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Brand Positioning Strategies of Pepsi In Comparison With COCACOLA

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ABSTRACT

In our two-year degree program of M.B.A. there is a provision for doing research work in the specialization in last semester. The essential purpose of this project is to give an exposure and detailed outlook of the practical concepts. For this purpose, I was assigned the project on “**Brand Positioning Strategies of Pepsi In Comparison With COCA-COLA**” This has given me an altogether new experience, which I believe, would be immense help in my days to come. The project was Informative, interesting and inspiring. I hope the readers would find the information found in this report useful and interesting.

INTRODUCTION

Coke still outlets PEPSI in all most all areas of the worlds. Saudi Arabia and the Canadian provinces of prince Edward island. New found land and Labrador, Ontario & Quebec are some of few exceptions. By most accounts, coca-cola was India’s leading soft drink until 1977 when it left India after a new government order the company to turn over its secret formula for coca – cola and dilute its sake in its Indian unit as required by the foreign exchange regulation act (FERA). In 1988, pepsi gained entry to in did by creating o joint venture with the Punjab agro industrial corporation (PAIC) and voltas India limited.

This joint venture marketed and sold Lehar pepsi until 1991 when the use of foreign brands was allowed; pepsi bought out its partners and ended the joint venture in 1994. In 1993, coca-cola returned in pursuance of India’s liberalization policy. In 2005, coca-cola and pepsi together held 95% market share of soft – drink sales in India. Coca-cola India’s market share was 60.9%. Other claim that due to rumors of the use of cocaine, coke was banned for a long time in India & recently the ban was lifted, however, Pepsi has maintained a commanding market share. Pepsi had long be the drink of Canadian, Francophone & it continues to hold its dominance by replying on local Quevecois celebrities (Specially Claude Meunier , of La Petite Vie Fame) to sell its product. “Pepsi” eventually became an offensive nick name for Francophones viewed as a lower class by Anglophones in the middle of 20thcentaury.

OBJECTIVE OF THE STUDY

- To know the main branding strategies followed by the company to create a better brand image.
- To Study customer’s attitude towards Pepsi & Coca-Cola.
- To determine the importance of brand positioning in present marketing scenario.
- To determine the factor influencing the choice of customer regarding stated cold drinks.
- To know how brand positioning is done by Pepsi and Coca-Cola.

It is widely accepted that theory broadens ones thinking and help in idea generation. But practical approach tends to test the feasibility of these ideas and how far theoretical knowledge can be applied in a situation successfully.

NEED AND SCOPE OF THE STUDY

The structure of the paper contains the company profile, a market definition and a market analysis. First, the company profile is described in order to show its position in the field of beverages. After dealing with PepsiCo, its product Pepsi-Cola and the historical development is illustrated. Second, the market for Pepsi-Cola in Germany is exhibited in a positioning map. This map is a result of the definition of the role, Pepsi-Cola has on the German market compared to its competing products. The potential consumer is part of the definition, too. Third, the defined market is analyzed by applying a method to evaluate external and internal factors, which have an influence on the product. This method leads to a Unique Selling Proposition (USP) for Pepsi-Cola in Germany. Last, an obligatory conclusion and outlook provide a link to further marketing analysis of the product.

LIMITATIONS OF THE STUDY

- Due to lack of time (i.e., two months) it is not possible to reach all respondents.
- The lack of availability of time on the respondent’s part.
- Some respondents were biased.
- Unwillingness of the respondents.

I tried to overcome on these limitations.

ANALYSIS & INTERPRETATION

COMPARTIVE ANALYSIS OF PEPSICO & COCA-COLA ON BRAND POSITIONING STRATEGIES

BRAND:

Brand the distinguishing proprietary name, symbol, or trademark that differentiates a particular product, or service, from other of a similar nature

BRAND POSITIONING STRATEGIES:

1. Quality Positioning

Perception of quality is probably one of the most important elements for a brand to have and can be combined with any of the other prompts below.

Quality or the perception of quality lies in the mind of the buyer. Build a powerful perception of quality, and you will succeed in creating a powerful brand.

The 22 Immutable Laws of Brandis say the best way to increase perception of quality is to narrow the company's focused. When you narrow a product's focus, they explain, you become a specialist rather than a generalist, and a specialist is perceived to know more or be of "higher quality" than a generalist. Another way to build the perception of high quality is to simply attach a higher price tag to your brand. More people think that they know a higher quality product from another but in reality; things are not always as they seem.

Believe it or not, high price is a benefit to some customers. It allows the affluent consumer to obtain psychological satisfaction from the public purchase and consumption of a high-end product. Of course, the product or service does need to have some perk or difference to justify the higher price.

2. Value Positioning

Although at one time, items that were considered to be a good "value" meant that they were inexpensive that stigma has fallen by the wayside. Today, brands that are considered a value are rising in popularity amongst consumers.

3. Feature Driven Positioning

More marketers rely on product/service features to differentiate their brands than any other method. The advantage is that the message is clear, and the positioning will be credible if you stick to the facts about the product. Unfortunately, feature orientated stances are often rendered useless if the competition comes out with a faster or more advanced model.

4. Relational Positioning

One of the most effective ways to create interest in a brand is to send out a positioning prompt that resonates well with potential buyers. For instance, sketches equate sneakers with cool and that characteristic passes to all who wear them. These brands have achieved positioning based on who buys what they sell, not solely by what they sell.

5. Aspiration Positioning

These are positioning prompts that offer prospects a place they might like to go, or a person they might like to be, or a stake of mind they might like to achieve.

6. Problem/Solution Positioning

As the name implies, problem/solution prompts show the consumer how a sticky situation can be relieved quickly and easily with the brand or service. What problem/solution campaigns lack in imagination, they usually make up for in directness and credibility.

7. Rivalry Based Positioning

By definition positioning deals with how one brand is thought of compared to its obvious competitors. Therefore, the idea of a rivalry-based position might seem redundant but many campaigns take this approach.

8. Warm and Fuzzy Positioning

Underneath our capitalist driven needs to consume, we are still docile and emotional animals. As such, many marketers play on our feelings.

How people feel about a brand is often times need or desire based which means that emotional or psychological approaches can oftentimes be very effective as positioning prompts.

9. Benefit driven Positioning

Other brands base their entire positioning on the fact that they give back to the consumer.

CONCLUSION

I have studied and analyzed the comparison of PEPSI & COCA COLA on different aspects of the market , outlets , distribution & consumers . The survey was conducted in various areas of Mathura city with great Enthusiasm. This project report concludes that PEPSI is much strong than the COCA COLA and 100% is tough job & the most important Thing , which I feel to improve , is “the availability to retailers & consumers”.

The retailers & consumers both promotes either PEPSI or any other of its brands (e.g. Mountain Dew) for could be with regard to order processing , ware housing , inventory Management & Transportation , besides that shop covering , time of enter & exit from the market by t he sales man , cooling appliances, glow shine board , schemes , incentives , prizes , gifts , discounts , proper biling , returning of defective goods , proper supply should be improved.

My objective was to make marketing managers aware of all the problems so that a proper course of action is required to be undertaken. The only competitor of PEPSI is COCA – COLA& no local brands can beat PEPSI

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