A STUDY ON CUSTOMER SATISFATION TOWARDS COCO COLA PRODUCTS WITH SPECIAL REFERENCE TO VILLUPURAM TOWN

R. Thilakaraj Shamini, V. Varsha, V. Vauniya, S. Yamuna and Ms. Drishti RaniPG &

Research department of Commerce

Theivanai Ammal College For Women(Autonomous)Villupuram, Tamil Nadu, India

ABSTRACT

The study is based on the satisfaction level of customers towards coco cola products .Convenient sampling method was used and primary data required for analiysis were obtained through questionnaire. A Sample survey of 50 respondents was undertaken to find out the customer satisfaction towards coco cola products in villupuram town. The study has attempted to cast light on the satisfaction of customers and their awareness towards different products of coco cola. The study used five major attributes of customer satisfaction which are price, taste, advertisement and hygine to check how custumers perceived the satisfaction. The major finding of the study are majority (90%) says that they had tasted coke,80% says that coco cola comes to their mind when they think of soft drinks,85%of the respondents said they prefer 200-250 ml quantity for buying and the majority i.e 60% of them said that coco cola product range is wide. Finally 80%of respondents said that they like the taste of coco cola.

INTRODUCTION

Coco cola is an artificially flavoured drink and contain no fruits or pulp.It is a non- alcoholic beverage. Coco-Cola drink is a carbonated soft drink and are most commonly known as soda, pop, tonic etc., in part of the United States and Canada or fizzy drinks in the UK and sometimes called minerals in Ireland. The Coca-Cola Company is the largest drink company in the world, serving customers from more than 200 countries with over 500 different brands. Although it is clear that Coca-Cola is best known for Coca-Cola, its total range covers both sparkling and still drives and its 14 billion dollar portfolio include both globally known and localized brands. The Coca-Cola Company has on occasion introduced other cola drinks under the Coke name. The most common of these is Diet Coke, along with others including Caffeine- Free Coca-Cola, Diet Coke Caffeine-Free, Coca-Cola Zero Sugar, Coca-Cola Cherry, Coca-Cola Vanilla, and special versions with lemon, lime, and coffee. Coca-Cola was called Coca-Cola Classic from July 1985 to 2009, to distinguish it from "New Coke". Based on Inter brand's "best global

brand" study of 2015, Coca-Cola was the world's third most valuable brand, after Apple and Google.

Customers are the blood of every business and in today's world customers are becoming very selective about the products which they are consuming . So, customer retention is very essential and it possible only through custome satisfaction.Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities.Customer satisfaction has been subjects of the great interest to the organizations and researcher alike. The prime objective of organizations is to maximize profits and to minimize cost. Profit maximization can be obtained through increase in sales with lesser costs. One of the important factors that can help to increase sales is customer satisfaction, because satisfaction leads to customer loyalty, recommendations and repeat purchasing. A customer is an individual or business that purchases the goods or services produced by a business. Attracting customer is the primary goal of the businesses, because it is the customers for whom goods and services are being created in the market .

REVIEW OF LITERATURE

In his article "An Analysis of Consumer Behaviour - A Case Study of Soft Drinks" done in Rohtak during 1983-84, showed taste of brand and the respondents' interest in the product's advertisements, were found to play the most important role in the purchase - decision. It was also found that about 70 percent of the respondents changed their brand quite often (*Dhuna, 1984).*The study shows that there is a strong relationship between self concept and consumer brand choice decision (*Russell, W. B., 1988).* In his project report entitled "Consumer preference for soft drinks in urban area of Coimbatore reported that Gold Spot is the most popular drinks for male and for female Thumps-up is the most popular drinks *(Kumar, 1990).*The study revealed that advertising and representatives visits increase the sale of popular drink-brands (*Krishnakumar, 1995).* The store image directly generates customer's expectations that may subsequently influence a consumer's assessment of retailer's action and behaviour in future *(Oliver, 1997).* Satisfaction with quality leads to more purchasing of soft drink (*Murugesan, 1990, Daarowska, Borcz & Nawrocki, 2003, Suchánek, Richter and Králová, 2014).* According to Tony Proctor (2000) "A strategy is a plan that integrates an organization's major goals, policies, decisions and sequences of action into a cohesive whole. It can apply at all levels in an organization and pertain to any of the functional areas of management." An organization can have various kinds of production, financial, marketing or human resources strategies to aid it in achieving its objectives. A strategy is measured by its effectiveness rather than its efficiency in processing the environment and designing plans to fit between the organization, its resources and objectives within the environment it operate.The study shows that high price volatility for good imaged goods brings about more consumer satisfaction *(Estelami and Bergstein, 2006).*The study shows that high price volatility for good imaged goods brings about more consumer satisfaction *(Estelami and Bergstein, 2006).*

actors like the quality of the physical product itself, convenient availability, the brand name and company reputation are important for choosing a soft drink *(Okioga, 2007).* The two dimensions – physical quality and staff behaviour have a positive impact on both desires

congruence and consumer satisfaction (*Philip, Graham, Massey, 2008*).Creating awareness and satisfying consumers lead a brand successfully in market *(Arivazhagan, 2011)*. The study demonstrates that a corporate brand is an important predicator of consumer satisfaction. Consumer's values like functional, emotional and symbolic are critical and consistent predictors of consumer satisfaction *(Anisimova, 2013)*. Brand name creates a fabulous brand positioning in minds of consumers like coca-cola (*Pavithra, and Subramani, 2015*). Good quality with affordable price positively impacts consumer purchase and satisfaction (*Yuvaraj, and Subramani, 2015*).

STATEMENT OF THE PROBLEM

This study focuses on the various aspects which have been influencing the customers before they decide to purchase various types of Coca-Cola cool drinks. Present survey is conducted to find out the level of customer satisfaction of Coca-Cola cool drinks available in market. The first step in research is formulating or defining the research problem. It is rightly said that "A problem well defined is half solved". Coca-Cola cool drinks industry in India has grown considerably in recent years. This has resulted in the entry of many multinational brands and consequently the competition has become cut throat.

OBJECTIVES OF THE STUDY

➢To study the profile of the company.
➢To find out the consumer preference towards COCA COLA products.
➢To study consumer opinion on price and packaging of COCO-COLA products.
➢To analyze the awareness of consumer regarding COCO COLA.
➢To examine the problem faced by the customer using COCO COLA.
➢To identify customer's preference, perception towards different product range of COCO COLA.

SCOPE OF THE STUDY

➢ This study helps to know about the customer's attitude towards Coco Colaproducts.
➢ This study helps to understand the satisfaction level of the customers from CocaCola Brand.
➢ This study is an attempt to analyse the awareness towards Coca Cola products.

LIMITATION OF THE STUDY

The main purpose of this study is get idea about the preference of the customers towards various Coco-Cola products. But there are certain factors which affects this study they are as follow:

➢ Since the sampling procedure was judgmental, the sample selected may not be true representative of the population. Economic and market conditions are very unpredictable (Present and future).

➢ This research is strictly confined to the Villupuram District alone, thus the result drawn in confined to the city limits.

RESEARCH METHODOLOGY

A Research methodology is purely and simply basic framework or plan for the study that guides the collection of data analysis of the data. In consumer surveys, we adapted this descriptive research for collecting and analysis of the data. It is the systematic way to solve problems. It may be understand as a science of studying how research is done scientifically.

Data Collection

➢ **Primary Source:** The primary data comprises information survey of "CUSTOMER SATISFACTION TOWARDS COCA COLA PRODUCTS". The data has been collected directly from respondent with the help of structured questionnaires.

➢ **Secondary Source:** The secondary data has been collected from company's website, Books and journals pertaining to the topic.

Sample Size

The sample consisted of 50 respondents. The simple random sampling method was adopted. Area of research was Villupuram.

Research Design

Research design is the plan, conceived. So, as to obtain answer to research questions and to control variance. The researcher has use descriptive research design in the project.

Sample Selection

➢ It indicates the numbers of people to be surveyed. Though large sample give more reliable results than small samples but due to constraint of time and money; the sample size is restricted.

➢ Sample selection has been done through simple random sampling.

Statistical Methods and Analysis

The data has been analysed through Descriptive statistics, Frequencies, Pie charts, Independent Samples Test and Bar Graphs.
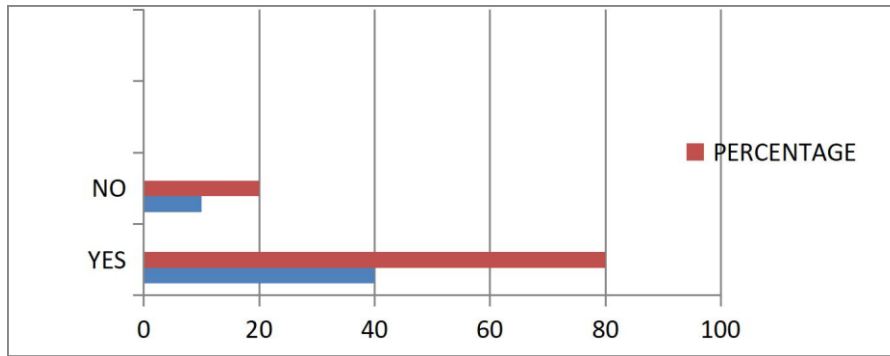
DATA ANALYSIS AND INTERPRETATION

Q1. A question was asked to the customers whether they consume soft drinks or notand the followig are the results

ATTRIBUTES	No. OF RESPONDENTS	% OF RESPONDENTS
YES	40	80
NO	10	20
TOTAL	50	100

The above table depicts that 90% of the customers consume soft drinks.

Graph showing the percentage of the nature of consumption.

INTERPRETATION :

From the above table 4.1 ,80% of respondent said 'yes' and further 20% of the respondents said 'no' .
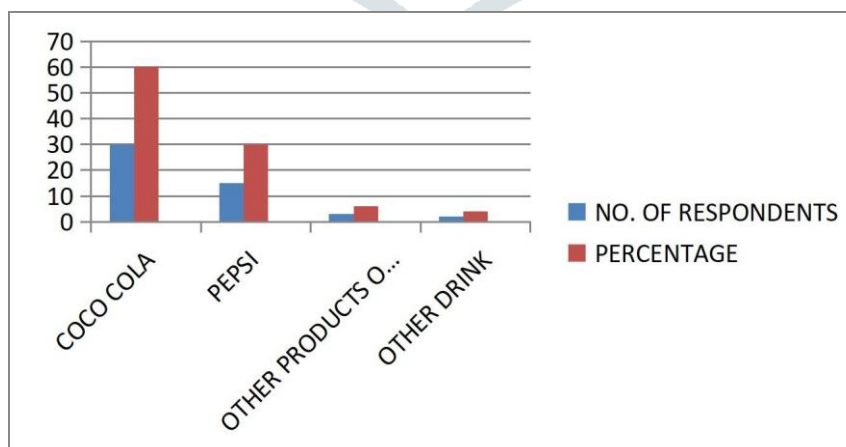
INFERENCE:

Majority 80% of the respondent said they had tasted coke .

Q2. What drinks comes to your mind when you think of soft drinks ?

Table no.4.2

SOFT DRINKS	NO. OF RESPONDENTS	PERCENTAGE
COCO COLA	30	60
PEPSI	15	30
OTHER PRODUCT OF PEPSI	3	6
OTHER DRINK	2	4
TOTAL	50	100

CHART NO.4.2

INTERPRETATION:

From the above table 4.2, 60% of the respondents said coco cola , 30% respondent prefered pepsi , 6% of the respondents prefered other products of Pepsi and 4% of the respondents prefered other drinks.
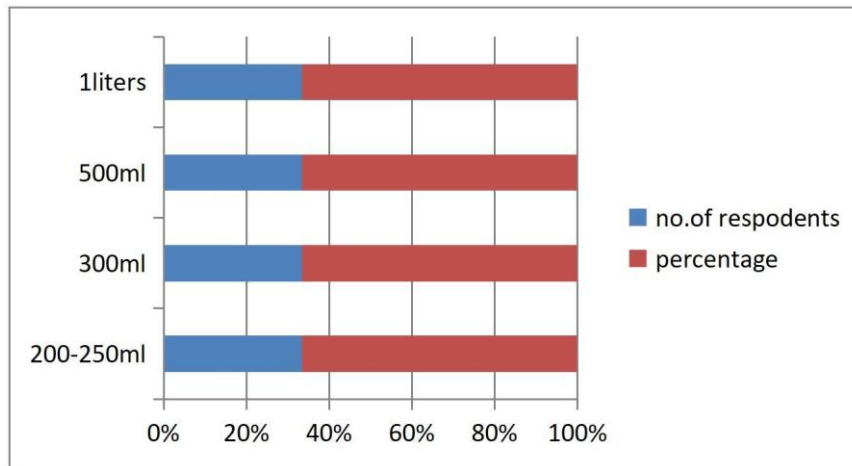
INFERENCE:

Majority 60% of the respondent prefer coco cola .

Q3.What quantity do you usually prefers to buy?

TABLE NO:4.3

QUANTITY DO YOU USUALLY PREFER TO BUY	NO.OF RESPONDENTS	PERCENTAGE
200-250ML	10	20
300ML	5	10
500ML	30	60
1 LITERS	5	10
TOTAL	50	100

CHARTS NO:4.3

INTERPRETATION:

From this table 4.3, 60% of the respondents said 500ml, 20% of the respondents said200-250ml, 10% of the respondents are 300%,10% of the respondents prefer 1liters.
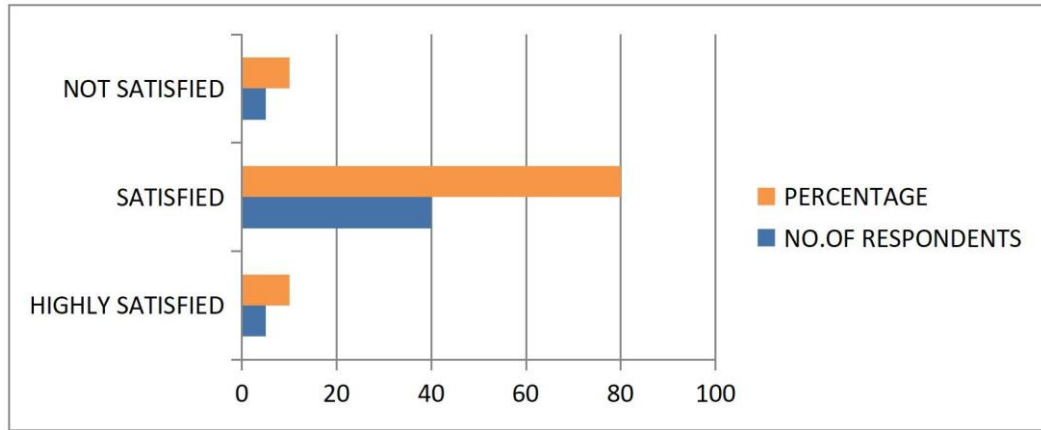
INFERENCE:

Majority 60% of the respondents said 500ml.

Q4. Overall, how satisfied are you with coco cola products as a company?

TABLE NO:4.4

ARE YOU SATISFIED WITH COCO COLA PRODUCTS	NO.OF RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	5	10
SATISFIED	40	80
NOT SATISFIED	5	10
TOTAL	50	100

CHARTS NO:4.4

INTERPRETATION:

From this above table4.4, 10% of the respondents were highly satisfied, 80% of the respondents were satisfied and 10% of the respondents were not satisfied.

INFERENCE:

Majority,80% of the respondents were satisfied.

FINDINGS

The study undertaken has highlighted certain facts. They are

➤ The important factors that influence the purchase decisions of a soft drink are the taste and flavor.

➤ Besides the factors mentioned above the other important factors that Influence the purchase decisions were found to be advertising and Price.

➤ Sales promotion program taken up by the company is also popular among the respondents. The product is very much popular for its easy availability

SUGGESTIONS

Suggestions have been made based on certain factors as highlighted by the study.

➤ Efficient Promotional activities pertaining to consumers are to be taken up.

➤ Company should improve the quality of packaging.

➤ Introduction of a new flavor is suggested to make the product promotion moreefficient.

➤ It is suggested that the company should increase the usage of Internet for furtherPromotional activities.

CONCLUSION

The old saying "customer is king", can be achieved by the company with the help of different plans, market coverage etc. The same treatment for the customers can be continued and different plans in future should be implemented by the company to achieve its vision. To survive in this competitive era company has to come up with many innovative ideas in terms of taste and flavor. The study shows a good customer satisfaction towards the different soft drinks of the company is best in price level, taste, packaging and so on. They should also see that they won't compromise with the environment and health of the living creatures.

REFERENCE

ARTICLES:

➢ Taste of soft drink is not major indictor of its purchasing but branding in the marketplace, health concerns, and convenience as well (*Wells, 2005*).

➢ The study shows that high price volatility for good imaged goods brings about more consumer satisfaction (*Estelami and Bergstein, 2006*).

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➢ Factors like the quality of the physical product itself, convenient availability, the brand name and company reputation are important for choosing a soft drink (*Okioga, 2007*).

➢ The two dimensions – physical quality and staff behaviour have a positive impact on both desires congruence and consumer satisfaction (*Philip, Graham, Massey, 2008*).

➢ Creating awareness and satisfying consumers lead a brand successfully in market (*Arivazhagan, 2011*).

➢ The study demonstrates that a corporate brand is an important predicator of consumer satisfaction. Consumer's values like functional, emotional and symbolic are critical and consistent predictors of consumer satisfaction (*Anisimova, 2013*).

➢ Brand name creates a fabulous brand positioning in minds of consumers like coca-cola (*Pavithra, and Subramani, 2015*).

➢ Good quality with affordable price positively impacts consumer purchase and satisfaction (*Yuvaraj, and Subramani, 2015*).

WEBSITE:

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