

Coca-Cola are spending much more than Pepsi in this area, it would help to explain why they are so different in terms of scale and profit m, so from this Pepsi may make decisions using Coca-Cola's information, in order to help bridge the gap between them.

Sales Personnel

Sales personnel or people within retail may be encouraged to ask for customer feedback when they interact with customers. This may be in the form of a face-to-face chat, they may encourage the customer to fill out a form, or ask them to leave a customer review online. All three may be very useful, however, they may all be unsuccessful, as through a face-to-face chat, they may not get that much information, as they may not go in-depth as they may be in a rush, with the form, they may not fill it out, and with a customer review, the customer may just forget to go online and leave one, so all three of these won't be very successful in terms of gaining market research that would benefit the brand, and help them to develop in the future.

Cookies

Cookies are used effectively in terms of gaining market research, as they can find out what people's interests are online, in order to advertise their products in the future, which they believe people are interested in using the information they have gathered. They are a common marketing practice in terms of research as they see specific products people like, and they can collect vast amounts of market research from people worldwide, so therefore brands depend on cookies to advertise to people in order to promote their brand and products. The only issue with internet cookies is that people need to consent to them when they enter the website, and most people are against websites collecting information about them, so this is the only issue that arises up, as they may not get as much information as they want to help them advertise due to internet laws preventing them from getting as much information as they need to help them advertise in the future.