

## **A STUDY ON CUSTOMER SATISFACTION COCA-COLA INDIA PRIVATE LTD**

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### **ABSTRACT**

Customer satisfaction is a humming word used in marketing. Customer satisfaction is a measure of whether the company goods and services reach the expectations of customers. Businesses need money to survive. To make money, businesses need customers. If customers are satisfied with the services they inform to friends and relatives. So that companies will increase customer base and their business is improved. Happy customers stick to companies for long term. It is very important to retain existing customers instead of finding new customers, because finding new customers is very expensive. If customers have positive experience with the company then they buy again and again, the goods and services of the company as well as they share their positive experience with others. That means satisfaction leads to loyalty.

**Keywords:** Customer satisfaction, company ,marketing.

### **INTRODUCTION**

Customer satisfaction is a humming word used in marketing. Customer satisfaction is a measure of whether the company goods and services reach the expectations of customers. Businesses need money to survive. To make money, businesses need customers. If customers are satisfied with the services they inform to friends and relatives. So that companies will increase customer base and their business is improved. Happy customers stick to companies for long term. It is very important to retain existing customers instead of

finding new customers, because finding new customers is very expensive. If customers have positive experience with the company then they buy again and again, the goods and services of the company as well as they share their positive experience with others. That means satisfaction leads to loyalty. Loyal customers may act as brand ambassadors of the company. In case, if customers have negative experience they do not buy again and again, more over they spread negative comments about the company products and services, such comments spoil the business of the company.

### **Steps involved measuring Customer Satisfaction**

1. Define Your Goals.
2. Outline a Plan.
3. Choose a Type of Customer Satisfaction Survey.
4. Customize Your Survey's Layout and Questions.
5. Determine Your Survey's Trigger.
6. Select Your Survey Medium.
7. Analyze Your Survey Data.
8. Make Adjustments and Repeat.

### **OBJECTIVES OF THE STUDY**

- To know customer's satisfaction level on soft drinks by Coca-Cola.
- To study about the customers perception with regard Coca-Cola.
- To identify the factors which influence the customers towards the beverage brands
- To identify the customer's needs & wants from soft drink producers.

### **SCOPE OF THE STUDY**

The aim of the research is to know the customer satisfaction of Coca - Cola products and

services. Primary data is collected through questionnaire. The study was conducted in Hyderabad city only.

### **LIMITATIONS OF THE STUDY**

- The sample collection is confined to Hyderabad city only.
- The sample size is confined to 100 only.
- The sample was collected between the age group of 18-40 years.
- This research is limited to 45 days only.

### **RESEARCH METHODOLOGY**

This chapter includes various tools and techniques that are used by the investigation that the method followed in processing the research survey. Methodology includes a systematic way of collecting the data through sample design, analyzing it processing the data interpreting the data for requirement.

#### **Type of research**

Descriptive research

#### **Data source**

- Primary data.
- Secondary data.

#### **Primary data:**

An intensive survey of 100 respondents has been conducted in market to know the consumption patterns of soft drinks. A questionnaire consisting of 20 questions on information regarding: price, effectiveness of advertisement, brand awareness, product features. The sample chosen consisted of people from various social and educational groups.

#### **Secondary data:**

Secondary data was collected through magazines, newspapers, house generals.

#### **Data collection method**

- Interview and survey.

- Questionnaire.

**Sample size**

100

**Sampling Technique**

Random Sampling Technique has used to study this research.

**Research TOOL**

Simple percentage analysis is used.

**REVIEW OF LITERATURE**

**Petr suchanek & Maria kralova (2019):**

This article is a part of a specific research output called Quality Influence on the Performance and Competitiveness of the Company. One of the researches is elaborated in this article; its subject is measuring customer satisfaction with the quality of food products companies in the Czech Republic. This article aim is to determine the level of customer satisfaction with the quality of food production enterprises. The partial aim of the article is to identify factors that have the greatest influence on the customer satisfaction. The research confirms close relations between customers' quality perception, their satisfaction and the level of fulfillment of their demands.

**Sang-Bing Tsai, WeiweiDong (2017)**

Customer satisfaction is the key factor for successful and depends highly on the behaviors of frontline service providers. Customers should be managed as assets, and that customers vary in their needs, preferences, and buying behavior. This study applied the Taiwan Customer Satisfaction Index model to a tourism factory to analyze customer satisfaction and loyalty. We surveyed 242 customers served by one tourism factory organizations in Taiwan. A partial least square was performed to analyze and test the theoretical model. The results show that perceived quality had the greatest influence on the customer satisfaction for satisfied and dissatisfied customers. In addition, in terms of customer loyalty, the customer satisfaction is more important than image for satisfied and dissatisfied customers. The contribution of this paper is to propose two satisfaction levels of CSI models for analyzing customer satisfaction and loyalty, thereby helping tourism factory managers improve customer satisfaction effectively. Compared with traditional techniques, we believe that our method is more appropriate for making decisions about allocating

resources and for assisting managers in establishing appropriate priorities in customer satisfaction management.

## **DATA ANALYSIS AND INTERPRETATION**

1. Which gender people prefer Coca-Cola more?

- a) Male
- b) female

sl.no	Responses	Respondents	Percentage%
1	male	57	57%
2	female	43	43%
	total	100	100%

**Interpretation:** 57% told that male prefer Coca-Cola than females. Whereas 43% told that females prefer Coca-Cola.

2. Which age group people prefer Coca-Cola?

- a) 10-19 years
- b) 20-35 years
- c) 36-50 years
- d) 51 & above years

sl.no	Responses	Respondents	Percentage%
1	10-19 years	29	29%
2	20-35 years	43	43%
3	36-50 years	20	20%
4	51-above years	08	8%
	total	100	100%

**Interpretation:** 43% told that 20-35 years age group prefers coco-cola, 29% said that 10-19 years age group prefers Coca-Cola, 20% are from 36-50 years and 8% are from above 51 year.

3. Do you enjoy the product Coca-Cola?

- a) Yes
- b) No

sl.no	Responses	Respondents	Percentage%
1	yes	55	55%
2	no	45	45%
	total	100	100%

**Interpretation:** 55% enjoy the product of Coca-Cola but 45% do not enjoy the Coca-Cola products.

4. What is your opinion about the cost of Coca-Cola products?

- a) Cheap
- b) Slightly expensive
- c) Overpriced
- d) Expensive

sl.no	Responses	Respondents	Percentage%
1	Cheap	17	17%
2	Slightly expensive	32	32%
3	over priced	23	23%
4	Expensive	28	28%
	Total	100	100%

**Interpretation:** 17% opinioned that the price of Coca-Cola is cheap. 32% opinioned that slightly expensive. However 23% opinioned that price of Coca-Cola is overpriced and 28% expressed as expensive.

5. How frequently do you consume the products of Coca-Cola?

- a) Never
- b) Some times in a month
- c) Some times in a week
- d) everyday

sl.no	Responses	Respondents	Percentage%
1	Never	38	38%
2	Some times in a month	13	13%
3	Some times in a week	27	27%
4	every day	22	22%
	Total	100	100%

**Interpretation:** 13% consume the products of Coca-Cola some times in a month, 27% some times in a week. 22% consume every day. Whereas 38% never consume Coca-Cola products.

6. Do you prefer any other products beside Coca-Cola?
- a. Yes
  - b. No

sl.no	Responses	Respondents	Percentage%
1	Yes	58	58%
2	No	42	42%
	Total	100	100%

**Interpretation:** 58% prefer other products or brands beside Coca-Cola. However 42% do not prefer other products beside Coca-Cola.

7. Do offers or free gifts with Coca-Cola product affect your buying decision?
- a. Yes
  - b. No

sl.no	Responses	Respondents	Percentage%
1	Yes	83	83%
2	No	17	17%
	Total	100	100%

**Interpretation:** 83% told that offers or free gifts with Coca-Cola product affect their buying

decision but 17% differed with the previous statement.

8. Does your purchasing decision influenced by the brand name of Coca-Cola products?
- a. Yes
  - b. No

sl.no	Responses	Respondents	Percentage%
1	Yes	73	73%
2	No	27	27%
	Total	100	100%

**Interpretation:** 73% expressed that their purchasing decision influenced by the brand name of the Coca-Cola products. However 27% do not agree with this statement.

#### **FINDINGS**

- Most of the respondents have tasted the Coca-Cola products.
- Majority of the male respondents prefer Coca-Cola soft drinks than female.
- Both Teenagers and Youth are more interested in the Coca-Cola beverages than middle aged and old age people.
- 55% enjoy the products of Coca-Cola but 45% do not enjoy the Coca-Cola products.
- The brand popularity of Coca-Cola, Pepsi and Red bull is 38%, 37%, and 25% respectively.
- 51% enjoy Coca-Cola advertisements on television.
- Majority expressed that Coca-Cola products are either expensive or over expensive.
- 90% recognize the logo of the Coca-Cola.
- 13% buy the Coca-Cola products some times in a month, 27% buy some times in a week.  
22% buy every day. Whereas 38% never buy Coca-Cola products.
- 45% buy Coca-Cola products from general stores, 30% buy from the super markets



and 25% buy from the restaurants.

- 32% like Thums Up, 30% like Sprite, 22% like Coca-Cola and 16% like Fanta.

## **SUGGESTIONS**

- Half of the customers enjoy the products of Coca-Cola products. But to give satisfaction to the remaining customers, the company should introduce more flavors in various segments like fruit juices, health drinks, energy drinks.
- Coca-Cola products are mostly enjoyed by the male customers compare to female. So, company should introduce some products exclusively for women.
- Have to introduce some new products to attract middle aged and old age people.
- Have to increase the brand popularity by introducing new advertising techniques and products.
- Half of the respondents only enjoying the advertisements we have to introduce new advertisements by new themes and interesting advertisements.
- On the basis of present scenario the Coca-Cola Company has to provide the products with less cost.

## **CONCLUSION**

Coca-Cola India Private Limited is one of the leading beverages company in India. To improve its market share, company should introduce various beverages according customers' taste and need. It should offer the products at low prices to get more number of customers in India.

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