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Marketing Strategies of Coca Cola.

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ABSTRACT:

Coca-Cola Co. The global soft drink industry leader controlled the Indian soft drink industry till 1977. Then the Janata Party beat the Congress Party and the Central Government was changed. This change brought problems for Coca-Cola's principle bottler, who was a big supporter of Gandhi Family. Now the Janata Party government demanded that Coca-Cola should transfer its syrup formula to an India subsidiary (Chakravarty, 43). Because of this Coca-Cola backed and withdrew from the country.In the meantime, India's two target soft drink producers have gotten rich. Who were controlling 80% of the Indian soft drink industry.

These days Coke and Pepsi are using the 4Ps of marketing mix (Price, Product, Place and Promotion) in such a way so that a good quality can be provided to the consumers at a reasonable price to attract the consumers towards their brands. Both the companies know that there is so much potential in the Indian soft drink industry and they can increase their sales by making good marketing strategies. So, they are spending a huge amount of money on advertising and other sales promotional activities of their brands.

1. Introduction:

It all began in 1886, when a three legged brass kettle in John Styth Pemberton's backyard in Atlanta was brewing the first P of marketing legged. Unaware the pharmacist has given birth to a caramel colored syrup, which is now the chief ingredient of the world's favorite drink. The syrup combined with carbonated the soft drink market. It is estimated that this drink is served more than one thousand million times in a day. Equally oblivious to the historic value of his actions was Frank Ix. Robinson, his partner and bookkeeper.

Pemberton & Robinson laid the first foundation of this beverage when an average nine drinks per day to begin with, upping volumes as sales Grew. In 1894, this beverage got into bottles, courtesy a candy merchant from Mississippi. By the 1950's Colas were daily consumption items, stored in household fridges. Soon other non- Cola variants of this product like orange & Lemon. Now, the soft drink industry has been dominated by three major players – (1) The New York based Pepsico. Inc.(2) The Atlanta based Coca Cola co. (3) The United Kingdom based Cadbury Schweppes Throughout the globe these major players have been battling it. Out for a bigger chunk of the ever-growing cold drink market. Now this battle has begun in India too.

India is now part of the cold drink war. Gone are the days of Ramesh Chauhan, India's one time Cola king and his bouts of pistol shooting. Expect now to hear the boon of cannons when the Coca Cola & Pepsi co. battle it out for, as Jordan gets a bigger share of the throat. By buying over local competition, the two American Cola giants have cleared up the arena and are packing all their power behind building the Indian franchisee of their globe girdling brands. The huge amount invested in fracture has never been seen before. Both players seen an enormous potential in his country where swigging a carbonated beverage is still considered a treat, virtually a luxury Consequently, by world standards India's per capita consumption of cold drinks as going by survey results is rock bottom, less than over Neighbors Pakistan & Bangladesh, where it is four times as much.

1.1 Marketing Strategies of Apple Inc:

Apple Inc., one of the world's most valuable and recognizable technology companies, has established itself as a leader in the consumer electronics industry. Alongside its innovative and groundbreaking products, Apple's marketing strategies have played a significant role in shaping its success and creating a cult-like following. This essay aims to explore the marketing strategies employed by Apple, highlighting key elements that have contributed to its remarkable brand positioning and customer loyalty.

Apple's marketing strategy revolves around a relentless focus on product innovation and differentiation. The company consistently introduces groundbreaking features and designs that captivate consumers and set new industry standards. By staying ahead of the competition, Apple maintains a unique selling proposition that keeps customers intrigued and eager to own the latest Apple devices.

Apple has built its marketing campaigns around the concept of delivering exceptional user experiences. The company understands that it is not only about selling products but also about creating an emotional connection with customers. Apple's marketing efforts focus on showcasing how their products seamlessly integrate into customers' lives, making tasks easier, more enjoyable, and enhancing productivity.

Apple's marketing strategy places a strong emphasis on design aesthetics. The sleek and minimalist design of Apple products has become synonymous with the brand itself. Apple's marketing campaigns highlight the elegance, simplicity, and premium craftsmanship of its devices, appealing to consumers who appreciate both functionality and aesthetic appeal.

Apple has successfully cultivated a strong brand identity that resonates with its target audience. Through consistent branding across its products, marketing materials, and retail stores, Apple has created a sense of exclusivity and aspiration. The brand positioning portrays Apple as an innovative, cutting-edge, and lifestyle-oriented company, attracting customers who want to be associated with the brand's image and values. **2** International Journal of Research Publication and Reviews Page 04

Company Profile:

Coca-Cola Enterprises, established in 1886, is a young company by the standards of the Coca-Cola system. Yet each of its franchises has a strong heritage in the traditions of Coca-Cola that is the foundation for this Company. The Coca-Cola Company traces its beginning to 1886, when an Atlanta pharmacist, Dr. John Pemberton, began to produce Coca-Cola syrup for sale in fountain drinks. However the bottling business began in

1899 when two Chattanooga businessmen, Benjamin F. Thomas and Joseph B. Whitehead, secured the exclusive rights to bottle and sell Coca-Cola for most of the United States from The Coca-Cola Company. The Coca-Cola bottling system continued to operate as independent, local businesses until the early 1980s when bottling franchises began to consolidate. In 1986, The Coca-Cola Company merged some of its company-owned operations with two large ownership groups that were for sale, the John T. Lupton franchises and BCI Holding Corporation's bottling holdings, to form Coca-Cola Enterprises Inc. The Company offered its stock to the public on November 21, 1986, at a split-adjusted price of $5.50 a share. On an annual basis, total unit case sales were 880,000 in 1986. In December 1991, a merger between Coca-Cola Enterprises and the Johnston Coca-Cola Bottling Group, Inc. (Johnston) created a larger, stronger Company, again helping accelerate bottler consolidation. As part of the merger, the senior management team of Johnston assumed responsibility for managing the Company, and began a dramatic, successful restructuring in 1992.Unit case sales had climbed to 1.4 billion, and total revenues were $5 billion The Coca-Cola Company is the world’s largest beverage company. They operate in more than 200 countries & markets more than 2800 beverage products. Headquartered at Atlanta, Georgia, they employ approximately 90500 employees all over the world. It is often referred to simply as Coke or (in European and American countries) as Cola or Pop.

2. Literature Review:

1 To study the marketing strategies adopted by Coca-Cola

2 To study the advertising effectiveness Coca-Cola on customer

3 To analyze the awareness of consumers regarding Coca Cola.

4 To help the company for further changes in the quality, pricing, and policies.

The markets where Coke is a dominant player are the United States of America, Europe and Asia, Africa. There is a vast difference in terms of above given phases. For example, in the U.S.A & Europe it has reached a maturity stage where it can’t expand its market more but if we consider Asia, it is still in the growth phase. Coca-Cola is currently going through the maturity stage in Western countries. This maturity stage lasts longer than all other stages.

Management has to pay special attention to products during this stage of the product life-cycle. During the maturity stage, products usually go through a slowdown in sales growth. According to Coca- Cola's 2001 annual report, sales have increased by 1.02% compared to last year. This percentage has no comparison to the high level of growth Coca-Cola enjoyed during its growth stage. To add a little variation Coca-Cola took the Coca-Cola Classic and added variations to it, including Cherry Coke, Vanilla Coke and Diet Coke. Also Coca-Cola went from 6-oz. glass bottles to 8-oz. cans to plastic liter bottles, all helping increase consumption.

Objectives:

1) Informing and educating consumers and buyers. Encouraging a liking for the company' products over those of the competitors'. Encouraging product trials among potential new customers. Increasing short-term sales by the means of stimulating action.

2) SMART goals help provide clarity, transparency, and accountability. As detailed below, one SMART goal is Coca-Cola's aim to “by 2012, improve our water efficiency by 20%, compared with a 2004 baseline.” Coca-Cola is seeking to improve its water efficiency by a specific amount–20%.

3) Marketing objectives are a set of clearly defined, measurable goals established as part of a marketing plan. Marketing objectives provide specific targets to be met within a time frame, such as “decrease customer acquisition cost by 10% by the end of next quarter.”

4) Acquiring customers.

5) Retaining customers.

6) Turning customers into brand ambassadors.

7) The four Ps are product, price, place, and promotion. They are an example of a “marketing mix,” or the combined tools and methodologies used by marketers to achieve their marketing objectives.

3. Research Method:

The descriptive research method serves as a valuable approach for studying and understanding complex phenomena. In the context of examining Coca colaInc.'s marketing strategies, the descriptive method provides a systematic and detailed analysis of the company's marketing practices. This essay aims to discuss the application of the descriptive method in studying Coca cola's marketing strategies, highlighting its significance in providing comprehensive insights into the subject.

The research design for the descriptive study of Coca cola's marketing strategies would involve careful planning and selection of appropriate data collection methods. It would entail identifying relevant variables, determining the scope of the study, and outlining the specific objectives and research questions to be addressed.

The descriptive method relies on the collection of data from various sources to provide a comprehensive overview. Primary data collection methods could include surveys, interviews, or observations to gather information directly from consumers, marketing professionals, and industry experts. Secondary data sources, such as financial reports, marketing campaigns, and market research reports, would also be utilized to supplement the primary data and provide a broader context.

In a descriptive study on Coca Cola's marketing strategies, a suitable sampling technique would be employed to select participants or data sources that represent the target population. The sample may consist of Coca cola customers, marketing professionals, or individuals with expertise in the technology industry. The sample size would depend on the research objectives and the level of data saturation required for a comprehensive analysis.

4. Data representation:

Global Revenue of Coca cola Inc:

5. Conclusion

The descriptive research method serves as a valuable approach for studying and understanding Coca cola Inc.'s marketing strategies. By employing systematic data collection and analysis techniques, the study can provide comprehensive insights into various aspects of Coca cola marketing practices.

Through the application of the descriptive method, the study can uncover key elements of Coca cola's marketing strategies, such as product innovation, branding, integrated marketing communications, customer experience, and word-of-mouth marketing. By analysing data obtained from various sources, including primary research and secondary data, the study can provide a thorough understanding of Coca cola's marketing practices and their impact on the company's success.

The findings derived from the descriptive study contribute to the existing body of knowledge in the field of marketing. They provide valuable insights for businesses in the technology industry, enabling them to learn from Coca cola's strategies and apply best practices in their own marketing efforts.

While the descriptive method has its limitations, such as potential biases in data collection and generalizability of findings, these can be addressed through careful planning, rigorous data analysis, and acknowledgment of the study's limitations.

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