

ARTIFICIALLY CREATED SWITCHING BARRIERS AS A COMPETITIVE TOOL IN CARBONATED SOFT DRINKS INDUSTRY IN NIGERIA.

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ABSTRACT

This study discusses the creation and the use of switching barriers as a competitive tools in carbonated soft drinks industry in Nigeria. Using a qualitative approach to elicit information, the study used Focus Group Method to collect primary data that was used. This focus group session was conducted wherein an in-dept discussion took place. The researcher was the moderator and each participant are chosen Purposefully from the management team of Cococola Bottling Company plc Ilorin to answer the questions on how the artificial berries are created and why it is preferred as a competitive tool. Content analysis was employed to analysis the information gathered. The finding, among others stated that the use of artificial switching barriers can strangulate emerging competitive product and since the competitors are already restricted in the outlets conceded. The paper concludes that policy makers should see an opportunity to enforce some special tax on exclusivity to discourage interested companies and encourage fair competition.

Key words: Artificial Switching, Barriers, Carbonated Soft drinks, Competitive tools.