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## **CUSTOMER SATISFACTION OF COCO COLA PRODUCTS AND ITS IMPACT ON SALES: A STUDY WITH A SPECIAL REFERENCE TO BANGALORE CITY**

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### **ABSTRACT**

*This research was undertaken in Coco-Cola Company, Bangalore. The major objective of study is to understand the customer satisfaction level with the schemes and offers provided by coco Cola Company. Also to recognize how far advertisement and sales promotional activities help in sales improvement. The scope of the study is to analyze the customer perception towards the company. The researcher uses Descriptive research design includes surveys and fact-finding, enquiries of different kinds. Sample size of the study is 300. The data collected through questionnaire was properly classified and tabulated in the form of a report. The researcher found that the Company may provide free gift coupons discounts to attract new customers; also the company should concentrate on the availability of their products in the shops. The researcher conclude that over all effectiveness of offers/schemes and pricing of the company could satisfy majority of customers, but some of the customers are dissatisfied regarding their schemes/offers .The company tries its level best to satisfy their customers by providing several schemes and offers,discounts&coupons.How ever future improvements as per suggestion will yield results.*

**KEYWORDS:** *Customer satisfaction, customer perception, Sales promotion techniques etc.*