

A STUDY ON CONSUMER PERFORMANCE AT COCA COLA LTD, BANGALORE

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Abstract:

This study is conducted between two global giants Coca Cola & Pepsi-cola. This research paper is basically a comparative study of two well known competitors in beverage industry of Pakistan which are Pepsi Cola & Coca Cola. The primary purpose of this paper is to find out which company is leading the market. This research required us to conduct the consumer research on why they chose the drink. To find out the factors & reasons that influence to choose their preferred drink.

Key words: Consumer behaviour, Soft drinks, Coca-Cola, Thamsup, Marketing Mix.



Introduction:

Consumer preference refers to the individual or collective choices, tastes, and inclinations of consumers when making decisions about purchasing goods or services. It plays a fundamental role in determining how consumers allocate their limited resources (such as money and time) to satisfy their needs and wants. Understanding consumer preferences is crucial for businesses, marketers, and policymakers as it helps them design products, marketing strategies, and policies that align with what consumer's desire and value the most.

The soft drink industry has a long and fascinating history, tracing its roots back to ancient civilizations that developed various fermented beverages. However, it wasn't until the late 18th and early 19th centuries that the foundation for the modern soft drink industry began to take shape. The drink industry (also known as the beverage industry) produces drinks, in particular ready to drink products. Drink production can vary greatly depending on the product being made. ManufacturingDrinks.com explains that, "bottling facilities differ in the types of bottling lines they operate and the types of products they can run". Drinks may be canned or bottled (plastic or glass), hot-fill or cold-fill, and natural or conventional. Innovations in the drink industry, catalysed by requests for non-alcoholic drinks, include: drink plants, drink processing, and drink packing.

LITERATURE REVIEW:

1) **Han, Y., Wang, L., & Kang, R. (2023):** Consumer preference and government subsidies are two of the key influencing factors in the decision-making of building developers, which plays a leading role in the development of prefabricated building market. To address this knowledge gap, this study aims to analyze and quantify the dynamic and interactive relationships among the three major stakeholders in the prefabricated building industry – the government, building developers, and consumers. A three-stage game model was developed, and an analysis of two numerical simulations was conducted. The results provided equilibrium solutions for the optimal selling price and optimal assembly rate for the building developers, as well as the optimal minimum assembly rate for government subsidy. This study provides a better understanding of the interactive behaviors among the major stakeholders, and offers meaningful insights for policy design and strategic planning for promoting the development of prefabricated buildings.

- 2) **Dayun Jeong, Eunju Ko, Charles R. Taylor (2023):** The global COVID-19 outbreak has had a wide-ranging impact on people's lives. This research looks at the recent shift in consumer preferences toward contact-free shopping when purchasing fashion goods. Push– pull–mooring (PPM) theory is used to identify and predict factors that promote or hinder a shift toward contact-free shopping. A survey of young consumers is used to develop and test hypotheses. The findings show that the PPM factors have a significant effect on switching behavior, risk perception, perceived value, and lock-in factors (along with some sub-factors related to each) being significantly related to both intentions to switch to contact-free shopping and actual switching behaviour. Theoretical, managerial, and societal implications are discussed in the context of digital wellbeing.
- 3) **Xiong, Siqin, Yi Yuan, Jia Yao, Xiaoming Ma (2023):** The adoption of electric vehicles (EVs) has been supported by a variety of policies. However, many of these policies failed to accomplish their objectives from the demand side as expected. Grasping consumers' preferences accurately is of great significance to increase the efficacy of the promotion policies. Using the random coefficient logit model (BLP), this paper quantitatively analyses the preferences of EV consumers in China, The driving range and the density of charging stations are the key influencing factors for consumers to choose EVs, and different purchasing groups have different preferences. The demand for long-range EVs mainly comes from taxis, while private EV buyers prefer high-density charging facilities. Thus, at the current stage, building more charging stations will be more efficient compared to subsidizing high-range EVs.
- 4) **Achabou, Mohamed Akli, Dekhili Sihem, Hamdoun Mohamed(2023):** This paper investigates consumer preference for local ecological products rather than foreign equivalents in developing countries. A quantitative approach using conjoint analysis method was used. Face-to-face questionnaires were conducted with 300 consumers in Algeria and Tunisia. The results indicate that the ecological characteristic, origin and price of a product significantly influence consumer preference in both countries. Consumers prefer imported ecological products to locally manufactured equivalents. Contrary to the findings observed in the case of consumers from developed countries, emotional variables such as pride, national identity and ethnocentrism do not impact the preferences of consumers from developing countries. However, this result is influenced

by certain individual characteristics, namely income, gender and familiarity with ecological products.

5) **Leung Eugina, Anne-Sophie I. Lenoir, Stefano Puntoni, Stijn M. J. Van Osselaer (2023):** With the exception of Modern English, the world's major languages present advertisers and service providers with a choice: whether to address consumers using informal or formal pronouns (e.g., tu or usted in Spanish). Yet, no research has investigated the impact of informal and formal address on consumer responses. In this paper, we show that brand personality affects consumers' preferences for, and responses to, pronominal address. In five studies, we establish that informal address is more likely to be preferred, and elicits higher preferences and more positive responses, when used by warmer brands; whereas formal address is more likely to be preferred, and elicits higher preferences and more positive responses, when used by more competent brands. These effects are replicated using a variety of contexts and designs. The implications of these findings are discussed.

OBJECTIVE:

1. To assess the factors influencing consumer preference for Coca-Cola products.
2. To determine the most preferred Coca-Cola product among various options.
3. To examine the impact of branding and marketing on consumer choices.
4. To identify the reasons behind consumers' loyalty to Coca-Cola.

RESEARCH METHODOLOGY:

This study has used primary data for collecting primary data for gathering essential information a very much organised survey was dispersed to the individuals in the form of Google forms. The researcher collected 100 samples by using questionnaires.

I. **Type of Research** – Descriptive Research (describes the characteristics of the population that is being studied. It focuses more on WHAT then WHY)

II. Sampling Design:

- **Population:** consumers

- **Population Size:** 150
- **Sample Size:** 100
- **Sampling Technique:** Simple Random Sampling

III. Data Collection Design:

Primary data: Data that has been obtained for the first time are referred to as primary data; the two methods for obtaining primary data are interviews and questionnaires.

Secondary data: The secondary data has been collected from the various sources like, Text book, Reference books, Journals Publications and internet sources websites using, company records.

IV. Instrument Design:

The instrument used in this research is ‘Questionnaire’ which is composed of 20 questions.

Statistical tools: The study used various statistical tools such as Percentage Analysis, Pie diagram, bar diagram, clustered column etc.

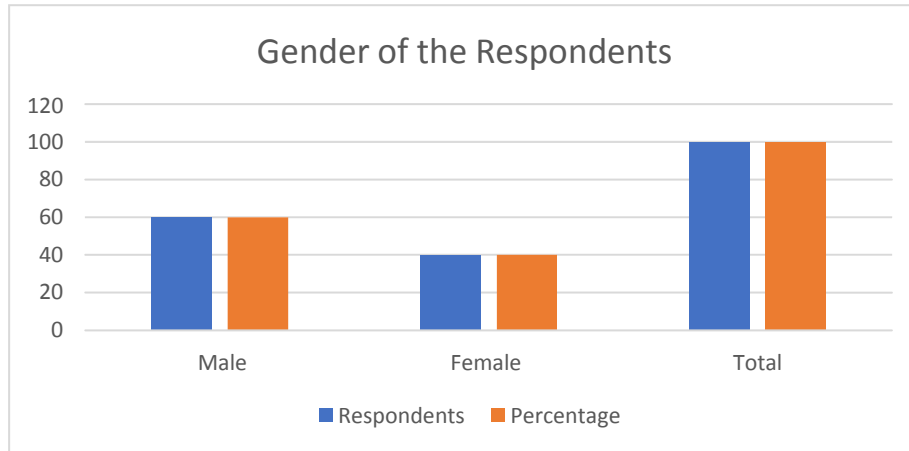
LIMITATIONS:

- The study is Limited with time period and geographical area
 - Data is been collected only from 100 respondents due to their busyschedule.
 - The study is limited to customer of coco cola only, Where majority of the population is not covered
- Table showing the gender of respondents

Particulars	Respondents	Percentage
Male	60	60
Female	40	40
Total	100	100

Analysis: The above table shows those 60% Male respondents and 40% of Female respondents.

Graph showing the gender of respondents



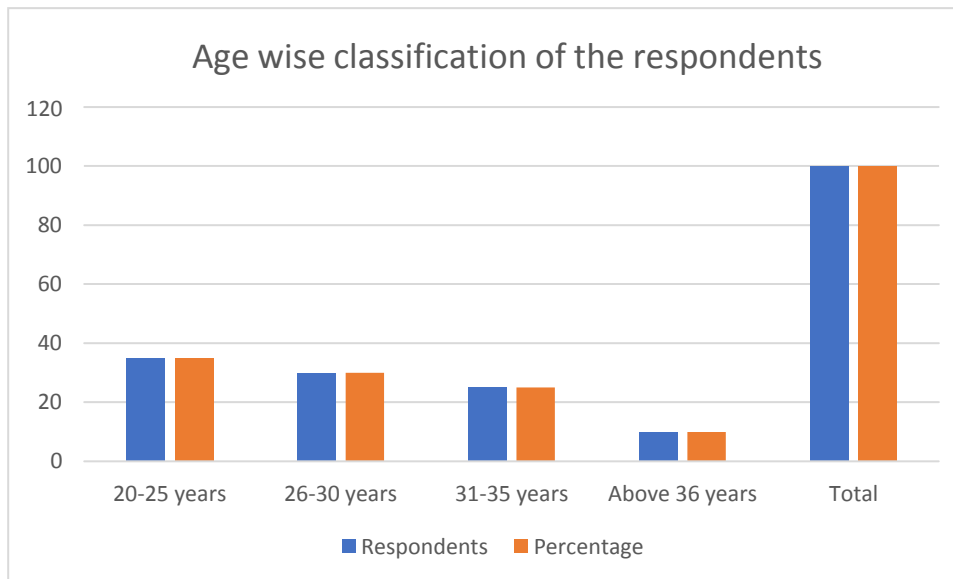
Interpretation:

From the above graph showing that the Majority of Respondents are Male. Table presenting the Age wise classification of the Respondents

Particulars	Respondents	Percentage
20-25 years	35	35
26-30 years	30	30
31-35 years	25	25
Above 36 years	10	10
Total	100	100

Analysis: From the above table depicts that 35% of the respondents are between 20-25 age, 30% of the respondents are between 26-30 ages, 25% of the respondents are between 31-35 age group, 10% of respondents 36 and above age group.

The Graph presenting the Age wise classification of the Respondents



Interpretation: From the above graph the base of survey conducted on 100 respondents the majority of the respondents are 20-25 years of age group., most of the respondents consume the products, so should focus on those age groups. Those aged 36 and over are less likely, as most of them are not active.

SUMMARY OF FINDINGS

- Majority of Respondents are Male.
- The base of survey conducted on 100 respondents the majority of the respondents are 20-25 years of age group. , most of the respondents consume the products, so should focus on those age groups. Those aged 36 and over are less likely, as most of them are not active.

SUGGESTION:

- According to surveys, Coca-Cola products are more popular than competing products, so to survive in business, premium advertising is needed.
- Sprite and Mountain Dew are two examples of Coca-Cola products that can be sold to schools and colleges through specific campaigns.

CONCLUSION:

Majority of consumers prefer the taste and brand of Coca-Cola over other soft drink options. The research also highlighted the importance of effective marketing strategies and brand recognition in influencing consumer choices. Additionally, the study revealed potential areas for improvement, such as exploring new flavours or packaging options to cater to diverse consumer tastes. Overall, the findings suggest that Coca-Cola maintains a strong position in the market and enjoys significant consumer loyalty. Market perception of Coca-Cola product brands is positive. The majority of consumers drink soft drinks made by Coca-Cola. Coca-Cola products are promptly made accessible to customers for everyday usage. Coca-Cola is the best-quality soft drink on the market.



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