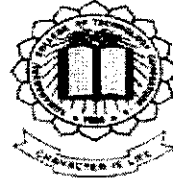


P-2770



**"A STUDY ON THE CONSUMER AND NON CONSUMER PERCEPTION  
TOWARDS FANTA APPLE IN HINDUSTAN COCA-COLA BEVERAGES  
PVT, LTD."**

A PROJECT REPORT  
submitted by

V.MuthumariThripurasundari  
Reg. No. 0720400022

In partial fulfillment of the requirements  
for the award of the degree

of

**MASTER OF BUSINESS ADMINISTRATION**

**April, 2009**

KCT Business School  
Department of Management Studies  
**Kumaraguru College of Technology**  
( An autonomous institution affiliated to Anna University, Coimbatore)  
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**CERTIFICATE**



# Hindustan Coca-Cola Beverages Private Limited

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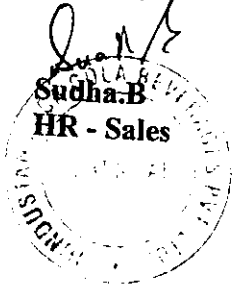
15-04-2009

## TO WHOM SO IT MAY CONCERN

This is to certify that **Ms. V. Muthumari Thripurasundari**, a student of KCT Business School, Kumaraguru College of Technology, Coimbatore had undergone a project entitled **A Study on the Consumer & Non-Consumer Perception Towards Fanta Apple in HCCB Pvt., Ltd.**, between January 12 and April 12, 2009.

During the tenure her performance was Good.

Regards,



**DEPARTMENT OF MANAGEMENT STUDIES  
KUMARAGURU COLLEGE OF TECHNOLOGY**

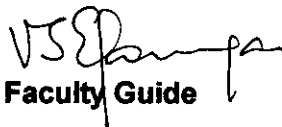
**JULY 2008**



**DEPARTMENT OF MANAGEMENT STUDIES  
KUMARAGURU COLLEGE OF TECHNOLOGY  
COIMBATORE**

**BONAFIDE CERTIFICATE**

Certified that this project titled "A STUDY ON THE CONSUMERS AND NON CONSUMERS PERCEPTION TOWARDS FANTA APPLE IN HINDUSTAN COCA-COLA BEVERAGES PVT,LTD is the bonafide work of V.MUTHUMARI (0720400022) who carried out this research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not from part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

  
Faculty Guide

  
Director

Evaluated and viva-voce conducted on ..... 5/5/09 .....





**DECLARATION**

## DECLARATION


I, hereby declare that this project report entitled “**A STUDY ON THE CONSUMERS AND NON CONSUMERS PERCEPTION TOWARDS FANTA APPLE IN HINDUSTAN COCA-COLA BEVERAGES PVT,LTD.**” has undertaken for academic purpose submitted to Anna University in partial fulfillment of requirement for the award of the degree of Master of Business Administration. The project report is the record of the original work done by me under the guidance of **Prof V.S.Elamurugan** senior lecturer during the academic year 2008-2009.

I, also declare hereby, that the information given in this report is correct to the best of my knowledge and belief.

**PLACE : COIMBATORE**

**DATE : 05.10.5.2009**

**SIGNATURE OF THE CANDIDATE**

.....*V. Muthurani*.....  


# **ACKNOWLEDGEMENT**

## ACKNOWLEDGEMENT

Few people are as fortunate as I have been. Throughout my life I have always benefited from many wonderful people around me, and the last two months of my final project have been no exception. I have many people to be thankful to.

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**ABSTRACT**

## **ABSTRACT**

Perception is the manner in which a person understands someone or something. It is a cognitive or knowing process.

### **Definition of perception**

“Perception can be defined as a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment”. – STEPHEN ROBBINS

Consumer perception is very important for the success of any companies marketing strategies. With consumers showing a growing preference for healthier soft drinks such as bottled water and fruit/vegetables juice rather than carbonates in 2007, the two carbonates giants Coca-Cola and Pepsi co suffered a marginal decline in share. Although both players embarked on change in strategy to focus more on non-carbonated soft drinks in their portfolios, they were unable to maintain share and lost out slightly to home grown players Parle Bisleri and Dabur India. Coca-Cola India launched Minute Maid and pushed the sales of its juices while Pepsi co India heavily promoted Tropicana, Aquafina and Gatorade during 2007. Coca-Cola India and Pepsico India embarked on rebranding themselves as total beverage players and not just carbonate players.

In order to increase the sales and extend their brand line Coca-Cola has introduced their new variant Fanta apple. Fanta the orange drink of the Coca-Cola company is seen as one of the favourite drinks since 1940's. Coca-Cola in India has announced the launch of its latest product innovation under the fanta brand umbrella. The new fanta apple is a refreshing apple flavoured sparkling drink developed especially for Indian consumers. With the launch of fanta apple, Coca-cola in India is all set to further extend its leadership in this fast growing segment.

# **CHAPTER 1**

## **INTRODUCTION**

## CHAPTER 1

### INTRODUCTION

#### 1.1 BACKGROUND

Developing and implementing marketing plans involves a number of decisions. Making those decisions is both art and a science. To provide insight into and inspiration for marketing decision making, companies must possess comprehensive, up-to-date information on macro trends as well as micro effects particular to their business.

Holistic marketers recognize that the marketing environment is constantly presenting new opportunities and threats, and they understand the importance of continuously monitoring and adapting to the environment.

To prepare an effective marketing strategy, a company must study competitors as well as actual and potential customers. Companies need to identify competitor's strategy, objective, strength, and weakness.

A company's closest competitors are those seeking to satisfy the same customers and needs and making similar offers. A company should also pay attention to latent competitors, who may offer new or other needs to satisfy the same needs.

A company should identify competitors by using both industry and market-based analysis.



As important as a competitive orientation is in today's global markets, companies should not overdo the emphasis on competitors. They should maintain a good balance of consumer and competitor monitoring.

The soft drinks industry is one of the leading industries in the present scenario. Large amount of revenue in the fact sector is gained from the soft drinks industry. The leading players in the soft drinks sectors are the coco-cola, Pepsi co, Parle Agro, Mount Everest, Dabur India, Narang's Pioma's industries etc in India.

Especially Coca-Cola by introducing various brands has gained better market share among its competitors.

The Coca-Cola Company is the world's largest non-alcoholic beverage company; Coca-Cola is a dominating force in the beverage industry and sets a very high standard of competition. Coca-cola operates in over 200 countries with over 50,000 employees and more than 800 production and distribution centres. . Research shows that its trademark is recognized by over 94% of the world's population. There are many factors contributing to Coca-Cola's success, however the key success factors are Marketing, Innovation, and Globalization. Marketing Coca-Cola is seen as one of the founding fathers of the modern day marketing model. They were among the pioneers of advertising techniques and styles used to capture an audience. They were also one of the first companies to offer a gimmick with their product, this being a mini yo-yo. It was around 1900 when Coca-Cola began presenting their signature drink as a delicious and refreshing formula. This slogan has been repeated for over the last 100 years selling Coke all over the world. Through its intense marketing campaigns, Coke has developed an image that is reflected in what we think of when we buy Coke and what we associate with drinking Coke. This image has been subconsciously installed in our brain by the advertising

able to survive and grow in an ever-changing market because of its ability to systematically innovate and deliver new products. In the late 90s the company, typically showing earnings growth of 15-20% per year, turned in three straight years of falling profits.

Some of the brands of coca-cola are diet coke, cherry coke, coke zero, coca-cola vanilla, Fanta, Sprite, Oasis, Maaza, Minute Maid Pulpy orange, Thums up, Limca, kinley, Georgia.

The recently introduced product is fanta apple on October 30 2008. Fanta apple was available in 200 ml, 300 ml, and 600 ml, across the states.

Coca-cola has made a difference in an apple drink by making it a sparkling and carbonated drink which is easily available in small quantity for easy consumption.

Fanta apple sports the tagline "GO BITE" and referred to as a sparkling drink. Its brand ambassador is Genelia'd'souza.

## **1.2 SOFT DRINKS INDUSTRY**

### **Introduction**

A survey of beverages industry has shown positive growth trends during april-march 2004-2005. The survey also confirms higher growth during 2005-06 in almost all the products belonging to beverage segment over the corresponding previous period. The improvement has been reflected both in volume terms and in terms of value for most of the products. The overall industry has achieved a growth rate of about 8 % in terms of value during 2004-05.

### **Soft drink production area**

The market preference is highly regional based. While cola drinks have main markets in metro cities and northern states of UP, punjab, haryana etc. orange flavoured drinks are popular in southern states. Sodas too are sold largely in southern states besides sale through bars. Western markets have preference towards mango flavoured drinks. Diet coke presently constitutes just 0.7% of the total beverage market.

### **Growth promotional activities**

The government has adopted liberalized policies for the soft drink trade to give the industry a boost and promote the Indian brands internationally. Although the import and manufacture of international brands like Pepsi and Coke is enhanced in India the local brands are being stabilized by advertisements.

The soft drinks market till early 1990's was in hands of domestic players like Thums Up, Limca etc but with opening up of economy and coming of MNC players Pepsi and Coke. The market is under their control.

## Types

Soft drinks are available in glass bottles, aluminium cans and pet bottles for home consumption. Fountains also dispense them in disposable containers. Non-alcoholic soft drink beverage market can be divided into fruit drinks and soft drinks. Soft drinks can be further divided into carbonated and non-carbonated drinks. Cola, lemon and oranges are carbonated drinks while mango drinks comes under non carbonated drinks.

The market can also be segmented on the basis of types of products into cola products and non-cola products. Cola products account for nearly 61-62 % of the total soft drinks market. The brands that fall in this category are Pepsi, Coca-Cola, Thumps up, Diet pepsi etc. Non cola segment constitutes 36 % can e divided into 4 categories based on the types of flavors available, namely orange cloudy lime, clear lime and mango.

Soft drinks in india market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new key developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrates how the market is set to change.

Buy online to access strategic market nalysis and an interractive stastistical database of volume and value market sizes including on trade and off trade, company and brand shares, distribution and pricing data.

## **Soft drinks bounces back**

After a somewhat subsided performance in 2006 due to a recurrence of the pesticides controversy, soft drinks sales bounced back strongly to record double-digit volume growth in 2007. With carbonates growth back on a positive upward curve alongside burgeoning sales of fruit/vegetable juice and bottle water, soft drinks showed impressive growth in 2007. Off trade volume grew slightly faster than ontrade volumes, driven by higher consumption of packaged and branded soft drinks at home and on the go. The emergence of supermarkets/hypermarkets, heavy consumer promotions and various new product launches played a key role in driving off trade volume growth.

## **Bottled water and fruit/vegetable juice continue to be star performers**

Soft drinks sales in 2007 were propelled by bottled water and fruit/vegetable juice with their healthier positioning helping to drive sales of soft drinks. While carbonates posted single digit growth in 2007, rebounding from the pesticides controversy of 2006, it was bottled water and fruit/vegetable juice that stormed ahead with double-digit growth rates. Poor municipal infrastructure for tap water has pushed sales of bulk packaged water to households. Fruit/vegetables juice is growing as a result of increased consumer expenditure on naturally healthy (NH) beverages. While functional drinks and RTD tea also posted impressive growth in 2007, they were growing from a very small base and are yet to achieve a critical mass in terms of establishing a loyal consumer base.

## **Coca-cola India and Pepsi co india slips in shares**

With consumers showing a growing preference for healthier soft drinks such as bottled water and fruit/vegetable juice rather than carbonates in 2007, the two carbonates giants suffered a marginal decline in share. Although both players embarked on a change in strategy to focus more on non carbonated soft drinks in their portfolios, they were unable to maintain share and lost out slightly to home town players Parle Biscuits and Dabur India. Coca-Cola India launched Minute Maid and pushed the sales of its juices while Pepsi Co India heavily promoted Tropicana, Aquafina and Gatorade during 2007. In addition, Coca-Cola India and PepsiCo India embarked on re-branding themselves as total beverage and not just carbonates players.

## **Booming modern retail brings many opportunities for soft drinks players**

With the retail scene in India undergoing a rapid metamorphosis with the establishment of supermarkets/ hypermarkets and convenience stores, soft drinks sales have benefited positively. People in urban areas are increasingly flocking to supermarkets to pick up speciality items that are not available in the kirana stores that are found all over India. Modern retail outlets have provided soft drinks players with many opportunities to push their brands. Consumers' promotions for fruit/vegetables juice and emerging sectors such as RTD tea and functional drinks are driving product sampling. Attractive point-of-sale (POS) displays and gift packs of concentrates are also drawing consumer attention in supermarkets/ hypermarkets.

## **Healthy drinks to drive forecast growth**

Soft drinks is expected to post a strong performance on the back of increasing affluence amongst consumers and evolving lifestyles which lead to consumers devoting less time to preparing fresh food and drink at home. Competition from the unorganized sector will diminish gradually as consumers show greater

health and hygiene concerns. Rising health consciousness is also expected to drive sales of naturally healthy (NH) soft drinks such as 100 % juice and mineral water. In addition, soft drinks such as sports drinks and juice- based carbonates are also expected to fare well over the forecast period as consumers perceive them to be healthy.

## **MANUFACTURING**

### **Key components**

1. Syrup production
2. Water treatment
3. Manufacturing of finished product
4. Quality controls through-out the process

### **Every single bottle is washed for 30 min before it goes for filling**

- **Washing cycle**
- **Pre wash**
- **Hot caustic/ additive immersion**
- **Hot caustic/ additive rinsing**
- **Hot water immersion and rinsing**
- **Pre final rinse**
- **Final rinse with fresh chlorinated potable water**
- Hindustan Coca-Cola beverages Pvt.ltd manufactures, beverages base and syrup and sells them to the production of ready to drink product.
- The manufacturing process includes: syrup production, water treatment, manufacturing of finished products, quality control throughout the process.

## SWOT ANALYSIS

The Coca-Cola company is a leading manufacturer, distributor and marketer of non-alcoholic beverage concentrates and syrups, in the world. Coca-Cola has a strong brand name and brand portfolio. Business week and inter brand, a branding consultancy, recognize Coca-Cola as one of the leading brands in their top 100 global rankings in 2006. The business week interbred valued Coca-Cola at \$ 67000 million in 2006. Coca-Cola ranks well ahead of its close competitor pepsi which has a ranking of 22 having a brand value of \$12,690 million. The company's strong brand value facilitates customers recall and allows Coca-Cola to penetrate markets. However, the company is threatened by intense competition which could have an adverse impact on the company's market share.

<b>Strenghts</b>	<b>Weakness</b>
Worlds leading brand	Negative publicity
Large scale operations	Sluggish performance in North America
Robust revenue growth in three segment	Decline in cash from operating activities
<b>Opportunities</b>	<b>Threats</b>
Acquisitions intense competitions	Intense competition
Growing bottled water market	Dependence on bottling partners
Growing hispanic population in US	Sluggish growth of carbonated beverages



## **STRENGTHS**

### **World's leading brand**

Coca-Cola has a strong brand recognition across the globe. The company has a leading brand value and a strong brand portfolio. Business week and interbrand, a branding consultancy, recognize Coca-Cola as one of the leading brands in their top 100 global brands ranking in 2006. The business week – interbrand valued coca-cola at \$67,000 million in 2006. Coca-Cola ranks well ahead of its close competitor pepsi which has a ranking of 22 having a brand value of \$12,690 million furthermore, coca-cola owns a large portfolio of product brands. The company owns four of the top five soft drink brands in the world namely coca-cola, Diet coke, Sprite and Fanta. Strong brands allow the company to introduce brand extensions such as vanilla coke, cherry coke and coke with lemon. Over the years the company has made large investment in brand promotions. Consequently, coca-cola is one of the best recognized global brands. The company's strong brand value facilitates customer recall and allows Coca-Cola to penetrate new markets and consolidate the existing ones.

### **Large scale of operations**

With revenue in excess of \$24 billion Coca-Cola has a large scale of operations. Coca-cola is the largest manufacturer, distributor and marketer of non alcoholic beverage concentrates and syrups in the world. Coca-Cola is selling trademarked beverages since the year 1886 in the US. The company currently sell its products in more than 200 countries of the approximately 52 billion beverage servings of all types consumed worldwide everyday, beverages bearing trademarks owned by or licensed to coca-cola account for more than 1.4 billion.

The company's operations are supported by a strong infrastructure across the world. Coca-Cola owns and operates 32 principal beverage concentrates and/or syrup manufacturing plants located throughout the world. In addition, it owns or has interest in 37 operations with 95 principal beverage bottling and canning plants located outside the US. The company also owns bottled water production and still beverage facilities as well as a facility that manufactures juice concentrates. The company's large scale of operation allows it to feed upcoming markets with relative ease and enhances its revenue generation capacity.

### **Robust revenue growth in three segment**

Coca-Cola's revenue recorded a double digit growth, in three operating segments. These three segments are Latin America, East, South Asia and the Pacific Rim and bottling investments. Revenues from Latin America grew by 20.4% during fiscal 2006 over 2005. During the same period, revenues from East, South Asia and Pacific Rim grew by 10.6% while revenues from the bottling segments by 19.9%. Together the three segments of Latin America, East, South Asia, and Pacific Rim and bottling investments accounted for 34.8% of total revenues during fiscal 2006. Robust revenues growth rates in these segments contributed top-line growth for Coca-Cola during 2006.

### **WEAKNESS**

#### **Negative publicity**

The company received negative publicity in India during September 2006. The company was accused by the Center for Science and Environment (CSE) of selling products containing pesticide residues. Coca-Cola products sold in and around the Indian National Capital Region contained a hazardous pesticide residue. These

reproductive systems and reduce bone mineral density. Such negative publicity could adversely impact the company's brand image and demand for Coca-Cola products. This could also have an adverse impact on the company's growth prospects in the international markets.

### **Sluggish performance in North America**

Coca-Cola's performance in North America was far from robust. North America is Coca-Cola's core market generating about 30% of total revenues during fiscal 2006. Therefore, a strong performance in North America is important for the company. In North America the sale of unit cases did not record any growth. Unit case retail volume in North America decreased 1% primarily due to weak sparkling beverage trends in the second half of 2006 and decline in the warehouse delivered water and juice business. Moreover the company also expects performance in North America to be weak during 2007.

Sluggish performance in North America could impact the company's growth prospects and prevent Coca-Cola from recording a more robust top-line growth.

### **Decline in cash from operating activities**

The company's cash flow from operating activities declined during fiscal 2006. Cash flows from operating activities decreased 7% in 2006 compared to 2005. Net cash provided by operating activities reached \$5.957 million in 2006, from \$6,423 million in 2005. Coca-Cola's cash flows from operating activities in 2006 also decreased compared with 2005 as a result of a contribution of approximately \$216 million to a tax qualified trust to fund retiree medical benefits. The decrease was also the result of certain marketing accruals recorded in 2005.

Decline in cash from operating activities reduces availability of funds for the company investing and financing activities, which in turn, increases the company's exposure to debt markets and fluctuating interest rates.

## **OPPORTUNITIES**

### **Acquisitions**

for the last one year, Coca-Cola has been aggressively adopting the inorganic path. During the 2006 its acquisitions included Kerry Beverages, (KBL), which has subsequently reappointed Coca-Cola's control over manufacturing and distribution of joint in nine Chinese provinces. In Germany the company acquired Apollinaris which sells the sparkling beverages and still mineral water in Germany. Coca-Cola has also acquired 100 % interest in TJC Holdings, a bottling company in South Africa. Coca-Cola has also made acquisitions in Australia and New Zealand during 2006. These acquisitions strengthened Coca-Cola's international operations. These also give Coca-Cola an opportunity for growth, through new product launch or greater penetration of existing markets.

Stronger international operations increase the company's capacity to penetrate international markets and also gives it an opportunity to diversify its revenue stream.

### **Growing bottled water market**

Bottled water market is one of the fastest growing segments in the world's food and beverages market owing to the increasing health concerns. The market for bottled water in the US generated revenues of about \$15.6 billion in 2006. Market consumption volumes were estimated to be 30 billion litres in 2006. The market's consumption volume is expected to rise to 38.6 billion units by the end of 2010. This represents a CAGR of 6.9% during 2005-2010. In terms of value, the bottled water market is forecast to reach \$19.3 billion by the end of 2010. In the bottled water

drink) segment is growing by about \$10 billion annually. The company's Dasani brand water is the third largest best-selling bottled water in the US.

Coca-Cola could leverage its strong position in the bottled water segment to take advantage of growing demand for flavoured water.

### **Growing hispanic population in US**

Hispanics are growing rapidly both in number and economic power. As a result, they have become more important to marketers than ever before. In 2006 about 11.6 million US households were estimated to be hispanics. This translates into hispanic population of about 42 million. The US census estimates that by 2020, the hispanic population will reach 60 million or almost 18% of the total US population. The economic influence of hispanics is growing even faster than their population. Neilson media research estimates that the buying power of hispanics will exceed \$1 trillion by 2008 a 55% increase over 2003 levels. Coca-Cola has extensive operations and an extensive product portfolio in US.

The company can benefit from an expanding hispanic population in the us, which could translate into higher consumption of Coca-Cola products and higher revenues for the company.

### **THREATS**

#### **Intense competition**

Coca-Cola competes in the non alcoholic beverages segment of the commercial beverages industry. The company faces intense competition from various markets including regional as well as global players. Also the company faces competition from nonalcoholic sparkling beverages including juices nectars and fruit drinks. In many countries in which coca-cola operates, including the US, Pepsico is one of the company's primary competitors. Other significant competitors include

impacting the company's business include pricing, advertising, sales promotion programs, product innovation, and brand and trademark development and protection. Intense competition could impact Coca-Cola's market share and revenue growth rates.

### **Dependence on bottling partners**

Coca-Cola generates most of its revenues by selling concentrates and syrups to bottlers in whom it has no ownership interest or in which it has no controlling ownership interest. In 2006 approximately 83% of its worldwide unit case volumes were produced and distributed by bottling partners in which the company did not have any controlling interests. As independent companies its bottling partners, some of which are publically traded companies make their own business decisions that may not always be in line with the company's interests. In addition many of its bottling partners have the right to manufacture or distribute their own products or certain products of other beverages companies.

If Coca-Cola is unable to provide appropriate mix of incentives to its bottling partners, then the partners may take actions that, while maximizing their own short term profits, may be detrimental to Coca-Cola. These bottlers may devote more resources to business opportunities or products other than those beneficial to coca-cola. Such actions should in the long run have an adverse effect on Coca-Cola's profitability. In addition loss of one or more of its major customers by any one of its bottling partners could indirectly affect Coca-Cola's business results. Such dependence on third parties is a weak link in coca-cola's operations and increases the company's business risks.

## **Sluggish growth of carbonated beverages**

US consumers have started to look for greater variety in their drinks are becoming increasingly health conscious. This has led to a decrease in the consumption of carbonated and other sweetened beverages in the US. The US carbonated soft drinks market generated total revenue of \$63.9 billion in 2005, this representing a compound annual growth rate (CAGR) of only 0.2% for the five year period spanning 2001-2005.

Moreover in the recent years, beverage companies such as Coca-Cola have been criticized for selling carbonated beverages with high amounts of sugar and unacceptable levels of dangerous chemical content, and have been implicated for facilitating poor diet and increased childhood obesity. Moreover, the US is the company's core market. Coca-Cola already expects its performance in the region to be sluggish during 2007. Coca-Cola's revenues could be adversely affected by a slowdown in the US carbonated beverage market.

### 1.3 THE COMPANY

Coca-Cola is the world's leading beverage company. The company is the world's leading manufacturer, marketer, and distributor of non-alcoholic beverage concentrates and syrups, used to produce nearly 400 beverage brands.

Dr. John Smith Pemberton, an Atlanta druggist, invented "Coca-Cola" syrup on May 8, 1886. The fountain drink was first marketed as a brain drink and nerve tonic in drugstores. The soda was first bottled in 1894.

In 1916, a new design was unveiled for Coca-Cola bottles called the contour bottle, which helped the soda, stand out among imitators and became a smash hit and a symbol of the company. Cans were introduced by 1960.

New brands introduced in 1960 have included Sprite, Fanta, Fresca and TAB. Mr. Pibb and Mello Yello were added in the 1970's. The 1980's brought Diet coke and Cherry coke, Followed by PowerAde and Fruitopia in the 1990's. The recent addition on 2008 is Fanta apple.

The company makes and distributes sodas, waters, fruit juice, teas and coffees and energy drinks. Through the world's large beverage distribution system, consumers in more than 200 countries drink the company's beverage at a rate exceeding 1.5 billion servings each day.

Major brands include Coke, Diet coke, Sprite, Bacardi, A&W, Minute Maid, Dasani, Nestea, PowerAde, Hi C.



In 2007 the company said it will acquire energy brands, Inc, known as glaceau, and its full range of fast growing, enhanced water brands, including vitamin water for \$4.1 billion.

Coca-Cola announced in September it is investing more than \$60 million to build the world's largest plastic-to plastic bottle recycling plant and support recycling in the U.S. these investments is of a comprehensive goal to recycle or reuse 100 percent of the company's plastic bottles in the U.S.

### **Benefits**

Employees, spouses and dependants are eligible for health and wellness benefits coverage from date of hire. There are no pre-existing condition exclusions for participants in the health plan. Benefit plans include health (including vision care), dental, accidental death-dismemberment, group life insurance, dependant life insurance, health care account, dependent care account, vacation purchase program, business travel accident insurance, short term disability, long term disability, survivor's benefits programs and employee assistance programs.

The Coca-Cola Company offers medical (including vision care) and dental coverage for eligible same sex domestic partners and their dependent children.

## ENVIRONMENTAL CONTRIBUTION OF COCA-COLA

Coca-Cola is the stewards of brands universally recognised for quality and consistency. Coca-Cola is trusted among its neighbours and communities by maintaining its standard of excellence in its business conduct. They have taken progressive effort towards minimising their effects on the environment while striving towards continuous improvement.

Coca-Cola acts as environment management leaders in the communities where they conduct business.

The three critical areas where they provide leadership are

- Water efficiency and water quality
- Energy efficiency
- Eliminating and minimising solid waste

Apart they focus on community involvement based on understanding of local and global environmental issues, leadership on research to provide innovative solutions, and open and ongoing dialogue on environmental efforts.

The company and operations share best practices on resource management techniques amongst each other and where appropriate with local communities.

## Charter of Coca-Cola

- Refresh the market place
- Enrich the work place
- Preserve the environment
- Strengthen the community



THE *Coca-Cola* COMPANY EXISTS  
TO BENEFIT AND REFRESH EVERYONE  
IT TOUCHES

**This is our promise!**

WE STRIVE TO DELIVER ON THIS PROMISE EVERYDAY  
CREATING A MORE STRONGER AND MORE  
SUSTAINABLE FUTURE FOR OUR BUSINESS AND FOR  
THE COMMUNITIES WE SERVE.

## **CORPORATE GOVERNANCE**

India advisory board is set up by Coca-Cola to guide the company on various issues including future strategies, corporate citizenship, and corporate governance.

### **Board of directors**

- NARESH CHANDRA – chairman
- GENERAL.V.P.MALIK
- DEEPAK PAREKH
- SM. DATTA
- MR. NK.SINGH
- SUNIL MUNJAL
- AMJAD ALI KHAN
- DR.MS. SHYAMA CHONA

## COMPANY PROFILE

<b>NAME OF THE COMPANY</b>	<b>HINDUSTAN COCA-COLA BEVERAGE PVT. LTD</b>
<b>Marketing office</b>	Nepal, Bangladesh, Bhutan, Maldives and Srilanka.
<b>Regional office</b>	Haryana, Kolkata, Hyderabad, Mumbai, chennai
<b>HEAD OFFICE</b>	ATLANTA ,GEORGIA
<b>CEO</b>	ATUL SINGH
<b>BUSINESS</b>	FMCG soft drinks industry
<b>SALES TURNOVER</b>	29 billion dollars
<b>MARKET SHARE</b>	60% in the carbonated soft drinks sector

### Unit profile

**HCCBPL** Hindustan Coca-Cola Beverages Pvt. Ltd, Nemam, Chennai was established in the year 1997.

It is located at Madurai Nemam village, Vellavedu on Chennai – Thiruvallur highway. The manufacturing unit is located on an area of 49 acres and has a capacity of producing 600 bottles per minute of aerated drinks and 225 BPM of juice drinks. The plant is equipped with sophisticated and imported manufacturing facilities to sustain 'symbol of quality'.

### Systems in place

“They believe in systems as it inhales constraints and exhales customer and consumer satisfaction”.

The plant has implemented “The Coca-Cola quality system” (TCCQS) which is a quality management system practised by all the bottling plants across the world. Present TCCQS evolution 3 encompasses both external and internal stringent quality management systems.

## **Quality management systems**

### **External**

ISO 9001-2000 (QMS) awarded in 2003, ISO 14001-1996 (environmental management system) awarded in 2003, HACCP (food safety management system) awarded in 2004 and going for OHSAS (occupational health and safety administration standards) certification in 2006.

### **Internal**

eKO (the Coca-Cola environmental management system), eSLP (environment safety and loss prevention), WRM(waste resource management), EMS(energy management system), waste management, waste water management etc. these above mentioned internal QM systems have been implemented for achieving the continual improvement which will be audited internally to identify further areas of continual improvement.

### **HCCBPL's vision**

To create a world class selling organization and a culture of operating excellence to continually improve consumer experience, consumer satisfaction, employee capability and company profitability.

They aspire to:

- Be a leading bottling business with best in class performance.
- Acts as a model to the rest of the bottling system.
- Provide a platform for piloting innovation and new product commercialization.
- Develop people to drive local performance and for exporting talent.

## **Mission**

To refresh the world...In mind, body and spirit. To inspire moments of optimism...through our brands and our actions. To create value and make a difference....everywhere they engage.

## **Key components**

- Syrup production
- Water treatment
- Manufacturing of finished product
- Quality controls through out the process

Hindustan Coca-Cola beverages pvt ltd manufactures concentrate, beverage base and syrup and sells them to the bottlers for the production of ready to drink products.

The manufacturing process includes syrup production, water treatment, manufacturing of finished products, quality control throughout the process.

## **Following are the major brands**

Coca-Cola, Fanta, Sprite, Limca, Thumps up, Maaza, and Kinley soda. At market they have post mix and pre mix fountain operations along with Georgia tea and coffee vending machine operations.

## **Water resource management system**

- Reduce
- Recover
- Recycle
- Reuse

## **Value chain**

- **The Coca-Cola** company alone could never reach and serve all of its consumers
- The company relies on numerous groups to work together to make our brands available to consumers through out the world.
- These groups form what we call the “value chain”.

## **The bottler**

- **Manufacturers finished product**
- **Distributes finished product to the customers(outlets)**
- **Works with the customers(outlets) to service the consumers**

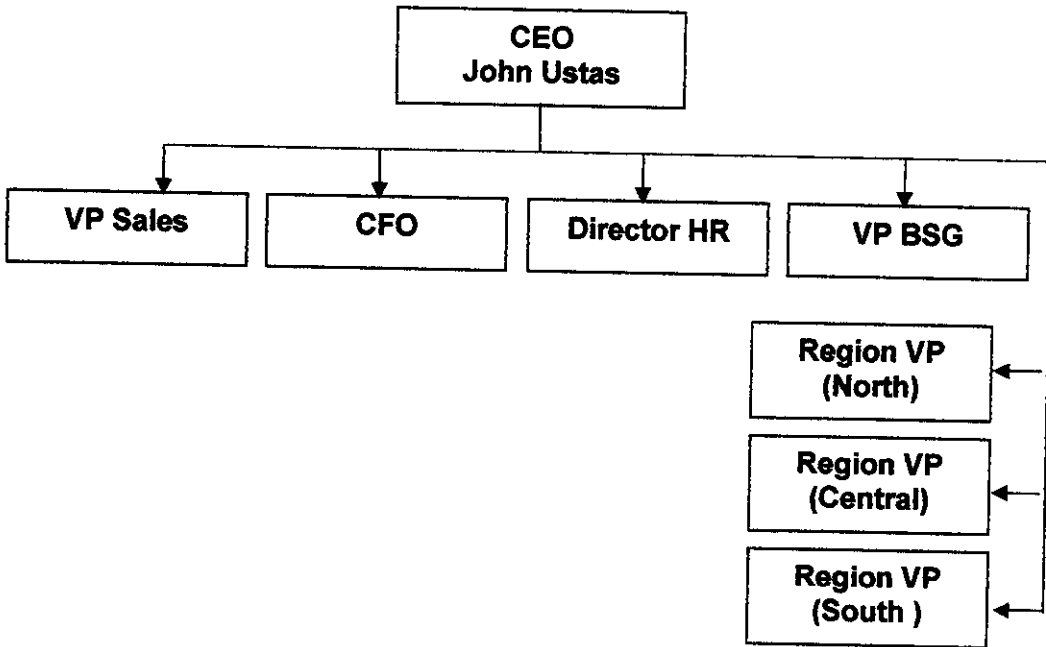
## **Coca-Cola's vision to achieve sustainable growth by:**

- **Maximizing returns to shareowners**
- **Being a great place to work**
- **Possessing an exciting portfolio**
- **Nurturing a network of partners**
- **Being a responsible global citizen**
- **Coca-Cola's mission is to refresh the world and create value**
- **Coca-Cola has developed a manifesto for growth (MFG) to fulfil its mission, vision, and values.**

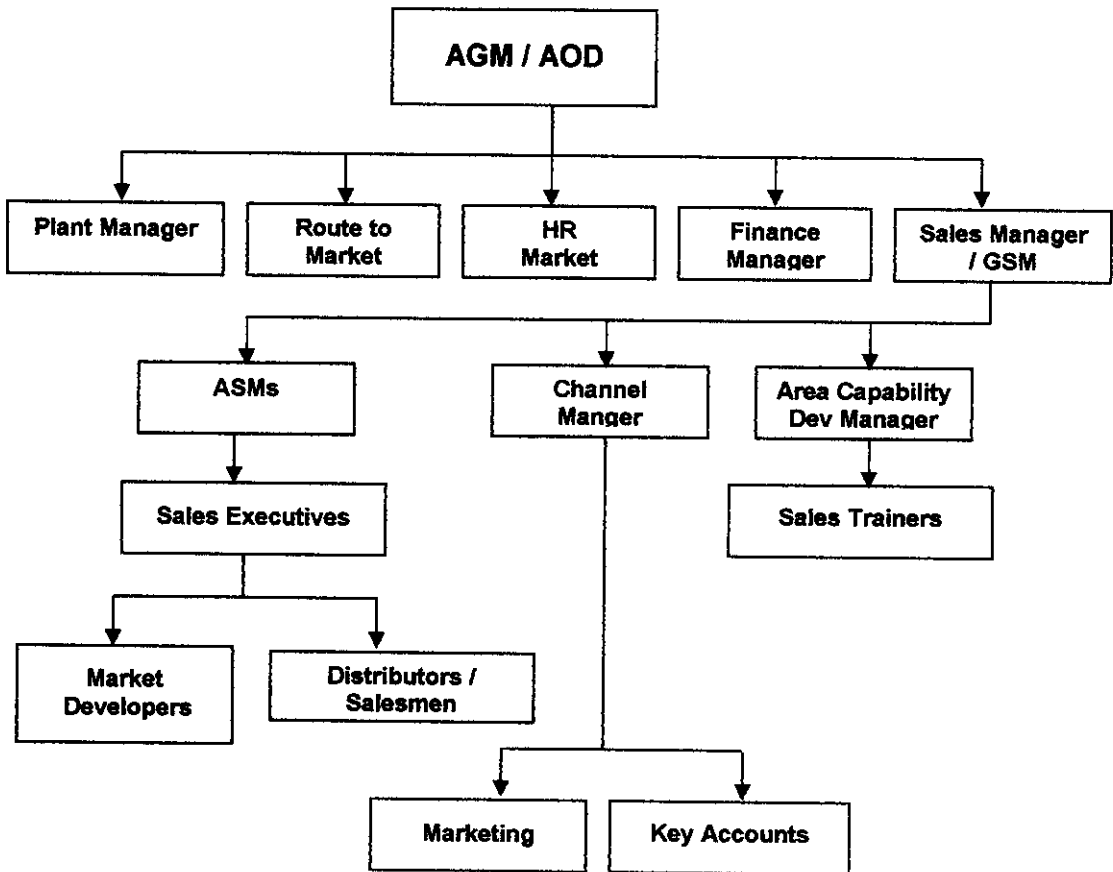


# ORGANIZATION STRUCTURE

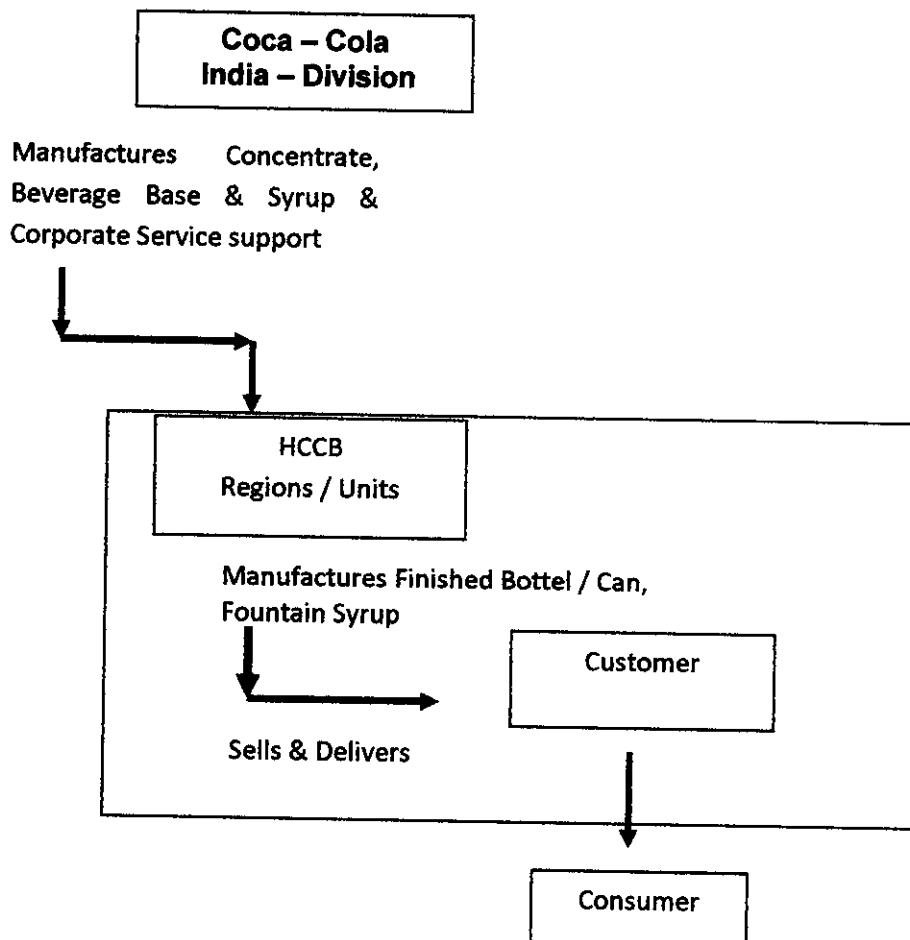
## India Organization Structure



## Unit Organization Structure



# INDIA BUSINESS MODEL



## **PRODUCT PROFILE**

### **Coca-Cola**

The world's favorite drink. The world's most valuable brand. The most recognizable word across the world after OK . Coca-Cola has a truly remarkable heritage.

In India, Coca-Cola was the leading soft-drink till 1977 when govt. policies necessitated its departure. Coca-Cola made its return to the country in 1993 and made significant investments to ensure that the beverages is available to more and more people, even in the remote and inaccessible parts of the nation.

### **Thums up**

Thums up is a leading sparkling soft drink and most trusted brand in India. Originally introduced in 1977, thums up was acquired by the Coca-Cola company in 1993.

Thums up is known for its strong, fizzy taste and its confident, mature and uniquely masculine attitude. This brand clearly seeks to separate the men from the boys.

### **Sprite**

Worldwide sprite is ranked as the no.4 soft drink & is sold in more than 190 countries. In India, Sprite is perceived as a youth icon. why? with a strong appeal to the youth, Sprite has stood for a straight forward and honest attitude. Its clear crisp refreshing taste encourages the today's youth to trust their instincts, influence them to be true to who they are and to obey their thirst.

## **Fanta**

Internationally, fanta the “orange” drink of the Coco-Cola company is seen as one of the favorite drinks since 1940's. Fanta entered the Indian market in the year 1993. Over the years fanta occupied a strong market place and is identified as “The fun catalyst”.

Perceived as a fun youth brand, fanta stands for its vibrant color, tempting taste and tingling bubbles that not just uplifts feelings but also helps free spirit thus encouraging one to indulge in the moment. This positive imagery is associated with happy, cheerful and special times with friends.

## **Limca**

Lime n' lemon limca, the drink that can cast a tangy refreshing spell on anyone, anywhere. Born in 1971, Limca has been the original thirst of choice, of millions of consumers for over three decades. The brand has been displaying healthy volume growth year on year and Limca continues to be the amongst the leading flavour soft drinks in the country.

The success formula is the sharp fizz and lemoni bite combined with the single minded positioning of the brand as the ultimate refresher has continuously strengthen the brand franchise.

## **Minute Maid Pulpy Orange**

The history of the Minute Maid brand goes as far back as 1945 when the Florida Foods Corporation developed orange juice powder. The company developed a process that eliminated 80% of the water in orange juice, forming a frozen concentrates that when reconstituted created orange juice

Minute Maid one of the world's largest juice and juice drink brands over the years through innovations and unmatched consumer experience.

### **Maaza**

Maaza was launched in 1976. Here was a drink that offered the same real taste of fruit juices was available through out the year. In 1993 Maaza was acquired by Coca-Cola India. Maaza currently dominates the fruit drink category.

Over the years, brand maaza has become synonymous with mango. This has been the result of such successful campaigns like "Tazza Mango, Maaza Mango" and "bottle mein aam, Maaza hain naam". Consumers regard Maaza as wholesome, natural, fun drink which delivers the real experience of fruit.

### **Kinley**

The importance of water can never be understood. Particularly in a nation such as India where water governs the life of the millions, be it as part of every day rituals or the monsoons which gives life to the sub continent.

Kinley water understands the importance and value of this life giving force. Kinley water thus promises water that is as pure as it is meant to be. Water you can trust to be truly safe and pure. Kinley water comes with the assurance of safety from the Coca-Cola.

### **Fanta apple**

Coca-Cola in India has announced the launch of its latest product innovation under the fanta brand umbrella. The new fanta apple is a refreshing apple flavoured sparkling drink developed especially for Indian consumers. The consumer proposition

Fanta apple has been made available in a range of pack sizes – 200 ml and 300 ml returnable glass bottles priced at Rs 8 and Rs 10 respectively. In addition flavored sparkling innovation has also been made available in mobile 500 ml PET pack priced at Rs 22. Fanta apple is being launched in a phased manner, starting first with the two states Tamilnadu and Andrapradesh followed by a national roll out in next two months. With the launch of fanta apple, Coca-Cola in India is all set to further extend its leadership in this fast growing segment. Fanta apple would be retailed across 35000 outlets in the two states in the launch phase.

# **CHAPTER 2**

**THEME OF THE PROJECT**



## CHAPTER 2

### 2.1 OBJECTIVES

- To identify the awareness level of the newly introduced product fanta apple.
- To analyse the reason for not using the product fanta apple.
- To analyse consumer's preference towards fanta apple.
- To find out the preferred quantity by the consumer.
- To analyse the future expectations of the product fanta apple
- To analyse the satisfaction level in criteria like the price, and taste of fanta apple.
- To provide recommendations and suggestions based on the findings in order to improve the performance of fanta apple.

## **2.2 SCOPE OF THE STUDY**

Coca-Cola is the world's leading beverage company. The company is the world's leading manufacturer, marketer, and distributor of non-alcoholic beverage concentrates and syrups, used to produce nearly 400 beverage brands.

Recently the company introduced its brand The Fanta Apple. However the apple drink is very favourite among the consumers the company has made a difference by making it a sparkling carbonated drink.

There are other competitors like Appy fizz a product by Parle which has also got its apple drink carbonated. Thus a detailed study is conducted among the people of Chennai and Coimbatore city however the product is also introduced in full Tamilnadu state and states like Andrapradesh.

Various aspects like the reason for consuming Fanta apple among the users, their future expectations, reasons for not consuming Fanta apple, awareness level and the mode of awareness, customer preference while drinking Fanta apple, satisfaction criteria for price and taste etc are analysed among the people of Chennai and Coimbatore city in Tamilnadu

## **2.3 RESEARCH METHODOLOGY**

Methodology is a comprehensive term, which includes various methods, and procedures that are used for research analysis. The purpose of research methodology is to describe the research procedure, the data collection method, field method and analysis procedure.

### **Meaning of research**

“Research refers to the process of collecting, documenting and analysing important, critical and relevant information pertaining to any problem or question”.

The Advanced learner’s dictionary of current English lays down the meaning of research as “a careful investigation or inquiry especially through search for new facts in any branch of knowledge.

REDMAN AND MORY defines research as a “systematized effort to gain new knowledge”.

### **Research method**

#### **Descriptive research**

It includes surveys and fact findings enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. The method of research utilized in descriptive research is survey methods of all kinds. As the project is done on the study of the perception, satisfaction and awareness of the brand fanta apple from coke company this type of study is very apt. The new facts about the buying behaviour and its relationship on the consumer purchase decision. The research work is intended to cover new facts about the practicality in buying behaviour in consumer decision making.

**Research plan:**

Survey was conducted in Chennai and Coimbatore city among various people of various age and profession. It includes the consumers and non consumers of fanta apple.

**Method of Collection of data:**

- PRIMARY DATA
- Questionnaire
- Observation
- Online data collection through mailing questionnaires.
- SECONDAY DATA
- Coke reports and websites

**Report research findings:**

The research mainly aims to recommend the company the best method to increase the sales and performance of fanta apple.

**Sampling plan: non probability convenience sampling technique**

- ❖ Sampling units: segmentation is done on the basis of consumers and non consumers of fanta apple.
- ❖ Sample size: survey was conducted among 350 people of various age group of which 100 people have not consumed fanta apple and 250 have consumed fanta apple.
- ❖ Area of data collection: Chennai and Coimbatore city
- ❖ Tools of analysis: percentage analysis, mean score, dependent t test, and chi square test were used as tools to analyse the facts.

## **LIMITATIONS**

- The study was restricted to two cities alone.
- This being a convenience sample, the analysis may not be a true picture of the target population.
- People gave complex answers which gave the analysis part tougher.
- The respondents are reluctant to give correct information.
- Inability to respond to the questionnaire due to lack of time.
- The investigator intended to cover only few areas of the topic relevant to the proposed study.
- Many people did not like the concept of carbonated apple drink.

## 2.4 REVIEW OF LITERATURE

Coke unveils *Fanta Apple* variant.

Source:

Marketing Week (01419285); 10/30/2003, Vol. 26 Issue 44, p10, 1/3p

Document Type:

Article

Subject Terms:

NEW products

COCA-Cola Co.

Geographic Terms:

GREAT Britain

Company/Entity:

COCA-Cola Co.

Abstract:

Reports on the flavor added by *Coca-Cola* Great Britain to its *Fanta* brand called *Fanta Apple Splash*. Flavor of the added softdrink; Concerns that insiders are worrying about with the flavor added; Cost of advertising the soft drink.

Coke adds to 'confusing' Z range.

**Authors:**

Choueke, Mark

**Source:**

Marketing Week (01419285); 3/23/2006, Vol. 29 Issue 12, p7-7, 1/3p

**Document Type:**

Article

**Subject Terms:**

SOFT drink industry

**Company/Entity:**

COCA-Cola Co.

**NAICS/Industry Codes:**

312111 Soft Drink Manufacturing

**Abstract:**

The article reports that *Coca-Cola Co.* is launching *Fanta Apple Z* to add to its range of confusing no-sugar *Fanta* drinks. The *Fanta Z* range consists of *Fanta Z Orange*, *Fanta Icy Lemon*, *Dr Pepper Z*, *Lilt Z*, and *Fanta Z Summer Fruits*, with the Z alluding to the fact that the products contain zero added sugar. It offers information about the sales performance of the *Fanta Z* range.

*Fanta* risks diluting its core brand values.

Authors:

Benady, David

Source:

Marketing Week (01419285); 11/6/2003, Vol. 26 Issue 45, p22, 4/5p

Document Type:

Article

Subject Terms:

CORPORATE profits

CARBONATED beverages

COCA-COLA co

Geographic Terms:

GREAT Britain

Company/Entity:

COCA-Cola Co.

BRITVIC PLC

Abstract:

Focuses on the launch of the *Fanta Apple* Splash carbonated beverage from *Coca-Cola* Great Britain in Great Britain. Competition faced with *Apple* Tango from Britvic; Launch of the *apple* version as a low-sugar drink; Increase in the take-home sales of the brand.



*Coca Cola* to launch still variant of *Fanta* in 2006.

**Authors:**

Choueke, Mark

**Source:**

Marketing Week (01419285); 11/17/2005, Vol. 28 Issue 46, p5-5, 1/3p

**Document Type:**

Article

**Subject Terms:**

CONSUMERS

MARKETING

SOFT DRINKS

BEVERAGE CONTAINERS

BEVERAGES

**Company/Entity:**

COCA-Cola Great Britain (Company)

**NAICS/Industry Codes:**

312111 Soft Drink Manufacturing

**Abstract:**

The article reports that *Coca-Cola* Great Britain is planning to unveil the first non-carbonated version of *Fanta* in the summer of 2006. *Fanta* Still, which will be sold in a plastic bottle, is aimed at the teenage group deemed too young for Coke still juice product Oasis. The drink will be the third and final initiative built around the *Fanta* brand in 2006. But industry sources question the wisdom of launching *Fanta* Still, claiming that it is clashing with Oasis and that a *Fanta*-

*Fanta* appoints Mother ahead of line expansion.

**Authors:**

Clark, Nicola

**Source:**

Marketing (00253650); 12/7/2005, p3-3, 1/3p, 1 color

**Document Type:**

Article

**Subject Terms:**

ADVERTISING agencies

BRAND name products

INVESTMENTS

ADVERTISING campaigns

COCA-Cola Co.

**Company/Entity:**

COCA-Cola Co.

**NAICS/Industry Codes:**

541810 Advertising Agencies

541870 Advertising Material Distribution Services

523930 Investment Advice

523999 Miscellaneous Financial Investment Activities

**People:**

SLEIGHT, Cathryn

**Abstract:**

The article reports that *Coca-Cola* Co. has picked Mother to handle advertising for its flagship *Fanta* brand, as it plans to launch limited-edition *Fanta*-branded variants in 2006. The appointment precedes the relaunch of arch-rival Tango.

share of *Coca-Cola*'s new-product investment that will include the introduction of still *Fanta* variants. *Coca-Cola* Great Britain marketing director Cathryn Sleight confirmed Mother's appointment in place of Nitro and said it followed the successful *Fanta Zed* campaign earlier in 2005.

*Fanta* expands range with Nightstar energy drink.

Authors:

Bokaie, Jemima

Source:

Marketing (00253650); 4/18/2007, p5-5, 1/6p, 1 color

Document Type:

Article

Subject Terms:

NEW products

Coca-Cola Co.

ENERGY drinks

Geographic Terms:

EUROPE

Company/Entity:

COCA-Cola Co.

OGILVY France (Company)

Abstract:

The article focuses on the launch of an energy-drink variant by *Coca-Cola* Co. for its *Fanta* brand, which is set to make its debut across Europe in 2008. The brand introduced as *Fanta* Nightstar is the second addition to the *Fanta* range, the first being *Fanta Z* that was introduced in 2005. According to a report, there has been a decline in the sales of *Fanta* for the year to March 24, 2007. In November 2006, *Coca-Cola* appointed advertising agency Ogilvy France

Coke and *Fanta* make biggest mobile push.

Authors:

Pearse, Justin

Source:

New Media Age; 3/3/2005, p2-2, 1/3p, 1 color

Document Type:

Article

Subject Terms:

ADVERTISING

INTERACTIVE marketing

INTERACTIVE multimedia

WIRELESS communication systems

MOBILE communication systems

TEXT messages (Telephone systems)

BEVERAGES

COCA-Cola Co.

Geographic Terms:

GREAT Britain

Company/Entity:

COCA-Cola Co. **DUNS Number:** 003296175 **Ticker:** KO

NAICS/Industry Codes:

517210 Wireless Telecommunications Carriers (except Satellite)

334220 Radio and Television Broadcasting and Wireless Communications

Equipment Manufacturing

Abstract:

This article focuses on the launch of a mobile marketing activity by *Coca-Cola* in Great Britain for its Coke and *Fanta* brands in March 2005. The Coke Win a

around *Coca-Cola's* sponsorship of the Football League. The on-pack campaign directs recipients to the new Web site, [cocacolafootball.co.uk](http://cocacolafootball.co.uk). The site is promoted as the new home of football for *Coca-Cola*. A television campaign by Mother, which won the creative account in February, is also set to launch in March. The on-pack *Fanta* campaign is an integrated campaign featuring online gaming and downloadable mobile Java games. Consumers are encouraged to text the promotional code found on *Fanta* packs to 88555, with the chance of winning one of 25 Pentax Optio33 digital cameras every day. The campaign is featured on 330ml bottles, and promotional cups at Vue Cinemas, Butlins and Center Pares. Every entrant is texted back a password to access the online *Fanta* Blader game, with prizes for those reaching the top of the leaderboard. The Web site also enables consumers to download a mobile version of the game. Both short messaging service shortcodes being used in the promotion are run by mobile marketing company Sponge.

*Coca-Cola* touts overseas strength for *Fanta* brand.

Authors:

Gleason, Mark

Petrecca, Laura

Source:

Advertising Age; 11/04/96, Vol. 67 Issue 45, p8-8, 2/5p, 1 color

Document Type:

Article

Subject Terms:

SALES promotion

ADVERTISING

ADVERTISING campaigns

BEVERAGES

SOFT drinks

COCA-Cola Co.

Company/Entity:

COCA-Cola Co.

CLIFF Freeman & Partners (Company)

NAICS/Industry Codes:

541870 Advertising Material Distribution Services

People:

SPENCER, Paul

Abstract:

This article reports on the plan of *Coca-Cola* Co. in promoting its *Fanta* soda brand overseas as of November 4, 1996. Advertising agency Cliff Freeman & Partners will create a global advertising campaign for the brand in Asia, Europe and Latin America. Freeman has presented a campaign that portrays the brand

Paul Spencer, a freelance writer who helped develop the campaign stated that the company wanted *Fanta* to become a fashion statement.

*Fanta* goes hot pink for new drink.

**Authors:**

Prasad, Gunjan

**Source:**

Media: Asia's Media & Marketing Newspaper; 11/5/2004, p13-13, 1/8p, 1 color

**Document Type:**

Article

**Subject Terms:**

SOFT drink industry

STRATEGIC planning

NEW products

ADVERTISING

COCA-Cola Co.

**Company/Entity:**

FANTA (Company)

Coca-Cola Co.

**NAICS/Industry Codes:**

541850 Display Advertising

541890 Other Services Related to Advertising

312111 Soft Drink Manufacturing

**Abstract:**

This article focuses on marketing strategy adopted by *Fanta*. *Fanta*, the top-selling flavoured soft drink owned by *Coca-Cola* Co. in Thailand, has extended

*Fanta* J-Melon has been launched exclusively to meet the needs of trendy Thai teens looking for new flavour-colour combinations, The launch is supported by TVCs, radio and cinema ads, print and outdoor media and a mobile sampling unit. There are also plans to run a contest for teens to vote for the Japanese pop song of the year.

*Coca-Cola* GB rolls out *Berry Fanta* in UK.

Source:

Marketing Week (01419285); 12/12/2002, Vol. 25 Issue 50, p6, 1/5p

Document Type:

Article

Subject Terms:

ADVERTISING

BEVERAGES

COCA-Cola Co.

Geographic Terms:

GREAT Britain

Company/Entity:

COCA-Cola Co.

Abstract:

Reports on the plans of the *Coca-Cola* Great Britain to launch *Berry Fanta* in Great Britain. Success of the carbonated drinks brand; Advertising campaign for the beverage; Cost of marketing.



*Fanta* rolls out Grape variant to woo Indonesian youths.

**Authors:**

Hicks, Robin

**Source:**

Media: Asia's Media & Marketing Newspaper; 6/1/2007, p8-8, 1/5p

**Document Type:**

Article

**Subject Terms:**

NEW products

ADVERTISING campaigns

COCA-Cola Co.

**Geographic Terms:**

INDONESIA

**Company/Entity:**

COCA-Cola Co.

OGILVY & Mather Jakarta (Company)

**NAICS/Industry Codes:**

541870 Advertising Material Distribution Services

**Abstract:**

The article reports that *Coca-Cola* Co. is introducing its grape-flavoured soft drink *Fanta* into Indonesia with a campaign by Ogilvy & Mather Jakarta. The campaign, which targets young teens, builds on an earlier creative theme developed for *Fanta* by the WPP agency, based around the idea of making school fun. Ogilvy handles *Coca-Cola's Fanta*, *Sprite* and *Sprite Ice* brands in Indonesia.

# **CHAPTER 3**

## **ANALYSIS AND INTERPRETATION**

## CHAPTER 3

### ANALYSIS AND INTERPRETATION

Interpretation refers to the task of drawing an analytical and or experimental study. In fact, it is a search for broader meaning of research findings. The task of interpretation has two major aspects that is

- The efforts to establish continuity in research through linking the results of a given study with those of another and,
- The establishment of some explanatory concepts.
- After collecting and analyzing the data, the researcher has to accomplish the task of drawing inferences followed by report writing. This has to be done very carefully, otherwise misleading conclusions may be drawn and the whole purpose of doing research may get initiated. It is only through interpretations that the researcher can expose relations and process that underlie his findings.

Thus, interpretation is the device through which the factors that seem to explain what has been observed by researcher in the course of the study can be better understood and it also provides a theoretical conception, which can serve as a guide for further researches.

### 3.1 PROFILE OF THE PEOPLE WHO HAVE CONSUMED FANTA APPLE

#### 3.1.1 Age of Respondents Among the Consumers

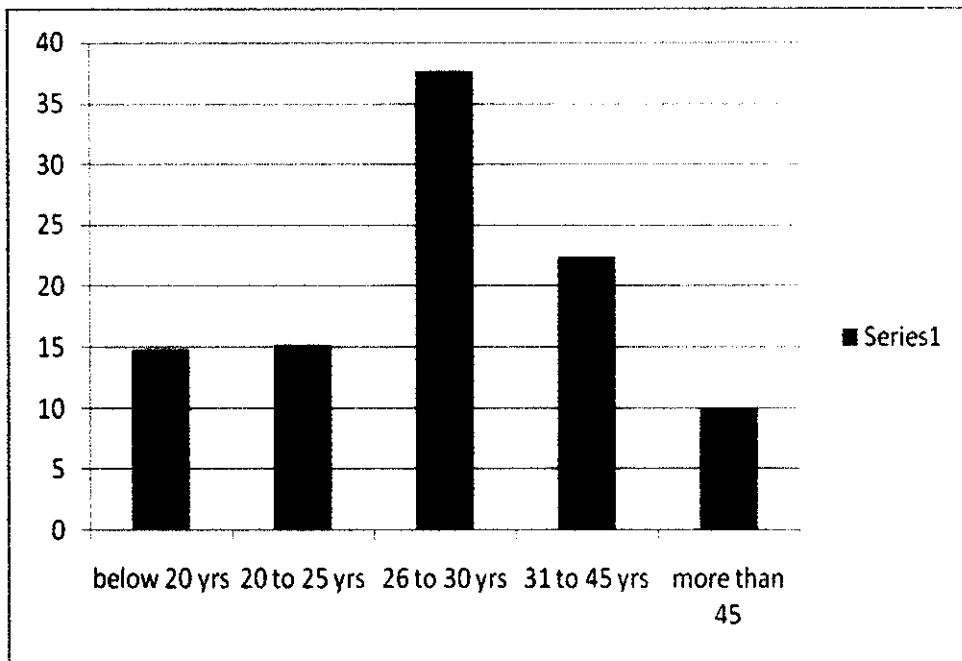
RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Below 20 years	37	14.8
20 to 25 years	38	15.2
26 to 30 years	94	37.6
31 to 45 years	56	22.4
More than 45 years	25	10
Total	250	100

#### Inference

The above table shows the age of the consumers of the sample survey. The table shows majority of the consumers of fanta apple are between the age of 26 to 30 years with 37.6%. The second highest in the rank is the consumers in the age group of 31 to 45 years by 22.4 %. The age group of the consumers who are below 20 years shows 14.8%, 15.2% of the respondents are in the age group of 20 to 25 years, and 10 % of the consumers are in the age group of above 45 years.

Chart no 3.1.1

## Age of respondents among consumers



### 3.1.2 Gender of the Respondents Among the Consumers

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Male	159	63.6
Female	91	36.4
total	250	100

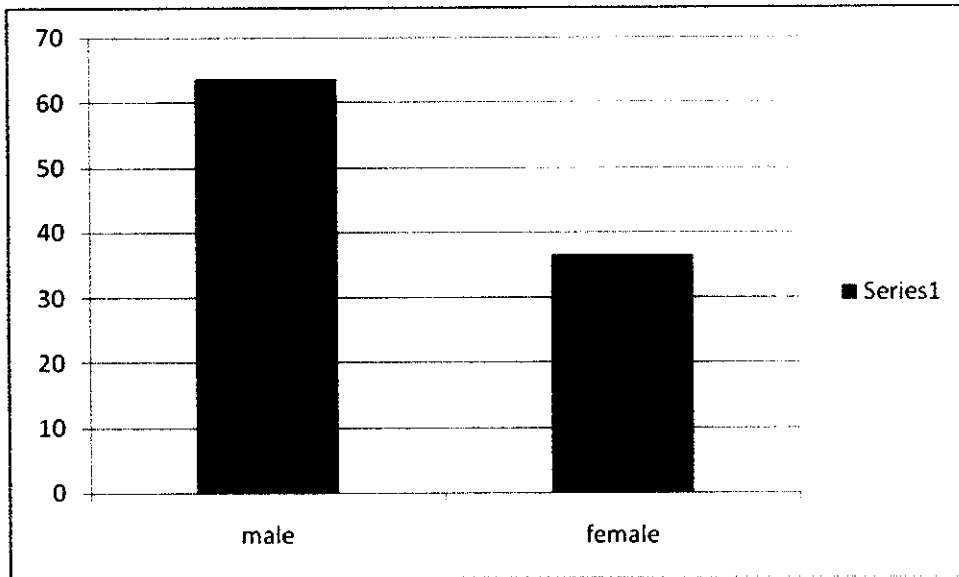
#### Inference

The above table shows the gender of people among the consumers of fanta apple.

63.6% of the consumers are male and 36.4 % of them are female.

Chart no 3.1.2

## Gender of respondents among consumers



### 3.1.3 Occupation of the Respondents Among the Consumers

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Student	55	22
housewife	25	10
employed	123	49.2
selfemployed	47	18.8
Total	250	100

#### Inference

The above table shows the occupation of the people who have consumed fanta apple. 49.2 % of the consumers are employed, 22% of the consumers are students, 18.8 % of the consumers are self employed and 10% are housewives and this shows housewives do not consume much.



Chart no 3.1.3

## Occupation of respondents among consumers



### 3.1.4 Income of the Respondents

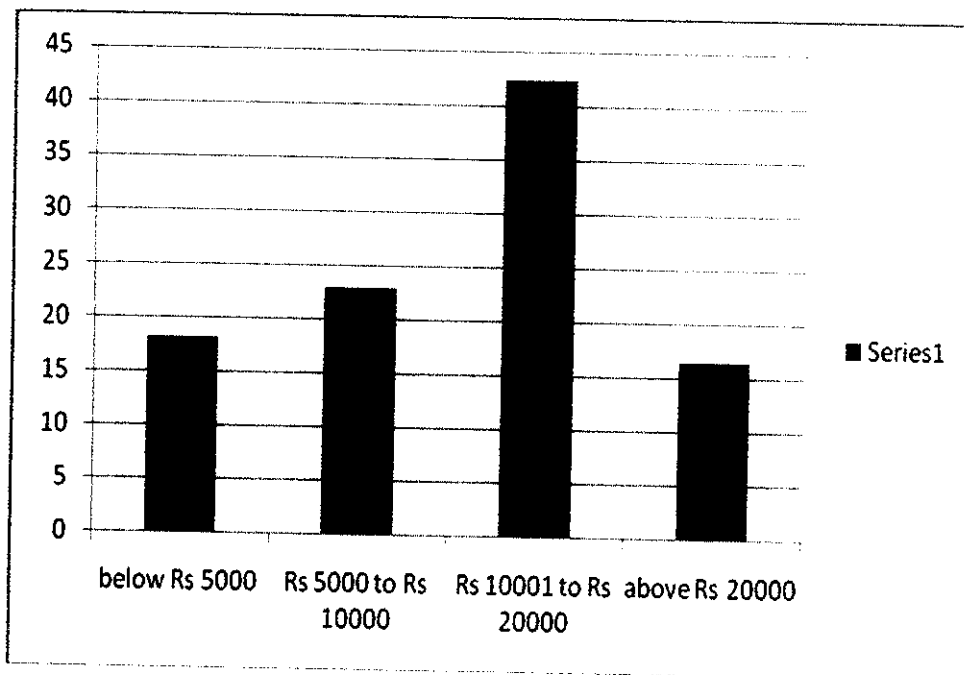
RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Below 5000	31	18.2
5000 to 10000	39	22.9
10001 to 20000	72	42.3
Above 20000	28	16.4
Total	250	100

### Inference

The above table shows the income pattern of the consumers. 42.3 % of the consumers earn from 10000 to 20000, 22.9 % of the consumers earn 5000 to 10000 rupees 16.4 % earn above 20000 and 18.2% earn below 5000.

Chart no 3.1.4

## Income of the respondents



### 3.1.5 Qualification of the Respondents

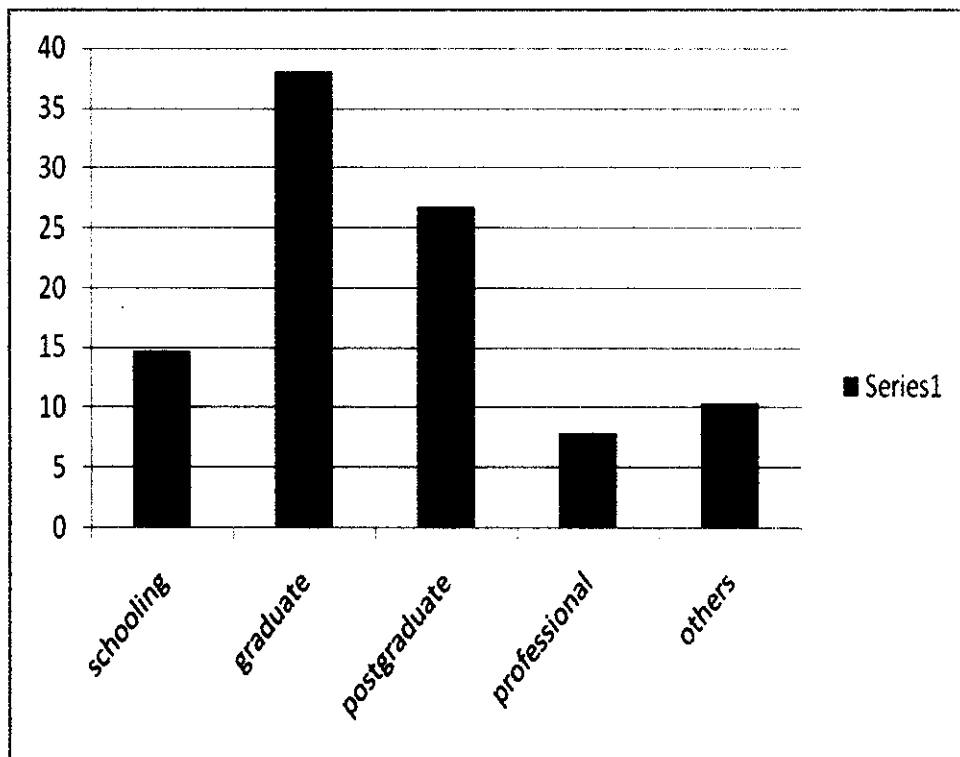
<b>RESPONSE</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Schooling	37	14.8
Graduate	95	38
Postgraduate	72	28.8
professional	20	8
Others	26	10.4
Total	250	100

#### **Inference**

The above table shows the qualification of the consumers. 38% of the consumers are graduates, 28.8 % of the consumers are post graduates, 14.8% of the consumers have done schooling, 8% of them are professionals and 10.4% of the consumers have chosen others option.

Chart no 3.1.5

## Qualification of the respondents



### 3.2 RESPONDENTS PATTERN OF CONSUMING SOFT DRINGS AMONG THE CONSUMERS OF FANTA APPLE

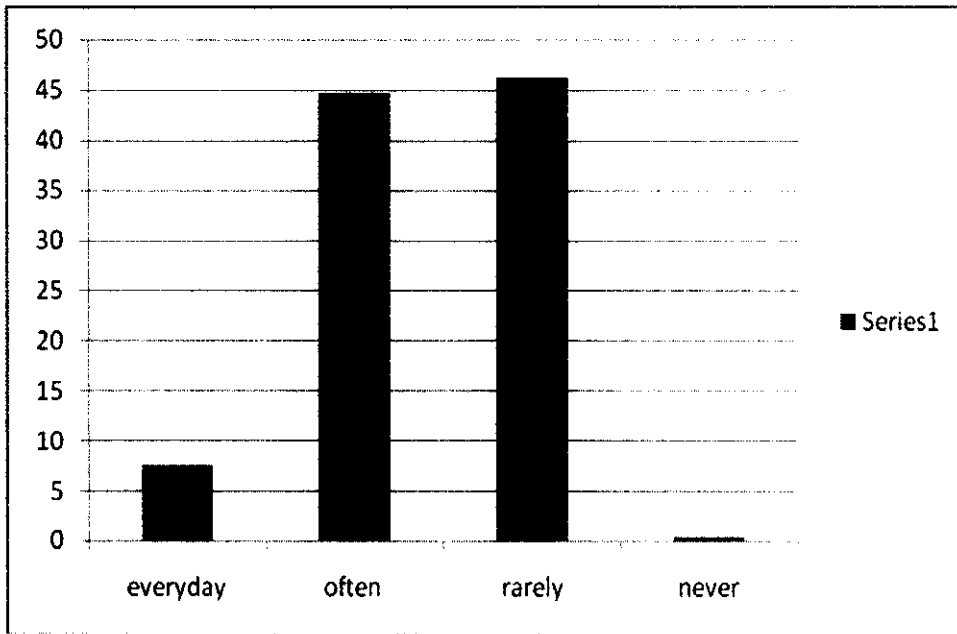
RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Everyday	19	7.5
Often	113	44.7
Rarely	117	46.2
Never	1	.4
Total	250	100

#### Inference

The above table shows the consumption pattern of soft drinks among the consumers of fanta apple. 46.2% of them consume soft drinks rarely, 44.7% consume soft drinks often, 7.5 % of the respondents consume softdrinks everyday and .4 % of the respondents never consume soft drinks. Thus to conclude majority of the consumers consume soft drinks from rarely to often.

Chart no 3.2

**Respondents pattern of consuming soft drinks among the consumers of fanta apple**



### 3.3 CONSUMER PREFERENCE TOWARDS DIFFERENT PACKS OF THE PRODUCT

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Small size bottle	133	53.2
Big size bottle	41	16.4
Pet bottle	76	30.4
total	250	100

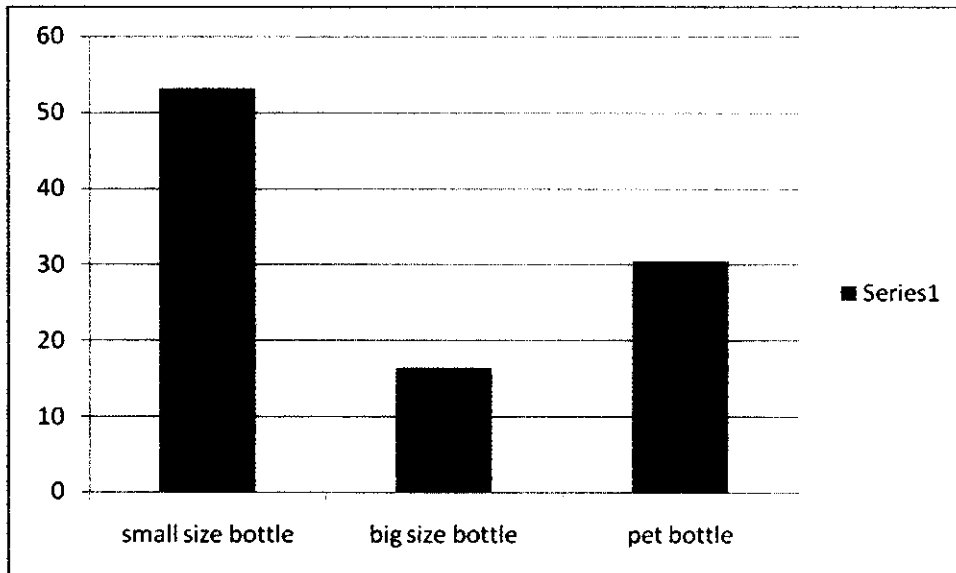
#### Inference

The above table shows the consumers preference towards the different packs of the product. 53% of the consumers prefer small size bottle, 30.4 % of the consumers prefer pet bottles and 16.4% of them prefer big size bottle. Thus the study shows majority prefer the small size bottle and pet bottles as they are easier to consume on the go.



Chart no 3.3

Consumer preference towards different packs of the product



### 3.4 CONSUMER PERCEPTION TOWARDS THE TASTE OF FANTA

#### APPLE

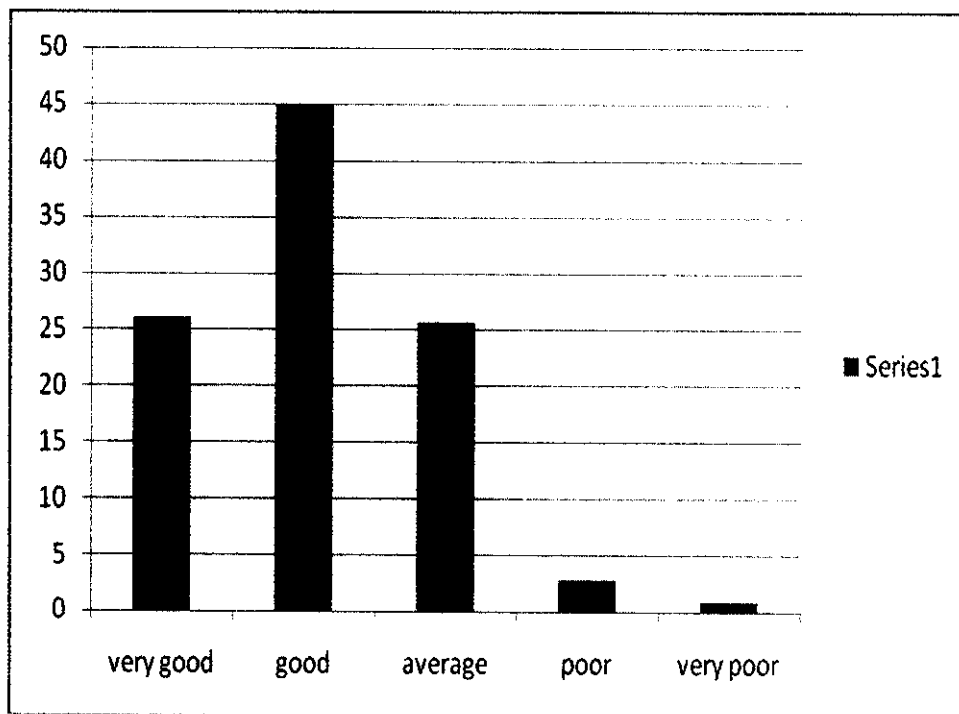
RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Very good	65	26
Good	112	44.8
Average	64	25.6
Poor	7	2.8
Very poor	2	0.8
Total	250	100

#### Inference

The above table shows the consumer perception towards fanta apple. 44.8 % of the consumers have said that the product is good, 26% have said that the product is very good, 25.6% of the consumers think that the product is average in taste, 2.8% of the people who have consumed fanta apple think that it is poor in taste and 0.8 % that is two of them among the 250 have said that the product is very poor.

Chart no 3.4

## Consumer perception towards the taste of fanta apple

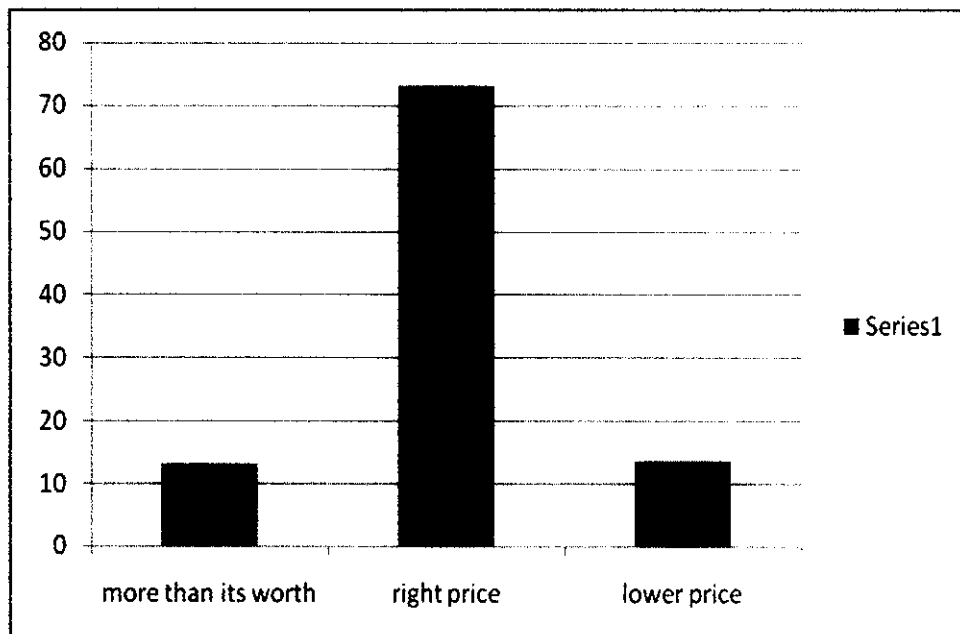


### 3.5 CONSUMER PERCEPTION TOWARDS THE PRICE OF FANTA APPLE

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
More than its worth	33	13.2
Right price	183	73.2
Lower price	34	13.6
Total	250	100

#### Inference

The above table shows the consumer perception towards the price of fanta apple. 73.2 % of the consumers have said the product is price right, 13.6% think the product is priced lower, 13.2 % think the price is more than the product's worth.

**Chart no 3.5****Consumer perception towards the price of fanta apple**

### 3.6 CONSUMER PREFERENCE OVER THE TIME OF CONSUMPTION

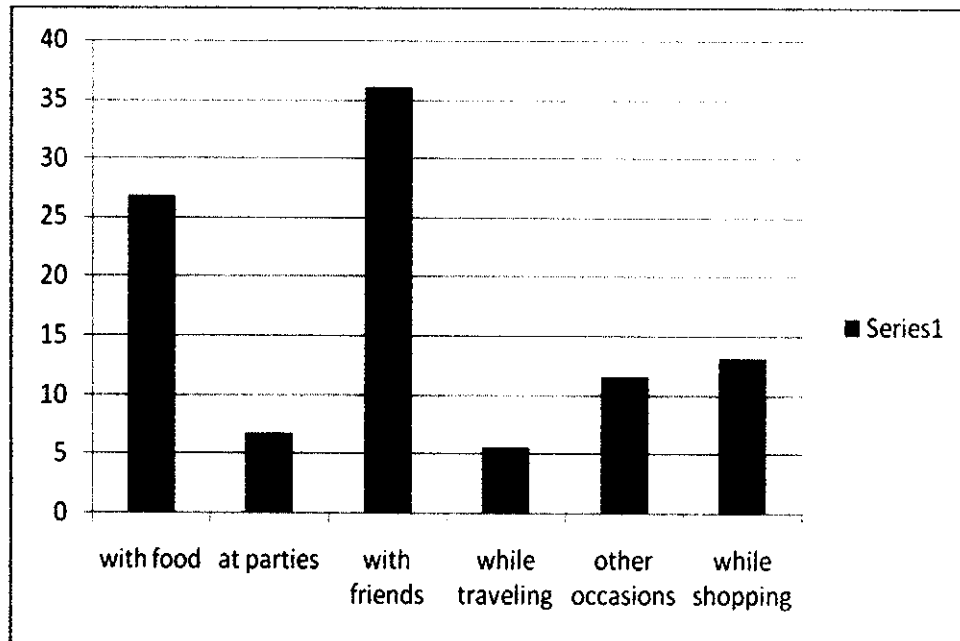
RESPONSE	NO OF RESPONDENTS	PERCENTAGE
With food	67	26.8
At parties	17	6.8
With friends	90	36
While travelling	14	5.6
Other occasions	29	11.6
While shopping	33	13.2
total	250	100

#### Inference

The above table shows the consumer preference over the time of consumption of fanta apple. 36% of the consumers prefer the drink while with friends, 26.8% of the consumers prefer the drink while having food, 13.2 % prefer while with shopping, 11.6 % prefer in other occasions, 6.8 % prefer to have fanta apple at parties, and 5.6% of them prefer while traveling.

Chart no 3.6

## Consumer preference over the time of consumption



### 3.7 CONSUMER PREFERENCE OF FANTA APPLE

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Taste	207	82.8
Quantity	43	17.2
Price	-	
total	250	100

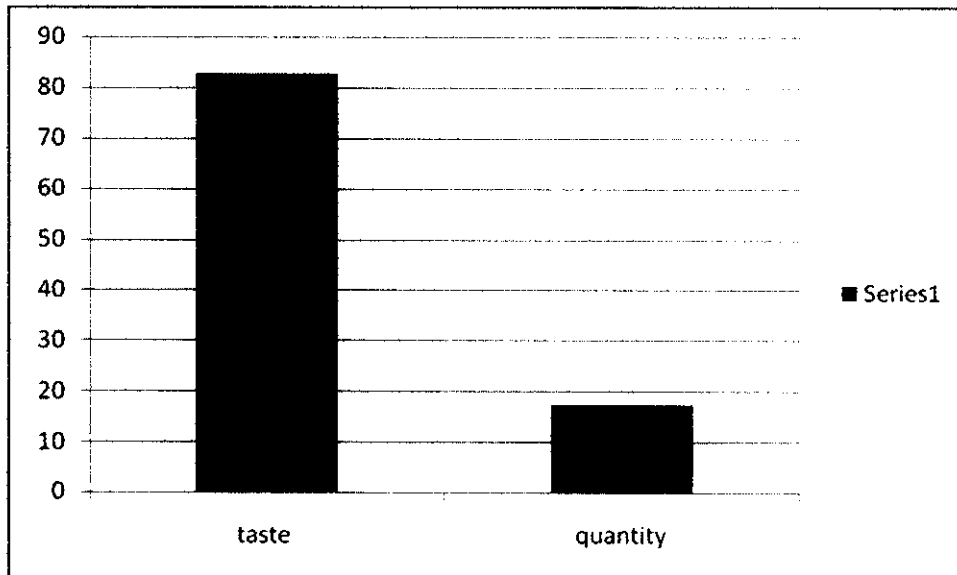
#### Inference

The above table shows the consumer's preference of fanta apple. 82.8 % of the consumers like the taste and 17.2 % prefer the drink based upon its quantity and no one prefer the drink because of its price.



Chart no 3.7

## Consumer preference of fanta apple



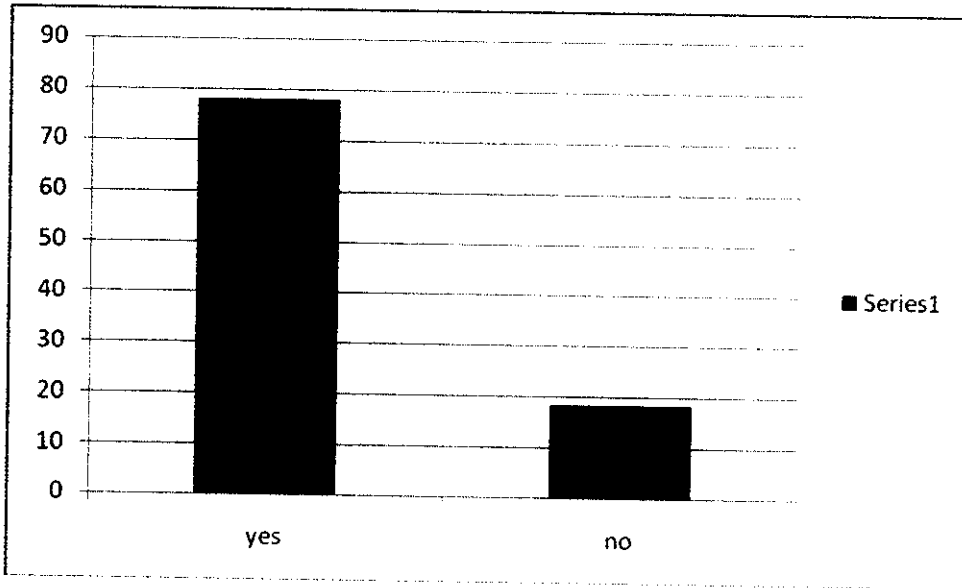
### 3.8 CONSUMPTION OF FANTA APPLE

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Yes	195	78
No	46	18.4
Don't know	9	3.6
Total	250	100

#### Inference

The above table shows that whether the respondents will buy the product again or not. 78% of the consumers have said they will buy fanta apple again, 18.4% of the consumers will not buy the product again and 3.6 % of them doesn't know whether or not they will buy the product again.

Consumption of fanta apple



### 3.9 SOURCES OF AWARENESS

SOURCES	MEANS CORE	RANK
Radio	3.6120	5
Television	1.9280	1
Print media	3.4160	4
Friends/relatives	3.2720	2
Others	3.4080	3

#### Inference

The above table shows the sources of awareness among the consumers of fanta apple. The mean score of television is higher so we conclude that the television advertisement have reached very well. However word of mouth advertisement have played an important role for the consumption pattern among the consumers.

### 3.10 CONSUMER EXPECTATIONS TOWARDS FANTA APPLE

EXPECTATIONS	MEANSORE	RANK
Better taste	3.4160	3
More quantity	3.2920	1
Lower price	3.3520	2
Not carbonated	3.4400	4

#### Inference

The above table shows the expectations of the consumers towards fanta apple. The mean score of more quantity is higher and there fore we conclude that majority of the consumers prefer more quantity. However lower price ranks second so some of the consumers also prefers the price to be lower than what it is priced now.

### 3.11 CONSUMER EXPECTATION VS SATISFACTION

EXPECTATIONS VS SATISFACTION	SIGNIFICANCE VALUE	TABLE VALUE
Better taste	.446	.771
More quantity	.135	1.525
Lower price	.023	2.364
Not carbonated	.003	-3.195

#### Inference

Since the table value is greater than the significance value we accept the hypothesis of better taste and more quantity. Therefore we conclude that there is no significant difference between the expectation and satisfaction level from consuming fanta apple. This shows that the consumers are satisfied with the taste, quantity and price. Since the table value is lesser than the significance value for the not carbonated option we reject the hypothesis. Therefore we conclude that there is significant difference between the expectation and satisfaction level from the consumption of fanta apple among the consumers. So this shows that they are not satisfied if the drink is not carbonated.

### 3.12 TEST OF SIGNIFICANCE WITH DEMOGRAPHIC CHARACTERISTICS (GENDER) AND CONSUMER PREFERENCE TOWARDS FANTA APPLE

#### Null hypothesis(HO)

There is no significant relationship between gender and consumer preference of fanta apple.

#### Alternative hypothesis (H1)

There is significant relationship between gender and consumer preference of fanta apple.

Gender/ Consumer Preference of Fanta apple	Taste	Quantity	Price	Total
Male	135	24	-	159
Female	72	19	-	91
Total	207	43	-	250

#### Calculations

$207 \cdot 159 / 250 = 132$	$43 \cdot 159 / 250 = 27$	$0 \cdot 159 = 0$
$207 \cdot 91 / 250 = 75$	$43 \cdot 91 / 250 = 16$	$0 \cdot 91 / 250 = 0$

Observed Frequency (O)	Expected Frequency (E)	(O - E)	(O - E) ^ 2	$\frac{(O - E)^2}{E}$
135	132	3	9	0.0227
72	27	45	2025	75
24	0	-24	576	0
19	75	-56	5625	75
0	16	-16	256	16
0	0	0	0	0
			<b>Calculated value</b>	<b>166.022</b>

**Degree of freedom (d.f) = (row - 1) \* (column - 1)**

$$= (3 - 1) * (2 - 1)$$

$$= 2 * 1$$

$$= 2$$

Table value at degree of freedom 2 at 5% is 5.991

$$5.991 < 166.022$$

Hence null hypothesis is rejected

There is significant relationship between gender and consumer preference of fanta apple.



### 3.13 TEST OF SIGNIFICANCE WITH DEMOGRAPHIC CHARACTERISTICS (GENDER) AND CONSUMER PREFERENCE OVER TIME OF CONSUMPTION

#### Null hypothesis (H0)

There is no significant relationship between gender and consumer preference over the time of consumption.

#### Alternative hypothesis (H1)

There is significant relationship between the gender and consumer preference over the time of consumption.

Gender/Consumer Preference over the Time of consumption	With Food	At Parties	While Shopping	With Friends	While Traveling	Other Occasions	Total
Male	48	12	16	57	8	18	159
Female	19	5	17	33	6	11	91
Total	67	17	33	90	14	29	250

#### Calculations

$67 \cdot 159 / 250 = 43$	$17 \cdot 159 / 250 = 11$	$33 \cdot 159 / 250 = 21$	$90 \cdot 159 / 250 = 57$	$14 \cdot 159 / 250 = 9$	$29 \cdot 159 / 250 = 18$
$67 \cdot 91 / 250 = 24$	$17 \cdot 91 / 250 = 6$	$33 \cdot 91 / 250 = 12$	$90 \cdot 91 / 250 = 33$	$14 \cdot 91 / 250 = 5$	$29 \cdot 91 / 250 = 11$

Observed Frequency (O)	Expected Frequency (E)	(O - E)	(O - E) ^ 2	$\frac{(O - E)^2}{E}$
48	43	5	25	0.568
19	11	8	64	5.818
15	21	-6	36	1.714
2	57	-55	3025	53.070
16	9	7	49	5.44
17	18	-1	1	0.055
57	24	33	1089	45.375
33	6	27	729	121.5
8	12	-4	16	1.333
6	33	-27	729	22.090
18	5	13	169	33.8
11	11	0	0	0
			<b>Calculated value</b>	<b>290.763</b>

**Degree of freedom (d.f) = (row - 1)\*(column - 1)**

$$= (6 - 1) * (2 - 1)$$

$$= 5 * 1$$

$$= 5$$

Table value at degree of freedom 5 at 5 % is 11.070

Tabulated value < calculated value

$$11.070 < 290.763$$

Hence null hypothesis is rejected

There is significant relationship between gender and consumer preference over the time of consumption.

### 3.14 PROFILE OF THE PEOPLE WHO HAVE NOT CONSUMED FANTA APPLE

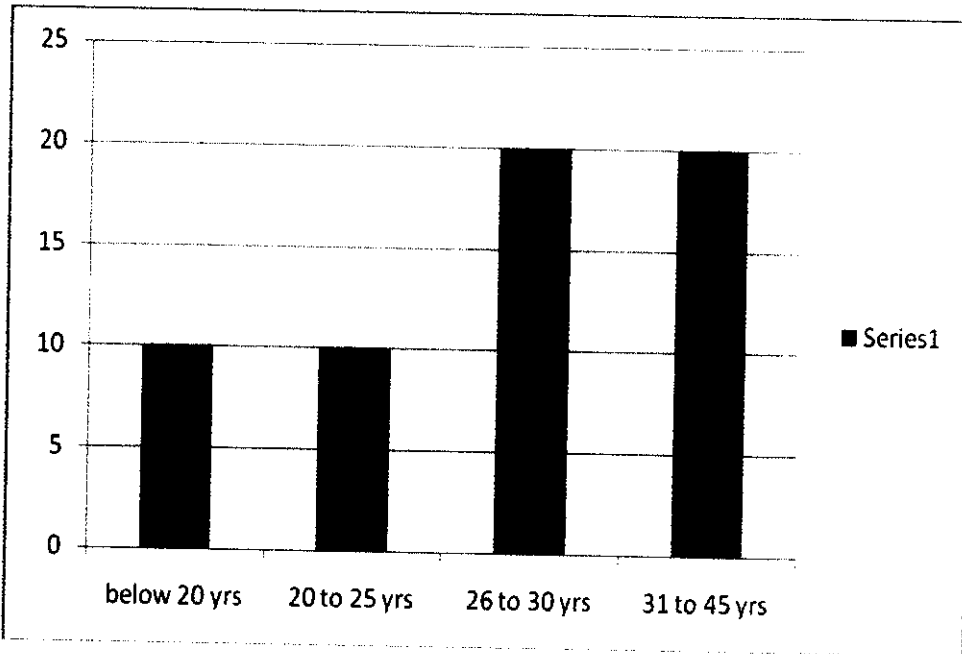
#### 3.14.1 Age of respondents among the non consumers of fanta apple

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Below 20 years	10	10
20 to 25 years	10	10
26 to 30 years	20	20
31 to 45 years	20	20
More than 45 years	40	40
Total	100	100

#### Inference

The above table shows the age of respondents who have not consumed fanta apple. 40% of the respondents are of more than 45 years, 20% of the respondents are of the age group 26 to 45 years and 10 % of the respondents are of the age group 20 to 25 years and 10 % of the respondents are below 20 years. Therefore we conclude that people who are above 45 years show the majority of the people who have not consumed fanta apple.

Age of respondents among the non consumers of fanta apple



**3.14.2 Gender of the respondents among the non consumers of fanta apple**

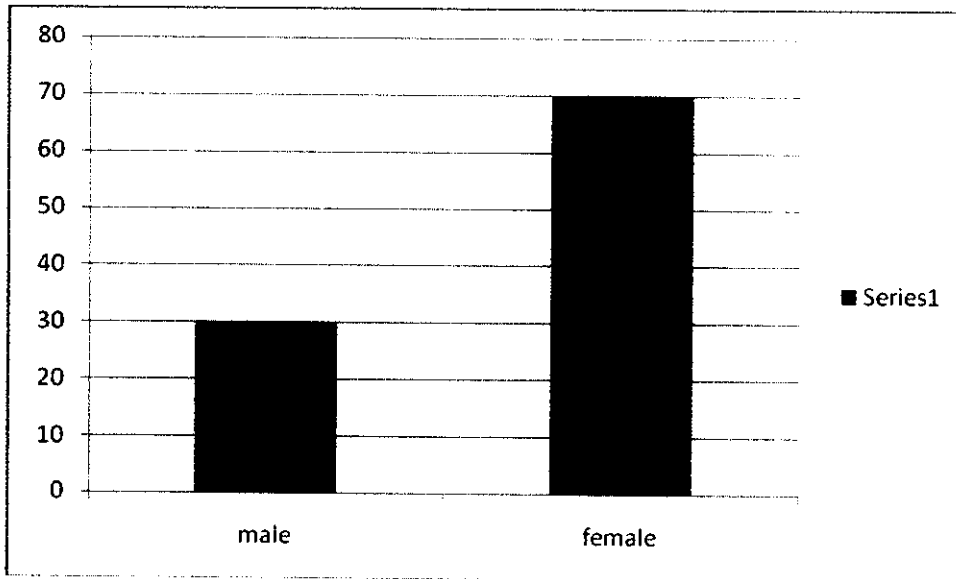
<b>RESPONSE</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Male	30	30
Female	70	70
total	100	100

**Inference**

The above table shows the gender of the people who have not consumed fanta apple. 70 % of females and 30 % of males have not consumed fanta apple.

Chart no 3.14.2

**Gender of the respondents among the non consumers of fanta apple**



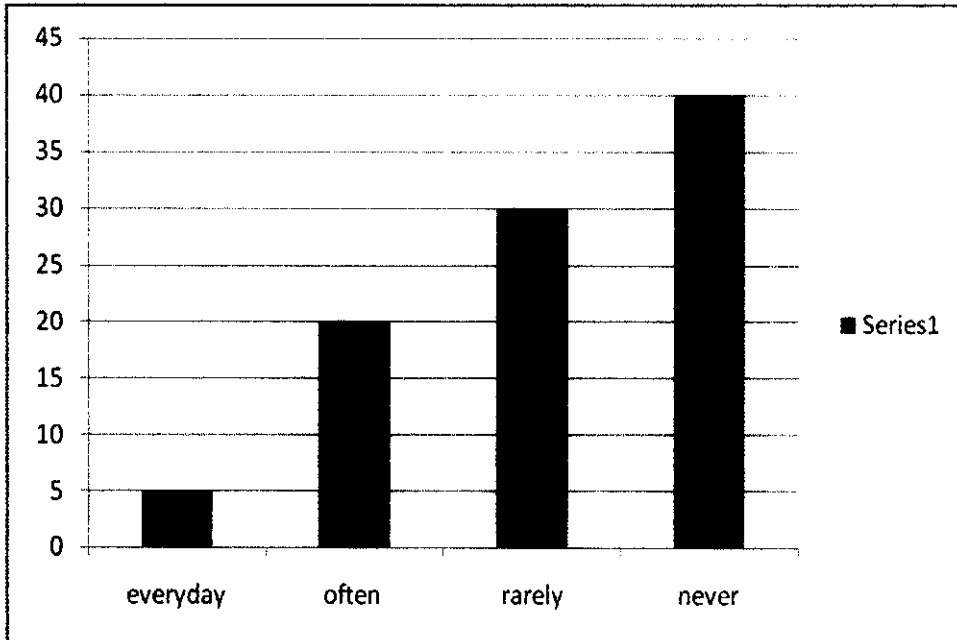
### 3.15 CONSUMPTION PATTERN OF SOFT DRINKS AMONG THE PEOPLE WHO HAVE NOT CONSUMED FANTA APPLE

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Everyday	10	5
Often	20	20
Rarely	30	30
Never	40	40
Total	100	100

#### Inference

The above table shows the consumption pattern soft drinks among the people who have not consumed fanta apple. 40% of the respondents never consume soft drinks, 30% of the respondents rarely consume soft drinks, 25 % of the respondents often consume soft drinks and 5% of the respondents consume soft drinks everyday. There fore we can conclude that the majority of the people have said they never consume soft drinks and this may be the reason why they have not consumed fanta apple too.

Chart no 3.15

**Consumption pattern of soft drinks among non consumers**



### 3.16 REASONS FOR NOT CONSUMING FANTA APPLE AMONG THE RESPONDENTS WHO HAVE NOT CONSUMED FANTA APPLE

REASONS	MEANS CORE	RANK
Not aware	3.6000	4
Price is high	3.4800	3
People who do not like apple Flavour	1.0000	1
People who do not like Carbonated drinks	1.7700	2
Not available	4.8317	5

#### Inference

The above table depicts the reason for not consuming fanta apple among the non consumers of the product. The mean score of people who do not like apple flavour is more so we can conclude that this is the reason the people have not consumed fanta apple. However the reason of people who do not like carbonated drinks ranks second and high price ranks third so people who have not consumed fanta apple constitutes the majority of who do not like carbonated drinks on the whole and some people think the price is high so they did not consume fanta apple. But unawareness or unavailability does not play any role in the reasons as the respondents seem to be quite aware of the product and it is well known that the product is available in all shops.

# **CHAPTER 4**

## **FINDINGS AND CONCLUSION**

## CHAPTER 4

### FINDINGS AND CONCLUSIONS

#### 4.1 FINDINGS

- Majority of the consumers are of the age group from 26 to 30
- Majority of the people who are more than 45 years have not consumed fanta apple.
- Majority of the consumers are male.
- Majority of the people who have not consumed fanta apple are females.
- Minority of the consumers are females.
- Majority of the consumers are employed.
- Majority of the consumers income level constitutes Rs10001 to Rs 20000.
- Majority of the consumers consume soft drinks rarely.
- Majority of the people who have not consumed fanta apple never consume soft drinks as the reason might be they do not like carbonated drinks.
- Majority of the respondents prefer small size bottle as it is a new variant, lesser in price and easy to consume while on the go.
- Majority of the consumers perceived that the product is good.
- Majority of the consumers feel that the product is priced right.
- Majority of the consumers prefer to have fanta apple while with friends.

- Majority of the consumers prefer fanta apple due to its taste.
- Majority of the people are interested in repurchase of the product.
- Source of awareness that has gained vast majority among the respondents is television.
- The study shows that Radio has not reached much people.
- Word of mouth through friends and relatives has also played as a major source of awareness.
- Consumers expect more quantity of fanta apple in the future however they are satisfied with the present quantity.
- Some consumers expect the price to be little lower in the future however majority of them are satisfied with the present price.
- Consumers think if the drink has not been carbonated they would not have been satisfied.
- Majority of the people who have not consumed fanta apple quoted reasons such as they do not like apple flavour, or that they do not like aerated beverages.
- Majority of the consumers expectations seems to have been satisfied.

## 4.2 SUGGESTIONS

- Majority of the respondents are aware of fanta apple through television advertisements therefore the frequency of advertisement given in television channels can be increased to reach the majority of potential consumers.
- Being a new variant majority of the respondents wanted to try out with the small bottle. It becomes necessary to concentrate on small quantities while taking decision on product, price, availability and promotion.
- Majority of the respondents felt that the product is sold at right price. So the current prices can be retained however some feel the price can be reduced little so in order to attain growth the company can lessen its price to induce more sales.
- Fanta apple is being referred by friends and relatives. Majority of the consumers like to consume the drink along with their friends. "Friendliness" should be used at the time of marketing communication.
- Majority of the consumers prefer fanta apple due to its taste so the existing taste can be retained in future production.
- Majority of the consumers are interested in re-purchase. This is an indication for loyalty comments such loyal consumers increases interest of new consumers. This can be used at the time of production.

- Majority of the consumers expect more quantity of fanta apple so the company can introduce 1 litre and 2 litre bottles to at lesser price in order to increase its sales.
- As the reasons of non consumption of fanta apple among the people who have not consumed fanta apple till date have been due to the reasons such as that they do not like apple flavor the company can try new sparkling drinks in grape, and other exciting flavours which will also act as an extension to its brand line.

### **4.3 CONCLUSION**

Fanta apple is a new variant introduced by HINDUSTAN COCA – COLA BEVERAGES PRIVATE LIMITED. The post purchase behaviour studied indicates that consumers perceived well.

Suggestions are given at the end which will help increasing current perception and loyalty.

Consumers are viewed as the boss of every business. The study is got a very immense importance to find out the consumer and non consumer's perception towards fanta apple. It was conducted in a limited basis within Chennai and Coimbatore city with a sample size of 250 consumers and 100 non consumers.

The project work done in HINDUSTAN COCA - COLA BEVERAGES PRIVATE LIMITED was indeed an enriching experience and it gave an opportunity to enlighten myself with the knowledge of commercial activities and the happenings. It has also helped me to have a better insight to the detailed marketing functions of HINDUSTAN COCA – COLA BEVERAGES PRIVATE LIMITED and it has increased my confidence.





1)NAME :

2)Age:

Below 20  20 – 25  26 – 30  31 -45  above 45

3)Gender:

male  female

4)Occupation :

employed:  student

housewife  self employed

5)Income :

5000 – 10,000  10001 – 20000

Above 20000  below 5000

6)Qualification:

schooling  post graduate  others

graduate  professional

7)How often do you consume soft drinks:

Everyday  often

rarely  never

8)How did you come to know about fanta apple:

radio  television

print media  friends /relatives  other

9)which pack do you prefer to drink:

small size bottle  big size bottle  pet bottles

10) How do you feel about the taste of fanta apple :

11)what do you feel about the price of fanta apple:

more than its worth  right price

lower price

12)when do you prefer to have fanta apple:

	VMA	A	N	D	VMD
with food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
at parties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
while travelling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
while shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
other occasions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13)The core reason for consuming fanta apple

taste

quantity

price

14)Will you buy fanta aple again:

Yes

no

15) Expectations vs satisfactions on fanta apple:

VMA	A	N	D	VMD		VMA	A	N	D	VMD
					Better taste					
					More quantity					
					Lower price					
					Not carbonated					

VMA – Very Much Agree

A – Agree

N – Neutral

D – Dis Agree

VMD – Very Much Dis Agree

THANKYOU

Purely academic

1)NAME :

2)Age:

Below 20  20 – 25  26 – 30  31 -45  above 45

3)Gender:

male  female

4)How often do you consume soft drinks:

Everyday  often

rarely  never

Have you consumed fanta apple: Yes  No

5)If no please state the core reason for not consuming fanta apple

	Very much agree	agree	neutral	disagree	very much
Disagree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
not aware	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
price is high	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
jus because I don't love apple flavour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't like carbonated drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
not available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you

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### WEBSITES

- [www.cococola.com](http://www.cococola.com)
- [www.google.com](http://www.google.com)
- [www.ebsohost.com](http://www.ebsohost.com)