



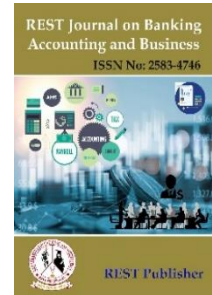
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A Study on Promotional Strategies with Reference to Coca Cola Company

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Abstract A study on the Promotional Strategies can help us to know the customer's reaction and response towards the offers and all promotion activities about COKE products and the perception of the target customer. It can also useful to know the services that can provide by the company to the customers, in increase of sales of the company and create a brand image. A promotional strategy is what businesses and companies use to communicate with others about their product and services. The use of Promotional Products and Printing is an integral part of this strategy. Every marketing piece is a part of this strategy. We can help to make sure your brand is supported by all the marketing products you use.

Keywords: promotional, marketing price, target customers.

1. INTRODUCTION

Marketing is fast moving and exciting activity in every body activates. The sellers, distributors, advertising agencies, consultants, transporters, financiers, store agencies and every one as a counter are part of the marketing system. Any exchange process be it consumer, goods, intermediary goods, services of ideas, comes under the preview of marketing. It is very often regarded that the development of markets and marketing is synonymous with the economic development of account. Through marketing is an age-old activity: it has developed recently as an action discipline. In the ever-growing corporate world, marketing is being regarded as a crucial element for the success of an Enterprise.

2. REVIEW OF LITERATURE

As the informal sector has experienced rapid growth in developing countries and also developed countries, it has consequently attracted the increasing attention and there has been a growing body of literature focusing on its different aspects. However, the study of Promotional Strategies adopted by the Street Vending Business has received little attention in the informal sector literature. The aim of the study is to identify the various Promotional Strategies adopted by the Apparel Street vendors for promoting their products and also particularly bring out the most effective technique in promoting their Street wares that influence customers shopping decision. The study uses primary data collected through in-depth quantitative analysis to represent street markets in Mumbai. The sample included 129 active street shoppers. The relevant data collected by using a pretested questionnaire is further analyzed using descriptive statistical techniques. The analysis has produced several important implications; since the study covers only limited area the findings cannot be generalized. Research propositions and recommendations for further research are presented.

scope of the study: This Study consists around 32 outlets in Hyderabad. Due to the time and resource constraints the sample size of the research has been restricted to 300 respondents.

3. OBJECTIVES OF THE STUDY

1. To know the promotional strategies of coke.
2. To know the customer's reaction about coke offers.
3. To know the competitors promotional strategies.
4. To know the customer satisfaction towards coke products
5. To build understanding of central ideas and theories of Promotional strategies.

4. METHODOLOGY

Data could be broadly classified as follows:

- **Primary data** : Primary data is known as the data collected for the first time through field surveys and thus happens to be original in character.
- **Secondary data** : Secondary data refers to the information or facts already collected and available for reference from sources such as library, website etc

5. LIMITATIONS OF THE STUDY

The following are some of the major limitations of the study.

1. Even though every effort is made to complete all areas of the project: it still has its own limitations. Due to cost and time constraints the sample size was restricted to 32 store managers.
2. This study is pertaining to certain organization that is Hindustan Coco Cola Beverages Pvt Ltd. The results may not be applicable to other organization and it is strictly for the academic purpose only.

6. DATA ANALYSIS AND INTERPRETATION

TABLE. 1 influence of coke products according to customer point of view:

Sno	Influence	Respondents	Percentage
1	Brand image	180	60%
2	Quality	75	25%
3	Schemes	18	6%
4	Price	27	9%
	Total	300	100%

Interpretation:

Above table represents that 60% of Brand Image, 25% of Quality, 9% of price and 6% of Schemes are influenced customer relationship in Coca-Cola Company

TABLE 2. influencing advertisements to people to buy coca-cola products:

Sno	Advertisement	Respondents	Percentage
1	Media	195	65%
2	Hoardings	66	22%
3	Wall Posters	15	5%
4	Wall painting	24	8%
	TOTAL	300	100%

Above table gives information about advertisements which is influencing to buy coke products are 65% of Media, 22% of Hoardings, 8% of Wall painting and 5% of wall posters.

TABLE 3. outlet response about the profit margin:

Sno	Opinion	Respondents	Percentage
1	Highly satisfied	0	0
2	Satisfied	225	75%
3	Dis satisfied	75	25%
	Total	300	100%

INTERPRETATION:

The above table reveals the retailer's opinion on profit margin offered by Coca-Cola Company. 75% of the Retailers are satisfied and 25% Retailers are Dissatisfied.

TABLE 4. customer opinion about supply of the goods:

SLNO	OPINION	RESPONDENTS	PERCENTAGE
1	HIGHLY SATISFIED	0	0%
2	SATISFIED	275	91.66%
3	DISSATISFIED	25	8.34%
	TOTAL	300	100%

INTERPRETATION:

The above table reveals the supply of the goods to Customers. 91.66% of the are Satisfied, 8.34% are Dissatisfied and 0% of are Highly Satisfied. With the supply of the goods in Table- 5.

TABLE 5. Suggestions to promote sales:

Sno	Suggestions	Respondents	Percentage
1	Credit facility	75	25%
2	Incentives	112.5	37.5%
3	Gifts	37.5	12.5%
4	Advertising	75	25%
	Total	300	100%

INTERPRETATION:

This table gives suggestions by the Retailers to promote the sales of Coke products. 37.50% of the Retailers suggested providing more incentives, 25% of the Retailers suggested to provide credit facility, 25% of the Retailers suggested to improve the advertising and 12.50% of the Retailers suggested for Gifts

TABLE 6. Customer acceptance:

	Respondents	Percentage
Valid		
Satisfactory	102	34%
Good	159	53%
Excellent	39	13%
Total	300	100%

INTERPRETATION:

- 53% of them responded that Customer acceptance of Coke product as Good
- 34% of them responded that Customer acceptance of Coke product as Satisfactory
- 13% of them responded that Customer acceptance of Coke product as Excellent

TABLE 7. Promotional tools:

Sno	Respondents	Percentage
1	Yes	67%
2	No	33%
Total	300	100%

INTERPRETATION:

This table gives promotional tools offered by the company is 67% of respondents says yes and other aren't satisfied by the company offers.

FINDINGS

- The present promos on coke are double Masti, Buy 2one liter bottles for RS75, RS25 off on McDonald's FOOD FOR 1.7Liter bottle, Get Mc Donald's burger free by buying any two 500ml coke products and 50%discount on INOX movie tickets by buying any two mobiles.

- The promos on competitor brands are: buy two 1.5liters Pepsi; 7UP and Marinda for RS85. Buy three 500, l of Pepsi for RS50, GET slice 1.2liters bottle at rs75where as the MRP is RS 95. Buy 600mlPepsi for just Rs33.
- The average sale of the outlets is 10lacs to 20lacs in 10% of the outlets and 20lacs to 30lacs in 30% of the outlets and 30lacs to above in 60% of the outlets.
- The research done for sake of this project covered only Food World outlets on the overall sample size.
- At all the stores visited for research there is coke chiller.
- For coke the competitor brands in Large PET and mobiles are Pepsi, slice, 7UP and 7UP LIME. In juices the competitor brands are Slice, Apply, and Tropicana. In Water the competitor brands are Bisleri as well as Himalayans. In tetra the competitor brand is fruity.
- Out of all the outlets 38%of the outlets have the average basket value of 100 to 150 and 44% %of the outlets have the average basket values of 150 to 200 and 18% of the outlets 200 above

7. SUGGESTIONS

Many of the customers are attracted towards the coke products if the promo offer is for movie tickets. Hence this should be taken into account and more promo offers should be given on this category. Huge expiry of the stock is seen in some stores. In some Food World stores the managers are complaining that sometimes there is huge stock of coke products as such it would be resulting in expiry of the products. Hence like should find some alternatives for this kind of problem to satisfy the stores managers.

8. CONCLUSION

This project on “The Promotional Strategies of Coca Cola Company” With Respect To Coke Products In Hyderabad” gives an assessment of the promotional implementation in the retail formats and its growth per year and its impact on the customers as well as the company. Till date coke is performing well in the market. As it is a well known fact that always there is a room for improvement, the organization should focus on few aspects such as concentrating on promo activities as well as organization campaigns. From the in-depth analysis on the data collected from the study, the basics of the modern trade such as meaning, scope, merchandising advantages of modern trade and its participants, meaning of Plano gram were found with an interaction with store managers. Various brand competitors were also evaluated on marketing mix analysis and necessary suggestion were quoted. Even though few store managers were not readily willing to share confidential information regarding the sales figures, from the data obtained from other managers who willingly shared we arrived to conclusions. Few promotional activities of coke and its competitor are studied and feedback is given in order to make necessary corrections. Various kind of information such as availability of the coke chillers and type of shopping and type of shopper’s were found out with various kinds of examples. Many of the times they were also practically seen.

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