

**IMPACT OF QUANTITY PURCHASE AND DISPLAY SCHEME ON SALES
OF PEPSI AT COIMBATORE**

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of

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BONAFIDE CERTIFICATE

Certified that this project report titled "**IMPACT OF QUANTITY PURCHASE AND DISPLAY SCHEME ON SALES OF PEPSI AT COIMBATORE**" is the bonafide work of Mr. SAHAYA ALEXANDER.X, 12MBA037 who carried out the project 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.

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DECLARATION

I hereby declare that this project entitled "**IMPACT OF QUANTITY PURCHASE AND DISPLAY SCHEME ON SALES OF PEPSI AT COIMBATORE**" submitted in partial fulfillment of the requirements for award of the degree of MBA at KCT Business School, affiliated to Anna University Coimbatore, is an authentic work written by me and is my own effort and that no part has been plagiarized without citations and has not been submitted to any other University/Institute for award of any degree/diploma.

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SYNOPSIS

Trade sales promotion strategies positively correlates with marketing performance, firms view trade sales promotion strategy incompetence with grave concern. The effect of poor trade promotion strategy performance is not limited to firms alone since organizations can and do experience sub-optimal or out-right poor performance; but also to the economy as a whole. Among the factors critical to business profitability; fresh concerns about the efficacy of trade promotion strategies is sparsely researched. This informs the research interest in this regard, recognizing the unique role of trade sales promotion strategies that distinguishes it from other marketing communication methods, and its critical roles in pushing and creating traffic for the manufacturer's product.

The paper tries to answer the question whether merchandise quality and service quality and schemes are independently associated with store along with retailer's satisfaction preference. Specifically, the present work aims to study the role of Trade oriented sales promotion given by manufacturers to retailers.

This research also aims to identify the effects of retailer satisfaction, preference and service quality as the determinants of in the context of retailer's who have enrolled in QPDS schemes.

CHAPTER 1

INTRODUCTION

1.1 About the Study

Manufacturers have various reasons for using trade-oriented sales promotion strategies: to introduce new or revised products; to increase distribution of new packages or sizes; to build retail inventories; to maintain or increase the manufacturers share of shelf space; to obtain displays outside normal shelf locations; to reduce excess inventories and increase turnover; to achieve product features in retailers advertisement; to counter competitive activity; and to sell as much as possible to final consumers. The aim is to realize economic rents in form of optimal marketing performance for the firm.

1.2 About the Industry and organization

Industry Profile

The beverage industry includes manufacturers and distributors of soft drinks, bottled water, energy drinks, sports drinks, milk products, coffee and tea based products, nutritional drinks, and alcohol products.

Large companies benefit from economies of scale in production and distribution. Small companies can compete by producing new products, catering to local tastes, or nimbly reacting to changes in the marketplace. The beverage industry is a huge part of our economy that affects many different sectors. Non-alcoholic beverages include a large variety of drinks, but sodas account for about 60 percent of the market. The manufacture and distribution of most national soda brands is a two-tiered process. The primary manufacturer produces syrup called concentrate, and local bottlers manufacture and distribute the finished product. The flavoured syrup, corn syrup (as a sweetener), and filtered water are mixed in the right proportions, carbon dioxide gas is injected, and the finished soda product is poured into bottles or cans, which are capped, labelled, and packaged.

Soft drinks are known as non-alcoholic beverage containing syrup essence or fruit concentrates that are mixed with carbonated water. Soft drinks are thirst quencher, hygienic and a drink of enjoyment. Soft drinks industries are quit old. Today Pepsi and Coca-Cola are the famous brands and both are multinational. The production of

soft drink industry is based on the franchise system, where the parent companies supply the concentrates brand name and know how. The franchise unit that is the bottling unit supplies the production to the market. Hence the bottlers become very important for the successful operation of the soft drinks brand. The drinks are called soft drinks, only to separate them from hard alcoholic drinks. This drinks do not contains alcohol & broadly specifying this beverages, includes a variety of regulated carbonated soft drinks, diet & caffeine free drinks, bottled water juices, juice drinks, sport drinks & even ready to drink tea/coffee packs. So we can say that soft drinks mean carbonated drinks. Today, soft drink is more favourite refreshment drink than tea, coffee; juice etc. It is said that where there is a consumer, there is a producer & this result into competition. Bigger the player, the harder it plays. In such situation broad identity is very strong. It takes long time to make brand famous.

Definition of the Industry: The Soft Drink Industry consists of establishments primarily engaged in manufacturing non-alcoholic, carbonated beverages, mineral waters and concentrates and syrups for the manufacture of carbonated beverages. Establishments primarily engaged in manufacturing fruit juices and non-carbonated fruit drinks are classified in canned and Preserved Fruit and Vegetable Industry. Principal activities and products:

- Aerated waters
- Carbonated beverages
- Mineral and spring waters
- Soft drink concentrates and syrup
- Soft drink preparation carbonating

The first marketed soft drinks (non-carbonated) appeared in the 17th century.

Drinks, or beverages, are liquids specifically prepared for human consumption. In addition to basic needs, beverages form part of the culture of human society. Despite the fact that most beverages, including juice, soft drinks, and carbonated drinks, have some form of water in them; water itself is often not classified as a beverage, and the word beverage has been recurrently defined as not referring to water.

A soft drink (also called soda, pop, coke, soda pop, fizzy drink, tonic, seltzer, mineral, sparkling water, lolly water or carbonated beverage) is a beverage that

typically contains water (often, but not always, carbonated water), usually a sweetener and usually a flavouring agent.

The sweetener may be sugar, high-fructose corn syrup, fruit juice, sugar substitutes (in the case of diet drinks) or some combination of these. Soft drinks may also contain caffeine, colourings, preservatives and other ingredients.

Soft drinks are called "soft" in contrast to "hard drinks" (alcoholic beverages). Small amounts of alcohol may be present in a soft drink, but the alcohol content must be less than 0.5% of the total volume if the drink is to be considered non-alcoholic. Fruit juice, tea and other such non-alcoholic beverages are technically soft drinks by this definition but are not generally referred to as such.

In India

Leading Indian companies with direct and allied interests in the non-alcoholic beverage industry have come together to form the Indian Beverage Association (IBA). These companies include **Dabur India Ltd, Red Bull India Pvt. Ltd, Tetra Pak India Pvt. Ltd, Pearl Drinks Ltd, Bengal Beverages Ltd, Jain Irrigation Systems Ltd, Coca-Cola India and Pepsico India Holdings Pvt. Ltd**. The Indian Soft Drinks Manufacturers Association (ISDMA) is also a member of the IBA.

IBA aims to bring together all stakeholders to a common platform to promote growth of the non-alcoholic industry. Consumption of non-alcoholic beverages is expected to increase by 16.5-19% over the next three years as more people are trading up to packaged drinks, according to a report by the Indian Council for Research on International Economic Relations (ICRIER) and the Indian Beverage Association (IBA) released on Thursday.

Corporate manufacturers of non-alcoholic beverages are expected to grow at an annual rate of 16.5% and non-corporate manufacturers at 19%, according to the report titled *Unleashing the Potential of the Non-alcoholic Beverage Sector*.

The estimates are based on an assumed gross domestic product growth of 7%, which is much higher than the 5% growth several economists are forecasting. India's

beverage market is largely unorganized, with nearly 75% of the demand serviced by companies in the unorganized sector. But in the past 18 months, the world's largest beverage makers Coca-Cola Co. and PepsiCo Inc. invested heavily towards building capacity and developing bottling infrastructure in the country over the next 7-8 years, to meet the growing demand for packaged beverages.

The ICRIER-IBA report said that with the rise in incomes India's non-alcoholic beverage sector has evolved both in terms of product variety and the number of companies in the market. According to another report by researcher Business Monitor International, the Indian market of non-alcoholic beverage market comprising carbonated drinks, juices, bottled water, ready-to-drink tea and coffee, and sports drinks is expected to touch \$5.18 billion by 2015.

S.R. Genk, president, IBA, said India's non-alcoholic beverage sector holds several advantages in terms of its large consumer base, abundant supply of raw material and a pool of low-cost, skilled labour.

"The sector has seen double digit growth post-liberalisation, and is currently contributing over 1% to India's GDP. With industry leaders such as Coca-Cola and PepsiCo announcing significant investment plans for India, there is a clear indication that the sector offers significant potential for growth in the coming years," he said in a press release.

PEPSICO Company Profile

PepsiCo is the world's second leading producer of snack foods and beverages including Pepsi soda. Its principal businesses include: Frito-Lay snacks, Pepsi-Cola beverages, Gatorade sports drinks, Tropicana juices and Quaker foods. PepsiCo brands are available in nearly 200 countries and territories.



PEPSICO

Major Frito-Lay products include Lay's potato chips, Doritos tortilla chips, Tostitos tortilla chips, Cheetos cheese flavoured snacks, Fritos corn chips, Ruffles potato chips, Rold Gold pretzels, Sun Chips multigrain snacks, Munchies snack mix, Lay's Stax potato crisps, Cracker Jack candy coated popcorn and Go Snacks. Frito-Lay also sells a variety of branded dips, Quaker Fruit & Oatmeal bars, Quaker Quakes corn and rice snacks, Grandma's cookies, nuts and crackers. Lay's potato chips are the No. 1 snack food brand in America.

Pepsi beverage brands include Mountain Dew, Diet Pepsi, Gatorade, Tropicana Pure Premium, Aquafina water, Sierra Mist, Mug, Tropicana juice drinks, Propel, SoBe, Slice, Dole, Tropicana Twister and Tropicana Season's Best.

For fiscal 2013, PepsiCo reported revenues of \$66.4 billion, a 1% increase, and net income of \$6.74 billion. Worldwide snacks revenue grew 5% over the past year and 1% for beverages.

The company has 22 products that generate over \$1 billion in sales. Today, about \$13 billion of PepsiCo's sales comes from healthy or functional products (fruit juices, oatmeal, nuts and seeds, dairy products, sports drinks etc.).

PepsiCo World Headquarters is located in Purchase, NY, approximately 45 minutes from New York City. The seven-building headquarters complex was designed by Edward Durrell Stone, one of America's foremost architects. The building occupies 10 acres of a 144-acre complex that includes the Donald M. Kendall Sculpture Gardens, a world- acclaimed sculpture collection in a garden setting.

Many of PepsiCo's brand names are more than 100-years-old, but the corporation is relatively young. PepsiCo was founded in 1965 through the merger of Pepsi-Cola and Frito-Lay. Tropicana was acquired in 1998 and PepsiCo merged with The Quaker Oats Company, including Gatorade, in 2001.

PepsiCo's snack food operations had their start in 1932 when two separate events took place. In San Antonio, TX, Elmer Doolin bought the recipe for an unknown food

product -- a corn chip -- and started an entirely new industry. The product was Fritos brand corn chips, and his firm became the Frito Company.

That same year in Nashville, TN, Herman W. Lay started a business distributing potato chips. Mr Lay later bought the company that supplied him with product and changed its name to H.W. Lay Company. The Frito Company and H.W. Lay Company merged in 1961 to become Frito-Lay, Inc. PepsiCo's beverage business was founded 1898 by Caleb Bradham, a New Bern, North Carolina druggist, who first formulated Pepsi-Cola.

The company expanded its portfolio with the acquisition of Tropicana in 1998 and the merger with Quaker Oats in 2001. In 2010, PepsiCo completed its mergers with PepsiAmericas (PAS) Beverages and Pepsi Bottling Group (PBG) to strengthen its North American beverage business. The North American bottling operations of PAS and PBG are now an operating unit of PepsiCo known as Pepsi Beverages Company. PBC operates in the United States, Canada and Mexico and encompasses approximately 75 percent of PepsiCo's North American beverage volume.

In 2011, PepsiCo completed its largest-ever transaction outside of the United States with the acquisition of Wimm-Bill-Dann, the largest manufacturer of dairy products in Russia.

Mission

Our mission is to be the world's premier consumer Products Company focused on convenient foods and beverages. We seek to produce 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.

Vision

Our vision is put into action through programs and a focus on environmental stewardship, activities to benefit society, and a commitment to build shareholder value by making PepsiCo a truly sustainable company.

Values & Philosophy

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



PEPSICO in India

Leadership through Performance with Purpose

PepsiCo entered India in 1989 and in a short period, has grown into one of the largest food and beverage businesses in the country. PepsiCo growth in India has been guided by its global vision of “Performance with Purpose”. This means that while businesses maximize shareholder value, they have a responsibility to all the stakeholders, including the communities in which they operate, the consumers they serve and the environment whose resources they use.

Large investor and one of the largest food & beverage businesses in India:

One of the largest US multinational investors in the country, PepsiCo has been consistently investing in India and has built an expansive beverage and snack food business supported by 38 beverage plants and 3 food plants. PepsiCo and its partners recently announced an additional targeted investment of Rs. 33,000 Crore in India by 2020 in the areas of product innovation, increasing manufacturing capacity, ramping up market infrastructure, strengthening supply chain and expanding company's agriculture programme. PepsiCo India's diverse portfolio includes iconic brands like Pepsi, Lay's, Kurkure, Tropicana, Gatorade and Quaker. In two decades, the company has been able to organically grow eight brands that generate Rs. 1000 crores or more in estimated annual retail sales and are household names, trusted across the country.

A growing portfolio of enjoyable and wholesome snacks and beverages:

PepsiCo India's portfolio reflects its commitment to nourish consumers with a diverse range of fun and healthier products. The portfolio includes several healthier treats like Quaker Oats, Tropicana juices, Tropicana fruit powders, rehydrator Gatorade, Tata Water plus, Lay's baked range, Quaker flavoured oats and Quaker Nutri Upma & Nutri Poha breakfast range with the power of wholegrain.

Model partnership with over 24,000 farmers:

PepsiCo India has pioneered and established a model of partnership with farmers and now works with over 24,000 happy farmers across nine states. More than 45 percent of these are small and marginal farmers with a land holding of one acre or less. PepsiCo provides 360-degree support to the farmer through assured buy back of their produce at pre-agreed prices, quality seeds, extension services, disease control packages, bank loans, weather insurance, and the latest technological practices. The association with PepsiCo India has not only raised the incomes of small and marginal farmers, but also their social standing.

Global leader in water conservation:

In 2009, PepsiCo India achieved a significant milestone, by becoming the first business to achieve 'Positive Water Balance' in the beverage world, and has been Water Positive since then. This fact has been independently assured by Deloitte Touché Tohmatsu India Pvt. Ltd. In 2012, PepsiCo India saved 8.2 billion litres more than it consumed in its manufacturing operations. The company made this possible through innovative irrigation practices like direct seeding, community water recharging initiatives, and by reducing the consumption of water in its manufacturing facilities. PepsiCo is lauded for its efforts for water conservation and has received numerous awards such as CII National award for water management, Water Digest award for water practices and Golden Peacock award for water conservation amongst others.

Care for the environment:

PepsiCo India is now focused on reducing its carbon footprint. More than 40 per cent of its energy is today generated from renewable sources such as bio mass & rice husk boilers and wind turbines. Initiatives such as reduction in use of chemicals, eco-

friendly packaging initiatives and efficient waste management help reduce load on the environment. PepsiCo in partnership with the NGO Exnora and local municipalities has also been working on a unique waste collection and treatment program called 'Waste-to-Wealth'. The award winning programme has positively impacted more than 5, 00,000 people.

Exemplary employment practices:

PepsiCo India provides direct and indirect employment to almost 2, 00,000 people. The company believes in providing employment and growth opportunities to local talent. Its 'College of Leadership', ensures early identification of talent, and employees' focused development through critical experiences. PepsiCo firmly believes that encouraging diversity means encouraging policies and systems that respect people's special needs. Not only does PepsiCo have a vibrant and diverse workforce, it takes the utmost care to make dynamic business leaders of its employees and foster their career and personal growth through differentiated experiences and a robust leadership development model.



– BRANDS

- 7UP
- Aquafina
- Cheetos
- Duke's
- Gatorade
- Kurkure
- Lay's
- Lehar
- Mirinda

- Mountain Dew
- Nimbooz
- Pepsi
- Quaker Oats
- Slice
- Tropicana
- Uncle Chipps

1.3 Statement of the problem

Rapid changes in technology, over production, shortened product life cycles, increased competition owing to reduced barriers to domestic and international trade, mass communication and globalization have all contributed to the need for a firm to have distinctive capabilities; which create a competitive advantage over others. We are inclined to believe that fully utilized, competent and well-articulated trade sales promotion strategies constitute a competitive advantage. With the notion that trade sales promotion strategies positively correlates with marketing performance, firms view trade sales promotion strategy incompetence with grave concern. The effect of poor trade promotion strategy performance is not limited to firms alone since organizations can and do experience sub-optimal or out-right poor performance; but also to the economy as a whole. The aggregate business performance of a country's economic unit shapes its economy, since a nation's wealth is measured mostly in terms of its GDP. Among the factors critical to business profitability; fresh concerns about the efficacy of trade promotion strategies is sparsely researched.

1.4 Scope of the study

- i. This informs the research interest in this regard, recognizing the unique role of trade sales promotion strategies that distinguishes it from other marketing communication methods, and its critical roles in pushing and creating traffic for the manufacturer's product.
- ii. The study serves as a guide to better understanding of the relationships between trade sales promotion strategy management and marketing performance and the preference & satisfaction level of the retailers of PEPSI.
- iii. Marketing performance targeting sales turnover, market share and profitability, could be substantially enhanced through trade allowances and

trade contests. Therefore emphasis on the activities that make up trade allowance and trade contest, all things being equal, would most likely lead a firm to achieving superior marketing performance in the soft drinks of PEPSI.

CHAPTER 2

REVIEW OF LITERATURE

- i. B. Nwielaghi Michael & E. Ogwo on May 28, 2013 on the title “Trade Sales Promotion Strategies and Marketing Performance in the Soft Drink Industries in Nigeria” says it is an aspect of sales promotion which creates incentives for channel members to share with consumers and create sales for manufacturer’s merchandise. “It is also called ‘Dealer’ or ‘trade promotion ’or ‘push strategy’ Push implies a forward thrust of effort whereby a manufacturer directs personal selling, trade advertising, and trade-oriented sales promotion to wholesalers and retailers. The essence is to encourage these channel members to stock the product, provide strategic shelve space for it and encourage consumers to buy from their outlets. For purposes of this work these incentives include, trade contest, trade fair and trade allowance.

- ii. N.Sulaiman on April 02, 2012 on the title “Retailing Trend and Retailers Perception A Study on Pharma Industry” and Shah Faisal on 2009on “study of retailers preference towards ITC candyman and candico candies” and S.P.Karuppasamy Pandian on march 2013 “An Empirical Study On Retailer’s Perception Towards Pepsi In Tiruchirappalli District” has said A retailer or retail store is any business enterprise whose sales volume comes primarily from retailing. Any organization selling to final consumers—whether it is a manufacturer, wholesaler, or retailer—is doing retailing. It does not matter how the goods or services are sold or where they are. As the manufacturers wants to know the various factors that influence the preference and expectation of retailers.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Type of Research

Descriptive research can be either quantitative or qualitative. It can involve collections of quantitative information that can be tabulated along a continuum in numerical form, such as scores on a test or the number of times a person chooses to use a-certain feature of a multimedia program, or it can describe categories of information such as gender or patterns of interaction when using technology in a group situation. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection.

3.2 Objectives of the Study

- i. To find the impact of the quantity purchase and display scheme on sales of Pepsi.
- ii. To find the retailers opinion towards quantity purchase and display scheme of Pepsi.
- iii. To find the retailers preference towards various attributes of Pepsi & Coke.
- iv. To find the retailers satisfaction towards quantity purchase and display scheme and various attributes of Pepsi & Coke.

3.3 Data and sources of data

Data Collection Tools

The data comprises information survey of “Impact of QUANTITY PURCHASE AND DISPLAY SCHEME on Sales of PEPSI at Coimbatore”. The data has been collected directly from respondent [retailers] with the help of structured questionnaires.

3.4 Time period covered

The time period covered for conducting this research study is 2 months i.e., from 31 January 2014 to 26 March 2014.

3.5 Population & Sample Size

Population

- Retailers who have enrolled in the scheme of QPDS and purchase soft drinks of Pepsi at Coimbatore region.

- Population Size is 271. This study is done for the sample of 110 retailers who are enrolled in QPDS and are convenient for collecting data.

3.6 Sampling technique

Convenience sampling

A statistical method of drawing representative data by selecting people because of the ease of their volunteering or selecting units because of their availability or easy access. The advantages of this type of sampling are the availability and the quickness with which data can be gathered.

3.7 Statistical tools used

- i. Percentage analysis
- ii. Weighted Average
- iii. Regression analysis

H0: Independent variables do not influence the dependent variable.

Ha: Independent variables do influence the dependent variable.

- iv. Paired sample T test.

H0: There is no significance difference between attributes of Pepsi and Coke.

Ha: There is significance difference between attributes of Pepsi and Coke.

[Using SPSS software]

3.8 Limitations of the study

- i. This study was much focused on Retail outlets and the Retailers of Coimbatore only so the results provided was restricted and pertaining to Coimbatore circle only.

CHAPTER 4

ANALYSIS & INTERPRETATION

4.1 Percentage analysis:

Percentage method refers to a specified kind which is used in making comparison between two or more series of data. Percentages are based on descriptive relationship. It compares the relative items. Since the percentage reduces everything to a common base and thereby allow meaning comparison.

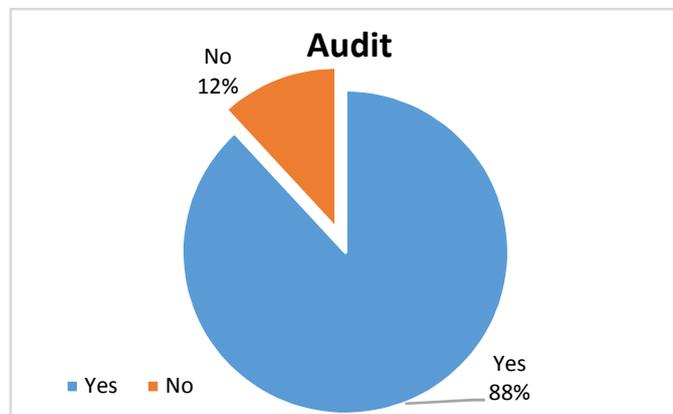
$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total no of respondents}} \times 100$$

- Does the Audit person gives information about the audit?

Table 4.1.1 Audit information

| | Frequency | Percent |
|-------|-----------|---------|
| yes | 97 | 88.2 |
| no | 13 | 11.8 |
| Total | 110 | 100.0 |

Chart 4.1.1 Audit information



Interpretation:

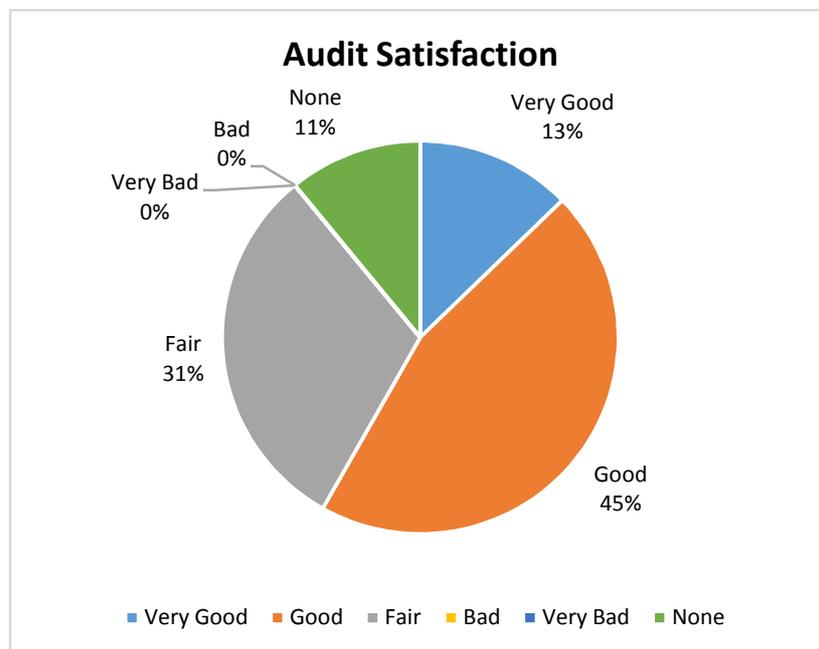
The Audit which was made among the 110 respondents, 97 respondents have achieved the Display and purchase (Slice and Pepsi). 13 respondents have not achieved the display and purchase scheme i.e. 88% of the retailers have achieved display and purchase scheme & 12% have not achieved the display and purchase scheme of the month February.

- How do feel about the audit made?

Chart 4.1.2 Audit satisfaction

| | Frequency | Percent |
|-------|-----------|---------|
| 0 | 12 | 10.9 |
| 1 | 34 | 30.9 |
| 2 | 50 | 45.5 |
| 3 | 14 | 12.7 |
| Total | 110 | 100.0 |

Chart 4.1.2 Audit satisfaction



Interpretation:

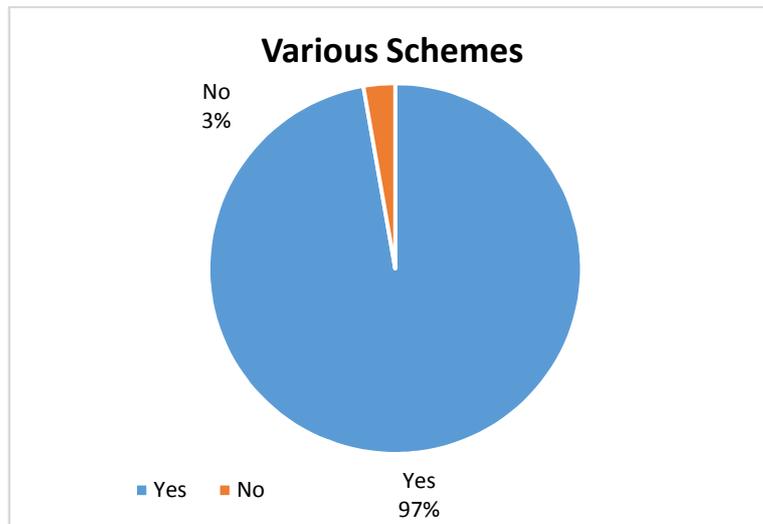
The audit was made on 97 retail outlets which have achieved the QPDS among the 110 respondents, where the satisfaction level was measured on a 5-point scale from very good to very bad, among which 45% responded as very good is high and the least is 13% as good. In which 11% are the outlets which have not been audited due to non-achievement of QPDS.

- Would you like to get more QPDS schemes like this?

Chart 4.1.3 Scheme options

| | Frequency | Percent |
|-------|-----------|---------|
| yes | 107 | 97.3 |
| no | 3 | 2.7 |
| Total | 110 | 100.0 |

Chart 4.1.3 Scheme options



Interpretation:

Among the 110 respondents 97% of the retailers would like to enrol in various plans (QPDS) on further months and 3% retailers do not wish to enrol in various plans of QPDS.

- Kindly rank the preference of below given attributes of soft drinks?

Table 4.1.4 Brand

| | Frequency | Percent |
|-------|-----------|---------|
| Pepsi | 81 | 73.6 |
| Coke | 29 | 26.4 |
| Total | 110 | 100.0 |

Interpretation:

The preference level collected from 110 respondents, 81 respondents have given preference towards attribute Pepsi Brand and 29 respondents for attribute Coke Brand, i.e.74% for the attribute Pepsi Brand and 26% for attribute Coke Brand.

Chart 4.1.5 Products

| | Frequency | Percent |
|-------|-----------|---------|
| Pepsi | 99 | 90.0 |
| Coke | 11 | 10.0 |
| Total | 110 | 100.0 |

Interpretation:

The preference level collected from 110 respondents, 99 respondents have given preference towards attribute Pepsi products and 29 respondents for attribute Coke products, i.e.90% for the attribute Pepsi products and 10% for attribute Coke products.

Chart 4.1.6 Price

| | Frequency | Percent |
|-------|-----------|---------|
| Pepsi | 56 | 50.9 |
| Coke | 53 | 48.2 |
| Total | 110 | 100.0 |

Interpretation:

The preference level collected from 110 respondents, 56 respondents have given preference towards attribute Pepsi price and 53respondents for attribute Coke price, i.e.51% for the attribute Pepsi price and 49% for attribute Coke price.

Chart 4.1.7 Quality

| | Frequency | Percent |
|-------|-----------|---------|
| Pepsi | 84 | 76.4 |
| Coke | 26 | 23.6 |
| Total | 110 | 100.0 |

Interpretation:

The preference level collected from 110 respondents, 84 respondents have given preference towards attribute Pepsi quality and 26 respondents for attribute Coke quality, i.e.76% for the attribute Pepsi quality and 24% for attribute Coke quality.

Chart 4.1.8 Discount

| | Frequency | Percent |
|-------|-----------|---------|
| Pepsi | 59 | 53.6 |
| Coke | 51 | 46.4 |
| Total | 110 | 100.0 |

Interpretation:

The preference level collected from 110 respondents, 59 respondents have given preference towards attribute Pepsi discount and 51 respondents for attribute Coke discount, i.e.54% for the attribute Pepsi discount and 46% for attribute Coke discount.

Chart 4.1.9 Incentive

| | Frequency | Percent |
|-------|-----------|---------|
| Pepsi | 75 | 68.2 |
| Coke | 35 | 31.8 |
| Total | 110 | 100.0 |

Interpretation:

The preference level collected from 110 respondents, 75 respondents have given preference towards attribute Pepsi incentive and 35 respondents for attribute Coke incentive, i.e.68% for the attribute Pepsi incentive and 32% for attribute Coke incentive.

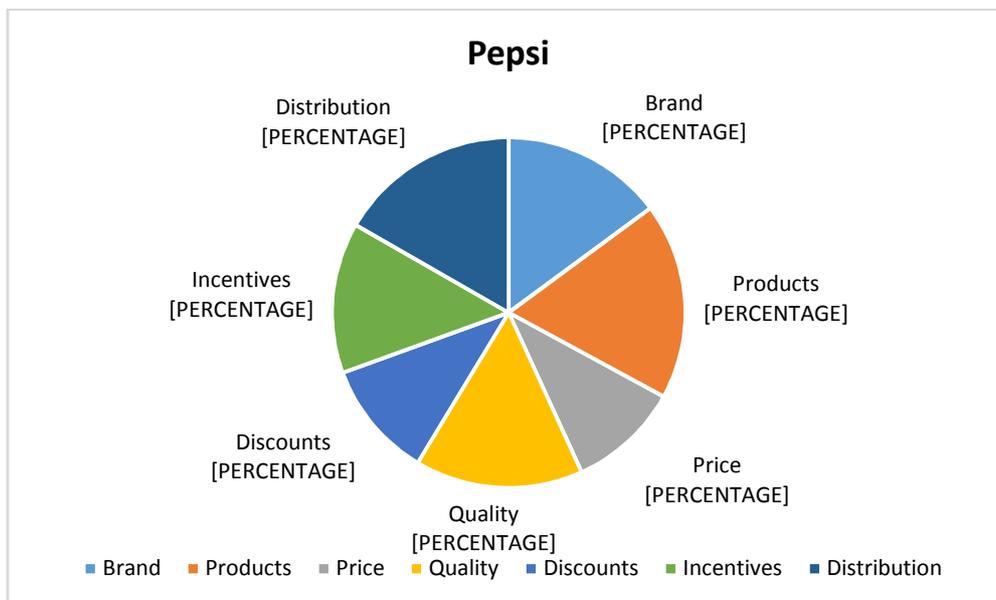
Chart 4.1.10 Distribution

| | | Frequency | Percent |
|-------|-------|-----------|---------|
| Valid | Pepsi | 91 | 82.7 |
| | Coke | 19 | 17.3 |
| | Total | 110 | 100.0 |

Interpretation:

The preference level collected from 110 respondents, 91 respondents have given preference towards attribute Pepsi distribution and 19 respondents for attribute Coke distribution, i.e.83% for the attribute Pepsi distribution and 17% for attribute Coke distribution.

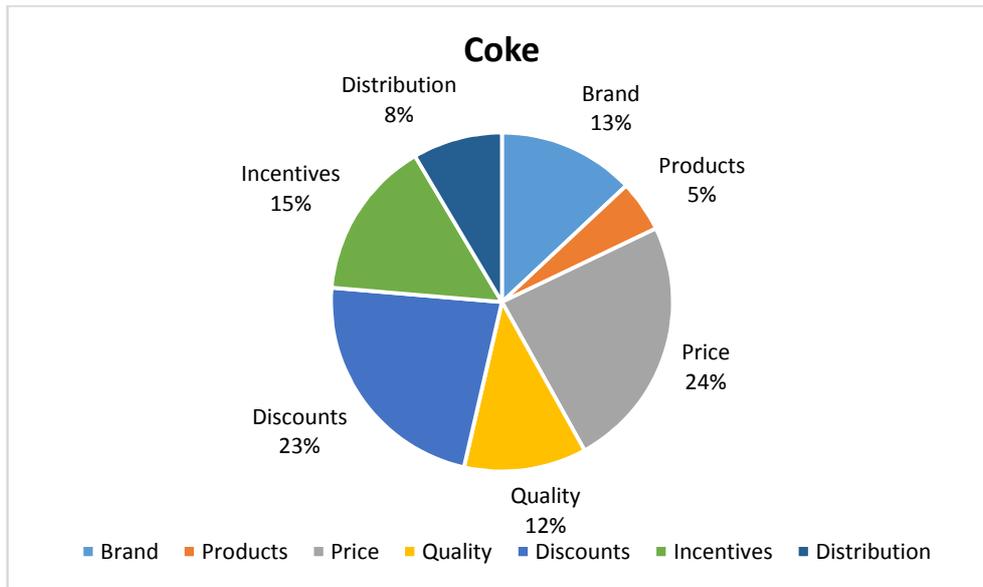
Chart 4.1.4 Percentage analysis on preference of Pepsi



Interpretation:

Among the 110 respondents collected using seven attributes related to the soft drinks industry maximum respondent 18% give preference to products of Pepsi as high and 10% preference to price of Pepsi products as low respondents.

Chart 4.1.5 Percentage analysis on preference of Coke



Interpretation:

Among the 110 respondents collected using seven attributes related to the soft drinks industry maximum respondent 24% give preference to price of Coke as high and 8% preference to price of Coke distribution as low respondents.

4.2 Multiple Regression

In statistics, regression analysis is a statistical process for estimating the relationships among variables. It includes many techniques for modelling and analysing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables. More specifically, regression analysis helps one understand how the typical value of the dependent variable (or 'Criterion Variable') changes when any one of the independent variables is varied, while the other independent variables are held fixed.

H0: The independent does not have any significant influence on the dependent variable quantity purchase and display scheme.

Ha: The independent variables has a significant influence on the dependent variable quantity purchase and display scheme.

Table 4.2.1
Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .684 ^a | .468 | .426 | .64682 |

Interpretation

Model for fitness

The difference between R square and adjusted R square is 0.42. Hence this model is fit in for further study.

Table 4.2.2:
Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | .238 | .294 | | .809 | .420 |
| How informative is the explanation given by PSR about the QPDS | .130 | .125 | .099 | 1.035 | .303 |
| How helpful is the support given by the CE | -.052 | .094 | -.049 | -.549 | .584 |
| Does the company provide with enough accessories(Helping tool) | .021 | .097 | .023 | .217 | .829 |
| Does the service of the company match with your actual expectations to actual service | .110 | .097 | .123 | 1.140 | .257 |
| Are you receiving the stock dispatch at time | .362 | .098 | .342 | 3.695 | .000 |
| Time duration of the QPDS settlement | .053 | .077 | .062 | .683 | .496 |
| Have you enrolled you in company's various plans | .101 | .064 | .142 | 1.582 | .117 |
| Does the company solve your problem in short time | .203 | .101 | .183 | 2.016 | .046 |

a. Dependent Variable: How do you feel the QPDS construct

Interpretation

The significant level of an independent variables ,How informative is the explanation given by PSR about the QPDS is .130, How helpful is the support given by the CE is

.584, Does the company provide with enough accessories (Helping tool) is .829, Does the service of the company match with your actual expectations to actual service is .257, Are you receiving the stock dispatch at time is .000, Time duration of the QPDS settlement is .496, Have you enrolled you in company's various plans is .117, Does the company solve your problem in short time is .046, which is greater than 5% significant level.

So it cannot be taken into account because it is not influenced the dependent variable significantly.

All the other independent variables have significant levels which are less than 5% significant level. So they influence the dependent variable significantly.

So the equation will be:

How do you feel the QPDS construct= Constant 0.238+ 0.362(are you receiving the stock dispatch at time) + 0.203 (does the company solve your problem in short time).

Proven analysis: The level of significance in dependent variables Distribution is 0.000 and the other variable problem solving is 0.046. Hence these variables have a significant influence on the Quantity purchase and display scheme. The other variables does not have a significant influence on the above said scheme.

4.3 Paired Samples Test

The Paired-Samples T Test procedure compares the means of two variables for a single group. The procedure computes the differences between values of the two variables for each case and tests whether the average differs from 0.

H0: There is no significance difference between attributes of Pepsi and Coke.

Ha: There is significance difference between attributes of Pepsi and Coke.

4.3.1 Paired Sample T test

| | | Paired Differences | t | df | Sig. (2-tailed) |
|--------|---|---|--------|----|-----------------|
| | | 95% Confidence Interval of the Difference | | | |
| | | Upper | | | |
| Pair 1 | Pepsi brand Coke brand | .25861 | .948 | 71 | .346 |
| Pair 2 | Pepsi products Coke products | .35642 | 1.496 | 71 | .139 |
| Pair 3 | Pepsi price Coke price | .14520 | -.922 | 71 | .359 |
| Pair 4 | Pepsi quantity Coke quantity | .31583 | .715 | 71 | .477 |
| Pair 5 | Pepsi discount Coke discount | -.16587 | -3.181 | 71 | .002 |
| Pair 6 | Pepsi incentive Coke incentive | -.15925 | -3.009 | 71 | .004 |
| Pair 7 | Pepsi distribution Coke distribution | .95165 | 3.578 | 71 | .001 |

Interpretation:

The attributes discount, incentive, distribution of Pepsi and Coke have significance difference between both Pepsi and Coke. Hence other attributes do not have the significance difference between Pepsi and Coke.

4.4 Weighted average method:

Rating Scale questions calculate a weighted average based on the weight assigned to each answer choice. If needed, we can change the weight of each answer choice in the Design section of the survey, even after the survey has collected responses.

- The rating average is calculated as follows, where:

w =weight of answer choice

x = response count for answer choice

$$\frac{X_1W_1+X_2W_2+X_3W_3\dots X_nW_n}{\text{Total no of respondents}}$$

Weighted average calculation:

- This study uses a 5 point scale to collect the data from the Retailers.
 - 1 – Highly Dissatisfied
 - 2 – Dissatisfied
 - 3 – Normal
 - 4 – Satisfied
 - 5 – Highly Satisfied

The weighted average is calculated for all the Attributes and the satisfaction level of each factor is identified.

- If a factor is having a weighted average close to 5 then it is found to have high level of satisfaction.
- If a factor is having a weighted average close to 1 then it is observed to have lower level of satisfaction.

Sample calculation

- Let us take the factor “**satisfaction level of retailers with Brand**” and calculate weighted average for that.

| Rating Scale | No of respondents |
|--------------|-------------------|
| 5 | 52 |
| 4 | 52 |
| 3 | 6 |
| 2 | 0 |
| 1 | 0 |

Weighted Average:

$$\text{Weighted Average} = [(5*52) + (4*52) + (3*6) + (2*0) + (1*0)] / 110$$

$$= 4.4$$

Interpretation:

- The weighted average for “**satisfaction level of retailers with Brand**” is 4.4, which is close to 4. Therefore it is observed to have high level of satisfaction of retailers from Brand.
- Similarly the weighted average is calculated for all the Attributes.
- The following table shows the various Attributes and their weighed averages.
- Similarly the weighted average is calculated for all the 7 Attributes as shown in the following table.

Table 4.4.1 Satisfaction level of Pepsi:

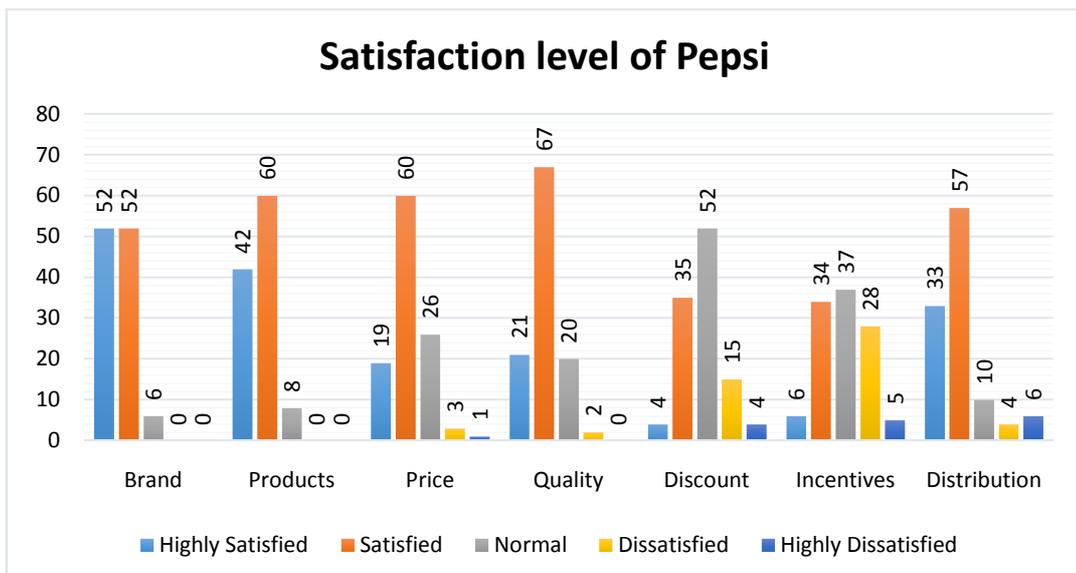
| S.no | Satisfaction level | No of respondents out of total population 110 | | | | | Weighted Average |
|------|--------------------|---|----|----|----|---|------------------|
| | | 5 | 4 | 3 | 2 | 1 | |
| | Attributes | | | | | | |
| 1 | Brand | 52 | 52 | 6 | 0 | 0 | 4.4 |
| 2 | Products | 42 | 60 | 8 | 0 | 0 | 4.3 |
| 3 | Price | 19 | 60 | 26 | 3 | 1 | 3.8 |
| 4 | Quality | 21 | 67 | 20 | 2 | 0 | 3.18 |
| 5 | Discount | 4 | 35 | 52 | 15 | 4 | 3.07 |
| 6 | Incentives | 6 | 34 | 37 | 28 | 5 | 3.97 |
| 7 | Distribution | 33 | 57 | 10 | 4 | 6 | 3.97 |

Interpretation:

- The weighted average of the attribute Brand towards satisfaction level of retailers is 4.4 which is close to 5 highly Satisfied on five point scale. It is observed that most of the respondents are highly satisfied on Pepsi brand.
- The weighted average of the attribute Product towards satisfaction level of retailers is 4.3 which is close to 5 highly Satisfied on five point scale. It is observed that most of the respondents are highly satisfied on Pepsi product.

- The weighted average of the attribute Price towards satisfaction level of retailers is 3.8 which is close to 4 Satisfied on five point scale. It is observed that most of the respondents are satisfied on Pepsi price.
- The weighted average of the attribute Quality towards satisfaction level of retailers is 3.18 which is close to 3 normal on five point scale. It is observed that most of the respondents are highly satisfied on Pepsi quality.
- The weighted average of the attribute Discount towards satisfaction level of retailers is 3.07 which is close to 3 normal on five point scale. It is observed that most of the respondents are highly satisfied on Pepsi discount.
- The weighted average of the attribute Incentive towards satisfaction level of retailers is 3.97 which is close to 4 Satisfied on five point scale. It is observed that most of the respondents are highly satisfied on Pepsi incentive.
- The weighted average of the attribute Distribution towards satisfaction level of retailers is 3.97 which is close to 4 Satisfied on five point scale. It is observed that most of the respondents are highly satisfied on Pepsi distribution.

Chart 4.4.1 Percentage analysis for satisfaction level of Pepsi



Interpretation:

The percentage analysis for the satisfaction level of Pepsi following the attributes, Brand 52 as Highly satisfied as high and 6 as normal as low, Product 60 satisfied as high and 1 as Highly dissatisfied as low, Price 60 satisfied as high and 2 dissatisfied as low, Quality 67 as high and 2 dissatisfied as low, Discount 52 normal as high and 4 Highly satisfied as low, Incentives 37 normal as high and 5 Highly dissatisfied as low, Distribution 57 satisfied as high and 4 as dissatisfied as low. From the above chart it is evident that out of 110 respondents, 67 respondents are Quality conscious.

Satisfaction level of Coke:

5 Sample calculation

- Let us take the factor “**satisfaction level of retailers with Brand**” and calculate weighted average for that, where 0 is the respondents who do not have Coke.

| Rating Scale | No of respondents |
|--------------|-------------------|
| 5 | 28 |
| 4 | 36 |
| 3 | 6 |
| 2 | 2 |
| 1 | 0 |
| 0 | 38 |

Weighted Average:

Total respondent's= 110

Retailers without Coke= 38

$$\text{Weighted Average} = [(5*28) + (4*36) + (3*6) + (2*2) + (1*0)] / 72 \\ = 4.25$$

Interpretation:

- The weighted average for “**satisfaction level of retailers with Brand**” is 4.25, which is close to 5. Therefore it is observed to have high level of satisfaction of retailers from Brand.
- Similarly the weighted average is calculated for all the Attributes.
- The following table shows the various Attributes and their weighed averages.
- Similarly the weighted average is calculated for all the 7 Attributes as shown in the following table.

Table 4.4.2 Satisfaction level of Coke

| S.no | Satisfaction level | | No of respondents out of total population 110 | | | | | Weighted Average |
|------|--------------------|----|---|----|----|---|----|------------------|
| | | | 5 | 4 | 3 | 2 | 1 | |
| | Attributes | | | | | | | |
| 1 | Brand | 28 | 36 | 6 | 2 | 0 | 38 | 4.25 |
| 2 | Products | 17 | 41 | 12 | 02 | 0 | 38 | 4.01 |
| 3 | Price | 9 | 35 | 38 | 0 | 0 | 38 | 4.15 |
| 4 | Quality | 3 | 44 | 24 | 1 | 0 | 38 | 3.68 |
| 5 | Discount | 5 | 33 | 29 | 5 | 0 | 38 | 3.47 |
| 6 | Incentives | 4 | 36 | 25 | 7 | 0 | 38 | 3.37 |
| 7 | Distribution | 1 | 30 | 32 | 5 | 4 | 38 | 3.26 |

Interpretation:

- The weighted average of the attribute Brand towards satisfaction level of retailers is 4.25 which is close to 5 highly Satisfied on five point scale. It is observed that most of the respondents are highly satisfied on Coke brand.

- The weighted average of the attribute Product towards satisfaction level of retailers is 4.01 which is close to 4 Satisfied on five point scale. It is observed that most of the respondents are highly satisfied on Coke product.

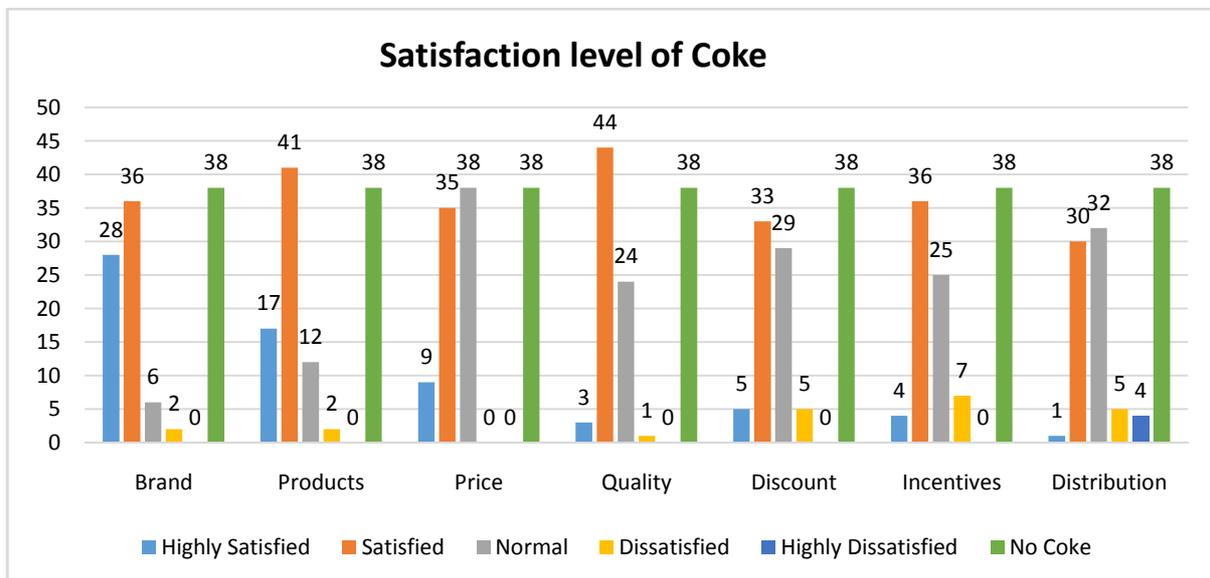
- The weighted average of the attribute Price towards satisfaction level of retailers is 4.15 which is close to 4 Satisfied on five point scale. It is observed that most of the respondents are satisfied on Coke price.

- The weighted average of the attribute Quality towards satisfaction level of retailers is 3.68 which is close to 4 satisfied on five point scale. It is observed that most of the respondents are highly satisfied on Coke quality.

- The weighted average of the attribute Discount towards satisfaction level of retailers is 3.47 which is close to 4 satisfied on five point scale. It is observed that most of the respondents are highly satisfied on Coke discount.

- The weighted average of the attribute Incentive towards satisfaction level of retailers is 3.37 which is close to 4 Satisfied on five point scale. It is observed that most of the respondents are highly satisfied on Coke incentive.
- The weighted average of the attribute Distribution towards satisfaction level of retailers is 3.26 which is close to 4 Satisfied on five point scale. It is observed that most of the respondents are highly satisfied on Coke distribution.
- The respondents who do not have Coke for sales is 38 were it signifies that they are not satisfied in any of the attributes of Coke.

Chart 4.4.2 Percentage analysis for satisfaction level of Coke



Interpretation:

The percentage analysis for the satisfaction level of Coke following the attributes, Brand 36 as satisfied as high and 2 as dissatisfied as low, Product 41 satisfied as high and 2 as dissatisfied as low, Price 38 normal as high and 9 Highly satisfied as low, Quality 44 satisfied as high and 1 dissatisfied as low, Discount 33satisfied as high and 4 Highly satisfied as low, Incentives 36 normal as high and 4 Highly satisfied as low, Distribution 32 normal as high and 1 as Highly satisfied as low. From the above chart it is evident that out of 72 respondents, 44 respondents are Quality conscious.

Among the data collected from 110 respondents only 72 respondents have Coke, the major share and satisfaction level is gained only from Pepsi through the following attributes.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1 Findings

- Among the 110 respondents the preference given to Pepsi is 78% considering the seven major attributes of soft drinks industry
- Coke has only 32% of preference to the attributes of soft drinks industry.
- Distribution and problem solving from manufacturer to retailers are the variables that influences the quantity purchase and display scheme.
- On implementing the QPDS the sales has increased 32% comparatively.
- The market share has increased to 39% in Coimbatore region.
- Marketing elements like rack, signage, in shop branding and banner are relatively low
- Accessories like cooler and other trade oriented helping tools are not up to the retailer's satisfaction
- PSR's provide fake arrangement for the audit with the assistance of auditors
- The time duration for the incentive settlement of QPDS is relatively very low.
- The QPDS construct are welcomed by most of the retailers, but the product construct is preferred in accordance to the location of the retail outlet.
- The service that are offered by the company to the retailers do not match their level of expectation
- The support from the customer executive and the relationship of PSR with the retailers are preferably good.

- Most of the retailers would like to enrol in various plans and schemes of Quantity purchase and display scheme.
- Most of the retailers are not satisfied with the PSR's in collecting feedback and listening queries of retailers.
- Most of the retailers are expecting schemes and offers for retailers and they are dissatisfied with their margin.
- Contests should be extended to distributors, retailers, agents and the generality of sales people in the firms.
- Manufacturer should consider the trade promotion strategies that must be analysed and evaluated from time to time, such that they can respond to the ever increasing demands of the industry.

5.2 Suggestions

- In QPDS enrolment form payout date can be mentioned.
- 3slab can be made where it will be useful for the low vpo retailers
- Incentives can be categorized for display and quantity purchase.
- To face market undercut EB charges can be given for high volume retailers.
- Company should concentrate more on television for advertisement, as mostly people get attracted through television only.
- For promotional offers, company should go for free gifts rather than going for other ways.
- Retailers viewed that display of the products has influenced their sale and many people in recognize the product not by its name but by its external appearance. As all the retailers have appreciated and are satisfied with the merchandising activity it is suggested that merchandising activity should be extended to all General retailers.
- Modernization and standardization of retailers' network must be carried out in order to exchange ideas on successful selling strategies and identifying areas of improvements "Sales through Services" and a Retailer Development Program must be carried out.
- Discount and company incentive should be passed on to the retailer by the distributors and distributor should periodically review the performance of their retailer.

5.3 Conclusion

The soft drink manufacturing firms and channel members constitute the bedrock of the nation's economic growth and derive enormous contributions from optimal utilization of trade sales promotion strategies to market their products. In view of this, the following conclusions are drawn from the study.

Trade sales promotion strategies are in use, but not optimal (fully utilized) in the soft drink firms. Improvements are required in trade promotion strategies to achieve optimal or superior marketing performance. Optimal utilization of trade promotion strategies promises better pay-off in form of sales turnover, market share dominance and profitability. Full utilization of trade promotion strategies affects marketing performance. It enhances sales turnover, increased market share and profitability. The marketing performance of the organizations is satisfactory but equally below optimum; improvement is needed in their marketing performance. Trade allowance and trade contest strategies are better, more rewarding and more direct determinants of marketing performance than trade fair.

5.4 Scope for further study

- Further research to test trade promotion strategies can be carried out in other fast moving consumer goods industries (FMCGs), industrial, pharmaceutical, banking and telecommunication firms that are now flourishing in our country.
- Further studies can extend and refine the measurement scheme presented in his study as part of an ever-extending process of empirical investigation.
- Further studies can equally investigate the various predictors of marketing performance which may vary depending on the contextual variables.
- Finally, further studies are required to replicate our research with better statistical approach and larger sample size.

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APPENDIX

Questionnaire

I, student of MBA studying in Kumaraguru College of Technology and carrying out a survey for our academic project for PEPSICO India under the title “Impact of QPDS on Sales and Market Share of Pepsi at Coimbatore”. So please fill this questionnaire.



Contact details

Store name :

Store location :

Contact no :

PSR Name :

OL sale per month :

PI share:

Marketing Elements (Signage / Rack/ In shop branding/ Banner):

Cooler:

1) How do you find the QPDS construct?

Hihly satisfied Satisfied Neutral Quite unsatisfied Very unsatisfied

2) How effectively does the QPDS influences the sales?

Very High High Medium Low Very Low

3) How informative is the explanation given by the PSR about the QPDS?

Very High High Medium Low Very Low

4) How helpful is the support given by CE?

Very High High Medium Low Very Low

5) Does Company provide you enough accessories (helping tool)?

Always Many a time some's rarely never

6) Does service of the company match with your expectations to the actual service?

Always many a time some's rarely never

7) Are you receiving the stock dispatch at time?

Always Most of the time Sometime Rarely Never

8) Time Duration of the QPDS Settlement

- Very satisfied Quite Satisfied Satisfied Quite unsatisfied
 Very unsatisfied

9) Have you enrolled you in company's various plans?

- Strongly agree Agree Somewhat agree Disagree
 Strongly disagree

10) My company solve my problem in very short time

- Strongly agree Agree Somewhat agree Disagree
 Strongly disagree

11) Does the Audit person gives information about the audit?

- Yes No

12) How do feel about the audit made?

- Very good Good Fair Bad Very Bad

13) Would you like to get more QPDS schemes like this?

- Yes No

14). which attributes do you best prefer between Pepsi and Coke?

| Attributes | Pepsi | Coke |
|--------------|-------|------|
| Brand | | |
| Products | | |
| Price | | |
| Quality | | |
| Discounts | | |
| Incentives | | |
| Distribution | | |

15) Rate your satisfaction with the following attributes towards Pepsi & Coke?

- 5) Highly satisfied 4) Satisfied 3) Normal 2) Dissatisfied
 1) Highly Dissatisfied

| Attributes | Pepsi | | | | | Coke | | | | |
|--------------|-------|---|---|---|---|------|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 | 5 | 4 | 3 | 2 | 1 |
| Brand | | | | | | | | | | |
| Products | | | | | | | | | | |
| Price | | | | | | | | | | |
| Quality | | | | | | | | | | |
| Discounts | | | | | | | | | | |
| Incentives | | | | | | | | | | |
| Distribution | | | | | | | | | | |

Personal opinion (only related to QPDS):

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