

Analyzing the Marketing Strategy of Soft Drinks in Bangladesh: A Study on RC (Partex Beverage)

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Abstract

Marketing strategy is a long-term course of action design to optimize application of the scarce resources at the disposal of a firm in delivering superior customer experiences and promote the interests of other stakeholders. Marketing strategy is intimately tied with strategic planning- the process of creating a firm strategy. Marketing strategy should be linked with the firms' mission and values (although these elements are not strictly part of marketing strategy). Marketing strategies are dynamic and interactive. They are partially planned and partially unplanned. This research analyzes the "the marketing strategy of soft drinks in Bangladesh: a study on RC (PARTEX BEVERAGE)". A total of 323 soft drinks customers were interviewed with a structured questionnaire. This research explores the demographic characteristics of soft drinks customers, their usage patterns, the factors behind the customers' satisfaction and the reasons behind the selection of soft drinks in Bangladesh. This research is helpful not only for the people who are related to soft drink industry in Bangladesh, but also the people who are interested in conducting further research in this area.

Keywords: Marketing strategy, Soft drinks Customer, Customer Satisfaction, SWOT Analysis.

Field of Research: Marketing

1. Introduction

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage (Baker, 2008). Marketing strategy is a long-term course of action design to optimize application of the scarce resources at the disposal of a firm in delivering superior customer experiences and promote the interests of other stakeholders. Scarce resources include monetary capital, human capital, technology & time. Marketing strategy is intimately tied with strategic planning- the process of creating a firm strategy. Marketing strategy should be linked with the firms' mission and values (although these elements are not strictly part of marketing strategy). Marketing strategy is a strategy that integrates an organization's marketing goals into a cohesive whole. Ideally drawn from market research, it focuses on the ideal product mix to achieve maximum profit potential. The marketing strategy is set out in a marketing plan (<http://www.businessdictionary.com/definition/marketing-strategy.html>).

1.1 Objectives of the Research

The broad objective of the research is to identify and analyze the marketing strategy of soft drink in Bangladesh: A study on RC (PARTEX BEVERAGE)." Specific objectives of the research are:

1. To shed light on the concept of marketing strategy in Bangladesh.

2. To construct the demographic profile of the customers of RC (Partex Beverage) in Bangladesh.
3. To measure the level of customer satisfaction of RC (Partex Beverage) in Bangladesh.
4. To identify the strengths, weaknesses, opportunities and threats of RC (Partex Beverage) in Bangladesh.
5. To recommend some measures about the improvement of RC (Partex Beverage).

1.2 Research Problem

The research problem is to identify and analyze the marketing strategy of RC (Partex Beverage) and to find out strengths, weaknesses, opportunities and threats of the marketing strategy of RC (Partex Beverage) in Bangladesh.

1.3 Research Questions

Based on previous discussion, the following questions are going to be addressed accordingly by the research:

1. What are the factors affecting customer satisfaction of RC (Partex Beverage) in Bangladesh?
2. What is the relevance importance of each factor that contributes to customer satisfaction?
3. What are the correlations among variables?

1.4 Rational of the study

The research outcome will help to understand the marketing strategy of RC (Partex Beverage) by developing the demographic profile of the customers of RC (Partex Beverage) in Bangladesh, measuring the level of customer satisfaction of RC (Partex Beverage) in Bangladesh and identifying the strengths, weaknesses, opportunities and threats of the marketing strategy of RC (Partex Beverage) in Bangladesh. No earlier research has yet been conducted on this area. That's why the researcher interested to work on this issue. This research is helpful not only for the people who are related to soft drink industry in Bangladesh, but also the people who are interested in conducting further research in this area.

1.5 RC (PARTEX BEVERAGE) in Bangladesh: An Overview

Royal Crown (RC) Cola made by the Royal Crown Cola Company is the third most popular Colain America. It is a tasty, refreshing soft drink. In 1905, it was first designed merely to meet the needs of grocery customers in a limited graphical territory. A young man named Claude Hatcher who was a good chemist, developed Royal Crown Ginger Ale in 1906. In 1923, the firm came up with a fruit flavored drink name Melo. A year later, the Brand name was changed to Neli. In1932, Neli Chemist Rufus Kamm concentrated with a new Cola drink and his concentration resulted in Royal Crown Cola. It was introduced in 1934. In 1969, the company name was changed to Royal Crown Cola. In early 70's, RC Company decided to enter into the global market and at that time, a number of experienced soft drink people assembled to manage and direct the company' international efforts. In 1994 the chairman of Partex group visited an international trade exhibition in US where he happened to meet the executives of Royal Crown Cola Co. International. From then he started a conceptualization the idea of "RC" beverage brand in Bangladesh. With International brand name recognition and quality he expected that it would gain acceptability in Bangladesh. He returned with a wide range of marketing research by Partex as well as RC international. At first, in 1995 RC cola introduced a premium draft Cola. It introduced RC products in Bangladesh in 1997 adding Royal Crown Lemon (first of its kind) with three other refreshing flavors of sweet & seriated RC Cola, the fresh orange flavor of Royal Orange, the tangy lime taste of Upper 10. As RC Cola is a newly franchise company its' officials want to know what is the current market scenario of other soft drinks in Dhaka City as it is the Capital of the country. If they can hold a large market share here, they will be able to make a huge amount of profit. As Coke and Pepsi has a very strong market share in Beverage business, RC' officials must know what is their present market situation or how they can increase their sales and make more profit. Therefore, in this study the attention has been given to the competitive situation of the Beverage Products. RC lemon is in first position in the lemon flavor. Their success in this flavor is very high. 250ml can and 300 ml glass bottle is very popular in the market. Food graded PET is very much-expected package for the consumers, because it gives more and no hazard of deposit. Retailers like to sell those companies product who gives them more advantage and profit. They do not like 1000ml-glass bottle for the deposit system and some

times, it could be a reason to break the relationship between retailer and consumer. The Partex group has launched its product Outside Dhaka into unexplored markets. (<http://www.scribd.com/doc/55654976/Rc-Cola-Re-launch-In-Bangladesh>)

2. Literature Review

Marketing strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. Plans and objectives are generally tested for measurable results. Commonly, marketing strategies are developed as multi-year plans, with a tactical plan detailing specific actions to be accomplished in the current year. Time horizons covered by the marketing plan vary by company, by industry, and by nation, however, time horizons are becoming shorter as the speed of change in the environment increases (Aaker, 2008). Marketing strategies are dynamic and interactive. They are partially planned and partially unplanned.

Marketing strategy involves careful scanning of the internal and external environments. Internal environmental factors include the marketing mix, plus performance analysis and strategic constraints (Aaker, 2008). External environmental factors include customer analysis, competitor analysis, target market analysis, as well as evaluation of any elements of the technological, economic, cultural or political/legal environment likely to impact success. A key component of marketing strategy is often to keep marketing in line with a company's overarching mission statement.

Once a thorough environmental scan is complete, a strategic plan can be constructed to identify business alternatives, establish challenging goals, determine the optimal marketing mix to attain these goals, and detail implementation. A final step in developing a marketing strategy is to create a plan to monitor progress and a set of contingencies if problems arise in the implementation of the plan.

Customer satisfaction is the extent to which a product's perceived performance match with buyer's expectation. If the buyer's performance falls short of expectations, the buyer is dissatisfied. If the performance matches or exceeds expectations, the buyer is satisfied or delighted (Kotlar & Armstrong, 2010).

2.1 Product Line Strategy

Product lining is the marketing strategy of offering for sale several related products. Unlike product bundling, where several products are combined into one, lining involves offering several related products individually. A line can comprise related products of various sizes, types, colors, qualities, or prices. Line depth refers to the number of product variants in a line. (http://en.wikipedia.org/wiki/Product_lining) Partex Beverage has six products. These are –

- RC Cola
- RC Lemon
- RC Upper 10
- RC Orange
- RC Diet
- Mum Mineral Water

These product lines have also different product variety.

2.2 Target marketing Strategy

A target market is a group of customers that the business has decided to aim its marketing efforts and ultimately its merchandise towards (Kurtz, 2010). A well-defined target market is the first element to a marketing strategy. The target market and the marketing mix variables of product, place(distribution), promotion and price are the four elements of a marketing mix strategy that determine the success of a product in the marketplace. Market can be segmented in four ways, Geographic, Demographic, and Behavioral segmentation. They follow Differentiated (segmented) Target marketing Strategy because they segment their market at different level.

Here we have described in which way PARTEX BEVERAGE has segmented their total market and targeted which group of peoples as their target consumers or target market.

2.2.1 Geographic segmentation: PARTEX BEVERAGE has segmented their market in one category which is – Domestic market.

Domestic market – They have divided their domestic market on the basis of urban – rural identification. The company selected both urban and rural people as their target consumers.

2.2.2 Demographic segmentation: PARTEX BEVERAGE has different demographic areas to segment their market. Like – age and income.

Age – PARTEX BEVERAGE targets ages from all groups of people. Children, teenagers, young people, middle age group, and the older people, all likes RC as well, but they exclude children under seven years. Because RC is a little bit different and every body likes it.

Income – There are a lot of income groups in the market. PARTEX BEVERAGE targets almost all income groups as their target customers. The price of RC is not very high, so a huge amount of people from different income groups has the ability to buy RC. That's why PARTEX BEVERAGE targets all income groups.

2.2.3 Behavioral segmentation: PARTEX BEVERAGE segments the buyers into groups on the basis of their knowledge, attitude, usage pattern, or response to a product. Occasions, user status, and usage rate are the behavioral market segments of RC.

Occasions – Occasion segmentation helps the company to expand product usage. PARTEX BEVERAGE considers different occasion to sell their product in a large volume.

User status – Markets can be segmented into nonusers, ex-users, potential users, first-time users and regular users of the RC. We have seen that in this existing market 40% are nonusers, 10% are potential users, 30% are first time user, 20% are regular user. It is a new company that is why there are no ex-users.

User rate – Markets can be segmented into light, medium and heavy users. The consumers of PARTEX BEVERAGE are light users maximum in number. There also exist medium and heavy users but not more than 20%.

2.3 Pricing Strategy of RC (PARTEX BEVERAGE)

Every company has its separate pricing policy or strategy for its products. When it has a diversified and rather large product line it opts for individual pricing strategy for each particular segment of the product line. PARTEX BEVERAGE is no exception. It also goes for a total pricing strategy as well as separate pricing strategy for individual products. As it is different from other products it needs separate attention.

Its pricing is done on the basis of the existing competitive products. It depends somewhat wholly on the existing price. Its pricing should meet the competition. There is no scope for market penetration or market skimming as it is already available through other companies. Penetration is when the company tries to capture the market with a low price at the starting level. But it is not possible with this product as the cost of production is somewhat same for all the other companies producing it. It cannot ask a high price at the starting level which is the characteristics of market skimming strategy.

PARTEX BEVERAGE pricing procedure is comprised of several steps. The procedure starts with estimating the total cost incurred by the company.

If it's not close or even equal to the cost incurred by other companies then the management seeks the problem and fixes it to reduce production cost. Then the company sets a price for the distributors, keeping reasonable profit margin for the company. They then fix a price for the retailers preserve a margin for the distributors and the last step is establishing a price for the ultimate customers securing an attractive profit margin for the retailers. This procedure is called the "Inject system".

The price does not affect their sales volume as they assure certain qualities and ensure a bit higher the expectation. These specific conditions are-

- Excellent Quality
- Better Taste
- Proper Hygiene
- Fresh Ingredients
- Attractive Packaging
- Adequate Labeling
- Goodwill
- Brand Image

The consumers are willing to pay an extra amount of money when they are assured of these qualities in the product. Nowadays people are more health conscious rather than being financially conscious. They don't want the good product; they search for the better or the best. They are more aware of the quality not the quantity. As PARTEX BEVERAGE ensures the superior quality than any other brand it enjoys a healthy sales volume as well as huge profit margin though they are charging a bit above the going rate price in the market.

2.4 Distribution Strategy

Partex Beverage Ltd ensures a supply chain worthy and fulfilling the current market situation. It supplies its products through a series of marketing intermediaries who play vital roles in reaching the final consumer. These intermediaries vary with the domestic and international market. The supply chain also changes side by side.

Partex Beverage inputs emphasis much more on the domestic market rather than the international market. It is a local organization. It is engaged in reaching the consumers on the farthest corners of the country through effective supply chain. For that reason they have a strong distribution facility which ensures timely and effectively reaching the final consumer.

The supply chain of Partex Beverage in the domestic regions comprise of certain layers of market intermediaries. The following chart reveals the total domestic supply chain. The product is developed and produced in the factory. Judging from the market needs the product is produced in a certain quantity per day. It's called the PPD or Production per Day.

The products are then delivered to the dealers all over the country. The dealers are mostly located in the District headquarters or thanas. The wholesalers and retailers buy products from the dealers. They wholesalers are the people who sell the product at a bulk to the final consumer. Sometimes they reach the final consumer through direct selling process. But most of the times the retailers collect or buy the products from the wholesalers and sell those to the final consumers. Sometimes the retailers don't go to the wholesalers; they collect the product from their nearest dealer.

There is another kind of supply chain which involves only the factory and the institution willing to purchase. This is called Institutional Sales. This includes an ISO (Institutional Sales Officer). He works as the middleman in this process. He collects information from the institutions about their needs of the product and the due delivery time. The quantity needed is also very important as these institutional sales are generally of high volume. He collects this information and provides them to the factory management. The factory management then produces and delivers to the specific orders from the institutions. They usually order at bulk.

The institutions include various types of organizations. Such as:-

- Super Store
- CSD
- Hotels
- Restaurants
- Canteen
- Hostels

2.5 Promotional Strategy

The specification of five elements creates a promotional mix or promotional plan. These elements are personal selling, advertising, sales promotion, direct marketing, and publicity (Rajagopal, 2007). Promotion is a very important issue for any manufacturing company. Every company secures or sets a separate specific budget for promotional activities. PARTEX BEVERAGE is no exception. It has a separate budget allotted for promotional activities. As it is a relatively new company it puts its utmost emphasis on the product quality. It is striving to get to the close position in the market with good quality product. The main portion of the total budget is directed at the production. Promotion covers a relatively a medium portion. PARTEX BEVERAGE directs its budget effectively and implements efficiently to have a proper promotional activity. It is one of the strength of PARTEX BEVERAGE that it can utilize its small resources in a proper manner to compete in the huge market of promotion and media technology.

PARTEX Beverage's promotional activities are directed in different categories.

2.5.1 Electronic Media:

TV Commercials –

Local Channel: Almost 70% of people having a Television set watches the local government channel in Bangladesh. It is wise to place an advertisement on government TV channel.

Satellite Channel: More than 30% people having TV set watches different Bangla TV channels. RC Partex Beverages has been advertising their products on satellite channels from the beginning of their journey.

Internet Advertisement – Now-a-days, a lot of educated people have an access to the internet. So, RC PARTEX BEVERAGE places advertisements on different web sites.

2.5.2 Print Media:

News Paper – News paper is the oldest and a popular media for advertisement of a product. RC (PARTEX BEVERAGE) advertises their products in newspapers.

Magazines – RC (PARTEX BEVERAGE) uses magazines also to place their advertisements.

2.5.3 Billboards:

Electronic – RC (PARTEX BEVERAGE) uses electronic billboards in the big cities.

Normal – In all over the country normal, which are not electrical billboards are used by RC (PARTEX BEVERAGE) to place their advertisements.

2.5.4 Vehicle Advertisement: In cities we can see maximum buses are being used to place advertisement of different products by different companies. RC PARTEX BEVERAGE has placed some advertisement on the buses which are large.

2.6. SWOT Analysis of RC (PARTEX BEVERAGE)

Business strategy is equated widely with crafting and maintaining a profitable fit between a commercial venture and its environment. SWOT analysis, which inquires into strengths, weaknesses, opportunities and threats (SWOTs), is the traditional means of searching for insights into ways of realizing the desired alignment (Ansoff 1965; Andrews 1987; Porter 1991; Mintberze, Ahlstrand and Lampel 1998). The strengths, weaknesses, opportunities and threats of RC (Partex Beverage) in Bangladesh are mentioned below:

The strengths of RC (Partex Beverage) in Bangladesh are:

- i. Reasonable price

3. Research design

The research design consists of the following issues:

3.1 Nature of the study

This paper is the output of both exploratory and descriptive research. At first, the researcher has conducted expert survey (exploratory research) to identify the factors behind the customers' satisfaction and also the strengths, weaknesses, opportunities and threats of the marketing strategy of RC in Bangladesh. Then, the researcher has to examine the factors behind the customers' satisfaction and also the strengths, weaknesses, opportunities and threats of the marketing strategy behind the selection of RC in Bangladesh (descriptive research).

3.2 Sample size and sample selection procedure

The sample size for the research was 323. The researcher used cluster sampling as the budget and time was short. The researcher used the cluster to select the sample. Sample was representative of the entire population.

The sample size was determined by using statistical method. We used proportions sample size determination technique. Population proportion π was determined through pilot study. We selected 50 persons randomly and asked them whether they go to fast food restaurant. Among them 30% percent said they go to fast food restaurant. As a result, our population proportion π came out as .30

Precision level or $D = \pm 0.05$

Population proportion or $\pi = 0.30$

Confidence level = 95%

Z value associated with the confidence level = 1.96

The equation for determining sample size is

$$\begin{aligned}
 n &= \frac{\pi (1-\pi) z^2}{D^2} \\
 &= \frac{.30 (1-.30) (1.96)^2}{(0.05)^2} \\
 &= 323
 \end{aligned}$$

So the final sample size of this research was 323 and from the statistical view point, it was enough for this research purpose. We used cluster sampling in order to ensure the precision. We used the cluster to select the sample. Sample was representative of the entire population. So results from this research can be generalized. For conducting our study we followed "Cluster Sampling Technique of probability Sampling Technique." So results from this research can be generalized.

1.	Target Population	Elements	Consumers of soft drinks in Bangladesh
		Sampling frame	No well structured sample frame was found
		Extent	6 cities (Dhaka, Rajshahi, Khulna, Barisal, Sylhet and Chittagong). 123 participants from Dhaka and 200 participants from others (40 each)
		Time	From July 2012 to June 2013. The period is the most recent and will help to get current responses from the respondents.
2.	Sampling Technique	Cluster Sampling	
3.	Scaling technique	9 point Likert Scale, which is a part of Non Comparative Scaling Technique	
4.	Data Used	Primary and secondary	
5.	Sample Size	323	

3.3 Data collection procedure and instruments

For the research and data analysis purposes, the researcher has collected both the primary & secondary data. For the study, the researcher has collected primary data through survey method under which the researcher adopted the personal interviewing technique. The researcher was actively involved in data collection. Utmost care was given in the data collection procedure to minimize biasness and ensure validity and reliability. The researcher has collected secondary data from the following four sources: Documents (journals, newspaper, and magazine), archival records, internet, and physical artifacts.

3.4 Model specification

The regression model will be as follows:

$$CS = D + \beta_1V + \beta_2Q + \beta_3M + \beta_4A + \beta_5RP + \beta_6D + \beta_7PA + \beta_8TA + \beta_9RA + \beta_{10}MA + e_i$$

CH = Customer Satisfaction D = Multiple Regression Constant V = Variety Q = Quality	M = Local brand T = Taste A = Attractive design (bottle) RP = Reasonable price	D = Discount pricing PA = Product availability TA = Attractive TV Ad MA = Attractive print media Ad e _i = Error
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4. Data Analysis

The following methods would be used to analyze the collected data:

- Frequency tables
- Regression Analysis
- Compare Mean Score

4.1 Frequency tables:

The survey is conducted with some basic information of the respondents. Respondents were asked about their gender, age, education levels, occupation and income. An analysis of respondents' profile (Table 1) indicates that most of them are male (61.92%). Most of them (49.54%) are less than 25 years, most of them (30%) have completed S.S.C., most of them (47.99%) are students and most of their (28%) average monthly household income is between BDT 20,001-30,000. Most of the respondents (32.0%) are preferred RC Cola and most of the respondents (55.73%) are consumed RC one in a week.

Table 01: Respondents' profile

Sl. No.	Items	Statistics	
1.	Gender	Male	61.92%
		Female	38.08%
2.	Age	<25 years	49.54%
		25-35 years	30.96%
		36 years>	19.50%
3.	Education Level	J.S.C.	12%
		S.S.C.	30%
		H.S.C.	28%
		Undergraduate/Bachelor	22%
		Graduate (MBA/MS)	08%
4.	Occupation	Student	47.99%
		Service	15.48%
		Business	18.58%
		Others	17.95%
5.	Income (Monthly) per month	Lower than BDT 5,000	3.10%
		BDT5, 000-BDT10,000	6.50%
		BDT10, 001-BDT20,000	17.96%
		BDT20, 001-BDT 30,000	24.76%
		BDT30, 001-BDT 40,000	15.48%
		BDT40, 001-BDT 50,000	10.53%
		More than BDT50, 000	21.67%
6.	Consumer Preference of RC (Variety)	RC Cola	32.0%
		RC Lemon	22.5%
		RC Upper 10	12.5%
		RC Orange	17.5%
		RC Diet	15.5%
7.	Consumption Pattern of RC	Everyday	12.38%
		One a week	55.73%
		Thrice a week	21.67%
		None a week	10.22%

4.2 Regression Analysis

The purpose of this analysis is to measure the relative influence of each independent variable on the dependent variable.

H₀: The coefficient of multiple determination in the population is zero.

H₁: The coefficient of multiple determination in the population is not zero.

Table 02: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.659 ^a	.543	.395	.464	1.898
Predictors: (Constant), Variety, Quality, Local brand, Taste, Attractive design (bottle), Reasonable price, Discount pricing, Product availability, TV advertisement, Print media advertisement					

Here, the Value of $R = 0.659$. There is a high degree of positive correlation among the independent & dependent variables. The value of $R^2 = 0.543$ or 54.3% or 54% variation in the dependent variables can be explained by the regression model. The value of adjusted $R^2 = 0.395$ or 39.5%. Adjusted R^2 suggested that, addition of the other independent variables do not make a contribution in explaining the variation in the dependent variable.

H₀: $R^2_{pop} = 0$ (There is no relationship between customer satisfaction with Variety, Quality, Local brand, Taste, Attractive design (bottle), Reasonable price, Discount pricing, Product availability, TV advertisement, Print media advertisement).

H₁: $R^2_{pop} \neq 0$ (There is a significant relationship between customer satisfaction with Variety, Quality, Local brand, Taste, Attractive design (bottle), Reasonable price, Discount pricing, Product availability, TV advertisement, Print media advertisement).

Table 03: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	56.355	10	6.234	23.767	.000(a)
Residual	51.402	312	.323		
Total	107.757	322			

The above ANOVA table will give necessary information to approve one hypothesis and to reject another one. Statistically if the ANOVA table shows that the significant value is .0000, it will be meant that the **H₀** (null hypothesis) be rejected. On the other hand, it will be meant that **H₀** (null hypothesis) be accepted. So the final finding is that there is a significant relationship between customer satisfaction with Variety, Quality, Local brand, Taste, Attractive design (bottle), Reasonable price, Discount pricing, Product availability, TV advertisement, Print media advertisement.

Table 04: Product Moment Correlations

	Variety	Quality	Local brand	Taste	Attractive design (bottle)	Reasonable price	Discount pricing	Product availability	TV Ad	Print Ad
Variety	-.490	.195	.197	.128	.287	.604	-.429	-.040	-.054	.100
Quality		-.589*	-.471	-.543	-.284	-.618	-.129	-.201	.310	-.420
Local brand			.489	.635*	.341	.607	.185	.438	.675	.875*
Taste				.480	.418	.646*	.197	.385	.604	.494
Attractive design (bottle)					.436	.518*	-.055	.072	-.618	.430
Reasonable price						.212	.013	.094	.607	.297
Discount pricing							-.117	.377	.646*	.462
Product availability								.461	.639*	.190
TV Ad									.208	.550
Print Ad										.651

A number that tests for autocorrelation in the residuals from a statistical regression analysis. The Durbin-Watson statistic is always between 0 and 4. A value of 2 means that there is no autocorrelation in the sample. Values approaching 0 indicate positive autocorrelation and values toward 4 indicate negative autocorrelation. In our analysis, it is close to 2. As a result it can be said that autocorrelation does not exist among independent variables or multicollinearity is unlikely a problem. From the product moment correlation, the existence of multicollinearity problem can be identified. The relationships among different independent variables are found significant but not enough to create multicollinearity problem.

Table 05: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.269	1.052		1.182	.241
Variety	.266	.093	.479	2.990	.005
Quality	-.189	.102	-.389	-1.850	.098
Local brand	.456	.137	.611	4.516	.002
Taste	.559	.169	.689	4.913	.003
Attractive design (bottle)	-.030	.068	-.068	-.441	.593
Reasonable price	.248	.090	.795	6.996	.009
Discount pricing	-.097	.077	-.205	-1.259	.223
Product availability	-.068	.080	-.131	-.852	.403
TV advertisement	-.059	.066	-.131	-.892	.398
Print media Ad	-.128	.093	-.258	-1.372	.196

Customer Satisfaction = 1.269+ .266 (Variety) + (-.189) (Quality) + .456 (Local brand) + .559 (Taste) + (-.030) (Attractive design (bottle)) + .248 (Reasonable price) + (-.097) (Discount pricing) + (-.068) (Product availability) + (-.059) (TV advertisement) + (-.128) (Print media advertisement)

Customer satisfaction of RC (Partex Beverage) in Bangladesh is dependent on various variables. Among these variables- local brand (0.002), taste (0.003), variety (0.005) and reasonable price (0.009) are highly significant (there is impact on customer satisfaction of RC (Partex Beverage) in Bangladesh).

4.3 Compare Mean Score

There are the following reasons behind the selection of online banking services in Bangladesh:

Table 06: SWOT Analysis of RC in Bangladesh

Strengths	N	Mean	Std. Deviation
Reasonable price	323	5.8000	.90764
Quality	323	3.9750	.39061
Variety	323	5.5500	.86233
Flavor	323	4.4500	.45748
Taste	323	5.9500	.71432
Refreshment	323	4.1000	.43246
Local brand	323	5.1000	.63246
Weaknesses	N	Mean	Std. Deviation
Lack of promotional activities	323	2.8000	.30764
Wrong selection of media	323	5.9750	.92061
Insufficient product delivery	323	3.5500	.43233
Opportunities	N	Mean	Std. Deviation
Huge market	323	5.4500	.85748
Large market share	323	2.9750	.32061
Brand loyalty	323	5.5500	.93233
Influence of reference group	323	2.8000	.4076
Threats	N	Mean	Std. Deviation
Political unrest	323	2.8000	.33485
Economic instability	323	2.9750	.35052
New entrant	323	6.5500	.93233

As can be seen of the 323 respondents who participated in the survey, the researcher can say that most of the consumers of RC in Bangladesh thought reasonable price, variety, taste, and local brand are the strengths of RC; wrong selection of media is the weakness of RC; huge market, and brand loyalty are the opportunities of RC; and new entrant is the threat of RC in Bangladesh.

5. Conclusions and recommendations

RC (PARTEX BEVERAGE) is one of the promising companies in Bangladesh. This company is now becoming one of the leading companies of beverage products in Bangladesh. They are always trying to add new products, maintain the quality, introduce modern machineries, and improve worker's skill in the whole country. People are also being satisfied by consuming various products of RC such as RC Cola, RC Lemon, RC Orange, RC Diet etc. than the others.

RC is trying to keep their quality standard and attract the customers through various promotional efforts throughout the country. RC is also trying hard to achieve the first position among the competitors by their effective marketing strategy.

There are some recommendations from the study that may influence customer preference towards RC (PARTEX BEVERAGE) in Bangladesh and also enhance the reasons behind the selection of RC (PARTEX BEVERAGE) in Bangladesh. These are:

- RC (Partex Beverage) should maintain its product quality.
- RC (Partex Beverage) should introduce new variety to its product line.

- RC (Partex Beverage) should introduce new flavor to its product line.
- RC (Partex Beverage) should charge more reasonable price.
- RC advertisement should be more informative.
- RC should emphasize more on their promotional activities, etc.

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