

Impact of intensive food marketing strategies on consumer purchase decisions with reference to Coca-Cola Company in Oman

Md Sohrab¹, Dr. Hatim H. Ramadan²
^{1,2} *University of technology and Applied Science*

Abstract—food marketing play an important role in convincing consumer to make their purchase decision, especially where consumers are stocked in different brands and multiple options. The study examines the impact of intensive food marketing on consumer purchase decision. The research investigates the impact based on promoting factor like product design, pricing, promotions, distribution, and accessibility. The finding indicates that impactful promotions play important role in convincing the customer to make purchase.

The research addresses the gap in understanding the food marketing in Oman and contributing valuable input into it. The primary data has been used and the data has been collected through questionnaire and interview with the moving customers.

I. INTRODUCTION

Food marketing is Consider as one of the most important factors that especially it is something that the customers can't judge without trying the products. Therefore, using suitable methods to market for the food is important to attract the customers to buy the product (food). How much of the importance of the food marketing in terms to attract new customers and keep the existing customers, this is what we are going discuss in this research.

There is no advertisement for a brand that is known around the world more than Coca-Cola. Advertising is an approach to secure the attention of the public towards something, whether it is a service or a product so, Coca-Cola has attractiveness in line with all cultures, traditions, and religions.

Do food marketing approaches and advertising really affect consumers today in making a purchase decision? If advertising doesn't drive consumers to buy soft drinks, why is Coca-Cola spending so much money on advertising? In this research, we will deal with the role, impact, and analysis of marketing mix factor and the catalyst for the growth of the Coca-Cola Company worldwide because it has an effective marketing strategy that makes it unforgettable advertising campaigns and implementation of

marketing mix elements like product design, product development, competitive pricing, effective promotion, and placement & distribution with effective supply chain management system. The research is experimental research that studies the impact of food marketing on the consumer purchase preference for the Coca-Cola Company. Research begins with an organized research methodology; this study will contribute to revealing the impact of food marketing strategy on consumers' perceptions. No previous research has been conducted to reveal the impact of food marketing on Coca-Cola in Oman specifically in the near term.

The study will also help in understanding the opinions and perceptions of Omanis and non-Omanis regarding the Coca-Cola marketing approach and its effectiveness on consumers' purchase preferences. We will go over the analysis and understanding of the basics and basic concepts of product development, product promotion, product pricing, placement, procurement, distribution, and other marketing mix element along with advertising on customers' purchase decisions. The type of data that will be collected for this research is determined in chapter three. This is followed by data mining, data analysis, findings, discussion, and conclusion. This research will also end by drawing valid and reliable conclusions about the topic of the research and research problems.

Now a day's food marketing factors are playing a vital role in competing effectively in the market. It helps in creating awareness and winning the favorable concern in respect to other competitors. Coca-Cola company has been always highly innovative and impression leaving advertisement campaigns and implementing innovative food marketing tools. The company is having a huge budget for advertisement worldwide and always creates its campaign on recent and traditional issues to attract customers' attention. We will evaluate the overall food marketing approach on the criteria and scale of measurability, mission,

money, message, and media to evaluate its performance and implications.

Statement of the Problem: Many food companies failed in marketing for their food due to, the ignorance of the importance of food marketing and lack of knowledge in the best methods used to have the best marketing for their food. Marketing mix elements are very important tools to create an effective environment for an organization to create a huge customer base and persuade them to buy products. As such, the promotion has become a very important tool in the market for every food-producing company. However, many companies failed in using the best method to implement a food marketing approach for their products. In addition, some institutions also see promotion as expensive and therefore do not use extensive promotional approaches that are appropriate for their product. Every approach of the marketing mix is used for certain types of target customers. So, the research is important to know the best methods that the Coca-Cola Company has to use in order to attract more customers and the research is necessary to identify the impact of marketing for the product of Coca-Cola Company. The research will help the food companies to know the importance of marketing and the best methods to use in food marketing. Also, it will help the mentioned company to improve and enhance its food marketing strategies that will attract more customers and retain them as loyal customers. Hence, the subject of this research becomes an experimental problem worthy of research.

II. LITERATURE REVIEW

Need for food marketing: Due to the rising need for food, a slew of new businesses is entering the market. Consumers, on the other hand, are becoming more educated and paying more attention when purchasing food products. Companies are struggling to persuade clients that their product is healthy and beneficial. Companies can't be successful in marketing unless they have some strategy and plans in place. Let's look at some of the key marketing tactics that a firm needs to flourish. The food business is currently expanding at a high rate in the market. Before pushing the product in the market, the corporation needs to conduct market research on potential buyers. It is advantageous for businesses to reach out to their target audience as soon as possible. A company's unique reputation in the market should be built for buyers to trust its products. Food product branding is necessary to have a distinct image in social media and the marketplace. To build a brand image with the best product on the market,

businesses must put up genuine effort and hard work. Following the effective creation of a brand identity, traffic and product sales will naturally follow (Nancy Cartmell, 2014).

The importance of the Coca-Cola advertising and promotion for Omani consumers: Advertising considers as a very important factor for selling any product. According to Kotler and Keller (2006), Advertising can be used to raise brand awareness and provide details about a new product or service. So, a global company like Coca-Cola certainly, is following advertising methods to sell its products. Coca-Cola Company knows how to attract its target audience by using suitable advertisements for every category of consumers. However, because the research is focusing on Omani consumers, we will write more about Coca-Cola advertisement methods used by the local people. Advertisers must comprehend the advertising communication process in order to set advertising goals that are in accordance with the receiver's response. Additionally, advertisers can choose the best media mix to reach their target demographic. Indeed, if consumers find a particular medium's communication unsettling, it may affect their attention to and interpretation of the message (Heinonen and Strandvik, 2005). Furthermore, in advertising, feedback is critical to guarantee that the target audience has correctly received the message.

Standardization and localization strategy: Coca-Cola is a globally recognized brand that is promoted in several nations. Because the organization operates on a global scale, it is necessary to choose the most successful advertising techniques. Here, marketers must choose between two advertising strategies: standardization and localization.

One of the advantages of standardizing is cost reduction due to economies of scale. Furthermore, if a corporation uses a standardization plan, it will communicate the same ad message in several nations, simplifying the coordination process of marketing tools and minimizing misunderstanding among regular travelers (Papavassiliou and Stathakopoulos, 1997).

Localization proponents, on the other hand, claim that it is necessary due to variances in buyer behavior, disparities in purchasing power, and the diverse competitive circumstances of different countries (Schuh, 2007). Advertisements for Omani consumers

should reflect the country's diversity in terms of environment, culture, and traditions. As a result, advertising must keep in mind that customer behavior is influenced by the culture of the country, which differs from country to country. The ad has a better probability of success if the message is integrated locally. This strategy, if not effectively managed, could result in a loss of the brand's global image (Anon, 2006).

Advertising & Omani consumer behavior: Advertising is a method of communication that aims to persuade viewers to buy a product or service by providing information and encouraging them to do so. It is regarded as a critical and necessary component for the marketers' and businesses' economic progress (Ryans, 1996). When a consumer begins to make a purchasing decision for the things he requires, there are two sorts of elements that influence his behavior: internal and external factors affecting consumer behavior.(Harrond, 2020).

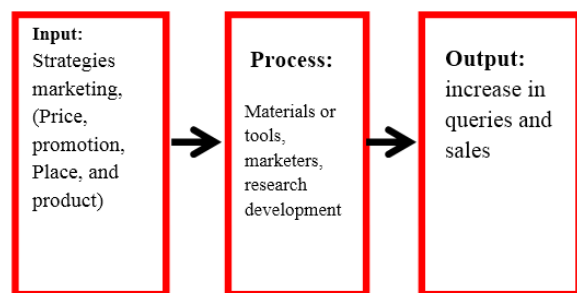
Branding & Omani consumer behavior: Consumer behavior is impacted by both intrinsic and extrinsic values, according to Meenaghan (1995). Intrinsic values are centered on the quality of the product, while extrinsic values are based on the brand imagery established through advertising. Coca-Cola is the market leader in soft drinks, and its success is largely due to the company's ability to create relevant and enticing visuals around the product, resulting in a distinct brand (Kotler and Keller, 2006).

Where the Omani consumer is affected by the brand, it is a means of guarantee for the product and the consumer, and it is considered one of the most prominent elements of intellectual property, as it plays an important role in the success of any business project; It aims to enable the consumer to identify the products of companies and distinguish them from similar products from other companies, and it is considered one of the most prominent elements of intellectual property, as it plays an important role in the success of any business project. (Harib said 2020).

Product design: Product design provides businesses with a competitive advantage and is a key driver of company performance. The authors define product design and its dimensions based on a comprehensive literature analysis and consumer interviews. The authors construct and evaluate a new scale to measure product design along with the aspects of aesthetics, utility, and symbolism using data from three samples

(6,418 U.S. consumers and 1,083 and 583 European consumers). They also look at the effects of these design elements on purchasing intent, word of mouth, and willingness to pay. The findings show that design dimensions have a favorable impact on willingness to pay, as well as purchase intention and word of mouth. (Martin Schwemmler, Christina Kuehnl, 2015)

Conceptual framework: This model shows food marketing, this model helps many businesses to take successful marketing plans. Firstly input step, their strategy marketing (price, place, promotion, and product), Coca-Cola face challenges in the marketing mix, first in product quality because of the ingredients in the main manufacturer has better version than the other countries which only import the ingredients and may face some changes in its structure and taste, Secondary, product pricing especially here in Oman Coca-Cola soft drink has taxes which will increase the price, Thirdly, distribution location sometimes Coca-Cola company face hardness to distribute their Product to areas that have the difficult infrastructure, finally, promotion, some of the advertisement that Coca-Cola created did failed due to the ignorance of the country traditions and environment, so, they have to choose the suitable advertisement to a suitable target audience. Secondary process step, they collect materials, take good marketer and the important know what customers want and how to development their businesses. Finally, output step, they evaluate customers buying behavior.



Research Gap: Food marketing has an effective role in increasing sales and attracting customers. Many types of research have been conducted for the Coca-Cola Company, but there is no research close to our field of research. There is no clarification regarding the effectiveness of promotion on consumer behaviour of food products in Oman and consumer buying behaviour of the Coca-Cola Company. Nowadays, food marketing and promotion is most important element to promote a product and introduce new things to customers. With the advancement of technology, there are different types of food marketing

that were not mentioned in the previous literature. Based on previous studies, a distinct study has not been conducted on how food marketing affects the Omani market, as we have effective tools that can attract and retain the consumer's mind-set. The gap in the research was that the study did not cover what is the most effective methods and channels of advertisement for Coca-Cola companies in Oman it was limited to the effect of advertisements on products and delivering them to the consumer. However, the data and research used in this study greatly help in covering the gap and discussing it in the future.

Moreover, in previous research effective implementation of food marketing elements are not clearly stated. With changes in technologies, implementation of marketing mix elements has been upgrading and here we have opportunity to fill this gap.

III. RESEARCH METHODOLOGY

Type of research: This study will be adopted in the quantitative research method "a questionnaire sample methodology", which depends on data collection to find out the effectiveness of the food marketing to achieve the success of the Coca-Cola Company. We chose quantitative research because it's easier and we can publish it to a different number of people from different places also, researchers can publish it online in less time. Moreover, quantitative research also helps in understanding and studying consumer behavior and the extent of his loyalty to the brand, which helps in achieving the goals of food companies in building a strong marketing base to achieve profits as well. On the other hand, researchers need to use relationships causal and effect by using qualitative research is appropriate for the development of the research study.

Research design: In the research, the researcher will use an experimental design and will gather a sample of different people randomly assign half of them to be social media. Then, the researcher will compare their outcomes. Moreover, quantitative methods are in line with the topic of the research to measure the impact of marketing food companies. Firstly, started to collect data from participants; focusing on people who like eating food especially soft drinks, to analyze the impact of food marketing on consumers and to describe its effectiveness it. This type is effective for creating a stronger link between the brand and the customer by allowing people to experience a brand or product in a tangible form to get realistic and clear

results in the market which is easy for marketers and saves them time.

Research respondents: The Research aims about food marketing techniques of Coca-Cola products, the target market for our research is the people who like food and especially, the respondents who prefer Coca-Cola or soft drinks, in this research made use of social media which is owned by most consumers and used by them most of the time and is the most convenient and secure method available today. As a result, this strategy is a digital solution that is simple to utilize. In another hand, they can immediately adapt to participating people across social media including from different channels. Hence, social media was used to share the questionnaire with respondents and consumers who prefer food, especially soft drinks that are Cola-Cola. The method was simple due to the quantitative use of the research, and it took a few minutes to complete by using simple questions. Furthermore, quantitative research relies on statistics and measures rather than words. They can take many rich information and data, which helped to reach our research objectives of the experimental design.

Sampling technique: Sampling is an effective way to obtain a large group of people, drawn from certain groups and it is a tool for market research for companies that help them to better understand the target market or research for new ideas and it can be sampling that shows real results. The research involved in sampling helps us learn how food marketing and its elements affect customer purchase decisions. The aim of the research is to understand how food marketing plays an important role in the impact of the marketing approach on the success of The Coca-Cola Company. The research focused on ethical practices during sampling using probability sampling methods that every member of the population has a chance of being selected and it is used in quantitative research and the type of probability sample is a cluster sample. They divided into two groups was applied through social media programs and meetings in person, where 450 respondents were directed. This indicates that customers view research positively. Contributes the research is in the field of marketing for food products especially Coca-Cola. It brings results that focus on how food marketing elements affect customers, customer buying behaviors, and also this research will help further improvements in food marketing methods.

Research instruments: Data were collected using a structured manner using different levels of closed ended and open-ended questions. Primary data is collected through by online questionnaire that was sent to several people. The questionnaire is clear, simple and everyone can understand questions and choose the appropriate answer. Moreover, all data were collected electronically by the program special for questionnaire design, this program is easy and fast to get the correct response and it reduces errors that can be committed during data analysis. The questionnaire begins with demographic level questions which are optional like age, gender, and Nationality. Then, we have taken filter questions to get true data followed by interesting questions that are open and close-ended. The researcher used colorful in the questionnaire to attract the respondent's attention and used simple questions to not waste time and effort. The sample size is 100 respondents. The size of the survey sample was determined because the research focuses more on customers who like food and soft drinks and to take enough knowledge about food marketing and how it can impact food marketing in the market.

IV. DATA ANALYSIS AND INTERPRETATION

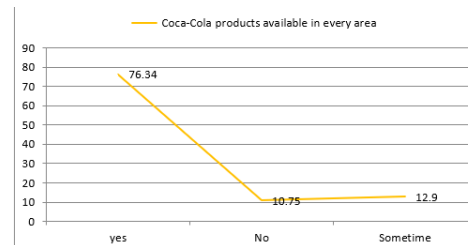
Promotional aspect of the most attractive food products to buy according to price discounts, coupons, buy one and get one free, and others. The pie chart shows that 69% of participants are attracted to price discounts. While twenty-nine percent of the consumers are attracted to the buy one and get one free. However, rarely costumers are attracted to coupons as shown in the chart. In addition, there is only 1% that consumers are attracted to other promotional as shown in the chart they said (we want free products when buying more than specific price).

There are (53.3%) consumers prefer food products to other products according to taste. However, (25%) of them will buy food products according to the price. In addition, about (12%) consumers prefer food products depending on attractive advertising. Also, the packaging of the food products attracts the consumers by (11.36%). On the other hand, (5.60%) people will buy according to the food availability in the near market. Moreover, (0.80%) consumers prefer food to other food for other reasons its (quality products).

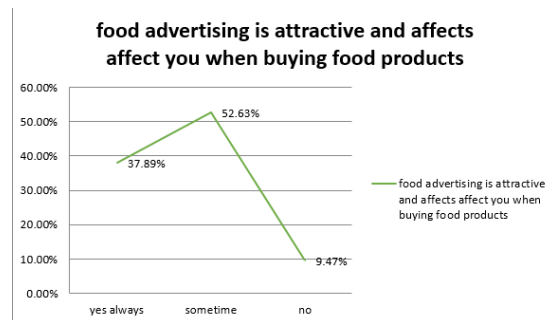
60.87% of the responders agreed that companies can succeed without doing any promotional effort for their products and services, while others agreed by 29.35% that they will never succeed without doing

promotional activities and a small rate 9.78% of them completely agree with the statement.

The highest percentage of the responses (76.34%) said yes Coca-Cola products available in every market. (12.9%) of them said sometimes Coca-Cola products are available and they are found in the market. The lowest percentage of them (10.75%) said no, meaning Coca-Cola products are not available in every market.



The given below line chart illustrations by (52.63%) advertising affects sometimes the customer's when buying food products and, there are many customers which are always affected by food advertisements (37.89%). However, (9.47%) the customers were not affected by any advertisements when buying food products.



V. FINDING AND DISCUSSION

The success of companies depends on marketing strategies based on customer buying behavior. So, through research observe respondents are attracted by advertising that contains discounts by 69% and buy one get one free 29%. Moreover, consumers prefer food products to other products according to taste by 53.3%, it is important for food companies to focus on their advertisements on the taste of the product. However, food-producing countries greatly influence the buying behavior of food because the customer has preferences in some countries where 26% said they strongly agree with this. One of the most important factors in creating attractive ads is background products. According to respondents, the appearance and packaging of a product have a significant impact on customer and purchasing behavior, 51% of

respondents said attracted to packaging and appearance.

As a result, Coca-Cola must focus on packaging and create innovative ways to suit customers' tastes and attract them to products. On the other hand, companies can reach consumers with the most effective promotional methods. The promotion will communicate the brand message to the consumer through using different platforms and, we observe 74% of the participants are effect by social media advertising, now can we say social media is the best medium for food marketing.

In addition, since there are many competitors in the market, each using unique promotion to attract customers with new methods and behavior, Coca-Cola can use a variety of new merchandise in the promotion to attract and satisfy customers. Because 50% of participants were dissatisfied with Coca-Cola merchandise and reported that their product choices were limited. As a result, limited products still influence buying behavior, and the company needs to continue to expand and develop its products to satisfy customers, gain their trust and influence their purchases.

Moreover, Coca-Cola is very interested in advertising and always uses new and different ads at a high cost which increases the price of its product which greatly affects the buying behaviors as they that 53.85% of the subscribers strongly agree with the effect on the price. While food marketing motivates customers to make decisions and influences their buying behavior. The most important elements that company's food should include when marketing their products, price, packaging, benefits products, and taste when marketing the product according to consumer perceptions and buying behavior.

Through the study that the researchers did, they discovered that the most marketing techniques which attract the customers to buy their products are price discount and buy one and get one free. Due to the benefit that they get from the discount and buy one get one free which save their money and the customers feel easier to get the product in cheaper price and maybe this offer will encourage the customers to buy in bulk or purchase the product frequently. However, is this method used by Coca-Cola Company to attract and keep their customers? The answer to this question is yes, but they did use another method with it and create integrated campaigns because they believe that all the methods are important to satisfy the customers

and attract them. Moreover, 52.34% of people did know about Coca-Cola by advertisements that are because it has an attractive promotion, so there are many techniques they can use in its ads and become more successful in their campaigns advertising such as sponsorship for programs and events, price strategy, slogan, shape, and packaging of the product, etc.

Coca-Cola Company spends so much money on shipping, transportation, and advertisements, then they set the price of their products accordingly it. Due to this, 17.98% said Coca-Cola has a high price for its products. moreover, Coca-Cola is very interested in advertisements and always uses new and different advertisements at a high cost, and thus increasing the price of its product that greatly affects the loyalty of customers as they said 53.85% of the participants are strongly agreed the customers are affected when a change the price, as it leads to a decrease in the purchase of Coca-Cola products.

there are many competitors in the market and each competitor use different promotion to attract customers by using something new ways, so Coca-Cola can use different new products in promotional to attract and satisfy customers. Because 50% of the participants were not satisfied with Coca-Cola products and they said have a limited range of products. so, in the eyes of customers, the products are still not diverse, and the company needs to expand its products more and develop them continuously to satisfy customers and gain their trust.

The background products are one important element that helps to make attractive advertising. The researchers observe the external appearance of the products and their packaging greatly affect the customers by 51% of the responders are caring about the packaging and appearance., so the Coca-Cola company must focus on packaging and innovate new ways to suit the tastes of customers and attract them towards the products.

VI. RECOMMENDATION

Reflective of the responsibilities, the recommendations address actions related to food marketing. Recommendations are also offered for research to chart the path of future improvements and the making these improvements in marketing practices. The recommendations reflect in a rapidly changing environment and should be implemented to create a good promotion and suitable to satisfy customers.

- The most attractive promotion for the consumer is the discounts price and buys one and gets one for free. We recommend food companies to use these items when marketing their products because they are one of the most attractive items to consumers.
- Taste is one of the most important elements that consumers focus on. The researcher recommends food companies, before offering any new product, to offer it to the consumer to try it first, and through consumers' feedback, it is presented in a market if the reactions are positive, and if the opposite changes the taste according to customer preferences. Also, the price of the product is one of the factors that affect the consumer, but when creating a product with great taste, the customer is ready to pay the product for it.
- The producing country is one of the most important elements that the customer relies on when purchasing his products and it affects his buying behavior as well. The researcher recommends that food companies take care when marketing their products to mention the country producing their food.
- Advertisements are one of the biggest customer impact elements use an example with Coca-Cola, respondents know Coca-Cola company through its attractive advertisements. We recommend food companies to place effective ads through which they can attract customers to buy their products.
- Researcher noticed that respondents can be attracted to the product without using any promotional activity, and that is through people's experiences. Some food has not been promoted, but we see it has an effective effect on the market. It depends on the company that produces the food using the taste, product packaging, and price. These elements are sufficient to attract the customer without promoting the product.
- Social media agreed by respondents as the most attractive means for them, and then electronic sites. We recommend that food companies focus on marketing their products on social media, and pay attention to product details, especially the outer packaging of the product, which reflects a wonderful impression on the customer and motivates him to buy.
- Products that consumers can get everywhere create a positive impression for the producing company, and the customer also changes the decision to buy it sometimes, especially if he prefers a product and cannot reach it, so he will replace it with another product that it can get everywhere. For example,

respondents said that Coca-Cola products are available everywhere. The researcher recommends food companies provide their products in all markets for customer satisfaction and success.

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