

Comparative Analysis of Global and Domestic Brands of Soft Drinks in Bangladesh

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Abstract: *Although soft drinks entered into Bangladeshi market in the later part of 1980s it has become popular to people of different ages within that short period. At present Bangladesh has a very competitive market of soft drinks. The analysis in this study focuses on the comparative situation of Global and Domestic Brands of Soft Drinks in Bangladesh. Using a sample of 107 consumers, 26 retailers and 10 distributors in Dhaka, Narayangonj and Gazipur areas, evaluation of market position of and consumers perception towards the different global and domestic companies of soft drinks; assessment of preference and future possible trends of consumers' towards the different brands of soft drinks; identification of the others groups' influence on the promotions of these products have been considered. Simple Tabulation, Cross Tabulation, Precented Tabulation, Multiple Regression Analysis, and ANOVA were used to analyze the data gathered from the survey. The study found that the global brand PepsiCo is in much better position in competitive positioning model, share of market mind and heart, brand awareness, competing brand scenarios, and consumers' advertising awareness, ranking of soft drinks. The report recommended that some of the soft drinks companies should reduce the price of some selective brands (both local and global), increase quality and promotions in rural areas and for some companies also in urban areas, provide benefits to the retailers and distributors.*

Keywords: *Brand, Soft Drinks, Global and Domestic Brands*

Introduction

After independence the food habit of Bangladeshi people has been changed a lot. People prefer to take the western food after 1980s besides our traditional food. Due to globalization many foreign food and beverage companies established their business in Bangladesh as beverage includes carbonated drinks, Yoghurt, Soup and Lacchi etc. Thirsty people take beverage for refreshment and entertainment. Because of hot weather, at present Bangladesh has a very competitive market of beverage though soft drinks (any of a class of nonalcoholic beverages, usually but not necessarily carbonated, normally

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containing a natural or artificial sweetening agent, edible acids, natural or artificial flavors, and sometimes juice) are new in Bangladesh as it entered into our market in the later part of 1980s. At that time two or three soft drinks companies were available in the market. Now lots of soft drinks companies (both domestic and global) are operating in Bangladesh though some of them are very popular (Bhuyan, Rashel, & Akhter, Mahmuda 2009).

In past the annual market size of carbonated soft drinks in Bangladesh was around Tk 1,400 crore that was growing at 15 percent a year. But in 2011, market size was Tk. 1500 crore and growth rate was 20% yearly. The mix of consumers in soft drinks market encompasses with 79% urban consumers and 21% semi urban consumers. And the demand of soft drinks according to areas and age in semi urban areas is 65% of total consumers and in urban areas it is 100% (Source: Authors' Survey, 2012).

Carbonated soft drinks including clear, cola, cloudy and orange drinks, have an immense market potentiality in this country, especially in clear drinks segment that accounts for around 65 percent of the drink. 58% of total consumers are the age of below 15 years, 15% of them are 15 to 25 years, whereas 5% of them are 26 to 35 years and 13% of them are the age of above 35 years. So the age of below 15 years is the most targeted segment of people in the market, covering 64% of total demand of soft drinks, then the age of 15 to 25 years, 26 to 35 years, and above 35 years cover 16.5%, 5%, and 14% of the total demand of soft drinks respectively. Then it is a noticing factor that 91% of consumers take the soft drinks and 9% don't take that (Source: Authors' Survey, 2012).

In this study the researchers tried to focus whether any significant differences and similarities exist in global and domestic brands of soft drinks in Bangladesh. From the findings of the study the researchers also found four global and three domestic companies to take into consideration for the analysis.

Table 1: Studied Global and Domestic Companies of Soft Drinks in Bangladesh

Global Companies	Royal Crown (Partex Beverage Ltd.-PBL), Coca-Cola, PepsiCo, Global Beverage Company Ltd.
Domestic Companies	Akij Food and Beverage Ltd. (AFBL), Globe Soft Drinks Ltd., Pran Beverage Limited (Pran Group)

All of these global companies have come to our country through Franchising which is a continuing relationship in which a franchisor provides a licensed privilege to the franchisee to do business and offers assistance in organizing, training, merchandising,

marketing and managing in return for a monetary consideration. Global company PepsiCo is the major market share holder holding 35%, following Coca-Cola 25% in Bangladesh while among the domestic companies Akij Beverage Ltd. and Pran Beverage Limited (Pran Group) have 15% and 10% market share respectively. 8% share is held by Royal Crown (Partex Beverage Ltd.) and rest of 7% share is held by others companies (Globe Soft Drinks Ltd, Global Beverage Company Ltd. etc.) (Partex Beverage Ltd. 2012). The brief description of global and domestic brands of soft drinks is given in appendix 1.

This study will explore the comparative scenarios of different brands of soft drinks in Bangladesh from the various dimensions by analyzing the three most important groups associated with this industry like- competitor, consumer and retailer or distributor. The report is started with an introduction and following by an introductory section, next part points rationale and issues. Then it is developed methodology, while the subsequent parts provide the analysis, interpretations and findings and finally recommendation and conclusion of the study.

Research Rationale and Issues

As the environmental condition of our country is very favorable for soft drinks industry it is one of the most prominent industries in Bangladesh. So this industry requires a comprehensive study to find out the complete scenarios that how far it can go. But there have been a few studies on this industry which are lower than the required numbers. So this study can be employed as a basis for knowing the competitive positions of different brands of soft drinks in Bangladesh and for any future study.

The entire study will be undertaken to find out the answer of following issues:

1. **Evaluation of market position of and consumers' perception towards the different global and domestic companies of soft drinks:** Here consumers' perception means a customer's impression, awareness and/or consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. It is necessary to find this in terms of the analysis of companies' strengths and weaknesses evaluation matrix, competitors' share of market, mind, and heart in soft drinks market, consumers' ranking of different brands, brand and advertising awareness of consumers and competitive positions of competing brands in the market. Here, Competitor share of market is the number of consumers occupied by a particular company of the industry. Share of mind indicates the brand or company that resides within the mind of a consumer. Share of mind is determined here by

the question from the questionnaire of consumer-Which of brand of soft drinks that comes first at your mind. Then Share of heart resides within the head of a consumer about the brand he or she would prefer in future to purchase. Share of heart is measured here with the question- Which of the brands of soft drinks will he or she buy in future.

2. **Assessment of preference and future possible trends of consumers' towards the different brands of soft drinks:** The Brand is the name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers. Here the researchers will try to find out the conditions consumers' expectations of soft drinks in Bangladesh and the brands what consumers will purchase in future, their switching tendency and their intentions to new products in the market.
3. **Identification of the others groups' influence on the promotions of these products:** This part will focus on comparative analysis of different global and domestic brands of soft drinks from the perspective of other group like retailers, wholesalers/distributors in these areas. Retailers were from Dhaka and Narayangonj areas and distributors were of different soft drinks company those who directly or indirectly involved with the distribution of soft drinks in different areas.

Methodology

The methodology of the study comprises a step by step process of investigation into the study objectives. For example, assessing competitor's behavior, performance, showing the competitive position of different brands of soft drinks using the competitive positioning model and perception of consumers towards the different brands of soft drinks is the first part of the report. There the researchers will show competitors' share of market, mind, heart; scenarios of consumers' brand awareness, ranking of soft drinks brands by consumers, and consumers' advertising awareness.

In case of studying the competitive positioning model, it will be considered the identification of current strategy market and products of different soft drinks companies [In this part it is considered consumer driven marketing strategies (market segmentation, market targeting and market positioning); market share; condition of sales of each company; product varieties of different companies of soft drinks in Bangladesh etc]; observation of market segmentation, industry analysis, market research [As segmentation can be geographic, demographic, psychographic and behavioral, usually all the soft drinks companies segment their products on the basis of three divisions of segmentations

like geographic (locations), demographic (age, income, family size), and behavioral (benefit) segmentation. Nine forces model is used for analyzing industry condition and finally to make Competitive Positioning Model, it is considered the rank order scale from the survey conducted only on the consumer. Also from that question of rank order only the best category of brands that the consumers preferred to drink is considered); and finally in reviewing results it will go for strengths and weakness evaluation matrix.

After analyzing the preference and future possible trends of consumers' towards the different brands of soft drinks showing Consumers' satisfaction; Consumers' future intentions is the next stage of this report. This analysis will be both in judgmental or qualitative and quantitative form. In case of analyzing the consumers' satisfaction the statistical tool- mean is used to find out to what extent the consumers are satisfied with the soft drinks they use last time. Then to identify the reasons behind that satisfaction, the multiple regression analysis will be constructed. And the remaining study will be based on the qualitative form. Table and column chart will be used to present the data.

Here critical analysis is made to create the analytical framework of this problem of this research. Mainly the researchers will show here the multiple regressions [Multiple regression analysis is a regression analysis that is concerned with describing and evaluating relationship which uses several explanatory or independent variables (x_1, x_2, \dots, x_k) to predict a numerical dependent variable Y] (Maddala, G.S. 2009), ANOVA (the formula is given below) etc. So the research questions, problems statement, dependent, and independent variables for this section are given below:

Research Questions

The study will be also undertaken to find out the answer of following questions:

1. Are the consumers satisfied with the performance of soft drinks they used last time?
2. What are the factors that have impact on satisfaction of consumers?

Consumer Satisfaction

To find out the satisfaction of consumers, it was asked them-How are you satisfied with performance of soft drinks you used last time? The mean consumer satisfaction (Area wise) is calculated as following.

$$\bar{X} = \frac{\sum_{i=1}^n X}{n}$$

Where, n = number of respondents in the sample, and n = 82 for Dhaka, 13 for Narayangonj, and 2 for Gazipur. Then to identify the reasons for such satisfaction, it was asked to the respondents- What the reasons for such satisfaction are? As per their responses Multiple Regression Analysis is calculated as given below.

Problems Statement:

If the Consumers are satisfied with the performance of soft drinks companies in Bangladesh, then what are the reasons for such Consumers' satisfaction?

Dependent Variables: Here the dependent variable is satisfaction of consumers (Y)

Independent Variable: The independent variables are the factors that determine the satisfaction level of consumers (X)-

Taste, Availability, Flavor, Price, Attractiveness, Color, Brand Image, Benefit of Packet, Local

Product, Global Product, Package Size

Formula of ANOVA:

$$SS_{total} = \sum_{i=1}^n \sum_{j=1}^c (X_{ij} - \bar{X})^2$$

Where

X_{ij} = Individual score, i.e., the i th observation or test unit in the j th group

\bar{X} = Grand Mean

n = Number of the Observations or Test Unit in a Group

c = Number of j th group (or Columns)

Formula of Multiple Regression:

$$y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

Where

y = Dependent Variable

x_1, x_2 = Independent Variables

And finally for analyzing the other groups related with this industry, the study will be based on finding out the direct influence of retailers and distributors; ranking of soft drinks by them, satisfaction of retailers.

Sources of Data

The data on all the issues were collected from secondary sources (i.e., journal, newspaper, academic books, articles, internet, research papers etc.) and some primary data generated through gathering expert opinion of Partex Beverage Ltd. It was also conducted a mini sample survey among consumers (Students; Children; Housewives; Office workers; Players; Businessmen; and also different type people of different professions), retailers, distributors or wholesalers in and around Dhaka, Narayangonj, and Gazipur city. The sample was selected on a probability basis.

Total numbers of consumers, retailers, distributors were 107, 26, and 10 respectively (This is given in table 2 in appendix 1). Among the 107 Consumers surveyed, 85 were from Dhaka, 20 from Narayangonj, and 2 from Gazipur. And 50% of them were male and 50% were female. And among them 81% were students, 11% were housewife, 6% were employees and 2% were businessmen.

Instruments of Survey

A structured questionnaire has been used to conduct this study. There have been combinations of Multiple Choice Questions, Rank Order Scale, 5-Points Likert Scale, and Open Ended Questions. Other than this, some demographic questions have also been included.

Assumption of the Research

Soft drink is a very popular product to the consumers throughout the country- urban areas, semi urban areas, and rural areas though in this study it is considered the consumer mix only from urban and semi urban areas. So to find out the overview of consumer mix of soft drinks market in Bangladesh it can be considered the total surveyed consumers those who know about this product as the representatives of the whole population of 150 million of Bangladesh. And the demand of soft drinks according to area is considered by the equal portion of consumers in Dhaka and Narayangonj who were interviewed during conducting survey. As the sample size that was measured for Narayangonj was 20, so here it is going to be considered the same proportion of consumers interviewed in Dhaka for that purpose. Among 20 consumers in Narayangonj 7 respondents don't drink soft drinks. So if among 85 consumers in Dhaka only 3 people don't drink soft drinks then

among 20 consumers 100% of the respondents drink soft drinks. (Note- Considering Dhaka as urban area and Narayanganj as semi urban area).

Market Position of and Consumers' Perception towards the Different Global and Domestic Companies of Soft Drinks

Competitive Positioning Model

The Competitive Positioning Model is a framework of competitive positioning analysis. Competitive positioning can be understood as a broad three-step process:

1. Current Strategy, Market and Products of Soft Drinks Companies':

After observing the Consumer driven marketing strategies of the different soft drinks companies it was found that their strategies are more or less same. The market is very competitive and the competition is very healthy. Basically this is done to find out the current business and marketing strategies. So here it is seen that all of them are in same position. After that incase of market share of each company in Bangladesh, we see Pepsi is in the 1st position. The Figure is given in previous section.

Then if it is analyzed the recent condition of sales of these companies from the survey that was conducted on retailers and distributors in different areas of our country, it will be found that among the 26 retailers 23% of retailers said Coca-Cola is in the best selling, 20% of them said 7 up, 4% of them said Mojo and Clemon, 46% of retailers said Mountain Dew, and 8% of them said Sprite are in the best selling position. Then in case of distributors' point of view, it is found 30% of distributors said 7 up is in the best selling position. Then others 30% of them said Coca-Cola, 20% of them said Mojo and Clemon and 20% of them said Sprite is in the best selling position. Here we have a clear scenario. That is- as per both retailers and distributors that the different brands of PepsiCo are in the 1st position and brands of Coca-Cola are in the 2nd position and brands of Akij Food & Beverage Ltd. are in the 3rd position. This scenario is same as the scenario of market share of different companies of overall soft drinks industry in Bangladesh. And finally in case of products varieties it is found that all of them mainly focus on different types of flavors of soft drinks in different attractive package size. So in this case all of them are more or less same.

2. Aspects of segmentations of market, industry condition and consumers' preferences of best brands of soft drinks companies:

It is found all of them follow the same strategy in case of making decision of segmenting this market. So here it can be considered all of them are in same position. After

discussion with Md. Aktaruzzamn, the DGM of Partex Beverage Ltd it has analyzed the industry analysis of Soft Drinks Company based on the Nine Forces Model. So from that analysis it can be easily found answers of some important questions. Like: Barriers to entry of new entrants into this industry are high, bargaining power of buyers is very high, bargaining power of suppliers is low, the existent rivalry between competitors is high, and the threats posed by the substitute products are high. So we can say that, in this industry the competition is healthy. And in case of social and economic shift the impact is high and finally the affect of political and technological on this industry is to some extent high.

In case of rank order scale from the survey only conducted on the consumer among 107 Consumers 13% didn't answer this question. Then from remaining respondents it is found PepsiCo is in the best position with the total 44% respondents. 44% includes all of the popular brands of PepsiCo like Pepsi, 7Up, Mirinda, Mountain Dew. Below it is given a figure:

Table 3: Ranking As per Consumers Perception

Global Companies	Percentage (%)
PepsiCo.	44
Coca-Cola	17.7
Partex Beverage Ltd.	1.9
Domestic Companies	Percentage (%)
Pran Bevege Limited	8
AFBL	15
Globe Soft Drinks Ltd.	1.9

3. Condition of competitive positions of different soft drinks companies

To get an overview of the results of analysis the Strength and Weakness Evaluation Matrix will be used. This provides an overview and understanding of different global and local companies' position against key competitive factors in soft drinks industry. The figure is given below:

Business Area- Factor: Overall Performance of Soft Drinks Company in Market

PepsiCo					
Coca-Cola					
AFBL					
Pran Beverage Ltd.					
PBL					
Others					
	Much Worse	Worse	Same	Better	Much better

Figure 1: Strength/Weakness Evaluation Matrix

In the competitive positioning model, the researchers see in strengths and evaluation matrix PepsiCo is in much better position followed by Coca-Cola and AFBL. Pran Beverage Limited is in worse position and both PBL and others are in much worse position

Competitor Share of Market, Mind, Heart

This issue also gives us comparative performance of different brands of soft drinks in Bangladesh. Competitor share of market, share of mind and share of heart are very important indicators of the performance of a company. The table that is given below provides the scenarios of this issue:

Table 4: Competitor Share of Market, Mind, Heart

Name of Brands	Share of Market	Share of Mind	Share of Heart
<i>Global Companies</i>			
Coca-Cola: • Coca-Cola • Sprite	25%	• 7% • 6%	• 4% • 9.3%
PepsiCo: • Pepsi • 7 up • Mirinda • Mountain Dew	35%	• 10% • 21% • .93% • 6%	• 15% • 31% • 4% • 11%

Partex Beverage Ltd.: • Rc Cola • Rc Lemon	8%	• 2% • .93%	• 7% • .93%
<i>Domestic Companies</i>			
Akij Food & Beverage Ltd.: • Mojo	15%	• 30%	• 7%
Pran Beverage Limited (Pran Group): • Pran Up	10%	• 7%	• .93%
Globe Soft Drinks Ltd.: • Uro Cola	-	-	• .93%

It can be seen that PepsiCo is in the top position jointly with all of its brands with 35% in share of market, 37.93% in share of mind, and 61% in share of heart. Then the next position goes to Coca-Cola with 25% in share of market, 13% in share of mind, and 13.3% in share of heart.

Brands Awareness

In Competitor analysis brand awareness is focused because with this issue we can easily find the awareness of brands in consumer's mind that means to what extent the different soft drinks companies could achieve the place in the mind of consumers with their different brands. It was asked to the respondents to recall some names of the brands that they can remind. The brands what has been recalled for the maximum time will get the top position. There it can be identified that, 87% of respondents could remember the name of the 7 up and 81% of them could remember the name of Pepsi. So the result of the question is given in table-5 in appendix-1.

Consumers' Advertising Awareness

Consumers' advertising awareness is measured with the question of-Can you remember any advertising of any soft drinks you have seen or heard recently? The table 6 is given in appendix 1, where it can be seen that 48% of consumers could remember some advertisings of soft drinks on different media like- TV, Radio, Internet. And it is very clear that 7Up has high advertising awareness level. Then the next position goes to Mojo.

Consumer Ranking of Soft Drinks Brands

To find out this part it was asked to the consumers-Rank the brands as per their overall performance (Price, Quality, and Attractiveness etc.) by giving score 7 to the best and 1

to the worst brands. Then with the score of given by consumers to different brands it is considered the total score of each brand and after considering score it can be easily found the comparative position of the different brands. In the analysis of consumer ranking of soft drinks brands, it is evident 7 up is in the first position in ranking and very close to Mojo Cola. Then we see Coca-Cola is in thirds position in ranking of consumers. The top 5 position is covered with the global brands except the 2nd position. These are given in table-7 shown in appendix-1.

Relative Scenarios of Competing Brands

Relative scenarios of competing brands are considered in terms of market share captured by companies; geographic spreading; the amount of time of the presence of brands in the market; the number of showing of advertising of different brands on TV; Consumers' loyalty to the respective brands. On basis of these issues a score will be given to each issue. Higher score yields stronger position (Highest score-7, Higher-6, High-5, Moderate-4, Low-3, Lower-2, and Lowest-1).

We know the market share of each company of soft drinks and so that we can give the score. Then in case of geographic spreading we can assume that all of these companies have strong distribution network throughout the country. So here they get the same score. Then the next point is time of the presence of brands. Here we see-

Table 8: Time Presence of Different Companies

Nature of Companies	Name of Companies	Time of Presence	Score
Global Company	Coca-Cola	1956	7
Global Company	PepsiCo	1976	6
Global Company	Partex Beverage Ltd.	1996	5
Global Company	Global Beverage Company Ltd.	1999	4
Domestic Company	Globe Soft Drinks Ltd.	2002	3
Domestic Company	Pran Beverage Limited (Pran Group)	2005	2
Domestic Company	Akij Food & Beverage Ltd.	2006	1

Then to analyze the TV Advertising of different brands of soft drinks it had been observed the TV Advertisement on different TV channels for an hour. After that it had recorded the advertisement per the frequency of being telecasted and the time of duration. Those advertisements which have been telecasted frequently with high duration of time are given the highest score to them. The study is given below:

Table 9: Measurement of Tv Advertising

Name of Brands	TV Advertisement	Number of Frequency	Duration of Time	Score
PepsiCo (Global Company): <ul style="list-style-type: none"> • Pepsi • 7 up • Mountain Dew 	<ul style="list-style-type: none"> • Change The Game • Mon Bole I Feel Up • Voy Ke Koro Joy 	<ul style="list-style-type: none"> • 3 times • 1 time • 1 time 	<ul style="list-style-type: none"> • 40 seconds • 40 seconds • 30 seconds 	7
Coca-Cola (Global Company): <ul style="list-style-type: none"> • Coca-Cola • Sprite 	<ul style="list-style-type: none"> • Kholo Khusiher Joyar • Serokom Clear 	<ul style="list-style-type: none"> • 2 times • 2 times 	<ul style="list-style-type: none"> • 20 seconds • 20 seconds 	6
Akij Food & Beverage Ltd. (Domestic Company): <ul style="list-style-type: none"> • Mojo Light 	<ul style="list-style-type: none"> • No Sugar No Chalorie No Chinta 	<ul style="list-style-type: none"> • 3 times 	<ul style="list-style-type: none"> • 30 seconds 	5
Globe Soft Drinks Ltd. (Domestic Company): <ul style="list-style-type: none"> • Fizz Up 	<ul style="list-style-type: none"> • Drinks the Dreams 	<ul style="list-style-type: none"> • 2 times 	<ul style="list-style-type: none"> • 40 seconds 	4

Next it will be considered the measurement of Consumers' loyalty towards the brands of soft drinks. In survey on consumers the questions were asked for that- Which soft drinks did you buy last time (within 1 month)? And do you switch off the soft drinks because of the competitors low price? The findings are given below:

Table 10: Consumer's Loyalty towards Different Brands

Name of Brands	Purchase of Soft drinks (Within 1 Month)	Switching off Soft Drinks	Score
PepsiCo (Global Company): <ul style="list-style-type: none"> • 7 up • Pepsi • Mountain dew • Mirinda 	<ul style="list-style-type: none"> • 18.6% • 6.5% • 4.6% • 3.7% 	<ul style="list-style-type: none"> • Yes-7.2%, No-9.6% • Yes-2.5%, No-3.38% • Yes-1.8%, No-2.4% • Yes-1.44%, No-1.9% 	7
Coca-Cola (Global Company): <ul style="list-style-type: none"> • Coca-Cola • Sprite 	<ul style="list-style-type: none"> • 20.5% • 5.6% 	<ul style="list-style-type: none"> • Yes-8%, No-11% • Yes-2.2%, No-2.9% 	6
Pran Beverage Limited (Domestic Company): <ul style="list-style-type: none"> • Pran Up 	<ul style="list-style-type: none"> • 15.9% 	<ul style="list-style-type: none"> • Yes-6.2%, No-8.3% 	5
Akij Food & Beverage Ltd. (Domestic Company): <ul style="list-style-type: none"> • Mojo • Clemon 	<ul style="list-style-type: none"> • 9% • 1.6% 	<ul style="list-style-type: none"> • Yes-3.5%, No-4.7% • Yes-.62%, No-.83% 	4
Partex Beverage Ltd. (Global Company): <ul style="list-style-type: none"> • Rc Cola 	<ul style="list-style-type: none"> • 4.6% 	<ul style="list-style-type: none"> • Yes-1.8%, no-2.4% 	3

Again PepsiCo is in the top position. Now the overall Scenario of competing brands is given below:

Table 11: Competing Brands Scenarios

Name of Companies	Total Score
PepsiCo	32
Coca-cola	30
Akij Food & Beverage Ltd.	20
Pran Beverage Limited (Pran Group)	16
Partex Beverage Ltd.	15
Globe soft Drinks Ltd.	13
Global Beverage Company Ltd.	9

In relative scenarios of competing brands, on the basis of time presence of different companies, measurement of tv advertising, and consumer's loyalty towards different brands etc. PepsiCo has gained the top position with the total score 32 followed by Coca-Cola with the score of 30.

Preference and Future Possible Trends of Consumers' towards the Different Brands of Soft Drinks

Consumer Satisfaction

To find out the satisfaction of consumers, it was asked them-How are you satisfied with performance of soft drinks you used last time? Then 53% of consumers said they are very satisfied with the soft drinks they used last time while 29% of them were satisfied and the remaining 9% of the consumers were neither satisfied nor dissatisfied. The mean consumer satisfaction for all consumers came 4.47 in a scale of 5, which means consumers are highly satisfied with the soft drinks they used last time. The mean consumer satisfaction (Area wise) is given in table below:

Table 12: Consumer Satisfaction (In a Scale of 5)

Area	Consumer Satisfaction (In a Scale of 5)
Dhaka	4.49
Narayangonj	4.30
Gazipur	5

Multiple Regression Analysis

Then in identifying the reasons for such satisfaction, it was asked to the respondents-What the reasons for such satisfaction are? As per their responses Multiple Regression Analysis was done.

Table 13: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.959	.920	.909	.20411

In model summary we see that R^2 (Coefficient of Multiple Determination) value of the study came .920 which is close to 1, that means the independent variables explain most of the variation in dependent variables (Y).

Table 14: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.645	11	3.695	88.694	.000
	Residual	3.541	85	.042		
	Total	44.186	96			

Here we can consider the null hypothesis (H_0) as the model is not significant and the alternative hypothesis (H_1) as the model is significant.

To test the performance of model we use ANOVA table. From the above table we see the F-value, which represents the overall performance of model. Here the F-value is highly significant the 5% point from the F-Table with d.f 11 and 85 is 1.83 and the observed F is much higher. So we can reject the null hypothesis. Otherwise we can also consider the p-value. Here it is less than significance level ($.000 < .05$). So we get the same result, which means the null hypothesis is rejected and we can say the model is significant.

Table 15: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.520	.442		12.484	.000
ID	-.039	.003	-1.620	-14.463	.000
TASTE	.082	.060	.068	1.356	.179
AVAILABILITY	-.024	.050	-.023	-.484	.629
FLAVOR	.136	.063	.107	2.172	.033
ATTRACTIVE PACKAGE	.128	.039	.142	3.270	.002
COLOR	.034	.036	.031	.944	.348
COMPANY REPUTATION	.024	.022	.045	1.090	.279
PACKET SIZE	.015	.042	.014	.353	.725
PRICE	-.193	.052	-.500	-3.741	.000
LOCAL PRODUCT	-.066	.045	-.140	-1.482	.142
GLOBAL PRODUCT	-.175	.051	-.223	-3.460	.001

And in the interpretations of Analysis of Multiple Regression Model, it will be considered the unstandardized coefficients for interpretation results. And it is important to say that, except the constant, among the covariants if any of them is significant that means less than significance level (.05) then the overall model is significant. Here we see many of the covariants are less than .05. So the overall model is significant. Then if we want to evaluate the performance of individual variables it can be considered the t-test. Now from this table, we can construct the regression model.

$$CS= 5.52+.082 T-.024 A+.136 F+.128 AP+.034 C+.024 CR+.015 PS-.193 P -.066 LP-.175 GP$$

Here, CS= Consumer Satisfaction, T= Taste, A= Availability, F= Flavor, AP= Attractive Package, C= Color, CR= Company Reputation, PS= Packet Size, P= Price, LP= Local Product, GP= Global Product.

Analyzing the model, it can be seen that consumers are happy with flavor, attractive package, taste, color, company reputation, benefits of packet size, because these variables came positive. And they are very dissatisfied with the price of soft drinks, which came negative and the value of impact is somewhat high, 19.3% of overall satisfaction. Then we see that consumers think their demanded soft drinks are not available in all areas, especially in rural areas. Similar result came for local product and global product. That means incase of buying most of them don't consider whether the product is global or local.

Consumers' Potential Intentions: To find out their future intentions to purchase of the soft drinks it was asked to them-Which of the soft drink will you buy in future? To know the finding show the below figure:

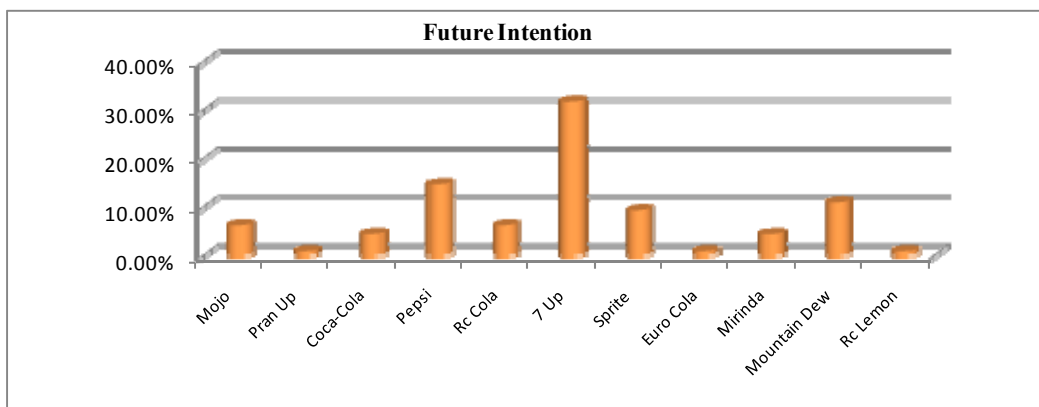


Figure 2: Consumers' Future Intention of Soft Drinks (In Percentage)

Then it was asked to the consumers that will they switch off the current soft drinks because of the competitors low price. Again it was asked to them-When any new brand of soft drinks enters into the market do you like to take that?

31% of respondents will buy 7 up in future while 14.9% of them will buy Pepsi, 11% of consumers will go for Mountain Dew. In the question regarding the switching off the current soft drinks 39% of all consumers want to switch from their current brands while 52% of them don't want that due to competitors' low price of soft drinks. Then it was also found with the question about the taste of new brands, 42% of the consumers want to take the new brands if they enter into the market, 39% are confused about that and the remaining 10% don't show any interest to take any of the new brands of soft drinks in the market.

Others Groups' Influence on the Promotions of These Products: Direct Influence of Retailers and Distributors

The purpose of this segment is to find out that whether these groups have any influence on the consumers in case of selling soft drinks for analyzing the comparative scenarios of promotions of different brands of soft drinks in Bangladesh. So to find out this it was asked to the consumers that do they consider the suggestions of retailers and wholesalers during buying soft drinks.

Also to know the brands of soft drinks those are mostly sold by the retailers in the market it was asked to the retailers- —What are the brands of soft drinks that you sell at your shops? The finding is given below:

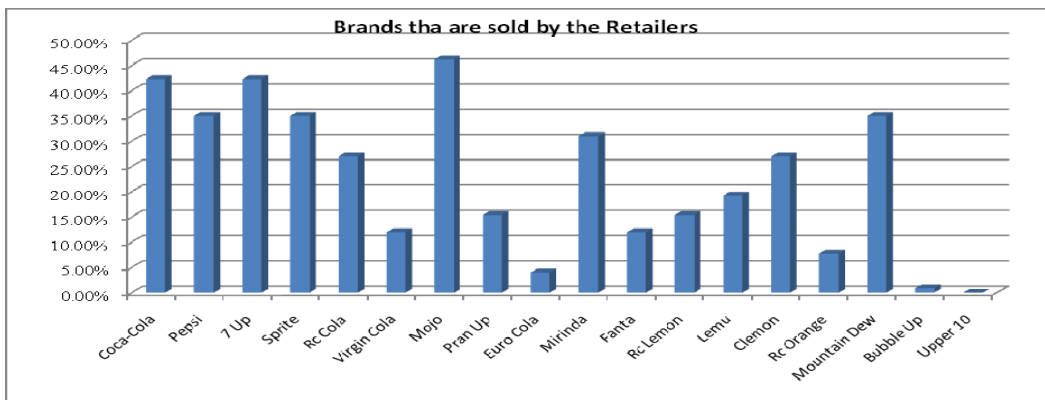


Figure 3: Brands that are sold by the Retailers

With asking of this same question to the consumers, it was also asked to the retailers regarding the influence of retailers to the consumers during selling the soft drinks. 51%

of consumers are influenced by the retailers or wholesalers while 40% are not. From this scenario it can be said analysis of others groups will be important by considering the influence of other groups. After that, it can be also found that, Mojo (46.15%) has the highest sales by the retailers, followed by Coca-Cola (42.3%) and 7 up (42.3%). While 35% of retailers sell Pepsi, Sprite, Mountain Dew; 27% of them sell Rc Cola, Clemon. Then in the questions regarding the influence of the retailers to the consumers during selling the soft drinks, what was found the response is- 8% of retailers said that they influence whereas 92% of retailers said they don't do that rather they give it up to the consumers' preference to buy as per their own choice.

To find out the direct influence of distributors it was asked that whether they do anything to increase sales of their respective brands of soft drinks. Then 5 distributors told they do nothing while remaining 5 distributors influence to increase the promotion of their products. Among these later 5 distributors 30% of them influence or force the retailers to keep their products, if their relationship is good with those retailers and 20% of them said as they get the sales credit for increased sales, so they try their level best to sell all the contracted products within the specified deadline.

Ranking of Soft Drinks by Retailers and Distributors

Retailers and distributors were asked to rank the brands of soft drinks companies on the basis of sales, price, quality, popularity, and taste. Here it can be identified that Mountain Dew is in the leading position in case of sales as per the point of view of retailers and distributors followed by 7 up and Coca-Cola. But in case of price the price of them is highest. On the other hand Virgin Colors is in top position in case of lowest price. After that in terms of quality, popularity, and taste most of the global brands like- 7Up, Mirinda, Mountain Dew, Fanta, Coca-Cola are in the leading position.

So ultimately the different brands of PepsiCo are in top position. Because brands like 7 up, Mirinda, Mountain Dew are in top position in case of popularity, quality, taste and also in case of sales they are relatively in good position than others. Then the next position goes to Coca-Cola. And among the domestic brands AFBL is in better position than others next to Coca-Cola. The result is given in table-16 in appendix-1.

Satisfaction of Retailers

The intention of this segment is to find out the brands with which the retailers are satisfied to do business. So it was asked them the question regarding that. From their opinions it was calculated the mean retailers' satisfaction in case of doing business with

each global and domestic brand of soft drinks in Bangladesh. The satisfaction is not equal in case of each brand for doing business.

Table 17: Satisfaction of Retailer

Nature of Companies	Brands of Soft Drinks	Retailers' Satisfaction (In a Scale of 5)
Global Company- Coca-Cola	Coca-Cola	3.24
	Sprite	3.35
	Fanta	2.67
Global Company - PepsiCo.	Pepsi	3.55
	7 up	3.33
	Mountain Dew	3.63
	Mirinda	3.57
Global Company - Partex Beverage Ltd.	Rc Cola	2.5
Domestic Company - Akij Food and Beverage ltd.	Mojo	5
	Clemon	4
	Lemu	3
Global Company - Global Beverage Company Ltd.	Virgin Colors	1.25
Domestic Company - Globe soft Drinks Ltd.	Uro Cola	1
Domestic Company - Pran Bevege Limited	Pran Up	3
Domestic Company	Bubble Up	4

We see that Mojo is in leading position to do business. Then retailers are satisfied with Clemon and normal with Lemu. So it was raised a question to them about the reasons for such satisfaction. Then they informed that because of the lower price of these brands than the global brands and of good demand they are very satisfied with these. Then one retailer from Narayanganj told he is satisfied with Bubble Up, because of huge demand with low price in that area. In case of global brands' scenario we see that all of the brands like Coca-Cola, Pepsi, 7 up, Sprite, Mountain Dew, Mirinda, Fanta are in average position.

Recommendations:

In light of the evidence presented in this paper what was found from reviewing comparative analysis of different brands of soft drinks in Bangladesh and talking with consumers, experts, retailers, and distributors, it is urgent that all relevant parties should follow the below recommendations.

Current benefit strategy of all these companies should be ensured for all the retailers and distributors throughout the country. Because in Narayanganj it was found that retailers have to go to the distribution house to collect the products and also they don't get any benefit from soft drinks company like- Refrigerator, cash incentive, ice-box etc. Both the Coca-Cola and PepsiCo should give more attentions to the promotion of these products in rural areas.

It is noticing factor that global brands like the products of PepsiCo and Coca-Cola are in good position in case of overall performance though their prices are higher than the local brands. But among the local brands the price of the Pran Beverage Limited is also higher like the global brands. So their price should be reduced.

Some global and domestic brands of soft drinks (Sprite; Rc Cola; Rc Orange; Pran Up; Uro Cola; Fizz Up; Uro Orange; Virgin Colors) should give concentration on to increase the quality of products. In case of promotion efforts the global brands are in good position except the global Beverage Ltd and Partex Beverage Ltd. So they should increase advertising awareness through conveying advertisements in television, radio, newspaper, billboards etc.

Day by day the consumers prefer the new taste, high quality with low price of products. So this industry should concern about these factors by lowering the price; increasing the taste, quality and availability; and introducing the new innovation of soft drinks in market of Bangladesh.

Conclusion:

From the whole analysis, we see that the global brand PepsiCo is in much better position in competitive positioning model, share of market mind and heart, brand awareness, competing brand scenarios, and consumers' advertising awareness, ranking of soft drinks. Then in case of retailers' satisfaction of doing business with soft drinks companies they prefer the local brands to do business because of lower price with better demand than global brands. It was also found that in rural areas people like to take the drinks which are relatively cheaper and most of the retailers want the minimization of price of these global

brands due to the difficulty in earning profits for increased cost of electricity in Bangladesh.

It can be suggested to many of the companies to reduce the price of some selective brands (both local and global), increase quality and promotions in rural areas and for some companies also in urban areas, provide benefits to the retailers and distributors. They should think about these factors very carefully. In this case it is also suggesting them to go for detail study on consumers taking wider sample coverage to get the real scenarios of their business.

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Appendix 1

Brief Description of Different Studied Global and Domestic Brands of Soft Drinks in Bangladesh:

The products of Coca-Cola are distributed by Abdul Monem Limited. The names of the brands of it in Bangladesh are Coca-Cola, Sprite, and Fanta. Pepsi is manufactured by Transcom Beverage Ltd. and its brands names are Pepsi, 7 up, Mirindia, and Mountain Dew. In Bangladesh, Partex beverage Ltd. produces soft drink with the US based international brand of —Royal Crown Cola Co. International – in short —RC and its brands names are Rc Cola, Rc Lemon, Rc Orange, Upper Ten, and Rc Diet. And Global Beverage Company Limited (GBCL) is the Virgin vendor in Bangladesh. Global Beverage is a subsidiary of one of country’s famous business groups – Youth Group. It has been appointed as the exclusive franchisee of Virgin Enterprises Ltd., UK, the trademark owner of products & services provided globally under the —Virgin brand name, for manufacturing and marketing of carbonated beverages in Bangladesh. Virgin Colors, Zam Zam Cola, and Zam Zam Lemonade are the brands of it. And among the studied local companies Akij Food & Beverage Ltd. has been established at a beautiful site at Krishnapura, Dhamrai of Dhaka. Its brands are Mojo, Lemu, Clemon, and Mojo diet. Then Globe Soft Drinks Ltd. (GSDL) started its operation on 17th July 2002, “Uro” was the own prime brand to start the race. With the increased demand Globe setup one more beverage unit AST Beverage Ltd. in 2006 at Narayangonj, nearby Dhaka metro-city. Its brands are Uro Cola, Uro Lemon, Uro Orange and Fizz Up. And finally PRAN BEVEGE LIMITED-Agricultural Marketing Company Ltd. (Pran Group) was born in 1980. Pran Up and Pran Max Cola are the two brands of it.

Sample Size

Table 2: Sample Size of the Study

	Dhaka	Narayangonj	Gazipur	Total
Consumers	85	20	2	107
Retailers	23	3	-	26
Distributors	10	-	-	10
Total	118	23	2	143

Brand awareness**Table 5: Brand awareness**

Nature of Brands	Name of Brands	Percentage of Respondents Who Could Remember the Brands	Position
Global Brand-PepsiCo.	7 up	87%	1
	Pepsi	81%	2
	Mountain Dew	37%	8
	Mirinda	29%	9
Global Brand -Coca-Cola	Coca-Cola	80%	3
	Sprite	77%	5
Domestic Brand- Akij Food & Beverage Ltd.	Mojo	79%	4
	Clemon	4%	13
	Lemu	3%	14
Global Brand -Partex Beverage Ltd.	Rc Cola	63%	6
	Rc Lemon	11%	11
Domestic Brand - PRAN BEVERAGE LIMITED(Pran Group)	Pran Up	48%	7
Domestic Brand - Globe Soft Drinks Ltd.	Uro Cola	23%	10
Global Brand- Global Beverage Co. Ltd.	Virgin Colors	10%	12

Consumers' Advertising Awareness**Table 6: Consumers' Advertising Awareness**

Name of Brands	Advertising Awareness
7Up	36%
Mojo	29%
Pepsi	21%
Sprite	18%
Mountain Dew	15%
Coca-Cola	12%
Uro Cola	5%
Rc Cola	4%
Mirinda	2%
Pran Up	.93%
Clemon	.93%

Consumer Ranking of Soft Drinks Brands**Table 7: Consumer Ranking of Soft Drinks Brands**

Nature of Brands	Brands of Soft Drinks	Rank Score	Rank
Global Brand- PepsiCo.	7 up	481	1
	Pepsi	318	4
	Mountain Dew	181	7
	Mirinda	109	9
Global Brand- Coca-Cola	Coca-Cola	345	3
	Sprite	310	5
Global Brand- Partex Beverage Ltd.	Rc Cola	253	6
	Rc Lemon	31	11
Domestic Brand- PRAN BEVEGE LIMITED	Pran Up	172	8
Domestic Brand- Globe soft Drinks Ltd.	Uro Cola	81	10
Global Brand- Global Beverage Company Ltd.	Virgin Colors	13	12
Domestic Brand- Akij Food And Beverage ltd.	Mojo	441	2
	Clemon	10	13
	Lemu	8	14

Ranking of Soft Drinks by Retailers and Distributors

Table 8: Ranking of Soft Drinks by Retailers and Distributors

Nature of Brands	Brands	Sales	Price	Quality	Popularity	Taste
Global Brand- Coca-Cola	Coca-Cola	3	1	5	5	5
	Sprite	2	3	4	4	4
	Fanta	-	1	5	5	5
Global Brand- PepsiCo.	Pepsi	-	1	2	2	2
	7 up	4	1	5	5	5
	Mountain Dew	5	1	5	5	5
	Mirinda	2	1	5	5	5
Global Brand- Partex Beverage Ltd.	Rc Cola	-	4	1	1	1
Domestic Brand- Globe soft Drinks Ltd.	Uro Cola	-	2	-	-	-
Domestic Brand- Akij Food And Beverage Ltd.	Mojo	1	2	3	3	3
	Lemu	-	2	-	-	-
	Clemon	-	2	-	-	-
Global Brand- Global Beverage Company Ltd.	Virgin Colors	-	5	-	-	-

[Note: More than one product are considered in the same rank, because as per Retailers and Distributors, their performance is more or less same]

Appendix 2

Survey Tools Used on Comparative Analysis of Global and Domestic Brands of Soft Drinks in Bangladesh

The appendix includes the following three survey instruments:

- Program 1: Interview program for consumers consuming soft drinks of different brands in Bangladesh
- Program 2: Interview program for retailers involved in trade of soft drinks of different brands in Bangladesh
- Program 3: Interview program for distributors/wholesalers involved in trade soft drinks of different brands in Bangladesh

Program 1: Interview Program for Consumers Consuming Soft Drinks of Different Brands in Bangladesh

1. Demographic Information:

Area:		
Name:	Address:	
Age:	Sex: Male/Female	Occupation:

2. Do you like to take soft drinks?

- a) Yes b) No, If no why?
-

3. When do you take soft drinks?

- a) Breakfast time b) Lunch time c) School Tiffin time d) Dinner time e) Others
(Please Specify)

4. How often do you drink soft drinks?

- a) Every day b) More than twice in a week c) More than once in a week d) Once in a month e) Others

5. When talking about soft drinks which of the brand comes first to your mind?

Virgin Cola	Mojo	Pran Up	Coca-Cola	Pepsi	Rc cola	7 up	Sprite	Uro Cola	Others(Please specify)

6. Please tell me the names of some other brands of soft drinks that you heard.

1	2	3	4	5	6	7

7. Which soft drinks did you buy last time (within 1 month)?

Virgin Cola	Mojo	Pran Up	Coca-Cola	Pepsi	Rc cola	7 up	Sprite	Euro Cola	Others (Please specify)

8. Do you switch off the soft drinks because of the competitors low price?

a) Yes b) No

9. When any new brand of soft drinks enters into the market do you like to take that?

a) Yes b) No c) don't know

10. Which of the soft drinks will you buy in future?

Virgin Cola	Mojo	Pran Up	Coca-Cola	Pepsi	Rc cola	7 up	Sprite	Uro Cola	Others (Please specify)

11. Do you take consideration of retailer's or wholesaler's decision when you buy the soft drinks?

a) Yes b) No

12. How are you satisfied with the performance of soft drinks you used last time?

Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied
5	4	3	2	1

13. Rank the following brands as per their overall performance (Price, Quality, and Attractiveness etc.) by giving 7 to the best and 1 to the worst brands.

Virgin Cola	Mojo	Pran Up	Coca-Cola	Pepsi	Re cola	7 up	Sprite	Uro Cola	Others(Please specify)

14. What are the reasons for such satisfaction?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Taste is good					
It is available everywhere					
Flavor is excellent					
Price is cheap					
Attractive Package					
Color is beautiful					
It is local product					
It is global product					
Company reputation					
Packet size is beneficial					

15. How did you know about your favorite soft drinks? (There can be more than one answer).

- a) TV b) Radio c) News paper d) Friends e) Retailers f) Wholesalers g) Internet h) Others

16. Can you remember any advertisement of any soft drinks you have seen or heard in the last month?

Brands	I can remember	Which Media (Please specify)
Virgin Cola		
Mojo		
Pran Up		
Rc Cola		
Coca -Cola		
Pepsi		
7 up		
Sprite		
Uro Cola		
Others(Please specify)		

17. Which form of packaging do you like best?

- a) Plastic b) Paper c) Glass d) Can e) Others (Please specify)

18. Which form of quantity do you like best?

- a) 1-2 Liter b) ½-1 Liter c) 0- ½ Liter d) 2- 4 Liter

19. What is your suggestion regarding the improvement of the soft drink of different brands?

.....

**Program 2: Interview Program for Retailers Involved in
Trade of Soft Drinks of Different Brands in Bangladesh**

1. Demographic Information:

Area:
Name of Organization:
Address:

2. What are the brands of soft drinks that you sell at your shops?

Virgin Cola	Mojo	Pran Up	Coca-Cola	Pepsi	Re cola	7 up	Sprite	Uro Cola	Others(Please specify)

3. Especially which ages of people buy the soft drinks?

	Most of the time	Some of the time	Least of the time
Below 15 yrs			
15-25 yrs			
26-36 yrs			
above 35 yrs			

4. Rank the following brands of soft drinks as 5 being the best according to the variables shown in the column.

	SALES	PRICE	QUALITY	POPULARITY	TASTE
Virgin Cola					
Uro cola					
Pran Up					
Pepsi					
Coca- Cola					
Re cola					
7 Up					
Sprite					
Others (please specify)					

5. Do the soft drinks companies offer any benefits etc.?
 a) Yes b) No, if yes which one?
 a) Promotional discounts b) Allowances d) Cash Incentives c) Other benefits (please specify)
6. Do you suggest influence the consumers to buy the specific soft drink, what is good or popular?
 a) Yes b) No
7. Which factors do you think consumers considered most while purchasing their soft drinks?

	Most Important	Important	Neutral	Not Important	Least Important
Cheap Price					
Availability					
Types of Product Variety					
Attractive Package					
Package Size					
Quality					

8. How are you satisfied with doing business with the following soft drinks brands as giving 5 the best?

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
	5	2	3	2	1
Virgin Cola					
Uro Cola					
Pran Up					
Rc Cola					
Coca- Cola					
Pepsi					
Sprite					
7 Up					
Others (Please Specify)					

9. What is your suggestion regarding the improvement of performance of the soft drinks?

.....

Program 3: Interview Program for Distributors/Wholesalers Involved in Trade of Soft Drinks of Different Brands in Bangladesh

1. Demographic Information:

Area: Name: Name of company (In which you are the distributors or wholesalers): Address of Distribution House: No. of Company's Distributions Center across Country:
--

2. Though you are the distributor of specific brand of soft drinks please rank neutrally the following brands of soft drinks as 5 being the best according to the variables shown in the column.

	SALES	PRICE	QUALITY	POPULARITY	TASTE
Virgin Cola					
Uro cola					
Pran Up					
Pepsi					
Coca- Cola					
Rc cola					
7 Up					
Sprite					
Others(please specify)					

3. Do the soft drinks companies offer any benefits etc.?

a) Yes b) No, if yes which one?

a) Promotional discounts b) Allowances c) Cash incentives d) Other benefits (please specify)

4. Which factors do you think consumers considered most while purchasing their soft drinks?

	Most Important	Important	Neutral	Not Important	Least Important
Cheap Price					
Availability					
Types of Product Variety					
Attractive Package					
Package Size					
Quality					

10. Do your companies take your suggestions?

a) Yes b) No

11. What type of assistance do you expect from the soft drinks companies in future?

.....

12. Mention the areas in which the sales of your company's soft drinks are very good.

1	2	3	4	5	6	7	8

13. What you do to increase the promotion of your company's products?

.....
