



A Study on Consumer Satisfaction towards Coca Cola (With Special Reference to Coimbatore District)

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ABSTRACT:

This study aims to evaluate consumer satisfaction towards Coca-Cola, focusing on factors such as product quality, brand image, price, and customer service. Consumer satisfaction plays a critical role in shaping brand loyalty and market dynamics, particularly in the highly competitive soft drink industry. The research adopts a mixed-method approach, using both quantitative surveys and qualitative interviews to gather insights from a diverse group of Coca-Cola consumers. Key variables, including taste, packaging, availability, and marketing campaigns, are assessed to determine their impact on overall satisfaction. The findings suggest that Coca-Cola's strong brand recognition, consistent product quality, and innovative marketing strategies significantly contribute to consumer satisfaction. However, price sensitivity and health-conscious trends are emerging challenges for the brand. The study concludes with recommendations for Coca-Cola to enhance customer experience, improve product offerings, and adapt to changing consumer preferences in a competitive market environment.

INTRODUCTION:

Soft drinks are an important product item in modern society. In urban and rural becoming more popular in the consumer world. At present soft drink, the market is one of the most competitive markets in the world. Today's business environment is highly competitive and rapidly changing. Therefore, if a firm wants to succeed or survive in the market, there should be a continuous observation of consumer behavior and their preference because consumers are the kings in the business.

Today soft drink not only reduces the thirst but also has become style and fashion. The interest of the survey is to know what people like most about soft drinks and what attracts them towards buying this product. Soft drinks are one of the most popular drinks which are consumed on all types of occasions. The demand for soft drinks is increasing day by day due to changes in climate conditions, liking for fast food, and change in culture. The soft drink includes all types of non-alcoholic, carbonated, and flavored beverages. These artificially sweetened drinks are available in different flavors, different sizes, and in different packages. The buying behavior largely depends upon taste, quality; price, availability, and advertisement, etc. There are soft drink brands like Pepsi, Coca-Cola, Sprite, Fanta, 7up, and so on.

OBJECTIVES OF THE STUDY:

- To find out the consumer satisfaction in Coca Cola soft drinks among people.
- To find out the market share of Coca Cola.
- To study people's choice among Coca Cola soft drink.
- To study the reasons for switch over the brand from time to time.
- To study the problems faced by the consumer while using the Coca Cola drinks.

RESEARCH METHODOLOGY

This part explains the methodology used in this study. The methodology includes sources of data. Sample size, area of the study and framework of analysis.

METHOD OF DATA COLLECTION

The data for this study are of two types: -

- Primary data
- Secondary data

SCOPE OF THE STUDY:

This study has a aim to find out the consumer satisfaction over the Coca Cola soft drinks in Coimbatore District. Many factors are responsible to decide the consumer satisfaction over the Coca Cola soft drinks. There are various influencing factors such as economic background of the user, cultural background, peer ground influences and marketing promotional activities for any people to select their Soft Drinks. This study attempt to analyze the consumer satisfaction criteria over the Coca Cola soft drinks. The price of the product, packaging and style, promotional factors, and hygiene or taste, is analyzed to find out the consumer satisfaction over the soft Coca Cola drinks in Coimbatore District. A substantial proportion of all marketing research involves the direct study of people. The kind of people studied is extremely varied including such individuals as housewife's, children, and executives of large corporation and manage of small business. Consumer satisfaction and preference are one of the foundation stores for research.

LIMITATIONS OF THE STUDY:

- The study area is limited to Coimbatore District only.
- The findings of the study cannot be generalized due to demographical differences. Even though number of Soft Drinks are available in the market, only Coca Cola Soft Drinks are taken up for the study.
- The sample size has been restricted to 100 samples due to time constraints.
- At the time of completing the questionnaires the researcher has faced some problems like unwillingness of the respondents in filling the questionnaire.

REVIEW OF LITERATURE:

1.Sathyaprasad and Siddiq (2023), in their article entitled, —Awareness of Rural Consumer on Branded Soft Food Drinksl aims to study the level of rural consumer awareness on branded soft food drinks. The total sample size for the study is 514 respondents. Products like Pepsi, Coca Cola, Sprite, Fanta have been chosen for the study. Statistical tools like Chi-Square test, Anova and Rank Correlation are used for analysis. They find that majority of consumers are highly aware of product details like date of expiry and flavor of the product whereas certain few consumer are unaware of taxes of the product.

2.Tareq, M., & Hasan, M. (2020). Consumer perception and brand loyalty towards soft drinks: A study in Bangladesh. *Journal of Business and Technology (Dhaka)*. In conclusion, customer satisfaction is an important factor that affects the success of the soft drinks industry. The literature suggests that factors such as product quality, brand image, taste, packaging, availability, price, and promotions influence customer satisfaction. Effective marketing strategies that consider the target market's preferences and emotions can contribute to the achievement of higher levels of customer satisfaction.

3.Veerakumar and Venkedasubaramaniam (2019) in their study on —A study on Consumer Satisfaction towards selected Health Drinks in Coimbatore Districtl made an attempt to find out consumer satisfaction of soft drink. Primary data have been collected from 100 respondents by adopting convenience sampling method. The statistical techniques like simple percentage analysis and chi-square test have been used for analysis. They find that majority of the respondents are highly satisfied with 'boost', the soft drink.

4.Latha and Nirmala (2016) in their study on —Consumer Brand Preference towards Soft Drink Products in Tirupur Cityl made an attempt to ascertain the influence of age on consumer preference of soft drinks. A sample of 200 customers have been collected by adopting convenience sampling technique. Percentage analysis and chi-square test are used to analyze the data. They observe that the majority of the respondents who buy soft drinks belong to the age group of 21-30 years.

5.Nandhini and Devipriya (2015) carried out a study entitled, —A Study on Consumer Buying Behavior towards Horlicks Drinks on Coimbatore Cityl with a view to identify the reason for consuming the horlicks products. A sample of 120 respondents have been collected by adopting convenience sampling technique. The statistical techniques likes simple percentage analysis, chi square test and correlation analysis have been used for the analysis. They observe that expose the energy level and taste of the horlicks are the reason for buying.

INDUSTRIAL OVERVIEW:

Soft drinks and carbonated drinks like colas and fruity beverages are always welcome in all homes, restaurants, and parties. The soft drink industry booms, especially during the summer season. India is the second-largest country, population-wise, providing a vast consumer market. Naturally, companies would like to invest here to meet public demands and create a massive supply chain. This industry is ever-growing with more and more revenue every year. Presently our soft drink industry in India generates revenue of 4,704 million USD and is expected to grow 7.9% by the year 2023. This industry includes carbonated soft drinks in India as well as non carbonated drinks such as fruit juices, flavoured water, fruit nectar and many more.

We have one of the largest consumption of non-alcoholic beverages that paves the way towards the growth of this industry. Several brands have cemented their place in the market by using several marketing strategies such as gripping advertisements and branding. They provide local retailers with soft drink vending machines at fair prices that also helps their brand to grow. Companies are testing out new drinks every year to increase consumer demand. The foreign soft drink MNC giants have around 70-75% market share in India, whereas our local brands have about 10-15% market share. With massive

demands, new companies are investing in this industry every year. The rising health awareness in people has also increased the consumption of drinks like juices every day.

CONCLUSION:

The reach outcome also indicates that, most of the customers were satisfied towards Coca – Colo company with respect to the chosen factor. This study also indicates that the customers loyalty towards the Coca – Cola company is also good. The soft drinking consumption of sweetened beverages has increased dramatically in the past decades with increasing of overweight. Soft drink is creeping day by day amongst the children without knowing their hazards. This sort of irrational and injudicious use of soft drink is definitely putting them at the edge of sward and many factors are playing their role to ensure such a risk like lack of awareness.