Perception of Retailers about Coca Cola in Tripur District of Tamil Nadu an Empirical Study

Govindamrit G, Kamal Anju

Abstract: A detailed study has been done about the Coca cola among retailers in Tirupur District of Tamil Nadu. Various factors that can affects the sales and perception has been found out with the help of a questionnaire. Study is done based on 100 Retailers in Tirupur to understand their perceptions about the product. Various problems have been found out such as delivery delay, profit Margin, Technical issues, Presellers Attitude, Offers and Ad campaigns which seriously affects the sales and business of Coca COla products. The best solutions have been found out to solve the problems regarding the factors which can result in increase of profit and smooth flow of business as well as good perception about product among retailer
Keywords-Retailers Perception, Coca- Cola, Soft Drinks

I. INTRODUCTION

Retail is an emerging sector in India. Marketers are leaving no stone unturned to influence the customers by offering them in various ways, at various locations, in various forms resulting in emergence of various retail formats throughout the country. Customers are highly influenced by image of the retail outlet, its attributes, product range, variety, services, employee's behaviour, décor, music and marketing strategies.

Perception of retailers means how they judge a particular brand or a particular category of products. The perception of the retailers will be in such a way that how the customer feels when they sell a particular product and service. Perception of retailers occurs from market demand as well as the standard and quality of the product. It also comes from the reaction of customers towards a particular product and services. The amount of publicity and awareness about the product to the customers leads to good perception and if the reaction of customers is bad it may lead to a bad and negative perception. The image of a brand in the market leads to retailers perception.

This study has been done to know the perception of retailers about coke in Tirupur district, Tamil Nadu. This study uses the sample survey of 200 retailers in Tripur district. Factor analysis and percentage analysis is used as a research methodology to do this study.

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II. LITERATURE REVIEW

Blattberg, Peacock, and Sen (1976, 1978) depict 16 buying system sections dependent on three buy measurements: brand steadfastness (single brand, single brand moving, numerous brands), sort of brand favored (national, both national and private mark), and value affectability (buy at normal value, buy at arrangement cost). Kretter,Kadekova et al (2010) ― nation of the starting point of sustenance and customer inclination in section of college students‖ shoppers favor the qualities like freshness, season and furthermore the cost. Shopper favors natural product juices in light of their flavor and freshness. Gupta and gupta (2008) ―fruit drinks: how solid and safe‖ talked about that natural product drinks are prevalently utilized in most urban family units today advertises are overwhelmed with a huge assortment of juices e.g.; mango, apple, guava, litchi. The fundamental explanation behind expanded utilization is changing ways of life and rising dimension of wellbeing cognizance among shoppers and guardians. They trust that these beverages give prevalent nourishment due to their status and high refreshment cost. Gupta parul (2003), examined the coke and Pepsi's rustic drive to push deals soda pop monsters coca-cola and Pepsi have marked on a large number of new retailers in a crash into provincial India that has pushed up deals steeply. Coca-cola has made its drinks accessible in 40,000 extra towns over the most recent 3 years. Jyoti k arun (2002), examines the coca-cola India's showcasing plan for the mid year top deals season is vested with a rustic push and rides on the back of its recently propelled 200-ml bottle, estimated between Rs. 5 to Rs 6 the nation over. While the soda pops deals demonstrated level development a year ago, deals in that year are up by 80% for the organization. Nishu Sharma (2011), ―Comparative investigation on utilization examples of sodas and natural product juices‖ contemplates how extraordinary buyers expend soda pops and organic product juices regarding distinctive examples of utilization.

Deepak Kumar Chechani (2008), An investigation of ―FACTOR impacting decision of delicate Drinks‖ in Udaipur City thinks about various variables affecting the decision of soda pops utilization. Bhushanmehta (2012) Project Report Organized Retailing in India uncovers vital parts of retail segment in India. Bhushanmehta (2012) Analysis of Brand Preference of Soft Drinks in Global Market gives insights about shoppers inclination on sodas.

Shopper conduct is a key achievement of any Company. Purchaser conduct is relying on culture, esteem, conventions. At the point when advertisers offer special advantages in another item they urge purchaser to subtype. At the point when Pepsi Co presented another item in a market it will change the buyer conduct.

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At the point when Pepsi endeavored to present another classification breakfast cola's by presented Pepsi AM, it was less fruitful.

Write about Indian Beverage Industry (2012) reveals the accompanying things with respect to refreshment market.A Beverage is a beverage explicitly arranged for human utilization. Drinks quite often to a great extent comprise of water. Beverages regularly expended include: Water (both level or carbonated),Juice based beverages, Soft beverages, Sports and Energy drinks, Alcoholic refreshments like Coffee, tea ,Dairy items like milk. Generally, drinks are filled into holders, similar to glass or plastic containers, steel or aluminum jars just as cardboard upheld bundles, similar to the "Tetra Pak" or others. India has a populace of more than 1.150 Billion which is simply behind China. As indicated by the assessments, by 2030 India populace will be around 1.450 Billion and will outperform China to end up the World biggest regarding populace. Refreshment Industry which is straightforwardly identified with the populace is relied upon to keep up a powerful development rate.

III.   SCOPE OF STUDY

The present study is confined to the customer's perception towards Mobile payment system in India. This study focuses on the behaviour of people towards the Mobile payment and a on the various services coming under the umbrella of Mobile payment. As per the 2011 census, Kollam a city in India where the study is conducted has a population of 26.35 lakhs. The demonetization resulted in tremendous growth in digital payments. With the government initiative such as Digital India and increased use of mobile and internet are means to exponential growth in use of digital payment.(K Suma Vally and K Hema Divya, 2018)

IV.   Research Methodology

The methodology adopted to achieve the project objective involves descriptive research method. The information required for fulfilling the objective of the study was collected from various primary and secondary sources.

V.   OBJECTIVES OF THE STUDY RESEARCH PROBLEM

The research we done in order to solve the problems of the retailers regarding the Coca Cola products. Study is done to understand whether the retailers are satisfied with the present business strategy of coke. To understand whether the retailers are getting adequate profit, Timely delivery of products, offers and to know whether there is a demand for the product in the market. It also checks whether the technical issues and delivery issues are fixed on time. The study checks in details about the after effects of absence in the factors mentioned above which leads to loss of business.

Scope of the study

The present study was confined to the Retailers perception towards Coke products in Tiripur, Tamil Nadu. This study was emphasizing on the behaviours of Retailers which reflects in the Business and profit of Coca Cola company. It tries to understand the perception and judgement about Coke products in the mind of Retailers.

Research Methodology

The methodology adopted to achieve the project objective involves descriptive research method. The information

required for fulfilling the objective of the study was collected from various primary and secondary sources.

Objectives of the Study

- To find out the perception of Coke products among the retailers in Tiripur district, Tamil Nadu.
- To know how perception affects the business of Coca-Cola

Source of Data

Primary data

Questionnaire was used to collect primary data from respondents. The questionnaire was structured and contains questions relating to different factors affecting the sales of Coke products.

Factors includes Technical issues, Delivery, Service, Advertisement, Price and Offers provided to the retailers.

Secondary data

- Articles on Soft drinks from journals, books and newspapers
- Through internet

Research instruments used

Instrument in business research methodology is a measurement used to measure the desired behaviour of the respondents. Here in this study, the instrument used was questionnaire. It measures the level of awareness, usage and ease of mobile payment systems.The questionnaire that was formulated consists of two sections. The first section comprises of the demographic details of the respondents. It included name, gender, age, educational qualifications etc. The second part of the questionnaire consists of 17 questions. The questionnaire was developed for the study based on multi item scale of previous studies. Most of the questions were in five point Likert scale (1 is for strongly agree and 5 for strongly disagree) and the rest of the questions consisted of multiple choice questions.

Sampling design and size

In this research project descriptive research design was used. Judgment and convenience sampling method was used to get the information about Coca Cola. The time and resources was also limited. For conducting this research, a structured questionnaire was prepared and sample sizes of 100 respondents were taken for the study.

Tools used for data analysis

Tools and techniques used in research are the statistical methods for collection, analysis, interpretation, presentation and organization of data. Statistics provides various tools and techniques for the analysis and interpretation of the data.

The various Research Methodology tools used are:

- Descriptive Data
- Charts and graphs
- Percentage Analysis

VI.   Data Analysis and Interpretation

4.1) PRINCIPLE COMPONENT ANALYSIS

A principle component analysis with varimax rotation gives the following results: (*Table 1*)

Sl No	Factors	Percentage
1	Accesbility and complaints	18.885
2	Quality and Recommendations	14.006
3	Credit period, employee dealin	12.607
4	Price of products	11.631
5	Promotion activity, delivery	9.821

Total variance explained-SPSS analysis (*Table 2*)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.077	18.885	18.885	2.077	18.885	18.885	1.688	15.349	15.349
2	1.541	14.006	32.891	1.541	14.006	32.891	1.548	14.071	29.420
3	1.387	12.607	45.498	1.387	12.607	45.498	1.490	13.546	42.966
4	1.279	11.631	57.129	1.279	11.631	57.129	1.360	12.361	55.326
5	1.080	9.821	66.950	1.080	9.821	66.950	1.279	11.623	66.950
6	.808	7.342	74.292						
7	.762	6.926	81.218						
8	.641	5.825	87.042						
9	.606	5.506	92.548						
10	.481	4.377	96.925						
11	.338	3.075	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix (Table 3)

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
QUALITY		.771			
CREDIT PERIOD			.745		
PROMOTION ACTIVITY					.751
PRICE OF PRODUCT				.885	
DELIVERY					.574
ACCESSIBILITY	.706				
EMPLOYEES DEALING			.502		
COMPLAINTS	.675				
RECOMMENDATIONS		.663			
AFTER SALE SERVICE	-.710				
OVER ALL RATINGS			.680		

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.

From the initial 23 variables obtained through interviews, it was brought down to 10 components or factors after factor analysis. The KMO value obtained was 0.55 which indicates that the factors are acceptable for the study. Percentage variance shows the amount of influence of a particular factor with respect to the project objective. The factors affecting the penetration of maaza tetra pak are as follows:

1. **Accessibility and complaints:** Lack of accessibility to the product for the retailers has a reasonable impact on the satisfaction. It leads to the shifting of retailers to easily accessible distributor of soft drinks provided by the competitors and on the other hand almost all the retailers are having many complaints and are kept unsolved by the company. The main complaint was about the defect in the cooler and no sufficient number of technicians to repair it on time. The cooler complaints are not being resolved on time. The complaints registered are being neglected. The unsolved complaints will definitely lead to shifting to competitor's product. This has influenced 18.885% of retailers satisfaction for Coca-Cola products

2. **Quality and Recommendations:** The quality of the product leads to satisfaction and satisfaction leads to recommendation of product to the customers. The number of damaged goods are more comparing with the other products and the quality of Kinley water bottle is very poor so that the user cannot even hold it tight. Since the quality is very low the retailer won't recommend the product to the customers until and unless the customer demands the product. This has influenced 14.006% of retailers' satisfaction for Coca-Cola products.

3. **Credit period and employee dealings:** At present, credit sales are not being provided by the distributor. It was found that if some amount of credit is provided to the retailers, then they will purchase more stock. The frequent change in the preseller allotted to the area leads

to communication gap between the company and the retailers. It also leads to conflicts and trust issues. The presellers allotted to the area are not visiting the area frequently. This influenced 12.607% of retailer's satisfaction for Coca-Cola products.

4. **Price of the Product:** The schemes offered by the company were not found to be satisfactory by the retailers. The profit margin offered to the retailers by the company were not found to be satisfactory by the retailers. This factor has 11.631% influence in the market.

5. **Delivery and Promotion Activities:** Delivery is the last factor but it affects the business a lot. If the products are not delivered on time the sales won't happen at the time, this is an opportunity loss for the retailers as well. Thus the retailer will shift to the products of the competitors. The delivery is not at all happening on time. It is leading to a huge loss and shift of products. At the same time the promotion activities in the area is very weak. The shops are not provided with the posters or any other promotional tools. It is the reason for the customers not getting attracted towards the product.

4.2) RETAILERS PROFILE

The Retailers profiling for Coca-Cola products has been found out and the result were found out as follows:
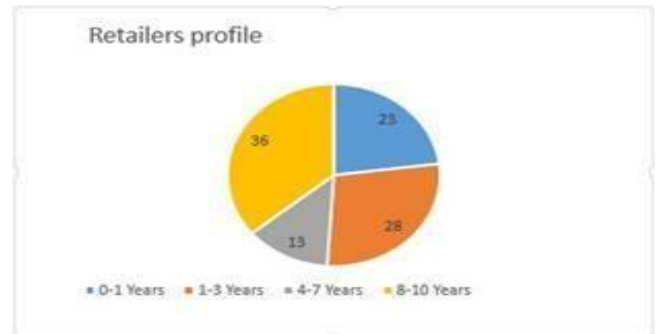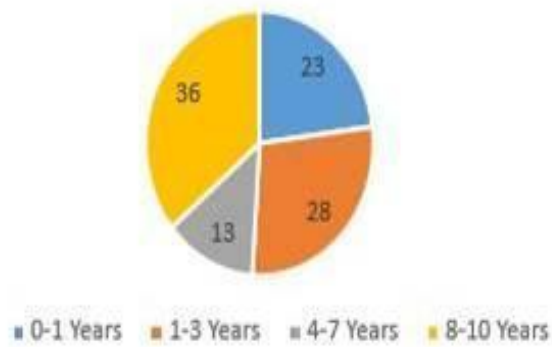

(Figure 1)

It was found that 36% of retailers are in this field of business for 8 - 10 years, 28% of retailers are in this field of business for 1- 3 years, 23% of retailers are in this field of business for 0- 1 years and 13% of retailers are in this field of business for 4- 7 Years.
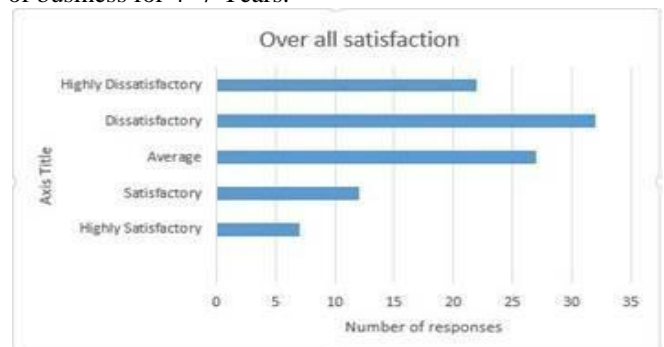
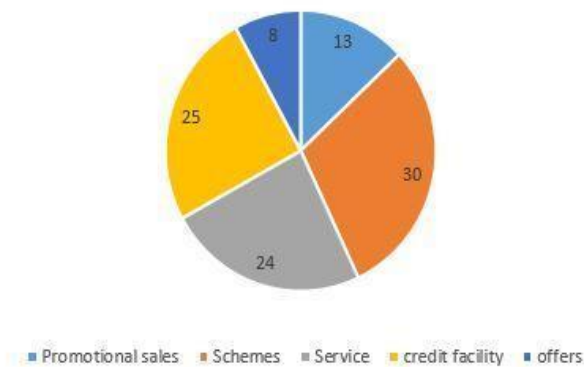**(Figure 2- Overall satisfaction level of the retailers)**

(Figure 3- Dealing with Coca-Cola products)

(Figure 4- Factors expecting from Coca-Cola)

(Figure 5-Promotional activity the retailers like the most)

(Figure 6- Factors Enabling to buy Coca-Cola)

VII. CONCLUSION

The top five factors which are influencing the satisfaction level of retailers was found to be lack of promotions, frequent changes in the pre-sellers assigned to the area, Unsolved complaints and cooler repairing delays, delay in delivery and lack of good schemes.

● The schemes offered by the company were not found to be satisfactory while comparing with other competitors. So the retailers are more interested in the sales of the competitor products since they are providing better schemes. So the company should provide better schemes to provide better sales. Providing discount coupons and offering festival offers are highly recommended.

● The delivery should be done very fast, after collection of orders the next day itself the products should be delivered to the retailers.

● Cooler complaints must be solved as soon as the complaint is registered. Cooler technicians should be recruited as the market is currently having only 2 technicians.

● Pre-sellers are the sales executives of the company. They are responsible for the taking the orders from the retail shops. During the last few years, the pre-sellers assigned to Tiripur area has been frequently changing. Proper follow-up was not being done, the returns were not given properly and regular visits to the retail shops were not happening properly. This is hindering the relationship between the retailer and the pre-sellers which resulted in lesser sales in Uthukuli market. To solve this problem, Tirupur market should be assigned to a specific pre-seller and he should regularly visit the retail shops to take the orders and proper follow up should also be done.

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