

**A PROJECT REPORT ON**

**“THE IMPACT OF MARKETING ON PRODUCT  
DEVELOPMENT (PEPSICO)”**

Submitted to

**G.S COLLEGE OF COMMERCE AND ECONOMICS**  
**(AUTONOMOUS), NAGPUR**

Affiliated to

**RASHTRASANT TUKDOJIMAHARAJ**  
**UNIVERSITY ,NAGPUR**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

Submitted by

**ROHIT RAHANGDALE**

Under the Guidance of

**DR. PRAGATI PANDEY**

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**G.S College of Commerce and Economics (Autonomous),**

**Nagpur**

**Academic year 2023-24**



**G.S College of Commerce and Economics**  
**(Autonomous), Nagpur**

**Academic year 2023-24**



**CERTIFICATE**

This is to certify that “**ROHIT RAHANGDALE**” has submitted the project report titled “**THE IMPACT OF MARKETING ON PRODUCT DEVELOPEMENT**”, 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 has ingeniously completed his project as prescribed by RashtraSant Tukadoji Maharaj Nagpur University, Nagpur.

**DR. PRAGATI PANDEY**

**(project guide)**

**DR. AFSAR SHEIKH**

**(co-ordinator)**

**Place:- Nagpur**

**Date :-**

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**G.S. College of Commerce & Economics, Nagpur**

Academic Year 2023 – 24



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**DECLARATION**

I here-by declare that the project with title “**THE IMPACT OF MARKETING ON PRODUCT DEVELOPMENT (PepsiCo)**” has been completed by me in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by Rashtrasant Tukadoji Maharaja 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.

ROHIT RAHANGDALE

**PLACE :- NAGPUR**

**DATE :-**

G.S. College of Commerce & Economics, Nagpur

Academic Year 2023 – 24



## ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **DR. PRAVEEN MUSTOOR, Principal, G.S. College of Commerce & Economics, Nagpur.**

I am extremely thankful to my Project Guide **DR. PRAGATI PANDEY** for his/her guideline throughout the project. I tender my sincere regards to Co-Coordinator, **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.

ROHIT RAHANGDALE

PLACE :- NAGPUR

DATE :-

# **INDEX**

<b>Sr. No.</b>	<b>PARTICULARS</b>	<b>PAGE No.</b>
<b>1.</b>	<b>Introduction</b>	<b>1-3</b>
<b>2.</b>	<b>Company Profile</b>	<b>4-6</b>
<b>3.</b>	<b>Literature Review</b>	<b>7-9</b>
<b>4.</b>	<b>Research Study</b> <ul style="list-style-type: none"><li>• <b>Problem Definition</b></li><li>• <b>Needs Of Study</b></li><li>• <b>Objectives Of Study</b></li><li>• <b>Hypothesis</b></li></ul>	<b>10-14</b>
<b>5.</b>	<b>Research Methodology</b>	<b>15-17</b>
<b>6.</b>	<b>Data Analysis &amp; Interpretation</b>	<b>18-26</b>
<b>7.</b>	<b>Conclusion</b>	<b>27-28</b>
<b>8.</b>	<b>Bibliography</b>	<b>29-31</b>
<b>9.</b>	<b>Anexture</b>	<b>32-34</b>

# **CHAPTER - 1**

## **INTRODUCTION**

## INTRODUCTION

PepsiCo, one of the world's leading food and beverage companies, has left an indelible mark on global culture since its inception in 1965. Born from the merger of Pepsi-Cola and Frito-Lay, PepsiCo has grown into a powerhouse, headquartered in Purchase, New York, under the visionary leadership of CEO Ramon Laguarta. With a diverse portfolio spanning beverages, snacks, and foods, PepsiCo boasts an impressive array of iconic brands, including Pepsi-Cola, Lay's, Gatorade, and Tropicana, among others. This multinational corporation operates through multiple segments, serving consumers across continents.

PepsiCo's success isn't just measured in financial terms; it's deeply rooted in its commitment to corporate social responsibility. Embracing sustainability initiatives and responsible sourcing practices, PepsiCo strives to minimize its environmental impact while championing diversity and community development. From reducing water usage to enhancing packaging sustainability, PepsiCo consistently pioneers solutions to global challenges.

Driven by innovation and a profound understanding of consumer needs, PepsiCo continuously adapts its offerings to stay ahead of industry trends. This dedication to evolution has propelled its expansion into emerging markets, solidifying its presence in regions like Asia, Africa, and Latin America. Additionally, strategic acquisitions, such as SodaStream, further bolster PepsiCo's market position, reinforcing its status as a global industry leader.

As PepsiCo continues to shape the future of the food and beverage industry, its enduring legacy of innovation, sustainability, and social responsibility serves as a beacon of inspiration in an ever-changing world.



**PEPSICO**



# **CHAPTER – 2**

## **Company Profile**

## Company Profile

PepsiCo, established in 1965 through the merger of Pepsi-Cola and Frito-Lay, has evolved into a multifaceted corporation with a global footprint. Headquartered in Purchase, New York, under the leadership of CEO Ramon Laguarta, PepsiCo oversees a diverse portfolio of beloved brands spanning beverages, snacks, and foods. Its beverage segment includes globally recognized names such as Pepsi-Cola, Mountain Dew, Gatorade, and Tropicana. Frito-Lay North America, a cornerstone of its business, offers an array of snack favorites like Lay's, Doritos, and Tostitos. The Quaker Foods North America division adds breakfast cereals and grain-based snacks to its repertoire, further enhancing its consumer reach.

Beyond its North American stronghold, PepsiCo's international presence extends through PepsiCo Beverages International and PepsiCo Foods International, allowing it to cater to diverse markets worldwide.

The company is deeply committed to corporate social responsibility, embracing sustainability initiatives and responsible sourcing practices. Its endeavors include reducing water usage, enhancing packaging sustainability, and fostering diversity and community development.

In recent years, PepsiCo has demonstrated a keen focus on innovation, continuously adapting its product offerings to meet evolving consumer preferences. This commitment to staying at the

forefront of industry trends has propelled the company's expansion into emerging markets, particularly in Asia, Africa, and Latin America. Moreover, strategic acquisitions, such as the 2018 purchase of SodaStream, have bolstered its market presence and reinforced its position as a leader in the global food and beverage landscape. Overall, PepsiCo's enduring legacy of innovation, coupled with its dedication to sustainability and social responsibility, continues to drive its success in the competitive marketplace.



# **CHAPTER – 3**

## **Literature Review**

## Literature Review

Quaker Oats (2001): This landmark acquisition brought Quaker Oats' esteemed brands, including Gatorade, Quaker Oats, and Tropicana, into PepsiCo's fold. Gatorade, in particular, fortified PepsiCo's presence in the sports beverage sector, while Quaker Oats expanded its footprint in the breakfast and health-focused product categories. The acquisition strategically positioned PepsiCo as a dominant force in the beverage and food industry, leveraging Quaker's well-established brands and consumer trust.

Tropicana (1998): PepsiCo's acquisition of Tropicana Products, Inc. further solidified its foothold in the juice and beverage market. Tropicana's lineup of premium orange juices and fruit-based beverages complemented PepsiCo's existing portfolio, enabling the company to offer a broader range of healthier beverage options to consumers worldwide. This acquisition also provided PepsiCo with access to Tropicana's extensive distribution network, enhancing its market reach and distribution capabilities.

The Pepsi Bottling Group (2009): Recognizing the need for greater control over its beverage distribution operations, PepsiCo acquired its two largest bottlers, Pepsi Bottling Group and PepsiAmericas. By bringing these bottling operations in-house, PepsiCo streamlined its supply chain, improved operational efficiency, and gained greater flexibility in marketing and promoting its beverage brands. This strategic move empowered PepsiCo to respond more swiftly to market demands and consumer preferences.

SodaStream (2018): In a bold move to capitalize on the growing demand for healthier and more sustainable beverage options, PepsiCo acquired SodaStream International

Ltd., a pioneer in at-home carbonation systems. This acquisition aligned with PepsiCo's commitment to offering

innovative and eco-friendly products, as SodaStream's technology allowed consumers to create sparkling water and flavored beverages at home, reducing single-use plastic bottle waste. Through this acquisition, PepsiCo strengthened its position in the at-home beverage segment and reinforced its dedication to environmental stewardship

Rockstar Energy Beverages (2020): Seeking to bolster its presence in the rapidly expanding energy beverage market, PepsiCo acquired Rockstar Energy Beverages. With its diverse portfolio of energy drinks catering to different consumer preferences and lifestyles, Rockstar complemented PepsiCo's existing lineup of beverages, including Mountain Dew and AMP Energy. This acquisition provided PepsiCo with a stronger foothold in the high-growth energy drink segment and enabled the company to tap into the growing demand for functional beverages.



# **CHAPTER –4**

## **RESEARCH STUDY**

## **CHAPTER –4 .1**

### **OBJECTIVE OF THE STUDY**

An objective is the most important part of a research. The objective is the bull's eye, which a researcher has to hit. The objective determines the path on which a researcher has to walk on, and help by not deviating from the path.

- To analysis sales promotion towards the company's products range.
- To Analysis consumer satisfaction for after sales service provided by Pepsi.
- To Analysis the Consumer behavior of among Pepsi.
- To get aware with the procedure of sales department.
- To analyze the awareness of customer of Pepsi.



## **CHAPTER – 4.2**

### **NEED OF STUDY**

The study of PepsiCo is essential for understanding its business strategy, corporate performance, marketing insights, CSR efforts, supply chain management, and impact on public health. Researching PepsiCo provides valuable insights into effective business practices, strategic decision-making, consumer preferences, sustainability initiatives, and their societal implications. By analyzing PepsiCo's operations and contributions, researchers can inform business strategies, public policies, and societal well-being.

## **CHAPTER – 4.3**

### **LIMITATIONS OF STUDY**

PepsiCo include challenges in accessing comprehensive data, potential biases, difficulty in generalizing findings across regions, complexity in analysing interactions between various factors, assessing long-term effects, and ensuring adherence to ethical guidelines. Despite these limitations, research on PepsiCo remains valuable for advancing knowledge in business management, sustainability, public health, and related fields.

## **CHAPTER –4.4**

### **HYPOTHESIS**

**Hypothesis H0:-** Marketing-driven innovation leads to may not be successful for product launches.

**Hypothesis H1:-** Marketing-driven innovation leads to successful product launches.

**CHAPTER - 5**  
**RESEARCH METHODOLOGY**

## **RESEARCH METHODOLOGY**

This chapter aims to understand the research methodology establishing a framework of evaluation and revaluation of primary and secondary research. The techniques and concepts used during primary research in order to arrive at findings; which are also dealt with and lead to a logical deduction towards the analysis and results

## DATA COLLECTION

Both primary and secondary data have been collected very vigorously

**Secondary data:-** It is collected by the study of various reports. The reports studied under secondary data .

**Primary Data:-** Primary Data was taken with questionnaire

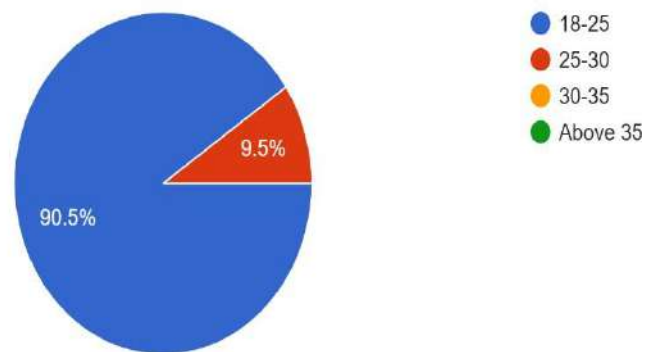
# **CHAPTER – 6**

## **DATA ANALYSIS AND INTERPRETATION**

## DATA ANALYSIS AND INTERPRETATION

Age

42 responses

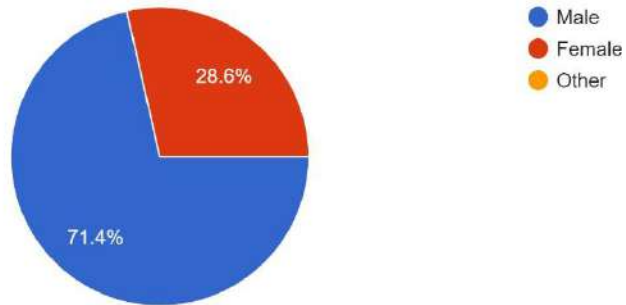


### INTERPRETATION :

- 90.5 % respondent said that their age are in between 18 to 25 and 9.5 % are in between 25 to 30.



Gender  
42 responses

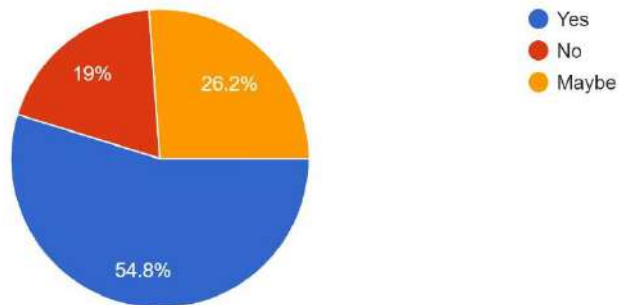


### INTERPRETATION:

- 71.4 % respondent said that they are Male .
- 28.6 % respondent said that they are Female.

Does PepsiCo effectively communicate Sting's benefit in its marketing ?

42 responses

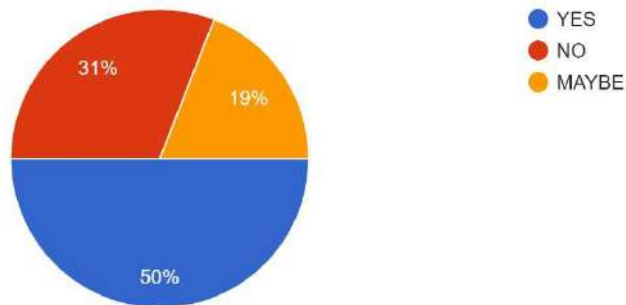


### INTERPRETATION :

- 54.8 % respondent said 'Yes' that PepsiCo effectively communicate Sting's benefit in its marketing .
- 19 % respondent said 'No' that PepsiCo effectively communicate Sting's benefit in its marketing .
- 26.2% respondent said 'Maybe' that PepsiCo effectively communicate Sting's benefit in its marketing .

Do you feel sting is price competitively compared to other energy drink ?

42 responses

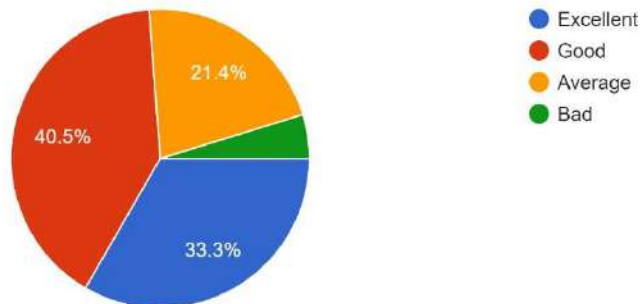


### INTERPRETATION :

- 50 % respondent said 'Yes ' that they feel Sting is price competitively compared to other energy drink.
- 31% respondent said 'No' that they feel Sting is price competitively compared to other energy drink.
- 19% respondent said 'Maybe 'that they feel Sting is price competitively compared to other energy drink.

What do you think of sting's packaging and design ?

42 responses



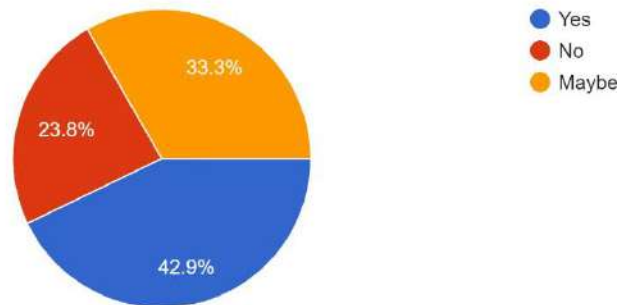
#### INTERPRETATION :

- 33.3% respondent said 'Excellent' that they think of sting's packaging and design.
- 40.5% respondent said 'Good' that they think of sting's packaging and design.
- 21.4% respondent said 'Average' that they think of sting's packaging and design.

4.8% respondent said 'Bad' that they think of sting's packaging and design.

Does sting effectively provide the energy boost you expect ?

42 responses

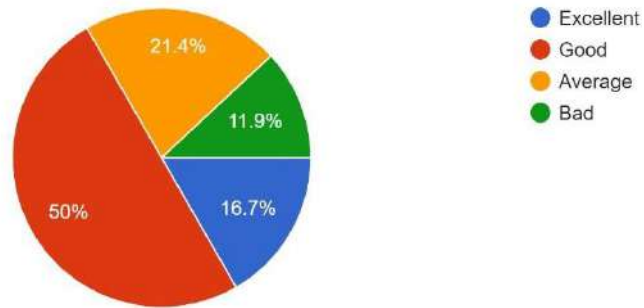


### INTERPRETATION :

- 42.9 % respondent said 'Yes' that they feel Sting effectively provide the energy boost they expect.
- 23.8% respondent said 'No' that they feel Sting effectively provide the energy boost they expect.
- 33.3% respondent said 'Maybe' that they feel Sting effectively provide the energy boost they expect.

What's your overall experience with PepsiCo's sting energy drink ?

42 responses

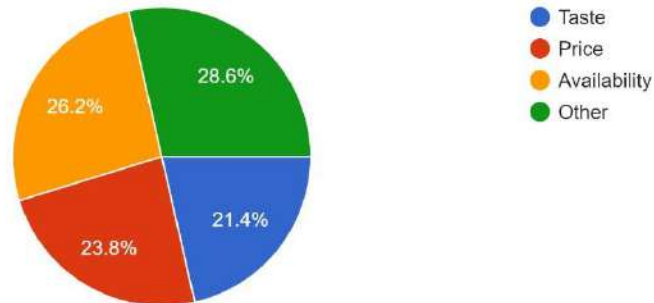


### INTERPRETATION :

- 16.7% respondent said 'Excellent ' about overall experience with PepsiCo's sting energy drink .
- 50% respondent said 'Good ' about overall experience with PepsiCo's sting energy drink .
- 21.4% respondent said 'Average ' about overall experience with PepsiCo's sting energy drink .
- 11.9% respondent said 'Bad ' about overall experience with PepsiCo's sting energy drink .

What influenced you to choose sting over other energy drinks ?

42 responses



#### INTERPRETATION :

- 21.4 % respondent said 'Taste' that influenced they to choose sting over other energy drinks.
- 23.8% respondent said 'Price' that influenced they to choose sting over other energy drinks.
- 26.2% respondent said 'Availability' that influenced they to choose sting over other energy drinks.
- 28.6 % respondent said 'Other' that influenced they to choose sting over other energy drinks.

## **Hypothesis Testing**

**Hypothesis H0:-** Marketing-driven innovation leads to may not be successful for product launches.

**Hypothesis H1:-** Marketing-driven innovation leads to successful product launches.

From the above research it is found that alternate hypothesis in, H1 is accepted as " Marketing-driven gives a succesfull product launches

Whereas Null Hypothesis H0 is rejected " Marketing-driven innovation leads to may not be successful for product launches.



# **CHAPTER – 7**

## **CONCLUSION**

## CONCLUSION

- The report comes to the following conclusion
- The customers are satisfied with the product range of Pepsi.
- The availability of PepsiCo is good as compared to other products.
- That availability of the products advantage of good sales and brand reputation.
- Price range of PepsiCo is very adequate to other competitive brands.
- The marketing and promotion strategy of PepsiCo for new products is so effective and impactful to get good sales.

# **CHAPTER – 8**

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## **BIBLIOGRAPHY**

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- <https://www.pepsicoindia.co.in/>

# **CHAPTER – 9**

## **Anexture**

**1. Age**

- 18-25
- 25-30
- 30-35
- Above 35

**2. Gender**

- Male
- Female
- Other

**3. Does PepsiCo effectively communicate Sting's benefit in its marketing?**

- Yes
- No
- Maybe

**4. Do you feel sting is price competitively compared to other energy drink ?**

- YES
- NO
- MAYBE

**5. What do you think of sting's packaging and design ?**

- Excellent
- Good
- Average
- Bad

**6. Does sting effectively provide the energy boost you expect ?**

- Yes
- No
- Maybe

**7. What's your overall experience with PepsiCo's sting energy drink ?**

- Excellent
- Good
- Average
- Bad

**8. What influenced you to choose sting over other energy drinks ?**

- Taste
- Price
- Availability
- Other