



A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS SOFT DRINKS SPECIAL REFERENCE WITH COCO COLA IN TIRUPUR CITY

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ABSTRACT

This study is to identify the customer preference and customer satisfaction level and the problems faced by the respondents while drinking coco cola . The data has been collected from 135 customers in Tirupur city by applying convenient sampling technique. Statistical tools such as percentage analysis , chi-square analysis and weighted score analysis have been used to analyse the data. The study has attempted to cast light on the preference of the customers also this study has necessitated the coco cola company to increase the awareness about its different varieties of products which are high in quality when compared to others brands.

KEY WORDS: *Coco cola, Customer satisfaction, Awareness, Preference.*

INTRODUCTION

Customer satisfaction has been subjects of the great interest to the organizations and researcher alike . The prime objective of organizations is to maximize profits and to minimize cost. Profit maximization can be obtained through increase in sales with lesser costs. Profit maximization can be obtained through increase in sales with lesser costs. One of the important factors that can help to increase sales is customer satisfaction, because satisfaction leads to customer loyalty, recommendations and repeat purchasing. A customer is an individual or business that purchases the goods or services produced by a business. Attracting customer is the primary goal of the businesses, because it is the customer who creates for goods and services.

The Coca-Cola Company is the largest drink company in the world, serving customers from more than 200 countries with over 500 different brands. Although it is clear that Coca-Cola is best known for Coca-Cola, its total range covers both sparkling and still drives and its 14 billion dollar portfolio include both globally known and localised brands.

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 Vanilla, and special versions with lemon, lime, and coffee. Coca-Cola was called Coca-Cola Classic from July 1985 to 2009, to distinguish it from "New Coke". Based on Inter brand's "best global brand" study of 2015, Coca-Cola was the world's third most valuable brand, after Apple and Google. In 2013, Coke products were sold in over 200 countries worldwide, with consumers drinking more than 1.8 billion company beverage servings each day. Coca-Cola ranked No. 87 in the 2018 Fortune 500 list of the largest United States corporations by total revenue.

CONSUMER PREFERENCES

Consumer preferences is used primarily to mean to select an option that has the greatest anticipated value among a number of options by the consumer in order to satisfy his/her needs or desires. Preferences



indicate choices among neutral or more valued options available. The preference of the consumer is the result of their behaviour they show during searching, purchasing and disposing the products. Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. The preferences are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes.

STATEMENT OF THE PROBLEM

The Coca-Cola Company is an American multinational beverage corporation incorporated under Delaware's General Corporation Law. The present study focused on customer preferences and satisfaction towards coca cola products. Hence the statement of the problem is coca cola is facing major challenges as revenue and soda sales drop due to the changes in customers taste to less sugary drinks and healthy brands.

Coco cola contains high amounts of sugar sweetened beverages such as soda can have various adverse impacts on your health. These range increased from chances of tooth decay to a higher risk of heart disease and metabolic disorders like type 2 diabetes. Coco cola company have not concentrated on the health of the consumers.

SCOPE OF THE STUDY

In this competitive modern age where different qualities and types of goods exist branding is given special importance in the business world not only giving separate identity but also easy recognition to the product and so also creates a special brand preference.

Customer satisfaction covers all the areas of importance to consumers which in turn helps the company in preparing strategies for a well built and improved customer satisfaction for the product of the company. The subject is studied for the improvement of the product in view of the limitations of the study, which will help me in acquiring a better insight and understanding the trivial aspects of the customer satisfaction.

OBJECTIVES OF THE STUDY

- To study consumer opinion on price and package of coca cola products.
- To analyze the awareness of consumer regarding coca cola.
- To examine the problem faced by the customer using coca cola.

- To find out the satisfaction level of the customer.

RESEARCH DESIGN

The research design is the blueprint for the fulfilment of objectives and answering questions. It is a master plan specifying the method and procedures for collecting and analysing needed information.

DATA COLLECTION

The source of data includes primary and secondary data sources.

PRIMARY DATA

A primary data is a data which is collected for first time for the particular interest to collect more information. In this study, the primary data was collected using questionnaire.

SECONDARY DATA

Secondary data consist of information that already exists somewhere, having been collected for some other purpose. In this study, the secondary data was collected from studies, magazines, journals and websites.

SAMPLE DESIGN

Sample design is definite plan determine before any data is actually obtaining for a sample from a given population. The researcher must decide the way of selecting a sample. Samples can be either probability samples or non-probability samples.

SAMPLE SIZE

The sample size selected for this study is 135 respondents.

PERIOD OF THE STUDY

The study was conducted for the period of four months. The primary data was collected and it took one month time period. The review of literature and discussions with the field experts in the species board took another one month. Data analysis and interpretation was carried for a period of one month and final period of the report took the remaining period.

LIMITATION OF THE STUDY

- Time is a major limitation, extensive study was not possible mainly due to time constrain.
- The study is confined to Tirupur city only
- The sample size taken for the study is limited only to 135 respondents.
- The respondents views and opinions may hold goods for the time being and may vary.



TOOLS USED FOR THE STUDY

The collected data were analyzed and interpreted properly to find the results of the research work. Conventional tools like descriptive tables and percentage were used for the purpose of analysis. The graph and charts have also been made use of where ever necessary. Further, the following specific tools were used,

- Simple percentage analysis
- Weighted average analysis
- Chi-square analysis

REVIEW OF LITERATURE

Abhay Goyal, et.al(2019) conducted a study on enhancing consumer preference towards soft drinks. The study aims to analyze the Indian consumer behaviour trends and their current purchase patterns of fruit based beverages. The study indicated that the intrinsic psychological factors can influence a consumer's preference towards purchase of soft drink products.

Naufal Iza Aberdeen, et.al(2016) conducted a study of carbonated drink brand awareness and image on consumer perceived quality and purchase intension. The two carbonated drink brands were investigated, ie, Coca cola and Big cola. The results shows that Coca cola and Big cola carbonated drinks shows that brand awareness, brand image and perceived quality directly affects the consumer purchase intention.

COMPANY PROFILE

Coco-Cola, the product that has given the world its best-known taste was born in Atlanta, Georgia, on May 8, 1886. Coco-Cola Company is the world's leading manufacturer, marketer and distributor of non-alcoholic beverage concentrates and syrups, used to produce nearly 400 beverage brands. It sells beverage concentrates and syrups to bottling and canning operators, distributors, fountain retailers and fountain wholesalers. The Company's beverage products comprises of bottled and canned soft drinks as well as

concentrates, syrups and not-ready-to-drink powder products. In addition to this, it also produces and markets sports drinks, tea and coffee. The Coca-Cola Company began building its global network in the 1920s. Now operating in more than 200 countries and producing nearly 400 brands, the Coco-Cola system has successfully applied a simple formula on a global scale: "Provide a moment of refreshment for a small amount of money- billion times a day."

MISSION

Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

- ❖ To refresh the world.
- ❖ To inspire moments of optimism and happiness.
- ❖ To create value and make a difference.

VISION

Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.

- ❖ **People** : Be a great place to work where people are inspired to be the best they can be.
- ❖ **Portfolio**: Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.
- ❖ **Partners**: Nurture a winning network of customers and suppliers, together we create mutual, enduring value.
- ❖ **Planet** : Be a responsible citizen that makes a difference by helping build and support sustainable communities.
- ❖ **Profit** : Maximize long-term return to shareowners while being mindful of our overall responsibilities.
- ❖ **Productivity**: Be a highly effective, lean and fast-moving organization.



**SIMPLE PERCENTAGE ANALYSIS
REASON FOR PREFERRING THE COCO COLA PRODUCT**

S.NO	REASON	NO.OF RESPONDENTS	PERCENTAGE
1	Good taste	33	24.4%
2	Easily available	48	35.6%
3	Lot of varieties	26	19.3%
4	All the above	28	20.7%
	TOTAL	135	100%

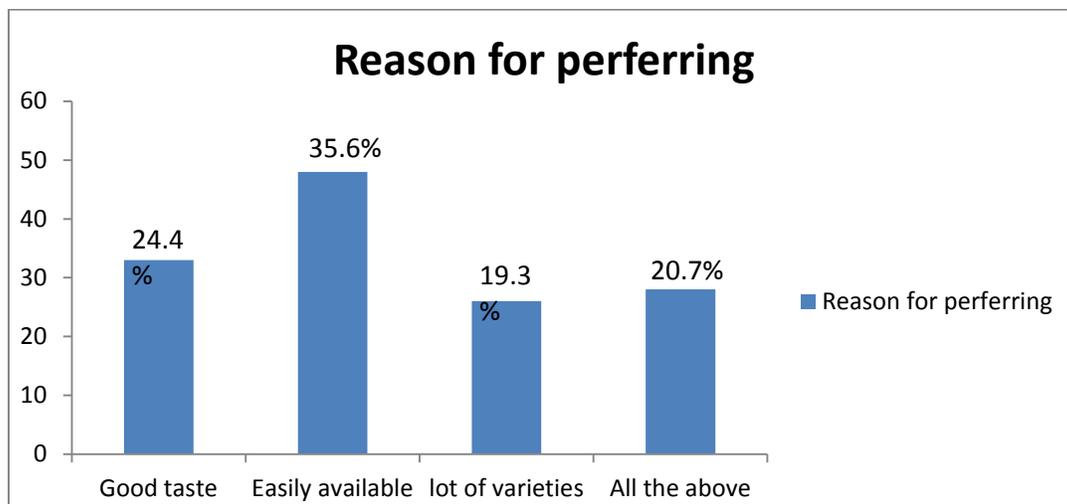
Source: Questionnaire

INTERPRETATION

The above table reveals the reasons for preferring the coco cola product. 24.4% of the respondents are preferring coco cola product because of good taste, 35.6% of the respondents are preferring coco cola product because of easily available, 19.3% of the respondents are preferring coco cola product because of

lot of varieties 20.7% of the respondents are preferring coco cola product because all the above factors.

Majority (35.6%) of the respondents are preferring the coco cola products because of easily available.



WEIGHTED AVRERAGE ANALYSIS

**SATISFICATION LEVEL TOWARDS SERVICE PROVIDED BY
COCO COLA**

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
Price	60	45	24	2	4	135	4.14
	300	180	72	4	4	560	
Quality	13	66	46	8	2	135	3.59
	65	264	138	16	2	485	
Taste	25	44	55	9	2	135	3.6
	125	176	165	18	2	486	
Packing	18	60	39	15	3	135	3.55
	90	240	117	30	3	480	
Availability in all shops	25	53	38	8	11	135	3.54
	125	212	114	16	11	478	

**INTERPRETATION**

The above table shows the various satisfaction level towards service provided by coco cola .The highest mean score rise 4.14 for the price.

CHI- SQUARE ANALYSIS

Annual income	Coco Cola Attracts					Total
	Price	Taste	Design	Popularity	Availability	
Below 20	2	12	13	9	4	40
21-30 years	7	24	21	20	11	83
30-40 years	0	3	1	6	1	11
Above 40 years	0	1	0	0	0	1
Total	9	40	35	35	16	135

To find out the association between Annual income and coco cola factors attracts by the respondents, chi-square test is used and result is given below.

HYPOYHESIS

There is no significant relationship between age of the respondents and coco cola attracted by the respondents.

Factor	Calculation	Df	Table Value	Remarks
Coco cola attracts	9.670 ^a	12	21.03	Rejected

INTERPRETATION

The calculated value of chi-square is less than the table value. Hence the hypothesis is rejected stating that there is significant relationship between age of the respondents and coco cola attracts by the respondents.

CONCLUSION

The research concludes that the democratic background of the consumer plays a vital role in determining the behavioural aspect as well as the royalty of brand. Consumers are able to realise the need of the product, limited awareness of the product, and suitable information sources of the product. They are able to collect maximum information of the product through television advertisements .They derive characteristics through their experience of the product and make careful study on the negative effect and quality of product. The consumer behaviour of the

population logically prefers the product, making the purchasing decision, and expressing the satisfaction level. The consumers have the tendencies brand shift if not satisfied with the utilisation of the product well as availability in the market. In the purchase satisfaction in consumers of predominant brand image and quality of the product is important. The royalty of consumer purpose is very high, so their strength and their expectation are also maximized.

REFERENCES

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