities require the personality trait, which will enable him to do an effective job, dealing with the customer. They must be artistic and imaginative person who could create effective advertising and sales programs. He should also be very convincing. All these prove that marketing Management is a Science. On the other hand a continuous practice in personal setting, advertising and sales promotion, develops a group of 'artists'. Thus we conclude that marketing is Science as well as an art.

IMPORTANT OF MARKETING:

Management occupies the most important place on any business organization. Main reason is that, the ultimate aim of any business unit is to earn profit by selling goods and services to customers for the business to produce goods. Marketing helps in matching the market with the product of quality. Matching product with market means determining the wastes and need of potential customers and supply products with meet those demands. Marketing helps not only the product, but also society.

Marketing Management performs all managerial functions in field of marketing. It has to plan and develop the product on the marketing policies and programs. Marketing management organizes, direct and control all marketing activities including in the process of marketing all goods and services.

OBJECTIVES OF MARKETING:

Increase in Sales Volume:

Marketing is something more than selling- Marketing includes knowing about the needs of the future customer, their purchasing power, taste, education qualification and social background. Findings and deciding what they want, when want and what price they want it. These are helpful to increase the sale and profitability of the organization. Hence marketing is not only the satisfaction of the customers needs, but also increase sales volume of the concern also. An increase in sales volume will necessarily increase the profit of the concern as well as its future growth responsibility.

Increase in Net Profit:

If there is an increase in sales then definitely there will be an increase in profit also. But the expenditure should be constant. The cost and demand and supply position of the product determines profit stricture sp a number of marketing experts suggests maximization of profits as a goal of marketing.

To Enhance Customer Satisfaction:

There is a right saying that “Customer always right”.

INTRODUCTION TO MARKETING CONCEPT:

MARKET:

The concept of exchange leads to the concept of a market. “A market consist of all the potential customers sharing a particular need or want to engage on exchange to satisfy the need or want". It is the sum total of the situation or environment in which the resources activities and attitudes of business and sellers effects the demand for products in a given area.

MARKETING:

Marketing means human activities. It means working with markets to actualize potential exchange for the purpose of satisfaction of human needs and wants. Marketing includes all activities having to do with effecting changes in the ownership and possession of goods and services.

MARKETING MANAGEMENT:

Management may be regarded as an art of getting things done through and with the peoples towards the attainment of the objectives of the firm. Marketing Managements is a branch of total management and is concerned with the directions of those activities towards the attainment of marketing goals, i.e., satisfaction of consumer needs, increase in sales volume and increase in organization profits. All activities directed towards attaining of these marketing goals may be characterized as Marketing Managements. Marketing Managements involves planning implementation and control of marketing programmes campaigns. Marketing Managements is directly in charge of:

1) The setting of marketing goals and objectives.
2) Developing of the marketing plan.
3) Organizing the marketing functions.
4) Putting the marketing plan into action and
5) Controlling the marketing programs.

CONSUMER BEHAVIOUR:

Consumer behaviour is defined as the behaviour that consumes displays in searching for, purchasing using, evaluating and disposing of products, services and idea that they expects will satisfy their needs. The study of consumer behaviour is concerned is concerned not only with what consumers buy, but why they buy it, when and where and how they buy it, and how often they buy it. It is concerned with learning the specific meaning that products hold for consumers.

Consumer's research takes place at every phase of the consumption process before purchase, during the purchase and after the purchase. Consumer research is the methodology used to study consumer behaviour.

CONSUMER BUYING BEHAVIOR:

Buying behaviour includes the acts of individual directly involved in obtaining and using economic goods and services including sequences of decision processes that precede and determined these acts.

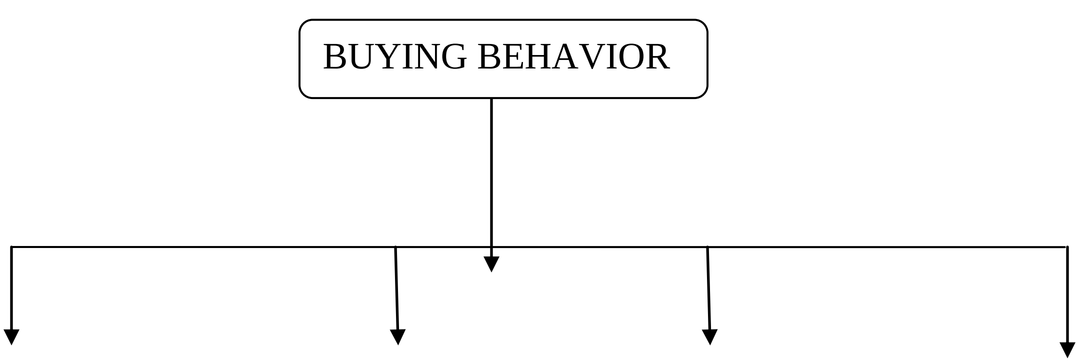
Buying behaviour is defined as "all psychological, social and physical behaviour of potential behaviour of potential customer as they become aware of evaluate, purchase, consume and tell others about products and services".

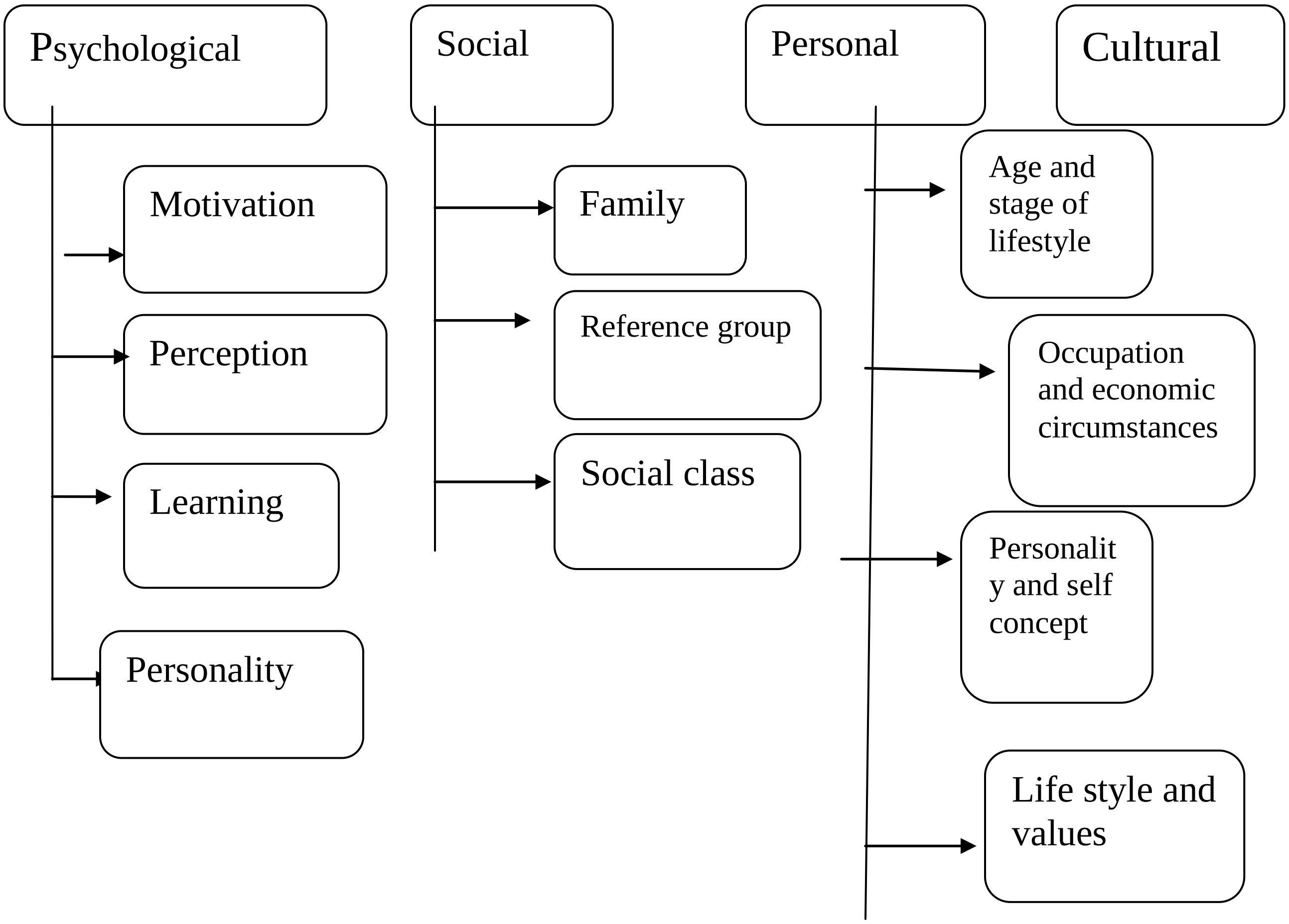
1 Psychological model

- ❖ Motivation

Motivation acts as driving force in the flow towards purchase action. Motivation has a direct cause and effect relationship. Motivation, in buyer, is concerned with the reasons that impel buyer to take certain actions. It suggests that the reasons behind consumer actions are basically cognitive (attitude, values and beliefs), but they involved a dynamic interaction between the person and his or her social environment.

Chart No.-1.1





❖ Perception

Perception determine what is seen and felt by consumers when numerous stimuli are directed to them every day by message broadcast by the marketers through their promotional device . Perception is a selective process. it is the interpretation of information to select a response to a stimuli .

❖ Learning

Learning is the product of reasoning, thinking, information processing and a course, perception. Buying behavior is critically affected by the learning experiences of the buyers.

- Attitude

Attitude governs our response to a stimulus and leads us to a certain behavior, usually to action. An attitude is not neutral. to have an attitude means to be involved emotionally and ready for action . Attitude indicates positive in favor or against, friendly or hostile and induces us to take appropriate action. Attitudes are always learned through experience. Attitudes interact with perception, thinking, feeling and reasoning. Marketer through marketing-mix can confirm our existing attitude towards his product, if it is doing well.

- Personality

Personality is a complex psychological concept. Its primary features are self-concept, roles and levels of consciousness. The self – concept refers to how a person sees himself and how he believes others to see him at a particular time.

2 Social and cultural influences on buyer behavior

- Family

Most consumers belong to a family group. The family can exert considerable influence in shaping the pattern of consumption and indicating the decision-making roles. Personal values, attitudes and buying habits have been shaped by family influences. The members of the family play different roles such as influencer, decider, purchaser, user in buying process. The hose wife may act as a mediator (gatekeeper) of product that satisfies wants and desire of the children.

- Reference group

Buyer behavior is influenced by small groups which the buyer belongs . Reference groups are the social, economic, or professional groups and a buyer uses to evaluate his or her opinion and beliefs. Buyer can get advice or guidance in his or her thoughts and actions from such small groups.

❖ Social class

Sociology points out the relationship between social class and consumption patterns. as a predictor of consumption patterns , marketing management is familiar with social class to which they belong or to which they aspire , rather than income alone , broadly speaking , we have three distinct social classes : upper , middle , and lower classes.

3 Culture

Culture represents an overall social heritage, a distinctive form of environment adaptation by a whole society of people. It includes a set of learned beliefs, values, attitudes, morals, custom, habits, and forms of behavior that are shared by a society and transmitted from generation to generation within that society.

3 Personal factors

❖ Age and stage in the life cycle :-

People buy different goods and services over a lifetime. Taste in food, clothes, furniture and recreation is often age related. Consumption shaped by the family life cycle. Marketer should also consider critical life events or transitions,- marriages child birth, illness, relocation divorce, carrier changes, widowhood-as giving rise to new needs.

❖ Occupation and economic circumstances :-

Marketer tries to identify the occupational groups that have above–average interest in their products and services. Product choice is generally affected by economic circumstances: spend able income level, stability, and time pattern) saving and assets (including the percentage that is liquid) debts, borrowing power and attitudes towards spending and saving.

❖ Personality and self-concept

Each person has personality characteristics that influence his or her buying behavior. By personality, we mean a set of distinguishing human psychological traits lead to relatively consistent and enduring response to environmental stimuli. Personality is often describes in terms of such traits as self-confidence, dominance, autonomy, deference, sociability, defensiveness and adaptability

- Lifestyle and values:-

People from the same subculture social class and occupation may lead quite different lifestyles. A lifestyle is a person's pattern of living in the world as expressed in activities, interests and opinions. Lifestyle portrays the whole person interacting with his or her environment. Marketers search for the relationship between their product and lifestyle groups.

BUYING PROCESS:

Buying process represents a problem approach and includes the following five steps:-

1 Perceived want or desire:-

Buying behavior begins when a person begins to feel that a certain needs or desire has arisen and it has to be satisfied. Needs may be ignited by stimulus or some external stimulus called a sign or cue.

2 Information search:-

A roused need can be satisfied promptly when the desired product is not only known but also easily available. Consumer can tap many sources of information e.g., family, friends, neighbors, opinion leaders and acquaintances. Marketer also provides relevant information through salesman, advertising, dealer, packaging, sales promotion and window display.

3 Evaluation of alternatives:-

Available information can be employed to evaluate alternatives (products or brands). This is the critical stage in the process of buying, particularly costly durable goods.

4 Purchase decision: -

While the consumer is evaluating the alternatives, she /he will develop some likes and dislikes about the alternative brands. This attitude towards brands influences her/ his intension to buy.

5 Post –purchase experience and behavior :-

The brand and the product use provides feedback of information regularly attitudes. If the level of satisfaction derived is as per expectation, it creates brand preference influencing future purchase. But if the purchased brand does not yield satisfaction, negative feelings will occur and this will create anxiety and doubts.

MARKET SEGMENTATION:

A company that decided to operation in brand market recognizes that it normally cannot serve all customers in the market. The customers are so numerous, disposed and varied in their buying requirements that some competitors will be in better position to serve particular customers segments of that market. The company instead of competing everywhere, needs to identify the most attractive marketing can be described as STP marketing – segmenting, targeting and positioning. Market segmentation is the act of identifying and profiling distinct group of buyers who might require separate products and/or marketing mixes.

MARKETING TARGETING:

The act of selecting one or more market segments to enter.

MARKER POSITIONING:

The act of establishing and communicating the products, key distinctive benefits in the market.

MARKET POTENTIAL:

Company fact many market opportunities and must carefully evaluate them before choosing their target markets. They need skills in measuring and forecasting the size, growth and profit potential of competing market opportunities. Market potential is the limit approached by market demand as industry marketing expenditures approach infinity for a given environment. “Total market potential in an industry during a given period under a given level. An industry marketing efforts and given environment conditions”.

Q = NQP

Q = Total Market Potential

n = No. of buyers in the specific product of market under given assumption

q = Quality purchased by an average buyer

p = Prince of an average unit.

MARKETING STRATEGIES:

Marketing Strategies can be defined as the determination of basic long-term goals and objectives, and the adoption of courses of actions and the allocation of resources necessary foe company for carrying these goals. Determining the strategy is the most significant areas if management decisions.

CONSUMER PERCEPTION:

Perception can be defined as: How we see the world around us, “as individual we see the world in our own special ways. i.e., for each individual reality is a total personal phenomenon, based on that person needs, wants, value and personal experience. Perception is defined as “the process by which an individual selects organizers and interprets stimuli into meaningful and coherent picture of the world.

SENSATION:

Sensation is the immediate and direct response of the sensory sample stimuli.

PERCEPTUAL SELECTION:

Consumer sub consciously exercise a great deal of sensitivity as to which aspects of environment they perceive. An individual may look at some things; ignore others and more away from still others, which stimuli itself. The consumer’s pervious experience and his motives.

PERCEPTIONAL ORGANISATION:

Consumer do not experience the numerous stimuli they select from the environment as separate and discrete sensation rather they tend to organize them into group and perceive them as unified whole this is known as perceptual organization.

PERCEPTUAL INTERPRETATION:

People exercise selectivity as to which stimuli they perceive and organize on the basic of certain psychological principles. This is known as perceptual organization.

OPERATIONAL DEFINITION OF THE CONCEPTS:

1. **PERCEPTION:**

Perception can be defined as “how we see the world around us”. It is defined as “the process by which an individual selects organizes, and interprets stimuli into a meaningful and coherent picture of the world:.

2. **PERSINALITY**:

Personality can be defined as those inner psychological characteristic that both determine and reflect, how a person responds to his or her environment. Inner characteristics can be those specific qualities, authorities, traits, factors and mannerisms that distinguished one individual from another. The characteristic are highly useful in the development of a firm’s market segmentation strategy. This market segmentation can be developed based on personality traits for specific brands in such product categories.

3. **ATTITUDES**:

If any body asks us whether we like or dislike a product, it is we are asked to express our attitude. Attitude is defined as “a learned predisposition to respond in a consistently favorable manner with respect to give object. Attitude can be measured by observing consumer behaviour and differ from their behaviour.

4. **MEDIA HABITS**:

To receive a message an individual must at the very least need to be exposed to the medium through which it is transmitted. There are so many different categories of media available today and so many alternatives available in each category that consumers tend to develop their own preference. Thus to make market segmentation these preference should be studied.

5. **CULTURE**:

Culture is a society’s personality. It can be defined as “The sum total of learned beliefs, value and customs which serve to regulate the consumer behaviour of members of particular society”.

6. **BELIVES**:

“Consists of the very large number of mental or verbal statements which reflect a person’s particular knowledge and assessment of something”.

7. **VALUES**:

Values are also beliefs but in the following ways:

1) They are relatively few in number.
2) They serve as a guide for the culturally appropriate behaviour.
3) They are enduring
4) They are not tied to specific objects or situation.
5) They are widely accepted by the members of a society.

8 CUSTOMER:

Are modes of behaviour that constitutes culturally approved or acceptable way of behaviour in specific situation?

Thus, which beliefs and values are guided for behaviour customer as usual and acceptable ways of behaving?

MARKET RESEARCH:

According to **PHILIP KOTLER**, Marketing Research can define as the systematic, objective and exhaustive search for the study of facts relevant to problems in the field of marketing. American Marketing Association has defined the Marketing Research as “the systematic gathering, recording and analyzing of the data about problems elating to the meeting of goods and services”.

Marketing Research includes the following steps:

1) Identifying the problems.
2) Defining the objectives of the study.
3) Collecting the required primary and secondary data.

4) Tabulation, analyzing and interpreting the data.

5) Preparation of the final report.

The important purpose of marketing research is to provide information, which will facilitate the identification of Strength, Weakness, Opportunity and Threats (SWOT) of the marketing organization. So that the management can suit decision and actions to succeed in the business structure.

OBJECTIVE OF MARKET RESEARCH:

The purpose of Marketing Research is to know the buying motive if people, their behaviors and the related factors essential to obtain the correct understanding about consumers. A consumer study should reveal why the sale were not up to the expectation? Whether because of the shortcoming of the product or company or because of the poor awareness about the product.

The basic objective of the Marketing Research is to make survey and identify the target customer's profile, targeted market segments, market potential for their product etc.

RESEARCH DESIGN

A research design is purely a master plan or model for conducting the investigation. It is a specification of procedure for collecting and analyzing the information required for the solution of some specific problem.

Market Research design can be classified on the basis of the fundamental objectives of research.

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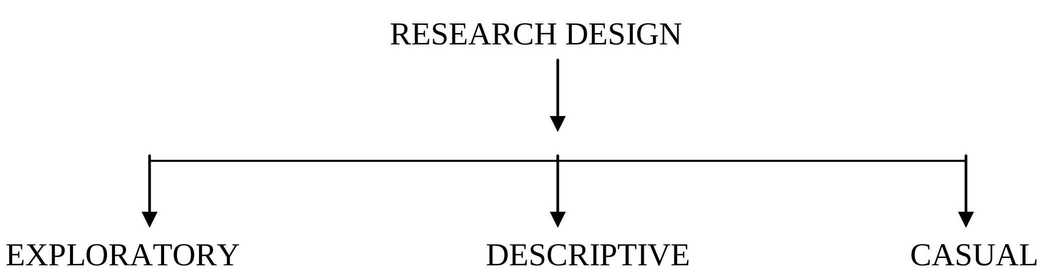


RESEARCH DESIGN ADOPTED – FOR RHE STUDY:

Descriptive research design is adopted under which case method is felt to be more formalized. So that the point to be investigated are known correctly. The interview is targeted to a small group of selected individuals from the chosen area of city.

The outcome of the study is:

1) It is possible to identify the real event or the situation.
2) Inference is drawn studying the entire situation.
3) Due to close interaction between the Respondents and Researcher. It is possible to collect more accurate information.
4) In this kind of interviewing observation has a significant role to play.

The main drawback of the study as follows:

1) Generalization may not be valid due to small size of the samples.
2) It is difficult to develop formal methods of observation and recordings.

(B) STATEMENT OF PROBLEM

In today's market situation, there is a very tough competition existing in soft drinks industry. The two companies, which mainly competing each other are coca cola and Pepsi, as these companies are known world wide through various Medias of advertisement.

The project has been titled "A study on comparative analysis of consumer buying behavior towards soft drink (Pepsi and coke) in Bangalore." This study attempts to analyze and determine the various factors that influence the buying behavior of consumer towards soft drinks. This study is also a attempt to compare the leading brands in the soft during industry. And how the customers react to various attributes like brand image, price, quality, taste, availability, packaging, advertisement, etc. of their favorite soft drinks. That is how the consumer perceives the various brands in the soft drink industry

(C) OBJECTIVES OF THE STUDY:

1 The main objective of the study is to find out what are the factors that led the consumer to use a particular brand of soft drink.

2 To find which brand of soft drink is widely using in Bangalore metro.

3 What is the market position of soft drink industry and market position of different brands of soft drinks in Bangalore?

4 A critical comparison of the leading brands, namely Coco Cola and Pepsi with respect to the following attributes.

- Price
- Quality
- Taste
- Packaging
- Advertisement
- Availability

5 To evaluate the impact of advertisement on consumers.

6 To determine which brand people in the Bangalore city prefer more in case of soft drinks.

(D) SCOPE OF THE STUDY

Modern marketing is consumer oriented. Therefore, the study of consumer buying behavior is very important in framing production policies, price policies distribution policies and also in designing the sales promotion programmes.

It is important to understand the buyer behavior due to the following reasons.

1. It is helpful in understanding the purchase behavior and preferences of different customers. This enables the marketer to design appropriate marketing strategies.

2. It helps to plan and develop products according to tastes and preferences of consumers.

3. It helps to know the buying motives of consumers.

4. The growth of consumer protection movement has created an urgent need to understand how consumers make their consumption and buying decision.

5. It is useful in discovering marketing potentialities or in assessing market opportunities for Cola soft drinks.

6. It helps to make necessary changes in the marketing mix policies to suit the needs of market.

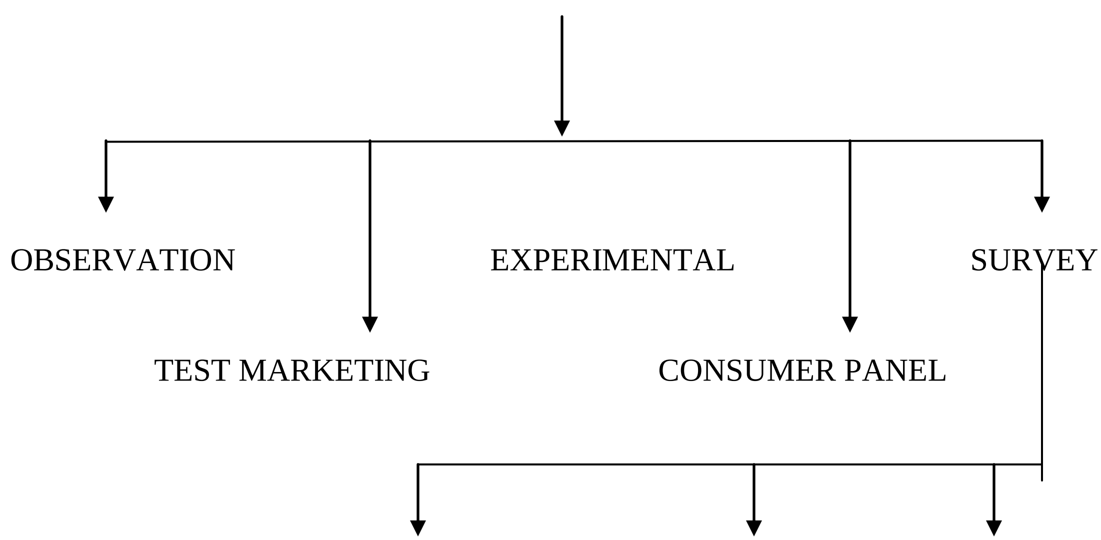
7. It helps to assess correctly the strength and weakness of various brands of soft drinks.

(E) RESEARCH METHOD:

Primary data can be collected in five ways for the study of investigation of the problem.

Chart No.-2.2

RESEARCH METHOD



Personal Interview Telephone Mail

(F) RESEARCH INSTRUMENTS:

A structured questionnaire of both open and closed ended questions is felt necessary for the research problem. The open-end questions help us to know the problem, complaints and suggestions of sample size i.e. the dealers.

(G) DATA COLLECTED OR SOURCE OF DATA:

When once a research design is planned and finalized, then task of collection both primary and secondary data has to proceed keeping in view the research objectives.

Primary data is collected through the use of sampling, which calls for three decisions, sampling unit, sampling size and sampling procedure. It is also collected through number of methods such as survey, experimentation and observation.

The **Primary Data** is collected by personal interview backed by a structured questionnaire from the consumers.

The **Secondary Data** id gathered through internal / external sources.

I. Internal Source:
   a) Information business record.
   b) Accounting records'
   c) Miscellaneous records.

II. External Source:
   a) management reference books
   b) Survey reports.

c) Business magazines.
d) Trade journal.
e) Report of some specific projects.
f) Internet.

(H) SAMPLING DESIGN:

Sampling Design is the basic unit containing the elements of population to be sampled. Example; Consumer who use Cola drinks.

The sampling plan calls for three decisions.

1) **Sampling Unit**: who is to be surveyed?
The sampling Unit for the market survey consists of consumers who use Cola drinks.
2) **Sampling Size**: the number of people to be surveyed?
The size of the sample has a direct relationship with the degree of accuracy desired in the investigation.
The size of the sample has a direct relationship with the degree of accuracy desired on the investigation.
Samples of 100 were chosen
3) **Sample Procedures**: how should the respondents be chosen?
There is no particular method of sampling that can be considered to be best in all situations. However they are classified into two categories.

(a) PROBABILITY SAMPLES:

1) Simple random sample.
2) Stratified random sample.
3) Cluster (area) sample.

(b) NON PROBABILITY SAMPLES:

1) Convenience samples.

2) Judgment sample.
3) Quota sample.

Random Sampling Method is adopted since the population has a definite chance of being induced in the sample. Sample Random Sampling Technique is used in selection areas, which is important for the study.

(I) FIELD WORK:

The mode operated at a field level is to introduce one as an MBA student conducting a survey on Cola drink and Comparative study between Coca Cola and Pepsi. This attitude is found helpful on breaking down whatever resistance the respondents experienced in parting with personal information to a stranger.

(J) LIMITATION:

1 Time constraint related to data collection.

2 The information given by the consumer is biased.

3 Limited numbers of consumer were chosen for collection of data i.e. 100.

4 Reluctance on the part of consumer to give adequate information.

5 Changing taste and preferences of customers.

6 Factors influencing the purchases change frequently.

(K) PLAN IF ANALYSIS:

To analysis and interpret using:

- → Percentage method
- → Tables
- → Charts

→ Graphs

The raw data was collected directly from the respondents was first transcribed on an analysis register/manuscript. From the register the data was tabulated for each question using Tally Bar Method, and then this method was put into simple mathematical and statistical techniques like addition, mean frequency and percentage calculation. Based on the study were interrupted and recommendation were given.

COMPANY PROFILE

This chapter is attempting to analyze the information about the profile of the company. It focused on the year of establishment, growth, marketing, introduction in to various countries and development of the company.

PROFILE OF PEPSICO INDIA HOLDINGS PRIVATE LIMITED

ORIGIN

Pepsi is a soft drink that is produced and manufactured by PepsiCo. It is sold in many retail stores, restaurants, schools, cinemas and from vending machines. Pepsi was first made in New Bern, North Carolina, in the United States in the early 1890s by pharmacist Caleb Bradham. In 1898, "Brad's drink" was changed to "Pepsi-Cola" and later trademarked on June 16, 1903. There are several theories on the origin of the word "Pepsi".

In October 2008, Pepsi announced they would be redesigning its logo and re-branding many of its products by early 2009. In 2009, Pepsi, Diet Pepsi and Pepsi Max began using all lower-case fonts for name brands, and Diet Pepsi Max was re-branded as Pepsi Max. The brand's blue and red globe trademark became a series of "smiles," with the central white band arcing at different angles depending on the product. As of January 2009, Pepsi's newer logos have only been adopted in the United States. Currently, Pepsi Wild Cherry and Pepsi ONE are the only two products that still use their previous design. Diet Pepsi Wild Cherry, Diet Pepsi Lime, and Diet Pepsi Vanilla received the redesign.

PepsiCo Inc., was founds in 1965 through the merger of Pepsi-Cola

.Pepsi Company's success is the result of superior products, high standard of Performance, distinctive competitive strategies and the high level of integrity of their people.

COMPANY MARKETING CAMPAIGN:

In 1975, Pepsi introduced the Pepsi Challenge marketing campaign where PepsiCo set up a blind tasting between Pepsi-Cola and rival Coca-Cola. During these blind taste tests the majority of participants picked Pepsi as the better tasting of the two soft drinks. PepsiCo took great advantage of the campaign with television commercials reporting the test results to the public. In 1996, PepsiCo launched the highly successful Pepsi Stuff marketing strategy. By 2002, the strategy was cited by Promo Magazine as one of 16 "Ageless Wonders" that "helped redefine promotion marketing."

In 2007, PepsiCo redesigned their cans for the fourteenth time, and for the first time, included more than thirty different backgrounds on each can, introducing a new background every three weeks.

FAST MOVING COMPANY:

The world's most popular drink "PEPSI" being invented in 1898 by CALEB BRADHAM has definitely come a very long way and emerged as the FIFTH LARGEST Food & Beverages Company all over the world. Today it stands out as a $ 27 Billion company with 143000 employees. Though its operation started a little late in India it has already created history, it's the THIRD LARGEST FAST MOVING CONSUMER COMPANY. It is also the THIRD LARGEST BRAND. The details of different brands are given in the picture 2.1

Chart No.-3.1

PEPSI-COLA BRANDS

PepsiCo has its operations in 250 countries worldwide. They are operating in different form are Owned Bottling Operations COBO's, Franchisee Owned Bottling Operations (FOBO's) or Joint Ventures. India has a balance of COBO's and Fob's.

PEPSI Cola North America, has its Headquarter in Purchase, New York has its Operations in 195 Countries with turnover of $33 Billion World wide. PepsiCo Beverages and Foods also comprise of Pepsi Cox's Tropicana, Gatorade and Quaker Foods Businesses in the United States and Canada.

PEPSI VISION STATEMENT:

“To be the best consumer products in the eyes of our suppliers, customers, employees and shareholders”

PEPSI MISSION STATEMENT

“To build an exceptional customer focused sales team, which will consistently exceed customer expectation by delivering exceptional excellence in the market place through best selling systems and processes”.

PEPSI-COLA SLOGANS:

2008-2009: "Something for Everyone."

2009-present: "Refresh everything" and (during many commercials) "Every Generation Refreshes the World"

PEPSI-COLA INGREDIENTS:

Pepsi-Cola contains basic ingredients found in most other similar drinks including carbonated water, high fructose corn syrup, sugar, colorings, phosphoric acid, caffeine, citric acid, and natural flavors. The caffeine-free Pepsi-Cola contains the same ingredients but without the caffeine.

Chart No.-3.2

OUR COMMITMENT

SUSTAINED GROWTH • EMPOWERED PEOPLE • RESPONSIBILITY & TRUST

GUIDING PRINCIPLES

Care for customers, consumers and the world we live in.

Sell only products we can be proud of.

Speak with truth and candor.

Balance short term and long term.

Win with diversity and inclusion.

Respect others and succeed together.

BRIEF OVERVIEW OF THE COMPANY:

Pepsi Cola Inc is a Diversified Consumer Products Company with 3 major Lines of Business:

- Beverages (Pepsi Cola):- It is Pepsi's Oldest and Largest Business, including Drinks like, Pepsi, Diet Pepsi, Mountain Dew, Slice, Mug, 7up etc., available in 194 countries.
- Snacks Foods: - It includes the famous Frito-Lay Brand in the US and other International Brands (Example: Smith crisps Ltd in the UK) available in 40 countries.
- Restaurant: - It includes leading Brands like Pizza Hut, Taco Bell and KFC (operating in 94 countries) and some relatively lesser known ones.
- California Pizza Kitchen, Chevy's Mexican Restaurant, and now mainly in the US.
- In 2001, the Pepsi Company merged with the Quaker Oats Company.
- PepsiCo Success is the result of Superior Products, High Standard of Performance, Distinctive Competitive Strategies and the High Level of Integrity of their People.

- PepsiCo had been in the Indian market during the mid 1950's but pulled out because of the lack of Profitability.
- It returned in 1990 by negotiating a Joint Venture agreement with Tata Industries & Government owned Punjab Agro Industries, Realizing the rapidly growing incomes of Indian Consumers. Rajeev Bakshi is the Present Chairman of PepsiCo India Holdings Private Limited. Pepsi's decision to enter Indian Market was very wise indeed. The Company today enjoys a foot hold of the Indian market share surpasses its nearest rival Coca-Cola.
- The Indian soft drinks market has been growing rapidly from a Billion Bottles in 1997 to about Five Billion Bottles in 2003, another thing, which needs not to be forgotten, is the India's middle class is much larger than China.
- Further more, many observers have predicted that India will eventually become an economic giants, thus growing incomes should support more sale.
- Initially, PepsiCo had to accept some limitations like limit ownership to 39.9%; place the Local "Lehar" Logo and to export 75% of its concentration among others. But later, with Liberalization of FDI, these very limitations became PepsiCo's Strength's being the very first to be in the Indian market, much to dismay of Coca-Cola.

PEPSI BRANDS AND SLOGANS:

The branding and slogans are important for marketing of any product. In the same way Pepsi Cola Company used various brands and slogans for selling their products. The details of the brand slogan are given in the table 2.1

Table No.3.1

PEPSI BRANDS WITH SLOGANS

Sl.No	Brand	Slogan	Picture

1	Pepsi	The Joy of Pepsi	
2	Diet pepsi Zero carbon, Zerocalories,	It's the diet pepsi	
3	Pepsi twist	A twist on a Great thing	
4	Diet pepsi twist	A twist on a Great thing	
5	Pepsi Vanilla	The not so Vanilla, Vanilla,	
6	Diet Pepsi Vanilla	The Not – so – vanilla	
7	Mountain Dew	Do the Dew	
8	Diet Mountain Dew	Do the Dew	
9	Code red	A sensation As Real as the Streets	

10	Diet Code Red		
11	Live Wire…		
12	AMP		

ENTRY OF PEPSI IN INDIAN MARKET:

Pepsi initial foray into the Indian Soft drink Industry way back to 1956. However, it withdrew from the country in 1961 due to Bottling Problems. In the Second attempt the Indian market was much planned. On Nov 9th 1987 the Government of India's project approval Board (PAB) approved PepsiCo's second proposal to enter the country. Then Government regulations forbid the Company from setting up a 100% owed subsidiary. Hence it entered the market in collaboration with VOLTAS INDIA & PUNJAB AGRO. Later with the economic liberalization in the country, Pepsi has gone to become the Largest Selling Soft drink brand in the Country.

The Indian business unit has an annual sales turnover of Rs.1100 crore. The Government of India while allowing the entry of Pepsi had put forth a series of stringent conditions like introduction of latest food processing technologies, high quota of exports, local partnership, and use of Indianised brand names etc., Pepsi Company had been in the Indian market during the mid- 1950 but pulled out because of the lack of profitability. It returned in 1990 by negotiating a Joint venture agreement with Tata Industries, and Government owned Punjab Agro Industries, realizing the rapidly growing incomes of Indian consumers. Rajeev Bakshi is the present Chairman of PepsiCo India Holdings Pvt. Ltd.

Pepsi's decision to enter Indian market was very wise indeed. The Company today enjoys a foothold of the Indian Market and its market share surpasses its nearest rival Coca-Cola.

The Indian soft drink market has been growing rapidly from a billion in 1997 to about 5 billion bottles in 2003. Another thing, which needs not to be forgotten, is that India's middle class is much large than China. Further more, many observers have predicted that India will eventually become an economic giant, thus growing incomes should support more sales.

Initially, Pepsi Company had to accept some limitations:

Limit ownership to 39.9%; place the Local "Lehar" Logo with its logo and to export 75% of its concentrate among others. But later, with liberalization of FDI, these very limitations became Pepsi Company's strengths, being the very first to be in the Indian Market, much to the dismay of Coca-Cola.

Pepsi, whose basic intention was to Consolidate its entry into the Indian market decided to cope with the demand and approached the entire issue strategically and finally succeeded in its mission?

To quote Pepsi had to operate in difficult circumstances. The launch was patchy virulent with anti-Pepsi lobbies and competitive propaganda made it difficult, but like most big business, Pepsi foods has been keeping up its efforts to mobilize support among influential politicians. Pepsi had embarked on a massive campaign among politicians of the opposite parties, the first of its kind by a foreign company in India.

Pepsi dispatched over 100 videocassettes to key political personality across all major political parties, the cassettes contain recordings of the company's initial operations in the state's economic growth. Along with the cassette, recipients also received a small booklet providing detail of Pepsi's major achievements and the future plans. In building political support, Pepsi pledge equity and fairness and to be judged on the fact and merit. The entry of Pepsi into Indian market is a good example of an MNC strategically unifying its interest with the demand of the government.

PepsiCo entered India in 1989 and has grown to become one of the country's leading food and beverage companies. One of the largest multinational investors in the country, PepsiCo has established a business which aims to serve the long term dynamic needs of consumers in India.

PepsiCo India and its partners have invested more than U.S.$1 billion since the company was established in the country. PepsiCo provides direct and indirect employment to 150,000 people including suppliers and distributors.

PepsiCo nourishes consumers with a range of products from treats to healthy eats that deliver joy as well as nutrition and always, good taste. PepsiCo India's expansive portfolio includes iconic refreshment beverages Pepsi, 7 UP, Mirinda and Mountain Dew, in addition to low calorie options such as Diet Pepsi, hydrating and nutritional beverages such as Aquafina drinking water, isotonic sports drinks - Gatorade, Tropicana100% fruit juices, and juice based drinks – Tropicana Nectars, Tropicana Twister and Slice. Local brands – Lehar Evervess Soda, Dukes Lemonade and Mangola add to the diverse range of brands.

PepsiCo's foods company, Frito-Lay, is the leader in the branded salty snack market and all Frito Lay products are free of trans-fat and MSG. It manufactures Lay's Potato Chips, Cheetos extruded snacks, Uncle Chipps and traditional snacks under the Kurkure and Lehar brands. The company's high fibre breakfast cereal, Quaker Oats, and low fat and roasted snack options enhance the healthful choices available to consumers. Frito Lay's core products, Lay's, Kurkure, Uncle Chipps and Cheetos are cooked in Rice Bran

Oil to significantly reduce saturated fats and all of its products contain voluntary nutritional labeling on their packets.

The group has built an expansive beverage and foods business. To support its operations, PepsiCo has 43 bottling plants in India, of which 15 are company owned and 28 are franchisee owned. In addition to this, PepsiCo's Frito Lay foods division has 3 state-of-the-art plants. PepsiCo's business is based on its sustainability vision of making tomorrow better than today. PepsiCo's commitment to living by this vision every day is visible in its contribution to the country, consumers and farmers.

Bans in India:

Pepsi arrived on the black market in India in 1988.[14] In 2003 and again in 2006, the Centre for Science and Environment (CSE), a non-governmental organization in New Delhi, claimed that soda drinks produced by manufacturers in India, including both Pepsi and Coca-Cola, had dangerously high levels of pesticides in their drinks.[15] [16] Both PepsiCo and The Coca-Cola Company maintain that their drinks are safe for consumption and have published newspaper advertisements that say pesticide levels in their products are less than those in other foods such as tea, fruit and dairy products.[17] In the Indian state of Kerala, sale and production of Pepsi-Cola, along with other soft drinks, were banned in 2006[18] following partial bans on the drinks in schools, colleges and hospitals in five other Indian states.[18] On September 22, 2006, the High Court in Kerala overturned the Kerala ban ruling that only the central government can ban food products.[19]

PRODUCT PROFILE

PepsiCo Inc is one of the world's largest food and Beverage Company. The company's principle includes:

1. Frito-lay Snacks.
2. Pepsi Cola Beverage.
3. Gatorade Sports Drinks.

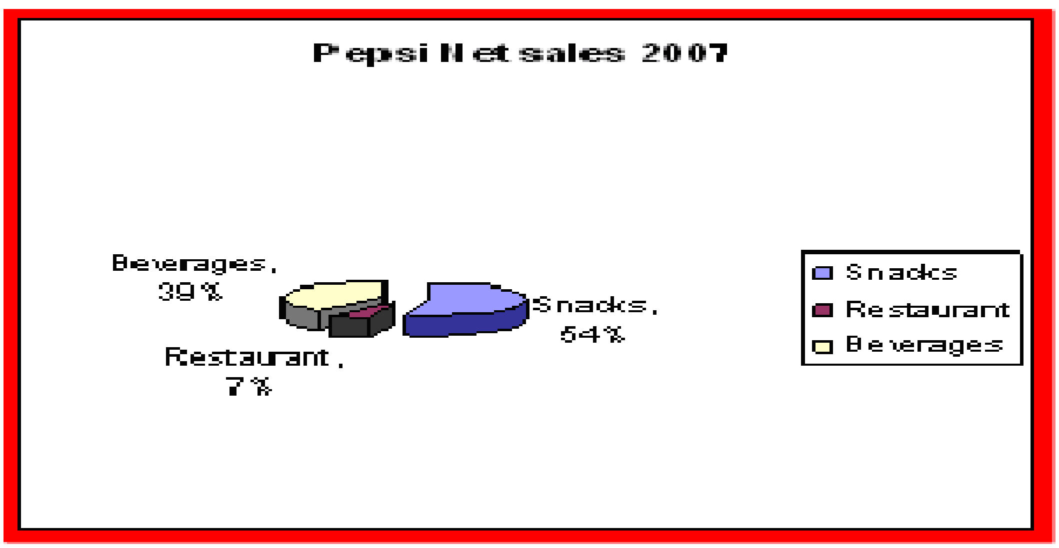
4. Tropicana Juices.

5. Quaker Foods.

Talking about the net sales happened in 2007 the company sales distributed are given in the figure 2.1

Graph No.-3.1

PEPSI NET SALES 2007



By comparison we see the progress in the net sales of Pepsi over the last few years especially in beverages.

The static's of beverages is as follows:

1. Pepsi is the oldest and largest business presently.

2. Available in 200 countries.

3. Market leaders in more than 50 countries.

4. Only one major competitor.

5. Net sales: U.S $ 12 billion,

It includes drinks like Pepsi, Mountain dew, Slice, 7up, Mirinda, Diet Pepsi, etc. Pepsi Cola also offers a variety of non-carbonated beverages, including Aquafina Bottled water, fruit juices and all sport and health drinks.

BRAND POWER

PepsiCo has 13 brands that each generates over $ 1 billion in retail sales. The details are given in the table 2.3

Table No.-3.2

BRAND POWER

Brand	Retail Sales (in million)
Pepsi	$15.6
Mountain Dew	$5.0
Doritos	$2.2
Quaker	$1.9
Lays	$4.1
Gatorade	$3.1
Tropicana Pure Premium	$2.3
Mirinda	$1.1
Lipton Tea	$1.1
Ruffles	$1.8
Fritos	$0.7
7up	$1.6

Cheetos	$1.4
Diet Pepsi	$4.3
Aquafina	$0.9
Tostitos	$0.9
Mug	$0.5

HISTORY OF PEPSICO 0F NELAMANGALA PLANT (KARNATAKA)

PEPSICO INDIA HOLDINGS PRIVATE LIMITED started a new plant in sprawling 44 acres in 1997 near Teppada Begur Village, Nelamangala Taluk, which is 35 Km from Bangalore. It is a Company Owned Bottling Operation (COBO) plant. In the Company the people work as a Team Members and have built a team. Plant was visited by the Legislative party and well appreciated for the overall plant performance. It services the entire Bangalore unit and up country markets covering most of Karnataka. Nelamangala is a four-line plant comprising of Slice, Kettner, Pet, and Aquafina. Nelamangala plant uses 21 acres of land, which is used exclusively for gardening and horticulture. The Company produces Pepsi, 7up, Slice, Dew, Mirinda & Aquafina, where they have been produced in bottles and PET Bottles. They are popularly known for their quality.

DESCRIPTION OF THE NELAMANGALA PLANT:

Having begun in the year 1997, with an initial investment of Rs.40 crore, which over the period of time has reached close to Rs.150 crore, Nelamangala plant PepsiCo Holding Private Limited, is a fairly young and dynamic one. However it has come a long ways than one.

The NELAMANGALA plant has four different lines namely:

- Slice Line.
- Kettner Line.

- Pet Line.
- Aquafina Line.

The soft drinks that are produced on all these four lines are as follows:

Table No.-3.2

PRODUCTION LINES

SLICE LINE	KETTNER LINE	PET LINE	AQUAFINA LINE
Slice (200ml)	Pepsi	Pepsi	Aquafina (1 Liter)
	Mirinda	Mirinda	
	7up	7up	Aquafina(0.5liter)
	Mountain Dew	Mountain Dew	
	Lehar Evervess Soda	Lehar Evervess Soda	Aquafina (2 Liter)
		Diet Pepsi	

ORGANISATIONAL STRUCTURE

PepsiCo was founded in 1965 on a handshake between Donald M. Kendall, president and chief executive officer of Pepsi-Cola, and Herman W. Lay, chairman and chief executive officer of Frito-Lay. Trust has been a cornerstone of PepsiCo since the merger of these two companies. Today we pursue that goal as vigorously as ever.

Chart N0o.-3.3

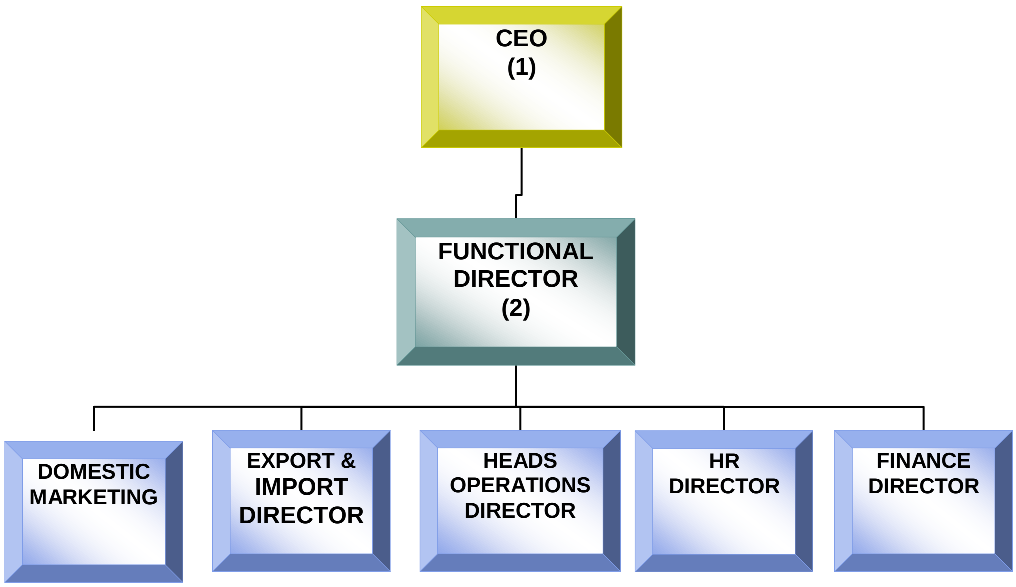
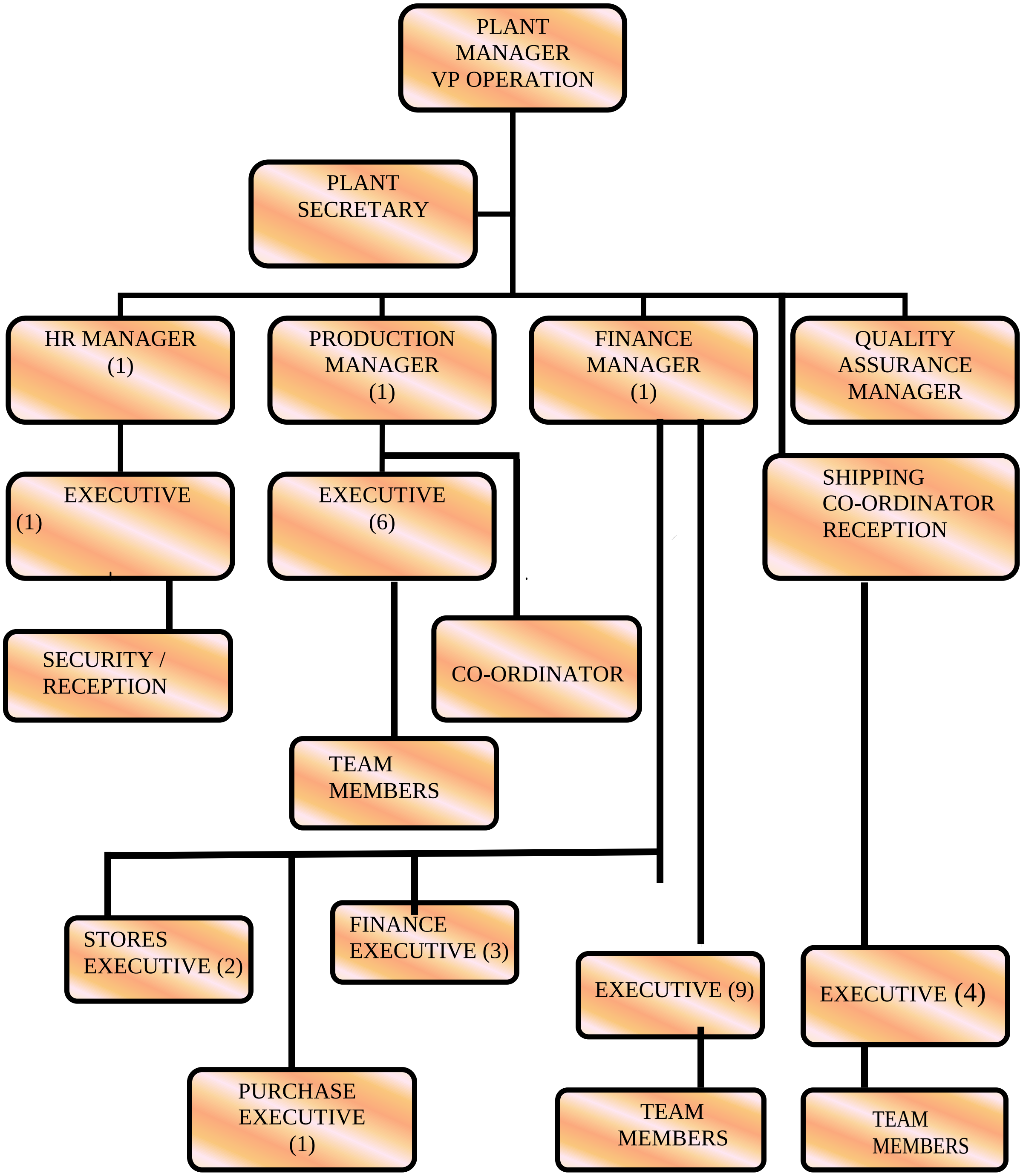


Chart No-3.4

ORGANISATION CHART



COMPANY PROFILE OF HINDUSTAN COCA-COLA BEVERAGES PRIVATE LIMITED:

HISTORY OF COCA COLA COMPANY:

- The Coca-Cola Company was established in May 1886.
- Pharmacist Johan Styth Pemberton first connected the Carmel Syrup and distributed the same in Kettles and thereafter through Soda Foundations.
- Dr. Pembertons` Partner, Mr. M. Robinson suggested the name and designed the famous .Coca Cola. in a unique flowing script. He thought the two .C.s would look well in advertising.
- Subsequently, in 1891, the Company was acquired by Atlanta entrepreneurs, Asa G. Candler. He expanded the Coca Cola to every territory of United States of America.
- The Coca Cola was first bottled in the year 1894.
- IN the year 1899, larger scale bottling operations commenced.
- The Coca Cola Bottle with the contour Shape was developed in 1915 by the Root Glass Company.
- In 1919, a significant change occurred in the Company's management and the business was taken over by a group of investors.
- In 1923, Robert Woodruff became the President of the company. Under his leadership the company expanded as an Institution Worldwide.
- The company is Head Quartered in Atlanta (United States of America). The company operates in more than 200 countries.

COCA-COLA INDIA-PROFILE:

After a 16-years absence, Coca-Cola returned to India in 1993. The Company's presence in India was cemented in November that year in a deal that gave Coca-Cola ownership of the nation's top soft-drink brands

Coca-Cola India has made significant investments to build and continually improve its business in India, including new production facilities, wastewater treatment plants, distribution systems and marketing equipment.

During the past decade, the Coca-Cola system has invested more than US$ 1 billion in India Coca-Cola is one of the country's top international investors in 2003;

Coca-Cola India pledged to invest a further US$ 100 million in its operations. Coca-Cola business system directly employs approximately 6,000 local people in India

In India, we indirectly create employment for more than 125,000 people in related Industries through our vast procurement, supply and distribution system. Virtually all the goods and services required to produce and market Coca-Cola locally are made in India

The complexity of the Indian market is reflected in the distribution fleet, which includes 10-tonne trucks, open-bay three-wheelers that can navigate the narrow alleyways of Indian cities, and trademarked tricycles and pushcarts.

In India Parle exports was dominating the market ever since the unceremonious exit of Coca-Cola in 1977. As a result of globalization and opening the doors to the multinational companies. Pepsi came to India in the year 1989 and for idealization it has added the word Lehar but the Parle products were all leaders in their respective categories. And after 16 years soft drinks giant COCA-COLA has come to India and launched Coke in October 1993 for the first time in the city of historical importance i.e. “The TAJMAHAL” the city is Agra Coca-cola with the acquisition of the Cola-Czar Ramesh Chauhan's Parle Exports major brands and distribution network with one stroke of the pen and a bill of Rs 140 crores, picked up five brands - Thums up, Limca, Citra, Gold spot and Maaza with a combined market share of 69% with Thums-up alone accounting to 56%of the Rs 650 crore Cola segment Company also acquired 55 franchised bottler network of Parle Exports by May 1996. 30 months after the launch followed by Fanta in October 1994, the combined market share of coca-cola brands had slipped to 50.5%, while Pepsi brands including Pepsi, cola, 7up and Mirinda marketed by Rs. 800 crore PepsiCo holdings had raised its market share to 43.5%. Pepsi-Cola was outselling Coke by an average of 90, million bottles to 42 million bottles per month.

PACKED SIZES:

Upon entry in 1993, Coca-Cola India introduced 300ml Returnable Glass Bottles (RGB), while maintaining the price at Rs. 5, which was offered by the industry for 250ml RGB. THE REST OF INDUSTRY WAS FORCED TO FOLLOW Coca-Cola India’s example and upgrade to 300ml from 250ml. The focus of coca-Cola India was to offer the consumers better value for price, and this has remained the corner stone of Coca-Cola India strategy in India. At present Coca-Cola India brands are available in a host of package sizes. These include 200ml RBG, 300ml RGB, 500ml PET, 1.5 Liter PET, 2 Ltr PET and 330ml cans. The 200ml package was introduced in March 1996 and was positioned to capitalize the potential of rural and semi-urban markets of India. Coca-Cola India was the soft drink country to launch cans. Coca-Cola India was the soft drink country to launch cans. Coca-Cola India marked the beginning of can revolution when launched in cans just before the World Cup Cricket in January 1996. The launch of cans in India brought India on par with international packaging standards in the soft drink industry the world over and opened up a new dimension in providing the consumers with a convenient, mobile, single serve consumption package.

Consumers benefited from eleven more brand package combinations being made available to them led by the successful, first ever launch of cans and PETs with superior tamper-evident, leakage-proof and child safe plastic closures represented a technological leap over the metal closure previously used by the rest of the soft drink industry. All the four national brands i.e. Coca-Cola, Fanta, Thums-up and Limca are available in all of the package sizes.

The regional brands i.e. Gold-sport, Citra were disappeared slowly where as Maaza are still available in 250ml RGBs. 1996 also saw the pioneering of .Coca-Cola-on .the. Go. - pack dispensers for in-stadium use during the Wills World Cup and can vending machines in India. Both of these are widely used across the Country now. Coca-Cola India brands are also available through post-mix dispensers.

COCA-COLA INDIA SUPPLY CHAIN:

Virtually all the goods and services require producing and market Coca-Cola locally are made in India. Wherever needed, assistance is provided to local suppliers enabling them to meet the company’s rigorous quality standards. In this way, Coca- Cola

India contributes not only to the development of soft drink industry, but also to the development of related industries and to the whole economy.

INNOVATIONS:

As the leading edge of the beverage industry for over a century, the Coca-Cola India system in India also introduced a series of innovations in the areas of production, distribution and marketing never seen before in India.

MARKETING:

- “Image-enhancement” graphics on signage, retail outlet walls and delivery vehicles.
- Trade marked tricycles and push carts with umbrellas, covering thousands of mobile outlets.
- Leading edge merchandising equipment, including icebox coolers that allow small retailers to serve ice-cold soft drinks.
- Training for retailers in merchandising techniques, such as product placement.
- Larger single and refillable glass bottles, offering consumers more value.
- Georgia green refillable glass bottles produced for the first time in India to differentiate the brand.
- Dynamic PC-based/driven electronic outdoor signage.

DISTRIBUTION:

- Full depth stackable plastic crates; in bright red with Coca-Cola trade mark.
- New six and ten ton closed bay route trucks, loaded by fork lift with standardized pallets of multiple crates, permitting more efficient distribution.
- New three -+wheeled vehicles open bay, for city alley distribution.

PRODUCTION:

- Modern production equipment and quality controls systems, increasing efficiency and ensuring high quality products.

- ❖ Product coding and computerized tracking systems for inventory controls
- ❖ to assure more quality, recently introduced electronic omission machine in RGB line

INDIAN PRODUCT RANGE: Chart No.-3.5

VISION, MISSION & QUALITY POLICY

VISION :

"Efficiently *reduce, re-use, recycle, & recharge water as a responsible corporate citizen "*

- **Vision for Sustainable Growth** :

Provide exceptional strategic leadership in the Coca-cola India System-resulting in consumer and customer preference and loyalty, through Coca-Cola's commitment to them, and in a highly profitable Coca-cola corporate branded beverages system.

- **Profit**: Maximizing return to shareowners while being mindful of our overall responsibilities.

- **People**: Being a great place to work where people are inspired to be the best they can be.
- **Portfolio**: Bringing to the world a portfolio of beverage brands that anticipate and satisfy peoples' desires and needs.
- **Partners**: Nurturing a winning network of partners and building mutual loyalty.
- **Planet**: Being a responsible global citizen that makes a difference.

MISSION :

" We the team of the HCCBPL , Bidadi shall ensure efficient & effective use of water during beverage manufacturing process in our plant by continually improving the infrastructure , monitoring & controlling the consumption of water in individual area & imparting training to our associates "

The mission of the Coca-Cola Company is to increase value-owner value over time. The company accomplishes the mission by working with its business partners to deliver satisfaction and value to customer and consumer through world wide system of superior brands and services, thus increase brand-equity on a global basis.

To create consumer products, services and communications, customer service and bottling system strategies, processes and tools in order to create competitive advantage and deliver superior value to :

QUALITY POLICY :

"To ensure Customer Delight, We commit to quality in our thoughts, deeds and actions by continually improving our processes "

COMPETITOR'S INFORMATION: Chart No.-3.6

The one and only global competitors for **COCO-COLA** is **PEPSICO LIMITED**.

Coke vs. Pepsi:

Rule Maker holding Coca-Cola may be the dominant consumer product growth company. Pepsi is the main competitors for coca-cola and has proven more capable of growing its business than has Pepsi.

The number-two soda maker **PepsiCo** has lived in **Coca-Cola's** shadow. Perhaps it's the perceived golden touch in Warren Buffet's 8% stake in The Coca-Cola Company. Perhaps it's the stories of common folk who became millionaires today by holding just one share of Coca-Cola stock acquired in 1919 at the company's initial public offering. Perhaps it's simply because for years Coca-Cola executed a smarter business strategy by selling just the high-margin cola syrup, in contrast to PepsiCo who floundered in the low-margin and capital-intensive restaurant business. During 2000, the coca-cola company turned in a remarkably financial result. Coca-Cola generated $20.5 billion in sales; sales. It has earned $2.2 billion in net profits; Coca-Cola generated free cash flow of $2.9 billion;

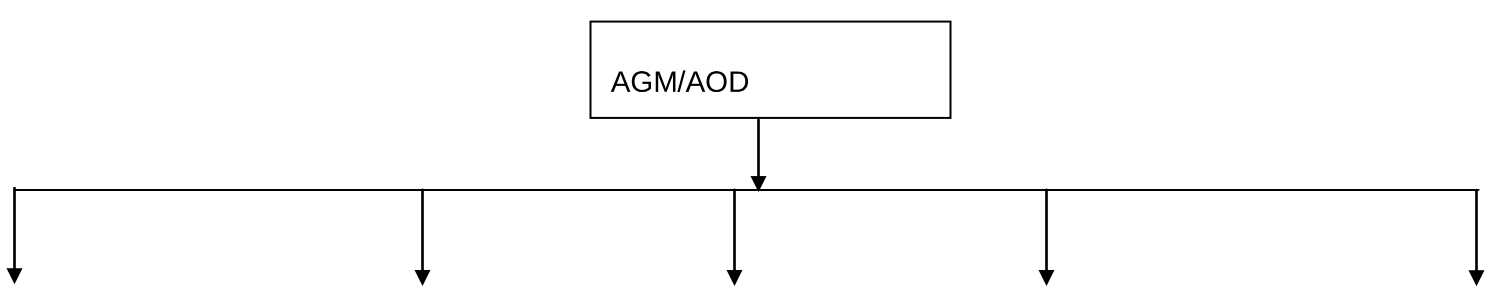
Valuation:

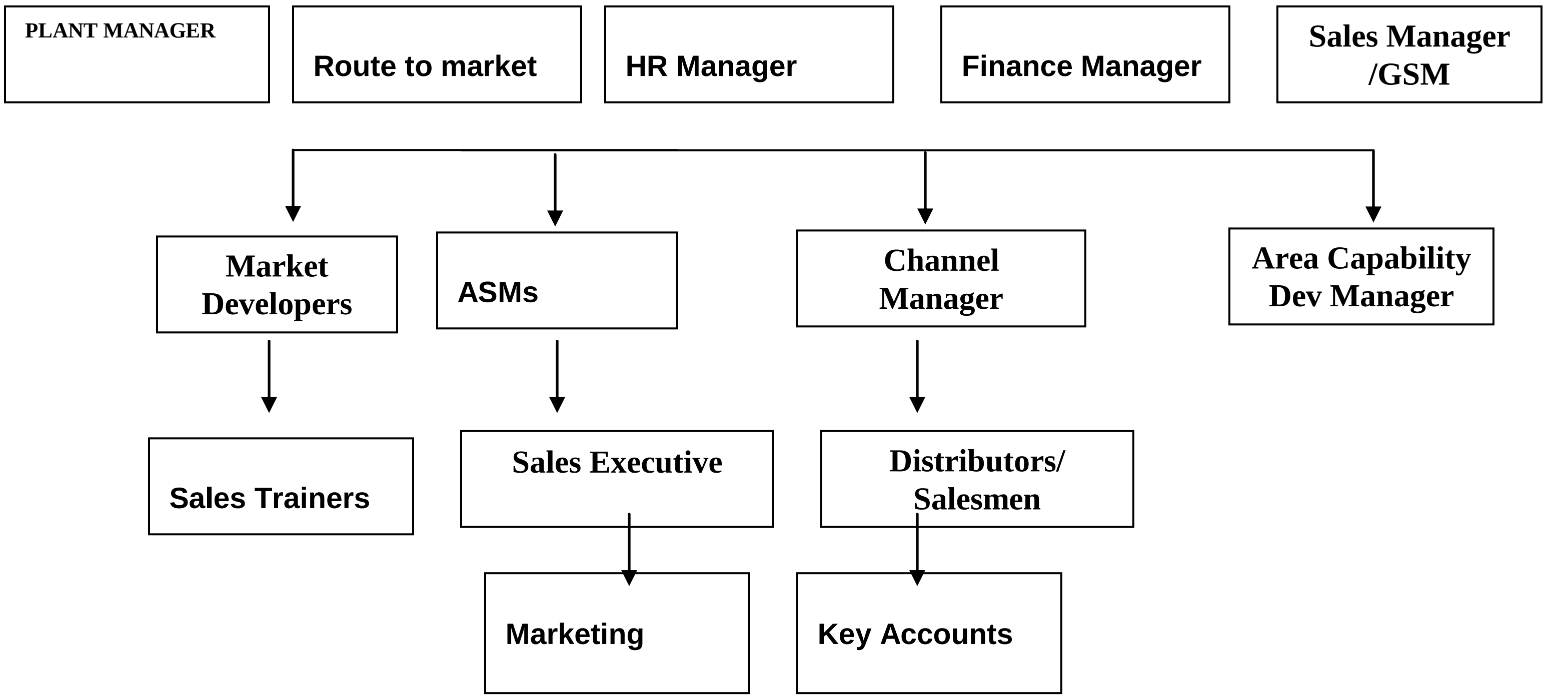
So on one side we have Coca-Cola composed of the world's leading beverage business, and on the other side we have PepsiCo with a strong number-two global beverage business and the world's leading salty-snack business as well.

Again, these companies have almost identical profit margins, yet look at the Valuation disparity: Coca-Cola has a market cap almost twice as high as Pepsi's. Similarly, Coca-Cola sells at a price-to-free cash flow ratio of almost twice Pepsi's.

Chart No.-3.7

UNIT ORGANIZATION STRUCTURE





PEPSI COLA versus COCA COLA Drinks

Chart No.3.8

Pepsi Cola and Coca Cola have long been rivals in the marketing industry. Each has tried to build products that will last a long time. They have a wide variety of drinks as far as companies

The Rivalry on Various Fronts

I -Bottling

Bottling was the biggest area of conflict between Pepsi and Coke. This was because, bottling operations held the key to distribution, an extremely important feature for soft-drink marketing. As the wars intensified, both companies took pains to maintain good relationships with bottlers, in order to avoid defections to the other camp...

When Coke re-entered India, it found Pepsi had already established itself in the soft drinks market. The global advertisement wars between the cola giants quickly spread to India as well. Internationally, Pepsi had always been seen as the more aggressive and offensive of the two, and its advertisements the world over were believed to be more popular than Coke's.

It was rumored that at any given point of time, both the companies had their spies in the other camp. The advertising agencies of both the companies (Chaitra Leo Burnett for Coke and HTA for Pepsi) were also reported to have insiders in each other's offices who reported to their respective heads on a daily basis

III -Product Launches

Pepsi beat Coke in the Diet-Cola segment, as it managed to launch Diet Pepsi much before Coke could launch Diet Coke. After the Government gave clearance to the use of Aspertame and Acesulfame-K (potassium) in combination (ASK), for use in low-calorie soft drinks, Pepsi officials lost no time in rolling out Diet Pepsi at its Roha plant and sending it to retail outlets in Mumbai...

IV-POACHING

Pepsi and Coke fought the war on a new turf in the late 1990s. in may 1998, Pepsi filed a petition against the Coke alleging that Coke had entered into a conspiracy to disturb its business operations. Coke was accused of luring away three of Pepsi’s key sales personnel from Kanpur, going as far as to offer Rs 10 Lakh a year in pay and perk tone of them, almost five times what Pepsi was paying him. Sales personnel who were earning Rs 48,000 per annum were offered Rs 1.86 Lakh a year. Many truck drivers in the Goa bottling plant who were getting Rs 2,500 a month moved to Coke who gave them Rs 10,000 a month

V -Other Fronts

Till the late 1980s, the standard SKU for a soft drink was 200 ml. Around 1989, Pepsi launched 250 ml bottles and the market also moved on to the new standard size. When Coke re-entered India in 1993, it introduced 300 ml as the smallest bottle size. Soon, Pepsi followed and 300 ml became the standard.

But around 1996, the excise component led to an increase in prices and a single 300 ml purchase became expensive. Both the companies thus decided to bring back the 200 ml bottle, In early 1996, Coke launched its 200 ml bottles in Meerut and gradually extended to Kanpur, Varanasi, Punjab and Gujarat, and later to the south...

In May 1996, Coke launched Thums Up in blue cans, with four different pictures depicting 'macho sports' such as sky diving, surfing, wind-surfing and snow-boarding. Much to Pepsi's chagrin, the cans were colored blue - the color Pepsi had chosen for its identity a month earlier, in response to Coke's 'red'identity...

DATA ANALYSIS AND INTERPRETATION:

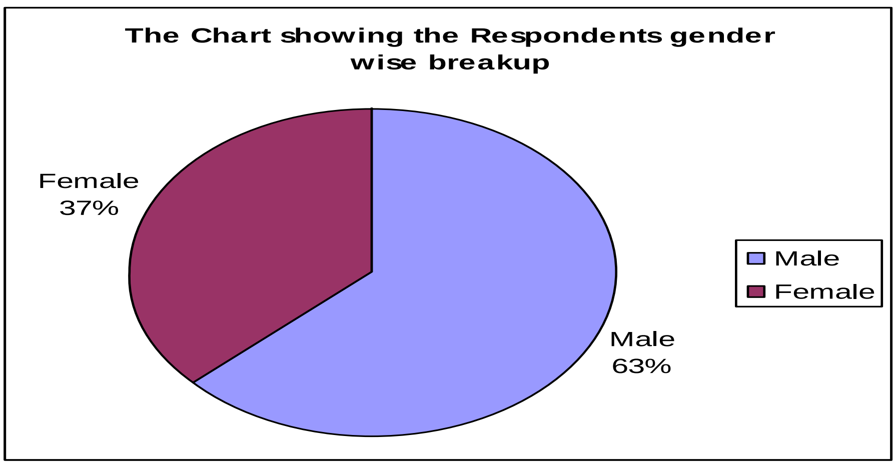
Table-No.-4.1

Table showing the Respondents – Gender wise break up.

GENDER	No Of Respondents	Percentage
Male	63	63%
Female	37	37%
Total	**100**	**100%**

Analysis: Out of 100 Respondents 63 percent of them is male and 37 percent are female.

Graph No. – 4.1



Inference: The number of Respondents met with the Questionnaire is 100, out of majority, which is 63 percent are Males.

Table No-4.2

Table showing the age of respondents

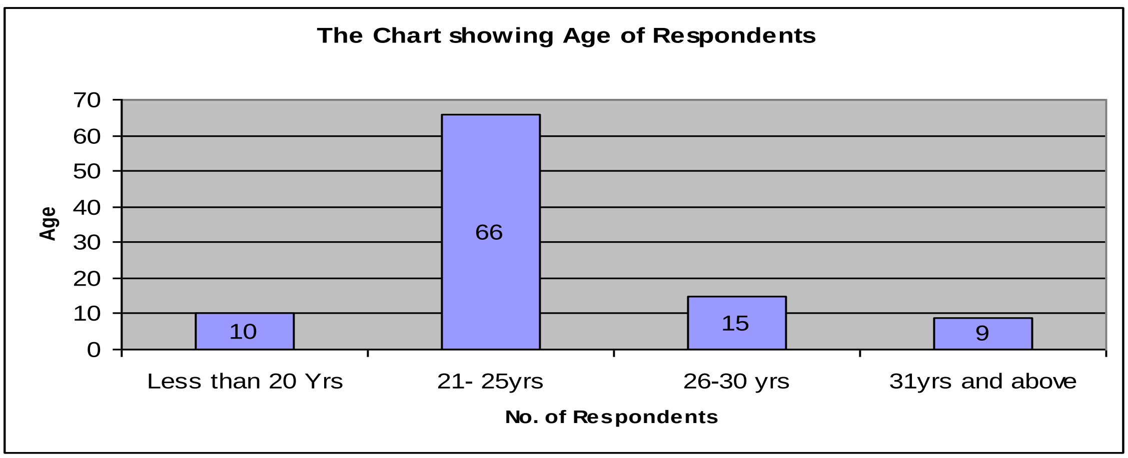
Years	No of Respondents	Percentage
Less than 20 Yrs	10	10%

21- 25yrs	66	66%
26-30 yrs	15	15%
31yrs and above	09	09%
Total	**100**	**100%**

Analysis:

- 10 percent of Respondents are below the Age of 20 years age group.
- 66 percent of the Respondents are 21-30 years Age group.
- 15 percent of the Respondents are 31-40 years Age group.
- 09 percent of Respondents are above 41 years Age group.

Graph No.4.-2



Inference: Majority of the Respondents which is 66 percent are in the age group of 21-25 years

Table No. – 4.3

Table showing the Respondents Income Level.

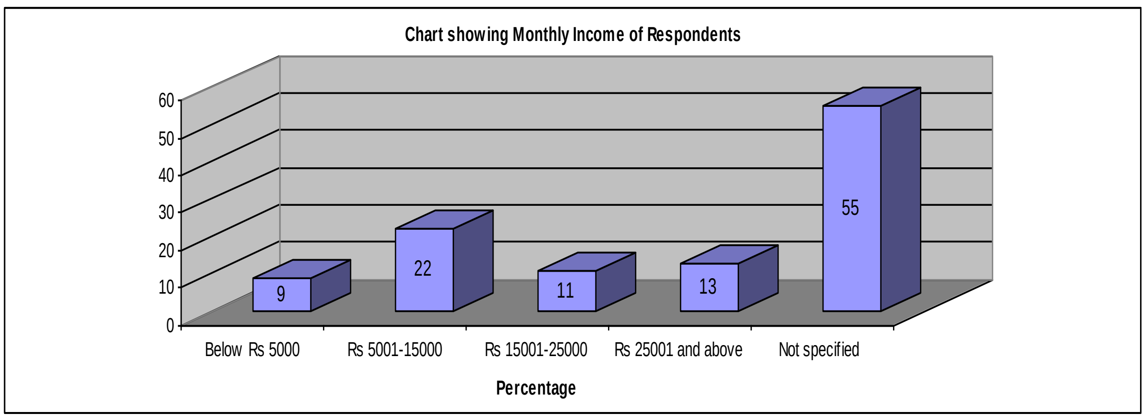
Monthly Income	No of Respondents	Percentage
Below Rs 5000	9	9%
Rs 5001-15000	22	22%

Rs 15001-25000	11	11%
Rs 25001 and above	13	13%
Not specified	55	59%
Total	**100**	**100%**

Analysis:

- 9 percent of Respondents have a Monthly Income of below Rs 5000
- 22 percent of Respondents have a Monthly Income between Rs 5001-15000.
- 11 percent of Respondents have a Monthly Income between Rs15001-25000.
- 13 percent of Respondents have a Monthly Income above Rs 25001.
- 56 percent of Respondents have not specified their Monthly Income, as they include Students, Housewife and some find not necessary to disclose.

Graph No.-4.3



Inference: Majority of Respondents, which is 22 percent having monthly income between Rs. 5001-15000.

Table-No.4.4

Table showing Occupation of the Respondents

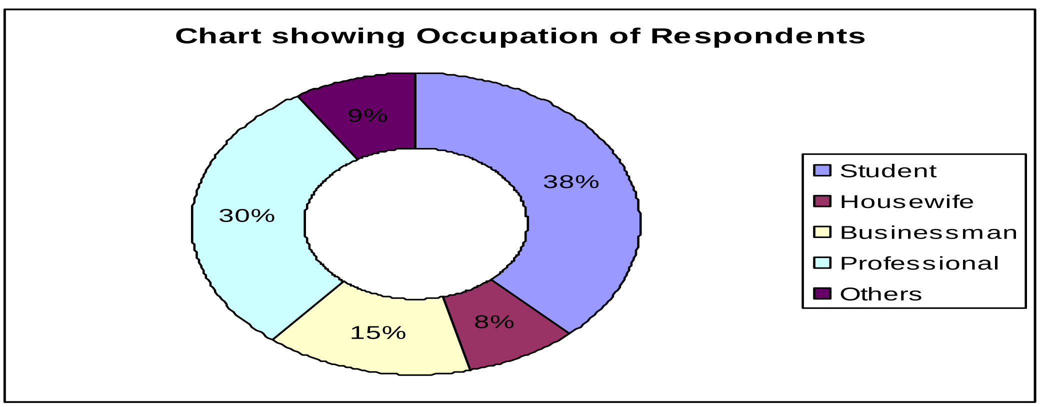
Occupation	No of Respondents	Percentage
Students	38	38%
Housewife	08	08%

Businessman	15	15%
Professional	30	30%
Others	09	09%
Total	**100**	**100**%

Analysis:

- ❖ 38 percent of the respondents are students.
- ❖ 08 percent of the respondents are house wife.
- ❖ 15 percent of the respondents are business man.
- ❖ 30 percent of the respondents are professionals.
- ❖ 09 percent of the respondents are belonging to the other categories who find it not necessary to mention.

Graph No.-4.4



Inference: Majority of Respondents which is 38 percent are Students.

Table No-4.5

The table showing the Brand of Cola drinks that the Respondents specified.

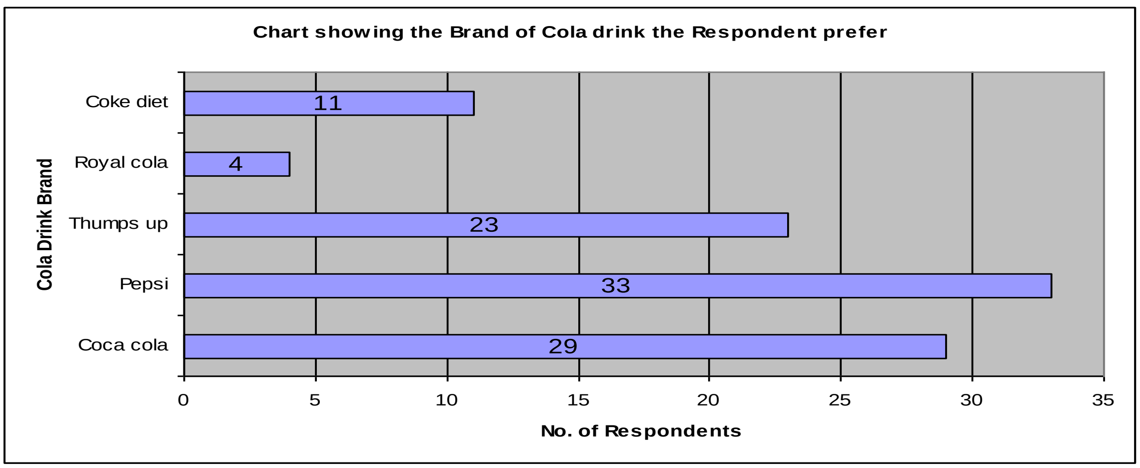
Brand	**No of respondents**	**Percentage**
Coca cola	29	29%
Pepsi	33	33%
Thums up	23	23%

Royal cola	04	04%
Coke diet	11	11%
Total	**100**	**100%**

Analysis:

- ❖ 29 Percent of Respondents specified to prefer Coca Cola drink.
- ❖ 33 Percent of Respondents specified to prefer Pepsi drink.
- ❖ 23 Percent of Respondents specified to prefer thumps up.
- ❖ 04 Percent of Respondents specified to prefer royal Cola.
- ❖ 11 Percent of Respondents specified to prefer Coke diet.

Graph No.-4.5



Inference: Majority of Respondents which is 33 percent prefer Pepsi Cola brand.

Table No-4.6

The table showing the Respondents awareness of different brands of Cola drinks with the aid recall.

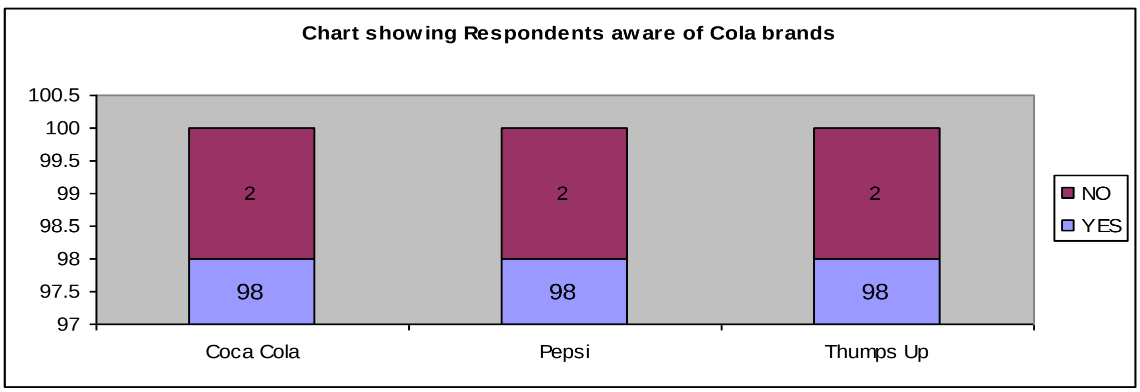
Brand	**Respondents**	
	YES	**NO**
Coca Cola	98	02
Pepsi	98	02

Thums up	98	02
Total	**100**	**100**

Analysis:

- ❖ 98 percent of Respondents aware and only 02 percent of Respondents are unaware of Coca Cola brand
- ❖ 98 percent of Respondents aware and only 02 percent of Respondents are unaware of Pepsi brand
- ❖ 98 percent of Respondents aware and only 02 percent of Respondents are unaware of thumps Up brand

Graph No.-4.6



Inference: Majority of the Respondents which is 98 percent are aware of the Cola drinks with the aid recall.

Table No-4.7

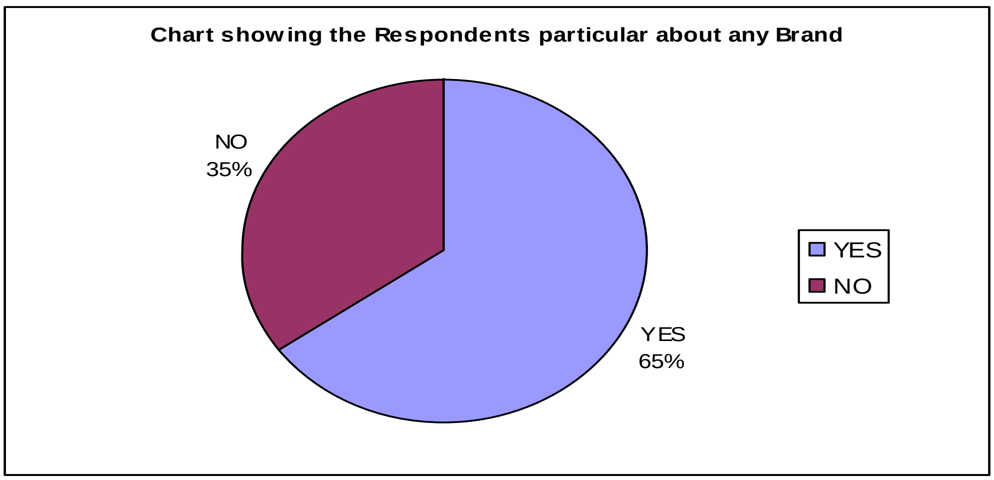
The table showing that the respondents are particular about any brand.

Category	No. of Respondents	Percentage
Yes	65	65%
No	35	35%
Total	**100**	**100%**

Analysis:

- 65 percent of the Respondents are particular about any brand
- 35 percent of the Respondents are not particular about any brand

Graph No.-4.7



Inference: Majority of the Respondents which is 65 percent are particular about any brand.

Table No-4.8

The table showing the Respondents satisfaction towards the Cola drinks.

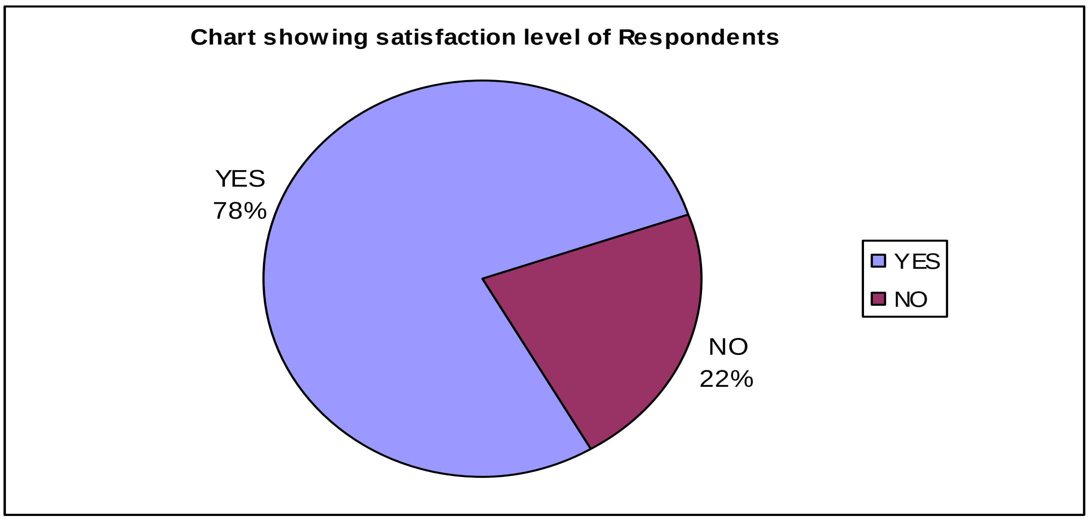
Category	No. of Respondents	Percentage
Yes	78	78%
No	22	22%

Total	100	100%

Analysis:

- 78 percent of Respondents are fully satisfied with the Cola Drinks.
- 22 percent of Respondents are not fully satisfied with the Cola Drinks.

Graph No.-4.8



Inference: Majority of the Respondents, which is 78 percent are completely satisfied with the Cola drink.

Table No.-4.9

The table showing the satisfaction levels the Respondent's towards Cola drink depends on.

Category	No of respondents	Percentage
Taste	43	55.84%
Advertisement	08	10.39%
Availability	10	12.99%

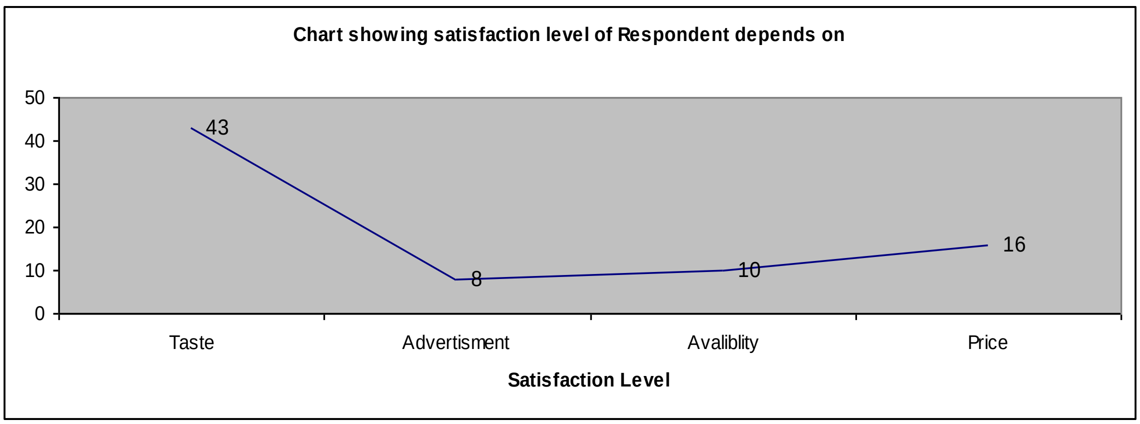
Price	16	20.78%
Total	**78**	**100%**

Note: Table No, - 08 shows 78 Respondents are satisfied with the Cola drink, considering the same, both are interrelated so, we also need to take 78 Respondents in Table No, - 09

Analysis:

- 55.84 percent of Respondents Satisfaction Level depends on Taste.
- 10.39 percent of Respondents Satisfaction Level depends on Advertisement.
- 12.99 percent of Respondents Satisfaction Level depends on Availability
- 20.78 percent of Respondents Satisfaction Level depends on Price

Graph No.-4.9



Inference: Majority of Respondents, which is 55.84 percent of Satisfaction Level depends on Taste.

Table No.-4.10

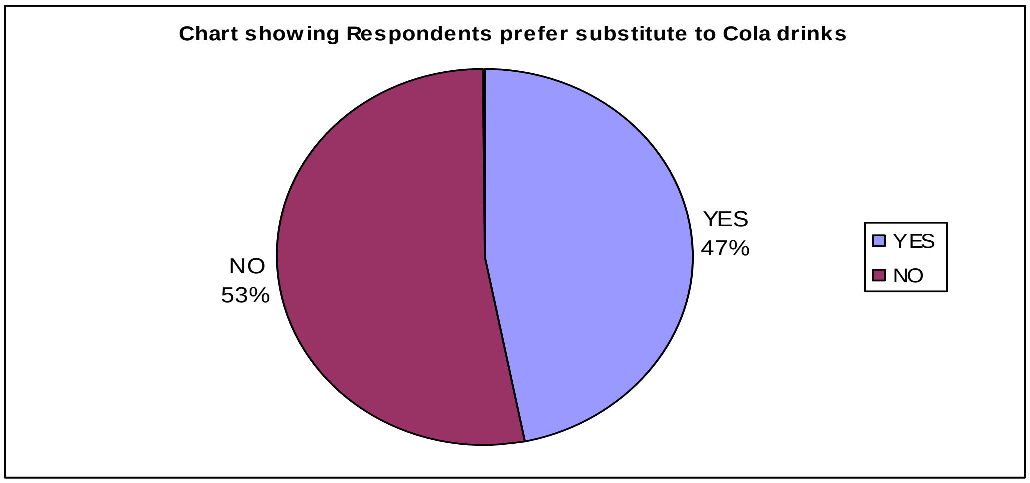
The table showing would the Respondent prefer substitute to Cola drink.

Category	**No. of Respondents**	**Percentage**
Yes	47	47%
No	53	53%
Total	**100**	**100%**

Analysis:

- 47 percent of the Respondents prefer Substitute to Cola drink.
- 53 percent of the Respondents do not prefer Substitute to Cola drink.

Graph No.-4.10



Inference: Majority of the Respondents, which is 53 percent do not go for any Substitute to Cola drink.

Table No- 4.11

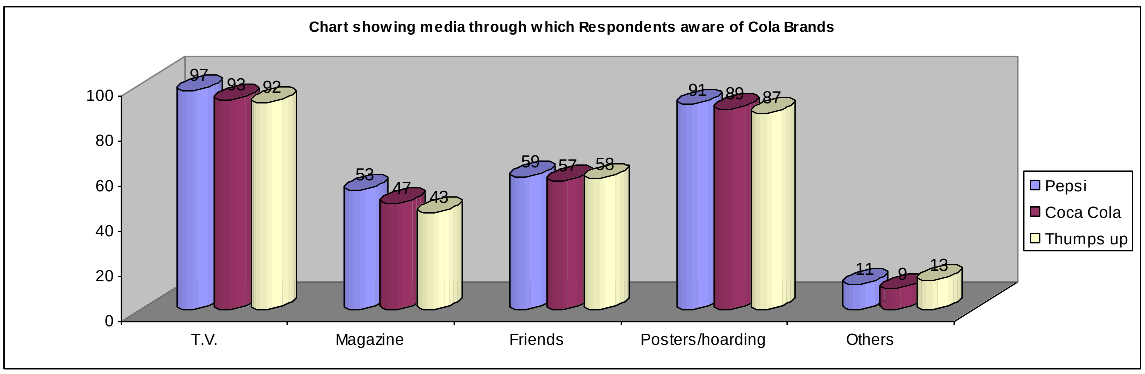
The table showing the media through, which the Respondents are aware of the following brands.

Brand	T.V.	Magazine	Friends	Posters/hoarding	Others
Pepsi	97	53	59	91	11
Coca cola	93	47	57	89	9
Thumps up	92	43	58	87	13

Analysis:

- 97 percent of the Respondents are aware of Pepsi, Cola brand through T.V., 53 percent by Magazine, 59 percent by Friends, 91 percent by Posters and 11 percent by other ways.
- 93 percent of the Respondents are aware of Coca Cola brand through T.V., 47 percent by Magazine, 57 percent by Friends, 89 percent by Posters and 9 percent by other ways
- 92 percent of the Respondents are aware of Thumps UP, Cola brand through T.V., 43 percent by Magazine, 58 percent by Friends, 87 percent by Posters and 13 percent by other ways

Graph No.-4.11



Inference: Majority of the Respondents which is 97 percent through T.V., 53 percent by Magazine, 59 percent by Friends, 91 percent by Posters and 11 percent by other means aware Pepsi Cola brand.

Table No- 4.12

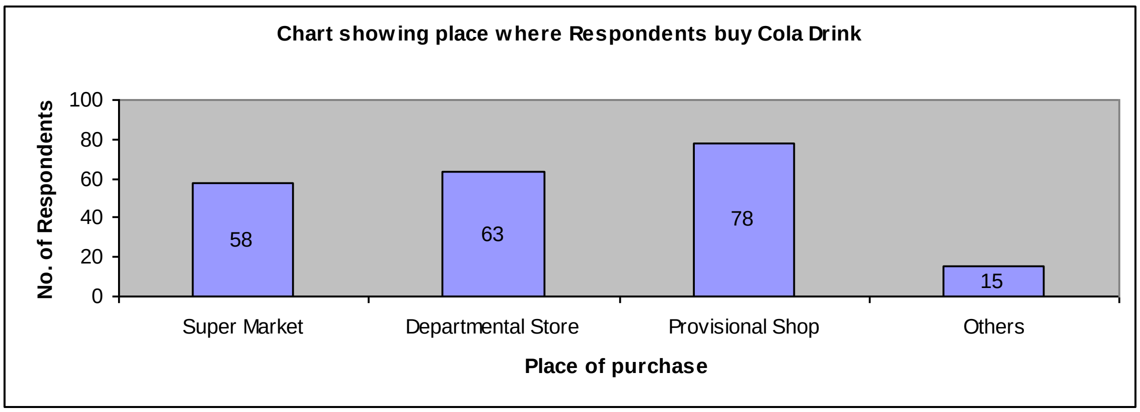
The table showing the place where Respondent does purchase their Cola drinks?

Category	**No of Respondents**	**Percentage**
Super Market	58	27.1%
Department Stores	63	29.4%
Provision Shop	78	36.4%
Others	15	7.01%
Total	**100**	**100%**

Analysis:

- 27.1 percent of the Respondents purchase their Cola drink from Super Market**.**
- 29.4 percent of the Respondents purchase their Cola drink from Department Store
- 36.4 percent of the Respondents purchase their Cola drink from Provision Shop.
- 7.01 percent of the Respondents purchase their Cola drink from other mean.

Graph No.-4.12



Inference: Majority of the Respondents which is 36.4 percent prefer to Purchase their Cola drink from Provision Shop.

Table No-4.13

The table showing the Respondents family members using the Cola drinks.

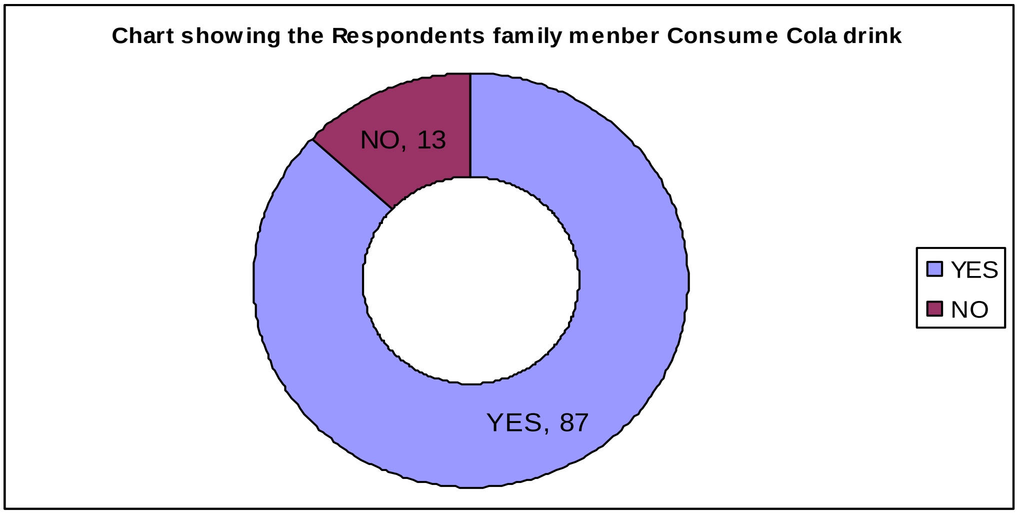
Category	**No. of Respondents**	**Percentage**
Yes	87	87%
No	13	13%
Total	**100**	**100%**

Analysis:

- 87 percent of the Respondents family members consume the Cola drink.

❖ 13 percent of the Respondents family members do not consume the Cola drink

Graph No.-4.13



Inference: Majority of the Respondents, which is 87 percent of family member consume Cola drink.

Table No-4.14

The table showing which Cola drinks brand does the Respondents family consumes.

Brands	**No of Respondents**	**Percentage**
Thumps up	39	25.16%
Coca Cola	53	34.19%
Pepsi	63	40.65%
Total	**100**	**100%**

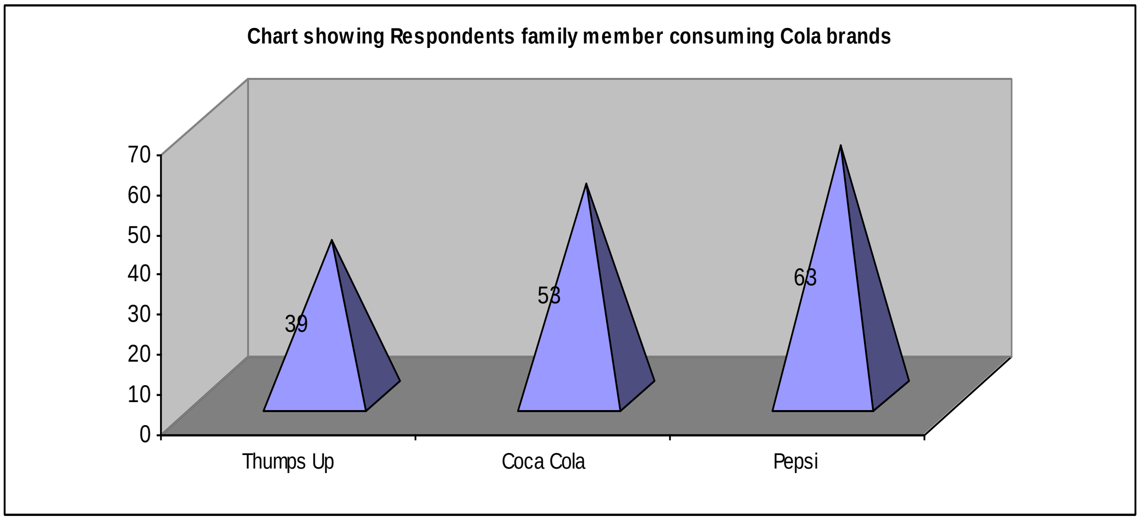
Analysis:

❖ 25.16 Percent of the Respondents family member consume Thumps Up.

❖ 34.19 percent of the Respondents family member consume Coca Cola

❖ 40.65 Percent of the Respondents family member consume Pepsi.

Graph No.-4.14



Inference: Majority of the Respondents which is 40.65 percent of family member prefer to consume Cola drink as Pepsi.

Table No.-4.15

The table showing the frequency of consumption of Cola drinks by the Respondents in term of duration.

Category	No of Respondents	Percentage
Daily	45	45%
Weekly	37	37%
Monthly	18	18%
Total	**100**	**100%**

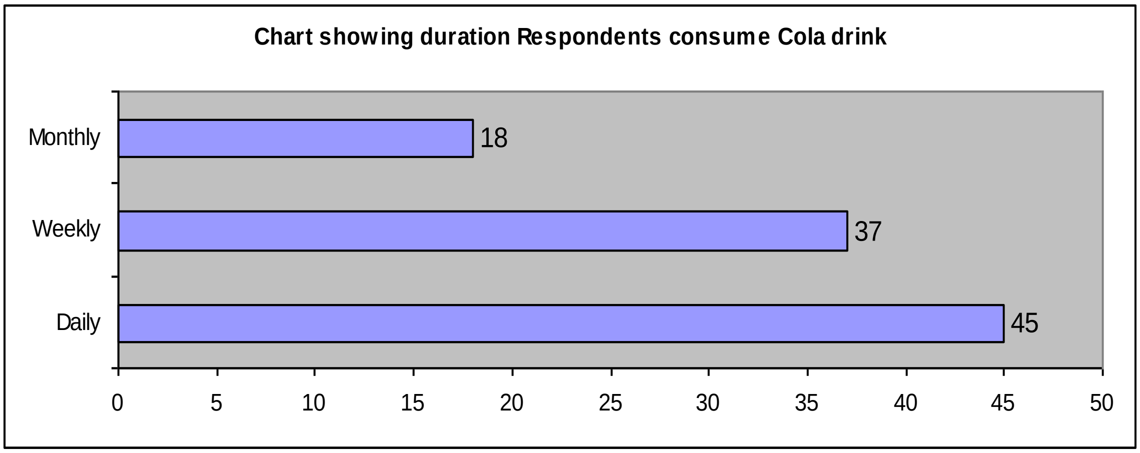
Analysis:

❖ 45 percent of the Respondents consume the Cola drink Daily

❖ 37 percent of the Respondents consume the Cola drink Weekly.

❖ 18 percent of the Respondents consume the Cola drink Monthly.

Graph No.-4.15



Inference: Majority of the Respondents, which is 45 percent frequency of consumption of the Cola drink, is Daily.

Table No-4.16

The table showing the different pack of Cola drinks which the respondents are aware.

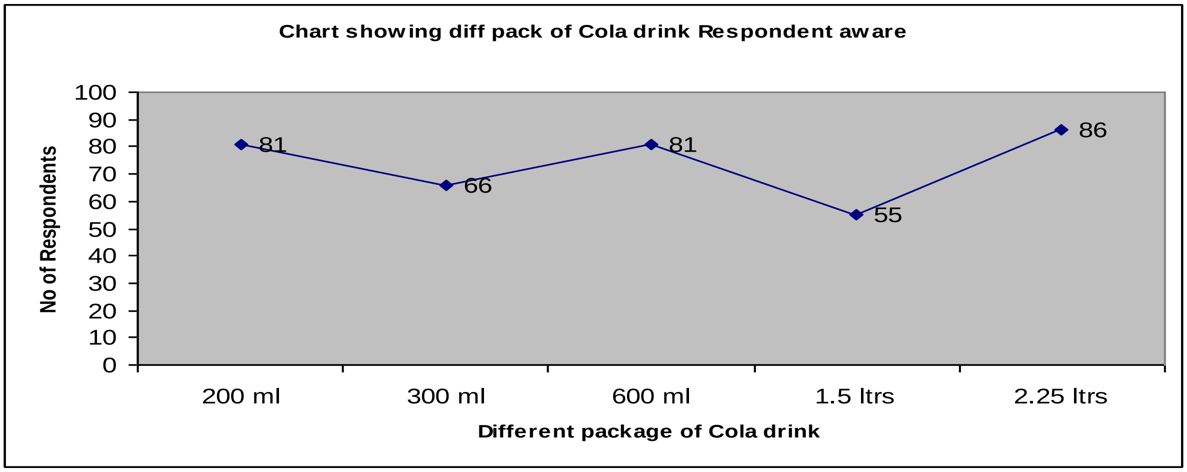
Category	**No of Respondents**	**Percentage**
200ml	81	21.95%
300ml	66	17.89%
600ml	81	21.95%
1.5ltr	55	14.91%
2.25ltr	86	23.31%
Total	**100**	**100%**

Analysis:

- 21.95 percent of the Respondents aware about 200 ml pack of Cola drink.
- 17.89 percent of the Respondents aware about 300 ml pack of Cola drink
- 21.95 percent of the Respondents aware about 600 ml pack of Cola drink
- 14.91 percent of the Respondents aware about 1.5 liters pack of Cola drink

❖ 23.31 percent of the Respondents aware about 2.25 liters pack of Cola drink

Graph No.-4.16



Inference: Majority of the Respondents, which is 23.31 percent aware about 2.25 liters package of Cola drink.

Table No.-4.17

The table showing the celebrities in different Cola brand that the Respondents like most.

Category	**No of Respondents**	**Percentage**
Akshay Kumar in thums up	52	25.37%
Amir Khan & Ganesh in Coca cola	61	29.76%
Sachin tendulkar in Pepsi	71	34.63%
Others	21	10.24%
Total	**100**	**100**

Analysis:

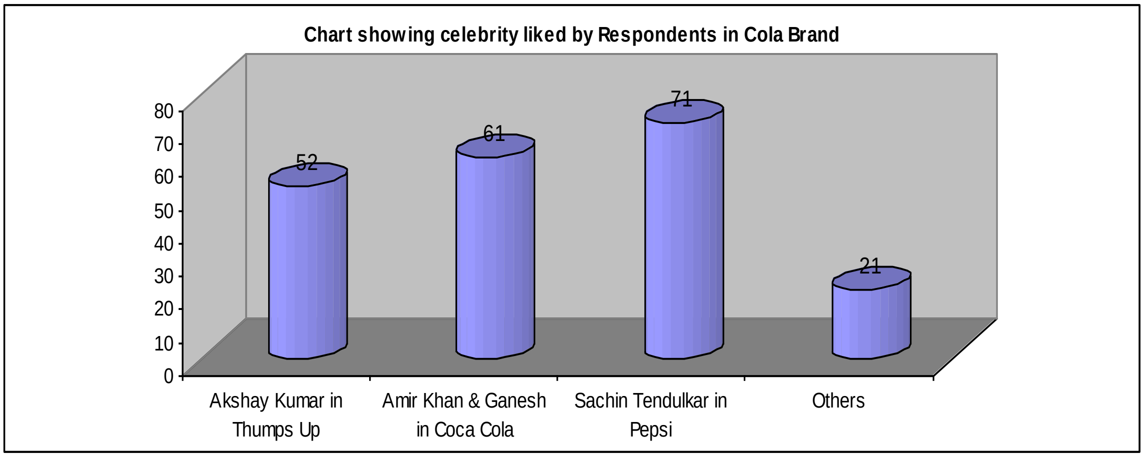
❖ 25.37 percent of the Respondents like Akshay Kumar in Thumps Up Cola brand

❖ 29.76 percent of the Respondents like Amir Khan & Ganesh in Coca Cola brand

❖ 34.63 percent of the respondents like Sachin Tendulkar in Pepsi Cola brand

❖ 10.24 percent of the Respondents like other Celebrity in their Cola brand.

Graph No.-4.17



Inference: Majority of the Respondents, which is 34.63 percent like the Celebrity Sachin Tendulkar in Pepsi Cola brand.

Table No.-4.18

The table showing what influences the Respondents in their purchase decision of the Cola drinks.

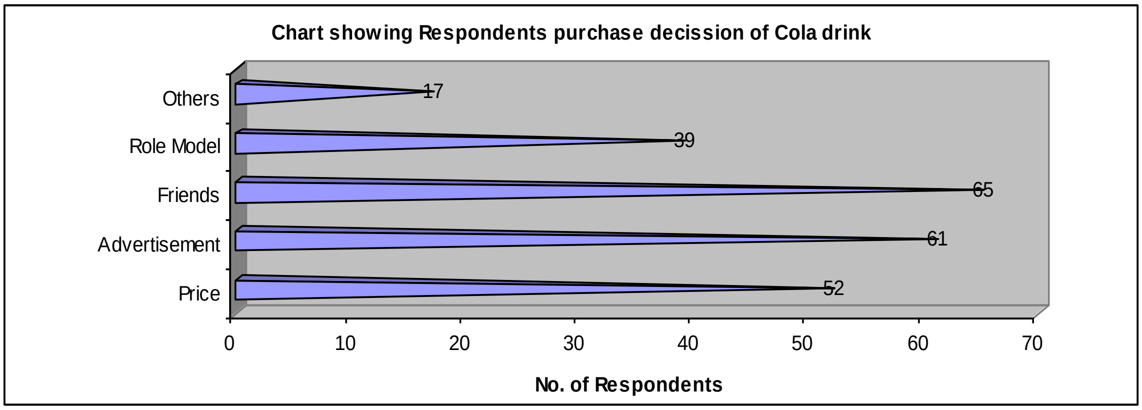
Category	**No of Respondents**	**Percentage**
Price	52	22.22%
Advertisement	61	26.07%
Friends	65	27.78%
Role Model	39	16.67%
Others	17	7.26%
total	**100**	**100%**

Analysis:

- ❖ 22.22 percent of the Respondents Purchase Decision is influenced by Price
- ❖ 26.07 percent of the Respondents Purchase Decision is influenced by Advertisement.
- ❖ 27.78 percent of the Respondents Purchase Decision is influenced by Friends.
- ❖ 16.67 percent of the Respondents Purchase Decision is influenced by Role Model.

- ❖ 7.26 percent of the Respondents Purchase Decision is influenced by Others.

Graph No.-4.18



Inference: Majority of the Respondents, which is 27.78 percent the Friends is the influencing factor in Purchase Decision.

Table No.-4.19

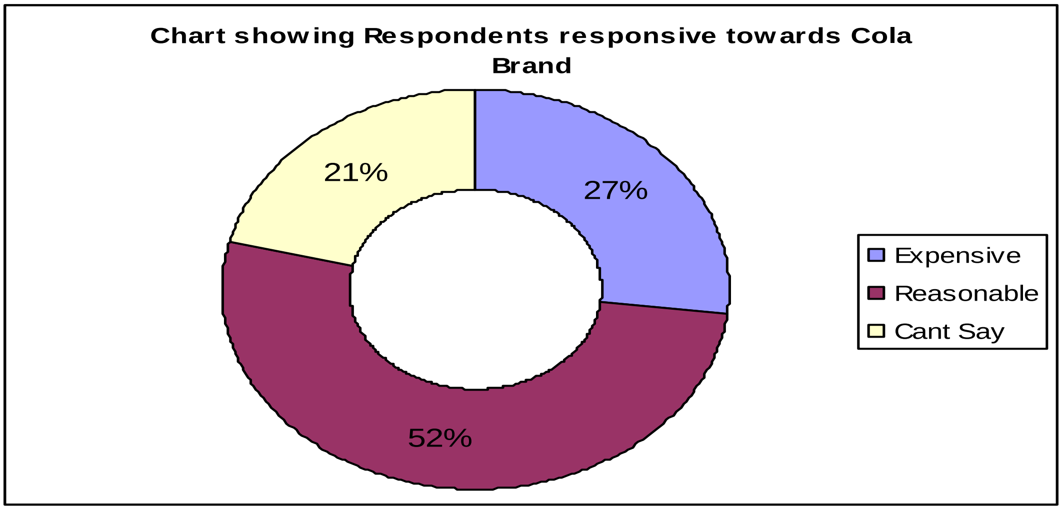
The table showing the Respondents responsive towards the price of Cola drinks.

Category	**No of Respondents**	**Percentage**
Expensive	27	27%
Reasonable	52	52%
Cant say	21	21%
Total	**100**	**100%**

Analysis:

- ❖ 27 percent of the Respondents feel that Price of the Cola drink is Expensive.
- ❖ 52 percent of the Respondents feel that Price of the Cola drink is Reasonable
- ❖ 21 percent of the Respondents feel that Price of the Cola drink is Cant say.

Graph No.-4.19



Inference: Majority of the Respondents, which is 52 percent Reasonable, is the price of the Cola drink.

Table No.-4.20

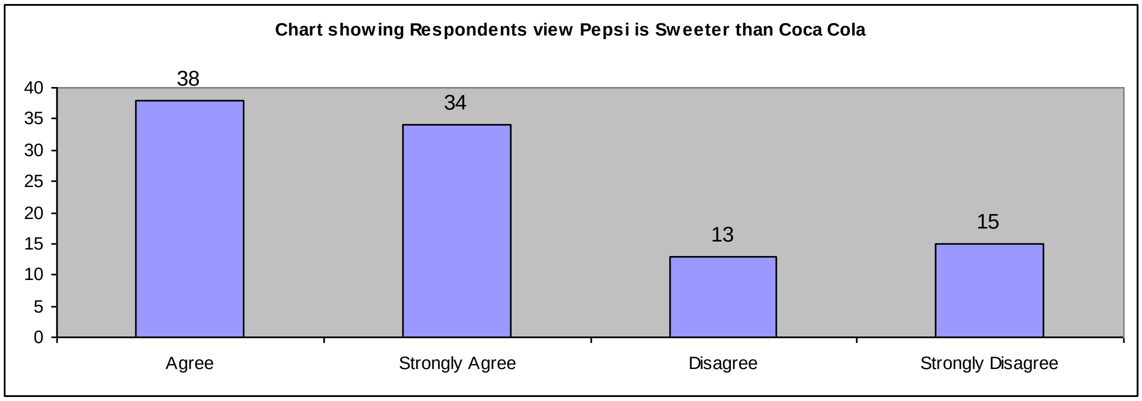
The table showing the view of Respondents is Pepsi is sweeter than Coca Cola brand.

Category	**No of Respondents**	**Percentage**
Agree	38	38%
Strongly agree	34	34%
Disagree	13	13%
Strongly disagree	15	15%
Total	**100**	**100%**

Analysis:

- 38 percent of the Respondents Agree that Pepsi is Sweeter than Coca Cola brand.
- 34 percent of the Respondents Strongly Agree that Pepsi is Sweeter than Coca Cola brand
- 13 percent of the Respondents Disagree that Pepsi is Sweeter than Coca Cola brand
- 15 percent of the Respondents Strongly disagree that Pepsi is Sweeter than Coca Cola brand

Graph No.-4.20



Inference: Majority of the Respondents, which is 38 percent Agree that the Pepsi Cola is Sweeter than that of Coca Cola brand.

Table No.-4.21

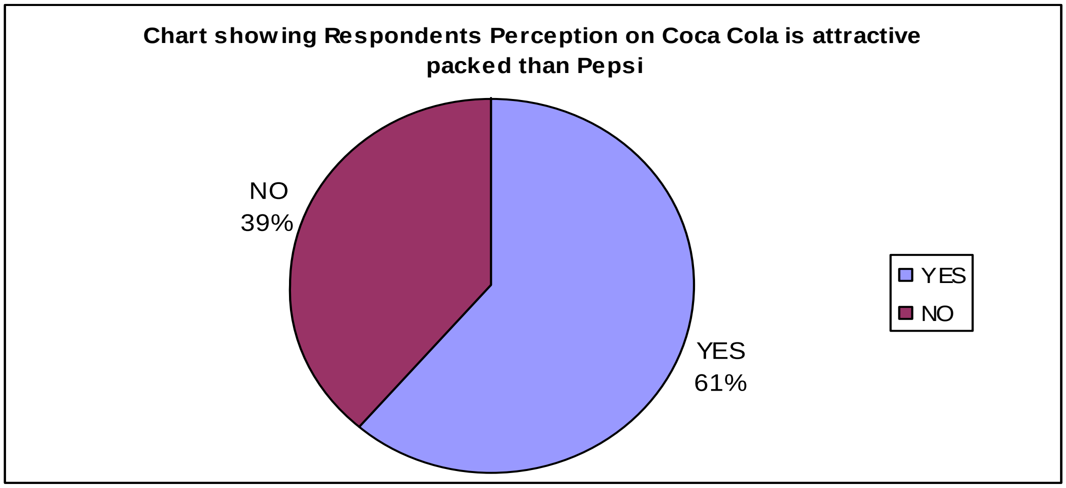
The table showing the Respondents perception that is Coca Cola is available in attractive pack than Pepsi.

Category	**No. of Respondents**	**Percentage**
Yes	61	61%
No	39	39%
Total	**100**	**100%**

Analysis:

- 61 percent of the Respondents are of view that Coca Cola is available in attractive package than Pepsi Brand.
- 39 percent of the Respondents are of do not agree that Coca Cola is available in attractive package than Pepsi Brand.

Graph No.-4.21



Inference: Majority of the Respondents, which is 61 percent agree that the Coca Cola is more in attractive package than Pepsi Brand of Cola drink.

Table No.-4.22

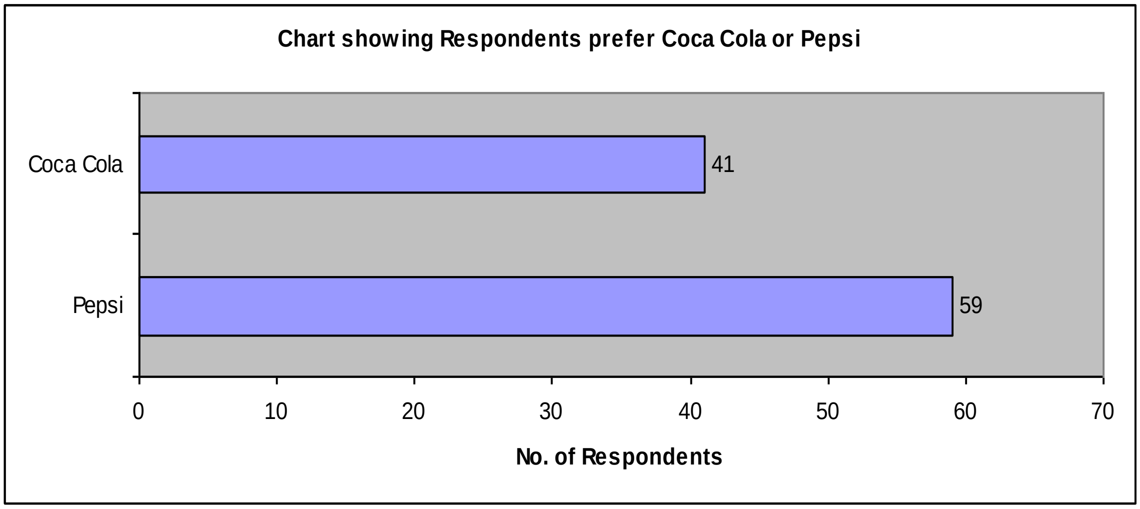
The table showing the Respondents the brand of Cola drinks which they go for Pepsi or Coca Cola brand.

Category	**No. of Respondents**	**Percentage**
Pepsi	59	59%
Coca Cola	41	41%
Total	**100**	**100%**

Analysis:

- 59 percent of the Respondents would like to go with Pepsi Cola brand.
- 41 percent of the Respondents would like to go with Coca Cola brand

Graph No.-4.22



Inference: Majority of the Respondents, which is 59 percent Pepsi Cola Brand, is most preferable than that of Coca Cola which is 41 percent.

Table N0.-4.23

The table showing whether the Respondents think Coca Cola & Pepsi is healthy Cola drinks.

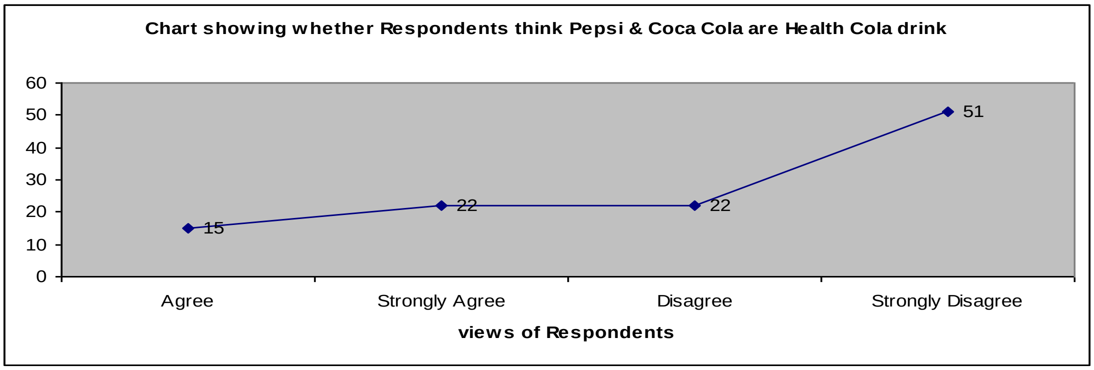
Category	**No of Respondents**	**Percentage**
Agree	15	15%
Strongly agree	22	22%
Disagree	22	22%
Strongly disagree	51	51%
Total	**100**	**100%**

Analysis:

- 15 percent of the Respondents Agree that the Cola brand Coca Cola and Pepsi are Healthy drink.
- 22 percent of the Respondents Strongly agree that the Cola brand Coca Cola and Pepsi are Healthy drink
- 22 percent of the Respondents Disagree that the Cola brand Coca Cola and Pepsi are Healthy drink

❖ 51 percent of the Respondents Strongly Disagree that the Cola brand Coca Cola and Pepsi are Healthy drink

Graph No.-4.23



Inference: Majority of the Respondents, which is 51 percent Strongly Disagree on the concept that the Cola brands, Coca Cola and Pepsi are Health drinks.

Table No.-4.24

The table showing the Respondents rating towards Pepsi Cola drink brand into following dimensions.

Category	**Percentage of ranking**					**No. of Respondents**
	1	**2**	**3**	**4**	**5**	
Price	52	21	10	10	07	**100**
Packaging	47	24	17	06	05	**100**
Advertisement	31	23	21	13	12	**100**
Brand	48	23	21	03	04	**100**
Taste	51	23	19	05	05	**100**
Availability	49	17	25	09	10	**100**

Analysis:

❖ 52 percent of the Respondents rated excellent in Price towards Pepsi, 21 percent rate good, 10 percent rate satisfactory and bad, and 07 percent rate very bad

- 47 percent of the Respondents rated excellent in Packaging towards Pepsi,24 percent rate good, 17 percent rate satisfactory,6 percent rate bad, and 5 percent rate very bad

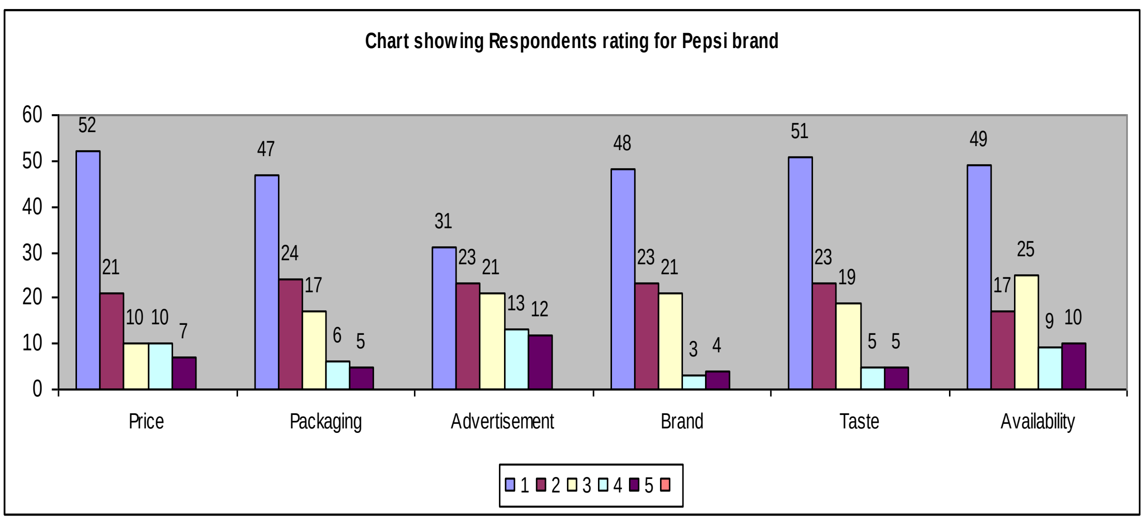
- 31 percent of the Respondents rated excellent in Advertisement towards Pepsi,23 percent rate good, 21 percent rate satisfactory,13 percent rate bad, and 12 percent rate very bad

- 48 percent of the Respondents rated excellent in Brand towards Pepsi,23 percent rate good, 21 percent rate satisfactory,3 percent rate bad, and 4 percent rate very bad

- 51 percent of the Respondents rated excellent in Taste towards Pepsi,23 percent rate good, 19percent rate satisfactory,5 percent rate bad and very bad,

- 49 percent of the Respondents rated excellent in Availability towards Pepsi,17 percent rate good, 25 percent rate satisfactory, 09 percent rate bad, and 10 percent rate very bad

Graph No.-4.24



Inference: Majority of the Respondents, which is 52 percent,47 percent, 31 percent, 48 percent, 51 percent, 49 percent are rated Excellent for Price, Packaging, Advertisement, Brand, Taste and Availability towards Pepsi Cola drink

Table No.-4.25

The table showing the Respondents rating towards Coca Cola drink brand into following dimensions.

Category	Percentage of ranking					Percentage Respondents
	1	**2**	**3**	**4**	**5**	
Price	47	26	15	05	06	**100**
Packaging	53	20	09	12	06	**100**
Advertisement	35	23	25	12	13	**100**
Brand	49	19	25	10	07	**100**
Taste	51	21	18	08	05	**100**
Availability	47	21	20	07	04	**100**

Analysis:

- ❖ 47 percent of the Respondents rated excellent in Price towards Coca Cola,26 percent rate good, 15 percent rate satisfactory, 5 percent rate bad, and 6 percent rate very bad

- 53 percent of the Respondents rated excellent in Packaging towards Coca Cola,20 percent rate good, 9 percent rate satisfactory, 12 percent rate bad, and 6 percent rate very bad

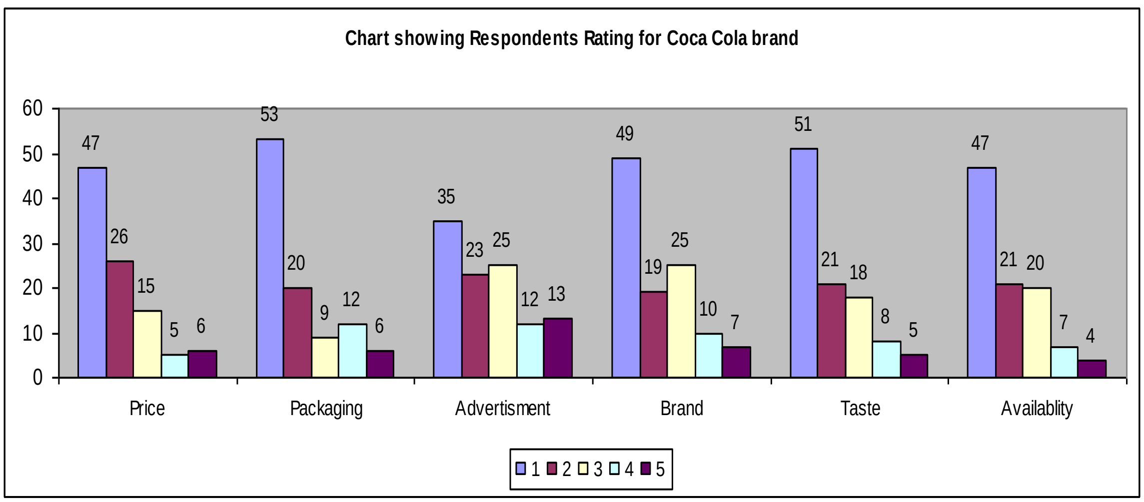
- 35 percent of the Respondents rated excellent in Advertisement towards Coca Cola,23 percent rate good, 25 percent rate satisfactory, 12 percent rate bad, and 13 percent rate very bad

- 49 percent of the Respondents rated excellent in Brand towards Coca Cola,19 percent rate good, 25 percent rate satisfactory, 10 percent rate bad, and 7 percent rate very bad

- 51 percent of the Respondents rated excellent in Taste towards Coca Cola, 21 percent rate good, 18 percent rate satisfactory, 08 percent rate bad, and 5 percent rate very bad

- 47 percent of the Respondents rated excellent in Availability towards Coca Cola,21 percent rate good, 20 percent rate satisfactory, 07 percent rate bad, and 7 percent rate very bad

Graph No.-4.25



Inference: Majority of the Respondents, which is 47 percent, 53 percent, 35 percent, 49 percent 51 percent and 47 percent are rated Excellent for Price, Packaging, Advertisement, Brand, Taste and Availability towards Coca Cola drink

FINDINGS:

1. **T**he number of Respondents met with the Questionnaire is 100, out of majority, which is 63 percent are Males
2. The maximum Respondents, which are 66 percent, fall under the age category of 21-25 years.
3. 22 percent of the maximum Respondents having monthly income between Rs. 5001-15000.
4. Student is the maximum of Respondents which is 38 percent.
5. The most preferable Cola drink brand used and top mind recall by the Respondents which is 33 percent is Pepsi Cola brand.
6. The Cola brand awareness rating with aided recall a majority of which is 98 percent Respondents are aware of the Cola drinks with the aid recall.
7. The Respondents who are particular about any brand are 65 percent.
8. 78 percent of the Respondents are completely satisfied with the Cola drink.
9. Satisfaction Level of Respondents, depends on Taste, which is 55.84 percent
10. The Respondents, which is 53 percent do not go for any Substitute to Cola drink
11. Most of the Respondents which is 97 percent through T.V., 53 percent by Magazine, 59 percent by Friends, 91 percent by Posters and 11 percent by other means aware Pepsi Cola brand.
12. 36.4 percent of the Respondents purchase the Cola drink from Provision Shop.

13. A majority, which is 87 percent of the Respondents, family member consume Cola drink.
14. The Respondents which is 40.16 percent of family member prefer to consume Cola drink as Pepsi.
15. 45 percent is the Respondents consume Cola drink Daily.
16. The Respondents are aware 2.25 liters of package of Cola drink, which is 23.31 percent.
17. Sachin Tendulkar is the most liked celebrity by the Respondents, which is 34.63 percent in Pepsi Cola brand
18. Friends, is the influencing factor in Purchase Decision of the Respondents, which is 27.78 percent.
19. 52 percent of the Respondents believe that Price of the Cola drink is Reasonable.
20. 38 percent of respondents Agree that "Pepsi Cola is Sweeter than that of Coca Cola brand"
21. Coca Cola is more in attractive package than Pepsi Brand of Cola drink which is 61 percent of the Respondents, agree.
22. Pepsi Cola Brand, which is 59 percent, is most preferable by the Respondents than that of Coca Cola, which is 41 percent.
23. Coca Cola and Pepsi are Health Cola drinks which is 51 percent of the Respondents, Strongly Disagree
24. Most of the Respondents, which is 52 percent,47 percent, 31 percent, 48 percent, 51 percent, 49 percent are rated Excellent for Price, Packaging, Advertisement, Brand, Taste and Availability towards Pepsi Cola drink
25. Most of the Respondents, which is 47 percent, 53 percent, 35 percent, 49 percent 51 percent and 47 percent are rated Excellent for Price, Packaging, Advertisement, Brand, Taste and Availability towards Coca Cola drink

RECOMMENDATIONS AND SUGGESTIONS

Based on the analysis and the views of respondents we can make the following suggestions to hold a grip on the market. They are as follows.

1. In ‘top of mind’ awareness it is Pepsi which leads, therefore Coca Cola should try to improve the top of mind awareness.

2. To increase the ‘top of mind awareness’ the Coca Cola company should resort to heavy advertisement in Televisions media as well in magazines and advertisement should be focused on brand comprehension (advertisement should focus on the brand’s attribution).

3. The respondents of survey noticed that attacking each other through advertisement by Coca Cola & Pepsi is unethical. So the companies should not do that.

4. The Ad’s copy should be very effective and a hard hitting one, it should be able to create great impact in its first exposure itself. The most preferred brand A’s among the respondents is of Sachin Tendulkar in Pepsi Cola so the Coca Cola company should develop better Ad’s as it has to compete with the Ad’s of Pepsi and Thums up

5. Sponsoring various sports events & games like cricket, football, hockey etc. should influence the youngsters. So it will case to increase the sale of soft drinks

6. Various companies regarding soft drinks should adopt updated marketing policies and programmes to retain the existing consumers and also to attract new consumers.

7. While purchasing a soft drink, most of the consumers consider the attribute brand image, so companies should build up brand image, is very important to exist in the soft drink industry.

8. The Cola drink company Coca Cola and Pepsi have to improve the taste, package design etc of the product because the consumer wants to emphasis that such a improvement is not a one time program but must be a continuous one.

9. In India the market preference is highly regional basis while Cola drinks have main markets in metro cities and northern states of UP, Punjab, Haryana, etc. Orange flavored drinks are popular in southern states. Western markets have preference towards mango-flavored drinks. So the soft drinks companies should adopt different marketing strategies for different segments.

10. Soft drinks companies should concentrate on distribution channel and should provide various kinds of attractive gifts, discounts, etc. to the retailers, so they will promote the particular brand.

CONCLUSION:

Soft drinks have been described as making the "**Most extensive dietary impact of foreign corporations in the developed world**". They are usually priced just within the reach of the poorest in these countries and may represent, via their glossily advertised images, symbols of an enviable western life style. Because of the relative poverty of many people in the third world, Staple foods may be neglected in preference to soft drinks. As diverse individual, we tend to see the world in our own special ways. With a sample size of 100 Respomdents, in the cursory study of the consumer buying behavior towards soft drinks and a comparison of leading brands.

It has been outlined in findings and suggestions, the coherent picture of the outcome of the research done. Some of the main attributes that led the consumers to buy a particular brand of soft drinks are its taste, they believing it suit their lifestyle and status, and also influence of advertisement, celebrities, etc

The spread of Coca – Cola and Pepsi Co. Corporations is truly global. Coca Cola distributes its branded products in over 155 countries. It has been found that, at present Pepsi Cola is the clear market leader. So Pepsi should adopt aggressive marketing strategies to improve their position.

Because of the opening up of economy and coming of MNC's Pepsi and Coke the market has became highly competitive, so to exist in the market the various brands should concentrate on advertisements and other sales promotional activities and should provide good quality product at low cost.

QUESTIONNAIRE

Dear Sir / Madam,

I am a final year student of MBA studying in Al- Ameen Institute of Management Studies affiliated to Bangalore University. As a part of my curriculum, I, have taken up a marketing research and I, kindly request you to spare some time to answer the following questions.

*this information given will be kept confidential

*answer should be given either by written or tick wherever required.

1 PERSONAL INFORMATION:

NAME:………………………………………….

AGE:…………………………………………….

GENDER:………………………………………..

OCCUPATION:………………………………….

E-mail:…………………………………………….

MOBILE: ……………………………………….

MONTHLY INCOME:…………………………..

2 If you prefer Cola drink, specify some of brands ………………………..

3 Are you aware of the all following brands?

	YES	No
A) Pepsi	[ ]	[ ]
B) Coca Cola	[ ]	[ ]

C) Thums Up [ ] [ ]

4 Are you particular about any brand?

YES [ ] **No** [ ]

If yes, which,……………………………..

5 A) are you satisfied with the cola drink

YES [ ] **No** [ ]

B) If yes, why?

Taste [ ] advertisement [ ]

Availability [ ] price [ ]

6 Would you prefer substitute to cola brand?

YES [ ] **NO** [ ]

If yes, please specify……………………….

7 How did you come to know about these brands?

Brands	**T.V.**	**magazine**	**Friends**	**posters**	**Other specify**
Pepsi					
Coca cola					
Thums up					

8 Where do you buy your cola drink?

Super market [ ] Departmental Store [ ]

Provision shop [ ] others specify……………

9 A) Do all the members in your family use the cola drink.

YES [ ] **NO** [ ]

B) If YES, which one?..............................

C) How often you consume

Daily [ ] weekly [ ] monthly [ ]

10 What are the different packs you are aware of your cola brand

200ml [ ] 300ml [ ] 600ml [ ]

1.5lts [ ] 2.25lts [ ]

11 Which of the celebrities you like most in your favorite brand of cola.

Akshay Kumar in Thums Up [ ]

Amir Khan and Ganesh in coca cola [ ]

Sachin Tendulkar in Pepsi [ ]

If, others specify……………………..

12 What influence your purchase decision for cola drink?

Price [ ] Advertisement [ ] Friends [ ]

Role model [ ] others specify……………………….

13 Cola drink is?

Expensive [ ] Reasonable [ ] Cant say [ ]

14 Pepsi is sweeter than coca cola!

Agree [ ] Strongly Agree [ ]

Disagree [ ] Strongly Disagree [ ]

15 Coca cola is available in attractive pack than Pepsi!!!!!

YES [ ] **NO** [ ]

16 specify any two difference between Coca Cola and Pepsi

A)……………………………………
B)…………………………………….

17 which would you go for?

	YES	NO
Coca Cola	[ ]	[ ]
Pepsi	[ ]	[ ]

18 Coca Cola and Pepsi are healthy drink.

Agree	[ ]	Strongly Agree	[ ]
Disagree	[ ]	Strongly Disagree	[ ]

19 How do you rate Coca Cola and Pepsi on 1 to 5 scales on following dimension?

(Where 1 is excellent and 5 is poor)

No.	**dimensions**	**Coca Cola**	**Pepsi**
1	Price		
2	Packs		
3	Advertisement		
4	Brand		
5	Taste		
6	Availability		

~~~THANK YOU~~~
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