

**A STUDY ON IMPACT OF SALES PROMOTIONS ON SOFT DRINKS
AT COCA-COLA BEVERAGES LTD**

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ABSTRACT

Special strategies in showcasing hypothesis and practice have throughout the years been focused on publicizing, individual selling and exposure crusades. The level of rivalry in the business condition ordinarily directs the sort and advancement of limited time strategies. At the point when sales development seems stale or item finds a good pace arrange, the best limited-time alternative is required for soft beverage businesses to embrace special strategies to win their objective purchaser and people in general through the way toward imparting data to convince, persuade and conceivably changing their perspectives and practices.

Keywords: businesses, sales development, special strategies

INTRODUCTION

Special strategies in showcasing hypothesis and practice have throughout the years been focused on publicizing, individual selling and exposure crusades. The level of rivalry in the business condition ordinarily directs the sort and advancement of limited time strategies. At the point when sales development seems stale or item finds a good pace arrange, the best limited-time alternative is required for soft beverage businesses to embrace special strategies to win their objective purchaser and people in general through the way toward imparting data to convince, persuade and conceivably changing their perspectives and practices.

At the phase of development, sales are best animated through endowments and help brokers and last purchasers. This promotional system has been broadly embraced by advertisers in different businesses, particularly the bottling works. Right now, exertion will be made to discover the effect of sales promotional methodologies on the showcasing of soft drinks utilizing the coca-cola company as a contextual investigation.

Sales promotion is one of the significant advancement apparatuses that have increased a great deal of prominence as of late, maybe given the expansion in the rivalry in a discouraging economy where extra cash continued diminishing over some time. The American Advertising Association (AMA) characterizes sales advancement as exercises other than close to home selling.

OBJECTIVES OF THE STUDY

1. To inspect the effect of sales promotion on soft drinks.
2. To explore sales promotion is compelling in building picture and cooperative attitude of the organization.
3. To look at the reason and investigate the issue related to sales promotion.
4. To investigate new sales promotion activities are completed with a specific reference to the sales of soft drinks.
5. To determine the effect of sales promotion on turn over.

SCOPE OF THE STUDY

1. The undertaking looks at the effect of sales promotion in the showcasing of soft drinks with a unique accentuation on coca-cola company.
2. The examination doesn't go into the authoritative and monetary parts of the organization however just constrained to discovering the effect of sales promotion in the advertising of their products.

RESEARCH AND METHODOLOGY

The methodology is an orderly method for taking care of an issue; it incorporates the research methods for taking care of an issue.

SAMPLE DESIGN

The target people of the assessment involve various respondents in various spots. This outline was done by gathering information from the respondents.

SAMPLE SIZE

After due discussion with the organization manager similarly likewise with the school direct, also recollecting the essentials of the organization for the assessment, the example size that was viewed as legitimate for the investigation was 100.

SAMPLING TECHNIQUE

The inspecting strategy that acclimated to lead the investigation was 'Invaluable Random Sampling' and the domain of the investigation was moved in the city of Hyderabad.

STATISTICAL TOOLS

Simple percentage analysis is the main statistical tool used for the study. The pie chart is used.

REVIEW OF LITERATURE

Shazila Andleeb (2018)

We have looked into "Effect OF SALES PROMOTIONS ON SOFT DRINKS". As a matter of first importance, we visited the coca-cola enterprises Sales Office to get the fundamental data about coca-cola Industries alongside the data about their soft drinks. It has helped us without a doubt. In the wake of social event the data we made our poll for essential research because no examination had been finished by anyone as we were the first to the exploration on coca-cola Soft Drinks. We had done accommodation examine in which we had incorporated our college understudies, diverse undergrads, and the overall population. As individuals didn't know about this item so we had likewise done testing to make individuals mindful. We broke down the information that had been gathered during our essential research. At that point we changed over our information to an exceed expectations sheet in which coding was done first to make our postulation to be broken down no problem at all. In the wake of coding, we made frequencies to make our work simpler. At that point, frequencies were changed over into rates for graphical portrayal. Last, of all, we had finished up our entire research by giving a few suggestions to coca-cola Industries to expand the sales of their soft drinks

Uma Shankar Singh & Osman Sahin (2017)

The investigation is engagingly estimating the impact and connection between sales advancement exercises and brand devotion. The examination is done on the COCA-COLA brand in the open market. The exploration issue saw here to gauge the proficiency of sales advancement and brand dependability to get genuine adequacy in sales advancement exercises. The examination goals detailed are to know the significance of the segment of sales advancement exercises, to know the impact of publicizing on sales advancement exercises, to understand the significance of brand devotion on sales advancement exercises. A

quantitative strategy was utilized to achieve the reason for the examination. It is prescribed that COCA-COLA ought to improve more on its various exercises and produce various items and with scrumptious inexpensive food or develop diverse creation of hardware to grow its business in the entire world's market.

DATA ANALYSIS AND INTERPRETATION

1. Frequency of consumption of soft drinks in a week?

S No	Response	Respondents (%)
1	Daily	20
2	2-4 times	14
3	5-6 times	5
4	Once in a week	31
5	Not at all	30
	Total	100

Interpretation: From the above chart, 20% of the respondents consume soft drinks daily, 14% of the respondents consume 2-4 times in a week, 5% of the respondents consume 5-6 times in a week, 31% of the respondents consume once in a week. Whereas 30% of the respondents do not consume soft drinks at all.

2. On what occasion do you consume soft drinks?

S No	Response	Respondents (%)
1	When feeling thirsty	40
2	without any reason	10
3	Parties	35
4	Others	15
	Total	100

Interpretation: From the above chart, 40% of customers consume soft drinks when they feel thirsty, 10% of customers consume soft drinks without any reason, 35% of customers consume soft drinks in parties and 15% of customers consume soft drinks because of other reasons.

3. What induces you to buy soft drinks?

S No	Response	Respondents (%)
1	Price with quantity	10
2	Health drink	13
3	Status symbol	42
4	Taste	35
	Total	100

Interpretation: From the above chart, 42% of the customers buy soft drinks to show their status, 35% of customers drink soft skills because of the taste, 13 % of customers buy as a health drink and 10% of customers buy soft drinks because of the price with quantity.

4. Which soft drink do you like more?

S No	Response	Respondents (%)
1	Coco-cola	31
2	Pepsi	22
3	Sprite	25
4	Thumbs up	22
	Total	100

Interpretation: From the above chart, 31% of customers like coco-cola, 22% of customers like Pepsi, 25% of customer's sprite and 22% of customers like thumps up.

5. Which flavor do you like more?

S No	Response	Respondents (%)
1	Mango	34
2	Orange	31
3	Lemon	26
4	apple	5
5	Guava	4
	Total	100

Interpretation: From the above chart, 34% of customers like mango flavor, 31% of customers like orange flavor, 26% of customers like lemon flavor, and 5% of customers like apple and 4% of customers like guava.

6. Considering the T.V ads, which soft drink advertisement do you like more?

S No	Response	Respondents (%)
1	Coca-cola	24
2	Pepsi	23
3	Sprite	25
4	Thumbs up	28
	Total	100

Interpretation: From the above chart, 24% of the respondents like Coca-Cola advertisement on television, 23% of customers like Pepsi, 25% of customers like sprite and 28% of the respondents like Thums up an advertisement on television.

7. After seeing the ad-do you like to switch on to that one?

S No	Response	Respondents (%)
1	Yes	42
2	No	58
	Total	100

Interpretation: From the above chart, 42% of the respondents like to switch on to the advertised product. Whereas, 58% of the respondents do not like to switch on to the advertised product.

8. What are the changes do you expect from the manufacturer?

S No	Response	Respondents (%)
1	Improve Quality	24
2	Reduction of Price	36
3	More flavor	25
4	Increase Quantity	15
	Total	100

Interpretation: From the above chart, it is observed that 24% of the respondents expect quality improvement in the product by the manufacturer, reduction of price by 36%, more flavors by 25% of the respondents. Whereas, 15% of the respondents expect a quantity increase in the product by a manufacturer.

9. Which drink comes into your mind when you think of soft drinks?

S No	Response	Respondents (%)
1	Coca-cola	15
2	Thumbs up	24
3	Sprite	16
4	Pepsi	13
5	Slice	08
6	Frooti	06
7	Limca	09
8	Maaza	09
	Total	100

Interpretation: From the above chart, 15% of customers think about coca-cola, 24% of customers think about thumbs up, 16% sprite, 13% of Pepsi, 8% slice, 6% frooti, 9% think about limca. But, 9% of customers think about the maaza when they want to drink soft drinks.

10. What do you feel about the coca-cola product range?

S No	Response	Respondents (%)
1	excellent	40
2	good	30
3	satisfactory	20
4	bad	10
	total	100

Interpretation: From the above chart, 40% of the respondents feel about coca-cola product range as excellent, 30% as good, 20% as satisfactory. But, 10% of the respondents feel about coca-cola product range as bad.

11. What is your most preferred channel for purchasing a coca-cola product?

S No	Response	Respondents (%)
1	supermarket	17
2	Retail outlets	55
3	vendor machines	18
4	pubs and restaurants	10
	total	100

Interpretation: From the above chart, 17% of the respondents' most preferred channel for purchasing a coca-cola product is a supermarket, 55% of the respondents' most preferred channel is Retail Outlets, 18% most preferred channel is vendor machines. However, 10% of the respondents' most preferred channel for purchasing the coca-cola product is pubs and restaurants.

FINDINGS

- Most of the customers prefer soft drinks.
- The majority of customers consume soft drinks daily.
- Most of the customers prefer the coca-cola brand soft drinks.
- After seeing the advertisement most of the customers switching to the coca-cola soft drink.
- Most of the customers expect from the manufacturer to reduce the price of the product.
- Most of the customers prefer to buy a 100-200ml or 300 ml bottle.
- The majority of customers give an excellent rating of the coca-cola brand.
- The majority of customers prefer supermarkets and retail outlets as the channel to buy coca-cola products.
- More than 75% of the respondents suggest Coca Cola Company introduce more flavors in fruit drinks, energy drinks.
- Most of the customers dislike adding chemicals in soft drinks.
- Most of the respondents believe that soft drinks may cause health problems.

SUGGESTIONS

1. The packaging for Coca-Cola doesn't influence fundamentally PET and Cans, So that if the organization will in general change the packaging material to bring down the expense, and afterward there is no compelling reason to stress over it. Simply remember that whatever the packaging material it is, the length of the plan and shape are alluring.

2. The cost offered for Coca-Cola is should have been checked because the challengers emerge and a few purchasers will, in general, discover any soft drink that has the best cost for an incentive for them. So it is expected to do benchmarking on challengers' estimating methodology.

3. The volume is the most significant thing for clients where they will, in general, locate a huge size for them to sharing. This can be called attention to a few things. The marketing exercises are as of now great to target full market coverage; however, it is expected to take more concentrated on Coca-Cola with enormous or sharing size.

4. Even though the consumers will, in general, locate the greatest volume conceivable, it is expected to consider the lessening negligible utility which will prompt lower customer fulfillment if the bit was given excessively.

5. For additional research, the scope of research may extend greater into the entire organization target advertise, with more sample size so that it might conceal to one country's preferences.

6. The item under research can be done in all variants or any other item. It very well may be utilizing other Coca-Cola items, for example, Fanta, Sprite, A&W, Aquarius, Minute Maid, Schweppes, Ades, and Fresca.

CONCLUSION

Coca-Cola as the world's driving organization, with the quality of high assets and an excellent and notable brand picture will be acknowledged at practically everywhere throughout the world. Consequently, the procedure of Coca-Cola Focuses on covering the full market division, anyplace. Be that as it may, alongside the improvement of the soft drink industry, numerous contenders both from residential items to worldwide makers are currently present and lessening Coca-Cola's piece of the pie in every nation. Henceforth, the requirement for

Coca-Cola innovations on their advertising procedures furnished with their packaging accomplices and the capacity to think worldwide, act locally makes Coca-Cola could change its system to enter the market progressively perplexing and inside and out to keep on a growing piece of the overall industry in all areas.

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