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## An Online Comparative Study on Pepsico and Coca Cola

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### COMPANY PROFILE

A carbonated soft drink, Coca-Cola, is produced by The Coca-Cola Company. After being created in the late 19th century by John Stith Pemberton for use as a patent medicine, it was purchased by businessman Asa Griggs Candler, whose marketing strategies helped Coca-Cola dominate the globe soft-drink industry during the twentieth century. Both the coca leaf and the kola nut are referenced in the drink's name (a source of caffeine). Coca-present Cola's formula is a trade secret; however, a number of alleged formulations and attempted recreations have been published. Many other soft drinks have followed suit, and the term "cola" has been used to describe them.

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### History

An American Civil War veteran who became addicted to morphine, Confederate Colonel John Pemberton used his medical training to try to discover an alternative to the debilitating medication. Pemberton registered Pemberton's French Wine Coca nerve tonic at his Columbus, Georgia, pharmacy in 1885. In addition to Vin Mariani, a French-Corsican coca wine, Pemberton's tonic formula includes the African kola nut, which is the beverage's caffeine source.

A year before Coca-formal Cola's birth, a Spanish drink named "Kola Coca" was shown in a competition in Philadelphia. It wasn't until 1953 that Coca-Cola acquired the rights to this Spanish soda. Prohibition was imposed in Atlanta and Fulton County, Georgia in 1886, and Pemberton reacted by creating Coca-Cola, a nonalcoholic variant of Pemberton's French Wine Coca. Because the temperance movement was so popular at the time, the slogan "Coca-Cola: The temperance drink" was chosen to promote the product.

Coca-Cola was available in three different formulations by 1888, each made by a different company. On January 14, 1888, Pemberton established a company with J.C. Mayfield, A.O. Murphey, C.O. Mullahy, and E.H. Bloodworth, four Atlanta industrialists. Verbal evidence supplied years later by Asa Candler indicated during cross examination that he had purchased a share in Pemberton's firm as early as 1887. The name "Coca-Cola" belonged to Charley Pemberton, John Pemberton's son, but the formula may be used by the other two companies.

Charley Pemberton's record of ownership over the "Coca-Cola" name was the underlying element that permitted him to join as a significant shareholder in the March Coca-Cola Company incorporation file submitted in his father's place.

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### Company

Toward the end of 1892, Candler began the process of forming "The Coca-Cola Company" (the current corporation). While moving to new corporate headquarters in 1910, Candler destroyed the early documents of the Coca-Cola Company, which he said was done during this time period.

Candler was obliged to market the beverage he made using the formula he had under the brand names "Yum Yum" and "Koke" after gaining a footing on Coca-Cola in April 1888. Even though it was a cruder concoction, Charley Pemberton was selling the "Coca-Cola" elixir with his father's consent under the brand name. By the middle of 1888, Candler was desperate to establish a stronger legal claim to Coca-Cola, and he felt he could push his two rivals, Walker and Dozier, totally out of the industry as well.

## PEPSICO

One of the world's largest food and beverage, Inc. In the food and beverage industry, PepsiCo's business includes all elements of the market. It is in charge of the production, distribution, and promotion of its own goods. 1965 saw the combination of Pepsi-Cola and Frito-Lay to establish PepsiCo. It has subsequently grown from Pepsi Cola to a wide variety of other food and beverage products. The most recent and biggest acquisition was Pioneer Foods for \$1.7bn in 2020. Prior to that, Pepsi purchased Quaker Oats in 2001, which brought the Gatorade brand into its portfolio, and Tropicana Products in 1998, which brought Pepsi the Tropicana Products brand.

The firm has 23 brands with annual sales of \$1 billion or more as of January 2021.

An environmental group has criticised Pepsi for its supply chain and distribution operations, such as palm oil-related deforestation and pesticide use, its use of water, as well as the negative impacts of packaging—packaging Pepsi's has consistently been one of the top sources of plastic pollution globally.

The high-calorie, low-nutrition products made by Pepsi and other well-known snack and beverage businesses have been condemned by public health activists in the same way. Public remarks have been made about PepsiCo's commitment to lowering their effect but no information on the company's progress has been made public.

### History

An entrepreneur and chemist named Caleb Bradham created the soft drink Pepsi. In 1898, while selling the beverage out of his New Bern, North Carolina, drugstore, he invented the moniker "Pepsi-Cola." Bradham established the Pepsi-Cola Company in 1902 and filed for a patent on his drink's formula in 1903. In the year 1919, the business became a legal entity under the laws of the state of Delaware. In the years running up to the outbreak of World War I, Bradham's firm had great success. In 1923, Bradham filed bankruptcy and reverted to operating pharmacies in North Carolina because wartime sugar restrictions and a fluctuating sugar market undermined the company's financial health.

Craven Holding Corporation obtained the company's trademark and secret formula on June 8, 1923. Craven Holding and Charles Guth sold the Pepsi trademark, company and goodwill to Wall Street broker Roy Megargel in 1931. Besides Loft, Inc., a Long Island City-based confectionery producer, Guth served as the company's president. At the time of Guth's takeover, Loft had 115 Mid-Atlantic locations. It was Guth who utilised the Loft laboratories to re-create the Pepsi syrup recipe and exploited Loft's position as president to replace Coca-Cola with Pepsi Cola at Loft's stores and restaurants.. Additionally, Guth leveraged Loft's resources to market Pepsi and relocated the soda firm to a New York City site near to Loft's own facilities.

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## INTRODUCTION

### Introduction To Comparative Research

"Comparative research" simply refers to comparing two or more objects that are comparable in some way. Comparative analysis refers to the comparison of several characteristics, such as features, nature, functions, behaviour, SWOT (Strength, Weakness, Opportunity, and Threats). In this comparison study, the researcher will analyse any two or more comparable items (that is, the products' functions are almost same) to determine which is the best.

Comparative analysis allows the firm to assess its place in the industry by comparing itself to the company at the top of its game in a certain industry or geographic location. It will be extremely helpful to know the business's strengths and weaknesses, and the firm will work to fix the issues in order to improve their performance and surpass the other company they are comparing their company to.

### Intermediate distribution

A product's final destination is reached via the use of a distribution route. A company's marketing mix includes its distribution channels. A company's unique blend of product, pricing, promotion, and location is referred to as the "marketing mix." When it comes to distribution, it's all about where and how a product may be purchased and delivered to customers. Direct mail, telemarketing, and other forms of direct marketing are examples of

distribution channels.

Distribution routes for direct mail are quite vast. Targeting an audience that is likely to buy the goods in the first place is an important part of advertising. Direct marketing materials educate and persuade the target market.

The intended audience should act quickly and send in their order form right away. When you respond quickly, you may be rewarded with a lower price or some other kind of extra value, such as a free gift.

It's a series of organizations that act as middlemen, moving the product from one to the next until it reaches the ultimate customer or end user. The "Distribution Chain" or "Channel" is the term used to describe this procedure. The manufacturer must take into consideration the demands of each of the chain's components, as well as those of the final consumer.

### **Coca-Logo Cola's Has Changed**

Coke's creators put a lot of work into branding, a year after it was released to the market, and the result was the first unique logo design, a delicate style created by Frank Mason Robinson that is still widely used. The Coca-Cola Company has stuck with the same style from its inception, with the only exception of a failed experiment with a fairy tale typeface. Classical and inflexible are synonyms for this style, which has a steadfast following among music's most devoted listeners and buyers. Coke's chain response from seeing the logo to thinking about brand to increased consumption actually helps the Coca-Cola business market any beverage under its brand since consumers assume that Coca-Cola is real and natural. In contrast to Pepsi, the Coca-Cola logo or colour does not have a deeper significance. Undefined indicates that it is not constrained by any notion or meaning, which means that Coca-Cola is just Coca-Cola itself. Nonetheless, it may be sensible.

### **Comparing Coca-and Cola's Pepsi's logo.**

It's critical for Coca-Cola and Pepsi to set themselves apart from the competition if they want to get a competitive advantage in the marketplace. Because they know that the world's two major soft-drink businesses will continue to compete against one other endlessly. In terms of visual identity, though, it's evident that the two businesses have distinct goals. The general tendency in Pepsi icon design is a reflection of the simplicity of the product. In 1962, Pepsi eliminated the term "cola" from its name, making it less like its primary competitor, Coca-Cola. Featuring a wider variety of unique characters,

### **Pepsi's in-house marketing company**

Pepsi has long depended on the use of the lover brand stereotype. Pepsi has always had the potential to generate a "hot subject" via the use of fame, which is a prototype of the lover brand archetype. While the celebrity's own pulling items have their own advantages, there are also other reasons to push the fermenting topic, increasing the celebrity's influence and that of the products they need to advertise as well. Fans of a well-known person are more likely to be loyal to the product or service they buy because of the celebrity's ability to inspire an emotional response from their audience, which leads to increased sales. With millions of sports enthusiasts, Pepsi has long been recognized for its celebrity hype, which in turn places a high value on the fans of sports stars. Four million football enthusiasts attend events outside of the four professional teams on average each season.

### **Advocacy of the Concept of Health in Propaganda**

Health is going to be one of PepsiCo's most competitive marketing techniques in the future. More and more people are selecting low-sugar, non-carbonated beverages as they become more cognizant of their health. Adopting this notion as the primary means of marketing is, therefore, a sensible choice in terms of both ethics and profit. Lipton is Pepsi's most powerful brand, and it embodies the company's overall health-oriented marketing strategy. A cup of tea per day is helpful for people's health. Customers' need for these healthful beverages is met by the availability of Lipton bottled tea, packaged tea, and other tea-related items in stores and online. Drinking Lipton tea has been proved to have 32 health advantages, including cancer prevention, increased hydration intake, and immune system improvement. Lipton tea's health advantages contribute positively to a person's overall well-being. Although the Coca-Cola company has done a better job of marketing healthful beverages like tea, Pepsi has done so better. Pepsi-success Lipton's in the harsh soda industry may be attributed to a growing preference for tea over sugary soft drinks in a health-conscious society.

### **The Brand Spirit of Freedom and Specialization**

Consumers who desire to live out loud and differently are the focus of Pepsi's current campaign, "This is what I enjoy." If you've always had a distinctive or uncommon lifestyle or lifestyle, Pepsi's target customers are likely to be those with unique tastes or personalities, as well as individuals who seek to express their originality. Pepsi seeks to convey a sense of excitement and adventure to the general public by portraying a person like this. People who don't worry about what others think of them are more likely to have more free lives or to be more toleran

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## **LITERATUREREVIEW**

### **Advertising's purpose and significance**

Rodger (1996) explicitly stated that the primary goal of advertising is not to bring buyers and sellers together, but to transmit sales motivational information, ideas, and recommendations to specific target prospects or customers with a view to enhancing the possibility of a sale. The use of advertising may be used to generate brand recognition and offer particular information about new goods and services (informative advertising) and to urge customers to purchase the product being marketed rather than those of rivals, according to Kotler and Keller (2006). (persuasive advertising). Advertising, according to Guiltinan and Paul, may be utilised to persuade clients that they are using the greatest product or service available (reinforcement advertising).

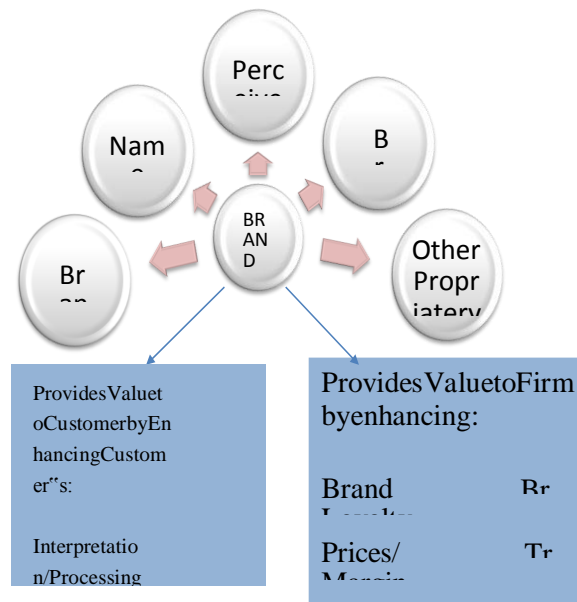
Advertisers must be aware of the advertising communication process in order to set advertising goals that are in accordance with the audience's reaction. With the right media mix, marketers can ensure that their message reaches their target demographic. It is true that if consumers consider communication in a given media as upsetting, it may have an adverse effect on the message's attention and perception (Heinonen and Strandvik, 2005). The notion of feedback is also critical in advertising, since it helps to guarantee that the intended audience has received the message as intended.

### **Standards vs. Regional Customs**

Coca-Cola is a globally recognised brand that is actively marketed across the world. Finding out which advertising methods work best for a worldwide business is essential. Standardization vs localization are the two options available to advertisers in this situation. Cost savings from economies of scale are one of the advantages of standardization. Standardization plan also implies that a firm will be able to communicate the same message in different nations, which simplifies the coordination process of marketing tools and avoids misunderstanding among customers who often travel (Papavassiliou and Stathakopoulos, 1997). In contrast, those who advocate for localization say that it is necessary due to the fact that customer behaviour, buying power, and competitive conditions vary by country, making it necessary to localise (Schuh, 2007). Consequently, advertising must keep in mind that customer behaviour is impacted by the culture of a nation, which is not the same throughout the world. The ad will have a better chance of success if it incorporates the message locally. As long as it is well implemented, this plan might result in a loss of worldwide brand recognition (Anon, 2006).

Each strategy has its own benefits. It's tough to choose the right course of action. Although "the reality of global advertising shows that the contingency strategy is the most appropriate for the industry" (Wells et al., 2003, p.517). As you can see, there are several variables at play here.

An technique based on standardization and localization. Coca-Cola uses the "glocal" concept, which stands for globalisation and localization, as its contingency strategy (Anon, 2006).



### The islands of Coca-Cola and their advertising campaign

Coca-Cola Islands, based in Mauritius, serves as a go-between between the Coca-Cola bottlers across the world and the Coca-Cola corporation. There are authorised bottlers in Mauritius, Reunion Island (which includes Madagascar), Madagascar (which includes Comoros), Mayotte (which includes Seychelles), and the Seychelles (which includes Mayotte)

## Ideal OF THE STUDY

- To study the products of PepsiCo and Coca-Cola.
- To study the distribution services handed by the PepsiCo and Coca-Cola.
- To analysis the request shares of PepsiCo & Coco-cola.
- To probe the problems of retailers with respects to products of PepsiCo.

### Compass of study

- This study focuses only on the libation products.
- The study only focuses on strategies used by PepsiCo & Coco-cola only.
- This study only focuses on problems related to distribution, services & storehouse capacity of the retailers related to PepsiCo.

### Significance of the study

- This study is help to the company to know the problems of retailers.
- This study also helps to the distributors to know the satisfaction of the retailers about the distribution services.
  - This study help to the distributors to know the stock of both companies products maintaining by the different retailers.
- It helps me to understand client " s preferences towards the Soft drinks.
- It helps me to understand the colorful services handed by the PepsiCo and Coca-Cola.
- ❖ Exploration

## METHODOLOGY

### Research design

- Descriptive exploration
- Exploration outfit
- Questionnaire Testing system
- Non-probability technique Slice frame
- Convenience sampling Sample design
- Data has been presented with the help of bar graphs, pie- maps, etc.

➤ Sources of data

Both the primary sources and secondary sources of data have been used to conduct the study.

✓ Primary source

The primary data for this study has been collected by approaching the salaried workers via internet (digital check system).

Secondary source

The secondary data are collected from papers published on colorful websites (office exploration).

Plan of analysis

- Diagrammatic representation through graphs and maps
- Suitable consequences will be made after applying necessary statistical tools.
- Findings & suggestions will be given to make the study more useful

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Styles for Data Collection

- Primary Data
- Secondary Data

Primary Data

Primary source of data was collected by questionnaire.

Secondary Data

Secondary source of data was collected from

books

journals

magazines

websites

Thesis of the study

HO On- Line Comparison Studies Of PepsiCo And Coca Cola Are Extensively Different.

H1 There Is No Significant and Different Between an Online Comparison Study of PepsiCo and Coca Cola

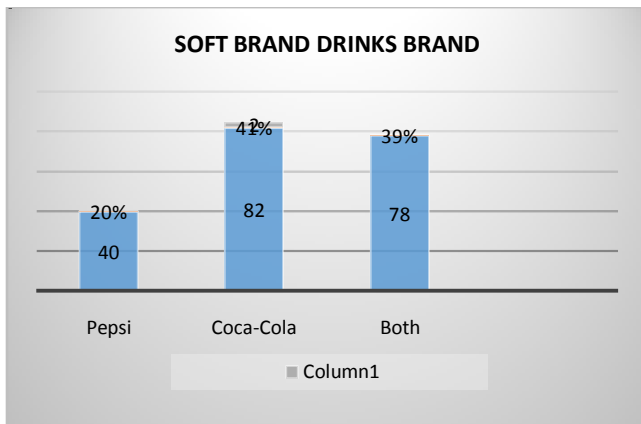
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## DATA ANALYSIS AND INTERPRETATION

1. Which Brand You Maintain Maximum Stock?

Table No.1: the following table shows the maximum stocks of different brands maintained by the Retailers.

Products	No.ofRespondents	Percentages
Pepsi	40	20%
Coca-Cola	82	41%
Both	78	39%



**Interpretation**

The data in the table above shows how much of PepsiCo and Coca-Cola are kept on hand by various stores in Solapur. 39% merchants retain supplies of both PepsiCo and Coca-Cola, while the other 61% Retailers maintain just PepsiCo inventory.

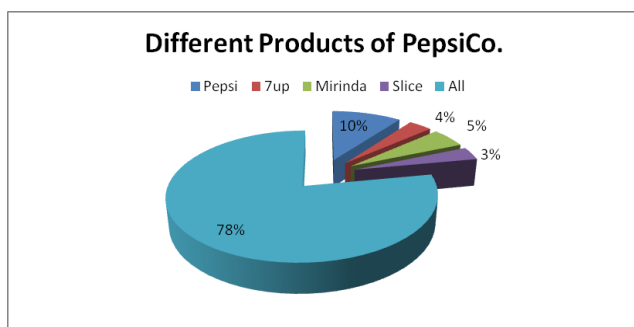
**2. Which Product Of Pepsico You Have Maintained?**

**Table No.2: The following table shows the information of the numbers of retailers who are maintaining the different products of PepsiCo.**

Types of Products	No. of Respondents	Percentages
Pepsi	06	10.17%
7up	02	03.38%
Mirinda	03	05.08%
Slice	02	03.39%
All	46	77.98%

**Interpretation:**

PepsiCo's many product categories are seen in the graph above. PepsiCo's many brands include Pepsi, 7up, Miranda, Slice, and more. These are the

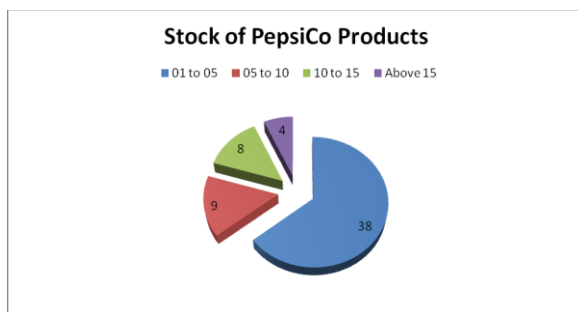


company's most popular goods. There are 10.17 percent Pepsi, 03.38 percent 7up, 05.08 percent Miranda and Slice, and 77.98 percent of all PepsiCo goods being kept in stock by stores according to the data.

### 3.How many crates of PepsiCo you have maintained?

**Table No.3: The following table shows the numbers of PepsiCo crates maintaining by the retailers.**

RangeofCrates	No.ofRespondent s	Percentages
01to05	38	64.41%
05to10	09	15.25%
10to15	08	13.60%
Above15	04	06.78%



#### Interpretation:

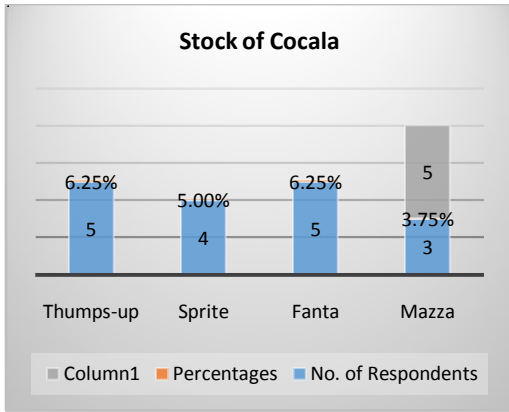
The above table shows the information about the crates of PepsiCo maintaining by the retailers. 64.47% retailers are maintaining crates between 1 to 5, 15.25% retailers are maintaining between 5 to 10, 13.60% retailers are maintaining between 10 to 15, 06.78% retailers are maintaining above 10 and 41 retailers are not maintaining the crates of PepsiCo.

### 4) Which Product Of Coca Cola You Have Maintained?

**Table No.4: The Following Table Shows The Information About The No. Of Retailers Who Have Maintaining The Different Products Of Coca-Cola.**

Types of Products	No. of Respondents	Percentages
Thumps-up	05	06.25%
Sprite	04	05.00%
Fanta	05	06.25%
Mazza	03	03.75%





**Interpretation:**

The Above Chart Shows The Different Types Of Products Of Coca-Cola Which Is Maintained By The Retailers. The Coca-Cola Has Different Types Of Products Like Thumps-Up, Sprite, Fanta, Mazza Etc. As Per The Above Table 06.25% Retailers Are Maintaining Thumps Only, 05.00% Retailers Are Maintaining Only Sprite, 06.25% Retailers Are Maintaining Fanta Only, 03.75% Retailers Are Maintaining Only Mazza And Remaining 78.75% Retailers Are Maintaining All The Products Of Coca-Cola.

**5) How many crates of Coca-Cola do you have maintained?**

**Table No.5: The following table shows the information of crates of Coca-Cola maintained by the retailers.**

Range of Crates	No. of Respondents	Percentages
01 to 05	43	53.75%
05 to 10	17	21.25%
10 to 15	11	13.75%
Above 15	09	11.25%

**Interpretation:**

The above table shows the information about the crates of Coca-Cola maintained by the retailers. 53.75% retailers are maintaining crates between 1 to 5, 21.25% retailers are maintaining between 5 to 10, 13.75% retailers are maintaining between 10 to 15, 11.25% retailers are maintaining above 15 and other 20 retailers are not maintaining the crates of Coca-Cola.

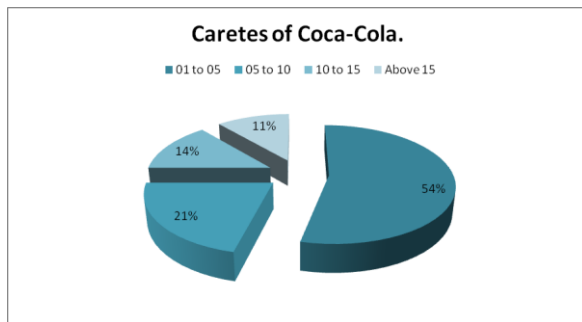
**FINDINGS**

- PepsiCo and Coca-Cola may be found at a variety of locations in Solapur, based on the data in the table above Only 39% of retailers keep both PepsiCo and Coca-Cola inventory, while the remaining 61% keep only PepsiCo inventory.
- The graph above shows PepsiCo's many product categories. A few of PepsiCo's numerous trademarks include Pepsi, 7-Up, Miranda, and Slice. These are the most popular products offered by the business. According to the statistics, there are 10.17 percent Pepsi, 3.38 percent 7up, 5.08 percent Slice, and 77.98 percent of all PepsiCo products in stock at retailers.
- PepsiCo's crates are maintained by the shops in the table above. 64.47 percent of stores keep crates between one and five, while 15.25 percent of retailers keep crates between six and eight.
- 5-10% of stores keep PepsiCo crates, 13.60% keep them between 10- 15, 6.78% keep them over 10, and 41 merchants don't keep them at all.
- It Is Shown In This Chart Which Coca-Cola Products Are Maintained By Retailers. Thumps-Up, Sprite, Fanta, Mazza, and Other Coca-Cola

Products Are Available. According to the above table, just 06.25 percent of retailers stock Thumps, only 05.00 percent stock Sprite, only 06.25 percent stock Fanta, only 03.75 percent stock Mazza, and the remaining 78.75 percent stock all of Coco-products. Cola's

## SUGGESTIONS

The firm provides decent services, however more merchants are having issues with the company's delivery of merchandise throughout the summer. Due to a lack of timely delivery in the summer, shops tend to favour the items of other firms. Company should thus make every effort to provide their goods



on schedule throughout the summer.

The merchant should get the refrigerators from the company. Some stores are willing to sell the company's items provided the company provides refrigerators for them to use. The Company has to provide more items to increase sales.in-store advertising tools to their distributors Problems with delivery may be an issue for some. Delivery should be made to those areas that have difficulty acquiring their products on time by the company.

## CONCLUSIONS

Data analysis and interpretation show that PepsiCo product is a tactical point of sale and merchants may enhance sales under short-term incentives. Retailers in the surrounding communities competed fiercely to get additional incentives and increase the number of customers visiting their stores so that they may boost sales of other PepsiCo products. Outlet owners like the exposure to Pepsi goods that television, newspapers, and billboards provide. Outlet owners are motivated to sell more Pepsi products by the fridge, displays, and schemes.

On the Mauritius market, there is a lot going on. Increasing health concerns and the arrival of new drinks on the market are limiting the usage of soft beverages. Large corporations are also spending a lot of money on advertising in order to get a larger market share at the same time. As a result, advertising's significance is rising.

Consumption levels are positively correlated with the extent of advertising impact. It was also established that Coca-Cola is the market leader in soft drinks in Mauritius. This ranking is mostly due to the product's strong brand impact. Nevertheless, Pepsi isn't far away. Pepsi commercials are becoming more popular among large sectors of the society. The survey also revealed that Mauritians had the erroneous idea about Coca-Cola advertising. When Coca-Cola doesn't take action to fix the problem, it risks losing market share. Coke has to take advantage of Pepsi fans and rebrand itself in order to compete with Pepsi's commercials.

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### ANNEXURES

#### 1.Which Brand You Maintain Maximum Stock?

- Pepsi
- Coca-Cola
- Both

#### 2.Which Product Of Pepsico You Have Maintained?

- Pepsi
- 7up
- Mirinda
- Slice
- All

#### 3.How many crates of PepsiCo you have maintained?

- 01 to 05
- 05 to 10
- 10 to 15
- Above 15

#### 4) Which Product Of Coca Cola You Have Maintained?

- Thumps-up
- Sprite
- Fanta
- Mazza

#### 5) How many crates of coca cola you have maintained?

- 01 to 05
- 05 to 10
- 10 to 15
- Above 15