

A STUDY ON CUSTOMER PREFERENCE TOWARDS SATISFACTION AT HINDUSTAN COCA COLA PRIVATR LIMITED, BANGALORE

Author -

Usha. J (1VA21BA054)

2nd year MBA, Department of Management Studies,
Sai Vidya Institute of Technology, Rajanukunte, Bengaluru.

Co-Author –

Dr. Naveen G

Associate Professor, Department of Management Studies,
Sai Vidya Institute of Technology, Rajanukunte, Bengaluru.

I. ABSTRACT: The abstract of the study titled "Customer Preference and Satisfaction at Hindustan Coca-Cola Beverages Private Limited" examines the dynamic between customer preferences and satisfaction within the context of the beverage industry. The research delves into the factors influencing customer choices and their subsequent levels of satisfaction with products offered by Hindustan Coca-Cola Beverages Private Limited. By employing a comprehensive approach, including surveys, data analysis, and customer feedback, the study uncovers valuable insights into the key determinants that drive customer preferences and the extent to which these preferences correlate with overall satisfaction. The findings of this research contribute to a deeper understanding of consumer behavior and can inform strategic decisions aimed at enhancing customer experiences and maximizing company performance in the highly competitive beverage market.

Keywords: Preference, Satisfaction, Consumer, Behavior, Research.

II. Introduction

Customer preference is a crucial factor in the success of any business, as it directly influences purchasing decisions and brand loyalty. This study aims to delve into the intricacies of customer preference towards satisfaction at Hindustan Coca-Cola Beverages Private Limited. By investigating consumer behavior, market trends, and factors influencing purchasing choices, valuable insights can be gained to enhance customer satisfaction and refine marketing strategies. Through comprehensive market research, the study seeks to uncover the dynamics that shape customer preferences in the context of Coca-Cola's offerings..

Importance of Customer preference:

- **Sales and Market Demand:** Businesses benefit from consumer affinity for a given brand or product because it boosts sales.
- **Risk reduction:** By studying consumer preferences, businesses can reduce the risks involved in introducing new products or growing their operations
- **Brand perception:** Consumer preference has a direct bearing on how a brand is viewed in the marketplace.
- **Differentiation in Products:** Products that exactly address consumer preferences might stand out and create a loyal following.

Factors affecting customer preference:

- **Price:** When making a purchase, consumers frequently compare a product's price to its perceived worth, Offerings with lower prices or better value may draw in more customers.
- **Marketing and advertising:** Marketing communications that are clever and compelling can influence customers to choose a certain brand or product.
- **Previous Experience:** Consumers' prior interactions with a brand or product can affect their preferences going forward.
- **Product Features:** Specific characteristics of product or service, such as its quality, features, design, functionality, and performance, have a significant impact on consumers' preferences.

III. Literature review

1. A study on Consumer Preference with special reference to Coca-Cola in Mangaluru

Author - Dr. Neethu Suraj

Publications - The IASMS Journal of business Spectrum © Indian Academy School of Management Studies, June 2021

Year- June 2021

Based on client preference for Coca-Cola, the survey was conducted. 63 people participated goal is to determine consumer preferences for the Coco-Cola beverage. Secondary data & primary data were used to gather data for the study, which primarily involved distributing questionnaires. Information is also gathered from a range of secondary sources, including online journals and publications in addition prior project reports from college libraries. For examination of the gathered data, a straightforward percentage method is employed.

2. Influence of Product Familiarity on Consumer Preference of Soft Drinks in Coca Cola Beverages Africa in Nakuru East Sub-County Kenya

Author- Wambua Alice Mukai, Dr. Margaret Waruguru

Publications- The international journal of business management and technology, Volume Issue 5 September – October 2020

Year- 2020

Coca-Cola products Africa has a challenge figuring out which corporate brands are less popular and the causes of sales fluctuations during various sales times. This study examined the preferences of consumers for soft drinks. in the Coca-Cola Beverages Africa market in Nakuru East Sub-county, Kenya, was influenced by product familiarity. The investigation used a cross-sectional survey research strategy. The study's target audience was who purchased soft drinks from retailers. 384 consumers were sampled for the study.

3. Consumer Preference Towards Soft Drinks: A Perceptual Study.

Author- Dr. Satnam Ubeja and Ranjana Patel

Publications- Volume of the Pacific Business Review worldwide 6, Issue 9, March 2014

Year- 2014

In last ten years, India's beverage industry has witnessed a substantial transition. India's market for carbonated and non-carbonated drinks is expected to expand by roughly 45% yearly and triple in size by 2025.2014 will see an increase in complexity and importance of customer preferences, more retailers than in past. Aim of research is to discover the contributing components. Impact on drink preferences of consumers for carbonated and noncarbonated beverages as it relates to gender.

4. The Influence of Brand Association on Customer Preference: A Study on Branded Carbonated Soft Drinks.

Author- Elangeswaran, Sajiththa, Ragel, V. R.

Publications- IUP Journal of Brand Management. Jun 2014, Vol. 11 Issue 2, p39-54. 17p.

Year- 2014

The goal of research is to quantify degree of brand connection between various brands of carbonated soft drinks and the brands currently available on the market. This study explores whether consumers in Sri Lanka's Manmunai North Divisional Secretariat Area of Batticaloa select carbonated soft drinks based on consumer brand associations. Perceived quality, brand attitude, and brand image are the three components that make up brand association. The Pearson's correlation study shows a strong, positively significant link between two even though each of three variables has a higher level of Brand link.

5. Consumer perception of selecting brand: A comparative study between Pepsi cola And mojo cola

Author- Mohammad Aatur Rahman and Subrata Kumar

Publications- Global disclosure of economics and Business, Volume 5, No 1/2016

Year- 2016

When choosing a brand, consumers are very careful and sensitive. In choosing between Pepsi cola and Mojo cola, consumers' perceptions may have an impact, according to this study. A sizable sample of respondents from Pabna university of science and technology and the neighbourhood participated in the survey. Data was scrutinized utilizing descriptive factor analysis, statistical techniques, and tools. The findings showed that majority of Regulars are really concerned about brand perception while choosing cola brands Pepsi and Mojo beverage drinks.

Research gap

Prior studies on Coca-Cola consumers' preferences and satisfaction may not have thoroughly studied how preferences and satisfaction levels vary across various demographics, including age groups, gender, cultural backgrounds, and geographic areas. Understanding these distinctions could offer insightful ideas for niche marketing plans. New technology and shifting societal trends are having an impact on the landscape of consumer preferences and behaviour. Investigating how these changing tendencies affect consumers' desire for Coca-Cola could leave a research void. Consumers are getting more conscientious of environmental issues, there may be a study gap in determining how Coca-Cola's sustainability programmes affect consumer pleasure. Cultural variations and preferences may significant impact on consumer satisfaction levels with Coca-Cola in various regions or nations.

Objectives of the study:

- 1) To determine customer preference towards Coca Cola product.
- 2) To Evaluate customer satisfaction level with Coca Cola products
- 3) To Examine the Impact of marketing and advertising on customer satisfaction
- 4) To Explore Opportunities for Enhancing customer satisfaction

IV. Research design:

This study utilized the descriptive research methodology to collect the data.

Descriptive research

Descriptive research is a prominent research approach for determining what, when, who, where, and how. In my study, descriptive research is used because we are neither doing tests nor offering new meaning.

Data collection

To obtain information, sources of both primary & secondary data are utilised. The following is a more detailed list of them:

1. Primary sources

The primary resources of information collecting are structured, undisguised surveys, questionnaires and observation techniques. The questionnaires include demographic information such as age, gender, and experience, over and above experience and satisfaction levels.

2. Secondary sources

Secondary data collected sources include journals, company websites, and many other websites relating to Human Resource Management, books on the subject of education, newspapers, magazines, preceding year's report and so on.

Tools for analysis

The data collected is analysed through the following tools:

- A. Charts
- B. Tables

Sampling

For collecting samplings we used the Simple Random Technique, 114 employees are picked as sample units from a total of 195 population.

Questionnaires

In the Total 44 questions were asked for the survey questionnaires, in that there are 4 demographic questions (Ordinal questions), one satisfaction level (Ratio) based question and other 40 questions are nominal questions based on objectives were asked to the respondents.

Types of hypothesis

- 1. Null Hypothesis
- 2. Alternative Hypothesis

For this study we requires these hypothesis,

- **H1:** Customers' preferences for Coca-Cola products and their level of satisfaction with the brand as a whole are significantly correlated.
- **H0:** Customers' preferences for Coca-Cola products and their overall satisfaction with the brand do not significantly correlate.

V. Analysis

Data Analysis and interpretation were done using SPSS software.

1. Chi – square analysis:

Table 5.1

Gender* which of the following coca cola products do you prefer the most?

Chi-quare Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	3.802 ^a	4	.433
Likelihood Ratio	3.864	4	.425
Linear-by-Linear Association	1.009	1	.315
N of Valid Cases	230		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.53.

Interpretation: The findings of the chi-square test show that there is no correlation between gender and preference for various Coca-Cola brands (Pearson Chi-Square = 3.802, p = 0.433). This finding is also buoyed by likelihood ratio and linear-by-linear association tests, with p- values of 0.425 and 0.315, respectively. Therefore, among the respondents to this survey, preference for Coca-Cola products does not seem to be significantly influenced by gender.

2. One way anova:

Table 5.2

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Are you willing to pay premium for Coca Cola products compared to other beverages brands	Between Groups	.074	1	.074	.095	.759
	Within Groups	178.921	228	.785		
	Total	178.996	229			
How often do you purchase Coca Cola products for special	Between Groups	.956	1	.956	.576	.448

occasions or gatherings?	Within Groups	378.109	228	1.658		
	Total	379.065	229			

Interpretation:

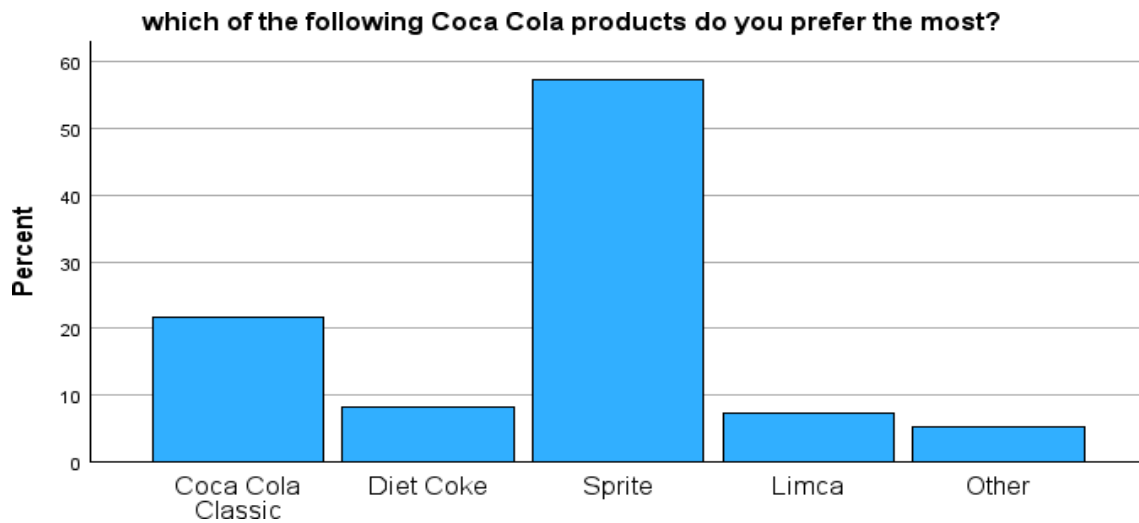
The F-value is 0.095 with a p-value of 0.759 for willingness to pay premium, and the F-value is 0.576 with a p-value of 0.448 for frequency of purchase. The Null hypothesis, which states there are no substantial variations between groups in either situation, is therefore not sufficiently supported by the available data

3 Frequency

Table 4.3.1

Q1. Which of the following Coca Cola products do you prefer the most?

		Frequency	Percent	Valid Percent	CumulativePercent
Valid	Coca Cola Classic	50	21.7	21.7	21.7
	Diet Coke	19	8.3	8.3	30.0
	Sprite	132	57.4	57.4	87.4
	Limca	17	7.4	7.4	94.8
	Other	12	5.2	5.2	100.0
	Total	230	100.0	100.0	



Interpretation: According to the data supplied, Sprite is the Coca-Cola product that consumers prefer the most, with 57.4% of respondents naming it as their top pick. Diet Coke and Limca garnered 8.3% and 7.4% of the votes, respectively, while Coca Cola Classic comes in second with 21.7% of respondents choosing it. 5.2% of respondents still favoured Coca-Cola products that aren't specifically included in the table.

4 T – test analysis:

Table 5.4

Paired Samples Test		Paired Differences					t	df	Significance	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				One-Sided p	Two-Sided p
					Lower	Upper				
Pair 1	How often do you try new Coca Cola products variation or limited edition release? which aspect of Coca Cola product would you like to see improved to better meet your preferences ?	-0.009	1.4018	0.0924	-0.191	0.1734	0.094	229	0.463	0.925

Pair 2	<p>Have you experienced any issues or problems with Coca Cola products?</p> <p>- Have you ever experienced any issues with Coca Cola services?</p>	-0.043	1.692	0.1116	-0.263	0.1764	-0.39229	0.349	0.697
Pair 3	<p>Do you feel that Coca Cola advertisements effectively communicate the brand's message?</p> <p>- How well do Coca Cola advertisements appeal to your emotions or desires?</p>	0.0609	0.7568	0.0499	-0.037	0.1592	1.22229	0.112	0.224

Pair 4	How would you rate the ease of use and user friendliness of products/services? - How would you rate the effectiveness of communication channels in addressing your concerns or inquiries?	0.0217	0.4806	0.0317	-0.041	0.0842	0.686	229	0.247	0.493
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Interpretation: According to results of paired samples test, there are no statistically significant differences between respondents' ratings for trying out new Coca-Cola products, wanting certain improvements made to the products, having problems with Coca-Cola products, and having problems with Coca-Cola services, as well as between their perceptions of how well Coca-Cola advertisements convey the brand's message and how much they appeal to their emotions

VI. Limitations:

- The study might not consider External factors that could influence customer preferences and satisfaction, such as economic conditions, competitor actions, or technological advancements.
- If a significant portion of selected participants does not respond or complete the survey, the results could be skewed.
- Participants might not accurately remember their past experiences or preferences, leading to inaccuracies in the data.
- Customer preferences and satisfaction vary greatly across different cultures and regions.

VII. Findings

- Factors that most influences consumers' preference for Coca Cola products is the variety of flavors available, with 44.3% of respondents citing it as the primary influencer. Price and quality follow as Second & Third most important factors, with 19.6% and 17.8% of respondents respectively
- A substantial proportion of respondents (72.2%) consider it very important for Coca Cola products to cater to specific dietary needs, such as low sugar or caffeine-free options, indicating a growing demand for healthier and more personalized beverage choices.
- A significant majority of respondents (69.1%) believe that Coca-Cola values and respects their feedback as customers extremely well. This demonstrates the brand's commitment to listening to and valuing customer input, which can lead to increased customer loyalty and satisfaction
- The majority of respondents (67.8%) report being quite pleased with the consistency of Coca-Cola's marketing and advertising across different channels, and an additional 23.9% are satisfied. This indicates that Coca-Cola's The marketing group has achieved success in maintaining a cohesive and constant brand representation across various media platforms

VIII. Suggestions:

- Expand Flavor Options: Based on the high importance of variety in flavors, continue to introduce new and innovative flavors regularly to cater to diverse consumer preferences
- Promote Healthier Options: Respond to the growing demand for healthier choices by prominently marketing low sugar, caffeine-free, and other dietary-specific Coca-Colaproducts
- Personalized Beverage Experience: Offer customization options, such as allowing customers to create their flavor combinations, to provide a more personalized and enjoyablebeverage experience
- Emphasize Quality Assurance: Continue to highlight Coca-Cola's commitment to maintaining high product quality through advertising and communication

IX. CONCLUSION:

The study on consumer preferences towards satisfaction at Coca-Cola underscores several key findings. esearch highlights that consumers place a significant emphasis on taste consistency, associating Coca-Cola's distinct flavor with a sense of familiarity and comfort. The study demonstrates that consumer preferences towards satisfaction at Coca-Cola are a blend of traditional taste preferences, health-conscious choices, and an increasing demand for sustainability. By adeptly navigating these trends, Coca-Cola can continue to maintain its strong market presence and cater to a diverse range of consumer needs, ensuring sustained success in an ever-evolving beverage industry

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