

Pepsi and coca cola the case of china marketing essay



**ASSIGN
BUSTER**

Dissertation Proposal – Consumer Behavior Research: A Comparative Research Analysis of Buyer Behavior of Pepsi and Coca Cola, the Case of China

Introduction

The area of research caters to customer buying behaviors of Pepsi products in China this will be in a comparative research approach and particular with consumer buying preferences for Pepsi products versus the buying behavior for Coca Cola products, Chinese perspectives. The focus on consumer behavior aspects and processes in support with certain concepts and theories that are relevant to the topic and one good basis for literature organization. The purpose of this research is to have in-depth awareness and understanding of consumer behavior tenets as one the major determinants of consumer preference when it comes to product imaging and impact. Thus, to provide readers with direct as well as first hand information of beverage choices of Chinese and find out if Pepsi is dominated by Coca Cola as according to consumers/buyers perceptions and level of preference. Aside, have a look on Chinese spending habits. According to research conducted by HK Trade Development Council (HKTDC) (2002), noted that Chinese customers show divergent opinions with respect to purchasing aspects and would prefer buying Coca Cola due to taste but buy Pepsi due to packaging promotions and cheaper price. Grey China Base Annual Consumer Study (Bates, 1998) reveals that consumers regard domestic brands as their first priority and that large majority of Chinese is still in favor of domestic brands in low-priced range (DeLong et al., 2004) however, people still tend to buy Pepsi in the markets upon providing heights to the development of beverage

brands in China. The purpose is not just merely on the literature base but more on actual execution of research is essential here of both primary and secondary approach. There can be problem with the overall composition of research as there can be issues towards previous research studies concerning to consumer behavior adaptation in China for reasons that there can be Chinese laws and regulations with regards to field research undertaking wherein there might hamper the researcher plan of gaining first hand information towards Chinese consumers/buyers of either Pepsi or Coke products. The overall purpose is to gain a deeper understanding of different international and local factors affecting consumer preferences on Chinese market. Thus, depending on consumer's age, consumers view brands differently, and have effects on international brand alone as well as in combination with Chinese advertisement and sponsorship, consumer behavior preferences factors influence the way in which Pepsi or Coca Cola is perceived, and consequently influence Chinese buying preferences. In 1994, Pepsi Company started a joint venture with a market capitalization of \$2.5 million. Soon, Pepsi became serious competitor to Coke which entered China three years earlier. Even though Coke had twice as many bottlers in China as Pepsi, it unable to vanquish the new challenger in the soft drink market. Yoon (2001, pp. 34-36) observes, ' by focusing fiercely on the youth market, Pepsi has not managed to eat into Coke's market share but also became the Chinese teenagers' favorite brand'.

Research questions

What is meant by consumer behavior? Discuss what proponents say about consumer behavior esp. with regards to attitudes and preferences in buying such products

What transpires consumer behavior research? In general and in Chinese perspectives. What is the impact of consumer behavior of beverage products in the Chinese market industry?

What are some of status and preferences of consumers' choice of products? Particular on Chinese buyer behavior of Pepsi products in comparison to Coca Cola. Research on consumer buying behavior patterns in China as such cases dealing with Pepsi and Coke

What determines the comparative research analysis? For example previous research figures of buying preferences from most recent study in percentage ratios, etc. Ensure equal distribution of research approach both qualitative and quantitative)

How and what are some of the ways to keep track of consumer behavior and preferences in China aside from cases and surveys? Probably by means of actual interviews upon buying of Pepsi or Coke products in stores and malls and have it advertise on TV/radio

Aims

For the aim of this research,

- There is a need to identify cases which accounts to consumer buying behavior patterns of Chinese in general and in specific areas that pertain to consumer of behavior of Pepsi in China as well as Coca Cola to give imperative room for the comparative analysis.
- The need to utilize concepts and theories that accounts to certain useful information of Pepsi patronage in China and be able to exercise full coverage of research design and approach complete discussions and analysis.
- Another is to identify research literature issues and or gaps from secondary based resources such as of reviewed articles and journals and several relevant books and other publications of not more than 20 years in search parameters.

Objectives

- a. To compare and contrast case based research pertaining to consumer behavior knowledge of Pepsi preferences in Chinese market versus Coca Cola with reference to consumer behavior models
- b. To analyze consumer buying behavior patterns and preferences of Pepsi versus Coke in China along with literature studies
- c. To recognize useful information of Pepsi patronage in China and be able to exercise full coverage of research design and approach complete discussions and analysis

- d. To evaluate methods and outcome effectiveness prior to the comparative approach of realizing research ideologies as well as find out the impact of consumer behavior of Pepsi in China,
- e. to examine how brand image influences consumer behavior, how Chinese consumers perceive such goods and propose how companies can counter market issues from the brand perspective of Pepsi/Coca Cola in China
- f. To ascertain any concerns and pitfalls of the overall research adaptation from both in Chinese market and business industry perspective

Methodology

Design: strategy and framework

The comparative methodology and approach will be used in this study, which is both quantitative and qualitative measure, investigating consumer buying behavior of Pepsi as well as Coca Cola in China. Comparative case study survey will modify basis for explorative research application. There will be comprehensive review of recent articles/journals important for awareness and understanding of effective research domain and preliminary assessment of cases involved (Yin, 1994). Comparative case research does present better percentage of positivist studies, the design refer to attributes associated with research questions, methodological foundations, criteria for data collection. There consider choices for collection methods, qualitative and quantitative enhancing reliability and validity as noted in data triangulation, and overall research protocol.

Sample

Quantitative method will be applied, and thus case survey questionnaire with 150 consumers on Chinese market have to be conducted. The respondents have to be divided into different age groups: 18-20, 21-23, 24-26 and 27-30 respectively. Research will segment consumers in China based on empirically tested lifestyles: traditionalists, status quo, modern, transitions and generation anew. The modern and generation X segments view Pepsi/Coke ads positively, spend freely and favor new lifestyle in transition.

Data Collection: Instruments and procedures

Data will be collected and analyzed through using qualitative techniques such as pointing towards document analysis, interviews and questionnaire survey. The primary data is to be collected from the respondents in case situations, secondary data is to comprise of reference concerning research subject, using of current information on chapters/sections in the study will be in realization. For Instruments and procedures it is important to have complete awareness and understanding of the research approach/design the study implies as data analysis have relevance to research questions involved and thus, each of the questions will be analyzed through content analysis pertaining to case study analysis and comparative assessment of consumer behavior towards Pepsi versus Coca Cola in China. There present documentation of the types of data analysis which have been used in various types of empirical research conducted by the researcher over time and overall research will be documented. Conducting primary research without considering certain reliability and validity is pointless, because the

researcher will not be able to generalize from the results as useful in theory building and theory verification.

Data analysis

Data analysis concerned with description of research process, preliminary techniques and mode of data analysis, case research provide framework helpful to researchers who intend to do comprehensive consumer behavior research. The assessment of cases found research performs on basis of information, the assessment of what will be done by the researcher. The practice of qualitative as well as quantitative research had increased and criticized for violating quantitative and qualitative paradigmatic assumptions, methodological quality of comparative research to be fully addressed. Study efforts in tables, diagrams and so on will be required for revision purposes and research criteria according to stature.

Dissertation structure

Chapter 1 Introduction

1. 1 Background of the Study

1. 2 Project Objectives

1. 3 Methodology

1. 4 Organization of the Report

Chapter 2 Industry and Company Review

2. 1 Introduction

2. 2 Concepts/theories of Consumer Behavior

2. 2. 1 Pepsi

2. 2. 2 Coca Cola

2. 2 Summary

Chapter 3 Review of Literature

3. 1 Introduction

3. 2 Consumer Behavior

3. 2. 1 Why is consumer behavior important?

3. 2. 2 Definition of Consumer Behavior

3. 2. 3 Consumer Behavior Process

3. 4. 4 Influences on Consumer Behavior

3. 5 Segmentation

3. 6 Summary

Chapter 4 Discussion

4. 1 Introduction

4. 2 Findings

4. 2. 1 Company

4. 2. 2 Industry

4. 2. 3 Comparative Analysis Information

4. 3 Summary

Chapter 5 Conclusion

5. 1 Major Recommendation

5. 2 Limitations of the Study

5. 3 Future Research Direction

Timescale

Actual Dates

Task 1: Prepare Surveys, questionnaire

Task 2: Set-up appointments with respondents and confirmation

Task 3: Contact respondents and research participants for salient information

Task 4: Conduct the methodology: survey interviews, questionnaire

Task 5: Analyze data gathered and responses made

Task 6: Research Data Analysis

Task 7: Follow-up in case data gathering is insufficient

Task 8: Dissertation Write-up

April 10-13, 2010

April 16-25, 2010

April 27, 2010

April 28, 2010

April 29-30, 2010

May 4-6, 2010

May 9-13, 2010

May 15-17, 2010

May 20-22, 2010

May 24-28, 2010

June 4-5, 2010

June 8-9, 2010

June 11-12, 2010

June 14-15, 2010

June 18, 2010

June 21, 2010

June 22-24, 2010