

A Study On Brand Switching And Consumer Preferences Towards Soft Drinks With An Emphasis On Distribution Processes And Market Expansion Strategies And Pricing Implemented At Hindustan Coca-Cola Beverages Pvt Ltd Vijayawada

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Abstract

There is heavy competition between the soft drink majors Pepsi and Coke across India. Both follow a heavy advertisement laden strategy to increase their market share and reach to customers. With the recent entry of smaller and local brands, they are devising new strategies to retain their existing foothold in this segment. With the introduction of water sachets at KIRANA and pan shops, people may show decreased interest in soft drinks. In this paper we concentrated on the distribution process and market expansion and pricing strategies being devised and implemented at Hindustan COCA-COLA Beverages in VIJAYAWADA by gathering information from retail and KIRANA shops and also from sales and marketing managers regarding the strategies at the company. Distribution strategies involve understanding the various channels of distribution like Grocery, E&D (Eating and Dining) & Convenience stores and also the RED parameters used to assess the retailers. It covers the various cooler sizes available with the retailers in this region. Expansion Strategies include both horizontal and vertical and will enable the company to gain a competitive edge over others in the market by opening new outlets as well as increasing sales in the existing outlets. Pricing strategies involve fixing the price over brands and see that there is no cannibalization between brands as well as make sure that product range covers the entire price bands.

Keywords: SOFT DRINK, E&D, GROCERY, CONVENIENCE, COLA, PEPSI, FLAVOR, BRAND, RED, KIRANA.

Introduction

During the summer vacation holidays when I am thinking of picking a cool drink from the Refrigerator of the KIRANA Shop I noticed the placement of Cool Drinks, the order they were placed influenced me to pick Pepsi even though my favorite was THUMSUP. When I reasoned for the switching from my brand I found that even the Placing of Pepsi at the point where the Bottle was reachable as well as the Promotional campaign done by the Shop owner had their impact on me in making the choice. Although Coke was having the same Brand recalls when compares to Pepsi due to

the huge expenditure, in this particular occasion Pepsi was able to gain the upper hand because of the Promotional rapport it has with the Distributor and was successful in changing the choice of consumer impulse buying. Similarly when I visited various retail outlets in Hyderabad, the consumer attraction in case impulse buying was more concentrated at points where there was good promotion, easy understandability of information on display as well as the attention paid by Salesman towards the consumer. Even world reputed Brands were unable to sustain sales and witnessed Brand Switching when there is lack of proper attention paid towards the Consumer at the point of Display. In India we even observe empty booths and Customer are switching to rival brands if there is no awareness created towards the brand and ignorance will be resulting in huge loss of consumer brand loyalty as well as surge in rival brand reputation.

Coca-Cola will sell products to bottlers, distributors, fountain wholesalers and retailers who then distribute them to retail outlets, milk bar and corner stores, restaurants. Coke's distribution model for various products is the best and impressive when compared to other brands in their respective categories. Its impact on minds and tastes of consumers is very high even wholesalers and distributors cannot ignore its product for doing successful business because of high visibility of the products and their availability across the globe even in the remotest areas. Coca-Cola operates mainly on Franchisee model for distribution. We think of Cola-Cola as a single entity but in reality it is different. Coca-Cola headquarters at Atlanta takes care of issues related to global strategies for marketing, developing new products for increased market share, branding aspects etc. Coca-Cola will have a contract with its own bottling plant, or other private bottlers in all countries across the world. Coca-Cola may have equity stake in the bottlers, but they exist as separate legal entities. Generally Coca-Cola has an exclusive tie-up with the bottlers for its brands. There may be some exceptions. If we see the case of Zambia in Africa, Zambian Breweries, a hundred percent subsidiary of SABMiller, which bottles beer is the sole bottler of Coca-Cola there. In Africa, there are two models for distribution.

In an event, President, Coca-Cola Africa Foundation and Chair, Business Action for Africa, WILLIAM ASIKO told

about the story about the recent trip made by him to Democratic Republic of the Congo (DRC). He was amazed after touching down at DRC, to see that he can buy a can of Coke, even when Coca-Cola is not officially present there. Along with the distribution system seen in India there is the Manual Distribution Centre (MDC) model which is implanted in densely populated areas. These MDCs will operate as independent businesses who establish links with a local bottler who in turn provides credit as well as technical support for sales and training to them. The bottles and crates used by MDCs are their own and they do advertising for the 'liquid only' wholesale price. If they are the first time customers and don't own the crates and empty bottles, then they must pay for the same and also the liquid contained by them. MDCs sometimes are operated from shipping containers that are painted red and receive the consignment delivery weekly or fortnightly. Usually lorry of Coca-Cola from a bottler will deliver it to one MDC all its entire load. The process of distribution at the MDCs is mostly 'manual' and the crates will be loaded on to bicycles, handcarts and so on. MDCs relate to their bottler in a similar way in which bottlers and Coca-Cola ALTANTA do but we should remember that all MDCs are having their own independent and legal existence and may have their dependency on their bottler in order to succeed. This MDC model will be effective in population dense areas in which only manual onward distribution will be feasible because of very short distance between outlets. The brand pull of the Coca-Cola is responsible for its reach even to the far-flung remote parts areas in the world and not the MDC distribution model. We have two different aspects here. They are 1: People across the world, who reside in the remotest areas are demanding and 2: Grocers and retail outlets want to get involved in catering with Coca-Cola products as they to make money for themselves.

Order allocation can be done by two ways they are 1. Pre-sell allocation: 2. Manual allocation

Pre-sell allocation: Pre-sell allocation means the MD takes the order from Blackberry operation and allocates the order depending on stock availability.

Manual allocation: Manual allocation it can be used when Blackberry fails at this time we can use manual operation. Manual means the sales men carries a full load of stock and go to every shop and deliver the order.

EXPANSION STRATEGIES AT COCA-COLA

Expansion can be done in two ways

Vertical expansion by increasing the existing outlets capacity of sales and Horizontal expansion through the establishment of new outlets resulting in increased market share and improved visibility of the company's product across markets and should finally lead to higher volumes in terms of sales.

BENEFITS OF HORIZONTAL EXPANSION

1. Improves profitability of distributors
2. Helps improve route productivity
3. Incremental revenue for the business
4. Helps in distributing the market demand
5. Increase market visibility

RIGHT EXECUTION DAILY (RED) as a process is implemented by the Bottling Investments Group of Hindustan Coca-Cola Beverages Pvt. Ltd. (HCCBPL) and its main task is to engage with nearly 3800 distribution agencies throughout India in placing the whole lot of beverage brands of Coca-Cola in 14 LAKH Beverage selling shops which in turn cater to Twenty five Million cool drink buying people daily. The sales team on the frontline with about 130 SKUs in its portfolio has the reputation of making the products available at an arm's reach. RED (Right Execution Daily) as a process will be a ready beckoner and will provide a clear picture of the sales strategy execution in all RED outlets. RED provides a set of norms divided to assess the conformance of the retailer to Coca-Colas sales strategy and varies for all the three channels of distribution Grocery, Eating and Dining (E&D) and Convenience stores. For every channel RED consists of four sections. They are Cooler Standards, Availability Standards, Activation Standards and Bonus Points.

COOLER STANDARDS

1. **PRIME PLACE FOR COOLER POSITION:** Coolers shall be located at that place in the shop where it is easily visible to customer entering into the shop.
2. **BRAND ORDER:** Coca-Cola outlets should place the beverage brands in the COLT-J format i.e. C for COCA-COLA; O for ORANGE (i.e. FANTA) L for LIMCA; T for THUMPS UP; J for JUICE (ex: MAAZA).
3. **PACK ORDER (2 SELF IC PACK):** IC packs includes RGB- Returnable / Refillable Glass Bottles; Aluminum Cans (Tins); Tetra – Tetra Packs.
4. **SOVI IN OUTLET:** Share of visible inventory SOVI is measured in two parameters. They are Stock pressure and Shelf-purity

Stock pressure: If retailer is in the possession of 5 cases cooler, he should be having a minimum total stock of 5 cases and can be either warm or cold. If retailer fulfills the stock pressure criteria then company checks shelf purity.

Shelf-Purity: Coca-Cola provides cooler to retail outlets but company ensures that cooler should only have stock of Coca-Cola into the coolers. A 10 cases cooler has 10 shelves and if the entire shelf are pure then they would get 10 points, if 8 shelf's are pure then they would get 8 points.

AVAILABILITY STANDARDS

Availability standards have seventy points and are divided as IC PACKS – RGB/ CANS/ TETRA/ 400ML

FC PACKS – 600ML/ 750ML/1.2L/ 1.25L/ 2.25 L

Coke which is main focus Brand of the company and so has the maximum weight age.

TYPES OF CHANNELS IN COCA-COLA:

The retailers of Grocery shop, Restaurants, Convenience shop, Medicine store and Juice corners and People were selected from different places of Vijayawada. We Observed the different types of markets and cooler sizes according to the channels and cooler filling and do work on increasing of RED score in markets.



These three channels cover all types of markets

1. **Grocery:** Selling household items etc.
2. **Eating and Dining (E&D):** Restaurants, hotels, Cinema halls etc.
3. **Convenience stores:** Small KIRANA SHOPS or pan and bakery shops.

RED PARAMETERS (RIGHT EXECUTION DAILY) (DIFFERENT CHANNELS AND THEIR PARAMETERS)

GROCERY (100 MARKS)

COOLER VISIBILITY - 20 MARKS

The total 20 MARKS can be divided into following ways.

1. For Prime position 2 MARKS
2. For placing in shelf 2 MARKS RGB in 1&2 racks of cooler 6 MARKS
3. For Brand order 2 MARKS
4. For SOVI (show of visible inventory) 10 MARKS

AVAILABILITY OF STOCK - 70 MARKS

The 70 MARKS can be divided into following ways

COKE : 30 MARKS IC : 10 MARKS FC : 20 MARKS	SPRITE : 15 MARKS IC : 5 MARKS FC : 10 MARKS
MAAZA : 10 MARKS IC : 5 MARKS FC : 5 MARKS	THUMSUP : 10 MARKS IC : 5 MARKS FC : 5 MARKS
LIMCA/FANTA : 5 MARKS IC : 2 MARKS FC : 3 MARKS	

ACTIVATION – 10 MARKS

1. For internal publicity and external publicity 5 MARKS
2. For example Coke board and flex at top of shop, placing minimum of 8 bottles in the top of cooler carries 5 MARKS
3. For price communication 5 MARKS it is must for coke. It carries 5 MARKS

CONVENIENCE (100 MARKS)

COOLER VISIBILITY - 20 MARKS

The total 20 MARKS can be divided into following ways.

1. For Prime position 2 MARKS
2. For placing in shelf 2 MARKS RGB in 1&2 racks of cooler 6 MARKS
3. For Brand order 2 MARKS

4. For SOVI (show of visible inventory) 10 MARKS

AVAILABILITY OF STOCK - 70 MARKS

The 70 MARKS can be divided into following ways

COKE : 30 MARKS IC : 20 MARKS FC : 10 MARKS	SPRITE : 15 MARKS IC : 10 MARKS FC : 05 MARKS
MAAZA : 10 MARKS IC : 5 MARKS FC : 5 MARKS	THUMSUP : 10 MARKS IC : 5 MARKS FC : 5 MARKS
LIMCA/FANTA : 5 MARKS IC : 3 MARKS FC : 2 MARKS	

ACTIVATION - 10 MARKS

For internal publicity and external publicity 5 MARKS

For example Coke board and flex at top of shop, placing minimum of 8 bottles in the top of cooler carries 5 MARKS

For price communication 5 MARKS it is must for coke. It carries 5 MARKS

Eating and Dining (E&D) (100 MARKS)

COOLER VISIBILITY - 20 MARKS

The total 20 MARKS can be divided into following ways.

1. For Prime position 2 MARKS
2. For Placing in shelf 2 MARKS RGB in 1&2 racks of cooler 6 MARKS
3. For Brand order 2 MARKS
4. For SOVI (show of visible inventory) 10 MARKS

AVAILABILITY OF STOCK - 70 MARKS

The 70M can be divided into following ways

COKE : 30 MARKS IC : 30 MARKS	SPRITE : 15 MARKS IC : 15 MARKS
MAAZA : 10 MARKS IC : 10 MARKS	THUMSUP : 10 MARKS IC : 10 MARKS
LIMCA OR FANTA : 5 MARKS IC : 5 MARKS	

ACTIVATION - 10 MARKS

For internal publicity and external publicity 5 MARKS

For example Coke board and flex at top of shop, placing minimum of 8 bottles in the top of cooler carries 5 MARKS

For price communication 5 MARKS it is must for coke. It carries 5 MARKS.

STEPS FOR TARGETING NEW RETAILERS

Before picking a target RETAILER for a new outlet we have to be ready with the answers for the following

1. Take Initiative
2. Deal with objections
3. Sustain relations
4. Any other quandary

Take Initiative-The sales person should take initiative and personally search the new contact to establish a new outlet and explain to him the history of the company, product range, retailer margins, and also about the schemes and offers availed frequently.

Deal with objections-In this step, the salesman should hear the retailer objections on various issues and be able to tackle them effectively. The most common objections are:-

1. Aerated Beverages business is not a money spinner?
2. There are many outlets nearby already selling Soft drink. What will be my USP?
3. How effectively will you service new outlets? Will you provide the necessary stocks?
4. Will you provide Cooler and provide free maintenance?

Sustain relations- Salesman should be able to assure the retailer about the uninterrupted supply of stock and the service standards of the company.

OBJECTIVES OF THE STUDY

1. Understand and find out the reasons for Reducing RED score of Coke Outlets in some routes in Vijayawada market.
2. Horizontal Expansion and Vertical Expansion targets for Vijayawada city
3. Understanding the distribution process
4. To know the distribution process and market expansion strategies being devised and implemented at Hindustan COCA-COLA Beverages.
5. To know the retailers perceptions about the pros and cons of owning a coca cola outlet.
6. To know the cost structure of various brands.
7. To know the various cooler sizes and cooler availability at various outlets.
8. To study the impact of Advertisement in branding decisions.
9. To study different life styles of customers in the changing market scenario.
10. To understand whether Anti Branding shows impact on mind sets of customer.
11. To study various factors that includes Brand switching Decisions

RESEARCH METHODOLOGY

Type of data collected:

1. Primary data
2. Secondary data

Research instrument: Direct interaction and schedules were used to collect the required information it is called primary data. We collected data from internet and Magazine's and other sources. This type of data is called secondary data. Survey method is used for collecting data from Soft Drinks Consumers at various Locations. We requested all respondents to fill in the questionnaire, by self after explaining the various aspects mentioned in it. It contained both open and closed ended questions in a structured format very easy to understand on the first look.

Data Usage: For analysis and interpretation, only primary data is used. However for conclusion and recommendations both primary and secondary data along with the verbal knowledge and information although obtained from respondents, though they are outside the parameters of questionnaire were also included. The data collected from these sources were analyzed using various tools like percentage analysis, chi-square test, cross table analysis method.

Area of surveys: Survey was done across different locations in and around VIJAYAWADA and TENALI. These are the routes covered in 11 weeks.

VIJAYAWADA: SINGHNAGAR , NUNNA,BENZ CIRCLE, RAMAVARAPPADU RING, ONE TOWN, BUS STAND, RAILWAY STATION, AUTO NAGAR, SATHYANARAYANA PURAM, FOOD JUNCTION, BESANT ROAD, GUNADALA, PEZZONUPET, HANUMAN PET, LAYOLA COLLEGE WING, SIDDHARTHA COLLEGE WING, PARAMETER, KRISTHRAJAPURAM, GANNAVARAM, SRK COLLEGE ROAD, HIGHWAY ROAD, NIDAMANURU, GUDAVALLI, YENIKEPADU
 TENALI: BUS STAND, RAILWAY STATION, GANGANAMMAPET, SALT BAZAR, SHARAFBAZAR, MARISPET, MARKET AREA, BOSE ROAD, KATTEVARAM

ANALYSIS AND INTERPRETATION

TABLE 1 GENERAL PROFILE OF THE RESPONDENTS

SEX	Male	Female		
	53	57		
AGE	<24	25-50	>50	
	43	39	28	
EDUCATION	DIPLOMA	GRADUATION	PG	
	39	34	37	
PROFESSION	STUDENT	BUSINESS	EMPLOYEE	
	45	37	28	
INCOME	<20,000	20,000-40,000	>40000	
	38	37	35	
FREQUENCY OF SOFT DRINKS CONSUMPTION IN A WEEK	DAILY	MORE THAN 4 TIMES	2-4 TIMES	ONCE IN A WEEK
	24	26	23	37
IN WHAT OCCASIONS, DO YOU DO YOU OFTEN CONSUME THE SOFT DRINKS?	FEELING THIRSTY	WITHOUT ANY REASON	PARTIES&CELEBRATIONS	HARD WORK
	31	33	23	23
WHICH BRAND COMES TO MIND WHEN YOU THINK ABOUT AERATED BEVERAGES?	COCA COLA	PEPSI CO	PARLE ARGO	
	52	42	16	
WHERE HAVE YOU SEEN ADVERTISEMENTS FOR AERATED BEVERAGES?	BILLBOARDS	FM RADIO	MAGAZINES	TV
	24	6	20	11
WHAT WILL YOU DO IF THE BRAND OF DRINK YOU WISH TO PURCHASE IS OUT OF STOCK?	NEWSPAPERS	ONLINE	PUBLIC TRANSPORTATION	I'VE NEVER SEEN ANY OF THEIR ADVERTS
	24	17	7	1
	DELAY PURCHASE TILL THE SAME PRODUCT ARRIVES	PURCHASE OTHER PRODUCTS FROM THE SAME BRAND	PURCHASE A DIFFERENT BRAND	
	11	68	31	

TABLE 2 RESPONDENTS VIEWS ABOUT SOFT DRINKS

PARAMETER	SA	A	NUETRAL	DA	SDA
ONLY TASTE MATTERS WHILE U CONSUME SOFT DRINKS	19	26	15	27	23
ARE YOU HEALTH CONSCIOUS AND FRUIT BASED BEVERAGE IS YOUR CHOICE	41	38	31	0	0
DO YOU CHOOSE SOFT DRINKS ON THE BASIS OF ITS PRICE	22	31	23	15	19
DO YOU AGREE WITH "I RELY ON MY FAVOURITE SOFT DRINK BRAND" ?	26	33	24	11	16
CONSUMING SOFT DRINKS WOULD UPGRADE YOUR STATUS AND THE LIFE STYLE YOU LIVE	50	37	23	0	0
YOU CONSUME SOFT DRINK BECAUSE YOU ARE CITED WITH YOUR REFERENCE GROUP BUT NOT INTENTIONALLY	33	24	32	12	9
WOULD YOU LIKE TO HAVE/TASTE ANY SOFT DRINK WHICH HAS RECENTLY RELEASED IN THE MARKET	35	34	27	8	6
YOUR FREQUENTLY SWITCH SOFTDRINK BRANDS	49	36	25	0	0
YOUR CHOICE OF SOFT DRINK DEPENDS ON BRAND AMBASSDOR	28	23	39	24	0
DOES THIS ADVERTISEMENT INFLUENCES YOUR SHOPPING TREND	36	37	19	18	0
THE ISSUE OF PESTICIDES ADDED IN SOFT DRINKS WAS TRUE AND NO ANTI BRANDING COMMUNITIES INVOLVED IN IT	6	7	22	39	26
BONDING AND BEING HABITUATED TOWARDS BRAND MAKING YOU TO CONSUME SOFT DRINKS	27	11	18	23	31
DOES YOUR BRAND ALWAYS SHOW UP IN THE BEVERAGE REFRIGERATOR	36	23	22	11	8

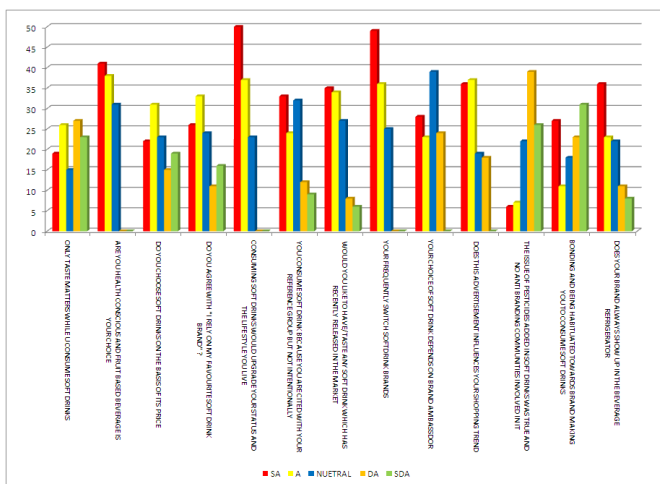


FIGURE-1

INTERPRETATION

From the above table, we infer that 53 of the total respondents are male and 57 are female. On further classification according to age group, we find that of all the respondents 43 are less than 24 Years old, 39 are of the age group 25-50, 28 are of the age group with more than 50 years. From the responses collected for Education 39 Are Diploma, 34 Are Graduation and 37 Are Post Graduation. On the basis of income 38 are earning less than 20000 Rs, 37 are earning 20000-40000, 35 are earning more than 40000.

CHI-SQUARE TEST

I. Relation between MONTHLY INCOME OF THE RESPONDENT and HIS AERATED BEVERAGE INTAKE

H01: There is a significant relation between the respondents' monthly income and aerated beverage intake.

Case Processing Summary	Cases		Missing		Total	
	N	Percent	N	Percent	N	Percent
MONTHLY INCOME * FREQUENCY OF AERATED BEVERAGES DRIHKS CONSUMPTION IN A WEEK	110	100.0%	0	.0%	110	100.0%

Table-3 Monthly Income and Aerated Beverage Intake

MONTHLY INCOME * FREQUENCY OF AERATED BEVERAGES DRINKS CONSUMPTION IN A WEEK Crosstabulation						
Count	FREQUENCY OF AERATED BEVERAGES DRINKS CONSUMPTION IN A WEEK					Total
		DAILY	MORE THAN 4TIMES	2-4TIMES	ONCE IN A WEEK	
MONTHLY INCOME	<20,000	6	12	9	11	38
	21,000-40,000	11	6	8	12	37
	>40000	7	8	6	14	35
Total		24	26	23	37	110

Chi-Square Test		FREQUENCY OF AERATED BEVERAGES DRINKS			
Frequencies		Observed N	Expected N	Residual	
	MONTHLY INCOME				
	Observed N	Expected N	Residual		
<20,000	38	36.7	1.3		
21,000-40,000	37	36.7	0.3		
>40000	35	36.7	-1.7		
Total	110				

Test Statistics		FREQUENCY OF AERATED BEVERAGES DRINKS CONSUMPTION IN A WEEK			
Chi-Square	MONTHLY INCOME				
2	.127a	4.545b			
df	2	3			
Asymp. Sig.	0.938	0.208			

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.
 b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.

From the calculation it is evident that there is a significant relation between the respondents' monthly income and aerated beverage intake and thus the hypothesis H01 is accepted.

II. Relation between GENDER OF THE RESPONDENT and ADVERTISEMENTS HAVING AN EFFECT IN THE PROCESS OF CHOOSING SOFT BEVERAGE

H02: There is a significant relation between Gender of the Respondent and Advertisements Having an Effect In The Process Of Choosing Soft Beverage.

Table-4 Gender of the Respondent and Advertisements effect

GENDER * ADVERTISING EFFECTS PROCESS OF CHOOSING SOFT BEVERAGE Crosstabulation						
Count	ADVERTISING EFFECTS PROCESS OF CHOOSING SOFT BEVERAGE				Total	
		STRONGLY AGREE	AGREE	NUETRAL	DISAGREE	
GENDER	MALE	21	16	5	11	53
	FEMALE	15	21	14	7	57
Total		36	37	19	18	110

Chi-Square Test		ADVERTISING EFFECTS PROCESS OF CHOOSING SOFT BEVERAGE			
Frequencies		Observed N	Expected N	Residual	
	GENDER				
	Observed N	Expected N	Residual		
MALE	53	55	-2		
FEMALE	57	55	2		
Total	110				

Test Statistics		ADVERTISING EFFECTS PROCESS OF CHOOSING SOFT BEVERAGE			
Chi-Square	GENDER				
.145a	.145a	11.818b			
df	1	3			
Asymp. Sig.	0.703	0.008			

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.0.
 b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.

From the calculation it is evident that there is NO significant relation between Gender of the Respondent and Advertisements Having an Effect In The Process Of Choosing Soft Beverage and thus the hypothesis H02 is rejected.

III. Relation between AGE OF THE RESPONDENT and OCCASION/REASON FOR THEM IN HAVING A SOFT DRINK

H03: There is a significant relation between Age of the Respondent and Occasion/Reason for Them in Having a Soft Drink.

Table-5 Age and Occasion for Soft Drink

Chi-Square Test			
Frequencies			
AGE			
	Observed N	Expected N	Residual
<24	43	36.7	6.3
25-50	39	36.7	2.3
>50	28	36.7	-8.7
Total	110		

OCCASION/REASON FOR HAVING SOFT DRINK			
	Observed N	Expected N	Residual
FEELING THIRSTY	31	27.5	3.5
WITHOUT ANY REASON	33	27.5	5.5
PARTIES & CELEBRATIONS	23	27.5	-4.5
HARD WORK	23	27.5	-4.5
Total	110		

Test Statistics			
	AGE	OCCASION/REASON FOR HAVING SOFT DRINK	
Chi-Square	3.291a	3.018b	
df	2	3	
Asymp. Sig.	0.193	0.389	

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.
 b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.

From the calculation it is evident that there is a significant relation between Age of the Respondent and Occasion/Reason for Them in Having a Soft Drink and thus the hypothesis H03 is accepted.

IV. Relation between Profession of the Respondent' and his Idea that CONSUMING SOFT DRINKS WOULD UPGRADE their STATUS AND LIFE STYLE

H04: There is a significant relation between the respondents' profession and his idea that consuming soft drinks would upgrade their status and life style.

Table-6 PROFESSION and OPINION ON STATUS AND LIFE STYLE

PROFESSION * CONSUMING SOFT DRINKS WOULD UPGRADE YOUR STATUS AND THE LIFE STYLE YOU LIVE Crosstabulation					
Count		CONSUMING SOFT DRINKS WOULD UPGRADE YOUR STATUS AND THE LIFE STYLE YOU LIVE			Total
		STRONGLY AGREE	AGREE	NUETRAL	
PROFESSION	STUDENT	24	13	8	45
	BUSINESS	19	11	7	37
	EMPLOYEE	7	13	8	28
Total		50	37	23	110

Chi-Square Test			
Frequencies			
PROFESSION			
	Observed N	Expected N	Residual
STUDENT	45	36.7	8.3
BUSINESS	37	36.7	0.3
EMPLOYEE	28	36.7	-8.7
Total	110		

CONSUMING SOFT DRINKS WOULD UPGRADE YOUR STATUS AND THE LIFE STYLE YOU LIVE			
	Observed N	Expected N	Residual
STRONGLY AGREE	50	36.7	13.3
AGREE	37	36.7	0.3
NUETRAL	23	36.7	-13.7
Total	110		

Test Statistics			
	PROFESSION	CONSUMING SOFT DRINKS WOULD UPGRADE YOUR STATUS AND THE LIFE STYLE YOU LIVE	
Chi-Square	3.945a	9.945a	
df	2	2	
Asymp. Sig.	0.139	0.007	

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

From the calculation it is evident that there is NO relation between the respondents' profession and the idea that consuming soft drinks would upgrade their status and life style and thus the hypothesis H04 is rejected.

V. Relation between EDUCATION OF RESPONDENT and HIS HEALTH CONSCIOUSNESS AND PREFERENCE TO FRUIT BASED DRINKS

H05: There is a significant relation between education of respondent and his health consciousness and preference to fruit based drinks.

Table-7 EDUCATION and HEALTH CONSCIOUSNESS

EDUCATION * HEALTH CONSCIOUS AND PREFER TO CHOOSE FRUIT BASED DRINKS					
Count		HEALTH CONSCIOUS AND PREFER TO CHOOSE FRUIT BASED DRINKS			Total
		STRONGLY AGREE	AGREE	NUETRAL	
EDUCATION	DIPLOMA	16	13	10	39
	GRADUATION	9	14	11	34
	PG	16	11	10	37
Total		41	38	31	110

Chi-Square Test			
Frequencies			
EDUCATION			
	Observed N	Expected N	Residual
DIPLOMA	39	36.7	2.3
GRADUATION	34	36.7	-2.7
PG	37	36.7	0.3
Total	110		

HEALTH CONSCIOUS AND PREFER TO CHOOSE FRUIT BASED DRINKS			
	Observed N	Expected N	Residual
STRONGLY AGREE	41	36.7	4.3
AGREE	38	36.7	1.3
NUETRAL	31	36.7	-5.7
Total	110		

Test Statistics			
	EDUCATION	HEALTH CONSCIOUS AND PREFER TO CHOOSE FRUIT BASED DRINKS	
Chi-Square	.345a	1.436a	
df	2	2	
Asymp. Sig.	0.841	0.488	

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.

From the calculation it is evident that there is a significant relation between education of respondent and his health consciousness and preference to fruit based drinks and thus the hypothesis H01 is accepted.

VI. Relation between RESPONDENTS' FREQUENT SWITCHING SOFTDRINK BRANDS AND HIS DEPENDENCY ON BRAND AMBASSDOR IN CHOOSING SOFT DRINK

H06: There is a significant relation between the respondents' frequent switching soft drink brands and his dependency on brand ambassador in choosing soft drink.

Table-8 BRAND SWITCHING and BRAND AMBASSDOR

FREQUENTLY SWITCH SOFTDRINK BRANDS * CHOICE OF SOFT DRINK DEPENDS ON BRAND AMBASSDOR						
Count		CHOICE OF SOFT DRINK DEPENDS ON BRAND AMBASSDOR				Total
		STRONGLY AGREE	AGREE	NUETRAL	DISAGREE	
FREQUENTLY SWITCH SOFTDRINK BRANDS	STRONGLY AGREE	11	11	17	10	49
	AGREE	12	7	10	7	36
	NUETRAL	5	5	8	7	25
Total		28	23	35	24	110

Chi-Square Test		CHOICE OF SOFT DRINK DEPENDS ON BRAND AMBASSDOR			
Frequencies		Observed N	Expected N	Residual	
FREQUENTLY SWITCH SOFTDRINK BRANDS					
	Observed N	Expected N	Residual		
STRONGLY AGREE	49	36.7	12.3		
AGREE	36	36.7	-0.7		
NUETRAL	25	36.7	-11.7		
Total	110			Total	110

Test Statistics			
	FREQUENTLY SWITCH SOFTDRINK BRANDS	CHOICE OF SOFT DRINK DEPENDS ON BRAND AMBASSDOR	
Chi-Square	7.873a	3.236b	
df	2	3	
Asymp. Sig.	0.02	0.357	

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.
 b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.5.

From the calculation it is evident that there is a significant relation significant relation between the respondents' frequent switching soft drink brands and his dependency on brand ambassador in choosing soft drink and thus the hypothesis H06 is accepted.

SURVEY RESULTS

1st week: Total no of out lets are 170 and available coolers are 92 in TENALI

CHANNELS	NO OF OUTLETS	TOTAL NO OF COOLERS	COOLER SIZES IN MARKETS
E&D	6	6	15VG,9VG,20VG
CONVENIENCE	100	65	7VG,9VG,15VG,20VG,30VG
GROCERY	64	21	7VG,15VG,20VG, 10VG(CHEST)

2nd week: Total no of out lets are 185 And available coolers are 140 in VIJAYAWADA (RAMVARAPPADU ring route)

CHANNELS	NO OF OUTLETS	TOTAL NO OF COOLERS	COOLER SIZES IN MARKETS
E&D	7	5	9VG,30VG
CONVENIENCE	150	120	7VG,9VG,15VG,20VG,30VG, CHEST
GROCERY	28	15	7VG,9VG,15VG,20VG, 10VG(CHEST)

3rd week: Total no of out lets are 140 and available coolers are 110 in VIJAYAWADA (SATHYANARAYANA PURAM ROUTE)

CHANNELS	NO OF OUTLETS	TOTAL NO OF COOLERS	COOLER SIZES IN MARKETS
E&D	7	5	9VG,30VG
CONVENIENCE	90	70	7VG,9VG,15VG,20VG,30VG, CHEST
GROCERY	43	35	7VG,9VG,15VG,20VG, 10VG(CHEST)

4th and 5th week: Total no of out lets are 110 And available coolers are 81 in VIJAYAWADA (BENZ CIRCLE route)

CHANNELS	NO OF OUTLETS	TOTAL NO OF COOLERS	COOLER SIZES IN MARKETS
E&D	8	5	9VG,30VG,15VG
CONVENIENCE	90	66	7VG,9VG,15VG,20VG,30VG, CHEST
GROCERY	12	10	ALL SIZES EXCEPT 30VG

6th week: Total no of out lets are 185 and available coolers are 140 in VIJAYAWADA (RAMVARAPPADU ring route)

CHANNELS	NO OF OUTLETS	TOTAL NO OF COOLERS	COOLER SIZES IN MARKETS
E&D	7	5	9VG,30VG
CONVENIENCE	150	120	7VG,9VG,15VG,20VG,30VG, CHEST
GROCERY	28	15	7VG,9VG,15VG,20VG,10VG(CHEST)

7th week: Total no of out lets are 176.And available coolers are 140 in VIJAYAWADA (GANNAVARAM route)

CHANNELS	NO OF OUTLETS	TOTAL NO OF COOLERS	COOLER SIZES IN MARKETS
E&D	10	5	9VG,20VG
CONVENIENCE	110	70	7VG,9VG,15VG,20VG,20VG
GROCERY	50	15	7VG,9VG,15VG,20VG

Classification by volume

CATEGORY:

OUTLET CLASSIFICATION	NO OF CASES PER YEAR
BRONZE	1-199
SILVER	200-499
GOLD	500-799
DIAMOND	800-1499
PLATINUM	>1500

PACKAGING DETAILS:

PACK	NO. OF BOTTLES PER CASE
200ml	24
250ml	24
300ml	24
600ml	24
1.25Ltr	12
2Ltr	9

DETAILS OF PACKAGING

Pack	Maaza	Coke	Thumbs-Up	Sprite	Fanta	Limca	Minute Maid	Mineral Water	Soda
200ml	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
250ml	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No
300ml	No	Yes	Yes	Yes	Yes	Yes	No	No	No
600ml	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
1.25Ltr	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2 Ltr	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Various types of Packages at Coca-Cola for various products are available to the customers in varying sizes and packs and differ in some aspects depending on the beverage. In General the company and bottles its products in five different kinds of packs.

1. Returnable / Refillable Glass Bottles (RGB): These are bottles made of glass and are available in sizes of 200ml & 500 ml which the consumer after buying from the retailer and after consumption should return it back to him as the price paid by the consumer is towards beverage content only. Again the retailer will later on return these empty bottles to the bottler who in turn will reuse them after proper cleaning procedure.
2. Plastic Bottles (PET): They are made from the polymer POLYETHYLENE TEREPHTHALATE with a hot blower blowing the small plastic fill with hot air and customers like these very much as there is no need to return them to the retailer and on buying can drink it at the time of his convenience and are available in sizes of 400ml, 600ml, 750ml, 1ltr, 1.2ltr, 1.25 ltr, 2.25 ltr.
3. Aluminum Cans (Tins): Tins are made of special grade of Aluminum and are common at many retail outlets. And the costs involved with them are high when compared to PET and RGB bottles.
4. Tetra Packs: This is a special packing that is in use for juices. CSD is not there in these packs.
5. Beverages in Bag (BIB): They are in the form of bags and not for retail consumers and are in use for fountain machines in malls and theatres and contains only beverages less Carbon dioxide. CO₂ gas is added later when the beverage is being served in glass to the customer.

MAIN TASK OF MARKETING PEOPLE

1. To meet dry Grocers in different areas in and around **ATMAKURU PLANT (TENALI, VIJAYAWADA, and GUNTUR)** who are not implementing coca cola from Initial state of their business by motivating them to start Coca cola into their business.
2. Ensure the stocking of soft drinks of coca-cola at Retail outlets.
3. To develop new channel members for sales growth of soft drinks in coca-cola
4. To improve sales from existing channel partners
5. Finally to understanding the Distribution process

Company's main objective is to increase the RED score In Vijayawada (5 Distribution centers) nearly we covered 30-40 routes and visit nearly 600 outlets in GUNTUR, VIJAYAWADA area and TENALI markets also.

STRATEGY IMPLEMENTED

Following are the various strategies implemented by coca cola for targeting various dry grocers in various areas in around Vijayawada city. The sales manager gave us the task of motivating grocers by explaining the strategies clearly by convincing them and to start productivity. To enroll as a retailer for Coca-Cola a Grocer has to provide various proofs like Address Proof (AADHAAR, Ration, Recent Current bill) and Pass Port size photograph for coke fridge because of the company provides it free of cost. Coca cola is providing various offers for dry grocers to motivate them in various aspects. Few of the customers who were previously coke customers have been rejected for the reasons like Cooler maintenance and Cooler placement.

1. Upon the sales executive tasking us we targeted some grocers who are selling Pepsi products and tried make them convert to coke.
2. Got various addresses of grocers who are interested to implement.
3. Achieved various data regarding coke products i.e., Quantity, Margin, Distribution Margin, Packs.
4. Company is providing various margins for grocers from the initial stage of their Implementation.
5. Company is introducing OMS (open market schemes) for grocers which give better margin to the grocers.
6. Company is providing various sizes of coolers without single rupee depend of their Sales
7. Company is interested to give Key amounts depend on the sales

COST STRUCTURE

From The Survey we tabulated the details of various brands, their pack size, number of pieces per case, the price per case and MRP FOR SINGLE PACK. We can see the details in the table below. Cost plays an important role in sales

BRAND	PACK	NO OF PIECES PER CASE	CASE PRICE	MRP FOR SINGLE PACK
COKE	200ML	24	168	8
	300ML	24	320	16
	500ML	24	545	25
	750ML	24	764	35
	1.25LT	12	567	52
	1.75LT	12	672	60
FANTA	200ML	24	213	10
	300ML	24	320	16
	500ML	24	545	25
	750ML	24	764	35
	1.25LT	12	567	52
	1.75LT	12	672	60
SPRITE	200ML	24	213	10
	300ML	24	320	16
	500ML	24	545	25
	750ML	24	764	35
	1.25LT	12	567	52
	1.75LT	12	672	60
LIMCA	200ML	24	213	10
	300ML	24	320	16
	500ML	24	545	25
	750ML	24	764	35
	1.25LT	12	567	52
	1.75LT	12	672	60
THUMSUP	200ML	24	213	10
	300ML	24	320	16
	500ML	24	545	25
	750ML	24	764	35
	1.25LT	12	567	52
	1.75LT	12	672	60
MAAZA	200ML	24	168	8
	300ML	24	320	16
	600ML	24	764	35
	1.25LT	12	766	62
TETRA PACK	250ML	27	282	12

8. This study is limited to the study the Brand switching towards soft drinks regards Coca cola, Pepsi co and Pale Agro.
9. The brand switching measured is limited to the time period of the study.
10. The brand switching behaviors is limited to the place of the study.
11. As the sample size is limited to 110, we cannot generalize the study.
12. The observations are limited to the area of Vijayawada city and cannot be generalized.

FINDINGS

1. MAAZA is the most profitable brand of Coca-Cola
2. SPRITE is showing the fastest growth when compared to other Coca-Cola Brands and so is given the second highest weight age.
3. There is huge Market for Coca-Cola in urban market.
4. Most of the retailers deal in Coca-Cola brand and they have to concentrate more on certain products like Minute Maid for more market share.
5. Coca-Cola Company provides better point of sale facility, more sales margin, schemes, discounts and it has effective distribution channels as compared to Pepsi and others.
6. Coca-Cola has more customer recall value and it receives more non-promoted sales query.
7. Coca-Cola has effective visual merchandising, sales promotion and got more ratings for its services from the retailers.
8. Most of the retailers are satisfied by Coca-Cola services as compared to Pepsi and others.
9. Horizontal Expansion targets will be difficult because of in Vijayawada market all areas are covered by our products so it is difficult to achieve.
10. Converting the available outlets in to coke customers has become a tough task.
11. Converting the competition outlets into coke outlets seems difficult as the competitor is aggressive and sometimes offering better offers than coca cola.
12. Majority of the identified non coke outlets are old customers who changed from coke to Pepsi for various reasons like Offers, Coolers, Service, Margins.
13. Persons who are using coke products mainly prefer because of its taste and major product they are using is Sprite. But in summer LIMCA.
14. More number of respondents said that Branded Products Have Better Quality than Non-Branded Ones.
15. Branded Products Have Better Customer Relationship than Non Brands.
16. The Soft Drink THUMS-UP has a greater loyalty base among youth. It is preferred for its zing effect and flavor.
17. People favoring PEPSI cited that it is due to its sweetness.
18. People want more Health Drinks to be introduced in the Market.

LIMITATIONS

1. The study was restricted to few regions of Vijayawada only, so, the findings cannot be interpreted as such in other areas.
2. In rural market Competitor demand is high because of lower distribution center and we cannot meet the demand in summer season.
3. Time period was also limited so an in depth study is not possible.
4. Due to money constraint we are not able to include much wider audience of retailers.
5. Convincing the retailer for information through interviews was a difficult task as it may include some confidential data.
6. Some Retailers may at times give false data.
7. The observations and interpretations along with the final analysis are only based on the survey and may not be factual.

19. The components used by the brand are satisfactory to customers.
20. Demographic and Geographic factors impacts on buying behavior of customers
21. Life styles of people impacts on switching behaviors of Brands.
22. Advertisement may have impact on purchasing decision of a customer but as per our research it reveals that Life styles of different customers would decide the brand switching.
23. Impact of Anti branding communities doesn't shows any impact on brand switching, thus customers would stick to the same brand even though some communities spoiling the brand image in the case of soft drinks.
24. Majority of the Respondents (86 out of the 110) are following Brand Ambassador

SUGGESTIONS

1. To do business promotions among retailers to ensure low degree of brand switch.
2. Providing updates on new products would increase the relationship with retailers.
3. Effective promotion through various channels of communication to ensure high degree of awareness among retailers.
4. Coca-Cola should effectively concentrate on rural market.
5. Increase the sales and distribution in villages.
6. Pre-sales offers should penetrate sales by pulling strategy.
7. Coca-Cola can have conduct occasional sales campaign, competition among customers.
8. While setting the targets Horizontal Expansion The market must be competitor market
9. Giving better service to coolers to increase the market value and sales.
10. Some of the outlets are not satisfied with the cooler service .When we provide better service and standard service to outlets no other competitor beat COCA-COLA and we cannot think about competitor.
11. The factors of life styles the way customers perceive the product should be analyzed by brands in forth.
12. Price of the product should be maintained at economy with least margin of profits to the companies.
13. Brands should identify the anti brand communities and need to defend them strongly that gives the impression of trustworthiness.
14. Instead carbonated drinks I suggest drinks should contain fruit ingredients. Say yes to fruit based drinks rather than carbonated unhealthy drinks.
15. Brands should not give a chance to anti branding communities they must review their service all the time.
16. Packing should be followed in a hygienic conditions, issues such as mosquitoes in drink bottles, unscrewed bottles should be altered and recheck while stocking into the markets.

17. Beverages industry is in need of water to make drinks, water used should be at least river water. Being lack of resources some companies import sanitation and drainage waters. I suggest no such cheap things should be followed.
18. Green marketing is a social responsibility followed by any industry in a market, soft drinks industry should be conscious on wastes they release into environment.
19. Soft Drinks should have a reputed Brand Ambassador to represent them and should sponsor events that are of interest to the PUBLIC.

CONCLUSION

Some of the grocers are interested to implement coke Interested retailers want COOLER. Coke is providing fridge or cooler by receiving address proof of the retailer and photograph of retailer. We have low cooler availability if we provide cooler, they are ready to buy different flavors of stock. And improve the blackberry software (Operation). It cannot update the data as per Distribution center. If we can update the blackberry we cannot do mistakes with customers. By this research I can conclude that brand switching in soft drinks will be influenced by advertising and the brand image would goes down by spoiling the image of the brand. Soft drinks are consumed by customers being they are habituated, advertisement may recall the brand but it doesn't make the customer stick towards the brand in the case of soft drinks.As per my research anti branding campaigns in soft drinks such as pesticides in soft drinks, mosquitoes in the bottles and Coca cola as a rust remover etc., The attempts all played by anti branding communities was no use. Customers are accepting soft drinks still because the only reason is they are habituated towards soft drinks. So I have a statement with a strong evident that "there is impact of advertisements towards soft drinks and no anti branding communities would down fall the image in consumer's mind, may be the sales may down fall but only at that instant of time. Persons who are using coke products mainly prefer because of its taste and major product they are using is Sprite and in summer LIMCA.

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APPENDIX ORIENTATION GIVEN BY SALES MANAGER AT COCA-COLA PLANT

Sales manager assigned had given orientation towards the job how to perform the operations and how to behave in job environment. Before entering into field ASM gave some hints and Techniques. We let to go to know about the Coca-Cola Products, Details, Quantities, and Margins about the Product Mix of Coca-Cola by preparing some formats and prepared us how customers react and how to face such problems.

ORIENTATION GIVEN BY PRODUCTION DEPARTMENT ON THEIR PROCESS

Manufacturing process of coca cola and the plant lines information is oriented by production department. Plant has 4 manufacturing lines and manufacturing process of drinks.

1. Line-1 and 4:
Pet bottles [plastic bottles] filling with drink, capping, printing on bottles
Capacity: 100 bottles per minute
2. Line- 2
Glass bottles filling, capping, printing on bottles
Capacity: 600 bottles per minute
3. Line-3
Filling juice or fruit pulp drinks in bottles
Capacity: 430 per minute
4. Labeling of bottles: Per minute 100 labeling capacity
5. Washing of used glass bottles: Each bottle is washing 3 times [water, hot water, chlorinated water]

LEARNING THROUGH EXPERIENCE

From the Business perspective

Any Business needs a good promoter shareholding for its well take-off. Well-designed Organization structure and culture stimulates the performance and growth of any Business. Acquiring the trust of shareholders improves the capital strength and thus leads to good capital structure. The Business should understand the needs and wants of the prospective customers and tailor its products according to them. A very careful and detailed STP would help a Business easily capture the Market. Good Network of Business centers would help in

market expansion. Well defined functions of Management with a blend of centralization and decentralization yield good results. Team work always is a success mantra.

From the Customer perspective

All the Customers shouldn't be handled similarly. Customers should be treated on 80 by 20 principles. Customer Service could be a key differentiator to any Business. Customers don't expect just a Product from what they pay, but some augmented product added to the core product. Customers' preferences and tastes are key determinants to the success of a Company's products.

From the Learner's perspective

Perseverance, emotional stability, consistency of performance, and knowledge about the competitors' products are important for being a successful sales person. Communication skills help to reach a winning edge when compared to technical skills. Maintaining good relations with the customers even after closing the calls help in generating the leads and references. Understanding the Company and its products is essential in handling the objections during Business calls. Dedication towards work, Self-Motivation and positive attitude are necessary in coping with the Competition from colleagues.

From the Employer's perspective

Employers expect the Employees to be beneficial to the Business. They expect the Employees to be knowledgeable and well-informed.

LEARNING'S:

1. How to interact with the different people in the market
2. What are the problems will occur and how to solve them
3. How to work with the team
4. Business environment
5. Marketing strategies of business
6. How to attract customers
7. How to avoid competitors
8. How to manage stock in distribution process
9. How to increase sales with limited stock
10. How to manage the customers with stock
11. How to allocate the stock to MD's
12. How to do operations in Blackberry
13. Usage of Handholds at salesman's end
14. How to generate GCC code (Add customer)
15. How to modify retailer details
16. Manual process of stock allocation
17. Presale process

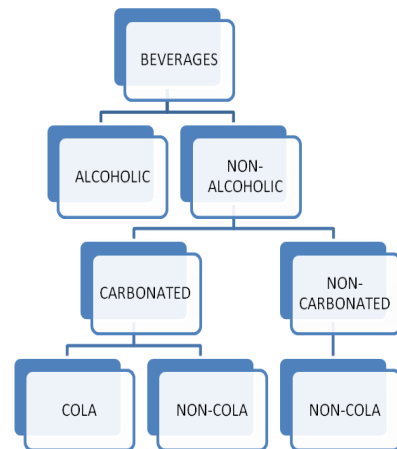
The Distributor is using the software and its name is IDAS. It is used to Read the Blackberry order and Modify the order and it is used to find out how much stock is available in the distribution center. It shows automatically how much stock is available by depend on this the blackberry order can be taken.

FMCG SECTOR CONSISTS FOLLOWING CATEGORIES:

1. Personal Care

2. Household Care
3. Branded and Packaged foods and beverages
4. Spirits and Tobacco

Beverages can be classified as follows:



MARKET FOR BEVERAGES IN INDIA

Indian Food Industry to be \$300 billion by 2015 from the present \$200 billion. About 25% of it is organized and 75% in unorganized. Non-alcoholic beverages market around \$5 billion. Health beverages market is \$300 million and is the fastest growing.

SWOT ANALYSIS OF COCA-COLA

Strengths:	Opportunities:
A big global brand in terms of brand equity value (\$77,839 billion)	Bottled water consumption growth
World's largest market share in beverage	Increasing demand for healthy food and beverage
Strong marketing and advertising	Increased per-person beverages consumption in India.
Most extensive beverage distribution channel	Growth through acquisitions
Customer loyalty	
Bargaining power over suppliers	
Corporate social responsibility	
Weakness:	Threats:
Significant focus on carbonated drinks	Changes in consumer preferences
Undiversified product portfolio	Legal requirements to disclose negative information on product labels
High debt level due to acquisitions	Decreasing gross profit and net profit margins
Negative publicity	Competition from PepsiCo
Many brands of Coca-Cola have not made their mark or failed and too many brands with insignificant volumes sometimes create confusion.	Saturated carbonated drinks market

SWOT ANALYSIS OF COCA-COLA VIJAYAWADA

Strengths:	Weaknesses:
Efficient team of Executive and MD	Low in cooler availability
Strong Distribution process	Poor cooler service
Blackberry operation	We cannot meet the demand in summer
Opportunities:	Threats:
High no of non coke outlets interested to be customers of coca cola	Better service from competitors
Competition outlets un happy with sales volume of Pepsi	Pet bottle from black market.

MAJOR DEPARTMENTS AT COCA-COLA

Finance Department: The financial analysis and the budget allocations and the funding procedures are taken care by this department who needs a very good forecasting about the future returns as we are spending now.

Marketing Department: The department is having highly dedicated members who are successful in promoting the products of coca-cola. The marketing team consists of 5 different members who scan the market continuously and catch the heartbeat of the market and approach the public easily. The main objective of this department is to identify the potential and fill the gaps. Marketing is done through various channels: Customers, Campaigns, Advertisements, Competitor policies.

Human Resource Department: The most responsible department having control on all kinds of operations in maintaining all the Human power in organization the scope of the HR operations is well equipped to control the Human power in the coca-cola. The staff working in the operations department is under the control of HR manager and observed by one Head.

Production Department: Coca-cola has good production team to observe the production operations of four lines. The production unit has four lines of operations. It is heart to the coca-cola company. Supply of products depends on this unit.