



**CUSTOMER SATISFACTION TOWARDS PEPSICO PRODUCTS
IN CHENNAI CITY**

by

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**DEPARTMENT OF MANAGEMENT STUDIES
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COIMBATORE**

BONAFIDE CERTIFICATE

Certified that this project titled 'A study on customer satisfaction with the PepsiCo products in Chennai city' is the bonafide work of V. Nishanthini Thaiyanayagi (Reg No. 0820400029), who carried out this research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form 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.

Ms. S. Sangeetha

Project Guide

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Evaluated and viva voce held on 11.07.09

Examiner I

Examiner II



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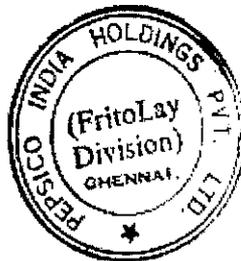
To Whomsoever it may concern

This is to confirm that V. Nishanthini Thaiyanayagi(08MBA29) has completed her summer Internship with Pepsico Holdings Pvt.Ltd during the period 28th June to 28th July and has done a study on "Customer Satisfaction towards Pepsico products in Chennai city

Her work was satisfactory during the time

Regards,

Ms.Christina Samuel,
Assistant Manager,
Market Development,
Chennai.



DECLARATION

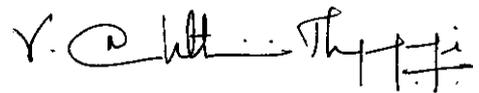
DECLARATION

I, hereby declare that the dissertation entitled “CUSTOMERS SATISFACTION TOWARDS PEPSICO PRODUCTS IN CHENNAI CITY” has undertaken for academic purpose submitted to Anna University , Coimbatore 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 Senior Lecturer, Ms. S. Sangeetha during the academic year 2008-2009.

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

Place: Coimbatore

Date: _____



(V. Nishanthini Thaiyanayagi)

ABSTRACT

EXECUTIVE SUMMARY

Customer satisfaction refers to how satisfied customers are with the products or services they receive from a particular company. The level of satisfaction is determined not only by the quality and type of customer experience but also by the customer's expectations. The process for measuring customer satisfaction and obtaining feedback on organizational performance are valuable tools for quality and continuous service improvement.

The study on "customer satisfaction with the PepsiCo product", Chennai mainly aimed at finding out the satisfaction level of the customers of PepsiCo products. Descriptive research is used in this research. The primary data is collected from 210 Customers, using the structured questionnaire method. The sampling technique that was adopted for the study is convenience sampling. The collected data was analyzed using percentage analysis and weighted average method. In this study it is found that more than half of the respondents are satisfied with the PepsiCo products.

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ACKNOWLEDGEMENT

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INTRODUCTION

INTRODUCTION

1.1 BACKGROUND WORK OF THE STUDY:

Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relations to his or her expectations.

As this definition makes clear satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations the customer is dissatisfied. If the performance matches the expectations the customer is satisfied. If the performance exceeds expectations the customer is highly satisfied or delighted.

Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates an emotional affinity with the brand and not just a rational preference and the result is high customer loyalty.

DEFINITION:

Consumers are the focus of marketing efforts. The modern marketing concept sells out the real significance of buying behaviour. All elements of marketing mix are highly integrated with one another. They are seen through the eyes of the consumer's and are coordinated so as to produce the best benefits and optimum satisfaction for the customer.

According to “Philip Kotler” satisfaction is a persons feeling of pleasure or disappointment resulting from comparing a products perceived performance in relation to his or her expectations.

AN OVERVIEW:

CUSTOMER SATISFACTION:

Customer satisfaction is a marketing goal. Companies that achieve high customer satisfaction rating make sure that their target markets are satisfied.

IMPORTANCE OF CUSTOMER SATISFACTION:

The need to satisfy customer for success is any commercial enterprise is very obvious. The income of all commercial enterprises is derived from the payments received for the products and services supplied to its external customers. If there are no customers, there is no business. In other words, customers are the pivotal point for the existence of commercial establishments.

Thus the core activity of any company is to attract and retain customers. According to Peter Drucker the reward management guru has said, “To satisfy the customer is the mission and purpose of every business.”

Satisfaction of customers is very essential for retention of customers and for continuing sales of the product and service.

Satisfaction is a person’s feelings or disappointment resulting from comparing or products perceived performance or outcome in relation to his/her expectations. Today’s customers are harder to please, they are smarter, more prices conscious, more demanding, less forgiving and are approached by more competitors with equal or better offer.

Organisations in today's competitive world are trying to build their business around the customers rather than the products organizations have to continually improve since customers constantly demand new levels of sophistication in products and service offerings. So the business must have the primary objective to measure, analyze and address customer's needs and wants. The organizations should provide and target their resources to achieve best practice in key areas required by current potential customers.

1.2 REVIEW OF LITERATURE:

Pieter J.A. Nagel, Willem W. Cilliers in the title 'Customer Satisfaction: A Comprehensive Approach'. According to the author recognizing the need to research the concept of customer satisfaction aims to develop a strategic approach to measure a customer's satisfaction with a particular enterprise. The study is an attempt to (1) develop an overall concept of customer satisfaction; (2) provide a detailed relationship structure for implementation within a company; and (3) identify potential research areas. A basic premise of the study is that the focus should be on maximizing total product value to the customer; and then, second, that customer satisfaction of external customers is interdependent on the satisfaction of internal customers. The framework of the research centers on a proposed model which integrates all aspects so as to maximize the potential of the organization and all its subsystems to create and sustain satisfied customers. The approach begins with a conceptualization phase in which the concept of customer satisfaction is explored.

Richard N. Cardozo in the title “An Experimental Study of Customer Effort, Expectation, and Satisfaction” says that customer satisfaction with a product is influenced by the effort expended to acquire the product, and the expectations concerning the product. Specifically, the experiment suggests that satisfaction with the product may be higher when customers expend considerable effort to obtain the product than when they use only modest effort. This finding is opposed to usual notions of marketing efficiency and customer convenience. The research also suggests that customer satisfaction is lower when the product does not come up to expectations than when the product meets expectations.

Rust, Roland T; Zahorik, Anthony J under the topic “Customer satisfaction, customer retention, and market share” provides a mathematical framework for assessing the value of customer satisfaction. The framework enables managers to determine which customer satisfaction elements have the greatest impact, and how much money should be spent to improve particular customer satisfaction elements. This makes it possible to hold customer satisfaction programs accountable, in the way that other business programs are held accountable, by forcing them to demonstrate their benefits with respect to bottom-line profitability. An individual-level model of loyalty and retention is developed, which can be aggregated to predict market level effects of improvements in service quality. An application of this approach is demonstrated in a pilot study of a city's retail banking market.

“The American Customer Satisfaction Index: Nature, Purpose, and Findings” by Claes Fornell, Michael D. Johnson, Eugene W. Anderson, Jaesung Cha and Barbara Everitt

Bryant discusses about the American Customer Satisfaction Index (ACSI) which is a new type of market-based performance measure for firms, industries, economic sectors, and national economies. The authors discuss the nature and purpose of ACSI and explain the theory underlying the ACSI model, the nation-wide survey methodology used to collect the data, and the econometric approach employed to estimate the indices. The authors find customer satisfaction to be greater for goods than for services and, in turn, greater for services than for government agencies, as well as find cause for concern in the observation that customer satisfaction in the United States is declining, primarily because of decreasing satisfaction with services.

Pieter J.A. Nagel, Willem W. Cilliers under the topic “Customer Satisfaction: A Comprehensive Approach” talks about the concept of customer satisfaction which aims to develop a strategic approach in measuring the customer's satisfaction with a particular enterprise. The study is an attempt to (1) develop an overall concept of customer satisfaction; (2) provide a detailed relationship structure for implementation within a company; and (3) identify potential research areas. A basic premises of the study is that the focus should be on maximizing total product value to the customer.

An Experimental Study of Customer Effort, Expectation, and Satisfaction, by **Richard N. Cardozo** indicates that customer satisfaction with a product is influenced by the effort expended to acquire the product, and the expectations concerning the product. Specifically, the experiment suggests that satisfaction with the product may be higher when customers expend considerable effort to obtain the product than when they use only

modest effort. This finding is opposed to usual notions of marketing efficiency and customer convenience. The research also suggests that customer satisfaction is lower when the product does not come up to expectations than when the product meets expectations.

“Customer satisfaction in industrial markets: dimensional and multiple role issues” by **Christian Homburg and Bettina Rudolph** discusses that customer satisfaction has recently attracted a lot of attention among academics and practitioners. Most academic research on this construct has focused on consumer goods using the individual consumer as the unit of analysis. Customer satisfaction in industrial markets is an under-researched area so far. The authors develop a valid customer satisfaction measure for industrial customers (called INDSAT). The development of the scale is based on field interviews as well as statistical analyses of two large samples of over 2500 customer responses in 12 European countries. The scale consisting of seven distinct satisfaction dimensions exhibits desirable psychometric properties. The seven-dimensional structure is found to be superior to more parsimonious structures. Additionally, the authors hypothesize differences in the satisfaction dimensions' importance across different roles in the buying center (referred to as “multiple role issues”). These considerations are supported by empirical results. Implications of the findings for researchers and industrial marketers are furthermore discussed.

1.3 OBJECTIVES OF THE STUDY

1.3.1 Primary objective:

To study the customer satisfaction with the PepsiCo Products in Chennai city.

1.3.2 Secondary objectives:

- To assess the awareness level of the PepsiCo products among the customers.
- To study the preference of the PepsiCo products.
- To study the satisfaction level of customers with the price, quality, taste, Packing, quantity, etc., of the PepsiCo products.

1.4 Statement of the problem

The satisfaction of the customer is an important aspect in any of the industry. Moreover, a high competition exists between PepsiCo and Coca-Cola in the FMCG industry. Therefore, this study is undertaken to find out the level of customer satisfaction of PepsiCo products in Chennai city.

1.5 Scope of the study

This study shall make the company aware of the satisfaction level of the customers with their products. The company can bridge the gap between the customer's expectation from the product and the actual product available by knowing the satisfaction level of the customers. Satisfying the needs of the customers will enable the company to increase the sales.

1.6 RESEARCH METHODOLOGY:

1.6.1 Research Design

Descriptive Research

The research is descriptive in nature as the study was done to find out the level of customer satisfaction. The researcher has no control over the variables and they are independent of the state of affairs.

1.6.2 Sampling Design

Probability Sampling:

When elements in the population have a known chance of being chosen as subjects in the sample, we resort to a probability sampling design. Since all the elements were considered for the study, the type of sampling design is simple random sampling.

1.6.3 Method of data collection

The method of data collection is very much from the primary source. The data is being collected by the survey method. The majority of the data was collected by conducting customer surveys using questionnaires.

INSTRUMENTS FOR THE STUDY:

The majority of the data was collected by conducting by the survey method. The majority of data was collected by the Questionnaires.

1.6.4 Sample size and area of data collection

From the population the sample of 210 has been selected for the study. The data had been collected in Chennai.

1.6.5 Tools of analysis

The analysis is done with the percentage analysis and the weighted average method. The percentage method has been chosen because the method provides the accurate results and weighted average provides the importance of the factors in the study.

1.7 Limitations:

Though the project was done in a systematic and planned manner, there were a few hurdles that could not be overcome. These constitute the limitations of the project.

Care was taken that the below limitations did not affect the project results as much.

- Time constraint was the biggest limitation, the project has to be completed within 3 months and hence the sample size had to be lesser.
- The study is confined to specific geographic location and thus the results cannot be generalized.

1.8 Chapter scheme

This project is divided into 5 chapters

Chapter 1 deals with background of the study, review of literature, objective & scope of the study, methodology and limitations.

Chapter 2 covers the industry profile.

Chapter 3 covers the history of the organization, Mission and vision of the organization, Organization structure and the Product profile.

Chapter 4 covers data analysis & interpretation through representation of various tables and graphs.

Chapter 5 deals with result, discussion and recommendation provided for the study.

INDUSTRY PROFILE

INDUSTRY PROFILE

FMCG INDUSTRY:

FMCG industry, alternatively called as CPG (Consumer packaged goods) industry primarily deals with the production, distribution and marketing of consumer packaged goods. The Fast Moving Consumer Goods (FMCG) are those consumables which are normally consumed by the consumers at a regular interval. Some of the prime activities of FMCG industry are selling, marketing, financing, purchasing, etc. The industry also engaged in operations, supply chain, production and general management.

FMCG INDUSTRY ECONOMY:

FMCG industry provides a wide range of consumables and accordingly the amount of money circulated against FMCG products is also very high. The competition among FMCG manufacturers is also growing and as a result of this, investment in FMCG industry is also increasing, specifically in India, where FMCG industry is regarded as the fourth largest sector with total market size of US\$13.1 billion. FMCG Sector in India is estimated to grow 60% by 2010. FMCG industry is regarded as the largest sector in New Zealand which accounts for 5% of Gross Domestic Product (GDP).

Common FMCG products:

Some common FMCG product categories include food and dairy products, glassware, paper products, pharmaceuticals, consumer electronics, packaged food products, plastic goods, printing and stationery, household products, photography, drinks

etc. and some of the examples of FMCG products are coffee, tea, dry cells, greeting cards, gifts, detergents, tobacco and cigarettes, watches, soaps etc.

Market potentiality of FMCG industry:

Some of the merits of FMCG industry, which made this industry as a potential one are low operational cost, strong distribution networks, presence of renowned FMCG companies. Population growth is another factor which is responsible behind the success of this industry.

Leading FMCG companies:

Some of the well known FMCG companies are Sara Lee, Nestlé, Reckitt Benckiser, Unilever, PepsiCo, Procter & Gamble, Coca-Cola, Carlsberg, Kleenex, General Mills, and Mars etc.

Job opportunities in FMCG industry:

FMCG industry creates a wide range of job opportunities. This industry is a stable, diverse, challenging and high profile industry providing a wide range of job categories like sales, supply chain, finance, marketing, operations, purchasing, human resources, product development, general management .

COMPANY PROFILE

CHAPTER 2

PEPSICO INDIA HOLDINGS PVT LIMITED

PROFILE:

2.1 HISTORY:

PepsiCo entered India in 1989 and has grown to become one of the country's leading food and beverage companies. One of the largest multinational investors in the country, PepsiCo has established a business which aims to serve the long term dynamic needs of consumers in India. PepsiCo India and its partners have invested more than U.S \$1 billion since the company was established in the country. PepsiCo provides direct and indirect employment to 1, 50,000 people including suppliers and distributors. PepsiCo is in around 180 countries. **Indra Krishnamurthy Nooyi** has been the **chief executive of PepsiCo** since 2006. During her time, healthier snacks have been marketed and the company is striving for a net-zero impact on the environment. This focus on healthier foods and lifestyles is part of Nooyi's "Performance with Purpose" philosophy.

PepsiCo nourishes consumers with a range of products from treats to healthy eats that deliver joy as well as nutrition and always, good taste. PepsiCo India's extensive portfolio includes iconic refreshment beverages Pepsi, 7 Up, Mirinda and Mountain Dew, in addition to low calorie options such as Diet Pepsi, hydrating and nutritional beverages such as Aquafina drinking water, isotonic sports drinks – Gatorade, Tropicana 100% fruit juices, and juice based drinks- Tropicana Nectars, Tropicana twister and Slice, Local brands – Lehar evergreen soda, Dukes Lemonade and Mirinda. PepsiCo's foods

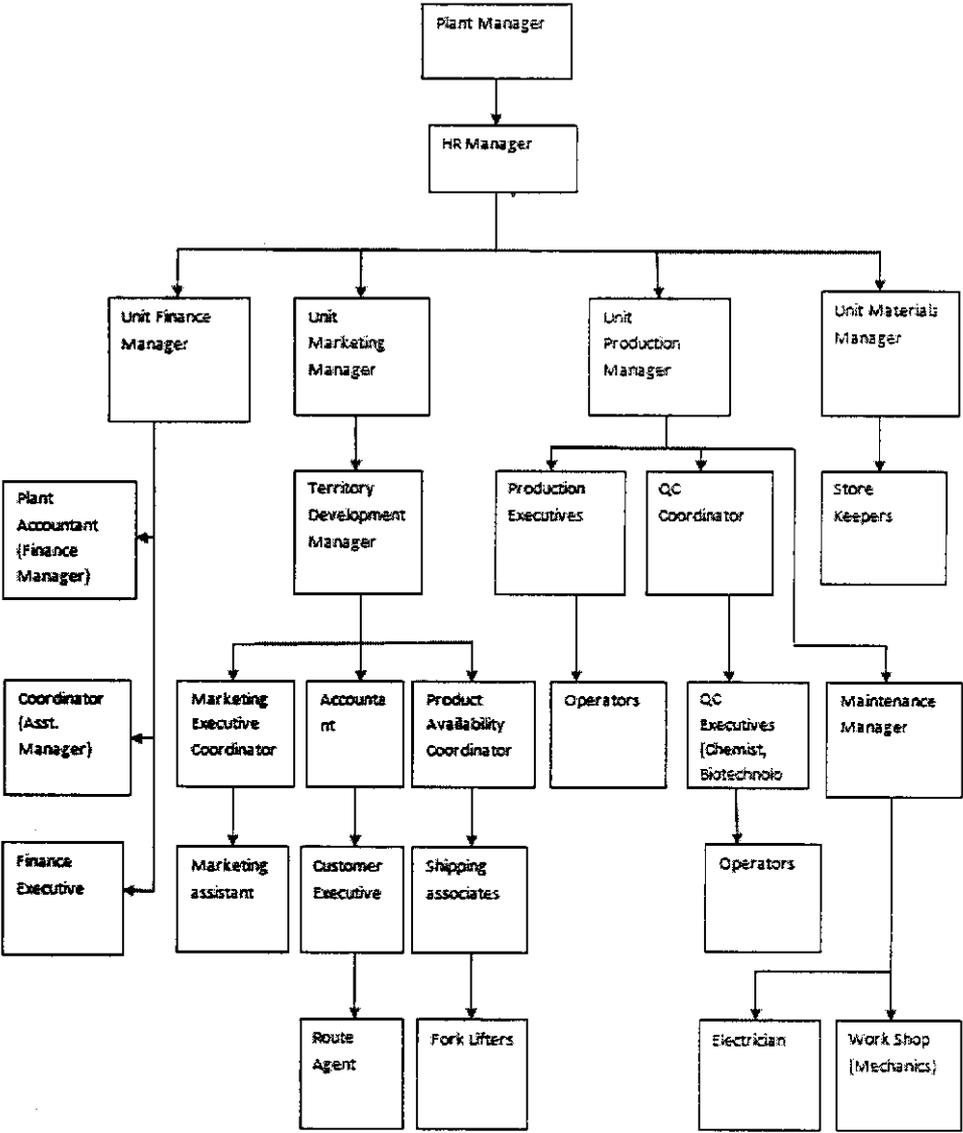
company, Frito-lay is the leader in the branded salty snack market and all Frito Lay products are free of trans-fat and MSG. It manufactures Lay's Potato chips. Cheetos extruded snacks, Uncle Chipps and traditional snacks under the Kurkure and Lehar brands. The company's high fibre breakfast cereal, Quaker Oats, and low fat and roasted snack options enhance the healthful choices available to consumers. Frito Lay's core products, Lay's, Kurkure, Uncle Chipps and Cheetos are cooked in Rice Bran Oil to significantly reduce saturated fats and all of its products contain voluntary nutritional labeling on their packets.

The group has built an expansive beverage and food business. To support its operations, PepsiCo has 43 bottling plants in India, of which 15 are company owned and 28 are franchisee owned. In addition to this, PepsiCo's Frito lay foods division has 3 state-of- the-art plants. PepsiCo's business is based on its sustainability vision of making tomorrow better than today. PepsiCo's commitment to living by this vision every day is visible in its contribution to the country, consumers and farmers.

2.2 MISSION :

“To be the world's premier consumer Products company focused on convenience foods and beverages. We seek to produce healthy financial rewards to investors as we provide opportunities for growth and enrichment to our employees, our business partners and the communities in which we operate. And in everything we do, we strive for honesty, fairness and integrity.”

2.3 ORGANISATION STRUCTURE:



PEPSICO'S VISION:

“PepsiCo’s responsibility is to continually improve all aspects of the world in which we operate- environment, social, economic – creating a better tomorrow than today.

PEPSICO VALUES & PHILOSOPHY:

Our Values & Philosophy are a reflection of the society and environmentally are responsible company we aspire to be. They are the foundation for every business decision we make.

Pepsi’s commitment

We are committed to delivering sustained growth through empowered people acting responsibly and building trust.

Sustained growth is fundamental to motivating and measuring our success. Our quest for sustained growth stimulates innovation, places a value on results, and helps us understand whether today’s actions will contribute to our future. It is about the growth of people and company performance. It prioritizes both making a difference and getting things done.

Empowered people means we have the freedom to act and think in ways that we feel will get the job done, while adhering to processes that ensure proper governance and being mindful of company needs beyond our own.

Responsibility and trust form the foundation for healthy growth. We hold ourselves both personally and corporately accountable for everything we do. We must earn the confidence others place in us as individuals and as a company. By acting as good stewards of the resources entrusted to us, we strengthen that trust by walking the talk and following through on our commitment to succeeding together.

PEPSI'S CODE OF CONDUCT

It applies to every employee, officer and director of these companies, every division and subsidiary, and every business transaction we make worldwide. It is available in 30 languages and includes provisions regarding:

- Ethical Business Dealings
- Bribery
- Business Gifts and Entertainment
- Discrimination
- Harassment
- Confidentially of Information
- Insider training
- Accounts and Record-Keeping
- Health and Safety
- Political Activities
- Protection of Company Asset

2.4 PEPSICO PRODUCTS:

PepsiCo is one of the largest MNC exporters in India. It has 39 bottling plants in India, of which 17 are company owned and 22 are franchisee owned. The famous brands of the company include soft drinks like Pepsi, 7 Up, Mirinda and Mountain Dew. Other brands are Slice, Tropicana, Tropicana twister and Aquafina. In snack category, Lays, Kurkure, Uncle Chips and Cheetos are very popular.

FLAVOUR:

Except for barbecue-flavour potato chips, which were introduced no later than 1958, until the last 20 years, the only flavour of potato chips had been the conventional one. Despite an explosion of new flavours, the unadorned original is still the selection of 81% of consumers.

ANALYSIS AND INTERPRETATION

CHAPTER 3

ANALYSIS AND INTERPRETATION

TABLE 3.1: Gender of the respondents

Table showing the gender of the respondents

Gender	No. of respondents	Percentage(%)
Male	122	58
Female	88	42
Total	210	100.0

Source: Primary data

Interpretation:

The table 3.1 classified the respondents according to their Gender. About 58% of the respondents are male and 42% of the respondents are female.

TABLE 3.2: Age distribution of the respondents

Table showing the age distribution of the respondents

Age group	No. of respondents	Percentage (%)
Below 20	25	12
21-30	70	33
31-40	80	38
40-50	34	16
Above 50	1	1
Total	210	100.0

Source: Primary data

Interpretation:

The table 3.2 classified the respondents according to their Age. About 12% of the respondents are of the age group less than 20. Another 33% of the respondents are of the age group of 21-30. 38% of the respondents are of the age group 31-40. And 16% of the people are of the age group 40-50. And the remaining 1% is of the age group above 50.

TABLE 3.3:

Table showing the Media through which the respondents came to know about the PepsiCo products:

Media	No. of respondents	Percentage (%)
Print media	23	11
Electronic media	119	57
Internet	59	28
Verbal (friends/ Family)	9	4
Total	210	100.0

Source : Primary data

Interpretation:

The table 3.3 shows that about 11% of the respondents came to know about the PepsiCo products through print media. 57% of the respondents had come to know through Electronic Media. 28% of the respondents through Internet and the remaining 4% of the respondents had come to know about the PepsiCo products through verbal communication (i.e.) through family/ friends.

TABLE 3.4: Influencing factor

Table 3.4 shows the factor influencing the respondents to buy the PepsiCo products.

Influencing Media	No. of respondents	Percentage (%)
Ads in radio/ television	149	71
Ads in newspaper/Magazine	18	9
Ads through internet	43	20
Total	210	100.0

Source : Primary data

Interpretation:

The table 3.4 clearly shows that 71% of the respondents were influenced by Ads in electronic media. Only 9% were influenced by ads in print media. And around 20% of the people were influenced by ads through internet.

TABLE 3.5: Rating of advertisements

Table showing the Rating of the advertisements of PepsiCo products by the respondents

Rating	No. of respondents	Percentage (%)
Good	89	42
Moderate	117	56
Worst	4	2
Total	210	100.0

Source : Primary data

Interpretation:

The table 3.5 shows 42.4% of the respondents feel that the advertisements of the PepsiCo products are good. Another 56% of the respondents feel that the advertisements of the PepsiCo products are in the moderate level. And the remaining 2% feel that the advertisements of the PepsiCo products are worst.

TABLE 3.6: Awareness level of the products

The table shows the awareness level of the respondents of the PepsiCo products.

Response	No. of respondents	Percentage (%)
Yes	102	49
No	108	51
Total	210	100.0

Source : Primary data

Interpretation:

The table shows that 49% of the respondents are aware of all the PepsiCo products and 51% of the respondents are not aware of all the PepsiCo products.

TABLE 3.7: Aspects preferred most

Table 3.7 shows the aspect which is most liked by the respondents

Aspects	No. of respondents	Percentage (%)
Quality	16	8
Taste	94	45
Variety	70	33
Flavor	28	13
Service	2	1
Total	210	100.0

Source : Primary data

Interpretation:

The table 3.7 shows that 8 % of the respondents feel that quality as the most liked aspect. Around 45% of the respondents feel that taste as the most attracting aspect. And around 33% of the respondents were attracted towards the variety offered by the company. 13% were attracted towards the flavor and only 1% of the respondents feel that service offered attracts them.

TABLE 3.8: Frequency of buying PepsiCo products

Table 3.8 shows the respondents frequency of buying the PepsiCo products

Response	No. of respondents	Percentage (%)
Very often	50	24
once in a week	91	43
once in a month	59	28
once in 3 months	10	5
Total	100	100

Source : Primary data

Interpretation:

The table shows that 24% of the respondents very often buy the products and 43% of the respondents buy the products once in a week and 28% of the respondents buy the PepsiCo products once in a month. Around 5% of the respondents buy the products once in 3 month.

TABLE 3.9: Frequency of buying competitor's product

Table shows the respondents frequency of buying competitor's product

Response	No. of respondents	Percentage (%)
very often	19	9
once in a week	43	21
once in a month	87	41
once in 3 months	57	27
once in a year	4	2
Total	210	100.0

Source : Primary data

Interpretation:

The table shows that 9% of the respondents very often buy the products and 21% of the respondents buy the products once in a week and 41% of the respondents buy the PepsiCo products once in a month. Around 27% of the respondents buy the products once in 3 month and only 2% of the respondents buy the products once in a year.

TABLE 3.10.1: Opinion about PepsiCo products:

The table shows the respondents opinion on the quality of the PepsiCo products

Satisfaction level	No. of respondents	Percentage (%)
Highly satisfied	15	7
Satisfied	44	21
Moderately satisfied	86	41
Dissatisfied	54	26
Highly dissatisfied	11	5
Total	210	100.0

Source : Primary data

Interpretation:

Out of the 210 respondents, only 7.1% of the respondents are highly satisfied with the quality of the product. And 21% of the respondents are satisfied with the quality of the product. 41% of the respondents are moderately satisfied with the quality of the product and 54% of the respondents are dissatisfied with the product. 5% are highly dissatisfied with the quality of the soft drinks which PepsiCo is offering.

TABLE 3.10.2: Satisfaction level of the respondents with the taste of the PepsiCo products

The table shows the satisfaction level of the respondents with the taste of the PepsiCo products.

Satisfaction level	No. of respondents	Percentage(%)
Highly satisfied	41	20
Satisfied	114	54
Moderately satisfied	49	23
Dissatisfied	6	3
Total	210	100.0

Source : Primary data

Interpretation:

Out of the 210 respondents, only 19.5% of the respondents are highly satisfied with the taste of the soft drink. And 54.3% of the respondents are satisfied with the taste of the soft drink. 23.3% of the respondents are moderately satisfied with the taste of the product and 2.9% of the respondents are dissatisfied with the product.

TABLE 3.10.3: Satisfaction level of the respondents

The table shows the satisfaction level of the respondents with the Containers of the PepsiCo products.

Satisfaction level	No. of respondents	Percentage (%)
Highly satisfied	45	21
Satisfied	116	55
Moderately Satisfied	43	21
Dissatisfied	4	2
Highly dissatisfied	2	1
Total	209	100.0

Source : Primary data

Interpretation:

Out of the 210 respondents, only 21% of the respondents are highly satisfied with the containers or the package of the soft drinks. And 55% of the respondents are satisfied with the containers of the soft drink. 21% of the respondents are moderately satisfied with the containers of the product and 2% of the respondents are dissatisfied with the containers of the soft drink. Only 1% are highly dissatisfied with the containers of the soft drinks which PepsiCo is offering.

TABLE 3.10.4: Satisfaction level of the respondents

The table shows the satisfaction level of the respondents with the divisions available in the PepsiCo products.

Satisfaction level	No. of respondents	Percentage (%)
Highly satisfied	48	23
Satisfied	115	54
Moderately satisfied	42	21
Dissatisfied	5	2.
Total	210	100.0

Source : Primary data

Interpretation:

Out of the 210 respondents, only 23% of the respondents are highly satisfied with the divisions available in the soft drinks category. And 54% of the respondents are satisfied with the divisions available in the soft drink. 21% of the respondents are moderately satisfied with the divisions available in the product and 2% of the respondents are dissatisfied with the divisions available in the soft drink.

TABLE 3.10.5: Satisfaction level of the respondents

The table shows the satisfaction level of the respondents with the pricing of the PepsiCo products.

Satisfaction level	No. of respondents	Percentage (%)
Highly satisfied	6	3
Satisfied	59	28
Moderately satisfied	98	47
Dissatisfied	35	16
Highly dissatisfied	13	6
Total	210	100.0

Interpretation:

Out of the 210 respondents, only 3% of the respondents are highly satisfied with the price of soft drinks. And 28% of the respondents are satisfied with the price of the soft drink. 47% of the respondents are moderately satisfied with the price of the product and 16% of the respondents are dissatisfied with the price of the soft drink and 6% of the respondents are highly dissatisfied with the price of the soft drink.

TABLE 3.11: Attractive Packing

The table shows the packing towards which the respondents are attracted.

Package	No. of respondents	Percentage (%)
Pet bottles	41	19
Glass bottles	46	22
Cans	110	52
Cups	13	7
Total	210	100.0

Interpretation:

Out of the 210 respondents, 52% of the respondents prefer cans, 22% of the respondents prefer glass bottles, 19% of the respondents prefer pet bottles and only 7% of the respondents prefer cups.

TABLE 3.12: Divisions preferred

The table shows the divisions preferred by the respondents.

Divisions	No. of respondent	Percentage (%)
500 ml	99	47
1l bottle	67	31
2l bottle	22	11
cans	22	11
Total	210	100.0

Source: Primary data

Interpretation:

Out of the 210 respondents, 47% of the respondents prefer 500ml. 31% of the respondents prefer 1l bottle. 11% of the respondents prefer 2l bottle and can type of division.

TABLE 3.13.1: Satisfaction Level of the customers in the chips category

The table shows the satisfaction level of the respondents with the quality of the products.

Satisfaction Level	No. of respondents	Percentage (%)
Highly satisfied	15	7
Satisfied	44	22
Moderately satisfied	82	39
Dissatisfied	50	24
Highly dissatisfied	18	8
Total	210	100.0

Source : Primary data

Interpretation:

Out of the 210 respondents, 39% of the respondents are moderately satisfied with the quality of the chips and 7% of the respondents are highly satisfied with the quality of the chips. 22% of the respondents are satisfied with the quality of the chips. 24% of the respondents are dissatisfied with the quality of the chips. Only 8% of the respondents are highly dissatisfied with the chips.

TABLE 3.13.2: Satisfaction Level of the customers in the chips category

The table shows the satisfaction level of the respondents with the Taste of the products.

Satisfaction Level	No. of respondents	Percentage (%)
Highly satisfied	28	13
satisfied	98	47
Moderately satisfied	77	37
Dissatisfied	3	1
Highly dissatisfied	4	2
Total	210	100.0

Source : Primary data

Interpretation:

Out of 210 respondents, only 13.3% of the respondents are highly satisfied with the taste of the chips. 46.7% of the respondents are satisfied with the taste of the chips. 36.7% of the respondents are moderately satisfied with the taste of the chips. 1.4% of the respondents are dissatisfied with the taste and 1.9% of the respondents are highly dissatisfied with the taste of the chips.

TABLE 3.13.3: Satisfaction Level of the customers in the chips category

The table shows the satisfaction level of the respondents with the flavour of the products.

Satisfaction Level	No. of respondents	Percentage (%)
Highly satisfied	48	22.9
satisfied	104	49.5
Moderately satisfied	54	25.7
Dissatisfied	4	1.9
Total	210	100.0

Source : Primary data

Interpretation:

Out of 210 respondents, only 22.9% of the respondents are highly satisfied with the flavour of the chips. 49.5% of the respondents are satisfied with the flavour of the chips. 25.7% of the respondents are moderately satisfied with the taste of the chips. 1.9% of the respondents are dissatisfied with the taste of the chips.

TABLE 3.13.4: Satisfaction Level of the customers in the chips category

The table shows the satisfaction level of the respondents with the odour of the products.

Satisfaction Level	No. of respondents	Percentage (%)
Highly satisfied	49	23
Satisfied	93	44
Moderately satisfied	56	27
Dissatisfied	10	5
Highly dissatisfied	2	1
Total	210	100.0

Source : Primary data

Interpretation:

Out of 210 respondents, only 23% of the respondents are highly satisfied with the odour of the chips. 44% of the respondents are satisfied with the odour of the chips. 27% of the respondents are moderately satisfied with the taste of the chips. 5% of the respondents are dissatisfied with the taste of the chips. Only 1% of the respondents are highly dissatisfied with the odour of the chips.

TABLE 3.13.5: Satisfaction Level of the customers in the chips category

The table shows the satisfaction level of the respondents with the Price of the products.

Satisfaction Level	No. of respondents	Percent
Highly satisfied	21	10
Satisfied	70	33
Moderately satisfied	82	39
Dissatisfied	32	15
Highly dissatisfied	4	2
Total	210	100.0

Source : Primary data

Interpretation:

Out of 210 respondents, only 10% of the respondents are highly satisfied with the price of the chips. 33% of the respondents are satisfied with the price of the chips. 39% of the respondents are moderately satisfied with the price of the chips. 15% of the respondents are dissatisfied with the price of the chips. Only 2% of the respondents are highly dissatisfied with the price of the chips.

TABLE 3.13.6: Satisfaction Level of the customers in the chips category

The table shows the satisfaction level of the respondents with the Crispness of the Chips

Satisfaction Level	No. of respondents	Percentage (%)
Highly satisfied	45	21
satisfied	110	52
Moderately satisfied	46	22
Dissatisfied	9	4
Total	210	100.0

Source : Primary data

Interpretation:

Out of 210 respondents, 21.4% of the respondents are highly satisfied with the price of the chips. 52.4% of the respondents are satisfied with the price of the chips. 21.9% of the respondents are moderately satisfied with the crispness of the chips 4.3% of the respondents are dissatisfied with the crispness of the chips.

TABLE 3.13.7: Satisfaction Level of the customers in the chips category

The table shows the satisfaction level of the respondents with the quantity of the Chips

Satisfaction Level	No. of respondents	Percentage (%)
Highly satisfied	5	2
Satisfied	32	15
Moderately satisfied	75	36
Dissatisfied	71	34
Moderately dissatisfied	27	13
Total	210	100.0

Source : Primary data

Interpretation:

Out of 210 respondents, only 2% of the respondents are highly satisfied with the quantity of the chips. 15% of the respondents are satisfied with the quantity of the chips. 36% of the respondents are moderately satisfied with the quantity of the chips. 34% of the respondents are dissatisfied with the quantity of the chips. Only 13% of the respondents are highly dissatisfied with the quantity of the chips.

TABLE 3.14: Quantity difference

The table shows the respondents view on the quantity difference between Lays and Kurkure.

Response	No. of respondent	Percentage (%)
Yes	110	52
No	100	48
Total	210	100.0

Source : Primary data

Interpretation:

Out of the 210 respondents, 52% of the respondents feel that there exists a quantity difference between Lays and Kurkure though they are offered at the same price. But 48% of the respondents feel that there is no quantity difference between Lays and Kurkure.

TABLE 3.15: Availability of PepsiCo products

The table shows the respondents satisfaction on the availability of the PepsiCo products

Response	No. of respondents	Percentage (%)
Yes	165	79
No	45	21
Total	210	100.0

Source: Primary data

Interpretation:

Out of the 210 respondents, 79% of the respondents feel that PepsiCo products are available in all the retail outlets. Only 21% of the respondents feel that the products are not available in their nearest retail outlets.

Table 3.16: Price difference

The table shows the respondents view on the price difference in the PepsiCo products, between the retail outlets and other shops.

Response	No. of respondents	Percentage (%)
Yes	82	39
No	128	61
Total	210	100

Source: Primary data

Interpretation:

Out of the 210 respondents, 39% of the respondents feel that there is a price difference in the PepsiCo products between the retail outlets and other shops. 61% of the respondents feel that there is no price difference in the PepsiCo products between the retail outlets and other shops.

TABLE 3.17.1: Pricing of Pepsi

The table shows the respondents view on the pricing of the Pepsi

Response	No of respondents	Percentage (%)
Very high	12	6
High	89	42
Moderate	107	51.
Low	2	1.
Total	210	100.0

Source: Primary data

Interpretation:

Out of the 210 respondents, 6% of the respondents feel that pricing of Pepsi is very high. 42% of the respondents feel that pricing is high in the case of Pepsi. 51% of the people feel that the pricing is moderate and only 1% feel that the pricing is low.

TABLE 3.17.2: Pricing of Mirinda

The table gives the customer responses for the pricing of Mirinda-a PepsiCo product.

Response	No. of respondents	Percentage
Very high	10	5
High	48	23
Moderate	125	60
Low	24	11
Very low	3	1
Total	210	100.0

Source : Primary data

Interpretation:

Out of the 210 respondents, 4.8% of the respondents feel that the pricing of Mirinda is very high and 22.9% of the respondents feel that the pricing of Mirinda is high. 59.5% of the respondents feel that the pricing of Mirinda is moderate. Another 11.4% of the respondents feel that the pricing of Mirinda is low and only 1.4% of the respondents feel that the pricing of Mirinda is very low.

TABLE 3.17.3: Pricing of Slice

The table shows the respondents view on the pricing of slice.

Responses	No. of respondents	Percentage (%)
Very high	11	5
High	51	24
Moderate	144	69
Low	3	1
Very low	1	1
Total	210	100.0

Source : Primary data

Interpretation:

Out of the 210 respondents, 5.2% of the respondents feel that the pricing of Slice is very high and 24.3% of the respondents feel that the pricing of Slice is high. 68.6% of the respondents feel that the pricing of Slice is moderate. Another 1.4% of the respondents feel that the pricing of Slice is low and only 0.5% of the respondents feel that the pricing of Slice is very low.

TABLE 3.17.4: Pricing of 7 Up

The table shows the respondents view on the pricing of 7 Up.

Responses	No. of respondents	Percentage (%)
Very High	8	4
High	40	19
Moderate	136	65
Low	24	11
Very low	2	1.
Total	210	100.0

Source : Primary data

Interpretation:

Out of the 210 respondents, 4% of the respondents feel that the pricing of 7 Up is very high and 19% of the respondents feel that the pricing of 7 Up is high. 65% of the respondents feel that the pricing of 7 up is moderate. Another 11% of the respondents feel that the pricing of 7 up is low and only 1% of the respondents feel that the pricing of 7 up is very low.

TABLE 3.17.5: Pricing of Mountain Dew

The table shows the respondents view on the pricing of Mountain Dew.

Response	No. of respondents	Percentage (%)
Very high	23	11
High	33	16
Moderate	115	55
Low	31	15
Very low	8	4
Total	210	100.0

Source : Primary data

Interpretation:

Out of the 210 respondents, 11% of the respondents feel that the pricing of Mountain Dew is very high and 16% of the respondents feel that the pricing of Mountain Dew is high. 55% of the respondents feel that the pricing of Mountain Dew is moderate. Another 15% of the respondents feel that the pricing of Mountain Dew is low and only 4% of the respondents feel that the pricing of Mountain Dew is very low.

TABLE 3.17.6: Pricing of Tropicana

The table shows the respondents view on the pricing of Tropicana

Responses	No. of respondents	Percentage (%)
Very high	26	12
High	61	29
Moderate	114	54
Low	9	5
Total	210	100.0

Source: Primary data

Interpretation:

Out of the 210 respondents, 12.4% of the respondents feel that the pricing of Tropicana is very high and 29% of the respondents feel that the pricing of Tropicana is high. 54.3% of the respondents feel that the pricing of Tropicana is moderate. Another 4.3% of the respondents feel that the pricing of Tropicana is low.

TABLE 3.17.7: Pricing of Lays

The table shows the respondents view on the pricing of Lays

Responses	No. of respondent	Percentage (%)
Very high	17	8
High	56	27
Moderate	113	54
Low	24	11
Total	210	100.0

Source: Primary data

Interpretation:

Out of the 210 respondents, 8% of the respondents feel that the pricing of Lays is very high and 27% of the respondents feel that the pricing of Lays is high. 54% of the respondents feel that the pricing of Lays is moderate. Another 11% of the respondents feel that the pricing of Lays is low.

TABLE 3.17.8: Pricing of Kurkure

The table shows the respondents view on the pricing of Kurkure

Responses	No. of respondents	Percentage (%)
Very high	16	8
High	62	30
Moderate	125	60
Low	7	2
Total	210	100.0

Source: Primary Data

Interpretation:

Out of the 210 respondents, 7.6% of the respondents feel that the pricing of Kurkure is very high and 29.5% of the respondents feel that the pricing of Kurkure is high. 59.5% of the respondents feel that the pricing of Kurkure is moderate. Another 3.3% of the respondents feel that the pricing of Kurkure is low.

TABLE 3.17.9: Pricing of Cheetos

The table shows the respondents view on the pricing of Cheetos

Responses	No. of respondents	Percentage (%)
Very high	14	6
High	46	22
Moderate	114	54
Low	35	17
Very low	1	1
Total	210	100.0

Source: Primary Data

Interpretation:

Out of the 210 respondents, 6% of the respondents feel that the pricing of Cheetos is very high and 22% of the respondents feel that the pricing of Cheetos is high. 54% of the respondents feel that the pricing of Cheetos is moderate. Another 17% of the respondents feel that the pricing of Cheetos is low and only 1% of the respondent feels that the pricing of Cheetos is very low.

TABLE 3.17.10: Pricing of Uncle Chips

The table shows the respondents view on the pricing of Uncle chips

Responses	No. of respondents	Percentage (%)
Very high	8	4
High	49	23
Moderate	123	59
Low	28	13
Very low	2	1
Total	210	100.0

Source: Primary Data

Interpretation:

Out of the 210 respondents, 4% of the respondents feel that the pricing of Uncle Chips is very high and 23% of the respondents feel that the pricing of Uncle chips is high. 59% of the respondents feel that the pricing of Uncle chips is moderate. Another 13% of the respondents feel that the pricing of Uncle chips is low and only 1% of the respondents feel that the pricing of Uncle chips is very low.

TABLE 3.18: Overall opinion about PepsiCo products

This table shows the opinion of the respondents about the PepsiCo products

Responses	No. of respondents	Percentage (%)
Excellent	57	27
Good	144	69
Very bad	9	4
Total	210	100.0

Source: Primary Data

Interpretation:

Out of the 210 respondents, 27% of the respondents feel that PepsiCo products are excellent. 69% of the respondents feel that PepsiCo products are Good and Only 4% of the respondents feel that the PepsiCo products are very bad.

TABLE 3.19:

The table shows the respondents possibility to recommend the PepsiCo products to their friends/relatives.

Responses	No. of respondents	Percentage (%)
Very Unlikely	8	4
Unlikely	64	31
Neither unlikely nor likely	88	42
Likely	33	16
Very likely	15	7
Total	208	100.0

Source: Primary Data

Interpretation:

Out of the total respondents, about 42% of the respondents will neither likely nor unlikely recommend the PepsiCo products.

Table 3.20:

Table representing the opinion of the respondents about the various aspects of the soft drinks category after the PepsiCo products.

Aspects	HS	S	MS	DS	HDS	Formula	Total	Rank
Quality	15	44	86	54	11	628	2.99047619	5
Taste	41	114	49	6	0	820	3.904761905	3
Variety	45	116	43	4	0	826	3.933333333	2
Divisions	48	115	42	4	1	835	3.976190476	1
Price	6	59	98	35	11	641	3.052380952	4

Source: Primary Data

Interpretation:

From this table, we infer that the respondents are satisfied with the divisions available. Next to it they are satisfied with the varieties available. Then the respondents are comfortable with taste of the PepsiCo products. Next to it the respondents are satisfied with the price and quality.

Table 3.21:

Table representing the opinion of the respondents about the various aspects of the Frito Lays division of the PepsiCo products

Chips	HS	S	MS	DS	HDS	Formula	Total	Rank
Quality	15	44	82	50	18	615	2.928571429	6
Taste	28	98	77	3	4	773	3.680952381	4
Flavor	48	104	54	4	0	826	3.933333333	1
Odour	49	93	56	10	1	806	3.838095238	3
Price	21	70	82	32	4	699	3.328571429	5
Crispness	45	110	46	9	0	821	3.90952381	2
Quantity	5	32	75	71	27	547	2.604761905	7

Source: Primary Data

Interpretation:

From this table, we infer that the respondents are satisfied with the flavour of the chips. Next to it they are satisfied with the crispy nature of the chips. Then the respondents are attracted towards the odour of the chips. Next to it the respondents are satisfied with the taste, price, quality and quantity.

TABLE 3.22

Table showing the respondents satisfaction level on the pricing of the various PepsiCo products:

Price	Very High	High	Moderate	Low	Very low	Formula	Total	Rank
Pepsi	12	89	107	2	0	741	3.528571429	1
Mirinda	10	48	125	24	3	668	3.180952381	5
slice	11	51	144	3	1	698	3.323809524	4
7 up	8	40	136	24	2	658	3.133333333	10
Mountain dew	23	33	115	31	7	661	3.147619048	9
Tropicana	26	61	114	9	0	734	3.495238095	2
lays	17	56	113	24	0	696	3.314285714	7
Kurkure	16	62	125	7	0	717	3.414285714	3
Cheetos	14	46	114	35	1	667	3.176190476	6
Uncle chips	8	49	123	28	2	663	3.157142857	8

Source: Primary data

Interpretation

Most of the respondents feel that pricing of pepsi is very high and next to it comes the pricing of Tropicana and 7 up is considered to be as the cheapest of all the PepsiCo products.

CONCLUSION

CHAPTER 4

CONCLUSION

4.1 FINDINGS:

- It is inferred that majority of the respondents i.e., 58% of the respondents are male.
- It is inferred that around 38% of the respondents are belonging to the age group of 31-40.
- It is inferred that about 57% of the respondents came to know about the PepsiCo products by the electronic media(Radio/Television).
- It is inferred that 71% of the respondents are influenced by the advertisements in radio/television to buy the PepsiCo products.
- It is inferred that 56% of the respondents rate the advertisements of the PepsiCo products as moderate.
- It is inferred that, out of 210 respondents, 51% of the respondents are not aware of all the products which PepsiCo is offering.
- It is inferred that out of all the aspects, the respondents are very much satisfied with the taste of the products. Around 45% of the respondents are satisfied with the products.
- It is inferred that 43% of the respondents buy the PepsiCo products once in a week.
- It is inferred that 41% of the respondents buy the competitors product only once in a month.

- It is inferred that 41% of the respondents are moderately satisfied with the quality of the soft drinks.
- It is inferred that 54% of the respondents are satisfied with the taste of the soft drinks offered by PepsiCo.
- It is inferred that 55% of the respondents are satisfied with the Containers in which the soft drinks are coming out.
- It is inferred that 38% of the respondents feel that there exists a price difference in the PepsiCo products, between the retail outlets and other shops.
- It is inferred that 42% of the respondents feel that the pricing of pepsi is high.
- It is inferred that 60% of the respondents are moderately satisfied with the pricing of Mirinda.
- It is inferred that 69% of the respondents are moderately satisfied with the pricing of slice.
- It is inferred that 65% of the respondents feel that the pricing of 7 Up is moderate.
- It is inferred that 55% of the respondents feel that pricing of Mountain dew is moderate.
- It is inferred that 54% of the respondents feel that pricing of Tropicana is moderate.
- It is inferred that 54% of the respondents are moderately satisfied with the pricing of Lays.
- It is inferred that 60% of the respondents are moderately satisfied with the pricing of Kurkure.

- It is inferred that 54% of the respondents feel that pricing of Cheetos is moderate
- It is inferred that 59% of the respondents feel that the pricing of Uncle chips is moderate.
- It is inferred that 69% of the respondents has a opinion that PepsiCo products are good.
- It is inferred that 42% of the respondents neither unlikely nor likely would recommend the PepsiCo products to a friend or a colleague.

4.2 Suggestions:

- Many of the respondents are not convinced with the quality of the PepsiCo products. So the company has to concentrate on the quality of the products.
- The preservative in Frito lays products lasts for 9 months which affects health. So the time span for preserving the products can be reduced to 3 months.
- One of the PepsiCo products namely mountain dew is not available in all the places. The Company has to concentrate on this issue.
- Price difference exists in the PepsiCo products between the retail outlets and the other shops. This has to be taken into notice by the company since this might affect the image of the company.
- The customers are dissatisfied with the quantity of the chips. The package is filled with air rather than chips. So the quantity of chips has to be increased.
- There exists a quantity difference between Lays and Kurkure though they are offered at the same price. The respondents are very much dissatisfied with this.

- Some respondents feel that the PepsiCo products are not available in all the places and so they are forced to buy the competitors products. So the company has to focus on its distribution channels.

APPENDIX

QUESTIONNAIRE

CUSTOMER SATISFACTION TOWARDS PEPSICO PRODUCTS IN CHENNAI CITY

Name:

Gender:

- (a) Male (b) Female

Age:

- (a) Below 20 (b) 21-30 (c) 31-40 (d) 40-50
(e) above 50

(1) How did you come to know about the PepsiCo Products?

- (a) Print Media [Newspaper/Magazine]
(b) Electronic Media [Radio/Television]
(c) Internet
(d) Verbal [Friends/Family]

(2) Which influenced you to buy PepsiCo Products?

- (a) Advertisements in radio/television
(b) Advertisements in newspaper/ Magazine
(c) Advertisements through internet

(3) How would you rate the advertisements of PepsiCo?

- (a) Good (b) Moderate (c) Worst

(4) Are you aware of all the products which PepsiCo is offering?

- (a) Yes (b) No

(5) Which are the PepsiCo products are you aware of?

- (a) Pepsi (b) Mirinda (c) Slice (d) 7 up
(e) Mountain Dew (f) Tropicana (g) Aquafina (h) Lays
(i) Kurkure (j) Uncle chips (k) Cheetos

(6) Which aspects of the PepsiCo products do you like the most?

- (a) Quality (b) Taste (c) Variety
(d) Flavor (e) Service

(7) How frequently would you buy the PepsiCo products?

- (a) Very often (b) Once in a week (c) once in a month
(d) Once in 3 months (e) Once in a year.

(8) How frequently would buy the competitors products?

- (a) Very often (b) Once in a week (c) once in a month
(d) Once in 3 months (e) Once in a year.

(9) Your opinion about PepsiCo's soft drinks?

Aspects	Highly Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Highly Dissatisfied
Quality					
Taste					
Containers					
Divisions available					
Price					

(10) Which type of Packing attracts you the most?

- (a) Pet Bottles (b) Glass Bottles (c) Cans
 (d) Cups

(11) Which division would you prefer the most in the soft drinks category?

- (a) 500ml (b) 1l Bottle (c) 2l bottle
 (d) Cans

(12) In chips category such as Lays, Kurkure, Cheetos etc., how satisfied are you with the following aspects?

Aspects	Highly Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Highly Dissatisfied
Quality					
Taste					
Flavor					
Odour					
Price					
Crispness					
Quantity					

(13) Do you see any quantity difference between Lays and Kurkure though they are offered at same price?

- (a) Yes (b) No

(14) Are you satisfied with the availability of the PepsiCo products?

- (a) Yes (b) No

(15) Do you see any price difference in the PepsiCo products, between the retail outlets and other shops?

- (a) Yes (b) No

(16) How would you rate the price of the following PepsiCo Products,

When compared to its competitor products?

Products	Very High	High	Moderate	Low	Very Low
Pepsi					
Mirinda					
Slice					
7Up					
Mountain Dew					
Tropicana					
Lays					
Kurkure					
Cheetos					
Uncle chips					

(17) Your opinion about PepsiCo Products?

- (a) Excellent (b) Good (c) Very Bad

(18) How likely is it that you would recommend these products to a friend
or a colleague?

- (a) Very Unlikely (b) Unlikely (c) Neither unlikely nor likely
(d) Likely (d) Very likely

(19) Give your suggestions for improvement, if any.

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