

A Study on Consumer Satisfaction Towards Coco-Cola Company With Reference To Chennai

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INTRODUCTION:

Coca-cola or coke is a carbonated soft drink manufactured by the Coca-cola company. Originally marketed as a temperance drink and intended as a patent medicine it was invented in the late 19th century by John Pemberton and was bought out by businessman Griggs Candler , whose marketing tactics led Coca-Cola to its dominance of the world soft drink market throughout the 20th century the drink's name refers to two of its original ingredients coca leaves ,and kola nuts the current formula for coca cola remains a trade secret although a variety of reported recipes and experimental recreations have been published.

The Coca-Cola company produces concentrate which is then sold to licensed Coca-cola bottlers throughout the world. The bottlers who hold exclusive territory contracts with the company produce the finished product in cans and bottles from the concentrate. In combination with filtered water and sweeteners a typical 12 –US-fluid ounce (350 ml) can contains 38 grams (1.3 oz) of sugar the bottlers then sell distribute and merchandise Coca –cola company also sells concentrate also sells for soda foundations of major restaurants and foodservice distributors.

The coca-cola company has on occasion introduced other cola drinks under the coke name. The most common of these is diet coke , along with others including caffeine free coca-cola diet coke caffeine free coca cola zero sugar coca cola cherry coca-cola cola vanilla and special versions with lemon lime and coffee it is most valuable brand

The coca cola purchased thumps up in 1993 as of 2004 coca-cola held a 60.9% market share in India a domestic drink is served in instead of coca-cola due to united states embargo French Based Mecca and British brand are competitors to coca cola in the middle east . the coca cola company was based o n Columbia pictures in 1982 and began inserting coke-product images .

REVIEW OF LITERATURE:

Stafford le in to broaden its international appeal the Atlanta based beverage giant has announced investments of more than \$30 billion in markets around the world over the next five years the investment boost which will be done with coca –cola bottling partners is part of the company ‘s 2020 vision

Growing that international business won’t be a cake walk Growth in china and India is cooling .in developing nations areas outside major cities lack infrastructure ,such as roads or reliable electricity and some countries may not have the bottling or distribution channels to meet the company ‘’s massive needs.

The history of coca cola is a history of drugs and not just cocaine, the now illegal substance that was infamously part of its recipe until 1904.the late 19th century was a time when medicine had not caught up with other fields writes Mark in the history of the coca cola company coca cola was marketed as a patented medicine throughout its meteoric rise in popularity he writes ‘’ far from being a unique beverage that sprang out of nowhere coca cola was a product of its time placed and Culture’’.

Dr. John Pemberton who lived in Columbus how the famed pharmacist lived and worked a small apothecary shop located in an originally outbuilding, has been carefully furnished to approximate the surroundings in which Dr. Pemberton Worked.

OBJECTIVES OF THE STUDY :

1.) To find out the consumer preferences of coco-cola products. To study consumer opinion on price and package of coco-cola products.

2) To assess the association between demographic variables and factors of customer satisfaction.

3.)To identify the customer satisfaction towards the services rendered by Coco-Cola company.

4.)Decision making is a key aspect to any business to pick the best decision for any situation you would need to know

STATEMENT OF THE PROBLEM:

Coca cola is facing major challenges as revenues and soda sales drop due to the change in consumers taste to less sugary drinks and healthy brands reducing sugar in its drinks and offering products in smaller packaged sizes can transform products.

Diet coke ,coca cola identified a new market 20-to 40 year old men who liked the taste of coke (but not its calories and Cabs) and liked the no calorie aspect of diet coke (but not its taste of feminine image) C2 which had half the calories and cabs and all the taste of original Coke was introduced in 2004 with a \$50 million advertising campaign.

However the budget couldn't overcome the fact C2 benefit weren't distinctive enough Men rejected the hybrid drink they wanted full flavor with no calories or cabs not half the calories and cabs. And the low-cab trend turned out to be short -lived (positioning a product to leverage a fad is a common mistake)

RESEARCH METHODOLOGY

The data has been collected on the basis of the different sources in order to achieve the object of the project.

Sources of Data

Primary Data : Data is collected through survey by sending the questionnaires through mails and direct contact

Secondary Data :Data is collected through journals company Website magazines etc.,

Data analysis

Based on the above discussion, the following research objectives were to be determined by the study.

The hypotheses to be tested were:

Null hypothesis 1: Unappealing ads do not have a significant influence on consumers' purchasing decisions

Null Hypothesis 2: Advertising does not have a significant influence on consumers' consumption level.

TABLE 1

Demographics	%
Gender	
Male	44
Female	56
Age Group	
Under 20	6
20-29	49
0-39	19
40-49	20
50-59	0

TABLE 2

Residential area	20
North	15
South	12
East	17
West	36

TABLE 3

Factors	Mean
Advertising	3.29
Brand	3.71
Price	3.23
Wide Availability	3.72
Quenches Thirst	3.89
Lack of choice	2.89

CHI SQUARE TESTS

	Value	df	Asymp sig (2-Sided)
PearsonChi square	10.325	4	.035
Likelihood Ratio	10.607	4	.031
Linear –by Linear	.554	1	.457
N of valid Cases	128		

a. 3 Cells (30.0%) have expected count less than The minimum expected count is 3.52

Since the level of significance was 0.035 (less than 0.05) there is a significant association between Coca-Cola advertistment influence and the level of consumption. Therefore the null hypothesis accepted this implies that coca-cola advertisement had an influence on consumers consumption level . to measure the strength of association which existed between advertising influence and the level of consumption.

In conclusion , I hope this assists the senior manager with a general understanding of the topic and of course I will be available to answer any questions, comments or concerns he may have.

Reasons	Mean
Coca-Cola advertisement is only a tool to encourage consumption	1.75
Advertising is only a tool used by Coca-Cola to reap higher Profit	3.72
Coca-Cola advertisements are Meaningless	2.48

Coca-Cola advertisements are deceptive	2.39
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FINDINGS:

- 1.) Around 49 % of customers are under the age of 20
 - 2.) 44% of Customers are males
 - 3.) 56% of Customers are females
 - 4.) 39% of them are aged and above
 - 5.) 20% of customers are found to be the age of around 40
- 56% of Female says performance is good and majority of customers that is nearly 49% of male customers responded as average

SUGGESTIONS:

- 1.) In mature product categories, the top companies usually compete fiercely for one another 's customers. But they might be better off focusing on the fringe consumers who haven't yet picked a side.
- 2.)But in reality are most of these efforts wasted? After all , if the prevailing belief about the intensity of competition in long-developed sectors is true , shouldn't customers be continually switching between brands as a result of the latest marketing campaign
- 3.)Coke introduced a –free drink just one year after Pepsi's version hit the market in 1982 later the decade , cherry coke quickly found itself going up against wild cherry Pepsi and more recently ,coke zero and Pepsi Max have competed for the consumer with a taste for low – calorie sodas.
- 4.)The authors analyzed a database on consumer shopping history maintained by the University of Chicago and the Nielsen company . the data includes information on more than 1.4 million product bar codes along with purchase locations and demographics for the more than 62000

Participating households across the United States. Over one year, the authors tracked sales in terms of volume purchased of both regular and other varieties of soft drinks,

which they chose as a study of focus because of the industry level of maturity the authors found the two represent almost half of the soda market share, with no other individual brand even coming close as a third. Competitors

5.) These loyalty rates are even higher at a modified brand level. Caffeine-free sodas tended to stick with their chosen brand (95.9% for Coke, 94 percent for Pepsi.)

CONCLUSION :

Coca-Cola as the world's leading soda beverage, with the strength of high resources company and also a very good and well-known brand image will be accepted at ease almost all over the world.

Therefore, the strategy of Coca-Cola focuses on covering the full market segmentation, anywhere. But along with the development of the soda industry, many competitors both from domestic products to global manufacturers are now present and reducing Coca-Cola's market share in each country.

Hence, the need for Coca-Cola innovations on their marketing strategies. Armed with their bottling partners and also the ability to 'think global, act local' makes Coca-Cola could adjust its strategy in order to penetrate the market more complex and in-depth in order to continue to expand market share in all regions. From the purpose of research, using conjoint analysis as analytical methods, and also processing the data, it can be concluded several points:

1. The packaging of Coca-Cola that consumers in South prefer are Cans. But it seems there is only little difference in consumers' preference between Cans with plastic bottles which means it does not have significant effect whether company want to transform the package material from Cans to PET or vice-versa.

2. The product size of Coca-Cola that consumers in South Ta prefer are 1500ml. This means the consumers tend to buy the sharing size of Coca-Cola. For the individual package size, the consumer preference is also to find the bigger volume. 3. The price range of Coca-Cola that consumers in South prefer are in range of R 3,000 - R6,000 which the cheapest price as possible.

Considering the pricing strategy is Coca-Cola cannot use the prestige pricing now but competitor-based pricing strategy. 4. In South there is 3 new segments found, there is Size Matter which consumers tend to find volume is the most important factors in buying Coca-Cola. Second is the Price Seeker which consumer will compare and find the best price for buying soda. And third is Package Admirer which consumers will find the one that has an appealing packaging design .

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