

Customer Satisfaction of Pepsico Company

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Abstract:

The main motive of this planned report is about the performance and evaluation done by the PepsiCo in their beverage and snacks market. That all about the SWOT analysis, resources based, 3-circa analysis, strategies done in marketing and also by the internally and externally analysis of PepsiCo's methodologies are helped in this report.

This study focuses on the battle between PepsiCo's and Coco Cola in their beverages and snacks by the competing with each other. Not only by there is also a competition by others brand and still performed well in terms of the worldwide marketing share and increasement.

Now, the Pepis has popular tag in worldwide in beverages, transcending national borders, since appreciate as well as consumed by youngsters and old age people all over the countries.

This strategic report was based on a number of sources. In summary, the report examines PepsiCo's strategic competitiveness in the beverage and smacks business versus its competitor, Coca-Cola. And by this report, the conclusion reach that how will the PepsiCo's manage the giant beverage and snacks company and have diverse performance not only in one countries but all over the world wide.

The report ends with the summary of pepsico company and business decision-makers to consider as they reposition pepsico as a worldwide mega drink and snaks leader.

INTRODUCTION

ABOUT SOFT DRINK INDUSTRY

Population of over 1100 crores people, India has the potential to be one of the world's greatest consumer marketplaces after China. The FMCG market, or fast moving consumer goods market, is a popular term for the consumer market. This category includes soft drinks. Soft drinks are mostly bought in India for two motives: to end thirst and to refresh body. With increasing per capita income, the Indian economy is currently in a bullish period. As a result, the Indian consumer's lifestyle is changing, with more money spent on entertainment, refreshment, and so on, which is why soft drink producers are looking forward to In. India is looking forward to increasing its revenue in the future. In India, the soft drink industry began, when Parle start to produce the soft drink in 1940 named (GOLD SPOT). In 1965, Cocacola and Pepsi became the 1st outsider company soft drink producer in India. Coca-cola got a great start, dominating the market from the start. At the time, there was no competition. Coca-cola did not even need to be advertised by the marketing team. Coca-phenomenal cola's success can traced to the these reasons:

1. Lack of a current competitor brand.
2. Coca-introduction cola's into the Indian market was preceded by a massive image of the company in Western countries.

Foreign commodities were popular among Indians at the time. Limca, a lemon-flavored soft drink, was created in 1970 by Parle Exports Pvt. Ltd. They had previously produced a cola- flavored cold drink named pepping, However, in order to continue operating in India, the outwardly Indian administration of that time has a specific interest in safeguarding the interests of Indian enterprises, insisted that Coca-Cola agree to the following points. Rather than succumbing to the Indian administration, Pepsi decided to close its operations in 1977. The Indian administration's major demands were:

1. Equity dilution, as the administration believed a large amount of capital was wasted.
2. In India, the secret composition is made.
3. The chemical make-up of the composition is revealed.

INTRODUCTION OF PEPSICO.

The consumer market can be defined as the market for products and service that is purchased by Individual for their personal consumption.

A Pepsi Co. is carbonated soft drink are more commonly known as soda in part of the united states and Canada, fizzy drinks in the UK. These are non-alcoholic Drinks. These are artificially flavored which don't contain fruits and pulps. India with population of more than 115 crore has more customers of Pepsi Co. than China.

Pepsi Co. not only has vast variety of products but also provides the quality and quantity into the market. There are some vast quantities of products which are p reduced by the Pepsi Co.

Company.

PepsiCo, Inc. is a global company which holds the production, marketing, and distribution of sparkling waters and soft drinks, as well as snacks and other foods.

Since 2006, Indra Nooyi, PepsiCo's CEO, has focused on sustaining the company's profitability. By being at the forefront of promoting healthy snacks, you may take the lead in the snack food sector. as well as pursuing a net-zero environmental impact. This emphasis on eating healthy foods and It is an aspect of lifestyles. is an element of Nooyi's idea of "Performance With Purpose." The Pepsi Bottling Group was founded for the purpose of distribution and bottling. PepsiCo is under the SIC 2080 (beverage) classification. Tropicana, Frito-Lay, and Sober.

HISTORY

The Pepsi Cola Company was founded in 1898 (in NEW YORK), but it wasn't until 1965 when it combined with Frito Lay that it became known as PepsiCo.

Tropicana in 1998 and Quaker Oats in 2001 were purchased by PepsiCo.

The Products of Pepsi co includes:

1. Pepsi
2. Diet Pepsi
3. Mountain Dew
4. Lays
5. Gatorade
6. Tropicana
7. 7.7up
8. Doritos

9. Quaker food
10. Morinda
11. Pepsi Max
12. Black Pepsi
13. Walkers
14. sierraMist
15. Brisk
16. H2oh

PepsiCo's product mix in year 2015 composed of 53 percent of foods and 47percent drinks on a global scale, the company's product lines contain different 100s of brands which make approximately \$108 billion in total annual retail sales in 2019. Pepsi Co. also provides quality service by providing these products in the market in every part of every country in the world. Pepsi Co. Also donate some of their earnings in some trusts. Pepsi Co. claims the donation of 1percent of the total income of the previous year in the trusts like Safe Environment or safe Drinking water Etc.

Customer Satisfaction with data analysis

SATISFACTION OF CUSTOMERS WITH RESPECT TO PEPSI

Fulfillment or satisfying of a need, desire, or appetite is referred to as satisfaction. When a customer compares the product's actual performance to the performance that he or she expects, the result is either satisfaction or dissatisfaction.

Customers are satisfied when the product performs as expected; they are dissatisfied when the product performs poorly. The customer is immensely satisfied or delighted when the performance exceeds expectations.

Customer satisfaction is a vital indicator of a company's success. There are two sorts of customer satisfaction:

1. Product satisfaction and
2. Service satisfaction.

Customer satisfaction with the service

Customers purchase goods and services to fulfill specified requirements. When people sense a need, they are inspired to act in order to meet it. In various cases, purchasing a good or service is considered as the most cost-effective way to address a specific need. Customers may then compare what they received to what they expected, particularly if it cost them money, time, or effort that could have been spent on finding a better solution.

RECOMMENDATION AND CONCLUSION

CONCLUSION

Everything in our world is designed to be used appropriately, but it must be delivered to the appropriate person or location. Otherwise, the value added to those items becomes a waste of time. As the expression goes, "far from the eye, far from the heart." As a result, marketing plays a critical part in attaining a company's goals. Without a question, the creation of a product or service creates value utility, but the marketing role creates time and place utilities.

According to drunker ,
Continuity of the market and the supply chain are more important than the “product ” the primary source are effective supply chain , while the product is at no 2 . In india shortage of supply can gives many problems. Distribution system should be effective because the shortage of product leads to consumer to take the other option or also effect on the price as well . The distribution system adds value to almost all products. Despite its restructuring efforts, Pepsi Steel still had a long way to go before catching up to Coke, according to the above study.

LIMITATION OF STUDY:

The difficulty was in pursuing the beverage managers in order to conduct the research.

The research's limitation is that the results are applied to all PEPSI beverages in Ludhiana based on only one hundred respondents, which leaves room for future research.

□ Furthermore, this project would inform them of the factors that contribute to customer satisfaction. They can use this to improve the factor that they lack and reach the level of optimum customer satisfaction.

As a sample there is always available a small sample with which the result may vary for place to place as if the sample size is increased by 1000, the result of the research may vary or has probability of getting changed or will remain the same.

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