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A
PROJECT REPORT
ON
"UNDERSTANDING CUSTOMER PERCEPTION OF COCA-COLA
BRAND"



SUBMITTED BY-
RAHUL KUMAR GUPTA
(Reg. No: 19MC201010)

Under the esteemed guidance of
DR. Wangchuk Chungyalpa
for the award of
Bachelor of Business Administration

Submitted to: -
School of Management & Commerce
SRM University, Sikkim
5th Mile, Tadong, Gangtok
Sikkim 737102

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DECLARATION

I Rahul Kumar Gupta (19MC201010) hereby declare that the project report entitled “IMPACT OF ADVERTISING ON CUSTOMERS” submitted to SRM School of Management & Commerce in partial fulfillment of the requirement for the award of the Degree of BBA, is a record of the original research work done under the supervision and guidance of Mr. Wangchuk Chungyalpa, School of Management and Commerce, SRM University, Sikkim and that it has not formed the basis for the award of any degree/ associateship/ fellowship of other similar title to any candidate of any university.

Date:

Place:

Signature of the candidate

BONAFIED CERTIFICATE

Certified that this project report titled "IMPACT OF ADVERTISING ON CUSTOMERS" is the bonafide work of RAHUL KUMAR GUPTA (19MC201010) who carried out the project work under my supervision.

Certified further, that to the best of my knowledge the work reported herein does not form any part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Submitted for the viva-voce examination held on 30/05/2022


HOD / BBA


INTERNAL GUIDE

DEAN (ACADEMIC)


INTERNAL EXAMINER


EXTERNAL EXAMINER

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I would like to express our immense gratitude towards our institution **SRM, UNIVERSITY** which created a great platform to attain profound technical skills in the field of BBA, thereby fulfilling our most cherished goal. I am very thankful to our internal guide Mr. Wangchuk Chungyalpa for extending their cooperation in completion of project.

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ABSTRACT

I will discuss the brand value of Coca Cola, the world's largest soft drink producer. Cola has a strong brand identity in the global market and is one of the most respected brands in the world. In 2007, the brand value of the company was 44.13 billion dollars, and in 2010 Coca Cola ranked in the list of the top 10 most powerful brands in the world. The survey was based on the Financial strength of the brand, which I also plan to elaborate on this research. Coca Cola owns or license and market with more than 500 nonalcoholic beverages brands, primarily sparkling beverages but also a variety of still beverages such as water, enhanced water, juices and juice drinks, ready to drink teas and coffees, and energy and sports drinks. Along with Coca Cola; which is recognized as the worlds most valuable brand, its own and markets four of the world's top five nonalcoholic sparkling beverages brands, including Diet Coke, Fanta and Sprite. Finished product beverage products bearing our trademarks, sold in the United States since 1886, are now sold in more than 200 countries. This project is about the different types of sales and promotion tools used by the Coca Cola company to attract customers towards their product. This will include that advertisement and sales promotions are very important tool in today scenario.

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CHAPTER 1: - INTRODUCTION

1.1: INTRODUCTION

Advertising, the techniques and practice used to bring products, services, opinions, or cause to public notices for the purpose of persuading the public to respond in a certain way toward what is advertised. Most advertising involves promoting a good that is for sale, but similar methods are used to encourage people to drive safely, to support various charities, or to vote for political candidates, among many other examples. In many countries advertising is the most important source of income for the media. (e.g. **newspapers, magazines or television station**) through which it is conducted. In a noncommunist world advertising has become a large and important service industry.

In the ancient and medieval world such advertising as existed was conducted by word of mouth. The first step towards modern advertising came with the development of **printing** in the 15th and 16th centuries. In the 17th centuries weekly newspaper began to carry advertisement, and by the 18th century such advertising was flourishing.

The great expansion of business in the 19th century was accompanied by the growth of an advertising industry; it was that century, primarily in the United States, that saw the establishment of advertising agencies. The first agencies were in essence, brokers for spaces in newspapers. But by the early 20th century agencies became involved in producing the advertising messages themselves, including copy and artwork, and by the 1920s agencies had come into being that could plan and execute complete advertising campaigns, from initial research to copy preparation to placement in various media.

What is advertising?

The word advertising has its origin from a Latin word 'Adventure' which means to turn to. The dictionary meaning of the word is 'to announce publicly or to give public notice to a

specific thing which has been announced by the advertiser publicity in order to inform and influence them with reread them or pass them on to other. Some magazine has prestige value. The marketers can cover national or large regional markets at a low cost per contract. Magazines mainly contains high level of printings or high quality of advertisement.

Advertising has been defined by different experts and some of them are defined as: -

“According to Wheeler”

“Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducting people to buy”.

The medium used are print broadcast and direct. It is important for us to emphasis that advertising may involve the communication of ideas or goods of services. We are all aware of the thing the advertising can help the performance of the brand grows in the market and help them to reach the height.



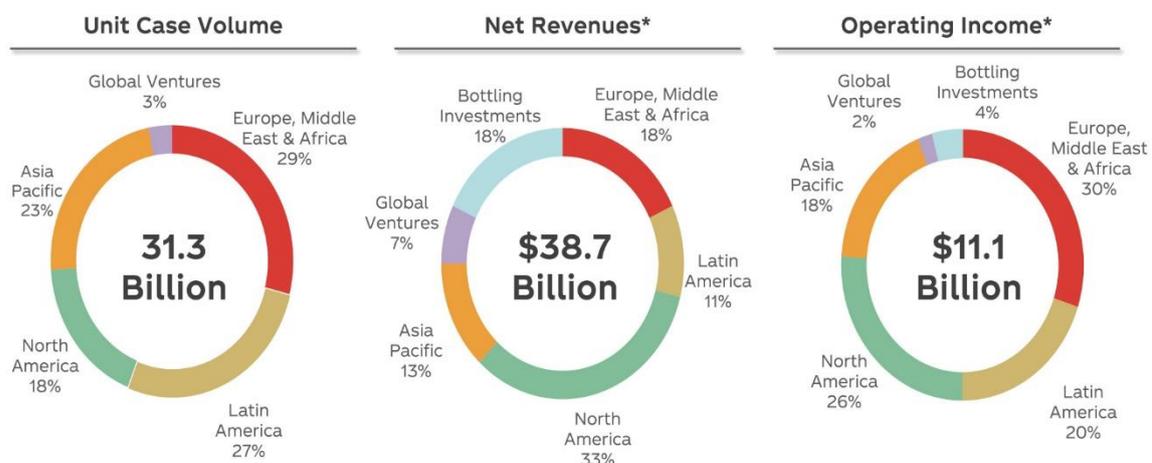
1.2: INDUSTRY PROFILE

The Coca-Cola Co. is the nonalcoholic beverage company, which engages in manufacture, market, and sale of non-alcoholic beverage which includes sparkling soft drinks, water and sports drinks, juice, dairy and plant-based beverages, tea and coffee and energy drinks. Its brand includes Coca-Cola, Diet Coke, Coca-Cola Zero, Fanta, Sprite, Minute Maid, Georgia, Powerade, Del Valle, Schweppes, Aquarius, Minute Maid Pulpy, Dasani, Simply, Glaceau Vitamin water, Bonaqua, Gold Peak, Fuze Tea, Glaceau Smart water, and Ice Dew. It operates through the following segments: Europe, Middle East of Africa, Latin America, North America, Asia Pacific, Bottling investments and global ventures. The company was founded by Asa Griggs Candler in 1886 and is headquartered in Atlanta, GA.

Top Executives: -

James Quincey	Chairman & Chief Executive Officer
Brian John S. Smith	President & Chief Operating Officer
John Murphy	Chief Financial Officer & Executive Vice President
Nancy W. Quan	SVP, Chief Technical & Innovation Officer
Monica Howard Douglas	Senior Vice President & General Counsel

CONSOLIDATED GEOGRAPHIC OVERVIEW



* Comparable (non-GAAP)
Note: Net revenues percentages were calculated excluding amounts for Corporate and Eliminations. Operating income percentages were calculated excluding Corporate expense. All numbers reflect full year 2021.

1.3: COMPANY PROFILE

The Coca-Cola company of Atlanta, Georgia is the world largest provider of carbonated soft drinks with an over of 50% of market shares worldwide. Atlanta pharmacist JOHN STITH PEMBERTON created the drink in 1886 as a fountain beverage which contained syrup and water, and the extract of cola nuts and coca leaves. By 1898, the beverage was available at drugs store counters in all states as well as Canada and Mexico.

Since then the company now sells more than 1.9 million beverages in more than 200 countries around the world daily. When the company first started in 1886, it used coupons for free drinks to raise interest in the product, advertising on painted wall signs, napkins, and clocks. By 1911, the company's advertising budget had skyrocketed to more than \$1 million.

Today the flagship Coca-Cola Classic (now without cocaine) is the world's most popular soft drink and along with other coke products is available in over 200 countries. The trade mark coke bottle or Red can with the Coca-Cola wave design, whether written in Hindi, Chinese, or Hebrew, is ubiquitous and is universally recognized by nearly everyone, whether literate or not, in place where the cross of the Christian church has not been seen.

By 1891 another Atlanta pharmacist, Asa Griggs Candler (1851-1929) had secured complete ownership of the business (for the total cash outlay of \$2,300 and the exchange of some proprietary rights), and he incorporated the Coca-Company the following year. The trade mark "Coca-Cola" company was registered in the U.S patent office in 1893.

Under Candler's leadership sales rose from about 9,000 gallons of syrup in 1890 to 370,877 gallons in 1900. Also, during that decade, syrup making plants were established in Dallas, Los Angeles, and Phila Delphia, and the product came to be sold in every U.S State and territory as well as in Canada. In 1899 the Coca-Cola company signed its first agreement with an independent bottling company, which was allowed to buy the syrup and produce, bottles and distribute the Coca-Cola drinks. Such licensed agreement formed the basis of a unique distribution that now characterizes most of the American soft-drink industries. Capitalized at \$1,00,000 in 1892 upon incorporation, the Coca-Cola company was sold in 1919 for \$25 million to a group of investors led by Atlanta businessman Earnest Woodruff. His son, Robert

Winship Woodruff, guided the company as president and chairman for more than three decades (1923-1955).

The post- World War II years saw diversification in the packaging of Coca-Cola and the development or acquisition of new product. The trademark “coke” first used in advertising in 1945. In 1946 the company purchased rights to Fanta, a soft drink previously developed in Germany. The contoured Coca-Cola bottle, first introduced in 1961, was registered in 1960. The company also introduced the Lemon-Lime drink Sprite in 1961 and its first Diet Cola, Sugar free Tab, in 1963. With its purchase of Minute Maid corporation in 1960, the company entered the Citrus juice market. It added the brand Fresca in 1966.

In 1978 Coca-Cola became the only company allowed to sell cold packaged beverage in the People’s Republic of China. In 1982 the company introduced the low-calorie sugar-free soft drink (originally named Diet Coca-Cola). In an effort to address its decline in market shares, the company adopted a new flavor of Coca-Cola in April 1985, using a formula it developed through taste tests. New coke was not well received, however, owing to the public outcry, Coca-Cola received its original flavor in July, which was then marketed as Coca-Cola Classic. From 1982 to 1989 the company held a controlling interest in Columbia pictures Industries, INC, a motion- picture and entertainment company.

New market opened up for Coca-Cola in the early 1990s; the company began selling products in East Germany in 1990 and in India in 1993. In 1992 the company introduced its first bottle made partially from recycled plastic- a major innovation in the industry at the time. Coca-Cola created many new beverages during the 1990s, including the Asia-marketed Qoo children’s fruit drinks, Powerade sports drinks, and Dasani Bottled Water. Coca-Cola also acquired Barq’s root Beer in the United States; Inca Cola in Peru; Mazza, thumps up, and Limca in India; and Cadbury Schweppes beverages, which were sold in more than 120 countries across the globe.

In the early 2000s Coca-Cola faced allegation faced of illegal soil and water Pollution, as well as allegation of sever human rights violations. In 2001, the United Steelworkers of America and the International Labour Rights Fund (ICRF) filled a lawsuit against Coca-Cola and Bebidas Y Alimentos and Pan-American Beverages Inc. (also known as Panamco LLC; the primary bottler of Coca-Cola’s beverages in Latin America), claiming that the defendant had openly engaged so called “Death Squads” to intimidate, torture, kidnap and even murder union official in Latin America. The controversy gained worldwide attention and led several

American universities to ban the sale of Coca-Cola products on their campus. The lawsuit was eventually dismissed.

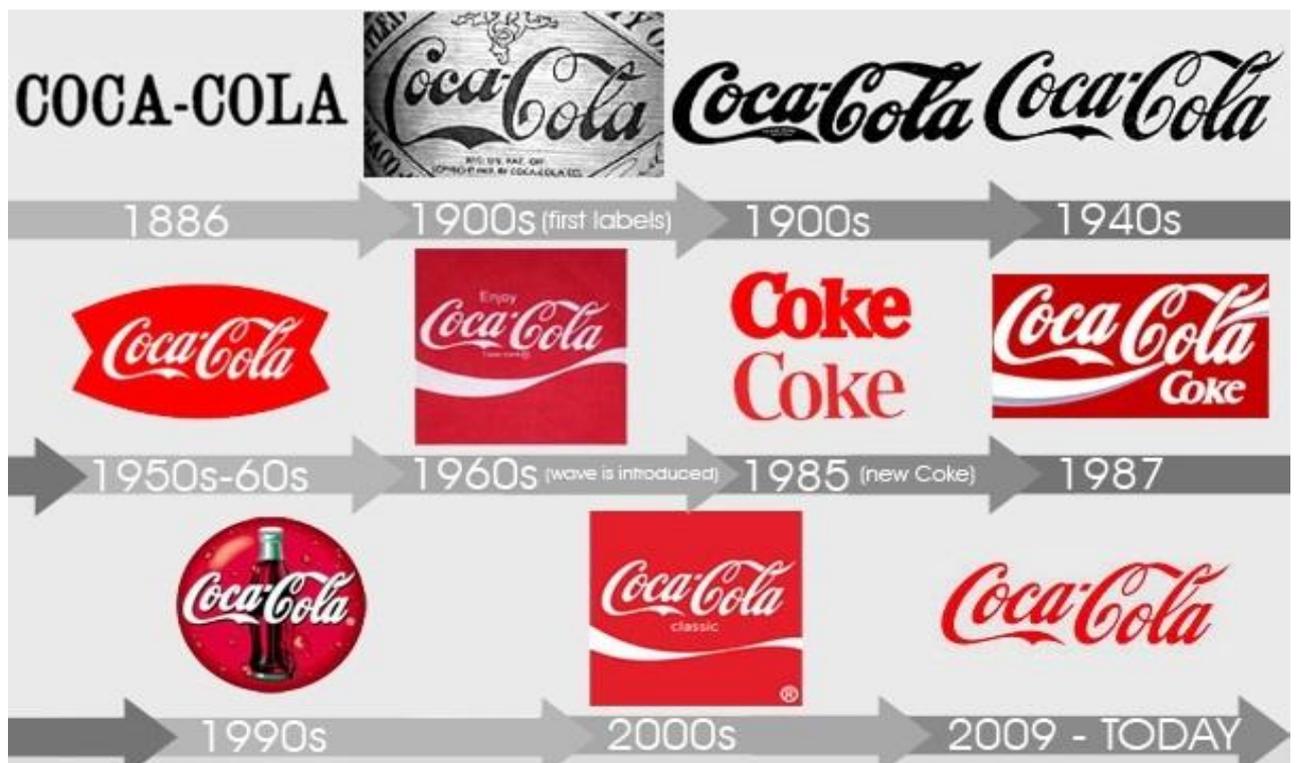
On May 8, 2021, the Coca-Cola company celebrated its 135th anniversary. With a history that spans more than a century, it is no surprise that the brand has seen many changes since it first was founded. From selling 9 drinks a day at Jacob's Pharmacy in Atlanta, Georgia to selling more than 1.9 billion beverages in more than 200 countries around the world daily, here is how the Coca-Cola company has changed over the years and how the evolution has affected its business.



SLOGANS FOR COCA-COLA FROM 1886 TO 2021

- ❖ 1886- Drink Coca-Cola
- ❖ 1904- Delicious and Refreshing
- ❖ 1905- Coca-Cola Revives and Sustains
- ❖ 1906- The Great National Temperance Beverages
- ❖ 1917- Three Million a Day
- ❖ 1922- Thirsty Knows No Season
- ❖ 1923- Enjoy Thirst
- ❖ 1924- Refresh Yourself
- ❖ 1925- Six Million a Day
- ❖ 1926- It had to be Good to get where it is
- ❖ 1927- Pure as Sunlight
- ❖ 1927- Around the Corner from Everywhere
- ❖ 1929- The Pause the Refreshes
- ❖ 1932- Ice Cold Sunshine
- ❖ 1938- The Best Friend Thirst Ever Had
- ❖ 1939- Thirst asks Nothing More
- ❖ 1939- Whoever you are, Whatever You do, Where ever you may be, When you think of Refreshment, Think of Ice Cold Coca-Cola
- ❖ 1942- The only Think Like Coca-Cola itself
- ❖ 1948- Where there is Coke there is Hospitality
- ❖ 1949- Along the Highway to Anywhere
- ❖ 1952- What you want is a Coke
- ❖ 1956- Coca-Cola...makes Good things Taste Better
- ❖ 1957- Sign of Good Taste
- ❖ 1958- The Cold, Crisp Taste of Coke
- ❖ 1959- Be Really Refreshed
- ❖ 1963- Things go Better with Coke
- ❖ 1969- It's the Real Thing
- ❖ 1971- I'd like to buy World a Coke
- ❖ 1975- Look up America
- ❖ 1976- Coke Adds Life
- ❖ 1979- Have a Coke and a Smile

- ❖ 1982- Coke is it!
- ❖ 1985- We've got a taste for you (for both Coca-Cola and Coca-Cola Classic)
- ❖ 1985- America's Real Choice
- ❖ 1986- Red, White and You (for Coca-Cola Classic)
- ❖ 1986- Catch the Wave (for Coca-Cola)
- ❖ 1987- When Coca-Cola is a part of your life, you can't beat the feeling
- ❖ 1988- You can't beat the Feeling
- ❖ 1989- Official Soft Drink of Summer
- ❖ 1990- You can't beat the Real Thing
- ❖ 1993- Always Coca-Cola
- ❖ 2000- Coca-Cola...Enjoy
- ❖ 2001- Life's Tastes Good
- ❖ 2003- Coca-Cola...Real
- ❖ 2005- Make it Real
- ❖ 2006- The Coke Side of Life
- ❖ 2009- Open Happiness
- ❖ 2016- Taste the Felling
- ❖ 2021- Real Magic



Competition: -

In its core competency, the core Coca-Cola Company has only once serious competitors, the PepsiCo Company, maker of Pepsi-Cola. The company shares of Coca-Cola company in United States is with a volume of 44.9% and also the leading brand and PepsiCo. garnered a volume share of 25.9% in the year 2020.

Since 2004, Coca-Cola Company has been the market leader. Coca-Cola, despite a brand value decline of 13% in 2021, remained the world most valued soft drink brand at \$33.2 billion in 2021, according to brand finance. PepsiCo. takes second at \$18.4 billion. Dr. Pepper-Snapple was the fastest growing soft drink brand with a 40% brand value increase, followed by Red Bull's 15% increase.

The Coca-Cola Corporation and PepsiCo. have been long term competitors. Pepsi has been using the famous "Pepsi Challenge" as a promotional slogan since 1975. The challenge was originally a taste experiment where consumers were invited to try beverages out of two blank cups- one filled with Pepsi Cola and one containing Coca-Cola. Consumers were asked to compare the two drinks and pick the one that they preferred. Pepsi Cola was the Winner.



TOP SELLING CSDs (Carbonated Soft Drinks)

The top-selling CSDs in the US in 2021 were: -

- I. Coca-Cola Classic
- II. Pepsi Cola
- III. Diet Coke
- IV. Dr. Pepper
- V. Mountain Dew (a Pepsi brand)
- VI. Sprite (a Coca-Cola brand)
- VII. Diet Pepsi
- VIII. Coke Zero
- IX. Fanta (a Coca-Cola brand)
- X. Diet Mountain Dew (a Pepsi brand)

Both Coca-Cola, Inc. and the PepsiCo. have risen by around 14.5% over the trailing twelve months through Q1 21022. Coca-Cola had a market capital of \$268.4 billion and PepsiCo. had a market capital of \$229.3 billion.

1.4: PRODUCT PROFILE

The Coca-Cola company is a total beverage company, offering more than 200 brands- from sodas to waters, from coffees to tea, from juices to kombuchas- in more than 200+ countries and territories.

In addition to the Coca-Cola brands, the portfolio includes some of the world's most valuable beverages brands, including:

- ✚ AdeS soy-based beverages
- ✚ Aquarius
- ✚ Ayataka green tea
- ✚ Chivita
- ✚ Ciel water
- ✚ Costa coffee
- ✚ Dasani water
- ✚ Del Yale juices and nectars
- ✚ Fair life
- ✚ Fanta
- ✚ Fresca
- ✚ Fuza tea
- ✚ Georgia coffee
- ✚ Gold peak teas and coffees
- ✚ Honest teas
- ✚ LOHAS
- ✚ Innocent smoothies and juices
- ✚ Minute maid juice
- ✚ Powerade sports drink
- ✚ Simply juices
- ✚ Schweppes
- ✚ Smart water
- ✚ Sprite
- ✚ Topo Chico
- ✚ Vitamin water

1.5: OBJECTIVE'S OF THE STUDY

- 1) To understand the customer taste and preference regarding Coca-Cola products.
- 2) To measure the brand awareness of the Coca-Cola compared to its competitors.
- 3) To understand the overall satisfaction of the customers concerning Coca-Cola products.

1.6: NEED OF THE STUDY

Need to doing this study on advertising effectiveness is whether the advertising campaign is going successful or not, the awareness level of the product, this campaign (advertising) increased the customer base or not and which media carry the advertisement successfully.

The need of the study is for to understand the advertisement level and how its effect on: -

1. To getting market stage.
2. To producing product.
3. To creation of demand and supply.

1.7: SCOPE OF THE STUDY

1. To know the impact of the study.
2. To know the source of advertising which are reachable to the customers and are profitable to the organization.
3. To know at what extent, the advertisement helps the brand to reach its height.
1. To know the customers perception toward advertisement strategy implemented.

1.8: Limitation of the study

1. The main limitation was time. There was problem to contacting the businessman and the servicemen due to shortage of time with them.
2. It became my first attempt to understand the study, thus the inexperience is also an obstacle to accomplish the project in a proper way.
3. The study is based on limited sample.
4. Consumers usually gives very unclear pictures/ overviews of the products.
5. The project relied mainly on the primary data.

1.9: REVIEW OF LITERATURE

Coca-Cola is currently the largest beverage company in the world having the widest spread of consumers, over 200 countries with nearly two billion serving per day. This huge network incorporates nearly one hundred and forty thousand company associates to distribute this huge amount of drink. It is important to note that we are not talking about one particular drink, for example Coca-Cola or Diet Coca-Cola but a whole range of beverages. In fact, the Coca-Cola Company has developed bought and conglomerated more than three thousand five hundred different drinks and has successfully or otherwise marketed and positioned this drink in the global market. (The Coca Cola Company, 2011a)

Having such a huge portfolio of products and ranging such a different spectrum of customers, cultures and mind sets needs a very specific and energetic marketing approach both as a global marketing strategy, narrowing down to a more focused cultural approach to specific country particular marketing strategies. A strategy that work in one country could be irrelevant to another. The first paper to be discussed is one which was published in 2005 in the 'Thunderbird International Business Review' called 'Coca Cola's Marketing Challenges in Brazil: The Tubainas War'. In this paper, the author discusses the marketing challenges of the Coca Cola company as it combats its competitors, both its nemesis Pepsi but also hundreds of local brands (called tubainas), some which are supported by the government

through specific tax incentives, thus effectively effecting the price. Brazil is clearly an important strategic country since it corresponds to Coca Cola third largest operation while having a significantly low consumption rate of only 144 bottles per day when compared with the bench mark of the US with 462 bottles per year. To try and grow in the emergent market, Coca Cola employed many different marketing strategies, from lowering the price of its products in 1999 (from R\$1.80 to R\$1.25) to expand the number of brands in the market. They also expanded on the particular type of drink that was more in line with the taste of the Brazilian population. In fact, focus was given to Kuat, a particular drink flavored with Guarana, a Brazilian popular Amazonian fruit. In fact, the Brazilian subsidiary planted 200 hectares of this fruit to try and win back the Brazilian market. Eventually the ‘winning strategy’ was a mix of price positioning, changing the bottling technology (from plastic going back to glass). To judge the effectiveness of the strategy that Coca Cola employed in Brazil, it is relevant to see the current consumption of the drinks under the Coca Cola umbrella. According to Coca Cola’s own figures, last year’s consumption for Brazil was 229 per capita, an increase from the 144 of 2005. This amounts to nearly 60% growth in five years, a mammoth growth in such a small time period. Clearly more work could be done to reach the consumption of other high consumers that hit the 675 per capita. It is interesting to note that in Malta, the Coca Cola consumption is the second highest in the world with a staggering 606 bottles per capita! (The Coca Cola Company, 2011d)

Continuing on the marketing aspect but now going over to the European side of the globe, more specifically to Spain, one can appreciate the different marketing techniques employed to enter into the Spanish market. In the paper ‘Brand communities on the internet – A Case Study of Coca-Cola’s Spanish virtual community’, the authors Maria Sicilia and Mariola Palazon discussed the ‘technological’ approach the Coca Cola took to penetrate this market. The innovative approach was the use of virtual communities as an alternative strategy. The paper first deals with what are virtual communities and how they function. The data that the authors collected was from the period September 2006 to July 2007. The paper is offers a very interesting exposition of this virtual reality, social networking concept when seeing the growth from 2000 to 2010, the Spanish consumption grow from 251 to 284, a growth of 13% whereby the overall European market grow by 20% and the Worldwide market grow by 33% ! (The Coca Cola Company, 2011e)

The third paper discussed in this literature review deals with the strategic positioning of Coca Cola in their Global Marketing Operation. This means that now we are going to zoom out from the individual country and go to the less specific. The paper written in 2003 by Demetris Vrontis and Iain Sharp is titled 'The Strategic Positioning of Coca-Cola in their Global Marketing Operation' and was published in the Marketing Review journal. This paper examines how Coca-Colas has strategically positioned itself within the world's soft drink marketing. The paper focusing at the models that Coca Cola has utilized for such a 'global take over'. This paper explains that the Coca-Cola Company has adopted both a Differentiation and a Cost Leadership Strategy. The use of a differentiation strategy is where the firm attempts to be diverse from its competitors by adding something to its product that will provide a unique value to its customers. There are also various ways a firm can differentiate depending on the industry it is in; however, the costs of this differentiation policy must be lower than the additional pricing the firm can obtain.

Differentiation for Coca-Cola is achieved through perceived superior quality product, which surpasses their nearest rivals, and high brand image and recognition. The company has also used their promotion and packaging as a means of further differentiation, for example, the Coca-Cola bottle, which has become an internationally recognized symbol. (Vrontis and Sharp, 2003) These are basically the two overall methods that Coca Cola employees for its strategic management and direction. With these measures, Coca Cola managed to diverse from its competitors and create a product which provided a unique value to its customer. The products generated were well incorporated into a comprehensive product portfolio which enabled world penetration and the ability to hold on to this huge market share. It is clear that to manage a corporation this big, involves challenges in Human Resource management which are not to be disregarded. Specifically, in this line of literature, the next paper will discuss aspects of Human Resource management specifically with respect to mentoring and coaching. The paper is called 'Case Study: Mentoring and Coaching as part of a human resource development strategy: an example at Coca-Cola Foods'.

This paper, written by David J Veale and Jeffrey M Wachtel, published in the Management Development Review in 1996 highlights the three approaches that Coca Cola took to this aspect of training. These three approaches include the need to strengthen the link between their business strategy and development focus, the need to involve leadership of the organization in all aspects of development and to use of a variety of development tools to

match personal and organizational needs better. The three approaches were employed to reach the first of the companies' vision:

'People: Be a great place to work where people are inspired to be the best they can be'. (The Coca Cola Company, 2011f)

This paper explains that Coca Cola manages to use both coaching and mentoring methods concurrently for the benefit of its employees. Coaching is a relationship activity designed to increase performance of the particular company. Coaching is a more informal method and occurs between the employee and his or her employer. Mentoring is more formal. It is based on a one-to-one relationship with someone who normally is not in the same department or area. A mentor can or normally uses all of the coaching types, but the purpose of mentoring is much broader. Coca Cola believes that both mentoring and coaching have their own important role in the HR development effort. Coca Cola ascertains that people (staff) development is a main key to ensure building competitive advantage and to create as high a performing organization as possible. (Vaele and Wachtel, 1996)

The final paper that will be discussed in this short literature review leaves the previous studies and focuses on the way Coca Cola 'manages' crisis. The Asian financial crisis was a period of financial crisis that gripped much of Asia beginning in July 1997, and raised fears of a worldwide economic meltdown due to financial contagion.

In 1997, the financial outcome of the Asian Crisis began to be felt in most Asian countries, but clearly not felt equally in all. Countries such as Indonesia, South Korea, Thailand and Malaysia were very badly damaged in this crisis. On the other hand, other countries like Singapore, Vietnam, the Philippines, Taiwan, Burma and China were not crushed even though they felt the financial hit of the crisis. (Pempel, 1999)

The Coca Cola factory in Indonesia saw a plunge in their sales of 30% just after this Asian crisis but it managed to survive by employing very specific actions which might have been seen as unrealistic or unreasonable at that point in time. In their paper 'Strategic Lessons from the Asian Crisis', Singh and Yip explain the main actions taken by Coca Cola Indonesia. The company's first response was a price increase (to increase profitability), then a change in the mix of packaging (from high cost aluminium to a lower cost glass), to reduce manufacturing cost and increase further more the profitability. Finally, having assured itself

of a certain amount of cash (following the above actions), Coca Cola Indonesia focused on asset buying. In fact, Coca Cola was one of the very first companies to buy assets immediately after the Asian Crisis. Coca Cola raised its investment in its Thai bottling plant from 5 per cent to 49 per cent, acquiring its South Korean and Philippines bottling plants and expanded operations in India, Vietnam and other countries. (Singh and Yip, 2000)

Basically, Coca Cola show its ability of turnaround from crisis to potential growth. This was after all in line with the mission and vision of this massively huge international colossal which again managed to find solutions in adverse situations which could easily have damaged or even broke down the Asian side of this company. (Singh and Yip, 2000)

CHAPTER 2: - RESEARCH METHODOLOGY

2.1 INTRODUCTION

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions: How was the data collected or generated? How was it analyzed?

Research papers, dissertations, thesis, academic journal articles, or any other piece of formal research will contain a section (or chapter) on research methodology. This section stipulates the methodological choices made and also substantiates why these choices were made. This section is therefore used by researchers to justify why the methods they employed are best suited to achieve the research objective and arrive at valid and reliable results. This section also allows readers to evaluate the reliability and validity of a study based on the relevance and effectiveness of the procedures employed.

How does a researcher decide?

- What data do they want to collect?
- From whom should they collect the data?
- What method should they use for data collection?
- How can they analyze the collected data?

The process of deciding how to systematically design research and conduct it is called Research Methodology.

To conduct a market or social research, you have to plan out every step from which questions to ask to what analysis method to use, to ensure that you gather valid and reliable results from the research.

In this article, we have explained how you can design your own research methodology. Dive in to read more.

What is Research Methodology?

A research methodology is an outline of how a given piece of research is carried out. It defines the techniques or procedures that are used to identify and analyze information regarding a specific research topic. The research methodology, therefore, has to do with how a researcher designs their study in a way that allows them to obtain valid and reliable results and meet their research objectives.

Research Methodology in Formal Research

Research papers, dissertations, thesis, academic journal articles, or any other piece of formal research will contain a section (or chapter) on research methodology. This section stipulates the methodological choices made and also substantiates why these choices were made. This section is therefore used by researchers to justify why the methods they employed are best suited to achieve the research objective and arrive at valid and reliable results. This section also allows readers to evaluate the reliability and validity of a study based on the relevance and effectiveness of the procedures employed.

Types of Research Methodologies



There are three key types of research methodologies:

- **Qualitative Methodology:** Qualitative research involves research that is conducted using words and textual data. This method of research is generally used in exploratory research where a research problem that is not clearly defined is being investigated. It is useful when trying to understand abstract concepts, perceptions, body language, opinions, and even visual data.
- **Quantitative Methodology:** Quantitative research relies on the measurement and testing of numerical data. Unlike qualitative research that is more exploratory in nature, quantitative research is typically leveraged when the research objectives are confirmatory in nature.
- **Mixed-Methods Methodology:** As the name suggests, the mixed-method methodology combines qualitative and quantitative methodologies to integrate both their strengths and obtain rich results.

2.2: RESEARCH DESIGN

Research design is the arrangements off conditions for collection of analysis of data in a manner that aims to combine relevant to research purpose with economy in procedure. It is defined as specification off methods end procedure and accruing the formation needed. It is a plan of organization frame for doing the collection of data. A research design is the plan of research study. It is a framework that has been created to seek answers to research questions. The method used for the study “Production Process, Layout and quality Control”. In Coca-Cola company, it is descriptive research method.

“Descriptive Research refers to the type of research question design, and data analysis that will be applied to the given topic”.

Descriptive can be either quantitative or qualitative information than can be tabulated along a continuum in numerical form or can describe categories of information. Descriptive statistics tell what is while inferential statistics try to determine cause and effect. Descriptive research involves gathering data that describe categories of information and then organize tabulates, depicts, and describe the data collection. It often uses visual aids such as graphs and charts to aid the reader in understanding the data distribution, uses description as tool to organize data into patterns that emerge during analysis.

2.3: DATA COLLECTION

Data refers to the collection of organized information, usually the results of experience, observation or experiment, or a set of promises. This may consists of numbers, word or image particularly as measurement or observation of set of variables.

METHODS OF DATA COLLECTION

Primary Data: Primary data are fresh data collected for the first time by designing open samples by the organization. This data is very much crucial for the management and its assists the management is decision making and analyzing any problem pertaining to the management. It is directly collected from the respondent.

Primary Data Sources: -

Following are the several methods of collecting the primary data:

- I. Observation method
- II. Questionnaire method
- III. Through Schedule

Secondary Data: For the purpose of the study, the data are collected from the books, websites. This is the data which is collected and are used for some other purpose. It involves collecting data from publication, articles, books and magazines which are already available and analyzed by someone else.

Secondary Data Sources: -

- 1) Books, magazines, websites of the company.
- 2) Distributors, sales man, customers feedback and other company people.

2.4 STATISTICAL TOOLS

Statistical tools which are purposely made or used for data collection or analysis in Research methodology. The report use, Pie chart for interpretation of the analysis.

Sample Size:

Sample size is an important concept and refers to the number of individuals pieces of data collected in a survey. It determines the accuracy and reliability of a survey's findings. Sample size measures the number of individual samples measured or observation used in the survey. By using judgement random sampling techniques 50 respondent are selected for the purpose of the study. Direct questionnaire is used to survey the customers and distributors.

CHAPTER 3: - DATA ANALYSIS

3.1: DATA ANALYSIS

The data after collection is to be processed and analyzed in accordance with the outline and down for the purpose at the time of developing research plan.

The analysis of data in a general way involves a number of closely related operations, which are performed with the purpose of summarizing the collected data and organizing them in such a manner that they answer the questions. In this study the research followed above process carefully and it is presented in this report.

The collected data was not easily understandable so I like to analyze the collected data in a systematic manner and interpreted in simple methods.

The analysis and interpretation of data involves the analyzing of the collected data and interpret it with pictorial presentation such as pie charts.

SURVEY'S AND REPORTS

For the particular research project, to collect data. I had taken a survey in form of questionnaire which has been set in google forms. I had circulated the questionnaire within many peoples of every age group in around Sikkim of which 30 people responded.

QUESTIONNAIRE'S QUESTION'S: -

1. Are you aware of Coca Cola?
 - a. Yes
 - b. No

2. Do you love drinking Coca Cola?
 - a. Yes
 - b. No

3. Which products of Coca Cola you drink most
 - a. Coca Cola
 - b. Sprite
 - c. Fanta
 - d. Limca

4. Which brand of soft drink you prefer
 - a. Coca Cola
 - b. Pepsi

5. If Coca Cola, then which of its flavor you prefer
 - a. Coca Cola Classic
 - b. Diet Coke
 - c. Coke Zero

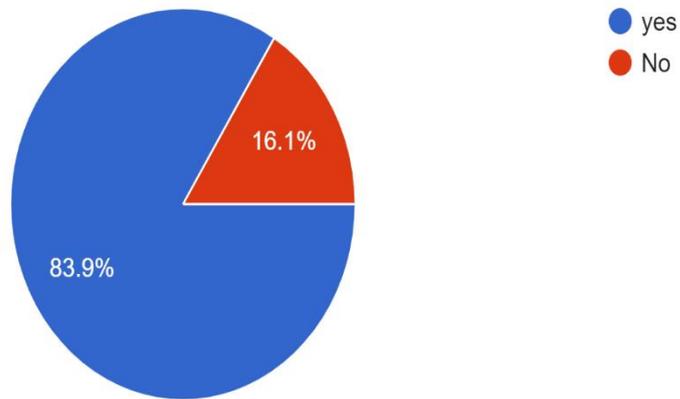
6. If Pepsi, then which of its flavor do you prefer
 - a. Pepsi Regular
 - b. Diet Pepsi
 - c. Mountain Dew (Pepsi Co.)

7. Which brand advertisement does really impact you
 - a. Coca Cola
 - b. Pepsi

RESPONCES: -

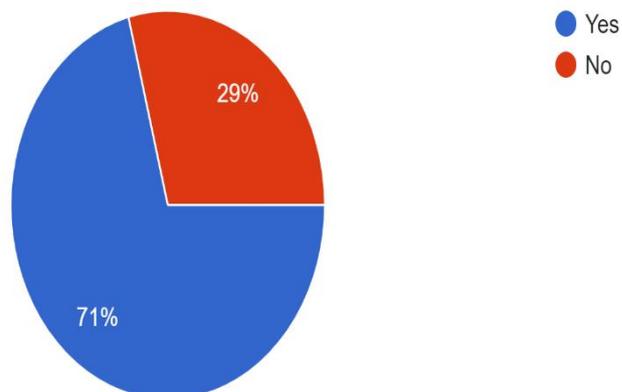
Are you aware of Coca Cola

31 responses



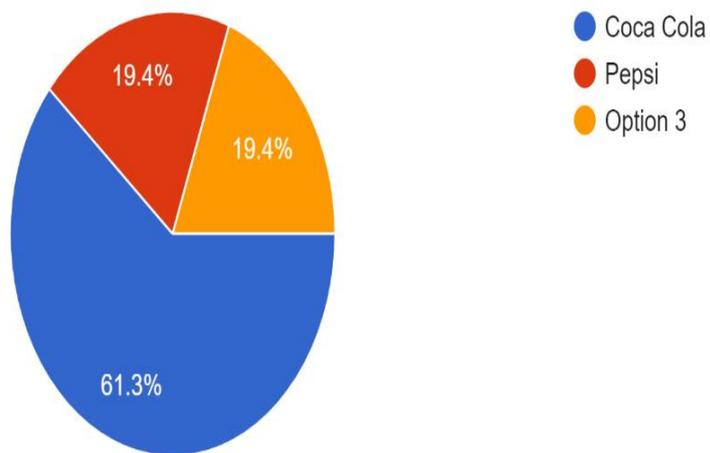
Do you love drinking Coca Cola

31 responses



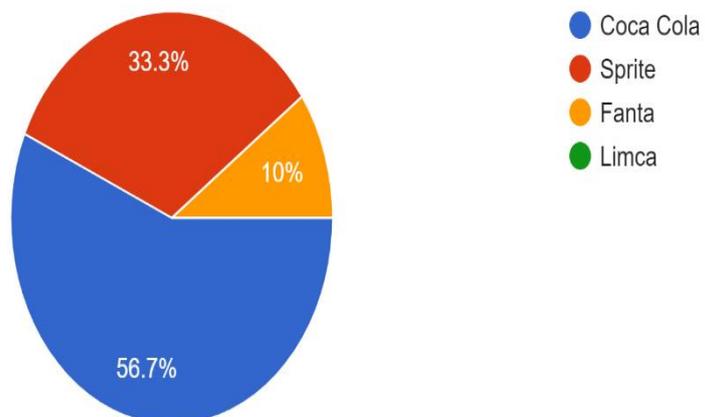
Which brand of soft drink you prefer

31 responses



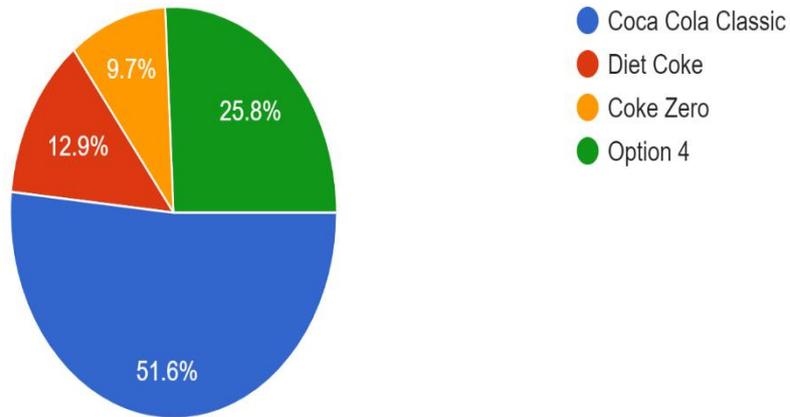
Which product of Coca Cola you drink most

30 responses



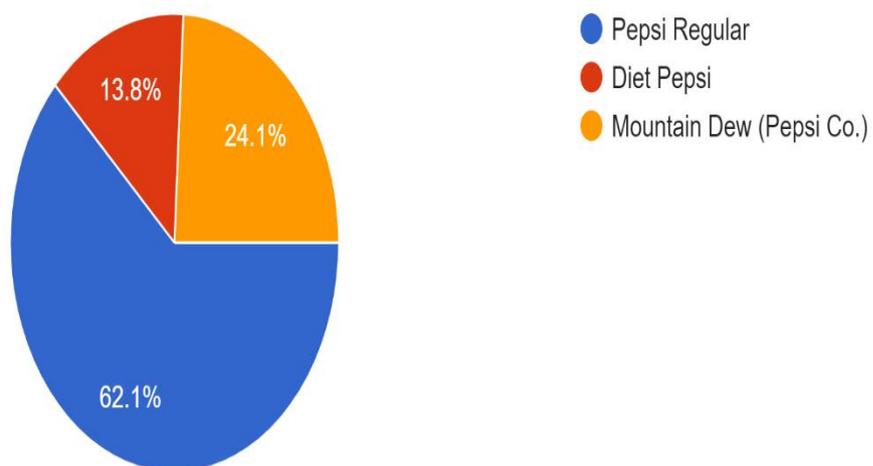
If Coca Cola, then which of its flavor do you prefer

31 responses



If Pepsi, then which of its flavor do you prefer

29 responses



3.2 SWOT ANALYSIS

STRENGTH

1. Brand Equity
2. Loyal customer Base
3. Global Presence
4. Strong Product Portfolio
5. Strong Supply and Distribution Network

WEAKNESS

1. Heavy reliance on carbonated drinks
2. Lack of product diversification

OPPORTUNITY

1. Increasing demand for healthy products (drinks and foods)
2. Market expansion through partnership and acquisition

THREATS

1. Reducing customer demand for carbonated drink
2. Heavy competition from global and local player
3. Weak product portfolio of non- carbonated/ healthy drinks and foods

CHAPTER 4: - FINDINGS, SUGGESTION & RECOMMENDATION

4.1 FINDINGS

The following are the findings of the study: -

1. From the survey it is found that maximum number of people are aware of Coca Cola.
2. 61.3% of the respondent are attached towards Coca Cola.
3. 71% of peoples love drinking Coca Cola.
4. According to the customer view 56.7% of persons like to drink Coca Cola Classic.
5. Coca Cola can be preferred to every age of group.

4.2 SUGGESTION

- As one of the concerns in customer segmentation is the marketing and advertisement of the product, and that the customers believed high so the company should focus on advertisement of the product and should make appropriate modification.
- The company should make such a strategy, so that the customers who prefer Pepsi also come to take Coca Cola.
- The customers which are preferring Coca Cola are satisfied with the quality of the product provided by Coca Cola Co.
- The company can give more discounts on festival seasons.

4.3: - RECOMMENDATION

- As per the demand of the customers, company should provide more retail outlets and give more advertisement to promote their products where as to segment more customer.
- 16.1% of some customers are still not aware of the product and the company should make some changes in the advertising method so that the message reaches to the peoples.
- To increase the sell of the products beside Coca Cola Classic, the company should focus on those products which are not sold continuously.

CHAPTER 5: - CONCLUSION

CONCLUSION

The data clearly indicated that Coca Cola products are more popular than the product of Pepsi and others mainly because of taste, brand name, innovativeness and availability, thus it should focus on good taste so that it can capture the major part of the market. The study also indicates that the consumers are satisfied with the Coca Cola products and the purchase them any specific occasions. In today's scenario customer is the king because they get various choices around them. If they are not capable of providing them the desired result they will definitely switch over to the other provider. Therefore, to survive in this cutthroat competition they need to be the best. Customer's is no more loyal in today's scenario, so they need to be always on their toes.

BIBLIOGRAPHY

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QUESTIONNAIRE

1. Are you aware of Coca Cola?
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 - d. No

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 - c. Yes
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 - g. Fanta
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