Customer Satisfaction of MCS Coca-Cola Company: A case study in Ulaanbaatar

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Abstract:-The study focuses on customer satisfaction of the company Coca-Cola (CC) MCS. A sample survey of 78 respondents was obtained to find out CC customer satisfaction in Ulaanbaatar, Mongolia. The main objective of this study is to identify CC customer satisfaction. The important findings of this research are that the majority of 53.1% say that CC comes to mind when thinking about soft drinks. In addition, 35.9% of respondents say they prefer to buy between 150 and 200ml quantities and most respondents say that the range of CC products is 64.1% (good). Finally, 48.4% of respondents say they prefer CC during parties.

Keywords:- Coca-Cola, Customer Satisfaction, MCS Company, Ulaanbaatar, Mongolia.

I. INTRODUCTION

Customer satisfaction has been a topic of great interest for both organizations and researchers. The main aim of organizations is to maximize benefits and minimize costs. The maximization of benefits can be obtained through the increase of sales with lower costs. One of the crucial factors that can help increase sales is customer satisfaction, because satisfaction leads to customer loyalty, recommendations, and repeated purchases (Wilson et al., 2008). Customers became important for business during the marketing era of the 1950s, when companies could produce what they could sell and not just sell what they could produce as it was during the production era. The focus on customers has increased as the era of consumption moves to post-consumption; where organizations are obliged to supply more services in addition to what they offer as offers to their clients (David, A., 2009). What are the qualities of these services provided to clients? Are the customers satisfied with these services? Therefore, this investigation originated in the fact that the client is the key to the business. In fact, customer satisfaction is the most useful tool that helps increase sales and generate profits for the business. In addition, the importance of customer satisfaction and quality of service has proven relevant to help improve the overall performance of organizations (Magi & Julander, 1996). Consumer: An end user, and not necessarily a buyer, in the chain of distribution of a good as a service, also consult the customer. A consumer is a person or organization that uses economic services or basic products. Client: A customer is a person or company that buys the goods or services produced by a company. Attracting the client is the main objective of the companies, because it is the client that creates the demand for goods and services. In addition, they found that 70 percent of respondents changed their brand quite frequently (Dhuna, 1984). The study shows that there is a strong relationship between self-concept and the decision to choose a consumer brand (Russell, W. B., 1988). In his project report entitled "Consumers' preference for soft drinks in the urban area of Coimbatore reported that Gold Spot is the most popular for men and women." Advertising and visits by representatives increase the sale of popular beverage brands (Krishnakumar, 1995). The study will provide a clear understanding of customer satisfaction and about another hidden hidden variable that often influences the buying behavior of customers.

II. LITERATURE REVIEW

A strategy is a plan that integrates the main objectives, policies, decisions and action sequences of an organization into a cohesive whole (Tony, 2000). It can be applied at all levels of an organization and belong to any of the functional areas of administration." An organization can have several types of production, financial, marketing or human resources strategies to help you achieve your goals. An approach is measured by its effectiveness rather than its efficiency in processing the environment and designing plans that fit the organization, its resources and objectives within the environment in which it operates.

III. THE PURPOSE OF THE STUDY

- To know the preferences of consumers of CC products. Study the consumer's opinion on the price and package of CC products.
- Evaluate the association between demographic variables and customer satisfaction factors.
- Identify customer satisfaction with the services provided by the CC "MCS company".

IV. LIMITATION OF THE STUDY

The main aim of this study is to have an idea about the customers' preference towards various CC products. But certain factors affect this study that is the following:
- Since the sampling procedure was critical, the selected sample may not be a true representative of the population.
- Financial and market conditions are very unpredictable (present and future).
- The duration of this study is limited to 4 weeks, so it defines the study area. The study was limited to the city of Ulaanbaatar because the result cannot be applied universally.

V. METHODOLOGY

The study is carried out to find out about consumer satisfaction with CC products in the city of Ulaanbaatar, Mongolia. Sampling means that some units of the population consider this in the smallest representation of a large set for the analysis, since it is the process by which the sample park is selected to represent the whole.

VI. DATA ANALYSIS

A. Frequency analysis

Percentage analysis is one of the descriptive statistical measures used to describe the characteristics of the sample or population as a whole. The percentage analysis involves the calculation of measures of the variables selected from the study, and its finding will provide an easy interpretation for the reader.

No	Particulars	Frequency	Percentage
1.	Gender		
	Male	19	29.69
	Female	45	70.31
2.	Age		
	18-25 years	43	67.18
	25-40 years	21	32.81
4	What drink comes to your mind when you think of soft drinks		
	CC	34	53.1
	Pepsi	12	18.8
	Others products of CC	2	3.6
	Other products of Pepsi	4	7.3
	Other drinks	12	18.8
5	What quality do you mostly prefer to buy		
	150-200	23	35.9
	300 ml glass bottle	5	7.8
	500 ml pet bottle	21	632.81
	1 litre	13	19.2
	2 litre	5	7.8
6	What do you feel about CC product range		
	Excellent	12	18.8
	Good	41	64.1
	Moderate	12	18.8
	Very poor	1	1.6
7	What occasions do you prefer to buy CC product		
	Festivals	2	3.2
	Picnics	24	37.6
	Parties	21	32.81
	Cinemas	6	9.4
	Just like that	11	16.1
8	What is your most preferred channel for purchasing CC products		
	Super markets	31	48.4
	Retails	9	14.1
	Vendor machines	12	18.8
	Pubs &Restaurants	4	7.3
	Multiplexes	8	12.5
9	How much do you spend on CC products per week (in MNT)		
	500-1000	14	21.9
	1000-5000	25	39.1
	5000-10000	17	26.6
	Above 10000	8	12.5

Table 1:- Frequency Analysis

Inference: From table 1, it is inferred that the majority (29.69%) of the respondents are men. The majority of the respondents (67.18%) of the respondents are between the age group of 18-25. The majority (53.1%) say that coconut CC comes to mind when they think of soft drinks. 35.9% of respondents say they prefer to buy 150-200 ml of quantity. The majority of respondents say that CC's product range is 64.1% (good). Finally, 48.4 of the respondents said they prefer CC during the parties.

B. Analysis of Hypothesis

H 1: there is no significant difference between the male and female respondents with respect to the factors of customer satisfaction towards CC.

Particulars	Gender	Mean	Std. Deviation	t-value	p-value
Overall satisfaction CC	Male	4.39	0.903	0.874	0.401
	Female	4.16	1.079		

Table 2:- T-Test for significant differences between men and women surveyed

From table 2, it is inferred that the p value of what is the general satisfaction towards CC is 0.401, in which a hypothesis is accepted. Therefore, it is concluded that there is no significant difference between the male and female respondents with respect to the factors of customer satisfaction towards drinking CC.

H 2: There is no association between gender and the general satisfaction of the client towards drinking CC.

No	Gender	Overall satisfaction CC				Total	P-value
		Dissatisfied	Neutral	Satisfied	Highly Satisfied		
1	Male	1	4	4	29	19	0.199
2	Female	2	5	4	14	45	
	Total	3	9	8	32	43	

Table 3:- Association between gender and customer satisfaction drinking CC.

From table 3, that the p-value is greater than 0.05, the hypothesis is accepted and an alternative hypothesis is taken at a significance level of 5%. Therefore, it is concluded that there is no significant association between gender and general satisfaction CC.

H 3: There is no association between the age group of the respondents and the general satisfaction of the client with respect to the CC drink.

No	Gender (years)	Overall satisfaction CC				Total	P value
		Dissatisfied	Neutral	Satisfied	Highly Satisfied		
1	18-25	2	4	7	29	43	0.019
2	25-40	1	5	1	14	21	
	Total	3	9	8	43	50	

Table 4:- The significant difference between the age group of the respondents.

From table 4 Since the p-value is less than 0.05, the hypothesis is rejected. The respondents in the age group of 18 to 25 years are more satisfied with the CC drink than the group category of 25 to 40 years.

VII. CONCLUSION

The result of the study also shows that most of the customers were satisfied with the CC MCS company with respect to the chosen factors. According to the study, it is also showed that the loyalty of the clients towards the CC MCS company is also good.

STUDY LIMITATIONS

- The main limitations of the study are detailed below.
- A small sample size has been taken; If a large sample size is used, the results may vary.
- This study is limited to the city of Ulaanbaatar only.

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