

Project Report

On

“A Study of sales promotion of coca cola”

Submitted to

G. S. College of Commerce & Economics, Nagpur

Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

Inzemam Khan

Under the Guidance of

DR. Kamlesh Thote

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23





CERTIFICATE

This is to certify that “**Inzemam khan**” has submitted the project report titled “**(A Study Of sales promotion of coca cola)**”, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Kamlesh Thote
(Project Guide)

Dr. Afsar Sheikh
(Co-Ordinator)

Place: Nagpur

Date:



DECLARATION

I here-by declare that the project with title “A Study Of sales promotion of coca cola” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me

Inzemam khan

Place: Nagpur

Date:



ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. Swati Kathaley, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Dr. Kamlesh Thote for his/her guideline throughout the project. I tender my sincere regards to Co-Ordinator, Dr. Afsar sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation. I would like to thank all those who helped me in making this project complete and successful.

Inzemam khan

Place: Nagpur

Date:

INDEX

S.No.	PARTICULARS	PAGE No.
1.	Introduction	6-8
2.	Company Profile.	9-16
3.	Literature Review.	17-18
4.	SWOT Analysis.	19-20
5.	Research Study.	21-23
	<ul style="list-style-type: none">• Need of study.	21
	<ul style="list-style-type: none">• Objectives.	21
	<ul style="list-style-type: none">• Future Aspects.	21
	<ul style="list-style-type: none">• Strategy of coca cola	22
	<ul style="list-style-type: none">• Research Design	23
6.	Research Methodology	24
7.	Data Analysis & Interpretation	25-32
8.	Hypothesis	33
9.	Impact on Society.	34
10.	Limitations of study	35
11.	Recommendation and Suggestion	36
12.	Conclusion	37
13.	Bibliography	38
14.	Annexure	39

Introduction

The Coca-Cola Company is an American multinational corporation founded in 1892, best known as the producer of Coca-Cola. The drink industry company also manufactures, sells, and markets other non-alcoholic beverage concentrates and syrups, and alcoholic beverages. The company's stock is listed on the NYSE and is part of the DJIA and the S&P 500 and S&P 100 indexes.

The soft drink was developed in 1886 by John Stith Pemberton. At the time it was introduced, the product contained cocaine from coca leaves and caffeine from kola nuts which together acted as a stimulant. The coca and kola are the source of the product name, and led to Coca-Cola's promotion as a "healthy tonic". Pemberton had been severely wounded in the American Civil War, and had become addicted to the pain medication morphine. He developed the beverage as a patent medicine in an effort to control his addiction.

In 1889, the formula and brand were sold for \$2,300 (roughly \$71,000 in 2022) to Asa Griggs Candler, who incorporated the Coca-Cola Company in Atlanta in 1892. The company has operated a franchised distribution system since 1889.^[3] The company largely produces syrup concentrate, which is then sold to various bottlers throughout the world who hold exclusive territories. The company owns its anchor bottler in North America, Coca-Cola Refreshments.



In July 1886, pharmacist John Stith Pemberton from Columbus, Georgia invented the original Coca-Cola drink, which was advertised as helpful in the relief of headache, to be placed on sale primarily in drugstores as a medicinal beverage. Pemberton had made many mixing experiments and reached his goal during the month of May, but the new product was as yet unnamed and uncarbonated. Pemberton's bookkeeper, Frank M. Robinson, is credited with naming the product and creating its logo. Robinson chose the name Coca-Cola because of its two main ingredients (coca leaves and kola nuts) and because it is an alliteration. John Pemberton had taken a break and left Robinson to make, promote, and sell Coca-Cola on his own. Robinson promoted the drink with the limited budget that he had, and succeeded.

American businessman Asa Griggs Candler purchased the Coca-Cola formula and brand, forming the Coca-Cola Company in Atlanta in 1892. By 1895, Coca-Cola was being sold in every major state in the union. In 1919, the company was sold to Ernest Woodruff's Trust Company of Georgia.

Coca-Cola's first ad read "Coca Cola. Delicious! Refreshing! Exhilarating! Invigorating!" Candler was one of the first businessmen to use merchandising in his advertising strategy. As of 1948, Coca-Cola had claimed about 60% of its market share. By 1984, the Coca-Cola Company's market share decreased to 21.8% due to new competitors.

Acquisitions

Coca-Cola acquired Minute Maid in 1960 for an undisclosed amount. In 1982, it acquired the movie studio Columbia Pictures for \$692 million. Coca-Cola then launched a series of entertainment takeovers, namely Merv Griffin Enterprises and Embassy Communications in the mid-1980s, forming the Entertainment Business Sector, which would later merge with Tri-Star Pictures to start out Columbia Pictures Entertainment, with CPE holding a stake in the company. Coca-Cola sold Columbia to Sony for \$3 billion in 1989. In 1986, Coke sold off two assets, namely Presto Products and Winker-Flexible Products to an investment group led by E.O. Gaylord for \$38 million.

The company acquired the Indian cola brand Thums Up in 1993, and Barq's in 1995. In 1999, Coca-Cola purchased 50% of the shares of Inca Kola for \$200 million, subsequently taking control of overseas marketing and production for the brand. In 2001, it acquired the Odwalla brand of fruit juices, smoothies, and bars for \$181 million. It announced Odwalla's discontinuation in 2020. In 2007, it acquired Fuze Beverage from founder Lance Collins and Castanea Partners for an estimated \$250 million.

The company's 2009 bid to buy Chinese juice maker Huiyuan Juice Group ended when China rejected its \$2.4 billion bid, on the grounds the resulting company would be a virtual monopoly. Nationalism was also thought to be a reason for aborting the deal.

In 2011, it acquired the remaining stake in Honest Tea, having bought a 40% stake in 2008 for \$43 million. In 2013, it finalized its purchase of ZICO, a coconut water company. In August 2014, it acquired a 16.7% (currently 19.36% due to stock buy backs) stake in Monster Beverage for \$2.15 billion with an option to increase it to 25%, as part of a long-term strategic partnership that includes marketing and distribution alliance, and product line swap. In 2015, the company took a minority stake ownership in the cold pressed juice manufacturer, Suja Life LLC. In December 2016, it bought many of the former SABMiller's Coca-Cola operations. The Coca-Cola Company owns a 68.3% stake in Coca-Cola Bottlers Africa. Coca-Cola Bottlers Africa's headquarters located in Port Elizabeth South Africa.

The Coca-Cola Company acquired a 40% stake in Chi Ltd on January 30, 2016. The Coca-Cola Company acquired the remaining 60% stake in Chi Ltd on January 30, 2019.

In 2017, the Coca-Cola Company acquired Mexican sparkling water brand Topo Chico.

On August 31, 2018, it agreed to acquire Costa Coffee from Whitbread for £3.9bn. The acquisition closed on January 3, 2019. During August 2018, The Coca-Cola Company acquired Moxie for an undisclosed amount. On August 14, 2018, the Coca-Cola Company announced a minority interest in Body Armor. On September 19, 2018, the Coca-Cola Company acquired Organic & Raw Trading. Co. Pty Ltd the manufacturer of MOJO Kombucha in Willunga, Australia.

On October 5, 2018, the Coca-Cola Company acquired a 22.5% stake in MADE Group from the company's three founders: Luke Marget, Matt Dennis, and Brad Wilson. The Coca-Cola Company owns a 30.8% stake in Coca-Cola Amatil Ltd; therefore, the Coca-Cola Company owns a further 6.93% stake in MADE Group through its ownership stake in Coca-Cola Amatil Ltd.

Company Profile



Coca-Cola is one of the world's leading beverage companies, with a portfolio of over 500 brands and products sold in more than 200 countries. The company was founded in 1886 in Atlanta, Georgia, by pharmacist John Pemberton, and the Coca-Cola formula was patented in 1887. The brand's flagship product, Coca-Cola Classic, has become one of the most recognizable and iconic brands in the world.

Over the years, Coca-Cola has expanded its product range to include a variety of non-alcoholic beverages, including juices, sports drinks, teas, and coffees. The company operates through a franchise model, with bottling and distribution operations carried out by independent franchisees around the world.

In 2020, the company announced its "World Without Waste" initiative, which aims to create a circular economy for packaging by collecting and recycling one bottle or can for every one it sells by 2030.

In addition to its product portfolio, Coca-Cola is also involved in a range of marketing and sponsorship activities, including partnerships with major sports leagues, events, and teams. The company also operates a number of philanthropic programs, including the Coca-Cola Foundation, which supports community development initiatives around the world.

As of 2021, Coca-Cola had over 86,000 employees and reported net revenues of \$33 billion. The company is headquartered in Atlanta, Georgia, and is listed on the New York Stock Exchange under the ticker symbol "KO"

The Coca-Cola Company Mission Statement

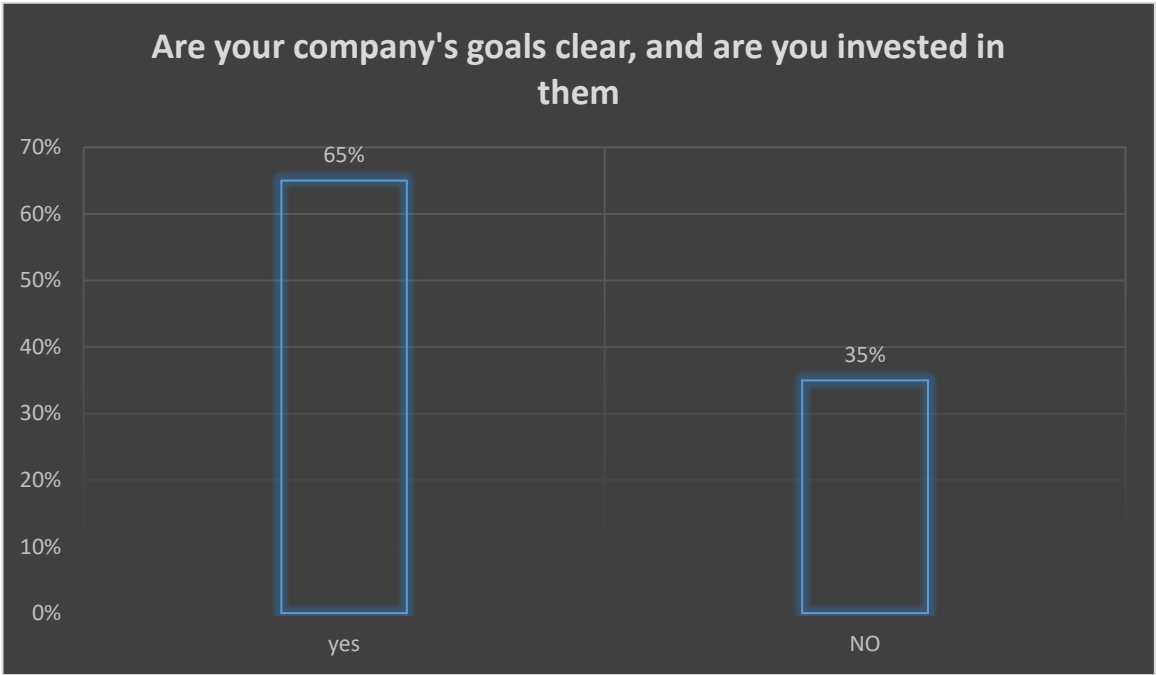
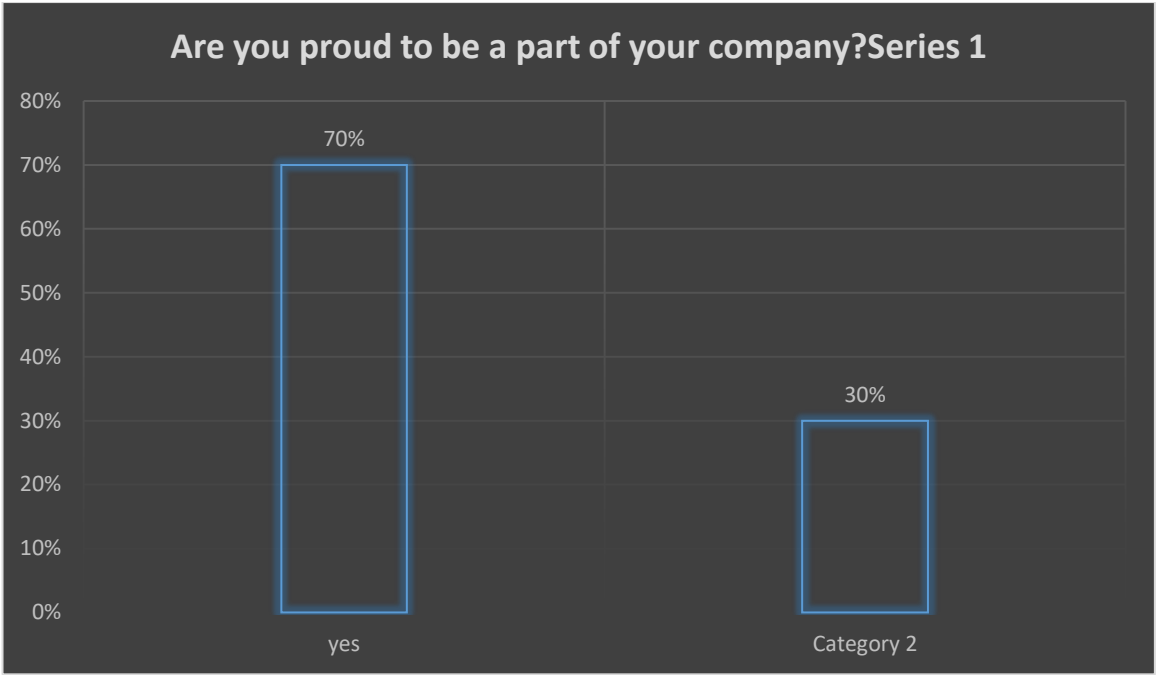
Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions. To refresh the world... To inspire moments of optimism and happiness... To create value and make a difference.

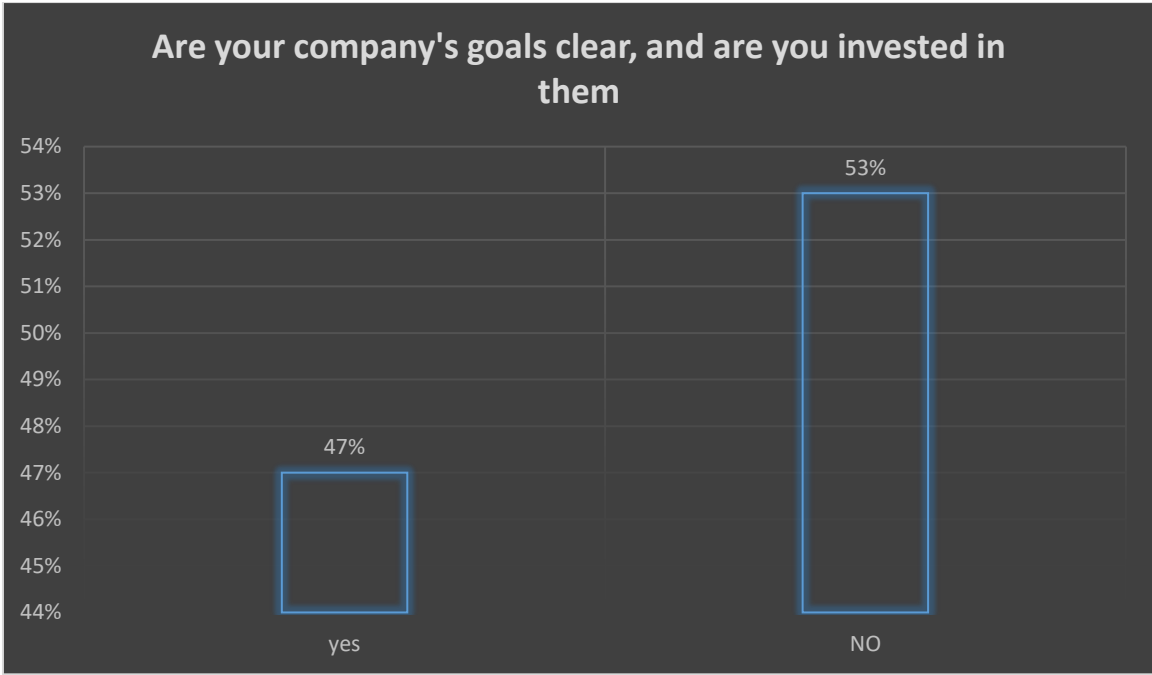
The Coca-Cola Company Vision Statement

To achieve our mission, we have developed a set of goals, which we will work with our bottlers to deliver: People: Inspiring each other to be the best we can be by providing a great place to work Portfolio: Offering the world a portfolio of drinks brands that anticipate and satisfy people's desires and needs Partners: Nurturing a winning network of partners and building mutual loyalty Planet: Being a responsible global citizen that makes a difference by helping to build and support sustainable communities Profit: Maximising long-term return to shareholders, while being mindful of our overall responsibilities Productivity: Being a highly effective, lean and fast-moving organisation.

The Coca-Cola Company Employee Alignment

The Coca-Cola Company's mission, vision & values motivate 47% of The Coca-Cola Company employees. Besides getting paid, the “company mission” is the most important thing about their work for 9% of employees at The Coca-Cola Company. 11% of employees say that the main reason they stay at The Coca-Cola Company is because of the The Coca-Cola Company company mission. When asked to whom they feel the most loyal at work, 7% of employees said The Coca-Cola Company's mission and vision. Comparably data clearly shows that a focused mission statement and cohesive core company values are vital to maintaining employee alignment.





Products

Some of the best-known soft drink brands, including Fanta, Diet Coke, Sprite, and Coca-Cola, are produced by The Coca-Cola Company, one of the biggest soft drink producers in the world. Minute Maid, Powerade, and flavoured water are other well-known brands.

The Coca-Cola Company controls and markets more than 500 beverage brands, whose goods fall into various categories such as energy, water, juice drinks, sports drinks, ready-to-drink teas and coffees, and sparkling beverages. Customers in 200 different nations buy the company's goods. The non-alcoholic beverage company purchased a 16.7% interest in Monster Beverage Corp., one of the top producers of energy drinks.



Revenue and sales

According to the Coca-Cola Company's 2005 annual report, it had sold beverage products in more than 200 countries that year. The 2005 report further states that of the approximately 50 billion beverage servings of all types consumed worldwide, daily, beverages bearing the trademarks owned by or licensed to Coca-Cola account for more than 1.3 billion. Of these, beverages bearing the trademark "Coca-Cola" or "Coke" accounted for approximately 55% of the company's total gallon sales.

In 2010, it was announced that Coca-Cola had become the first brand to top £1 billion in annual UK grocery sales. In 2017, Coca-Cola sales were down 11% from the year before due to consumer tastes shifting away from sugary drinks.

Year	Revenue in mil. USD	Net income in mil. USD	Price per Share in USD	Employees
2000 ^[42]	17,354	2,177	27.71	
2001 ^[42]	17,545	3,969	24.35	
2002 ^[42]	19,394	3,050	24.88	
2003 ^[42]	20,857	4,347	22.04	
2004 ^[43]	21,742	4,847	23.22	
2005 ^[44]	23,104	4,872	21.38	
2006 ^[45]	24,088	5,080	21.94	
2007 ^[46]	28,857	5,981	26.89	90,500
2008 ^[47]	31,944	5,807	26.91	92,400
2009 ^[48]	30,990	6,824	24.38	92,800

2010 ^[49]	35,119	11,787	28.26	139,600
2011 ^[50]	46,542	8,584	33.32	146,200
2012 ^[51]	48,017	9,019	37.06	150,900
2013 ^[52]	46,854	8,584	39.66	130,600
2014 ^[53]	45,998	7,098	40.84	129,200
2015 ^[54]	44,294	7,351	41.24	123,200
2016 ^[55]	41,863	6,527	43.54	100,300
2017 ^[56]	35,410	1,248	44.34	61,800
2018 ^[57]	34,300	6,434	45.41	62,600
2019 ^[58]	37,266	8,920	50.82	86,200
2020 ^[59]	33,014	7,747	49.95	80,300

Consumer relations and civic involvement

After Martin Luther King Jr. won the 1964 Nobel Peace Prize, plans for an interracial celebratory dinner in still-segregated Atlanta were not initially well supported by the city's business elite until Coca-Cola intervened.

J. Paul Austin, the chairman and CEO of Coca-Cola, and Mayor Ivan Allen summoned key Atlanta business leaders to the Commerce Club's eighteenth-floor dining room, where Austin told them flatly, 'It is embarrassing for Coca-Cola to be located in a city that refuses to honor its Nobel Prize winner. We are an international business. The Coca-Cola Company does not need Atlanta. You all need to decide whether Atlanta needs the Coca-Cola Company.' Within two hours of the end of that meeting, every ticket to the dinner was sold.

Throughout 2012, Coca-Cola contributed \$1,700,500 to a \$46 million political campaign known as "The Coalition Against The Costly Food Labeling Proposition, sponsored by Farmers and Food Producers". This organization was set up to oppose a citizen's initiative, known as Proposition 37, demanding mandatory labeling of foods containing genetically modified ingredients.

In 2012, Coca-Cola was listed as a partner of the (RED) campaign, together with other brands such as Nike, Girl, American Express, and Converse. The campaign's mission is to prevent the transmission of the HIV virus from mother to child by 2015 (the campaign's byline is "Fighting for an AIDS Free Generation").

Coca-Cola India

Coca-Cola India is a subsidiary of The Coca-Cola Company and operates in India.

The Coca-Cola Company started operating in India in 1950. However, in 1977, they withdrew operations from the country in protest of regulations and legislation by the Government of India limiting the dilution of equity of multinational corporations. On October 24, 1993, they decided to re-enter the market, and have maintained a strong presence ever since.

The company supports sustainable development and inclusive growth by focusing on issues relating to water, environment, healthy living, empowerment of women, sanitation and social advancement.

Coca-Cola India launched the 5by20 initiative in 2010, which is the company's global program to economically empower 5 million women entrepreneurs across six industries by 2020.

Coca-Cola India and NDTV launched the Support My School initiative in association with the UN-Habitat, Charities Aid Foundation (CAF) in 2011. It undertakes activities such as providing improved access to water, sanitation facilities for adolescents, improving school infrastructure, supporting environmental causes, building sports and recreational facilities, and recharging groundwater through rainwater harvesting in government schools in rural and semi-urban areas across India.

Coca Cola sales in India declined 11% in the third quarter of 2003 due to allegations by the Delhi-based Centre for Science and Environment (CSE), which said the top 12 soft drink brands of PepsiCo and Coca-Cola contained pesticides and insecticides in excess of the limits set by the European Economic Commission (EEC).

Literature Review

Coca-Cola is one of the most recognizable brands in the world and has been using advertising to promote its products for over a century. This literature review aims to examine the existing research on Coca-Cola advertising, its impact on consumers, and the strategies used by the brand in its advertising campaigns.

The Role of Branding in Coca-Cola Advertising

One of the key strategies used by Coca-Cola in its advertising is branding. Branding is an essential element of marketing that aims to create a unique and memorable identity for a product or service. According to research conducted by Keller (2013), Coca-Cola's strong brand identity has helped the company to maintain its market dominance for over a century. The brand's iconic red and white logo, memorable slogans, and consistent messaging have helped to create a strong emotional connection with consumers, leading to increased brand loyalty.

The Use of Music in Coca-Cola Advertising

Music has been a significant element in Coca-Cola's advertising campaigns, with the brand using music to create an emotional connection with consumers. According to research conducted by Stern and Seyler (2018), music can influence consumer behavior by creating positive emotions and increasing brand likability. Coca-Cola's use of music in its advertising has been highly successful, with the brand's "Hilltop" ad, featuring the song "I'd Like to Teach the World to Sing," becoming one of the most iconic ads in history.

The Impact of Celebrity Endorsements in Coca-Cola Advertising

Celebrity endorsements have been a popular advertising strategy for many brands, and Coca-Cola is no exception. Research conducted by Grier and Bryant (2005) found that celebrity endorsements can increase brand recall and improve brand attitude. Coca-Cola has used a range of celebrities in its advertising campaigns, including sports stars, musicians, and actors. One of the most successful celebrity partnerships was with Michael Jackson, who starred in the brand's iconic "Bad" ad in 1984.

The Impact of Social Media on Coca-Cola Advertising

Social media has become an increasingly important advertising medium for brands, and Coca-Cola has been quick to adopt social media strategies in its advertising campaigns. According to research conducted by Hennig-Thurau et al. (2013), social media can increase brand loyalty and customer engagement. Coca-Cola's "Share a Coke" campaign, which encouraged consumers to share personalized Coke bottles with friends and family on social media, was highly successful, with over 150 million personalized bottles sold in the US alone.

The Role of Emotions in Coca-Cola Advertising

Coca-Cola's advertising campaigns have always aimed to create positive emotions in consumers, such as happiness, joy, and unity. According to research conducted by Dahlén and Lange (2004), emotional advertising can be highly effective in creating brand loyalty and increasing sales. Coca-Cola's "Open Happiness" campaign, which aimed to create a sense of unity and happiness among consumers, was highly successful, with the brand seeing an increase in sales during the campaign period.

Conclusion

Overall, the existing research on Coca-Cola advertising suggests that the brand has been highly successful in using advertising to promote its products and create a strong emotional connection with consumers. Coca-Cola's use of branding, music, celebrity endorsements, social media, and emotions has all been highly effective in creating successful advertising campaigns. As the world becomes increasingly digital and socially conscious, Coca-Cola will need to continue to adapt its advertising strategies to stay ahead of the curve.

Swot Analysis

SWOT analysis is a useful tool for assessing the internal and external factors that can impact a company's operations and strategic planning. Here is a SWOT analysis of Coca-Cola:

Strengths:

1. Strong brand recognition: Coca-Cola is one of the most recognizable and valuable brands in the world.
2. Wide geographic presence: The company has a global presence, with operations in over 200 countries.
3. Strong distribution network: Coca-Cola has a well-established distribution network that helps it to reach a wide customer base.
4. Diversified product portfolio: The company has a diversified product portfolio, including carbonated soft drinks, juices, water, and sports drinks.
5. Marketing and advertising: Coca-Cola is known for its innovative and effective marketing campaigns that help to build brand loyalty and attract new customers.

Weaknesses:

1. Dependence on carbonated soft drinks: Despite diversification, Coca-Cola is still heavily dependent on carbonated soft drinks, which are facing declining sales in some markets.
2. High sugar content: The company's products are often criticized for their high sugar content, which can be a turn-off for health-conscious consumers.
3. Negative health effects: The negative health effects of sugary drinks are well-documented, and this can harm the company's reputation.
4. Vulnerability to economic downturns: Coca-Cola's sales are sensitive to changes in the economy, and it can be vulnerable to economic downturns.

Opportunities:

1. Growing demand for healthier beverages: The trend towards healthier lifestyles presents an opportunity for Coca-Cola to diversify its product offerings.
2. Expansion into emerging markets: The company can expand its operations in emerging markets where there is a growing demand for beverages.
3. Partnerships and collaborations: Coca-Cola can form partnerships and collaborations with other companies to expand its product portfolio and reach new customers.
4. Innovation: The company can continue to innovate by developing new products that meet changing consumer preferences and tastes.
5. Threats:
6. Intense competition: The beverage industry is highly competitive, and Coca-Cola faces competition from a variety of domestic and international brands.
7. Changing consumer preferences: Consumer preferences are constantly evolving, and Coca-Cola may need to adapt its product offerings to keep up.
8. Regulatory environment: The company's operations are subject to various regulations, and changes in the regulatory environment can impact its operations.

9. Climate change and sustainability concerns: Climate change and sustainability concerns are becoming increasingly important to consumers, and Coca-Cola may need to address these concerns to maintain its reputation and sales.

Overall, Coca-Cola has a strong brand and distribution network, but faces challenges due to changing consumer preferences and increasing concerns over the health effects of its products. The company can capitalize on opportunities by diversifying its product portfolio, expanding into emerging markets, and innovating to meet changing consumer preferences.

Research Study

Need of Study

- A study of Coca-Cola could help to provide further information about the health effects of its products and inform public health policies related to sugary drink consumption.
- To give people brief information of coca cola.
- To know how company manufacture their product.
- To understand what type of marketing used by company.

Objectives

- To understand the working of a sales company.
- To know about the coca cola company.
- To know the Strength, weakness, opportunity and Threat of company.
- To understand how the company have competitive environment

Future Aspects of company:

- Continued expansion into emerging markets: Coca-Cola has been expanding its presence in emerging markets such as Asia and Africa, where there is significant growth potential. The company may continue to focus on these markets to drive revenue growth.
- Diversification of product offerings: Coca-Cola has been diversifying its product portfolio beyond traditional carbonated soft drinks, with investments in areas such as bottled water, tea, and coffee. The company may continue to explore new product opportunities to capture changing consumer preferences.

- **Focus on sustainability:** Coca-Cola has made sustainability a strategic priority, with goals to reduce its carbon footprint, improve water stewardship, and increase the use of recycled materials in packaging. The company may continue to prioritize sustainability to meet growing consumer and stakeholder expectations.
- **Embracing digital technology:** Coca-Cola has been investing in digital technology to enhance customer experiences, streamline operations, and drive growth. The company may continue to leverage digital technology to stay ahead of the curve in a rapidly changing business environment.
- **Innovation and experimentation:** Coca-Cola has a long history of innovation, with products such as Diet Coke, Coca-Cola Zero, and Coca-Cola Energy. The company may continue to experiment with new product concepts and formulations to drive growth and capture new markets.

Strategy of coca cola:

- **Brand building:** Coca-Cola is one of the world's most valuable and recognizable brands, and the company's strategy is focused on building and maintaining the strength of its brand through effective marketing and product innovation.
- **Diversification of product offerings:** Coca-Cola has been expanding its product portfolio beyond traditional carbonated soft drinks, with investments in areas such as bottled water, tea, and coffee. The company's strategy is focused on diversifying its product offerings to capture changing consumer preferences and drive revenue growth.
- **Expansion into emerging markets:** Coca-Cola has been expanding its presence in emerging markets such as Asia and Africa, where there is significant growth potential. The company's strategy is focused on capturing new market opportunities in these regions to drive revenue growth.
- **Sustainability:** Coca-Cola has made sustainability a strategic priority, with goals to reduce its carbon footprint, improve water stewardship, and increase the use of recycled materials in packaging. The company's strategy is focused on promoting sustainability and meeting growing consumer and stakeholder expectations.
- **Digital transformation:** Coca-Cola has been investing in digital technology to enhance customer experiences, streamline operations, and drive growth. The company's strategy is focused on leveraging digital technology to stay ahead of the curve in a rapidly changing business environment.

Research Design:

Research design is an essential step in any research study, including those focused on Coca Cola. The design of the research study will depend on the research question, the purpose of the study, the data collection methods, and the analysis techniques.

A possible research design for a study on Coca Cola could be a survey. This research design involves collecting data from a sample of respondents through a set of structured questions. The survey can be conducted through online or offline methods, depending on the availability and accessibility of the target population.

The survey could focus on a range of research questions related to Coca Cola, such as consumer preferences, product satisfaction, brand loyalty, advertising effectiveness, and demographic factors influencing purchasing decisions. The survey could use a mix of closed-ended and open-ended questions to gather both quantitative and qualitative data.

Once the data has been collected, it can be analyzed using statistical methods to identify patterns, trends, and relationships between variables. The results can be used to develop insights and recommendations for improving the Coca Cola product, marketing, and branding strategies.

Other possible research designs for Coca Cola studies could include experiments, observational studies, case studies, or focus groups, depending on the research questions and data collection methods. The choice of research design will depend on the research goals, resources, and limitations.

Research Methodology

This research involved a study, which was descriptive as well as explorative in nature it basically aims at gathering data about how the coca-cola scheme playing in the mind of shopkeepers & consumer.

Methodology includes the overall research procedures, which are followed in the research study. This includes Research design, the sampling procedures, and the data collection method and analysis procedures. Research Objective of the report is to learn the facets of marketing and do the monitoring and counter selling for products. Along with I will also work in the following areas

METHODS OF DATA COLLECTION

There are two types of data :

1. Primary data
2. Secondary data

Primary data collection: Primary data can be collected by three methods.

here, only surveys method of data collection is preferred which is very suitable to reach the researcher motto.

Research instrument: Printed Questionnaire was used as the research instrument to collect the required information.

Secondary data collection :

As secondary data were not available with shopkeepers as well as stockiest, so these were collected from company records.

Data Analysis And Interpretation

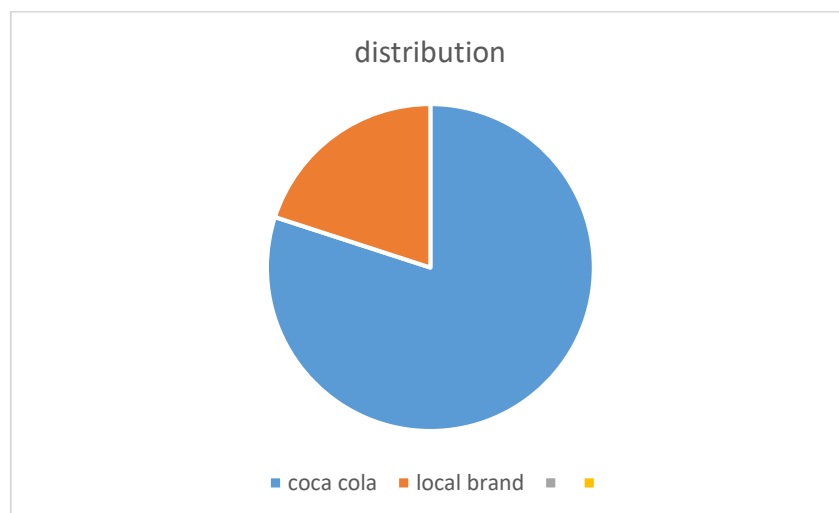
DATA ANALYSIS

Distribution of coke batter then local

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	80	80.0	80.0	80.0
Agree	18	18.0	18.0	98.0
somewhat agree	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Interpretation

From this output we analysis that 80% peoples are strongly agree with this statement that the distribution channel of Pepsi & coke batter then local brands. No one disagree with this statement.



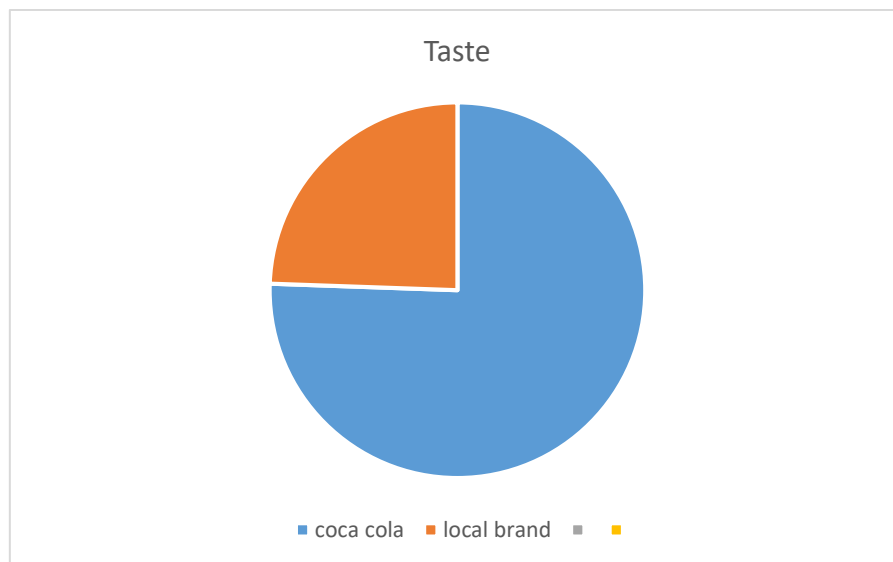
DATA ANALYSIS

Taste of coke is batter then local

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	68	68.0	68.0	68.0
Agree	28	28.0	28.0	96.0
somewhat agree	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Interpretation

68% of sample are strongly agree and 28% peoples are agree with this statement that taste of Pepsi & coke is batter then local brands. So it is interpreted from this output that the taste of Pepsi and coke is batter then local beverages.



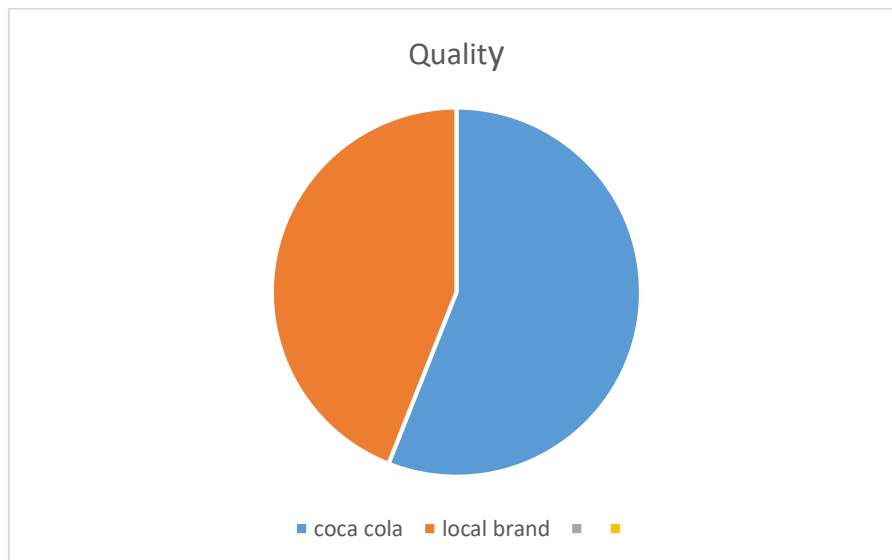
DATA ANALYSIS

Quality of coke is better then local

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	56	56.0	56.0	56.0
Agree somewhat agree	28	28.0	28.0	84.0
Total	100	100.0	100.0	100.0

Interpretation

The quality of Pepsi & coke is better then local brands for this variable 56% of sample are strongly agree and 28% of sample are agree that the taste of every bottle is same as like previous one there is high quality maintains.



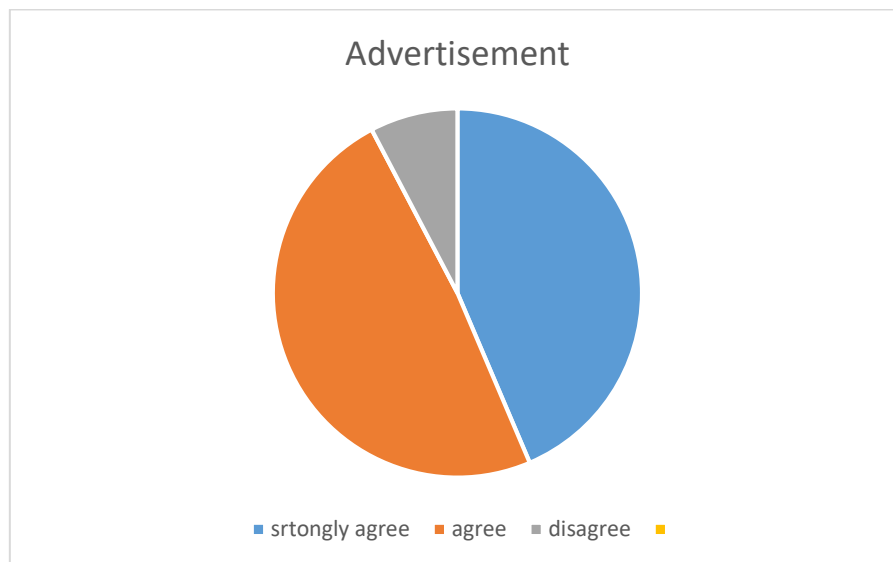
DATA ANALYSIS

Advertisement of coke more attractive

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	34	34.0	34.0	34.0
Agree somewhat agree	38	38.0	38.0	72.0
Disagree	22	22.0	22.0	94.0
Total	6	6.0	6.0	100.0
	100	100.0	100.0	

Interpretation

From this output we analyze 34% of peoples are strongly agree 38% are agree and only 6% of them disagree that Advertisement of Pepsi & coke more attractive as compare to local. So we interpret that the advertisement of Pepsi and coke is more attractive.



DATA ANALYSIS

Price is a factor to buy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	23	23.0	23.0	23.0
Agree	28	28.0	28.0	51.0
somewhat agree	30	30.0	30.0	81.0
Disagree	11	11.0	11.0	92.0
Strongly disagree	8	8.0	8.0	100.0
Total	100	100.0	100.0	

Interpretation

For the variable of price factor this output showing that Peoples somewhat agree that price is a factor to buy a cold drink. So we analyze that the price is a very nominal factor for buying the cold drink so price little bit matter.

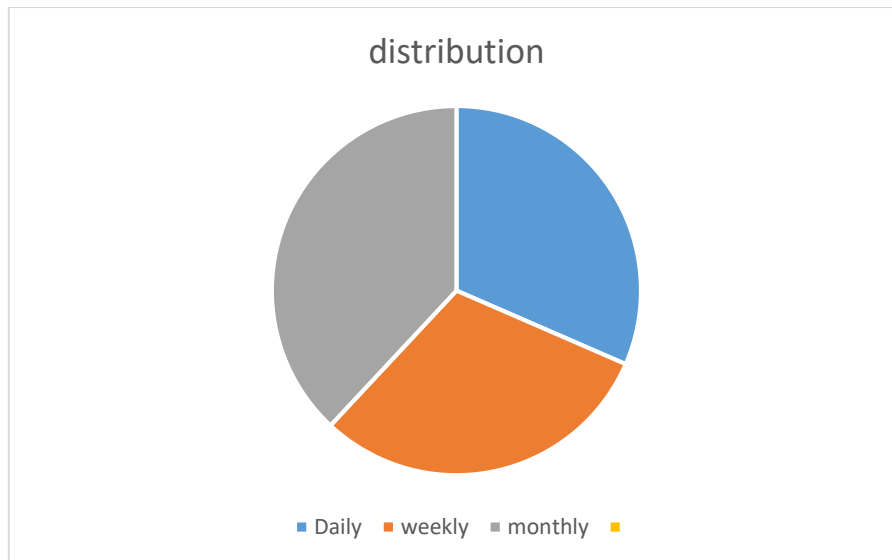
DATA ANALYSIS

How often do you buy?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid once in a month	2	2.0	2.0	2.0
twice in month	6	6.0	6.0	8.0
one to two time in a week	28	28.0	28.0	36.0
three to five time in month	35	35.0	35.0	71.0
Daily	29	29.0	29.0	100.0
Total	100	100.0	100.0	

Interpretation

By seeing this output we analyze that the 29% peoples are drink daily bases and 35% peoples 3 to 5 times in a month and 28 % weekly drink so we interpret that People use frequently cold drinks even daily and weekly. The usage of cold drink is very high.



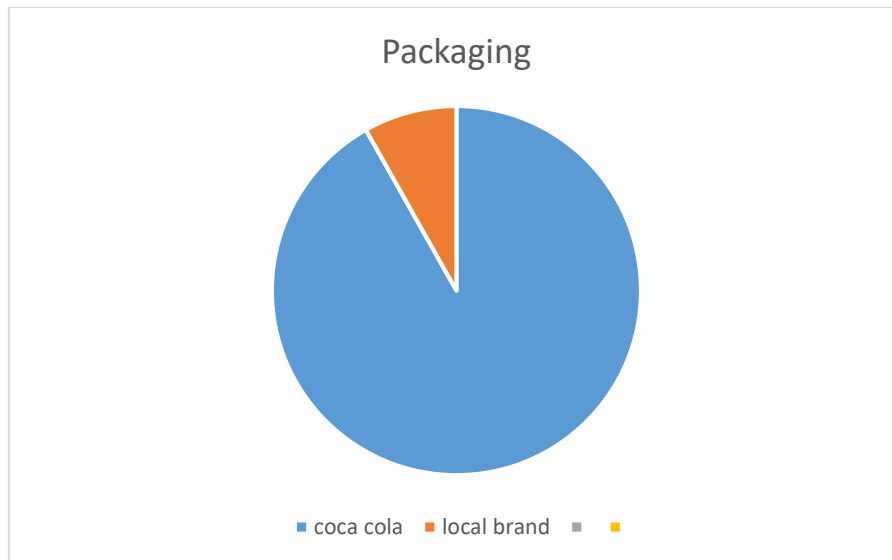
DATA ANALYSIS

Which company packaging is good

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pepsi	40	40.0	40.0	40.0
coke	50	50.0	50.0	90.0
gourmet	8	8.0	8.0	98.0
others	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Interpretation

90% Peoples said for the packaging of beverages are Pepsi and coke providing good. Just 8% peoples are said gourmet that is very less response so it is interpreted that Pepsi and coke has more packaging like 250ml 500ml 1Liter 1.5Liter and 2.25Liter.



DATA ANALYSIS

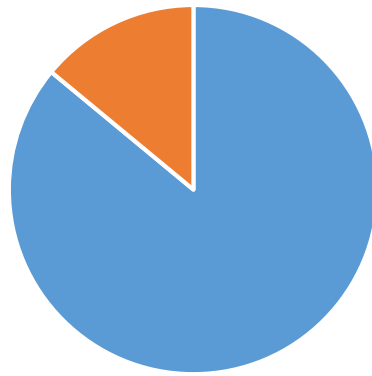
Satisfied with coke and Pepsi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	86	86.0	86.0	86.0
no	14	14.0	14.0	100.0
Total	100	100.0	100.0	

Interpretation

86% peoples are said yes they are satisfied with coke and Pepsi in all aspects and only 14% peoples are said no they are not satisfied with coke and Pepsi so to be found out that Peoples are satisfied with coke and Pepsi and other companies must try to capture more interaction to getting market share.

customer satisfaction



■ coca cola ■ local brand ■ ■

Hypothesis

HYPOTHESIS 1

H0: There is no significant difference in the level of consumer satisfaction between regular Coca Cola and Coca Cola Zero.

H1: The level of consumer satisfaction is significantly different between regular Coca Cola and Coca Cola Zero

HYPOTHESIS 2

H0: There is no significant difference in the sales revenue of Coca Cola before and after a new advertising campaign.

H1: There is a significant difference in the sales revenue of Coca Cola before and after a new advertising campaign.

The first hypothesis suggests that brand loyalty is a key factor in consumer behavior when it comes to purchasing soda, and that consumers who are more loyal to Coca Cola are less likely to try or switch to other brands. This hypothesis could be tested through a survey or experiment that measures brand loyalty and tracks purchasing behavior over time.

The second hypothesis suggests that advertising and marketing campaigns are a key driver of Coca Cola's sales revenue, and that the more money the company spends on these efforts, the higher their sales will be. This hypothesis could be tested by analyzing sales and marketing data over time to see if there is a correlation between the two variables.

Impact on Society

Coca Cola has had a significant impact on society, both positive and negative. Here are some ways in which Coca Cola has impacted society:

Positive impact:

1. Coca Cola has provided employment opportunities for millions of people around the world.
2. Coca Cola has contributed to economic development by investing in local communities and supporting small businesses.
3. Coca Cola has donated millions of dollars to charitable organizations and disaster relief efforts.
4. Coca Cola has helped to spread American culture and values around the world through its marketing and advertising campaigns.

Negative impact:

1. Coca Cola has been criticized for contributing to the obesity epidemic and other health problems associated with excessive sugar consumption.
2. Coca Cola has been accused of exploiting natural resources, such as water, in some regions where it operates.
3. Coca Cola has been criticized for its labor practices, including allegations of human rights abuses in its supply chain.
4. Coca Cola's marketing and advertising campaigns have been criticized for promoting a consumer culture and perpetuating harmful gender stereotypes.

Overall, Coca Cola's impact on society is complex and multifaceted, and its effects are both positive and negative. As a company, Coca Cola has made efforts to address some of the negative impacts of its operations, such as reducing its environmental footprint and improving working conditions in its supply chain. However, there is still room for improvement, and ongoing dialogue and collaboration with stakeholders will be important for addressing these issues going forward.

Limitations of study

1. Limitation of time for Research study.
2. Not having much information of Company.
3. Their some information are which confidential in nature than cannot be availed for the purpose of study.
4. The project is not provided to much marketing strategy of company.

Recommendations and suggestions

1. Invest in research and development to create new products and services that meet customer needs.
2. Develop a comprehensive marketing strategy to reach new customers and increase brand awareness.
3. Utilize digital marketing tactics such as social media, email campaigns, and search engine optimization to reach potential customers.
4. Focus on customer service and satisfaction to ensure customer loyalty.
5. Invest in training and development for employees to ensure they are up-to-date on the latest technology and trends.
6. Develop partnerships with other companies to increase market share and expand the customer base.
7. Utilize data analytics to gain insights into customer behavior and preferences.
8. Invest in technology to improve efficiency and reduce costs.
9. Develop a customer loyalty program to reward customers for their loyalty.
10. Utilize customer feedback to improve products and services.

Conclusion

Coca Cola is a globally recognized brand that has had a significant impact on society. Through its marketing, advertising, and product innovation, Coca Cola has become one of the most successful and iconic brands in the world.

However, Coca Cola's impact on society is not without its challenges. The company has faced criticism for its labor practices, environmental impact, and contributions to the obesity epidemic. Despite these challenges, Coca Cola has taken steps to address these issues, such as reducing its carbon footprint and investing in sustainable practices.

Through ongoing dialogue and collaboration with stakeholders, Coca Cola can continue to address these challenges and work towards creating a more sustainable and equitable future. The company has the opportunity to use its global reach and resources to make a positive impact on society, and by doing so, it can continue to be a leader in the beverage industry.

Bibliography

1. CocaColaCompanyWebsite:<https://www.cocacola.com/>
This is the official website of Coca-Cola Company, which provides information on the company's history, products, sustainability efforts, and other related topics.
2. "Coca-Cola: The History and Evolution of an American Icon" by W.J. Rorabaugh This book provides a detailed history of Coca-Cola, tracing the company's origins, growth, and impact on American culture and society.
3. "The Coke Machine: The Dirty Truth Behind the World's Favorite Soft Drink" by Michael Blanding This book examines the negative impact of Coca-Cola's operations on communities around the world, including labor rights abuses and environmental damage.
4. "Coca-Cola: A Black Sweet Drink from Trinidad" by Michael A. Gomez This book explores the cultural significance of Coca-Cola in Trinidad and Tobago, and its role in shaping local identities and consumer practices.
5. "The Political Ecology of a Successful Brand: Coca-Cola in India" by Amita Baviskar This article examines the controversy surrounding Coca-Cola's operations in India, including allegations of water depletion and pollution.
6. "Marketing Ethics and Children: Making the Case for Regulation of Advertising to Children" by Sandra Calvert and Amy Bellas This article discusses the ethical implications of Coca-Cola's marketing to children, and the need for regulation to protect young consumers from harmful advertising practices.

Annexure

1. How satisfied are you with the quality of company products?

- Satisfy
- Moderate satisfy
- Not satisfy

2. How often do you purchase company products?

- Rarely use
- Many time use
- Do not use

3. What factors influence your decision to purchase company products?

- Quality
- Price
- Pattern

4. How would you rate the overall value of company products?

- Low
- Middle
- High

5. How likely are you to recommend company products to others?

- High recommended
- Not recommended
- Don't know