

# **An Empirical Study On Customer Contentment Towards Coca-Cola**

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**ABSTRACT:** *The present study is based on the satisfaction of COCA COLA industry among the customers. A sample survey of 100 respondents was undertaken to find out the satisfaction of COCA COLA in MADURAI city. The study mainly concentrated on general applications, general awareness, advantages and consumer preferences of COCA COLA.*

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## **I. INTRODUCTION**

A coca-cola drink is a beverage often carbonated soft drink are more commonly known as soda, pop, tonic etc., in part of the united states and Canada or fizzy drinks in the UK sometimes called minerals in Ireland. It is an non-alcoholic beverage. It is artificially flavors and contain no fruits or pulpy. India with population of more than 100 crores is potential one of large consumer market in the word after china. The consumer market can be defined as the market for products and service that are purchased by Individual as households goods for their personal consumption.

## **II. CONSUMER**

An individual who buys products or services for personal use and not for manufacture or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisement. Any time someone goes to a store and purchases a toy, shirt, beverage or anything else they are making the decision as a consumer.

## **III. OBJECTIVE OF THE STUDY**

- To find out the consumer preferences of coco-cola products
- To study consumer opinion on price and package of coco-cola products.

## **IV. REVIEW OF LITERATURE:**

According to Tony Proctor (2000) "A strategy is a plan that integrates an organization's major goals, policies, decisions and sequences of action into a cohesive whole. It can apply at all levels in an organization and pertain to any of the functional areas of management." An organization can have various kinds of production, financial, marketing or human resources strategies to aid it in achieving its objectives. A strategy is measured by its effectiveness rather than its efficiency in processing the environment and designing plans to fit between the organization, its resources and objectives within the environment it operate.

## **V. RESEARCH METHODOLOGY**

The study is conducted to find out the consumer satisfaction on coca-cola products in Madurai city. Sampling means a few unit of population consider for analysis this in the smallest representation of a large whole are it is the process by which the sample park is selected to represents the whole.

### **SAMPLE DESIGN**

The sample design selected for this study is simple random sampling.

### **SAMPLE SIZE**

The total sample size taken for this study was 100 units.

## **SOURCES OF DATA**

### **PRIMARY DATA**

Primary data are collected from the research to direct by resource the data not have been previously collected. The data are collected for interview schedule method.

### **SECONDARY DATA**

*National Conference on "Innovative Business Practices in Technological Era"*  
*Erode Sengunthar Engineering College, Thudupathi, Erode*

There are sources containing data which has been collected and compiled for other purpose. The secondary sources consists of readily available compendient and already statistical statement report those data researcher may be use for studied.

**INTERPRETATION**  
**Age wise classification**

S. No	Particular	No. of respondent	Percent of respondent
1	10-19 years	15	15%
2	20-29 years	58	58%
3	30-39 years	10	10%
4	40-49 years	8	8%
5	50 above	9	9%
Total		100	100%

**Consume wise classification**

S. No	Particulars	No of respondent	Percentage of respondent
1	Taste	28	28%
2	Fashion	32	32%
3	Low price	12	12%
4	Other	28	28%
Total		100	100%

**age of the respondent \* consume of the coco cola product wise respondent Crosstabulation**

Count

		consume of the coco cola product wise respondent				Total
		Taste	fashion	low price	other	
age of the respondent	10-19	3	4	8	0	15
	19-29	5	7	5	6	23
	29-39	3	6	9	4	22
	39-49	4	11	3	6	24
	above 49	2	6	6	2	16
Total		17	34	31	18	100

**Hypothesis:**

Ho= there is no relationship between age of respondent and consume of the taste.

H1=there is relationship between age of respondent and consume of the taste.

**Inference:**

The above analysis resulted that the calculated value is greater than the table value (13.457 > .507).

Accept the H1 Hence, there is relationship between the colleagues and management

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.457 <sup>a</sup>	12	.507
Likelihood Ratio	16.305	12	.178
Linear-by-Linear Association	.075	1	.785

N of Valid Cases	100
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a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is 2.55.

Degree of freedom = (Column-1) X (Row-1) = (4-1) X (3-1) = 3 X 2=6

Critical value for chi-square distribution 3'' = 13.457, calculated value .507

So calculated value is greater than table value (13.457 > .507). Hence, Accept the H1

**FINDINGS:**

1. 58% of respondent is 20-29.
2. 32% of the respondent is fashion.

**SUGGESSTION:**

- The company should maintain the awareness among coca cola products.
- The coca cola company should provide more varieties of product.

**VI. CONCLUSION:**

This survey is very helpful to my life. Then this survey also helps to my future working job. And also I collect the opinion survey about quality and discount facilitiefrom the customers. This survey helps to how prepared the data interpretation then I will continue to the submission or report.

**BIBLIOGRAPHY:**

- [1] Marketing Research – David,J.Luck&Ronald S. Rubin
- [2] 2.Marketing Management –Philip Kotler (10<sup>th</sup> Edition) Pearson education pvt.ltd.