

Consumer Satisfaction towards Coca Cola and Pepsi – A study on Specific Region of Punjab

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Abstract

Customer satisfaction is very important for the Company who is producing any kind of product for the people. Because now a day's customers who are purchasing the products they have huge knowledge of various other similar products. This study basically focuses on consumer satisfaction towards Coca Cola and Pepsi. Various objectives were set for this study and for interpretation SPSS and Excel are used. This paper explores the satisfaction of customers regarding these two beverages and results and findings are drawn.

Keywords: *Customer, Customer Satisfaction, Preference, Knowledge of Consumer.*

Introduction

In today's modern world customers satisfaction is very important because whatever the producer is producing is not buying by the customer is not of any use. So today's time customer is a king. The preference of customers matters very much for any product or the seller also.

The particular study finds out the preference of customers towards Coca Cola and Pepsi.

Coca Cola is a big brand in India which is basically an American Multinational Company. It deals in manufacturing, wholesaling and retailing Coca Cola Products. The Coca Cola Company invented product Coca Cola in 1886.

It is a public type of company and has headquarters in Atlanta, Georgia in US. Coca Cola Company covers whole of the world. Coca Cola Company has itself many brands. The vision of Coca Cola Company focuses on 6 P's. They are People, Partners, Planet, Profit, Portfolio, and Productivity. The core values of the Company are very much strong. Basically they focus Leadership and Collaboration.

Pepsi is also a famous brand in India. It is the brand of Pepsi Co. Pepsi brand was developed in 1893. Initially it was named as Brad's Drink and after some time it was named as Pepsi-Cola and after in year 1961 it was named as

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Pepsi. Basically this is a company of US. The vision of Pepsi Co. is "PepsiCo's responsibility is to continually improve all aspects of the world in which we operate - environment, social, economic - creating a better tomorrow than today." The mission of the company focuses on consumers, customers, community, and planet. Pepsi Co. has also many products and deals in various beverages also.

2. Literature Review

BajrangLal and Pankaj (2017) Studied Satisfaction of Consumer towards Coca Cola and Pepsi, soft drinks in the state Haryana. They find out that Pepsi is the most preferred brand by people in City Jind Haryana. Also their study analyzes the buying behavior of customer, which is generally influenced by the brand name, locality of the customer, taste, etc. The overall study concludes the customer's decision is based on various factors to purchase the product, and satisfaction is one the crucial part of it.

K. Pavithra, SangitaDasand, A.K.Subramani (2015) Their study is based on the customer's satisfaction towards the coca-cola company in Chennai. In their study, they find out that 66% people say that coca-cola comes into their mind when they talk about soft drinks. People are satisfied with the coca-cola brand and their locality towards company is also high. The study concludes that most people in the age of 18-25 years are more satisfied with the coca-cola brand.

Dr. SatnamUbeja and Ranjana Patel (2014) In their study they researched about the consumer's preference towards the soft drinks. People between the ages of 15-30 years are included in the study in the city Indore. People buy soft brinks for the refreshment and taste and they are not conscious about the carbonated or noncarbonated drinks.

Dr. G. Somasekhar, Mr. T. Kishore Kumar (2017) The study examines the factors affecting the buying behavior in reference to the Coca Cola in the State Andhra Pradesh. It shows that customer is attracted towards soft drinks for taste and Quality. For the analysis, SPSS software was used. In the study majority of the people between the ages the 30-35 were the respondents whose income lies between 20000 to 30000.

Silpa Somavarapu, B. Mubeena(2017) They basically focused on the consumer preference towards soft drinks especially includes the college-going students or teenagers. The study concludes that most of the people like soft drinks whereas some people do not like to have soft drinks. In this study, it is seen that most people consume soft drinks on weekly basis rather than daily basis and advertisement plays a great role in buying soft drinks.

Iswarya.R; B. Neeraja; Ch.Bala Nageswara Roa,(2017)They analyze the customer satisfaction of soft drinks in Chennai City. Customers are satisfied with products provided by the soft drink companies and the study was conducted with 100 respondents. The results shown by the study states that the majority of people take soft drinks occasionally basis.

A. Ananda Kumar and S. Babu (2014) Basically their study focus on customers' satisfaction towards soft drinks in Thiruvavur District. They used descriptive research and used both types of data collection methods- Primary and Secondary. The study focuses on the customer preference towards soft drinks that which type of product they like most. The researcher

also identified that people have high satisfaction with Coca Cola Product and the demand for Coca Cola will increase in the near future in their region.

Dr. Sumeet Agarwal, Mrs. M. Madhuri Devi (2015) Their study basically emphasis on preference of customers towards the various brands of soft drinks in Bhilai. The study concludes that people generally buy soft drinks just for taste and preference. Sometimes this becomes the status symbol for them. Mostly youngsters prefer to take soft drinks most.

3. Research Gaps

No particular study is done comparatively for Coca Cola and Pepsi Co. in the specific region of Punjab among the People.

4. Objectives of the Study

1. To study the preferences of people towards Coca Cola & Pepsi.
2. To identify the various other products of Coca Cola and Pepsi.
3. To know the behavior of youth towards Coca Cola & Pepsi.
4. To identify the various other products offered by coca-cola and Pepsi.

5. Research Methodology

5.1 Type of Study: This is based on the

descriptive study It is basically include various factors they are details of customers, satisfaction level and others.

5.2 Sources of Data Collection: Datais collected through primary and secondary sources both.

Primary Data is taken specifically to fulfill the research objectives. It is collected through Questionnaires and Personal Interviews with respondents.

Secondary Data is collected through various journals, articles, the Internet and websites of Coca-cola and Pepsi Co.

5.3 Research Tools:

Sampling Unit: In this research paper sampling unit is used are the customers of coca-cola and Pepsi. The study includes the people of Gharuan (Mohali) area and its near places.

Sample Size: For this study sample size is 50 respondents.

Sampling Technique: A simple random sampling technique is used for the study.

Statistical Method: Descriptive Statistics, Frequency Tables and Pie Chats

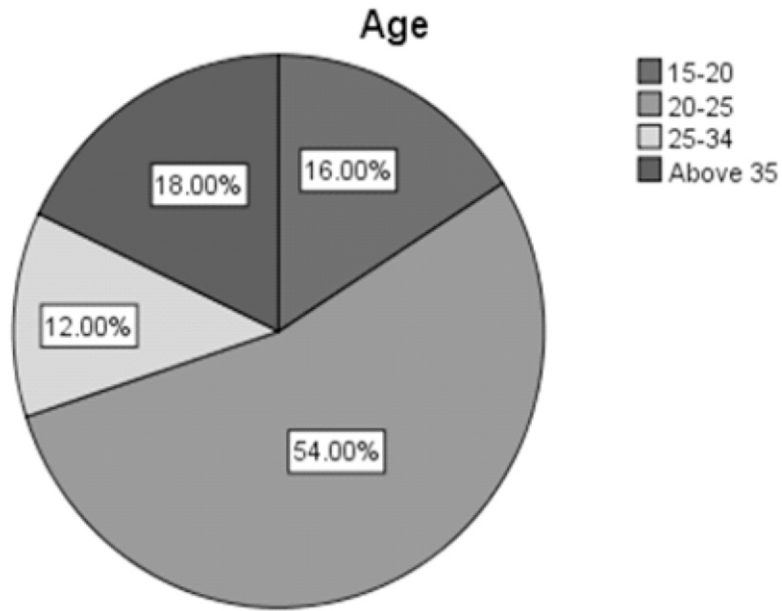
Statistical Technique: SPSS and MS Excel.

Period of the Study: The study period is 1 month in which objectives were set, the questionnaire was designed and analysis and interpretation were done and reports were generated.

What is your Age?

Age

	Frequency	Percentage (%)	Valid Percent	Cumulative Percent
Valid 15-20	8	16.0	16.0	16.0
20-25	27	54.0	54.0	70.0
25-34	6	12.0	12.0	82.0
Above 35	9	18.0	18.0	100.0
Total	50	100.0	100.0	



5.4 Data Analysis and Data Interpretation

Interpretation:

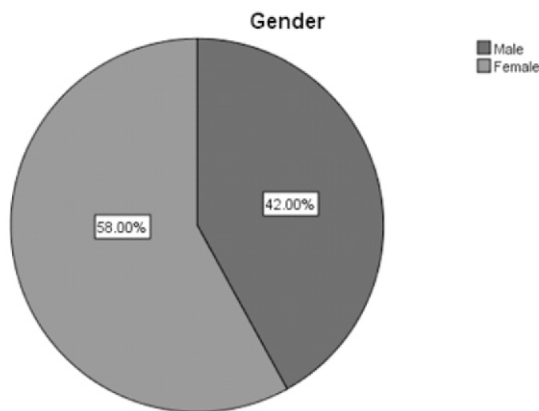
The above table and chart shows the ages of the

What is your Gender?

respondents. It shows that people between the ages of 20-25 like more to have soft drinks because results have shown that their percentage is high i.e. 54% as compared to other segments.

Gender

	Frequency	Percentage (%)	Valid Percent	Cumulative Percent
Valid Male	21	42.0	42.0	42.0
Valid Female	29	58.0	58.0	100.0
Total	50	100.0	100.0	



females like more to have soft drinks than males i.e. 58%. Males also prefer to have soft drinks but less than females.

Interpretation:

The above table and chart are showing that

What is your occupation?

		Occupation			
		Frequency	Percentage (%)	Valid Percent	Cumulative Percent
Valid	Student	30	60.0	60.0	60.0
	Business man	4	8.0	8.0	68.0
	Pvt. Employee	10	20.0	20.0	88.0
	Govt. Employee	6	12.0	12.0	100.0
	Total	50	100.0	100.0	



Interpretation:

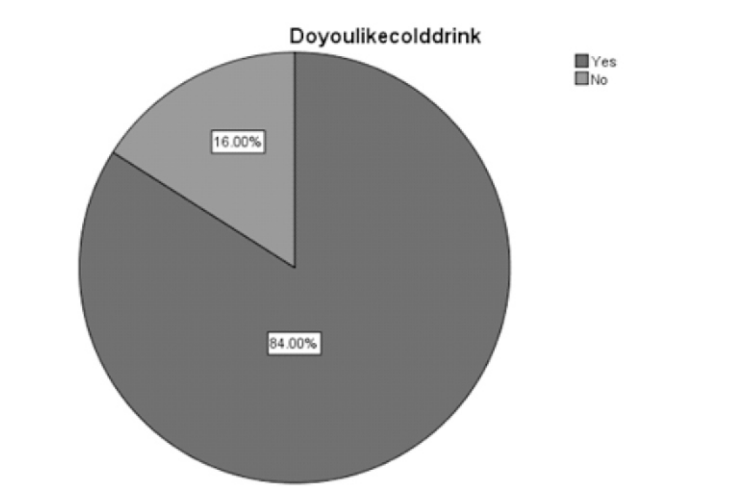
The above table and chart are showing that soft drinks are majority liked by Students i.e. 60%

or the teenagers or college going students than other segments. Because young people prefer soft drinks then homemade juices.

Do you like a cold drink as beverage?

Do you like cold drink

		Frequency	Percentage (%)	Valid Percent	Cumulative Percent
Valid	Yes	42	84.0	84.0	84.0
	No	8	16.0	16.0	100.0
	Total	50	100.0	100.0	



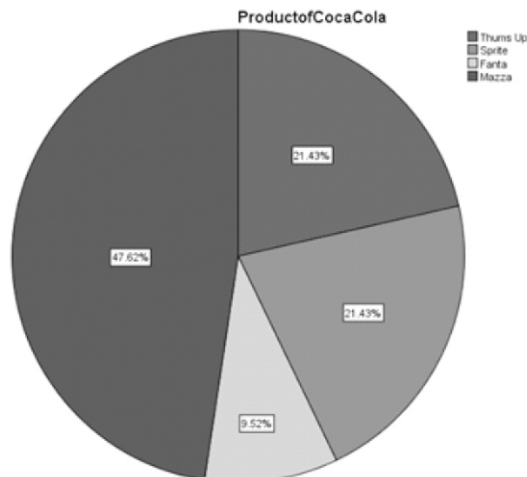
Interpretation:

The above table and chat show that 84%

people like cold drinks from the total sample. 8% people they do not like to have cold drinks because they prefer to have shakes or homemade juices.

If you like Coca Cola then which product of coca-cola you want to purchase?

		Frequency	Percentage (%)	Valid Percent	Cumulative Percent
Valid	Thums Up	9	18.0	21.4	21.4
	Sprite	9	18.0	21.4	42.9
	Fanta	4	8.0	9.5	52.4
	Mazza	20	40.0	47.6	100.0
	Total	42	84.0	100.0	
Missing	System	8	16.0		
Total		50	100.0		



Interpretation:

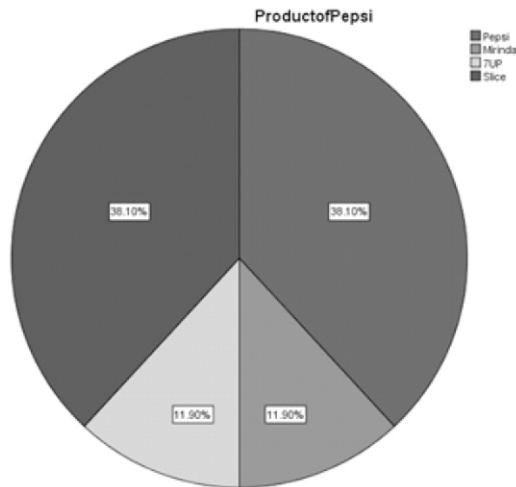
From the above table and chat it is shown that those people who like coca-cola brand their preference towards other products of Coca

Cola. 47.62% people prefer Mazza brand of Coca Cola Company. And then Thums Up and Sprite is liked by them.

If you like Pepsi then which product of Pepsi you want to purchase?

Product of Pepsi

	Frequency	Percentage (%)	Valid Percent	Cumulative Percent
Valid	Pepsi	16	32.0	38.1
	Mirinda	5	10.0	50.0
	7UP	5	10.0	61.9
	Slice	16	32.0	100.0
	Total	42	84.0	100.0
Missing	System	8	16.0	
Total		50	100.0	



Interpretation:

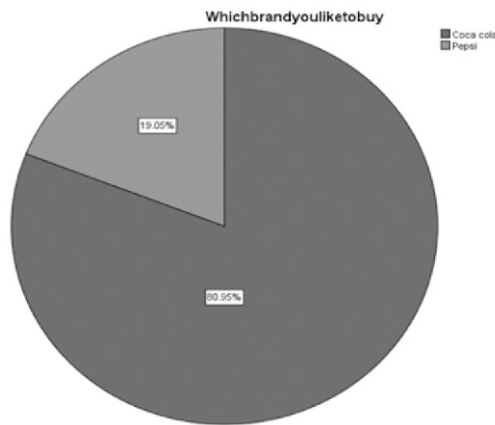
From the above table and chat it is shown that those people who like Pepsi brand their preference towards Pepsi itself is more i.e.

38.10% and the same is towards slice 38.10%. Rest Mirinda and 7 Up brands are less preferred by people.

Which brand do you like to buy?

Which brand you like to buy

		Frequency	Percentage (%)	Valid Percent	Cumulative Percent
Valid	Coca cola	34	68.0	81.0	81.0
	Pepsi	8	16.0	19.0	100.0
	Total	42	84.0	100.0	
Missing	System	8	16.0		
Total		50	100.0		



Interpretation:

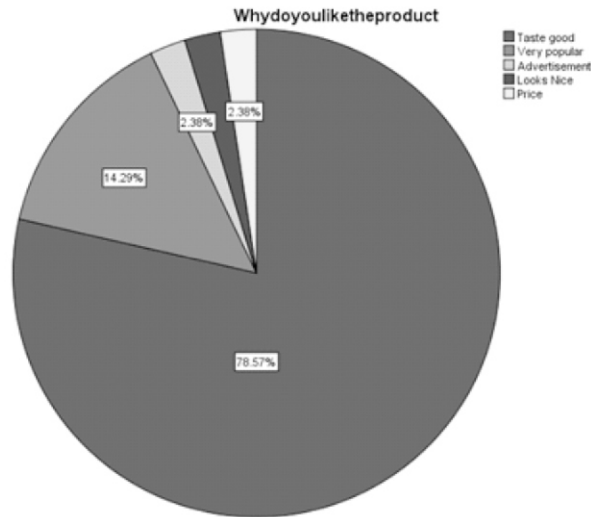
From the above table and Chart it is showing that most the people like to buy Coca Cola

more than Pepsi, because the preference percentage of Coca Cola is more i.e. 80.95% than the Pepsi.

Why do you like a particular product?

Why do you like the product

		Frequency	Percentage (%)	Valid Percent	Cumulative Percent
Valid	Taste good	33	66.0	78.6	78.6
	Very popular	6	12.0	14.3	92.9
	Advertisement	1	2.0	2.4	95.2
	Looks Nice	1	2.0	2.4	97.6
	Price	1	2.0	2.4	100.0
	Total	42	84.0	100.0	
Missing	System	8	16.0		
Total		50	100.0		



Interpretation:

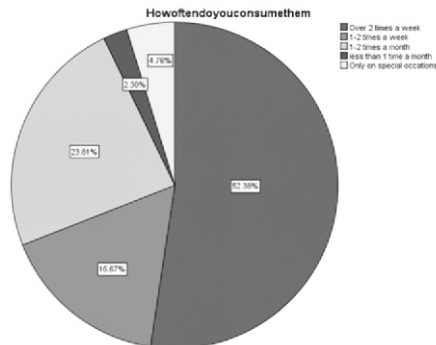
Above given table shows that people like Coca Cola and Pepsi because of their own taste.

78.52% people agree that they buy these soft drinks because of their taste only. And rest others are buying because of the popularity of the products, by seeing advertisements and some are attracted to its looks.

You mentioned that you like above particular brand, how often do you consume them?

How often do you consume them

	Frequency	Percentage (%)	Valid Percent	Cumulative Percent	
Valid	Over 2 times a week	22	44.0	52.4	52.4
	1-2 times a week	7	14.0	16.7	69.0
	1-2 times a month	10	20.0	23.8	92.9
	less than 1 time a month	1	2.0	2.4	95.2
	Only on special occasions	2	4.0	4.8	100.0
	Total	42	84.0	100.0	
Missing	System	8	16.0		
Total		50	100.0		



Interpretation:

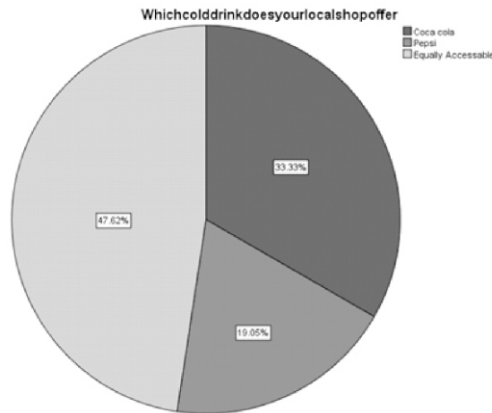
The table and Chart show that most people take Coke and Pepsi over 2 times a week. There

are some people also who take soft drinks only on some occasions.

Which of the cold drink does your local shop offer?

Which cold drink does your local shop offer

		Frequency	Percentage (%)	Valid Percent	Cumulative Percent
Valid	Coca cola	14	28.0	33.3	33.3
	Pepsi	8	16.0	19.0	52.4
	Equally Accessible	20	40.0	47.6	100.0
	Total	42	84.0	100.0	
Missing	System	8	16.0		
Total		50	100.0		



Interpretation:

The above table and chart shows that both Coca Cola and Pepsi are equally accessible to the majority of people. But in some cases Coca Cola is accessible more than Pepsi.

6. Findings of the Study

1. People between the ages of 20-25 more like to have beverages.
2. Females like more soft drink beverages i.e. 58% than males.
3. There are more students who like soft drink beverages more i.e. 60% than other categories.
4. There are 84% of people who like cold drinks rest are like to take shakes or homemade juices.
5. From the product of Coca Cola people like more Mazza 47.62% and the rest of people like Sprite and Fanta and other products.
6. From the product of Pepsi like most Pepsi and Slice i.e. 38.10%
7. Coca Cola is the biggest brand in the market 80.95% people like Coca Cola.
8. Because of the taste who likes cold drinks are more because it tastes very good and can have it with any meal.

9. Student likes more to Cold drinks so that's why they consume over 2 times a week.
10. There are 47% of people who are saying that they have equally assessable to both cold drinks and 33.33% people say they have only access to coca-cola and 19.05% people say they have access to Pepsi.

7. Limitations of the Study:

1. The given study is limited to a specific area. The results can be done by taking a wider area.
2. This study is done only for a period of 1 month. The study period can be extended to more number of months or a year.
3. Like Coca Cola and Pepsi other brands can also be taken into consideration.
4. The study can be done on the preference of people towards Juices and Shakes of various types.

8. Conclusion:

Sowe conclude that People with 20-25 ages prefer more cold drinks and secondly above 35 age people like to buy soft drinks. And from that the category of students are more who likes soft drinks. Mostly, people like Coca Cola as cold drink then Pepsi in this study. And they have positive attitude towards the cold drinks except few. People who do not want to like the cold drinks they like homemade fruit juices but Yes, only on special occasions they just consume. Lesser consumption of cold drinks may be due to carbon or acids in these drinks.

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