

CERCETARE PRIVIND PERCEPȚIILE FAȚĂ DE BĂUTURILE RĂCORITOARE PEPSI-COLA ȘI COCA-COLA ÎN CADRUL UNIVERSITĂȚII TEHNICE DIN CLUJ-NAPOCA

RESEARCH REGARDING THE PERCEPTION TOWARDS PEPSI-COLA AND COCA-COLA SOFT DRINKS WITHIN THE TECHNICAL UNIVERSITY FROM CLUJ-NAPOCA

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Abstract: Given the fact that within the Technical University from Cluj-Napoca in the places where they serve food (not in the case of food machines) the only soft drinks you can buy are from the PepsiCo range, due to the fact that they've won the tender, a market research has been done that focuses on the perception, experience and attitude of persons from the Technical University of Cluj-Napoca (especially students), regarding Coca-cola and Pepsi-cola soft drinks, in order to see what impact had winning the tender by PepsiCo.

Keywords: marketing research, Pepsi-cola, Coca-Cola.