

Golden Research Thoughts



Abstract:-

Today many new companies are coming in to existence and because of these the competition is also growing rapidly. Because of this reason they have to compete with their competitors' constantly. In some industries the new companies may not come in to existence but the competition between the existing companies is growing more and more. The soft drink industry is mainly suffering with this particular problem. The Companies have to continuously compete with their competitors to get good, market share and good profits. To face their competitors they have to know their position and the

M.Annapurna

.Research Student, OsmaniaUniversity, Hyderabad.



A COMPARATIVE STUDY OF BRAND PREFERENCE OF RETAILERS FOR PEPSI AND COCA-COLA COMPANY.

competitor's position in the market. For this, the company's will compare itself with their competitor that means they will do the comparative analysis in all aspects.

Keywords:

Pepsi And Coca-Cola Company ,Brand Preference ,soft drink industry .

INTRODUCTION TO STUDY

“Item by Item comparison of two or more comparable alternatives, processes, products, qualification, set of data and systems etc. in accounting for, for example changes in a financial statements items over several accounting period maybe presented together to detect the emerging trends in the firms operation and results.”

From this we can understand that Comparative analysis means the comparison between the similar things (products, place, technologies, living beings and etc.) regarding the features, nature, functions , behavior, SWOT, and many other characters is called comparative analysis. In this comparative analysis the researcher will take any two or more similar products (that means the functioning of the products are almost same) and compare the common and the similar features of the products to find out that which product is the best one.

In comparative analysis the Company will compare itself with the company which is in the top position in that industry or which is top in the position in that particular area or region; from this they can understand their position in that industry. It will be very useful know what is the strength and weakness of the Company and the company will try rectify the problems in order to increase their performance to reach and to beat out that other company with whom they are comparing their company.

OBJECTIVES.

- 1.To study the products of PepsiCo and Coca-Cola.
- 2.To study the distribution services provided by the Company.
- 3.To know the different schemes of the PepsiCo and Coca-Cola.
- 4.To study the customer demand for products of company.
- 5.To investigate the problems of retailers and customers with regards to products of company.

IMPORTANCE.

- 1.This study helps the company to know the problems of retailers.
- 2.This study also helps the distributors to know the satisfaction of the retailers about the distribution services.

SCOPE

Scope

- 1.This study helps the Company for analyzing the demand of their products.
- 2.This study helps the retailers to know the different kinds of products of PepsiCo and Coca-Cola.
- 3.This study helps the distributors to know the problems of retailers.

RESEARCH METHODOLOGY

Sample size

Sample size taken for Retailer is 50.

Sampling method

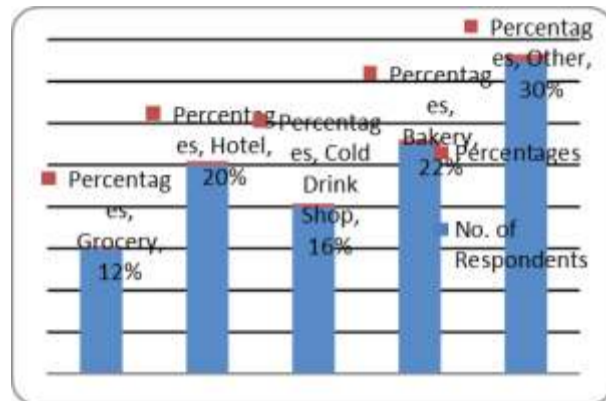
This includes all the method used for making different samples for the purpose of study.

DATA ANALYSIS AND INTERPRETATION

The following table shows the number of outlets.

Types of Outlets	No. of Respondents	Percentages
Grocery	06	12 %
Hotel	10	20 %
Cold Drink Shop	08	16 %
Bakery	11	22 %
Other	15	30%
Total	50	100%

Chart 4.1

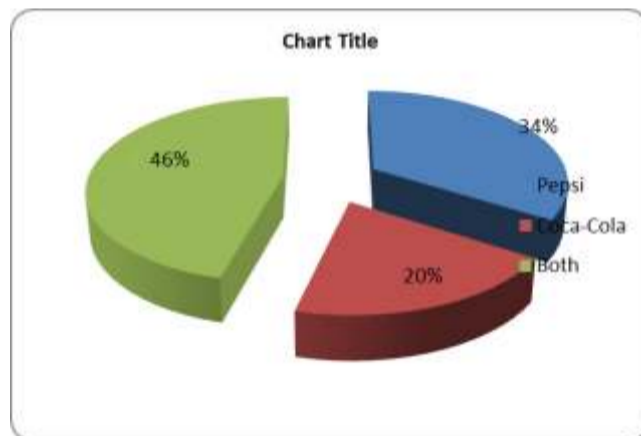


The above chart shows the details of the total numbers of retailers. As per the table out of 50 samples the Grocery shops are 6, Hotels are 10, Cold drink Shops are 8, Bakeries are 11 and other shops are 15.

2) The following table shows the maximum stocks of different brands maintained by the Retailers.

Products	No. of Respondents	Percentages
Pepsi	17	34 %
Coca-Cola	10	20 %
Both	23	46 %
Total	50	100 %

Chart 4.2
STOCK OF DIFFERENT PEPSI AND COCA COLA

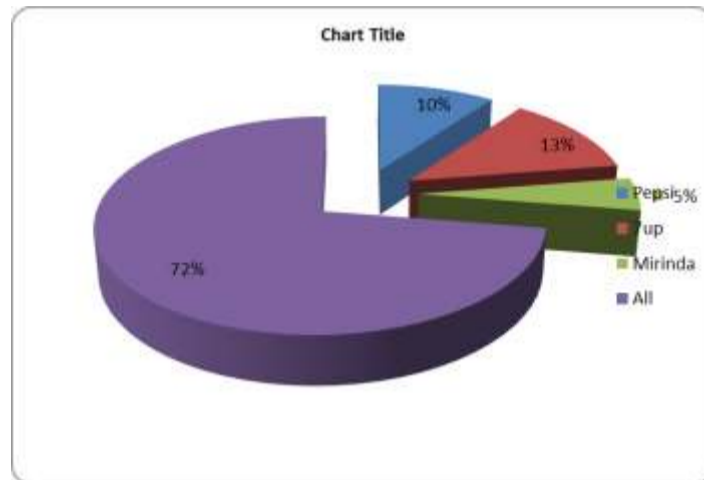


The above table reveals the information about the maximum stocks of PepsiCo and Coca-Cola maintained by the different retailers in Solapur. From 50 retailers 17 retailers are maintain only products of PepsiCo and 10 retailers are maintain a stock of Coca-Cola only and remaining 23 retailers are maintain a stocks of both Companies.

3) The following table shows the information of the numbers of retailers who are maintained the different products of PepsiCo.

Types of Products	No. of Respondents	Percentages
Pepsi	04	10%
7up	05	13%
Mirinda	02	05%
All	29	72%
Total	40	100%

Chart 4.3

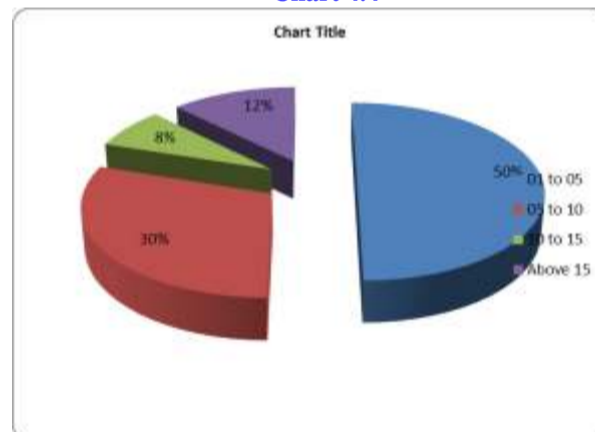


The above chart shows the information about different types of products of PepsiCo maintained by 40 retailers. The PepsiCo has the different brands like PepsiCo, 7up, Miranda, Slice etc. These are the major products of PepsiCo. As per the table 10% retailers maintain the stock of Pepsi, 13% retailers are maintain the stock of 7up, 05% retailers are maintain the stock of Miranda, and remaining 72% retailers are maintain the stock of all products of the PepsiCo.

4) The following table shows the numbers of PepsiCo carets maintained by the retailers.

Range of Carets	No. of Respondents	Percentages
01 to 05	20	50%
05 to 10	12	30%
10 to 15	03	08%
Above 15	05	12%
Total	40	100%

Chart 4.4

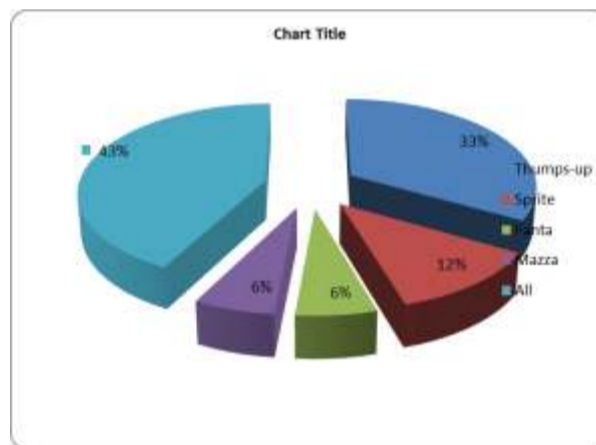


The above table shows the information about the carets of only PepsiCo maintained by retailers. 50% retailers maintained carets between 1 to 5, 30% retailers maintained between 5 to 10, 08% retailers maintained between 10 to 15, 12% retailers maintained above 15.

5) The following table shows the information about the no. of retailers who have maintained the different products of Coca-Cola.

Types of Products	No. of Respondents	Percentages
Thumps-up	11	33%
Sprite	04	12%
Fanta	02	06%
Mazza	02	06%
All	14	43%
Total	33	100%

Chart 4.5

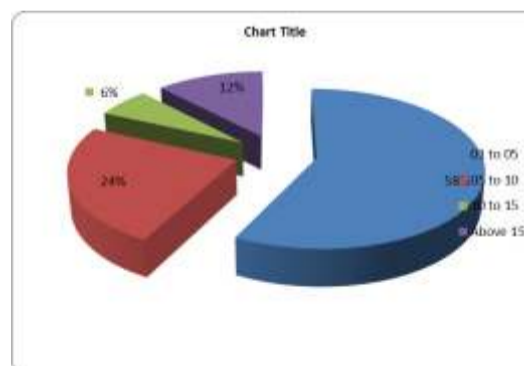


The above chart shows the different types of products of Coca-Cola which is maintaining by the 33 retailers. The Coca-Cola has different types of products like Thumps-up, Sprite, Fanta, Mazza etc. As per the above table 33% retailers are maintaining Thumps-up only, 12% retailers are maintaining only Sprite, 06% retailers are maintaining Fanta only, 06% retailers are maintaining only Mazza and remaining 43% retailers are maintaining all the products of Coca-Cola.

6) The following table shows the information of carets of Coca-Cola maintained by the retailers.

Range of Carets	No. of Respondents	Percentages
01 to 05	19	58%
05 to 10	08	24%
10 to 15	02	06%
Above 15	04	12%
Total	33	100%

Chart 4.6

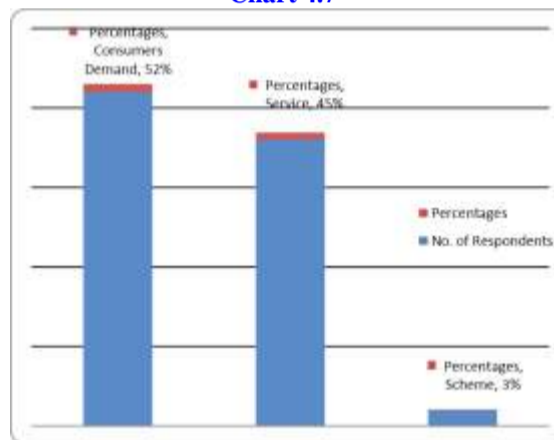


The above table shows the information about the carets of only Coca-Cola maintained by the retailers. 58% retailers are maintaining carets between 1 to 5, 24% retailers are maintaining between 5 to 10, 06% retailers are maintaining between 10 to 15, 12% retailers are maintaining above 10.

7) The following table reveals the information why the retailers are preferring Pepsi products.

Reasons	No. of Respondents	Percentages
Consumers Demand	21	52 %
Service	18	45 %
Scheme	01	03 %
Total	40	100 %

Chart 4.7

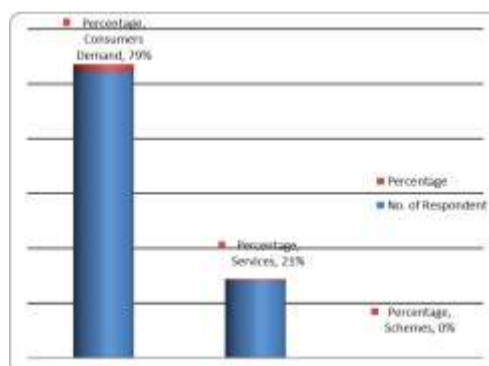


The above chart shows the demand of only PepsiCo products. As per the table the 52% retailers are say that they maintain the products of PepsiCo because of consumers demand. 45% retailers are say that they prefer the PepsiCo products because of services provided by the Company. 03% retailers are say that they maintain products of PepsiCo because of Schemes.

8) The following table shows the information why the retailers are preferring Coca-Cola products.

Reasons	No. of Respondent	Percentage
Consumers Demand	26	79 %
Services	07	21%
Schemes	00	00%
Total	33	100%

Chart 4.8

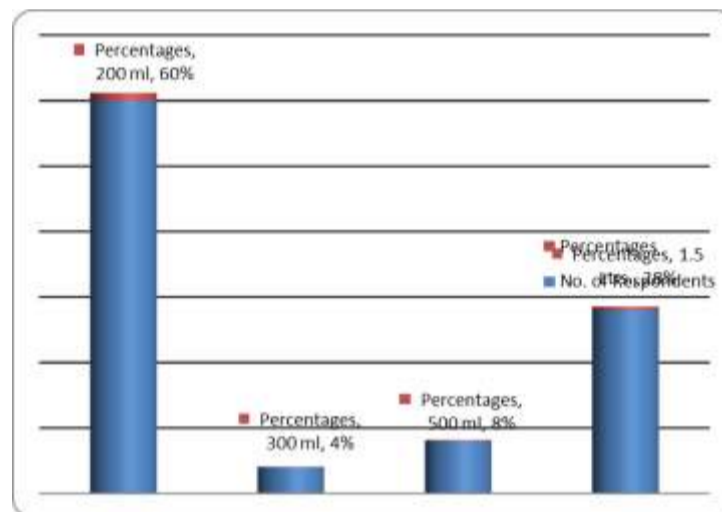


The above chart shows the demand of only Coca-Cola products. As per the table the 79% retailers say that they maintain the products of Coca-Cola because of consumers demand. 21% retailers say that they prefer the Coca-Cola products because of services provided by the Company. None the retailers say that they don't get schemes on products of Coca-Cola.

9) The following table shows the range of quantity maintained by the retailers.

Quantity	No. of Respondents	Percentages
200 ml	30	60 %
300 ml	02	04 %
500 ml	04	08 %
1.5 Ltrs.	14	28 %

Chart 4.9



The above chart shows the different quantities maintained by the retailers. As per above chart 60% retailers are maintaining 200 ml bottles, 04% retailers are maintaining 300ml bottles, 08% retailers maintaining 500ml bottles and 28% retailers are maintaining 1.5 Ltrs. Bottles. Because of huge demand for 200 ml bottles the more retailers prefers only 200ml bottles.

FINDINGS AND OBSERVATIONS.

1. It is observed that retailers prefer more both the brands the percentages of preference of both brand is 46%.
2. It is observed that many retailers are maintaining the all products of PepsiCo.
3. It is observed that more retailers are maintaining 1 to 5 carets of PepsiCo.
4. It is observed that 61% retailers are maintaining the all products of Coca-Cola.
5. It is observed that many retailers are maintaining 1 to 5 carets of Coca-Cola.
6. It is observed that many retailers are maintaining the products of PepsiCo because of Consumer demands.
7. It is observed that more than retailers are maintaining the products of Coca-Cola because of Consumer demands.
8. It is observed that more retailers are preferring 200ml bottles of Soft drink.
9. It is observed that the many Consumers demand for the Pepsi, 7up and Mirinda Products of PepsiCo.
10. It is observed that the many Consumers demand for the Thumps-up, Sprit and Fanta products of Coca-Cola.
11. It is observed that the great numbers of retailers are using the refrigerators of PepsiCo than the Coca-Cola.
12. It is observed that the capacity of refrigerators used by the retailers are 165, 350 liters.
13. It is observed that the frequency of delivery of the products of both companies is Twice in a week and Once in a Week.
14. The water bottles of both companies are more demanded by the retailers.