BIBLIOGRAPHY
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2. Forst Dean, "Guess who wants to make a splash in water", Business Week, March 1, 1999.


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3. www.coke.com
4. www.independent-media.com
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6. www.indiabusinessreview.com
Dear Sir / Madam,

I am a M.Phil student of Scott Christian College doing a study on “THE MARKETING OF PEPSI VS COKE: A COMPARATIVE ANALYSIS WITH SPECIAL REFERENCE TO KANYAKUMARI DIST” as a part of my course curriculum. So I kindly request you to tick ( ) in the appropriate data to the appropriate question to the best of your knowledge and experiences. Yours answers will be utilized for academic purpose only and not for any other purpose.

**Note:** Please record tick mark ( ) in the bracket for choosing your answer.

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Name</td>
<td></td>
</tr>
<tr>
<td>2. Age</td>
<td>a) Below 20 □ □ b) 20 – 35 □ □ c) 35 – 50 □ □ d) 50 and above □ □</td>
</tr>
<tr>
<td>3. Sex</td>
<td>Male □ □ Female □ □</td>
</tr>
<tr>
<td>4. Marital status</td>
<td>Married □ □ Unmarried □ □</td>
</tr>
<tr>
<td>5. Education</td>
<td>a) Graduation □ □ b) Under Graduate □ □  c) Post Graduate □ □ d) Technical □ □</td>
</tr>
<tr>
<td>6. Occupation</td>
<td>a) Professional □ □ b) Business □ □ c) Salaried □ □ d) Others □ □</td>
</tr>
<tr>
<td>7. Monthly Income</td>
<td>a) Less than 5000 □ □ b) 5000 – 15000 □ □ c) 15000 and above □ □</td>
</tr>
<tr>
<td>8. Hobby</td>
<td>a) Reading □ □ b) Watching T.V. □ □ c) Playing □ □ d) Enjoy with Family □ □</td>
</tr>
<tr>
<td>9. Do you have the habit of taking soft drinks</td>
<td>a) Yes □ □ b) No □ □</td>
</tr>
<tr>
<td>10. What is the reason for preferring the soft drink</td>
<td>a) Thirst or Fresh □ □ b) Status symbol □ □ c) Taste □ □ d) Any others (please specify) □ □</td>
</tr>
</tbody>
</table>
11. The market from which you consume the soft drinks
   a) Street shop  
   b) Super Market  
   c) Hotels / Restaurant  
   d) Any others (Please specify)  

12. Do you like to take soft drinks? If yes: specify your consumption habit ie whether
   a) Daily  
   b) Weekly  
   c) Occasionally  

13. State the Brand of drinks you are using
   a) Pepsi  
   b) Coke  
   c) Any others (please specify)  

14. Who suggested you to the present Brand
   a) Based on Television  
   b) Based on Newspaper  
   c) Friends  
   d) Any others (please specify)  

15. If you prefer Pepsi, give the rank of consumption of various product of Pepsi Brand

<table>
<thead>
<tr>
<th>Pepsi</th>
<th>Miranda</th>
<th>7up</th>
<th>Limca</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank I</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Rank II</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Rank III</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
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<tr>
<td>Rank IV</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Rank V</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

16. If you prefer coke, give the rank of consumption of various product of Coke Brand

<table>
<thead>
<tr>
<th>Coca-cola</th>
<th>Thumsup</th>
<th>Fanta</th>
<th>Sprite</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank I</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Rank II</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Rank III</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Rank IV</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Rank V</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

17. For how long you have been consuming soft drinks
   a) Less than 2 years  
   b) 2 to 5 years  
   c) 5 to 10 years  
   d) Above 15 years  
18. Does your Brand possess the quality as per your expectation
   a) Yes  []  b) No  []

19. How many Bottles you consume per month normally
   a) Less than 5 Bottles  []  b) 5 to 10 Bottles  []
   c) 10 - 15 Bottles  []  d) Above 15 Bottles  []

20. Why do you prefer particular Brand drink
   a) Colour and Attraction  []  b) Size and shape  []
   c) Price & Advt  []  d) Any others (please specify)  []

21. Are you aware of the news that bottled drinks such as Coca-cola and Pepsi contain pesticides
   a) Yes  []  b) No  []

22. After the allegation, have you changed your consumption pattern
   a) Yes  []  b) No  []

23. If yes, how many bottles you consume monthly now
   a) Less than 5 Bottles  []  b) 5 - 10 Bottles  []
   c) 10 - 15 Bottles  []  d) Above 15 Bottles  []

24. I continue to bottled drinks because
   a) There is no other alternatives  []
   b) I am not aware of pesticides content  []
   c) I don’t believe in the news and cost  []
   d) I don’t like to change the habit  []

25. What is your opinion about the price of your Brand at present
   a) Very High  []  b) Low  []  c) Moderate  []  d) Very Low  []

26. Are you satisfied on price of your brand
   a) Yes  []  b) No  []  c) Any others (please specify)  []

27. What is your suggested price, if you not satisfied
   a) 200 ml  []  b) 300 ml  []  c) 500 ml  []  d) 1 lit  []

28. How impact the Advt to prefer you to buy such brand of drinks
   a) Good  []  b) Satisfied  []
   c) Some what satisfied  []  d) Less  []
29. What type of Advt impact you more effectively
   a) TV  
   b) Wall sticker
   c) Radio  
   d) Sports sponsorship

30. What is your expected personality to promote the product effectively through Advt
   a) Sportsmen  
   b) Film stars
   c) Children  
   d) Any others

31. Do you satisfy on the availability of product near by you
   a) Yes  
   b) No

32. If no, suggest which one from below is suitable distribution
   a) Based on number of population  
   b) Based on number of youngsters
   c) Based on number of sports persons  
   d) Based on number of Educates

33. Are you satisfied with present Drinks
   a) Good  
   b) Satisfied
   c) Some what satisfied  
   d) Not Satisfied

34. Have you ever switched over from one brand to another
   a) Yes  
   b) No

35. If yes, state the reason for switching over
   a) High price  
   b) Wrong Advt
   c) Less Quality  
   d) Lack of Availability

36. Do you prefer the brand which earned Goodwill
   a) Yes  
   b) No

37. Suggest your opinions for the soft Drink Brand towards improvement in future

Thank You For Your
Kind Co-operation.

M.PUNITHA
### MARKETING OF PEPSI Vs COKE

**A COMPARATIVE ANALYSIS WITH SPECIAL REFERENCE TO KANYAKUMARI DISTRICT**

**Questionnaire for Retailer Survey of Pepsi Brand**

<table>
<thead>
<tr>
<th></th>
<th>Town</th>
<th>Sl. No.</th>
<th>Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>Outlet</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a) Street shop</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>b) Super market</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>c) Hotels / Restaurant</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td></td>
<td>d) General store</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>3.</td>
<td>Address:</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Availability</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4.</td>
<td>a) 500 ml : Pepsi ☐</td>
<td>Miranda ☐</td>
<td>7up ☐ Limca ☐</td>
</tr>
<tr>
<td></td>
<td>b) 1 lit : Pepsi ☐</td>
<td>Miranda ☐</td>
<td>7up ☐ Limca ☐</td>
</tr>
<tr>
<td></td>
<td>c) 1500 ml : Pepsi ☐</td>
<td>Miranda ☐</td>
<td>7up ☐ Limca ☐</td>
</tr>
<tr>
<td></td>
<td>d) 2l : Pepsi ☐</td>
<td>Miranda ☐</td>
<td>7up ☐ Limca ☐</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Stock after one week</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5.</td>
<td>a) 500 ml : Pepsi ☐</td>
<td>Miranda ☐</td>
<td>7up ☐ Limca ☐</td>
</tr>
<tr>
<td></td>
<td>b) 1 lit : Pepsi ☐</td>
<td>Miranda ☐</td>
<td>7up ☐ Limca ☐</td>
</tr>
<tr>
<td></td>
<td>c) 1500 ml : Pepsi ☐</td>
<td>Miranda ☐</td>
<td>7up ☐ Limca ☐</td>
</tr>
<tr>
<td></td>
<td>d) 2l : Pepsi ☐</td>
<td>Miranda ☐</td>
<td>7up ☐ Limca ☐</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Margin of Retailer (in %)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6.</td>
<td>a) Per bottle : Pepsi ☐</td>
<td>Miranda ☐</td>
<td>7up ☐ Limca ☐</td>
</tr>
<tr>
<td></td>
<td>b) Per Case : Pepsi ☐</td>
<td>Miranda ☐</td>
<td>7up ☐ Limca ☐</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Frequency of service</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>7.</td>
<td>a) Pepsi : Daily ☐ Weekly ☐ Monthly ☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>b) Mirinda : Daily ☐ Weekly ☐ Monthly ☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>c) 7 up : Daily ☐ Weekly ☐ Monthly ☐</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>d) Limca : Daily ☐ Weekly ☐ Monthly ☐</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
8. Better service
   a) Pepsi: Highly satisfied □ Satisfied □ Somewhat Satisfied □ Not Satisfied □
   b) Miranda: Highly satisfied □ Satisfied □ Somewhat Satisfied □ Not Satisfied □
   c) 7 up: Highly satisfied □ Satisfied □ Somewhat Satisfied □ Not Satisfied □
   d) Limca: Highly satisfied □ Satisfied □ Somewhat Satisfied □ Not Satisfied □

9. Relationship between the distributor & the retailer
   a) Pepsi: Good □ Satisfied □ Somewhat Satisfied □ Not Satisfied □
   b) Miranda: Good □ Satisfied □ Somewhat Satisfied □ Not Satisfied □
   c) 7 up: Good □ Satisfied □ Somewhat Satisfied □ Not Satisfied □
   d) Limca: Good □ Satisfied □ Somewhat Satisfied □ Not Satisfied □

10. Retailer Attitude – whole service better
    Pepsi □  Miranda □  7up □  Limca □

11. Satisfaction on Packing
    a) Pepsi: More □ Somewhat □ Less □
    b) Miranda: More □ Somewhat □ Less □
    c) 7up: More □ Somewhat □ Less □
    d) Limca: More □ Somewhat □ Less □

12. Rank the following Reasons for purchase: (Based on consumer perception)
    a) Price □  b) Availability □
    c) Frequency of Service □  d) Consumer satisfaction □

13. Rank the Quality of the following brands
    a) Pepsi □  b) Miranda □  c) 7up □  d) Limca □

14. What brand you mostly suggest to the customer?
    a) Pepsi □  b) Miranda □  c) 7up □  d) Limca □

15. Reason
    a) More Retailer margin □  b) Enough credit facility □
    c) More consumer satisfaction □  d) Better Service □
MARKETING OF PEPSI Vs COKE
A COMPARATIVE ANALYSIS WITH SPECIAL
REFERENCE TO KANYAKUMARI DISTRICT

Questionnaire for Retailer Survey of Coke Brand

1. Town .................................. Sl.No. ............... Date:

2. Outlet  
   a) Street shop  
   b) Super market  
   c) Hotels / Restaurant  
   d) General store  

3. Address: -------------------------------

4. Availability
   a) 500 ml : Coca-cola  
   b) 1 lit : Coca-cola  
   c) 1500 ml : Coca-cola  
   d) 2l : Coca-cola

5. Stock after one week
   a) 500 ml : Coca-cola  
   b) 1 lit : Coca-cola  
   c) 1500 ml : Coca-cola  
   d) 2l : Coca-cola

6. Margin of Retailer (in %)
   a) Per bottle : Coca-cola  
   b) Per Case : Coca-cola

7. Frequency of service
   a) Coca-cola : Daily  
   b) Thumsup : Daily  
   c) Fanta : Daily  
   d) Sprite : Daily
8. Better service
   a) Coca-cola: Highly satisfied ☐ Satisfied ☐ Somewhat Satisfied ☐ Not Satisfied ☐
   b) Thumsup: Highly satisfied ☐ Satisfied ☐ Somewhat Satisfied ☐ Not Satisfied ☐
   c) Fanta: Highly satisfied ☐ Satisfied ☐ Somewhat Satisfied ☐ Not Satisfied ☐
   d) Sprite: Highly satisfied ☐ Satisfied ☐ Somewhat Satisfied ☐ Not Satisfied ☐

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   a) Coca-cola: Good ☐ Satisfied ☐ Somewhat Satisfied ☐ Not Satisfied ☐
   b) Thumsup: Good ☐ Satisfied ☐ Somewhat Satisfied ☐ Not Satisfied ☐
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