



Impact of advertising and sales promotion of Coca-Cola in India

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Abstract

Effectiveness is at the heart of companies and there will always be a desire to advertise for every company in any sector. Though, Advertisement is the only factor which determines the brand image for the company as well as awareness of the customer. This project presents a descriptive study on marketing communication, which investigates the impact of advertising on customers and role of advertising, a case study of Coca-Cola, a leading beverage company, has been presented in this research. It also defines the relation between consumer behavior and revenue growth in the organization. The study considers different methods of advertising and sales promotions. The study mainly helps in finding out the benefits of advertising and about the consumer behavior as we need to measure the marketing and sales strategy in terms of communication and consumer behavior.

Advertising is important for the organization as well as consumer so as to spread awareness about the product and to increase the sales consecutively. It helps in unifying all the marketing communications so that they can present a consistent and persuasive message to the consumers. As consumer is a major key player for any industry, they provide revenue to the organization. Now-a-days, Consumers increasingly have access to product information, especially through the Internet, which empowers them with the ability to compare products, prices and outlets.

Keywords: advertising, marketing communication, Coca-Cola

Introduction

Coca-Cola has a brand image in the industry and it has its foundations way back in the year 1886 when it was a very young company in the name of Coca-cola Enterprises. The bottling operations commenced later in the year 1899 when the security of rights to bottle and sell Coca-Cola for most of the geography of USA. Later on, the company has started to advertise the products to aware customers about the company and its products. There are key players in advertising process: Marketing decisions focus on the product, its price, its distribution or place, and promotion.

Communication is the formation and placement of messages that persuade targeted audiences.

Economic roles are debated but there are two leading arguments. They are advertising leads consumers to make nonprice decisions and helps consumers assess product value.

Societal influences of advertising may be positive or negative and may lead or reflect society.

Currently advertising has to respond to issues of interactive advertising and its ability to assist targeting and two-way communication, the growth of integrated marketing communication and associated movement toward consistent messages throughout all media, the power and demands of informed consumers, the customization challenge of globalization. To cater all the needs related to different industries, there are different kinds of advertising to be implemented in organization. The research is particularly intended marketing as concept for developing product sales and advertising. In this case, we have to find the relevance of advertising and particular kind of advertising for the betterment of organization. Advertising can be different

forms. They are:

National brand advertising focuses on building long-term brand identity, and retail/local advertising strives to move merchandise in a restricted area.

Political advertising encourages support of a candidate or idea while directory advertising helps consumers locate outlets for specific purchases.

Direct response allows consumers to skip the middleman and purchase products directly from distributors by mail, phone or online.

Business-to-business ads are directed to retailers, wholesalers, industry and professionals. Institutional ads build images, and public service tries to promote good causes without purchasing ad space or time.

Internet advertising works toward consumer contact while users are browsing online sites.

Research Questions

There is a set of questions on the basis of which research has to be conducted as the base of the research has to be pre-defined for the organization. In this case, the impact of advertising and sales promotion has to be identified through the research and it can be done by dealing with the below set of research questions.

To identify the concept of various types of marketing communication channels for the sales and promotion of Coca-cola

To identify the importance of advertising and sales promotion as marketing communication tools for the company

To identify the difference between advertising and sales promotion techniques of marketing communication for Coca-

cola

To find the impact of advertising on the revenue of the company

To analyze the findings and management of sales and advertising in present scenario

To identify the relationship between advertising, sales revenue and consumer behavior

Literature Review

Review of theory on 'Marketing Communication'

Marketing management as the process of planning & executing the conception of pricing, promotion, distribution of goods, services, ideas to create exchanges that satisfy individual and organizational goals. It can be practiced in any market and it handles the task of marketing management is to influence the level, timing, composition of demand in a way that will help the organization to achieve its objective. Hence, marketing management is essentially demand management. (Neil Borden, 1953, American Marketing Association) Integrated Marketing Communication addresses a variety of stakeholders, not only consumers and corporate stakeholders such as employees, investors, government and business partners, Marketing level stakeholders like consumers, customers, target markets, retailers, distributors, competition and suppliers, and Marketing communications stakeholders like consumers, customers, target audiences, trade audiences, community, media, and activist groups.

Advertising and sales promotions

Sales promotion has become very important for the giant players like Coca-cola, Pepsi. Sales promotion is defined as a marketing strategy which is adopted by most of the organization to achieve exact marketing techniques that add value to the product. (Lasn, Kalle, 2000) [22]. The main purpose behind promotion and advertisement is to encourage the consumers to make quick buying decision resulting in increase in sales. Coca-cola and other brands in the same segment give a lot of emphasis to advertisement and promotion.

Sales Promotions

Sales Promotions are encouragement where the main purpose is to encourage the purchase of a product or service with immediate effect. The main purpose or objective of advertisement is influence long term buying behavior of the customer whereas sales promotion is related to short term. Some time it has been seen that in sale promotion the customer gets more focused towards promotion rather than on product. Many times it has been observed that the customers are attracted because of the offers associated with those products like gifts, coupons rather than the loyalty towards that product. (Mark Pendergrast, 2000) [2, 28]

Advantages and disadvantage of sales promotion

The main advantage of promoting a product is that it tells about the direct response of the customer and is considered as an inexpensive marketing technique. It not always true to say that sales promotion bring positive impact to business, it may also lead to negative impact on the customers. So while

making the promotion plan for a product it becomes very important to design the plan properly else it may lead to losing the brand value. The marketer must have a clear idea about the difference between the advertising and sales promotion.

Brand Identity

Coca-Cola has gone for image advertising, where the first step is to understand the image being created i.e. Brand image. The brand image is actually the consumer's perception of a brand. There are numerous tools which are available to explore the identity of a brand. Kapferer's Prism is one such tool, kapferer identifies six key characteristics that describe a brand. There are a number of tools available to explore the identity of a brand. One such tool is Kapferer's Prism (Exhibit 1). As shown in the exhibit above, there are many facets to a brand. Kapferer identifies six key characteristics that together define the brand:

Promotional strategies

Coca Cola Promotion

The first promotion campaign of Coca cola was *Jo Chaaho Ho Jaaye* in India. The campaign had both product level as well as emotional level appeal. The youth segment was the main target in the initial stage and this campaign suited well in with this segment. Later on Coca cola tried to expand its target segment by launching a campaign saying *Thanda Matlab Coca Cola* where the objective was mass appeal. This campaign supported the product platform rather than the emotional platform. The company followed similar marketing strategies all across the world. The recent campaign of Coca Cola saying open happiness had both mass appeal as well as emotional appeal. This campaign has been able to connect with the target segment saying celebrating every day this campaign has been able to target wide segment from youngster to old age.

Research Methodology

Research Philosophy

The philosophy which is used in the research is called as research philosophy. Research philosophy can be defined as the development of the research background, research knowledge and its nature (Saunders and Thornhill, 2007). Research philosophy is also defined with the help of research paradigm. Research paradigm can be defined as the broad framework, which comprises perception, beliefs and understanding of several theories and practices that are used to conduct a research. (Cohen, Manion and Morrison, 2000)

Data Collection Methods

The data is being collected for the research relevance and authentication and data is collected through primary as well as secondary research as conducted some interview sessions with the top management of the company to know their views in relation to the impact of advertisement and its impact on consumers. The decision related to the brand, advertisement and investment is very crucial for the management. This decision is important because it depends upon the various research and forecasts adhering to the objectives of the company.

Reliability and Validity of the Research

As per the research done by Kirk and Miller (1986), it is highly important for a research to be reliable in order to utilize the results of the research in the real world. Reliability consists of the stability of all the statistical tests, survey and any other quantified information.

The research has to be specifically very reliable in the sense of reliability of information. The results of the research can be utilized for the practical purposes. Reliability contains the stability of data related to questionnaire, survey and management.

There is a tool of checking the reliability of the research and it measures the correlation between the two variables and the intensity of their similarity and as it checks the reliability of the data as well. The research study should produce same and consistent results even it is conducted more than once.

Apart from being reliable, the research also has to be valid. Validity is the strength of our conclusions, inferences or propositions. Cook and Campbell (1979) define it as the "best available approximation to the truth or falsity of a given inference, proposition or conclusion. A research can be said to be valid when all the data are relevant to the research.

Data Analysis and Findings

Analysis of Primary Data

As mentioned in the research methodology that a primary and a secondary research was undertaken for the purpose of analyzing the advertising and sales promotion program and in this part the analysis of the findings are given. The data analysis and findings will also include the tabulation and representation of data in forms of graphs and charts in reference to sampling techniques. These findings will help in ascertaining the advertising and sales promotion effects on the sales of the company as well as the relation between consumer behavior and promotional strategies applied by the company.

In this part of the study, previously revealed findings will be analysed by sorting, classifying, reducing and combining them so that the research questions are answered, the objectives are served and the hypothesis is tested.

In today's competitive world it is highly imperative that the companies choose the right strategy for the right set of customers at right time. Until and unless the organization is able to capture the right strategy, they cannot sustain in this industry. It requires the efforts from top to bottom level management so that they can coordinate and produce more effective results and profits for the company.

Impact of Advertising and sales promotion on consumer behavior

It was very clear in the minds of the organization that there is a huge significance of advertising in the mind of management and customers also. Customers are the most important asset for the organization that any organization cannot lose at any cost and to retain the customer base is again a big deal for the company because the company needs to change with the changing needs of the customers. Literature review gives a brief idea about the requirement of advertising and sales promotion in respect to customer and consumer behavior which could help to retain the customers in an efficient manner.

After the analysis of questionnaire it was found that advertising is a very important part of the organization which has to be carried out in an efficient manner and a proper attention has to be given to the advertisement as well as marketing communication department. The questionnaire actually judges the importance of advertising and sales promotion program in sense of customers and organization.

Relation of Consumer behavior, Advertising and Revenue of the company

Advertising is a job which has to be done at a regular base to handle the set of customers as the customers can provide revenue to the organization. It considers all the factors in order to maintain the revenue of the organization such as advertising budget, cost to the company, consumer survey cost etc. There is a considerable job of the marketing communication department to manage the advertising job in such a way that it can fulfil the customer's awareness part as well as the objective of the organization. The organization and the particular department must understand the strengths and weaknesses of their product and accordingly plan the strategy for advertisement so as to manage customers as well as growth of the organization.

In this case, the research is to find out the impact of advertising on the revenue of Coca-Cola and to analyze the findings on the relation between consumer behavior, sales and advertising promotions and the profits generated in the organization. For the same purpose, we have conducted primary and secondary research so as to do the analysis of the findings and suggest recommendations for the same. Primary Research is often undertaken after the researcher has gained some insight into the issue by collecting secondary data. The exploratory research will be consecutively used to gather data by the respondents in the form of questionnaire on the sample size of 20-30

Quantitative data analysis

Sampling

Sampling is a process of selecting a part of a population to represent the entire population. This technique is used to judge the overall response of the users. The analysis of data can be done after the sampling procedure is being completed by the research. This is rationally accurate and save the time and resources of the company. Besides, sampling also allows research to be conducted at single point in time so that the information collected is comparable (Sauder, Lewis & Thornhill, 2007). Now, for the purpose of data analysis, the scale of sampling is defined as:

Sample Rating Scale

Table 1

Score of Rating	Score Interpretation
5	Agree strongly
4	Agree
3	Neutral
2	Disagree
1	Disagree strongly

Sampling rating scale

Questionnaires (Analysis of the findings)

This sample rating scale can be used for the judgment of the response of the customers and this sampling has to be done on the responses of the customers based on questionnaire. The questionnaire has been dealt in research methodology part. First of all, findings of the questionnaire, which has been designed with survey, will be outlined. Then after, the data form the reports will be provided for research.

What are the tools that are used within the organization and which of the tool in marketing is most effective for the growth of the organization?

- A. Advertising
- B. Sales promotions
- C. Trade and road shows
- D. Customized services

Results of question on the basis of sample:

A	=	14
B	=	6
C	=	3
D	=	5

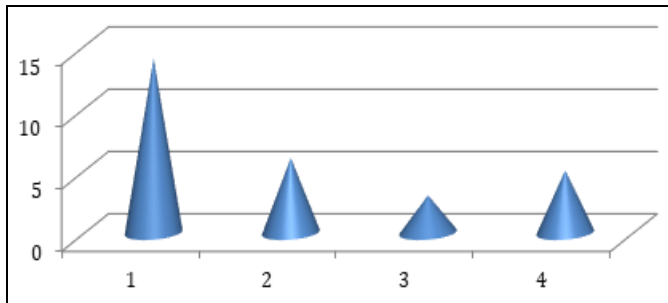


Fig 1

What the product range is of drinks that of the beverage market?

- A. High
- B. Medium
- C. Low
- D. Very Low

What is the frequency of innovation in the products of the organization?

- A. Excellent innovation
- B. Good
- C. Average
- D. Poor

What is the unique selling proposition in your product offering?

- A. Taste
- B. Brand
- C. Sugarfree diet coke
- D. Hygiene

Results of questionnaire on the basis of sample:

A	=	12
B	=	8
C	=	3
D	=	4

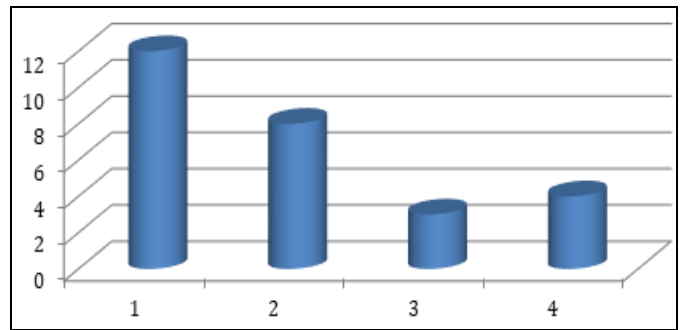


Fig 2

What is the base that the organization renders to have loyal customer base?

- A. Retention of present customers
- B. Acquisition of new customers
- C. Loyalty programs
- D. Customized services

Results of questionnaire on the basis of sample:

A	=	7
B	=	9
C	=	5
D	=	3

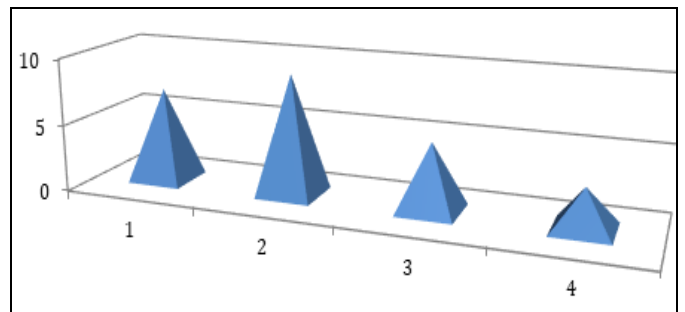


Fig 3

Have you ever catered to specific or niche market?

- A. Yes
- B. No

What is the importance of marketing communication in your opinion and how does it plays a significant part with respect to consumer behaviour?

- A. Very important
- B. Seldom
- C. Less important
- D. Not important

Do you outsource the services of advertisements for your organization?

- A. Yes
- B. No

What are the various methods which are used by organization with respect to communication?

- A. Advertisement
- B. Online marketing

- C. Tele marketing
- D. Direct marketing

Results of questionnaire on the basis of sample:

- A = 12
- B = 7
- C = 2
- D = 1

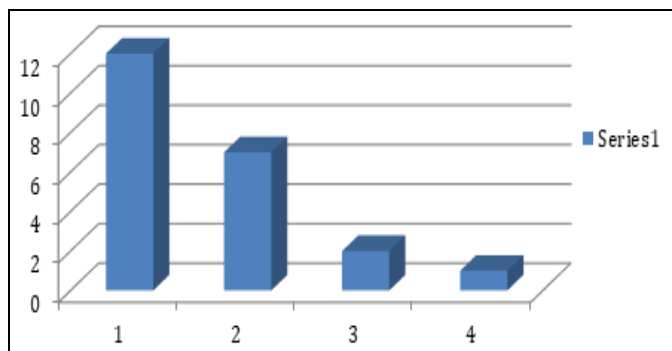


Fig 4

Analysis based on the results of the above questions.

Apart from the above mentioned questions, the questionnaire also dealt with some demographic questions and order to know the difference of preferences between the age and gender related issues. It is clear from the above part that the responses have been analysed in amanner that it can give an overview of impact of advertising on the company and customers as well. It has been analysed that a very large no. of data lies between 15-25 years of age as the company is basically targeted on youth market. The least no. of respondents lies between 56-65 years. Apart from that, there were average response from total respondents whose age lies between 36-45 years.

The gender is very important factor for this observation as in this case, 68% of respondents were male and 32% respondents were females.

The data can be represented in following manner:

Table 2

Age Group	% Of Total Respondents
15 – 25	52 %
26 – 35	25 %
36 – 45	15%
46 – 55	5 %
56 -- 65	3%
Gender	% Of Total Respondents
Male	68 %
Female	32 %

Secondary Data Analysis

Factors led to the changes in marketing communication

In line with the concepts of advertising and sales promotion and in-line concepts, the questionnaire has been categorized into various sections which investigate the statistical data related to the population profile (sampling), respondents general acquaintance of the subject, the consumer behaviour

and the relation between revenue and advertising of the company.

Demographics

The demographic profile of the sample population has been analysed for the purpose of comparing the primary data with the secondary data and finding out the conclusions for the same.

In that case, the focus is on individual customer and their preferences about the soft drinks. Therefore, the ambient elements that have impact on the individual purchase need to be closely examined which are addressed in the following parts of the analysis.

Demographics are statistical descriptions of audiences and generally include age, gender, income, occupation, education, race, family size, and geographic region. Products may be associated with a particular gender.

- Primary gender differences are physical traits inherent to male or female.
- Secondary gender differences are activities that tend to be associated with one gender more than the other, such as wearing makeup or playing football.

General Acquaintance

This section addresses the general acquaintance of the respondents about Coca-cola and the advertising and concept of integrated marketing communication as well as awareness of the customer. The questionnaire also deals with the same concept and designed to find out whether there are current customers or prospective customers or both in the sample population. Then after, we can analyse that whether the current customers want to stick to the same brand. The expectation of prospective customer can give us a review about the improvement areas and drawbacks as compared to other brands in terms of awareness.

Identification of consumer decision making process

Consumer decision-making

- High-involvement decisions require a great deal of effort and tend to be expensive, personal, or emotion laden that can be furniture, investments, land etc.
- Low-involvement decisions are less expensive, routine. This decision is involved in the case of coca-cola because that is of course a routine and less expensive thing and is in routine of so many people.
- Decision-making steps are need recognition, information search, evaluation of alternatives, purchase decision, and post purchase evaluation; low-involvement does not usually include information search because there is not a need recognition or evaluation process for the routine things. Therefore, in this case, we don't need to consider this steps of decision making for analysis.

Consumer behaviour and the relation between revenue and advertising

According to the analysis done on the base of questionnaire and survey conducted to know the responses of the customers and analyze the collective response. There are some cultural and social influences on consumers which are as follows in context to the coca-cola company.

Culture is the tangible items and intangible concepts that define a group or a way of life. In this case, the culture of people matters a lot for the consumption of the soft drinks by coca cola. As the status and food habits of the people has to be known for the same.

Social class is a position occupied in society generally based on income, education, occupation, prestige, and neighborhood of residence, and it influences the types of products purchased. This is totally dependent upon the surroundings of a person. Because the awareness can be increased by the way of word of mouth and advertising is another way of spreading awareness about the product of the company.

Reference groups are collections of people to whom others look for guidance and for decision-making including product purchases. For the product like soft drink or the products of coca-cola, there is a need of supply of information or it serves as a means of comparison from other products in the same industry. It can help in competitive analysis of the company. This relates to the consumer behavior related to the advertising done by the company. The most important reference group is family because of its longevity of contact with consumers, because;

Families provide economic resources.

Families provide emotional resources.

Families are responsible for establishing a lifestyle for family members.

Trends associated with families tend to change.

Households are the people who occupy a dwelling whether they are related or not.

Advertisers strive to match their strategies to audiences' education level but this makes not so much of relevance to the coca-cola case because, the product is positioned in a way that the educational level does not matter for the consumption of the product in an overall manner.

The five psychological influences that affect advertising are perception, learning, motives, attitudes, and lifestyles.

Perception is the process of receiving information and assigning it meaning, and it can be influenced by physical characteristics of the stimuli, the relationships of the stimuli to their surroundings, and the receiver's state of mind. In this case, the perception of the customers related to the soft drink and their frequency of consumption because at a point of time, there was a bad image for the soft drinks and their effects on human's body, but now, that matter is solved and people again have a good enough faith on the popular brands like coca-cola and pepsu based on the responses of questionnaire.

Messages that are perceived, understood, and retained for later use are learned.

- Cognitive learning is based on problem analysis, problem solving, and gaining insight.
- Conditioned response presumes that people make connections between a stimuli and a response.

Motives are internal forces that stimulate particular behaviors and needs are the factors that influence motivation.

- Primary physiological needs include the needs for food,

water, air, shelter, sex, and safety

- Secondary, psychological, or acquired needs include social, egotistic, and self-actualization.

Advertisers must be alert to changing needs of the end consumers for the betterment and innovation of the company as coca-cola keep changing its logo, advertisements frequently to stick to the same rule.

Psychographic profiles of customers

- Psychographics create complex consumer groupings based on characteristics of attitudes, ideology, values, and beliefs.
- Lifestyle analysis attempts to define audiences according to common interests and opinions.

VALS2 (Values and Lifestyle System), a lifestyle analysis scheme produced by SRI International, organizes groups according to self-orientation and resources.

Mind Base is another well-known psychographic analysis by Yankelovich Partners, Inc.

Analysis of Findings of Primary Research

The survey interview conducted in the research was based on the codebook which is used as tool for the particular research and findings have been analysed through the help of codebook itself. It has primarily considered the main themes of literature review and conceptual framework of the research study. At the initial stage, there was a development of code book which is a number of codes that is being developed to analyse the findings of the research. The next step of analysis is to get the response from the respondents and also review the responses of the interviewees. This procedure is very accurate in judging the responses but it is a very lengthy process also and time consuming as well. The code book can be made to develop codes and reviewing the codes and procedures which has to be applied to the transcripts of the interviews.

But further research is concerned with the analysis of interviews findings and the researcher can analyse the findings of the interview in a qualitative way of analysis.

Analysis of the Interview with the Top Management

The personal interview performed with the top management constitutes the qualitative section of the primary data and the opinions of the person being interviewed are expected to add value to the research. The answers to the interview questions will be analysed further and then recommendations on the same will have to be finding out for the case study.

The questions in the interview were asked in order to gather information about the ideas of the person being interviewed regarding the present advertising and sales promotion techniques and expenses incurred on promotional activities. Advertising expenses included in selling, administrative and general expenses were approximately \$3billion and that is a good enough amount for the advertising but the company has to focus more on the awareness of the customer locally.

Some question was also about the general impressions of the managing director on ethical side of advertising system. If the answer is further analysed, the main opinion is that Advertising is a good way of spreading awareness and make a difference between your brand and other brands. However, as it was also mentioned in the analysis of questionnaire, the

average score collected from the participants was 4.3 regarding the advertising and promotion of the company. The overall rating for the improvement in the particular area is very limited but the company has to focus more on communicating the right image of the product.

Conclusion

As it is stated earlier also that retention of loyal customers and sustainability of profits of the organization is equally important to survive in this competitive world. And there is a cut throat competition in the market place, innovation and investment in research and development plays a major role to assess the market and perform in a well manner. A company achieves the set objectives of the organization only when it is able to achieve the satisfaction of its customers. By this process the quality is also improved and the customers will also be happy by the services of the company.

Through the re-assessment of the advertising, there may be a less of coordination in different departments of the organization because advertising and various promotional activities take some extra time, effort and cost by the side of company as well. It can be a reason for the mismanagement in the organization regarding supply chain management and finance department related issues. So, the coordination within the organization is an important factor to be handled by the employee of the company to step on the part of advertising. This is important in order to increase the productivity and equally satisfy the customers.

Results and Discussions

As analysed in questionnaire and survey based on a set of respondents that aimed to evaluate the impact of advertising and consumer behaviour where the most of the consumers are judged on the basis of their needs, demands and their preferences in regards to the beverages. The analysis comes with the solution that the company provides an enough amount of money to the marketing communication department for the awareness of the customers and according to the analysis of questionnaire findings of data, it can be depicted that consumers are also satisfied with the services and products by the company.

In fact, the results of the questionnaire shed some light on the fact that consumers gave the highest rating for the Coca-Cola brand for taste as per their preferences. While the research study, the ethical issues also have to be considered for the research and validity and reliability issues have to be taken into consideration. The number of respondents based on a particular sample size of population has been taken for the data analysis and findings purpose. In the previous chapter, data analysis and findings has analysed the solution to the problem that is to be applied in the organization for the betterment of the organization.

Conclusions

The primary and secondary research conducted for the analysis of consumer behavior, sales and revenue generation concluded that the qualitative study is necessary to be as a part of research study to assess the results in a better manner. Once the data collection is being completed of both the primary and secondary data, the major decision is to analyze

the collected information; the findings on analysis will help in identifying the changes to be done in present system and departments in order to resolve the problems. The study of culture for understanding global advertising results from the dilemma, whether to standardize advertising for efficiency. The Hofstede Model of Cultural Dimensions can be of great use when it comes to analyzing the culture of the inner and outer world.

There are a set of shared values in every organization like symbols and rituals that is being set for the employee benefits. Then after, a mission objective is accomplished that is already been discussed earlier. The strategy of the organization is headed by its vision and objective as they help in defining the strategy formulation. The strategy for different levels can differ from each other as they require different approaches to achieve the desired results.

The behavioral research will also help in assessing the consumers and recommending the feasible solutions for the company. This approach is the combination of stimulus-response theory and findings from Behavioral research. It explains Buying behavior in terms of learning phase in purchasing decision process which comprises of drives related to internal stimuli of consumer. There are two major drives:

- **Innate Drives:** Physiological needs that are hunger, thirst, gender, security
- **Learned drives:** Striving status, Social approval, Achievements

Findings from the secondary data

As we have already defined some of the strategies and key success factors implied by the organization. But there are also some drawbacks of the company which has been came out at the time of research process. The Coca Cola Company is a large business it has many different departments for different jobs, all these departments have to work together with a good coordination.

The Coca Cola Company has many assets, which contain many capitals, which are very high cost. Since the organization have a large amount of business, formatting and running cost are expensive to be carried out by the organization.

As that is a fact that a company which is providing services to the customers have to be very specific with the changing need and demands of the customers as well. This process of assessing the customers is a very crucial process but the same can be done through a research procedure which helps the company to grow in a substantial manner.

In the process of research, we have conducted primary as well as secondary research to find out the actual effectiveness of advertising and marketing communication. Survey and interview with the top management of the company has coordinated to conduct the secondary research of the organization.

Findings from the primary data

There was a huge set of questions which has been asked by the consumers in the form of questionnaire so as to know the improvement areas of the company. After looking at the results of the questions asked in the questionnaire, we can say that Coca-Cola is a company where advertisement has been

given a lot of importance and the company also spends a good amount of money on the advertisement and sales promotion methods. The advertisement programs have been carried out in a considerable frequent manner. Also, the management are concerned about the awareness of the customers regarding the product and deals with the overall management of advertising campaigns by the management and from the side of the company to aware the customers in the best manner. The consumers are well satisfied with their overall experience by the side of the company. Thus we can state that the customers are happy and satisfied with the services provided by the organization and the consumer behavior has also been judged by the company while planning the strategies of advertisement and promotional campaigns by the organization.

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