A study on the "Marketing of Cold drink-'PEPSI' in Dhangadhi"

By:

Kalpana Pathak

Kailali Multiple Campus T.U. Regd. No. 7-1-327-672-97 Final Exam Roll No.- 2024

> A Thesis Submitted to: Office of the Dean Faculty of Management Tribhuvan University

In the partial fulfillment of the requirements for the *Degree of* Masters of Business Studies (MBS)

Dhangadhi,Kailai 2009

Acknowledgement

This study is a product of innumerable help and support provided to me by various persons to whom, I am highly indebted.

First of all, I would like to express my deep sense of gratitude to the respected prof. Dr. Hem Raj Pant, Professor and Campus chief of Kailali Multiple Campus. I am also extremely indebted to my thesis supervisior and Asst. campus chief Mr. Padam Kant Joshi for his valuable guidance and encouragement to make this thesis success.

I am also grateful to all the lectures and library staff for providing me suggestions and information's which is necessary for completing this thesis.

Finally, I would also like to thank my all the respondents, who provided me necessary information and data required for the study.

Kalpana Pathak Kailali Multiple Campus Dhangadhi, Kailali

Date:- 2065/11/08

TABLE OF CONTENTS

RECOMMENDATION VIVA – VOICE SHEET ACKNOWLEDGEMENT TABLE OF CONTENTS LIST OF TABLES LIST OF FIGURES

Chapter I INTRODUCTION

1.1	Backgro	ound		1
	1.1.1	Geographical background of Nepal		1
	1.1.2	Introduction of Kailali District	,	2
	1.1.3	Background of the study		2
1.2	Focus of	f the study		4
1.3	Stateme	nt of the Problem	:	5
1.4	Objectiv	Objectives of the Study		5
1.5	Importance of the Study			6
1.6	Limitation of the Study			6
1.7	Organiz	ation of the study	,	7
Chapter I	I REVI	EW OF LITERATURE		
2.1	Concept	ual Review		8
	2.1.1.	Market		8
	2.1.2.	Marketing		9
	2.1.3.	Marketing mix		11
		2.1.3.1. Product		13
		2.1.3.2. Place		15
		2.1.3.3. Promotion		15
		2.1.3.4 Price		16
	2.1.4	Marketing strategy		17
		2.1.4.1 Product strategy		19

- 2.1.4.2 Pricing strategy21
- 2.1.4.3 Distribution strategy222.1.4.4 D25
- 2.1.4.4 Promotional strategy25

	2.1.5	Marketing system	27
	2.1.6	Marketing Environment	27
	2.1.7	Role of Marketing in Industrialization	29
	2.1.8	Introduction of Advertising	30
	2.1.9	Introduction of Promotional Activities	31
	2.1.10) Marketing Channels	33
2.2.	Revie	w of Previous studies in Nepal	35

Chapter III RESEARCH METHODOLOGY

3.1	Research Design	41
3.2	Population and Sample	42
3.3	Nature and Sources of Data	43
3.4	Data Collection Procedures	43
3.5	Data Processing and Analysis	44

Chapter IV DATA PRESENTATION AND ANALYSIS

4.1	Consumer Survey	45
4.2	Retailer Survey	56

Chapter V SUMMARY, CONCLUSION AND RECOMMENDATION

Summary	63
Conclusion	64
Recommendations	66
BIBLIOGRAPHY	
APPENDIX	

LIST OF TABLES

4.1.1.1 Users of Pepsi drink-Age wise	46
4.1.1.2 Users of Pepsi drink-Gender wise	46
4.1.1.3 Users of Pepsi drink-Education Wise	47
4.1.1.4 Users of Pepsi drink-Occupation wise	48
4.1.2 Most Preferred time for taking Pepsi drink	49
4.1.3 Suitable Place for having Pepsi drink	49
4.1.4 Reason for having Pepsi Drink	50
4.1.5 Size of Pepsi drinks most Preferred	51
4.1.6 Factors that influence to have Pepsi drink	51
4.1.7 The most effective advertising media	52
4.1.8. Frequency of Purchase of Pepsi drink.	53
4.1.9. Participation in the process of Pepsi drink	54
4.1.10 Reasons for Changing Brand	55
4.2.1 Year in Business	56
4.2.2 Retail Sales of Pepsi in per day	57
4.2.3 Size of bottles sold most	58
4.2.4 Type of Packaging preferred for selling	58
4.2.5 Satisfaction from the Distribution	59
4.2.6 Reason for Preference to sell the Brand	60
4.2.7 Influence of advertising on sales	60
4.2.8 Factors for Increase in sales of Pepsi	61
4.2.9 Sales Promotion Schemes to induces Sales	62

LIST OF FIGURES

1. Marketing Mix	13
2. Variable of Marketing Mix.	13
3. Marketing Environment	28
4. Medium of Advertising Media	30
5. Distribution Channel for Consumer Goods	33
4.1.1.1Users of Pepsi drink-Age wise	46
4.1.1.2 Users of Pepsi drink-Gender wise	47
4.1.1.3 Users of Pepsi drink-Education Wise	47
4.1.1.4 Users of Pepsi drink-Occupation wise	48
4.1.2 Most Preferred time for taking Pepsi drink	49
4.1.3 Suitable Place for having Pepsi drink	50
4.1.4 Reason for having Pepsi Drink	50
4.1.7 The most effective advertising media	52
4.1.8. Frequency of Purchase of Pepsi drink.	53
4.1.9. Participation in the process of Pepsi drink	54
4.1.10 Reasons for Changing Brand	55
4.2.2 Retail Sales of Pepsi in per day	57
4.2.3 Size of bottles sold most	58
4.2.5 Satisfaction from the Distribution	59
4.2.6 Reason for Preference to sell the Brand	60
4.2.7 Influence of advertising on sales	61
4.2.8 Factors for Increase in sales of Pepsi	61
4.2.9 Sales Promotion Schemes to induces Sales	62