

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

Coca-Cola as the world's leading soda beverage, with the strength of high resources company and also a very good and well-known brand image will be accepted at ease almost all over the world. Therefore, the strategy of Coca-Cola focuses on covering the full market segmentation, anywhere. But along with the development of the soda industry, many competitors both from domestic products to global manufacturers are now present and reducing Coca-Cola's market share in each country. Hence, the need for Coca-Cola innovations on their marketing strategies. Armed with their bottling partners and also the ability to *'think global, act local'* makes Coca-Cola could adjust its strategy in order to penetrate the market more complex and in-depth in order to continue to expand market share in all regions.

From the purpose of research, using conjoint analysis as analytical methods, and also processing the data, it can be concluded several points:

1. The packaging of Coca-Cola that consumers in South Tangerang prefer are Cans. But it seems there is only little difference in consumers' preference between Cans with plastic bottles which means it does not has significant effect whether company want to transform the package material from Cans to PET or vice-versa.
2. The product size of Coca-Cola that consumers in South Tangerang prefer are 1500ml. This means the consumers tend to buy the sharing size of Coca-Cola. For the individual package size, the consumer preference is also to find the bigger volume.
3. The price range of Coca-Cola that consumers in South Tangerang prefer are in range of Rp 3,000 - Rp 6,000 which the cheapest price as possible. Considering the pricing strategy is Coca-Cola cannot use the prestige pricing now but competitor-based pricing strategy.
4. In South Tangerang there is 3 new segments found, there is Size Matter which consumers tend to find volume is the most important factors in buying

Coca-Cola. Second is the Price Seeker which consumer will compare and find the best price for buying soda. And third is Package Admirer which consumers will find the one that has an appealing packaging design and form.

5.2 Suggestion / Recommendation

Through the research result conducted, it can be carried out several suggestions.

1. The packaging for Coca-Cola does not affect significantly from PET and Cans, so that if the company tend to transform the packaging material in order to lower the cost, then there is no need to worry about. Just keep in mind that whatever the packaging material it is, as long as the design and shape is attractive.
2. The price offered for Coca-Cola is need to be monitored due to the challengers arise and several consumers tend to find any soda that has best price for value for them. So it is needed to do benchmarking on challengers' pricing strategy.
3. The volume is the most important things for consumers in which they tend to find the huge size for them to sharing. This can be point out several things. The marketing program is already good to target full market coverage, but it is needed to take more focus to the Coca-Cola with large or sharing size.
4. Even though the consumers tend to find the biggest volume possible, it is needed to consider the diminishing marginal utility which will lead to lower consumer satisfaction if the portion given too much.
5. For further research, the scope of research may expand bigger into the whole company target market, with more sample size so that it may cover up to one country preferences.
6. The product under research can be done in all variants or any other product. It can be using other Coca-Cola Amatil Indonesia products such as Fanta, Sprite, A&W, Aquarius, Minute Maid, Schweppes, Ades and Frestea.
7. Further research may come with the additional method or using another analysis technique, using mixed method for deeper problem analysis which will getting fit and lead to very reliable information that can be implemented for company.

