

**REPUBLIC OF TURKEY
ISTANBUL GELISIM UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**

Department of Business Administration

**ENHANCING COCA COLA BRAND CAPACITY
BUILDING AND ITS SUSTAINABILITY IN TURKISH
MARKET ENVIRONMENT**

Master Thesis

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Supervisor

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Istanbul – 2023

THESIS INTRODUCTION FORM

Name and Surname : Lekan Clement AGUDA

Language of the Thesis : English

Name of the Thesis : Enhancing Coca-Cola Brand Capacity Building and Its Sustainability in Turkish Market Environment

Institute : Istanbul Gelisim University Institute of Graduate Studies

Department : Department of Business Administration

Thesis Type : Master

Date of the Thesis : 03.07.2023

Page Number : 105

Thesis Supervisors : 1. Assoc. Prof. Dr. Gülsüm VEZİR OGUZ

Index Terms : Coca-Cola brands, Esteem Customers, Loyalty/Satisfaction

Turkish Anstract : Coca Cola marka kapasitesinin seviyesini ve saygın müşteri ilişkisini ve her müşterinin tüm Coca Cola markalarını nasıl derecelendirdiğini inceleyecektir.

Distribution List : 1. To the Institute of Graduate Studies of Istanbul Gelisim University
2. To the National Thesis Center of YÖK (Higher Education Council)

Signature

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DECLARATION

I hereby declare that in the preparation of this thesis, scientific ethical rules have been followed, the works of other persons have been referenced in accordance with the scientific norms if used, there is no falsification in the used data, any part of the thesis has not been submitted to this university or any other university as another thesis.

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SUMMARY

A non-randomized complete research was carried out in three areas with high population in the city of Istanbul to determine the relationship between the Coca-Cola brand capacity and its esteem customers to project the future sustainability of Coca-Cola in Turkish market environment. This research also cover Coca-Cola customer rating in which price, brands quality, availability and current market are used to determine the future sustainability of Coca-Cola in Turkish market environment. The research was carried out by taken survey with distribution of questionnaires to 450 respondents in the areas covered in Istanbul. Each of the Coca-Cola brands were rated according to each respondent and according to the relationship between each respondents and the Coca-Cola brand. The result was taken for evaluation and show that there is significant relationship between the Coca-Cola brand capacity and its esteem customers. The second result show that customer rating capacity is a significantly measure to determine the Coca-Cola current market and Coca-Cola future sustainability. The study therefore confirms the conclusion by other authors that customer rating capacity, total quality management and current market are measures to determine the future sustainability of any brands.

Key Words: Coca Cola Brand Capacity, Reputable Customers, Coca Cola Brand Customer Rating, Current Market and Future Sustainability

ÖZET

Coca-Cola'nın Türkiye pazarı ortamında gelecekteki sürdürülebilirliğini öngörmek için Coca-Cola marka kapasitesi ile saygın müşterileri arasındaki ilişkiyi belirlemek için İstanbul'da yüksek nüfusa sahip iki bölgede randomize olmayan tam bir araştırma gerçekleştirildi. Bu araştırma ayrıca, Coca-Cola'nın Türkiye pazar ortamında gelecekteki sürdürülebilirliğini belirlemek için fiyat, marka kalitesi, bulunurluk ve mevcut pazarın kullanıldığı Coca-Cola müşteri derecelendirmesini de kapsamaktadır. Araştırma, İstanbul ilinde kapsanan bölgelerde 450 kişiye anket dağıtılarak anket uygulaması ile gerçekleştirilmiştir. Coca-Cola markalarının her biri, her bir katılımcıya göre ve her bir katılımcı ile Coca-Cola markası arasındaki ilişkiye göre derecelendirildi. Sonuç değerlendirmeye alındı ve Coca-Cola marka kapasitesi ile saygın müşterileri arasında anlamlı bir ilişki olduğunu gösterdi. İkinci sonuç, müşteri derecelendirme kapasitesinin Coca-Cola'nın mevcut pazarını ve Coca-Cola'nın gelecekteki sürdürülebilirliğini belirlemek için önemli bir ölçü olduğunu göstermektedir. Bu nedenle çalışma, diğer yazarların müşteri derecelendirme kapasitesi, toplam kalite yönetimi ve mevcut pazarın herhangi bir markanın sürdürülebilirliğini belirleyen ölçütler olduğu sonucunu doğrulamaktadır.

Anahtar kelimeler: Coca Cola Marka Kapasitesi, Saygın Müşteriler, Coca Cola Marka Müşteri Derecelendirmesi, Mevcut Pazar ve Gelecekteki Sürdürülebilirlik

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ABBREVIATIONS

CMC	: Current Market Capacity
CRBC	: Customer Rating Brands Capacity
CVI	: Current Validity Index
CVR	: Customer Validity Ratio
MFS	: Market Future Sustainability
TQM	: Total Quality Management



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PREFACE

If the whole world were a book, that would still be far too small to acknowledge my indebtedness to all those who contributed to the success of this Master thesis.

I thank Almighty God for seeing me through and making this programme a reality. My sincere appreciation also goes to my thesis supervisor Asst. Prof. Dr. GÜLSÜM VEZİR OĞUZ, who through her painstaking supervision, suggestions, correction and constructive criticism together with the rich supplies of literature from her archive has made this project to see the light of the day.

I also acknowledge the assistance enjoy from my wife Mrs Funmilayo Adejoke Lekan during the programme that kept me far away from home.

Finally, I profoundly appreciate the moral and prayer support of my family in Nigeria throughout the programme, May God reward them all accordingly.

Lekan Clement AGUDA

CHAPTER ONE

INTRODUCTION

1.1. Paper Features and Printing

The strength of any business relies on the capacity of the esteemed customers that patronize and purchase the product for consumption or marketing (Fiwe et al., 2023). It is a clear case that brands are selected by individual consumers for consumption. The beverage industries are not left out in maintaining the quality and quantity of products to satisfy their respective customers. As part of the beverage company, Coca-Cola brands are popularly known throughout the globe and function like other brands. Coca-Cola brands consist of several products including; Coca-Cola Classic, Coca-Cola Energy Coca-Cola zero sugar, Diet Coke, Glacéausmart water, Fanta, Dr. Pepper Sprite, Schweppes Classic, Orange Juice, Fuze, etc.

Coca-Cola had contributed a lot to the dietary and nutritional value for their consumers. Especially Coca-Cola Soda diet brand improves fatty liver and decreases heartburn and cancer risk. However, the risk of depression, blood sugar, osteoporosis, and tooth decay are reduced when taken Soda diet of Coca-Cola brand (Elise, 2020). Diet soda brand are comprising of flavors carbonated water, little sugars, colors, and extra fixings like caffeine and nutrients. They have no many calories and very little unhealthy benefit (Elise, 2020). The Coca-Cola has taken global market and its longevity must be sustained.

1.2. Problem Statement

Customers desirous for a particular brand determine such product's longevity and sustainability in the market space. While some brands have become more popular and spread across nations, so also some become a national brand in other countries in the globalized world. The most famous soft drink in the world now is Coca-Cola (Tien et al., 2019). Coca-Cola is facing major challenges as revenue and soda sales drop due to the change in consumers' taste to less sugary drinks and healthy brands (Moye, 2017). Alternative solutions Coca-Cola can capitalize on the change in consumer preference, by expanding its products portfolio to natural and organic beverages, which would be a new source of income for the company.

Nowadays, people are paying more attention and more concerns in the healthy lifestyle. A decline in demand of Coca-Cola beverage is because of change in lifestyle of people's eating habit and which might be the challenges faced by Coca-Cola Company. Consumers at the old age are more concerned about health and nutrition required as a result older people increasingly focus on extending life. In the past few years, customers and health agencies have made harsh criticism in the high sugar content of non-alcoholic beverage. Due to health-conscious lifestyles and high awareness towards the environmental issues, the business strategic and business environment of carbonated soft drinks needed to change (Aimee Lutkin 2019).

Health agencies claimed that the carbonated soft drinks have several drawbacks, including dehydration, high sugar intake, calcium depletion, and weight-gain. In the United States, there is sample evidence that weight gain and obesity rates parallel the increasing consumption of refined carbohydrate intake and, most notably, added sugars, particularly in the form of sugar sweetened beverages. (Lavie et al., 2018). For example, there is 10.6g of sugar per 100ml in Coca-Cola Classic. An around 350ml serving of cola contains 140 calories, weight gain because of you consume a lot of calories than your body burns. The ingredients of sodas in Coca-Cola beverage contains of high amounts of phosphoric acid and citric acid that can wipe out the calcium from the bone leach calcium out of your teeth and cause a decline of calcium absorption. Scientific evidence in both human and animal models support the suggestion that excess sugar consumption has negative metabolic effects such dyslipidemia, a rise in inflammatory markers, weight gain, increased risk for type 2 diabetes and other alterations associated with NCDs. (Gallagher, et al. 2016).

Consumers are increasingly by-passing sugary soda in favor of healthier drinks; therefore, there is a strong demand for beverages beneficial to health (Birkner, 2017). Hence, Coca-Cola can gain more revenue by investing and expanding offerings to organic teas, juices, coconut water, and dairy products. Coca-Cola can also transform products to fit consumer tastes and buying habits. Reducing sugar in its drinks and offering products in smaller packaged sizes can transform products. Additionally, Coca-Cola can invest in finding a natural way to source, safe, low- or no-calorie sugar alternatives (Moye, 2017). The company can refresh its drinks portfolio by looking for new beverage ingredients to meet consumers' evolving tastes and lifestyles. Coca-Cola

can drive revenue by pursuing new innovative ways and building “consumer-centric” brands – including more low- and no-sugar options and drinks in emerging categories (Moye, 2017).

Coca-Cola has one of famous soft drinks that has high demand from consumers with cheap price that is affordable, guaranteed safe product quality, and attractive among young and old. Customer satisfaction is the level at which a customer's needs, wants, and expectations can be met, resulting in repeat purchases or ongoing loyalty. The importance of customer satisfaction for business people is to maintain the company`s profitability over a long term (Andre, et al. 2021).

Coca-Cola inspired by the way outlets used to approach their customers and build relationships that not only provide direct feedback but build more loyalty and retention. Coca-Cola work with its logistics partners and our own logistics and sales teams to get products to its customers as efficient and sustainable as possible. Working with a wide range of customers from small local businesses to sports stadiums and favorite bars that make customers to enjoy the great products anytime anywhere. Coca cola also provide coolers and vending machines for several locations for the consumers to find drinks around everywhere. And also work closely with major retail chains such as supermarkets and wholesalers (Andre, et al. 2021).

According to Sunyoto (2014: 86), a price strategy is needed to avoid consumers from feeling saturated with the products offered. Consumer saturation occurs when the product offered has become a common habit of using its benefits. According to Yuniarti (2015: 239), mentions five main factors that need to be considered in relation to consumer satisfaction, including the following product quality, service quality, emotional, price and cost. According to Tjiptono (2008: 24), that the increasingly fierce competition, where many producers are involved in fulfilling the needs and desires of consumers, causes every company to place an orientation on customer satisfaction as the main goal. This is reflected in the increasing number of companies that include a commitment to customer satisfaction in advertising statements and public relations releases. Nowadays it is increasingly believed that the main key to winning the competition is to provide value and satisfaction to customers through the delivery of quality products and services at competitive prices.

1.3. Purpose of Study

The primary goal of this research is to evaluate the relationship between the brand capacity and its esteem consumers on the projection of long-term market sustainability of Coca-Cola brand in Turkey. This research aims to provide a variety of critical viewpoints on the Coca-Cola markets projection that is sustainable for a long-term period in Turkish market environment.

In this study, Coca-Cola Brand Capacity, Price, Total Quality, Availability, Customer loyalty and Satisfaction in Turkish market will be evaluated; this is where price determines the amount of Coca-Cola products consumed by the esteem customers and how the increase or decrease in price determines the amount of band purchased, and also how the quality flavor and availability serve as determinants for the brands long term sustainability projection in Turkish market environment. The goal of this study is to figure out the relationship between the brand and their customer satisfaction and loyalty using some factors as tools to determine future sustainability in Turkish market. A more important area of interest is the need to explore the Customers rating of Coca-Cola by using loyalty and satisfaction as measure to determine the Coca-Cola market in Turkey. This shows the availability way of getting Coca-Cola in both supermarkets, vendors, retails, machines and public restaurants.

1.4. Significance of Study (Importance)

The study will help researchers to better understand how a high-quality product is made and function through the brand capacity, distribution and valued by customers on a daily basis. Understanding these concerns is crucial for determining the quality of manufactured with high brand capacity that will entice customers, the amount of distribution offered by intermediaries, and the difficulty of maintaining customer respect. The quality of the product with brand capacity and the motivation to support Coca-Cola on a long-term marketing strategy in Turkey are determined by the esteem customers.

Examine the quality of the ingredients used, as well as the level of taste and value, to see if it meant a requirement for long-term marketing. The affordable price of the brands and also the availability of the brand in the Turkish market are examine by the sustainability findings.

1.5. Research Questions

The goal of a research or researcher project is to answer various research questions. Every study is prepared to answer one or more questions, independent of the methodological instrument (s) used to collect data. As part of the inquiry, data collection and analysis will be required, and the methods used to do so will differ substantially. Good research questions are narrowly focused and specialized, with the goal of improving knowledge in a certain field (Mattick, Johnston and de la Croix, 2018). Therefore, the questions of this research is focusing on the following:

- ‘All Brands Price’ determines the loyalty and satisfaction of customers on Coca-cola future sustainability projection in Turkish market?
- ‘All Brands Total Quality Management’ determines the loyalty and satisfaction of customers on Coca-Cola future sustainability projection in Turkish market?
- ‘All Brands Availability Capacity’ determines the loyalty and satisfaction of customers on future sustainability projection in Turkish market?

1.6. Research Hypothesis

H₀1: All the Coca-Cola brands do not significantly influence future sustainability in Turkish market.

H₁1: All the Coca-Cola brands significantly influence future sustainability in Turkish market.

H₀2: All the Coca-Cola brands do not significantly influence customer’s loyalty and satisfaction in Turkish market.

H₁2: All the Coca-Cola brands significantly influence customer’s loyalty and satisfaction in Turkish market.

1.7. Theoretical framework

Coca-Cola has won customers of all ages, races, and socioeconomic reputation according to (Coca-Cola, 2017c) report. As a result, Coca-Cola is a global phenomenon with distribution coverage in more than 200 countries, has the method of marketing and marketing its brands without regard to age. Customers experience pride

with the Coca-Cola brand, which is famous worldwide, is motivated via way of means of its great nutrition, accessibility, availability and affordability.

1.8. Scope of study

This study examines roles of Customer rating to determine the future sustainability of Coca-Cola brands in Turkish market. Using Price, Total Quality Management, Customer loyalty/satisfaction, Availability capacity and Current market to determine the Coca-Cola Future Sustainability in Turkish market.



CHAPTER TWO

LITERATURE REVIEW

2.1. Conceptual Review

This section discusses brief history of Coca-Cola Company globally and in Turkey. In addition, the market environment and marketing/branding strategies utilized by the company are narrated.

2.1.1. History of Coca-Cola Company Worldwide and in Turkey

It was the year 1886. The setting is Atlanta, Georgia. John Pemberton, a pharmacist, wanted to make a drink that would be energizing and refreshing. He combed the Georgian ports for the best possible assortment of exotic fresh ingredients. In order to perfect it until it was perfect. Coca-Cola was the brand name for the soft drink (Coca Cola, 2017a).

Coca-Cola originated in Atlanta, the capital of Georgia, but the company's international expansion has quickly made its logo recognizable around the world. Coca-Cola sells its products in more than 200 countries through its franchised bottling system, distributing more than 1.9 billion servings of its products each day and a significant portion of the company's total sales. Some of these local franchises are independently operated, but were purchase concentrates and other materials from Coca-Cola. However, Coca-Cola does own a sizable stake in a number of these companies. In light of this, it would be nave and misleading to assume that any discussion of the Coca-Cola Company is limited to a discussion of Coke alone. The company has a wide range of products, including more than 90 different bottled water and soft drink brands such as DASANI, Minute Maid, Bacardi Mixers, and Honest Tea. More than 500 brands are sold or licensed by Coca-Cola around the world (Brei and Böhm, 2011).

The business also makes and sells various bottled drinks. Coca-Cola is the largest beverage company in the world, producing and distributing over two billion servings of its various brands every day in over two hundred countries. The soft drink market has always been dominated by Coca-Cola. But now, after many years of growth, the market for soft drinks is starting to level off. A pressing issue for them to consider and

resolve is how to keep up a steady rate of growth and customer loyalty despite the current climate. However, as the market for beverages grows and people's standard of living improves, so does the demand, and the expectation of a multi-beverage experience is much higher than it was previously. Coke expanded into new markets and instituted its diversified and differentiated management strategy around this time, as did a plethora of new beverage brands. The company's strategy of product differentiation has made it the most recognized brand in every beverage category, from coffee to tea to juice drinks to sports drinks and water to carbonated beverages (Coca Cola, 2018).

Coco-Cola is a brand of carbonated soft drink, commonly referred to as soda, pop or tonic in some parts of the United States and Canada, but is sometimes called fizzy drink or soda in the United Kingdom. In Ireland as a mineral. This drink does not contain alcohol. Contains no artificial flavors or pulp. With a population of over 100 billion, India promises to overtake China as a major consumer market. The term “consumer market” refers to the industry that deals with goods and services that individuals purchase for their homes (Coca Cola, 2019).

One of the most recognizable and ubiquitous companies in the world, The Coca-Cola Company dominates the beverage market. Coca-Cola has endeared itself to consumers of all ages, ethnicities, and socioeconomic backgrounds. Coca-Cola is a global phenomenon, with distribution in more than 200 countries. Coca-Cola is a globally recognized brand, and as a result, the company feels a sense of responsibility to help improve the health of their consumers and the planet (Coca Cola, 2017c).

Coke has the most famous brand names in the world. The company`s beverages are distributed in more than 200 countries every day through the world's largest beverage distribution system. To transport so many liquids, this extensive distribution system utilizes the services of some 140,000 trading partners (Coca Cola, 2018).

Together with our more than 300 bottling partners in over 200 countries, The Coca-Cola Company proudly offers over 3,300 unique beverages. In the beverage business, The Coca-Cola Company is a household name and a market leader. Coca-Cola has successfully marketed its products to a diverse group of consumers across age, ethnicity, and culture. Coca-Cola is a global phenomenon, with distribution in more than 200 countries. Coke is a globally recognized brand, and as a result, Coca-

Cola recognizes that it has a responsibility to help solve the growing health and environmental concerns that have arisen as a result of consumer demand for healthier and more sustainable options (Coca Cola, 2019).

The company sells carbonated beverages like Coca-Cola®, Coke Zero™, Diet Coke®, Sprite®, and Fanta®, as well as still beverages like juices and juice drinks, waters, enhanced water, sports and energy drinks, teas, coffees, dairy and soy-based drinks, and beverages with added nutritional benefits.

The global network's headquarters are in Atlanta, Georgia, and it currently employs somewhere around 700,000. The Coca-Cola Company works tirelessly around the clock, in every time zone, to provide its customers with the beverages they want and to better the world in which we all live. As a result of their dedication to their customers, The Coca-Cola Company has developed numerous popular brands and opened doors of opportunity for all. Risk and opportunity are evaluated on a global scale by the Coca-Cola Company because of its growth orientation and the widespread availability of its products around the world. This is a pivotal turning point in Coca-Cola's evolution (Coca Cola, 2017a).

Coca-Cola must overcome many challenges in order to realize its long-term vision of creating values for all people. It's possible that consuming too much Coca-Cola is bad for you. According to the World Health Organization, people shouldn't get more than 10% of their daily energy from added sugar. The Coca-Cola Company is a major contributor to environmental problems like plastic bottle litter and water shortages. Coca-Cola faces additional difficulty from its rivals in the non-alcoholic beverage industry, which has increased the need for the company to constantly innovate and transform in order to remain successful (Coca Cola, 2019).

Coca-Cola is also promoting a differentiation strategy that aims to differentiate itself from competitors by incorporating distinctive features into its products. A company can differentiate itself in a number of ways, some of which are industry-specific, but the costs of doing so must be less than the premium it can charge for doing so (Coca Cola, 2018).

Coca-Cola stands out from the competition thanks to its overwhelmingly positive brand image and widespread recognition, both of which are indicative of a

superior product. Additionally, the company has used promotion and packaging, such as the iconic Coca-Cola bottle, to set itself apart from the competition. The evidence for this is presented by Vrontis and Sharp (2003). Both of these approaches form the backbone of Coca-Cola's overall strategic management and decision-making. By taking these steps, Coca-Cola was able to set itself apart from rivals and offer consumers something truly special.

The Coca-Cola Company works around the clock, in each time zone, to deliver to its customers the refreshments they need and move forward the world we all live. As a result of their contribution to their customers, the Coca-Cola Company has created various well-known brands and opened entryways of opportunity for all. Risk and opportunity are assessed on a worldwide scale by the Coca-Cola Company since of its development introduction and the far reaching accessibility of its items around the world. This can be an essential turning point in Coca-Cola's advancement (Coca-Cola, 2019).

The output was suitable for inclusion in a wide range of products, allowing for global expansion and the maintenance of a substantial market share. Human Resource Management is obviously important for running a company of this size.

Coca-Cola bottling operations in Turkey, which began in 1964, were consolidated under the umbrella of Coca-Cola İçecek A.Ş. in 2002. The Turkey operation, which is also the location of CCI's headquarters, employs over 2,500 people in 10 manufacturing facilities to meet the needs of Turkey's 80 million consumers.

2.1.2. Coca-Cola as a Global Brand

The Coca-Cola brand is part of a larger, interconnected organization of nine business units responsible for regional and local execution in four geographic business segments in Asia Pacific. A global venture and bottling investment group. Europe, Middle East, Africa. Latin America; North America; and the rest of the world. Platform services organizations and central functions support this framework by providing global services and expertise in a variety of key areas. It helps you get a clearer picture of your business, performance and key initiatives, and look ahead to 2021 and beyond. Twenty-three percent (20%) will come from Asia-Pacific, twenty-nine percent (29%) will come from Europe and the Middle East and Africa, twenty-seven percent (27%)

will come from Latin America, eighteen percent (18%) will come from North America, and three percent (3%) will be allocated to the global venture in 2021 (The Coca-Cola, 2021).

For global brands, especially in developed countries, quality and prestige are key that play major roles. Consumers in emerging markets are also looking for brands that boost their confidence and make them feel more connected to the world. New studies show that today's consumers need to feel a sense of belonging in both global and local communities (Xie, 2012, p. 51). In addition to widespread accessibility and acknowledgement, other factors have been found to be significant, including universal relevance, global image, standardization, esteem, quality, and social responsibility (zsomer, 2012, p. 72).

Branding strategy provides the framework for entry into new markets, which is crucial to a company's ability to establish a strong presence in global markets (Xie, 2012, p. 105). Some studies show that consumers do not agree on what constitutes a "global" brand (Dimofte, Johansson and Bagozzi, 2010, p. 83). Companies like Coca-Cola and General Foods are trying to find the necessary individual approach because national markets are large and attractive. Global strategic positioning is essential for a company to achieve global market leadership. More than 40% of the soft drink market in 155 countries was accounted for by Coca-Cola in 1985 (Fomina, 2005, p. 78).

Coke is the largest beverage company in the world, selling over 500 different brands and 3500 different products in 180 different countries. The company earned \$8.6 billion in profit on net sales of \$46.9 billion in 2013. They have over 700,000 system associates working in locations all over the world and about 250 bottling partners with 900 bottling plants. The company's portfolio also includes Minute Maid juice, Fanta and Sprite soft drinks, and Dasani water, in addition to its namesake Coca-Cola products.

The World Wide Recognizance of Coca-Cola. There is not a single person on Earth who has not heard of Coca-Cola or tried it. It's instructive to investigate what makes tea one of the world's most popular drinks. The massive marketing effort paid off, as the product became a worldwide phenomenon.

Its current success can be attributed to the adoption of sound strategies and the pursuit of fruitful avenues of development. Coca-brand Cola's value is higher than that of Apple and IBM, two of the biggest names in technology. According to research conducted by The Economist in 1997, the level of globalization, national wealth, and quality of life, as well as political and social freedoms, can all be inferred from a country's consumption of Coca-Cola (Sevim, 2015, p. 136).

Globalists are known to criticize the Coca-Cola brand as a image of worldwide standardized items that advance American culture (McBride, 2005, p. 80). The anecdotal world of Coca-Cola could be a worldwide town where individuals from all strolls of life come together to superior get it each other by sharing the company's vision of the positive authentic improvement of national awareness (Weiner, 1994, p. 248).). With a solid nearness in more than 200 nations, Coca-Cola has profound roots in communities around the world. These regions contribute to community development by influencing residents' day-to-day experiences and economic prospects (Raman, 2007, p. 107). Coca-Cola can be found in a wide variety of cultural settings, as evidenced by the locations featured in the video, "The Gods Must Be Crazy," including the Egyptian Desert, the mountains of Europe, the ports of Southeast Asia, and many others. Multiculturalism and an Internationalist ethos are both highlighted (Weiner, 1994, p. 244-245)

Coca-Cola has helped bring the world closer together thanks to these phrases and has become an integral part of some indigenous communities. It has become a second habit for us, a part of our daily routine. The gap between international understanding and regional understanding is closing. Coca-Cola is America's leading export product. Someone at the company called the company "the most American in America," and said in an article that it's hard to separate America from Coca-Cola (Kuisel, 1991, p. 97).

At the moment, both the US and Coca-Cola brands are household names. It helps shape the nation's national image. Giving it a name that is also the name of the country makes it more attractive. Coca-Cola was originally invented by pharmacist John S. Pemberton in the spring of 1886 as a health tonic. Initially, most of the earnings were invested in marketing. As Pemberton's health began to deteriorate, he transferred ownership of his new drink to another party before his death in 1888.

With the motto "Think Local, Act Local", companies can target their marketing efforts to specific geographic areas. Successful marketing campaigns often leverage local characteristics in their messaging. Marketers can better connect with locals by using cultural signifiers they are already familiar with. Incorporating visual and tactile sensations into your product packaging can impact how your products are perceived by your customers. The company's research shows that red raises blood pressure, increases heart rate, and stimulates appetite, so it's used in youth-oriented brands, logos, and packaging designs (Coca-Cola, Pizza Hot, Burger King, etc.).

2.1.3. Marketing Strategy of Coca-Cola

This section explains the internal and external market environment strategies of Coca-Cola.

2.1.3.1. Outer Environment Analysis of Coca-Cola

Coca-Cola elicits "an instant consumption stimulus," so it's tough for the brand to win over customers if the product is out of sight. In other words, the mere mention of the name "Coca-Cola" intrigues consumers to buy. Coke takes communication and transparency very seriously, setting the standard for the food and beverage retail industry. Coca-Cola offers stores and markets the best presentation options for its beverages. Coca-Cola pays for refrigerators and taxes, while grocery stores and markets provide only electricity (Abrecht, 2020).

2.1.3.2. Consumer Analysis of Coca-Cola

Coca-Cola has no specific customer base in mind, so everyone on the planet can buy their product. That is to say, the clients are not divided into distinct categories. So, the market is not precisely defined according to any one set of criteria. However, the production volume is different. A product's bright phase begins in the so-called adolescence and lasts until its golden age (Coca-Cola, 2019). All Coca-Cola products have one thing in common. That is, it is a beverage consumed for enjoyment and is therefore aimed at a specific socioeconomic group. The Coca-Cola Company has something for every kind of shopper. The Sen-Sun product caters to customers who prefer soft drinks, while the Sprite product is aimed at those who prefer a lemonade flavor (Archie, 2016)

2.1.3.3. Inner Environment Analysis of Coca-Cola

When conducting an internal environment analysis, Coca-Cola takes into account factors like the company's vision and mission as well as values and performance management systems and performance. To "exist to enrich human life by providing the highest quality drinks and fulfilling body, mind, and soul thirst" is how the company describes its *raison d'être*. In light of this mission, the vision is to:

- Add values to its all partners;
- Rank among the top 10 Coca-Cola franchises worldwide in terms of sales and quality;
- Ensure the complete satisfaction of its customers and consumers at all times.
- Be first to identify, seize, and profit from market opportunities.

Build the best possible professional workforce and keep it that way.

Coca-Cola's values are described as respect, trust, transparency, having a team spirit in which social responsibilities form the entrepreneurial integrity, and operating within continuous development by providing perfection in quality, representation, and leadership. In order to achieve its vision, mission, and goals, the company has developed a set of management systems that, among other things, deal with the Coca-Cola performance process alongside the work processes, define the enabling factors that boost performance and lead to greater professional success, and ultimately make the work more profitable (Aimee, 2019).

2.1.3.4. Defining the Brand Image

In order to have a strong brand image, it is necessary for the brand to create positive qualities, benefits, personal and enterprise values in the minds of consumers. Creating a certain image for a brand in the minds of consumers involves more than just representing the product's material quality; it also implies that the product is intended to serve the needs of a specific demographic with a particular socioeconomic status. This means a product's character changes depending on the brand it's associated with. There needs to be harmony between the many marketing initiatives that the brand is involved in. Coca-Cola is a great example of a well-known brand that has found success in organizing events with multiple moving parts in a flexible and efficient

manner. Coca-Cola, whose slogan is "Always Coca-Cola," promotes its products on a global scale, including at the local level. The company, for instance, promotes Ramadan and the Turkish national team through advertisements targeted at locals (Elijah & Millicent, 2018).

2.1.3.5. Strengths of Coca-Cola Brand

The enormous success of Coca-Cola, which is frequently discussed in the field of marketing, can be attributed to a number of factors. Different sources allow us to summarize them as follows:

Being the market leader, having a high technology and production capacity, having a computer-assisted communication and information system, giving importance to staff training and having qualified staff, being the first in the market, being the most well-known brand in the world, having sponsorship relations that contribute to Coca-communication Cola's and image, and having the pate to back it all up.

2.1.3.6. Weaknesses of Coca-Cola Brand

The inability to make changes to the core product and the challenges in advertising the new products despite being the market leader and sensitive consumers. The lack of success in direct distribution due to the lifestyles and economic situations of the local people, with the exception of Ankara.

Coca-Cola must overcome many challenges in order to realize its long-term vision of creating values for all people. It's possible that consuming too much Coca-Cola is bad for you. According to the World Health Organization, people shouldn't get more than 10% of their daily energy from added sugar. The Coca-Cola Company is a major contributor to environmental problems like plastic bottle litter and water shortages. Coca-Cola faces additional difficulty from its rivals in the non-alcoholic beverage industry, which has increased the need for the company to constantly innovate and transform in order to remain successful (Markic, et al, 2019).

2.1.4. Coca Cola Sustainability Drives

Organizational "future potential" is also a term often used in this context, and Colbert and Kuracz (2007) identify this as a common understanding of sustainability.

Boudreau and Ramstad (2005) talk about being successful today without sacrificing future needs. Ford's Board of Directors has established a Sustainability Committee with the objective of achieving sustainable growth, defined as meeting the needs of current customers without compromising the needs of future generations (Ford, 2012).

The problems facing Coca-Cola and the proposed solutions are the subject of this case study. Our research aims to identify the challenges facing Coca-Cola and the steps the company should take to drive sustainable growth through green innovation and transformation. To help Cora become a more prosperous company and the introduction of healthier products to be maintained. Coca-Cola is a global company that has made many strides to ensure our continued success, but we always believe we can do more.

As more companies produce non-alcoholic drinks, competition in the beverage industry has increased. Even though PepsiCo was founded 12 years after Coca-Cola, it is the latter company's main and closest competitor. PepsiCo's "complementary" or "synergistic" business lines give it a competitive edge over Coca-Cola. The expansion of PepsiCo's snack business has contributed to the company's continued financial success. Since most PepsiCo goods are manufactured, taste, and are priced similarly, consumers can typically make quick and informed purchasing decisions. In this situation, the Coca-Cola Company needed aggressive advertising to succeed where its rival had failed (Morrison, 2014).

One of the fastest-growing sectors of the economy over the past decade, the non-alcoholic beverage sector has also become one of the most competitive. Coca-Cola Company's main rival in the market is unquestionably Pepsi. Coca-Cola's line will take a hit as a result of having to share the market with rivals. The centralization of decision-making at Coca-Cola also ensures that reaching a conclusion will be a time-consuming and difficult process (Qianhao et al, 2022).

Urbanization and beverage marketing have contributed significantly to the dramatic increase in the consumption of sugary soft drinks. Public health professionals in the fields of health promotion and disease prevention have tried to alter people's perceptions and practices regarding sugary drink consumption due to the negative effects these diseases have on the health of the general population and the economy. This is according to (Ford & Schubert, 2019). Excessive Coca-Cola consumption has

been linked to health problems. As a result, the Coca-Cola Company, in an effort to prioritize its customers, investigated and introduced a new sugar alternative that maintains the same great tastes while containing significantly less sugar and fewer calories. Coca-Cola Company has released a number of low- or no-sugar beverages, including Coca-Cola Zero Sugar. Coke makes its sugar-free and low-sugar beverages more accessible by advertising them heavily.

The Coca-Cola Company can diversify its beverage options beyond Coca-Cola Zero Sugar by offering customers other low-sugar options, such as sparkling water and organic teas. Consumers may appreciate more options for low-sugar or low-calorie beverages. The more drinks you have, the more carefully your customers can choose their favorite drink. One of the most important ways to get people to buy your product is to position your product to stand out from the competition. The Coca-Cola Company, for instance, can put their reduced- and no-sugar, and calorie-free beverages right behind the handles of self-service refrigerators. It may be easier for customers to locate the drinks if they are displayed in a more prominent area.

In recent years, the market for beverages that don't contain alcohol has exploded. The various alcohol-free drink brands had begun to compete with one another. When compared to Coca-Cola Company, Pepsi is now a rival. Similar products are sold by both PepsiCo and Coca-Cola. Sales of Coca-Cola could be impacted by Pepsi if consumers start preferring it over Coke. That's why The Coca-Cola Company needs to make a bigger splash in international trade and come up with fresh products. If it wants to keep its dominant position in the global soft drinks market, Coca-Cola Company needs to improve its knowledge of local and international communities. Coca-Cola needs to adopt a more decentralized organizational structure so that different market segments can make decisions based on consumer needs. Sales of Coca-Cola could rise if the company took the time to learn about and respond to the wants, needs, and concerns of its consumers around the world. The Coca-Cola Company, for instance, can lessen the amount of sugar in the drink without compromising the flavor.

The Coca-Cola Company can take advantage of this opportunity to further establish its brand and logo in the minds of consumers because of its already-established reputation and years of experience in the industry. For instance, the Coca-Cola Company can target both domestic and international audiences with ads for their

new low- or no-sugar beverage. It's possible for Coca-Cola to increase their advertising budget. Spending more on marketing could boost sales and introduce new products to customers, both of which would increase profits.

2.1.4.1. Analysis of Coca-Cola's Sustainability based on the Triple Bottom Line

John Elkington was the first to propose a balanced 3-point score in the mid-to-late 1990s. Tissue lifespan is measured by its formation. It is now an important resource for achieving the SDGs. The triple bottom line is an overarching concept similar to an accounting framework. The last line describes an organization's responsibility to promote economic growth, environmental sustainability and social justice compared to traditional frameworks. Earthlings are employed along with humans. Ultimately, what matters most is whether a company can generate enough economic value to ensure continued growth and success. (Slapper & Hall, 2011).

This means that we do not take actions that adversely affect the environment or future generations. This includes using energy efficiently and reducing harmful gas emissions. The social area emphasizes the importance of a company's actions having a positive impact on society and contributing to long-term growth and prosperity. The importance of corporate social responsibility to a company's long-term success is increasingly documented in scientific research. It is therefore important for companies committed to sustainable development to focus on all three 'triple bottom lines': economic, social and environmental well-being (Sarayreh, et al 2013).

Coca-Cola has been using mass production and automation to cut down on labor costs, which has been good for business. Coca-Cola China, for instance, collaborated with Siemens to create a MIS system that monitors and collects data in real time as beverages are being made. The Coca-Cola Company has additionally implemented a robotic visual inspection system. In order to identify potentially hazardous products, this system can take pictures and gather information about the bottles automatically. Since sugar is the primary ingredient in Coca-Cola drinks, there is no significant food cost pressure. In addition, Coca-Cola's profit has increased over the past few years. Information suggests that in 2021, Coca-Cola's revenue was \$38.66 billion, up 17% from the previous year. Coca-Cola captured 40% of the global soft drink market. Coca-Cola is diversifying into new product lines and opening new bottling plants to

lessen its financial exposure. The company's brand and foundation can only be strengthened through a more proactive approach to the market and the development of increasingly distinctive products (Zha et al, 2017).

Coca-Cola has always put an emphasis on creating a welcoming workplace for all employees and fostering a warm and accepting local community. Coca-global Cola's Inclusion Networks are intended to bring together people from different walks of life who share common interests. Through this system, businesses are better able to listen to and incorporate the feedback of a variety of communities, ultimately growing closer to their workforce. Coca-Cola was recognized as the year's best employer for people with disabilities in 2021. In addition, Coca-Cola asserts that by the year 2030, women will make up half of its senior management. In addition, Coca-Cola pays for its employees to have access to a wide range of preventative health services and annual checkups at no cost to them (Ray, 2012).

From an environmental standpoint, Coca-Cola is enhancing its machinery to produce less trash. There are many excellent examples, but two that stand out are the Paper Bottle and the Plant Bottle. Coca-Cola is also persistent in its pursuit of finding useful purposes for discarded materials. Cleaning staff at the Beijing 2022 Winter Olympics venues received warm coats and scarves from Coca-Cola in 2021. The recyclable logos and bottles account for 83% of the raw materials used to make the jacket. Even the scarf is constructed from PET. Recycled materials are put to good use, and the importance of environmentally friendly packaging is brought to the forefront through this initiative.

2.1.4.2. Analysis of Coca-Cola's Sustainability based on the Phrase Model

Each stage of development has its own distinct goals and tasks. Dunphy, Griffiths, and Benn did some dissection of the aforementioned sustainability model and came up with three waves and six stages to consider. Sustainable development can be achieved by following the steps outlined in this model. In creating this model, we considered both people and the planet. The history of a company can shed light on its current state and how it got there. It helps businesses stay afloat and expand, and it encourages workers to put in quality time and effort.

Rejection and non-responsiveness are both part of the initial phase. Because of this, employees have no guarantees or benefits from the company, and it's clear that management is unwilling to make any long-term decisions. Many companies also refuse to acknowledge that improvement is essential. The Coca-Cola stage would never use such a thing, of course (Lavie et al, 2018).

Coke is currently implementing the second wave's stages of compliance, efficiency, and strategic proactivity. Here, what's right as a company is focused on. A responsible business will adopt sustainable development practices on its own accord, without waiting for government oversight or legal mandates, because doing so is the moral thing to do. Coca-plastic, the fact that Coca-Cola is one of the most polluting brands in the world is something that has plagued the company for as long as it has existed. In recent years, Coca-Cola has taken positive steps to address this issue. In 2009, Coca-Cola debuted Coca-PlantBottle, a version of the beverage made with 30% plant-based ingredients. Thus, it is the first plastic bottle that can be recycled from top to bottom. Coca-Cola has announced that they will begin making paper bottles in 2020 as an effort to reduce their negative effects on the environment. Also in 2021, Coca-Cola introduced a bottle constructed entirely of bioplastic. Businesses are clueless when it comes to resource efficiency, as revealed by the efficiency phase, and the recycling rate needs to be increased in order to achieve the goal of a sustainable planet. Despite the success of PaperBottle and PlantBottle, Coca-Cola still faces serious pollution issues in countries around the world. Only in Europe have these products been put through their paces for now. The strategic proactivity phase indicates that sustainability is now fully integrated into the business strategy of the company and may provide a strategic advantage. Making products that are both healthy for the environment and human consumption is, therefore, a moneymaker for the company. Despite advances in sustainable and healthful packaging, Coca-Cola has not phased out single-use plastic bottles. About 60% of the company's income comes from sales of Coca-Cola. While some Coke products have switched to glass bottles, the vast majority still use plastic. Thus, Coca-Cola still has problems with sustainability and is not seeing any benefits from it.

Coca-Cola is entering the third wave, which describes the company as a "sustaining corporation," at a rapid pace. To achieve this goal, businesses must

collaborate with government and community members to set up systems that promote environmental stability. Coca-Cola takes part in a wide variety of local events every year to promote the importance of recycling. They've put on more than 70 shows with over 5 million people in attendance so far. While that process is underway, Coca-Cola is expanding its wastewater treatment infrastructure. Recovering production-related water consumption and putting it to beneficial use in subsequent processes. Coca-Cola continues to insist on it even though some municipalities and governments don't mandate it. Coca-Cola also collaborates with its suppliers to maintain its commitment to sustainable farming practices. Due to a number of operational challenges brought on by climate change, Coca-Cola has joined forces with the World Wildlife Fund (WWF) and Business for Social Responsibility (BSR) to improve its climate resilience.

2.1.4.3. Analysis of Coca-Cola's Sustainability based on the Carroll's Pyramid of CSR

Organizations can learn a lot by practicing corporate social responsibility (CSR). Companies are increasingly looking for ways to demonstrate their commitment to social responsibility, and consumers increasingly expect companies to provide social benefits. A company's long-term reputation, stock price and growth can benefit from his CSR efforts. That's why it's been such a hot topic among researchers for decades. Since the introduction of CSR, a number of his CSR models have emerged. Carroll's 1991 Pyramid of Corporate Social Responsibility is his one of the most respected and widely used frameworks in the field. Carroll breaks down corporate social responsibility into his four subcategories.

Economic, legal, ethical and non-commercial. Carroll's model articulates social demands on corporations from a legal, moral and voluntary perspective. Financial responsibility, the foundation of the pyramid, is also a major focus of any business. Making a profit is essential to the growth and survival of your business. On the other hand, when a company suffers losses, it cannot pay its bills and return capital to its shareholders. Therefore, a company cannot meet its other obligations without first proving its financial liability. On the other hand, financial responsibility also means the obligation to offer products and services at fair prices. Since its inception, Coca-Cola has dominated the soft drink market. An analysis of the beverage industry's

financial data suggests that Coca Profit-Cola's profit margins could be twice the industry standard. Coca-Cola reported net income of \$9.771 billion in its 2021 annual report. Coca-Cola's revenues and manageable costs provide healthy profit margins. Coca-Cola, for example, can reach large audiences with its proven products and well-placed advertising in the form of commercials and mini-movies. In addition, the company regularly introduces new and derivative products and builds new profit centers to meet the needs of different demographics. Specifically, The Coca-Cola Company introduced Coca-Cola Zero to meet the needs of people on low-calorie diets. Coca-Cola has also introduced a cost leadership strategy. Using the latest scientific and technological methods creates an integrated supply chain that reduces production and labor costs. Coca-Cola also priced its products in the mid-to-low price range in order to capture a large portion of the market by serving a wide range of customers. For example, mineral water costs only 1 yuan for 350 milliliters. Similarly, Coca-Cola uses a fractional pricing system. Many cola products have price tags ending in 8 or 9, making them look like they are on sale (Delventhal, 2018).

The second level of the pyramid, legal liability, is the most important. Corporate social responsibility is therefore closely related to many areas of law. In any situation, companies must meet their legal responsibilities. Although the concept of corporate social responsibility is widespread, many companies still fail to adequately regulate and enforce their legal obligations. Businesses have a legal obligation to ensure that their employees are treated safely and that their operations comply with all applicable laws and regulations (Coca Cola, 2017b).

First, the recommended daily amount of sugar added to beverages is up to 10% of total calories. Coca-Cola has decided to reduce the sugar content of its beverages. CocaTop Cola's 20 beverage brands include sugar-reduced or sugar-free versions. By 2020, The Coca-Cola Company will participate in approximately 40 sugar reduction programs worldwide, meeting the demands of both consumers and governments. Coca-Cola also made history by being the first company to disclose all ingredients used in its products. The Coca-Cola Company plans to install QR codes on more than 2,000 products sold in the US in 2020, thanks to SmartLabel technology first implemented on packaging in 2016. Customers can learn more about product ingredients by scanning codes (Coca Cola Hellenic Bottling Company, 2019).

Second, The Coca-Cola Company complies with all product quality and food safety rules and regulations. The Coca-Cola Company sets high standards for food quality and safety. Suppliers must not only use certified raw materials, but must also adhere to the strictest possible standards in their procurement processes. All Coca-Cola markets also require safe storage, transportation and handling of products. Stringent policies, supplier controls and supply chain monitoring have enabled Coca-Cola to meet globally recognized food safety standards.

Finally, Coca-Cola makes every effort to protect the health and rights of each employee. With respect to health and safety, Coca-Cola has systems in place to ensure that all operations comply with all applicable laws, regulations and industry standards. To ensure that we continue to respect and promote human rights throughout our company and supply chain, The Coca-Cola Company has developed detailed policies, policies and procedures.

Acting ethically responsibly means acting fairly, treating others with respect, and doing no harm. Unlike her two hierarchies above, companies are not required to adhere to ethical standards. However, as societal concerns about globalization and sustainability grow, and some NGOs question the role of business in society, large and influential companies must face these sustainability challenges. It has become necessary. The enormous environmental impact of Coca Plastic Cola packaging is just one example. It is therefore in the best interests of Coca's stakeholders, Corrs, to comply with this ethical obligation. The Coca-Cola Company launched a sustainable packaging strategy, a waste-free world. A non-profit called "Break Free from Plastic" has named the company four times the world's largest plastic polluter.

The company works with bottle partners to develop recyclable and renewable packaging to combat the global plastic pollution crisis. By 2025, all of the company's packaging will be recyclable in all countries. Coca-Cola has set a goal of using more than 50% recycled materials in its packaging by 2030. Reduce global dependence on fossil fuels by increasing the use of recycled plastic (rPET). Coca-Cola also works with governments, experts and NGOs to reduce marine pollution and foster sustainable innovation in the packaging supply chain. Additionally, the Coca-Cola Company does not offer discounts to its customers.

The company strives to involve as many people as possible in recycling through consumer campaigns, in-package messages and other forms of recycling education. Therefore, the company has taken the problem of plastic pollution seriously and taken steps to make the world a better place. Global warming is also a worrying environmental issue. The Coca-Cola Company used 2010 as the base year for calculating greenhouse gas emissions along the value chain.

As part of its science-based targets, the company aims to reduce greenhouse gas emissions along its value chain by 25% by 2030. The company's commitment to environmental sustainability is reflected in this customization. In addition, the recommendations of the Task Force on Climate-related Financial Disclosures will be considered in The Coca-Cola Company's regular reviews of climate-related risks and discussions with management.

To effectively implement our climate-related corporate strategy holistically, all departments actively manage and monitor risks throughout the year while maintaining responsibility to the environment and other stakeholders. It has been suggested that companies are more likely to survive when leaders act ethically and take responsibility for their actions. There will be positive impact on the company's reputation, which in turn leads to an increase in corporate value. The Coca-Cola Company benefits from solving sustainability-related issues in two ways. Increased brand awareness and public perception. The company's commitment to ethics and CSR is reflected in its environmental practices (Biswas and Tortajada, 2019).

Giving back to the community is the culmination of the 4 R's. It means staying true to our company values and contributing to our communities. For example, while the company benefits from the local community, it contributes to environmental pollution by exploiting natural resources without giving anything in return. The long-term value that The Coca-Cola Company creates is central to the company's sustainability efforts, which in turn drive growth. As such, Coca-Cola has made great efforts to consider philanthropy as an integral part of building sustainable communities (Coca-Cola, 2016).

In 1984, the Coca-Cola Company established the non-profit Coca-Cola Foundation to oversee philanthropic activities. The foundation has donated over \$1.4 billion to sustainable projects that benefit communities around the world. Reinvesting

2% of the company's operating income in the community in 2021 is a significant increase from the 1% target set this year.

Having donated more than \$55 million during the COVID-19 pandemic, Coca-Cola has been a major supporter of efforts to help vulnerable communities. For example, the Coca-Cola Foundation donated \$2 million to Africa's Last Mile Project to expand access to COVID-19 vaccines across the continent. The Coca-Cola Foundation leveraged its expertise in data, strategy, logistics and technology to support the company in various operational areas including logistics, supply chain, marketing and inventory management. To combat the surge in COVID-19, the company teamed up with Project Last Mile to distribute educational materials about the virus and the importance of washing hands and other preventative measures. The Coca-Cola Team and the Last His Mile The scope of his projects has expanded and now also includes regions in Latin America and India (Coca-Cola, 2018).

Coca-Cola is committed to increasing the number of people with access to clean water, modern sanitation and good hygiene. The Coca-Cola Company reports that 3 million people die each year from waterborne diseases and 4.2 billion people lack access to safe sanitation because they lack access to clean, hygienic drinking water. . The Coca-Cola Company charity has also taken notice. Since 2010, Coca-Cola has worked with her partners in 76 countries to implement his long-term WASH initiative. Coca-Cola claims the initiative has improved the lives of more than 8.6 million people. The Coca-Cola Company is currently responsible for the highest level of the four categories. We work together to support society and advance global sustainability.

2.1.5. Coca-Cola Growth Strategy

2.1.5.1. Accelerated Transformation

There is a solid foundation going into the crisis, and everyone pulled together to ensure victory. Most importantly, Coca-Cola used the crisis as fuel to speed up our company's ongoing process of digital transformation. And we remain steadfast in our strategy of driving revenue growth and generating revenue with our purpose to innovate and make a difference in the world. Together with our stakeholders, we have developed a set of strategic goals to help us weather the pandemic and continue our growth trajectory. We are growing our customer base, increasing our market share,

keeping our systems economy strong, increasing our influence, and preparing our company for future success. It was our compass to become unstoppable. For our organization, the pandemic has acted as a catalyst for change, and she identified five priorities for transforming quickly and effectively to become a stronger organization.

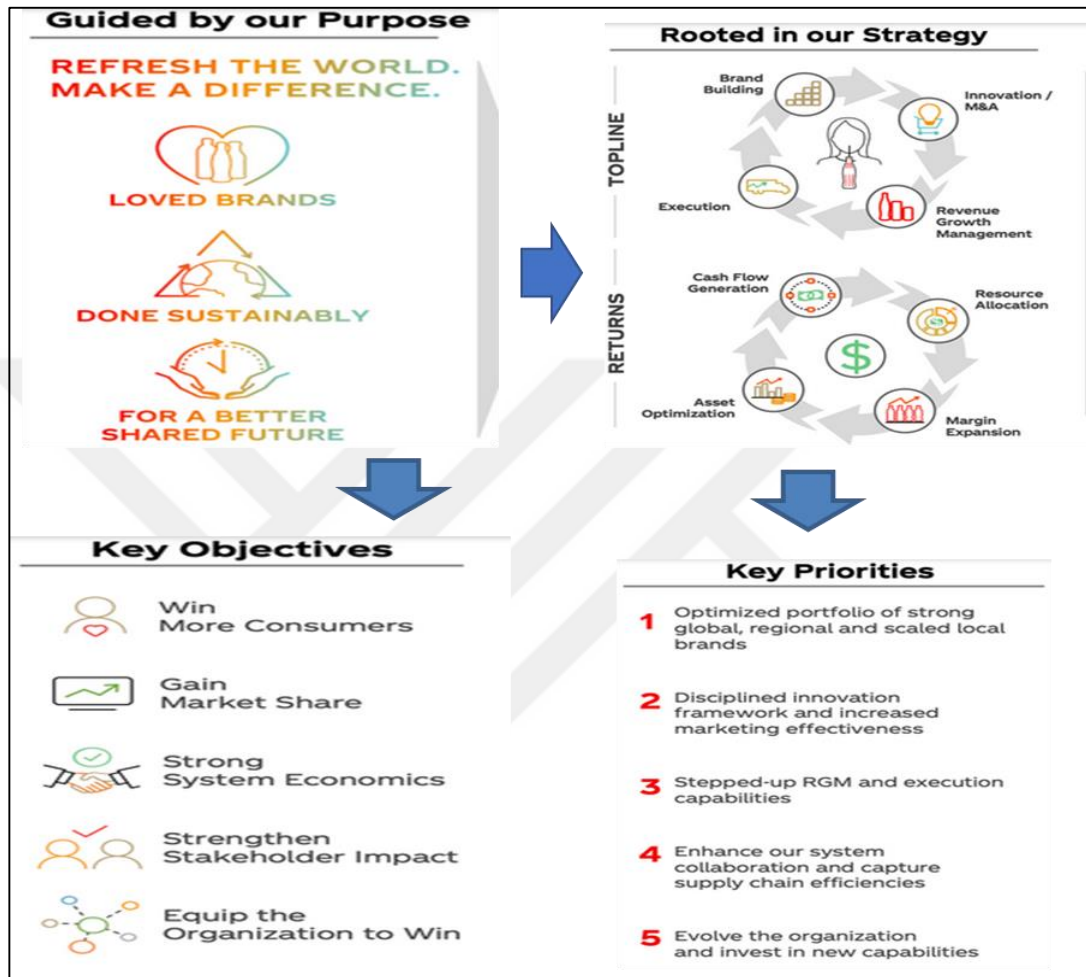


Figure 1. Accelerated Transformation
Source: Coca-Cola (2018).

2.1.5.2. Brand Portfolio Optimization

The portfolio optimization process was extensively researched to identify names that will drive the Beverages for Life initiative into the future. This was done to build a portfolio of brands in line with our growth strategy and to ensure a solid recovery from the downturn. Reducing our portfolio of leading brands from 400 to 200 has enabled our global category teams to focus on the most promising growth areas. A strong portfolio of brands has been built at global, regional and local levels to expand our customer base, increase foot traffic and accelerate system profit growth. An

expanding portfolio of brands will be able to meet the needs of consumers in all drinking situations, and this momentum can be maintained through careful brand management and strategic product development.

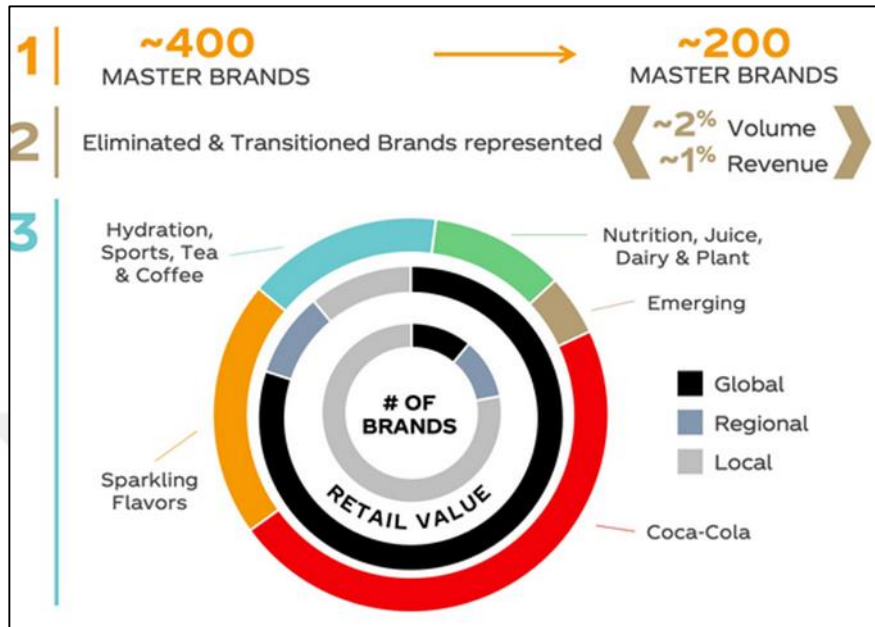


Figure 2. Brand Portfolio Optimization
Source: Coca-Cola (2018).

2.1.5.3. Networked Organization

The connected organizations are starting to harden and are already changing the way they do business, finding the perfect compromise between scale and personal touch. Global Category Leaders with clear mandates have been established as part of an effort to update our marketing and innovation methodology. In addition, platform services were established to enhance and accelerate data, analytics and insight capabilities to accelerate revenue and profit growth. This avoids unnecessary steps and facilitates scalability. These actions free up more time, energy, and resources to expand, while increasing visibility and responsiveness in the areas of your business that interact most directly with your customers.



Figure 3. Networked Organization
 Source: Coca-Cola (2018).

2.1.5.4. Brand Building: World-Class Marketing

Human insights are the foundation of effective marketing, and that means learning about your target market, creating a product that exceeds their expectations in terms of taste, and connecting with them on an emotional level by highlighting their interests and values when sharing your brand's story. Data-driven, event-based, always-on experiential campaigns are being developed. Additionally, international campaigns to leverage network and scale is launched.



Figure 4. Brand Building: World-Class Marketing
 Source: Coca-Cola (2018).

2.1.5.5. Targeted Resource Allocation

The magic of marketing is unlocked by the potential for increased efficiency and effectiveness in executing marketing activities. This means a system where commercial priorities are supported by advanced analytics and achieve economies of scale. There are eight main drivers for this model. By working to streamline operations, avoid unnecessary duplication, and maximize the value you receive from external vendors, you can increase efficiency and generate more capital to reinvest in your brand.



Figure 5. Targeted Resource Allocation

Source: Coca-Cola (2018).

2.1.5.6. Innovation

Efforts to build a strong brand are complemented by a methodical approach to innovation that enables the introduction of cutting-edge tools and technologies. Look at innovation from a new perspective and set rigorous goals. The 2021 pipeline is being developed in a well-defined process to ensure that we are evaluating the right objectives and levels of innovation. Our commitment to our customers is the main driving force behind not only our new flavor profiles, but all our innovative endeavors. Technology can also play a role in innovation by enabling the simplification and improvement of product packaging and formulations.

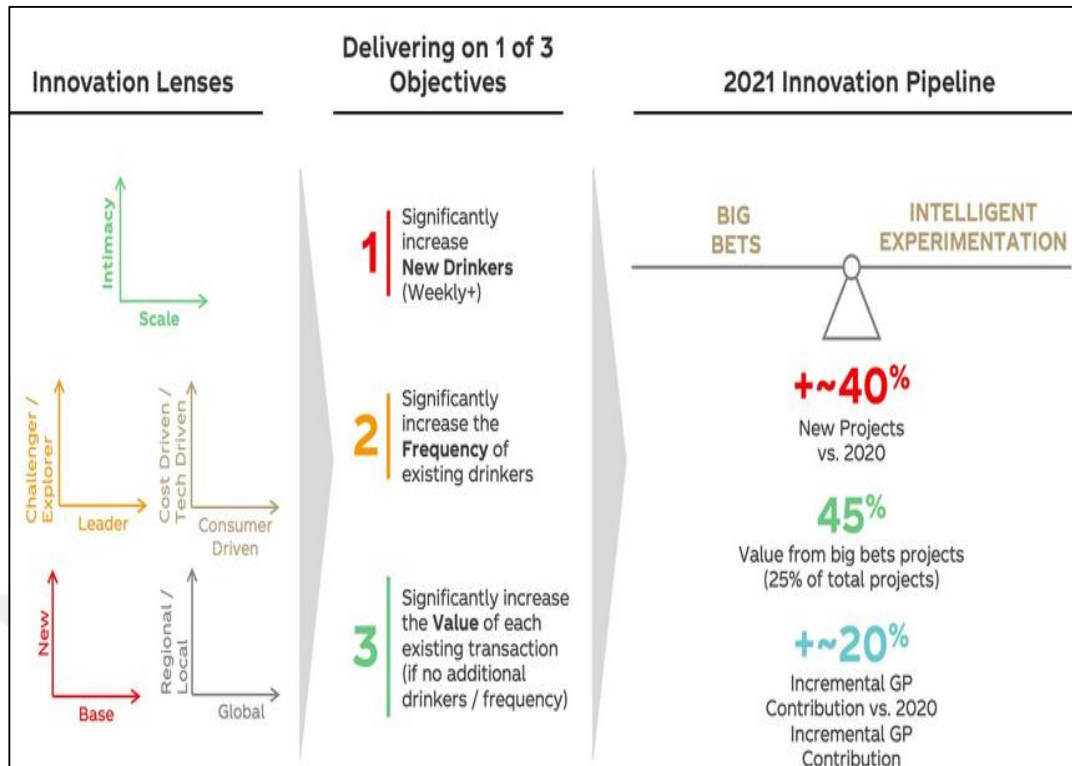


Figure 6. Innovation
Source: Coca-Cola (2018).

2.1.5.7. Digital

Many different paths lead into the digital wilderness. From perspective, the digital realm is best understood as an interconnected ecosystem of platforms that generate value in both the virtual and physical spheres. Digital strategy benefits everyone in the company and infrastructure, not just customers and end users. Digital transformation was speed up and developed into a company that can implement its strategy for marketing, commerce, sales, and distribution in both the online digital world and the real world as a result of the pandemic.

Data is the lifeblood of any operation, and the recent restructuring of the company has made it possible to use data effectively across the entire enterprise and the entire system. To take advantage of this opening, new positions, such as the O2O Digital Transformation Director and the Chief Data Officer is in place. Together, this and state-of-the-art digital tools will help to reach more people, build stronger brands, and streamline our processes.

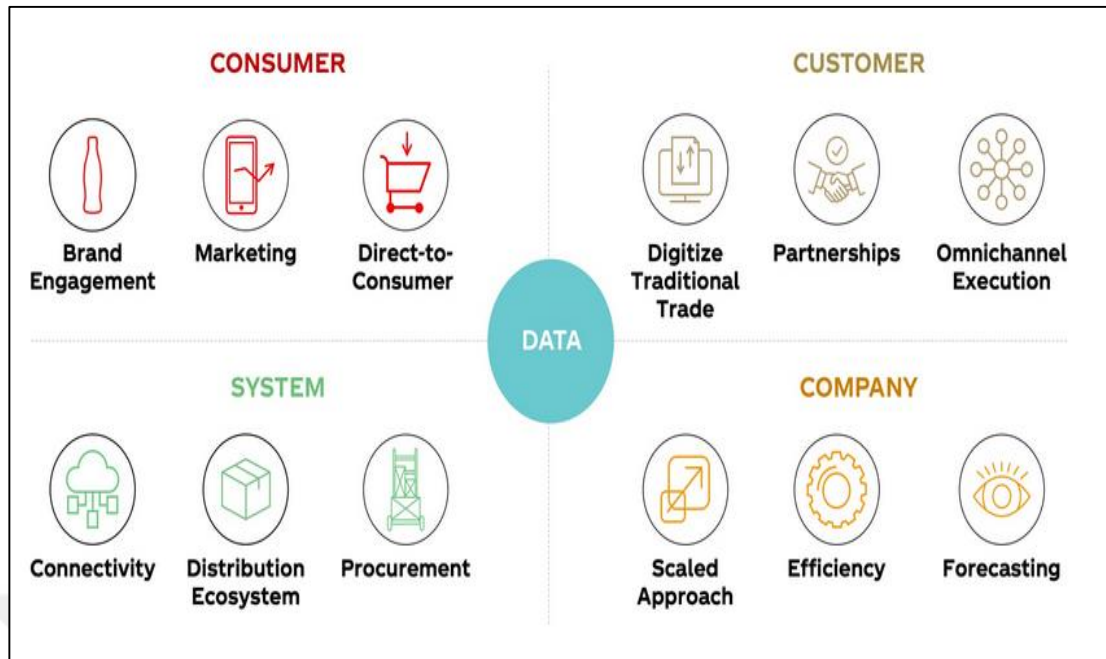


Figure 7. Digital
Source: Coca-Cola (2018).

2.1.5.8. Revenue Growth Management and Execution

The efforts to manage growth in revenue (RGM) have progressed in several ways. When it comes to answering the question "Within the priority categories, where is the revenue?" RGM is a crucial commercial capability. For which group are you looking? Which pricing tier are we talking about? What station are you watching? Who is this supposed to be serving? Who is this rival of yours?

Finding new sources of income (where to play) and expanding existing sources of income are the main concerns (how to win). Because RGM is a capability, it evolves in response to changes in the business objective and the market environment.

RGM strategy is beginning to incorporate digital technologies in order to gain a competitive advantage through the timely and accurate translation of data into insights and actions. The understanding of the customer experience is improving, and the ability to collaborate effectively with bottlers is being driven forward by digital. RGM is an infinitely iterative process. As a result, there is plenty of room for takeoff.

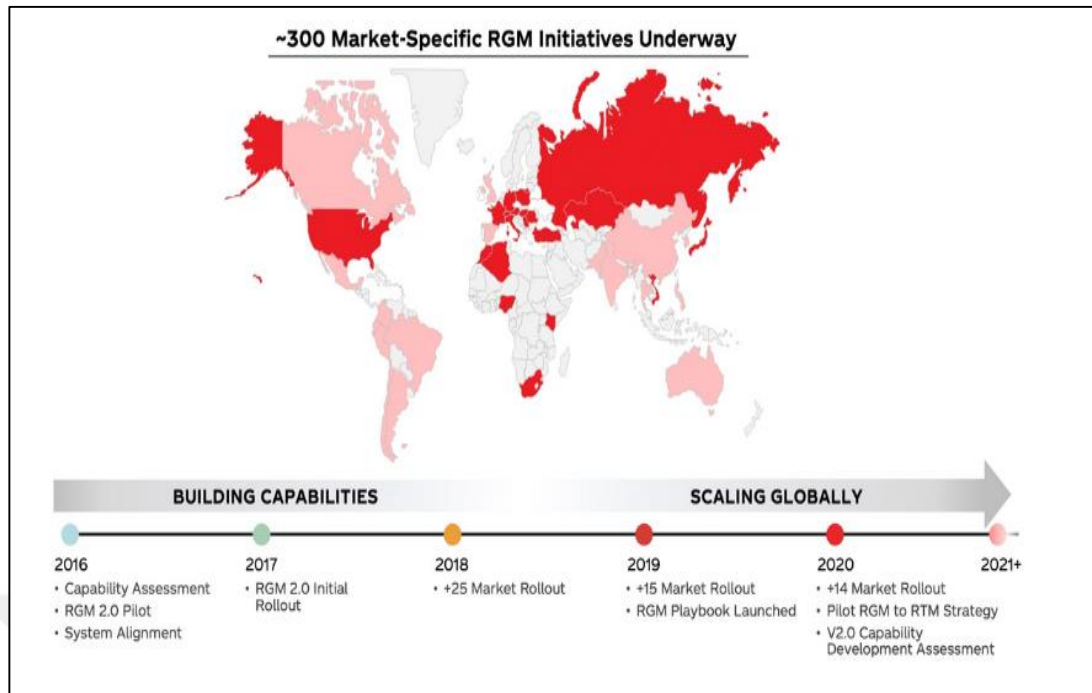


Figure 8. Revenue Growth Management and Execution
Source: Coca-Cola (2018).

2.1.6. Coca Cola Business Strategy

The Coca-Cola Company pursues a comprehensive differentiation strategy. The company's beverages, packaging, brand image and awareness, Coca-Cola system, beverage taste, marketing skills, brand loyalty and global reach are all among the best in the industry (Vrontis and Sharp, 2003). The company is one of the world's top three beverage companies, suggesting that its products are popular with drinkers around the world (Delventhal, 2018). The contoured Coca-Cola bottle was developed by the company and is believed to be a competitive advantage that other beverage makers did not consider at the time (Vrontis and Sharp, 2003). The Coca-Cola Company logo is instantly recognizable by millions of people in dozens of countries. Additionally, Coca-Cola differentiates itself from its competitors with the unique advantages offered by the Coca-Cola ecosystem, which includes a robust and globally distributed value chain. When compared to its competitors, the company stands out for its superior marketing skills compared to its peers thanks to its campaigns that have a strong impact on consumers around the world. Our beverages are sold in more than 200 countries, enjoy a strong presence among customers and consumers, and satisfy all tastes. This strategy allows the company to price its drinks higher. In summary, millions of people around the world are avid buyers of Coca-Cola products.

Diversification is a strategy Coca-Cola pursues to expand the size of the market it can serve. We have 250 independent bottling sites worldwide and work with The Coca-Cola Company to market our products. Customers and consumers benefit from the Coca-Cola system. Coca-Cola generates consumer interest, and its bottling partners satisfy it (Coca Cola Hellenic Bottling Company, Relationship with The Coca-Cola Company, 2019). The power of the Coca-Cola system also allows the company to reach customers on a global scale while maintaining a local presence. Some of our bottling partners are not owned or under our direct control. In addition, the company serves a variety of customers including multiplex cinemas, restaurants, supermarkets, corner shops, theme parks and more. The company's bottling plants are grouped under the umbrella of the Bottling Investment Group (BIG) it founded. It was established to ensure that the bottling operation had sufficient resources and expertise for long-term success. When it comes to long-term growth in key markets, BIG can take advantage of the Coca-Cola Company's investments, resources, and leadership (Coca Cola Company, The Coca-Cola System, 2019).

Therefore, it is the responsibility of the Coca-Cola Company to procure the raw materials for its beverages from their suppliers (Coca Cola Hellenic Bottling Company, Relationship with The Coca-Cola Company, 2019). Ingredients, machinery, products, services, and packaging are all provided by suppliers to the Coca-Cola Company. All of the company's vendors must adhere to the "SGPs" (Coca-acronym Cola's for "Supplier Guiding Principles"). As such, the SGPs are an expression of the core beliefs of the Coca-Cola Company. Also, the SGPs are a part of every agreement with every supplier. In addition, we provide suppliers with training in the areas where they can make the most progress (Coca Cola Company, About Our Suppliers, 2019). Additionally, the Coca-Cola Company prioritizes sourcing the following ingredients: beet sugar, cane sugar, tea, coffee, high fructose corn syrup, grapes, oranges, lemons, mangoes, apples, palm oil, soy, and pulp. In this case, the company gets them from farm suppliers. The Sustainable Agriculture Principles (SAGP) are the minimum requirements for their agricultural suppliers. Key ingredients are important to the company, so they want to find environmentally responsible sources. The most sustainably sourced ingredients are coffee and tea, which are both "almost 100% sustainably sourced," while lemons and beet sugar are only 51-75% sustainably

sourced (The Coca Cola Company, 2017 Agriculture Update: More Sustainably Sourcing and Sharing Opportunities with Farmers, 2018).

All of the concentrates, syrups, and beverages are produced by the Coca-Cola Company and then distributed to their respective bottling partners. Therefore, these concentrates, syrups, and drinks will be utilized by its bottling partners in the production of the beverages (Coca Cola Hellenic Bottling Company, Relationship with The Coca-Cola Company, 2019). The final branded beverages that reach consumers are packaged, distributed, and merchandised by the Coca-Cola Company's bottling partners (Coca Cola Hellenic Bottling Company, Relationship with The Coca-Cola Company, 2019). The end result is that the customers sell the drinks to Coca Cola Company customers (Coca Cola Hellenic Bottling Company, Relationship with The Coca-Cola Company, 2019). Coca Cola Hellenic Bottling Company is a major distributor for Coca-Cola. They have operations in 28 different countries and yearly sales of over two billion cases. The following beverages are bottled by the Coca Cola Hellenic Bottling Company: Drinks like Coke, Coke Light, Fanta, and Sprite (Coca Cola Hellenic Bottling Company, Coca-Cola HBC at a glance, 2019).

Coca-Cola uses consumer marketing and brand building to generate interest in its drinks (Coca Cola Hellenic Bottling Company, Relationship with The Coca-Cola Company, 2019). North American bottling plants are the only ones owned by The Coca-Cola Company; its international bottling plants are owned by independent franchisees. The Coca-Cola Company, therefore, is solely accountable for its North American bottling facilities' after-sales services.

The corporation maintains six R&D facilities in different parts of the world. These facilities are connected to external nodes for evaluating and acquiring new technologies; these nodes in turn link the business with entrepreneurs, academics, and potential business partners in the field of technology. In addition, management at the firm thinks it's crucial to keep tabs on global events and listen to feedback from customers. The magic occurs when things are connected internally and externally, according to Nancy Quan, "who was the global research and development officer at the time and is now the global chief technical officer." The R&D department is in charge of generating new ideas for beverages and their related packaging, ingredients, and machinery. Furthermore, the R&D facilities collaborate closely with the regional

Coke marketing groups to concentrate on specific areas of innovation and to meet the needs of their respective regions (Moye, Rethinking R&D: How Coke Uses Its Global Scale to Take Innovations Further, Faster, 2013). Technology Evaluation and Acquisition Process Coca-"ETA" Cola's program is predicated on the idea that, in order to foster internal innovation, the company must connect with and collaborate on the technologies and innovations of the outside world. By staying ahead of the competition in this way, the company can give its customers what they want—products that are tailored to their specific chaining requirements. The Coca-Cola Company's search for appropriate technologies begins with an analysis of the problems the company is currently facing. Then, we'll take these problems outside to see what we can learn from the expertise of people who don't work here, at places like tech firms, research institutions, and universities. The ETA group also keeps an eye out for advances in transportation, beverage production, food science, and packaging that could benefit the business. The ETA team developed a number of innovative technologies, including lumens Nano sensing and Merlin augmented reality (Tannert, 2014).

To protect the environment, the company has improved upon the Coca-Cola Freestyle technology, a micro-chipped refillable cup program (The Coca Cola Company, 2017 Annual Review, 2017). The company is planning for the future by spending money on cutting-edge technologies of the future. The business's goal is to have its wares accessible to consumers with the click of a mouse. They're hoping to take their company digital. In addition, the company is thinking about digital marketing as a potential strategic area (The Coca-Cola Company, Digitizing the Enterprise: Increasing Creative Engagements and Modernizations in a Click and Swipe World, 2018).

Coke takes CSR seriously and strives to build sustainable communities. Coke's CSR plan focuses heavily on environmental protection, which has earned the company placement on the Dow Jones Sustainability Index, the CDP, and the FTSE4Good (Coca Cola - Hellenic Bottling Company, 2019). In an effort to improve the company's global reputation in the area of sustainability, it has partnered with the World Wildlife Fund (WWF). As a result of this partnership, they plan to use plant material in their bottle construction, reduce their greenhouse gas emissions by 25%, and increase their

water efficiency by at least 25%. They also plan to protect freshwater lakes. Others are using sustainable methods to obtain raw materials, are recycling or reusing nearly all of the containers they use, and are helping to ensure that water supplies remain stable (Coca cola, 2017).

Coca-Cola is involved in a wide variety of charitable causes. One is located in India, and its primary goal is to advance education there. A deteriorating school in a small Indian town has been transformed into a model institution with high retention and attendance rates thanks to the "Support my School Project," a collaboration between the company and local residents (Ray, 2012). Programs like "5by20," which seeks to "enable the economic empowerment of five million female entrepreneurs by 2020," are another example of initiatives aimed at improving the lives of women (Coca cola, 2017). In 2014, they donated 1.3% of their revenue, or \$126 million, to programs promoting healthy lifestyles, empowering women, educating underprivileged youth, and other humanitarian causes (Coca-Cola, 2019).

2.1.7. Total quality management (TQM) and Customer Satisfactions

Conformity to manufacturing requirements of the degree of excellence at an acceptable price is what we mean when we talk about quality. The quality of a product can be measured in three ways: i) its performance, or how well it operates; ii) its features, or how it can be customized to meet the needs of the user; and iii) its reliability, or how long it will last before breaking down. Fourth, accuracy in conforming to standards; 5) Longevity of use: how long a product lasts; Serviceability refers to the efficiency with which a product can be repaired if a malfunction should occur. 7) Aesthetics: how aesthetically pleasing a product is to the buyer; 8. Perceived quality: the quality that consumers ascribe to a product based on their own evaluations.

TQM, or Total Quality Management, is an umbrella term for various strategies that work together to ensure happy customers (Chin et al. 2001). In spite of this, organizations need to think about incorporating the concept of sustainability in TQM in order to maintain their competitive advantage and performance improvement in the face of intense pressure from global competition. Further, the goal of sustaining competitive advantage incorporates not only the here and now, but also the foreseeable future.

Successful companies now recognize the importance of TQM in their success. TQM has been adopted by many businesses as a means of remaining competitive. There have been a number of studies showing that TQM improves satisfaction levels among customers (Boateng-Okrah and Fening, 2012; Karia and Asaari, 2006; Yang, 2006; Saizaboria, 2005). New technologies allow businesses to develop products with higher quality and lower prices, as stated by Junior et al. (2014). Technology transfer is an effective method of fostering original thinking, which is essential when creating new products (Jabar et al. 2011). On the other hand, TQM implementation is linked to improved quality performance (Talib et al., 2010; Arumugam et al., 2008). Investment in quality implementation by businesses, as stated by Sarina et al. (2009), enhances the technology transfer procedure. There is a link between TQM and business success (Talib et al., 2010). Quality management implementations, technologies, and outcomes were all linked in a study by Brah and Lim (2006). Organizational success can be improved through total quality management, as discovered by Talib et al. (2010). TQM has been shown to improve operational (inventory management and quality) performance, as stated by Baird et al. Because of this, we can assume that total quality management acts as a go-between when comparing the effectiveness of technology transfer and the quality of output. Technology transfer performance (TTP), total quality management (TQM), and quality performance are all integrated into the study's model.

2.1.7.1. Total Quality Management and Technology

One of many strategic weapons used to stay ahead of the competition is a focus on quality. Because of this, businesses have begun focusing on improving product and service quality as a means of fostering long-term success (Boateng-Okrah and Fening, 2012). However, technologies allow businesses to create superior goods and services. These days, total quality management is a key factor in a company's ability to expand into new markets and achieve sustained success. Boosting a company's market share and competitiveness through the use of total quality management. Increasing the value of a company's goods and services is crucial to its success in today's market, where consumers expect ever higher standards of quality, ever lower prices, and ever faster response times. TQM is a management system and an integrated philosophy that boosts businesses' competitiveness.

2.1.7.2. Total Quality Management and Quality Performance

We used the following indicators of quality performance in our study: product performance, product/service quality, productivity, on-time delivery, reliability, durability, suitability of design specifications, product standardization, and the percentage of defective material from the supplier, total warranty cost, the ratio of quality control inspectors to direct production operators, the percentage of total waste product, and the delivery time of suppliers.

The following hypothesis is advanced on the basis of evidence indicating a connection between total quality management and quality performance: Total quality management improves a company's quality performance, so H3 says so.

Total quality management is clearly a key mediator in reinforcing the connection between technology transfer performance and quality performance. We speculate based on this talk that: Total quality management acts as a mediator between the quality performance and technology transfer performance, supporting H4.

The term "Total Quality Management" (TQM) refers to an all-encompassing strategy for maximizing client happiness (Chin et al., 2001). However, in order to maintain their competitive advantage and performance enhancement in the face of intense global competition, businesses should think about incorporating the concept of sustainability into TQM. As a result, long-term planning is essential to an organization's present and future health, growth, and prosperity. However, there is still some confusion about what sustainability actually is, so it's important to dig deeper into this topic. The goal of this paper is to draw attention to some of the central problems with sustainable TQM and to trace the transformational evolutions that have brought about shifting perspectives. When all these factors come together in harmony, as this paper will detail, the result is a sustainable competitive advantage. Finally, a model for the long-term viability of TQM will be proposed, and a wide variety of best practices will be illustrated to back it up.

2.1.8. Market Sustainability

Sustainability is "an organization's capacity to capture contemporary best practice methods and achieve and maintain superior competitive performance in an ever-evolving business environment" (Zairi&Liburd 2001). In this view, sustainability

is a tool that helps businesses stay competitive. When it comes to sustainability, Quinn (2000) essentially has the same idea. He defines it as progress that satisfies the requirements of the here and now without jeopardizing the prospects of the next generation. But according to Gladwin et al. (1995), it's "development that meets the needs of the present without compromising the ability of future organizations to meet their own needs."

However, the importance of sustainability and its role in TQM is not yet fully clear. The purpose of this study is to track the evolution of various TQM emphasis over time, from the product orientation of the 1950s and 1960s to the market orientation of the 1990s, in order to provide relevant information for long-term TQM efforts. To clarify some of the most pressing issues. 2000s. Different ways to get a head start in the market are important. Finally, we emphasize the importance of measuring sustainability, especially the growing trend to measure strategic performance using the Business Balance Scorecard.

Sustainable development is often presented as a new approach to policy making (Beatley and Manning, 1998). It therefore turns out to be a central idea that must play an important role in all future policy innovations (Loffler, 1998). Sustainable development is based on the idea that we need to prevent further environmental degradation and protect the natural systems on which our survival depends. Zairi and Liburd (2001) define sustainability as "the ability of an organization to adapt to changes in the business environment, adopt the latest best practices, and achieve and maintain superior competitiveness". This idea suggests that sustainability can help companies stay competitive. Quinn (2000) defined sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs". "Development that meets the needs of the present without compromising the ability of future organizations to meet their own needs" is how Gladwin et al. (1995) describe it. Sustainable development, according to Garvare and Isaksson (2001: 12), "is the process of achieving a steady state in which humanity and nature thrive simultaneously." To achieve this goal, we require management processes at the individual, group, and societal levels, as well as a global management process for sustainable development. There are moral, intergenerational, survival, and organizational risks and benefits to pursuing sustainability.

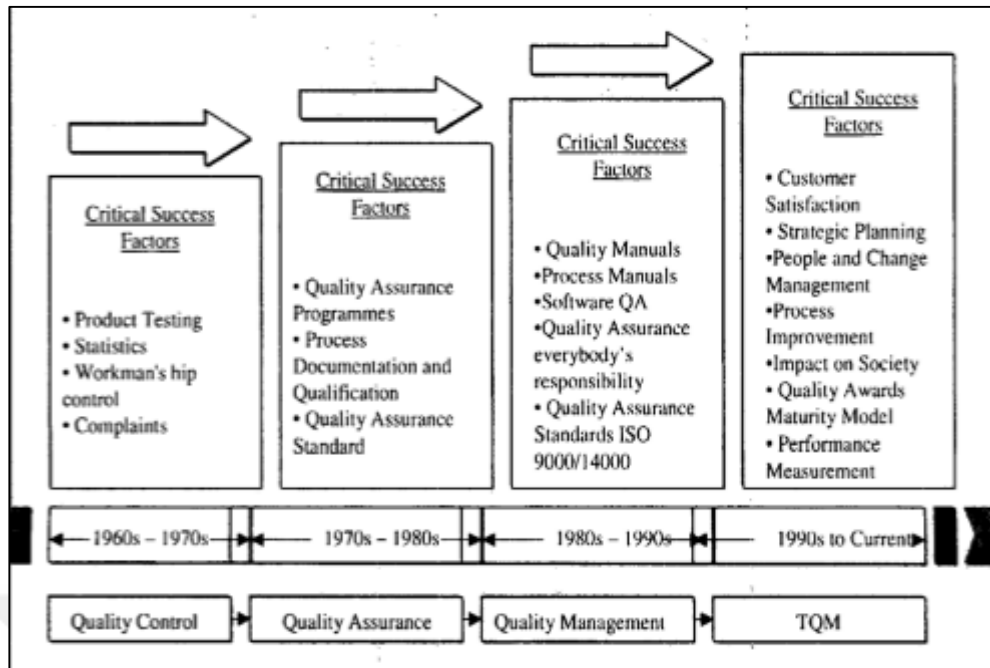


Figure 9. Evolution from Quality control to Total Quality Management
 Source: Mohamed Zairi (2002)

2.2. Empirical Studies

Eccles et al. (2011) point out that businesses are drafting sustainability policies, but they emphasize that the policies' primary goal is to foster a "culture of sustainability" by emphasizing the significance of environmental and social performance in addition to financial success. By outlining the core beliefs and values of the company, these policies hope to foster a culture that prioritizes long-term success.

Companies "market" their CSR strategies is an idea advanced by Van de Ven (2008). Both strategies for protecting and enhancing a company's image, as well as those for developing a positive image for the company as a whole, may fall under this category. This latter idea presents a critique of CSR that focuses solely on the "bottom line."

Using the concept of "triple bottom line" reporting, which takes into account a company's economic, social, and environmental performance, many companies, according to Colbert and Kurucz (2007), report publicly on their sustainability performance. According to the KPMG survey from 2005, 68% of the top 250 companies on the Fortune 55 engage in such triple bottom line sustainability reporting.

In an effort to shed light on the connection between sustainability and branding, Peter and Daphne (2018) provide a review of the sustainability themes that have been integrated into the Coca-Cola brand. At the outset, the paper provides a high-level definition of sustainability and a sketch of Coca-business Cola's model. The paper's data comes from one of the company's sustainability reports from 2012/2013 through 2016/2017, which were made available on the company's website. Climate protection, water stewardship, packaging and waste management, human and workplace rights, community development and charitable donations, economic empowerment of women, sustainable agriculture, and so on are all themes that consistently appear in the company's annual sustainability reports. These concerns are interpreted as supporting the core values of the Coca-Cola Company. The authors, however, argue that several factors undermine the brand's sustainability themes and its reputation for openness and honesty. The authors also imply that the brand is vulnerable to broader tensions between growth and sustainability.

Evidence from Coca-Cola Ghana limited was used by Asante and Adu-Damoah (2018) to determine the effect of a sustainable competitive advantage on firm performance. Employees of Coca-Cola Ghana Limited in the country's four major regional capitals and other affiliated stakeholders made up the sample population. Smart PLS statistical software was used to analyze the data from 356 respondents. A positive correlation between sustainable competitive advantage and organizational performance was found using the Structural Equation Model (SEM). The strategy of a business can be tempered by factors such as its available resources and the intensity of the competition. The study also found that a company's success is proportional to the quality of its resources and its competitive landscape. Finally, it showed that there is a positive correlation between HR strategy and business results. Research concludes that there is no denying the substantial impact on a company's performance of factors such as its strategy, resources, competitive environment, and human resource strategies. According to Chua (2020), The Coca-Cola Company works tirelessly around the clock, all over the world, to provide people with the refreshing beverages they crave and help better the world we all share. Since more people are opting for healthier lifestyles and new innovations in packaging have made it possible to use less plastic, it's time to take some action on sugar reduction.

2.3. Marketing Framework

This section covers marketing overview, B2B marketing mix, distinction between B2C and B2B, role of marketing communication, brand concept, brand ideology, and brand image. In the next section, we'll provide an overview of B2B brand building and five key steps to building a stronger brand and managing your B2B brand relationships. The final and most important section asks four questions that help position your brand in marketing.

2.3.1. Brand Sustainability Theory

In today's world, brands are powerful agents of change. They maintain strong relationships with consumers around the world and play an active role in their day-to-day activities and decision-making. An individual's emotional attachment to a particular brand is often due to company principles or shared values with celebrities. So a company with a popular brand and a lot of loyal customers can make a difference just by influencing how people think, behave and so on. No sustainable marketing strategy or sustainable concept works without an eco-friendly brand. Because enacting it calls for shifts that resonate with the majority rather than the minority. There is a large gap between how consumers perceive themselves to be socially responsible and how they actually act, and the "green consumer" market is still a relatively small percentage of the total. In this context, the greatest challenge for marketers and brand managers is to get people interested in sustainable lifestyles by making them convenient and appealing. The purpose of this report is to provide a roadmap for integrating green principles into branding by demonstrating the centrality of sustainability in branding theory and practice while focusing on the process of building brand equity. To lay out a plan for achieving one's goals (A Grubor, O Milovanov 2017).

2.3.2. A.D.K.A.R Change Management Model

The Jeffrey High model focuses on the people behind change. This is a useful tool primarily used to communicate and clarify change ideas. This model consists of his five elements:

- Awareness (of the need for change) (Matern, 2020).
- Desire (to participate and support change)
- Knowledge (about how to change)
- Ability (to achieve the needed skills and practices)
- Reinforcement (to keep the change)

Coke makes its employees, shareholders and customers of significant organizational changes, including the appointment of Shaun B. Higgins to the company's new board of directors in 2005 to raise awareness of the need for change. (Rudd, 2011).

Coca-Cola employees, especially those in leadership positions, are excited to learn and implement necessary changes such as those related to the company's packaging. Coca-Cola has announced its 2019 marketing campaign.

To maintain market share, companies need to ensure that management fully understands the benefits and implications of the changes that are making up. The company formed a SWOT analysis committee composed of staff with different analytical expertise to develop a comprehensive approach to analysis (Boyce, 2021).

Knowing the steps for a task is no guarantee that you will be able to successfully complete that task in real life (Hassan, et al., 2014). Capability entails being able to put into action the desired alterations by the due date. There could be some or all of the functionality implemented according to (Bhasin, 2019). The company has made many adjustments not only to its food, beverage and snack assortment, but also to its packaging sizes. In 2020, the company made many significant updates to its operating system and cutting-edge technology, as well as its electronic support system. A system of internal communication is in place to allow immediate dialogue between all parties (Chavez, 2021).

The goals of the company's management team are to enhance the company's position in the American, European and Arab markets by meeting the needs of its various stakeholders, improving the quality of its products and services, and reducing its negative impact on the environment. That was it. His 2020 goal for the company was to improve customer engagement with its products by responding quickly to inquiries on its website, Twitter and Facebook. (Kritsonis, 2005).

2.3.3. Lewin's Change Management Model

The psychologist "Kurt Lewin" presented one of the earliest models of change. No organization, large or small, public or private, is immune to change. The world we live in is constantly evolving. Customization is therefore essential for companies to remain competitive. Organizations that adapt quickly tend to thrive, while those that lag behind risk collapsing. Using Lewin's three-step transformation model, we find that organizations change as described in (Cummings et al., 2016).

The success of the entire modification process is highly dependent on this unpacking stage. Several authors (including Sarayre) published their findings in 2013. This is a critical step that is often skipped, resulting in failed attempts at change. The goal of this phase is to prepare the organization for change by highlighting the current problems and the importance of improvement. It also requires training and preparation to give you access to new information, skills, and cutting-edge technology. Coca-Cola leaders can motivate employees during the "unfreeze" phase by communicating the benefits of upcoming changes. A trained employee can successfully reach the transformation phase (Kritsonis, 2005).

Change: When employees are exposed to new ideas, methods, skills and knowledge, their behavior and the way they do their jobs will change dramatically. Lewin warns against entering this stage too quickly, as it can lead to strong resistance to changing the status quo and is accompanied by confusion, a mix of comfort and fear. At this stage, actual changes and modifications are made to jobs, tasks, deliverables, technologies, or organizational structures (Burnes, 2019). The 'transition phase' allows companies to take practical steps to achieve their strategic goals of transformation. Boosting their confidence and performance is possible through strategic networking and rewards (Hussain et al., 2016).

Refreezing: The goal of this phase is to stabilize the changes that have occurred by helping people integrate new perspectives, ideas, and routines into their existing ways of working. In conjunction with hardening, additional training and growth programs should be used. The Coca-Cola Company has made adapting to new practice a central part of its strategy so that it does not have to return to old practices (Morrison, 2014).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Research Design

The descriptive survey research design was utilized in this study on the basis of effectiveness and validity.

3.2. Study Area and Population

Since it is essential for the researcher to identify the target population and the area of study (Creswell, et al., 2003), the setting of this study covers the Esenyurt, Avcilar and Mecidiyekoy Istanbul with the population of each districts are as follows 983571, 452132 and 34381, and average bimodal temperature of 21⁰C, 18⁰C and 17⁰C respectively.

This setting was selected because it is the area with high population where the accurate study can be taking. The population of the study consist of all participants within the age- frame of 18 to 60 years and above. Since the population is quite large, in order to achieve a closely matched sample size, a analyze survey was carried out to identify the sample population as the survey covers mainly the students and active working class across the selected area in Istanbul.

3.3. Sample Size and Sampling Technique

The sample size involves the use of questionnaires in which 450 respondents were participated. The research was carried out base on the objective and aim of the research. Non randomize sampling technique was adopted for the selection of the sample needed for the study. This is because the sampling technique focuses on a particular characteristic of individuals interested in long term Coca-Cola consumption. A total of 450 questionnaires were personally distributed by the researcher. The collection was also personally done by the researcher.

3.4. Sources of Data Collection

A Primary Data method involved questionnaire were used to engage several people in different shopping malls, supermarkets and different higher institutions

located within the area cover in Istanbul. The questionnaire administration involved every individual like staffs, residents and citizens that present at the shopping malls, supermarkets and higher institutions at the time of sharing the questionnaires. The questionnaire types were open ended and multiple-choice type. The justification rests on the fact that such questionnaire types provide the capacity for collected data to be analyzed without much complexity or confusion as well as enabling bias less generalization.

3.5. Validity of the Instrument

The face validity of the instruments was ensured by giving them to the Supervisor and other experts of Tests and Measurement for proper editing/wording of the items while the content validity was ensured by constructing items on the relationship between the brand capacity and its esteem consumers on the projection of long term markets of Coca-Cola brand as earlier mentioned. However, the content validity of the instrument was established quantitatively by using Lawshe's formula to obtain the Content Validity Index (CVI) of the instrument.

Proper application of Lawshe's formula was done in this study by giving the instrument to five experts in the field to rate the appropriateness of each of the items in the instrument, after which Lawshe's formula was used in each case to determine the Content Validity Index (CVI) of each of the instruments.

According to Ayre and Sally (2013), the CVR (content validity ratio) proposed by Lawshe (1975) is a linear transformation of a proportional level of agreement on how many "experts" within a panel rate an item "essential" calculated in the following way:

$$CVR = \frac{ne - N/2}{\frac{N}{2}} \quad (1)$$

CVR is the content validity ratio, ne is the number of panel members indicating an item "essential," and N is the number of panel members. Just like r , CVR ranges between -1 through 0 to +1. The closer to +1 is CVR for an item; the more valid is the item in the scale while CVR values closer to 0 implies lack of content validity. However, CVI is computed by dividing sum of CVR values by the total number of items. CVI is interpreted for the scale the same way CVR values are interpreted for

the items. The CVR value for the instrument was 0.82, and for the instrument used in the present study to be valid, the result must be between 0.7 and +1. So, the instrument used was valid to capture the variables it purported to measure.

3.6. Reliability of the Instrument

To determine the reliability of the instruments, the internal consistency method was used. A pilot study was conducted using 45 respondents representing 10% of the sample size, similar to, but not present in the real samples that were engaged later in the study. Using SPSS version 27, the Cronbach Alpha values were computed which yielded a reliability coefficient value of 0.733 which showed that the instrument was sufficiently reliable.

3.7. Model Specification

The model is a mathematical representation of the variables so as to establish the causal relationship between the dependent and independent variable.

$$Y = \beta_0 + \beta_1 \cdot x_1 + \beta_2 \cdot x_2 + \beta_3 \cdot x_3 + \mu \quad (2)$$

$$Y = \beta_0 + (\beta_1 \cdot x_1) + (\beta_2 \cdot x_2) + (\beta_3 \cdot x_3) + \mu \quad (3)$$

$$Y = \text{MFS} \quad (4)$$

$$\text{MFS} = \beta_0 + (\beta_1 \text{ CRBC} \cdot x_1) + (\beta_2 \text{ TQM} \cdot x_2) + (\beta_3 \text{ CMC} \cdot x_3) + \mu \quad (5)$$

$$\text{MFS} = \beta_0 + \beta_1 \text{ CRBC} + \beta_2 \text{ TQM} + \beta_3 \text{ CMC} + \mu \quad (6)$$

Where, MFS = Market Future Sustainability

β_0 = Constant

CRBC = Customer Rating Brand Capacity

TQM = Total Quality Management

CMC = Current Market Capacity

μ = Error term

3.8. Method of Data Analysis

While the collected data previously described and explained is presented in a tabular form, a combination of descriptive and inferential statistics is used in the analysis.

In the presentation of collected data, tables and simple percentages are used. Correlation analysis (CA) was used to determine the relationship between the Coca-Cola brand's capacity and its esteem customers. Bi-chart and pie-chart are used in explaining the level of preferred brand of Coca-Cola and the percentage number of people that participated as respondents and their status. While the regression analysis (RA) is used to evaluate the impact and significance of customer's rating performance on Coca-Cola sustainability determination. Correlation and regression analysis are reliable methods because it has abundant potentials to identify the impacts that variables have on each other, and the relationship between them.

The analysis of multiple regression evaluates the assessment of the contributions of customer rating capacity, total quality management and current market capacity on the future market sustainability. In this case, how quality Coca-Cola brand, regulatory current price and brand availability has impact on the market future sustainability of the Coca-Cola, and vice versa.

Therefore, correlation analysis and regression analysis were deployed in the assessment of the relationship between the Coca-Cola brand capacity and its esteem customer on the rating of Coca-Cola brands to determine the Coca-Cola market future sustain ability in Turkish market, in accordance with the outcome of the collected data, the combination of descriptive and inferential statistics were deployed with tables and simple percentage in the presentation of the data collected.

3.9. Justification of the Instrument Used

The regression analysis technique is considered and adopted because it is more suitable in the sense that it enables the researcher to analyze collected data and draw necessary generalizations.

CHAPTER FOUR

RESULTS

4.1. Results

This chapter contains the presentation and interpretation of the results of data analysis. Data analyses were conducted on data using descriptive and inferential statistics as presented in Tables 4.1 to 4.12. It should be noted that four hundred and fifty (450) respondents were estimated and participated in this study. Copies of questionnaires were distributed and adequately filled and used in the analysis.

4.2. Reliability Test

The reliability measure of questionnaire was computed and Cronbach alpha reliability coefficient for all the 33 items on the questionnaire is 0.733. This is greater than 0.70, suggesting that the reliability of the items is adequate. Therefore, the statements in the questionnaire were treated as reliable.

4.3. Socio-demographic Characteristics of Respondents

On socio-demographic characteristics, 204 (45.3%) were males, 246 (54.7%) were females. On marital status, 190 (42.2%) were married, 236 (52.4%) were single, 6 (1.3%) were widow while 18 (4%) were divorced. On age distribution, 161 (35.8%) were within 18-29 years, 178 (39.6%) were within 30-49 years, only 94 (20.9%) were within 50-59 years, while only 17 (3.8%) were above 60 years. On current employment, 110 (24.4%) were government employed, 132 (29.3%) were self-employed, 16 (3.6%) were not employed, 151 (33.6%) were students, 25 (5.6%) were apprentice while 16 (3.6%) were retired. On current educational status, 28 (6.2%) had no formal education, 64 (14.2%) had high school certificate, 209 (46.4%) had first degree, while 149 (33.1%) were post graduate degree and above. Only 81 (18%) had lived in the town for 1-3 years, only 91 (20.2%) had spent 4-6 years, 104 (23.1%) had lived 7-10 years, while 174 (38.7%) had lived for 11 years and above.

Table 1. Distribution of respondents by socio-demographic characteristics (N= 450)

Socio-demographic characteristics	Frequency	Percentage
Gender		
Male	204	45.3
Female	246	54.7
Total	450	100.0
Marital Status		
Married	190	42.2
Single	236	52.4
Widow	6	1.3
Divorced	18	4.0
Total	450	100.0
Age (Years)		
18 – 29	161	35.8
30 – 49	178	39.6
50 – 59	94	20.9
>60	17	3.8
Total	450	100.0
Current Employment		
Government Employed	110	24.4
Self – Employed	132	29.3
Not Employed	16	3.6
Students	151	33.6
Apprentice	25	5.6
Retired	16	3.6
Total	450	100.0
Current Educational Status		
No Formal Education	28	6.2
High School	64	14.2
First Degree	209	46.4
Post Graduate Degree and above	149	33.1
Total	450	100.0
How many years have you lived in this town?		
1 – 3	81	18.0
4 – 6	91	20.2
7 – 10	104	23.1
11 and above	174	38.7
Total	450	100.0

Summarily, sociodemographic characteristics indicate that the respondents were more of female than male and single than other categories of marital status including the married. In addition, most respondents were with age range of 18 – 29 years, with largest respondents being students. Most respondents are high school certificate holders and those that have lived in the city for 11 years or more.

4.4. Customers' Preference and Behavior Regarding Coca-Cola's Product

As shown in figure 4.1 to 4.5, majority - 165 (36.7%), mostly prefer to buy 200-250 ml, 128 (28.4%) prefer to buy 300ml glass bottle, only 68 (15.1%) prefer 500ml pet bottle, only 89 (19.8%) prefer 1litre -2litres. On rating the feeling of Coca-Cola, 124 (27.6%) rated they felt very good, majority 258 (57.3%) rated good, 50 (11.1%)

rated poor, while 18 (4%) rated very poor. Few, 53 (11.8%) of respondents prefer to buy Coca-Cola at festivals, 39 (8.7%) at picnics, 52 (11.6%) at parties, 32 (7.1%) at cinemas while majority, 274 (60.9%) prefer to buy at any moment. Majority, 263 (58.4%) has supermarkets as most preferred channel for purchasing Coco-Cola products, 79 (17.6%) at retails, 19 (4.2%) at vendor machines, 81 (8%) purchase at Pubs and Restaurants, while 8 (1.8%) at multiplexes. On how much is spent on Coca-Cola products per week in TL, 189 (42%) spent between 50-100, 94 (20.9%) spent 100-150, 89 (19.8%) had 150-200 while 78 (17.3%) spent above 200.

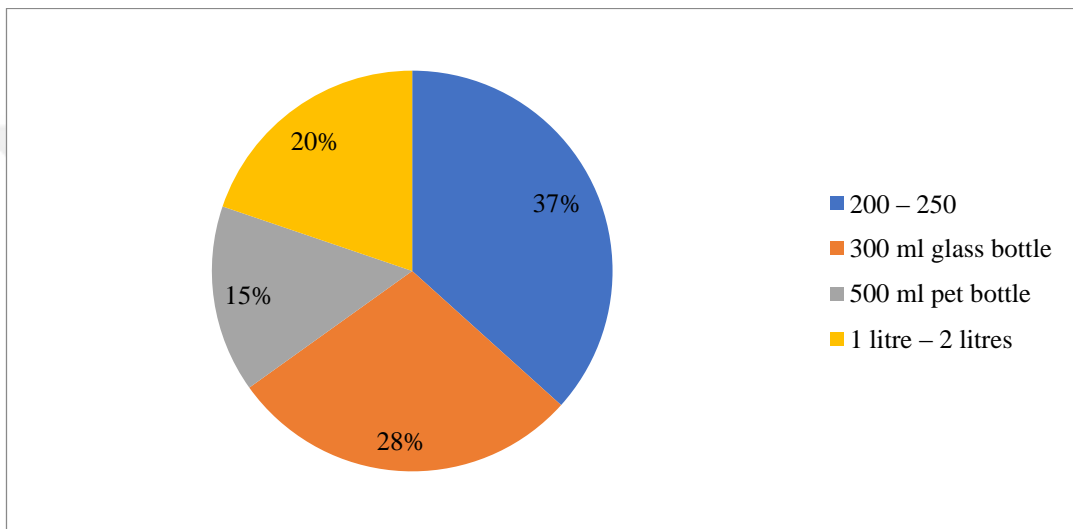


Figure 10. Quantity customers mostly prefer to buy

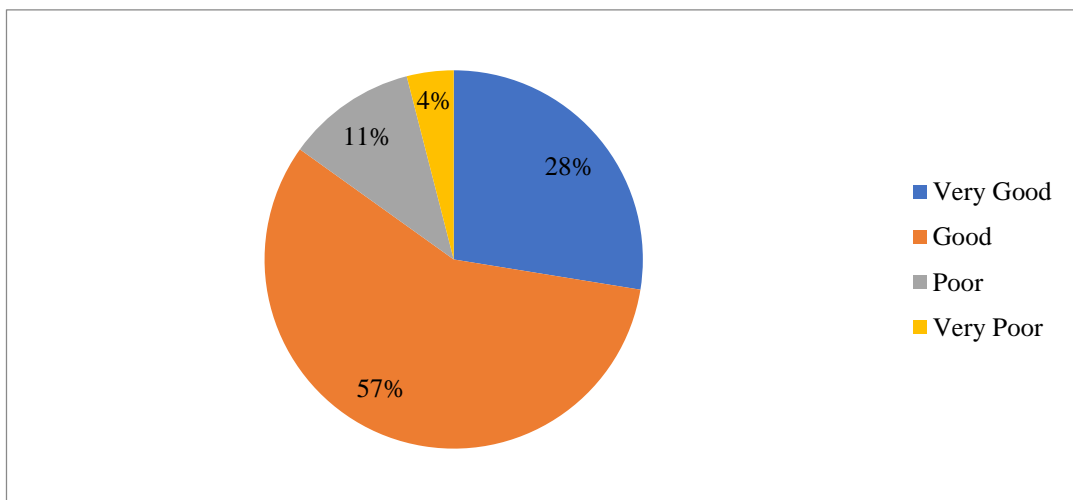


Figure 11. Feelings about Cocacola product range

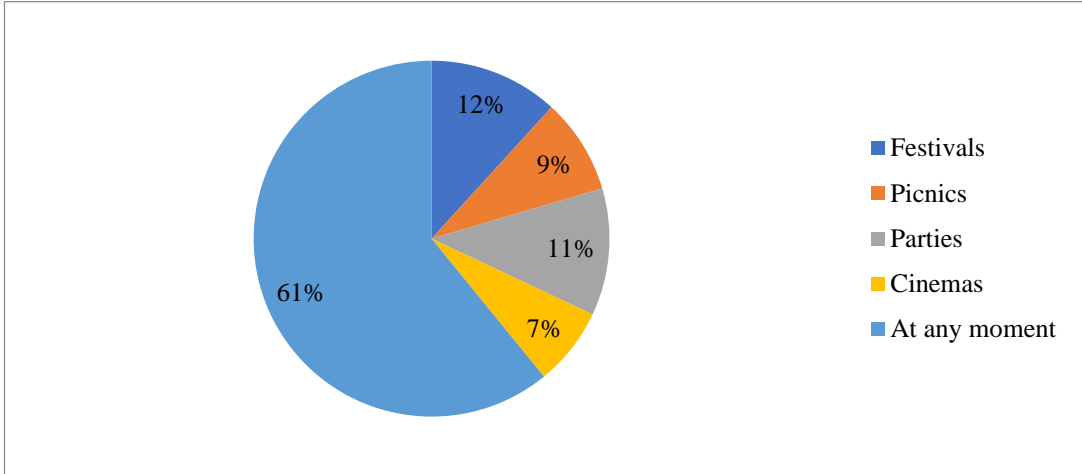


Figure 12. Occasions customers prefer to buy Coca-Cola Product

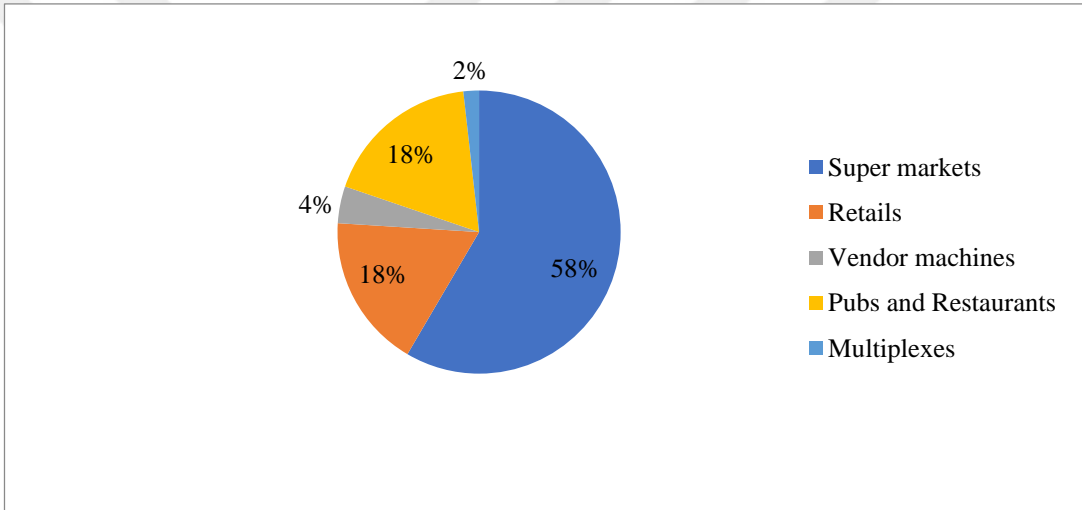


Figure 13. Most preferred channel for purchasing Coca-Cola products by customers

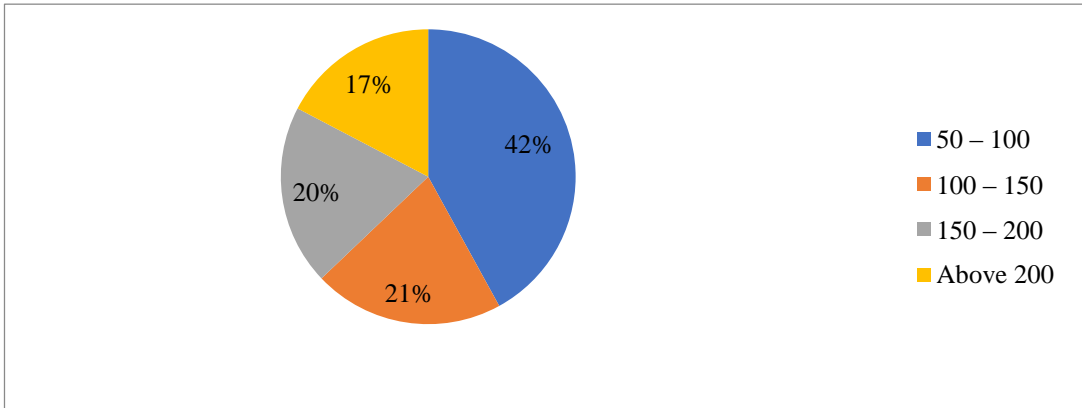


Figure 14. Money spent on Coca-Cola products per week (in TL) by customers

It can be deduced that most respondents prefer to buy Coca-Cola products that are 200-250ml. majority of the respondents reported that they felt good with Coca-Cola and most prefer to buy the products at any moment irrespective of festivals, picnics, parties and the likes. Respondents mostly visits supermarkets to buy Cola-Cola products than anywhere else. Most respondents claimed that they spent between 50 – 100 on a weekly basis on buying Coca-Cola.

4.5. Results of Descriptive Analysis of Data

In this section, the descriptive analysis of responses is presented. Respondents' submissions on brand capacities, their loyalty/satisfaction, total quality management, current market capacity and market future sustainability regarding Coca-Cola brands are shown.

4.5.1. Responses on Coca-Cola Brands Capacities

On descriptive analysis showing customer rating of Coca-Cola brands capacities (table 4.2), only 35 (7.8%) rated the Coca-Cola sparkling flavor as extremely good, 139 (30.9%) very good, 179 (39.8%) were neutral, 43 (9.6%) were fairly good while 54 (12%) were not good at all. The Coca-Cola orange juice was rated extremely good by only 46 (10.2%) respondents, 172 (38.2%) very good, 122 (27.1%) were neutral, 89 (19.8%) were fairly good while 21 (4.7%) were not good at all. Coca-Cola fair-life milk was rated extremely good by 49 (10.9%), 103 (22.9%) very good, 173 (38.4%) were neutral, 86 (19.1%) were fairly good while 39 (8.7%) were not good. Coca-Cola fuze was rated extremely good by only 31 (6.9%), 91 (20.2%) very good, 217 (48.2%) were neutral, 68 (15.1%) were fairly good while 43 (9.6%) were not good.

Table 2. Customer Rating of the Coca-Cola Brands Capacities

S/N	Items	Extremely Good (%)	Very Good (%)	Neutral (%)	Fairly Good (%)	Not Good at all (%)	Mean	S.D
1.	How will you rate the Coca-Cola, Sparkling Flavours?	35 (7.8)	139 (30.9)	179 (39.8)	43 (9.6)	54 (12.0)	3.13	1.09
2.	How will you rate the Coca-Cola, orange juice?	46 (10.2)	172 (38.2)	122 (27.1)	89 (19.8)	21 (4.7)	3.30	1.04
3.	How will you rate the Coca-Cola, Fairlife milk?	49 (10.9)	103 (22.9)	173 (38.4)	86 (19.1)	39 (8.7)	3.08	1.09
4.	How will you rate the Coca-Cola, Fuze?	31 (6.9)	91 (20.2)	217 (48.2)	68 (15.1)	43 (9.6)	3.00	1.01

S/N	Items	Extremely Good (%)	Very Good (%)	Neutral (%)	Fairly Good (%)	Not Good at all (%)	Mean	S.D
5.	How will you rate the Coca-Cola, Zero sugar?	62 (13.8)	79 (17.6)	103 (22.9)	107 (23.8)	99 (22.0)	2.77	1.34
6.	How will you rate the Coca-Cola, Fanta?	78 (17.3)	207 (46.0)	110 (24.4)	46 (10.2)	9 (2.0)	3.66	0.95
7.	How will you rate the Coca-Cola, Sprite?	75 (16.7)	230 (51.1)	101 (22.4)	29 (6.4)	15 (3.3)	3.71	0.93
8.	How will you rate the Coca-Cola, Dr. Pepper Diet Coke?	30 (6.7)	61 (13.6)	211 (46.9)	103 (22.9)	45 (10.0)	2.84	1.00
9.	How will you rate the Coca-Cola, Classic?	106 (23.6)	157 (34.9)	124 (27.6)	46 (10.2)	17 (3.8)	3.64	1.07

Coca-Cola Zero sugar was rated extremely good by only 62 (13.8%), 79 (17.6%) very good, 103 (22.9%) were neutral, 107 (23.8%) were fairly good while 99 (22%) were not good. Coca-Cola fanta was rated extremely good by only 78 (17.3%), 207(46.0%) very good, 110 (24.4%) were neutral, 46 (10.2%) were fairly good while 9 (2%) were not good. Coca-Cola Sprite was rated extremely good by only 75 (16.7%), majority, 230 (20.2%) very good, 101 (22.4%) were neutral, 29 (6.4%) were fairly good while 15 (3.3%) were not good. Coca-Cola Dr Pepper diet Coke was rated extremely good by only 30 (6.7%), 61 (13.6%) very good, 211 (46.9%) were neutral, 103 (22.9%) were fairly good while 45 (10%) were not good. Coca-Cola classic was rated extremely good by only 106 (23.6%), 157 (34.9.2%) very good, 124 (27.6%) were neutral, 46 (10.2%) were fairly good while 17 (3.8%) were not good.

4.5.2. Responses on Customer loyalty/satisfaction with Coca-Cola Brands Capacities

On descriptive analysis showing customer loyalty/satisfaction with Coca-Cola brands Capacities, only 28 (6.2%) extremely recommend Coca-Cola products to people who seek for their advice, 161 (35.8%) recommended it as very good, 137 (30.4%) were neutral, 69 (15.3%) were fairly good while 55 (12.2%) recommended they are not good at all. Only 59 (13.1%) extremely chose Coca-Cola as a right choice for them, 146 (32.4%) chose it as very good, 188 (41.8%) were neutral, 31 (6.9%) fairly good while 26 (5.8%) claimed coca cola was not a choice for them. Only 62 (13.8%) extremely encouraged friends and relative to purchase Coca-Cola product,

165 (36.7%) were very good, 143 (31.8%) were neutral, 39 (8.7%) were fairly good while 41 (9.1%) were not good at all.

Table 3. Customer loyalty/satisfaction with Coca-Cola Brands Capacities

S/N	Items	Extremely Good (%)	Very Good (%)	Neutral (%)	Fairly Good (%)	Not Good at all (%)	Mean	S.D
1.	I recommend Coca-Cola products to people who seek for my advice	28 (6.2)	161 (35.8)	137 (30.4)	69 (15.3)	55 (12.2)	3.08	1.12
2.	Coca-Cola product was a right choice for me	59 (13.1)	146 (32.4)	188 (41.8)	31 (6.9)	26 (5.8)	3.40	0.99
3.	I encourage friends and relatives to purchasing Coca-Cola product	62 (13.8)	165 (36.7)	143 (31.8)	39 (8.7)	41 (9.1)	3.37	1.11
4.	I intend to continue patronizing Coca-Cola company	62 (13.8)	190 (42.2)	152 (33.8)	36 (8.0)	10 (2.2)	3.57	0.90
5.	I consider Coca-Cola company as my first choice	51 (11.3)	133 (29.6)	139 (30.9)	63 (14.0)	64 (14.2)	3.10	1.20
6.	I intend to continue patronizing Coca-Cola products even if the price increase	44 (9.8)	105 (23.3)	147 (32.7)	85 (18.9)	69 (15.3)	2.93	1.19

Only 62 (13.8%) extremely intend to continue patronizing Coca-Cola company, 190 (42.2%) were very good at intending to continue, 152 (33.8%) were neutral, 36 (8%) were fairly good while 10 (2.2%) were not good at all. Only 51 (11.3) extremely considered Coca-Cola company as their first choice, 133 (29.6%) were very good, 139 (30.9%) were neutral, 63 (14%) were fairly good while 64 (14.2%) were not good at all. Only 44 (9.8%) extremely intend to continue patronizing Coca-Cola products even if the price increase, 105 (23.3%) were very good, 147 (32.7%) were neutral, 85 (18.9%) were fairly good, 69 (15.3%) were not good at all.

4.5.3. Responses on Customer Measurement of Total Quality Management

On descriptive analysis showing customer measurement of total quality management, 140(31.1%) strongly agreed there is a strong commitment to quality at all levels of this organization, 173 (38.4%) agreed, 108 (24%) were neutral, 25 (5.6%) disagreed while 4 (0.9%) strongly disagreed. Only 76 (16.9%) strongly agreed Members of this organization show concern for the need for quality, 23 (51.1%) agreed, 138 (30.7%) were neutral, 4 (0.9%) disagreed while 2 (0.4%) strongly disagreed. Only 134 (29.8%) strongly agreed Continuous quality improvement is an

important goal of this organization, 207 (46%) agreed, 138 (30.7%) were neutral, 94 (20.9%) disagreed while 94 (20.9%) disagreed strongly disagreed.

Table 4. Customer Measurement of Total Quality Management

S/N	Items	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)	Mean	S.D
1.	There is a strong commitment to quality at all levels of this organization?	140 (31.1)	173 (38.4)	108 (24.0)	25 (5.6)	4 (0.9)	3.93	0.92
2.	Members of this organization show concern for the need for quality?	76 (16.9)	230 (51.1)	138 (30.7)	4 (0.9)	2 (0.4)	3.83	0.72
3.	Continuous quality improvement is an important goal of this organization?	134 (29.8)	207 (46.0)	94 (20.9)	12 (2.7)	3 (0.7)	4.02	0.82
4.	Top management tries to make this organization good place to work in your viewed?	72 (16.0)	130 (28.9)	214 (47.6)	32 (7.1)	2 (0.4)	3.53	0.86
5.	Did management publicly issue plans ahead for changes that might increase the quality of the brands?	70 (15.6)	127 (28.2)	158 (35.1)	53 (11.8)	42 (9.3)	3.29	1.15

Only 134 (29.8%) strongly agreed Continuous quality improvement is an important goal of this organization, majority 207 (46%) agreed, 94 (20.9%) were neutral, 12 (2.7%) were disagreed while 3 (0.7%) strongly disagreed. Only 72 (16%) strongly agreed top management tries to make this organization good place to work in your view, 130 (28.9%) agreed, 214 (47.6%) were neutral, 32 (7.1%) disagreed while 2 (0.4%) disagreed. Only 70 (15.6%) strongly agreed management publicly issue plans ahead for changes that might increase the quality of the brands, 127 (28.2%) agreed, 158 (35.1%) were neutral, 53 (11.8%) disagreed while 42 (9.3%) strongly disagreed.

4.5.4. Responses on Customer Measurement of Current Market Capacity

Only 95 (21.1%) strongly agreed Coca-Cola affordable in price than any other beverage products in Turkish market, 167 (37.1%) agreed, 101 (22.4%) were neutral, 52 (11.6%) disagreed while 35 (7.8%) strongly disagreed. Only 118 (26.2%) strongly agreed Coca-Cola publicity and promotion enhance marketing than any other beverage products, 159 (35.3%) agreed, 135 (30%) neutral, 32 (7.1%) disagreed while 6 (1.3%) strongly disagreed. Only 136 (30.2%) strongly agreed they believe Coca-Cola will be rated as leading beverage product in future in Turkish market, 192 (42.7%) agreed, 72

(16%) were neutral, 32 (7.1%) disagreed while 18 (4%) strongly disagreed. Only 145 (32.2%) strongly agreed they believe in Coca-Cola brand for future existence in Turkish market, 168 (37.3%) agreed, 96 (21.3%) were neutral, 25 (5.6%) disagreed, while 16 (3.6%) strongly disagreed. Only 88 (19.6%) strongly agreed that during high economic instability, Coca-Cola price increased to an unaffordable level, 96 (21.3%) agreed, 142 (31.6%) were neutral, 94 (20.9%) disagreed, while 30 (6.7%) strongly disagreed.

Table 5. Customer Measurement of Current Market Capacity

S/N	Items	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)	Mean	S.D
1.	Is Coca-Cola affordable in price than any other beverage products in Turkish market?	95 (21.1)	167 (37.1)	101 (22.4)	52 (11.6)	35 (7.8)	3.52	1.17156
2.	Is Coca-Cola publicity and promotion enhancing marketing than any other beverage products?	118 (26.2)	159 (35.3)	135 (30.0)	32 (7.1)	6 (1.3)	3.78	.95933
3.	Do you believe Coca-Cola will be rated as leading beverage product in future in Turkish market?	136 (30.2)	192 (42.7)	72 (16.0)	32 (7.1)	18 (4.0)	3.88	1.05
4.	Do you believe in Coca-Cola brand for future existence in Turkish market?	145 (32.2)	168 (37.3)	96 (21.3)	25 (5.6)	16 (3.6)	3.89	1.03
5.	During high economic instability is Coca-Cola price increases to an unaffordable level?	88 (19.6)	96 (21.3)	142 (31.6)	94 (20.9)	30 (6.7)	3.26	1.19
6.	Is Coca-Cola consumption has negative health implication on your body system than any other beverage products?	92 (20.4)	134 (29.8)	114 (25.3)	62 (13.8)	48 (10.7)	3.36	1.25
7.	Is Coca-Cola adding a nutritional value to your body system than any other beverage products?	103 (22.9)	149 (33.1)	122 (27.1)	52 (11.6)	24 (5.3)	3.57	1.12
8.	Is Coca-Cola easy to get in the market than any other beverage products?	238 (52.9)	127 (28.2)	55 (12.2)	25 (5.6)	5 (1.1)	4.26	.95

Only 92 (20.4%) strongly agreed Coca-Cola consumption has negative health implication on your body system than any other beverage products, 134 also agreed (29.8%), 114 (25.3%) were neutral, 62 (13.8%) disagreed while 48 (10.7%) strongly disagreed. Only 103 (22.9%) strongly agreed strongly does Coca-Cola adding a nutritional value to your body system than any other beverage products, 149 (33.1%)

agreed, 122 (27.1%) were neutral, 52 (11.6%) disagreed while 24 (5.3%) strongly disagreed. Majority, 238 (52.9%) strongly agreed Coca-Cola is easy to get in the market than any other beverage products, 127 (28.2%) agreed, 55 (12.2%) were neutral, 25 (5.6%) disagreed while 5 (1.1%).

4.5.5. Responses on Coca-Cola Market's Future Sustainability

Only 178 (39.6%) strongly agreed if Coca-Cola maintains its quality, they will continue to patronize its brand, 163 (36.2%) agreed, 79 (17.6%) were neutral, 27 (6%) disagreed while 3 (0.7%) strongly disagreed. With increase in price of Coca-Cola in future, only 107 (23.8%) will still be a loyal customer, 136 (30.2%) agreed 149 (33.1%) were neutral, 43 (9.6%) disagreed while 15 (3.3%) strongly disagreed. Only 140 (31.1%) strongly agreed as a loyal customer, they will keep introducing colleagues and friends to become a fan of Coca-Cola brand, 145 (32.2%) agreed, 149 (33.1%) were neutral, 11 (2.4%) disagreed while 5 (1.1%) strongly disagreed.

Table 6. Coca-Cola Market's Future Sustainability

S/N	Items	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)	Mean	S.D
1.	If Coca-Cola maintains its quality, will you continue to patronize its brands?	178 (39.6)	163 (36.2)	79 (17.6)	27 (6.0)	3 (0.7)	4.08	0.93
2.	With increase in price of Coca-Cola in future, will you still be a loyal customer?	107 (23.8)	136 (30.2)	149 (33.1)	43 (9.6)	15 (3.3)	3.62	1.05
3.	As a Coca-Cola loyal customer, will you keep introducing colleagues and friends to become a fan of Coca-Cola brand?	140 (31.1)	145 (32.2)	149 (33.1)	11 (2.4)	5 (1.1)	3.90	0.91
4.	Will you agree on the introduction of new brand of Coca-Cola in future?	163 (36.2)	124 (27.6)	136 (30.2)	16 (3.6)	11 (2.4)	3.92	1.01
5.	Will you like Coca-Cola to continue to be a leading brand in the next 100 years?	180 (40.0)	117 (26.0)	101 (22.4)	41 (9.1)	11 (2.4)	3.92	1.10

Only 163 (36.2%) strongly agreed on the introduction of new brand of Coca-Cola in future. 124 (27.6%) agreed, 136 (30.2%) were neutral, 16 (3.6%) disagreed while 11 (2.4%) strongly disagreed. Only 180 (40%) strongly agreed they will like Coca-Cola to continue to be a leading brand in the next 100 year, 117 (26%) agreed, 101 (22.4%) were neutral, 41 (9.1%) disagreed while 11 (2.4%) strongly disagreed.

4.6. Inferential Analysis of Data

In this section, the inferential analysis of responses is presented. The relationships between; Coca-Cola brand capacity satisfaction and customers rating, total quality management and market future sustainability are presented.

The results in Table 7 revealed a significant relationship between the Coca-Cola brand capacity satisfaction and its customers rating in Turkish markets ($r = .787, p = .000 < 0.05$). This implies that Coca-Cola brand capacity satisfaction and its customers rating in Turkish markets is directly related.

Table 7. Pearson's Product Moment Correlation between Coca cola Brand Capacity satisfaction and its customers rating in Turkish markets

		Loyalty Satisfaction	Customer Rating Brand Capacities
Loyalty Satisfaction	Pearson Correlation	1	.787**
	Sig. (2-tailed)		.000
	N	450	450
Customer Rating Brand Capacities	Pearson Correlation	.787**	1
	Sig. (2-tailed)	.000	
	N	450	450

** . Correlation is significant at the 0.01 level (2-tailed)

The results in Table 8 revealed a significant relationship between the total quality management of Coca-Cola and its customers loyalty/satisfaction ($r = .670, p = .000 < 0.05$). This implies that total quality management of Coca-Cola and its customers' loyalty/satisfaction is directly related.

Table 8. Pearson's Product Moment Correlation between Total Quality Management (TQM) and customer satisfaction in Turkish Coca cola Company

		Total Quality Management	Loyalty Satisfaction
Total Quality Management	Pearson Correlation	1	.670**
	Sig. (2-tailed)		.000
	N	450	450
Loyalty Satisfaction	Pearson Correlation	.670**	1
	Sig. (2-tailed)	.000	
	N	450	450

** . Correlation is significant at the 0.01 level (2-tailed)

The results in Table 9 revealed a significant relationship between Coca-Cola customer satisfactions and Coca-Cola market's future sustainability in Turkey ($r = .773, p = .000 < 0.05$). This implies that Coca-Cola customer satisfactions and market's future sustainability is directly related.

Table 9. Pearson's Product Moment Correlation between Coca-Cola Customer Satisfactions and Coca-Cola market's Future Sustainability in Turkey

		Current Market Capacity	Loyalty Satisfaction
Current Market Capacity	Pearson Correlation	1	.773**
	Sig. (2-tailed)		.000
	N	450	450
Loyalty Satisfaction	Pearson Correlation	.773**	1
	Sig. (2-tailed)	.000	
	N	450	450

** Correlation is significant at the 0.01 level (2-tailed)

Table 10 showed that the independent variables (customer rating brand capacities, total quality management, current market capacity, and market future sustainability) account for 97.5% of the variance on customers' loyalty/satisfaction ($R^2 = 0.975$). The analysis of variance of the multiple regression data yielded an F-ratio value which was found to be significant at 0.05 alpha level ($F_{(4, 445)} = 4349.216$; $p < 0.05$). Customer rating brand capacities ($\beta = 0.890$; $t = 18.559$; $p < 0.05$) and market future sustainability ($\beta = 0.147$; $t = 3.889$; $p < 0.05$) significantly contributed to customer loyalty/satisfaction with Coca-Cola brands capacities. Hence, customer rating brand capacities is the highest contributor to satisfaction with Coca-Cola brands capacities.

Table 10. Multiple regression analysis showing the factors contribution (Customer rating brand capacity, Total quality management, Current market capacity and Market future sustainability) to loyalty satisfaction.

R= 0.987, R ² =0.975, Adjusted R ² =0.975, Standard error of estimate= 1.000						
Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Remark
	B	Std. Error	Beta			
(Constant)	-.988	.346		-2.858	.004	
Customer Rating Brand Capacities	.616	.033	.890	18.599	<.001	Sig.
Total Quality Management	-.062	.063	-.042	-.973	.331	Not Sig.
Current Market Capacity	-.003	.040	-.003	-.064	.949	Not Sig.
Market Future Sustainability	.192	.049	.147	3.889	<.001	Sig.

Dependent Variable: Loyalty Satisfaction ($F_{(4, 445)} = 4349.216$; $p < 0.05$).

4.7. Factor Analysis

The results of factor analysis using principal component analysis cum Varimax rotation and Kaiser normalization show that the analysis was appropriate, the significant level is 0.000. Regarding items on the current market capacity for customer satisfaction of Coca-Cola, factor analysis resulted in two factors (table 11).

Table 11. Factor analysis of current market capacity for customer satisfaction of Coca-Cola

Factor name	Total Eigen values	% of variance	Items converged
Product perception	6.461	80.763	1. Is Coca-Cola affordable in price than any other beverage products in Turkish market? 2. Is Coca-Cola publicity and promotion enhancing marketing than any other beverage 3. Do you believe Coca-Cola will be rated as leading beverage product in future in Turkish market? 4. Do you believe in Coca-Cola brand for future existence in Turkish market? 6. Is Coca-Cola consumption has negative health implication on your body system than any other beverage products? 7. Is Coca-Cola adding a nutritional value to your body system than any other beverage products?
Product accessibility	1.050	13.122	5. During high economic instability is Coca-Cola price increases to an unaffordable level? 8. Is Coca-Cola easy to get in the market than any other beverage products?

Two factors account for 93.89% of the variance. The two factors relating to customer satisfaction of Coca-Cola product can be said to be product perception and accessibility.

Meanwhile, relating to the future sustainability of Coca-Cola, factor analysis revealed unitary factor (Table 12).

Table 12. Factor analysis of future sustainability of Coca-Cola

Factor name	Total Eigen values	% of variance	Items converged
Customer loyalty	4.534	90.682	1. If Coca-Cola maintains its quality, will you continue to patronize its brands? 2. With increase in price of Coca-Cola in future, will you still be a loyal customer? 3. As a Coca-Cola loyal customer, will you keep introducing colleagues and friends to become a fan of Coca-Cola brand? 4. Will you agree on the introduction of new brand of Coca-Cola in future? 5. Will you like Coca-Cola to continue to be a leading brand in the next 100 years?

The unitary factor which can be termed customer loyalty account for 90.68% of the variance.

4.8. Test of Hypotheses

Here the results of hypothesis testing on the influence of Coca-Cola brands on its future sustainability as well as current customers' loyalty and satisfaction in the Turkish market are presented.

4.8.1. Influence of Coca-Cola brands on future sustainability

H₀1: All the Coca-Cola brands do not significantly influence future sustainability in Turkish market.

H₁1: All the Coca-Cola brands significantly influence future sustainability in Turkish market.

Table 13 showed that the independent variables (Sparkling flavour, Orange juice, Fairlife milk, Fuze, Zero sugar, Fanta, Sprite, Dr. Pepper Diet Coke and Classic) account for 95.3% of the variance on market's future sustainability ($R^2 = 0.953$). The analysis of variance of the multiple regression data yielded an F-ratio value which was found to be significant at 0.05 alpha level ($F_{(9, 440)} = 1000.557$; $p < 0.05$). This implies that the null hypothesis is rejected while the alternate hypothesis is retained. Hence, All the Coca-Cola brands significantly influence future sustainability in Turkish market.

Coca-Cola brands such as Sparkling flavour ($\beta = 0.193$; $t = 5.723$; $p < 0.05$), Orange Juice ($\beta = 0.132$; $t = 4.044$; $p < 0.05$), Fairlife Milk ($\beta = 0.207$; $t = 5.068$; $p < 0.05$), Fuze ($\beta = 0.139$; $t = 3.552$; $p < 0.05$), Zero Sugar ($\beta = 0.126$; $t = 3.620$; $p < 0.05$), Fanta ($\beta = 0.143$; $t = 3.363$; $p < 0.05$), Sprite ($\beta = 0.169$; $t = 4.088$; $p < 0.05$), Dr Pepper Diet Coke ($\beta = 0.232$; $t = 5.963$; $p < 0.05$), and Classic ($\beta = 0.407$; $t = 11.827$; $p < 0.05$) significantly contributed to market future sustainability with Classic brand having the highest influence while Zero sugar having the least influence.

Table 13. Multiple regression analysis showing the Coca-Cola brands contributing to future sustainability in Turkish market

R= 0.976, R ² =0.953, Adjusted R ² =0.952, Standard error of estimate= 1.054						
Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Remark
	B	Std. Error	Beta			
(Constant)	3.153	.271		11.649	<.001	
Sparkling Flavour	.859	.150	.193	5.723	<.001	Sig.
Orange Juice	.613	.152	.132	4.044	<.001	Sig.
Fairlife Milk	.916	.181	.207	5.068	<.001	Sig.
Fuze	.666	.188	.139	3.552	<.001	Sig.
Zero Sugar	.454	.125	.126	3.620	<.001	Sig.
Fanta	.730	.217	.143	3.363	<.001	Sig.
Sprite	.878	.215	.169	4.088	<.001	Sig.
Dr. Pepper Diet Coke	1.118	.188	.232	5.963	<.001	Sig.
Classic	1.847	.156	.407	11.827	<.001	Sig.

Dependent Variable: Future Sustainability ($F_{(9, 440)} = 1000.557$; $p < 0.05$).

4.8.2. Influence of Coca-Cola brands on customer's loyalty and satisfaction

H₀2: All the Coca-Cola brands do not significantly influence customer's loyalty and satisfaction in Turkish market.

H₁2: All the Coca-Cola brands significantly influence customer's loyalty and satisfaction in Turkish market.

Table 14 showed that the independent variables (Sparkling flavor, Orange juice, Fairlife milk, Fuze, Zero sugar, Fanta, Sprite, Dr. Pepper Diet Coke and Classic) account for 98.3% of the variance on customer's loyalty and satisfaction ($R^2 = 0.983$). The analysis of variance of the multiple regression data yielded an F-ratio value which was found to be significant at 0.05 alpha level ($F(9, 440) = 2828.697$; $p < 0.05$). This implies that the null hypothesis is rejected while the alternate hypothesis is retained. Hence, All the Coca-Cola brands significantly influence future customer's loyalty and satisfaction in Turkish market.

Coca-Cola brands such as Sparkling flavour ($\beta = 0.290$; $t = 14.245$; $p < 0.05$), Orange Juice ($\beta = 0.211$; $t = 10.691$; $p < 0.05$), Fairlife Milk ($\beta = 0.209$; $t = 8.446$; $p < 0.05$), Fuze ($\beta = 0.130$; $t = 5.502$; $p < 0.05$), Zero Sugar ($\beta = 0.094$; $t = 4.499$; $p < 0.05$), Fanta ($\beta = 0.114$; $t = 4.455$; $p < 0.05$), Sprite ($\beta = 0.047$; $t = 1.876$; $p > 0.05$), Dr Pepper Diet Coke ($\beta = 0.066$; $t = 2.809$; $p < 0.05$), and Classic ($\beta = 0.129$; $t = 6.228$; $p < 0.05$) significantly contributed to customer's loyalty and satisfaction in Turkish market with Sparkling flavour brand having the highest influence while Sprite having the least influence on customer's loyalty and satisfaction in Turkish market.

Table 14. Multiple regression analysis showing the Coca-Cola brands contribution to customer's loyalty and satisfaction in Turkish market

R= 0.991, R ² =0.983, Adjusted R ² =0.983, Standard error of estimate= 0.830						
Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Remark
	B	Std. Error	Beta			
(Constant)	.441	.213		2.070	.039	
Sparkling Flavor	1.683	.118	.290	14.245	<.001	Sig.
Orange Juice	1.276	.119	.211	10.691	<.001	Sig.
Fairlife Milk	1.201	.142	.209	8.446	<.001	Sig.
Fuze	.812	.148	.130	5.502	<.001	Sig.
Zero Sugar	.444	.099	.094	4.499	<.001	Sig.
Fanta	.762	.171	.114	4.455	<.001	Sig.
Sprite	.317	.169	.047	1.876	.061	Not Sig.
Dr. Pepper Diet Coke	.415	.148	.066	2.809	.005	Sig.
Classic	.766	.123	.129	6.228	<.001	Sig.

Dependent Variable: Future Sustainability ($F(9, 440) = 2828.697$; $p < 0.05$).

4.9. Discussion of Findings

The findings of the study revealed that majority of the respondents were female (54.7%) while majority of the respondents were single (52.4%). Majority of the respondents were between 30 – 49 years while only 3.6% of the respondents were not employed. Majority of the respondents were educated as only 28(6.2%) had no formal education.

Majority, 165(36.7%) do mostly prefer to buy 200-250 ml, 128(28.4%) prefer to buy 300ml glass bottle, only 68(15.1%) prefer 500ml pet bottle, only 89(19.8%) prefer 1litre -2litres. All Coca-Cola products have one thing in common, and that is that they are aimed at a specific socioeconomic group because they are beverages consumed for pleasure.

On rating the feeling of Coca-Cola, 124(27.6%) rated they felt very good, majority 258(57.3%) rated good, 50(11.1%) rated poor, while 18(4%) rated very poor. The company is one of the three largest beverage companies in the world, which suggests that its products are well-liked by drinkers all over the globe (Delventhal, 2018).

Few, 53(11.8%) of respondents prefer to buy Coca-Cola at festivals, 39(8.7%) at picnics, 52(11.6%) at parties, 32(7.1%) at cinemas while majority, 274(60.9%) prefer to buy at any moment. Majority, 263(58.4%) has supermarkets as most preferred channel for purchasing Coca-Cola products, 79(17.6%) at retails, 19(4.2%) at vendor machines, 81(8%) purchase at Pubs and Restaurants, while 8(1.8%) at multiplexes. On how much is spent on Coca-Cola products per week in TL, 189(42%) spent between 50-100, 94(20.9%) spent 100-150, 89(19.8%) had 150-200 while 78(17.3%) spent above 200.

The findings of the study revealed that there was significant relationship between the Coca cola brand capacity satisfaction and its customers rating in Turkish markets. Most of the respondents rated Coca-Cola brands such as Sparkling flavor, Orange juice, Fairlife milk, Fuze, Zero sugar, Fanta, Sprite, Dr. Pepper Diet Coke and Classic as good while only few of the respondents were against the different brands. Fomina (2005) concluded that 40% of the soft drink market in 155 countries was accounted for by Coca-Cola showing high sustainability level. Coca-Cola has a strong presence in

more than 200 countries and is deeply ingrained in local communities worldwide. Coca-Cola captured 40% of the global soft-drink market. Coca-Cola is diversifying into new product lines and opening new bottling plants to lessen its financial exposure. The company's brand and foundation can only be strengthened through a more proactive approach to the market and the development of increasingly distinctive products (Zha et al, 2017).

Majority of the respondents were neutral about their loyalty and satisfaction with Coca-Cola brands but agreed with the total quality management of the brands. Customers' ratings of market capacity and future sustainability were high. In an effort to shed light on the connection between sustainability and branding, Peter and Daphne (2018) provide a review of the sustainability themes that have been integrated into the Coca-Cola brand. These concerns are interpreted as supporting the core values of the Coca-Cola Company. The authors, however, argue that several factors undermine the brand's sustainability themes and its reputation for openness and honesty. The authors also imply that the brand is vulnerable to broader tensions between growth and sustainability.

It was also revealed that there was significant relationship between the total quality management (TQM) and customer satisfaction in Turkish Coca Cola Company. There have been a number of studies showing that TQM improves satisfaction levels among customers (Boateng-Okrah and Fening, 2012; Karia and Asaari, 2006; Yang, 2006; Saizabitoria, 2005). New technologies allow businesses to develop products with higher quality and lower prices, as stated by Junior et al. (2014). On the other hand, TQM implementation is linked to improved quality performance (Talib et al., 2010; Arumugam et al., 2008). Investment in quality implementation by businesses, as stated by Sarina et al. (2009), enhances the technology transfer procedure. There is a link between TQM and business success (Talib et al., 2010).

The study found significant relationship between the Coca-Cola customer satisfactions and Coca-Cola market's future sustainability in Turkey. The findings of the study revealed that the independent variables (customer rating, brand capacities, total quality management, current market capacity, and market future sustainability) accounted for 97.5% of the variance on customers' loyalty/satisfaction. Customer rating brand capacities and market future sustainability significantly contributed to

customer loyalty/satisfaction with Coca-Cola brands capacities, as customer rating brand capacities was the highest contributor to satisfaction with Coca-Cola brands capacities. One of many strategic weapons used to stay ahead of the competition is a focus on quality. Because of this, businesses have begun focusing on improving product and service quality as a means of fostering long-term success (Boateng-Okrah and Fening, 2012).

The study found that all Coca-Cola brands have a significant impact on the future sustainability in the Turkish market. The independent variables (carbonated flavor, orange juice, fair life milk, fuse, zero sugar, Fanta, Sprite, Dr Pepper Diet Coke, and classic) accounted for 95.3% of the variance in market future sustainability ($R^2 = 0.953$). The Classic brand had the most impact, while Zero Sugar had the least. Eccles et al. (2011) notes that companies draft sustainability policies, the main purpose of which is to emphasize the importance of environmental and social performance alongside economic success. It emphasizes that it is to promote a culture of sustainability.

The study results also showed that all Coca-Cola brands have a significant impact on future customer loyalty and satisfaction in the Turkish market. The independent variables (sparkling flavor, orange juice, fair life milk, fuse, zero sugar, Fanta, Sprite, Dr. Pepper Diet Coke, classic) accounted for 98.3% ($R^2=0.983$) of the variance in customer loyalty and satisfaction for sparkling. While brand flavor has the most impact, Sprite has the least impact on customer loyalty and satisfaction in the Turkish market. According to Chua (2020), the Coca-Cola Company provides refreshing beverages that people want and contributes to improving the world we all share. With more people choosing healthier lifestyles and new packaging innovations enabling them to use less plastic, it's time to take action to reduce sugar.

4.9.1. Conclusion

This research study explored the concepts of customer relationship, loyalty and satisfaction to project the future sustainability of Coca-Cola brands in Turkey. It is observe that Customer relationship, loyalty and satisfaction issues are among the current issues that determine the future of Coca-Cola amidst its competitors; however, the factors like price control, quality management and availability are arbitrate the

relationship between the customers and Coca-Cola which are mentioned in some literatures but the fragile part of Coca-Cola future sustainability are yet to be properly projected in this context.

This research study tried to add to the existing literature by reviewing past studies and filling the research gaps that require further attention. Regarding the statement of the problem, it is discovered that price, total quality and availability constitute the customer rating that determine the customer relationship, loyalty and satisfaction to sustain Coca-Cola future market.

The result of this study indicates that there is relationship between the Coca-Cola brand and its esteem customers with the high level of purchase of Coca-Cola brands. Customer contributions to Coca-Cola sustainability in Turkish market has a special space in the atmosphere of competitors and the market long term sustainability through this study. Based on the fact that the belief of customer on the quality of Coca-Cola remain undoubted because the nutritional value derive from Coca-Cola brands are monumental (Andre, et al. 2021). The result shows that the consumers want more brand quality than quantity and price regulation. From this result, this study concludes that customer rating, relationship, loyalty and satisfaction have significant impact on the Coca-Cola current market and the future market sustainability. Also, the results prove that some Coca-Cola brands like (Zero sugar, Fuze and Dr. pepper Diet Coke) have less market value and need more public enlightening, and increase some brands production like (Classic, Sprite, Fanta, Orange juice and Fairlife milk) that are marketable in Turkish market for profit making.

Finally, Coca-Cola is highly marketable and sustainable if the results of this study are considered as priority to guarantee the future sustainability of Coca-Cola in Turkish market environment.

4.9.2. Recommendations

Coca-Cola Company should be more concerned about the welfare of their customers through non-governmental organization program to increase more familiarization and relationship between the company and its esteem customers.

There is need for less price and strategic control amidst Coca-Cola brands and competitors. This is important and should be taken seriously for the purpose of brand

stability and profit making. The price and strategic control are essential at the time when there is increase in global inflation that affect the Coca-Cola consumption, the company should create how to make the brands more affordable to the consumers.

To maintain future sustainability, constant research must be taken and increase the brands promotions, advertisement and customer relationship. All these are very essential in maintaining the stability of the future markets of Coca-Cola brands in Turkey.



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APPENDIXES

ANNEX-1

THE USE OF CRONBACH'S ALPHA IN TESTING THE RELIABILITY OF SURVEY QUESTIONNAIRE

❖ **Masure of Internal Consistency**

Cronbach's alpha tests to see if multiple question Likert scale survey is reliable. It will tell if the test one designed is accurately measuring the variable of interest

$$\alpha = \frac{K}{K - 1} \left[1 - \frac{\sum S^2 y}{S^2 \square} \right]$$

Where,

K = Number of test item

$\sum S^2 y$ = Sum of the variance

$S^2 \square$ = Variance of the total score

α value	Interpretation
≥ 0.90	Excellent
0.8-0.89	Good
0.70-0.79	Acceptable
0.60-0.69	Questionable
0.50-0.59	Poor
≤ 0.5	Unacceptable

Variables	Value	Internal Consistency
K	33	Acceptable
$\sum S^2 y$	29.26	
$S^2 \square$	101.42	
α	0.733	

$$\alpha = \frac{33}{33 - 1} \left[1 - \frac{29.26}{101.42} \right]$$

$$\alpha = 0.733$$

ANNEX-2

Frequencies

		Notes	
Output Created			15-NOV-2022 18:54:46
Comments			
Input	Data	C:\Users\AGUDA LEKAN\Documents\Mr Aguda Raw Data.sav	
	Active Dataset	DataSet0	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File	450	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics are based on all cases with valid data.	
Syntax	FREQUENCIES VARIABLES=Gender Marital_Status Age_Group Current_Employment Current_Education_Status Years_lived_town Quality_you_prefer_to_buy Feeling_about_Coca_Cola_Product Occasions_prefer_buy_Coca_Cola Most_Preferred_Channel_purchasing_Coca How_much_spend_Coca_Cola_per_week /ORDER=ANALYSIS.		
Resources	Processor Time	00:00:00.02	
	Elapsed Time	00:00:00.03	

Statistics						
		Gender	Marital_Status	Age_Group	Current_Employment	Current_Education_Status
N	Valid	450	450	450	450	450
	Missing	0	0	0	0	0

Statistics						
		Years_lived_town	Quality_you_prefer_to_buy	Feeling_about_Coca_Cola_Product	Occasions_prefer_buy_Coca_Cola	Most_Preferred_Channel_purchasing_Coca
N	Valid	450	450	450	450	450
	Missing	0	0	0	0	0

Statistics		
		How_much_spend_Coca_Cola_per_week
N	Valid	450
	Missing	0

Frequency Table

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	204	45.3	45.3	45.3
	Female	246	54.7	54.7	100.0
	Total	450	100.0	100.0	

		Marital_Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	190	42.2	42.2	42.2
	Single	236	52.4	52.4	94.7
	Widow	6	1.3	1.3	96.0
	Divorced	18	4.0	4.0	100.0
	Total	450	100.0	100.0	

		Age_Group			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	161	35.8	35.8	35.8
	30-49	178	39.6	39.6	75.3
	50-59	94	20.9	20.9	96.2
	60 yrs or older	17	3.8	3.8	100.0
	Total	450	100.0	100.0	

		Current_Employment			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Employed	110	24.4	24.4	24.4
	Self-Employed	132	29.3	29.3	53.8
	Not Employed	16	3.6	3.6	57.3
	Students	151	33.6	33.6	90.9
	Apprentice	25	5.6	5.6	96.4
	Retired	16	3.6	3.6	100.0
	Total	450	100.0	100.0	

		Current_Education_Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Formal Education	28	6.2	6.2	6.2
	High School	64	14.2	14.2	20.4
	First Degree	209	46.4	46.4	66.9
	Post Graduate Degree and above	149	33.1	33.1	100.0
	Total	450	100.0	100.0	

		Years_lived_town			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3	81	18.0	18.0	18.0
	4-6	91	20.2	20.2	38.2
	7-10	104	23.1	23.1	61.3
	11 and above	174	38.7	38.7	100.0
	Total	450	100.0	100.0	

Quality_you_prefer_to_buy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	200-250	165	36.7	36.7	36.7
	300 ml glass bottle	128	28.4	28.4	65.1
	500 ml pet bottle	68	15.1	15.1	80.2
	1 litre - 2 litre	89	19.8	19.8	100.0
	Total	450	100.0	100.0	

Feeling_about_Coca_Cola_Product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	124	27.6	27.6	27.6
	Good	258	57.3	57.3	84.9
	Poor	50	11.1	11.1	96.0
	Very Poor	18	4.0	4.0	100.0
	Total	450	100.0	100.0	

Occasions_prefer_buy_Coca_Cola

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Festivals	53	11.8	11.8	11.8
	Picnics	39	8.7	8.7	20.4
	Parties	52	11.6	11.6	32.0
	Cinemas	32	7.1	7.1	39.1
	At any moment	274	60.9	60.9	100.0
	Total	450	100.0	100.0	

Most_Preferred_Channel_purchasing_Coca

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Super markets	263	58.4	58.4	58.4
	Retails	79	17.6	17.6	76.0
	Vendor machines	19	4.2	4.2	80.2
	Pubs and Restaurants	81	18.0	18.0	98.2
	Multiplexes	8	1.8	1.8	100.0
	Total	450	100.0	100.0	

How_much_spend_Coca_Cola_per_week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	50-100	189	42.0	42.0	42.0
	100-150	94	20.9	20.9	62.9
	150-200	89	19.8	19.8	82.7
	Above 200	78	17.3	17.3	100.0
	Total	450	100.0	100.0	

Frequencies

Notes

Output Created		15-NOV-2022 19:59:50
Comments		
Input	Data	C:\Users\AGUDA LEKAN\Documents\Mr Aguda Raw Data.sav
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	450
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=VAR00011 VAR00012 VAR00013 VAR00014 VAR00015 VAR00016 VAR00017 VAR00018 VAR00019 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.04

Statistics

		12. How will you rate the Coca-Cola, Sparkling Flavours?	13How will you rate the Coca-Cola, orange juice?	14. How will you rate the Coca-Cola, Fairlife milk?	15. How will you rate the Coca-Cola, Fuze?	16. How will you rate the Coca-Cola, Zero sugar?
N	Valid	450	450	450	450	450
	Missing	0	0	0	0	0

Statistics

		17. How will you rate the Coca-Cola, Fanta?	18. How will you rate the Coca-Cola, Sprite?	19. How will you rate the Coca-Cola, Dr. Pepper Diet Coke?	20. How will you rate the Coca-Cola, Classic?
N	Valid	450	450	450	450
	Missing	0	0	0	0

Frequency Table

12. How will you rate the Coca-Cola, Sparkling Flavours?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	54	12.0	12.0	12.0
	2.00	43	9.6	9.6	21.6
	Neutral	179	39.8	39.8	61.3
	Very Good	139	30.9	30.9	92.2
	Extremely Good	35	7.8	7.8	100.0
	Total	450	100.0	100.0	

13How will you rate the Coca-Cola, orange juice?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	21	4.7	4.7	4.7
	2.00	89	19.8	19.8	24.4
	Neutral	122	27.1	27.1	51.6
	Very Good	172	38.2	38.2	89.8
	Extremely Good	46	10.2	10.2	100.0
	Total	450	100.0	100.0	

14. How will you rate the Coca-Cola, Fairlife milk?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	39	8.7	8.7	8.7
	2.00	86	19.1	19.1	27.8
	Neutral	173	38.4	38.4	66.2
	Very Good	103	22.9	22.9	89.1
	Extremely Good	49	10.9	10.9	100.0
	Total	450	100.0	100.0	

15. .How will you rate the Coca-Cola, Fuze?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	43	9.6	9.6	9.6
	2.00	68	15.1	15.1	24.7
	Neutral	217	48.2	48.2	72.9
	Very Good	91	20.2	20.2	93.1
	Extremely Good	31	6.9	6.9	100.0
	Total	450	100.0	100.0	

16. How will you rate the Coca-Cola, Zero sugar?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	99	22.0	22.0	22.0
	2.00	107	23.8	23.8	45.8
	Neutral	103	22.9	22.9	68.7
	Very Good	79	17.6	17.6	86.2
	Extremely Good	62	13.8	13.8	100.0
	Total	450	100.0	100.0	

17. How will you rate the Coca-Cola, Fanta?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	9	2.0	2.0	2.0
	2.00	46	10.2	10.2	12.2
	Neutral	110	24.4	24.4	36.7
	Very Good	207	46.0	46.0	82.7
	Extremely Good	78	17.3	17.3	100.0
	Total	450	100.0	100.0	

18. How will you rate the Coca-Cola, Sprite?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	15	3.3	3.3	3.3
	2.00	29	6.4	6.4	9.8
	Neutral	101	22.4	22.4	32.2
	Very Good	230	51.1	51.1	83.3
	Extremely Good	75	16.7	16.7	100.0
	Total	450	100.0	100.0	

19. How will you rate the Coca-Cola, Dr. Pepper Diet Coke?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	45	10.0	10.0	10.0
	2.00	103	22.9	22.9	32.9
	Neutral	211	46.9	46.9	79.8
	Very Good	61	13.6	13.6	93.3
	Extremely Good	30	6.7	6.7	100.0
	Total	450	100.0	100.0	

20. How will you rate the Coca-Cola, Classic?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	17	3.8	3.8	3.8
	2.00	46	10.2	10.2	14.0
	Neutral	124	27.6	27.6	41.6
	Very Good	157	34.9	34.9	76.4
	Extremely Good	106	23.6	23.6	100.0
	Total	450	100.0	100.0	

Descriptives

Notes

Output Created		15-NOV-2022 20:00:10
Comments		
Input	Data	C:\Users\AGUDA LEKAN\Documents\Mr Aguda Raw Data.sav
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.
Syntax		DESCRIPTIVES VARIABLES=VAR00011 VAR00012 VAR00013 VAR00014 VAR00015 VAR00016 VAR00017 VAR00018 VAR00019 Customer_Rating_Brand_Capacities /STATISTICS=MEAN STDDEV MIN MAX.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
12. .How will you rate the Coca-Cola, Sparkling Flavours?	450	1.00	5.00	3.1289	1.08700
13How will you rate the Coca-Cola, orange juice?	450	1.00	5.00	3.2956	1.04433
14. How will you rate the Coca-Cola, Fairlife milk?	450	1.00	5.00	3.0822	1.09459
15. .How will you rate the Coca-Cola, Fuze?	450	1.00	5.00	2.9978	1.00666
16. How will you rate the Coca-Cola, Zero sugar?	450	1.00	5.00	2.7733	1.34054
17. How will you rate the Coca-Cola, Fanta?	450	1.00	5.00	3.6644	.94660
18. How will you rate the Coca-Cola, Sprite?	450	1.00	5.00	3.7133	.93201
19. How will you rate the Coca-Cola, Dr. Pepper Diet Coke?	450	1.00	5.00	2.8400	1.00387

20. How will you rate the Coca-Cola, Classic?	450	1.00	5.00	3.6422	1.06514
Customer_Rating_Brand_Capacities	450	9.00	45.00	29.1378	9.10046
Valid N (listwise)	450				

Frequencies

		Notes	
Output Created		15-NOV-2022 20:24:13	
Comments			
Input	Data	C:\Users\AGUDA LEKAN\Documents\Mr Aguda Raw Data.sav	
	Active Dataset	DataSet0	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File	450	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics are based on all cases with valid data.	
Syntax		FREQUENCIES VARIABLES=VAR00020 VAR00021 VAR00022 VAR00023 VAR00024 VAR00025 /ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00.02	
	Elapsed Time	00:00:00.02	

		Statistics				
		I recommend Coca-Cola products to people who seek for my advice?	Coca-Cola product was a right choice for me?	I encourage friends and relatives to purchasing Coca-Cola product?	I intend to continue patronizing Coca-Cola company?	I consider Coca-Cola company as my first choice?
N	Valid	450	450	450	450	450
	Missing	0	0	0	0	0

		Statistics	
		I intend to continue patronizing Coca-Cola products even if the price increase?	
N	Valid	450	
	Missing	0	

Frequency Table

		I recommend Coca-Cola products to people who seek for my advice?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	55	12.2	12.2	12.2
	2.00	69	15.3	15.3	27.6
	Neutral	137	30.4	30.4	58.0
	Very Good	161	35.8	35.8	93.8
	Extremely Good	28	6.2	6.2	100.0
Total		450	100.0	100.0	

Coca-Cola product was a right choice for me?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	26	5.8	5.8	5.8
	2.00	31	6.9	6.9	12.7
	Neutral	188	41.8	41.8	54.4
	Very Good	146	32.4	32.4	86.9
	Extremely Good	59	13.1	13.1	100.0
	Total	450	100.0	100.0	

I encourage friends and relatives to purchasing Coca-Cola product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	41	9.1	9.1	9.1
	2.00	39	8.7	8.7	17.8
	Neutral	143	31.8	31.8	49.6
	Very Good	165	36.7	36.7	86.2
	Extremely Good	62	13.8	13.8	100.0
	Total	450	100.0	100.0	

I intend to continue patronizing Coca-Cola company?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	10	2.2	2.2	2.2
	2.00	36	8.0	8.0	10.2
	Neutral	152	33.8	33.8	44.0
	Very Good	190	42.2	42.2	86.2
	Extremely Good	62	13.8	13.8	100.0
	Total	450	100.0	100.0	

I consider Coca-Cola company as my first choice?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	64	14.2	14.2	14.2
	2.00	63	14.0	14.0	28.2
	Neutral	139	30.9	30.9	59.1
	Very Good	133	29.6	29.6	88.7
	Extremely Good	51	11.3	11.3	100.0
	Total	450	100.0	100.0	

I intend to continue patronizing Coca-Cola products even if the price increase?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	69	15.3	15.3	15.3
	2.00	85	18.9	18.9	34.2
	Neutral	147	32.7	32.7	66.9
	Very Good	105	23.3	23.3	90.2
	Extremely Good	44	9.8	9.8	100.0
	Total	450	100.0	100.0	

Descriptives

		Notes
Output Created		15-NOV-2022 20:24:39
Comments		
Input	Data	C:\Users\AGUDA LEKAN\Documents\Mr Aguda Raw Data.sav
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	450
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.
Syntax		DESCRIPTIVES VARIABLES=VAR00020 VAR00021 VAR00022 VAR00023 VAR00024 VAR00025 Loyalty_Satisfaction /STATISTICS=MEAN STDDEV MIN MAX.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I recommend Coca-Cola products to people who seek for my advice?	450	1.00	5.00	3.0844	1.11558
Coca-Cola product was a right choice for me?	450	1.00	5.00	3.4022	.99464
I encourage friends and relatives to purchasing Coca-Cola product?	450	1.00	5.00	3.3733	1.11007
I intend to continue patronizing Coca-Cola company?	450	1.00	5.00	3.5733	.90295
I consider Coca-Cola company as my first choice?	450	1.00	5.00	3.0978	1.20476
I intend to continue patronizing Coca-Cola products even if the price increase?	450	1.00	5.00	2.9333	1.19390
Loyalty_Satisfaction	450	6.00	30.00	19.4644	6.30161
Valid N (listwise)	450				

Frequencies

		Notes
Output Created		15-NOV-2022 20:32:11
Comments		
Input	Data	C:\Users\AGUDA LEKAN\Documents\Mr Aguda Raw Data.sav
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	450
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=VAR00031 VAR00032 VAR00033 VAR00034 VAR00035 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.05

		Statistics				
		There is a strong commitment to quality at all levels of this organisation?	Members of this organization show concern for the need for quality?	Continuous quality improvement is an important goal of this organisation?	Top management tries to make this organisation good place to work in your viewed?	Did management publicly issue plans ahead for changes that might increase the quality of the brands?
N	Valid	450	450	450	450	450
	Missing	0	0	0	0	0

Frequency Table

There is a strong commitment to quality at all levels of this organisation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	.9	.9	.9
	Disagree	25	5.6	5.6	6.4
	Neutral	108	24.0	24.0	30.4
	Agree	173	38.4	38.4	68.9
	Strongly Agree	140	31.1	31.1	100.0
	Total	450	100.0	100.0	

Members of this organization show concern for the need for quality?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.4	.4	.4
	Disagree	4	.9	.9	1.3
	Neutral	138	30.7	30.7	32.0

Agree	230	51.1	51.1	83.1
Strongly Agree	76	16.9	16.9	100.0
Total	450	100.0	100.0	

Continuous quality improvement is an important goal of this organisation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	.7	.7	.7
	Disagree	12	2.7	2.7	3.3
	Neutral	94	20.9	20.9	24.2
	Agree	207	46.0	46.0	70.2
	Strongly Agree	134	29.8	29.8	100.0
	Total	450	100.0	100.0	

Top management tries to make this organisation good place to work in your viewed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.4	.4	.4
	Disagree	32	7.1	7.1	7.6
	Neutral	214	47.6	47.6	55.1
	Agree	130	28.9	28.9	84.0
	Strongly Agree	72	16.0	16.0	100.0
	Total	450	100.0	100.0	

Did management publicly issue plans ahead for changes that might increase the quality of the brands?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	42	9.3	9.3	9.3
	Disagree	53	11.8	11.8	21.1
	Neutral	158	35.1	35.1	56.2
	Agree	127	28.2	28.2	84.4
	Strongly Agree	70	15.6	15.6	100.0
	Total	450	100.0	100.0	

Descriptives

Notes

Output Created	15-NOV-2022 20:32:32	
Comments		
Input	Data	C:\Users\AGUDA LEKAN\Documents\Mr Aguda Raw Data.sav
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	450
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.
Syntax	DESCRIPTIVES VARIABLES=VAR00031 VAR00032 VAR00033 VAR00034 VAR00035 Total_Quality_Management	

		/STATISTICS=MEAN STDDEV MIN MAX.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.02

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	
There is a strong commitment to quality at all levels of this organisation?	450	1.00	5.00	3.9333	.92238	
Members of this organization show concern for the need for quality?	450	1.00	5.00	3.8311	.72371	
Continuous quality improvement is an important goal of this organisation?	450	1.00	5.00	4.0156	.82133	
Top management tries to make this organisation good place to work in your viewed?	450	1.00	5.00	3.5289	.86006	
Did management publicly issue plans ahead for changes that might increase the quality of the brands?	450	1.00	5.00	3.2889	1.14674	
Total_Quality_Management	450	5.00	25.00	18.5978	4.25056	
Valid N (listwise)	450					

Frequencies

Notes

Output Created		15-NOV-2022 20:52:18
Comments		
Input	Data	C:\Users\AGUDA LEKAN\Documents\Mr Aguda Raw Data.sav
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	450
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax	FREQUENCIES VARIABLES=VAR00036 VAR00037 VAR00038 VAR00039 VAR00040 VAR00041 VAR00042 VAR00043 /ORDER=ANALYSIS.	
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.03

Statistics						
		Is Coca-Cola affordable in price than any other beverage products in Turkish market?	Is Coca-Cola publicity and promotion enhance marketing than any other beverage products?	Do you believe Coca-Cola will be rated as leading beverage product in future in Turkish market?	Do you believe in Coca-Cola brand for future existence in Turkish market?	During high economic instability is Coca-Cola price increases to an unaffordable level?
N	Valid	450	450	450	450	450
	Missing	0	0	0	0	0

Statistics				
		Is Coca-Cola consumption has negative health implication on your body system than any other beverage products?	Is Coca-Cola adding a nutritional value to your body system than any other beverage products?	Is Coca-Cola easy to get in the market than any other beverage products?
N	Valid	450	450	450
	Missing	0	0	0

Frequency Table

Is Coca-Cola affordable in price than any other beverage products in Turkish market?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	35	7.8	7.8	7.8
	Disagree	52	11.6	11.6	19.3
	Neutral	101	22.4	22.4	41.8
	Agree	167	37.1	37.1	78.9
	Strongly Agree	95	21.1	21.1	100.0
	Total	450	100.0	100.0	

Is Coca-Cola publicity and promotion enhance marketing than any other beverage products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	1.3	1.3	1.3
	Disagree	32	7.1	7.1	8.4
	Neutral	135	30.0	30.0	38.4
	Agree	159	35.3	35.3	73.8
	Strongly Agree	118	26.2	26.2	100.0
	Total	450	100.0	100.0	

Do you believe Coca-Cola will be rated as leading beverage product in future in Turkish market?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	18	4.0	4.0	4.0
	Disagree	32	7.1	7.1	11.1
	Neutral	72	16.0	16.0	27.1
	Agree	192	42.7	42.7	69.8
	Strongly Agree	136	30.2	30.2	100.0
	Total	450	100.0	100.0	

Do you believe in Coca-Cola brand for future existence in Turkish market?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	16	3.6	3.6	3.6
	Disagree	25	5.6	5.6	9.1
	Neutral	96	21.3	21.3	30.4
	Agree	168	37.3	37.3	67.8
	Strongly Agree	145	32.2	32.2	100.0
	Total	450	100.0	100.0	

During high economic instability is Coca-Cola price increases to an unaffordable level?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	30	6.7	6.7	6.7
	Disagree	94	20.9	20.9	27.6
	Neutral	142	31.6	31.6	59.1
	Agree	96	21.3	21.3	80.4
	Strongly Agree	88	19.6	19.6	100.0
	Total	450	100.0	100.0	

Is Coca-Cola consumption has negative health implication on your body system than any other beverage products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	48	10.7	10.7	10.7
	Disagree	62	13.8	13.8	24.4
	Neutral	114	25.3	25.3	49.8
	Agree	134	29.8	29.8	79.6
	Strongly Agree	92	20.4	20.4	100.0
	Total	450	100.0	100.0	

Is Coca-Cola adding a nutritional value to your body system than any other beverage products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	24	5.3	5.3	5.3
	Disagree	52	11.6	11.6	16.9
	Neutral	122	27.1	27.1	44.0
	Agree	149	33.1	33.1	77.1
	Strongly Agree	103	22.9	22.9	100.0
	Total	450	100.0	100.0	

Is Coca-Cola easy to get in the market than any other beverage products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.1	1.1	1.1
	Disagree	25	5.6	5.6	6.7
	Neutral	55	12.2	12.2	18.9
	Agree	127	28.2	28.2	47.1
	Strongly Agree	238	52.9	52.9	100.0
	Total	450	100.0	100.0	

Descriptives

		Notes
Output Created		15-NOV-2022 20:52:36
Comments		
Input	Data	C:\Users\AGUDA LEKAN\Documents\Mr Aguda Raw Data.sav
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	450
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.
Syntax		DESCRIPTIVES VARIABLES=VAR00036 VAR00037 VAR00038 VAR00039 VAR00040 VAR00041 VAR00042 VAR00043 Current_Market_Capacity /STATISTICS=MEAN STDDEV MIN MAX.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Is Coca-Cola affordable in price than any other beverage products in Turkish market?	450	1.00	5.00	3.5222	1.17156
Is Coca-Cola publicity and promotion enhance marketing than any other beverage products?	450	1.00	5.00	3.7800	.95933
Do you believe Coca-Cola will be rated as leading beverage product in future in Turkish market?	450	1.00	5.00	3.8800	1.04628
Do you believe in Coca-Cola brand for future existence in Turkish market?	450	1.00	5.00	3.8911	1.03358
During high economic instability is Coca-Cola price increases to an unaffordable level?	450	1.00	5.00	3.2622	1.18553
Is Coca-Cola consumption has negative health implication on your body system than any other beverage products?	450	1.00	5.00	3.3556	1.24781
Is Coca-Cola adding a nutritional value to your body system than any other beverage products?	450	1.00	5.00	3.5667	1.12127

Is Coca-Cola easy to get in the market than any other beverage products?	450	1.00	5.00	4.2622	.95215
Current_Market_Capacity	450	8.00	40.00	29.5200	8.39826
Valid N (listwise)	450				

Frequencies

Notes		
Output Created		15-NOV-2022 21:04:33
Comments		
Input	Data	C:\Users\AGUDA LEKAN\Documents\Mr Aguda Raw Data.sav
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	450
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=VAR00044 VAR00045 VAR00046 VAR00047 VAR00048 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

Statistics

		If Coca-Cola maintains its quality, will you continue to patronize its brands?	With increase in price of Coca-Cola in future, will you still be a loyal customer?	As a Coca-Cola loyal customer, will you keep introducing colleagues and friends to become a fan of Coca-Cola brand?	Will you agree on the introduction of new brand of Coca-Cola in future?	Will you like Coca-Cola to continue to be a leading brand in the next 100 years?
N	Valid	450	450	450	450	450
	Missing	0	0	0	0	0

Frequency Table

If Coca-Cola maintains its quality, will you continue to patronize its brands?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	.7	.7	.7
	Disagree	27	6.0	6.0	6.7
	Neutral	79	17.6	17.6	24.2
	Agree	163	36.2	36.2	60.4
	Strongly Agree	178	39.6	39.6	100.0
	Total	450	100.0	100.0	

With increase in price of Coca-Cola in future, will you still be a loyal customer?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	3.3	3.3	3.3
	Disagree	43	9.6	9.6	12.9
	Neutral	149	33.1	33.1	46.0
	Agree	136	30.2	30.2	76.2
	Strongly Agree	107	23.8	23.8	100.0
	Total	450	100.0	100.0	

As a Coca-Cola loyal customer, will you keep introducing colleagues and friends to become a fan of Coca-Cola brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.1	1.1	1.1
	Disagree	11	2.4	2.4	3.6
	Neutral	149	33.1	33.1	36.7
	Agree	145	32.2	32.2	68.9
	Strongly Agree	140	31.1	31.1	100.0
	Total	450	100.0	100.0	

Will you agree on the introduction of new brand of Coca-Cola in future?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	2.4	2.4	2.4
	Disagree	16	3.6	3.6	6.0
	Neutral	136	30.2	30.2	36.2
	Agree	124	27.6	27.6	63.8
	Strongly Agree	163	36.2	36.2	100.0
	Total	450	100.0	100.0	

Will you like Coca-Cola to continue to be a leading brand in the next 100 years?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	2.4	2.4	2.4
	Disagree	41	9.1	9.1	11.6
	Neutral	101	22.4	22.4	34.0
	Agree	117	26.0	26.0	60.0
	Strongly Agree	180	40.0	40.0	100.0
	Total	450	100.0	100.0	

Descriptives

Notes

Output Created	15-NOV-2022 21:05:06	
Comments		
Input	Data	C:\Users\AGUDA LEKAN\Documents\Mr Aguda Raw Data.sav
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	450
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.

Syntax	DESCRIPTIVES VARIABLES=VAR00044 VAR00045 VAR00046 VAR00047 VAR00048 Market_Future_Sustainability /STATISTICS=MEAN STDDEV MIN MAX.		
Resources	Processor Time	00:00:00.02	
	Elapsed Time	00:00:00.01	

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	
If Coca-Cola maintains its quality, will you continue to patronize its brands?	450	1.00	5.00	4.0800	.93093	
With increase in price of Coca-Cola in future, will you still be a loyal customer?	450	1.00	5.00	3.6156	1.05156	
As a Coca-Cola loyal customer, will you keep introducing colleagues and friends to become a fan of Coca-Cola brand?	450	1.00	5.00	3.8978	.91181	
Will you agree on the introduction of new brand of Coca-Cola in future?	450	1.00	5.00	3.9156	1.01084	
Will you like Coca-Cola to continue to be a leading brand in the next 100 years?	450	1.00	5.00	3.9200	1.09780	
Market_Future_Sustainability	450	5.00	25.00	19.4289	4.83266	
Valid N (listwise)	450					

Correlations

Notes		
Output Created	15-NOV-2022 21:09:04	
Comments		
Input	Data	C:\Users\AGUDA LEKAN\Documents\Mr Aguda Raw Data.sav
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	450
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax	CORRELATIONS /VARIABLES=Loyalty_Satisfaction Customer_Rating_Brand_Capacities /PRINT=TWOTAIL NOSIG FULL /STATISTICS DESCRIPTIVES /MISSING=PAIRWISE.	
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.07

Descriptive Statistics

	Mean	Std. Deviation	N
Loyalty_Satisfaction	19.4644	6.30161	450
Customer_Rating_Brand_Capacities	29.1378	9.10046	450

Correlations

		Loyalty_Satisfaction	Customer_Rating_Brand_Capacities
Loyalty_Satisfaction	Pearson Correlation	1	.787**
	Sig. (2-tailed)		.000
	N	450	450
Customer_Rating_Brand_Capacities	Pearson Correlation	.787**	1
	Sig. (2-tailed)	.000	
	N	450	450

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

Notes

Output Created	15-NOV-2022 21:11:05	
Comments		
Input	Data	C:\Users\AGUDA LEKAN.\Documents\Mr Aguda Raw Data.sav
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	450
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax	CORRELATIONS /VARIABLES=Total_Quality_Management Loyalty_Satisfaction /PRINT=TWOTAIL NOSIG FULL /STATISTICS DESCRIPTIVES /MISSING=PAIRWISE.	
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.19

Descriptive Statistics

	Mean	Std. Deviation	N
Total_Quality_Management	18.5978	4.25056	450
Loyalty_Satisfaction	19.4644	6.30161	450

Correlations

		Total_Quality_Management	Loyalty_Satisfaction
Total_Quality_Management	Pearson Correlation	1	.670**
	Sig. (2-tailed)		<.001
	N	450	450

Loyalty_Satisfaction	Pearson Correlation	.670**	1
	Sig. (2-tailed)	<.001	
	N	450	450

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Notes	
Output Created			15-NOV-2022 21:12:22
Comments			
Input	Data	C:\Users\AGUDA LEKAN.\Documents\Mr Aguda Raw Data.sav	
	Active Dataset	DataSet0	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File		450
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.	
Syntax		CORRELATIONS /VARIABLES=Current_Market_Capacity Loyalty_Satisfaction /PRINT=TWOTAIL NOSIG FULL /STATISTICS DESCRIPTIVES /MISSING=PAIRWISE.	
Resources	Processor Time		00:00:00.00
	Elapsed Time		00:00:00.11

Descriptive Statistics

	Mean	Std. Deviation	N
Current_Market_Capacity	29.5200	8.39826	450
Loyalty_Satisfaction	19.4644	6.30161	450

Correlations

		Current_Market_C apacity	Loyalty_Satisfactio n
Current_Market_Capacity	Pearson Correlation	1	.773**
	Sig. (2-tailed)		<.001
	N	450	450
Loyalty_Satisfaction	Pearson Correlation	.773**	1
	Sig. (2-tailed)	<.001	
	N	450	450

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Notes
Output Created		15-NOV-2022 21:13:01
Comments		
Input	Data	C:\Users\AGUDA LEKAN\Documents\Mr Aguda Raw Data.sav
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	450
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=Market_Future_Sustainability Loyalty_Satisfaction /PRINT=TWOTAIL NOSIG FULL /STATISTICS DESCRIPTIVES /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.06

Descriptive Statistics

	Mean	Std. Deviation	N
Market_Future_Sustainability	19.4289	4.83266	450
Loyalty_Satisfaction	19.4644	6.30161	450

Correlations

		Market_Future_Sustainability	Loyalty_Satisfaction
Market_Future_Sustainability	Pearson Correlation	1	.858**
	Sig. (2-tailed)		<.001
	N	450	450
Loyalty_Satisfaction	Pearson Correlation	.858**	1
	Sig. (2-tailed)	<.001	
	N	450	450

** . Correlation is significant at the 0.01 level (2-tailed).

Regression

		Notes
Output Created		15-NOV-2022 21:17:06
Comments		
Input	Data	C:\Users\AGUDA LEKAN\Documents\Mr Aguda Raw Data.sav
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	450
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Loyalty_Satisfaction /METHOD=ENTER Customer_Rating_Brand_Capacities Total_Quality_Management Current_Market_Capacity Market_Future_Sustainability.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.06
	Memory Required	5840 bytes
	Additional Memory Required for Residual Plots	0 bytes

Descriptive Statistics

	Mean	Std. Deviation	N
Loyalty_Satisfaction	19.4644	6.30161	450
Customer_Rating_Brand_Capacities	29.1378	9.10046	450
Total_Quality_Management	18.5978	4.25056	450
Current_Market_Capacity	29.5200	8.39826	450
Market_Future_Sustainability	19.4289	4.83266	450

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Market_Future_Sustainability, Customer_Rating_Brand_Capacities, Total_Quality_Management, Current_Market_Capacity ^b		. Enter

a. Dependent Variable: Loyalty_Satisfaction

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.987 ^a	.975	.975	.99967	.975	4349.216	4

Model Summary

Model	df2	Sig. F Change
1	445	.000

a. Predictors: (Constant),
Market_Future_Sustainability,

Customer_Rating_Brand_Capacities,
Total_Quality_Management,
Current_Market_Capacity

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17385.229	4	4346.307	4349.216	.000 ^b
	Residual	444.702	445	.999		
	Total	17829.931	449			

a. Dependent Variable: Loyalty_Satisfaction

b. Predictors: (Constant), Market_Future_Sustainability, Customer_Rating_Brand_Capacities, Total_Quality_Management, Current_Market_Capacity

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.988	.346		-2.858	.004
	Customer_Rating_Brand_Capacities	.616	.033	.890	18.599	<.001
	Total_Quality_Management	-.062	.063	-.042	-.973	.331
	Current_Market_Capacity	-.003	.040	-.003	-.064	.949
	Market_Future_Sustainability	.192	.049	.147	3.889	<.001

Coefficients ^a						
Model				Collinearity Statistics		
				Tolerance	VIF	
1	(Constant)					
	Customer_Rating_Brand_Capacities			.024	40.827	
	Total_Quality_Management			.031	32.611	
	Current_Market_Capacity			.020	49.824	
	Market_Future_Sustainability			.039	25.492	

a. Dependent Variable: Loyalty_Satisfaction

Collinearity Diagnostics ^a							
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions		
					Customer_Rating_Brand_Capacities	Total_Quality_Management	
1	1	4.938	1.000	.00	.00	.00	.00
	2	.057	9.314	.25	.01	.00	.00
	3	.003	41.382	.07	.25	.04	.04
	4	.001	62.099	.56	.07	.63	.63
	5	.001	74.770	.13	.67	.33	.33

Collinearity Diagnostics ^a				
Model	Dimension	Variance Proportions		
		Current_Market_Capacity	Market_Future_Sustainability	
1	1	.00	.00	.00
	2	.00	.00	.00
	3	.02	.43	.43
	4	.39	.10	.10
	5	.59	.47	.47

a. Dependent Variable: Loyalty_Satisfaction

ANNEX-3

Warning # 849 in column 23. Text: en_NG

The LOCALE subcommand of the SET command has an invalid parameter. It could not be mapped to a valid backend locale.

Regression

		Notes
Output Created		10-DEC-2022 20:22:47
Comments		
Input	Data	C:\Users\AGUDA LEKAN\Documents\Mr Aguda Raw Data.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	450
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Market_Future_Sustainability /METHOD=ENTER Spakling_Flavour Orange_Juice Fairlife_Milk Fuze Zero_Sugar Fanta Sprite DrPepper_Diet_Coke Classic.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.20
	Memory Required	9728 bytes
	Additional Memory Required for Residual Plots	0 bytes

Descriptive Statistics

	Mean	Std. Deviation	N
Market_Future_Sustainability	19.4289	4.83266	450
Spakling_Flavour	3.1289	1.08700	450
Orange_Juice	3.2956	1.04433	450
Fairlife_Milk	3.0822	1.09459	450
Fuze	2.9978	1.00666	450
Zero_Sugar	2.7733	1.34054	450
Fanta	3.6644	.94660	450
Sprite	3.7133	.93201	450
DrPepper_Diet_Coke	2.8400	1.00387	450
Classic	3.6422	1.06514	450

		Correlations		
		Market_Future_Sustainability	Spakling_Flavour	Orange_Juice
Pearson Correlation	Market_Future_Sustainability	1.000	.921	.927
	Spakling_Flavour	.921	1.000	.914
	Orange_Juice	.927	.914	1.000
	Fairlife_Milk	.925	.927	.922
	Fuze	.892	.928	.901
	Zero_Sugar	.917	.899	.917
	Fanta	.931	.888	.887
	Sprite	.910	.870	.881
	DrPepper_Diet_Coke	.884	.890	.882
	Classic	.952	.892	.898
Sig. (1-tailed)	Market_Future_Sustainability	.	<.001	<.001
	Spakling_Flavour	.000	.	.000
	Orange_Juice	.000	.000	.
	Fairlife_Milk	.000	.000	.000
	Fuze	.000	.000	.000
	Zero_Sugar	.000	.000	.000
	Fanta	.000	.000	.000
	Sprite	.000	.000	.000
	DrPepper_Diet_Coke	.000	.000	.000
	Classic	.000	.000	.000
N	Market_Future_Sustainability	450	450	450
	Spakling_Flavour	450	450	450
	Orange_Juice	450	450	450
	Fairlife_Milk	450	450	450
	Fuze	450	450	450
	Zero_Sugar	450	450	450
	Fanta	450	450	450
	Sprite	450	450	450
	DrPepper_Diet_Coke	450	450	450
	Classic	450	450	450

		Correlations			
		Fairlife_Milk	Fuze	Zero_Sugar	Fanta
Pearson Correlation	Market_Future_Sustainability	.925	.892	.917	.931
	Spakling_Flavour	.927	.928	.899	.888
	Orange_Juice	.922	.901	.917	.887
	Fairlife_Milk	1.000	.940	.928	.893
	Fuze	.940	1.000	.894	.885
	Zero_Sugar	.928	.894	1.000	.874
	Fanta	.893	.885	.874	1.000
	Sprite	.899	.894	.837	.951
	DrPepper_Diet_Coke	.920	.934	.883	.925
	Classic	.894	.895	.901	.934
Sig. (1-tailed)	Market_Future_Sustainability	<.001	<.001	<.001	<.001
	Spakling_Flavour	.000	.000	.000	.000
	Orange_Juice	.000	.000	.000	.000
	Fairlife_Milk	.	.000	.000	.000
	Fuze	.000	.	.000	.000
	Zero_Sugar	.000	.000	.	.000
	Fanta	.000	.000	.000	.
	Sprite	.000	.000	.000	.000
	DrPepper_Diet_Coke	.000	.000	.000	.000
	Classic	.000	.000	.000	.000

	Classic	.000	.000	.000	.000
N	Market_Future_Sustainability	450	450	450	450
	Spakling_Flavour	450	450	450	450
	Orange_Juice	450	450	450	450
	Fairlife_Milk	450	450	450	450
	Fuze	450	450	450	450
	Zero_Sugar	450	450	450	450
	Fanta	450	450	450	450
	Sprite	450	450	450	450
	DrPepper_Diet_Coke	450	450	450	450
	Classic	450	450	450	450

Correlations

		Sprite	DrPepper_Diet_Coke	Classic
Pearson Correlation	Market_Future_Sustainability	.910	.884	.952
	Spakling_Flavour	.870	.890	.892
	Orange_Juice	.881	.882	.898
	Fairlife_Milk	.899	.920	.894
	Fuze	.894	.934	.895
	Zero_Sugar	.837	.883	.901
	Fanta	.951	.925	.934
	Sprite	1.000	.934	.906
	DrPepper_Diet_Coke	.934	1.000	.896
	Classic	.906	.896	1.000
Sig. (1-tailed)	Market_Future_Sustainability	<.001	<.001	<.001
	Spakling_Flavour	.000	.000	.000
	Orange_Juice	.000	.000	.000
	Fairlife_Milk	.000	.000	.000
	Fuze	.000	.000	.000
	Zero_Sugar	.000	.000	.000
	Fanta	.000	.000	.000
	Sprite	.	.000	.000
	DrPepper_Diet_Coke	.000	.	.000
	Classic	.000	.000	.
N	Market_Future_Sustainability	450	450	450
	Spakling_Flavour	450	450	450
	Orange_Juice	450	450	450
	Fairlife_Milk	450	450	450
	Fuze	450	450	450
	Zero_Sugar	450	450	450
	Fanta	450	450	450
	Sprite	450	450	450
	DrPepper_Diet_Coke	450	450	450
	Classic	450	450	450

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Classic, Spakling_Flavour, Sprite, Zero_Sugar, Orange_Juice, Fuze, DrPepper_Diet_Coke, Fairlife_Milk, Fanta ^b	.	Enter

a. Dependent Variable: Market_Future_Sustainability

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.976 ^a	.953	.952	1.05368

a. Predictors: (Constant), Classic, Spakling_Flavour, Sprite, Zero_Sugar, Orange_Juice, Fuze, DrPepper_Diet_Coke, Fairlife_Milk, Fanta

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9997.719	9	1110.858	1000.557	<.001 ^b
	Residual	488.505	440	1.110		
	Total	10486.224	449			

a. Dependent Variable: Market_Future_Sustainability

b. Predictors: (Constant), Classic, Spakling_Flavour, Sprite, Zero_Sugar, Orange_Juice, Fuze, DrPepper_Diet_Coke, Fairlife_Milk, Fanta

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.153	.271		11.649	<.001
	Spakling_Flavour	.859	.150	.193	5.723	<.001
	Orange_Juice	.613	.152	.132	4.044	<.001
	Fairlife_Milk	.916	.181	.207	5.068	<.001
	Fuze	-.666	.188	-.139	-3.552	<.001
	Zero_Sugar	.454	.125	.126	3.620	<.001
	Fanta	.730	.217	.143	3.363	<.001
	Sprite	.878	.215	.169	4.088	<.001
	DrPepper_Diet_Coke	-1.118	.188	-.232	-5.963	<.001
	Classic	1.847	.156	.407	11.827	<.001

a. Dependent Variable: Market_Future_Sustainability

Regression

Notes

Output Created	10-DEC-2022 20:24:53	
Comments		
Input	Data	C:\Users\AGUDA LEKAN\Documents\Mr Aguda Raw Data.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	450
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax	REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Loyalty_Satisfaction /METHOD=ENTER Spakling_Flavour	

		Orange_Juice Fairlife_Milk Fuze Zero_Sugar Fanta Sprite DrPepper_Diet_Coke Classic.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02
	Memory Required	9728 bytes
	Additional Memory Required for Residual Plots	0 bytes

Descriptive Statistics

	Mean	Std. Deviation	N
Loyalty_Satisfaction	19.4644	6.30161	450
Spakling_Flavour	3.1289	1.08700	450
Orange_Juice	3.2956	1.04433	450
Fairlife_Milk	3.0822	1.09459	450
Fuze	2.9978	1.00666	450
Zero_Sugar	2.7733	1.34054	450
Fanta	3.6644	.94660	450
Sprite	3.7133	.93201	450
DrPepper_Diet_Coke	2.8400	1.00387	450
Classic	3.6422	1.06514	450

Correlations

		Loyalty_Satisfaction	Spakling_Flavour	Orange_Juice
Pearson Correlation	Loyalty_Satisfaction	1.000	.958	.956
	Spakling_Flavour	.958	1.000	.914
	Orange_Juice	.956	.914	1.000
	Fairlife_Milk	.959	.927	.922
	Fuze	.932	.928	.901
	Zero_Sugar	.941	.899	.917
	Fanta	.941	.888	.887
	Sprite	.924	.870	.881
	DrPepper_Diet_Coke	.931	.890	.882
	Classic	.943	.892	.898
	Sig. (1-tailed)	Loyalty_Satisfaction	.	<.001
Spakling_Flavour		.000	.	.000
Orange_Juice		.000	.000	.
Fairlife_Milk		.000	.000	.000
Fuze		.000	.000	.000
Zero_Sugar		.000	.000	.000
Fanta		.000	.000	.000
Sprite		.000	.000	.000
DrPepper_Diet_Coke		.000	.000	.000
Classic		.000	.000	.000
N		Loyalty_Satisfaction	450	450
	Spakling_Flavour	450	450	450
	Orange_Juice	450	450	450
	Fairlife_Milk	450	450	450
	Fuze	450	450	450
	Zero_Sugar	450	450	450
	Fanta	450	450	450
	Sprite	450	450	450
	DrPepper_Diet_Coke	450	450	450
	Classic	450	450	450

		Correlations				
		Fairlife_Milk	Fuze	Zero_Sugar	Fanta	Sprite
Pearson Correlation	Loyalty_Satisfaction	.959	.932	.941	.941	.924
	Spakling_Flavour	.927	.928	.899	.888	.870
	Orange_Juice	.922	.901	.917	.887	.881
	Fairlife_Milk	1.000	.940	.928	.893	.899
	Fuze	.940	1.000	.894	.885	.894
	Zero_Sugar	.928	.894	1.000	.874	.837
	Fanta	.893	.885	.874	1.000	.951
	Sprite	.899	.894	.837	.951	1.000
	DrPepper_Diet_Coke	.920	.934	.883	.925	.934
	Classic	.894	.895	.901	.934	.906
Sig. (1-tailed)	Loyalty_Satisfaction	<.001	<.001	<.001	<.001	<.001
	Spakling_Flavour	.000	.000	.000	.000	.000
	Orange_Juice	.000	.000	.000	.000	.000
	Fairlife_Milk	.	.000	.000	.000	.000
	Fuze	.000	.	.000	.000	.000
	Zero_Sugar	.000	.000	.	.000	.000
	Fanta	.000	.000	.000	.	.000
	Sprite	.000	.000	.000	.000	.
	DrPepper_Diet_Coke	.000	.000	.000	.000	.000
	Classic	.000	.000	.000	.000	.000
N	Loyalty_Satisfaction	450	450	450	450	450
	Spakling_Flavour	450	450	450	450	450
	Orange_Juice	450	450	450	450	450
	Fairlife_Milk	450	450	450	450	450
	Fuze	450	450	450	450	450
	Zero_Sugar	450	450	450	450	450
	Fanta	450	450	450	450	450
	Sprite	450	450	450	450	450
	DrPepper_Diet_Coke	450	450	450	450	450
	Classic	450	450	450	450	450

		Correlations	
		DrPepper_Diet_Coke	Classic
Pearson Correlation	Loyalty_Satisfaction	.931	.943
	Spakling_Flavour	.890	.892
	Orange_Juice	.882	.898
	Fairlife_Milk	.920	.894
	Fuze	.934	.895
	Zero_Sugar	.883	.901
	Fanta	.925	.934
	Sprite	.934	.906
	DrPepper_Diet_Coke	1.000	.896
	Classic	.896	1.000
	Sig. (1-tailed)	Loyalty_Satisfaction	<.001
Spakling_Flavour		.000	.000
Orange_Juice		.000	.000
Fairlife_Milk		.000	.000
Fuze		.000	.000
Zero_Sugar		.000	.000
Fanta		.000	.000
Sprite		.000	.000
DrPepper_Diet_Coke		.	.000
Classic		.000	.
N		Loyalty_Satisfaction	450
	Spakling_Flavour	450	450
	Orange_Juice	450	450

Fairlife_Milk	450	450
Fuze	450	450
Zero_Sugar	450	450
Fanta	450	450
Sprite	450	450
DrPepper_Diet_Coke	450	450
Classic	450	450

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Classic, Spakling_Flavour, Sprite, Zero_Sugar, Orange_Juice, Fuze, DrPepper_Diet_Coke, Fairlife_Milk, Fanta ^b		Enter

a. Dependent Variable: Loyalty_Satisfaction

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.991 ^a	.983	.983	.82974

a. Predictors: (Constant), Classic, Spakling_Flavour, Sprite, Zero_Sugar, Orange_Juice, Fuze, DrPepper_Diet_Coke, Fairlife_Milk, Fanta

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17527.009	9	1947.445	2828.697	.000 ^b
	Residual	302.923	440	.688		
	Total	17829.931	449			

a. Dependent Variable: Loyalty_Satisfaction

b. Predictors: (Constant), Classic, Spakling_Flavour, Sprite, Zero_Sugar, Orange_Juice, Fuze, DrPepper_Diet_Coke, Fairlife_Milk, Fanta

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.441	.213		-2.070	.039
	Spakling_Flavour	1.683	.118	.290	14.245	<.001
	Orange_Juice	1.276	.119	.211	10.691	<.001
	Fairlife_Milk	1.201	.142	.209	8.446	<.001
	Fuze	-.812	.148	-.130	-5.502	<.001
	Zero_Sugar	.444	.099	.094	4.499	<.001
	Fanta	.762	.171	.114	4.455	<.001
	Sprite	.317	.169	.047	1.876	.061
	DrPepper_Diet_Coke	.415	.148	.066	2.809	.005
	Classic	.766	.123	.129	6.228	<.001

a. Dependent Variable: Loyalty_Satisfaction

RESUME

Personal Information

Surname, name :
Nationality :
Birth date and place :
Telephone :
Fax :
e-mail :

Education

Degree	Education Unit	Graduation Date
Master		
Bachelor		
High School		

Work Experience

Year	Place	Title
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Foreing Language

Publications

Hobbies