***CASE STUDY OF “THE RAISE AND FALL OF NEW COKE”***

***ONLY DEPENDING ON TASTE.***

 The mistake that Coca Colas researchers made was doing research on taste alone as does not research on other factors that’s matters to people. Most people loved new Coke-53 percent preferred it over old Coke but taste isn’t enough .Consumers make purchasing decisions based on habit, longing , and loyalty as well.

**COLA IS AN IDENTITY OF THE COMPANY.**

This research was carried out during the battle of Pepsi and Coke ,when both of them was challenging each other .Also, the Cola itself was the identity of the Coca Cola company and replacing it with new Cola taking out the identity from the company. As, the old Cola was no more produced as it was changed with new Cola and both was totally different than each in taste. Also, research was carried out only on taste not on whether the old Coke will be totally taken of the shelves of the shops. So, the research and marketing people never mention to people that old Coke should be stop from selling and that where they did a mistake and later on its shows that people still prefer the old Coke.

**FOCUSED ON THE PHYSICAL**

Also the research failed to understand that while people could appreciate changed physical characteristics like taste and brandin , Coca Cola also had symbolic significances to buyers, particularly in the American market. For a group that prefers tradition over innovation, new Coke couldn’t hold that place to the continuity and familiarity of old Coke or eventually, Coca Cola classic.

Market research isn’t just a number game. In failing to capture feeling and attitude towards the brand and relying on taste tests alone, Coca Cola was left with a ton of product, cranky consumers, and a big, corporate black eye.

It all worked out, of course. Once Coca Cola classic was re-introduced , sales actually improved over the same time the previous year. Consumers were able to breathe a sigh of relief, and companies of the world over learned two valuable lessons. The customer holds the cards and solid market research can prevent a failure of new Coke proportions.

**Name : Hafiza BibiSara Id : 14173**