

## CONSUMER PERCEPTION TOWARDS COCA-COLA PRODUCTS AND COMPETITOR ANALYSIS IN HINDUSTAN COCA-COLA BEVERAGES PVT. LTD

Chennakeshi Akhila<sup>1</sup>, Dr. S. Deepthi<sup>2</sup>

<sup>1</sup>Department of Management Studies Aristotle PG College, Chilkur, Moinabad, Ranga Reddy District, Telangana, India.

<sup>2</sup>Associate Professor Aristotle PG College, Chilkur, Moinabad, Ranga Reddy District, Telangana, India.

### ABSTRACT

Consumer perception is an ambiguous and abstract concept and the actual manifestation of the state of perception will vary from person to person and product/service to product/service. The state of perception depends on a number of both psychological and physical variables which correlate with perception behaviors such as return and recommend rate. The level of perception can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

**Keywords:** Consumer Perception, Proposed Tools.

### 1. INTRODUCTION

Perception can be described 'what we see the world around us'. Two individuals may be subject to the same stimuli under the same apparently the same conditions, but how they recognize them, select them, organize them, and interpret them is a highly individual process based on each person's own needs, values and expectations and the like. The influence that each of these variables has on the perceptual process and its relevance to marketing will be examined in some detail. We will examine some of the basic concepts that underlie the perceptual process. These will be discussed within the framework of consumer behavior.

Perception is defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. A stimulus is any input to any of the senses. Examples of stimuli include products, packages, brand names, advertisements and commercials. Sensor receptors are the human organs that receive sensory inputs. Their sensory functions are to see, hear, smell, taste and feel. All of these functions are called into play either singly or in combination in the valuation and use of most consumer products.

The study of perception is largely the study of what we subconsciously add to or subtract from raw sensory inputs to produce our private picture of the world.

#### Sensation:

Sensation is the immediate and direct response of the sensory organs to simple stimuli (an advertisement, packaging a brand name etc.). Human activity refers to the experience of sensation. Sensitivity to stimuli varies from individual to individual depending upon the quality of an individual's sensory receptors and the amount or intensity of the stimuli to which he or she is exposed.

#### Subliminal Perception:

People are also motivated and stimulated below their level of conscious awareness. That is they can perceive stimuli without being consciously aware of the stimuli in a question. The absolute threshold for conscious awareness or conscious recognition appears to be higher than the absolute threshold for effective perception. Stimuli that are too weak or too short to be consciously seen or heard may nevertheless be strong enough to be perceived by one or more reception cells. This process is called 'subliminal perception' because the stimulus is beneath the absolute threshold or limen of awareness, but obviously not beneath the absolute threshold of the receptors involved. There are three types of subliminal perception;

- Briefly, speech, pictorial material.
- Presenting visual stimuli for very brief duration.
- Presenting auditory messages through accelerated speech at a very low volume level,
- Imbedding or hiding images or words in pictorial material.

#### Dynamics of Perception:

The preceding section explained how the individual receives sensations from stimuli in the outside environments and how the human organizing adopts the level and intensity of sensory input. We now come to know one of the major

principles of perception. Raw sensory inputs by itself do not produce or explain the coherent picture of the worked that most adults possess.

## 2. REVIEW OF LITERATURE

### ARTICLE: 1

**TITLE: A Strategic Approach to the Consumer Perception of Brand on the Basis of Brand Awareness and Brand Loyalty**

**Author: Khurram Sultan**

#### Source:

In this study, the consumer perception for brand awareness and brand loyalty for two famous brands of soft drinks Coca Cola and Pepsi, has been evaluated. For this purpose, the effects of consumer perception of Coke and Pepsi were analysed for consumer association to these brands. The objectives of the study are multi fold (I) Studying on the consumers preferences (II) to illustrate which brand's advertisement mostly people have seen, (iii) demonstrate the reason to buy cola drinks or Pepsi drinks (iv) assessment of the creation of a top of mind awareness about COCA COLA in, Erbil KRI by providing the information to consumers. Sample size were selected 50 consumers of drinks (PePsi and Coca Cola ). Data collected and analyzed by using Microsoft office 2010 version. Results revealed that consumers of Pepsi and Coca cola most of the consumer found toward coca cola and they like coca cola as compare to Pepsi and the reason behind it is the strong taste of coca cola such as 60 % people answered that they remember more advertisement as compare to Pepsi and others. and 90% said coca cola is easily available in their approach and also 70 % people answer that they like coca cola due to its strong taste so the overall research survey for Coke and Pepsi has revealed that Coke is more adopted brand then that of Pepsi and recommendations are recommended such as perception leads to the brand loyalty, thus brands in general and Coke and Pepsi needs to focus on the point that its consumers are made to perceive more value from the brand which can come through assuring them about quality of product and other factor i.e. best price, best value, availability, trend etc.

### ARTICLE: 2

**TITLE: Consumer Perception of the Advertising Media for Coca-Cola Products in Port Harcourt**

**Author: Ebenezer Francis Umor**

The study examined consumer perception of the advertising media for Coca - cola products in Port Harcourt. The study adopted the descriptive survey design. A sample of 400 subjects was randomly drawn from the population of 5000. Questionnaire was used as the instrument for collection of data for the study. Survey research design was also adopted to gain access to the population, the data gathered from the field were analyzed using descriptive statistics that is , the use of simple frequency tables, percentages and weighted mean scores (WMS) computed a from - point Likert-scale questions in the instrument. The findings of this study indicated that, the consumers perceived the use of bill board as advertising media by Coca cola based on the fact that the messages were clear and understood, indelible in their minds ,attracts customers and demonstrates them on how to use the products, the same applies to the use of electronic media. They also held the view unanimously that ,the use of social media for Coca cola advertisements rested on the fact that they are convenient, quick and cheap. The study recommended that companies and advertising agencies should pay attention to consumer's needs such as taste , preference, interest and values so as to convince them to go for the products and to adopt appropriate media for advertisements to reach the people.

### ARTICLE: 3

**TITLE: PROJECT REPORT ON "RISK MANAGEMENT IN BANKING SECTOR**

**Author: Sharad Kumar**

**Source: International Journal of Information Systems and Project Management**

There are companies and business organizations in the market place that supply goods and The brand success depends upon its ability to sustain the consumers loyal after attaining the consumers through awareness and the keeping the perception of brands good in the minds of consumers as it can influence consumer behavior, which ultimately affects the brand. Thus brands spend a lot on effort on awareness and to retain the consumers loyal to those brands. Attaining perception by setting different forms of objectives or actual quality. Results in higher level abstraction rather than a specific attribute of a product or brand and a global assessment that in some cases usually made within a consumer's evoked set. Also, the loyalty and perception are not the same things, but they are inter related attributes as There is a difference between objective, perception and loyalty. Thus, Consumer

Perception affects the loyalty of a brand and also a brand loyalty will be affected by the perception of that brand which also is affected the level of Brand Awareness (Rajagopal, 2008).

#### SEARCH GAP:

The study recommended that companies and advertising agencies should pay attention to consumer's needs such as taste, preference, interest and values so as to convince them to go for the products and to adopt appropriate media for advertisements to reach the people..

#### OBJECTIVES:

- ❖ To study the consumer perception towards Coca Cola brand.
- ❖ To study the impact of packaging and advertisement of Coca Cola.
- ❖ To study the consumer buying behavior and their brand preferences
- ❖ To study the market segment of Coca Cola products.
- ❖ To compare the customer satisfaction of Coca Cola products with its competitors.

### 3. RESEARCH METHODOLOGY

#### Need For The Study

With economic liberalization in India a number of global companies have been coming forward to invest in India & perhaps tapping world's biggest growing market, as the floodgates have been open for multinational companies coca-cola also decided to make an entry into Indian market. In India per capital consumption of soft drink is at rock bottom level.

For a leading beverage manufacturer like coca cola its utmost necessity to inspect the retailers desire & consumer satisfaction in the market to overcome the competitors a pressure & improve the sales.

#### Scope Of The Study:

Project study use both primary as well as secondary data source. The primary data was collected from various consumers of different areas of Hyderabad. For secondary data was collected through Journals and Internet. The information collected is relevant, correct and unbiased.

#### Data Collection

#### RESEARCH:

Research is process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in the future course of action. Redman and Mary defines research as a "systematized effort to gain new knowledge".

#### RESEARCH DESIGN:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with company in procedure. In fact, the research design is the conceptual structure with which research is conducted; it constitutes the blue print for the collection, measurement and analysis of data.

### 4. RESEARCH DESIGN USED IN THE STUDY

#### Descriptive Research:

Investigations whose purpose is to provide precise descriptions of variables and their relationships; surveys are frequently used as designs for descriptive research.

#### SOURCES OF DATA:

There are two sources of data

**Primary Data:** This method includes the data collected from the personal discussions with the authorized dealers and members of the company.

**Secondary Data:** The Secondary data is collected through annual reports and statements available with company records, journals and websites .

**Sample Size:** In the data can be used and divided into 5 weeks.

- 5 weeks PRICES OF ICICI BANK.
- 5 weeks PRICES OF RELIANCE COMMUNICATION.

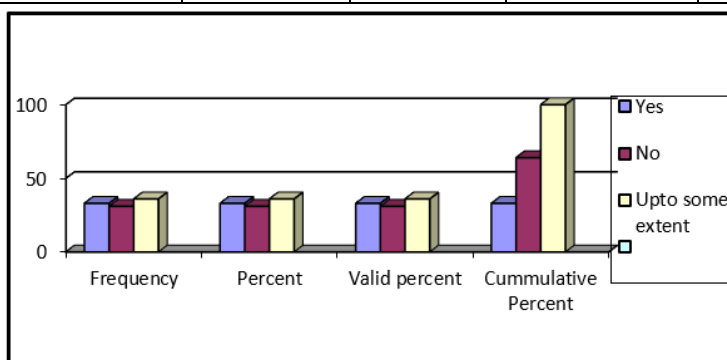
#### STATISTICAL TOOLS:

- MS-excel and pie and bar diagrams are used to analyze the data.
- Break Even Point is also used to analyze the data

## 5. DATA ANALYSIS & INTERPRETATION

Table No 8: Preference of Coca-Cola on bases of price

Table No 8: Price Matter					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	33	33.0	33.0	33.0
	No	31	31.0	31.0	64.0
	Up to some extent	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

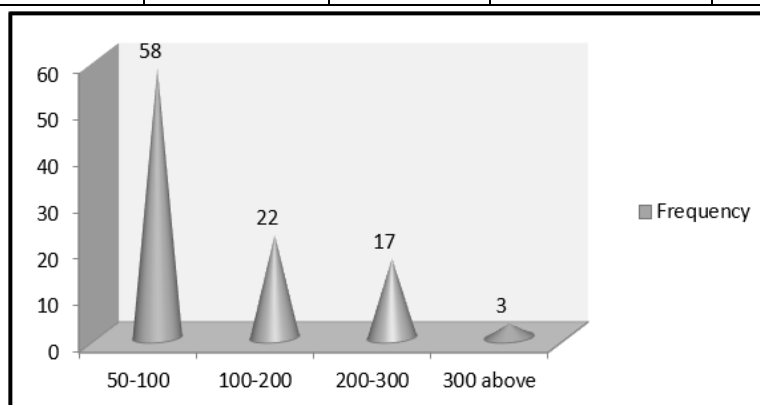


Graph 8: Indicates Does price matter to you

### INTERPRETATION

The above graph indicates that 36% of consumers said that they go for the product according to the price up to some extent, 33% have said that price matters to them, and the remaining 31% says that price doesn't matters to them when there is quality product.

Table No 9: Expenditure on Coca-Cola Products per week					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	50-100	58	58.0	58.0	58.0
	100-200	22	22.0	22.0	80.0
	200-300	17	17.0	17.0	97.0
	300 above	3	3.0	3.0	100.0
	Total	100	100.0	100.0	



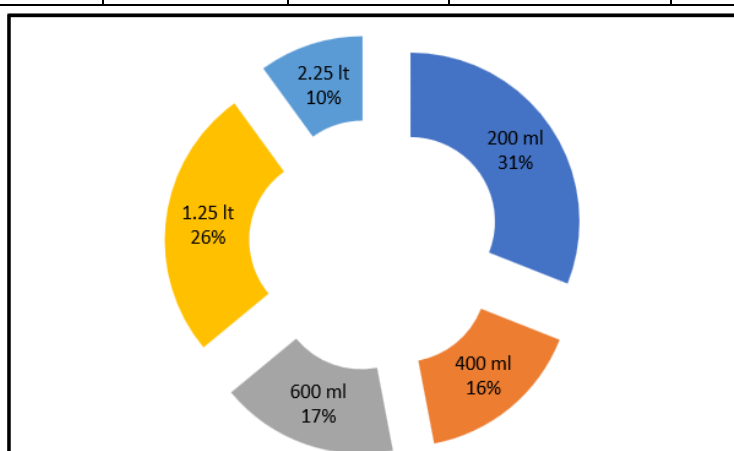
Graph 9: Indicates amount spend on the coca cola products

### INTERPRETATION:

The above graph indicates that 58% of consumers spend 50-100rs per weak ,which is high ,22% of consumers spend 100-200rs per weak, which is second highest and17 % of consumers spend 200-300rs ,and then less 3 % of consumers who spend above 300 which is having less impact

Table No 10: The quantity customers Prefer to Buy

Table No 10: Quantity Usually Prefer to Buy					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	200 ml	31	31.0	31.0	31.0
	400 ml	16	16.0	16.0	47.0
	600 ml	17	17.0	17.0	64.0
	1.25 lt	26	26.0	26.0	90.0
	2.25 lt	10	10.0	10.0	100.0
	Total	100	100.0	100.0	



Graph 10: Indicates what quantity you usually prefer

## INTERPRETATION:

Referring to the graph 31% of the sale of 200 ml bottle is more compare to others quantity and it is high because present consumption are easy to consume, 16% of consumers like to prefer 400ml, 17 % of consumers like to prefer 600 ml, 26%of consumers like to prefer 1.25lt which have more demand and consumers like to prefer and 2.25lt have 10% which is less so consumers don't prefer to buy future consumption in large quantity.

## 6. CONCLUSION

supply to retailers

The Sampling activity was a good first step into the area of Marketing and Sales. It gave good amount of exposure mainly because after being trained, trainees were given an opportunity to carry out the process ourselves. It helped in developing a considerable amount of convincing skills, because, it took a lot of it to convince the store managers to give us cooler space to cool the product for 2 hours and even more to convince the customers into tasting the product and to get reviews from them. A good understanding of the market was accomplished as around 700 people were spoken to and that group consisted of a variety of customers. This even helped in the polishing of communication skills, a must-have to survive and make it big in the present world. It even gave a good understanding of behavior of customers when placed in different situations. It was a good opportunity to work on the skill of patience, as a large number of customers were to be dealt with. It helped in developing the kind of relations one needs to uphold in the corporate world and it helped in building up the right attitude.

As all the points in the above mentioned paragraph, are the must-have skills for anyone in the field of Marketing and Sales, the training period was a good experience and a good stepping stone into the real business world.

## 7. REFERENCES

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