

# Marketing Strategies of Coca-Cola India

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## Abstract

Started In 1886, as a small patented medicine company based in Atlanta, USA, to the world's largest soft drink manufacturer. Coca-Cola with its rich history and legacy of over a decade, with its exceptional marketing strategies and a supreme portfolio consisting of over 500 beverages such as Sprite, Thumps Up, Maaza, Minute maid and mineral water brand like Kinley known in India as Hindustan Coca-Cola Beverages (HCCB) has been in Indian markets since 1987. Catering to the thirst and cravings of millions of Indians annually, contributing a significant amount to the Indian economy in terms of investments and employment opportunities. Coca Cola has come a long way using aggressive mass marketing strategies being the pioneers in the field of

## INTRODUCTION:

A customer is generally understood to be the person who makes the decision to purchase a product or who pays for it. In fact products are often bought by one person for consumption by another, therefore the customer and the consumer need not be the same person. The Coca Cola company who is manufacturer, retailer and marketer of the nonalcoholic beverage concentrates and syrups focuses on the consumers rather than the customers. Being a company which is American by origin and with a rich history starting from the year 1886 it must have been a very dynamic firm which changes its strategies and tweaks its products according to the needs and wants of the consumers.

In the recent market coco cola has identified what the customer's value in the market. "This generation values the openness to new culture and sense. Even though they value new cultures they have a love for their local products and want to support their neighborhoods and communities and keep the

## COMPANY PROFILE:

### WORLDS LARGEST BEVERAGE COMPANY

The Coca-Cola Company engages in the manufacturing, distribution, and marketing of nonalcoholic beverage concentrates and syrups worldwide. The company offers nonalcoholic beverages, principally carbonated soft drinks, as well as noncarbonated beverages. Its beverage products comprise bottled and canned soft drinks and beverages products. The company's products also include beverage concentrates, such as flavoring ingredients and sweeteners; syrups, the beverage ingredients produced by combining concentrates, sweeteners, and added water; and fountain syrups that use equipment for mixing the syrups with carbonated or noncarbonated water for immediate consumption, and are sold to fountain retailers, such as restaurants. Through the world's largest beverage distribution system, consumers in more than 200 countries drink the company's beverages at a rate exceeding 1.3 billion servings each day. Coca-Cola Company also produces and markets noncarbonated beverages, including waters and flavored

waters, juice and juice drinks, sports drinks, energy drinks and teas and coffees. The company sells its finished beverage products primarily to distributors.

It sells its beverage concentrates and syrups to bottling and canning operators, distributors, fountain wholesalers, and fountain retailers. The Coca-Cola Company was founded in 1886 and is headquartered in Atlanta, Georgia.

### Objectives

The objectives of this paper are twofold. First, we outline the marketing strategies of Coca-Cola which consist of current and upcoming social media marketing trends among the millennials. We will also look at how Coca-Cola is highlighting its product and using the brand name it has built for itself as a competitive advantage. Secondly, we outline the characteristics and consumer behavior pattern with Coca-Cola being the company of our focus. We look at the consumers perspective and the effectiveness of Coca-Cola's marketing strategies.

## RESEARCH METHODOLOGY

### A: MARKETING RESEARCH

Research methodology may be treated as the heart of the project, without a proper well-organized research plan it is impossible to complete the project and draw conclusions and proper result. This project was based on survey plan. The main objective of survey is to collect appropriate data, which works as a base for drawing conclusion and getting results.

Marketing research is a systematic collection, analysis, interpretation and reporting of marketing data to enable the marketing manager to solve the marketing problems and opportunities. It is an objective study of problems undertaking goods and services. It may be emphasized that it is not restricted to any particular area of service but its applicable to all its phases and aspects. At this stage it may be worthwhile to examine some definitions of Marketing Research.

### The American Marketing association defined it as:

“The systematic gathering, recording and analyzing of data about Problems relating to the marketing of goods and services”.

Systematic and objective search for analysis of information relevant to the identification and solution of any problem in the field of marketing of goods and services.

Therefore research methodology is the way to systematically solve the research problem. Research methodology not only talks of the methods but also logic behind the methods used in the context of a research study and it explains why a particular method has been used in the preference of the other methods

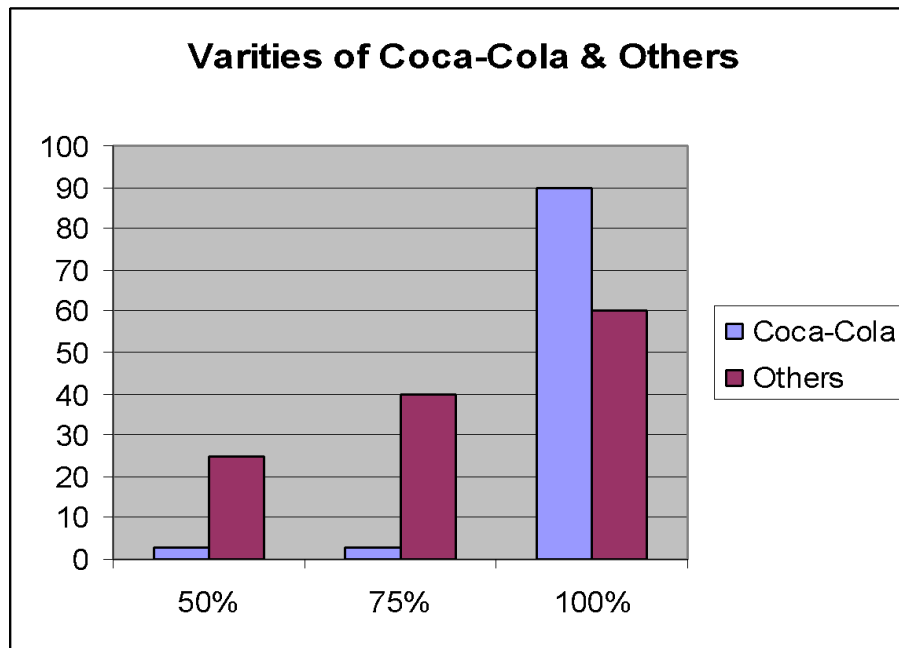
## ANALYSIS AND DATA INTERPRETATION

**Ques-1) Do you keep all the varieties of Coca-Cola drinks in comparison of others?**

a) 50%

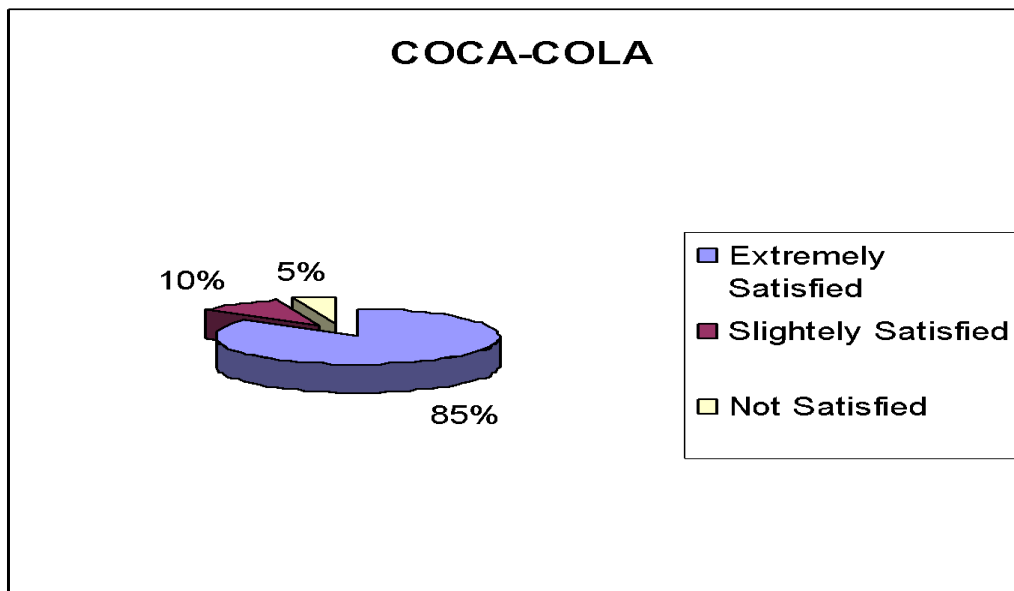
b) 75%

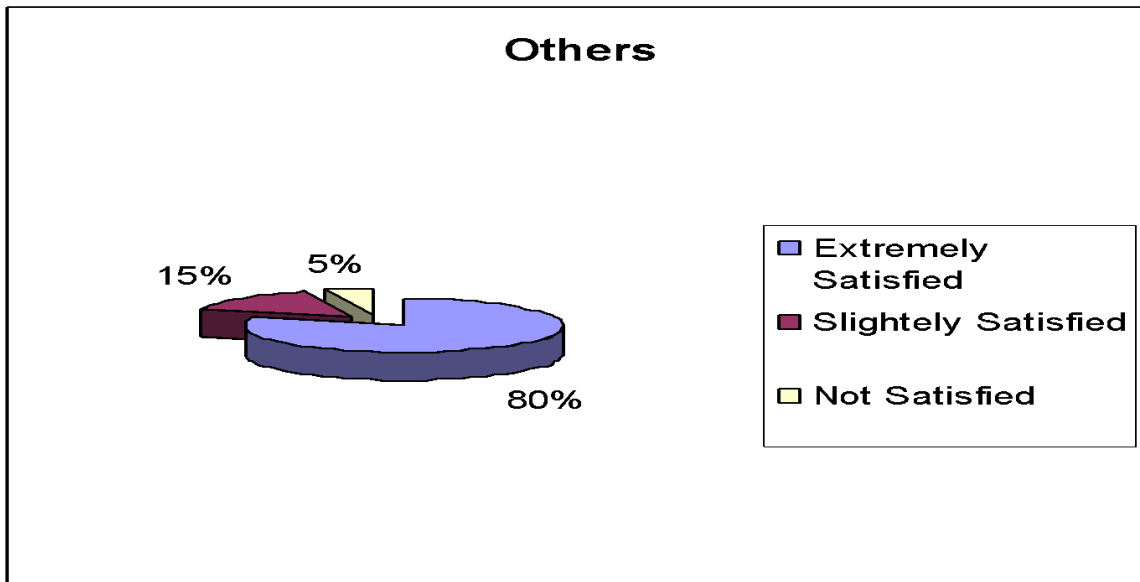
c) 100%



**Ques-2) Are you satisfied with the delivery and supply of Coca-Cola products in comparison of others?**

- a) Extremely Satisfied
- b) Slightly Satisfied
- c) Unsatisfied

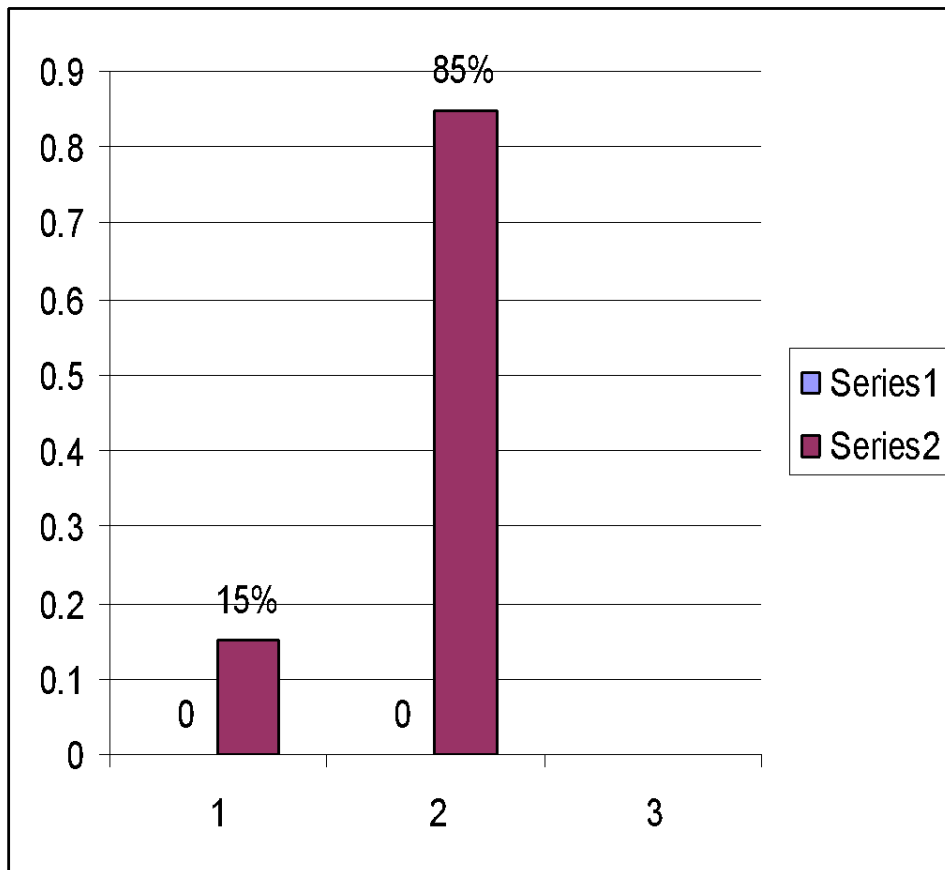




Ques-3) What do you prefer the most?

a) Profit Margin

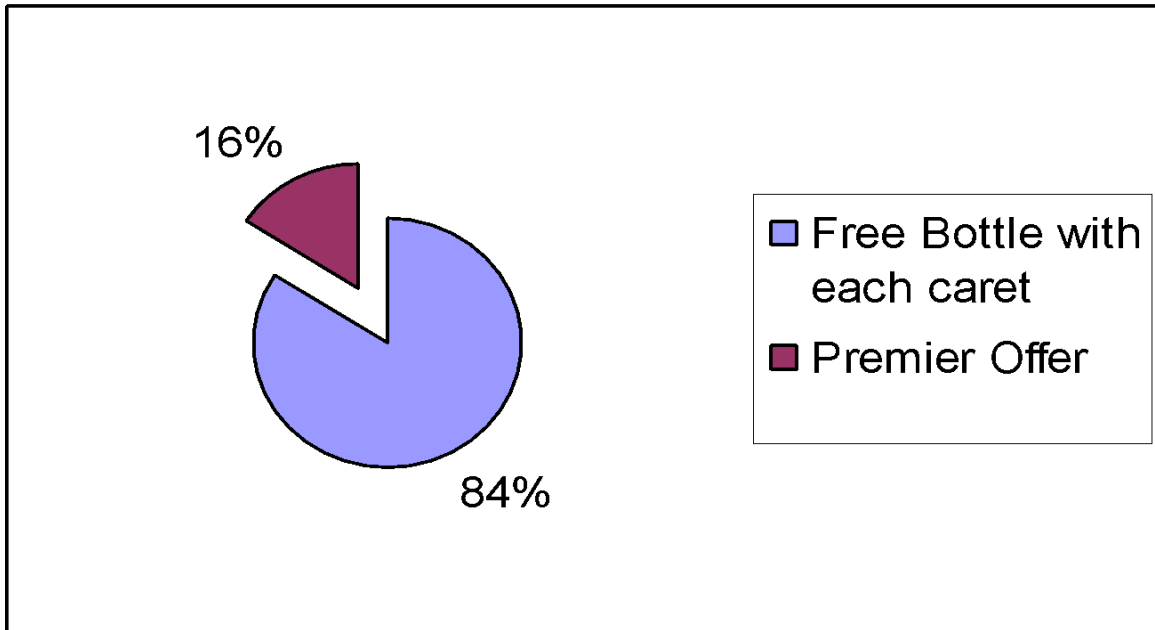
b) Offers & Schemes



**Ques-4) Which type of offers & Schemes do you like most?**

**a) Premier Offer**

**b) Free Bottle with each Carat**



**FINDINGS**

**Some of the important findings and observations have been listed below:**

1. The most important and satisfying observation was that, COCA-COLA had approximately 60% market share in the soft drinks market in Gallagher market, Gorakhpur..
2. Soft drink business’s behavior is not governed by brand loyalty so the availability of the right brand, at the right place, at the right time is the key for winning consumer in soft drink business.
3. The present distribution system of COCA-COLA is the best in these areas and is one of the major strengths of COCA-COLA. The enhancement in the distribution network would definitely increase the market share of COKE.
4. The retailers played a very critical role in incrementing the sales volume of the product and the had to be kept satisfied in order to increase the market share by offering better schemes, discounts, display materials such as VISI’s, racks, counter, signage, wall paintings and better amount for purchase of shelf space for display
5. The cut throat competition between COKE and PEPSI had lead to a never ending cola war and price war which has brought down the profit margins which is one of the major grievances apart from the common complains pertaining to schemes, incentives and display materials.
6. The repair and maintenance and also replacement facilities of the company are not very effective as retailers face problem due to impaired stabilizers, cooling capacity of the fridges and the damage product.

**CONCLUSION**

Coke versus Pepsi has been one of the highest-profile, highest-stakes marketing confrontations witnessed in any industry: "the cola-wars"- the only war where no one gets hurt. Coke has been winning

the overall battle, but Pepsi does have its victories. Internationally Coke's market share increased to 49.2% last year compared to Pepsi's rate, flat at 15.7%. Coke sold \$12.7 billion worth of products internationally, while Pepsi's totaled \$3.2 billion. From this Coke pockets \$.30 for every dollar, compared to Pepsi of less than \$.07 per dollar.

The soft drink industry has been engulfed by an ongoing cola war stemming from a long-time battle between Coca-Cola and Pepsi Co which competes with Coke in most of criteria's. After completing all the market survey and analyzing the strengths, weakness, opportunities and threats of the company it can be concluded that, Coca-Cola still maintains itself as the premium brand in the soft drinks category.. Established in 1886 and 1889, Coca-Cola and Pepsi Co., respectively, were among the first soft drinks invented and their popularity grew rapidly. By the 1930's, Coca-Cola appeared on over 20,000 walls, 160,000 billboards, 5 million soda fountain glasses and 400 million newspaper and magazine advertisements (Secret Formula p. 206). When the war (Second World) ended, the Coca-Cola Company had sixty-three overseas bottling plants in operation in venues as far-flung as Egypt, Iceland, Iran, West Africa and New Guinea.

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- **RESEARCH METHODOLOGY :** **KOTHARI**
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- **MAGAZINE :** **BUSINESS WORLD**

### **WEB SITES**

1. **[www.coca-cola.com](http://www.coca-cola.com)**
2. **[www.coca-cola india.com](http://www.coca-cola.india.com)**
3. **[www.Google.com](http://www.Google.com)**