"The study on market positioning towards Pepsi and Coke in Batticaloa district"

By

S.KAMARAJ

REG NO: EU/IS/2008/MS/20

INDEX NO: EU/IS/2008/MS/950

A PROJECT REPORT SUBMITTED TO FACULTY OF COMMERCE AND MANAGEMENT, EASTERN UNIVERSITY OF SRI LANKA, AS A PARTIAL FULFILLMENT OF REQUIREMENTS OF THE BACHELOR OF BUSINESS ADMINISTRATION (B.B.A) DEGREE.

FCM1478

Project Report
Library - EUSL

DEPARTMENT OF MANAGEMENT

FACULTY OF COMMERCE AND MANAGEMENT

EASTERN UNIVERSITY, SRI LANKA

2014

Abstract

This study aimed at study on market positioning towards Pepsi and Coke in Batticaloa district. Specific objectives were to find the product, price, place and promotion market position in the Batticaloa district of the Pepsi and Coke products. Descriptive survey design was used. A sample of 200 respondents was selected by random sampling from a target population of Batticloa town, Kattankudi and Eravur population.

The data collection instrument was a questionnaire; the questionnaire was designed in order to measure the variables which variables are in related to marketing. Data was analyzed using descriptive statistics mainly frequencies and percentages. Data was presented by the tables, pie charts and bar charts.

Results indicated the dimensions' results also so those dimensions are; the product variable includes 07 dimensions such as quality, brand name, packaging, product variety, labeling, size and innovation. The price variable includes 03 dimensions such as pricing method, discount and price level. And the place variable includes 04 dimensions such as distribution channel, coverage, location and inventory. Finally the promotion variable includes 04 dimensions also such as advertising, sales promotion, personal selling and public relation.

The study recommends to the Pepsi and Coke company distributors and managers; the Pepsi Company wants to handle modifications in the standard of the product to meet the competition that arises from time to time. And they want to maintain the company Market positioning and to compete the market time to time, some modification must be applied to the marketing factors to achieve performance, and they want to maintain this favorable price in the market of soft drink and to achieve their expected target. The Coke Company want to suggest that coke should capture the small marketing niche through the direct Market positioning, and they want to gain the remarkable profit Coke should have to introduce new discount system like Pepsi in the process of their marketing activities.

Contents

Pages

Acknowledgement..... i

Abstract.....ii

Contents.....iii

List of Tables.....vii

List of Figures.....vii

CHAPTER -1: INTRODUCTION **01- 05**

1.1 Background of the Study 01

1.2 Research Problem 03

1.3 Research questions 03

1.4 Objectives of the study 03

1.5 Significance of the Study 03

1.6 Scope of the Study 04

1.7 Limitations 04

1.8 Assumptions 04

1.9 Summary 05

CHAPTER - 02: LITERATURE REVIEW **06-19**

2.1 Introduction 06

2.2 Market 06

2:2:1 Simple market system 06

2.3 Positioning 07

2.3.1Positioning versus differentiation 07

2.3.2The positioning process 07

2.3.3 Porter's five forces 08

2.3.4. SWOT Analysis 10

2.4 Product 11

2.5. Packaging 11

2.5.1. Factions of good packaging 12

2.5.2. Labeling 12

2.5.3 Brands 12
2.5.4 Elements of Brand equity 13
2.5.5 Product quality 13
2.6 Pricing 14
2.6.1. Price Discounts and allowances 14
2.7. Distribution 15
2.7.1. Channel Management 15
2.7.2. Manufacturers 16
2.7.3 Wholesalers 16
2.7.4. Agents 17
2.8 Promotion 17
2.8.1. Advertising 17
2.8.2 Personal sales 18
2.8.3 Sales Promotion 18
2.8.4 Public relation 18
2.10 Summary 19

CHAPTER-03 CONCEPTUALIZATION& OPERATIONALIZATIO 20-24

3.1 Introduction 20
3.2 Conceptualization Model 20
3.3. Independent variables 21
3.4. Dependent variable 22
3.5. Operationalization of Variable 22
3.6 Summary 24

CHAPTER - 04: METHODOLOGY 25-28

4.1 Method of Measurement and Evaluation 25
4.1.1. Personal Information 25
4.1.2. Research Information 25
4.2 Methods of study and study instrument 26
4.2.1 Sample design 27
4.2.2. Evaluation Method 27
4.3 Summary 28

CHAPTER - 05: DATA PRESENTATION AND ANALYSIS 29-46

5.1 Introduction 29

5.2 Personal Information 29

5.2.1 Analysis of Gender distribution of consumers 29

5.2.2 Analysis of Place distribution Consumers 30

5.2.3. Analysis of income level distribution 31

5.2.4. Analysis of Brand Distribution of Customers 32

5.2.5. Analysis of Duration Distribution of Customer 32

5.2.6. Analysis the Media influence distribution of consumers 33

5.3 Reliability analysis 34

5.4 Research Data Analysis 34

5.4.1 Product 34

5.4.2. Description Regarding Dimensions of product 36

5. 4.3 Price 37

5.4.4. Description Regarding price 37

5.4.5. Description Regarding Dimensions of price 38

5.4.6. Place 39

5.4.7. Description Regarding Dimensions of place 40

5.4.8. Promotion 41

5.4.9. Description Regarding Dimensions of promotion 42

5.5 Gross Tabulation 43

5.5.1 Gender Vs. Main variables 43

5.5.2 Location Vs. Main variables 43

5.5.3 Income level Vs. Main variables 44

5.5.4. Brand Vs. Main variables 44

5.5.5. Duration Vs. Main variables 45

5.5.6. Media influence Vs. Main variables 45

5.6. Summary 46

CHAPTER - 06: DISCUSSION 47-53

6.1 Introduction 47

6.2 Discussion on Personal Information 47

6.2.1 Gender 47

6.2.2 Location of business place 47

6.2.3 Income level 48
6.2.4 Brand 48
6.2.5Duration distribution 48
6.2.6 Media influence 48
6. 3. Discussion of variable – 01- Product 49
6.4. Discussions of variable – 02 –Price 50
6.5. Discussions of variable 03 – Place 51
6.6. Discussions of Variable – 04 – Promotion 52
6.7 Summary 53

CHAPTER-07: CONCLUSION AND RECOMMENDATION **54-61**
7.1 Introduction 54
7.2 Conclusion 54
7. 3. Recommendation 56
7.4 Implication of the research 60
7. 5. Summary 61
REFERENCES **I**
APPENDIX **X**
Appendix 1: Questionnaire