

THE RELATIONSHIP BETWEEN THE NUMBER OF DISTRIBUTED
COCA-COLA TO ITS PRICE

A Research Paper

Submitted to

The Faculty of Francisco Ramos National High School,
Concepcion, Kabasalan, Zamboanga Sibugay

In Partial Fulfillment

of the Requirements in Inquiries, Investigations and Immersions

Academic Strand

Accountancy Business and Management

By

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June 9, 2023



FRANCISCO RAMOS NATIONAL HIGH SCHOOL
(Formerly Buayan National High school)
Concepcion, Kabasalan, Zamboanga Sibugay
Senior High School Department



APPROVAL SHEET

In partial fulfillment of the requirements in Inquiries, Investigations, and Immersions this research paper entitled **"THE RELATIONSHIP BETWEEN THE NUMBER OF DISTRIBUTED COCA-COLA TO ITS PRICE"**, prepared and submitted by Sophia C. Biliran, Arcilyn G. Carcueva, and Judy Ann A. Ylanan hereby recommended for Oral Examination.


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In partial fulfillment of the requirements in Inquiries, Investigations, and Immersions, and on the recommendation of the Oral Examination Panelists, this research paper is presented by Sophia C. Biliran, Arcilyn G. Carcueva, and Judy Ann A. Ylanan on June 09, 2023, hereby:

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RESEARCH ABSTRACT

This study focuses on the relationship between the number of distributed Coca-Cola to their price. We conducted our study in the locality of población Kabasalan. The price of coca-cola drinks in our locality, for 8 ounces is Php 15.00, and for 1 litre php 50.00 per bottle of coca-cola drinks an increase of 10- 15 pesos for each size. This study is delimited to six (6) consecutive months furthermore, our respondents are only 10 distributors of coca-cola. Based on the answer of our respondents the highest distributed coca-cola for every month is 250 cases the lowest is 20 cases. This study will use a correlational research design. According to Curtis (2016), the correlational research design's main goal is to determine if variables increase or decrease. We will use sample random sampling in choosing our respondents, in addition, the instruments will use questionnaires. The primary beneficiaries of the study are the distributors, customers, small business owners, and other researchers, the result of this study is beneficial for them. This study is interesting for those people who are willing to start a business.

ACKNOWLEDGEMENT

Words cannot express my gratitude to my research teacher Ms. Cassandra Pearl Emperado and the panelist for her invaluable patience and feedback. We also could not have undertaken this journey without our defense committee, who generously provided knowledge and expertise.

We're also grateful to our classmates, for their editing help, late-night feedback sessions, and moral support. Thanks, should also go to the librarians, research assistants, and study participants who impacted and inspired us.

Lastly, we would be remiss in not mentioning our family with my co-researcher, especially my parents, spouse, and children. Their belief in us has kept our spirits and motivation high during this process.

DEDICATION

This work is the fruit of countless and arduous sacrifices. Through the researcher's effort, this work is Healthy and proudly dedicated to the people who serve as an inspiration. From parents and guardians to classmates and circle of friends who extended their help amid problems while doing this word.

To the faculty and staff of Francisco Ramos National High School. Above all, to our God Almighty who showered us his blessings in our everyday lives, especially for the strength, courage, patience, wisdom, time, and guidance in the realization of His word.

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Chapter 1

Background of the Study

Coca-cola is a carbonated soft drink manufactured by the Coca-Cola Company. In 2013, coke products were sold in over 200 countries worldwide, with consumers drinking more than 1.8 billion company beverage serving each day. The Coca-Cola Company produces concentrate, which is then sold to licensed coca- cola bottlers throughout the world. The bottlers, who hold exclusive territory contracts with the company, produce the finished product in cans and bottles from the concentrate, in combination with filtered water and sweetener. The bottlers then sell, distribute, and merchandise coca- cola to retail stores, restaurants, and vending machines throughout the world. The Coca-Cola Company also sells concentrate for soda fountains of major restaurants and food service distributors (Georgia, 1888).

The price of the popular carbonated drink in Zamboanga Sibugay has increased from 15 to 20 pesos for a 12-ounce bottle and from 35 to 45 pesos for a one-liter bottle for the year 2021. The said place is suffering from the high price of coca- cola. Many developed countries became developed mainly because of the concerted efforts of the small business proprietorship called entrepreneurs. Taken together, their efforts gave rise to countries. Their economies grew because of the contribution of the entrepreneurs in employment, income, government taxes, and the availability of goods and services.

Statement of the Problem

This study aims to determine the relationship between the number of distributed Coca-Cola to its price.

Specifically, it aims to answer the following queries:

1. How many distributed Coca-Cola for six consecutive months?
2. What is the price list of Coca-Cola for six consecutive months?
3. Is there a relationship between the distributed Coca-Cola to its price?

Hypotheses

The following hypotheses shall be tested using the 0.05 level of significance:

Null Hypothesis: There is no relationship between the number of distributed coca-cola to its price.

Alternative Hypothesis: There is a relationship between the number of distributed Coca-Cola to its price.

Scope and Delimitations of the Study

This study focused on the relationship between the distributed Coca-Cola to its price because for people to know that there is a big correlation between the amount distributed and the price of coca-cola. When there is a shortage of distributed coca-cola products, prices may also increase. There are many sizes of

bottles of coca –cola such as 8oz, 12oz, 1 liter, 1.5 liters, and 1.25 liters. This study is delimited for six (6) consecutive months.

Significance of the Study

The following entities will benefit from this study small business owners, customers, and the distributor.

Small business owner- the result of this study will provide the entrepreneurs with a solution to the distribution involved in the price of coca- cola, and also give them information on how to handle a problem about the changes in the price of coca- cola.

Customer- it can give awareness to those customers who always buy coca- cola and to know why there is a possible change in the high price of coca- cola.

Distributor – this study will also benefit to the distributor because distribution is an important element of operations as, without a role that tracks and improves the relationship between manufacturers and customers a company cannot ensure the best possible service.

Definition of Terms

The following terms will be used extensively in this study and shall be taken according to the definition given below.

Coca-Cola – it is a product for canning and bottling companies, distributors, wholesalers, and retailers.

Distributor – is an intermediary entity between the producer of a product, or manufacturer, and the downstream entity in the distribution channel or supply chain.

Price – the price a business charges for its product or service is one of the most important business decisions that management makes.

Chapter 2

Review of Related Literature

This chapter presents the different studies and literature that help us researchers in our study regarding the relationship between the number of distributed coca-cola and its price.

According to Jackson (2022) as a result of the shortage the cost of a popular carbonated beverage in this city's supermarkets has claimed from php25 to php20 to php45 for a one-liter bottle and Dornsife(2016) it was agreed on the analysis of 1,743 supermarkets across the public health fund that on average, milk cost 150 per fluid ounce than soda and also Davis(2022) estimate the average price for a 12- pack of 12-ounce soda can in January 2019 was 35 cents; as of today, the average price for the same beverage is 51 cents. That is 45% shorter than four years. However, the ongoing shortage of supply. According to Royandoyan (2022), is disrupting their product lines. Additionally, the (CCBP) confirmed that the shortage of bottles grade sugar has impacted the ability of some of our bottling plants to continue producing some products.

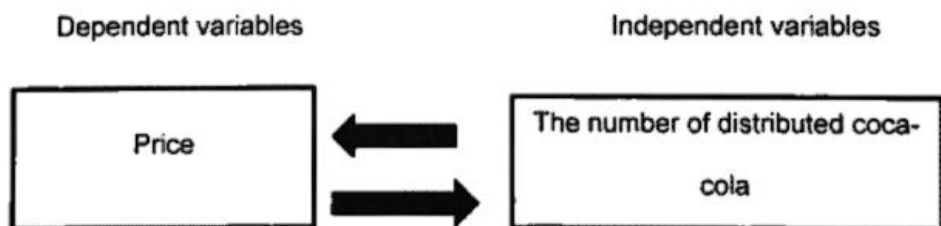
Moreover, Gallardo (2022) discussed the city's adjacent place sari-sari shoes are suffering from a shortage of past-time soft drink supplies. Small business owners were more negatively impacted by the shortage than grocery stores and fast-food restaurants, according to DTI. Sari-sari store owners have already voiced their complaints about the shortage and asked where may obtain their supplies. In addition, Kan, and Aatjes (2008), Coca-Cola has outsourced its bottling and distribution operation, with CCE being the major distributor of syrup

from the company's 64 bottling plants and distributor of bottled and canned beverages to distribution facilities. To the last retail location where buyers purchase the goods. We will talk about an operations research (OR) application that organizes the distribution of goods from more than 430 distribution sites to 24 million final retail locations. Besides that, according to LU& Tiwana (2015), the company's distribution system is among the best planned and executed when compared to all other drinks in the same category. It has such an impact on consumers and is so successful that even wholesalers and distributors depend.

Therefore, the researcher will be able to make RRL related to my studies it is several distributed Coca-Cola to its price on how will affect the shortage of supply distribution for six consecutive months. When there is a shortage of distribution of supply there is a possibility the price will increase.

Conceptual Framework

The conceptual framework of the study is shown in Figure 1.



The dependent variables show the relationship of coca-cola to its price. There is a possible change in the price of coca-cola and its influence on our

dependent variables the number of distributed coca- cola for six consecutive months.

Chapter 3

Research Methodology

This chapter presents the research methods of the study. It includes a discussion on the research design and research methods covering the research environment, research subjects, sampling techniques, instrumentation, data gathering techniques, and statistical treatment.

Research Design

This study used correlational research to design the relationship between the number of distributed sodas and their price. According to Curtis (2016), correlational research the main goal of this design is to determine if variables increase or decrease as other variables increase or decrease. This design seeks to establish an association between. It does not seek cause-and-effect relationships like descriptive research, it measures variables as occurs. The approach used in this study is Heuristic. According to Gay (1976). This approach refers to the rule of thumb for sample size. The correlational quantitative research designs the number of subjects/participants or respondents of this study are 100 to 200. The strength of quantitative correlational research design is that measures the extent of association or dependency between the variables while the weakness is that it does not determine the caution (Kemerovo, 2019).

Research Locale

This study was conducted around the municipality of Kabasalan. Kabasalan comes from the word BASAL, it means to play the Agung. A musical instrument that is a favorite pastime of the Subanen. It was during the old times that the whole peninsula was resonating with the sound of that instruments. Every Subanen family owns a set of instruments.

Research Respondents

The respondents of this study were composed of small business owners in the municipality of Kabasalan. The chosen respondents are those business owners who have enough knowledge to answer the questionnaire checklist.

Sampling Techniques

The researcher used simple random sampling in choosing the respondents in this study. According to (Thomas, 2022). In a simple random sampling method, each member of the population has an exactly equal chance of being selected. Thomas will use a roulette wheel to select the respondents of this study. According to (Behera, 2022). The roulette wheel selection method is used for selecting all the individuals for the next generation. It is represented in the form of a pie chart where the area occupied by each individual on the roulette wheel is proportional.

Research Instruments

The researcher used a questionnaire to focus on answering the research question. The relationship between distributed soda and its price. The questionnaire will be given to the respondents.

Data Gathering Procedure

The researcher prepared the questionnaire to the respondents about the relationship between distributed soda and its price, then identified the target respondents around the municipality of Kabasalan. During the survey, we ask permission from the respondents and give clear instructions. Provided the questionnaire to respondents. After answering the question, collected the questionnaire from the respondents. Summarized the data respondents. Lastly, analyzed the data corresponding to the research question.

Statistical Treatment

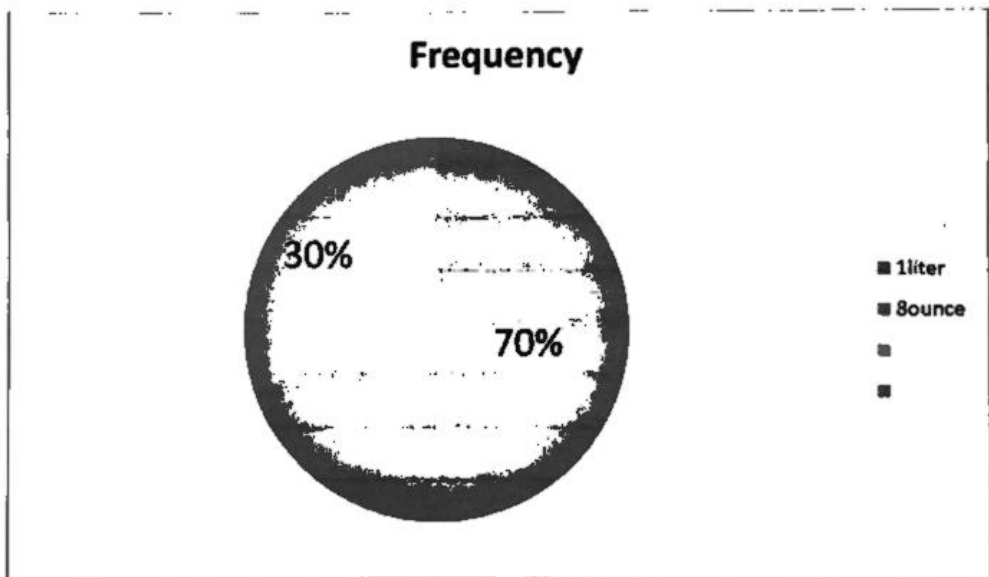
After the data had been collected, the responses were tailed, analyzed, and statistically treated to facilitate the analysis and arrive at a certain conclusion. The researchers used the following statistical tool such as a weighted mean.

Chapter 4

Presentation, Analysis and Interpretation of Data

This chapter presents the results, the analysis and interpretation of data gathered from the answer to the questionnaires distributed to the distributor. The said were presented in tabular form by the specific questions posited on the statement of the problem.

Graph 1: Saleable size of coca- cola



Based on the graph above the most saleable size of Coca-Cola for the following months is the 8ounce with a percentage of 30% and 1 liter with a percentage of 70%.

Table 1: Number of 1liter cases of coca- cola for six (6) consecutive months.

Month		Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
Number Of Cases	20			1			1
	30				1		
	50	1				3	3
	60				2		
	70						2
	80			3	2	4	1
	100	4	6	3	2		
	110	1					
	120	1					
	200		1				
Weighted Mean		97	114	80	73	67	56

As you can see the table above it shows the number of 1liter cases of coca- cola and for the month of November there is an average of 97, for the month of December there is an average of 114, for the month of January there is an average of 80, for the month of February there is an average of 73, for the month of March there is an average of 67, for the month for April there is an average 56 and that answer came from the respondents.

Table 2: Number of 8 ounce cases of coca- cola for six (6) consecutive months.

Month		Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
Number of Cases	30					1	1
	40						
	50		1				
	80			1			
	90				1		
	100	2				1	
	150		1				1
	180			1			
	190					1	
	200	1			1		
	220		1				
	250						1
Average		113	140	120	130	107	143

In this table it shows the number of 8ounce cases of coca- cola for the month of November there is an average of 113, for the month of December there is an average of 140, for the months of January there is an average of 120, for the month of February there is an average of 130, for the month of March there is an average of 107, for the month of April there is an average of 143 and that answer came from the respondents.

Table3: Price of 1liter per case of coca- cola for the six(6) consecutive months.

Month		Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
Prices	410						5
	430						1
	440			2	1	1	
	450				1	5	1
	460	1	1				
	480		1	3	5	1	
	500	5	5	2			
	510	1					
Average		496	491	474	470	453	419

Table 3 shows the price of 1liter per case of coca- cola the highest average is the month of November with 496, followed by the month of December with an average of 491, and the month of January with an average of 474, the month February with an average of 470, for the month of march with an average of 453, for the month of April with an average of 419 and that answer came from the respondents.

Table 4: Price of 8ounce per case of coca- cola for six(6) consecutive months.

Month		Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
Prices	190				1	1	1
	200	1	1	2	1	1	1
	210			1	1	1	1
	240	1	1				
	320	1	1				
Average		253	253	203	200	200	200

This table shows the price of 8 ounces per case of coca- cola and the month of November and December got the same average of 253 followed by January with an average of 203 and the month of February, March, and April also got the same average of 200.

Table 5: Relationship between distributed coca- cola to its price of 1liter.

	Price	Distributed cola
Nov	496	97
Dec	491	114
Jan.	474	80
Feb	470	73
Mar	453	67
Apr	419	56

	<i>Price</i>	<i>Distributed cola</i>
Price	1	
Distributed cola	0.88195241	1

Based on the table above price and distributed Coca-Cola has a relationship.

Table 6: Relationship between distributed coca- cola to its price for 8ounce.

	Price	Distributed cola
Nov	253	113
Dec	253	140
Jan.	203	120
Feb	200	130
Mar	200	107
Apr	200	143

	<i>Price</i>	<i>Distributed cola</i>
Price	1	
Distributed cola	0.582148473	1

Based on the table above price and distributed coca- cola has a relationship.

Chapter 5

Summary of Findings, Conclusion/s and Recommendations

This chapter presents the summary of the research, conclusions, and recommendations of the research regarding the topic ventured. The researchers summarize the study in order for the readers to answer the problems regarding the topic of this research while recommendations are for the development of the present status of the topic presented by the researchers.

Summary of Findings

1. How many distributed coca- cola for six consecutive months?

The 1liter distributed coca- cola for six consecutive months is, for the month of November there is an average of 97 cases, for the month of December there is an average of 114 cases, for the month of January there is an average of 80 cases, for the month of February there is an average of 73 cases, for the month of March there is an average of 67 cases, for the month for April there is an average 56 cases. The 8ounce distributed coca- cola for the following months are for the months of November there is an average of 113 cases, for the month of December there is an average of 140 cases, for the months of January there is an average of 120 cases, for the month of February there is an average of 130 cases, for the month of March there is an average of 107 cases, for the month of April there is an average of 143 cases.

2. What is the price list of Coca-Cola for six consecutive months?

The price of 1 liter of coca-cola from the highest average in the month of November at 496, followed by the month of December with an average of 491, the month of January with an average of 474, the month of February with an average of 470, for the month of March with an average of 453, for the month of April with an average of 419. The price of 8 ounces of coca-cola for the month of November and December got the same average of 253, followed by January with an average of 203 and the month of February, March, and April also got the same average of 200.

3. Is there a relationship between the distributed Coca-Cola to its price?

There is a relationship between distributed Coca-Cola to its price.

Conclusion

Based on the indicated findings, it is admitted that the relationship between the distributed Coca-Cola to its price has the highest positive correlation. When there is an increase of, however, there are no changes in the distribution of coca-cola.

Recommendations

Based on the findings, the researcher endorses the following recommendations:

1. This study is suitable for students under accountancy, business, and management since it aligns with their field of study. They must study the cause why there is a high price of coca-cola.

2. During the survey the researcher found that one of the problem of coca-cola is delay of delivery that can affect the price of coca- cola.

References

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Georgia M. et al, (1888) Coca- cola Overview Retrieved from
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Jacson et al, (2022) determine the distribution retrieve from
<https://www.techtarget.com/whatis/definition/distributor>

Appendix A

Appendix B

Appendix B

**THE RELATIONSHIP BETWEEN THE NUMBER OF DISTRIBUTED COCA -COLA
TO IT'S PRICE**

STATEMENT OF THE PROBLEM

This study aims to determine the relationship between the number of distributed coca- cola to its price.

Specific questions:

1. How many distributed Coca- cola for sex consecutive months?
2. What is the price list of Coca- cola for six consecutive months?
3. Is there a relationship between the distributed Coca- cola to its price?

Name: (optional)

Gender: Male Female

Instructions: for each question in the questionnaire please put check in the provided space below. Your answer will be strictly confidential and you will not be identifying.

1. Are you selling Coca- cola?

Yes No

2. What size of Cola -cola product is the most saleable?

1.75 1.5 1.25 1 liter 12 ounce

8ounce Mismo

3. Based from the saleable size of coca- cola, how many cases of coca- cola for the following months was distributed?

3A. November, 2022 1 2 3 others (specify) _____

3B. December, 2022 1 2 3 others (specify) _____

3C. January, 2023 1 2 3 others (specify) _____

3D. February 2023 1 2 3 others (specify) _____

3E. March, 2023 1 2 3 others (specify) _____

3F. April, 2023 1 2 3 others (specify) _____

4. What is the price of coca-cola for the following months?

4A. November, 2022 1 2 3 others (specify) _____

4B. December, 2022 1 2 3 others (specify) _____

4C. January, 2023 1 2 3 Others (specify) _____

4D. February, 2023 1 2 3 others (specify) _____

4E. March, 2023 1 2 others (specify) _____

4F. April, 2023 1 2 3 others (specify) _____

Curriculum Vitae

Name : Sophia C. Biliran
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Place Of Birth : Monching, Siay, Zamboanga Sibugay
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Junior High School (School) : Francisco Ramos National High School
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(Month & Year graduated) : 2021
Elementary (School)
(School Address)
(Month & Year graduated)

Work Experience

Name : Sophia C. Biliran
Date of Birth : April 12, 2005
Place Of Birth : Monching, Siay, Zamboanga Sibugay

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Educational Background

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Junior High School (School) : **Francisco Ramos National High School**
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(Month & Year graduated) : **2020-2021**
Elementary (School) : **Monching Elementary School**
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(Month & Year graduated) : **2016-2017**
Work Experience : **Work Immersion(2023)**
KPMP-KPMPC NATCCO (KABASALAN)

Name : Arcilyn G. Carcueva

Date of Birth : November 04, 2003

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Present Address : Purok 4, Concepción, Kabasalan, Zamboanga Sibugay

Parents : Pedrito O. Carcueva

: Arlyn M. Gumabo

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Senior High School (School) : Francisco Ramos National High School

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(Month & Year graduated) : 2020-2021

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(Month & Year graduated) : 2016- 2017

Work Experience : Work Immersion(2023)

KPMP-KPMPC NATCCO (KABASALAN)

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Junior High School (School) : Francisco Ramos National High School
(School Address) : Concepcion Kabasalan Zamboanga Sibugay
(Month & Year graduated) : 2020-2021
Elementary (School) : Penaranda Elementary School
(School Address) : Penaranda, Kabasalan, Zamboanga, Sibugay
(Month & Year graduated) : 2016- 2017
Work Experience : Work Immersion(2023)
KPMP-KPMPC NATCCO (KABASALAN)

Appendix A

FRANCISCO RAMOS NATIONAL HIGH SCHOOL
(Concepcion Kabasalan Zamboanga Sibugay)

Dear Respondents,

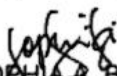
Good day,

We are Sophia Biliran, Arcilyn Carcueva, and Judy Ann Ylanan Grade 12 Integrity under ACCOUNTANCY BUSINESS & MANAGEMENT (ABM). We are requesting for your cooperation to answer our questionnaires for our research entitled "THE RELATIONSHIP BETWEEN THE NUMBER OF DISTRIBUTED COCA-COLA TO IT'S PRICE" Your knowledge, concern, and responds are a ~~sure~~ help for us achieving our goal.

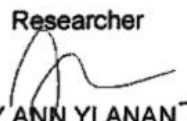
Rest assured that all the information that we would gather will be treated outmost confidentiality and it will be used for academic purposes only.

We are hoping that this request would merit your positive response. Again, thank you for your accepting our concern. May god bless you.

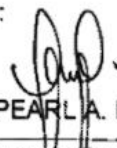
Respectfully yours,

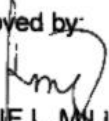

SOPHIA A. BILIRAN
Researcher


ARCILYN G. CARCUEVA
Researcher


JUDY ANN YLANAN
Researcher

Noted by:


CASSANDHRA PEARL A. EMPERADO
Research Teacher

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School Principal II