Chapter – II

Review Of Literature

Introduction

Chapter second deals with the overall review of literature available on the present topic. It highlights on the research papers, related books and some published and un-published material. This chapter is divided into three different parts i.e.

A) Review of Research Papers, Magazines and Journals.
B) Review of Books.
C) Review of reports and un-published material.

Review of literature has vital relevance with any research work. Due to literature review the possibility of repetition of study can be eliminated and another dimension can be selected for the study. The literature review helps researcher to remove limitations of existing work or may assist to extend prevailing study.

In order to make the crystal clear and in depth study proper fundamental review is necessary to gain the knowledge, literature review is necessary therefore the survey of literature has been conducted based upon that methodology for collecting data and information with reference to each representative category in the sample is formulated while carrying out the whole research. The descriptive and diagnostic studies with a stimulating insight backed by the experience covered in this chapter.
A) Review of Research Papers, Magazines and Journals:

The researcher has referred the several articles published in various Magazines, Journals, Newspapers as well as the articles on the websites. An article from Daily Morning News (Daily, TX) dt. January 30, 2007 states that, PepsiCo inc. maker of the nation’s second – best selling soft drink, aims to score big with consumers at Sunday’s Super Bowl for the first time. PepsiCo’s soft drink arm, Pepsi-Cola North America, will sponsor the big game’s halftime show – this year featuring the artist once again known as Prince. Frito-Lay Inc of Plano is a unit of PepsiCo, based in Purchase, N.Y. Beverage industry experts say that even though Pepsi may pay a king’s ransom for the naming rights to the show, it will ultimately pay off. “The Super Bowl and the halftime show are great vehicles to promote brands and build brand equity” said John Sicher, editor.

Further an article published in the frontline Magazine (month) issue highlights the following aspects of the Marketing strategies adopted by the PepsiCo. It states that, for an ad campaign that started a revolution in marketing, the Pepsi Challenge TV spots of the 1970s and ‘80s were almost absurdly simple. Little more than a series of blind last tests, the ads showed people being asked to choose between Pepsi and Coke without knowing which one they were consuming. Not surprisingly, given the sponsor, Pepsi was usually the winner.

But 30 years after the commercials debuted, neuroscientist Read Montague was still thinking about them. Something didn’t make sense. If people preferred the taste of Pepsi, the drink should have dominated the market. It didn’t. So in the summer of 2003, Montague gave himself a
Pepsi Challenge’ of a different sort: to figure out why people would buy a product they didn’t particularly like.¹

What the Researcher found was the first data from an entirely new field: neuromarketing, the study of the brain’s responses to ads, brands, and the rest of the message littering the cultural landscape. Montague had his subjects take the Pepsi Challenge while he watched their neural activity with a functional MRI machine, which tracks blood flow to different regions of the brain. Without knowing what they were drinking, about half of them said they preferred Pepsi. But once Montague told them which samples were Coke, three-fourths said that drink tasted better, and their brain activity changed too. Coke “lit up” the medial prefrontal cortex – a part of the brain that controls higher thinking. Montague’s hunch was that the brain was recalling images and ideas from commercials, and the brand was overriding the actual quality of the product. For years, in the face of failed brands and laughably bad ad campaigns, marketers had argued that they could influence consumer’s choices. Now, there appeared to be solid neurological proof. Montague published his findings in the October 2004 issue of Neuron, and a cottage industry, was born.

Further the article points out that, neuromarketing, in one or another, is now one of the hottest new tools of its trade. At the most basic levels, companies are starting to sift through the piles of psychological literature that have been steadily growing since the 1990s’ boom in brain-imaging technology. Surprisingly few businesses have kept tabs on the studies – until now “Most marketers don’t take a single class in psychology. A lot of the current communications projects we see are based on research from the “70s,” says Justine Meaux, a scientist at Atlanta’s Bright House
Neuro strategies Group, one of the first and largest neurosciences consulting firms. “Especially in these early years, it’s about teaching people the basics. What we end up doing are educating people about some false assumptions about how the brain works”.  

Getting an update on research is one thing; for decades, marketers have relied on behavioral studies for guidance. But some companies are taking the practice several steps further, commissioning their own FMRI studies a la Montague’s test. In a study of men’s reactions to cars. Daimler-Chrysler has found that sportier models activate the brain’s reward centers – the same areas that light up in response to alcohol and drugs – as well as activating the area in the brain that recognizes faces, which may explain people’s tendency to anthropomorphize their cars. Steven Quartz, a scientist at Stanford University, as currently conducting similar research on movie trailers. And in the age of poll taking and smear campaigns, political advertising is also getting in one the game. Researcher at the University of California. Los Angeles have found that Republicans and Democrats react differently to campaign ads showing images of the Sept. 11th terrorist attacks. Those ads cause the part of the brain associated with fear to light up more vividly in Democrats than in Republicans.  

That last piece of research is particularly worrisome to anti-marketing activities, some of which are already mobilizing against the nascent field of neuromarketing. Gary Ruskin of Commercial Alert, a non-profit that argues for strict regulations on advertising, says that “a year ago almost nobody had heart of neuromarketing except for Forbes readers.” Now, he says, it’s everywhere, and over the past year he has
waged a campaign against the practice lobbying Congress and the American Psychological Association (APA) and threading lawsuit against Bright House and other practitioners. Even though he admits the research is still “in the very preliminary states”, he says it could eventually lead to complete corporate manipulation of consumers – or citizens, with governments using brain scans to create more effective propagandas.

Ruskin might be consoled by the fact that many neuromarketers still don’t know how to apply their findings. Increased activity in the brain doesn’t necessarily mean increased preference for a product. And, says Meaux, no amount of neuromarketing research can transform otherwise rational people into consumption – driven zombies. “Of course were all influenced by the messages around us,” she says, “That doesn’t take away free choice”. As for Ruskin, she says tersely, “there is no grounds for what he is accusing.’ So far, the regulatory boards agree with her: the government has decided not to investigate Bright House and the APA’s most recent ethics statement said nothing about neuromarketing. Says Ruskin: “It was a total defeat for us”.

With commercial Alert’s campaign thwarted for now, Bright House is moving forward. In January, the company plans to start publishing a neuroscience newsletter aimed at businesses. And although it ‘doesn’t conduct FMRI studies except in the rarest of cases,” it is getting ready to publish the results of a particularly tantalizing set of tests. While neuroscientist Montague’s Pepsi Challenge’ suggests that branding appears to make a difference in consumer preference, Bright Louse’s research promises to show exactly how much emotional impact that branding can have. Marketers have long known that some brands have a seemingly magic appeal’ they can elicit strong devotion, with buyers
saying they identify with the brand as an extension of their personalities. The Bright House research is expected to show exactly which products those are. “This is really just the first step,” says Mcaux, who points out that no one has discovered a “buy button” in the brain. But with more and more companies peering into the minds of their consumers, could that be far off? ⁴

**Consumer Complaints & Reviews**

As per the View of Mark of Essex Junction, VT on July 14, 2015

We are supposed to be in a shelving contract for the year 2015. According to the written contract, payment from Pepsi was due at the end of the 1st quarter of April 1. As of today July 14, 2015 we have not received payment. Any attempt to discover why we haven’t been paid has been met with no satisfactory response; nobody knows where or when we will be paid. Our store however has been repeatedly called for a missed payment and sent several letters after we mistakenly missed a bill. Pepsi even refused to sell us any more products even though we have been a long time customer and had previous payment issues. We have since cancelled our Pepsi contract and will now exclusively with Coca Cola.

According to the Mark of Townsend, TN on July 1, 2015

Bought a Restaurant and retained Pepsi both fountain and a 20 oz. cooler kept freezing and Tech came to fix it whereas a few days later everything froze again and lost dozens of 20 oz. drinks. Also having the location 4 months. Called sales rep supervisor which was VERY RUDE and UNPROFFESIONAL to us. I would say Pepsi by my perception
doesn’t have their act together and I AM quite done with dealing with the ROMPER ROOM, having cooler picked up today and we will be getting the ball rolling on moving over to Coke products in all of our various locations. Being a smart ass to people will cost you business now and future business as well.

According to the views of Angelina of Greensburg, IN on June 10, 2015

All Mountain Dew with exp. dates of November have been beyond horrible testing. This has happened once before, about a year ago. Now I did call Pepsi and they refunded me. And I also had them look up my name to show them that I contacted them on same issue a year ago. Yes I was pleased that I was given coupons to replace. However what does that matter when they don’t follow-through and remove this bad product. I ended up with worse Mountain Dew. And they are still selling it this way 3-4 weeks after contacting them. I want a good testing Mountain Dew for goodness sakes. And all I have is stacks of bad ones pilling up. Really annoying and very upsetting that they are not taking care of this issue.

As per the thought of Debra of Baltimore, MD on May 27, 2015

I was in mars getting my caffeine free Pepsi and a Pepsi person who was delivering there on May 27th at approximately 11 a.m. was very nice and actually got his co worker to go out to the truck and get me soda. I didn’t even ask him. I just was there was one and he said, “What kind of you want?” in the end he went and got it so I appreciate that. So he should have a pat on the back for that. I appreciate the fact that he cared enough to get me the sodas that I like which is caffeine free Pepsi. Pepsi needs to put more out because a lot of people want that and when we go
we can’t find it. But I really appreciate the fact that he made the efforts to go get it.

As per the Views of Bob of St Louis, MO on May 26, 2015

I have been an exclusive consumer of Pepsi for 60 years and am outraged by the current price increase. Your change from 24 oz bottles to 500 mi (16.9 oz) was NOT accompanied by a price decrease. You decreased the amount sold by roughly 30% and kept the price the same for a net price increase of 50%. The smaller bottle means more frequent refills of the fridge, a terrible waste of plastic, and a lot of irritation for your customers this summer, I’ll drink iced tea and sugar my OWN water.

Think of Mr. Linda of Tacoma, WA on April 20, 2015

This is just an irritated customer who enjoys Pepsi products but is now disappointed by the subtle change made in the size of bottles for the six packs of Pepsi and diet Pepsi, which have miraculously become thinner with fewer products in them. However, I haven’t noticed a decrease in the pricing. Yes, believe it or not, we do notice these things.

According to Jeri of Neosho, MO on Feb 15, 2015

I purchased several 12 packs of Pepsi, date on it Nov 9, 2015, #0110hs02075. After opening several cans it tasted nasty bad. After taste in mouth like diesel. Dumped out most but had others that like me live on Pepsi same. I’ve keep several cans but that pop will make not diesel-testing crap.
As per recorded as Mr. Sheri of Painted Post, NY on Feb 3, 2015

I bought 2 12 packs Pepsi with real sugar by accident. I drink regular Pepsi. The Pepsi with real sugar has a bad after taste. It’s terrible. Please try it and you’ll understand where I’, coming from. Please tell them to stop making it.

Thought of Mr. Jean of Monterey, MA on Jan 28, 2015

I drink Pepsi nonstop but I have to agree with that other person that said that she bought 2 cases of Pepsi and it was flat. I buy the 2 liter bottles of Pepsi and mine is always flat plus there is a reality gross taste to it now almost like a carbonated flavor and it really makes me nauseous. A have actually drank if a few times to where I couldn’t take the taste and actually threw up. What is going on with Pepsi? Do you and your employees just don’t care anybody about the product you’re putting out there or what. If this keeps up then you’re going to be out of business which means you and your employees will no longer be employed because people are going to actually stop buying the product.

Now, look at me. i buy about 30 to 35 bottles (2 liters) a month so now calculate how much that is and then you will see how much your company is going to lose in one month if I stop buying Pepsi and that’s just one person. Think about if all your regular customers do the same and now you end up with nothing, zip, zero. I know that you don’t want that so you need to figure out what’s going on because I’m thinking about going to Dr. Pepper or maybe Coke.
As per the views of Mr. Emma of Chicago, IL on Dec 3, 2014

I would like to know why it is when I buy Pepsi on sale, lately it’s always flat and stale. On Tuesday November 25, 2014 I brought 2 cases of Pepsi that was on sale. The best used by Date is Aug 24, 2015 the ID 3’s is 1445BG1118438 and 1450BG111843. The pop had very little fizz and an aftertaste. Have you changed the formula or what? I purchased the pop from FOOD 4 LESS on 71st and Ashland in Chicago.

As per views of PAUL of Columbia, SC on Nov, 30 2014

Like many companies, Pepsi has moved to the “bulk” delivery system. Pepsi is the worst! Most vendor deliveries used to be of the “conventional” method. Where the vendor would come into the store. Work his stock from the retailer’s backroom. Then bring in off his truck what was needed for the shelf. Cleaning the shelves for his area. Then returning the next day to the same process again very efficient. Similar to what many corporation call the “delivery on-time “method. Many companies changed to the “bulk “method of delivery. Whereby huge quantities of the company’s product were palletized, and this occurred two or three times a week.

One person would order, another unload the pallets (sometimes ten to fifteen), clogging up the store’s stockroom. You never knew when the delivery would arrive. one retailer would fire you if you left the front area of the store if you were the only manager on duty but the corporate sanctioned budget was so tight that no hours were allocated to check them in… and a manager was not allowed to give his or her keys to the receiving doors out, as you may have guessed by now…. the manager in
question would be fired! We did have a vendor check-in person, but their hours were 6 a.m. to 3 p.m., and most bulk deliveries would occur after 3 p.m. or while the vendor receiver was on a launch hour. We were not allowed to refuse deliveries.

So, the manager on duty was in a no-win situation. The Pepsi person that was supposed to work

He worked weekdays only. Pepsi hired part-time workers for Saturday and Sunday, usually college students, who of course would not go through the mountain of stock in the back vendor stock area. And, if you worked for a company like I did, you could not check the thoroughness of the part-timers work because since you were the only manager on duty, you would be fired if you left the front-end to check the shelves or the cleanliness of Pepsi’s back stockroom vendor area.

For the Views of Mr. Randy of Santa Fe, NM on Nov 18, 2014

I’m writing this to maybe deaf ears but have to tell someone my disappointment in a product that I liked and constantly spoke its praises. It always had a clean crisp taste, and was top of the soft drink category with the new change of the logo, you also changed the very thing people liked that made it different than 7UP and sprite. I now have an aftertaste that brings on a sinus headache. At first I thought this can’t be, they would not have done that and that maybe it’s a different formula in plastic bottles. I bought a case of cans and some outcome. I’m writing with a headache and literally have a bad taste in my mouth. I will not purchase this product again unless or until there is a change back to the superior product it once was, and I will spread the word.
Sit down and buckle up because it’s about to be a rage fueled ride. Pepsi co does not give a flying *** about their consumers. They don’t give a** about delivery times or how their product is handled. these reps are based off of how many cases they deliver to a store and they will ** you blind If you don’t try to control what they bring in. on top of that they won’t show up half the ** time then when they do, they want to double your order. On top of all of that good** luck actually receiving it at a decent** time in the day. No these** heads wants to show up at 5pm after most of your business has already happened for the day. Or they just hit the street light outside with their giant truck and drive away and don’t deliver at all. Then they don’t even call you to tell you they aren’t coming as you watch them drive away with all rage product that you are willing to pay for.

You get paid for you merchandise, why is it so ** hard to come when you are suppose to come? DID you get** caught in a** black hole on your way to deliver? Then when you call the supervisors they also don’t give a** about anything that their drivers are doing. They have no** repercussions for their actions which just leads me to believe they don’t give a ** about people actually buying their** it is their own responsibility to put up their product. Once they do decide they want to curse at you when you tell them it’s their job to put it up. Were you not told your** job description when you were hired? Where the ** do you find these people? You could probably get better people off of craigslist. Wtf. Do you not run reference checks?
This is the most absurd company I have ever had the extreme misfortune of working with you are a thorn in my side, you are the bane of my existence. I cannot stand that my company has a national account with you. I swear I will cut back your orders and sell as minimal as possible you **. You work off of how many cases you sell? Good, welcome to hell** cause I’m about to order as little as possible and start refusing the rest. Maybe once you aren’t paid as much then you will realize to do your ** job and just manage to get the ** deliveries on time and not be so ** rude about it. Also, leaving all your goddamn pallets at the store isn’t** cute. You say they’re expensive? Oh you want me to stop throwing them away? Then stop being a lazy pike of ** and actually ** drop off the deliveries when they are suppose to be there then pick up your pellets. Jesus was a** carpenter, I’m sure he moved pallets of wood you lazy**. If Jesus could do it you should be able to take five minutes out of your** day to put it back in your** truck that apparently always breaks down since that’s always your ** excuse for not coming when I call you asking where the ** you are. Does your company not have enough money to fix the trucks?

What kind of ** operation are you running? Are you serious? Do you not have a company mission statement? And if you do is it too** people over? Cause you do a pretty good** job of it. is your company culture to be a bunch of **? Jesus ** Christ. Get your ** together Pepsi. Get your employees to have some semblance of ** to give to the consumer. I’m just asking for you to give one**, that’s not even that many ** to give. Just give one**.
(B) Review of Books

Marketing strategy is the component of marketing plan that outlines how the firm will achieve its marketing objectives. Marketing strategy consists of target market selection and the development of a marketing mix. In a broader sense, however, marketing strategy refers to how the firm will manage its relationships with customers, so that it gains an advantage over the competition.

Target market selection is the first stage of this process. The marketing plan should clearly define target markets, in terms of demographics, geography, psychological profiles, product usage, and so on. This step is crucial because to develop a marketing mix that can satisfy customer needs, a marketer must understand those needs. In developing a marketing mix, the firm should determine how the elements of the mix—products, distribution (place), promotion and price—will work together, to satisfy the needs of the target market.

**Kerin, Roger et al. (2010)** describe that marketing strategy is the means by which a marketing goal is to be achieved, usually characterized by a specified target market and a marketing program to reach it. Although the term marketing strategy is often used loosely, it implies both the end sought (target market) and the means to achieve it (marketing program). To implement a marketing program successfully, hundreds of details, decisions are often required. These decisions, called marketing tactics, are detailed day-to-day operational decisions essential to the overall success of marketing strategy strategic marketing process is the approach whereby an organization allocates its marketing mix resources to reach its target markets. This process divided into three phases such as planning.
Implementation and control. The planning phase of the strategic marketing process consists of the three steps such as situation analysis, market-product focus and goal setting and the marketing program. The essence of situation analysis is taking stock of where the firm or product has been recently. Where it is now and where it is headed in terms of the organization’s plans and the external factors and trends affecting it. An effective shorthand summary of the situation analysis is a SWOT analysis, an acronym describing an organization’s appraisal of its internal strengths and Weaknesses and its external Opportunities and Threats. Both the situation and SWOT analyses can be done at the level of the entire organization, the business unit, the product line or a specific product. Further authors discussed that describe that the promotional element consists of communication tools, including advertising. Personal selling sales promotion, public relations and direct marketing. The combination of one or more of these communication tools is called promotional mix all of these tools can be used to inform prospective buyers about the benefits of the product, persuade them to try it and remind them later about the benefits they enjoyed by using the product.

Today the concept of designing marketing communications program that coordinate all promotional activities advertising, personal selling, sales promotion, public relations an direct marketing to provide a consistent message across all audiences is referred to as integrated marketing communication (IMC), promotional programs are directed to the ultimate consumer, to an intermediary (retailer, wholesaler or distributor) or to both. All products have a product life cycle and the composition of the promotional objective in the introduction stage of the product life cycle. The primary promotional objective of the growth stage is to persuade the consumer to buy the product. The primary promotional
element is advertising, which stresses brand differences. In the maturity stage, the need is to maintain existing buyers and advertising’s role is to remind buyers of the product’s existence. Sales promotion, in the form of discounts and coupons offered to both ultimate consumers and intermediaries, is important in maintaining loyal buyers. The decline stage of the product life cycle is usually a period of phase out for the product, and little money is spent in the promotional mix. The rate of decline can be rapid when a product is replaced by an improved or lower cost product, for example, or slow if there is a loyal group of customers.

Philip Kotler and Gary Armstrong (2008) define marketing strategy as marketing logic by which the company hopes to achieve its profitable relationships. Through market segmentation, targeting and positioning, the company decides which customers it will serve and how. It identifies the total market, then divides it into smaller segments, selects the most promising segments. Guided by marketing strategy, the company designs a marketing mix made up of factors under its control—product, price, place and promotion. To find the best marketing strategy and mix, the company engages in marketing analysis, planning implementation and control. Through these activities, the company watches and adapts to the actors and forces in the marketing environment. Further authors explain that to design a winning marketing strategy, the marketing manager must answer two important questions: (1) what customers will we serve (what is our target market)? (2) How can we serve these customers best (what is our value position)? Market penetration strategy is a strategy for company growth by increasing sales of current products to current market segments without changing the product. Market development strategy is a strategy for company growth by identifying and developing new market segments for current company products. In undifferentiated market coverage
strategy a firm decides to ignore market segment differences and go after the whole market with one offer. In differentiated market coverage strategy firm decides to target several market segments and designs separate offers to reach. Micro marketing is the practice of tailing products and marketing programs to suit the tastes of specific individuals and locations. Companies need to consider many factors when choosing target marketing strategy. Which strategy is the best depends on company resources. The best strategy also depends on the degrees of product variability. The product’s life cycle stage also must be considered when a firm introduces a new product, it may be practical to launch only one version and undifferentiated marketing or concentrating marketing may make the most sense. In the mature stage of the product life cycle, however differentiated marketing begins to make more sense.  

Adel I. EI-Ansary (2006) in their review marketing strategy, taxonomy and frame work discussed that the literature casts marketing strategy formulation and implementation in the context of strategic planning and marketing strategy process models. The focus of the strategic planning model is on achieving corporate financial objectives through the implementation of product, pricing promotion, and place (distribution) program. the focus of the marketing strategy process model is on the formulation of segmentation, targeting, differentiation, and positioning strategies to create, communicate, and deliver the value to the customer resulting in gaining customer satisfaction and loyalty; i.e. marketing objectives.  

William M Pride and Ferrell O.C. (2005) define marketing strategy as typically made up of two components: (1) the selection of a target market and (2) the creation of a marketing mix that will satisfy the needs of the
chosen target market. Thus, a marketing strategy includes a plan of action for developing, distributing, promoting and pricing products that meet the needs of the target market. A marketing strategy articulates the best use of the firm’s resources and tactics to achieve its marketing objectives. In a broader sense, however, marketing strategy refers to how the firm will manage its relationships with customers so that it gains an advantage over the competition.\(^8\)

**Philippe Lasserre (2003)** highlights that the strategy (from the Greek stratus: an army and ageing: to lead) has traditionally been a military art. The ancient Chinese military theorist, Sun Tzu (Circa 5. BC) stated that “the supreme art of war is to subdue the enemy without fighting”. Strategy as an art of war was transferred into a business context in the early 1960s. This does not mean that there was no ‘strategy’ behind business decisions earlier; but there were no formal theories of business strategy.\(^9\)

**Rajan Saxena (2002)** in his book marketing management explains that there are two major methods of segmenting the market – one on the basis of product usage and the other on the basis of customers who are satisfied with their existing supplies and suppliers. These are the customers who do not perceive significant value in their current purchases and hence are vulnerable to change to a supplier who delivers more value. Further author explains that defensive marketing welfare is played by the market leader who wants to hold on to his market share. One of the best options before the leader is to existing continuously attack its own self. this involves questioning whether its existing product portfolio is competitively satisfy customer needs or are there any new seeds that are emerging, which the current portfolio does not help to satisfy; is its
current distribution plan effective enough to meet warfare is the war fought by the market challenger or the firm that is trying for the number one position in the market. The challenger has to consider the leader’s strengths and identify weakness in this strength. Flanking uncontested. This could be in product mix, distribution or even pricing. Guerilla warfare is a strategy for niche leadership. This involves carving out a market niche, large enough to be defended by firms’ capabilities. The niche leader should never act like a mass leader as it may lead to its unavailability. Also, the niche leader or the guerilla should be able to vacate a niche without severe losses. Guerilla attack is another option available to market aggressors, especially smaller undercapitalized ones. Guerrilla warfare consists of waging small, intermittent attacks on different territories of the opponents, with the aim of hashing and demoralizing the opponent and eventually securing footholds.\textsuperscript{10}


Describe 16 purchasing strategy segments based on three purchase dimensions: brand loyalty (single brand, single brand shifting, many brands), type of brand preferred (national, both national and private label), and price sensitivity (purchase at regular price, purchase at deal price).

As the view of Kretter, Kadekova et al (2010)

Country of the origin of food and consumer preference in segment of university students consumers prefer the attributes like freshness, flavor and also the price. Consumers prefers fruit juices because of their flavour and freshness.
According to Gupta & Gupta (2008)

Fruit drinks: how healthy and safe, discussed that fruit drinks are popularly used in most urban households today markets are flooded with a large variety of juices e.g.; mango, apple, guava, litchi. The main reason for increased consumption is changing lifestyle & rising level of health consciousness among consumers and parents. They believe that these drinks provide superior nutrition because of their status & high beverage cost.

As per the View of Gupta Parul (2003)

Studied the coke & Pepsi’s rural drive to push sales soft drink giants coca-cola & Pepsi have signed on thousands of new retailers in a drive into rural India that has pushed up sales steeply. Coca-cola has made its beverages available in 40,000 additional villages in the last 3 years.

According to Jyoti K. Arun (2002)

Studied the coca-cola India's marketing plan for the summer peak sales season is vested with a rural thrust & rides on the back of its newly launched 200-ml bottle, prized between Rs.5 to 6 across the country. While the soft drinks sales showed flat growth last year, sales in that year are up by 80% for the company.

According to Nishu Sharma (2011)
Comparative study on consumption patterns of soft drinks and fruits juices studies how different consumers consume soft drinks and juices with respect to different pattern of consumption.

According to Deepak Kumat Chechani (2008)

A study of FACTOR influencing choice of soft drinks in Udaipur city studied different factors influencing the choice of soft drinks consumption.

According to Bhushan Mehta (2012)

Analysis of Brand Preference of soft Drinks in Global Market Provides details regarding consumers preference on soft drinks.

Consumer’s behavior is a key success of any company. Consumer behavior is depending upon culture, value, traditions. When marketers offer unique benefits in a new product they encourage consumer to subtype. When Pepsi Co introduced a new product in a market it will change the consumer behavior. When Pepsi attempted to introduce another category breakfast cola's introduced Pepsi AM it was less successful.


Discloses the following things regarding beverage market. A Beverage is a drink specifically prepared for human consumption. Beverages almost always largely consist of water. Drinks often consumed include : Water ( both flat or carbonated ), Juice based drinks, Soft drinks,
Sports and Energy drinks, Alcoholic beverages like Coffee, Tea, Dairy products like milk. Commonly, drinks are filled into containers, like glass or plastic bottles, steel or aluminum cans as well as cardboard supported packages like the "Tetra.

According to the Research Paper & Articles Advertising strategy Review

Advertising is more than a tool for selling foods & soft drink and services. It has one overriding task, to position a brand in the prospectus perception or perceptual space in relation to competitors, so as to create distinctiveness and preference.

To formulate the problem scientifically, and to point out the importance of undertaking this study, it is essential to present a brief review of Researches undertaking in this area. Although the review involved a large number of studies only a few studies which have a direct and indirect bearing in the present study have been reviewed.

**Eva-Lena (2006):** International Advertising and International sponsorship respectively influence the local target group in different ways, but also affect International brand, they have an impact on brand image and brand equity. Moreover depending on a person's age consumers view brands differently and thus have an effect on International brand alone, but also in combination with International Advertising and International sponsorship together these factors influence the way in which a brand is perceived and consequently influence consumers preferences.\(^\text{11}\)
Strout R (2008) in his case material "Pepsi and Madonna" examines the use of entertainment personalities in advertising commercial products through the example of Pepsi's use of Madonna. It illustrates how companies try to tie the success of the artist to their product. The paper demonstrates the need for clear evaluation of the celebrity endorser, their public image, and if the relationship between the artist and the product applies to the advertising rules. When Pepsi picked Madonna, the choice turned out to be too hot to handle. The $5 million campaign featuring the extravagant vocalist had to be scrapped because of its links to Madonna's highly controversial "Like a Prayer" music video.¹²

David H. Silvera, Austad B (2008) in their research topic have examined whether consumers infer that celebrity endorsers like the products they endorse, and presents a model using these inferences and other characteristics of the endorser to predict attitudes toward the endorsed product. Participants in two experiments examined written endorsement advertisements and were asked to infer the extent to which the endorser truly liked the advertised product and to rate the endorser's attractiveness, similarity to themselves, and knowledge of the product. Attitudes toward the advertisement, the endorser and the product were also measured. The resulting model indicated that product attitudes were predicted by inferences about the endorser's liking for the product and by attitudes toward the endorser.¹³

Goddard L, Wilbur N (2009) in their study provide a starting-point for further research on negative information transference in the celebrity endorsement relationship. It is crucial that organizations be aware of the risks associated with using celebrities to endorse their stores and products. Given that these results provide tentative support for the
commonly held belief that a decline in the celebrity’s image can impact the image of brand, it is important that retailers carefully choose an endorser who currently has a good image and will likely be able to uphold this image in the future.\textsuperscript{14}

\textbf{Dix S, Pougnet S (2009)} in their research have found that Athlete role model endorsers have a positive influence on young adults’ product switching behavior, complaint behavior, positive word-of-mouth behavior and brand loyalty. This confirms the assumption that sports celebrities are important socialization agents and can have significant impact on purchase intentions and behaviors. This research provides useful insight into the influence of athlete endorsers on young adults and suggests athletes have a positive influence on young adults' behavioral intentions in switching products, generating word-of-mouth and establishing brand loyalty.\textsuperscript{15}

\textbf{Biswas S, Hussain M, O'Donnell K} say that there is a positive, although moderate, impact of celebrity endorsements on attention and exposure of consumers. Implications for marketers as well as suggestions for future research are discussed. The article is of the view that although there is considerable risk in endorsing celebrities for products and services, the firms need to analyze the various factors that can reduce such risks and hence increase the likeability of transfer of leverage of the brand image from the celebrity to the products and services.\textsuperscript{16}

\textbf{As per the Views of Thomas Micheal} : Impact of Media on Consumers’ Brand Preference A Study on Carbonated Beverage Market with Reference to Coca–Cola.
The collected data from the survey shows that brand preference exists in the carbonated beverage market and the media efforts affects consumer preferences and their brand choice. Out of 8 different carbonated beverage brands which featured in this study, Coca-Cola topped the brand preference table in carbonated beverage industry. Hence it is clear that Coca-Cola is the favorite carbonated beverage among consumers. Based on this study, advertisement and taste are the major factors responsible for the success of Coca-Cola. The implication of this is that, other variables does not influence much when brand is supported by heavy advertisements and appeals to consumers' taste buds which persuades them to continue buying.

Majority of the respondents claimed to have known Coca-Cola over 15 years and Coca-cola having been in existence for more than 20 years still remain the delight of many consumers of carbonated beverage. It is evident that the brand has enjoyed a relatively prolonged life cycle. The study also showed that advertisement is the major source of awareness of Coca-Cola and Television is the most effective medium as cited by most of the respondents.

C) Review of Reports and Un-published Literature:

The Effect of advertising on brand switching and repeat purchasing.

The authors examine switching and repeat purchase effects of advertising in mature, frequently purchased product categories. They draw on consumer behavior theories of framing and usage dominance to
formulate a logic choice model for measuring these effects. They estimate the model using single – source scanner data. Their results suggest that advertising induces brand switching but does not affect the repeat purchase rates of consumers who have just purchased the brand, a result consistent with usage dominance rather than framing. They find the switching influence to be largely confined between the current and previous purchase occasions. They illustrate the magnitude of this effect and explore potential profitability.

As per the Views of Lalitha Balakrishnan and C. Shalini Kumar, (2002),

“Effect of Celebrity Based Advertisements on the Purchase Attitude of Consumer towards durable Products”.

Purchase Attitude of Consumers towards Durable Products (A study with reference to the city of Chennai Celebrity Endorsements act as a credible means of spending money. This is because this is a world of products for which the value a consumer obtains from purchasing any given variety. This could be for reasons of social standing-people want to wear the "right" clothes, drink the "right" beverages and use the "right" fragrances. Specifically a consumer that observes massages for two different firm's products, one product's message containing a celebrity endorsed and the other not believes the celebrity endorsed product will have more purchases and so be of higher value. (Clark & Horstman, 2003) Celebrity endorsement is more likely to be observed for those products having a high price-production cost margin and on a large customer base. In short, celebrity endorsements are more typical for nationally marketed products then for local or niche market products and
for products such as running shoes, soft drinks and the like for which the price cost margins are apparently large.

Supply chain- equipment order analyst (current Employee), Winston-Salem, NC- July 13, 2015

A typical day includes approximately 100 emails daily covering all facets of the business. Management provides minimal supervision primarily in escalated situations and during end of period reporting.

Senior Finance Manager (current Employee), Chicago, IL-July 13, 2015

PepsiCo is a great place to work and is very financially focused. There are more career growth opportunities if you’re open to relocating to Dallas, TX or Purchase/Somers, NY.

Warehouse Manager (former Employee), Brunswick, Georgia- July 12, 2015

Pepsi was the absolute best. Treated employees great, pay was good and the working environment was more like a family than a place of business.

Pricing coordinator (current Employee), Laguna Hills, CA-July 11, 2015

I like the company a lot and hope that I’ll be there for a long time to come. Great culture, great opportunity for growth.
As per the Views of Installer (former Employee), Newburgh, NY-July 10, 2015

Go in grab work orders then grab equipment need for the day but never know where will be. Could trust anyone of the co workers really if you knew someone that was a wrap management was horrible I was with my first kid and two months late laid me off I enjoy the most beautiful venues for weddings.

Began in telephone sales, and then promoted to be only female on route sales.

Sales Representative (Former Employee), Mesquite, Texas- July 10, 2015

As per the Views of Mastered running the box marker and packers (Former Employee), Tumwater, WA- July 9, 2015

Love this place I had a blast hope to go back soon. Great people and atmosphere. Co-working always helpful. Hardest part was when the packers jammed up.

As per the Views of Merchandiser (Current Employee), Stone Mountain Ga- July 9, 2015

Long work hours. Heavy repetitive work. Struggle with work/life balance. Good pay and benefits. Little to no support in the trade.

As per the Views of Picker/loader (Former Employee), Jonesboro, AR- July 8, 2015
Worked multiple 16+ hour shifts and had to be back within or less than 8 hours, most days were within the same week. Short breaks.

Vendor Merchandiser (Current Employee), Bakersfield, CA-July 7, 2015

Start your day at 4am or earlier if told otherwise at your first stop (store). Check in with store managers to go over any changes or builds of end caps or displays. After checking in, check your back room for any back stock to re-shock the aisle, end caps, coolers, etc. If a load has dropped to your account (store) you must work the load and organize the left over into your section in the backroom. Everything needs to be filled and organize before checking out of the account (store). If you’re assigned to write orders you need to keep track of inventory desire by your manager. TSM manager, and store manager and specials. Once your first stop is done, you repeat this method to other stores listed on your route (list).

Administrative Assistant, (current Employee), Jacksonville, FL-July 7, 2015

Fast paced with high production levels, makes the work interesting and exciting. I enjoy working in a new industry. The people are very nice and friendly. Lots of autonomy in my support role.

As per the Views of Senior Business Analyst (Current Employee), Chicago, IL-July 7, 2015
A Strong relationship and leadership skills that are evident in my Business Analyst (BA) responsibilities.

Lead the requirements for the supplier work stream and seamlessly transitioned and tailored my BA responsibilities through the track Wise project lifecycle.

Team player and wears multiple hats, when and where needed, to ensure deliverables are met. On multiple occasions I Assisted the PM facilitates and led key meetings with the leadership team. Strong ability to translate technical speaks into business terminology and simplify with continual praise by the business with efficiently helping them reach decisions.

Conduct numerous “harmonization” sessions to get core business players aligned to decision. Along with multiple on-boarding sessions for new members to PQP- establishing myself as a primarily contact in Chicago for new members of the PQP BIS team.

Forklift Operator (current Employee), Mesquite, TX-July 6, 2015

I like Pepsi. The only downside is trying to get a 1st shift position. Overall working at Pepsi is real good. The pay is good, the benefits are good.

Key Account Representative (Former Employee), Milwaukee, WI-July 2, 2015

I have never worked so much in my life. In 5 years I never work less than 60 hours each week. An average normal work week was more than 70 hours. My longest work week was 110 hours.
I learned a lot about being an aggressive marketer.

All of us were over-compensated, which made it very difficult to leave.

Culturally diverse business which attracts top talent.

Admin Asst. Knowledge Sys Proj Mgr, Marketing Analyst (Former Employee), Purchase, NY-July 2, 2015

PepsiCo was a great place to work with highly intelligent people in a diverse atmosphere. The “Performance with purpose” mission is exemplified through their global talent, human and environmental sustainability efforts.

Supply chain Operations/Centre call Centre (Former Employee), Buena Park, CA-July 1, 2015

Pros: lots of perks, fun environment, and team building events
Cons: Very hard to obtain permanent employment PepsiCo is a great company to work for but is extremely hard to get into. If you are one of the lucky few to obtain a full time, permanent position there, you will be taken care of.

As per the Views of Sales Rep (Current Employee), Tyler, TX-June 30, 2015
Overall Pepsi is a good place to work because of the great insurance. I have enjoyed my time with the company and have had my own route and how am in relief sales.

Food service sales coordinator (Current Employee), Harrisburg, PA-June 28, 2015

Communicates with customers and Co-workers through email and phone submits pricing for innovation products, new accounts and annual price increases.

Performs general administrative support to management and foodservice sales.

Quality control lead lab Technician (Former Employee), Piscataway, NJ-June 27, 2015

My position allowed me to grow and develop my attention to detail. The days were sometimes long yet rewarding in knowing, I helped put out a good quality product.

Driver Supervisor (Former Employee), Atlanta, GA-June 26, 2015

The typical day consisted of following up and ensuring each route was covered so deliveries would be delivered and to designate location in timely fashion. Daily log of products keep ensuring every place received complete order.

As per the Views of Sara of Coke, AL on Nov 13, 2012
I had Pepsi in my business for 6 years. They raised prices 15 times in 6 years! I just kept paying until a coke rep came in and said, “No pressure sales, here are our prices let us know if we can help you,” and Chris left a coke price sheet. I could have saved over so much! I tell everyone I know to switch. They also owed me over $700 for returned product and it took those over 6 months to refund me and their customer service was horrible! Holy cow, everything was 30% cheaper—cups, lids, pop, Co2 all of it. I could have saved over $9,000.

As per the Views of Nicole of Milwaukee, WI on JULY 6, 2012

I have been drinking Mountain Dew for about 15 years of my life. I could never miss a day. I never quite knew the severity of how bad a Mountain Dew addiction could be until we had the stomach flu go through the family. My son (3) started with it and was over it in 2 days. I then got it and ended up in the hospital for 3 days due to the severe dehydration the mountain Dew put my body under. My boyfriend and my dad both got the flu (neither drink Dew on a regular basis) and were over it with mild symptoms in less than 24 hours.

Not only was that a wakeup call, it was scary to know what it did to my body. But that is not all. The $15,000 dental work I have had to pay for, the distress I go through every time I try to quit, and the withdrawal symptoms I am experiencing when I do try to quit should have come with a warning. This is something I feel strongly about and know many people who feel the same. A label should be made warning people of the use of this beverage to know what they are getting themselves into. I know many Mountain Dew drinkers who cannot stop and I am trying to
be the one who can. My stay in the hospital helped me get through the first 3 days withdrawal. Though it should never have gotten to that point.

As per the Views of Vicky of Cincinnati, OH on May 1, 2013

As a black mother with a son, I am deeply offended by the mountain Dew commercial (The animal with several black men in a police lineup) using stereotypes of black men to sell your product. I understand that sales are the bottom line but, does it have to be at the expenses of an entire race? I acknowledge that the images your ad portrays do exist. However, they aren’t the only images of black men. There are many Black men who don’t represent the negative images your ad portrays. Could your company not have found some of them to create positive imagery?

Let me tell you why this is so important to me. I am a 60-year-old, single, Black woman who deliberately adopted a Black male infant, eight years ago. I didn’t need any more children. I was too old to start over again, and couldn’t really afford it. But there is a need to help young Black boys so they don’t grow up to portray the negative images so painfully reflected in your ad. So I took responsibility for a child who is not biologically related to me. I took one child out of the system so that I could socialize him so he won’t ever show up in that dreaded police lineup.

I’ve committed my life to giving him what many children in the system, through no fault of their own, may never get. For whatever reasons, not every black male child gets the attention they need to avoid having to one day stand in the police lineup. so, when I saw your ad, it
hurt deeply, to be reminded of what so many young black boys grow up to endure. Has it every dawned on anyone in your company, that no human aspires to become a menace to society? They want to be loved, educated, have a decent standard of living and are allowed to have a chance to be a productive member of society.

My son loves to be nurtured. He loves to learn. We have a decent standard of living that he loves, and I trust that my investments will lead to him growing up to be a productive of living that he is not unlike any of the men in your ad who were once young black boys who probably never experienced a nurturing environment. I’ve taken a stand to consciously help to undo the negative images of Black men that your commercial portrays. I want my son and other young black boys to see positive ads are they relate to black men. Won’t you help me by perpetuating these negative images?

I believe, if enough people in society can care enough about the best interests of society, then negative images of this nature won’t exist. The environment won’t allow for their continued reproduction because they are not healthy for the environment.

According to Milo of Grand Junction, CO on Nov 3, 2014

The sales reps get commission for cases ordered and negative commission for cases returned which drives sales reps to order more cases than needed and refusal to return cases that have expired. We have
informed our rep that business would be slow and we would need fewer cases, yet we get so overstocked, there is not enough shelf space to hold all the product and end up having far more products expire than needs to be. The rep has refused to take all the expired goods back, because as a result “too much would be docked from his paycheck,” One could say this is just a dishonest rep. After having the same issue with multiple reps it has become clear that it is a ploy set up by Pepsi’s executive to generate more revenue and the rep is just their pawn. Ask yourself who benefits from the commission and its purpose will become self explanatory.

According to Patricia of Indianapolis, IN on Nov. 1, 2014.

I drink Mountain Dew on a daily basis. A few weeks ago I bought a two liter of Mountain Dew and it felt like it was already opened and flat so it had to be thrown out. The next one I bought the weed was wondering so tight that I tripped about an inch of skin off of my finger and it’s been a week and I’m still waiting on it to heal. Last night I went to open another two liter and it ripped open what had already held on my finger and I still couldn’t get this bottle open. Is there some kind of special tool that needs to be used open Mountain Dew 2 liters now? I’ve contacted Pepsi of course with no response from them very frustrating. I love Mountain Dew but I’m willing to switch to Coke.

As per Brand Preferences in soft drink sector:

William R. George (1999) reveals purpose of study of factors responsible for brand preference in soft drink industry, increasing competition more, due to globalization is motivating many companies to
base their strategies almost entirely on building brands. Brand preference means to compare the different brands and opt for the most preferred brand. This brand preference is influenced by various factors. In the identification of factors affecting the brand presence. This brand persona deals with the personality aspects or the external attributes of brand. Thus it can be said that consumer prefer any brand by looking at the external attributes of a brand.\textsuperscript{18}

\textbf{Donnelly (1995)} said intensity of color and the flavors are the key drives behind consumer acceptance of soft drinks. But packaging and labeling are not as important for winning over consumers according to findings published in the journal \textit{food quality and preference}. The study involved consumers at different stages of development and highlights the importance of adopting a “sensory marketing approach” said the researchers from French research organization Adriant. The University of Rennes “Companies need to continuously innovate to maintain market leadership,” wrote the researchers. “When the market is overloaded the challenge consist in creating innovative products able to attract and satisfy consumers” This experiment showed the feasibility of the proposed multi-sensory design method based on mixed qualitative and quantitative approaches.” The study also demonstrates the importance of flavor and color selection for new products. The global flavors market was been valued at some USSL 8bn in 2006 (Business Insights). Meanwhile, the value of the international coloring market was estimated at around $1.16bn in 2010 up 2.5% from $1.07bn in 2007, according to \textit{leatherhead food international (LFI)} Natural colors now make up 31 percent of the coloring market. Compared with 40 percent for synthetics, according to \textit{LFI}.\textsuperscript{19}
Stephen Daniells (2008) said these four factors were identified for the formulation; four color intensities. Three flavoring, two label types (soft versus hard). And two pack sizes (standard versus oversize). By using both quantities (hedonic testing) and qualitative (focus groups) approaches the researcher found that “the main factors which drive consumer preference for this concept are color intensity and flavoring”. Indeed color intensity accounted for 43% and flavor 32% of the consumers’ overall liking,” pack size and label type are taken into account by the consumer to a lesser extent,” they added,” “this methodology of a qualitative screening associated to a conjoint analysis on relevant sensory attributes has shown good performances to fit consumers’ expectations; it has now to be reproduced, as every brand. Concept and product is a unique combination designed for a specific consumer group,” concluded the researchers.

According to the Taste or health:

Beverly J. Tepper (1998) examined the relative contributions of taste and health considerations on consumer liking and purchase intent of cola drinks. Eight types of commercial cola drinks were evaluated by 305 adult consumers who also completed a brief questionnaire on soft drink consumption habits. Data were analyzed using factor analysis. Results revealed that purchase intent of cola drinks was strongly related to degree of liking and to several key sensory attributes including saltiness drinks flavor and greasiness. These variables emerged as the first factor in the analysis, suggesting that consumers perceive these characteristics as being most respondent’s attitude towards fat in the diet. Third factor comprised two remaining sensory attributes (color and crunchiness). Which apparently were of minor importance to the respondents?
data suggest that in spite of current concern about reducing dietary fat, health remains secondary to taste in the selection of cola drinks for consumers in this population.\textsuperscript{21}

**The View of Adriant. Beverly (1998)**

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**As Per the Opinion of Banumathy and Hemameena (2006)**

While studying consumer brand preferences with respect to soft drinks, found that after globalization most of the consumers like the international brands such as Pepsi and coca-cola. Consumers preferred a certain brand or a particular drink mainly because of its taste and refreshing ability.\textsuperscript{23}


Taiwan, and This article investigates factors of marketing communication and consumer characteristics that induce remainder impulse buying behavior. Study 1 appplies the antecedent, process and
consequences approach to investigate the essential differences between remainder impulse buying on motivation, buying goal and decision evaluation. Study 2 further examines how sales promotion strategy might affect remainder impulse buying, with product appeal and consumer traits moderating factors. Both sales promotion strategy and its interaction effects with product appeal are found to have significantly influences on remainder impulse buying. Specifically, an instant reward promotion promotes stronger remainder impulse buying than a delayed – reward promotion. Furthermore, both a utilitarian product appeal with a price discount promotion and a hedonic product appeal with a premium promotion can encourage greater remainder impulse buying.²⁴

**As Per The Opinion of Gluckman (1986)**

  Studied the factors influencing consumption and preference for wine. The explicit factors identified were, the familiarity with brand name, the price of wine, quality or the mouth feel of the liquid, taste with regards to its sweetness or dryness and the suitability for all tastes. Some of the implicit factors identified through extensive questioning were, color and appearance, most consumers seemed to prefer white wine to red packaging, appearance, color, cognateness, use of foreign language and graphics were taken as important clues for quality and price. Consumers preferred French or German made wines to Spanish or Yugoslavian wines.²⁵

**According to The Glibson (1998)**

  Sugar-sweetened soft drinks are a special target of many obesity-prevention strategies, yet critical reviews tend to be more cautious
regarding the etiological role of sugar sweetened soft drinks in promoting excess body weight. Progress in reaching a definitive conclusion on the role of sugar-sweetened soft drinks in obesity is hampered by the paucity of good-quality interventions which reliably monitor diet and lifestyle and adequately report effect sizes. We use an alternative microeconomic model of demand for categories that exhibit the multiple discreetness problems. Recognizing the separation between the time of purchase and the time of consumption occasions before the next trip. We apply the model to a panel of household purchases for carbonated soft drinks.²⁶

**According to Manoj Patwardhan (2007)**

They aims at improving business performance through an understanding of customer’s preferences and desires. In today’s world of growing competition where there are numerous brands selling the same products, consumers have an abundant number of choices and many diverse factors influence their buying behavior. In such a scenario, this analysis can help in structuring and formulating different strategies for maximizing profit. This study made an attempt to find the factors affecting consumer’s buying behavior. With the focus on two commonly used products (soaps and chocolates). These factors are based on certain variables used in the survey. These factors are based on xertain variables used in the survey. These variables were aimed at identifying the secondary factors that influenced the choice of a brand from among those in the consideration list, but may not be the most important and primary determinants for short listing brands. The study is useful to the marketers as they can create various marketing programs that they believe will be of interest to various marketing program that they believe will be of interest to the consumers. It can also boost their marketing strategy.²⁷
According to the Noe (2000)

Says that the purpose of this paper is the study of factors responsible for brand preference in FMCG products, increasing competition, more due to globalization, is motivating many companies to base their strategies almost entirely on building brands. Brand preferences means to compare the different

Concluding Remark

Chapter second deals with the overall review of literature available on the present topic. It highlights on the research papers, related books and some published and un-published material. This chapter divided into three different parts i.e.
A) Review of Research Papers, Magazines and Journals.
B) Review of Books.
C) Review of reports and un-published material.

Review of literature has vital relevance with any research work. Due to literature review the possibility of repetition of study can be eliminated and another dimension can be selected for the study. The literature review helps researcher to remove limitations of existing work or may assist to extend prevailing study.

In order to make the crystal clear and in depth study proper fundamental review is necessary to gain the knowledge, literature review is necessary therefore the survey of literature has been conducted based
upon that methodology for collecting data and information with reference to each representative category in the sample is formulated while carrying out the whole research. The descriptive and diagnostic studies with a stimulating insight backed by the experience covered in this chapter.

Reference

4. Ibid
12. Ibid.


19. Donnelly (1995) “Companies need to continuously innovate to maintain market leadership,”


