

“Happiness on Go...” A Well Defined Strategy for Competitive Positioning of Coca Cola India

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Abstract: Today the world that we live is fast changing one and in this dynamic environment of business there is continuous need of new and innovative approaches for customer engagement and customer loyalty. The Coca-Cola India had started the project entitled as “Happiness on Go...” i.e. the products of Coca-Cola will be sell on the truck which is designed with the Coca-Cola Poster and Billboards and sell the product all around the Nasik City in Maharashtra. The project consist the selling of Coca-Cola product at Small, Medium and Large packs of THUMS UP, COKE, FANTA, and SPRITE charging at Rs5/-, Rs10/- and Rs15/- respectively. The aim was to cover the area where outlets and dealers could not reach. So the objectives can be fulfil of refreshing everyone and promoting the happiness. Researcher had survey the Nasik city for the point of sale for “HAPPINESS ON GO...” and suggested the marketing strategies and intends to show various opportunities where the it can cover the areas and promote its products where consumer demands and everyone can refresh.

Keywords: Happiness On Go, Marketing Strategies for HOG, Opportunities etc.

I. Introduction

At the edge of challenges and changing global competition in business, world that we live is a fast changing world and in this complex and dynamic world almost every field faces some challenges. Two decades old Brand Coca Cola India advertising journey has been full of innovation and creativity. Coca Cola India made a consistent effort on its part to align its product with the Indian Culture and tradition. The Brand Coca Cola has been New India’s favourite for last 20 years. A market leader with strong hold over the Rs 50 billion soft drink industry in India. Coca Cola India boasts of growth rate twice that of the Indian GDP. Not only the numbers but the popularity and acceptability of the product cuts across all kinds of socioeconomic classification in India. The per capita consumption of Cold drinks in India is 14 bottles and cold drink segments collectively have a share of over 65% in the Indian beverage Industry.

To overcome the new marketing philosophy of getting 4P’s to 4C’s. Coca-Cola introduces the ‘Happiness on Go...’ is the Project in which Coca-Cola products COKE, FANTA, SPRITE, LIMCA and THUMS UP will be sold through direct vending machines (i.e. Fresh/Exclusive Coca-Cola products listed above) which will be carried on the Wheels i.e. Truck. This Truck will be providing and promoting Coca-Cola products at Rs 5/- Rs 10/- and Rs 15/- in respective packing of 150ml, 300ml and 500ml/- Drive was an initiative to refresh every person and to fill the small gaps where the outlets are away from the consumers. It was design with following objectives:-

Objectives of Study:

- ✚ To promote the trend of ‘ Spread Happiness on Wheels where you demand’.
- ✚ To study the level of Refreshment .
- ✚ To understand & frame the strategy to provide Fresh Coca-Cola Products.
- ✚ To make an on field experimental study of promoting Coca-Cola Products.

Scope of Study:

The study helps the researcher gain experience about the competitive challenges in the field of marketing and how to reacts to the changing dimensions of market in day to day working. It helps to understand the minute things which affect the market and it also helps for creative and innovative approaches to improve the performance and to overcome the obstacles and barrier during this study.

Marketing Mix For ‘Happiness On Go...’

Product:

COKE, FANTA, SPRITE, THUMS UP are the products which customer wants and providing them at Cost which they can afford at Rs 5/- only and that to their convenience.

Price :

Price of the products has been charge with the small, medium, and large packs. This will help customer to replace the Tea / Coffee which is cost at the same Price.

All products will be available in the following packing with respective price

Product	Packing	MRP
COKE	150ml, 300ml and 500ml	Rs 5/- Rs 10/- and Rs 15/-
FANTA	150ml, 300ml and 500ml	Rs 5/- Rs 10/- and Rs 15/-
SPRITE	150ml, 300ml and 500ml	Rs 5/- Rs 10/- and Rs 15/-
THUMS UP	150ml, 300ml and 500ml	Rs 5/- Rs 10/- and Rs 15/-

Place:

Deciding the place for the Happiness On Go...Field work was done to find out the new point of sale (POS) and market research was done to find out market with more frequency and crowded area that are:

- ✦ Market Yard
- ✦ Petrol Pump/
- ✦ Events/Exhibitions in City
- ✦ Link Roads, Square, and Naka's

Promotion:

To promote the Happiness on Go... all the promotional elements like:

- ✦ All products at Rs 5/- was promotional strategy to attract more customer.
- ✦ Road Standee promoting Rs 5/-, Rs 10/- and Rs 15/-
- ✦ Umbrella with Coca-Cola Brand Stripes.
- ✦ Wheels were design with Coca-Cola Billboards and Poster.

Marketing Strategies for Happiness on Go...

- ✦ The Vehicle is Design with Coca-Cola Poster and Billboards only and not with Brands of Coca-Cola. Customer will have attention when it sees it favourite brand availability like Thums up, Sprite, Coke and Fanta etc.
- ✦ Communication to Customer is avail only of Coca-Cola and not of its brands like FANTA, SPRITE and THUMS UP. So communication of all brands should be done.
- ✦ Some complimentary Snacks can be made available like Sandwich, Samosa, Puffs and Pastries etc. This will also help to maintain the BEP.
- ✦ Salesman and Driver should promote the spirit of Happiness by wearing the T-Shirt and Cap with logo and tag line of Coca-Cola.
- ✦ LCD/LED can place in the Vehicle with promoting all Happiness Songs and Advertisement.

Point Of Sale:-

- ✦ Boat Club Nasik near WESTWIND MEADOWS:-
Location Advantage as there is no outlets nearby and people gather to the place as it has exercise and natural gym with park for recreational. Place where all age group people visit and good place for Sale and Promotion
- ✦ ABB circle:- Location advantage with no outlets nearby and high frequency of customer.
- ✦ Petrol Pump at College Road: Location advantage with Colleges and Petrol Pump a point to get refill.
- ✦ Ambad / Satpur Link road ,Nasik – Pune Highway

On weekends Vehicle can be send on Gangapur Dam, Gangapur Falls etc

Point of Sale for HAPPINESS ON GO...

✦ **Sharanpur Road:-**

Sharanpur Road is one of the major location in Nasik. It is situated at the centre of city. This road is approximately 2 KM long which starts from Old CBS and end towards Canada Corner.

This road has some important places like CBS, Rajiv Gandhi Bhavan(New NMC Building), Kulkarni Garden, Telephone Exchange Office, etc. Major Commercial complex on this road are Suyojit Complex, Utility Center, Suyojit Modern Point, Viraj Corner and Patil Plaza.

✚ College Road

College Road is one of the most important Business Point in Nasik. This is most crowded area of Nasik. This Road is approximately 2.5 KM long and is about 2 KM away from CBS. This road starts from Canada Corner and End towards Mahatma Nagar. HPT, RYK and BYK colleges are located on this road. Big Bazar, Cinemax and McDonald are major attraction of this road.

✚ Mahatma Nagar

Mahatma Nagar is also one of the major commercial location in Nasik. It is about 5 KM away from CBS and is about 2.5 KM Long.

It starts from Bhosala Military School and end towards ABB circle on Trimbak Road. Bhosala Highschool, Dr. Munje's Institute, Little Wonder School, Mahatma Nagar Ground are situated on this road. Satpur MIDC and NICE industrial area are just close from this road. Major commercial buildings on this road are Thakker complex, Ramrajya, Dev's Archade and United Legend. House Full mall is also on this road.

✚ Mahatma Gandhi Road

Mahatma Gandhi Road (M.G. Road) is one of the old Market Place in Nasik. This road is about half KM away from CBS and is approximately One KM long.

This road starts from Meher Signal and End towards Main Road. Bytco Highschool, Government Girls Highschool, Peth Vidyalay, Sarada Highschool, High School Ground, Red Cross Hospital, Phavade Lane are just nearby to this road. Gymkhana Complex, Mitra Vihar Complex, Pradhan Park, Abhyankar Plaza, Sarada Sankul are important commercial buildings on this road.

Research Methodology

RESEARCH is a 'careful investigation or inquiry especially through search for new facts in any branch of knowledge'.

II. Methodology Of Study

Research is thus an original contribution to the existing stock of knowledge making for its advancement of logical habits of thinking and organization. Research methodology is a way to systematically solve the research problem, this is done through a stepwise procedure involving, defining the research objective, development of research plan, collection of data, data analysis, recommendation etc. The methodology may differ from problem to problem, yet the basic approach towards the research remains the same.

Data Collection

The data collection comprise of two types of data, viz

Primary Data

Primary data are those which are collected a fresh and for the first time and thus happen to be original in character.

Secondary Data

Secondary data are those which have already been collected by someone else and which have already been passed through the statistical process. As this data is already available it is a secondary data.

Collection Of Primary Data

Questionnaire:

Primary data was collected through survey method by distributing questionnaires to Customers. The questionnaires were carefully designed by taking into account the parameters of my study.

Interview and Discussion:

Discussed the topic of study with Pre-sellers, Customers, Project coordinator and friends considering the service.

Observation:

The best method of learning is observation. I have learned lot of things from the Market responses and observed the day-to-day working.

Collection Of Secondary Data

As a researcher I have scanned lot of sources to get an access to secondary data which have formed a reference base to compare the research findings. Secondary data in this study has provided an insight and forms an outline for the core objectives established.

Company Manual:

Data was collected from going through the records of the organisation, etc. It is the data which has been collected by individual or someone else for the purpose of other than those of our particular research study. In other words we can say that secondary data is the data used previously for the analysis and the results are undertaken for the next process.

The various sources of secondary data used for this study are:-

- ✚ Newspapers.
- ✚ Internet.

Research Design

A research design is the arrangement of the condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

A research design is the specification of methods and procedure for acquiring the information needed to structure or to solve problems. It is the overall operation pattern or framework of the project that stipulates what information is to be collected from which source and be what procedures.

Kind Of Research

✚ This is an **EMPIRICAL STUDY**.

✚ Empirical research focuses on Qualitative data more.

✚ Empirical evidence (the record of one's direct observations or experiences) can be analysed quantitatively or qualitatively.

✚ Through quantifying the evidence or making sense of it in qualitative form, a researcher can answer empirical questions, which should be clearly defined and answerable with the evidence collected.

✚ Research design varies by field and by the question being investigated.

Research Measuring Tools & Techniques

The primary tool for the data collection used in this study is the respondent's response to the questionnaire given to them. The various research measuring tools used are:-

- ✚ Questionnaire.
- ✚ Personal interview.
- ✚ Tables.
- ✚ Percentages.
- ✚ Pie-charts.

Sample Design

The universe of the study included all those who live in Nasik City. A complete interaction and enumeration of all was not possible so a sample was chosen that consisted of 100 outlets holders and 100 consumers. The research was taken by necessary steps to avoid any biased while collecting the data. The study was carried out in the unorganized sector i.e. in Market of Nasik City and is based mainly on the primary data collected from the outlets and consumer.

Sample Size

Through questionnaire – 100 respondents.

Through short interview – 100 respondents.

Sampling Tools	Respondents	Number
Questionnaire	Customers	100
Interview	Customers	50
	Total	150

Field Work

The study was conducted in Nasik City (CIDCO, COLLEGE ROAD, and SATPUR).
 Short Discuss was carried out with Consumer at POS of Happiness On Go...
 The questionnaires were taken from the outlets to know the market share.
 Questions were read out to the respondents (Dealers and Consumers) and the answers were noted.

Limitations Of The Study

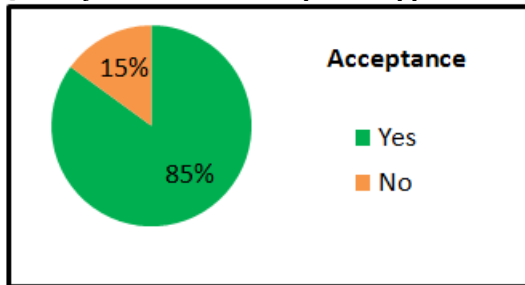
The main purpose of this study is get idea about the acceptance of the customers towards ‘Happiness on GO...’ and various Coca-Cola products. But there are certain factors which affects this study they are as follow:

- ✦ Since the sampling procedure was judgmental, the sample selected may not be true representative of the population.
- ✦ Economic and market conditions are very unpredictable (Present and future).
- ✦ Under training period it was impossible to know each & everything related to the topic, due to limitations of time span.
- ✦ The study was confined to Nasik City due to which the result cannot be applied universally.

Data Interprettion

Happiness On Go... Market Acceptance

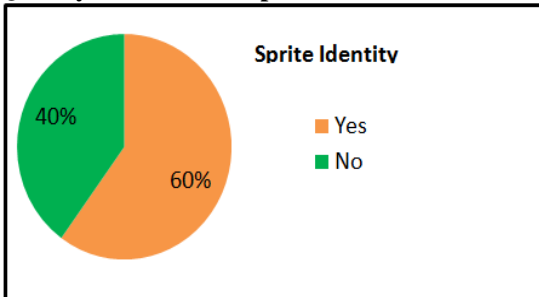
Q1. Do you Like the Concept of Happiness on Go... At Rs 5/- , Rs 10/- and Rs 15/-



	Yes	NO
No. of People	85	15

85% of consumer welcome the Happiness on Go... And said Can replace Tea & Coffee with Rs 5/- pack

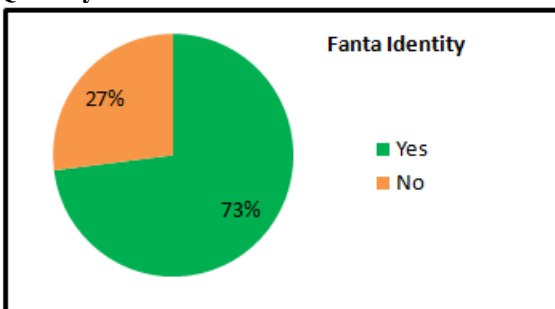
Q2. Do you know that Sprite is brand of Coca-Cola India?



	Yes	No
No of People	60	40

40% consider Sprite independent Company and Brand and not as a part of Coca-Cola India.

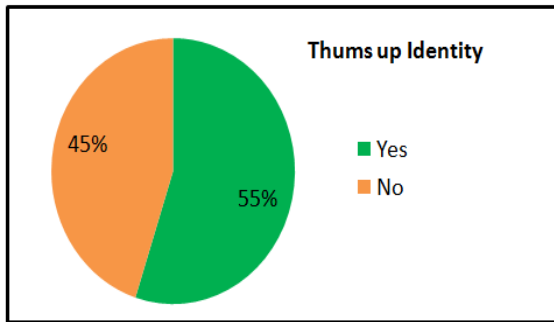
Q3. Do you know that Fanta is brand of Coca-Cola India



	Yes	No
No. of People	73	27

Fanta is known as the Brand of Coca-Cola India by 73%

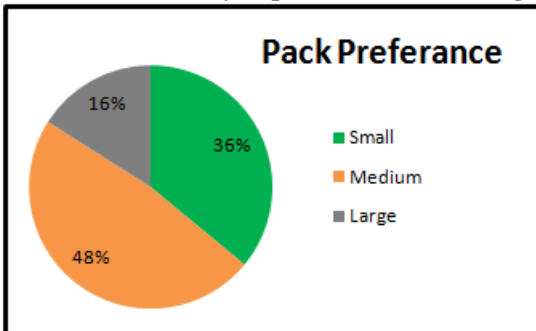
Q4. Do you know that Thums Up is brand of Coca-Cola India?



	Yes	NO
No. of People	45	55

Thums up is known as the Independent Brand and Company itself by 45%. It has strong Brand identity but not as part of Coca-Cola india.

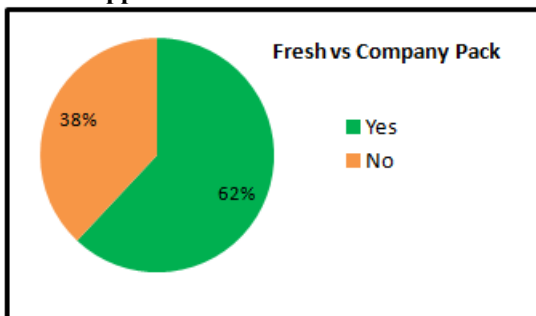
Q5. Which Pack do you prefer of the following?



Preference	No. of People
Small	16
Medium	36
Large	48

Most of the Consumer prefer Medium i.e. 48% and then small pack by the small children and Consumers with making Change of Money.

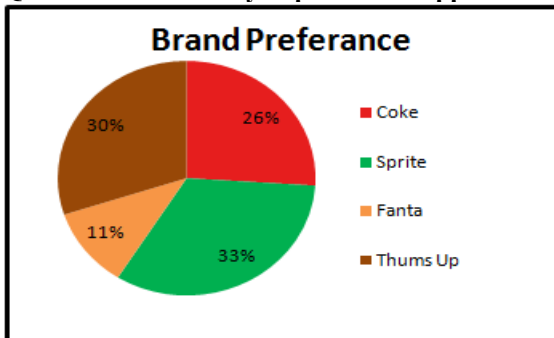
Q6. Do you Feel difference between the Packed Product and Exclusive Product at Happiness on Go...



	Fresh	Company Pack
No. of People	62	38

62% of Consumer says that its Fresh then taste better than the Company Pack

Q7. Which Brand do you prefer at Happiness on Go... ?



Brand Preference	No. of People
Coke	26
Sprite	33
Fanta	11
Thums up	30

At Happiness on Go... Consumer prefer the Sprite as all-time choice preference with 33% and the Thums up at no 2 with 30% and Coke with 26% and Fanta with 11 %

Findings Of Study

- ❖ It has been seen that people are attracted towards Happiness on Go...
- ❖ People are not aware that Thums Up, Sprite and Fanta are Coca-Cola products.
- ❖ It has been seen that the outlets having the Coca-Cola products oppose the Happiness On Go... as they don't want to compete with Company's Rs 5/-
- ❖ It has been that customer most of the time buys the Rs 5/- pack to make Rs 5/- change.
- ❖ Sale generally depends on the frequency and location of POS.
- ❖ Customer demands Snacks/Food item/Water with Soft drinks on HOG.

Suggestion

- ❖ If Happiness on Go... can be designed considering all the brands Logos and Picture. It will help to promote Coca-Cola more clearly.
- ❖ More Happiness on Go... Can be bring into the market and given to distributors and vendors. So that it will help to cover market more precisely and Coca-Cola Products can be promoted effectively.
- ❖ For Promoting the Happiness On Go... Pre-seller's spare time can be used in their respective areas/routes.
- ❖ Billboards and Poster and Flex can be advertised with all brand names and logos together rather than considering single brand.
- ❖ Equal Allotment or distribution of marketing elements should be done with flex and sign boards.

III. Conclusion

- ❖ Happiness On Go... Is an innovative Concept to be at Customer's Convenience. At affordable Price of Rs 5/- Rs 10/- and Rs 15/-. This will surely help for fulfilling with Objective of Refreshing everyone.
- ❖ As many Customer are not aware that their favorite Brand belongs to Coca-Cola India so the promotion can be made considering different leading Brand of Coca-Cola under same name of Coca-Cola on the Bill Boards and Poster.

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