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Analysis of Attributes of Softdrinks Product (Case Study Coca Cola and Big Cola)

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Abstract

Beverage industry is getting much more sophisticated year by year. They claim that their product have their special unique to attract customers. AJEGROUP released varieties of soft drinks to compete The Coca Cola Company, the product if Big cola. The progress of a product is going together with the advantages offered by the product. This advantage is communicated and handed over by the attribute of the product such as the quality, feature and design of the product. This study used primer data, the data was gained through interview with some respondent (12 questions) and the method of the research was qualitative descriptive analysis data. This study found some respondent's comment about the strengthness of Coca Cola such as the solid of the glass bottle when it was dropped, the easiness of the product when they hold, the taste of the product, branded, interesting label and letters, stylish design of the bottle and the combination of luxurious colour. The respondents' comments about the strengthness of Big Cola are; the cheap price and unique design.

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Key-word: Attributes of the product, Coca cola and Big Cola.

1. Introduction

Beverage industry competition is getting much more increasingly excited year by year. They claim that their product have their special unique to attract customers. AJEGROUP released varieties of soft drinks to compete The Coca Cola Company, the product is Big cola. Big Cola has some variations, they are cola, lime, and strawberry competes with Coca Cola, Sprite and Fanta which is produced by the Coca Cola Company. The product of Big Cola is not yet popular among the citizens in Indonesia but in foreign country, especially in England, Big Cola has sponsored a football club, named Manchester City. However, Coca Cola that firstly came to Indonesia marketing and it has been very popular in the world. Yet Big Cola recently was becoming one of the spot in consumer's spot, even some of them glance to Big Cola by some reasons. Furthermore, Coca Cola increases their innovation in shake of maintaining their consumers. Yustia (2009) in her study entitled consumers' satisfaction attribute Coca Cola beverage in Bandar Lampung. This study found that the Coca Cola product should prioritize interesting promotion, colour of the product, luxurious design and cover. Coca Cola released thirsty, fresh, taste and branded beverage.

2. Literature Review

A product development involves the formulation of the product benefits that offered. These benefits are communicated and submitted by the product attributes such as:

1. Products Quality

Hereby Product quality is purposed as the ability of a product to demonstrate its utility. This is concerned to the general endurance of the product and the ease of operation.

2. Product features

Feature is a competing tool to differentiate a company's product from a competitor's product.

3. Product design

Design and concept that is bigger than style. Design will be a very potential tool for "differentiating and positioning" of products and services of the company.

The principle of design is the quality or the characteristics that attached to forms of art, such as contrast. Contrast is an expression of a sense of beauty, in that way anything related to art, always gives contrast to bring a certain atmosphere.

a. Contrast of size

If the layout has an image element that dominates the space of a page, the text can be placed on the top of the picture or the bottom by considering several things, such as the contrast of size and balance.

b. Contrast of letters

Nowaday most of the populer forms of letters always have the cluster of fonts and thickness. This cluster of letters is used to add visual appeal to the reader in order to complete the design or giving emphasized to a particular object.

c. Contrast in position

Positioning is a very vital part in managing layout, both formal and informal. Normally, visual contrast in arranging the layout is in the horizontal position.

d. Contrast in shape

Contrast in shape can be applied in layout to provide the placement variation of some items. The principle of shape contrast is to unite the basic elements into the design that shaping the unity of elements which can avoid a conflict with each other.

e. Color contrast

The selection is not limited by the perspective of natural colors such as the base colors of red, blue, green, yellow and others. But, the color contrast can be raised by placing the reverse of color, but still keeps the harmonism. Yet, the selection of arbitrary color will lead to layout coercion so that the design becomes less meaningful.

3. Methodology

This study was conducted in Plaza Medan Fair. The data was Primer data. It was the data that was gained by interview some consumers, those who consume those two beverages in Medan. The research methodology was conducted onto some consumers representative in Medan (30 respondents) by comparing beverage attribute (Coca Cola 425 ml with *Big Cola* 535 ml) in a cup. The research methodology was conducted qualitative descriptive analysis, it was conducted by analyzing the data gained before, and then they were classified and interpreted to know the matter accured.

4. Result

Based on the study conducted above, it was found that to know the consumer's comments about attribute of Coca Cola and Big Cola, it can be done through the quality, feature and design of the product. The discussion is in detailed.

Product Quality

Both of the products, namely Coca Cola and Big Cola do not have general resilience product especially in terms of the taste as it is opened. All branded soda soft drinks will have decreasing soda after it was opened, but it would be only expired based on the date on the bottle, it happened because soda soft drinks has food preservative in order to stay longer and not stale. Big Cola is easier to be broken when it was dropped because Big Cola bottle is not too solid and firm, it is not too thick. The bottle with plastic material will stay longer and it will be good quality. It proves that to measure the quality of a bottle can be done by looking at the physical performance of the bottle. The cap of these bottles are easy to open, actually it is just like the standard bottles (Coca Cola and Big Cola). Coca Cola bottle is easier to hand because it has special unique body to make consumers easier.

Product feature

The taste comparison will catch up each consumer's interested in a product. Some consumers prefer the the sweet and strength soda. But some consumers prefer a bit sweet and soft soda. There is no strength color variation on those two beverages (Coca Cola and BigCola).it was proved by the same ingredients of those products, such as colorful caramel. Cheap or expensive is relatively preferred based on consumers' needed. Consumers with higher life economy must prefer coca cola (Rp. 4.500 for 425ml) and it does not give effect to their money. However, for low life economy consumers tend to prefer Big Cola (Rp.3.000,- for 535 ml)

Product design

Logo size is an important factor in designing the logo in order to influence consumers even though the small logo size of the consumer can still recognize it. The most important thing in the logo size is in accordance with its own placement media. Designing an interesting and artful typeface is very important to attract consumers reading interest. After reading the brand then they will recognize the product and are interested to buy. The horizontal position of the letter is easier to read than the vertical position. Indeed this becomes the differentiator from coca cola making it unit and different but the respondents argue that the horizontal position is well received.

Coca-Cola bottle shape that has a lot of designs and designs are in great demand of young people according to the market target of soft drinks. The bottle design is very influential in attracting the attention of consumers who when they bring the bottle will boost the prestige of the ongoing trend. The combination of varied big cola color is interesting but sometimes it can be boomerang especially if the color combination is not appropriate and seem to collide. There are times where a combination of two colors but harmoniously is enough to satisfy consumers.

5. Conclusion

Based on the study above, the researcher concluded some conclusions, such as;

1. Respondent's comments about the plus of Coca Cola is the bottle resilience when it was dropped, the easiness to hold the bottle, the sweetness, branded, interesting label and design and also stylish bottle and color combination make it luxurious. However there are some comments about the weakness of Coca Cola such as taste and soda after the cap opened and the price is more expensive than Big Cola
2. Respondents' comments about the strength of Big Cola, such as the cheap price of the product and unique label design however some comments about the weakness of Big Cola is that soda and taste were changed after it was opened, and the common style of the feature of the bottle.

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