

**A study on**  
**AN ANALYSIS OF CROWDSOURCING AS A TOOL FOR MARKETING AND**  
**DEVELOPMENT WITH SPECIAL REFERENCE TO COCA COLA**

**Project Report**

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**Under the guidance of**

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**In partial fulfilment of the requirement for the Degree of**

**BACHELOR OF COMMERCE**



**ST. TERESA'S COLLEGE ESTD 1925**

**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

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**CERTIFICATE**

This is to certify that the project titled "**A STUDY ON AN ANALYSIS OF CROWDSOURCING AS A TOOL FOR MARKETING AND PRODUCT DEVELOPMENT WITH SPECIAL REFERENCE TP COCA COLA**" submitted to Mahatma Gandhi University in partial fulfilment of the requirement for the award of Degree of Bachelor in Commerce is a record of the original work done by **Ms. Aishwarya Appini, Ms. Esha Salim, Ms. Priyanka**, under my supervision and guidance during the academic year 2020-23.

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## **DECLARATION**

We, Ms. Aishwarya Appini, Ms. Esha Salim, Ms. Priyanka, final year B.Com students, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled A STUDY ON AN ANALYSIS OF CROWDSOURCING AS A TOOL FOR MARKETING AND PRODUCT DEVELOPMENT WITH SPECIAL REFERANCE TO COCA COLA submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of Smt. Liya,Xavier, Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

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First of all, we are grateful to God Almighty for his blessings showered upon us for the successful completion of our project.

It is our privilege to place a word of gratitude to all persons who have helped us in the successful completion of the project.

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**Aishwarya Appini**

**Esha Salim**

**Priyanka**

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**CHAPTER 1**  
**INTRODUCTION**



## **1.1 BACKGROUND OF THE STUDY**

Crowdsourcing involves a large group of dispersed participants contributing or producing goods or services—including ideas, votes, micro-tasks, and finances—for payment or as volunteers. Contemporary crowdsourcing often involves digital platforms to attract and divide work between participants to achieve a cumulative result. Crowdsourcing is not limited to online activity, however, and there are various historical examples of crowdsourcing. The word crowdsourcing is a portmanteau of “crowd” and “outsourcing”. In contrast to outsourcing, crowdsourcing usually involves less specific and more public groups of participants. This study is based on a particular company – Coca Cola in Indian Market. Coca Cola has used crowdsourcing 34 times. Coca Cola collected submissions from the public to use in their marketing materials or crowdsourced advertising campaigns. They ask their audience to share videos, images, audio or text, which they can then repost or use to promote their brand.

Coca-Cola’s move to engage consumers as co-creators breaks the long-held agency model that many brand marketers still subscribe to. Coca Cola is India’s largest beverage maker and is estimated to have around 40% share of the countries branded in beverage market. In crowd sourcing the companies generally use wisdom of the crowd, crowd funding, crowd creation and voting. Coca Cola in 2011 announced a shift in their marketing strategy from usual above and below the line to content concentrated marketing, where Coca-Cola relied on its consumer-generated content to drive part of its marketing activities. In their case, they outline a strategy where consumers are encouraged to develop a brand story through the experiences of others that they know. This, in return increased 45% of their global sales. In 2018 Coca Cola co. has issued a challenge for researchers and scientist to find a “naturally sourced, safe, low- or no-calorie compound” that tastes like sugar when used in food and beverage products. The compound must not contain or be derived from stevia or monk fruit or from any list of protected species or substances issued by any regulatory body in any country, according to the company. This was a major campaign put forward by Coca Cola co. in Atlanta. The crowdsourcing actions of Coca Cola have more to do with brand positioning and marketing. One of the most notable cases is that of the video collectively created in Singapore to launch Coca Cola Zero, an action that was later repeated globally. Coca-Cola initially employed an undifferentiated targeting strategy. In

recent times, it has started localizing its products for better acceptability. India is the fifth-largest market for Coca-Cola globally.

Engagement reflects consumers' level of interest on brand relevancy on them which gained significant attention of theirs. However, despite the important insights gleaned, emphasis on engagement studies pertaining to crowdsourcing is so far concept-based which explain and predict the dynamics characteristic of consumer and brand relationships. Content-generated marketing cannot be a success without engagement by these crowds.

## **1.2 STATEMENT OF THE PROBLEM**

The Problem of the Research Topic is Sourcing the right crowd, maintaining quality, keeping the vision clear and managing the crowd. In every organisation in the world, they have to rely on the human beings for its better functioning. Crowdsourcing is basically concerned with acquiring the right source of reaction and information from the public. The creativity of man can be used for developing new marketing strategies for the Company. A major challenge facing the study on engagement lies not only in understanding of the engagement itself, but also on the understanding of engagement role together with other variables in guiding the participative behaviour of crowdsourcing.

Crowdsourcing requires a great deal of strategy when considering what questions to ask and how best to ask them. It's not just about what you ask them, but in what order, using which words, sometimes so that the respondent doesn't always know what you're trying to get at – so that you get to the underlying psychology that's driving their behaviour.

## **1.3 SIGNIFICANCE OF THE STUDY**

There is no doubt that, with an explosion in productivity and innovation, today's crowdsourcing Marketing can help innovators and businessmen to achieve their goals in a faster and simpler manner than ever before.

Very few studies done on the various factors, but for the study few prime causes like profitability, liquidity, and economic growth have taken for the analysis the 3 areas of crowdsourcing application in marketing activities such as Product development, Promotion and advertising and Market Research.

## **1.4 OBJECTIVES OF THE STUDY**

- To examine how firms are utilising crowdsourcing for the completion of marketing-related tasks.
- To analyse the effect of crowdsourcing on customers.
- To describe the use of crowdsourcing within the field of marketing and product development.
- To find out the extent to which crowdsourcing platforms are accessible to organizations as a marketing channel.
- To check whether crowdsourcing has helped to improve public participation in business.

## **1.5 RESEARCH METHODOLOGY**

### **1.5.1: Research Design**

The present study is descriptive, quantitative, and analytical in nature. It is descriptive in the sense that it tries to identify various characteristics of research problem. It is quantitative because it involves numerical expression. And it is analytical since it examines, analyses and interprets collected data in order to arrive at Conclusion.

### **1.5.2: Research Instrument**

Questionnaire is a research instrument consisting of a series of series of question and other prompts for the purpose of gathering information from respondents.

### **1.5.3: Collection of data**

Both Primary and Secondary data were used for data collection

- **Primary Data**

Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source—where the data originally originates from and are regarded as the best kind of data in research. For collecting primary data, we use the method of questionnaire. The

questionnaire has been prepared and samples was circulated through online for gathering primary data.

- **Secondary Data**

Secondary data is the data that has already been collected through primary sources and made readily available for researchers to use for their own research. It is a type of data that has already been collected in the past. Major secondary sources like media, newsletters, journals, websites, reports were analysed for the study.

**1.5.4: Sample Design:** A simple random sample is a subset of individuals chosen from a larger set in which a subset of individuals is chosen randomly, all with the same probability. It is a process of selecting a sample in a random way. Random sampling ensures that results obtained from your sample should approximate what would have been obtained if the entire population had been measured.

**1.5.5: Population and Sample Size:** A sample size of 100 was selected for the survey.

**1.5.6: Tools for Analysis:** Graphical instruments like Bar chart, pie chart, histograms were used for the presentation of data. The data collected were used with the accordance of statistical tools like percentages. The questionnaire consists of 15 questions with 3-point scales and 1-point scales.

## **1.6 SCOPE OF THE STUDY**

The emergence of crowdsourcing as an important mode of information production has attracted increasing research attention. The success of a crowdsourcing activity is significantly determined by the number of participations received. Therefore, knowing the factors that influence the number of participations should always be the concern of crowdsourcing organisers. In this paper a systematic literature review was performed on published work, which derived factors that influence users participation in crowdsourcing activities by means of empirical studies.

## **1.7 LIMITATIONS OF THE STUDY**

- This is subjected to the basis and prejudices of the respondents. Hence 100% of accuracy cannot be assumed
- The research was carried out in a short span of time, where in the research could not widen the study
- The findings are based on the answers given by the consumers, so any bias or error may affect the validity of the findings
- Project research is limited to researchers' knowledge and capabilities
- This paper does not catch the industry persecuting
- The paper does not explore the cost and effect relations between crowd sourcing and crowd perceptions

**CHAPTER 2**  
**REVIEW OF LITERATURE**

**Shilpi Jain, Swanand J. Deodhar (2021)**, Social mechanisms in crowdsourcing contests: Crowdsourcing contests allow organisations to engage with an external workforce. Over the years, the phenomenon has attracted considerable research interest. In the present review, they synthesise the crowdsourcing contest literature by adopting the social mechanism lens.

**Hossain, M. and Kauranen, I. (2015)**, "**Crowdsourcing: a comprehensive literature review**", **Strategic Outsourcing: An International Journal**, Vol. 8 No. 1: Crowdsourcing has proven to be beneficial in many tasks, but the extant literature does not give much help to practitioners in capturing value from crowdsourcing. Despite understanding that the motivations of crowds are crucial when planning crowdsourcing activities, the various motivations in different contexts have not been explored sufficiently. A major concern has been the quality and accuracy of information that has been gathered through crowdsourcing. Crowdsourcing bears a lot of unused potential.

**Saxton et al. (2013), Saxton GD, Oh O, Kishore R (2013)**, Rules of Crowdsourcing: Models, Issues, and Systems of Control; in this paper, they first provide a practical yet rigorous definition of crowdsourcing that incorporates “crowds,” outsourcing, and social web technologies. They analyze 103 well-known crowdsourcing websites using content analysis methods and the hermeneutic reading principle. Based on their analysis, they developed a “taxonomic theory” of crowdsourcing by organizing the empirical variants in nine distinct forms of crowdsourcing models. They also discuss key issues and directions, concentrating on the notion of managerial control systems.

**Estellés-Arolas, E., & González Ladrón-de-Guevara, F. (2012): Towards an integrated crowdsourcing definition. Journal of Information Science (in press):** ‘Crowdsourcing’ is a relatively recent concept that encompasses many practices. This diversity leads to the blurring of the limits of crowdsourcing that may be identified virtually with any type of internet-based collaborative activity, such as co-creation or user innovation. Varying definitions of crowdsourcing exist, and therefore some authors present certain specific examples of crowdsourcing as paradigmatic, while others present the same

examples as the opposite. In this article, existing definitions of crowdsourcing are analysed to extract common elements and to establish the basic characteristics of any crowdsourcing initiative. Based on these existing definitions, an exhaustive and consistent definition for crowdsourcing is presented and contrasted in 11 cases.

**Doan, A., Ramakrishnan, R., & Halevy, A. Y. (2011), Crowdsourcing systems on the worldwide web:** The practice of crowdsourcing is transforming the Web and giving rise to a new field. Crowdsourcing systems enlist a multitude of humans to help solve a wide variety of problems. Over the past decade, numerous such systems have appeared on the World-Wide Web. Prime examples include Wikipedia, Linux, Yahoo! Answers, Mechanical Turk-based systems, and much effort is being directed toward developing many more

**Ambati, V., Vogel, S., & Carbonell, J. (2010),** Have described that in recent years, corpus based approaches to machine translation have become predominant, with Statistical Machine Translation (SMT) being the most actively progressing area. Success of these approaches depends on the availability of parallel corpora. In this paper we propose Active Crowd Translation (ACT), a new paradigm where active learning and crowd-sourcing come together to enable automatic translation for low-resource language pairs. Active learning aims at reducing cost of label acquisition by prioritizing the most informative data for annotation, while crowd-sourcing reduces cost by using the power of the crowds to make do for the lack of expensive language experts. We experiment and compare our active learning strategies with strong baselines and see significant improvements in translation quality. Similarly, our experiments with crowd-sourcing on Mechanical Turk have shown that it is possible to create parallel corpora using non-experts and with sufficient quality assurance, a translation system that is trained using this corpus approaches expert quality.

**Brew, A., Greene, D., & Cunningham, P. (2010),** Claims that tracking sentiment in the popular media has long been of interest to media analysts and pundits. With the availability of news content via online syndicated feeds, it is now possible to automate some aspects of



this process. There is also great potential to crowdsource too much of the annotation work that is required to train a machine learning system to perform sentiment scoring. We describe such a system for tracking economic sentiment in online media that has been deployed since August 2009. It uses annotations provided by a cohort of non-expert annotators to train a learning system to classify a large body of news items. We report on the design challenges addressed in managing the effort of the annotators and in making annotation an interesting experience.

**Choffnes, D. R., Bustamante, F. E., & Ge, Z. H. (2010)**, Choffnes found that the user experience for networked applications is becoming a key benchmark for customers and network providers. Perceived user experience is largely determined by the frequency, duration and severity of network events that impact a service. While today's networks implement sophisticated infrastructure that issues alarms for most failures, there remains a class of silent outages (e.g., caused by configuration errors) that are not detected. Further, existing alarms provide little information to help operators understand the impact of network events on services. Attempts to address this through infrastructure that monitors end-to-end performance for customers have been hampered by the cost of deployment and by the volume of data generated by these solutions.

**Diana, R. (2010)**, Outsourcing has been around for years and has been complained about for just as long. Now, there is a new whipping boy, crowdsourcing. Crowdsourcing is basically outsourcing reworked to take advantage of the power of the internet. However, crowdsourcing does nothing to fix the problems that outsourcing had.

**Eckert, K., Niepert, M., Niemann, C., Buckner, C., Allen, C., & Stuckenschmidt, H. (2010)**, Crowdsourcing the Assembly of Concept Hierarchies. in Proceedings of the 10th annual joint conference on Digital libraries. They showed that results of comparable quality can be achieved by leveraging the workforce of crowdsourcing services such as the Amazon Mechanical Turk (AMT). In an extensive empirical study, they compared the feedback obtained from AMT's workers with that from the In PhO volunteer users providing an insight into qualitative differences of the two groups. Furthermore, they presented a set of strategies for assessing the quality of different users when gold standards

are missing. They finally used these methods to construct a concept hierarchy based on the feedback acquired from AMT workers.

**Heer, J., & Bostock, M. (2010) Crowdsourcing Graphical Perception,** In Proceedings of the 28th international conference on Human factors in computing systems. Our results demonstrate that crowdsourced perception experiments are viable and contribute new insights for visualization design. Lastly, we report cost and performance data from our experiments and distill recommendations for the design of crowdsourced studies.

**Munro, R., Steven B., Victor K., Robin M., Christopher P., Tyler S., et al. (2010),** Crowdsourcing and language studies: The new generation of linguistic data. in Proceedings of the NAACL HLT 2010 workshop on creating speech and language data with Mechanical Turk. They presented a compendium of recent and current projects that utilize crowdsourcing technologies for language studies, finding that the quality is comparable to controlled laboratory experiments, and in some cases superior. While crowdsourcing has primarily been used for annotation in recent language studies, the results here demonstrate that far richer data may be generated in a range of linguistic disciplines from the semantics to psycholinguistics.

**Archak, Nikolay and Sundararajan, Arun, "Optimal Design of Crowdsourcing Contests" (2009) ,** Have paved the way for providing a game theoretic model of a crowdsourcing contest. Special attention is given to the asymptotic behaviour of the contest outcome. We show that all significant outcomes of crowdsourcing contests will be determined by contestants in a small neighbourhood (core) of the most efficient contestant type; in particular, the asymptotic structure of the crowdsourcing contests is distribution-free. Our formal analysis yields a managerially implementable and easily understood rule of thumb for the optimal division of the contest budget among multiple prizes. When agents are risk-neutral, the principal should optimally allocate all of its budget to the top prize even if it values multiple submissions. In contrast, if agents are sufficiently risk-averse, the principal may optimally offer more prizes than the number of submissions it desires. Our paper represents the first general analysis of the economics of crowdsourcing contests, provides a simple rule of thumb for determining the optimal prize structure for

practitioners who are considering designing such contests, and also discusses the welfare implications of organizing production or R&D as a Web-based contest of this kind.

**Brabham, D. C. (2009)**, They have conducted an extensive study and found that Public involvement is a central concern for urban planners, but the challenge for planners is how best to implement such programs, given many difficulties inherent in the typical public involvement process. The medium of the Web enables us to harness collective intellect among a population in ways face-to-face planning meetings cannot. This article argues that the crowdsourcing model, a successful, Web-based, distributed problem solving and production model for business, is an appropriate model for enabling the citizen participation process in public planning projects. This article begins with an exploration of the challenges of public participation in urban planning projects, particularly in the harnessing of creative solutions. An explanation of the theories of collective intelligence and crowd wisdom follows, arguing for the medium of the Web as an appropriate technology for harnessing far-flung genius. An exploration of crowdsourcing in a hypothetical neighbourhood planning example, along with a consideration of the challenges of implementing crowdsourcing, concludes the article.

**Alonso, O., Rose, D., & Stewart, B. (2008)**, In a research paper they have cited the relevance of evaluation is an essential part of the development and maintenance of information retrieval systems. Yet traditional evaluation approaches have several limitations; in particular, conducting new editorial evaluations of a search system can be very expensive. We describe a new approach to evaluation called TERC, based on the crowdsourcing paradigm, in which many online users, drawn from a large community, each performs a small evaluation task.

**Henry Chesbrough (2008)**, How to invent a new business model based on crowdsourcing: the Crowdsprit  $\hat{A}$  case; Chesbrough's work on open innovation provides a theoretical framework to understand how firms can access external knowledge in order to support their R&D processes. The author defines open innovation as a paradigm that assumes that firms can and should use both external and internal ideas and internal and external paths to

market. He considers that industrial R&D is undergoing a paradigm shift from the closed to the open model.

Information and communication technologies and especially web 2.0 technologies accelerate this shift in so far they provide access to collective and distributed intelligence disseminated in the

“crowd”. This phenomenon named “crowdsourcing” is defined by Jeff Howe as “the act of a company or institution taking a function once performed by employees and outsourcing it to an undefined - and generally large - network of people in the form of an open call.”

**Brito, J. (2008)**, In order to hold government accountable for its actions, citizens must know what those actions are. To that end, they must insist that government act openly and transparently to the greatest extent possible. In the Twenty-First Century, this entails making its data available online and easy to access. If government data is made available online in useful and flexible formats, citizens will be able to utilize modern Internet tools to shed light on government activities. Such tools include mashups, which highlight hidden connections between different data sets, and crowdsourcing, which makes light work of sifting through mountains of data by focusing thousands of eyes on a particular set of data. Today, however, the state of government's online offerings is very sad indeed. Some nominally publicly available information is not online at all, and the data that is online is often not in useful formats. Government should be encouraged to release public information online in a structured, open, and searchable manner. To the extent that government does not modernize, however, we should hope that private third parties build unofficial databases and make these available in a useful form to the public.

**Livingstone, B. (2007) 'Commercializing Community', Crowdsourcing: Tracking the Rise of the Amateur**, I liked Bruce Livingstone five minutes into my first conversation with him. Bruce is the founder and CEO of iStockPhoto.com, to my knowledge the first and largest of the so called "micro stocks". For one thing, Bruce likes to fly fish, and while it's possible there are untrustworthy types out there who also fly fish. Second, he spent years touring the West Coast as the singer of a punk rock band, evidence that Bruce appreciates the finer things in life. But what I find most winning about Bruce is that he's an accidental entrepreneur. A designer and photographer, he started iStock because he didn't have the money to launch a traditional stock company. So he gave his photos away, and

found a community of other talented people willing to give their photos away to. The value, as many content companies are still struggling to understand, wasn't necessarily in the thing itself.

**Agarwal, R., & Henry Lucas, C. J. (2005),** Crowdsourcing is one of the emerging Web 2.0 based phenomenon and has attracted great attention from both practitioners and scholars over the years. It can facilitate the connectivity and collaboration of people, organizations, and societies. They believed that Information Systems scholars are in a unique position to make significant contributions to this emerging research area and consider it as a new research frontier. However, so far, few studies have elaborated what have been achieved and what should be done. This paper seeks to present a critical examination of the substrate of crowdsourcing research by surveying the landscape of existing studies, including theoretical foundations, research methods, and research foci, and identifies several important research directions for IS scholars from three perspectives--the participant, organization, and system--and which warrant further study. This research contributes to the IS literature and provides insights for researchers, designers, policy-makers, and managers to better understand various issues in crowdsourcing systems and projects.

**Alavi, M., & Carlson, P. (1992). A review of MIS research and disciplinary development. Journal of Management Information Systems, 8(4), 45–62,** This study aims to explore the subject of performance evaluation in project management through the selection of relevant articles on the theme and their subsequent bibliometric analysis, in order to build knowledge among researchers on the subject. The research is characterized as exploratory, descriptive, theoretical-illustrative and adopts ProKnow-C (Knowledge Development ProcessConstructivist) as an intervention tool. As a result, they obtained a set of 18 publications comprising the sample of relevant articles on the topic. From this sample, they found that the International Journal of Project Management is the most aligned with the research topic and the article “Plans are nothing, changing plans is everything: The impact of changes on project success” is the most cited in the sample. This paper highlights the most prominent authors and keywords of the bibliographic portfolio.

**CHAPTER 3**  
**THEORETICAL FRAMEWORK**

### **3.1 INTRODUCTION**

Crowdsourcing is the practice of engaging a ‘crowd’ or group for a common goal — often innovation, problem solving, or efficiency. Crowdsourcing can take place on many different levels and across various industries. Thanks to our growing connectivity, it is now easier than ever for individuals to collectively contribute — whether with ideas, time, expertise, or funds — to a project or cause. This collective mobilization is crowdsourcing.

This phenomenon can provide organizations with access to new ideas and solutions, deeper consumer engagement, opportunities for co-creation, optimization of tasks, and reduced costs. The Internet and social media have brought organizations closer to their stakeholders, laying the groundwork for new ways of collaborating and creating value together like never before. The approach is being embraced:

“Crowds are a hit. Millions of people, connected by the Internet, are contributing ideas and information to projects big and small. Crowdsourcing, as it is called, is helping to solve tricky problems and providing localized information. And with the right knowledge, contributing to the crowd — and using its wisdom — is easier than ever.” – The New York Times

### **3.2 ORIGIN AND DEVELOPMENT OF CROWDSOURCING**

Businesses, governments, and public organizations have always turned to crowds for great new ideas for products and services.

In 1714, for example, the British government offered a hefty £20,000 reward (almost £3 million in today’s dollars) for anyone who could invent a valid, dependable way to measure longitude at sea, which eventually went to watchmaker John Harrison.

In today’s digital age, our ability to communicate with many minds on a mass scale has made it a lot easier to turn to large groups of people for innovative new ideas.

As noted by author Jeff Howe in his influential 2006 Wired article ‘The Rise of Crowdsourcing’, people from all sectors use crowdsourcing to find great ideas, content,

and inspiration for projects. This includes business professionals, artists, scientists, engineers, and more.

In his book *HYPERLINK "Crowdsourcing: Why the Power of the Crowd is Driving the Future of Business*, Howe explores some of the modern ways people are turning to large groups of people for their next source of inspiration. This includes simple ideas like iStockphoto offering a bank of stock photographs, through to [HYPERLINK "https://www.innocentive.com/"](https://www.innocentive.com/)InnoCentive, a portal for engineering, scientific, and technical solutions.

Now, crowdsourcing can take a lot of different forms. Many companies and organizations use dedicated crowdsourcing sites like 99designs or Fiverr to find solutions to niche tasks like graphic design, proofreading, or software testing.

Elsewhere, businesses look to social media platforms like Twitter, Facebook, and Instagram to gather ideas for new products and services. This kind of collective mobilization helps to drive engagement with fans and customers, and also serves to improve business performance.

Even large tech companies like Google and Apple use crowdsourcing as well. For example, Google's Crowdsourcing app lets its community of users contribute solutions and fixes to common problems with Google products and services.

### **3.3 MEANING AND DEFINITION OF CROWDSOURCING**

Crowdsourcing involves seeking knowledge, goods, or services from a large body of people. These people submit their ideas in response to online requests made either through social media, smartphone apps, or dedicated crowdsourcing platforms.

*"Crowdsourcing is the act of taking a job traditionally performed by a designated agent (usually an employee) and outsourcing it to an undefined, generally large group of people in the form of an open call."* – Jeff Howe (2006)

Some of those involved in crowdsourcing are paid freelancers, but depending on the nature of the knowledge or services requested, most people perform these tasks on a voluntary basis.

A great example of crowdsourcing is online reviews. If you've ever reviewed a restaurant, gym, or bar on Google, congratulations! You're a productive crowdsourcing contributor.



## **Paid and Unpaid Crowdsourcing**

Crowdsourced labor may be paid or unpaid. By seeking input from the crowd, businesses or other organizations bypass the process of hiring someone to do the desired job. Sometimes this technique results in a business effectively securing unpaid labor for a task, such as when hosting a logo design contest among its customers. The business can receive submissions for logo concepts from its customer base without hiring a professional brand designer.

Other times the labor is paid, but the individual fees are tiny. Online crowdsourcing marketplaces provide opportunities for groups of people to perform routine tasks or "micro-jobs" for small fees. Crowdsourcing websites put out open calls on behalf of clients who need microtasks performed. For example, Amazon's Mechanical Turk offers virtual tasks that can be done online from home, and TaskRabbit connects people to complete virtual tasks in addition to running errands or doing odd jobs in person.

### **3.4 SCOPE OF CROWDSOURCING**

- **Adding Capacity:** The very objective of the adding capacity crowdsourcing poses a requirement with regards to the size of the crowd. In most cases, the larger crowd for adding capacity, the better. For example, adding additional contributors to the Common Voice project would have allowed Mozilla to expand the dataset, both in terms of recorded hours of speech and the number of covered languages.
- **Accessing Expertise:** Organizations use the accessing expertise crowdsourcing when they want to solve a problem, the problem that prevents the organization from achieving an important objective like designing a new product, completing a project, or optimizing performance. When launching an accessing expertise crowdsourcing campaign, the campaign sponsor must clearly define the problem and explicitly outline the requirements all successful solutions are expected to meet.

### **3.5 FEATURES OF CROWDSOURCING**

- Crowdsourcing is the collection of information, opinions, or work from a group of people, usually sourced via the Internet.
- Crowdsourcing work allows companies to save time and money while tapping into people with different skills or thoughts from all over the world.
- While crowdsourcing seeks information or work, crowdfunding seeks money to support individuals, charities, or startup companies.
- The advantages of crowdsourcing include cost savings, speed, and the ability to work with people who have skills that an in-house team may not have.

### **3.6 SIGNIFICANCE OF CROWDSOURCING**

- Many businesses have realized the importance of reaching out to customers. This is true for any company that wants to succeed. In recent years, a compelling but casual approach to reaching customers has emerged. It is referred to as crowdsourcing, and it can be found everywhere. For example, weather forecasters and traffic reporters reach out to the general public to report on events, allowing them to take a casual but compelling approach to reach the audience. Journalists frequently use this technique to get a true story that is often lost or exaggerated in a crowd.
- Crowdsourcing allows companies to tap into the world of ideas and allows many to work through a rapid design process. You can outsource to a large group of people to ensure that your products and services are delivered correctly.
- Crowdsourcing is very powerful because it allows for a wide range of participation from people at a low or no cost. Suggestions are provided by experienced professionals and volunteers who are compensated only if their ideas are implemented — they rely on creativity that people are willing to share. All they require is an opportunity to participate. This is especially true when people use the internet for crowdsourcing. Many people, for example, create and post videos on YouTube.

- There are numerous avenues for crowdsourcing, such as enlisting volunteers, blogs, hotlines, distribution incentives, free products, and so on. Companies such as Idea Skill and InnoCentive specialize in delivering the crowd, allowing you to directly tap into a predefined group of people willing to help you solve your problem or design your product.
- When it comes to how crowdsourcing works, it has a very low cost. Everyone should invest in crowdsourcing so that they can tap into a global pool of creativity. This also assists the company in driving, motivating, mass collaboration, and innovation while remaining true to the competition.

### 3.7 ADVATAGES OF CROWDSOURCING

- **Cost Effective:** While winning ideas should definitely be rewarded, offering these rewards is usually a lot cheaper than formally hiring people to solve problems.
- **Greater speed:** Harnessing a wider pool of people can speed up the problem-solving process, especially when completing a large number of small tasks in real-time.
- **More diversity:** Some companies (especially smaller companies) may not have a lot of internal diversity. By crowdsourcing ideas, they can benefit from others with different backgrounds, values, and life experiences.
- **Marketing and media coverage:** Crowdsourcing can be an excellent and cost-effective source of marketing and media coverage, as seen in the examples of My Starbucks Idea and Lego Ideas.
- **Unexpected solutions to tough problems:** By involving a broader group of people in solving a problem, a company can gain access to hundreds or even thousands of different approaches to problem solving.
- **Evolving Innovation:** Innovation is required everywhere, and in this rapidly changing world, innovation plays a significant role. Crowdsourcing facilitates the collection of innovative ideas from people from various fields, thereby assisting businesses in all fields to grow.

- **Increased Efficiency:** Crowdsourcing has increased the efficiency of business models by funding several expert ideas.

### 3.8 DISADVANTAGES OF CROWDSOURCING

- **Confidentiality:** The best way to avoid this potential risk is to be cautious with what you choose to share. It's possible to create a challenge with clear enough guidelines to be solved effectively without relying on classified information. Make sure the information you include portrays your company in a positive light and does not give competitors the opportunity to take advantage of you.
- **Plagiarism:** With crowdsourcing, there's always the possibility that a few bad apples try to play the system by plagiarizing someone else's work or ideas in order to win the prize. Some may even plagiarize unintentionally. For example, if a company is looking for help designing a new logo, a challenge participant may suggest a logo that already belongs to another company without realizing it.
- **Intellectual property rights:** This disadvantage has the potential to become disastrous if not managed properly. Typically, intellectual property rights belong to the inventor of the idea. That means companies need to ensure the intellectual property rights of the winning idea are transferred to them upon completion of the challenge.
- **Amateurs:** It may seem like crowdsourcing mostly relies on amateurs, and that is partially true. There are many amateurs who participate in crowdsourcing challenges, but there are experts as well. What drives people to participate in challenges that result in someone else using their ideas? People long to contribute something that will make a difference in the world, and many support the causes and companies behind the contests they choose to participate in. And let's face it, it's pretty cool to be able to say something like, "I helped NASA fix one of the biggest challenges facing space travel." The crowd is full of both amateurs and experts who are looking to share their innovative ideas with the world.
- **Potential for failure:** Most organizations have this concern. What if you put lots of time and effort into conducting a crowdsourcing challenge and then end up with

nothing to show for it? That would be devastating, especially if the problem is time-sensitive and you're out of options.

### **3.9 TYPES OF CROWDSOURCING, WITH EXAMPLES**

Crowdsourcing is a rapidly growing industry with multiple subsections. The kind of crowdsourcing you choose will depend on the outcome you're looking for:

- **Solution-focused crowdsourcing**

A company may often crowdsource to solve a complex problem. They may seek solutions from specialised groups or micro-labour sites. Anyone from around the globe may attempt to resolve the issue. Sometimes, it starts a conversation on the internet and several people get involved to find a solution. An advantage of such crowdsourcing is that it helps find an expert to fix the issue. Additionally, the company spends very little resources to use the knowledge of a crowd.

For example, a company trying to find a sustainable solution to apparel packaging may ask a crowd through social media or other channels for solutions. Similarly, a company unable to resolve a coding issue on their website or application may share the code snippet on a platform like GitHub to solve it.

- **Crowdsourcing for content**

Brands often use crowdsourcing as a method to engage their audience. They use the creativity of their audience to create a new logo, packaging design or even create content for social media. The brand may or may not provide an incentive to the audience. The content made by people may go through quality checks to match the brand guidelines before being used.

For example, a food and beverage company introducing a new line of products may use social media to encourage its audience to design the packaging for the product. The company may incentivise the process by offering a cash prize to ensure maximum participation.

- **Crowd voting**

To improve products, companies often gain feedback from their customers. It may be through emails, flyers or surveys. Many companies set up businesses that run solely on user opinions. User experiences shared on websites help other users make informed decisions or form opinions about a product or service.

- **Software crowdsourcing**

Software crowdsourcing is a process where a company involves people in all stages of software development, including documentation, design, coding and testing. Companies may organise competitions to encourage participation. Some may use this as an opportunity to speed the development process or even recruit new talent.

- **Crowdsourcing for product testing**

Product testing is a crowdsourcing type that helps collect audience feedback before the official launch. It helps companies identify bugs in usability and understand how well a product may get accepted in the market. Many companies that develop mobile applications may release a beta version to a restricted crowd to test it. Similarly, companies may examine a product in specific locations like schools, corporate offices or even specific residential areas.

- **Crowdsourcing for customer support**

Companies open moderated forums or groups to address customer queries. It provides a platform for anyone to write a question and answer them. Companies address all customer queries without spending too many hours. Subject matter experts or brand advocates often answer the queries in such forums, and companies may validate it.

- **Crowdfunding**

Crowdfunding is a type of crowdsourcing that focuses on raising funds. Startups with a product prototype or non-profit organisations seeking funds for their cause often use crowdfunding to raise money. The process collects small amounts of money from people to serve a cause.

- **Implicit crowdsourcing**

Implicit crowdsourcing happens when users unknowingly contribute towards a cause. Companies collect data that benefits a different cause. For example, search engines use

small image-based puzzles to improve their image search results. They may track user location to improve the global positioning system (GPS) used during navigation. Data collected in this method is popular in machine learning applications to improve efficiency.

## **COMPANY PROFILE**

### **(THE COCA-COLA COMPANY)**

The Coca-Cola Company is an American multinational beverage cooperation founded in 1892, best known as the producer of Coca-Cola. The Coca-Cola Company also manufactures, sells, and markets other non-alcoholic beverage concentrates and syrups, and alcoholic beverages. The company's stock is listed on the NYSE and is part of the DJIA and the S&P 500 and S&P 100 indexes. The soft drink was developed in 1886 by pharmacist John Stith Pemberton. At the time it was introduced, the product contained cocaine from coca leaves and caffeine from kola nuts which together acted as a stimulant. The coca and the kola are the source of the product name, and led to Coca-Cola's promotion as a "healthy tonic". Pemberton had been severely wounded in the American Civil War, and had become addicted to the pain medication morphine. He developed the beverage as a patent medicine in an effort to control his addiction.

### **VISION**

The Purpose of the Company is to “Refresh the World. Make a Difference”. And the vision is to craft the brands and choice of drinks that people love and enjoy, to refresh them in body and spirit. And done in ways that create a more sustainable business and better shared future that makes a difference in people’s lives, communities and our planet. Company act in ways to create a more sustainable and better shared future. To make a difference in people's lives, communities and our planet by doing business the right way.

### **MISSION**

The mission of the company was to refresh the world, To inspire moments of optimism and happiness, To create value and make a difference. Coca Cola Company is global business that operates on a local scale, in every community where they do business. They are able to create global reach with a local focus because of the strength of the Coca-Cola supply chain, which comprises our company and our bottling partners worldwide. Coca-Cola



connected with their audience by appealing to consumers' hearts through the inspirational Tippy Tap video and story and finding personal commonalities and celebrating individuals by putting popular given names on its bottles and cans. Their solution was to focus not on the health benefits or drawbacks of their product but instead to promote the brand as feel good, long-lived, and positive. In 2013, Coca-Cola based its marketing campaigns on the tagline, "Open Happiness," an expansive phrase with room to incorporate multiple initiatives. Instead of focusing on a specific campaign, Coca-Cola used this tagline to engage its customers. The company launched three interactive campaigns in an attempt to increase the size of its market and global presence over the next ten years: "The Coke Zero Dance," "The Share a Coke," and "The Super Bowl Polar Bears." The first two in particular demonstrate the effective use of crowdsourcing to generate buzz and connect with consumers.

## **ACHIEVEMENTS**

In Australia, market research revealed that, in a one-month sample period, fully 50% of Australian teens and young adults had never tasted a Coke. In an effort to connect with the company's target audience, Coca-Cola researched the most popular 150 given names in Australia and started putting these names on Coca-Cola products. Having their names printed on bottles of Coke generated buzz on social media, which the brand leveraged, inviting the entire country to share a Coke. The company even rolled out mobile Kiosks where people could have their names printed on a Coke can.

The results of the campaign were impressive. In just three months, Coca-Cola garnered over 12 million earned media impressions, sales volume increased by 4%, and 5% more Australians were drinking Coke nationwide. Coca-Cola had figured out how to use crowdsourcing to create an entirely new customer experience with its product. These different campaigns were created to reflect Coke's brand essence – "Open Happiness" – a touchstone for all brand messaging and product promotion. To grow its global presence, Coca-Cola incorporated crowdsourcing into its marketing strategy. Coca-Cola is one of the most popular global brands with millions of customers worldwide; but it's not about the size of the audience, it's about having the right audience. By investing in market research to better understand its customers, Coca-Cola was able to reach out to and activate its audience through various crowdsourcing initiatives to create real impact. Coca-Cola's

history began in 1886 when the curiosity of an Atlanta pharmacist, Dr. John S. Pemberton, led him to create a distinctive tasting soft drink that could be sold at soda fountains. He created a flavoured syrup and took it to his neighbourhood pharmacy, where it was mixed with carbonated water and deemed “excellent” by those who sampled it. Dr. Pemberton’s partner and bookkeeper, Frank M. Robinson, is credited with naming the beverage “Coca-Cola,” as well as designing the trademarked, distinct script still used today. The first marketing efforts in Coca-Cola history were executed through coupons promoting free samples of the beverage. Considered an innovative tactic back in 1887, couponing was followed by newspaper advertising and the distribution of promotional items bearing the Coca-Cola script to participating pharmacies. Coca-Cola’s history began in 1886 when the curiosity of an Atlanta pharmacist, Dr. John S. Pemberton, led him to create a distinctive tasting soft drink that could be sold at soda fountains. He created a flavoured syrup and took it to his neighbourhood pharmacy, where it was mixed with carbonated water and deemed “excellent” by those who sampled it. Dr. Pemberton’s partner and bookkeeper, Frank M. Robinson, is credited with naming the beverage “Coca-Cola,” as well as designing the trademarked, distinct script still used today. The first marketing efforts in Coca-Cola history were executed through coupons promoting free samples of the beverage. Considered an innovative tactic back in 1887, couponing was followed by newspaper advertising and the distribution of promotional items bearing the Coca-Cola script to participating pharmacies. Coca-Cola has been a point of legal discussion in the Middle East. In the early 20th century, a fatwa was created in Egypt to discuss the question of "whether Muslims were permitted to drink Coca-Cola and Pepsi cola. "The fatwa states: "According to the Muslim Hanefite, Shafi'ite, etc., the rule in Islamic law of forbidding or allowing foods and beverages is based on the presumption that such things are permitted unless it can be shown that they are forbidden on the basis of the Qur'an. The Muslim jurists stated that, unless the Qur'an specifically prohibits the consumption of a particular product, it is permissible to consume. Another clause was discussed, whereby the same rules apply if a person is unaware of the condition or ingredients of the item in question.

In addition to the caffeine-free version of the original, additional fruit flavors have been included over the years. Not included here are versions of Diet Coke and Coca-Cola Zero Sugar; variant versions of those no-calorie colas can be found at their respective articles.

## VARIANTS OF COCA COLA

**Caffeine-Free Coca-Cola (1983–present)** – Coca-Cola without the caffeine.

**Coca-Cola Cherry (1985–present)** – Coca-Cola with a cherry flavour. Was available in Canada starting in 1996. Originally marketed as Cherry Coke (Cherry Coca-Cola) in North America until 2006.

**New Coke / Coca-Cola II (1985–2002)** – An unpopular formula change, remained after the original formula quickly returned and was later rebranded as Coca-Cola II until its full discontinuation in 2002. In 2019, New Coke was re-introduced to the market to promote the third season of the Netflix original series, Stranger Things.

**Golden Coca-Cola (2001)** was a limited edition produced by Beijing Coca-Cola company to celebrate Beijing's successful bid to host the Olympics.

**Coca-Cola with Lemon (2001–2005)** – Coca-Cola with a lemon flavour. Available in: Australia, American Samoa, Austria, Belgium, Brazil, China, Denmark, Federation of Bosnia and Herzegovina, Finland, France, Germany, Hong Kong, Iceland, Korea, Luxembourg, Macau, Malaysia, Mongolia, Netherlands, New Caledonia, New Zealand, Réunion, Singapore, Spain, Switzerland, Taiwan, Tunisia, the United Kingdom, the United States, and West Bank-Gaza

**Coca-Cola Vanilla (2002–2005; 2007–present)** – Coca-Cola with a vanilla flavor. Available in: Austria, Australia, China, Czech Republic, Canada, Finland, France, Germany, Hong Kong, New Zealand, Malaysia, Slovakia, South-Africa, Sweden, Switzerland, the United Kingdom, and the United States. It was reintroduced in June 2007 by popular demand.

**Coca-Cola with Lime (2005–present)** – Coca-Cola with a lime flavor. Available in Belgium, Lithuania, Netherlands, Singapore, Canada, the United Kingdom, and the United States.

**Coca-Cola Raspberry (2005; 2009–present)** – Coca-Cola with a raspberry flavor. Originally only available in New Zealand. Available in Australia, the United States, and the United Kingdom in Coca-Cola Freestyle fountain since 2009.

**Coca-Cola Citra (2005–present)** – Coca-Cola with a citrus flavour. Only available in New Zealand, and Japan.

**Coca-Cola Black Cherry Vanilla (2006–2007)** – Coca-Cola with a combination of black cherry and vanilla flavour. It replaced and was replaced by Vanilla Coke in June 2007.

**Coca-Cola Blāk (2006–2008)** – Coca-Cola with a rich coffee flavour, formula depends on the country. Only available in the United States, France, Canada, Czech Republic, Bosnia and Herzegovina, Bulgaria, and Lithuania

**Coca-Cola Orange (2007)** – Coca-Cola with an orange flavour. Was available in the United Kingdom and Gibraltar for a limited time. In Germany, Austria, and Switzerland it is sold under the label Mezzo Mix. Currently available in Coca-Cola Freestyle fountain outlets in the United States since 2009, and in the United Kingdom since 2014.

**Coca-Cola Life (2013–2020)** – A version of Coca-Cola with stevia and sugar as sweeteners rather than simply sugar.

**Coca-Cola Ginger (2016–present)** – A version that mixes in the taste of ginger beer. Available in Australia, New Zealand, and as a limited edition in Vietnam.

**Coca-Cola Orange Vanilla (2019–2021)** – Coca-Cola with an orange vanilla flavour (intended to imitate the flavour of an orange Creamsicle). Made available nationwide in the United States on February 25, 2019

**Coca-Cola Energy (2019–present)** – An energy drink with a flavor similar to standard Coca-Cola, with guarana, vitamin B3 (niacinamide), vitamin B6 (pyridoxine hydrochloride), and extra caffeine. Introduced in 2019 in the United Kingdom, and released in the United States and Canada in January 2020. Also available in zero-sugar, cherry, and zero-sugar + cherry variants. In May 2021, the company announced they would discontinue the product in North America but it will remain available in other places and it will focus on its traditional beverages.

**Coca-Cola Cinnamon (2019–2020)** – Coca-Cola with cinnamon flavour. Released in October 2019 in the United States as a limited release for the 2019 holiday season. Made available again in 2020 for the holiday season.

**Coca-Cola with Coffee (2019–present)** – Coca-Cola, with coffee. Introduced in 2019 in various European markets, and released in the United States and Canada in January 2021. Available in dark blend, vanilla and caramel versions, and also in zero-sugar dark blend and vanilla variants.

**Coca-Cola Cherry Vanilla (2020–present)** – Coca-Cola with cherry vanilla flavor. Released in the United States on February 10, 2020.

**Coca-Cola Starlight (2022–present)** – Coca-Cola with a mysterious space-inspired flavor. Released in North America on February 21, 2022, as a limited edition.

## **COMPETOTORS**

Pepsi, the flagship product of PepsiCo, the Coca-Cola Company's main rival in the soft drink industry, is usually second to Coke in sales, and outsells Coca-Cola in some markets. RC Cola, now owned by the Dr Pepper Snapple Group, the third-largest soft drink manufacturer, is also widely available.

Around the world, many local brands compete with Coke. In South and Central America Kola Real, also known as Big Cola, is a growing competitor to Coca-Cola. On the French island of Corsica, Corsica Cola, made by brewers of the local Pietra beer, is a growing competitor to Coca-Cola. In the French region of Brittany, Breizh Cola is available. In Peru, Inca Kola outsells Coca-Cola, which led the Coca-Cola Company to purchase the brand in 1999. In Sweden, Julus outsells Coca-Cola during the Christmas season. In Scotland, the locally produced Irn-Bru was more popular than Coca-Cola until 2005, when Coca-Cola and Diet Coke began to outpace its sales. In the former East Germany, Vita Cola, invented during communist rule, is gaining popularity.

In India, Coca-Cola ranked third behind the leader Pepsi and local drink Thums Up. The Coca-Cola Company purchased Thums Up in 1993. As of 2004, Coca-Cola held a 60.9% market-share in India. Tropicola, a domestic drink, is served in Cuba instead of Coca-Cola, due to a United States embargo. French brand Mecca-Cola and British brand Qibla Cola are competitors to Coca-Cola in the Middle East.

In Turkey, Cola Turka, in Iran and the Middle East, Zamzam and Parsi Cola, in some parts of China, Future Cola, in the Czech Republic and Slovakia, Kofola, in Slovenia, Cockta, and the inexpensive Mercator Cola, sold only in the country's biggest supermarket chain, Mercator, are some of the brand's competitors. Classiko Cola, made by Tiko Group, the largest manufacturing company in Madagascar, is a competitor to Coca-Cola in many regions.

In 2021, Coca-Cola petitioned to cancel registrations for the marks Thums Up and Limca issued to Meenaxi Enterprise, Inc. based on misrepresentation of source. The Trademark Trial and Appeal Board concluded that "Meenaxi engaged in blatant misuse in a manner calculated to trade on the goodwill and reputation of Coca-Cola in an attempt to confuse consumers in the United States that its Thums Up and Limca marks were licensed or produced by the source of the same types of cola and lemon-lime soda sold under these marks for decades in India."

**CHAPTER 4**  
**DATA ANALYSIS**  
**AND**  
**INTERPRETATION**

## 4.1 GENDER WISE CLASSIFICATION

TABLE 4.1

Table showing the Gender of the Respondents

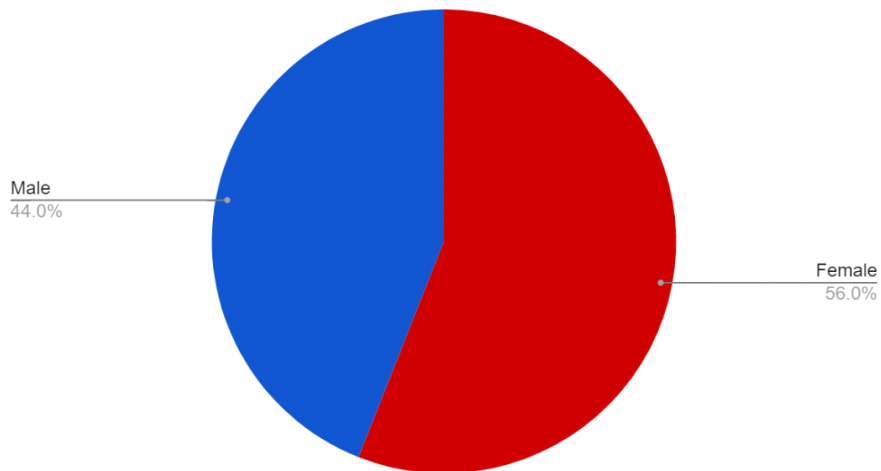
ANSWER CHOICES	RESPONSES	PERCENTAGE OF RESPONSES
Female	56	56%
Male	44	44%
Total	100	100%

[Source: Primary Data]

FIGURE 4.1

Figure showing the Gender wise classification of the Respondents

### PERCENTAGE OF RESPONSES



### INTERPRETATION

The study reveals that most of the responses (56%) are from the female. 44% of the responses are from males.



## 4.2 AWARENESS REGARDING CROWDSOURCING

TABLE 4.2

Table showing the Respondents Awareness regarding Crowdsourcing

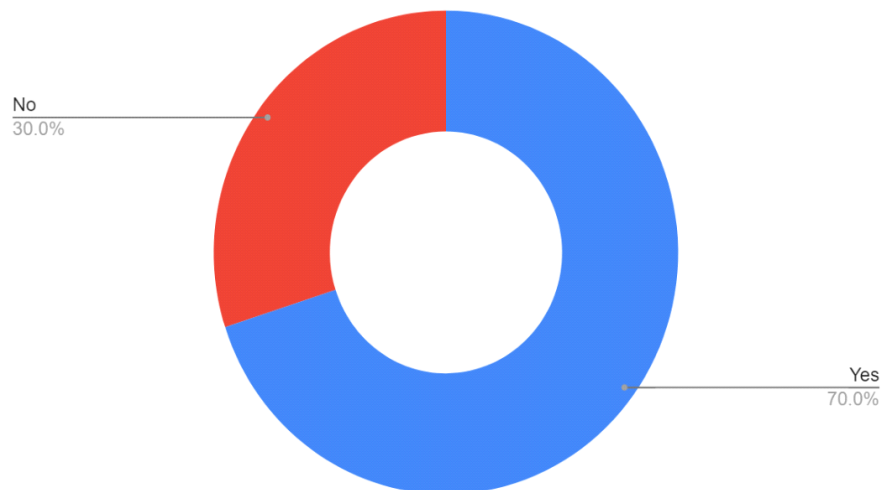
ANSWER CHOICES	RESPONSES	PERCENTAGE OF RESPONSES
Yes	70	70%
No	30	30%
Total	100	100%

[Source : Primary Data]

FIGURE 4.2

Figure showing the Respondents Awareness regarding Crowdsourcing

RESPONSES



### INTERPRETATION

The study reveals that 70% of the respondents are aware about the idea of crowdsourcing and 30% aren't aware of crowdsourcing techniques used by crowdsourcing.

### 4.3 PARTICIPATION IN COCA COLA CAMPAIGN

TABLE 4.3

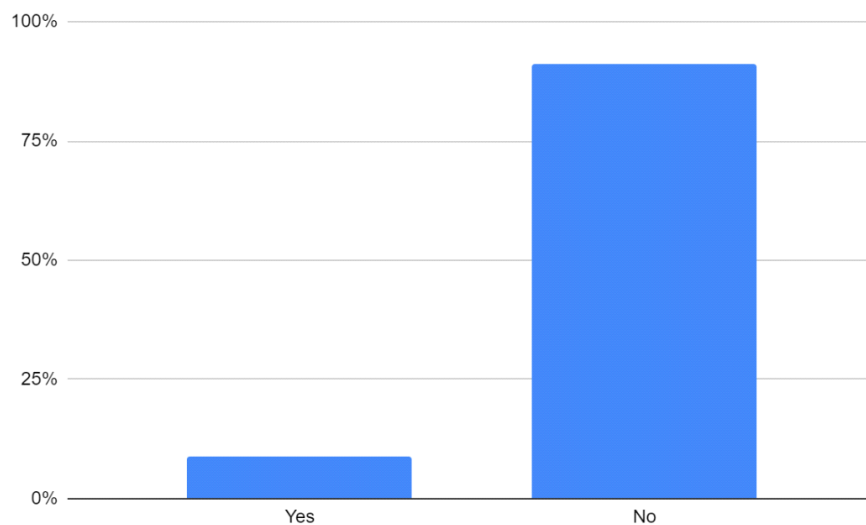
Table showing the Participation in Coca Cola Campaign

ANSWER CHOICES	RESPONSES	PERCENTAGE OF RESPONSES
Yes	9	9%
No	91	91%
Total	100	100%

[Source: Primary Data]

FIGURE 4.3

Figure showing the Participation in Coca Cola Campaign



#### INTERPRETATION

The study shows that only 9% of the respondents have participated in coca cola's campaign and 91% of the considered population haven't been a part of the same.

## 4.4 TRIAL OF THE CHINESE COCA COLA PRODUCTS

TABLE 4.4

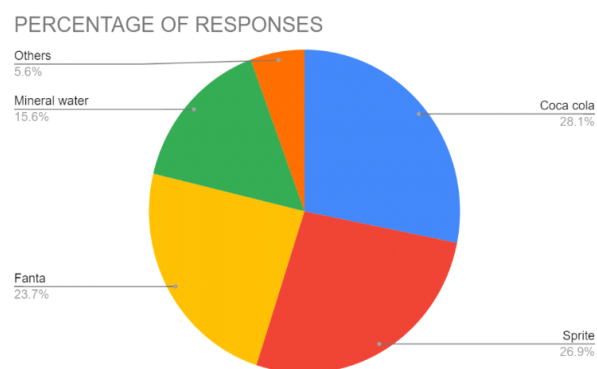
Table showing the Chinese coca cola products tried by the Respondents

ANSWER CHOICES	RESPONSES	PERCENTAGE OF RESPONSES
Coca cola	28	28.13%
Sprite	27	26.88%
Fanta	24	23.75%
Mineral water	15	15.63%
Others	6	5.63%
Total	100	100%

[Source: Primary Data]

FIGURE 4.4

Figure showing the Chinese coca cola products tried by the Respondents



### INTERPRETATION

The study shows that most of the people have tried coca cola. 26.88% of people have tried sprite. Fanta have been tried by 24 out of 100 peoples. Mineral water is preferable by 15.63%. The rest 5.63% prefers other choices.

## 4.5 PRODUCT RATINGS

TABLE 4.5

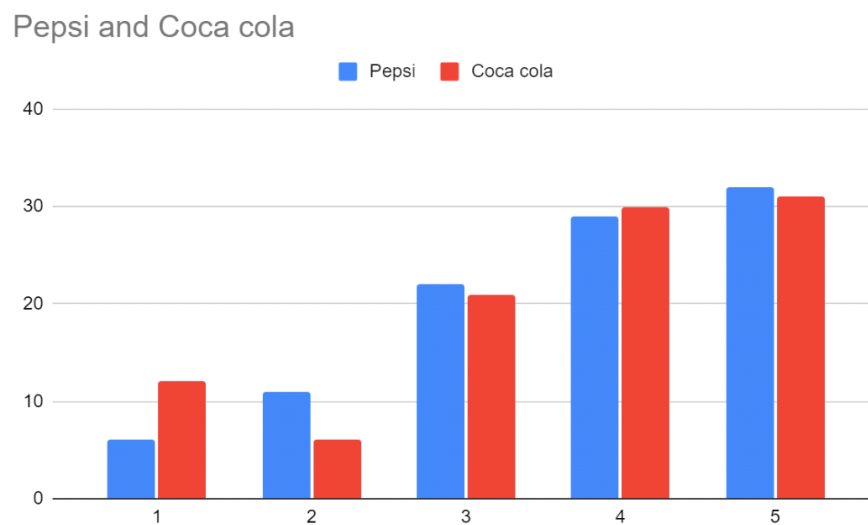
Table showing Products Ratings

SCALE	1	2	3	4	5
Pepsi	6	11	22	29	32
Coca cola	12	6	21	30	31
Total	18 (9.00%)	17 (8.50%)	43 (21.50%)	59 (29.50%)	63 (31.50%)

[Source: Primary Data]

FIGURE 4.5

Figure showing Product Ratings



### INTERPRETATION

According to the study 32% of the people prefers Pepsi compared to coca cola. Pepsi have been rated above coca cola. Coca Cola has only been rated by 30%.

## 4.6 FREQUENCY OF PARTICIPATION IN CROWDSOURCING ACTIVITIES

TABLE 4.6

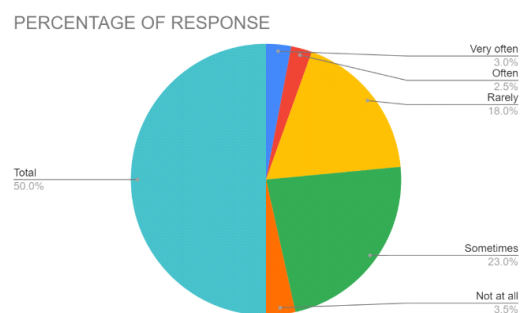
Table showing the Frequency of Participation in Crowdsourcing Activities

ANSWER CHOICES	RESPONSES	PERCENTAGE OF RESPONSE
Very often	6	6%
Often	5	5%
Rarely	36	36%
Sometimes	46	46%
Not at all	7	7%
Total	100	100%

[Source: Primary Source]

FIGURE 4.6

Figure showing the frequency of Participation in Crowdsourcing Activities



### INTERPRETATION

The responses shows that most of the respondents participate in crowdsourcing activities sometimes or rarely. There are only a 11% of people who participates often. 7% of them haven't participated at in crowdsourcing activities.

## 4.7 KNOWLEDGE ON THE IDEAS OF CROWDSOURCING

TABLE 4.7

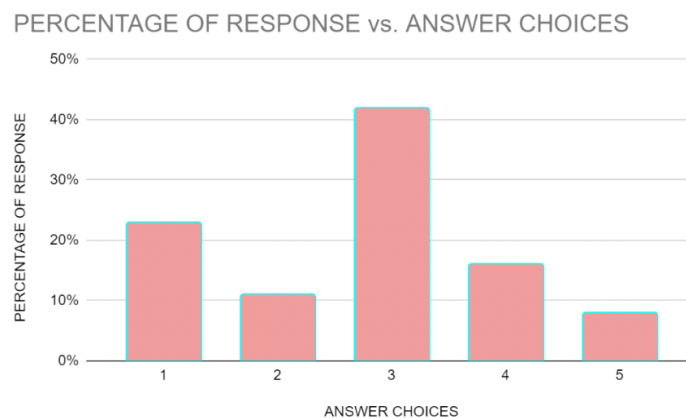
Table showing the Knowledge of the Ideas of Crowdsourcing

ANSWER CHOICES	RESPONSES	PERCENTAGE OF RESPONSE
1	23	23%
2	11	11%
3	42	42%
4	16	16%
5	8	8%
Total	100	100%

[Source: Primary Data]

FIGURE 4.7

Figure showing the Knowledge of the Ideas of Crowdsourcing



### INTERPRETATION

Most of the respondents are moderately aware about the ideas of crowdsourcing. 8% of people are very aware of the ideas used in crowdsourcing. 23% are less aware of it.

## 4.8 EFFECTIVENESS OF CROWDSOURCING ON BUYING PERCEPTION

TABLE 4.8

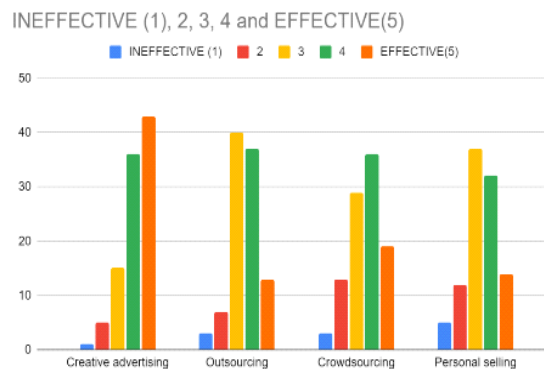
Table showing the Effectiveness of Crowdsourcing on the Buying Perception of Consumers

SCALE	1 (INEFFECTIVE)	2	3	4	5 (EFFECTIVE)
Creative advertising	1	5	15	36	43
Outsourcing	3	7	40	37	13
Crowdsourcing	3	13	29	36	19
Personal selling	5	12	37	32	14
Total	12 (3.00%)	37 (9.25%)	121 (30.25%)	141 (35.25%)	89 (22.55%)

[Source: Primary Data]

FIGURE 4.8

Figure showing the Effectiveness of Crowdsourcing on the Buying Perception of Consumers



## INTERPRETATION

According to the study creative advertisements has the more impact on consumer buying perceptions. Outsourced form of ideas is least rated by the consumers. Crowdsourcing is ranked second among the following. Personal selling is less effective.



## 4.9 THOUGHTS OF COMPANY'S REWARD FOR THE IDEAS PITCHED

TABLE 4.9

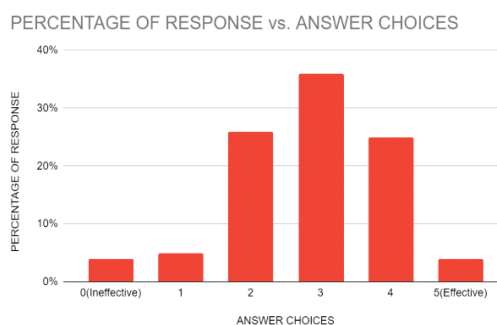
Table showing Thoughts on if Companies provide Satisfactory Rewards for the Ideas  
Pitched

ANSWER CHOICES	RESPONSES	PERCENTAGE OF RESPONSE
0 (not satisfactory)	4	4%
1	5	5%
2	26	26%
3	36	36%
4	25	25%
5 (very satisfactory)	4	4%
Total	100	100%

Source: Primary Data

FIGURE 4.9

Figures showing Thoughts on if Companies provide Satisfactory Rewards for the Ideas  
Pitched



## INTERPRETATION

Most respondents rated 2 and 3 which shows that the study reveals that the companies doesn't provide satisfactory rewards for the ideas pitched through crowdsourcing.

## 4.10 SOLUTION THAT FITS THE SENARIO

TABLE 4.10

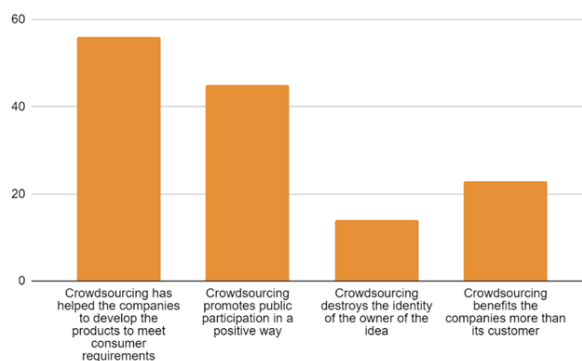
Table showing what fits the following Scenarios

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Crowdsourcing has helped the companies to develop the products to meet consumer requirements	56	40.58 %
Crowdsourcing promotes public participation in a positive way	45	32.61 %
Crowdsourcing destroys the identity of the owner of the idea	14	10.14 %
Crowdsourcing benefits the companies more than its customer	23	16.67 %

[Source: Primary Data]

FIGURE 4.10

Figure showing what fits the following Scenarios



## INTERPRETATION

Most of the respondents agrees that crowdsourcing has helped the companies to develop the products to meet consumer requirements. 32.61% of the respondents believes crowdsourcing promotes public participation in a positive way. 16.67% of people thinks that crowdsourcing benefits the companies more than the customer. 10.14% of 100% believes that crowdsourcing destroys the identity of the owner of the ide

## 4.11 RATINGS ON A SCALE OF 1-5

TABLE 4.11

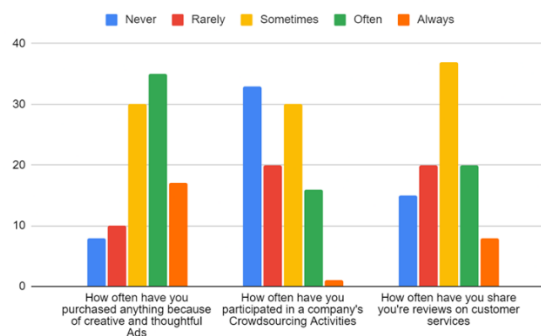
Table showing Ratings on a Scale of 1-5

	1(Not Often)	2	3	4	5(Very Often)	Total
(a) How often have you purchased anything because of creative and thoughtful Ads?	8	10	30	35	17	100
(b)How often have you participated in a company's Crowdsourcing Activities?	33	20	30	16	1	100
(c) How often have you share you're reviews on customer services?	15	20	37	20	8	100

[Source : Primary Data]

FIGURE 4.11

Figure showing Ratings on a Scale of 1-5



## INTERPRETATION

The study reveals that most of the public have chosen/purchased anything through creative and thoughtful Advertisement. It is also known that the public hasn't been participated in crowdsourcing activities. People does not often share their reviews on customer services as per the study.

## 4.12 BRAND INFLUENCE ON BUYING PERCEPTION

TABLE 4.12

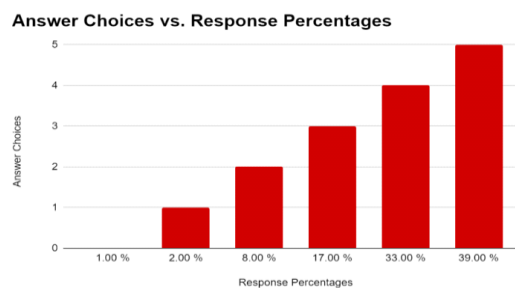
Table showing the influence of a brand on the buying perception of consumers

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
0	1	1.00 %
1	2	2.00 %
2	8	8.00 %
3	17	17.00 %
4	33	33.00 %
5	39	39.00 %
Total	100	100

[Source: Primary Data]

FIGURE 4.12

Figure showing the Influence of a brand on the buying perception of consumers



### INTERPRETATION

The study reveals that 39% of respondents are most likely to buy a product because of its brand and only 1% of respondents are less likely not to purchase a branded product.

## 4.13 KNOWLEDGE REGARDING CROWDFUNDING

TABLE 4.13

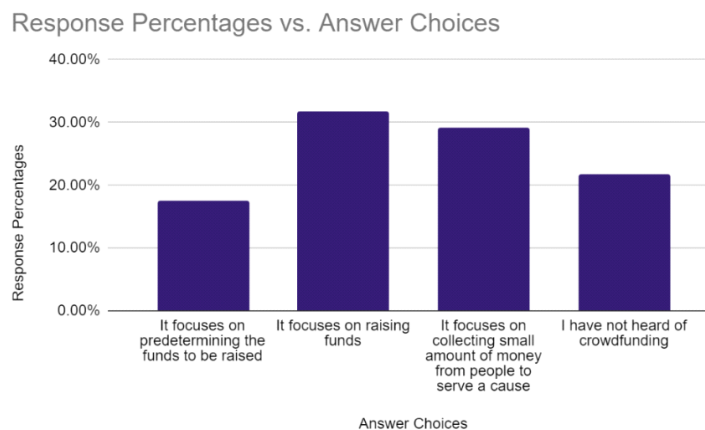
Table showing the Respondents' Knowledge on Crowdfunding

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
It focuses on predetermining the funds to be raised	21	17.50 %
It focuses on raising funds	38	31.67 %
It focuses on collecting small amount of money from people to serve a cause	35	29.17 %
I have not heard of crowdfunding	26	21.67 %

[Source: Primary Data]

FIGURE 4.13

Figure showing the Respondents' Knowledge on Crowdfunding



### INTERPRETATION

Most of the people believes that it focuses on raising funds. 29.17% of the response shows that it focuses on collecting small amount of money from people to serve a cause. 21.67% have not heard about crowdsourcing. 17.50% believes that it focuses on predetermining the funds to be raised.



## 4.14 USEFULNESS OF CROWDFUNDING

TABLE 4.14

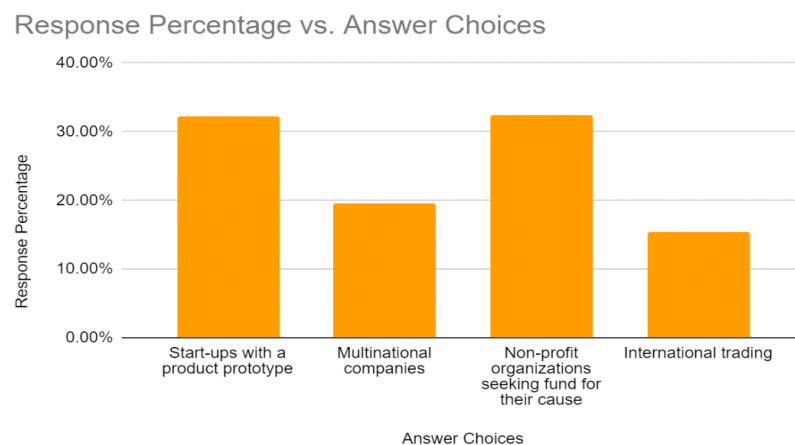
Table showing the Usefulness of Crowdfunding

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Start-ups with a product prototype	51	32.28 %
Multinational companies	31	19.62 %
Non-profit organizations seeking fund for their cause	51	32.28 %
International trading	25	15.82 %

[Source: Primary Data]

FIGURE 4.14

Table showing the Usefulness of Crowdfunding



### INTERPRETATION

The study shows that most of the respondents think that the crowdsourcing can be useful for start-ups and non-profit organisations. 19.62 % of respondents believe that it is useful for multinational companies for their marketing strategies

## 4.15 CONTRIBUTION FOR CROWDFUNDING

TABLE 4.15

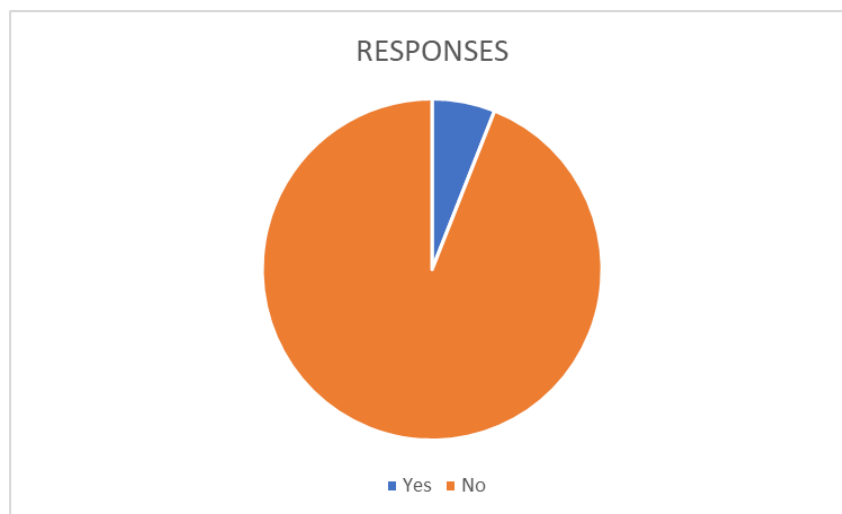
Table showing the Contribution of funds for Crowdsourcing Activities

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Yes	6	6.00%
No	94	94.00%

[Source : Primary Data]

FIGURE 4.15

Table showing the Contribution of funds for Crowdsourcing Activities



### INTERPRETATION

The study shows that only 6% of the respondents have contributed funds to companies that are, Japan life mattress, Pepsi, Coca Cola and Gold Flake as mentioned, as part of crowdfunding and the remaining 94% have never done so.

## 4.16 CONFIDENTIALITY OF CROWDSOURCING INFORMATION

TABLE 4.16

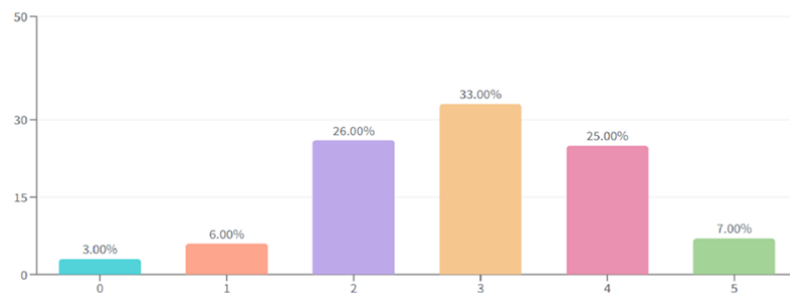
Table showing the confidentiality of Information used in Crowdsourcing

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
0 ( not confidential)	3	3.00 %
1	6	6.00 %
2	26	26.00 %
3	33	33.00 %
4	25	25.00 %
5 (high confidentiality)	7	7.00 %

[Source: Primary Data]

FIGURE 4.16

Figure showing the confidentiality of Information used in Crowdsourcing



### INTERPRETATION

The study is conducted by rating on a scale of 0-5, where '0' and '5' denoting NO confidentiality of information and maximum confidentiality respectively. In the study, 3%

of the respondents think that there is absolutely no confidentiality in the information used in crowdsourcing. 6% think that there is very little/no confidentiality for the information by rating '1'. The second leading response being rated '2' by 26% of the people think there isn't much confidentiality in the information. However, the most rated was '3' on a scale of '5' by 33% of the respondents who have neutral thoughts regarding the study. 25% of the people think that there is sufficient confidentiality in the information rating '4' and 7% have rated '5' and believes that there is maximum confidentiality in the information used in crowdsourcing.

## 4.17 PARTICIPATION IN CROWDCOURCING BY RENOWNED BRANDS

TABLE 4.17

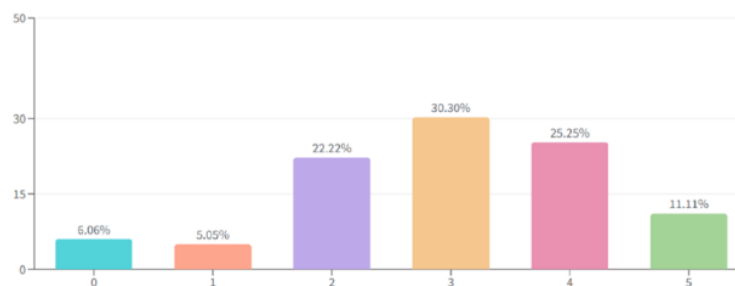
Table showing the interest for participation in crowdsourcing events by renowned brands

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
0 (absolutely not)	6	6.06 %
1	5	5.05 %
2	22	22.22 %
3	30	30.30 %
4	25	25.25 %
5 (yes, definitely)	11	11.11 %

[Source: Primary Data]

FIGURE 4.17

Figure showing the interest for participation in crowdsourcing events by renowned brands



## INTERPRETATION

The study reveals that only 11.11% of the respondents would have strong preference to participate in crowdsourcing event held by renowned brands. 25.25% would prefer to participate while, 30.30% of the respondents which brings the majority, would not mind participating in a crowdsourcing event. However, 5.05% have little/no preference and 6.06% having absolutely no interest in participating in crowdsourcing events held by renowned brands.

## 4.18 ADVERTISING FEATURES OF COCO COLA

TABLE 4.18

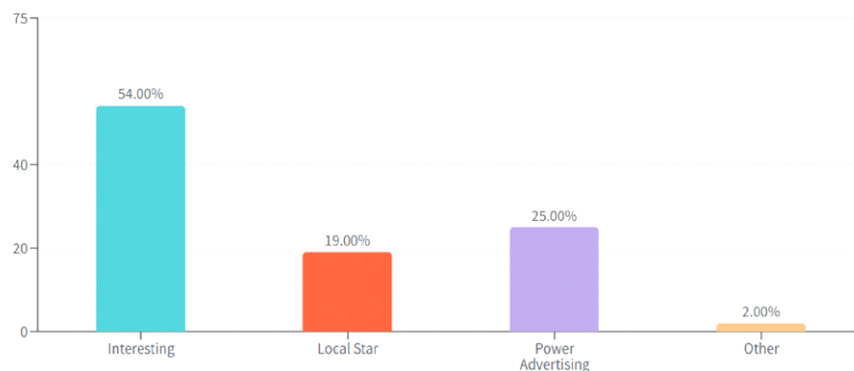
Table showing the Advertising features of Crowdsourcing

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Interesting	54	54.00 %
Local Star	19	19.00 %
Power Advertising	25	25.00 %
Other	2	2.00 %

[Source: Primary Data]

FIGURE 4.18

Figure showing the Advertising features of Crowdsourcing



### INTERPRETATION

The study reveals that 54% of the respondents think that the Coco Cola advertisements features to be interesting and 19% think that they are just a local star. However, 25% of them voted the Coca Cola ads to be such power advertising, while 2% have voted for other features.

## 4.19 IMPORTANCE OF CUSTOMER INTERACTION FOR COCA COLA IN CROWDSOURCING

TABLE 4.19

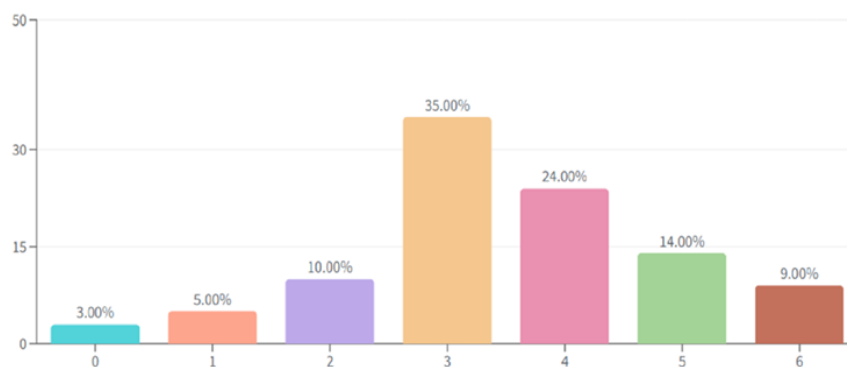
Table showing the Importance of Customer Interaction for Coca Cola in Crowdsourcing

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
0 (not important)	3	3.00 %
1	5	5.00 %
2	10	10.00 %
3	35	35.00 %
4	24	24.00 %
5	14	14.00 %
6 (absolutely imp)	9	9.00 %

[Source: Primary Data]

FIGURE 4.19

Figure showing the Importance of Customer Interaction for Coca Cola in Crowdsourcing





## INTERPRETATION

The study is based on the rating on a scale on '0' to '6'. The study shows that only 9% of the respondents strongly believe that it is important for companies like coca cola to engage with their customers through crowdsourcing and other similar activities. 14% of them think it is very important and 24% think it is important for the companies to engage with customers. However, '3' being the most rated on the scale by 35% have neutral thoughts regarding the same and, 10% think that is not that important. But 3% and 5% of the respondents rated '0' and '1' respectively think that there is no or very little importance for the companies to engage with customers through crowdsourcing.

## 4.20 SUCCESS RATE OF CROWDSOURCING

TABLE 4.20

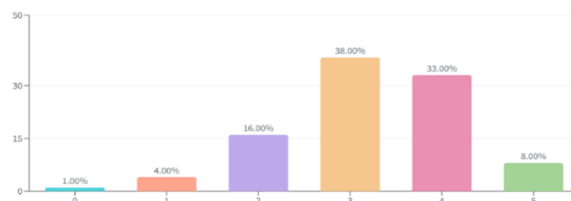
Table showing the success rate of crowdsourcing

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
0 (not successful at all)	1	1.00 %
1	4	4.00 %
2	16	16.00 %
3	38	38.00 %
4	33	33.00 %
5 (high success rate)	8	8.00 %

[Source: Primary Data]

FIGURE 4.20

Figure showing the success rate of crowdsourcing



### INTERPRETATION

The study shows that only 8% of the respondents strongly believes on the success rate of crowdsourcing. 33% believes that crowdsourcing has been be successful enough. However, 38% have neutral thoughts regarding the same. 16% of the people think that the success rate has been less and 4% thinks that there has been little or no success in crowdsourcing. 1% thinks that crowdsourcing is ineffective and is unsuccessful in most cases.

## 4.21 USE OF CROWDSOURCING FOR PRODUCT INNOVATION AND ENGAGING CAMPAIGNS

TABLE 4.21

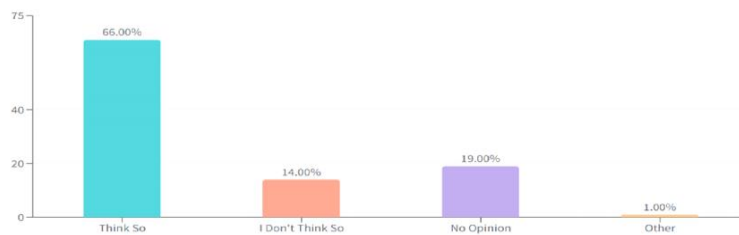
Table showing the Use of Crowdsourcing for Product Innovation and Engaging Campaigns

ANSWER CHOICES	RESPONSES	RESPONSE PERCENTAGE
Think So	66	66.00 %
I Don't Think So	14	14.00 %
No Opinion	19	19.00 %
Other	1	1.00 %

[Source: Primary Data]

FIGURE 4.21

Figure showing the Use of Crowdsourcing for Product Innovation and Engaging Campaigns



### INTERPRETATION

The final study reveals that 66% of the respondents think that crowdsourcing can help coca cola in creating more Innovative and engaging products or campaigns whereas, 14% don't think so. 19% has no opinion regarding the same and 1% has voted for others.

**CHAPTER 5**  
**FINDINGS, SUGGESTIONS**  
**& CONCLUSION**

## 5.1 FINDINGS

- Majority, of the respondents (70%) have heard of Crowdsourcing.
- However only about 25% of them are aware of the ideas of crowdsourcing while, about 40% of them are unsure regarding the same.
- About 50% of the respondents have participated in crowdsourcing activities, only sometimes or rarely.
- Majority of the respondents (90%) have never participated in a Coca Cola campaign.
- The most popular beverages under the Chinese Coca Cola are Coca Cola, Sprite and Fanta.
- Creative advertisements (rated 5/5 by 43 respondents) have a huge influence on the buying perception of consumers.
- Brand is another factor which has a huge influences on the consumers' purchase preference (40% of the respondents agreed so).
- Creativity and thoughtful Ads have a huge impact on the buying perception of the consumers.
- It is revealed that Coca Cola advertisements features to be interesting and powerful.
- However, most of the respondents preferred Pepsi (rated 5/5 by 32 respondents) over Coca Cola (rated 5/5 by 31 respondents), which makes it a constant competitor of Coca Cola.
- Most of respondents (30%) think that companies do not provide satisfactory rewards for the ideas pitched through crowdsourcing.
- 40% of the respondents have agreed that crowdsourcing has helped companies to develop products to meet consumer requirements.
- Majority of the respondents (30%) know that crowdfunding focuses on raising funds.
- It is revealed that crowdfunding can be the most useful for start-ups and NGOs

- Though only 6% of the respondents have contributed funds as part of crowdfunding activities.
- Majority (30%) are unsure about the confidentiality of information used in crowdsourcing.
- 30% would not mind participating in crowdsourcing event held by a renowned brand.
- Most of the respondents (35%) have neutral thoughts about the how important it is for companies like Coca Cola to engage with their customers through crowdsourcing.
- The success rate of crowdsourcing has been revealed to be high by the majority of 40%.
- Crowdsourcing has proved to help Coca Cola in creating more innovative and engaging products and campaigns (70% of the respondents agreed so).

## **5.2 SUGGESTIONS**

In the market study about the crowdsourcing as a tool for marketing and development strategy, we give some recommendations that may be helpful for the company;

- More efforts should be taken to make the consumers be aware of the idea of brand based crowdsourcing activities.
- The instructions provided to the crowd should be clear and precise. The companies should use simple languages and convey what they would like to achieve through crowdsourcing.
- Companies should provide satisfactory reward for the people whose ideas are being crowdsourced.
- The companies should use multiple channels for conducting crowdsourcing activities so that the desired crowd's attention could be easily grabbed.
- Interacting with the communities and involving them in the process can help the companies to make people more attentive to the activities.
- Conducting games, idea pitching contest, entertainment activities will help the companies to a great extent. The crowd the company have chosen will remain fully involved if they are kept entertained and encouraged.
- The companies should motivate the crowd to participate in more such campaigns.

### **5.3 CONCLUSION**

The project titled " An analysis of Crowdsourcing as a tool for marketing and product development - with special reference to Coca Cola" was an initiative to examine how firms are utilising crowdsourcing for the completion of marketing-related tasks. Crowdsourcing has become a popular tool for marketing and product development, and Coca Cola is one of the companies that have utilized it to great effect.

Coca Cola has used crowdsourcing in various ways to enhance their marketing and product development efforts. By leveraging the power of the crowd, Coca Cola has been able to reach a wider audience, reinforce their brand, and develop new products that better meet the needs of their customers. Through the study, most of the respondents have heard about crowdsourcing but many of them haven't participated in any Crowdsourcing Activities. According to the survey conducted the respondents haven't participated on Coca-Colas Crowdsourcing Activities. Crowdsourcing can have a positive impact on customers by increasing engagement, enhancing the customer experience, increasing transparency, fostering innovation and creativity, and building community.

However, it is important for companies to manage the crowdsourcing process carefully to ensure that customers are treated fairly and that their contributions are valued and respected. The success of these crowdsourcing initiatives demonstrates the value of engaging with customers and the wider community in order to drive growth and achieve business goals.



# **ANNEXURE**

## QUESTIONNAIRE

We the students of B.com Capital Market, St. Teresa's College, Ernakulam, as a part of our final year project, we are doing a research on this topic. We request you to kindly fill the questionnaire below. We also assure the collected information is only used for the purpose of the project.

1. Name:
2. Age:
3. Female / Male
4. Have you heard about Crowdsourcing?
  - (a) Yes
  - (b) No

❖ *Crowdsourcing is the collection of information, opinions, or work from a group of people, usually sourced via the Internet. Crowdsourcing work allows companies to save time and money while tapping into people with different skills or thoughts from all over the world.*

5. Have you ever been a part of coca cola s campaign?
  - (a) Yes
  - (b) No
6. What kinds of product of Chinese Coca Cola have you tried?
  - (a) Coca Cola
  - (b) Sprite
  - (c) Fanta
  - (d) Mineral Water
  - (e) Others
7. Rate the products.
  - (a) Pepsi

• 1      • 2      • 3      • 4      • 5

(b) Coca Cola

• 1      • 2      • 3      • 4      • 5

8. How often have you participated for a company's Crowdsourcing Activities?

(a) Very Often

(b) Often

(c) Rarely

(d) Sometimes

(e) Not at all

9. How aware are you about the ideas of crowdsourcing on a scale of 1 to 5?

(a) 1 (not aware)

(b) 2

(c) 3

(d) 4

(e) 5 (very aware)

10. How effective do you think the following things could affect the buying perception of consumer (5- Effective, 1- Ineffective)?

(a) Creative Advertisement (1, 2, 3, 4, 5)

(b) Outsourcing (1, 2, 3, 4, 5)

(c) Crowdsourcing (1, 2, 3, 4, 5)

(d) Personal selling (1, 2, 3, 4, 5)

11. Do you think that companies provide satisfactory rewards for the ideas pitched from the crowd?

(a) 0 (not satisfactory)

(b) 1

(c) 2

- (d) 3 (satisfactory)
- (e) 4
- (f) 5 (very satisfactory)

12. What solution do you think fits for such scenarios?

- (a) Crowdsourcing has helped the companies to develop the products to meet consumer requirements.
- (b) Crowdsourcing promotes public participation in a positive way
- (c) Crowdsourcing destroys the identity of the owner of the idea
- (d) Crowdsourcing benefits the companies more than its customer
- (e) Crowdsourcing increases a sense of security in the mind of consumer of them being by the perspective companies

13. On a scale of 1-5...

- (a) How often have you purchased anything because of creative and thoughtful Ads?
- (b) How often have you participated in a company's Crowdsourcing Activities?
- (c) How often have you share you're reviews on customer services?

14. How likely are you to purchase a product because of its brand?

- (a) Very Unlikely
- (b) Unlikely
- (c) Likely
- (d) Very Likely

15. Do you think crowdfunding is a part of crowdsourcing? If so, what do you know about crowdfunding?

- (a) It focuses on predetermining the funds to be raised
- (b) It focuses on raising funds

(c) It focuses on collecting small amount of money from people to serve a cause

(d) I have not heard of crowdfunding

16. Crowdfunding can be the most useful for \_\_\_\_

(a) startups with a product prototype

(b) multinational companies

(c) non-profit organizations seeking fund for their cause

(d) international trading

17. Have you ever contributed funds for a company as a part of crowdfunding? If so, name the company.

18. How would you rate the confidentiality of information's used in crowdsourcing?

(a) 0 (not confidential)

(b) 1

(c) 2

(d) 3

(e) 4

(f) 5 (very confidential)

19. Would you prefer participating in a crowdsourcing event held by renowned brands?

(a) 1 (not preferable)

(b) 2

(c) 3

(d) 4

(e) 5 (highly preferable)

20. What do you think Coca Cola's advertisement features?

(a) Interesting

- (b) Local star
- (c) Power advertising
- (d) Others

21. How important do you think it is for companies like Coca Cola to engage with their customers through crowd sourcing activities and other similar activities?

- (a) 0 (not important)
- (b) 1
- (c) 2
- (d) 3
- (e) 4
- (f) 5
- (g) 6 (very important)

22. On a scale of 1-5 What do you think is the success rate of crowdsourcing?

- (a) 1
- (b) 2
- (c) 3
- (d) 4
- (e) 5

23. Do you think crowdsourcing can help coca cola in creating more Innovative and engaging products or campaigns?

- (a) Think so
- (b) I don't think so
- (c) No opinion
- (d) Other

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