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A STUDY ON CONSUMER BUYING BEHAVIOR ON COCA COLA BRANDS

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Abstract

Consumer behaviour is a rapidly growing field of research and teaching, in addition to considerable value of marketing managers and others who are professionally concerned with buying activity. An important reason for studying consumer behaviour is evaluation of consumer groups with unsatisfied needs and desires. The essence of modern marketing concept is that all elements of business should be geared for the satisfaction of consumers.

The challenge to marketers is to determine the relative influence of the various factors and to adapt and apply skilfully the so-called information to a proper marketing mix. In other words, the total marketing effort must be so designed that the consumer perceives its various features as providing an answer to his perceived problems and felt needs. Consumer analysis seeks to determine the underlying current and cross currents in the consumer's minds. It focuses on the causes rather than the results of effective marketing strategy and tactics employed by the firms that are successful in the markets. The present research paper is giving detail study on soft drinks in India in general and coco-cola in Particular.

Keywords: Consumer Behaviour, Soft Drinks, Coco-Cola, Thamsup, Marketing Mix, Un Satisfied Needs and Desires.

INTRODUCTION

Consumer behaviour focuses on how individuals make decisions to spend their available resources like time, money, effort consumption related items. That includes what they buy it, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, hoe they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it. Profits from consumer relationships are the major aspect of all businesses. So, the basic objective of any business is profit maximisation through consumer satisfaction. But it is always difficult to get consumer satisfaction. A consumer may state his needs and wants and yet may act otherwise. He may not be aware of his deeper motivations and may change his mind at any stage.

In spite of such diversities among consumers there are many similarities among them. To find these, the study of target customers' wants Perceptions and shopping and buying behaviour will be helpful as it will provide the information necessary for developing new products, prices channels of communication and other marketing elements. In the majority of markets, however, buyers differ enormously in terms of their Buying dynamics. The task faced by the marketing strategist in coming to terms with these differences is complex. In consumer markets, for example, not only do buyers typically differ in terms of their age, income, educational levels and geographical location, but more fundamentally in terms of their personality, their lifestyle and their expectations.

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Meaning

Consumer behaviour is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.



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Definition

- ❖ One "official" definition of consumer behaviour is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." Although it is not necessary Behaviour occurs either for the individual, or in the context of a group (e.g., friends' influence what kinds of clothes a person wears) or an organization (people on the job make decisions as to which products the firm should use).

Consumer behaviour involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (e.g., motor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills) this is also an area of interest.

Need and importance of the consumer buying behaviour

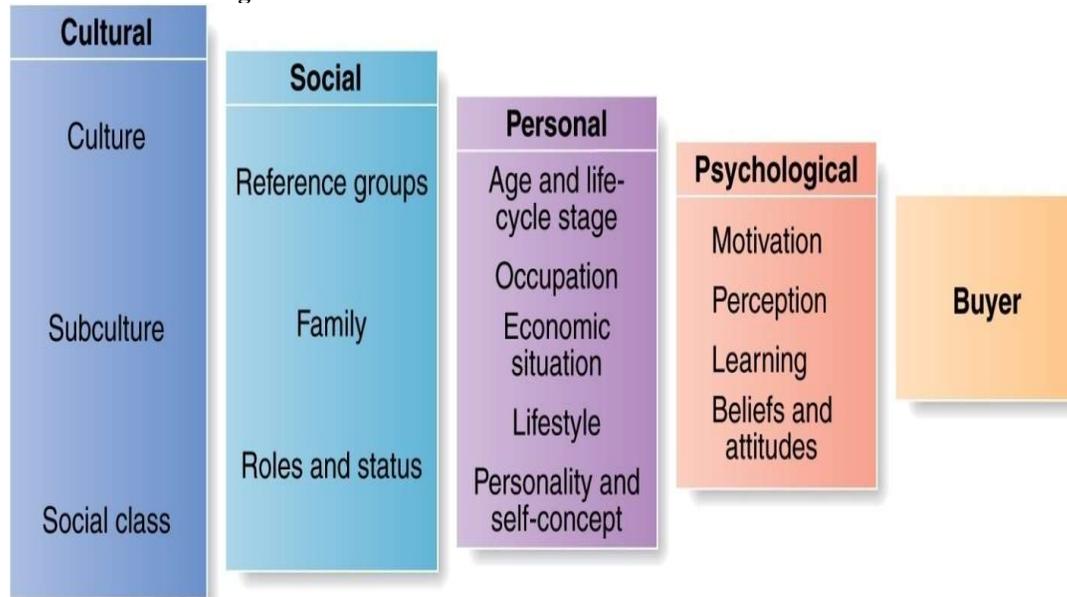
- ❖ The most important activity of marketing is to study consumer market and also analyzing of buying behaviour. If the Company decides to build a position on quality and service, it must first analyze buyer behaviour of the consumers, and the company can analyze their production status of goods
- ❖ The entry of various brands in juice products has made several competitions. All organizations are coming out with new promotional tools on attracting features, which has severe impact on sales.
- ❖ In order to retain and capture the market, the company wants to study why the consumer switches over to other brands and what can be the factors responsible. By knowing the factors the company can easily improve the present activities to reach the expectations of the consumer on retaining its position in the market.

The buyer decision process



- ❖ **Need recognition**
Triggered by internal or external stimuli
Internal stimuli: Normal needs become strong enough to drive behavior
External stimuli: Advertisements, Friends of friends
Must reach an intensity high enough to become a drive
- ❖ **Information search**
Memory (internal) search
External search: personal, commercial, public, experiential sources of information
Word-of-mouth sources are most influential
- ❖ **Evaluation of alternatives**
The process of evaluating information to make a decision
Attributes and importance weights are chosen
Alternatives compared against the criteria
- ❖ **Purchase decision**
Attitudes of others and unexpected situational factors
May come between purchase intention and decision
- ❖ **Post purchase behaviour**
Relationship between consumer expectation and perceived performance
Cognitive dissonance
Customer satisfaction is key to customer loyalty

Detailed model of factors influencing consumer behaviour



Factors Influencing Consumer Behaviour

Cultural factors

Culture: Culture is the most fundamental determinant of a person’s wants and behaviour like set of values, perceptions, preferences, and behaviours through his or her family member.

Sub-culture-Sub-culture includes nationalities, religions, racial groups and geographical regions.

Social class-Social classes are relatively homogeneous and enduring divisions and enduring divisions in a society which are hierarchal ordered and whose members shares similar values Interests and behaviour and social classes includes upper class, middle class and lower class.

Social factor

Reference groups: A persons reference groups consists of all the groups that have a direct (face to face) are indirect influence on the person attitude or behaviour. This group to which the person belongs and interacts.

Primary group

- a) Family b) Friends c) Neighbors and Co-workers d) Roles e) Status f) Conformity g) Opinion readers h) Diffusion and innovation

Personal factors

A consumer decision also influenced by personal characteristics notably the buyers age & life cycle stage, occupation, economic circumstances, life style and personality and self concept.

Psychological factor

Motivation

A person has many needs at any given time. Some needs are bio-genic. They arise from psychological states of tension such as hunger, tryst and discomfort.

Perception:

Perception is defined as “the process by which an individual selects, organizes, intercept Information, inputs to create a meaningful picture of the world.

Learning

When people act, they learn. Learning describes change in an individual behaviour rising from experience, process of applying results of past experience to evaluate a new situation or modify future.

Beliefs and attitudes

Doing and learning, people acquire beliefs and attitudes. These in term influence consumer behaviour. Belief is a descriptive thought that a person holds about something. An attitude describes a person enduring favourable or unfavourable evaluations, emotional feelings.



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Indian soft drinks scenario

The Indian market offers a strong consumer potential as the majority of the population is in middle class category, which is a strong consumer base for any soft drink industry.

Coca-Cola and Pepsi are the main combatants in the soft drinks ware. They wage constant and pitch battles for the retail shelf space. They engage in price ware, copy cat advertising, court battles etc.

After 21 years, soft drinks again Coca-Cola came to India and launched Coke in October 1993 for the first time in Agra. As a result of liberalization and opening doors to the multinational Companies, Pepsi came to India in the year 1990 and for Indenisation it has added the word Lehar. Coca-Cola India’s objective is to create more seasons and reasons for enjoying a coke. That is why the 200ml “mini” Coke bottle Coke, as a brand has a 21% market share. Coca-Cola India accounted for 141 million unit cases. While Pepsi Company accounted for 79 million unit cases. In 2021 Coca-Cola claims a market share of 58% of the total soft drinks market of this Coca-Cola and Thumps up accounted for 42% with 16% accounted by other drinks such as Limca, Mazaa, Sprite, and Fanta. Pepsi company market share is 42% respectively.

Vision of coca-cola

Provide exceptional strategic leadership in the Coca-Cola India system resulting in consumer and consumer references and loyalty, through Coca-Cola’s commitment to them And in a highly profitable Coca-Cola Corporate branded beverages system.

Mission of the Coca-Cola India

Create consumer product, services and communications, consumer service and bottling System strategies, processes and tools in order to create competitive advantage and deliver Superior value to:

- ❖ Customer’s as a superior beverages experience.
- ❖ Customers as an opportunity to grow profits through used of finished drinks.
- ❖ Bottlers as an opportunity to grow profits and volume.
- ❖ TCCC as trade mark enhancement and positive economic value added.

Major players in Indian softdrinks

coca cola pvt .ltd

It entered in to Indian market by signing an agreement with parle exports limited. Its brands are coca cola, fanta and sprite etc. on September 25th the chairman brothers signed an agreement with coke selling their best brands like thums-up, limca, maaza and gold-spot.

Major players in indian soft drinks

1. Hindustan coca cola beverages Pvt Ltd.
2. Pepsi-co.inc Ltd.
3. Pure drinks Pvt Ltd.
4. Mc Dowell Company.
5. Dabur India Pvt Ltd.
6. Cadbury Schweppes Pvt Ltd.

Coca-cola

It is oldest soft drinks in India .it has excited Indian market in 1977, later it was introduced in the market in the year 1993. It has tied up with the Parle group ltd, at that time parle owns Thumsup, Citra, gold spot, maaza. Now coca cola products.

- ❖ Coca cola
- ❖ Thumps up
- ❖ Sprite
- ❖ Limca
- ❖ Fanta
- ❖ Kinley
- ❖ Maaza
- ❖ Pulpy orange
- ❖ Fanta apple etc.



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Complexities in the soft drink market

The soft drinks business is most complicated because of the following reasons.

1. At the most basic level, it is two-way business. When consumer buys cigarette or soaps then ends the marketing store, but soft drinks bottle collected back.
2. It is a seasonal business and has peak sales in six months in a year
3. Value addition by way of chilling bottles done by the retailer.
4. It is impulse buying consumer loyalty is uncertain.

FINDINGS

- ❖ Majority of the consumers purchase coca cola Juice Brands and its other brands due to brand image and next comes to quality.
- ❖ Coca cola has got wide range of brands compared to other competitive companies like Pepsi co and Agro Company.
- ❖ Majority of the consumers purchase Mazaa and thumps up.
- ❖ Out of 100 customers interviewed, most of the respondents were in the age group of 10-25 with the majority of respondents being male and most of them are college students.
- ❖ Most of the customers are satisfied with the price offered by coca cola company
- ❖ It was seen that Mazaa and Pulpy orange up are very popular brands of coca cola.
- ❖ Respondents are thinking that T.V advertisements are the most effective than any other media for advertisement.
- ❖ Respondents expect good taste, low price and more awareness.
- ❖ From the survey it is clear that most of the consumers have come to know about this product through Adds.
- ❖ Most of the customers purchase coca cola Juice brands for the purpose of taste and in summer season.

SUGGESTIONS

On the basis of the findings and observation these are the some of the suggestion:

- ❖ First and foremost, the company should pay attention to its advertising, strategy though it is the number one brand in soft drink industry. As most of the consumers are not aware of its different types of offers provided by the company. Through advertising media such as T.V and outdoor media can create awareness in the people.
- ❖ The company should provide service in the areas where the packs are not available always.
- ❖ Though most of the people agree with the consistency of the quality they wish to maintain the same quality.
- ❖ Finely the relation that exists between the consumer and the company is based on trust and confidence for goods and goodwill, it is a very delicate alliance, and nut also needed one. So, coca cola cannot displease its consumers who are in turn goodwill earners for the company.
- ❖ Coco – Cola Company can introduce new models in the market. Its products need new look as was suggested by many respondents.

The detailed analysis of the report suggests that

Coca- cola brands are very preferable among consumers of Juice Brands. The company products are very familiar to the people around the world are fond of some brands especially and also, they are loyal customers, average customers have been using it for so many years. Majority of the people are aware of the products. The organization has the scope to make the products more attractive and effective. The market is being extending all over the world by observing the changing needs, demands and expectation of the customers.

CONCLUSION

Based on the Results and Findings we can conclude that. Today, coca cola is the number one brand from other brands in the global market. Coca cola company brands have become the symbol of quality and brand image. Besides, sales of different brands are also increasing every year. For the increasing demand, they have also increased production capacities of existing units in Moula-ali, Vijayawada, Srikalahasti, and Athmakur. Coca Cola Company has got good brand image all over the world, most of the consumers are satisfied with quality, price and so on.

I would like to appreciate the employees for their dedication to work with the company and continuous supervision on market and employees definitely make Coca-Cola not as part of fortune companies, but in the first position of fortune companies.



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