

Internship Report (BUS 499)

On

**Influential Factors on Consumer in
Choosing Soft Drinks (Mojo Cola)**



COURSE: BUS 499

Submitted To

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Submitted By

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Submission Date: 28th April, 2008



EAST WEST UNIVERSITY

28th April, 2008

Mr. Omar Faruq
Senior Lecturer
Department Of Business Administration
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Subject: Letter of Transmittal

Dear Sir,

An internship report is submitted to you as required to fulfill my course curriculum at East West University. The report on "**Influential Factors on Consumer in Choosing Soft Drinks**" is attached here.

I have prepared the report in a way so that the purchase behavior of consumers regarding soft drinks is extracted accurately. I have also followed all of the standard methodology.

I hope this project work will fulfill all the requirements suggested by university under the course BUS 499. I will appreciate if you kindly spend some moment in checking the papers and making a positive remark about the assignment.

Sincerely yours,

Saiful Islam

Md. Saiful Islam

ID#2004-2-10-260

Acknowledgement

At first, I would like to thank my honorable supervisor **Mr. Omar Faruq** for giving me his valuable advice while preparing the report. I gathered a lot of practical knowledge and information while working on it. I really want to express my heartiest gratitude to him for the time that he gave me, which helped immensely in preparing this report.

I am grateful to those, who helped me while surveying on Mojo Cola. They provided helpful comments and observations over Mojo Cola. Most of the information has been collected from primary data and consumer's comments. This research has added valuable experience in my learning.

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Introduction

OBJECTIVE OF THE REPORT

The broad objective of the project paper is to build a more strong marketing strategy for Mojo Cola after analyzing the deficiencies in the current strategy. The report measures the perception, lifestyle, and motivation etc of consumers of Mojo Cola and presents a marketing strategy for Mojo Cola relating these factors.

SCOPE OF THE REPORT

The project paper is a comprehensive study of the consumer's attitude towards Mojo Cola. The report focuses on consumers' belief, perception, and lifestyle and presents a new effective marketing strategy for Mojo Cola.

METHODOLOGY

I collected information for this report mainly from primary survey. 50 consumers were interviewed for this purpose. Among the respondents, 25 were males and the rest were Females. 13 of them fall under the *13-18 age* group, 15 under the *19-22 age* groups and 22 more then *23 age* groups. Besides that I used my knowledge.

All the data were stored into computer. Different tables and graphs were prepared to gain a better view of the consumers' perception. Microsoft word and Microsoft excel were used for this purpose. After the analysis recommended strategies were suggested.

LIMITATION

The limitations of this report are:

1. Only the consumer of Dhaka city was interviewed. The view of consumers outside Dhaka is not reflected in the report.
2. Only 50 interviews were taken into consideration while preparing the report as a sample.
3. Lack of in-depth understanding of certain terms and concepts to the interviewed people.
4. Inadequate knowledge of interviewed people about the product Mojo Cola.
5. Age variation is very low as respondents are most of my university friend's.

Mojo Cola- A Brief Introduction



Mojo Cola is coming from the hand of **Akij Group**. History of Akij Group stretches back to later part of the forties. In its infancy, the Group started in humble way with jute trading which was known as the golden fiber of the country, earning highest amount of foreign exchange.

The Group undertook new ventures and presently there are 15 units of industries under its umbrella like cigarettes, handmade cigarettes, printing & packaging, textiles, hand board, pharmaceutical, leather processing and real-estate business are in operation, catering jobs for more that 32,000 people in various categories.

Akij Jute Mills Ltd.

Akij Match Factory Ltd.

Akij Food & Beverage Ltd.

Akij Cement Company Ltd.

Dhaka Tobacco Industries

Akij Textile Mills Ltd.

Akij Particle Board Mills Ltd.

Akij Printing & Packaging Ltd

Akij Group is also involved in socio-cultural activities. The Group has been operating a sizeable orphanage free of charge in district town. The Group has also acquired a modern mother & children hospital previously owned by Save the Children (UK). The hospital is being operated as a non-profitable concern by Ad-Din Welfare Trust.

AKIJ FOOD & BEVERAGE LTD.

Akij Food & Beverage Ltd. has been established at a beautiful site of Krishnapura, Dhamrai of Dhaka. It has become with the best food & beverage in Bangladesh.

There are various types of drink. Mojo is the brand name of cola, Lemu is the brand name of Lemon and Speed is the brand name of energy drink. Immediately after the introduction of the cola brand it became very popular among its consumer because of the high quality and intensive distribution in every nook and corner of the country.

Chicky Monkey is the brand name of banana chips produced from this factory. It also is becoming popular chips in Bangladesh.

Most of our Raw materials come from various foreign countries. The quality is very strictly controlled. At every stage, non standard products are rejected.

4 p's of Mojo Cola

PRODUCT



The drinks are deliberately given more effervescence & comparatively strong aroma than the existing soft drinks in the market to create differentiation. The concentration of the drinks made with proper technology. So there is no chance to occur fluctuation in taste. The cola drinks contain a very strong taste which can compete with the market leader Coca-Cola & Pepsi.

PRICE

The price of the product is very much affordable to the target market. It keeps its 1000ml drink by maintaining a price of Tk.35 and 250ml bottle cost 12tk as well as 150ml cost 12tk. The price is not too low to hamper the prestigious image. Again comparing to the competitors product, the price is low enough to encourage the target market to shift their brands towards MOJO.

PLACE

The distribution channel of the product is found very efficient for it is available in almost all the retail outlet in the target market area: Urban and Semi-urban. Mojo Cola has two approaches of distribution: Direct distribution and through intermediaries' distribution. Also it is seen that this product has been successful to occupy the refrigerators in the outlets so that is found chilled.

PROMOTION

The promotion of **MOJO** is designed for fun loving young adults. Both ATL (above the line: TV, Newspaper) and BTL (below the line: poster, shop signs) are used for promotion. Free sampling of **MOJO** has been done in many Universities. This promotion was successfully created a positive image in the target market. **MOJO** also gone for an innovative idea during the World Cup Cricket. They made the world's largest cricket bat (70 feet), which create a big attraction of the target customer.

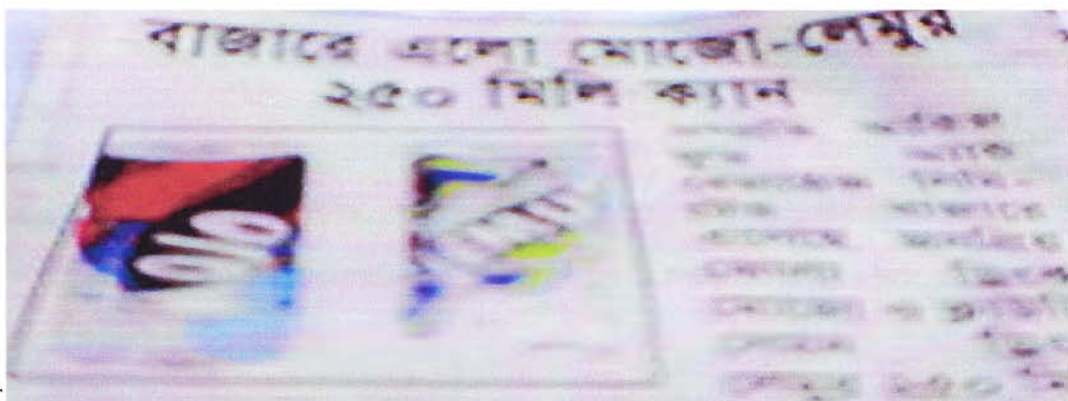
Existing Promotional Mix

TV AD:

In world cup cricket Mojo Cola gave lots of funny ad in almost every Bangladeshi channel. The ad is like as where a person came with color full dress and say "Amar naam Bond, Abdul Kudus Bond, drink Mojo and SMS who will be the winner of this match and get a big size of TV.....antenna."

Paper AD:

This is for the newspaper. It is about the new price rate of the Mojo newly lunch cans cola, which is written in untraditional way that the "**Bajare alo Mojo can**". Here is written about there new price for all other price rate.



SAMPLING

MOJO cola did a promotional program in East West University. They gave some free samples to promote their product.

Profile of the Target Market

Keeping the age factor in mind, I conducted a survey among the target customer of the product. Draw a profile of the target market, and draw some structure of the target customer's point of view.

DEMOGRAPHIC FACTORS

"Mojo Cola" is marketed as appropriate opportunity for the Soft drinks drinkers of the people, regardless of the sex, with bias towards the young adults. The target location is the urban and semi-urban area with a bias towards urban. In the early age of youth consumer are more stylish and friendly to take challenge.

SOCIAL FACTORS

Social Class:

The social class of the target market was determined according to their family income. From my sample size of survey I found out that more than 26% respondent have family income between TK.50000 and above. This group is defining as the upper class of the society and they are majority of our survey. There are also have strong middle class 20% and 24% and lower middle class family, but they are too small in number. This is shown in **Figure 1**

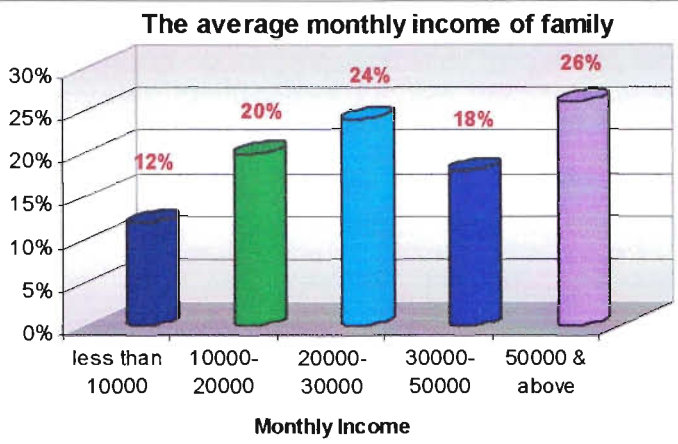


Figure 1: Family Income of the respondents

Desired social class:

The survey also attempted to find the desired social status of the respondents. Which means where do they want to see them in the future?

It is found that more than 38% want to be in prestigious business executives and 16% Banker are their main desire in career. In our country, both of these two professions have promise of high social status, but other become 2nd highest because most of our female respondents wants to become house wife so they put over their.

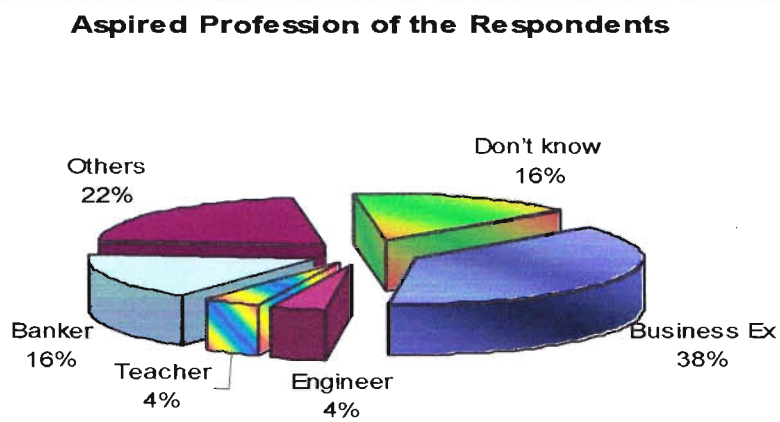
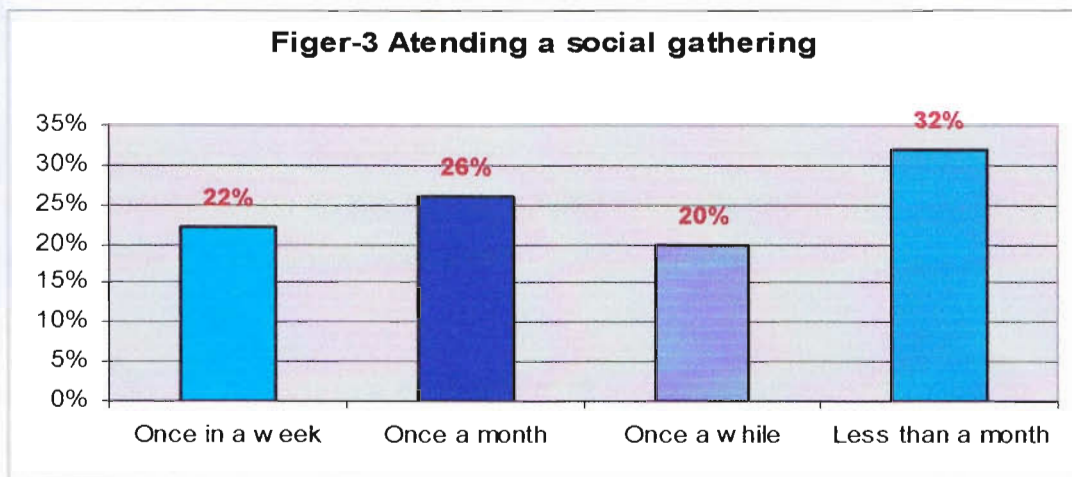


Figure -2~ Aspire profession of the Respondents

Social Gathering:

The consumers attend to social gathering very frequently, which is mostly parties with friends & peers, relatives 70% of the target market attends several programs from Once in a week to once a while. To age group of the respondents still depend on their parents' approval for their attending any social occasion. This is in the Figer-3



PSYCHOGRAPHIC FACTORS

Leisure activity:

The respondent's individuals, being young in age and nature do a variety of activities during their leisure. The invitation of modern technology has a considerable effect on the behavioral as well as the psychographic pattern of the children and young people. The outcome is seen in the increasing addicting towards watching TV or movies and playing computer games

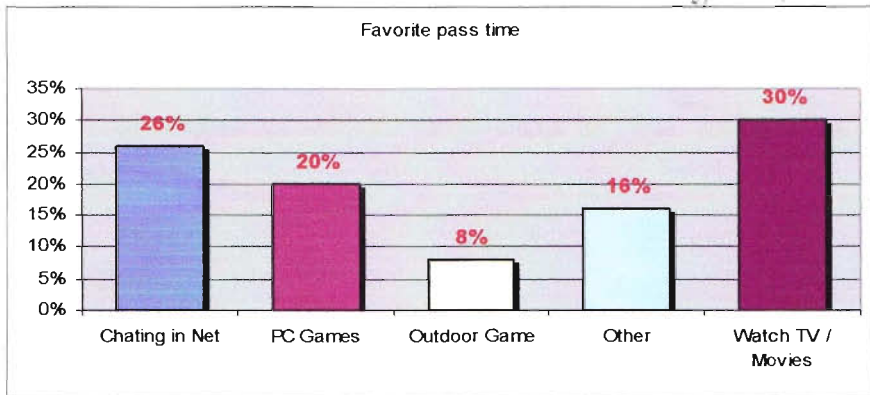


Figure 4 Leisure activities of the respondents

The cultural influence on the target population is reflected in their choice of food, eating place, TV channels, sports etc.

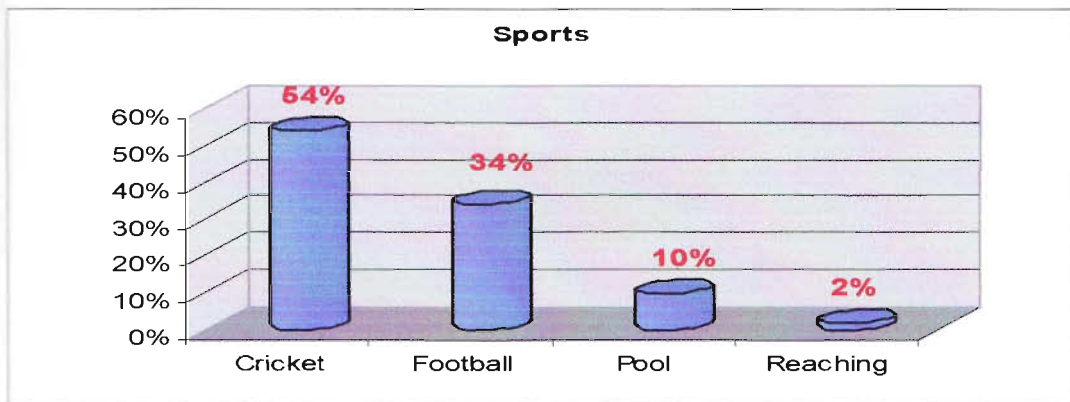


Figure 5-Favorite game

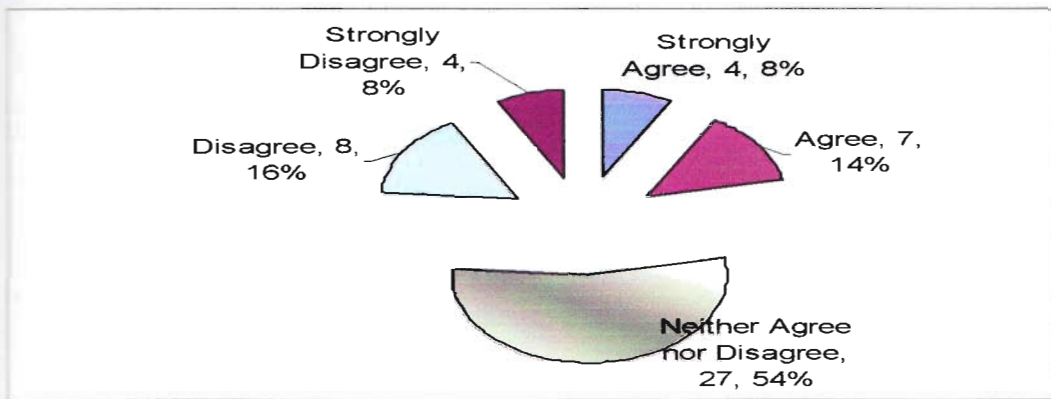
The preference towards sports shows the interest of the respondents. Sports play a vital role for the youth. Sports have most influencing power then other factor for the youth. The popularity of cricket and football is sufficiently relevant our own culture. But the preference towards other sports (tennis, table-tennis, badminton, basketball, pool) is the influence of foreign culture.

DIFFERENT ATTRIBUTES

About different attributes of MOJO cola most of the respondent frequently support the price.

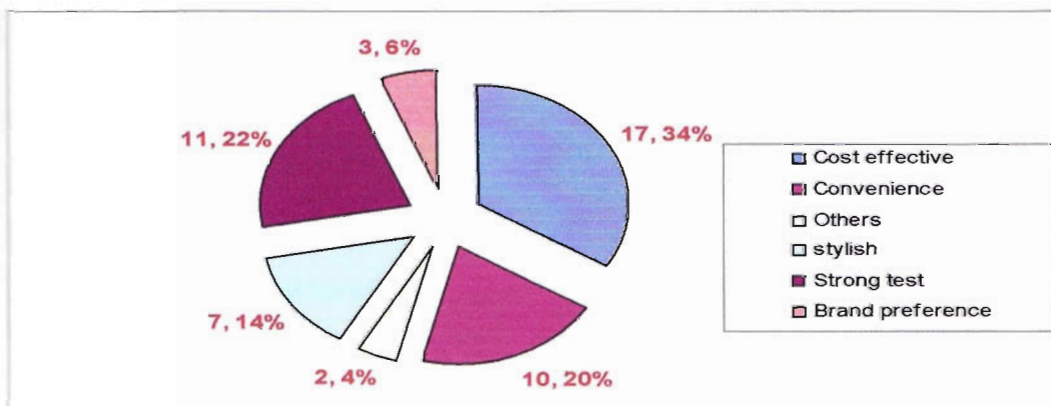
I like Mojo Cola

In this case most of the respondent gave there opinion in "Neither agree nor disagree" section with this statement which is 27.54% and some of them are in "Agree" which is 7.14% in Figer-6



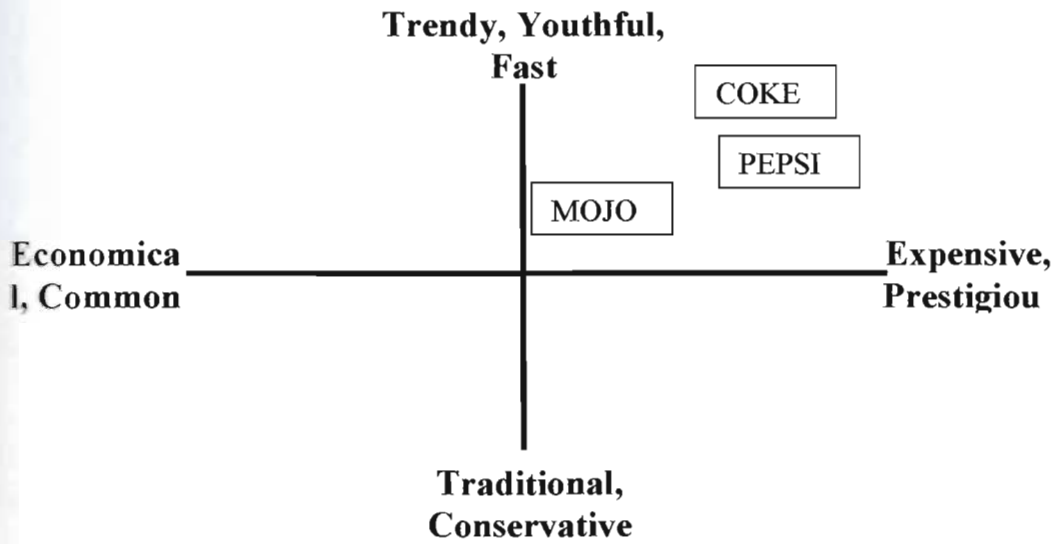
Figer-6

Cost Effectiveness (Fig: 7)



About 17.34% of them like because of Cost effective, 10.20% of them like for convenience, 11.22% for strong test and rest of them for various reason. In Figer-7

Figure13-Perceptual Mapping



EXTERNAL INFLUENCES on CONSUMPTION

CULTURE AND ITS IMPLICATIONS

Culture factors play a very important role for the consumption of any product. If the product does not match with the culture of target market, then the product is not going to be consumed by the consumers.

Relevant Cultural Values:

The important values that effect the consumption of Mojo cola are described below:

For Mojo cola youth preferences are gradually given more and more emphasis. Mojo cola is the first soft drink that catches the attention of youth. The youths are becoming more and more vocal in our society. The youth market is a significant subculture for the marketer like Mojo cola. Youth are often considered to be those between the ages of 14 to 24. Mojo cola mainly concentrate on young. In Bangladesh young people does fun love, like to lead a colorful life which can have with Mojo cola.

Demographic Characteristics:

Size: For Mojo cola most of the people are surviving between "13-23 "

Psychographic Characteristics:

- **Socially Driven:** They are most brands conscious. From the survey we found that most of them prefer brand preference and cost efficient.
- **Diversely Motivated:** Youth are the most energetic, adventurous and cultured. Mojo cola do have fun to them.
- **Sports-Oriented:** Youth represent the biggest market for sports. Mojo cola makes worlds largest cricket bat which make them Sports lover.

YOUTH SHOPPING BEHAVIOR

- **Buys both impulsively and rationally:** Youth people do not buy products impulsively and are more rational than the market as a whole, survey indicate that most respondents aged 18-23 compare price and brands before buy a soft drinks.
- **Tries new products more than any other age group:** Young people like non-traditional, stylish, fun oriented things and they like to try the entire new product. Which they have from Mojo cola.

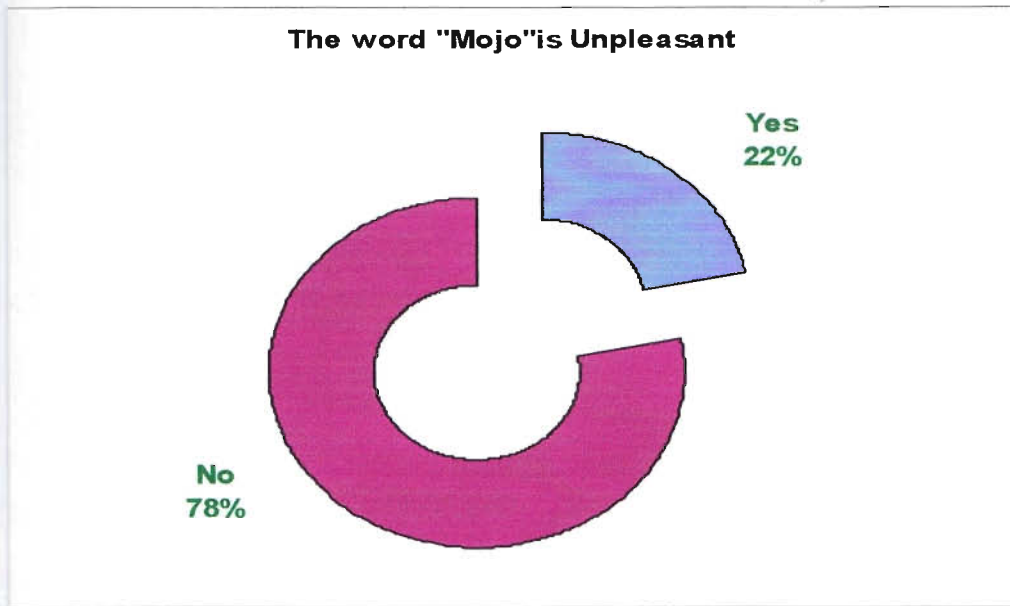
PROMOTION TO YOUTH

Media Patterns: For Mojo cola print media is important in promotion to the youth market. Newspaper very often published the ad of Mojo cola. To promote youth they also use bill board and organize events.

Effective Message:

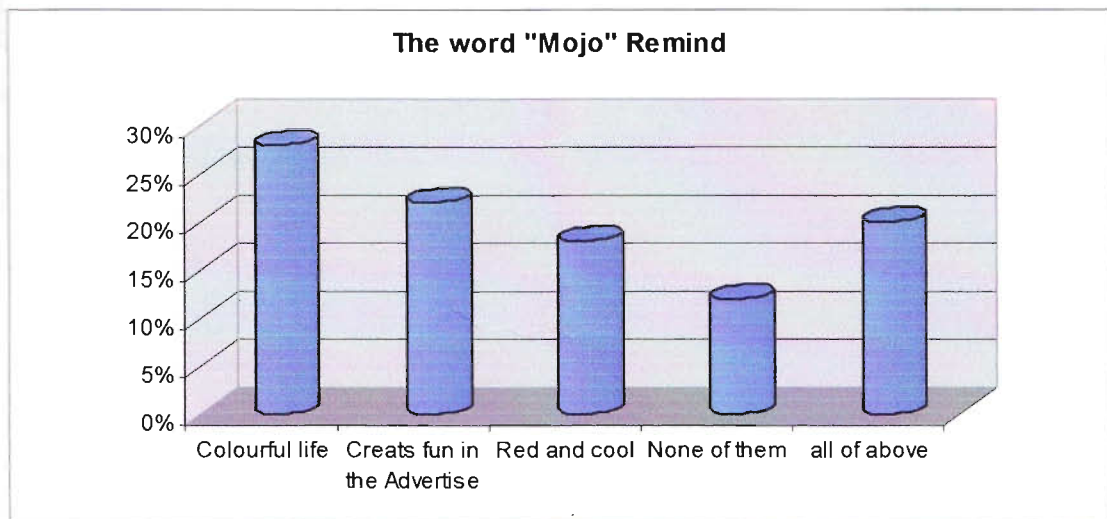
- Sports themes: Promoting to the youth sports are the best option.
- Use of Language: Informal Language which used previously in the ad of Mojo cola gives it a new idea to create attention in the young people mind.

Non-verbal Communication: The name Mojo cola reminds few words in the consumers mind. From our survey we see that the name Mojo cola is pleasant according to many people. In Figer-8 which is 78%



Figer-8

These feelings (given below) consumer can distinguish Mojo Cola from others, in Figer-9



Figer-9

GROUP INFLUENCE

Choosing soft drinks is more or less an individual matter. When people go to buy a soft drinks, it is seen that different people chooses different drinks.

Family/Friends: People purchase drinks for him or herself but when they are gathered/make party together they buy what their friends like.

Type of Influence: Only informational influence might be present in the choice of drinks Informational Influence. Informational Influence used when Mojo cola came in the market. The best example of that is distributing free sample of Mojo cola in various place. Those who done in it and was impressed recommended it to other group members.

Degree of Reference Group Influence :

It is a visible and non-necessary item. So the reference group influence should have been high in both product and brand. But the influence is low in the case of beverage. It is an exception.

Ad Strategy:

Although the reference group influence is low, drink is more or less a group activity, so Mojo Cola should show ads where group of people are drinking Mojo. Show people like you having Mojo. If you want to be a group member, be like them. It may be an option for Mojo to use the little group influence that is present in the choice of beverage.

Information Processing of the Consumer

MOJO'S STRATEGY

Mojo affects the consumer's information processing process by exposing them to stimuli, gaining their attention, making those stimuli easy to interpret, making them learn and finally installing the stimuli in the memory of the consumer.

PERCEPTION

The first three steps of information processing (Exposure, attention, and interpretation) constitute perception.

Exposure:

Mojo is trying to expose itself to its target market through various means. They are:

- **TV:** Mojo has placed TV ads quite frequently in the early stage mainly during its launching. It continued with new TV ads thereafter. At present funny ads are shown in on-going cricket world cup.
- **Newspaper:** Mojo Company placed its ads in various newspapers.
- **Billboards:** Some (not that much) billboards have been put up.
- **Shop Sign:** Probably the most used way by Mojo for getting exposure. A lot of shop signs over the name board of the respective shops. The colorful shop signs are a good way to get exposure.

ATTENTION:

Attention occurs when the stimulus activates one or more sensory receptor nerves and the resulting sensation goes to the brain for processing. Mojo Company tries to gain attention mainly through the following ways.

STIMULUS FACTOR: The Stimulus Factors that Mojo uses are:

Size: Billboards and Shop signs are the best example.

Color & Movement: The TV ads are very colorful. The brochure and billboard is colorful and the decoration color is good enough.

Position: In newspaper they place their ads in the front or last page and at the bottom right hand corner. It helps to attract the attention. But the position of most of the billboard was done in a bad way. Most of them are placed in wrong place where people don't usually look at. They should be placed within the visual fields of the consumers.

Information Quantity: Only the term "It's inside you" promoted. Good strategy as it is a low involvement product.

Individual Factor: When people are thirsty, which is usually short term, people tend to notice and get attracted by soft drink ads which present their drinks in an attractive way. Thus ads should be placed in such places where people tend to be thirsty with shops selling Mojo beside it. Example: Near the shopping mall, crowd area such as Stadium etc.

Situational Factors:

- **Program involvement:** Mojo targets the young generation who are more interested in rock & roll music, they are more pronged to attend the ads of Mojo.

Non- focused attention:

- **Hemispheric Lateralization:** Mojo is trying to influence the right side of the brain. It uses high pictorial contents in its ads, which results in greater recalling of the ad.

INTERPRETATION

Interpretation is the assignment of meaning of sensations. The factors that effect the interpretation of Mojo are the following:

- **Individual Characteristics**

Expectation: The expectations of individuals should match with the individual interpretation. Mojo Cola try to influence the youth through its' informal language, the color matching is a good example in this regard. The color red matches with the expectation. Which is cola other than this will no expecting.

STIMULUS CHARACTERISTICS

- **Logo:** The logo of Mojo symbolizes electrifying and youth.
- **Soul Feeling:** Most of the ads are made inside our country. Thus Coke and Pepsi give us a feeling that it is overseas. But all the Mojo ads are made in Bangladesh and thus give a feeling to those who have never heard of it before as a Bangladeshi product. Also people don't see any Mojo ads in overseas channels. If people think that it is totally a Bangladeshi product, they will get feelings of that.

Packaging:

Packaging also helps in the perception process. The two most critical job of packaging are:

Capture Attention: The colorful packaging catches the attention instantly.

Convey Meaning: The colorful packaging convey the meaning that Mojo is a youthful product.

Learning

Learning is any change in the content or organization of long-term memory or behavior. Learning about soft drinks is a low-involvement learning situation.

Relevant Learning Theories:

- **Classical Conditioning:** The classical conditioning is taking place in the Mojo ads. The ads show youthful and fun. So anything we have to get fun with we think of Mojo.
- **Operant Conditioning:** Free Mojo was distributed in various places; from there the people taste the Mojo. So it is operant conditioning here.
- **Iconic Rote Learning:** Mojo is continuously placing its ads and reminding customer that Mojo is a fun product. This way iconic rote learning may take place.

CHARACTERISTICS OF LEARNING

Strength of Learning: The following criteria are important to determine the strength of learning

- **Importance:** Mojo is a low involvement product. There the result is less.
- **Reinforcement:** Tries to increase the likelihood through good taste and flavor. Here positive reinforcement is associated.
- **Repetition:** Mojo doesn't use that much repetition for their ads. They should do it more with their TV ads, newspaper ads, Billboards etc. otherwise it may result in extinction.

All these result in good way to strength of learning.

MEMORY

It is the total accumulation of prior learning experience. Two types of memories are tried to be influenced by the MOJO ads. They are:

Short Term Memory:

The basic types of information processing activities occur in short term memory. They are:

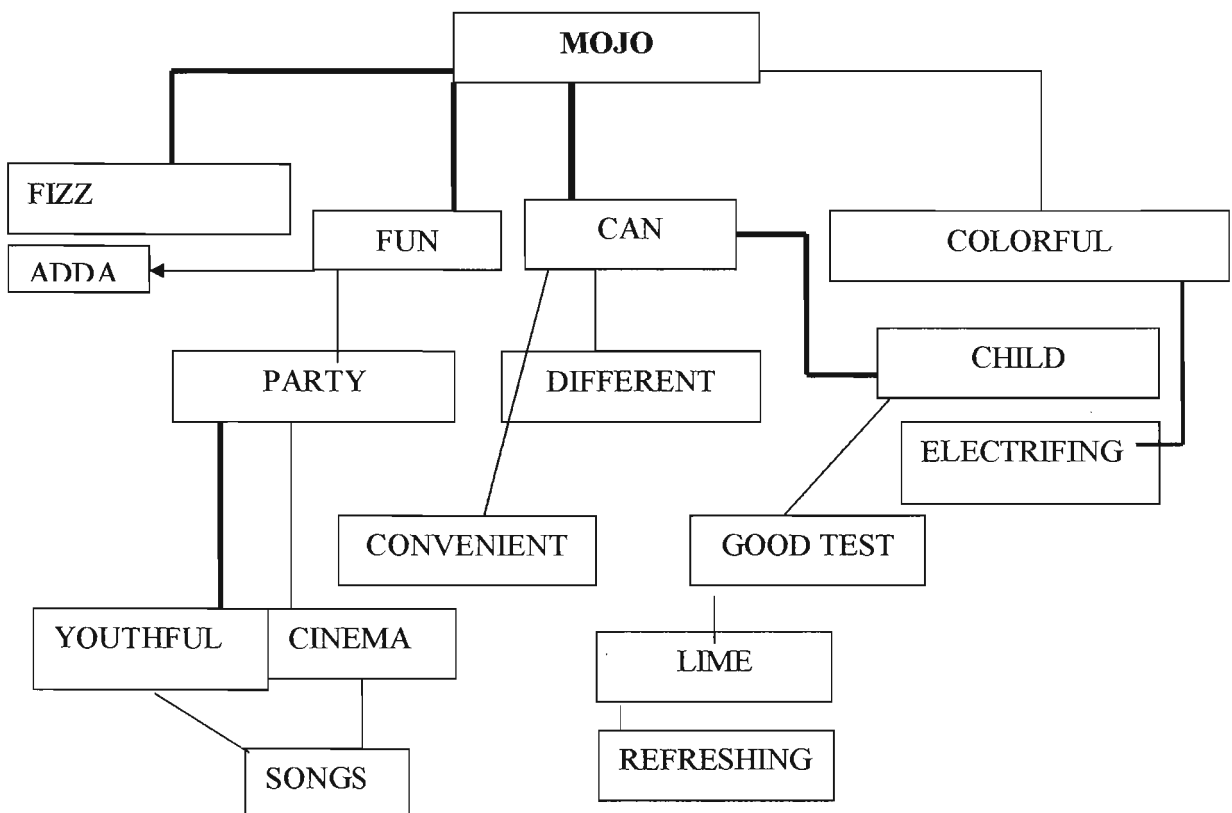
- **Elaborative Activities:** The previously stored experience such as Red means cola, orange means orange flavors etc.
- **Maintenance Rehearsal:** The repetition of shop sign is a good example in this regard.

Long –Term Memory:

Three types of memory are of interest to the marketers. They are:

- **Semantic Memory:** The basic knowledge of the product. In case of Mojo it is different, fun beverage.
- **Episodic Memory:** Memory of a sequence of events in which a person participated. In case of Mojo it may be a long drive to Tekhnaf with MOJO COLA.
- **Schematic Memory:** Different concepts and episodes. The schematic memory of Mojo is presented below.

Figure-10: Schematic Memory of Mojo



CHANGING ATTITUDES –A DAUNTING TASK

ATTITUDE OF THE PEOPLE TOWARDS DRINKS

Most of them prefer coke and sometimes drink other beverages like Sprite, Pepsi, RC lime and even MOJO. There are some people who are blind towards the beverages made by Coca Cola and will establish it's superiority in any way they can. These types of people will say that Coke has the best taste. But interestingly, even these die-hard loyal fans of coke can't tell difference between coke and other soft drinks in a blind taste. Then one might question, why people differentiates the taste of one drink from another, given most of them are becoming more and more equal to taste. It is actually the result of the attitude formed from birth towards a particular beverage from a variety of stimuli like advertisements, groups, environment, family, culture, learning and other attitude objects. All of these combine to make a person feel that one particular drink tastes better than other.

Mojo Cola, a new drink in city thus faces the daunting task of creating a favorable attitude in the minds of their target customers. They got to create a passion and emotional bondage towards Mojo Cola in the minds of the consumers. But before trying to influence their attitudes, it first needs to measure the cognitive, affective and behavioral attitude towards Mojo Cola drink.

MEASUREMENT OF COGNITIVE COMPONENT

The cognitive component consists of the belief that the people have towards different beverages. To measure the cognitive component of Mojo Cola we asked people to place their beliefs about all the four drinks of Mojo Cola and their ideal drink in a semantic differential scale's fully evaluate it. We also asked them to place their beliefs about the bottle drinks of coca Cola (Coke, Sprite) and Diet

Coke. We choose the Coca Cola bottle drinks and not cans, as those are their main competitors. We thus compare Mojo Cola with Coca Cola. We then took the simple average of the respondent's beliefs towards the drinks of coca cola, Mojo Cola and an ideal drink on each factor. The position of these averages on the scale, the weight age of each factor and the final results are given below of each type of beverage.

I. Mojo Cola vs. Coca Cola:

Low price ___ I ___ M ___ ___ C ___ ___ High price
 Low Status ___ ___ M ___ ___ IC ___ ___ High Status
 Low value added service ___ ___ MC ___ I ___ ___ High Value added service
 Low Facilities ___ ___ MC ___ ___ I ___ High facilities

(Here I = Ideal, M = Mojo Cola, C= Coca Cola)

Given weight: Price=0.35, status=0.2, V ad=0.2, Facilities=0.25

Attitude toward Mojo Cola = 1.193

Attitude toward Coca Cola= 1.956

II. Mojo Cola vs. Rc Cola:

Low price ___ M I ___ ___ ___ R ___ ___ High price
 Low Status ___ ___ M ___ ___ IR ___ ___ High Status
 Low value added service ___ ___ MR ___ I ___ ___ High Value added service
 Low Facilities ___ ___ M R ___ ___ I ___ High facilities

(Here I = Ideal, M = Mojo Cola, R=RC Cola)

Given weight: Price=.35, status=.2, V ad=.2, Facilities=.25

Attitude toward Mojo Cola = 1.193

Attitude toward RC Cola = 2.319

III. Mojo Cola vs. Pepsi Cola:

Low price I P M High price
 Low Status P M I High Status
 Low value added service P M I High Value
 added service
 Low Facilities P M I High
 facilities
 (Here I = Ideal, P=Pepsi Cola,)

Given weight: Price=.35, status=.2, V ad=.2, Facilities=.25

Attitude toward Mojo Cola = 1.193

Attitude toward Pepsi Cola = 1.637

The above analysis shows that the consumers' belief about Pepsi Cola is more favorable when they talk about price compare to any other soft drinks. According to value added services this stands a better position then others like Pepsi & RC cola.

MEASUREMENT OF AFFECTIVE COMPONENT

The affective component reflects the consumers' perception or emotional reactions towards Mojo Cola. As it is a new product compared to strongly positioned Coke and Pepsi products it couldn't build the emotional bondage like them. To measure the affective component, a Likert scale was used. The scale Along with the total results is shown below.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I like Mojo	4	7	27	8	4
Mojo is overpriced	1	5	28	11	5
Mojo is cool & fun	8	17	19	4	2
Mojo is non-traditional and youthful	7	16	20	4	3

The table clearly shows that Mojo has positioned itself not that much well in the consumers' mind. Most of them neither agree nor disagree. Mojo Cola but not many of them agree that Mojo Cola is overpriced, which is very good sign. But the best thing that Mojo Cola did, as the survey shows, was make the consumers feel that Mojo is cool, fun, youthful, non-traditional and fun ,which was one of their objectives. These can thus become a basis for influencing cognition and creating a preference for this product.

MEASUREMENT OF BEHAVIORAL COMPONENT

The behavioral component tries to predict the actual behavior of the consumers that is in this case whether they are buying Mojo and if not, what are they buying. This was measured by asking by two questions:

1. When I think soft drink from can only, it is usually

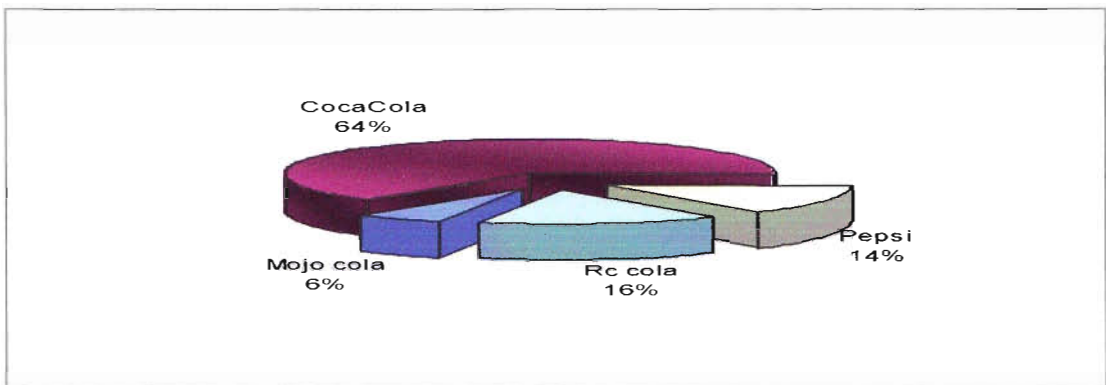
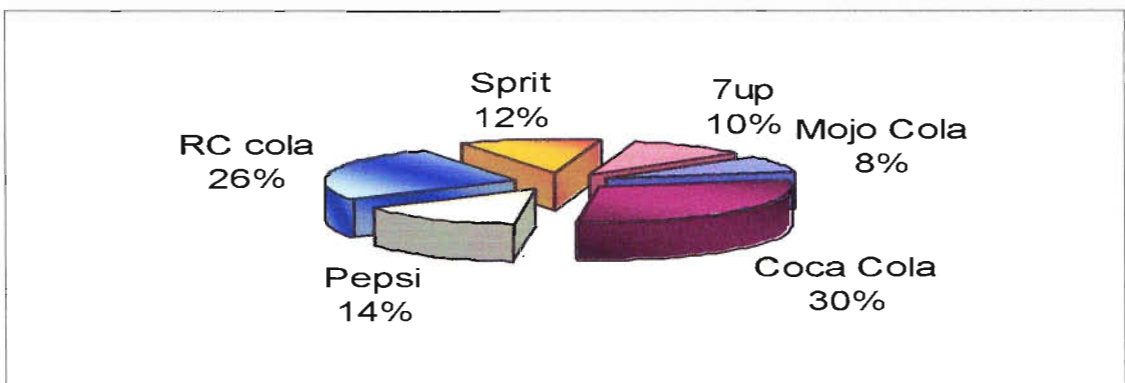


Figure-11

2) Last Consumed Soft Drink is? (Figure-12)



Although most of the respondents buy Coca Cola when taking into consideration of the total beverage market, Mojo Cola clearly dominates in the youth market. As Bangladeshi people become more active and always remain on the move, Mojo Cola will see an increase in its sales due to the nontraditional and youthful of its activities.

HOW MOJO CHANGE THEIR ATTITUDES?

Mojo Cola can try to change the affective, cognitive and behavioral component of their target market.

Change the Affective Component

Mojo can use classical conditioning. It could create good and fun type ads. It could also show picture of parties, group activities and other youthful activities in its ads, so that the young people associate Mojo with these activities.

As Mojo is a low involvement product, it needs mere exposure to create a positive feeling in consumers' mind. It needs to place more billboards on the street, ads in TV, newspapers and magazines and sponsor activities like by the young people.

Changing the Behavioral Component

The behavioral component is changed that is people are made to buy drink by using operant conditioning. Mojo Cola already did this, when they gave free sample. Giving people drinks can be very effective if the Mojo Cola does actually effective activities. If it doesn't then nothing can make that consumer try it again. As Mojo Cola had a relatively effective activity, by changing the behavioral component, it also changed the consumer's cognitive component.

OTHER ATTITUDE CHANGING TECHNIQUES

- 1. Using Celebrities:** Mojo Cola does not use celebrities in its ads as it thinks that the use of celebrities will divert the people's attention from its product to the celebrity. As Pepsi and Coca Cola did use celebrities as Sharuk khan and Amir Khan. But Mojo yet not use celebrities. They can go for this. As this is no-traditional and youth celebrities can make a perfect image for the product.
- 2. Creating an Emotional Appeal:** Mojo could create a type of emotional appeal by making a TV ad that makes the consumers involved in the ad as the 7up did in ad as this drinks evoke the merit from hidden part of his mind as a musician.
- 3. Using comparative appeal:** As stated earlier, Mojo creates a good conditions in the consumer mind by providing free drinks and thus create positive feelings in the consumer's minds towards this product.

MOJO'S CONGRUENCE WITH THE PERSONALITY, EMOTION, LIFESTYLE AND SELF CONCEPT OF THE CONSUMERS

Projection of Personality

Considering the target market has some common traits like; they are outgoing, happy-go-lucky, venturesome, imaginative, experimenting and usually undisciplined. In one word they can be termed as Romantics. These young people tend to respond positively to changes and new products.

Is Mojo Projecting Their Personality?

As consumers tend to buy products that match with their personality, Mojo ads must show the desired personality. When we asked the consumers, if Mojo was Person, what personality features it would have, we got the following response. As the chart shows, most of the respondents termed Mojo as fun loving, less prestigious but non-traditional, which perfectly matches the personality of the target customers? Thus Mojo has been quite successful in portraying the customers' personality.

Eliciting Positive Emotions

Positive emotions should be aroused in ads. But the emotions should be consistent with the image and the usage of the product. If Mojo Cola ads arouse an emotion of sadness, anger or guilt, it will be in the wrong track. The emotions that need to be aroused by Mojo Cola from the list given in the Pleasure, Arousal and Dominance (PAD) theory are:

- 1) Joy
- 2) Activation
- 3) Urgency
- 4) Competence

Mojo Cola is very successful in eliciting positive emotion in the consumers' mind with it fun, informal bangla words etc. The pay off line "it's inside you" a moderate percent of consumer remembers. All these emotions need to be aroused for the consumer to buy the product and enjoy it.

MATCHING SELF-CONCEPT

As previously stated, the survey showed that the target market see themselves as very colorful, changing and non-traditional. They also think of themselves as somewhat indulgent, informal and organized.

IS MOJO PROJECTING THEIR SELF-CONCEPT?

Mojo is more or less projecting the target market's self-concept. The colorful logo' colors project the colorful self-image of the target market. Their activities help them to create a colorful image. Mojo is also trying to position itself as a nontraditional to break away from the tradition of the competitors, to change one's outlook and way of doing things. Thus the non-traditional outlook perfectly matches with the self-concept of the target market. Mojo is also totally an informal image, as one of its ad show dancing movement and informal Bangle word.

FITTING INTO LIFESTYLE

The lifestyle of the young usually consists of going to university, college playing both indoor and out door games. Young who are the major target of Mojo can be classified as experience using VALS 2 lifestyle system. They are young, vital, enthusiastic and impulsive.

Does Mojo fit into their lifestyle?

Mojo perfectly fits into the lifestyle of the young. As they lead a non traditional, seek variety, fun full life are always on the move, the convenience of the Mojo perfectly suits their colorful life. The Mojo is also best suited while they go on trips, which is outdoors recreation and have added as with Mojo in a hand and scarf (handkerchief) on head give them the image of youth.

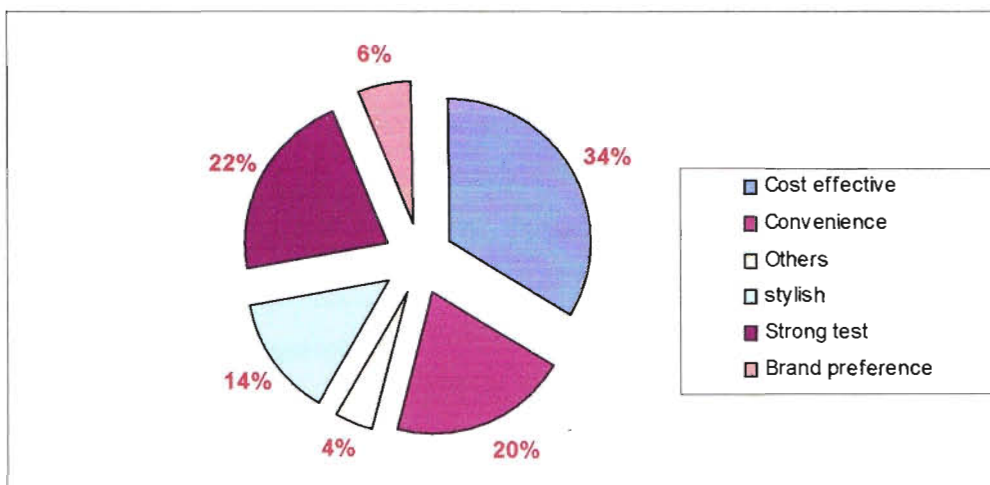
MOJO vs. COMPETITORS

THE SCENARIO OF THE MARKET

When Mojo entered into the market Coca Cola, Pepsi and RC Cola already had a huge market share.

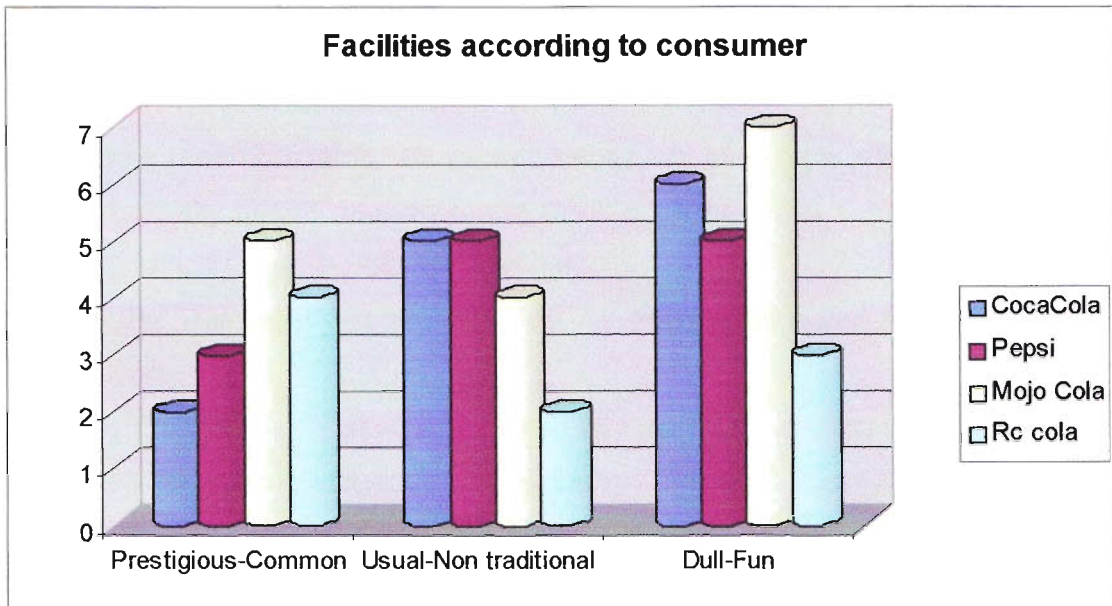
MOTIVES IN THE CASE OF BUYING SOFT DRINKS

When most of the company serves the basic purpose, what makes different people prefer different drinks? To find the answer to this question we asked people what determines their choice of a particular drinks. The result are shown in the chart below



MOJO'S STRATEGY

What made some consumer go for Mojo? From our survey we get the result are shown in the chart.



As Mojo serve some other needs of the consumer. According to McGuire's psychological motives, three sets of motives might function in the purchase of Mojo.

Need for self- expression: Young people always love to show that they are non-traditional and modern. Mojo are always seen as non-traditional and fashionable compared to others.

Need to Categories: People usually categories the price of products in various categories in their minds. They have a set limit in their minds on the price they are willing to pay for drinks. As they consider Mojo as a product for youth they set a price compare to others.

Need for novelty: Mojo satisfied the continuous need for new things, by bringing Mojo as fun full product tries to do that.

DRAWBACKS AND SUGGESTED PROMOTIONAL STRATEGIES

DRAWBACKS

There are a few drawbacks of **MOJO** Cola.

Billboards: The no. of billboards is very few. As a result the number of exposure is also low. The billboards are placed usually in very high place. One has to usually look sky height and in an odd sight to notice them. E.g. Billboard on the roof of "Ananda Cinema Hall" at Farm gate.

Paper Ads: The paper ads are very few. As a result the name **MOJO** may result in extinction.

TV Ads: They are fairly good in TV ad. They need to increase the number of TV ad. Otherwise it may influence the extinction process. Some time they are lag behind/not clear what they want to say to the customer.

Distribution: They face a shelf space problem. Coke & Pepsi usually supply their own refrigerator to the retailer. But **MOJO** does not have such type of arrangement. As a result it is sometime seen that, **MOJO** is sometime kept outside the refrigerators to make space for the drinks of the company that supplied the refrigerator.

Suggested Strategies

1) **Billboards:** The number of billboards should be increased & placed in places where the target markets frequently move around. This will increase the number of exposures.

The billboards should contain high imagery, relevant with product. Thus it will represent the target markets thinking. This will increase attention.

The billboards should also be more colorful as **Mojo's** target market is the youth group. This will be more relevant with the image with the product.

The billboards should not be placed in wrong or too high. It must be within a person's visual field. E.g. Aktel billboard under the "Mohakhali Flyover".

2) **Paper Ads**: The frequency of paper ads should be increased to increase the exposure. It will develop the behavioral component of the target customer. When they will think about soft drinks, firstly they will think about Mojo. Frequent paper ad also build a good brand image.

3) **TV Ads**: They should increase TV ad as our target market watch TV enough for passing time. They should be more innovative. Because people don't like to watch one thing every now and then. TV ad will increase the exposure on the product. People will remind Mojo first, when they will be thirst. In some ads they could use fear appeal by emphasizing on hygiene of Mojo compare to pother glass bottle soft drinks. The ads must be shown in the fun slots to match its image.

4) **Sponsorship**: They should sponsor more Cyber café as I find the respondent or target market frequently visit there.

5) **Sales Promotion**:

They should in for massive sales promotion to attract people from other drinks. They can arrange frequently road show or other "Below the Line" promotional activities to increase the popularity of Mojo among its target customer.

6) **Distribution**:

They should supply their own refrigerators to the retailers, so that the drinks can always be kept cool.

The supply of drinks should meet up the demands.

CONCLUSION

Mojo Cola has just started its journey as a Bangladeshi Cola in a very competitive market where there are some strong competitors like Coke & Pepsi. To survive in this red ocean of competition it has to be fulfilling the demand of its consumer. After analyzing the target market of Mojo in this research paper I can come to a conclusion that Mojo has good market coverage with its product with a very good distribution channel. It should be minimize its promotional drawbacks as earliest with keeping its strength intact.

--THE END--