

A STUDY ON SUPPLY CHAIN EFFICIENCY AMONG SOFT DRINKS RETAILERS WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

AGASH.V

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade“A” by NAACI 12B Status by UGC Approved by AICTE Jeppiaar
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of AGASH (40410009) who carried out the project entitled **"A STUDY ON SUPPLY CHAIN EFFICIENCY AMONG SOFT DRINKS RETAILERS WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT"** under my supervision from January 2022 to April 2022.

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ABSTRACT

This research report is a basic study of well-known competitors in beverage industry ofslake and other soft drinks. The primary purpose of report is to find out the supply chain efficiency of the leading company in the market.

Our research is qualitative and longitudinal in nature and the methodology used to accomplish objectives are surveys, questionnaires.

We have conducted the thorough retailer analysis based on sample size of 150 people from Thoothukudi district to check out the supply chain efficiency of soft drinks leading companies among retailers.

Finally report concludes the findings and gives recommendations to understand their efficiencies and to make strategy to focus more.

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CHAPTER I

INTRODUCTION

1.1 INTRODUCTION

A retailer is one who retails the item which means, he sells directly to the end customer. The retailer himself buys products from wholesalers and distributors. If it is beverages, most likely a retailer will buy from a distributor because the distributor visits his place to sell the item. There is also a lot of logistics involved in distribution of large items so generally distributors visit retailers. A retailer might stock only limited number of each item.

Retail operation is term used to describe all the activities that keep the store functioning well It includes people management supply chain, store layout, cash operations, physical inventory, master data management, promotions and pricing and so on and other May include such as store design, display placement, customer service, money and credit handling.

In retail operations management refers to the task of managing retailing & logistics and finding out ways to control cost in order to transfer items from the hands of the producers to the customers some of the common problems are facing by the retailers are consumers are choosing, multichannel buying experiences and some of the other products are attracting customers very shortly.

This research report is a basic study of well-known competitors in beverage industry of slake and other soft drinks. The primary purpose of report is to find out the supply chain efficiency of the leading company in the market.

SOFT DRINK INDUSTRY

Definition of soft drink

Soft drinks are non-alcoholic water-based flavored drinks that are optionally sweetened, acidulated, carbonated and which may contain fruit, fruit juice and/or salts; their flavor may derive from vegetable extracts or other aromatic substances. They constitute a defined and homogenous range, designated by a generic denomination and utilizing a single common list of additives. They include the beverages which comply with this definition, which utilize these additives and which do not claim to be part of adjacent Categories such as fruit juices and nectars, dairy drinks, mineral waters, etc.

Major Players-Global

The global soft drink industry is highly concentrated, being largely controlled by multinational companies. Among the major players are Coca-Cola Co. and PepsiCo. Coca-Cola leads the carbonated drink market in most countries in the world with 60% of the global cola market with its flagship Coca-Cola brand. Other notable players include Cadbury Schweppes.

Major Players in India

The two global majors PepsiCo and Coca-Cola Co. dominate the soft drink market in India. Coca-Cola, which had wound up its India operations during the introduction of the FERA regime, re-entered India 16 years later in 1993. Coca-Cola bought local brands-Thumps Up, Limca and Gold Spot from Parle Beverages and soft drink brands Crush, Canada Dry and Sport Cola from Cadbury Schweppes in early 1999. Pepsi started a couple of years before Coca Cola in 1991 has bought over Mumbai based Duke's range of soft drink brands

Types

Non-alcoholic soft drink beverage market can be divided into fruit drinks and soft drinks. Soft drinks available in glass bottles, aluminum cans, PET bottles or disposable containers can be divided into carbonated and non-carbonated drinks. Cola, lemon and oranges are carbonated drinks and non-carbonated drinks include mango drinks. Soft drinks can also be divided into cola products and non-cola products. Cola products like Pepsi, Coca-Cola, Thumps Up, and Diet Coke, Diet Pepsi etc. account for nearly 61-62% of the total soft drinks market. Non-Cola products constitute 36%, and based on the types of flavors available can be divided into Orange, Cloudy Lime, Clear Lime and Mango.

Soft drinks ingredients

The major ingredients of soft drinks include the following:

Water

The major ingredient of soft drinks is **water** and it accounts for 86%-90% of the soft drink composition.

Aromatic substances

Aromatic substances are added to soft drinks to give a pleasant taste and better stability to the taste. These could be natural aromatic substances like **caffeine** obtainable from a variety of leaves, seeds and fruits. Identical aromatic substance can be obtained more simply and cheaply, in purer forms from raw materials other than plant raw materials and have characteristics which correspond exactly with their natural equivalents

Sweeteners

There are many different types of sweeteners like **sugar** (saccharine), another major ingredient in soft drinks as it is highly nutritious and is the invaluable carrier of the fruit aromas. It is made from sugar-beet or sugarcane or sweeteners found naturally in many fruits and vegetables.

Other additives

Emulsifying agents, stabilizing agents, and thickening agents are also added so that the contents of the drinks remain evenly distributed. Examples of stabilizing agents and thickening agents are **pectin**, which is obtained from citrus fruits or apples.

Manufacturing process

The production of soft drinks begins by making a syrup of sugar and water and an aromatic mixture (soft drink extract) made of raw fruit-juice, other aromatic agents as well as an acid. Soft drinks are acidified either by the addition of fruit juice or by the inclusion of an acid such as that found naturally in fruits (malic or citric acid) or phosphoric acid which is generally used in cola drinks. The components are then mixed into a soft drink concentrate - a syrup.

The water used is treated to remove the oxygen to avoid reactions which destroy the aromatic substances (oxidation). In case of carbonated drinks, the water is 'carbonated' with carbon dioxide under high pressure. All the air is removed to prevent froth formation when the package is opened. The syrup and the carbonated water are mixed in the correct proportions. The drink is then bottled, canned or put into other packaging for retail sale.

1.2 INDUSTRY PROFILE

Barbara Murray (2006c) explained the soft drink industry by stating, "For years the story in the nonalcoholic sector centered on the power struggle between...Coke and Pepsi. But as the pop fight has topped out, the industry's giants have begun relying on new product flavors...and looking to noncarbonated beverages for growth." In order to fully understand the soft drink industry, the following should be considered: the dominant economic factors, five competitive sources, industry trends, and the industry's key factors. Based on the analyses of the industry, specific recommendations for competitors can then be created.

Coca-Cola and Pepsi-Cola are the two largest manufacturers of cola products, and there is a tradition of fierce competition between the two corporate giants. Just before the turn of the century, prospective soft drinks were being formulated by southern pharmacists, with an eye towards relieving indigestion. From the first decade of the twentieth century until the 1960s, the competition in the beverage industry was primarily between equals; Coca-Cola fought it out with Pepsi-Cola for market share, and juice or coffee companies competed with each other.

Remarkably enough, the two leaders in market share and product line started their climb towards market dominance within 12 years and 500 miles of each other. Coca-Cola was originally formulated by Atlanta pharmacist John S. Pemberton in 1886, and in 1898 pharmacist Caleb D. Bradham invented Pepsi-Cola, in New Bern, North Carolina (Hoover, 2005).

The real growth of both Coca-Cola and Pepsi-Cola, from soda fountain drinks to nationally known brands came with the development of the regional franchise bottling system. Between 1899 and 1929 Coca-Cola had created over 1,000 bottlers. By World War I, Pepsi-Cola had created over 300 bottlers (Hoover, 2005).

Dominant Economic Factors

Market size, growth rate and overall profitability are three economic indicators that can be used to evaluate the soft drink industry. The market size of this industry has been changing.

Soft drink consumption has a market share of 46.8% within the non-alcoholic drink industry.

Data monitor (2005) also found that the total market value of soft drinks reached \$307.2 billion in 2004 with a market value forecast of \$367.1 billion in 2009. Further, the 2004 soft drink volume was 325,367.2 million liters. Clearly, the soft drink industry is lucrative with a potential for high profits, but there are several obstacles to overcome in order to capture the market share.

The growth rate has been recently criticized due to the U.S. market saturation of soft drinks. Data monitor (2005) stated, "Looking ahead, despite solid growth in consumption,

the global soft drinks market is expected to slightly decelerate, reflecting stagnation of market prices.” The change is attributed to the other growing sectors of the non-alcoholic industry Including tea and coffee (11.8%) and bottled water (9.3%). Sports drinks and energy drinks are also expected to increase in growth as competitors start adopting new product lines Suppliers.

Industry Changes

The soft drink industry is affected by macro environmental factors of the industry that will lead to change. First, the entry/exit of major firms is a trend in the industry that will likely lead to change. More specifically, merger and consolidation has been prevalent in the soft drinks market, causing some firms to exit the industry and then re-enter themselves. Several leading companies have been looking to drive revenue growth and improve market share through the increased economies of scale found through mergers and acquisitions. One specific example is how PepsiCo acquired Quaker Oats, who bought Gatorade which will help expand PepsiCo’s energy drink sector (Data monitor, 2005). This trend has increased competition as firms’ diversification of products is increasing.

A second trend in the macro environment is globalization. With the growing use of the internet and other electronic technologies, global communication is rapidly increasing. This is allowing firms to collaborate within the country market and expand into world markets. It has driven competition greatly as companies strive to be first-movers. Specifically, the global soft drink market’s compound annual growth rate (CAGR) is expected to expand to 3.6% from 2004 to 2009 (Data monitor, 2005).

Third, changing societal concerns, attitudes, and lifestyles are important trends. In the United States and Europe, people are becoming more concerned with a healthy lifestyle.

“Consumer awareness of health problems arising from obesity and inactive lifestyles represent a serious risk to the carbonated drinks sector” (Data monitor, 2005, p. 15). The trend is causing the industry’s business environment to change, as firms are differentiating their products in order to increase sales in a stagnant market. Thus, the

long-term industry growth rate, the fourth trend, shows low growth in recent years. Since 2000, the CAGR is 1.5 per cent (Data monitor, 2005). The low growth rates are of concern for soft drink companies, and several are creating new strategies to combat the low rates.

Key Success Factors

Key factors for competitive success within the soft drink industry branch from the trends of the macro environment. Primarily, constant product innovation is imperative. A company must be able to recognize consumer wants and needs, while maintaining the ability to adjust with the changing market. They must keep up with the changing trends (Murray, 2006c).

Another key factor is the size of the organization, especially in terms of market share. Large distributors have the ability to negotiate with stadiums, universities and school systems, making them the exclusive supplier for a specified period of time. Additionally, they have the Ability to commit to mass purchases that significantly lower their costs. They must implement Effective distribution channels to remain competitive. Taste of the product is also a key factor for success. Furthermore, established brand loyalty is a large aspect of the soft drink industry. Many consumers of carbonated beverages are extremely dedicated to a particular product, and rarely purchase other varieties. This stresses the importance of developing and maintaining a superior Brand image. Price, however, is also a key factor because consumers without a strong brand preference will select the product with the most competitive price. Finally, global expansion is a vital factor in the success of a company within the soft drink industry. The United States has reached relative market saturation, requiring movement into the global industry to maintain growth (Data monitor, 2005).

THE MARKET COMPETITION

Pepsi deals its business in highly competitive markets. In U.S. the Coca-Cola Company is their chief beverage competitor, which has a larger share of CSD consumption, while Pepsi have a larger share of liquid refreshment beverages consumption. Further, their snack brands hold significant leadership positions in the snack industry worldwide where they face local, regional and private label competitors, as they are national and global snack competitors, and compete on the basis of price, quality, product variety and distribution. This competitive environment is dependent on effective promotion of existing products, the introduction of new products and the effectiveness of their advertising campaigns, marketing programs and product packaging. They believe that the strength of their brands is by their innovation and marketing strategy that are coupled with the quality of products and flexibility of their distribution network, that allow them to compete effectively.

MARKETING STRATEGIES OF PEPSI AND COLA

Coke and Pepsi are playing active role in social media that has built up a bank of trust with their audiences. Pepsi decided to launch its “Refresh Everything” campaign in which it asked its “fans” to come up with ideas to “refresh the world” under various categories. Their main focus was on building trust with their customers which made them to give preference for customer’s ideas by making them to express about their views. Pepsi screens and posts them on the website. Visitors vote on them. Then, after considering the votes, Pepsi selects which ones to fund. With grants ranging from \$5,000- \$250,000, Pepsi plans to spend a total of \$15.6 million on the year-long program, which ends next January. Coca-Cola also has been working in many different ways to use social media to create trust among the customers’ relationship. example, Coke has the second most popular page on Face book (after President Obama’s) with more than 5 million fans (Sviokla, john 2010).

LOGISTICS NETWORK STRATEGY

The logistics strategy is being worked best in order to satisfy the customers with the ease of distribution of products. Direct-Store-Delivery (DSD) delivers snacks and beverages directly to retail stores where the products are merchandised by their employees... DSD is especially well-suited to products that are in-store promotion and merchandising. Their products are brought to market through DSD, customer warehouse and foodservice and vending distribution networks. The distribution system being followed depends on customer needs, product characteristics and local trade practices. Customer Warehouse products are delivered from their manufacturing plants and warehouses to customer warehouses and retail stores. DSD is an inexpensive system which generally works best for products that are less fragile and perishable, have lower turnover.

MARKET RISKS

Pepsi has been exposed to market risks that arise from adverse changes that are through:

1. Commodity prices affecting the cost of raw materials and goods.
2. Foreign exchange rates and Interest rates. The ways these risks are managed is by following a variety of strategies like productivity initiatives, global purchasing programs and hedging strategies.
3. Productivity initiatives: Identification and effective implementation of meaningful cost-saving opportunities or efficiencies
- .4.Global purchasing program: Fixed-price purchase orders and pricing agreements.
5. Hedging strategies: The derivatives which include the cash flows that are used to manage commodity, foreign exchange or interest risks are classified as operating activities.

1.3 COMPANY PROFILE

KALIMARK

It was established in the year 1916, as a manufacturer and supplier of carbonated and non-carbonated drinks. Mr. R. Palani Raj is the CEO of the organization at Tirunelveli under whose headship we have scaled new heights of success. His industrious efforts have assisted us in standing among the key Flavored Carbonated Soft Drinks and Non-Carbonated Fruit Flavored Drinks. Presently managed by 4rd and 4th generation. Few products are Bovonto, Clear lemon, Fruitang, Ginger beer, Paneer soda and orange

MEGATRENT (Torino) is a family run organisations and have been in the bottling industry since the year 1967 as bottlers for one of the major MNC's products. Later in the year 1977 as MNC's were thrown out of the country and launched 'Torino' which is an orange flavour aerated beverage with very low gas which is its USP. In the year 2018 they have developed a new formulation of Torino with addition of apple juice concentrate.

Their distribution area covers half of Tamil Nadu. Torino is offered in the following SKU's 200ml and 300ml glass bottles, 300ml, 500ml, 1.5 liter PET bottles. They majorly cater to the districts of Madurai, Dindigul, Sivagangai, Virudhunagar, Ramanathapuram, Tirunelveli, and Tuticorin & Theni. They also have presence in areas of Salem and Erode. They are currently looking to expand their market.

Pepsi

PepsiCo, Inc. (commonly known as the Pepsi Company) is an American multinational food, snack, and beverage corporation headquartered in Harrison, New York, in the hamlet of Purchase. PepsiCo's business encompasses all aspects of the food and beverage market. It oversees the manufacturing, distribution, and marketing of its products. PepsiCo was formed in 1965 with the merger of the Pepsi-Cola Company and Frito-Lay, Inc. PepsiCo has since expanded from its namesake product Pepsi Cola to an immensely diversified range of food and beverage brands.

The largest and most recent acquisition was Pioneer Foods in 2020 for \$1.7bn and before that it was the Quaker Oats Company in 2001, which added the Gatorade brand to the Pepsi portfolio and Tropicana Products in 1998.

Coca-Cola

The Coca-Cola Company is an American multinational [beverage corporation](#) incorporated under Delaware's General Corporation Law^[a] and headquartered in Atlanta, Georgia. The Coca-Cola Company has interests in the manufacturing, retailing, and marketing of non-alcoholic beverage concentrates and syrups, and alcoholic beverages. The company produces [Coca-Cola](#), the sugary drink for which it is best known for, invented in 1886 by pharmacist John Stith Pemberton. At the time, the product was made with coca leaves, which added an amount of cocaine to the drink, and with kola nuts, which added caffeine, so that the coca and the kola together provided a stimulative effect. This stimulative effect is the reason the drink was sold to the public as a healthy "tonic", and the coca and the kola are also the source of the name of the product and of the company. In 1889, the formula and brand were sold for \$2,300 (roughly \$68,000 in 2021) to Asa Griggs Candler, who incorporated The Coca-Cola Company in Atlanta in 1892.

1.4 OBJECTIVE OF THE STUDY

Primary Objective

- To study the factors influencing the retailer performance.
- To compare the retailer opinion with various soft drinks companies.
- To analyze opinion of the retailer towards slakes products.

Secondary Objective

- To recognize whether the retailers are getting adequate profits, timely delivery of products
- To provide and to know whether there is a demand for the product in the market
- To know whether the retailers are satisfied with the present business strategy of soft drinks

1.5 NEED OF THE STUDY

An efficient supply chain is one that can make the most optimum use of its resources including financial, human, technological or physical. This results in reducing operational costs for materials and packaging and reduces time wastage. Implementing a timely supply chain management analysis gives companies the opportunity for optimization of their existing operations and resources through data-driven decisions. Achieving a profitable business with a lean yet strong supply chain performance is the dream of every enterprise.

1.6 SCOPE OF THE STUDY

The scope of supply chain management is quite broad. Since the supply chain encompasses multiple aspects such as manufacturing, warehousing, packaging, transportation & delivery, IT, logistics, etc. An efficient supply chain is one that can make the most optimum use of its resources including financial, human, technological or physical. This results in reducing operational costs for materials and packaging and reduces time wastage.

1.7 LIMITATIONS OF THE STUDY

- Geographical scope is confined to Thoothukudi city
- The study is based on factors influencing retailer performance regarding soft drinks
- The data is collected for the research through primary data and secondary data given by the respondents
- Due to time and others restrictions the study has been limited 102 respondents only

CHAPTER II

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

Coca-Cola continued its growth through the 1930s and 1940s with clever advertising slogans and expansion of its bottling plants overseas during World War II. They acquired Minute Maid in 1960, and introduced Sprite and Tab during the next three years (Hoover, 2005). Sprite has become the world's number one lemon-lime soft drink, and Tab, the original diet cola, is only one of a number of popular diet drinks (2009 Coca-Cola Annual Report).

In the 1980s, the company acquired Columbia pictures, and several other entertainment companies. These were subsequently sold to Sony in 1989. In 1986, the company consolidated its U.S. bottling operations into Coca-Cola Enterprises (CCE) and sold 51% of the shares to the public. The 90s has seen Coca-Cola forming separate operations for Moscow, Africa, and India (Hoover, 2005). Coca-Cola has also purchased 30% of Femsa, Mexico's biggest soft drink company, and plans to re-enter South Africa's soft drink market by buying National Beverage Service, which has marketed Coca-Cola's products in the past (2009 Coca-Cola Annual Report).

In 1994, Coca-Cola kept pace in the United States with the introduction of Powerade, their entry in the sports drink market to counter Pepsi-Cola's purchase of Ocean Spray. In the same year Coca-Cola launched their Fruitopia fruit drinks into the beverage market (Hoover, 2005). Fruitopia was named by Time magazine, one of 1994s ten best products (Lukasick, 2007, p.48).

Coca-Cola Classic alone, accounted for at least 20% of market share of all soft drinks purchased in the United States, from 1991 through 1994. Coca-Cola's market share had been creeping at a steady rate from 20% in 1991, to 20.4 % in 1994. Over all, Coca-Cola captured 41.3% of the total soft drink market in 1993, with total sales over \$13 million (Lukasick, 2007, p.49).

In 2009, the Company generated \$8.2 billion in cash from operations, up 8 percent from 2008 and marking the first time Coca-Cola has surpassed the \$8 billion mark. Coca-Cola reinvested \$2 billion back into the business, repurchased \$1.5 billion in Company stock and paid \$3.8 billion to shareowners through dividends. Indeed, 2009 marked the 47th consecutive year of increased dividend payments (2009 Annual 10-K Filing, 2010).

Pepsi-Cola's rise to prominence in the beverage industry has not been as steady and straightforward as Coca-Cola. The original owner/operator of Pepsi-Cola, Caleb D. Bradham lost control of his company in 1923, when the price of sugar dropped. The Loft Candy Company eventually took over Pepsi-Cola in the 30s, and over the next two decades scored a number of marketing coups. In the middle of the Depression, Pepsi-Cola doubled the size of its bottles, while keeping the price the same. In 1939, Pepsi-Cola introduced the world's first radio jingle, "Pepsi-Cola hits the spot...", and in 1948 Pepsi-Cola started to produce drinks in cans (Hoover, 2005).

Beginning in the mid-60s Pepsi-Cola began to diversify, by buying up successful players in the fast food industry. They began their purchases with Frito-lay in 1965, continued with Pizza Hut in 1977, Taco Bell in 1978, and have continued with Kentucky Fried Chicken in 1986.

Like Coca-Cola, Pepsi-Cola has extended its product line to meet consumer demand. In 1991 Pepsi-Cola formed a venture with Lipton, to produce ice teas, as Coca-Cola had done with Nestle (Hoover, 2005). Pepsi-Cola has also test marketed their Drenchers brand of fruit juices to counter Coca-Cola's highly innovative Fruitopia drinks (Lukasick, 2007, p.51).

Although Pepsi-Cola has consistently been a player in the beverage industry, always coming in as number two in essentially a two company race, their percentage of overall market share has begun to slip. In 1991, sales of regular Pepsi-Cola had 18.4% of the market share; by 1992 this figure was reduced to 18%. In 1993, the figure had fallen to 17.7 % and in 1994 had begun to recover to 17.8% of market share. Still, Pepsi-Cola's entire soft drink and beverage line captured 30.9% of the market in 1993. PepsiCo's total sales for 1993 topped \$25,021 million. Only Pepsi-Cola's Mountain Dew which grew 75% in total volume from 1988 to 1994 is on track to eclipse any similar product that Coca-Cola has to offer (Lukasick, 2007, p.53).

In 2009, amidst the most challenging global macroeconomic environment in decades, Pepsi-Cola demonstrated the strength and resilience of both their people and portfolio by delivering solid operating performance and generating significant operating cash flow. Net revenue grew 5% on a constant currency basis. Core division operating profit rose 6% and EPS also grew 6% on a constant currency basis. Management operating cash flow, excluding certain items, reached \$5.6 billion, up 16% and the annual dividend was raised by 6% (2009 PepsiCo Annual Report).

The major ingredients found in soft drinks like water, aromatic substances, sweeteners carbon dioxide, coloring matter, acids, preservatives, antioxidants and other additives are present in different composition in different soft drinks. There is a growing concern in the medical and scientific communities about the harmful effects associated with the consumption of carbonated soft drinks.

Studies have shown that soft drinks can lead to numerous health problems. Some of these health problems are obesity, diabetes, tooth decay, osteoporosis, nutritional deficiencies, heart disease, and many neurological disorders. Various ingredients used in soft drinks can have adverse effects.

A common problem that is associated with consumption of a large number of soft drinks is the increased acid levels (citric, malic and phosphoric acid) throughout the body causing gastronomic distress due to the inflammation of the stomach and erosion of the stomach lining leading to painful stomachache as the stomach which maintains a very delicate acid-alkaline balance can be set out of balance by the consumption to a

large number of soft drinks, which can create a constant acid state leading to indigestion and gassiness.

Carbon dioxide emitted from soft drinks is a waste product that humans excrete and can be harmful when ingresses. Large amounts of sugar, bubbles caused by carbon dioxide, and phosphoric acid that are found in soft drinks remove nutritious minerals from bones allowing the bones to become weak and increasing the risk for them to break. This is done by the phosphoric acid disrupting the calcium phosphorous ratio.

It has been reported that enamel, which is composed of cemented and dentin, naturally protects teeth. Acidic drinks increase dentin permeability by opening dentinal tubules leaving a dent in surface completely uncovered and removing the smear layer. (Prati C *et al*, 2003). Dental cavities are often associated with consumption of carbonated beverage because the amount of sugars that are consumed is important in forming caries caused by the bacteria *mutans streptococi*, which is a part of dental plaque.

Lactobacillus and *Actinomyces viscosus* are two other kinds of bacteria that adversely affect teeth and survive well in very acidic environments, produce high amounts of acid from sugars and other types of acid.

Comparison of the effects of aspartame-sweetened and sucrose sweetened soft drinks on food intake and appetite ratings of female restrained eaters suggested that substitution of sucrose-sweetened drinks for diet drinks does not reduce energy intake and may even result in higher intake during the subsequent day. (Lavin J H *et al*, 1997) Caffeine- a methylated xanthine acts as a mild central nervous system stimulant present in carbonated beverages. Large amounts of caffeine consumption can cause diseases and disorders such as insomnia, nervousness, anxiety, irritability, and deviations from the normal heart rate.

A major concern about caffeine is that it increases the excretion of calcium in urine, which increases the risk for osteoporosis in heavy caffeine consumers. Some

epidemiological studies describe exposure to caffeine during pregnancy as well as the occurrence of congenital malformations, fetal growth retardation, miscarriages (spontaneous abortions), behavioural effects and maternal fertility problems. **(ChristianWS et al , 2001)** Many soft drinks contain caramel which is added to give dark appearance.

Mineral waters and soft drinks were investigated for erosive potential of human teeth and showed that mineral waters offer a safe alternative to more acidic beverages and their complex mineral ion compositions may positively influence any dissolution process at the tooth surface.

(Parry J et al, 2001)

According to a study conducted on soft drinks, mineral waters and juices available in the Danish market, dissolution of enamel increased logarithmically inversely with the pH of the drink. Orange juice pH 4.0 exhibited high buffering effect, supplemented with 40mmol/l calcium and 30 mmol/l phosphate did not erode the enamel as the calcium and phosphate saturated the drink with respect to apatite. The capability of a soft drink or a juice to erode dental enamel depends not only on pH of the drink but also on the buffering effect. The latter is the ability of the drink to resist a change in pH and may add to the effect of change in pH. **(Larsen MJ et al, 1999)**

According to Food Safety Information Bulletin, 98, July 1998, Benzene, a hydrocarbon was detected in some carbonated drinks in UK. Investigations revealed that benzene entered into the soft drinks through the contaminated carbon dioxide used for carbonation.

Coca-Cola is a non-alcoholic drink that is marketed as a joyful and refreshing drink for all age groups. Coca-Cola Company's mission statement is to refresh the world, inspire moments of optimism and create value ("Our Company," 2009). Coca-Cola's values include leadership, collaborations, integrity and accountability but Coca-Cola's practices have serious implications that contradict its values. Prospect

theory gives marketers the chance to use the customers' risk-averse behavior to steer their decision toward a profitable choice for the company. Company practices are legal and ethical because the choice was made by the customers who build it on their internal risk-averse behavior **(Novemsky & Kahneman, 2005)**.

Coca-Cola Company has more than 400 non-alcoholic beverages that include Coke, with distribution and bottling operations in 200 countries (Holcomb, 2008). Coca-Cola brand strength is supported by its worldwide distribution and availability (Peter & Donnelly, 2006). Coke is the most famous soft drink produced by Coca-Cola Company and is consumed around the world. Coca-Cola Company stated that their products are tested using European standards and did not break any laws in India. However, Coke was found containing pesticides 24 times higher than the European standard by an Indian laboratory, which Coca-Cola discredited.

The principle "let the buyer beware" is opposite to the relationship marketing principle in which the seller seeks long-lasting relationship with the customer. The relationship is maintained by stating the facts and giving the necessary information to the customer. Relationship marketing takes part of the risk to prevent any risk that the buyer may encounter from the selling and buying experience. "The relationship marketing strategies are concerned with the development and enhancement of relationships with a number of key markets" (Šimberová, 2007, p. 207). Marketers should not subscribe to the caveat emptor principal because it makes the relationship between the seller and the buyer deteriorate. Inks, Avila and Chapman (2004) found that buyers are more ethically sensitive to unethical behavior. Buyers have stronger negative reaction to lying when this lying was from the seller; however, the buyers were less sensitive to their deceit (lying) because they justify it with the resulting low price.

Companies seek customer's commitment by deferent means; however customer commitment can result from satisfying the customer by offering him or her good product or service in exchange for his or her money. Satisfaction comes from product quality and service quality, which is supported by price fairness (Worrall, Parkes & Cooper, 2004). Polk (2008) state that managers should be accountable for the company's

innovations and the change it leads to successfully. Managers should abandon old ideas when they become a threat to the organization but learn that failures are opportunities to learn. Peter Drucker stated that the organizations profit is necessary to supply capital for future innovation and expansion (**Drucker, 2004**).

Chiung-Ju and Wen-Hung (2008) listed different tactics the retailers use to enhance customer loyalty that branch from financial, social and structural bonding activities. Financial bonding includes discounts and interest rate. Social bonding is the relationship created between the two parties during a business interaction and follow up interactions (Chiung-Ju & Wen-Hung, 2008). The final tactic is structural in which the organization set up rules, policies and procedures to structure its relationship with the customers.

Survey of 205 companies reported that more than 50% of surveyed companies are generating 75% of their sale from the existing customers (Carter, 2008). Customer loyalty is important because almost all of the companies had lost a top customer to a competitor in the last three years (Carter, 2008). The surveyed companies measure their customers' retention that indicates the company's awareness of the customer retention importance (Carter, 2008). The most important finding of Carter (2008) survey was the strong link between customer retention and customer satisfaction. Companies would benefit of generating 75% of their sale from a satisfied and retained customer. On the contrary, East, Hammond, and Gendall (2006) state that customer retention importance is overvalued and companies should target customer acquisition strategy. Customer retention strategy gains are less than customer acquisition according to East, Hammond, and Gendall (2006).

Carbonates majors maintain dominance with respect to soft drinks where as the competitors of PepsiCo have a greater market share in the shaping of energy drinks and lemon flavored drinks. Domestic players adopt for the development of health-oriented drinks. National brands engage in rebranding strategies to revive sales growth whereas several leading soft drinks brands made use of extensive marketing campaigns to revive fledging volume sales in 2010 with a difference in product

CHAPTER III

RESEARCH METHODOLOGY

3.1 DESIGN OF THE STUDY

The design of the study is an important component of research. In order to fulfill the objectives of the study, an appropriate methodology for conducting the study is inevitable. In this chapter the methodology adopted for the present study including the selection of study area and respondents, the methods of data collection and the different tools of analysis used are discussed.

3.2 SAMPLING DESIGN

The Sample Size was fixed to 150 respondents

3.3 SELECTION OF STUDY AREA

Since Thoothukudi district is the native of researcher, this district was selected for the present study.

Thoothukudi district is divided into 8 taluks for administration purpose and 12 revenue blocks for rural and urban developments. The 8 taluks are Thoothukudi, Thiruchendur, Sathankulam, Srivaikundam, Ottapidaram, Kovilpatti, Ettayapuram and Vilathikulam. The 12 revenue blocks are Thoothukudi, Thiruchendur, Udangudi, Sathankulam, Srivaikundam, Alwarthirunagari, Karunkulam, Ottapidaram, Kovilpatti, Kayathar, Vilathikulam and Pudur

Since the present study is on Efficiency of Supply Chain Management towards soft drinks, two Taluks namely Thoothukudi and Thiruchendur were selected for the study.

3.2.2 SELECTION OF RESPONDENTS

For collecting the primary data one Revenue block from Thoothukudi taluk viz., Thoothukudi and one Revenue block from Tiruchendur taluk viz., Tiruchendur were selected randomly.

In total, 150 respondents were selected, 75 respondents from each blocks mentioned above. The distributions of sample respondents are given in the below table

Distribution of respondents in the study area

S. No.	Taluk	Revenue Block	Number of respondents
1.	Thoothukudi	Thoothukudi	75
2	Thiruchendur	Thiruchendur	75
		Total	150

3.3 PERIOD OF STUDY

Collection of data was done during December 2021 to February 2022.

3.4 METHODS OF COLLECTION OF DATA

In order to get an insight into physical and economic environments of the blocks, a reconnaissance survey of the blocks was undertaken. The primary data required for the study were collected through personal interview with the help of pre-tested comprehensive interview schedule. The schedules was prepared, covered aspects such as name, age, education experience and other Supply chain related factors etc. The data collected were tabulated, processed and subjected to statistical analysis.

To understand the basic characteristics of this research in the study area, some

data about soft drink and its major players were collected from published and unpublished records available in various sources.

3.5 METHODS OF ANALYSIS

The data collected in the schedules were tabulated for subsequent analysis. Keeping in view the objectives of the study, appropriate methods of analysis were employed to the collected data by using SPSS and the results were discussed in the 4th chapter.

3.6 TOOLS OF ANALYSIS

Tools used for the analysis are:

3.6.1 PERCENTAGE ANALYSIS

One of the simplest methods of analysis is the percentage method. It is one of the traditional statistical tools. Through the use of percentage, the data are reduced in the standard form with the base equal to 100, which facilitates comparison.

The formula used to compute Percentage analysis is,

$$\text{Percentage of the Respondents} = \frac{\text{No. of Respondents}}{\text{Total No. of Respondents}} \times 100$$

3.6.2 FACTOR ANALYSIS

Factor analysis is a statistical method used to describe variability among observed variables in terms of a potentially lower number of unobserved variables called factors. Factor Analysis can be used to identify hidden dimensions or constructs which may not be apparent from direct analysis.

3.6.3 CHI-SQUARE TEST

The chi-square test is defined for the hypothesis:

H0: The data do not follow a specified distribution

H1: The data follow the specified distribution

There may be situation in which it is not possible to make any rigid assumption about distribution of the population from which samples being drawn. This limitation has led to the development of a group of alternative techniques known as non-parametric tests. Chi-square describes the magnitude of the discrepancy between theory and observation

It is a measure to study the divergence of actual and expected frequencies. It is 2, Greek letter chi. it describes the discrepancy represented by the symbol theory and observation. The formula used is,

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Where "O" is the observed Frequency

"E" is the expected Frequency

3.6.4 CORRELATION TECHNIQUE

Correlation is a statistical technique that can show whether and how strongly pairs of variables are related. The main result of a correlation is called the correlation coefficient (or "r"). It ranges from -1.0 to +1.0. The closer r is to +1 or -1, the more closely the two variables are related. If r is close to 0, it means there is no relationship between the variables. If r is positive, it means that as one variable gets larger. If r is negative it means that as one gets larger, the other gets smaller (often called an inverse correlation).

3.7 DESCRIPTION OF THE STUDY AREA

In this chapter, detailed information about study area such as location, demographic details, physiography, rainfall, irrigation details, land utilization pattern, cropping pattern, crop rotation, land holding pattern, infrastructural facilities, financial and marketing facilities available in Thoothukudi district are presented. This information helps to understand the present study in proper perspective and for effective interpretation of results.

3.7.1 LOCATION

The Thoothukudi District is located on the extreme southern parts of Tamil Nadu and it was carved out of Tirunelveli District on 20 October 1986. The district is located between 0.8 and 45 of the northern latitude and 78 and 11 of the eastern longitudes. The district is roughly triangular in shape and is bounded by Virudhunagar and Ramanathapuram districts in the north, Gulf of Mannar in the east and Tirunelveli district in the south and west. The total geographical area of the district is 4,621sq.km constituting about 3.5% of the state. It has got a coastal line of 121kms.

3.7.2 DEMOGRAPHIC FEATURES

Tamil is the main language spoken here, whilst English is also widely used. As per the 2001 census, the total population of the district was 1,572,273. Hindus form the majority of the population (78.58%), followed by Christians (16.71%), Muslims (4.63%) and others (0.08%).

This district is divided into 8 taluks for administration purpose and 12 revenue block for rural and urban developments. The 8 taluks are Thoothukudi, Thiruchendur, Sathankulam, Srivaikundam, Ottapidaram, Kovilpatti, Ettayapuram and Vilathikulam. The 12 revenue blocks are Thoothukudi, Thiruchendur, Udangudi, Sathankulam, Srivaikundam, Alwarthirunagari, Karunkulam, Ottapidaram, Kovilpatti, Kayathar, Vilathikulam and Pudur.

POPULATION IN THOOTHUKUDI DISTRICT

Sl. No.	Name of the Taluk	Male	Female	Total
1.	Thoothukudi	203368	201995	405363
2.	Tiruchendur	138040	153388	291428
3.	Kovilpatti	128711	133538	262249
4.	Sathankulam	43692	53128	96820
5.	Srivaikundam	93472	98411	191883
6.	Vilathikulam	66743	68542	135285
7.	Ottapidaram	57201	58053	115254
8.	Ettayapuram	35596	38395	73991
TOTAL	District Total	766823	805450	1572273

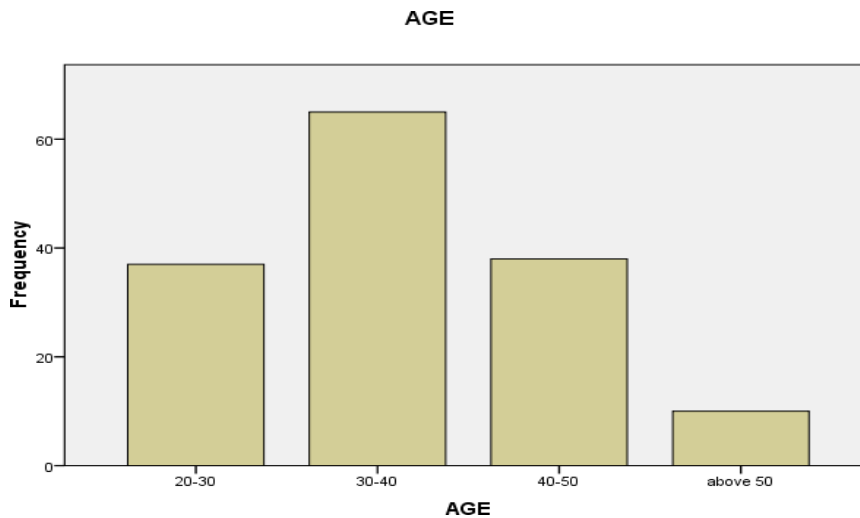
CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

4.1.1 AGE WISE CLASSIFICATION OF THE RESPONDENTS

Age	Frequency	Percent
20-30	37	24.7
30-40	65	43.3
40-50	38	25.3
above 50	10	6.7
Total	150	100.0

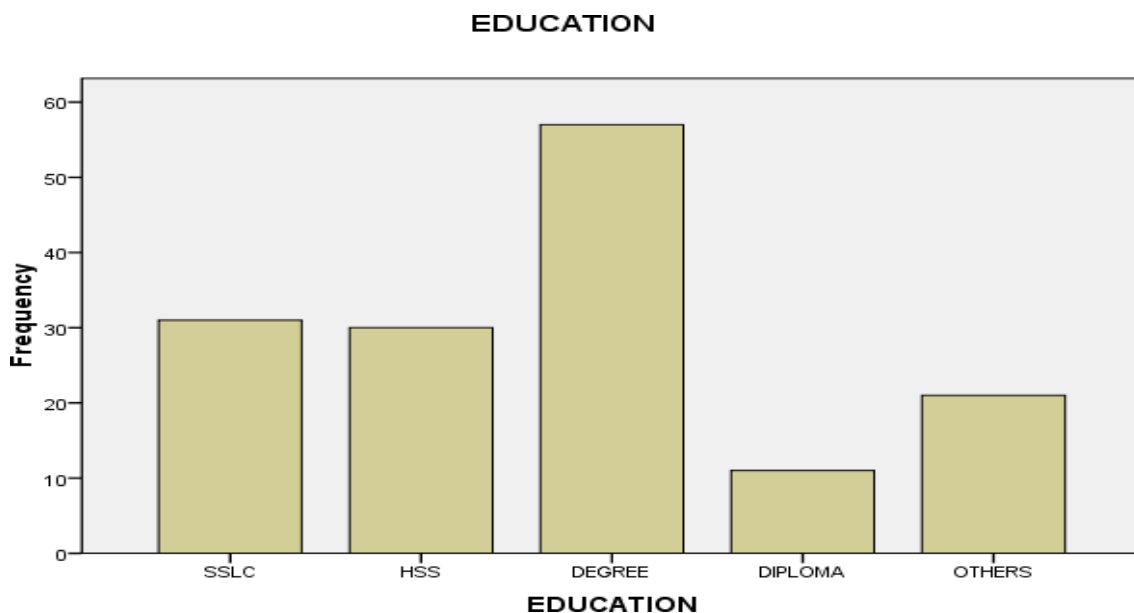


INTERPRETATION:

It is founded that the 24% of the respondents fall under the age category of 20-30yrs, 43% of the respondents fall under the age category of 30-40yrs, 25% of the respondents fall under the age category of 40-50yrs, 6% of the respondents fall under the age category of above 50yrs.

4.1.2 EDUCATION WISE CLASSIFICATION OF THE RESPONDENTS

Education	Frequency	Percent
SSLC	31	20.7
HSS	30	20.0
DEGREE	57	38.0
DIPLOMA	11	7.3
OTHERS	21	14.0
Total	150	100.0

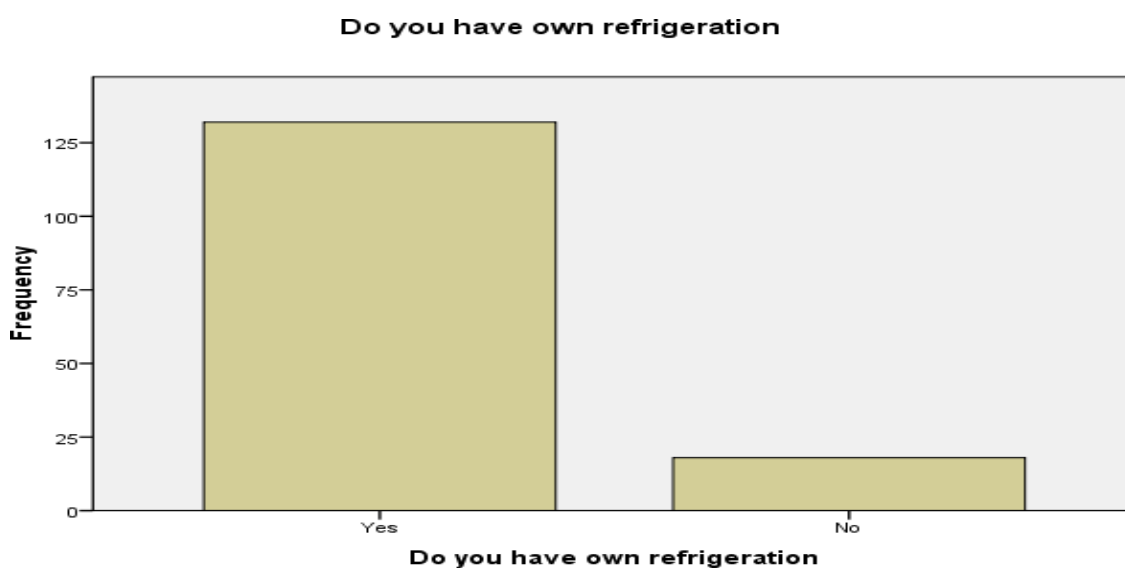


INTERPRETATION:

From the research it is founded that 20% of the respondents fall under the Education category of SSLC, 20% of the respondents fall under the Education category of HSC, 38% of the respondents fall under the Education category of DEGREE, 7 % of the respondents fall under the age category of DIPLOMA, 6% of the respondent under the education category of OTHERS.

4.1.3 OWNERSHIP OF THE REFRIGERATOR

Refrigeration	Frequency	Percent
Yes	132	88.0
No	18	12.0
Total	150	100.0

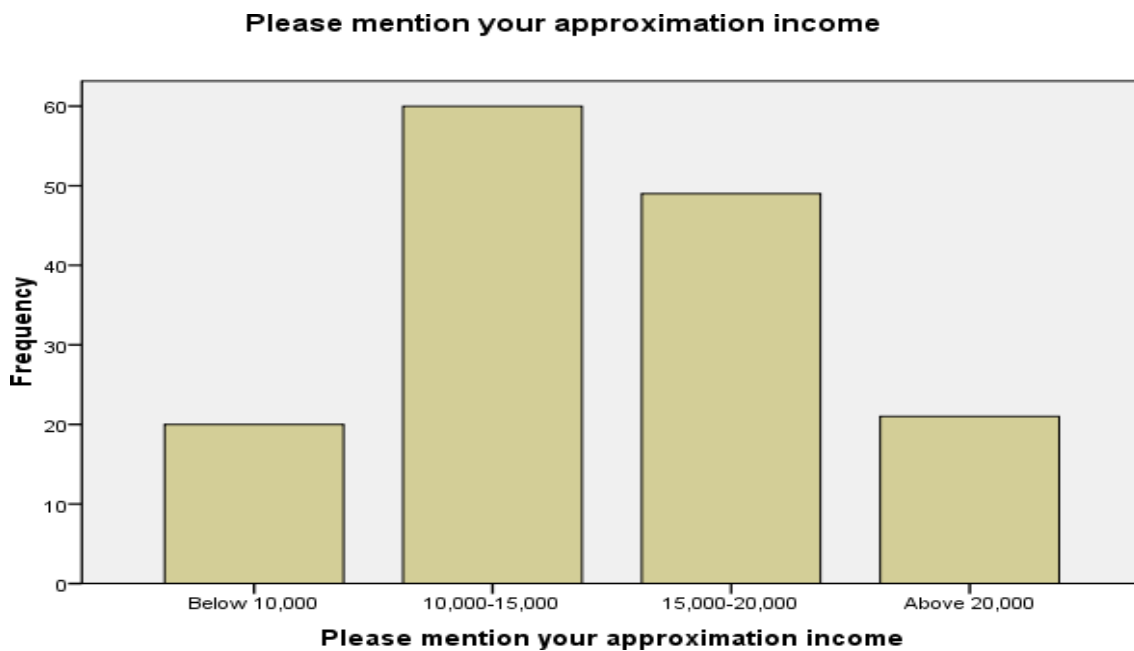


INTERPRETATION:

From the above table, 88% of the respondents are having own Refrigerators, 12 % of the respondents are not having own refrigerators.

4.1.4 INCOME DISTRIBUTION OF THE RESPONDENTS

Income	Frequency	Percent
Below 10,000	20	13.3
10,000-15,000	60	40.0
15,000-20,000	49	32.7
Above 20,000	21	14.0
Total	150	100.0



INTERPRETATION:

From the research Observed that 13% of the respondents fall under the Income category of Below 10,000, 40% of the respondents fall under the Income category of 10,000-15,000, 32% of the respondents fall under the Income category of 15,000-20,000, 14% of the respondents fall under the Income category of Above 20,000.

4.1.5 EXPERIENCE WISE CLASSIFICATION OF THE RESPONDENTS

Experience	Frequency	Percent
1-3	6	4.0
3-5	20	13.3
5-7	59	39.3
7-9	38	25.3
above 10	27	18.0
Total	150	100.0

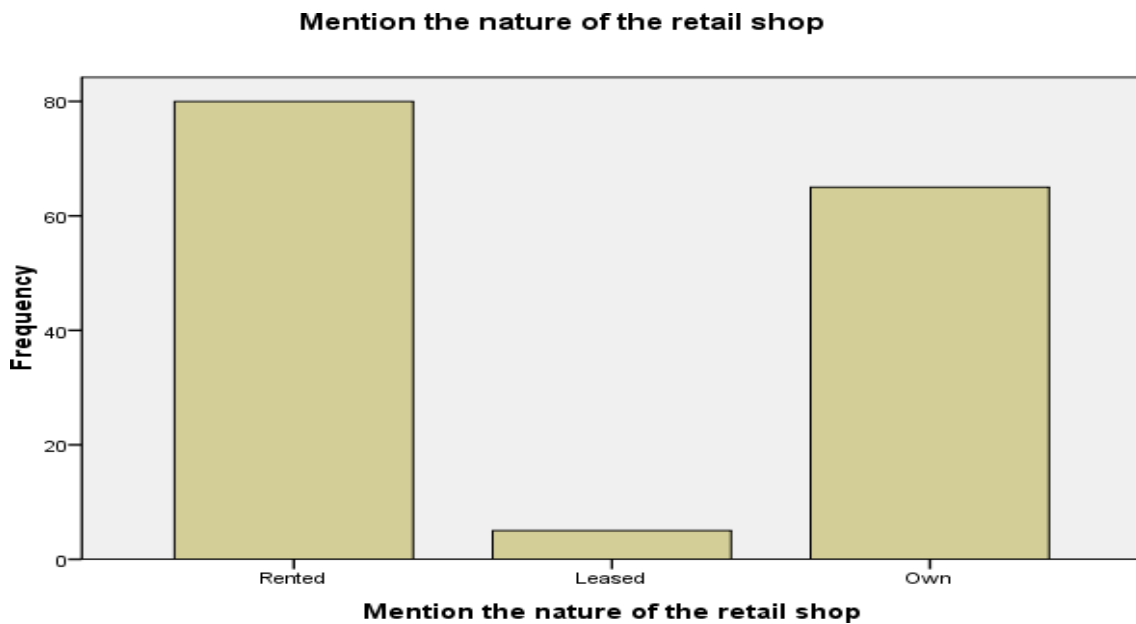


INTERPRETATION:

It is clear from the above table, 4% of the respondents fall under the Experience category of 1-3yrs, 13% of the respondents fall under the Experience category of 3-5yrs, and 39% of the respondents fall under the Experience category of above 10yrs.

4.1.6 NATURE OF RETAIL SHOP

Retail shop	Frequency	Percent
Rented	80	53.3
Leased	5	3.3
Own	65	43.3
Total	150	100.0

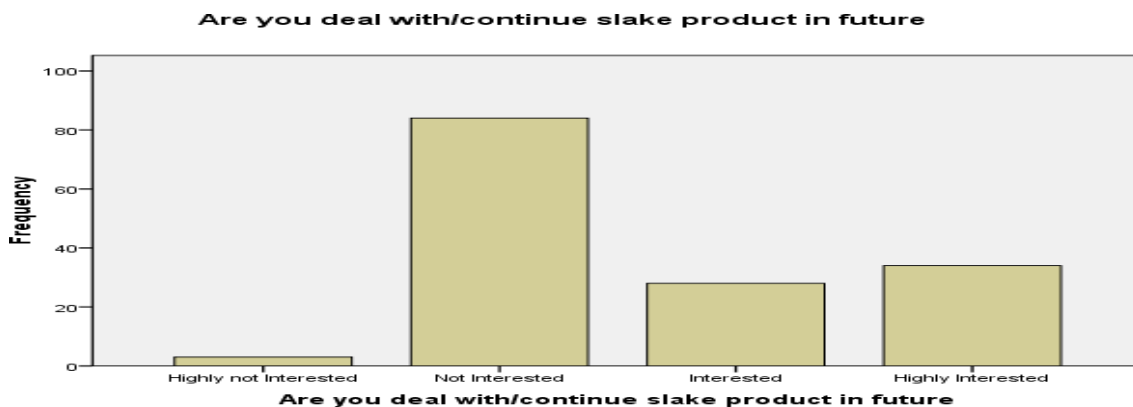


INTERPRETATION:

As seen in the tables it can be inferred that 53% of the respondents fall under the Retail shop category of 20-Rented, 3% of the respondents fall under the Retail shop category of Leased, 43% of the respondents fall under the Retail shop category of Own.

4.1.7 WILLINGNESS TO DEAL WITH/CONTINUE WITH SLAKE PRODUCT IN FUTURE

Deal with/continue slake product in future	Frequency	Percent
Highly not Interested	3	2.0
Not Interested	84	56.0
Interested	28	18.7
Highly Interested	34	22.7
Total	149	99.3
System	1	.7
Total	150	100.0

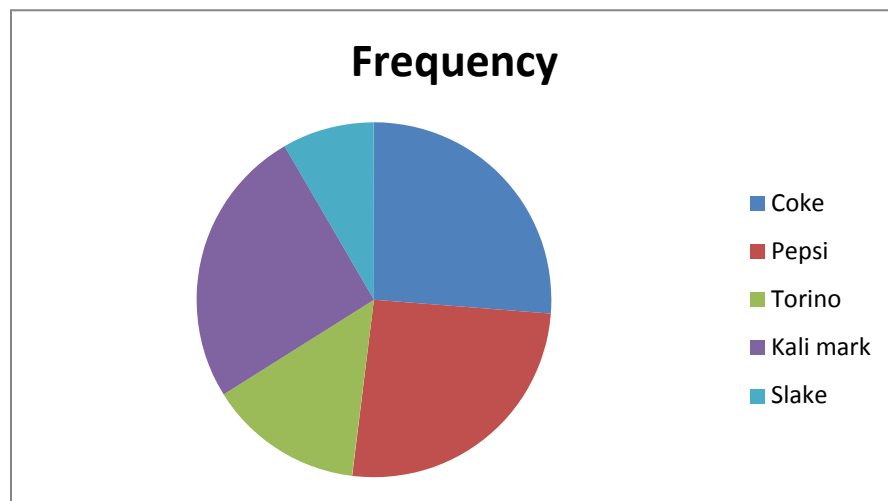


INTERPRETATION:

Observed that From the above table,2% of the respondents fall under the deal with/continue with slake product in future category of Highly not interested,56 % of the respondents fall under the deal with/continue with slake product in future category of not interested, 18% of the respondents fall under the deal with/continue with slake product in future category of Interested, 22% of the respondents fall under the deal with/continue with slake product in future category of Highly interested.

4.1.8 FREQUANCY OF THE BRAND DEALING

Brands	Frequency	Percent
Coke	147	98
Pepsi	144	96
Torino	79	53
Kali mark	143	95
Slake	47	32



INTERPRETATION

It is inferred that 98% of the respondents are dealing with Coke products, 96% of the respondents are dealing with Pepsi, 53% of respondents are dealing with Torino, 95% of the respondents are dealing with Kalimark, 32% of the respondents are dealing with Slake products.

4.2 CHI-SQUARE

H_0 : There is no significant evidence that the difference in age will have a significant impact the opinion of Coke price.

H_1 : There is no significant evidence that the difference in age will have a significant impact on the opinion of Coke price.

4.2.1 CLASSIFICATION OF AGE AND OPINION WITH COKE PRICE

Coke Price			
Age	Ok	Good	Total
20-30	11	26	37
30-40	7	56	63
40-50	5	32	37
above 50	1	9	10
Total	24	123	147

4.2.1 CHI-SQUARE TEST BETWEEN THE AGE AND COKE PRICE

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.627 ^a	3	.085
Likelihood Ratio	6.049	3	.109
Linear-by-Linear Association	3.449	1	.063
N of Valid Cases	147		
a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 1.63.			

Degrees of freedom: 3

INTERPRETATION

It is clear that the p Value is .085. It is greater than 0.05. So, H_1 is rejected and H_0 is accepted. Hence there is significant evidence that the difference in age will have a significant impact on recommending the opinion of Coke price. The frequency table show that 123% of the respondents answer that price of the coke is good while 26% of the respondent are comes under the age category of 20-30, 56% of the respondent are comes under the age category of 30-40, 32% of the respondent are comes under the age category of 40-50, 9% of the respondent are comes under the age category of above 50.

4.2.2 CROSS TABULATION BETWEEN THE AGE AND PEPSI PRICE

H₀: There is no significant evidence that the difference in age will have a significant impact on the opinion of Pepsi price

H₁: There is no significant evidence that the difference in age will have a significant impact on the opinion of Pepsi price

Age	Poor	Ok	Good	Total
20-30	1	15	21	37
30-40	0	14	48	62
40-50	0	12	23	35
above 50	0	3	7	10
Total	1	44	99	144

4.2.2 CHI-SQUARE TEST BETWEEN THE AGE AND PEPSI PRICE

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.051 ^a	6	.316
Likelihood Ratio	6.910	6	.329
Linear-by-Linear Association	.883	1	.347
N of Valid Cases	144		
a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .07.			

Degrees of freedom: 6

INTERPRETATION

It is founded that the p Value is .316. It is greater than 0.05. So, H_0 is rejected and H_1 is accepted. Hence there is significance between the Age and Pepsi price. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .07. The frequency table show that the 99% of the respondents answer that price of the Pepsi is good while 21% of the respondent are comes under the age category of 20-30, 48% of the respondent are comes under the age category of 30-40, 23% of the respondent are comes under the age category of 40-50, 7% of the respondent are comes under the age category of above 50.

4.2.3 CLASSIFICATIONS OF AGE AND OPINION ON KALIMARK PRICE

H_0 : There is no significant evidence that the difference in age will have a significant impact on the opinion of Kalimark price

H_1 : There is no significant evidence that the difference in age will have a significant impact on the opinion of Kalimark price

Age	Ok	Good	Total
20-30	14	21	35
30-40	6	57	63
40-50	10	26	36
above 50	1	8	9
Total	31	112	143

4.2.3CHI-SQUARE TEST BETWEEN THE AGE AND KALIMARK PRICE

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.782 ^a	3	.003
Likelihood Ratio	13.966	3	.003
Linear-by-Linear Association	2.096	1	.148
N of Valid Cases	143		
a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 1.95.			

Degrees of freedom: 3

INTERPRETATION :

From the research it is founded the p Value is .003. It is less than 0.05. So, H_0 is accepted and H_1 is rejected. Hence there is no significance between the Age and Kalimark price. 1 cell (12.5%) has expected count less than 5. The minimum expected count is 1.95. The frequency table shows that 112% of the respondents answer that price of the Kalimark is good while 21% of the respondent are comes under the age category of 20-30, 57% of the respondent are comes under the age category of 30-40, 26% of the respondent are comes under the age category of 40-50, 8% of the respondent are comes under the age category of above 50.

4.2.4 CLASSIFICATION OF AGE AND OPINION ON TORINO PRICE

H_0 : There is no significant evidence that the difference in age will have a significant impact on the opinion of Torino price

H_1 : There is no significant evidence that the difference in age will have a significant impact on the opinion of Torino price

Torino Price				
Age	Poor	Ok	Good	Total
20-30	3	2	4	9
30-40	1	17	26	44
40-50	0	10	11	21
above 50	0	2	3	5
Total	4	31	44	79

4.2.4 CHI-SQUARE TEST BETWEEN THE AGE AND TORINO PRICE

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.597 ^a	6	.007
Likelihood Ratio	11.218	6	.082
Linear-by-Linear Association	1.514	1	.219
N of Valid Cases	79		
7 cells (58.3%) have expected count less than 5. The minimum expected count is .25.			
Degrees of freedom: 6			

INTERPRETATION:

It is clear that the p Value is .007. It is less than 0.05. So, H_0 is accepted and H_1 is rejected. Hence there is no significant difference between the Age and Torino price. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .25. The frequency table shows 44% of the respondents answer that price of the Torino is good while 4% of the respondent are comes under the age category of 20-30, 26% of the respondent are comes under the age category of 30-40, 11% of the respondent are comes under the age category of 40-50, 3% of the respondent are comes under the age category of above 50.

4.2.5 INCOME CATEGORY WITH COKE SUPPLY

H_0 : There is no significant evidence that the difference in income will have a significant impact on the opinion of Coke supply

H_1 : There is no significant evidence that the difference in income will have a significant impact on the opinion of Coke supply

	Coke Supply				Total
	Income	Poor	Ok	Good	
	Below 10,000	2	10	8	20
	10,000-15,000	0	26	33	59
	15,000-20,000	0	28	20	48
	Above 20,000	0	6	14	20
	Total	2	70	75	147

4.2.5 CHI-SQUARE TEST BETWEEN THE INCOME AND COKE SUPPLY

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.331 ^a	6	.005
Likelihood Ratio	13.672	6	.034
Linear-by-Linear Association	2.083	1	.149
N of Valid Cases	147		
• 4 cells (33.3%) have expected count less than 5. The minimum expected count is .2			

INTERPRETATION:

From the above table it is viewed that the chi-square value is .005 which is less than to 0.05. So, H_1 is accepted. Therefore, there is association between income and supply. The frequency table show that 75% of the respondents answer that supply of the Coke is good while 8% of the respondent are comes under the income category of Below 10,000, 33% of the respondent are comes under the income category of 10,000-15,000 20% of the respondent are comes under the income category of 15,000-20,000, 14% of the respondent are comes under the income category of above 20,000.

4.2.6 INCOME CATEGORY WITH PEPSI SUPPLY

H_0 : There is no significant evidence that the difference in income will have a significant impact on the opinion of Pepsi supply

H_1 : There is no significant evidence that the difference in income will have a significant impact on the opinion of Pepsi supply

Pepsi Supply					Total
Income		Poor	Ok	Good	
	Below 10,000	3	10	5	18
	10,000-15,000	11	32	14	57
	15,000-20,000	11	23	15	49
	Above 20,000	3	12	5	20
Total		28	77	39	144

4.2.6 CHI-SQUARE TEST BETWEEN THE INCOME AND PEPSI SUPPLY

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.538 ^a	6	.957
Likelihood Ratio	1.554	6	.956
Linear-by-Linear Association	.006	1	.936
N of Valid Cases	144		
a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 3.50.			

Degrees of freedom: 6

INTERPRETATION:

It is viewed that the chi-square value is .957 which is greater than 0.05. So, H_1 is accepted. Therefore, there is significance difference between income and supply. The frequency table show that 77% of the respondents answer that supply of the Pepsi is ok while 10% of the respondent are comes under the income category of Below 10,000, 32% of the respondent are comes under the income category of 10,000-15,000, 23% of the respondent are comes under the income category of 15,000-20,000, 12% of the respondent are comes under the income category of above 20,000.

INCOME CATEGORY WITH KALIMARK SUPPLY

H_0 : There is no significant evidence that the difference in income will have a significant impact on the opinion of Kalimark supply

H_1 : There is no significant evidence that the difference in income will have a significant impact on the opinion of Kalimark supply

Kalimark Supply				Total
Income	Poor	Ok	Good	
Below 10,000	1	8	10	19
10,000-15,000	0	9	47	56
15,000-20,000	0	17	31	48
Above 20,000	0	4	16	20
Total	1	38	104	143

4.2.7 CHI-SQUARE TEST BETWEEN THE INCOME AND KALIMARK SUPPLY

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.918 ^a	6	.021
Likelihood Ratio	12.527	6	.051
Linear-by-Linear Association	.750	1	.387
N of Valid Cases	143		
a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .13.			

Degrees of freedom: 6

INTERPRETATION:

It is founded that the chi-square value is .021 which is less than 0.05. So, H_0 is accepted. Therefore, there is no significance difference between income and supply. The frequency table shows that 104% of the respondents answer that supply of the Kalimark is good while 10% of the respondent are comes under the income category of Below 10,000, 47% of the respondent are comes under the income category of 10,000-15,000, 31% of the respondent are comes under the income category of 15,000-20,000, 16% of the respondent are comes under the income category of above 20,000.

4.2.8 INCOME CATEGORY WITH TORINO SUPPLY

H_0 : There is no significant evidence that the difference in income will have a significant impact on the opinion of Torino supply.

H_1 : There is no significant evidence that the difference in income will have a significant impact on the opinion of Torino supply.

Torino Supply				Total
Income	Poor	Ok	Good	
Below 10,000	3	4	1	8
10,000-15,000	5	23	7	35
15,000-20,000	2	13	5	20
Above 20,000	0	9	7	16
Total	10	49	20	79

4.2.7 CHI-SQUARE TEST BETWEEN THE INCOME AND TORINO SUPPLY

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.546 ^a	6	.145
Likelihood Ratio	9.996	6	.125
Linear-by-Linear Association	7.255	1	.007
N of Valid Cases	79		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is 1.01.

Degrees of freedom: 6

INTERPRETATION

The research it is found that the chi-square value is .145 which is greater than 0.05. So, H_1 is accepted. Therefore, there is association between income and supply. The frequency table shows that 49% of the respondents answer that supply of the Torino is ok while 4% of the respondent are comes under the income category of Below 10,000, 23% of the respondent are comes under the income category of 10,000-15,000, 13% of the respondent are comes under the income category of 15,000-20,000, 6% of the respondent are comes under the income category of above 20,000.

4.2.8 COMPARISON ON EDUCATION AND OPIOION SALES MAN APPROACH ON COKE

H_0 : There is no significant evidence that the difference in education will have a significant impact on the opinion of Coke sales man approach.

H_1 : There is significant evidence that the difference in education will have a significant impact on the opinion of Coke sales man approach.

Coke Sales man approach		Total		
Education	poor	Ok	Good	
SSLC	2	6	21	29
HSC	1	10	19	30
DEGREE	2	23	32	57
DIPLOMA	1	3	7	11
OTHERS	0	3	17	20
Total	6	45	96	147

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.714 ^a	8	.367
Likelihood Ratio	9.518	8	.301
Linear-by-Linear Association	.605	1	.437
N of Valid Cases	147		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .45.

INTERPRETATION:

From the above table it is viewed that the chi-square value is .367 which is greater than 0.05. So, H_1 is accepted. Therefore, there is association between education and sales man approach. It is founded that 96% of the respondents answer that Sales man approach of the Coke is good while 21% of the respondent are comes under the Education category of SSLC, 19% of the respondent are comes under the Education category of HSC, 32% of the respondent are comes under the Education category

4.2.9 CLASSIFICATION ON EDUCATION WITH SALES MAN APPROACH ON PEPSI

H_0 : There is no significant evidence that the difference in education will have a significant impact on the opinion of Pepsi sales man approach.

H_1 : There is significant evidence that the difference in education will have a significant impact on the opinion of Pepsi sales man approach.

Pepsi Sales man approach				Total
Education	Poor	Ok	Good	
SSLC	1	12	17	30
HSS	1	19	8	28
DEGREE	5	31	20	56
DIPLOMA	1	4	6	11
OTHERS	0	12	7	19
Total	8	78	58	144

4.2.10 CHI-SQUARE TEST BETWEEN THE EDUCATION AND PEPSI SALES MAN APPROACH

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.792 ^a	8	.280
Likelihood Ratio	10.650	8	.222
Linear-by-Linear Association	.546	1	.460
N of Valid Cases	144		
6 cells (40.0%) have expected count less than 5. The minimum expected count is .61.			

Degrees of freedom: 8

INTERPRETATION:

From the above table it is viewed that the chi-square value is .280 which is greater than 0.05. So, H_1 is accepted. Therefore, there is association between education and sales man approach. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .6

It is observed that 78% of the respondents answer that Sales man approach of the Pepsi is ok while 12% of the respondent are comes under the Education category of SSLC, 19% of the respondent are comes under the Education category of HSC, 31% of the respondent are comes under the Education category of DEGREE, 4% of the respondent are comes under the Education category of DIPLOMA, 12% of the respondent are comes under the Education category of OTHERS.

4.2.11 CLASSIFICATION ON EDUCATION WITH SALES MAN APPROACH ON KALIMARK

H_0 : There is no significant evidence that the difference in education will have a significant impact on the opinion of Kalimark sales man approach.

H_1 : There is significant evidence that the difference in education will have a significant impact on the opinion of Kalimark sales man approach.

Kalimark Sales man approach				Total
Education	Poor	Ok	Good	
SSLC	0	4	26	30
HSS	5	4	19	28
DEGREE	3	11	42	56
DIPLOMA	0	6	5	11
OTHERS	0	3	15	18
Total	8	28	107	143

4.2.12 CHI-SQUARE TEST BETWEEN THE EDUCATION AND KALIMARK SALES MAN APPROACH

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.964 ^a	8	.007
Likelihood Ratio	19.515	8	.012
Linear-by-Linear Association	.095	1	.757
N of Valid Cases	143		
a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .62.			

Degrees of freedom: 8

INTERPRETATION:

From the above table it is viewed that the chi-square value is .007 which is less than 0.05. So, H_0 is accepted. Therefore, there is no association between education and sales man approach. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .62. Under should that 107% of the respondents answer that Sales man approach of the Kalimark is good while 26% of the respondent are comes under the Education category of SSLC, 19% of the respondent are comes under the Education category of HSC, 42% of the respondent are comes under the Education category of DEGREE, 5% of the respondent are comes under the Education category of Diploma, 15% of the respondent are comes under the Education category of Others.

4.3 CORRELATION

4.3.1 ADVERTISMENT Vs SUPPLY IN SLAKE PRODUCT

		Slake product Advertisement	Slake product Supply
Slake product Advertisement	Pearson Correlation	1	.049
	Sig. (2-tailed)		.758
	N	42	42
Slake product Supply	Pearson Correlation	.049	1
	Sig. (2-tailed)	.758	
	N	42	42

H_0 : The two variables are not linearly related and the correlation is significant

H_1 : The two variables are linearly related and the correlation is significant

INTERPRETATION:

It is clear from the above table that correlation value is .049. This means there is positive correlation between Advertisement and Supply.

4.3.2 MARGIN PRICE VS PRODUCT QUALITY

		Slake product Margin price	Slake product Quality
Slake product Margin price	Pearson Correlation	1	.022
	Sig. (2-tailed)		.889
	N	42	42
Slake product Quality	Pearson Correlation	.022	1
	Sig. (2-tailed)	.889	
	N	42	42

H_0 : The two variables are not linearly related and the correlation is significant

H_1 : The two variables are linearly related and the correlation is significant

INTERPRETATION:

It is clear from the above table that correlation value is .022. This means there is positive correlation between Margin price and Quality of product.

4.3.3 BRAND VALUE VS OFFER AND GIFTS

		Slake product Brand value	Slake product Offer and Gifts
Slake product Brand value	Pearson Correlation	1	-.065
	Sig. (2-tailed)		.684
	N	42	42
Slake product Offer and Gifts	Pearson Correlation	-.065	1
	Sig. (2-tailed)	.684	
	N	42	42

H_0 : The two variables are not linearly related and the correlation is significant

H_1 : The two variables are linearly related and the correlation is significant

INTERPRETATION:

It is clear from the above table that correlation value is -.065. This means there is negative correlation between Brand value and offer and Gifts.

4.3.4 MARGIN PRICE VS QUANTITY

		Slake product Margin price	Slake product Quantity
Slake product Margin price	Pearson Correlation	1	.147
	Sig. (2-tailed)		.352
	N	42	42
Slake product Quantity	Pearson Correlation	.147	1
	Sig. (2-tailed)	.352	
	N	42	42

H_0 : The two variables are not linearly related and the correlation is significant

H_1 : The two variables are linearly related and the correlation is significant

INTERPRETATION:

It is clear from the above table that correlation value is .147. This means there is positive correlation between Margin price and quantity.

4.4 FACTOR ANALYSIS

4.4.1 IMPORTANT FACTORS FOR TO DEAL WITH SOFT DRINKS

Content and construct validity analysis of factors influencing retailer performance towards soft drinks with special reference to slake, Thoothukudi

The next stage of data analysis is to explore the factors influencing retailer performance towards soft drinks with special reference to slake, Thoothukudi.. The factor analysis should be analysed in order to reach the underlying factors that have the most effect in. Thus doing a explorative factor analysis the results are subjected to varimax rotation with Kaiser normalization. Table.2 suggest the three factors emerge as retailer performance of important factors for deal with soft drinks . For this reason the researcher has conducted KMO and Bartlett's test and results are shown in table.1. The result of .777 shows the appropriate of factor analysis for the above mentioned purpose. The appropriateness of using factor analysis depends on the number of KMO. Also the result of Bartlett's test of sphericity taken for this study is equal to significant 0.000 which confirms our method.

Table 1 KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.777
Bartlett's Test of Sphericity	Approx. Chi-Square	311.774
	Df	28
	Sig.	.000

KMO AND BARTLETT'S TEST FOR IMPORTANT FACTORS TO DEAL WITH SOFT DRINKS

The result of rotated component matrix and total variance shown in the following table. Using the varimax rotation the researcher has divided 8 items into 3 components factors of the important factors to deal with soft drinks. The rotated component matrix shows the importance of specific factors for the deal with soft drinks in Thoothukudi.

	Component		
	1	2	3
Variety of Flavor	.808	.029	-.054
Offer and Gifts	.761	-.360	.036
Brand value	.753	.213	.138
Providing fridge	.642	-.209	.386
Adequate Supply	.544	.484	.132
Bottling design and quality	.047	.850	.168
Sales man's training and approach	-.252	.687	-.453
Moderate price	.050	.097	.908
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 4 iterations.			

Component Transformation Matrix			
Component	1	2	3
1	.932	-.098	.350
2	.118	.992	-.035
3	-.344	.074	.936
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			

INTERPRETATION

As in the table 1 KMO and Bartlett's Test value is 0.777 which is greater than 0.7 so the factor is adequate.

THE EXTRACTED FACTORS

- **Variety of Flavors:**

The variable which is extracted under 1st dimension is Variety of flavor. The customers wish to drink variety of flavors, so the retailer consider the variety of flavors is important factor to deal with soft drinks.

- **Offer and Gifts**

The variable which is extracted under the 2nd dimension is offer and Gifts. The offer and gifts will encourage the retailer to buy the particular soft drinks brand.

- **Brand value**

The variable which is extracted under the 3rd dimension is Brand value. The customer's possess to some particular brand for their loyalty, so the retailer wants to purchase that type of particular brand

- **Providing fridge**

The variable which is extracted under the 4th dimension is providing fridge. The refrigerator is very important to preserve soft drink if the soft drink company providing refrigerator they will purchase the particular brand.

- **Bottling design and quality**

The variable which is extracted under the 6th dimension is Bottling design quality. The bottling design and quality are the attractive factors to capture the customers, so the retailer concentrate on purchase the soft drinks.

- **Adequate supply**

The variable which is extracted under the 5th dimension is adequate supply. During summer season the soft drinks sales will be high, if the company supply adequate amount of soft drinks it will help the retailer to get more profit.

- **Sales man training and approach**

The variable which is extracted under the 7th dimension is Sales man training and approach. The sales man should have the thorough knowledge about the soft drink products, they should explain all the properties of the products in a detailed manner, they should converse in a easy manner to the retailer.

4.4.2 OPINION ABOUT SLAKE PRODUCTS

The factor analysis should be analysed in order to reach the underlying factors that have the most effect in. Thus doing a explorative factor analysis the results are subjected to varimax rotation with Kaiser normalization. Table.2 suggest the three factors emerge as retailer performance of opinion about slake product . For this reason the researcher has conducted KMO and Bartlett's test and results are shown in table.1. The result of .810 shows the appropriate of factor analysis for the above mentioned purpose. The appropriateness of using factor analysis depends on the number of KMO. Also the result of Bartlett's test of sphericity taken for this study is equal to significant 0.000 which confirms our method.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.810
Bartlett's Test of Sphericity	Approx. Chi-Square	87.311
	Df	36
	Sig.	.000

KMO AND BARTLEETT'S TEST FOR OPINION ABOUT SLAKE PRODUCTS

The result of rotated component matrix and total variance shown in the following table. Using the varimax rotation the researcher has divided 9 items into 3 components factors of the important factors to deal with soft drinks. The rotated component matrix shows the opinion about slake products.

Rotated Component Matrix^a

	Component		
	1	2	3
Slake product Quantity	.860	.010	.167
Slake product Quality	.749	.178	.147
Slake product Variety of Flavor	.746	-.298	-.113
Slake product Offer and Gifts	.727	.271	-.239
Slake product Sales Men	.221	.833	-.042
Slake product Margin price	.254	-.760	.073
Slake product Supply	.397	.506	.137
Slake product Advertisment	-.123	.149	-.767
Slake product Brand value	-.074	.108	.713

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

Component Transformation Matrix

Component	1	2	3
1	.963	.266	.053
2	.252	-.950	.185
3	.099	-.164	-.981

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

INTERPRETATION

As in the table 1 KMO and Bartlett's Test value is 0.810 which is greater than 0.7 so the factor is adequate.

THE EXTRACTED FACTORS

- **Quantity**

The variable quantities is very important for easy purchases according to the customers need, if the company provide so many quantities of bottle the retailer can purchases Easley.

- **Quality**

Quality is the very important factors to have business relationship with that company for long time; this company provide high quality products

- **Offer and Gifts**

Offer and gifts will promote the sales. The retailer will purchase more quantities, if the companies provide offer and gifts, the promotion and offers are very good in this company.

- **Sales man approach**

Direct contact between the retailer and the company is very important which is done by the sale man. The sales man will approach and their way of speaking, explanation about the products are very good.

CHAPTER V

5.1 FINDINGS OF THE STUDY

Demographical Findings

- From the research it is found that more of the respondents under the age category of 30-40yrs.
- From the research it is found that more of the respondents under the education category of DEGREE.
- From the research it is found that more of the respondents are have own refrigerator.
- From the research it is found that more of the respondents under the income category of 10,000-15,000.
- From the research it is found that more of the respondents under the experience of above 10yrs.
- From the research it is found that more of the respondents under the retail shop of rented.

Analytical findings

- Most of the retailers are not interested to deal/continue with slake products.
- Most of the retailers are satisfied on coke price in that particularly under the age category of 20-30yrs.
- From the research it is found that most of the retailers are satisfied on Coke, Pepsi, Kalimark and Torino price in this particularly under the age category of 30-40yrs.

- Most of the respondents are satisfied on Coke, Pepsi, Kalimark, and Torino supply in this particularly under the income of 10,000-15,000.
- Most of the respondents says that the quality of Coke, Pepsi, Kalimark and Torino are good in this particularly under the experience category of 5-7yrs.
- Many of the respondents are answer that sales man approach of the Coke & Kalimark is good and Pepsi & Torino is ok in this particularly under the education category of DEGREE holders.
- From the research it is found that most of the respondents are answer that offer and gifts of Coke & Pepsi is good but Kalimark & Torino is poor in this particularly under the experience category of 5-7yrs.
- Most of the respondents are having own refrigerators, refrigerator providing Coke & Pepsi is good but Kalimark & Torino is poor.
- Bottling quality of the Coke, Pepsi & Kalimark is good but Torino is poor in this category of age of 30-40yrs.
- From this research it is found that most of the respondents are says that bottling design of the Coke, Pepsi & Kalimark is good but Torino is poor in this income category of 10,000-15,000.
- The demand of the Coke, Pepsi & Kalimark is good but Torino is ok in this category of rented retail shop.
- Most of the respondents are answer that brand value of the Coke, Pepsi & Kalimark is good but Torino is ok in this particularly under the experience of 5- 7yrs.

The factor analysis for deal with soft drinks company

- **Variety of Flavors:**

The variable which is extracted under 1st dimension is Variety of flavor. The customers wish to drink variety of flavors, so the retailer consider the variety of flavors is important factor to deal with soft drinks.

- **Offer and Gifts**

The variable which is extracted under the 2nd dimension is offer and Gifts. The offer and gifts will encourage the retailer to buy the particular soft drinks brand.

- **Brand value**

The variable which is extracted under the 3rd dimension is Brand value. The customer's possess some particular brand for their loyalty, so the retailer wants to purchase that type of particular brand.

- **Providing fridge**

The variable which is extracted under the 4th dimension is providing fridge. The refrigerator is very important to preserve soft drink if the soft drink company providing refrigerator they will purchase the particular brand.

- **Adequate supply**

The variable which is extracted under the 5th dimension is adequate supply. During summer season the soft drinks sales will be high, if the company supply adequate amount of soft drinks it will help the retailer to get more profit.

- **Bottling design and quality**

The variable which is extracted under the 6th dimension is Bottling design quality. The bottling design and quality are the attractive factors to capture the customers, so the retailer concentrate on purchase the soft drinks.

- **Sales man training and approach**

The variable which is extracted under the 7th dimension is Sales man training and approach. The sales man should have the thorough knowledge about the soft drink products, they should explain all the properties of the products in a detailed manner, they should converse in a easy manner to the retailers.

Opinion about slake products

- **Quantity**

The variable quantities is very important for easy purchases according to the customers need, if the company provide so many quantities of bottle the retailer can purchases Easley.

- **Quality**

Quality is the very important factors to have business relationship with that company for long time; this company provide high quality products

- **Offer and Gifts**

Offer and gifts will promote the sales. The retailer will purchase more quantities, if the companies provide offer and gifts, the promotion and offers are very good in this company.

- **Sales man approach**

Direct contact between the retailer and the company is very important which is done by the sale man. The sales man will approach and their way of speaking, explanation about the products are very good.

- **Nonparametric test**

The brand value is getting the first rank position, margin/profit is standing in the second position, next this is approach of sales man then the offer and promotion in the fourth rank, credit sales, adequate supply and return taking practice are having fifth, sixth and seventh positions respectively. Brand value and margin/profit are important factors.

5.2 SUGGESTIONS AND RECOMMENDATIONS

- The company shall concentrate on advertisement. Advertisement in the mass media will capture the customers and retailer attention. It will popularize the product in all the areas. They can advertise in the local channels of television, news paper and provide pamphlets. Seasonal advertisement is very important.
- They can provide more offers and gifts to the retailer. They can fix particular target in the sales to the retailer. If the retailer achieved a target sale the company can give more offer and gifts to them.
- They can reduce the margin price. If the margin price is equal or less to other soft drink companies the purchasing rate will be high by the retailer.
- They can provide more flavors and colors it will attract the public so the retailer may buy more quantity.
- They can provide different shapes and different quantities of bottles PET bottles and glass bottles.
- They can provide refrigerator to the retailer.

5.3 CONCLUSION

- From this study retailer performance towards soft drinks with special reference to slake. The researcher has concluded that the retailers give more preference to coke, Pepsi, Kalimark than slake this is due to the lack of advertisement of slake. That the quality and offer and gifts are satisfactory to the retailers.
- The sales man approach of the slake is very good this company not providing refrigerator but other company like coke, Pepsi are providing refrigerator to the retailer.

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ANNEXURE- I

QUESTIONNAIRE

- 1) Name :
- 2) Age :
- 3) Education :
- 4) Number of Year Experience
• 1-3 b) 3-5 c) 5-7 d) 7-9
- 5) What are the brands you are dealing with
a) Coke b) Pepsi c) Torino d) Kali mark e) Slake
- 6) Do you have own refrigeration
a) Yes b) No
- 7) Please mention your approximate income
a) Below 10,000 b) 10,000 to 15,000 c) 15,000 to 20,000 d) Above 20,000
- 8) Mention the nature of the retail shop
a) Rented b) Leased c) Own d) Others_____ (Please Mention)
9. Quality of the product

Particulars	Good	Ok	Poor
Coke			
Pepsi			
Kalimark			

10) Rank the following according to your interest to do broken with Soft Drink Company

- Margin/Profit _____
- Brand value _____
- Approach of sales of man _____
- Offer and promotion _____
- Return taking practice _____
- Adequate supply _____
- Credit sales _____

11) Mention the mode of payment you are interested in

- a) Credit
- b) Cash
- c) Post Dated Cheque
- d) others_____ (please mention)

12) Please mention the fast moving top 5 brands to your opinion

- _____
- _____
- _____
- _____
- _____

13) State your opinion about the pricing of the slake company is

Particulars	Good	Ok	Poor
Coke			
Pepsi			
Kalimark			

14) Kindly mention the margins offered by following companies

- Pepsi _____
- Coke _____
- Kali mark _____
- Torino _____
- Frooti _____
- _____

15) Whether the company is providing refrigerator and how its quality

Particulars	Good	ok	Poor
Coco-cola			
Pepsi			
Kalimark			

16) Are you willing to deal with/continue slake product in future

- a) High Interested
- b) Interested
- c) Not Interested
- d) Highly not Interested

17) Mention your opinion about slake product

Particulars	Very Good	Good	Ok	Poor	Very poor	No Idea
Margin Price						
Advertisement						
Salesmen						
Brand value						
Supply						
Quality						
Varity of flavor						
Offers and promotion						
Quantity						

18) How was the Bottling quality bottling design

Particulars	Good	ok	Poor
Coco-cola			
Fanta			
maaza			

19) Please state the level of importance for the factors to deal with Soft Drinks

Company

Particulars	Highly Important	Important	Neither or Not Important	Not Important	Highly Not Important
1) Moderate price					
2) Sales man's training and approach					
3) Brand value					
4) Varsity of flavor					
5) Offers and Gifts					
6) Bottle design and Quality					
7) providing fridge					
8) Adequate Supply					

20) what is the demand and preference of the people

Particulars	Good	ok	Poor
Coco-cola			
Pepsi			
Fanta			

ANNEXURE-II RESEARCH ARTICLE

A STUDY ON SUPPLY CHAIN EFFICIENCY AMONG SOFT DRINKS RETAILERS WITHSPECIAL REFERENCE TO THOOTHUKUDI DISTRICT

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ABSTRACT

This research report is a basic study of well-known competitors in beverage industry of slake and other soft drinks. The primarypurpose of report is to find out the supply chain efficiency of the leading company in the market.

Our research is qualitative and longitudinal in nature and the methodology used to accomplish objectives are surveys,questionnaires.

We have conducted the thorough retailer analysis based on sample size of 150 people from Thoothukudi district to check out the supply chain efficiency of soft drinks leading companies among retailers.

Finally report concludes the findings and gives recommendations to understand their efficiencies and to make strategy to focusmore.

I. INTRODUCTION

A retailer is one who retails the item which means, he sells directly to the end customer. The retailer himself buys products from wholesalers and distributors. If it is beverages, most likely a retailer will buy from a distributor because the distributor visits his place to sell the item. There is also a lot of logistics involved in distribution of large items so generally distributors visit retailers. A retailer might stock only limited numberof each item.

Retail operation is term used to describe all the activities that keep the store functioning well It includes people management supply chain, store layout, cash operations, physical inventory, master data management, promotions and pricing and so on and other May include such as store design, display placement, customer service,money and credit handling.

In retail operations management refers to the task of managing retailing & logistics and finding out ways to control cost in order to transfer items from the hands of the producers to the customers some of the common problems are facing by

the retailers are consumers are choosing, multichannel buying experiences and some of theother products are attracting customers very shortly.

This research report is a basic study of well-known competitors in beverage industry of slake and other soft drinks. The primary purpose of report is to find out the supply chain efficiency of the leading company in the market.

A. SOFT DRINK INDUSTRY

Definition of soft drink

Soft drinks are non-alcoholic water-based flavored drinks that are optionally sweetened, acidulated, carbonated and which may contain fruit, fruit juice and/or salts; their flavor may derive from vegetable extracts or other aromatic substances. They constitute a defined and homogenous range, designated by a generic denomination and utilizing a single common list of additives. They include the beverages which comply with this definition, which utilize these additives and which do not claim to be part of adjacent Categories such as fruit juices and nectars, dairy drinks, mineral waters, etc.

B. INDUSTRY PROFILE

Barbara Murray (2006c) explained the soft drink industry by stating, "For years the story in the nonalcoholic sector centered on the power struggle between...Coke and Pepsi. But as the pop fight has topped out, the industry's giants have begun relying on new product flavors...and looking to noncarbonated beverages for growth." In order to fully understand the soft drink industry, the following should be considered: the dominant economic factors, five competitive sources, industry trends, and the industry's key factors. Based on the analyses of the industry, specific recommendations for competitors can then be created.

Coca-Cola and Pepsi-Cola are the two largest manufacturers of cola products, and there is a tradition of fierce competition between the two corporate giants. Just before the turn of the century, prospective soft drinks were being formulated by southern pharmacists, with an eye towards relieving indigestion. From the first decade of the twentieth century until the 1960s, the competition in the beverage industry was primarily between equals; Coca-Cola fought it out with Pepsi-Cola for market share, and juice or coffee companies competed with each other.

Remarkably enough, the two leaders in market share and product line started their climb towards market dominance within 12 years and 500 miles of each other. Coca-Cola was originally formulated by Atlanta pharmacist John S. Pemberton in 1886, and in 1898 pharmacist Caleb D. Bradham invented Pepsi-Cola, in New Bern, North Carolina (Hoover, 2005).

The real growth of both Coca-Cola and Pepsi-Cola, from soda fountain drinks to nationally known brands came with the development of the regional franchise bottling system. Between 1899 and 1929 Coca-Cola had created over 1,000 bottlers. By World War I, Pepsi-Cola had created over 300 bottlers (Hoover, 2005).

C. THE MARKET COMPETITION

Pepsi deals its business in highly competitive markets. In U.S. the Coca-Cola Company is their chief beverage competitor, which has a larger share of CSD consumption, while Pepsi have a larger share of liquid refreshment beverages consumption. Further, their snack brands hold significant leadership positions in the snack industry worldwide where they face local, regional and private label competitors, as they are national and global snack competitors, and compete on the basis of price, quality, product variety and distribution. This competitive environment is dependent on effective promotion of existing products, the introduction of new products and the effectiveness of their advertising campaigns, marketing programs and product packaging. They believe that the strength of their brands is by their innovation and marketing strategy that are coupled with the quality of

products and flexibility of their distribution network, that allow them to compete effectively.

D. MARKETING STRATEGIES OF PEPSI AND COLA

Coke and Pepsi are playing active role in social media that has built up a bank of trust with their audiences. Pepsi decided to launch its "Refresh Everything" campaign in which it asked its "fans" to come up with ideas to "refresh the world" under various categories. Their main focus was on building trust with their customers which made them to give preference for customer's ideas by making them to express about their views. Pepsi screens and posts them on the website. Visitors vote on them. Then, after considering the votes, Pepsi selects which ones to fund. With grants ranging from \$5,000- \$250,000, Pepsi plans to spend a total of \$15.6 million on the year-long program, which ends next January. Coca-Cola also has been working in many different ways to use social media to create trust among the customers' relationship. example, Coke has the second most popular page on Face book (after President Obama's) with more than 5 million fans (Sviokla, john 2010).

E. LOGISTICS NETWORK STRATEGY

The logistics strategy is being worked best in order to satisfy the customers with the ease of distribution of products. Direct-Store-Delivery (DSD) delivers snacks and beverages directly to retail stores where the products are merchandised by their employees... DSD is especially well-suited to products that are in-store promotion and merchandising. Their products are brought to market through DSD, customer warehouse and foodservice and vending distribution networks. The distribution system being followed depends on customer needs, product characteristics and local trade practices. Customer Warehouse products are delivered from their manufacturing plants and warehouses to customer warehouses and retail stores. DSD is an inexpensive system which generally works best for products that are less fragile and perishable, have lower turnover.

F. MARKET RISKS

Pepsi has been exposed to market risks that arise from adverse changes that are through:

1. Commodity prices affecting the cost of raw materials and goods.
2. Foreign exchange rates and Interest rates. The ways these risks are managed is by following a variety of strategies like productivity initiatives, global purchasing programs and hedging strategies.
3. Productivity initiatives: Identification and effective implementation of meaningful cost- saving opportunities or efficiencies

4. .Global purchasing program: Fixed-price purchase orders and pricing agreements.
5. Hedging strategies: The derivatives which include the cash flows that are used to manage commodity, foreign exchange or interest risks are classified as operating activities.

II. COMPANY PROFILE

A. KALIMARK

It was established in the year 1916, as a manufacturer and supplier of carbonated and non-carbonated drinks. Mr. R. Palani Raj is the CEO of the organization at Tirunelveli under whose headship we have scaled new heights of success. His industrious efforts have assisted us in standing among the key Flavored Carbonated Soft Drinks and Non- Carbonated Fruit Flavored Drinks. Presently managed by 4rd and 4th generation. Few products are Bovonto, Clear lemon, Fruitang, Ginger beer, Paneer soda and orange

B. MEGATRENT (Torino) is a family run organisations and have been in the bottling industry since the year 1967 as bottlers for one of the major MNC's products. Later in the year 1977 as MNC's were thrown out of the country and launched 'Torino' which is an orange flavour aerated beverage with very low gas which is its USP. In the year 2018 they have developed a new formulation of Torino with addition of apple juice concentrate.

Their distribution area covers half of Tamil Nadu. Torino is offered in the following SKU's 200ml and 300ml glass bottles, 300ml, 500ml, 1.5 liter PET bottles. They majorly cater to the districts of Madurai, Dindigul, Sivagangai, Virudhunagar, Ramanathapuram, Tirunelveli, and Tuticorin & Theni. They also have presence in areas of Salem and Erode. They are currently looking to expand their market.

C. Pepsi

PepsiCo, Inc. (commonly known as the Pepsi Company) is an American multinational food, snack, and beverage corporation headquartered in Harrison, New York, in the hamlet of Purchase. PepsiCo's business encompasses all aspects of the food and beverage market. It oversees the manufacturing, distribution, and marketing of its products. PepsiCo was formed in 1965 with the merger of the Pepsi-Cola Company and Frito-Lay, Inc. PepsiCo has since expanded from its namesake product Pepsi Cola to an immensely diversified range of food and beverage brands. The largest and most recent acquisition was Pioneer Foods in 2020 for \$1.7bn and before that it was the Quaker Oats Company in 2001, which added the Gatorade brand to the Pepsi portfolio and Tropicana Products in 1998.

D. Coca-Cola

The Coca-Cola Company is an American multinational [beverage corporation](#) incorporated under Delaware's General Corporation Law^[a] and headquartered in Atlanta, Georgia. The Coca-Cola Company has interests in the manufacturing, retailing, and marketing of non-alcoholic beverage concentrates and syrups, and alcoholic beverages. The company produces [Coca-Cola](#), the sugary drink for which it is best known for, invented in 1886 by pharmacist John Stith Pemberton. At the time, the product was made with coca leaves, which added an amount of cocaine to the drink, and with kola nuts, which added caffeine, so that the coca and the kola together provided a stimulative effect. This stimulative effect is the reason the drink was sold to the public as a healthy "tonic", and the coca and the kola are also the source of the name of the product and of the company. In 1889, the formula and brand were sold for \$2,300 (roughly \$68,000 in 2021) to Asa Griggs Candler, who incorporated The Coca-Cola Company in Atlanta in 1892.

III. OBJECTIVE OF THE STUDY

Primary Objective

- To study the factors influencing the retailer performance.
- To compare the retailer opinion with various soft drinks companies.
- To analyze opinion of the retailer towards slakes products.

Secondary Objective

- To recognize whether the retailers are getting adequate profits, timely delivery of products.
- To provide and to know whether there is a demand for the product in the market
- To know whether the retailers are satisfied with the present business strategy of soft drinks

A. NEED OF THE STUDY

An efficient supply chain is one that can make the most optimum use of its resources including financial, human, technological or physical. This results in reducing operational costs for materials and packaging and reduces time wastage. Implementing a timely supply chain management analysis gives companies the opportunity for optimization of their existing operations and resources through data-driven decisions. Achieving a profitable business with a lean yet strong supply chain performance is the dream of every enterprise.

B. SCOPE OF THE STUDY

The scope of supply chain management is quite broad. Since the supply chain encompasses multiple aspects such as manufacturing, warehousing, packaging, transportation &

delivery, IT, logistics, etc. An efficient supply chain is one that can make the most optimum use of its resources including financial, human, technological or physical. This results in reducing operational costs for materials and packaging and reduces time wastage.

C. LIMITATIONS OF THE STUDY

- Geographical scope is confined to Thoothukudi city.
- The study is based on factors influencing retailer performance regarding softdrinks
- The data is collected for the research through primary data and secondary data given by the respondents
- Due to time and others restrictions the study has been limited 102 respondents only

IV. REVIEW OF LITERATURE

Coca-Cola continued its growth through the 1930s and 1940s with clever advertising slogans and expansion of its bottling plants overseas during World War II. They acquired Minute Maid in 1960, and introduced Sprite and Tab during the next three years (Hoover, 2005). Sprite has become the world's number one lemon-lime soft drink, and Tab, the original diet cola, is only one of a number of popular diet drinks (2009 Coca-Cola Annual Report).

In the 1980s, the company acquired Columbia pictures, and several other entertainment companies. These were subsequently sold to Sony in 1989. In 1986, the company consolidated its U.S. bottling operations into Coca-Cola Enterprises (CCE) and sold 51% of the shares to the public. The 90s has seen Coca-Cola forming separate operations for Moscow, Africa, and India (Hoover, 2005). Coca-Cola has also purchased 30% of Femsu, Mexico's biggest soft drink company, and plans to re-enter South Africa's soft drink market by buying National Beverage Service, which has marketed Coca-Cola's products in the past (2009 Coca-Cola Annual Report).

In 1994, Coca-Cola kept pace in the United States with the introduction of Powerade, their entry in the sports drink market to counter Pepsi-Cola's purchase of Ocean Spray. In the same year Coca-Cola launched their Fruitopia fruit drinks into the beverage market (Hoover, 2005). Fruitopia was named by Time magazine, one of 1994's ten best products (Lukasick, 2007, p.48).

Coca-Cola Classic alone, accounted for at least 20% of market share of all soft drinks purchased in the United States, from 1991 through 1994. Coca-Cola's market share had been creeping at a steady rate from 20% in 1991, to 20.4 % in 1994. Over all, Coca-Cola captured 41.3% of the total soft drink market in 1993, with total sales over \$13 million (Lukasick, 2007, p.49).

In 2009, the Company generated \$8.2 billion in cash from operations, up 8 percent from 2008 and marking the first time Coca-Cola has surpassed the \$8 billion mark. Coca-Cola reinvested \$2 billion back into the business, repurchased \$1.5 billion in Company stock and paid \$3.8 billion to shareowners through dividends. Indeed, 2009 marked the 47th consecutive year of increased dividend payments (2009 Annual 10-K Filing, 2010).

Pepsi-Cola's rise to prominence in the beverage industry has not been as steady and straightforward as Coca-Cola. The original owner/operator of Pepsi-Cola, Caleb D. Bradham lost control of his company in 1923, when the price of sugar dropped. The Loft Candy Company eventually took over Pepsi-Cola in the 30s, and over the next two decades scored a number of marketing coups. In the middle of the Depression, Pepsi-Cola doubled the size of its bottles, while keeping the price the same. In 1939, Pepsi-Cola introduced the world's first radio jingle, "Pepsi-Cola hits the spot...", and in 1948 Pepsi-Cola started to produce drinks in cans (Hoover, 2005).

Beginning in the mid-60s Pepsi-Cola began to diversify, by buying up successful players in the fast food industry. They began their purchases with Frito-lay in 1965, continued with Pizza Hut in 1977, Taco Bell in 1978, and have continued with Kentucky Fried Chicken in 1986.

Like Coca-Cola, Pepsi-Cola has extended its product line to meet consumer demand. In 1991 Pepsi-Cola formed a venture with Lipton, to produce ice teas, as Coca-Cola had done with Nestle (Hoover, 2005). Pepsi-Cola has also test marketed their Drenchers brand of fruit juices to counter Coca-Cola's highly innovative Fruitopia drinks (Lukasick, 2007, p.51).

Although Pepsi-Cola has consistently been a player in the beverage industry, always coming in as number two in essentially a two company race, their percentage of overall market share has begun to slip. In 1991, sales of regular Pepsi-Cola had 18.4% of the market share; by 1992 this figure was reduced to 18%. In 1993, the figure had fallen to 17.7 % and in 1994 had begun to recover to 17.8% of market share. Still, Pepsi-Cola's entire soft drink and beverage line captured 30.9% of the market in 1993. PepsiCo's total sales for 1993 topped \$25,021 million. Only Pepsi-Cola's Mountain Dew which grew 75% in total volume from 1988 to 1994 is on track to eclipse any similar product that Coca-Cola has to offer (Lukasick, 2007, p.53).

Coca-Cola is a non-alcoholic drink that is marketed as a joyful and refreshing drink for all age groups. Coca-Cola Company's mission statement is to refresh the world, inspire moments of optimism and create value ("Our Company," 2009). Coca-Cola's values include leadership, collaborations, integrity and accountability but Coca-Cola's practices have serious implications that contradict its values. Prospect theory gives marketers the chance to use the customers' risk-averse behavior to

steer their decision toward a profitable choice for the company. Company practices are legal and ethical because the choice was made by the customers who build it on their internal risk-averse behavior (Novemsky & Kahneman, 2005).

Coca-Cola Company has more than 400 non-alcoholic beverages that include Coke, with distribution and bottling operations in 200 countries (Holcomb, 2008). Coca-Cola brand strength is supported by its worldwide distribution and availability (Peter & Donnelly, 2006). Coke is the most famous soft drink produced by Coca-Cola Company and is consumed around the world. Coca-Cola Company stated that their products are tested using European standards and did not break any laws in India. However, Coke was found containing pesticides 24 times higher than the European standard by an Indian laboratory, which Coca-Cola discredited.

The principle "let the buyer beware" is opposite to the relationship marketing principle in which the seller seeks long-lasting relationship with the customer. The relationship is maintained by stating the facts and giving the necessary information to the customer. Relationship marketing takes part of the risk to prevent any risk that the buyer may encounter from the selling and buying experience. "The relationship marketing strategies are concerned with the development and enhancement of relationships with a number of key markets" (Šimberová, 2007, p. 207). Marketers should not subscribe to the caveat emptor principal because it makes the relationship between the seller and the buyer deteriorate. Inks, Avila and Chapman (2004) found that buyers are more ethically sensitive to unethical behavior. Buyers have stronger negative reaction to lying when this lying was from the seller; however, the buyers were less sensitive to their deceit (lying) because they justify it with the resulting low price.

Companies seek customer's commitment by deferent means; however customer commitment can result from satisfying the customer by offering him or her good product or service in exchange for his or her money. Satisfaction comes from product quality and service quality, which is supported by price fairness (Worrall, Parkes & Cooper, 2004). Polk (2008) state that managers should be accountable for the company's innovations and the change it leads to successfully. Managers should abandon old ideas when they become a threat to the organization but learn that failures are opportunities to learn. Peter Drucker stated that the organizations profit is necessary to supply capital for future innovation and expansion (Drucker, 2004).

Chiong-Ju and Wen-Hung (2008) listed different tactics the retailers use to enhance customer loyalty that branch from financial, social and structural bonding activities. Financial bonding includes discounts and interest rate. Social bonding is the relationship created between the two parties during a business interaction and follow up interactions (Chiong-Ju & Wen-Hung,

2008). The final tactic is structural in which the organization set up rules, policies and procedures to structure its relationship with the customers.

Survey of 205 companies reported that more than 50% of surveyed companies are generating 75% of their sale from the existing customers (Carter, 2008). Customer loyalty is important because almost all of the companies had lost a top customer to a competitor in the last three years (Carter, 2008). The surveyed companies measure their customers' retention that indicates the company's awareness of the customer retention importance (Carter, 2008). The most important finding of Carter (2008) survey was the strong link between customer retention and customer satisfaction. Companies would benefit of generating 75% of their sale from a satisfied and retained customer. On the contrary, East, Hammond, and Gendall (2006) state that customer retention importance is overvalued and companies should target customer acquisition strategy. Customer retention strategy gains are less than customer acquisition according to East, Hammond, and Gendall (2006).

Carbonates majors maintain dominance with respect to soft drinks where as the competitors of PepsiCo have a greater market share in the shaping of energy drinks and lemon flavored drinks. Domestic players adopt for the development of health-oriented drinks. National brands engage in rebranding strategies to revive sales growth whereas several leading soft drinks brands made use of extensive marketing campaigns to revive fledging volume sales in 2010 with a difference in product

V. RESEARCH METHODOLOGY

A. DESIGN OF THE STUDY

The design of the study is an important component of research. In order to fulfill the objectives of the study, an appropriate methodology for conducting the study is inevitable. In this chapter the methodology adopted for the present study including the selection of study area and respondents, the methods of data collection and the different tools of analysis used are discussed.

B. SAMPLING DESIGN

The Sample Size was fixed to 150 respondents

C. SELECTION OF STUDY AREA

Since Thoothukudi district is the native of researcher, this district was selected for the present study.

Thoothukudi district is divided into 8 taluks for administration purpose and 12 revenue blocks for rural and urban developments. The 8 taluks are Thoothukudi, Thiruchendur, Sathankulam, Srivaikundam, Ottapidaram, Kovilpatti, Ettayapuram

and Vilathikulam. The 12 revenue blocks are Thoothukudi, Thiruchendur, Udangudi, Sathankulam, Srivaikundam, Alwarthirunagari, Karunkulam, Ottapidaram, Kovilpatti, Kayathar, Vilathikulam and Pudur

Since the present study is on Efficiency of Supply Chain Management towards soft drinks, two Taluks namely Thoothukudi and Thiruchendur were selected for the study.

D. SELECTION OF RESPONDENTS

For collecting the primary data one Revenue block from Thoothukudi taluk viz., Thoothukudi and one Revenue block from Thiruchendur taluk viz., Thiruchendur were selected randomly.

In total, 150 respondents were selected, 75 respondents from each blocks mentioned above. The distributions of sample

$$\text{Percentage of the Respondents} = \frac{\text{No. of Respondents}}{\text{Total No. of Respondents}} \times 100$$

respondents are given in the below table

3.7.3

Distribution of respondents in the study area

S. No.	Taluk	Revenue Block	Number of respondents
1.	Thoothukudi	Thoothukudi	75
2	Thiruchendur	Thiruchendur	75
		Total	150

E. PERIOD OF STUDY

Collection of data was done during December 2021 to February 2022.

F. METHODS OF COLLECTION OF DATA

In order to get an insight into physical and economic environments of the blocks, a reconnaissance survey of the blocks was undertaken. The primary data required for the study were collected through personal interview with the help of pre-tested comprehensive interview schedule. The schedules was prepared, covered aspects such as name, age, education experience and other Supply chain related factors etc. The data collected were tabulated, processed and subjected to statistical analysis.

To understand the basic characteristics of this research in the study area, some data about soft drink and its major players were collected from published and unpublished records available in various sources.

G. METHODS OF ANALYSIS

The data collected in the schedules were tabulated for subsequent analysis. Keeping in view the objectives of the study, appropriate methods of analysis were employed to the collected data by using SPSS and the results were discussed in the 4th chapter.

H. TOOLS OF ANALYSIS

Tools used for the analysis are:

I. PERCENTAGE ANALYSIS

One of the simplest methods of analysis is the percentage method. It is one of the traditional statistical tools. Through the use of percentage, the data are reduced in the standard form with the base equal to 100, which facilitates comparison.

The formula used to compute Percentage analysis is,

J. FACTOR ANALYSIS

Factor analysis is a statistical method used to describe variability among observed variables in terms of a potentially lower number of unobserved variables called factors. Factor Analysis can be used to identify hidden dimensions or constructs which may not be apparent from direct analysis.

K. CHI-SQUARE TEST

The chi-square test is defined for the hypothesis:

H₀: The data do not follow a specified distribution H₁:

The data follow the specified distribution

There may be situation in which it is not possible to make any rigid assumption about distribution of the population from which samples being drawn. This limitation has led to the development of a group of alternative techniques known as non-parametric tests. Chi-square describes the magnitude of the discrepancy between theory and observation It is a measure to study the divergence of actual and expected frequencies. It is 2, Greek letter chi. it describes the discrepancy represented by the symbol theory and observation. The formula used is,

$$Y^2 = \sum \frac{(O-E)^2}{E}$$

Where "O" is the observed Frequency "E" is the expected Frequency

L. CORRELATION TECHNIQUE

Correlation is a statistical technique that can show whether and how strongly pairs of variables are related. The main result of a correlation is called the correlation coefficient (or "r"). It

ranges from -1.0 to +1.0. The closer r is to +1 or -1, the more closely the two variables are related. If r is close to 0, it means there is no relationship between the variables. If r is positive, it means that as one variable gets larger, the other gets smaller (often called an inverse correlation).

M. DESCRIPTION OF THE STUDY AREA

In this chapter, detailed information about study area such as location, demographic details, physiography, rainfall, irrigation details, land utilization pattern, cropping pattern, crop rotation, land holding pattern, infrastructural facilities, financial and marketing facilities available in Thoothukudi district are presented. This information helps to understand the present study in proper perspective and for effective interpretation of results.

N. LOCATION

The Thoothukudi District is located on the extreme southern parts of Tamil Nadu and it was carved out of Tirunelveli District on 20 October 1986. The district is located between 0.8 and 45 of the northern latitude and 78 and 11 of the eastern longitudes. The district is roughly triangular in shape and is bounded by Virudhunagar and Ramanathapuram districts in the north, Gulf of Mannar in the east and Tirunelveli district in the south and west. The total geographical area of the district is 4,621 sq.km constituting about 3.5% of the state. It has got a coastal line of 121 kms.

O. DEMOGRAPHIC FEATURES

Tamil is the main language spoken here, whilst English is also widely used. As per the 2001 census, the total population of

the district was 1,572,273. Hindus form the majority of the population (78.58%), followed by Christians (16.71%), Muslims (4.63%) and others (0.08%).

This district is divided into 8 taluks for administration purpose and 12 revenue block for rural and urban developments. The 8 taluks are Thoothukudi, Thiruchendur, Sathankulam, Srivaikundam, Ottapidaram, Kovilpatti, Ettayapuram and Vilathikulam. The 12 revenue blocks are Thoothukudi, Thiruchendur, Udangudi, Sathankulam, Srivaikundam, Alwarthirunagari, Karunkulam, Ottapidaram, Kovilpatti, Kayathar, Vilathikulam and Pudur.

POPULATION IN THOOTHUKUDI DISTRICT

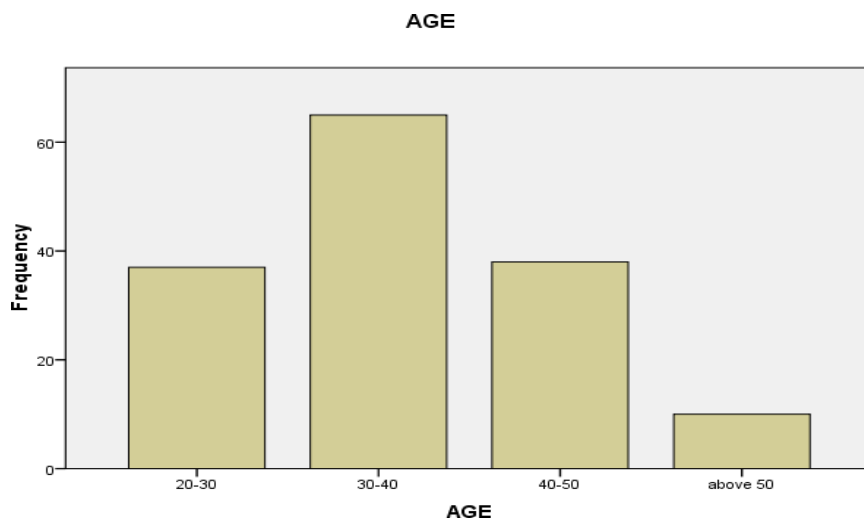
Sl. No.	Name of the Taluk	Male	Female	Total
1.	Thoothukudi	203368	201995	405363
2.	Tiruchendur	138040	153388	291428
3.	Kovilpatti	128711	133538	262249
4.	Sathankulam	43692	53128	96820
5.	Srivaikundam	93472	98411	191883
6.	Vilathikulam	66743	68542	135285
7.	Ottapidaram	57201	58053	115254
8.	Ettayapuram	35596	38395	73991
TOTAL	District Total	766823	805450	1572273

VI. DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

TABLE 1. AGE WISE CLASSIFICATION OF THE RESPONDENTS

Age	Frequency	Percent
20-30	37	24.7
30-40	65	43.3
40-50	38	25.3
above 50	10	6.7
Total	150	100.0

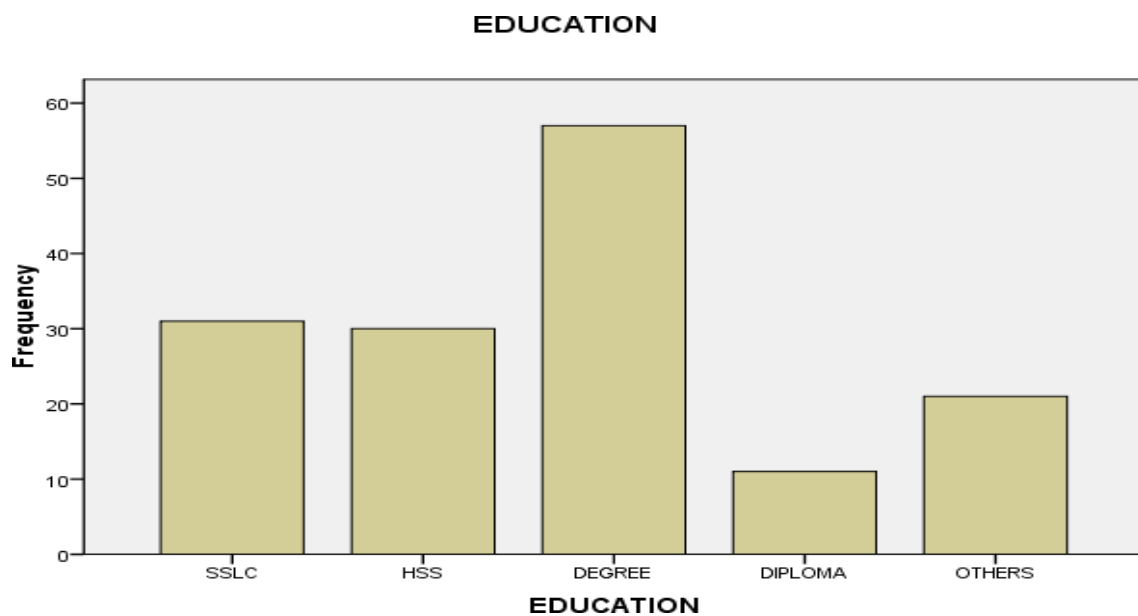


INTERPRETATION:

It is founded that the 24% of the respondents fall under the age category of 20-30yrs, 43% of the respondents fall under the age category of 30-40yrs, 25% of the respondents fall under the age category of 40-50yrs, 6% of the respondents fall under the age category of above 50yrs.

TABLE 2. EDUCATION WISE CLASSIFICATION OF THE RESPONDENTS

Education	Frequency	Percent
SSLC	31	20.7
HSS	30	20.0
DEGREE	57	38.0
DIPLOMA	11	7.3
OTHERS	21	14.0
Total	150	100.0

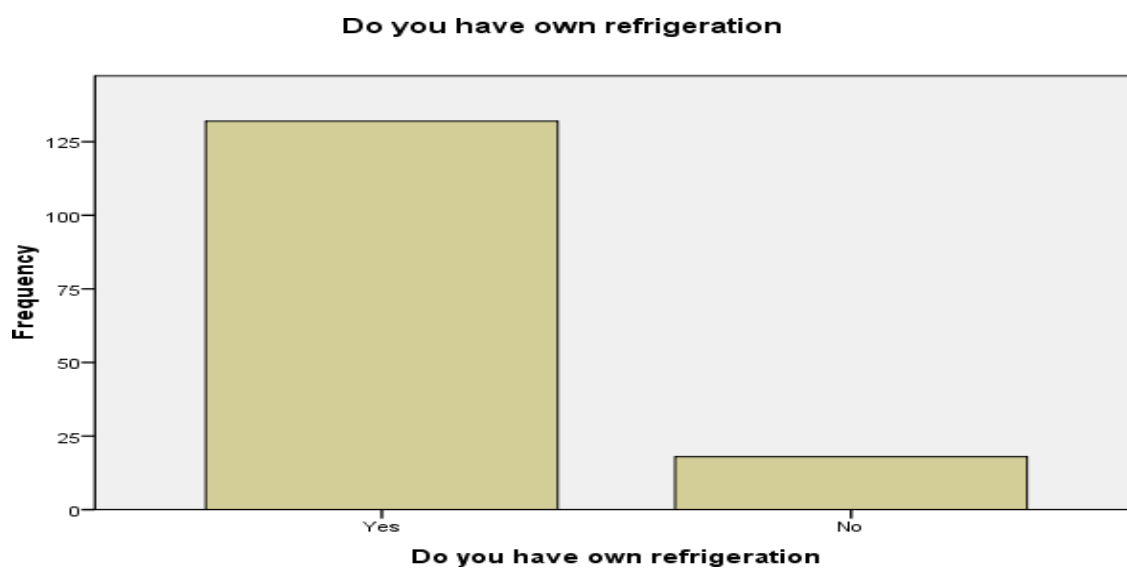


INTERPRETATION:

From the research it is founded that 20% of the respondents fall under the Education category of SSLC, 20% of the respondents fall under the Education category of HSC, 38% of the respondents fall under the Education category of DEGREE, 7% of the respondents fall under the age category of DIPLOMA, 6% of the respondent under the education category of OTHERS.

TABLE 3. OWNERSHIP OF THE REFRIGERATOR

Refrigeration	Frequency	Percent
Yes	132	88.0
No	18	12.0
Total	150	100.0

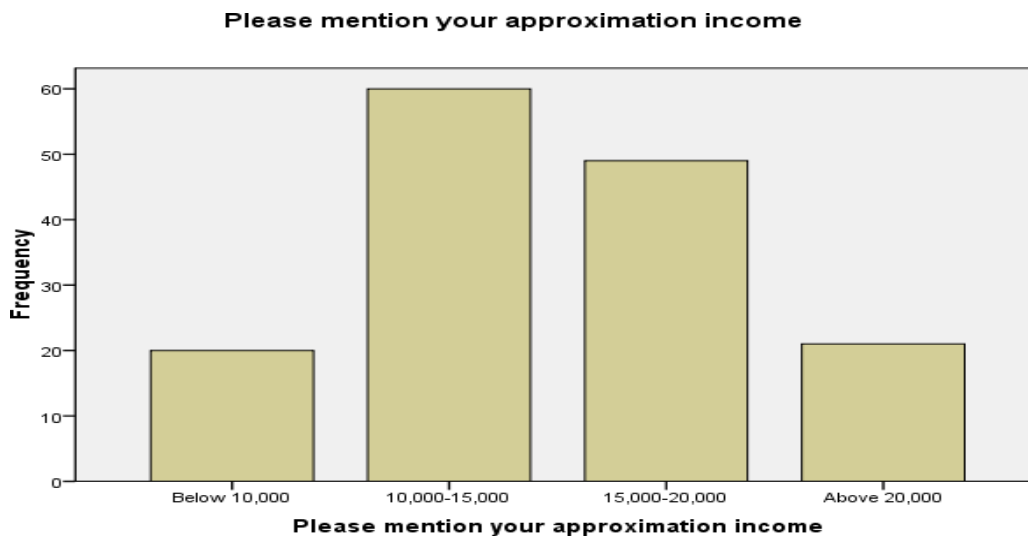


INTERPRETATION:

From the above table, 88% of the respondents are having own Refrigerators, 12 % of the respondents are not having own refrigerators.

TABLE 4. INCOME DISTRIBUTION OF THE RESPONDENTS

Income	Frequency	Percent
Below 10,000	20	13.3
10,000-15,000	60	40.0
15,000-20,000	49	32.7
Above 20,000	21	14.0
Total	150	100.0



INTERPRETATION:

From the research Observed that 13% of the respondents fall under the Income category of Below 10,000, 40% of the respondents fall under the Income category of 10,000-15,000, 32% of the respondents fall under the Income category of 15,000-20,000, 14% of the respondents fall under the Income category of Above 20,000.

TABLE 5. EXPERIENCE WISE CLASSIFICATION OF THE RESPONDENTS

Experience	Frequency	Percent
1-3	6	4.0
3-5	20	13.3
5-7	59	39.3
7-9	38	25.3
above 10	27	18.0
Total	150	100.0



INTERPRETATION:

It is clear from the above table, 4% of the respondents fall under the Experience category of 1-3yrs, 13% of the respondents fall under the Experience category of 3-5yrs, and 39% of the respondents fall under the Experience category of above 10yrs.

TABLE 6. NATURE OF RETAIL SHOP

Retail shop	Frequency	Percent
Rented	80	53.3
Leased	5	3.3
Own	65	43.3
Total	150	100.0



INTERPRETATION:

As seen in the tables it can be inferred that 53% of the respondents fall under the Retail shop category of 20-Rented, 3% of the respondents fall under the Retail shop category of Leased, 43% of the respondents fall under the Retail shop category of Own.

TABLE 7. WILLINGNESS TO DEAL WITH/CONTINUE WITH SLAKE PRODUCT IN FUTURE

Deal with/continue slake product in future	Frequency	Percent
Highly not Interested	3	2.0
Not Interested	84	56.0
Interested	28	18.7
Highly Interested	34	22.7
Total	149	99.3
System	1	.7
Total	150	100.0

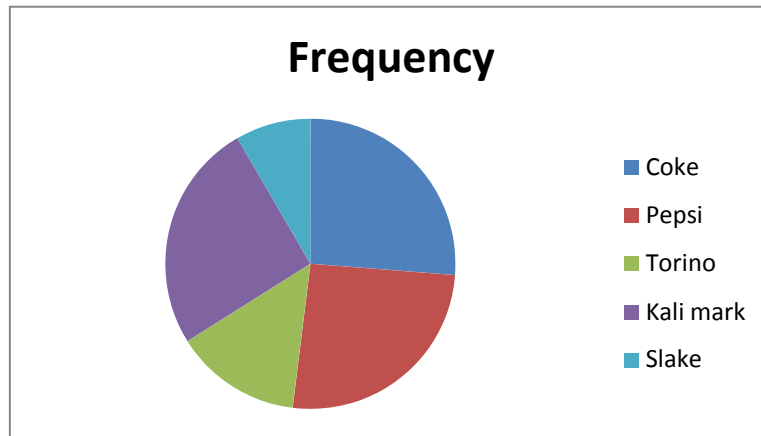


INTERPRETATION:

Observed that From the above table,2% of the respondents fall under the deal with/continue with slake product in future category of Highly not interested,56 % of the respondents fall under the deal with/continue with slake product in future category of not interested, 18% of the respondents fall under the deal with/continue with slake product in future category of Interested, 22% of the respondents fall under the deal with/continue with slake product in future category of Highly interested.

TABLE 8. FREQUANCY OF THE BRAND DEALING

Brands	Frequency	Percent
Coke	147	98
Pepsi	144	96
Torino	79	53
Kali mark	143	95
Slake	47	32



INTERPRETATION

It is inferred that 98% of the respondents are dealing with Coke products, 96% of the respondents are dealing with Pepsi, 53% of respondents are dealing with Torino, 95% of the respondents are dealing with Kalimark, 32% of the respondents are dealing with Slake products.

VII. FINDINGS OF THE STUDY

A. Demographical Findings

- From the research it is found that more of the respondents under the age category of 30-40yrs.
- From the research it is found that more of the respondents under the education category of DEGREE.
- From the research it is found that more of the respondents are have own refrigerator.
- From the research it is found that more of the respondents under the income category of 10,000-15,000.
- From the research it is found that more of the respondents under the experience of above 10yrs.
- From the research it is found that more of the respondents under the retail shop of rented.

B. Analytical findings

- Most of the retailers are not interested to deal/continue with slake products.
- Most of the retailers are satisfied on coke price in that particularly under the age category of 20-30yrs.
- From the research it is found that most of the retailers are satisfied on Coke, Pepsi, Kalimark and Torino price in this particularly under the age category of 30-40yrs.
- Most of the respondents are satisfied on Coke, Pepsi, Kalimark, and Torino supply in this particularly under the income of 10,000-15,000.
- Most of the respondents says that the quality of Coke, Pepsi, Kalimark and Torino are good in this particularly under the experience category of 5-7yrs.
- Many of the respondents are answer that sales man approach of the Coke & Kalimark is good and Pepsi & Torino is ok in this particularly under the education category of DEGREE holders.
- From the research it is found that most of the respondents are answer that offer and gifts of Coke & Pepsi is good but Kalimark & Torino is poor in this particularly under the experience category of 5-7yrs.

- Most of the respondents are having own refrigerators, refrigerator providing Coke & Pepsi is good but Kalimark & Torino is poor.
- Bottling quality of the Coke, Pepsi & Kalimark is good but Torino is poor in this category of age of 30-40yrs.
- From this research it is found that most of the respondents are says that bottling design of the Coke, Pepsi & Kalimark is good but Torino is poor in this income category of 10,000-15,000.

VIII. CONCLUSION

- From this study retailer performance towards soft drinks with special reference to slake. The researcher has concluded that the retailers give more preference to coke, Pepsi, Kalimark than slake this is due to the lack of advertisement of slake. That the quality and offer and gifts are satisfactory to the retailers.
- The sales man approach of the slake is very good this company not providing refrigerator but other company like coke, Pepsi are providing refrigerator to the retailer.

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