THE IMPACT OF HARMFUL INGREDIENTS OVER THE CONSUMERS IN REFERENCE WITH COKE AND PEPSI

R.VIJAY RAJA*; ANIL KUMAR**

*ASSISTANT PROFESSOR
DEPARTMENT OF SCHOOL OF MANAGEMENT
SRM UNIVERSITY
KATTANKULATHUR CAMPUS
CHENNAI, TAMILNADU, INDIA

**STUDENT
DEPARTMENT OF SCHOOL OF MANAGEMENT
SRM UNIVERSITY
KATTANKULATHUR CAMPUS
CHENNAI, TAMILNADU, INDIA

ABSTRACT

The world’s Beverage market is totally subject by just two players: Coke and Pepsi. The study is conducted between these two global giants. This research paper is basically a comparative study of two well known competitors in beverage industry. The main objective of this paper is to find out which company product is preferred more by the consumers and to know the impact of harmful ingredients presence in cola’s and to find out the consumption level of beverages by consumers. This paper helps to know the marketing mix of these companies. Research has been conducted in SRM University among 200 samples. The Qualitative research methodology is used to find out the solution for the objective. The data are predominantly compiled by observation, face to face interview, based on questionnaire. The major findings were that, 51% of respondents have said that Coca Cola is preferred a lot over Pepsi. Also 67% of respondents say that they were aware of harmful ingredients present in the cola’s and 62% says it will cause health issues. 53% of respondents have reduced the consumption level after the impact. Recommendations were given to minimize the ongoing issues and it is concluded that Coca Cola is having a stronger brand loyalty and it is the highly preferred beverage.

KEYWORDS: Marketing Mix, Ingredients, Market Leader, Consumer Behavior.