

A Study on brand Positioning of Coke in Hyderabad

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ARTICLE DETAILS

Article History

Published Online: 12 June 2019

Keywords

Brand Positioning, Coke, consumer attention.

ABSTRACT

Brand positioning has become an important concept in today's market, with vicious competition among companies to gain consumers attention and increase their sales with almost similar products. In order to achieve success they have to fulfil consumers needs and also be significant in the market, these criteria are fulfilled by brand positioning.

In this paper we try to gain an insight in to positioning of brands by studying brand Coca-Cola and help to understand this concept better.

What a brand is, its advantages, what positioning is all about brand positioning and its uses. The process of positioning, the various approaches to positioning, the challenges faced by companies while positioning their brands are also discussed here.

1. Introduction

The topic brand positioning strategies refers to the strategies adopted by the companies while positioning their brands to sell their goods and services better than the competitors.

In the current scenario with numerous companies selling similar products the concept of brand positioning has gained importance and is being used extensively by organizations to stay ahead in the competition.

It is believed that Egyptians in the ancient times were the first to practice branding, they used it to recognize and differentiate their cattle from others.

A brand is a "name, term, design, symbol or any other feature that identifies one seller's goods or services from those of other sellers". Thus, branding began as a way to tell one person's live stock from another by means of a hot iron stamp imprinted on the animal's body.

A modern example of a brand is Coca Cola which belongs to Coca-Cola company.

The shift from simple products to brands grew out of the standardization of quality products for consumers in the middle of 20th century which forced companies to find new ways to distinguish themselves.

In 1950s and 1960s, brands like Tide, Kraft and Lipton started marketing activities which marked the starting of 50 years of marketing where "winning" was determined by understanding your customer better than your competitor and getting the total "brand mix" right.

Brand positioning refers to target consumers' reason to buy your brand in preference to others. It is a strategic approach to establish and maintain competitive advantage by one business entity over its rival entities within the same industry. It involves creating a brand offer in such a way that it occupies a distinctive/unique place in the target customer's mind.

Positioning is "the place a product occupies in the consumer's mind relative to competing products", not to be confused with product positioning. Journal of Advertising Research defines product positioning as a "brand's objective (functional) attributes in relation to other brands".

Effective product positioning has the potential to create a powerful brand ; however if done poorly can ruin a brand's reputation, which will crush a business's success.

Positioning is very important as it establishes a competitive strategy for the product and creates a comprehensive marketing mix.

2. Review of Literature

Positioning these days is a concept with a broad applicability, used for companies, places, NGOs even people try to differentiate themselves as individuals through accomplishments obtained partially through learning. From the perspective of marketing, positioning concept refers to building a valued and distinct perspective in the target consumers mind relative to the competition.

Positioning is associated with marketing communication in marketing literature. In "Positioning- The battle for your mind", **Jack Trout and Al Ries** argue that there is over communication and the markets are flooded with messages, while the aim of marketing is to bluntly present the benefits of the product with as little poetry as possible. Philip Kotler is of the view that positioning has the same weight as the 4Ps as company's resources: Product, price, place and promotion and stresses on the fact that an offer can be positioned as better or different using points of parity and points of difference in the prospect's mind.

Points of parity refer to characteristics, features, benefits etc which are also found in other offers but the personal offer excels at them. The points of difference are the features, price, convenience etc which are to be found only in the considered offer.

This chapter on review of literature is based on the information extracted from different sources like journals, books, doctoral thesis, magazines and other published information.

The aim of literature review is given below.

- To provide theoretical back ground.
- To establish a link between concepts studied earlier and those the researcher proposes to study.

- To integrate research findings into the existing body of knowledge.

The present study was undertaken to understand the concept of brand positioning in general and in relation to the beverage industry, taking Coca-Cola and Pepsi companies into consideration, the impact of brand positioning on the consumers and to suggest an appropriate brand positioning strategy.

3. Brand Positioning

It is widely believed that brands are essential for starting and supporting a business's financial achievements. Strong brands help companies to differentiate themselves from their competitors, in the intense competition to win over the customers and the surplus availability in every trade category and helps them by emphasising on, how their goods and services can satiate the customers' demands in a distinct way.

According to **Marty Neumeier**, A brand is a person's gut feeling, which could be about a service, product or company. It's a gut feeling mainly because we are all intuitive, emotional beings at the core, despite our efforts to be rational. It is a person's gut feeling as, in the end, a brand is defined not by companies or markets or the general public, but by the individuals. Each person creates a version of his or her own. A brand according to her is an approximate yet distinct understanding of a service, company or product.

The Brand Gap, Marty Neumeier

*Consumers are the ones who build brands and not companies according to **Susan Gunelius**, by creating perceptions and developing expectations for those brands they create value for them and companies by providing consistent brand experiences that are trusted by the consumers, they augment the value.*

4. Positioning and Branding

Jack Trout and Al Ries (1997) insist that you need to own a consistent position in the minds of the target market and a particular position can be owned by one company only, somebody else tries to occupy the same position will be an also-ran. Positions can evolve over time, as firms try to come with a better and more compelling than other competing positions. Trout and Ries explain this point with the sentence "If you can't be first than create a new category where you can be first".

For example-

Hagen-Dasz with their "premium ice cream" set up a new marketing position. They came up with a European name and used high quality, rich ingredients, priced it high and used pint cartons while quart and half gallon sizes dominated the market in those times, to cement their position. Once the company succeeded many competitors tried to occupy the same position, but they didn't succeed much. Ben & Jerry entered with a new and more specific position - a premium ice cream for the socially conscious and environmentally friendly consumers and wrote a success story for itself.

As reported by **Bj Bueno and Scott Geffrey**, at the heart of marketing strategy is brand positioning. It is the act of designing the company's offer in such a way that it occupies a

distinct place in the target customers mind. Positioning as the name indicates means finding a proper location in the target consumers' minds or market segment so that they think and feel in the desired way about the product or service to maximize benefit to the company.

The process of positioning the brand in the mind of customers is brand positioning. It is also referred to as brand positioning statement, positioning strategy or brand strategy. Brand positioning as popularised in the book *Positioning: The Battle for your mind* by Reis and Jack Trout, the aim is to identify and make an attempt to own a market niche for a brand, product or service using various strategies including packaging, pricing, promotion, competition and distribution.

The goal here is to create such an impression in the customers mind that the customer associates the brand with something distinct and desirable that is different from the rest in the market.

With a right approach the management can positively influence its brand positioning in the target customer's eyes. Brand positioning statements are for internal use, they guide the operating and marketing decisions of the business. A positioning statement helps the management make key decisions that influence the customers perception of the brand.

According to **Andy**, brand positioning refers to target consumers' reason to buy your brand in preference to others. It is a strategic approach to establish and maintain competitive advantage by one business entity over its rival entities within the same industry. It involves creating a brand offer in such a way that it occupies a distinctive/unique place in the target customer's mind.

Positioning is "the place a product occupies in the consumer's mind relative to competing products", not to be confused with product positioning. **Journal of Advertising Research** defines product positioning as a "brand's objective (functional) attributes in relation to other brands".

5. Research Methodology

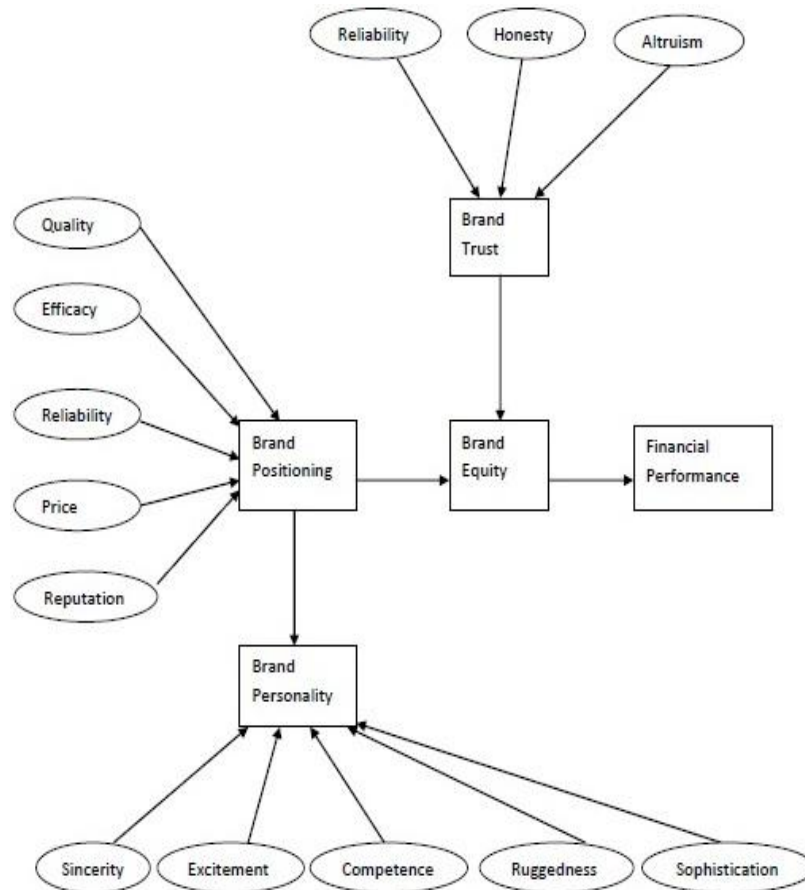
Sources of data

- ▶ The study made use of both primary and secondary sources.
- ▶ The primary data was collected through a structured questionnaire, given to the consumers drawn from different outlets through random method. Interview method was also used.
- ▶ For secondary data, magazines, books, journals of famous authors and govt. records were used.
- For primary data, the period of study was during 2017.
- For secondary data, the period of study included the preceding five years from 2017.

Techniques of Data Analysis

- ▶ The data was analyzed using Mean, Standard deviation, Variance and other statistical techniques

like Multiple Correlation, Multiple Regression, Chi-square Analysis, ANOVA, and Factor Analysis etc.



Coca-Cola an American multinational beverage corporation is the largest beverage company in the world, a world leader when it comes to beverages. It has enjoyed unprecedented success over the years, Cokes positioning was instrumental in achieving this. Coca-Cola enjoys a strong brand recognition all over the world, well known for its flagship product Coca-Cola.

Coca-Cola has portrayed itself as the 'Real one' using its positioning strategy.

A can of Coca-Cola was a precious thing during childhood in the eighties, this fizzy drink symbolised happiness, style and gave a sense of pride. Coca-Colas positioning and ads over the years continued to evoke the same spirit.

Coca-Cola revamped its marketing strategy and introduced the 'Taste the Feeling' global campaign in the year 2016 revealed by its Chief Marketing officer Marcos de Quinto, a new 'One brand' marketing strategy which was global, that focused on the product and at the same time stressed on the Coca-Colas emotional side, replacing its 'Open happiness' campaign which gave significance to the brand, it came up with a new brand strategy with the intention of getting all its sub brands under its main brand.

Positioning

Coca-Cola followed this principle "Think global, act local" in its positioning strategy, strategically positioning itself in the world soft drink market. Keeping its core product, the same

which is Coke it modifies it to suit local needs. Coca-Cola is considered as a part of daily life everywhere, which speaks of its success achieved by adopting a strategic positioning to have the same image around the world. This led to a high degree of loyalty among the consumers and made the purchasing decision automatic. The Unique selling proposition of Coke "Live the Coke side of life" evoked joy and happiness aiding the brands success. The name Coke has become synonym with fun and entertainment.

The 'One brand strategy' brings the all the sub brands under the umbrella of the main brand, Coca-Cola extending its iconic appeal to its family and enhancing the global equity in the process. This strategy also emphasizes the choice provided by the company to the consumers as per their lifestyle and taste.

This is a powerful investment behind all Coca-Cola products, showing how everyone can enjoy the specialness of an ice-cold Coca-Cola, with or without calories, with or without caffeine."

Coca-Cola that started off as a tonic, became the world's bestselling beverage, its sheer success is a result of its positioning, by stirring up memories and experiences the consumers had with the Coca-Cola brand, it created a familiarity and an intimacy with the consumers.

Coca-Colas heavy budget allowed it to create thought provoking, emotional advertisements that were colourful and fun filled, using popular celebrities to attract consumers. The USPs of Coca-Cola have been different and unique, its

slogans 'Live the Coke side of life', 'Open happiness', 'Taste the feeling' have struck a chord with the consumers.

Coca-Cola leans heavily on fond memories, nostalgia and heritage.

Coca-Cola which serves in more than 200 countries adopted an approach to adapt its offering to suit individual markets and thus increase its market specific penetration instead of achieving economies of scale by standardising the product globally.

As a brand Coca-Cola inspires creativity, optimism, passion and fun.

6. Brand positioning of Coca-Cola over the years

First brand positioning

Coca Cola, started as a patent medicine, a cure for headaches and fatigue. Due to tax imposition in 1898, Coca Cola changed its category. Coca cola has occupied a strategic position in the global soft drink market, to have the same image everywhere. This brand perception creates a high degree of loyalty in the consumer and makes the purchase decision easy. Coca Colas USP "Live the coke side of life", creates an intimacy with its customers evoking feelings of happiness, good memories and experiences. It has given a huge boost to it, making it a successful brand. The brands principle "Think global, act local" is the secret to its success. Coke kept the core product same everywhere but modified it to local needs.

The company's positioning strategy is centred on two important dimensions, quality and emotional experience.

Coca-Colas ads reiterate the thought that they are the best refreshing and fun time drink in the world.

Factors involved in Positioning: Price, Packaging, Promotion, Distribution and Competition.

Coca colas initial pricing was 5 cents a glass, remained the same for almost 70 years, even after facing stiff competition from Pepsi and withstanding World war 1 and 2, taxation, prohibition and shortage of ingredients.

Packaging

Coca-Colas packaging mix consists of plastic PET bottles (68 percent), steel and aluminium (14 percent), refillable glass (9 percent), refillable PET (7 percent), and non-refillable glass (2 percent) according to a 2016 report. Their cans and bottles are 100 percent recyclable made of glass, PET and aluminium packaging.

Coca- Colas products packaging and shapes are quite diverse and are made as per the consumption and the target. The colour of the classic coke is red, sold all over the world, which the consumers' associate with Coca-Cola. Coke Zero is black in colour, to attract men; Diet Coke is grey and shiny.

Coca-Cola has adhered to strict environmental guidelines and made sure that the impact of its packaging on the environment is as little as possible.

Their vision is to influence their resources and scale to contribute meaningfully to the Circular economy, where materials are reused to provide continuous value. Coca-Cola has a climate goal to reduce their carbon footprint," drink in your hand" by 2020 in which packaging has a considerable role almost 25 to 30%. Their efforts to create sustainable packaging will contribute to their cause. All these measures have a positive influence on the brand name, Coca- Cola and enhance its value.

Coca Cola- First campaign

Coca Colas very first slogan was 'The pause that refreshes!' (Frank Robinson). They relied on word of mouth publicity, by distributing free samples of coke, they let the word travel across the nation. Try it, like it and buy it later, was their slogan.

Coca cola- 2014 Campaign involved the slogans, Open happiness the Coke side of life, Live the coke side of life. Branded content was used. Share-a-Coke Campaign was done. Coca Cola was described as refreshing and thirst quenching.

Coca-Colas recent campaign

Coco-Cola came up with innovative advertising, asking people not to drink Coke if they want to lead a healthy lifestyle and that they are one of the reasons for obesity in America. They seem to be using reverse psychology over here.

Coca-Cola positioning statement

Coca-Cola targets the upwardly mobile and fun-loving youngsters by positioning its beverages as refreshing. The youth can experience fun while having their high-quality beverages that will quench their thirst and leave them refreshed.

Positioning and brand management strategy of Coca-Cola

- Coca Cola brand has become one of the best recognized and all-time favourite and a popular brand.
- They have employed a mix of different brand strategies like hybrid, individual, family, private, manufacturer and generic brand strategies depending on the prevailing situation in the market and the target market which contributed to it becoming a successful brand.
- However, allalmost all of Coca-Colas major products have individual brand names, the individual brand strategy is the most preferred brand management strategyfor example Sprite, Fanta.
- The worldwide recognition that Coca-Cola enjoys is due to the fact that they have spent millions of dollars to promote and develop their trademark and brand name.
- In India in 1990s, Coca-Cola began using Indianized themes to appeal to the Indian customers. To target the youth, they have come out with the Tag line -" Life ho to aisi" (Life as it should be).
- They started using Hindi movie stars and cricketers in their advertisements to enable brand association.
- As 90% of the population resides in small towns and rural areas, it came with a commercial featuring actor

Aamir Khan in a rural setting to strengthen Coca-Cola brand image among rural consumers.

- The company never misses an opportunity to associate its products with huge global commemorations and global events.
- Continuous improvement and development in brand packaging and positioning led to the huge success of Coca-Cola.
- The company makes sure that the products under the banner Coca Cola continue to remain foremost in the minds of the consumers. The brand development strategy of Coca Cola involved redesigning of its brand development techniques and policies, to keep up with the changing mindset of its consumers. Earlier, this brand believed in the following:
 - Affordability
 - Availability
 - Acceptability.
 However, this brand development strategy of Coca Cola was reworked to stress on the following instead:
 - Price value
 - Preference
 - "Pervasive penetration".

The essence of brand building of the company lies in the fact that it wants its consumer's accessibility to be "within an arm's reach of desire". Another reason why Coca-Cola has gained unanimous acceptance around the world is because it is connected very well with its consumers, which indicates brand loyalty. **Brand loyalty has contributed to keeping up the brand image of Coca Cola.**

The company has also invested in various advertisement campaigns often engaging the services of celebrities around the globe. Finally, with regard to the brand development of Coca Cola Zero, the company came out with an advertisement, which was quite different from the conventional ones. In this regard, (no calorie beverage), it has shelled out three types of products. • Coca Cola Classic • Diet Coke • Coca Cola Zero.

The company's chief executive officer, Marcos de Quinto, on January 19th, 2016 has disclosed a new 'one Brand' global marketing strategy that unites for the first time Coca cola, Coca-Cola light/ Diet Coca Cola, Coca-Cola zero and Coca cola life under the Coca cola brand positioning in one global creative campaign, "Taste the feeling".

In order to have the same image around the world Coca-Cola uses strategic positioning, which has proved to be successful as it is considered a part of our daily life.

The 'one Brand' strategy:

- Extends the global equity and unique appeal of original Coca Cola across the Trade mark, which merges the Coca-Cola family under the world's number one beverage brand.
- The brand kicks to life in a global campaign, under the slogan "Taste the feeling" that uses every day moments and storytelling to connect with consumers around the world.

- The second phase of the **One Brand strategy** established the Coca-Cola trademark and highlighted the new packaging graphics which show the iconic Coca-Cola Red Disc more prominently on all products. The aim behind the new design is to ensure a single visual identity system which features Coca-Cola Red as a unifying color which helps consumers identify the different products.

Coca Cola – Brand differentiation

Coca Cola attained brand differentiation by portraying itself as a symbol of happiness and fun. Its vast and unique product line, culturally centred products, customized Vending machines, stressing on water purity standard, its Organic soda helped Coca cola differentiate itself from others.

Coca-Cola after it entered Indian market again made significant efforts to ensure that the beverage is available to more and more people, covering even the remote and inaccessible parts of the country. The brand has achieved an iconic status among the consumers.

Coca-Cola rebuilt the brand position by attracting with Indian Youth using ads featuring youth icons like movie stars and cricketers and by focusing on the popular subjects prevalent around that time in their commercials.

Celebrity endorsements helped the company to draw the Indian Youth's attention, for example Coca-Cola succeeded in creating a strong connection between the brand and Indian youth who hoped to be successful and popular with the ad featuring famous Hindi movie star "Hrithik Roshan" who used the slogan "Jo chao ho jaye' (Whatever you wish will come true), the youth identified themselves with the actor. The slogan "thanda matlab, Coca-Cola "became very famous, by using the word, "thanda" meaning chilled, Coca-Cola tried to position coke as "chilled drink" in their minds, ads featuring actor "Aamir Khan" who portrayed different types of consumers in each commercial including; self-styled hero, Bengali Babu and a Punjabi farmer. These ads reinforced Coca-Colas image as a chilled drink among Indian consumers.

POSITIONING STRATEGY -

Coca-Colas strategy in the Indian Market-

Urban India-

In order to target the metropolitan areas and large town audience, Coca-Cola emphasized on the theme of Celebration and Joy, showing people how to live life in a fun and joyful way across people of different social and economic status in their television commercial. The tagline "Life ho tohaise" of Coca-Cola became popular and quite successful in the urban market and this became the basis for its brand positioning.

Rural India- Coca-Cola has tapped the rural India by covering fairs and local festivals which are the main sources of entertainment there.

They increased the frequency of their advertisements on Doordarshan (the local TV channel), designed to attract rural customers.

The company’s rural marketing initiatives together with the television advertisements were very effective in influencing the rural population to choose Coca-Cola.

The price cut for the coke bottle was announced with a message in an ad featuring leading Hindi movies star Aamir Khan in rural settings to help with brand association as people like to emulate these celebrities. It helped in establishing the right identity for the Coca-Cola brand.

New Strategy- Rural market

Rural consumers always had preference for homemade drinks like Lassi, lemonade etc. Coca cola whose average price per bottle is around Rs 10, was regarded as a luxury product by the rural population as their average income was Rs 100/day. They were not aware of the difference in soft drinks categories. The rural consumer market which grew 25% in 2008 reached around US\$ 425 billion in 2010-11 with millions of customers.

Coca-Cola Company realized the need to shift its product from luxury item category to every day product category and make it a brand suitable for rural customers as the market was quite promising and underutilized. An appropriate marketing strategy was designed, after listening to consumer's needs and wants. The saying, market is created and not born, was proved right by Coca-Cola.

The strategic positioning of Coca-Cola- Global Marketing operation

Coca-Cola which operates in more than 200 countries had a choice, either to globally standardize their product and

reap the benefits the economies of scale or narrow their offer to a particular market, which would help in increasing the market specific penetration or it had the option of choosing both approaches and follow an integrated approach.

Coca-Colas strategy and the tactics it adopted after taking into consideration the external forces in the global environment, worked in sync and resulting in the success of this organization.

Douglas Ivester, the former chairman of Coca-Cola Company mentioned that the main strength of Coca-Cola Company is the fact that they are global. (Coca-Cola, Annual Report, 1998).

Coca-Cola is a business with an affordable and a popular product, with a strong foothold in many countries.

Many things contributed to the international success of Coca-Cola. Former chief marketing officer of Coca-Cola, Sergio Zyman stated that for a company to think globally, it must act locally. Though being a globally recognized brand, it integrates the local tastes taking into consideration the local cultures and is very much a local operation, with **400 brands** in more than 200 countries.

Coca-Cola using its dominant position and influence as a leader in the market negotiates with the suppliers for lower pricing and at the same time commands a higher price in the market for its products. It has an excellent management team and effective processes and procedures in place, throughout the organization. All of these led to Coca-Colas success.

Motivation to purchase: The respondents were asked the motivation behind their purchase of beverages, the responses are given below.

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Price	7	5.8	5.8	5.8
Taste	95	79.3	79.3	85.1
Advertisement	8	6.5	6.5	91.6
Availability	10	8.4	8.4	100.00
Total	120	100.0	100.0	

79.3% of the total sample respondents have reported that it's the taste that motivates them to purchase a particular brand of beverage, followed by 8.4% of respondents, who expressed that they would purchase the available brand.

Words that describe Coke best: The respondents were asked which words describe Coke best; the responses are mentioned in the following table:

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Value for money	10	8.0	8.0	8.0
Superior quality	17	14.2	14.2	22.2
Best taste	74	61.4	61.4	83.6
Cool image	20	16.4	16.4	100.00
Total	120	100.0	100.0	

61.4% of the total sample respondents have stated that the words “Best taste” describe Coke best, followed by 16.4% who thought the words “Cool image” described Coke better, very close to it 14.2% of respondents expressed that “Superior quality” suits Coke best. However 13% of respondents feel that none of the words describe Coke.

Coca Cola is the real thing: Respondents were informed about the brand slogan given by the company and they were asked if they agreed with the slogan, Coke is the real thing, the details of responses are given in the following table:

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	21	17.6	17.6	17.6
Disagree	43	36.1	36.1	53.7
Agree	46	38.3	38.3	92.0
Strongly Agree	10	8.0	8.0	100.00
Total	120	100.0	100.0	

38.3% of the total sample respondents have stated that they agreed with the statement that Coca cola is the real thing while 36.1% disagreed and 17.6% strongly disagreed with the statement.

Price, an important factor for purchase: The respondents were asked if price is an important factor in buying a cool drink, the responses are mentioned in the following table

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	17	14.0	14.0	14.0
Disagree	58	48.0	48.0	62.0
Neutral	8	6.5	6.5	68.5
Agree	31	25.7	25.7	94.2
Strongly agree	7	5.8	5.8	100.00
Total	120	100.0	100.0	

48% of the total sample respondents have expressed their disagreement with the statement that price is an important deciding factor for buying a cool drink and 14% strongly disagreed while 25.7% have agreed and 5.8% strongly agreed that price is an important factor for buying a cool drink.

Buy soft drink to quench thirst or feel good: The respondents were asked if they bought a soft drink to quench their thirst or just to feel good, the responses have been stated in the following table

Description	Frequency	Percent	Valid Percent	Cumulative Percent
To quench my thirst	36	30.4	30.4	30.4
To feel good	60	49.9	49.9	80.2
None	24	19.8	19.8	100.0
Total	120	100.0	100.0	

49.9% of the total sample respondents have stated that they buy soft drinks to feel good, 30.4% have mentioned that they buy soft drinks to quench their thirst however 19.8% have stated that none of these reasons hold true for them for buying a soft drink.

Packaging and colour influence the buying decision: The respondents were asked whether colour of the packaging influences their decision to buy a soft drink, the responses are furnished in the following table

Description	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	17	14.0	14.0	14.0
Disagree	49	40.7	40.7	54.7
Agree	43	35.9	35.9	90.6
Strongly agree	11	9.4	9.4	100.0
Total	120	100.0	100.0	

40.7% of the total sample respondents have stated that they disagree and 14% strongly disagreed with the statement that the colour of the packaging makes a difference when buying a soft drink while 35.9 agreed that the colour of packaging makes a difference while purchasing a soft drink.

Thumps Up, Limca, Sprite, Coca cola brands
The respondents were asked whether respondents Thumps Up, Limca and Sprite are Coca cola brands.

Description	Frequency	Percent	Valid percent	Cumulative percent
Yes	48	39.8	39.8	39.8
No	23	19.0	19.0	58.8
Don't know	49	41.2	41.2	100.0
Total	120	100.0	100.0	

41.2% of the total sample respondents were not sure that Thumps Up, Limca and Sprite are Coca cola brands and almost an equal percentage 39.8% reported that they were aware that they are Coca cola brands. While 19% declared Thumps Up, Limca and Sprite are not Coca cola brands.

To understand the opinion of the respondents about the influence of ideal brand positioning of soft drinks against the USP of Coke / Pepsi, the chi – square is performed and the results are given in the table below

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
High price, high quality, exclusive	4 (3.37)	2 (1.69)	30 (24.58)	18 (14.94)	6 (5.06)
Low price, medium quality, easily available	2 (1.45)	5 (4.34)	26 (22.17)	22 (18.07)	5 (4.34)
Total (120)	6	7	56	40	11

When the respondents were asked about the Ideal brand positioning strategy, about USP of Coke and Pepsi, vis-a-vis two alternate strategies of High price-High quality and Low price- Medium quality, 24.5% are neutral, followed by 20% who were satisfied and 5% are dissatisfied with the first strategy. On the other hand 22% were neutral, 22% satisfied and 6% are dissatisfied with the second strategy.

Ideal brand positioning of soft drinks against the Unique Selling Point (USP) of Coke/Pepsi

In order to understand whether the positioning strategy is independent of two alternative strategies, the Chi-square analysis is conducted and the details are given in the following table

	Value	df	Asymp. Sig (2-sided)
Pearson Chi-Square	9.999 ^a	4	.040
Likelihood Ratio	10.261	4	.036
Linear-by-Linear Association	.346	1	.557
No. of valid cases	120		

Since the Chi-square values are found to be significant, Null hypothesis is rejected and the alternative hypothesis is accepted meaning thereby that positioning strategy is independent of the two alternative strategies.

In order to comprehend whether the motivation to buy beverage brands is independent of price, the Chi-square analysis is conducted with the following hypothesis and the results are shown in the following table.

Price, taste, ads, availability important factor - Motivation to buy beverage brands

H₀: Motivation to buy beverage brands is not independent of Price of the Beverages

Chi – Square Test Price, taste, ads, availability important factor - Motivation to buy beverage brands

	Value	df	Asymp.Sig (2-sided)
Pearson Chi-Square	54.089 ^a	16	.000
Likelihood ratio	30.926	16	.000
Linear-by-linear Association	2.845	1	.092
No. of valid cases	120		

a. 12 cells (48.0%) have expected count less than 5. The minimum expected count is .05.

Since the Chi-square value is found to be significant, the null hypothesis is rejected and the alternative hypothesis is accepted. Thus, the motivation to buy beverage brands is independent of price of the beverage.

7. Conclusion

Motivation to purchase: The respondents were asked the motivation behind their purchase of beverages. The study has thrown light on the fact that good percentage almost 79.3% of people/ respondent amounting to three fourths of the sample are motivated by taste while purchasing beverages and a few of them 8.4% would purchase the available brand. There are a few who are not motivated by anything, 5.3% of them. Hence, companies must explore the tastes of the Indian beverage market and should start positioning the brands accordingly.

Words that describe Coke best: Almost half of the respondents described Coke as, "Best taste", however a significant percentage of the respondents have described Coke as "Cool image". The company is advised to explain the best taste and explore the same and incorporate it in the taste of the beverage brand.

Coca cola is the real thing: More than half of the sample respondents have not agreed with the company's brand slogan, Coke is the real thing, perhaps a tone of arrogance is reflected in the slogan. Hence it is advised that the company must come up with a catchy and realistic slogan rather than the earlier one.

Price, an important factor for purchase: More than half of the sample respondents believe price is not an important deciding factor for buying a cool drink. Therefore, it is suggested that the companies though keeping the price in

mind have to focus on other things that attract customers to a beverage.

Buy soft drink to quench thirst or feel good: Fifty percent of the total sample respondents have stated that they buy soft drinks to feel good. A significant percentage of respondents feel that it is quench their thirst. Almost half of the sample respondents buy soft drinks to feel good. Therefore, it is suggested that the companies should position the brand in such a way that there is more stress on the feel-good factor, to increase the sales.

Thums Up, Limca and Sprite, Coca cola brands: Majority of the sample respondents were not sure that Thumps Up, Limca and Sprite are Coca cola brands. Hence it is advised that the company should undertake extensive promotions to educate people about the brands of Coca cola to gain brand equity and push up the volume of sales.

Packaging colour and buying decision:

A significant percent of the sample respondents does not get influenced by the colour of the packaging. Hence it is advised that the companies should focus on taste, easy availability and other factors to increase the consumer base.

Most of the consumers are influenced by taste, price, USP and Positioning strategy. Hence, Coca-Cola has to pay special attention to these things while designing their marketing strategies.

With the impetus of its brand and its strategies, Coca-Cola has become the master in the soft drink industry dominating across the globe, with a finger on the pulse of the nation and positioning itself accordingly among other things, Coca-Cola will be unstoppable, in its growth.

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