

**Corporate Research & Learning Internship**

On

**“Consumer Satisfaction towards Coca-Cola in Thane”**

**Submitted in Partial Fulfilment of the Requirement for**

Academic Completion of Trimester III

**POST GRADUATE DIPLOMA IN MANAGEMENT**

**(Batch 2021-23)**

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**LEXICON MANAGEMENT INSTITUTE OF LEADERSHIP &  
EXCELLENCE, WAGHOLI, PUNE**

**SUBMITTED BY**

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## **DECLARATION**

I, Karan Jaiswar, studying in the second year of POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) at Lexicon Management Institute of Leadership and Excellence, MILE Tower, Wagholi, Pune, hereby declare that I have completed the Summer Internship Project titled "**Consumer Satisfaction towards Coca-Cola in Thane**" as a part of the course requirements for POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) Program.

I also declare that the work undertaken by me is original and has not been copied from any other source. I further declare that the information presented in this project is true and original and has not been submitted to Lexicon or any other Institute for any other examination, before this. It is based on the original research work and will be used only for the academic purpose. It will not be produced in any condition as a source of information to an industry.

Date:04/06/2022



Signature

Place: Pune

(Karan Jaiswar)

PGDM (Batch 2021-2023)

## **ACKNOWLEDGEMENT**

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## EXECUTIVE SUMMARY

The soft drinks market is one of the oldest as well as one of the biggest markets in India. These soft drinks have become part of our daily life, whether its a special occasion or just a day in hot summer afternoon or a causal carbonated drink after a meal they have become a part of our life, not only that they also have a significant impact on country economic.

The purpose of this study is to identify the factors which affect the customer's satisfaction when he/she buys a particular soft drink. Also to understand the most preferred soft drink in Thane and why.

To identify these factors and back up them with the strong support we have done a quantitative research in this, we have collected the data of 210 respondents through questionaries and then analyze those data.

Findings of the study that are the awareness level of soft drinks are very high, Coca-Cola and Pepsi were the most well know soft drinks among people

One major limitation of this study is a small sample size which is 210, If we consider a larger sample space then the result might vary.

Later in the study, we found that Coca-Cola is the most preferred soft drink in Thane. And taste, availability, and pricing play an important role in consumer satisfaction.

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## Chapter 1

### Introduction

India has a totally huge marketplace for the tender drink enterprise. This is due to the huge populace wherein extra than 60% have been youngsters. Youngsters are the primary customers of tender liquids. The tender drink enterprise is one of the booming sectors worldwide. The motive for thrive in the enterprise is the alternative within the mind-set and dwelling fashion of the people. Soft liquids are called non-alcoholic beverage containing syrup essence or fruit concentrates which are combined with carbonated water. Soft liquids are thirst quencher, hygienic and a drink of enjoyment. Soft liquids industries are quit old.

India has turned out to be one of the key markets of many gamers like Coca-Cola, Pepsi Co etc. The difficult opposition that exists among the gamers benefited the customers with many version and form of tender liquids. The access of many multinational groups in tender liquids area has generated many employment possibilities in domestic country. As a ways as India marketplace is taken into consideration predominant competitors within the enterprise are Coca-Cola and Pepsi and they have additionally worn out the house competitors. The manufacturing of tender drink enterprise is primarily based totally at the franchise system, wherein the discern groups deliver the concentrates logo name. The franchise unit this is the bottling unit elements the manufacturing to the marketplace. The income is shared with the aid of using each the groups and the franchises need to pay the discern organisation for the usage of the logo name.

Modern marketing objectives at figuring out the want and desires of target markets and adopts the company to supply the preferred delight more efficaciously and efficaciously than its competitors. The examine of consumer delight flows evidently from the advertising standards the concept of looking on the product from the consumers' factor of view providing what they really need rather than what one thinks, what they need. In reading consumer delight, we must recall now no longer most effective what human beings buy, however where, how often, and below what situations they make their purchases.

Customer research is critical to marketing strategy because understanding the elements that impact consumer purchasing may aid in market share growth.

## Chapter 2

### 2.1 Objectives

1. To study the Awareness level of soft drinks.
2. To compare the satisfaction level of Coco-Cola vs other soft drink.
3. To identify which type of Coco-Cola, satisfy more people?
4. To identify the factors that influence the satisfaction level of Coco-Cola?

### 2.2 Source of Research Data

We used both primary and secondary data sources for the purpose of strengthening the content of the entire research work. The research will be more insightful if more people are involved to this research, that is why we use questionnaires methods so that we can reach more people without consuming their time, in this way we will be able to gather more data in a short period of time.

In order to support the research, scientific journals, literature, and online sources will be used as secondary data collection.

#### Primary sources

- Primary sources of data are collected through questionnaire

#### Secondary sources

- Secondary sources of data are collected from the company's website and some other research-based websites like Bright Knowledge, google scholar, google Book, etc.
- Books, papers, and journals pertaining to the topic as well as articles.

## Chapter 3

### 3.1 Sector Profile

#### Overview

##### 3.1.1 Fast Moving Consumer Goods Sector

There is another term which is used for FMCG i.e "Consumer Packaged Goods"(CPG) is a term used to describe fast-moving consumer goods. The term "Fast Moving Consumer Goods" refers to items that have a rapid turnover rate and are relatively inexpensive (FMCG). The phrase "fast-moving consumer products" is used to describe items that are replaced within a year. FMCG is a wide category of often bought consumer items that includes shampoos, detergents, makeup, mouthwash, grooming products, and soaps, as well as non-durable goods such as crockery, lights, and batteries, paper goods, and plastic items. FMCG also includes medicines, electrical goods, ready-to-eat goods, beverages, tissue paper, and candy bars.

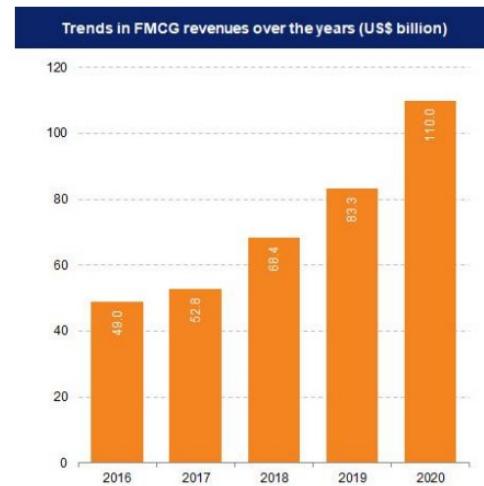
##### 3.1.2 Fast Moving Consumer Goods Sector in India

The (FMCG) sector is one of the most dynamic sectors of the Indian economy, has grown at an unprecedented rate over the last decade. This industry is divided into five distinct segments: personal care, domestic care, Coca-Cola and packaged food and beverages, and tobacco. Oral care, hair care, toiletries, soaps, and cosmetics are all included in personal care; domestic care includes fabric wash and household cleaners; and beverages include health beverages, soft drinks, cereals, dairy goods, bread items, candies, and essentials. FMCG is a significant contribution to India's Gross Domestic Product (GDP) and is the fourth largest industry in the Indian economy, employing around 5% of all industrial workers.

Additionally, this sector employs around three million people in downstream activities, which are often located in smaller towns and India. Markets consume 56% of overall FMCG demand.

- The size of the FMCG sector in the Indian market was valued at 110 billion U.S. dollars in 2020.
- Major players in FMGC Sectors are *Hindustan Unilever Ltd, ITC Ltd, Nestle India Ltd, Britannia Industries Ltd., Godrej Consumer Products Ltd., Patanjali Ayurved Limited, Dabur India Ltd, and Marico Ltd.*
- The domestic FMCG market increased 36.9% YoY in April-

June 2021. With a compound annual growth rate (CAGR) of 14.9%, the Indian FMCG industry is estimated to reach US\$ 220 billion by 2025, up from US\$ 110 billion in 2020, according to projections. An estimated US\$ 470 billion would be spent on processed food in India by 2025..



- There are no restrictions on foreign investment at the manufacturing or retailing levels, with the exception of 51 percent of FDI in multi-brand stores. Employers, supplier chains, and brand recognition would all benefit as a result of this, ultimately increasing consumer spending and driving new product introductions. Between April 2000 and June 2021, the sector attracted healthy FDI inflows of US\$ 18.59 billion..
- The following are some of the significant government efforts aimed at promoting the FMCG industry in India:
  - For their ambitious Deendayal Antyodaya Yojana National Rural Livelihood Mission, Flipkart signed a Memorandum of Understanding (MoU) with the Government of India's Ministry of Rural Development (MoRD) in November 2021.

The Union Cabinet approved a production-linked incentive (PLI) plan in 10 important sectors (including technology and white goods) on November 11, 2020, to strengthen India's manufacturing capabilities and exports, as well as to assist the 'Atmanirbhar Bharat' agenda

- Technological advancements in the packaged food market would help farmers improve their prices and eliminate waste. To give support through the PLI plan, distinctive product lines have been formed that have a high potential for growth and the capacity to produce medium- to large-scale jobs.
- Cash and carry and single-brand retail are now open to 100% foreign direct investment in India.
- New strategies in FMCG are
  - Direct-to-consumer channels (D2C)

According to Technopak, the D2C channel increased by ~20% in the last two years, owing to pandemic-driven demand, and is likely to grow by another 15-20% over the next five years.

➤ Newmarket entry

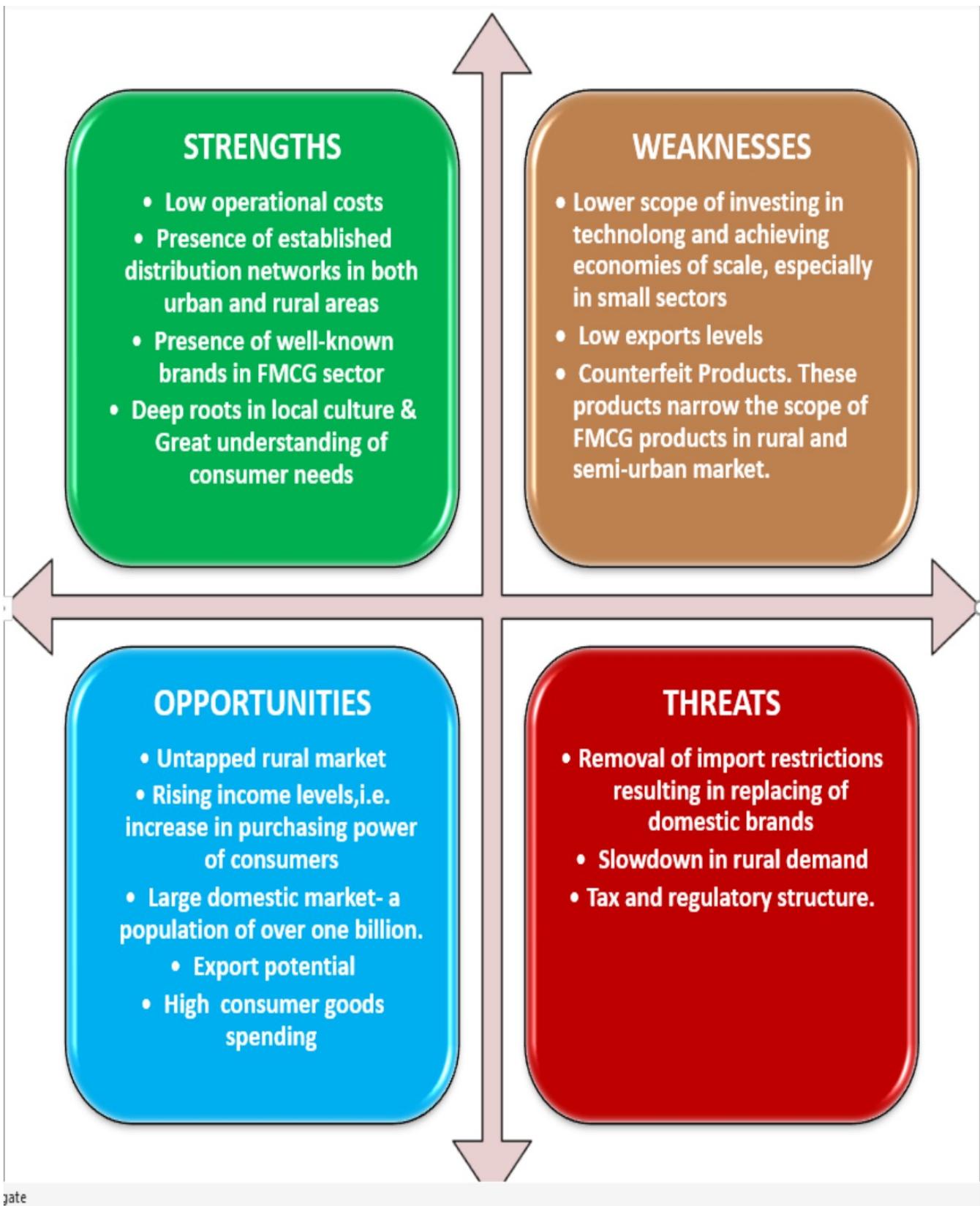
In October 2021, Setwel Industries entered the FMCG market with The Food Folks, a company specializing in gourmet formulations.

In October 2021, Juice Beauty, a plant-based makeup brand, was launched in India by the company that owns Boddess.com, a beauty-tech store.

➤ Green initiatives

- FMCG firms are investing in energy-efficient factories to benefit society and reduce long-term expenses.
- The FMCG sector in India is projected to rise by 23.15 percent annually to US\$ 103.70 billion in FY21, up from US\$ 68.38 billion in FY18, according to the predictions..
- India's fourth-biggest industry, the fast-moving consumer goods (FMCG) business contributes roughly 20% of the country's GDP..

Swot analysis matrix for FMGC:



### 3.2 Company Profile:

#### Mission:

Coca-Cola's Purpose is to "refresh the world. make a difference."

Its vision and mission are to "*craft the brands and choice of drinks that people love, to refresh them in body & spirit. And done in ways that create a more sustainable business and better-shared future that makes a difference in people's lives, communities, and our planet.*"

#### The Coca Cola Company Mission

Our mission is:

- To refresh the world in mind, body and spirit
- To inspire moments of optimism and happiness through our brands and actions
- To create value and make a difference.

#### Vision:

Our mission is to create brands and beverage selections that people adore, rehydrating them both physically and spiritually. And done in ways that foster a more sustainable business model and a more shared future that positively impacts people's lives, communities, and the environment.

#### Product Description:

It was founded in 1892 and is one of the world's most well-known brands of sugared carbonated beverage, which has become a cultural icon in the United States and a symbol of American preferences worldwide.

#### Description of services

- It's one of the world's largest beverage distribution systems.
- There are many different types of beverages made by The Coca-Cola Company, such as flavored sparkling mineral water, juices, and carbonated beverages, as well as teas and coffees made from plants and milk products.

#### History:

Coca-Cola was invented in 1886 by John S. Pemberton (1831–88), an Atlanta pharmacist. Frank Robinson, his bookkeeper, chose the drink's name and scribbled it in the flowing font that became the Coca-Cola logo.

## Performance of the company

### Revenues, Growth:

Net revenues grew 16% to \$10.0 billion, resulting in net revenues ahead of 2019, and organic revenues (non-GAAP) grew 14%. Revenue performance included 8% growth in concentrate sales and 6% growth in price/mix.

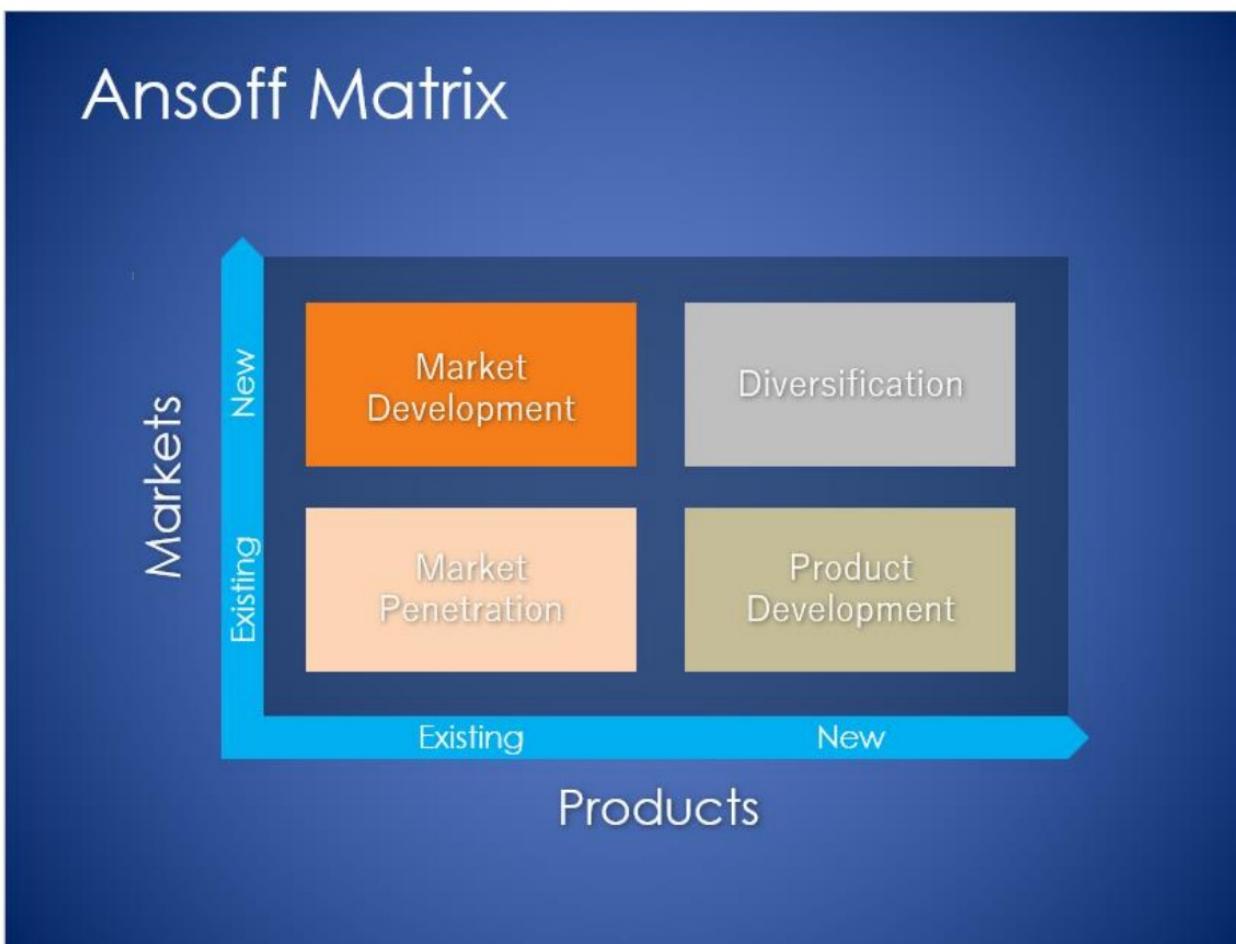
### Annual Sales:

The Coca-Cola Company's net operating revenues globally were around 38.66 billion US dollars in 2021.

### BCD Matrix for Coca-Cola



## Ansoff Matrix For Coca-Cola:



### Market Penetration: (EXISTING Market, EXISTING Product)

By altering the 'Promotion' component of the Marketing Mix, This approach aims to grow market share inside developed sectors, either via increased sales to current customers or by the acquisition of new clients.

Coca-Cola can improve holiday sales by linking the brand with Diwali or any other Indian celebration.

### Market Development: (NEW Market, EXISTING Product)

Market development is also about finding new clients for an existing product.

Coca-Cola Zero was created in 2005 with the same philosophy as Diet Coca-Cola: the incredible flavor of Coca-Cola without the sugar or calories.

Diet Coca-Cola was released more than 30 years ago, and while it is the most popular soft drink among ladies, young men shunned it due to its perceived femininity. With its sleek black can and diametrically opposed promotional efforts, Coca-Cola Zero has a masculine appeal.

## Product Development: (EXISTING Market, NEW Product)

This requires the development of new goods for existing markets that are more responsive to client requirements and outperform rivals.

Cherry Coca-Cola was created in 1985 as a result of small-scale competitors seeing the financial possibilities of cherry-flavored syrup added to Coca-Cola and resold. Since then, the company has developed lime, lemon, and vanilla tastes with great success.

## Diversification is necessary (NEW Market, NEW Product)

- Related Diversification: (NEW Market, NEW Product)

Producing complementary products to the existing portfolio is one strategy for entering a new but connected market. Coca-Cola acquired Glaceau for \$4.1 billion, which includes the vitamin water brand Vitamin water. With sales of carbonated soft drinks such as Coca-Cola dropping year over year, the brand is betting on a less sugary future and has jumped on the growing health drink market.

- Unrelated Diversification: (NEW Market, NEW Product)

Expansion into a new industry that bears no resemblance to the business's existing markets. Coca-Cola avoids risky ventures into new markets in favor of harnessing its brand strength to succeed within the beverage industry. Coca-Cola, on the other hand, sells branded products ranging from pens and glasses to refrigerators, capitalizing on its enormous brand advocacy.

## Market Shares:

Coca-Cola is a leading player in the Indian beverage market with a 60 percent share in the carbonated soft drinks segment, 36 percent share in the fruit drinks segment, and 33 percent share in the packaged water segment.

### 3.3 Product Profile

Product Width for Coca-Cola: 4

Product Length for Coca-Cola: 13

Names of the products:

**Sparkling:**

This category consists of carbonated drinks with different flavours and different tastes.

- Coca-Cola
- Thums Up
- Fanta
- Sprite
- Limca
- Rimzim

**Hydration**

This category consists of drinking water.

- Kinley
- Smart Water

**Juices and Juices Drinks**

This category consists of Juices and Juices Drinks

- Minute Maid
- Maaza
- Rani

**Coffee and Teas**

This category consists of Tea and coffee.

- Georgia
- Costa Coffee

## Chapter 4

### Literature Review

Review No. & Source	Author Name & year of Publication	Title of the research paper	Findings & Conclusions (in own words)	How this study is related to your research? (in own words)
Book				
1	Hayden Noel 2009	Basics of Marketing consumer Behavior	In this book, it was explained the different concepts related to consumer behavior like what is consumer behavior, what are the factors that affect the buying behavior of people, how can group, religion influence your buying behavior, how age, class, and gender have an effect on your buying behavior, then what is consumer knowledge and memory and there buying decision	This book gives the idea of how consumer behavior can be affected by many factors like age, group, class, gender, and many more. So it gives an overall understanding of consumer behavior and factors that may affect it .
2	Richard W. Oliver 1997	Satisfaction: A behavioral perspective on the consumer.	Customer satisfaction is examined in this book in terms of its definition, causes, and implications. The author expands the list of factors that contribute to psychological fulfillment to include wants, excellence (quality), justice, and regret (what might have been). It also talks about the customer satisfaction model. It finishes with chapters on post-	This book gives the idea of what we mean by consumer satisfaction and what are the factors affecting it, gives the idea of some models related to satisfaction which can be helpful in understanding customer satisfaction

			<p>purchase effects such as complaining behavior and customer loyalty, as well as a discussion of why management needs to understand satisfaction psychology. The chapters on satisfaction processes include dissonance, blame, consumption affect, and consumption processing, ending in a "consumption processing model</p>	
3	Nigel Hill, Greg Roche, Rachel Allen 2007	Customer Satisfaction: The Customer Experience Through The Customer Eyes	The book was written keeping in mind that how can someone able to understand Customer Satisfaction and it's also teaching new techniques to enhance the customer satisfaction	This give the idea about what factors help to increase the customer satisfaction
Journal				
4	Abdul Munam Jamil Paracha, Muhammad Waqas, Ali Raza Khan & Sohaib Ahmad 2012	Consumer Preference Coca Cola Versus Pepsi-Cola	<p>The study found that 259 people prefer Coca Cola out of 400 while 149 prefer Pepsi Cola. One reason is that consumers like the taste of Coca Cola. Another explanation is that our sample enjoys Coke as a refreshment, which contributes to their preference. Price is another important factor that influences consumer purchasing decisions. The frequency of marketing also influences which coke brand a customer chooses. Our research also revealed that marketing campaigns and promotions help consumers buy their favorite brands.</p>	<p>This gives the idea of why people prefer Coca-Cola, what are the factors that affect the buying decision of people to buy coca-cola example price , How T.V advertisement has more impact on customer, why availability plays an important role in .</p>

			<p>People learn about their favorite cola from television commercials, so those who watch TV are more aware of it than those who do not. Convincing is another important factor when choosing a brand. Coca-Cola customers value the brand ambassador, but Pepsi-cola customers have little impact. Customers of Coca-cola believe their preferred is essential not just to quench their fundamental thirst, but also for additional reasons. Both brands' customers value production and expiration dates and ordered their cola accordingly. As a result, Pepsi must compete harder with Coke to maintain market dominance</p>	
5	Fazeen Rasheed A.K 2017	A Study of Consumer Buying Behavior of FMCG Products in Calicut City	<p>The research reveals that rural consumers' attitudes are similar to urban customers. They can identify a product's need, broad awareness, and relevant information sources for the product. A product's harmful effects and quality are thoroughly researched. They also buy FMCG items. They may learn about products via TV ads. Purchases and ratings of satisfaction by consumers show their preference for the product. Dissatisfied with the product's functioning or availability on the market, consumers prefer to switch brands. Customer satisfaction is crucial following a transaction. The consumer purpose of royalty is</p>	<p>This gives the idea related to FGCG sectors, as well as the behavior in terms of attitude shown by both urban and rural are similar. This also gives the idea of how important Psychical factors are like the color taste, packing, etc.</p>

			<p>considerable, enhancing their power and expectation. They buy Tooth Pastes largely from convenience shops or nearby retail businesses, according to their democratic history.</p> <p>Today's consumers want their toothpaste to do more than just clean teeth. Private label solutions compete with branded products by giving equivalent benefits at a lower price, while the sector has done well and will continue to do so. In order to grow the market and keep customers interested in this category, enterprises and brands will need to keep incorporating new practical and aesthetic benefits.</p>	
6	Bajrang Lal and Pankaj 2017	Customer Satisfaction towards Pepsi and Coca-Cola: An Exploratory Study of Jind City (Haryana)	<p>It was found that 52.9 percent of people drink soft drinks on occasion, it was also found that Pepsi has 51 percent of the market share, and 85.4 percent of customers were satisfied with their brand. It was also found that, the brand name has a 66.9 percent influence on the customer., colour influences 51.6 percent, taste influences 75.8 percent, packaging influences 60.5 percent, and technology influences 54.1 percent, indicating that these factors have a greater influence on customer purchasing decisions. Minor variations</p>	<p>It gives the idea of how brand names, colors, tastes, and packaging have a direct impact on customer buying behavior and satisfaction.</p>

			were also discovered in the case of price increases (33.8 percent) and price decreases (54.1 percent), indicating that these factors have a greater impact on customer purchasing decisions (39.5 percent ). Customers in Jind city are satisfied with their favourite brand 85.4 percent of the time. As a consequence, we may deduce that the names, colours, flavours, and packaging of Pepsi and Coca-Cola have a direct influence on customer purchasing behaviour and satisfaction..	
7	K. PAVITHRA*, SANGITA DASAND A.K. SUBRAMAN 2015	A STUDY ON CUSTOMER SATISFACTION TOWARDS COCO-COLA COMPANY, CHENNAI:	According to the research findings, the majority of customers were happy with the Coco-Cola Company in terms of the selected parameters. This survey also shows that customers have a high level of loyalty to the Coca-Cola corporation.	This gives a broad idea how research should be done when it's relates to consumer satisfaction.
8	Dr.K.Srinivasan.M 2018	A Study on Customer Satisfaction towards Coca-Cola with Special Preference to Dharmapuri District.	Ultimately, they were focusing on the purchase, preference, and satisfaction of packaged cold drinks and beverages. In the study, it was found that consumer learns from different sources like friends, mixed sources,colleagues, and so on, and then decided which is best for them.  In addition to the economy and fundamental consumer preferences, customers value sanitation, better flavour,	This helps in giving broad perspective about customer satisfaction towards Coca- Cola and also give an idea of customer satisfaction and how small factors can have big impacts like color, pricing, and hygiene.

			more nutrition, more ads, a variety of discount methods, good packaging, production date, and final date of consumption. Consumers are not all created equal when it comes to producing unique characteristics in cold drinks. The majority of drinkers of this refreshing beverage are conservative in their choices.	
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### Web Article

9	Elizabeth Crawford 2019	ACSI: Customer satisfaction with food, soft drinks hold steady despite some headwinds	<p>According to ACSI, overall customer satisfaction in the soft drinks market has remained consistent, although it confronts rising risks from consumer rejection of sugary beverages.</p> <p>He claims that the sector is "nearly entirely deadlocked in terms of consumer satisfaction" between those who continue to enjoy soft drink alternatives and those who are migrating to non-carbonated options that they consider to be healthy.</p> <p>When looking at specific brands, PepsiCo's consumer satisfaction has increased by 2% to 82, compared to Coca-Cola, which has remained stable but is ranked the lowest at 81.. According to the survey, Keuring Dr. slipped 1% to 82.</p>	It gives an idea of how customer loyalty plays an important role in business and how if the customer are Satisfactions rate is good , customer become more loyal
10	Beverage Industry 2011	Customer satisfaction rises in soft drinks, beer categories.	Despite overall declines in U.S. sales, customers are satisfied with most products in the soft drinks and beer categories says a report released by the American	This shows the various factors that help to maintain or even increase customer satisfaction.

			<p>Customer Satisfaction Index (ACSI).</p> <p>In the soft drinks category, the ACSI score increased 1.2 percent to 85 on a zero to 100 scale.</p> <p>“ Customers are highly satisfied with their soft drinks because of a wide variety of product offerings, product reliability, low unit price, and low buyer switching costs, according to Claes Fornell, founder of the ACSI and author of "The Satisfied Customer: Winners and Losers in the Battle for Buyer Preference." "After a 7% drop to 79 last year, customer satisfaction with smaller businesses climbed 5% to 83 this year.</p> <p>This is less expensive than soft drinks, yet it maintains a high degree of quality, making it an excellent alternative.</p> <p>, ACSI says.</p> <p>Miller brands surpassed lesser brands like as Corona, Heineken, Samuel Adams, and different microbrewery labels, which stayed at 83 this year, to take the top at 84 (a 1% rise)..</p>	
11	Dr Anushree Chauhan Dr Rajiv Sindwani Dr. Manisha Goel	An Analysis of Level of Customer Satisfaction in FMCG sector	It show that satisfaction level is affected by various elements related to both psychological and physical to satisfaction behaviours return and recommend rate. The client's level of satisfaction	Gives the impression that customer happiness might occasionally be linked to other items with which the buyer can compare the

	2017-19		<p>may fluctuate depending on a variety of factors, including other goods against which the buyer may evaluate the company's products. Some experts urge organisations to "concentrate on a goal that is more clearly related to consumer equity" to avoid challenges produced by a kaleidoscope of customer expectations and differences. Existing consumers must be retained while non-customers must be attracted.</p> <p>Gives the impression that customer pleasure may be linked to other things with which the client can compare the company's offerings.</p>	organization's offerings.
12	Dr. K.Hari Hara Raju Dipkar Thapa 2017	CUSTOMER SATISFACTION TOWARDS SOFT DRINKS	<p>The vast majority of responders are under the age of 25, and they like drinking soft drinks for a variety of reasons. Pepsi's target market consists of this set of customers. Because the majority of responders are students or employees, soft drink sales should be strong. The vast majority of respondents drink soft drinks on a regular basis. Among soft drink companies, Lemon tastes in Pepsi and Cola flavours in Coke were preferred by the majority of respondents.</p>	This gives an idea of which age group consumes the most soft drink and what people prefers the most when it comes to soft drink.
13	Sathya . M1	A STUDY ON CUSTOMER PREFERENCE AND	According to the findings of the study, the consumer's democratic upbringing has a significant impact on both	This research is highly correlated to my research topic.

Mr. M .R .Chandra Sekar May 2021	SATISFACTION TOWARDS SOFT DRINKS SPECIAL REFERENCE WITH COCO COLA IN TIRUPUR CITY	<p>behaviour and brand royalties. Consumers may be aware of the product's necessity, but have limited awareness of it and acceptable sources of information about it.</p> <p>Through television advertising, they may obtain the most product information. They acquire qualities as a result of their product expertise and a thorough examination of the product's negative impacts and quality. The population's consumer behaviour rationally likes the product, buys it, and shows happiness. Customers are more likely to transfer brands if they are dissatisfied with the product's performance or availability on the market.</p> <p>When making a purchase, it is critical that the buyer be satisfied with the current brand image and the product's quality. The licencing charge for consumer uses is quite expensive, maximising its strength and expectation.</p>	
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### Newspaper

14	By amasite   June 8, 2016	How Coca-Cola® Maintains Brand Loyalty in a Changing Environment.	In this they have explained how Coca- have able to maintain loyalty by Maintaining Flexibility in a Changing Environment, Making the Products More Premium, Maintaining the Connection Between Loving	This gives the idea that how providing more option and making the products more premium can leads to more
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			the Brand and Consuming the Products, Giving Back to the Community	satisfaction in customers' minds.
15	Tianjin University of Commerce, Tianjin, China 2020.	A Future Forecasting for FMCG Firm Performance in Covid-19: An Investigation of Consumer and Business Survival	In FMCG 2019 coronavirus complaint, covid-19 has an print on enterprise productivity and survival. It has impact on consumer well-being and company survival rate have been negatively affected by covid-19. Eventually, the data show that covid-19 has a negative impact on Malaysia's periodic GDP, and the frugality is anticipated to drop by 1.92 over the former time	Because this gives idea how FMCG Sector behaviors after covid-19.
16	Aaditya Mehta Pari Arora Athul Ramasubramani Rukmani Singaram  2019	Coca Cola: A study on the marketing strategies for millenniums focusing on India	Researchers concluded from the study report that millennials are easily persuaded by social media marketing, but that they are more impacted during the holiday season due to the large quantity of online offers available during that time. Because India is a price-sensitive market, its customers are particularly sensitive to even little price changes, resulting in If the price is high, demand will decrease; if the price is low, demand will grow. We discovered that there is a clear link between product pricing and customer happiness as a result of our research.	This gives the idea of how price and variety impact consumer behaviour.

## Chapter 5:

### Research Methodology

#### 5.1 Research Design

##### 5.1.1 Type of Research Design

###### Descriptive research

In consumer surveys, we adapted this descriptive research for collecting and analysis of the data. It is a systematic way to solve problems.

A descriptive research plan is a sort of research project that seeks information in order to characterize an item, situation, or population in a methodical manner. Clearly, it is more helpful to answer inquiries concerning a research problem's what, when, where, and how than why.

To explore the variables under consideration, the descriptive approach to research can include a wide range of research tools.

#### 5.2 Research Methods of Data Collection

The goal of this research is not to generalize, but to comprehend the complexities of the phenomena; hence, a qualitative research technique or quantitative research techniques alone will not be sufficient. A number of different methods can be used to fully capture phenomena. It means that a combination of these two can be used to attend the desired result, with more precise output as well as the value that are wider and fuller in nature.

Hence both quantitative and qualitative methods are used in this research.

##### 5.2.2 Tools of Data Collection:

Both Questionnaires and Documents/records are used in this research.

## **5.3 Sample Design**

### **5.3.1 Population**

For this research, we have targeted the younger age group because they are more conscious & aware of the brand. We mainly focus on the students and young professionals because of their high-interest levels. We also keep in mind to get audiences who already tried cola drinks because they will better answer those questions.

### **5.3.2 Sampling type**

For the purpose of the study, we have used Simple random sampling.

### **5.3.3 Sampling size**

For the purpose of the study, I have selected 210 respondents.

## **5.4 Data Analysis Tools used:**

For the purpose of the study, we have used Excel for data analysis.

## **5.5 Justifications for Research Methodology used:**

A total of 210 samples were selected across Thane. Respondent where the once how consumer Cola drinks. We also attempted to get an appropriate male-female ratio in the samples. The younger age group was the main audience targeted since they are more mindful and aware of the brand. Furthermore, we attempted to focus more on youths because they were more interested in trying out new items and were more aware. Buyers who had consumed cola drinks performed better when asked about the influencing variables and the reasons for their intake and purchase. In this investigation, simple random sampling was performed.

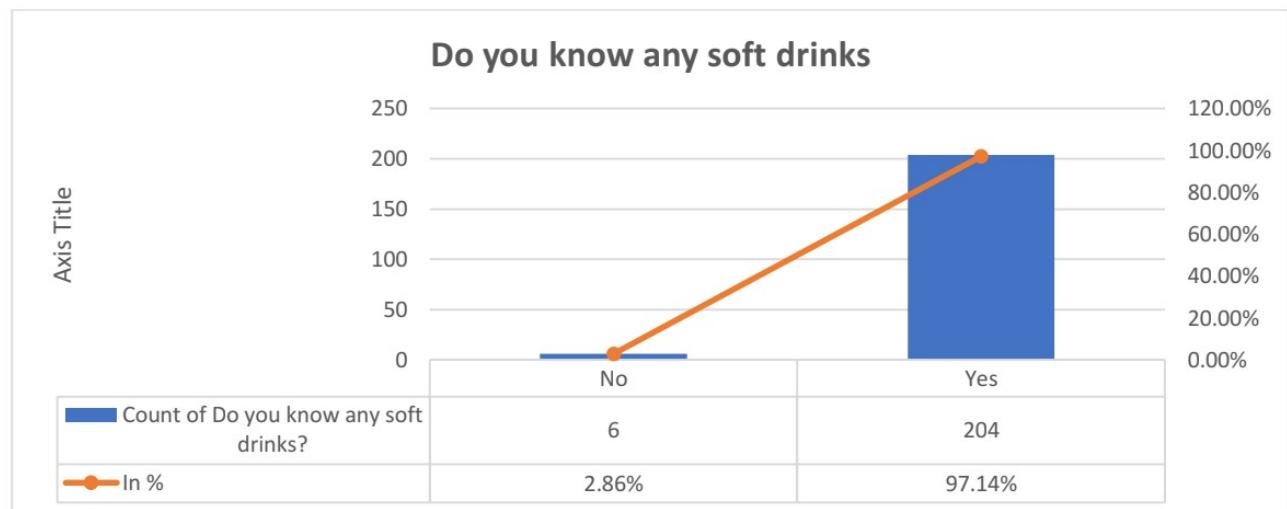
## Chapter 6:

### Data Analysis and Findings

1. To study the Awareness level of soft drinks.

1.1 Do you know any soft drinks?

Responses Collected	Numbers	Percentages (%)
No	6	2.86%
Yes	204	97.14%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>



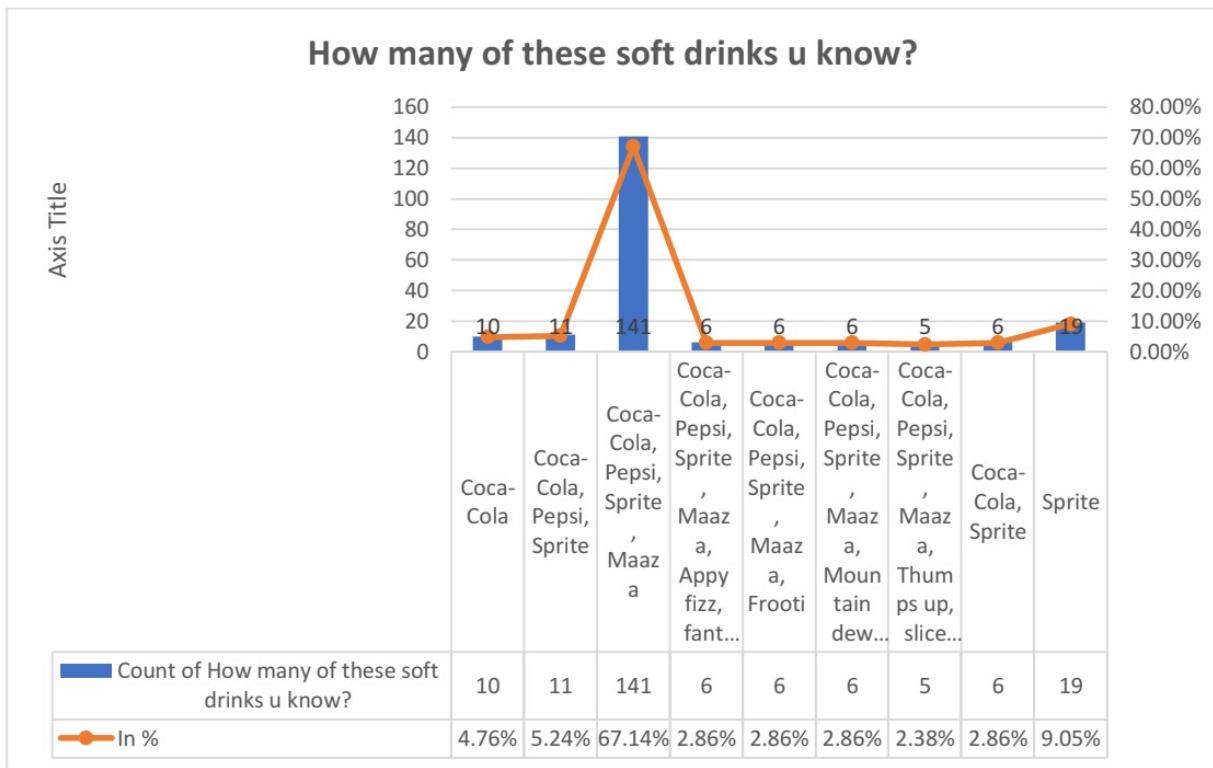
Interpretation:

People are more aware this means that consummation of soft drinks might also be high.

1.2 How many of these soft drinks u know?

Responses Collected	Numbers	Percentages (%)
Coca-Cola	10	4.76%
Coca-Cola, Pepsi, Sprite	11	5.24%
Coca-Cola, Pepsi, Sprite, Maaza	141	67.14%
Coca-Cola, Pepsi, Sprite, Maaza, Appy fizz, fanta, miranda, sting,	6	2.86%
Coca-Cola, Pepsi, Sprite, Maaza, Frooti	6	2.86%
Coca-Cola, Pepsi, Sprite, Maaza, Mountain dew, mountain dew code red, sting, thumbs up	6	2.86%
Coca-Cola, Pepsi, Sprite, Maaza, Thumps up, slice, mirinda, 7up, mountain dew	5	2.38%
Coca-Cola, Sprite	6	2.86%

Sprite	19	9.05%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>

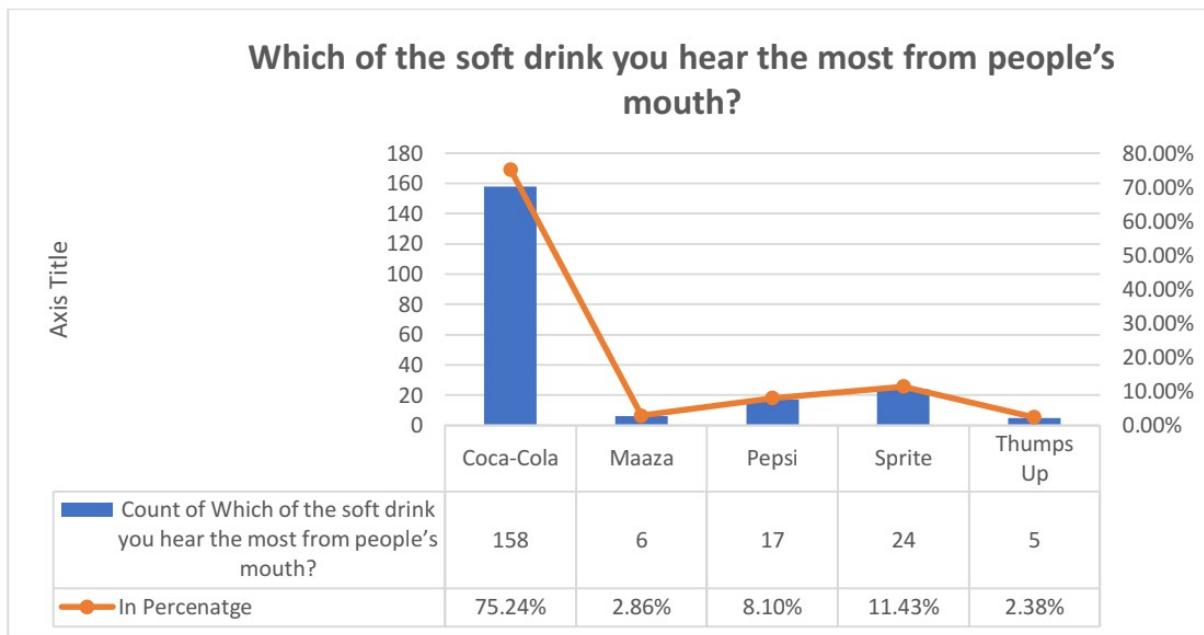


Interpretation:

People are more aware of Coca-Cola, Pepsi, Sprite and Maaza which means these have high market shares as compare to other ones.

### 1.3 Which of the soft drink you hear the most from people's mouth?

Responses Collected	Numbers	Percentages (%)
Coca-Cola	158	75.24%
Maaza	6	2.86%
Pepsi	17	8.10%
Sprite	24	11.43%
Thumps Up	5	2.38%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>

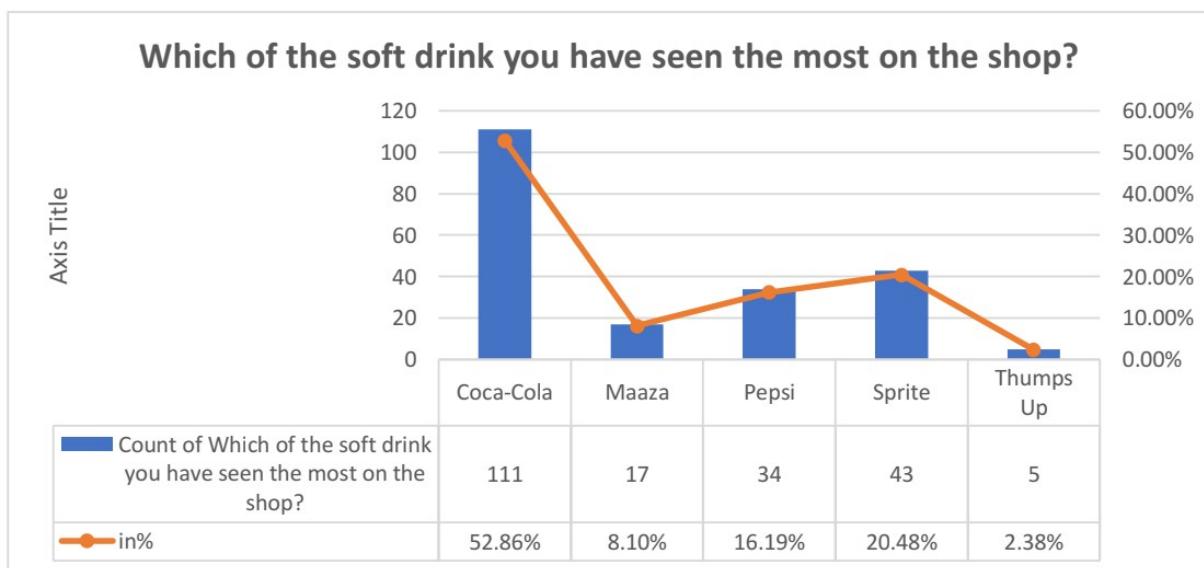


Interpretations:

Number of people heard about Coca-Cola from other people's mouth is high which means that Coca-Cola is very well spread in market.

#### 1.4 Which of the soft drink you have seen the most on the shop?

Responses Collected	Numbers	Percentages (%)
Coca-Cola	111	52.86%
Maaza	17	8.10%
Pepsi	34	16.19%
Sprite	43	20.48%
Thumps Up	5	2.38%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>

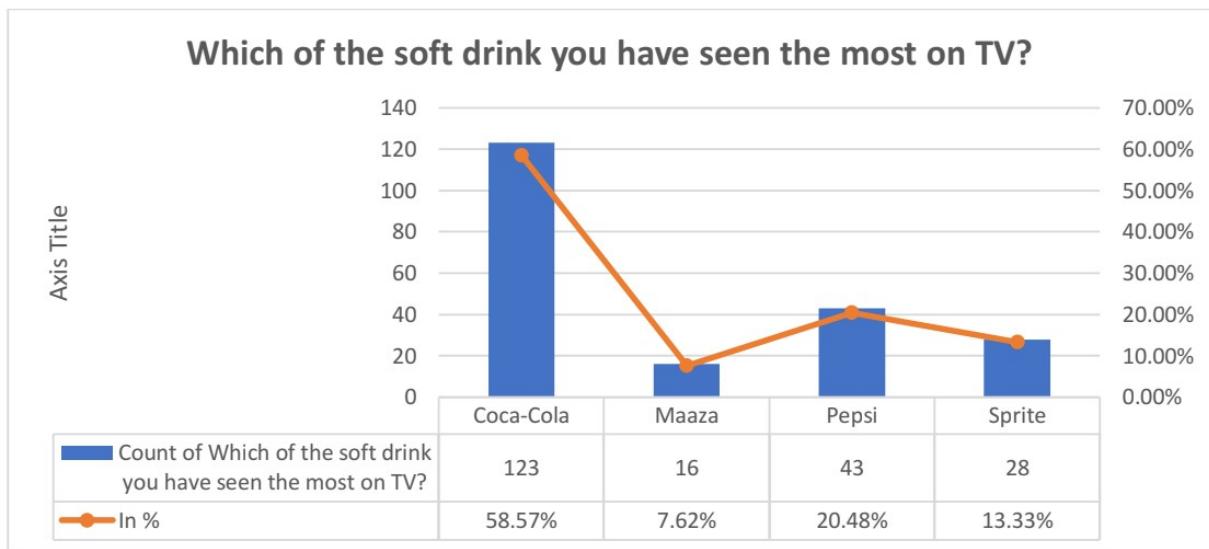


### Interpretation:

People have seen more Coca-Cola soft drinks in shop as compare to other ones which means that Coca-Cola have high demand in market.

### 1.5 Which of the soft drink you have seen the most on TV?

Responses Collected	Numbers	Percentages (%)
Coca-Cola	123	58.57%
Maaza	16	7.62%
Pepsi	43	20.48%
Sprite	28	13.33%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>



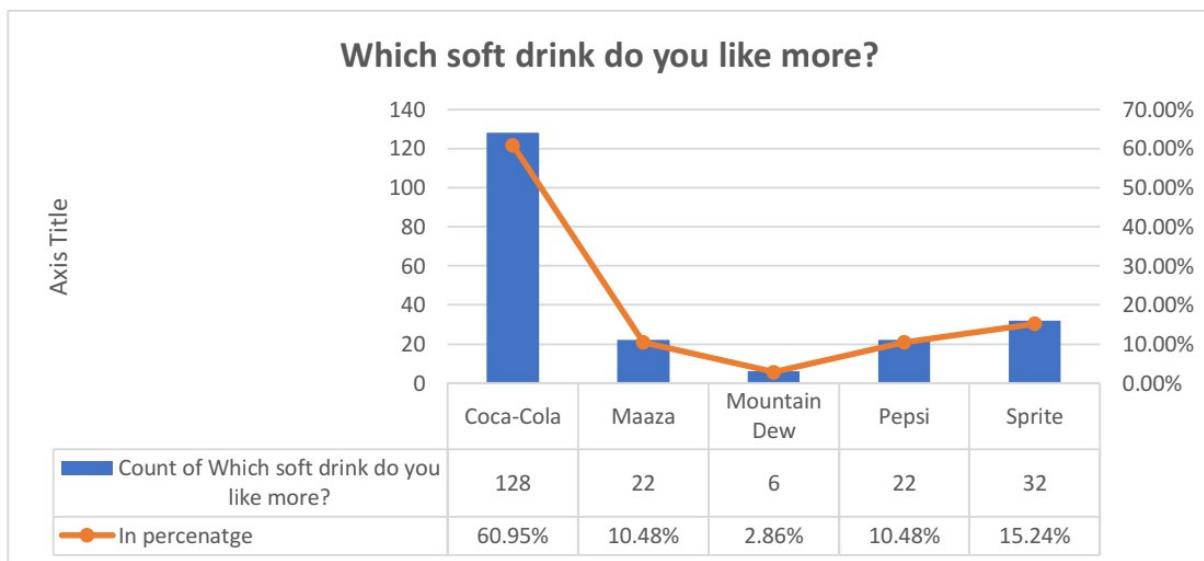
### Interpretation:

This indicates that Coca-Cola is trying to increase their market by promoting their product through Television .

2.To compare the satisfaction level of Coca-Cola vs other soft drink

2.1 Which soft drink do you like more?

<b>Responses Collected</b>	<b>Numbers</b>	<b>Percentages (%)</b>
Coca-Cola	128	60.95%
Maaza	22	10.48%
Mountain Dew	6	2.86%
Pepsi	22	10.48%
Sprite	32	15.24%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>

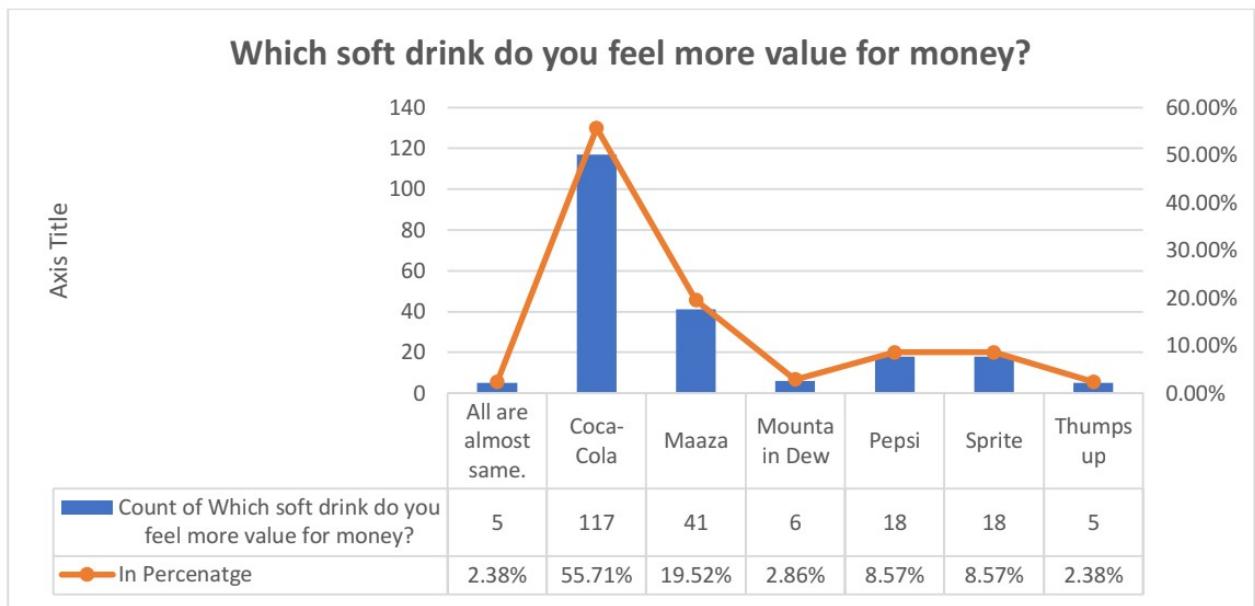


Interpretation:

People like Coca-Cola more as compare to other ones , this means Coca-Cola over all products quality are better as compare to other ones.

2.2 Which soft drink do you feel more value for money?

<b>Responses Collected</b>	<b>Numbers</b>	<b>Percentages (%)</b>
All are almost same.	5	2.38%
Coca-Cola	117	55.71%
Maaza	41	19.52%
Mountain Dew	6	2.86%
Pepsi	18	8.57%
Sprite	18	8.57%
Thumps up	5	2.38%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>

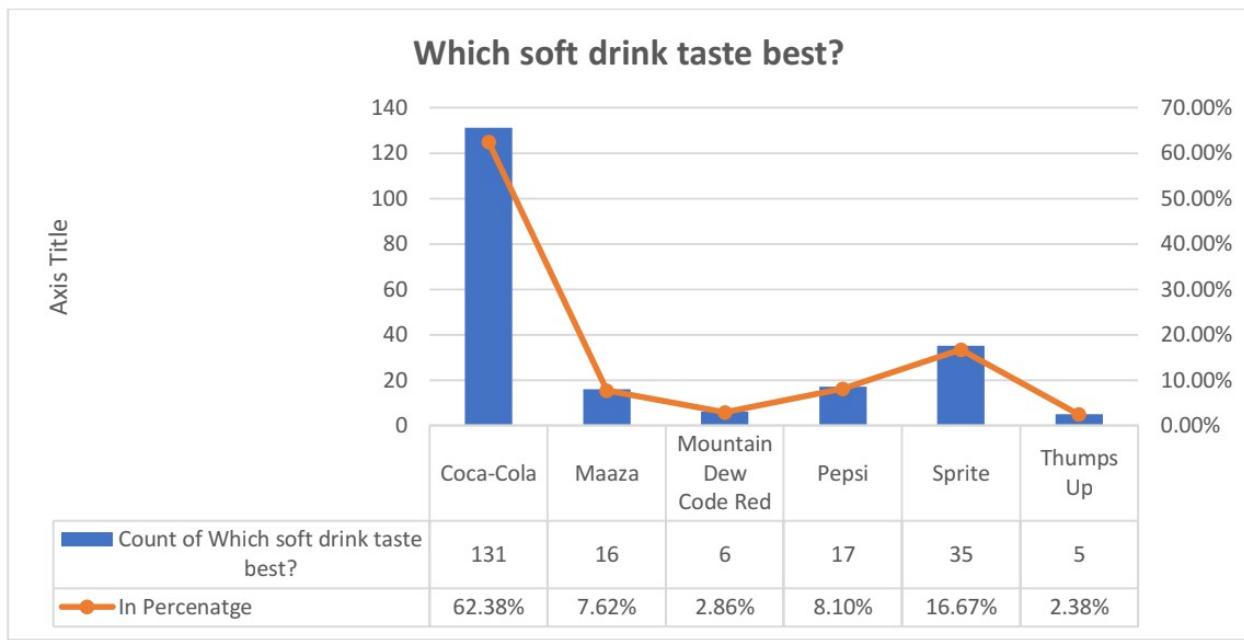


Interpretation:

Higher level of satisfaction given by Coca-Cola as compared to others.

### 2.3 Which soft drink taste best?

<b>Responses Collected</b>	<b>Numbers</b>	<b>Percentages (%)</b>
Coca-Cola	131	62.38%
Maaza	16	7.62%
Mountain Dew Code Red	6	2.86%
Pepsi	17	8.10%
Sprite	35	16.67%
Thumps Up	5	2.38%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>

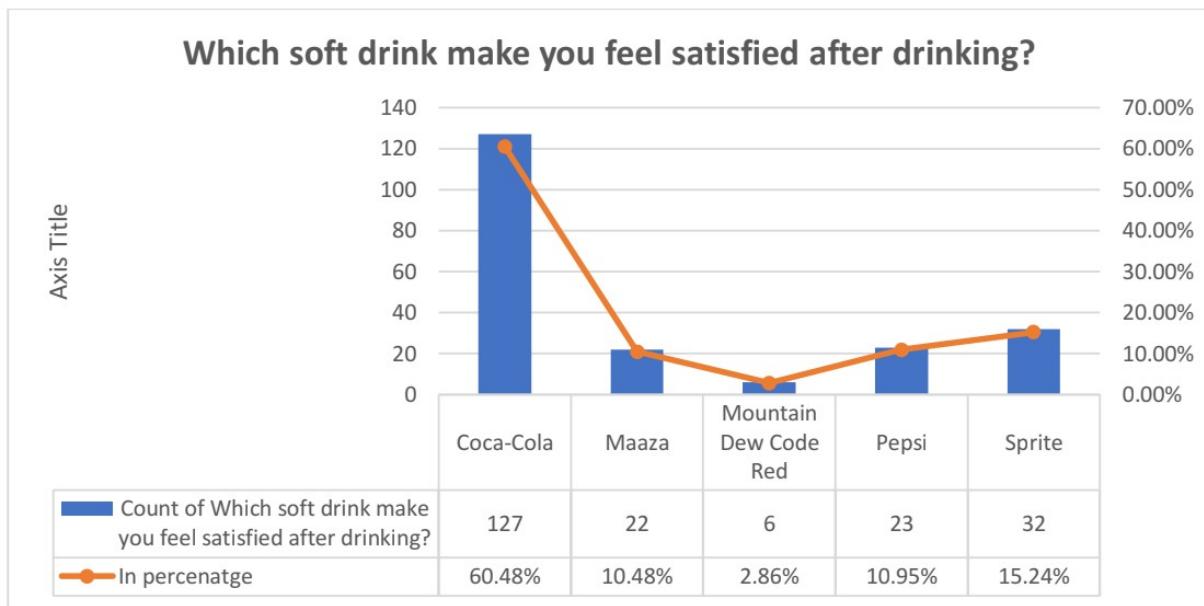


**Interpretation:**

Coca-Cola products are better as compare to other ones in terms of tastes means that high quality of ingredients are used.

#### 2.4 Which soft drink make you feel satisfied after drinking?

<b>Responses Collected</b>	<b>Numbers</b>	<b>Percentages (%)</b>
Coca-Cola	127	60.48%
Maaza	22	10.48%
Mountain Dew Code Red	6	2.86%
Pepsi	23	10.95%
Sprite	32	15.24%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>



### Interpretation:

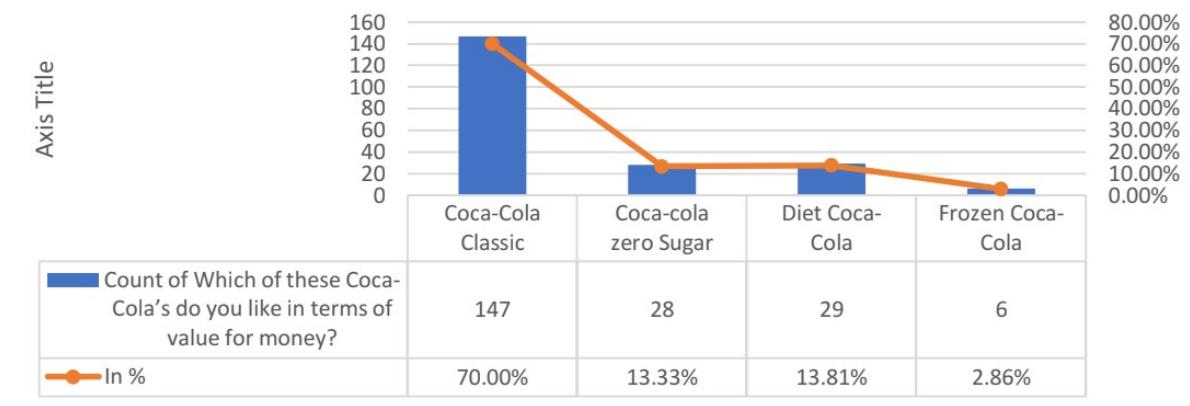
Coca-Cola products provides high level of consumer satisfactions, gives better quality products.

3. To identify which type of Coca-Cola, satisfy more to people?

3.1 Which of these Coca-Cola's do you like in terms of value for money?

Row Labels	Count of Which of these Coca-Cola's do you like in terms of value for money?	In %
Coca-Cola Classic	147	70.00%
Coca-Cola zero Sugar	28	13.33%
Diet Coca-Cola	29	13.81%
Frozen Coca-Cola	6	2.86%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>

### Which of these Coca-Cola's do you like in terms of value for money?



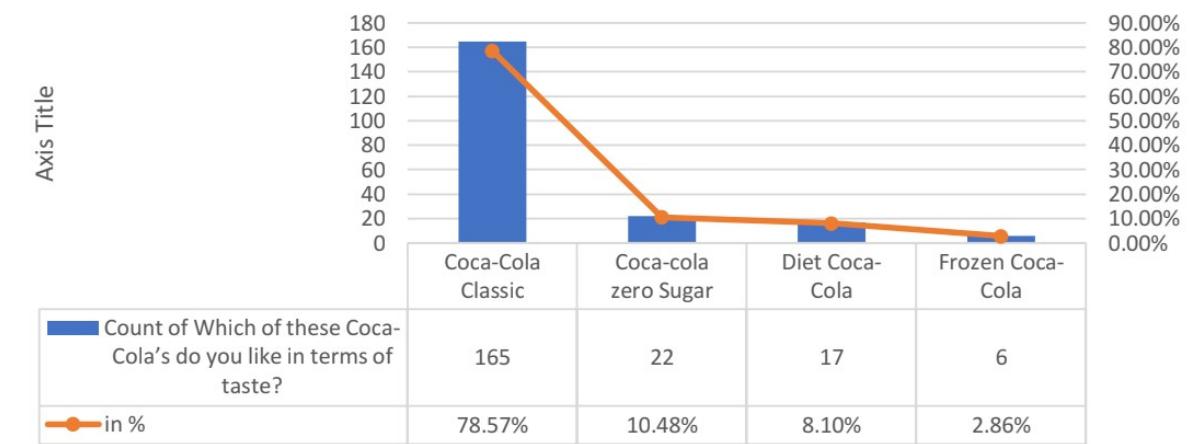
Interpretation:

Coca-Cola Classic have higher consumer satisfactions as compare to other ones.

### 3.2 Which of these Coca-Cola's do you like in terms of taste?

Responses Collected	Numbers	Percentages (%)
Coca-Cola Classic	165	78.57%
Coca-Cola zero Sugar	22	10.48%
Diet Coca-Cola	17	8.10%
Frozen Coca-Cola	6	2.86%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>

### Which of these Coca-Cola's do you like in terms of taste?

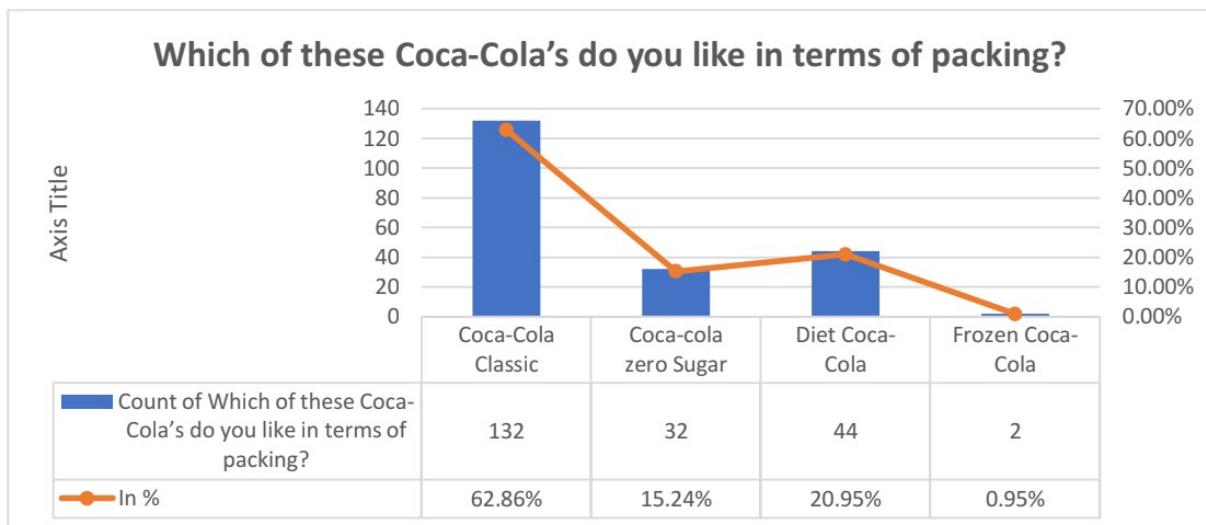


Interpretation:

Coca-Cola Classic have higher consumer satisfactions as compare to other ones, this also indicates that Coca-Cola Classic favour is more preferred in market.

### 3.3 Which of these Coca-Cola's do you like in terms of packing?

Responses Collected	Numbers	Percentages (%)
Coca-Cola Classic	132	62.86%
Coca-Cola zero Sugar	32	15.24%
Diet Coca-Cola	44	20.95%
Frozen Coca-Cola	2	0.95%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>

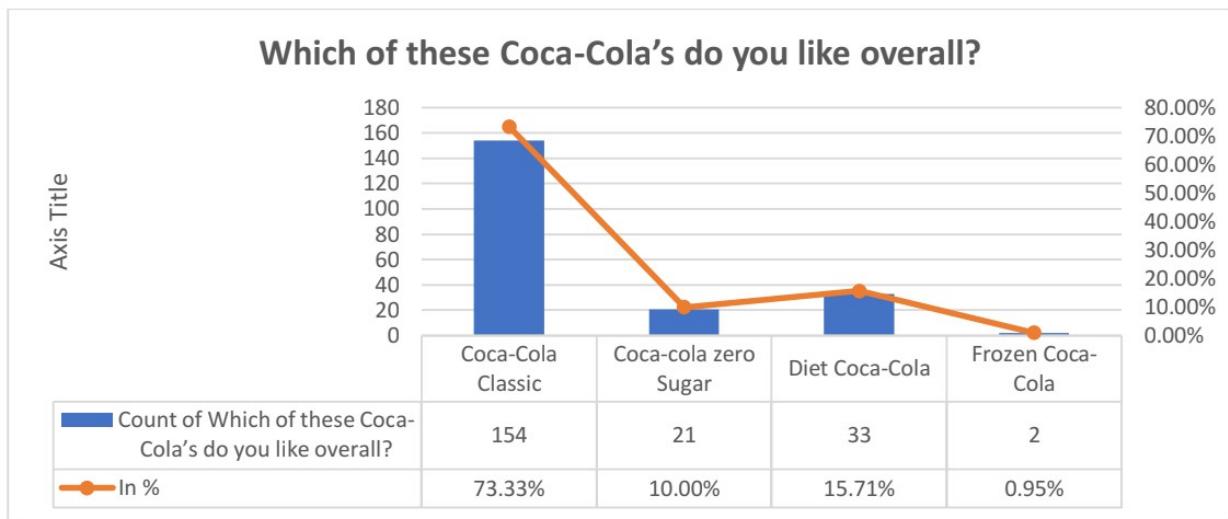


Interpretation:

Coca-Cola Classic has better product quality.

### 3.4 Which of these Coca-Cola's do you like overall?

Responses Collected	Numbers	Percentages (%)
Coca-Cola Classic	154	73.33%
Coca-Cola zero Sugar	21	10.00%
Diet Coca-Cola	33	15.71%
Frozen Coca-Cola	2	0.95%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>



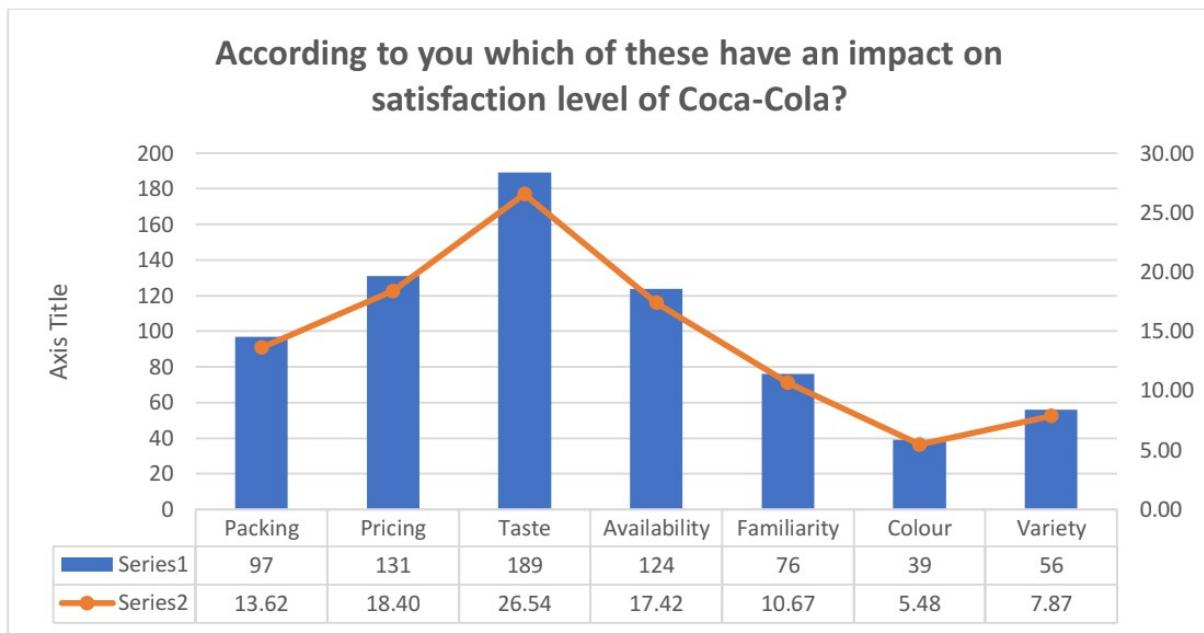
Interpretation:

Coca-Cola Classic have higher consumer satisfaction levels as compare to other ones and it provides high product quality to customers.

4. To identify the factors that influence the satisfaction level of Coca-Cola?

4.1 According to you which of these have an impact on satisfaction level of Coca-Cola?

<b>Responses Collected</b>	<b>Numbers</b>	<b>Percentages (%)</b>
Packing	97	13.62
Pricing	131	18.40
Taste	189	26.54
Availability	124	17.42
Familiarity	76	10.67
Colour	39	5.48
Variety	56	7.87
<b>Total</b>	<b>712</b>	<b>100</b>



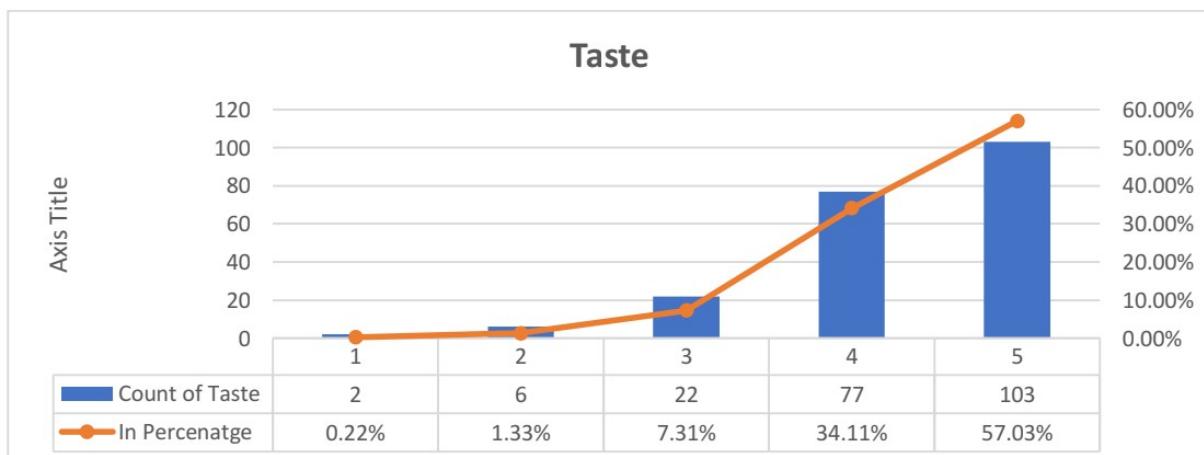
Interpretation:

For any eatable/drinkable items taste, pricing and availability are important factors for high consumer satisfaction which lead to high market share.

Rate between 0 to 5 in the following questions?

#### 4.2. Taste (Rate between 1 to 5)

<b>Responses Collected</b>		<b>Numbers</b>	<b>Percentages (%)</b>
1		2	0.22%
2		6	1.33%
3		22	7.31%
4		77	34.11%
5		103	57.03%
<b>Grand Total</b>		<b>210</b>	<b>100.00%</b>

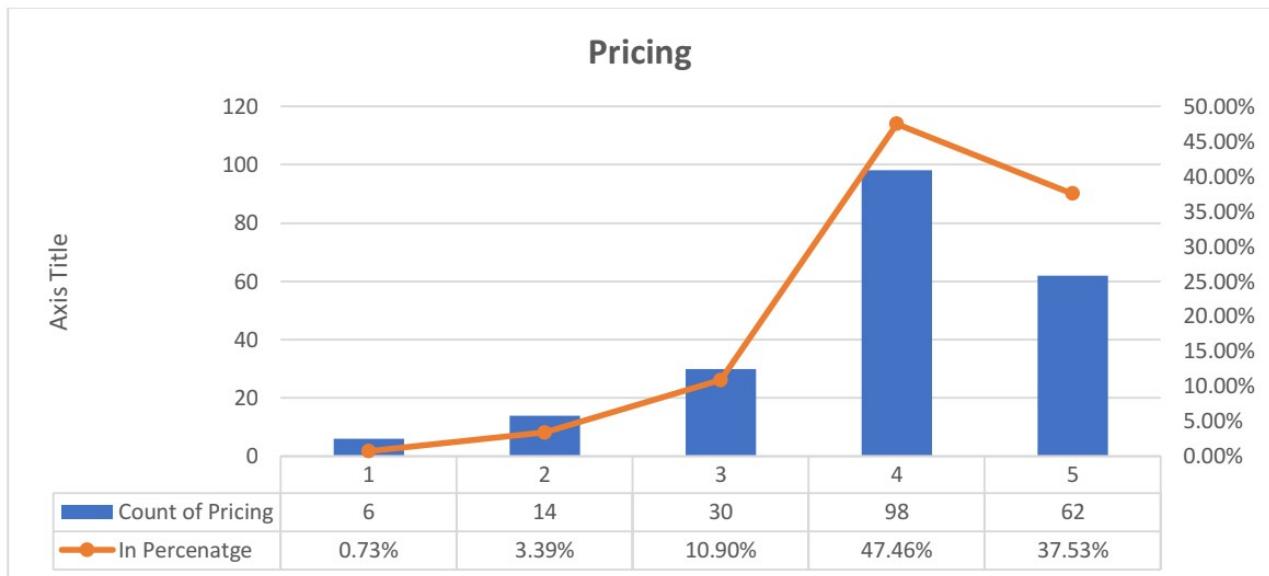


Interpretation:

Coca-Cola provides high quality of products and high consumer satisfactions in term of taste.

#### 4.3 Pricing (Rate between 1 to 5)

<b>Responses Collected</b>	<b>Numbers</b>	<b>Percentages (%)</b>
1	6	0.73%
2	14	3.39%
3	30	10.90%
4	98	47.46%
5	62	37.53%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>

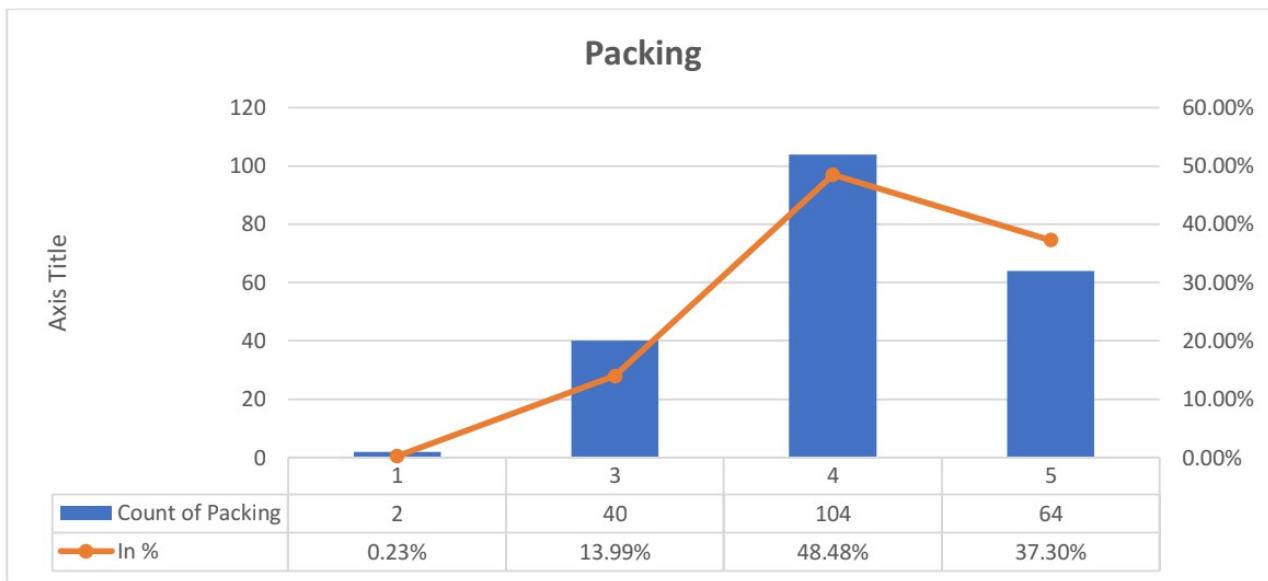


Interpretation:

Coca-Cola products are value for money, means that customer are ready to pay money their products which indicate high consumer satisfactions.

#### 4.4 Packing (Rate between 1 to 5)

<b>Responses Collected</b>	<b>Numbers</b>	<b>Percentages (%)</b>
1	2	0.23%
3	40	13.99%
4	104	48.48%
5	64	37.30%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>

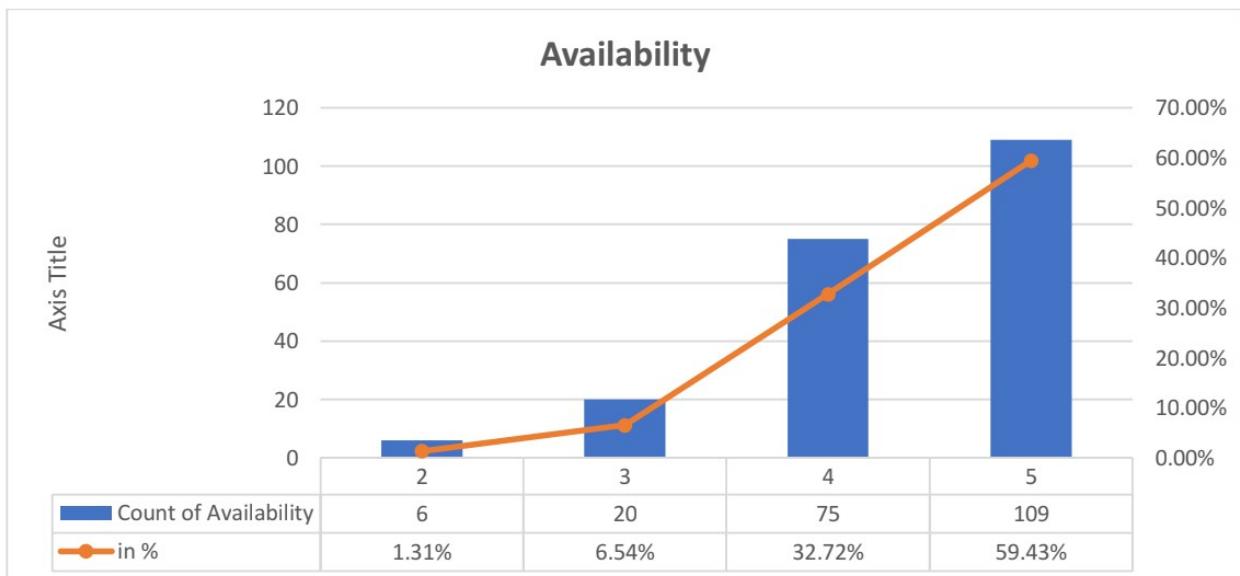


Interpretation:

Above can be interpret as that Coca-Cola stands out to other soft drinks in terms of packing and respondents are happy to pay for that because product quality is good.

#### 4.5 Availability (Rate between 1 to 5)

Responses Collected	Numbers	Percentages (%)
2	6	1.31%
3	20	6.54%
4	75	32.72%
5	109	59.43%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>

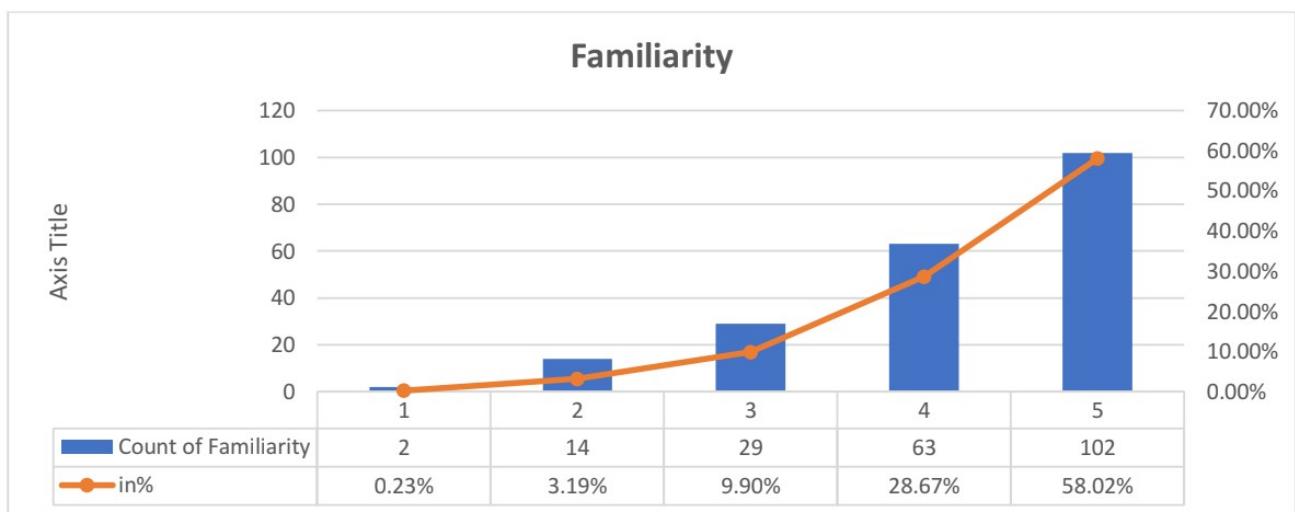


Interpretation:

Coca-Cola is very well spread in the market.

#### 4.6 Familiarity(Rate between 1 to 5)

<b>Responses Collected</b>	<b>Numbers</b>	<b>Percentages(%)</b>
1	2	0.23%
2	14	3.19%
3	29	9.90%
4	63	28.67%
5	102	58.02%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>

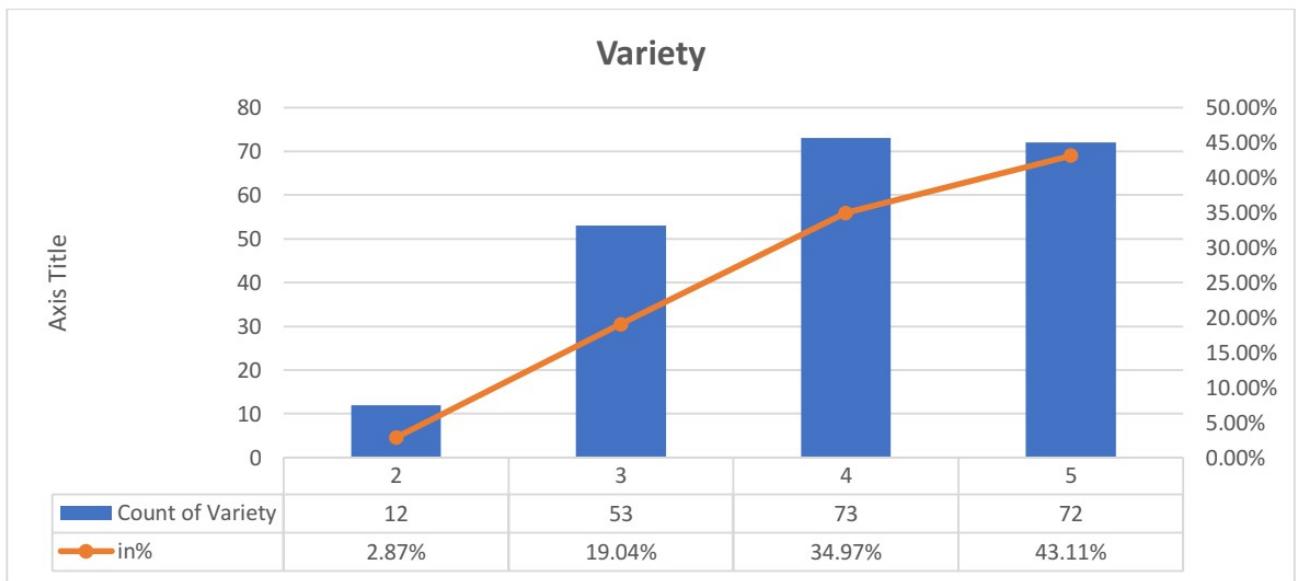


Interpretation:

Coca-Cola able to maintain its level of quality over the period of years.

#### 4.7 Variety (Rate between 1 to 5)

<b>Responses Collected</b>	<b>Numbers</b>	<b>Percentages (%)</b>
2	12	2.87%
3	53	19.04%
4	73	34.97%
5	72	43.11%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>

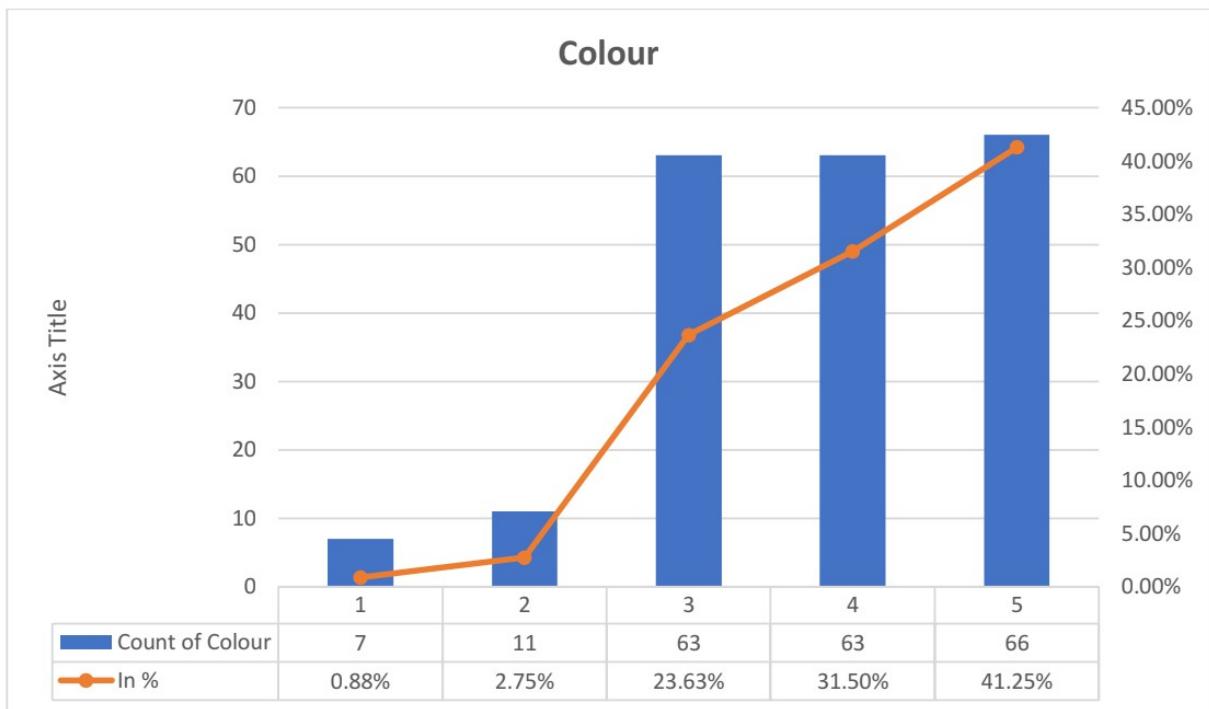


Interpretation:

Coca-Cola has more diversification in soft drinks.

#### 4.8 Colour (Rate between 1 to 5)

<b>Responses Collected</b>	<b>Numbers</b>	<b>Percentages (%)</b>
1	7	0.88%
2	11	2.75%
3	63	23.63%
4	63	31.50%
5	66	41.25%
<b>Grand Total</b>	<b>210</b>	<b>100.00%</b>



### **Interpretation:**

Coca-Cola products provides high satisfaction level , that is respondents are satisfied with that colour of Coca-Cola.

## Chapter 7

### Findings

1. It was found that respondents were more aware of soft drinks in general.
2. It was found that satisfaction level of Coca-Cola was very high as compared to other soft drinks, Coca-Cola has 49.83% higher satisfactions as compared to Pepsi (second most preferred soft drinks).
3. Coca-Cola Classic is the most preferred soft drinks in Coca-Cola series, the preference level is 57.62% higher than the Diet Coca-Cola (the second most preferred soft drinks).
4. It was found that taste, pricing, and availability are the 3 main aspects that decides the consumer satisfaction for a soft drink.
5. Customers were highly satisfied by the availability of Coca-Cola.

## **Chapter 8**

### **Suggestions**

1. Coca-Cola should try to introduce new variety in soft drinks sections.
2. A new packing and pricing should be introduced.
3. Coca-Cola Can try different colours in their soft drinks.

## Chapter 9:

### Conclusion

In the study of “**Consumer Satisfaction towards Coca-Cola in Thane**” found that 97.14% customers, were aware abouts the soft drinks. It is also found that 60.48%of customs feel satisfied with the Coca-Cola as compared to other soft drinks like Maaza, Mountain Dew, Pepsi, Sprite. It was also found that 73.33% of customers like Coca-Cola Classic is better than the other types of Coca-Cola. Later in the study, it was found that taste, price, and availability are the main factors that decides consumer satisfaction towards soft drinks. Hence we can say that consumer satisfaction of Coca-Cola is High in Thane.

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## Format for Questionnaire:

### Section I (Respondent Profile)

- 1) Name of the Respondent
- 2) Gender: a)Male                    b) Female
- 3) Age:    a) 25-35      b)36-45      c)46-55      d) 56-65
- 4) Educational Qualification: a) Graduate b) Post Graduate c) others
- 5) Email\_id :
- 6) Location
- 7) Income:

### Section II (1.To study the Awareness level of soft drinks?)

1. Do you know any soft drinks?
  - a) Yes b) No
2. How many of these soft drinks u know? [Check Box]
  - a) Coca-Cola (b)Pepsi (c)Sprite (d)Maaza e)Others
3. Which of the soft drink you hear the most from people's mouth?
  - a) Coca-Cola (b)Pepsi (c)Sprite (d)Maaza Up e)Other
4. Which of the soft drink you have seen the most on the shop?
  - a) Coca-Cola (b)Pepsi (c)Sprite (d)Maaza Up e)Other
5. Which of the soft drink you have seen the most on TV?
  - a) Coca-Cola (b)Pepsi (c)Sprite (d)Maaza Up e)Other

### Section II (To compare the satisfaction level of Coca-Cola vs other soft drink.)

1. Which soft drink do you like more?
  - a) Coca-Cola (b)Pepsi (c)Sprite (d) Maaza (e) Other
2. Which soft drink do you feel more value for money?
  - a) Coca-Cola (b)Pepsi (c)Sprite (d) Maaza (e) Other

3. Which soft drink taste best?  
a) Coca-Cola (b)Pepsi (c)Sprite (d) Maaza (e) Other
4. Which soft drink make you feel satisfied after drinking?  
a) Coca-Cola (b)Pepsi (c)Sprite (d) Maaza (e) Other

Section III (3.To identify which type of Coca-Cola, satisfy more to people?)

1. Which of these Coca-Cola's do you like in terms of value for money?  
a. Coca Cola Classic b. Coca-cola zero Sugar c. Diet Coca-Cola d. Frozen Coca-Cola
2. Which of these Coca-Cola's do you like in terms of taste?  
a. Coca Cola Classic b. Coca-cola zero Sugar c. Diet Coca-Cola d. Frozen Coca-Cola
3. Which of these Coca-Cola's do you like in terms of packing?  
a. Coca Cola Classic b. Coca-cola zero Sugar c. Diet Coca-Cola d. Frozen Coca-Cola
4. Which of these Coca-Cola's do you like overall?  
a. Coca Cola Classic b. Coca-cola zero Sugar c. Diet Coca-Cola d. Frozen Coca-Cola

Section IV (To identify the factors that influence the satisfaction level of Coca-Cola?)

1. According to you which of these have an impact on satisfaction level of Coca-Cola?  
a. Taste b. Pricing c. Packing d. Availability e. Familiarity  
f. Variety g. Colour

Rate between 0 to 5 in the following questions?

2. Taste (Rate between 1 to 5)
3. Pricing (Rate between 1 to 5)
4. Packing (Rate between 1 to 5)
5. Availability (Rate between 1 to 5)
6. Familiarity (Rate between 1 to 5)
7. Variety (Rate between 1 to 5)

8. Colour (Rate between 1 to 5)

Any Suggestions -----