

Market Research on Distribution System of Pepsi

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INDUSTRY PROFILE

PepsiCo is a multinational food and beverage corporation that operates in over 200 countries. The company was formed in 1965 through the merger of Pepsi-Cola and Frito-Lay, and has since expanded its portfolio to include a wide range of popular brands, such as Pepsi, Mountain Dew, Gatorade, Tropicana, Quaker Oats, Lay's, Doritos, and many others.

In terms of revenue, PepsiCo is one of the largest food and beverage companies in the world, with annual revenues of over \$70 billion in 2020. The company is organized into three main business units: PepsiCo Beverages North America, PepsiCo Beverages International, and Frito-Lay North America.

PepsiCo Beverages North America is responsible for producing and distributing PepsiCo's portfolio of non-alcoholic beverages in the United States and Canada. The unit offers a wide range of products, including carbonated soft drinks, juices, sports drinks, teas, and bottled water.

PepsiCo Beverages International is responsible for PepsiCo's non-alcoholic beverage business outside of North America. The unit operates in over 180 countries and offers a wide range of products tailored to local tastes and preferences.

Frito-Lay North America is responsible for producing and distributing PepsiCo's portfolio of snack foods in the United States and Canada. The unit offers a wide range of products, including potato chips, corn chips, pretzels, and other snack foods.

In recent years, PepsiCo has focused on diversifying its product portfolio and expanding into healthier and more sustainable products. The company has set ambitious sustainability targets, including a commitment to using 100% renewable electricity in its operations by 2030 and reducing greenhouse gas emissions across its value chain by 40% by 2030.

Absence of contemporary competitive brand.

It is not accurate to say that there is an absence of contemporary competitive brands to Pepsi. The soft drink industry is highly competitive, and there are several other major players in the market that compete with Pepsi, including Coca-Cola, Dr. Pepper Snapple, and Keurig Dr. Pepper.

Coca-Cola, in particular, is a direct competitor of Pepsi and holds a similar market share. Both companies have a strong presence in the carbonated soft drink segment, and they also compete in other beverage categories such as sports drinks, juices, and teas.

Additionally, there are several emerging brands in the market that are gaining popularity and pose a potential threat to Pepsi's market share. For example, companies such as Bai, Sparkling Ice, and LaCroix have gained traction in the flavored sparkling water category, which is a growing segment of the beverage industry.

Therefore, while Pepsi is a major player in the industry, there are several contemporary competitive brands that the company must compete against.

Absence of contemporary competitive brand of pepsi in india.

PepsiCo faces competition from several contemporary brands in the Indian market, particularly in the soft drink category. Coca-Cola,

Thums Up, Sprite, Limca, and Fanta are all significant competitors of PepsiCo in India. Coca-Cola is the largest rival of PepsiCo in India and has a similar market share.

There are also emerging brands in the Indian market that are gaining popularity and pose a potential threat to Pepsi's market share. For example, brands such as Paper Boat and Raw Pressery have gained traction in the juice and juice-based beverages category, while other brands such as Bisleri and Kinley have a strong presence in the bottled water segment.

In addition to these brands, local and regional brands also pose a competitive threat to PepsiCo in India. These brands often have a better understanding of the local market and consumer preferences and can offer products that are more tailored to the Indian market.

Therefore, while PepsiCo is a major player in the Indian market, there are several contemporary competitive brands that the company must compete against to maintain its market share.

Scope of work

The exploration was carried on in the western region of Delhi. It's confined to Delhi where it has got 220 retailer outlets & hospices and 1 distributor. I've visited outlets directors as per the list given to me hard my position, different small & big out letsetc.

EXPLORATION METHODOLOGY

PepsiCo entered the Indian market in 1989 and has since become one of the leading food and beverage companies in the country. The exploration methodology used by PepsiCo to enter and expand in the Indian market can be described as follows:

1)Market Research: Prior to entering the Indian market, PepsiCo conducted extensive market research to understand the local market and consumer preferences. This research helped PepsiCo identify key opportunities and challenges in the Indian market.

2)Joint Venture: To enter the Indian market, PepsiCo formed a joint venture with local partners, including the R.P. Goenka group and the Punjab government-owned Punjab Agro-Industrial Corporation. This allowed PepsiCo to leverage the local knowledge and expertise of its partners and to navigate the complex regulatory environment in India.

3)Localization: PepsiCo localized its products to suit the Indian market. For example, the company introduced new flavors such as Mango and Jeera (cumin) in addition to its global portfolio of products. PepsiCo also launched new products specifically for the Indian market, such as Lehar Pepsi, a carbonated soft drink made with local ingredients.

4)Marketing and Promotion: PepsiCo invested heavily in marketing and promotion to build brand awareness and loyalty in the Indian market. The company used a range of marketing channels, including television, print, and digital media, to reach consumers across the country.

5)Distribution Network: PepsiCo built a strong distribution network in India to ensure its products were available in even the most remote areas of the country. The company worked with local distributors and retailers to establish a wide network of distribution points and implemented innovative distribution strategies such as the use of bicycle vendors and rural fairs to reach consumers in rural areas.

Overall, PepsiCo's exploration methodology in India involved a combination of market research, localization, joint venture partnerships, marketing and promotion, and a strong distribution network to successfully enter and expand in the Indian market.

RESEARCH DESIGN

The research design for Pepsi in India would depend on the specific research objectives and questions that the company wants to answer. However, a general research design that Pepsi could use in India could involve the following steps:

WAY

1. Define the Research Problem: The first step in designing a research study is to define the research problem. Pepsi would need to clearly articulate the specific research question or problem they want to address, such as understanding consumer preferences for specific beverage categories, identifying new product development opportunities, or evaluating the effectiveness of marketing campaigns.
2. Develop a Hypothesis: Once the research problem is defined, Pepsi can develop a hypothesis to guide the research. The hypothesis should be a tentative explanation for the research problem that can be tested through data collection and analysis.
3. Determine the Research Method: Pepsi would need to decide on the most appropriate research method based on the research objectives, budget, and time frame. The research methods could include surveys, focus groups, in-depth interviews, observational research, or experiments.
4. Sample Selection: Once the research method is chosen, Pepsi would need to determine the appropriate sample size and sampling method. The sample should be representative of the population of interest, such as beverage consumers in a specific region or demographic group.
5. Data Collection: Pepsi would collect data using the chosen research method, which could involve administering surveys, conducting focus groups, or using other methods. Data collection should be done systematically to ensure the accuracy and reliability of the data.
6. Data Analysis: After collecting the data, Pepsi would need to analyze it to answer the research question or test the hypothesis. This could involve statistical analysis, coding and categorizing data, or using other analytical techniques.

SECONDARY DATA

Secondary data refers to data that has been collected by someone else for a different purpose and is publicly available for use. This data can come from a variety of sources, including government agencies, research firms, industry associations, and academic institutions. Secondary data can include a wide range of information, such as demographic data, market research reports, industry statistics, and historical data.

EXPLORATION INSTRUMENTS

I've used the Each Retail Outlets, Dealer distance in my exploration process which had been precisely designed keeping all ideal in mind. utmost of the data collected in the distance are veritably close ended in nature.

Sample Frame The entire list, which contains the sample units, is known as sample frame. In this case my sample frame was member in Delhi Area.

Area Covered-

- a) Karol Bagh

- b) Sarojini Nagar
- c) Paharganj Market
- d) Khan market
- e) Lajpat Nagar
- f) Kapashera
- g) Chandni chock

CONVENIENCE SAMPLING METHOD

Personal interview is a system in which an canvasser obtains information from the repliers in face- to- face meeting. Selection of sample according to the convenience is convenience slice system.

DATA ANALYSIS & INTERPETITION

1)Which type of shop you named to vend Pepsi products?

BRANDS	NO OF DELERS	PERCENTAGE OF RESPONDENTS
SEVEN UP	3	17
PEPSI	6	41
MOUNTAN DEW	4	25
MIRENDA	3	17
SUM	16	100 PERCENTAGE

CHART REPRESENTATION



clarification

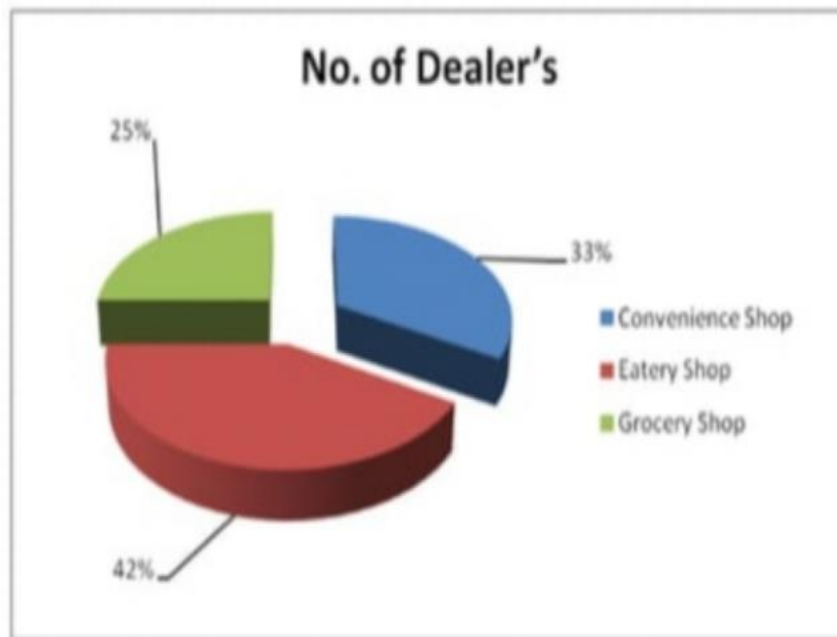
Out of 12 trader's

- It's brood up that 41 trader's like Pepsi. And, some trader's like 17 7 over, 25 Mountain Dew, 17 Mirinda So, it shows that most dealer's like Pepsi.

2)How satisfied with the credit installations of Pepsi?

SHOPS	NUMBER OF DEALERS	PERCENTAGE OF RESPONDER
GROCERY STORE	3	24
EATERY STORE	7	43
CONVENIENCE STORE	5	33
SUM	15	100 PERCENTAGE

CHART REPRESENTATION



Clarification

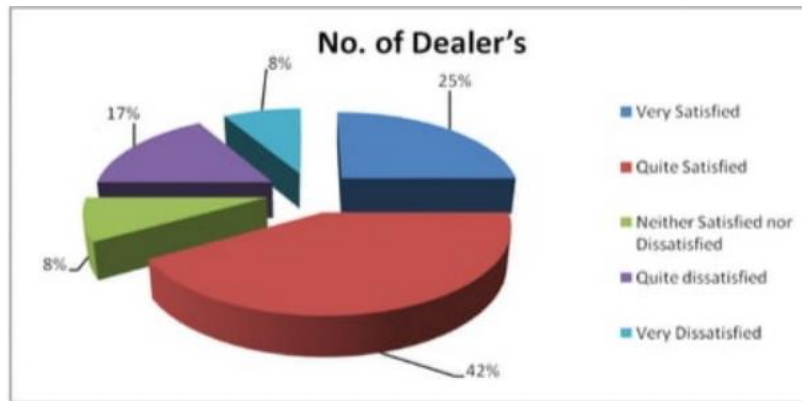
Out of 12 trader's

It's brood up that 58 trader's happy with Pepsi's Visi Cooler And, 42 are not happy with Pepsi's Visi Cooler. So, it shows that most trader's happy with Pepsi's Visi Cooler.

what's your pets C.S.D of Pepsi?

SATISFACTION LEVEL	NO OF DEALERS	PERCENTAGE OF RESPONDENTS
Very satisfied	4	24%
Quite satisfied	6	43%
Neither satisfied nor dissatisfied	2	7%
Quite dissatisfied	3	18%
Very dissatisfied	2	8%
SUM	17	100%

CHART REPRESENTATION



clarification

Out of 12 traders'

It's brood up that 8 trader's are Neither happy nor discontent.

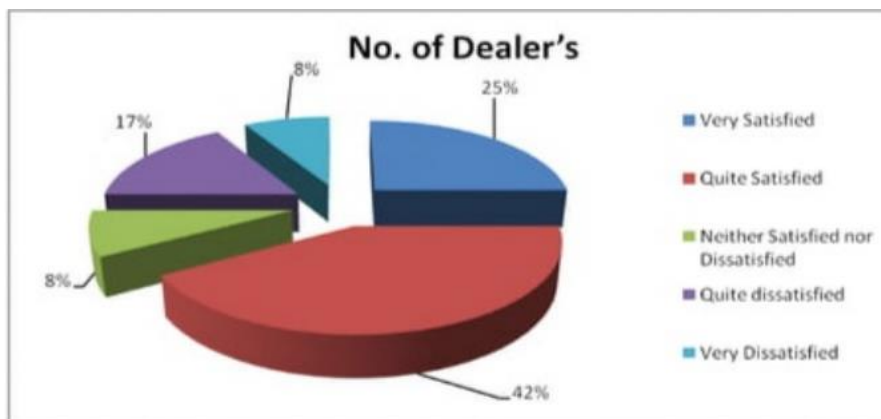
And others are 25 very happy, 42 Quite happy, 17 Quite discontent, 8 very discontent.

So, it shows that maximum Dealer 's are relatively satisfied.

5. How much you satisfied with the dealer board of Pepsi?

SATISFIED LEV	NO OF DEALERS	% OF RESPONDENTS
Very satisfied	3	16%
Quite satisfied	7	51%
Neither satisfied nor dissatisfied	2	9%
Quite dissatisfied	3	16%
Very dissatisfied	2	8%
SUM	17	100%

CHART REPRESENTATION



clarification

Out of 12 trader's

It's brood up that 8 trader's are Neither happy nor discontent.

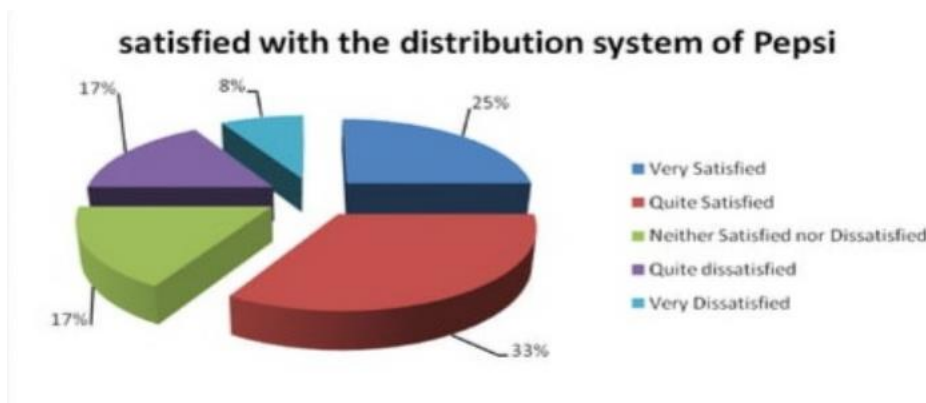
And others are 17 actually happy 8 actually discontent 17 Quite discontent 50Quite happy.

So, it shows that most trader's are happy.

6 Are you satisfied with the distribution system of Pepsi?

SATISFECTION LEVEL	NO OF DEALERS	% OF RESPONDENTS
Very satisfied	4	25%
Quite satisfied	5	33%
Neither satisfied nor dissatisfied	4	17%
Quite dissatisfied	1	17%
Very dissatisfied	2	8%
SUM	16	100%

CHART REPRESENTATION



clarification

Out of 12 traders'

It's brood up that 33 trader's are kindly happy.

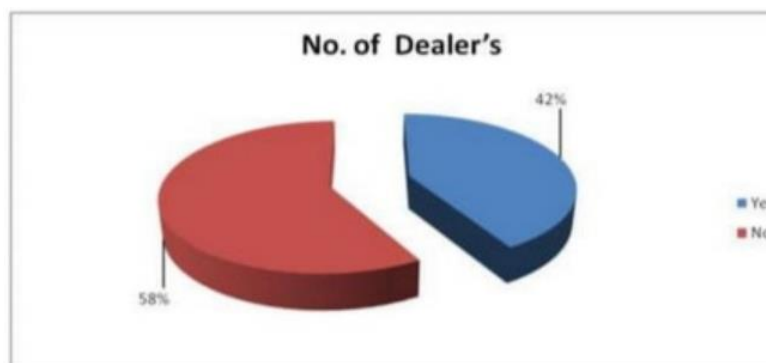
And others are 8 actually discontent, 17Quite discontent, 17 Neither happy nor discontent, 25 actually happy.

So it shows that most trader's are kindly happy with allocation network of Pepsi.

7 Does the Pepsi board make available of Pepsi products in summer season?

CHOICE	NO OF DEALERS	NO OF RESPONDENTS
YES	6	44%
NO	8	56%
SUM	14	100%

CHART REPRESENTATION



Clarification

Out of 12 traders

It's brood up that 58 traders speak no. And 42 traders speak yes

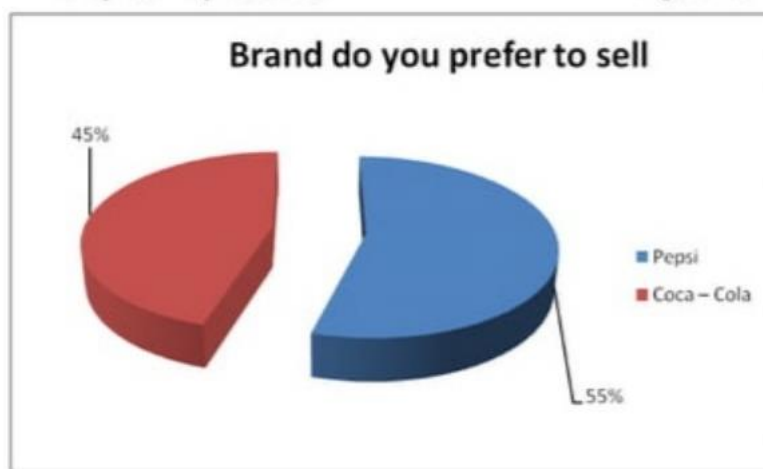
So, it shows that most traders speak Pepsi board doesn't form accessible Pepsi things in summer season..

DATA ANALYSIS & INTERPETITION

Q Which brand do you prefer to sell?

BRAND	NO OF RETAILERS	% OF RETAILERS
PEPSI	125	56%
COCA-COLA	105	44%
SUM	230	100%

CHART REPRESENTATION



Clarification

Out of 220 retailers

It's brood up that 55 Retailers like to deal PEPSI

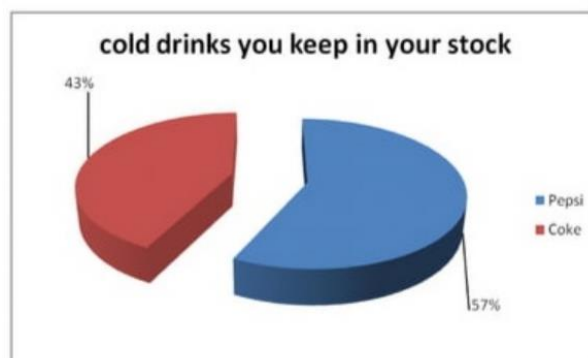
Whereas 45 Retailers like to deal COCA- COLA. So, it shows that most retailer like Pepsi.

2

BRANDS	NO OF RESPONDERS	PERCENTATGE OF RESPONDERS
PEPSI	128	58%
COKE	96	42%
SUM	124	100%

Which brand of cold drinks you keep in your stock

CHART REPRESENTATION



Clarification

Out of 220 Retailer's

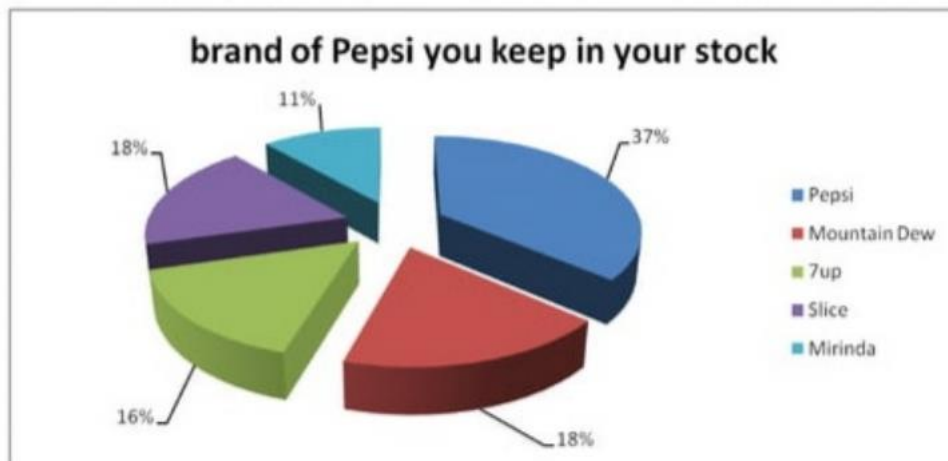
It's brood up that 57 retailer's observe farther stocks of Pepsi. And, other 43 of Coke.

So, it shows that most retailer's upkeep stock of Pepsi.

Q) Which brand of Pepsi you keep in your stock?

BRANDS	NO OF RESPONDERS	PERCANTAGE OF RESPONDERS
PEPSI	81	36%
MOUNTAIN DEW	39	19%
7UP	36	15%
SLICE	39	19%
MIRENDA	25	11%
SUM	220	100%

CHART REPRESENTATION



Clarification

18%

Out of 220 Retailer's

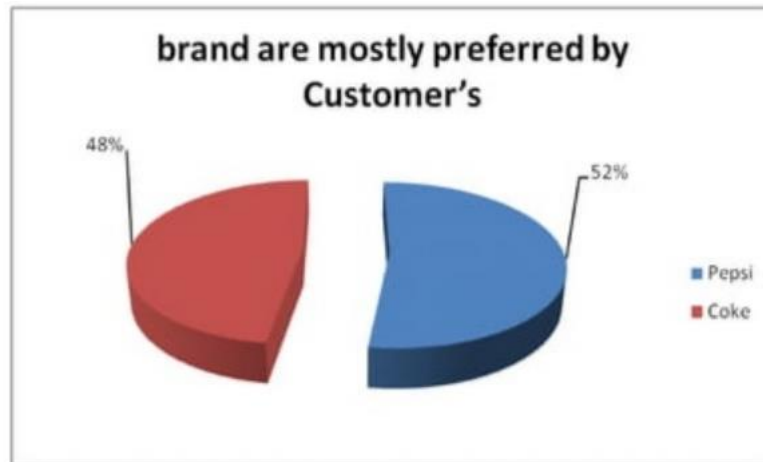
It's begin that 37 Retailer's upkeep stocks of Pepsi.

And others are keeping Mountain Dew, 7up, Slice, Miranda.

So, it shows that most retailer's keep further stocks of Pepsi

Q. 4 which brand are mostly preferred by Customer's?

BRAND	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
PEPSI	117	54.8%
COKE	108	45.2%
SUM	225	100%

CHART REPRESENTATION**Clarification**

Out of 220 Retailer's

It's brood up that 52 customer's liked Pepsi products.

And, others are liked coke products.

So, it shows that most customers preferred Pepsi products.