

# THESIS

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**THE IMPACT OF MARKETING COMMUNICATION TOOLS  
ON CONSUMER BEHAVIOUR**

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## Table of Contents

<b>1. INTRODUCTION.....</b>	<b>1</b>
1.1 Background.....	1
1.2 Research Purpose.....	1
1.3 Research Questions.....	2
<b>2. LITERATURE REVIEW .....</b>	<b>3</b>
<b>2.1 Traditional Marketing Communication .....</b>	<b>3</b>
2.1.1 4P's of Traditional Marketing .....	4
<b>2.2 Digital Marketing Communication .....</b>	<b>5</b>
2.2.1 5Ds of Digital Marketing .....	6
2.3 Marketing Communication Tools.....	7
2.4 Consumer Behaviour Models and Theories .....	7
2.4.1 Consumer Buying Behaviour Process .....	7
2.4.2 Maslow's Hierarchy of Needs .....	9
2.4.3 Howard-Sheth Model of Consumer Behavior .....	10
2.4.4 Theory of Planned Behavior (TPB).....	10
2.4.5 Fishbein's Model of Attitude .....	10
2.4.6 Engel-Kollat-Blackwell Model (EKB Model) .....	11
2.4.7 Consumer Decision Process Model.....	11
2.4.8 Behavioral Economics Theories.....	11
<b>2.5 Influence of Marketing tools on Consumer Behaviour .....</b>	<b>11</b>
2.5.1 Advertising.....	11
2.5.2 Promotions and Discount .....	12
2.5.3 Product and Packaging .....	12
2.5.4 Point-of-Sale Displays and Merchandising .....	12
2.5.5 Digital and Social Media Marketing .....	12
2.5.6 Content Marketing and Influencer Collaborations .....	13
2.5.7 Customer Relationship Management (CRM).....	13
<b>2.6 COCA COLA Company Profile.....</b>	<b>13</b>
2.6.1 History.....	13
2.6.2 Purpose Vision and Values .....	13
2.6.3 The Coca Cola System .....	14
2.6.4 Analysis Of Marketing Strategy Of The Coca Cola Company .....	15
Advertising.....	15
Brand Culture.....	15
Promotions .....	16
Sponsorship and Events .....	16
Product Placement.....	16
Social Media .....	16
Personalization .....	17
<b>3. METHODOLOGY .....</b>	<b>18</b>
<b>3.1 Research Design.....</b>	<b>18</b>
<b>3.2 Qualitative Research .....</b>	<b>18</b>
<b>3.3 Sampling Method.....</b>	<b>18</b>
<b>3.4 Participants .....</b>	<b>18</b>
<b>3.5 Interviews as Instrument .....</b>	<b>19</b>
<b>3.6 Preparation of Questions and Hypothesis .....</b>	<b>19</b>
<b>3.7 Quantitative Research.....</b>	<b>19</b>
<b>3.8 Sampling Technique .....</b>	<b>19</b>
<b>3.9 Data Collection Instrument .....</b>	<b>20</b>
<b>3.10 Data Analysis.....</b>	<b>20</b>
<b>4. RESULTS .....</b>	<b>21</b>
<b>4.1 Qualitative Study - Thematic Analysis .....</b>	<b>21</b>

4.1.1 CC in Social Media .....	21
4.1.1.1 Preference for Digital vs. Traditional Ads.....	21
4.1.1.2 Impact of Product Placement on Movies.....	22
4.1.2 CC in Traditional Ads .....	22
4.1.2.1 Preference for Traditional vs. Digital Ads.....	22
4.1.2.2 Frequency of Coca-Cola Ads Compared to Competitors .....	22
4.1.3 Factors Influencing Purchase Decisions for Coca-Cola Products .....	23
4.1.3.1 Impact of Coca-Cola Advertising.....	23
4.1.3.2 Perception of Coca-Cola Advertising Authenticity .....	23
4.1.4 Trust in Ad Information .....	24
4.1.4.1 Endorsements and Recommendations .....	24
4.1.4.2 Perception of Advertising Credibility.....	24
4.1.5 Sales Promotion .....	25
4.1.5.1 Recollection of Promotional Activities and Contests .....	25
4.1.5.2 Influence of Promotional Offers on Product Trial .....	25
<b>4.2 Quantitative Study Results .....</b>	<b>26</b>
4.2.1 Demographic Information of Sample.....	26
4.2.2 Main Survey Results .....	27
4.2.3 Hypothesis Testing.....	35
<b>4.3 Chapter Summary .....</b>	<b>38</b>
<b>5. CONCLUSION AND SUGGESTIONS .....</b>	<b>41</b>
<b>5.1 Discussion of Findings .....</b>	<b>41</b>
<b>5.2 Conclusion .....</b>	<b>42</b>
<b>5.3 Future Suggestions .....</b>	<b>43</b>
<b>5.4 Summary .....</b>	<b>44</b>
<b>REFERENCES.....</b>	<b>46</b>
<b>Annexes .....</b>	<b>49</b>
<b>LIST OF FIGURES .....</b>	<b>49</b>
<b>LIST OF TABLES .....</b>	<b>49</b>
<b>Appendix A: Questionnaire .....</b>	<b>50</b>
<b>Appendix B: Interview Questions &amp; Responses .....</b>	<b>55</b>
<b>Appendix C: Declarations.....</b>	<b>58</b>
<b>DECLARATION A .....</b>	<b>58</b>
<b>DECLARATION B.....</b>	<b>60</b>

# 1. INTRODUCTION

## 1.1 Background

Consumer behaviour plays a pivotal role in shaping the success or failure of businesses in today's dynamic and competitive market. Understanding the intricacies of consumer behavior has become increasingly crucial for businesses to develop effective marketing strategies enhance customer satisfaction and drive sustainable business growth. This thesis aims to delve into the profound impact of different marketing communication tools on consumer behaviour with a specific focus on Hungarian market using Coca Cola Company as a case study.

In this day and age marked by globalization technological advancements and changing socio-economic dynamics consumer behaviour has become increasingly complex and evolve over time. Businesses including multinational corporations like Coca-Cola need to adapt to these changes to remain relevant and competitive. Examining these dynamic changes is essential for companies to proactively adjust their products services and marketing approaches according to consumer needs. Consumer behavior research provides a foundation for designing effective marketing strategies. This thesis aims to explore how businesses can tailor their marketing efforts to align with the preferences and behaviors of their target consumers.

This research is highly relevant and timely due to the ongoing transformation of consumer behavior in response to the factors mentioned above. Businesses that fail to adapt to these changes risk obsolescence and diminished competitiveness. Moreover the COVID-19 pandemic has accelerated certain trends such as the rise of e-commerce and the re-evaluation of brand loyalty making it even more imperative for businesses to understand and respond to shifting consumer dynamics.

## 1.2 Research Purpose

The primary purpose of this research is to comprehensively analyze the impact of the business strategies of Coca Cola on the consumer behaviour and furthermore asses Coca Cola Hungary as an example. The purpose of the thesis is to investigate how the preferences of consumers in Hungary have evolved over time considering factors such as cultural influences technological advancements and economic changes. The objective is to assess the tools and methodologies employed within Coca Cola Company to understand and respond to consumer behaviour and analyze how it works in Hungarian market. This thesis will evaluate the effectiveness of Coca-Cola's marketing strategies in alignment with the identified consumer behavior patterns which includes an analysis of product positioning advertising campaigns and brand perception.

This thesis will look at different types of marketing communication tools and delve into the psychological decision-making process of consumer and studying the role of emotions cognitive processes and other factors. Furthermore it will analyze patterns and trends in consumer behavior

in response to diverse marketing communication strategies such as advertising direct marketing sales promotion in Coca Cola with further research in Hungarian market. This thesis will explain how the perfect use of different marketing communication tools leads to the massive success of the Coca Cola Company.

### **1.3 Research Questions**

The research will be guided by the following research questions:

1. What is the significance of traditional and digital marketing communication tools in influencing consumer behavior and how does Coca-Cola leverage these tools to engage with the target audience?
2. What consumer behavior models and theories can be applied to analyze the impact of marketing communication tools on purchasing decisions?
3. What are the key factors within Coca-Cola marketing communication strategy that influence consumer perceptions and purchasing decisions?
4. To what extent do consumer behavior changes over time correlate with shifts in Coca-Cola's marketing communication strategies?

This thesis aims to delve into various aspects of marketing communication tools and their impact on consumer behavior providing a comprehensive understanding of the dynamics involved in the Coca-Cola context.

## 2. LITERATURE REVIEW

Marketing communication tools encompass the various methods channels and instruments that organizations use to convey promotional messages and information to their target audience. The diverse array of marketing communication tools includes traditional and digital methods each serving specific purposes in reaching and engaging with the intended audience.

### 2.1 Traditional Marketing Communication

Traditional marketing is a broad category that encompasses many forms of advertising and marketing. It refers to the conventional methods of promoting and advertising products or services that have been used by businesses for many years before the advent of the internet and digital technologies. Most of the traditional methods of marketing fall Under one of four categories: print broadcast direct mail and telephone. This method allows to identify the right audience segment understand the behaviour of audience and provide them proper incentives to get them consider the product or service.



*Figure 1: Objectives of Traditional Marketing*

(Sinha, 2018)

Categories of traditional marketing includes

- **Print:** Includes advertisements in newspapers magazines brochures and flyers and other printed materials.
- **Broadcast:** Includes commercials aired during programs events on televisions and audio commercials broadcasted on various radio stations.
- **Direct Mail:** Personalized letters postcards fliers or catalogues sent directly to potential customers' mailboxes.

### 2.1.1 4P's of Traditional Marketing

Traditional marketing has always been defined by the 4P's—Product Price Place and Promotion. They provide a framework for businesses to plan their marketing activities in a way that aligns with their overall objectives and target audience.

1. **Product:** This refers to the actual goods or services that a company offers to its customers. When considering the product marketers need to think about its features benefits quality design branding packaging and any additional services that accompany it.
2. **Price:** Price represents the amount of money that customers are willing to pay for a product or service. Setting the right price is essential for achieving profitability while also considering factors such as competition cost of production perceived value and customer demand.
3. **Place (Distribution):** This refers to the channels and methods used to distribute the product to the target market. It involves decisions related to inventory management logistics warehousing transportation and selecting the most appropriate distribution channels (e.g. direct sales retailers wholesalers online platforms).
4. **Promotion:** Promotion encompasses all the activities and tactics used to communicate the benefits and value of the product to the target audience and persuade them to make a purchase. This includes advertising public relations sales promotions personal selling direct marketing and other promotional efforts.



*Figure 2:4Ps model of Traditional Marketing*

(Sinha 2018)



## 2.2 Digital Marketing Communication

Digital marketing is a term used to describe online-based platforms channels and tools to promote advertise and communicate with a target audience. Digital marketing utilizes multiple channels such as content marketing influencer marketing SEO social media and online advertising to help business connect with the target audience. This method creates brand awareness and attract audience related to business increasing customer satisfaction and brand loyalty involves marketing segmentation on basis of product understands customers' needs and connect with them closely promote new services or product launches.



*Figure 3: Objectives of Digital Marketing*

(Sinha, 2018)

Categories of digital marketing includes

- Search Engine Optimization (SEO): The process of optimizing websites to rank higher on search engine results pages (SERPs) thereby increasing organic (non-paid) traffic.
- Pay-Per-Click (PPC) Advertising: Paid advertising on search engines (e.g. Google Ads) or social media platforms (e.g. Facebook Ads) where advertisers pay a fee each time their ad is clicked.
- Social Media Marketing: Promoting products services or content on various social media platforms (e.g. Facebook Instagram Twitter LinkedIn) to increase brand awareness drive traffic and foster community engagement.
- Public Relations Content: It is more convincing when the products are complemented by others rather than by your own advertising.
- Email Marketing: Sending targeted personalized emails to a list of subscribers or customers to promote products share updates or nurture leads.

- Mobile Marketing: Targeting users on mobile devices through strategies like mobile-friendly websites apps SMS marketing or location-based services.
- Affiliate Marketing: Collaborating with affiliates or third-party partners who promote a company's products or services in exchange for a commission on sales generated through their referral.
- Brand Journalism: Includes creating content that target audience finds interesting covering their interests rather than just products.
- Frequently Asked Questions (FAQs): They are used to solve problems of the customer online and engage with them through the site.

### 2.2.1 5Ds of Digital Marketing

The 5Ds of digital marketing represent key principles that are fundamental to understanding and implementing effective digital marketing strategies in today's digital landscape. Here are the 5Ds of digital marketing:

1. Digital Devices: This refers to the various devices that people use to access digital content and interact with brands online including smartphones tablets desktop computers and other internet-enabled devices.
2. Digital Platforms: Digital platforms are the online channels and platforms where people consume content interact with others and engage with brands such as social media platforms search engines email marketing platforms websites blogs and other online communities.
3. Digital Media: Digital media refers to the various forms of online media and content that marketers use to communicate their messages and promote their products or services including text images videos audio interactive content and other digital formats.
4. Digital Data: Data plays a crucial role in digital marketing as it allows marketers to gather insights about their audience track their behavior and interactions measure the performance of their campaigns and make data-driven decisions to optimize their strategies and achieve better results.
5. Digital Technology: Digital technology encompasses the tools platforms and technologies that enable marketers to create deliver and manage their digital marketing initiatives effectively including marketing automation tools customer relationship management (CRM) systems analytics tools artificial intelligence (AI) and other emerging technologies. (Sinha, 2018)



*Figure 4: 5Ds of Digital Marketing*

(Sinha, 2018)

## **2.3 Marketing Communication Tools**

With so much choice around us how the companies are supposed to retain customers? In this time of exploding choice and unpredictable change marketing is the answer and not just marketing but better marketing that plays role in setting firm's strategic direction to integrate the customer into the company and create and maintain a relationship between the company its suppliers and its customers (McKenna, 1991)

Marketing communication tools contribute to shaping the brand image. By strategically crafting messages that resonate with the target audience Coca-Cola Hungary can create a positive perception of its products fostering a connection with consumers based on emotions lifestyle and values. The message conveyed through these marketing communication tools can influence how consumers perceive Coca Cola Hungary's products. The strategic use of these tools allows Coca Cola Hungary to influence consumer preference whether through promoting new flavors or highlighting product features. The strategic and effective use of these tools is paramount for maintaining a strong market presence and sustaining the brand's success in the beverage industry. (McKenna, 1991)

An organization must define itself by the value and benefits its providing customers with not by the products it sells. To remain viable, it's important to maintain this process of creating value and this value creation process is what's known as marketing strategy. Marketing strategy involves specifying a plan to select a target market and positioning the product in the minds of the target audience.

## **2.4 Consumer Behaviour Models and Theories**

Consumer Behaviour is interdisciplinary; based on concepts developed in diverse disciplines such as psychology sociology and economics. It provides frameworks for understanding the processes and factors that influence consumers' purchasing decisions behaviors and experiences. Customers are created and maintained through marketing strategies. And the quality of marketing strategies depends on knowing serving and influencing consumers.

### **2.4.1 Consumer Buying Behaviour Process**

The buying process begins when consumers recognize a need or problem that needs to be addressed. This can be triggered by factors eg running out of a product advertisement recommendation.

1. Information Search: Once consumers identify a need they may engage in information search from various sources such as personal experiences recommendations reviews advertisements websites.

2. **Evaluation of Alternatives:** After gathering information consumers evaluate the available options to determine which product or service best meets their needs or offers the best value for money.
3. **Purchase Decision:** This is the stage where consumers decide to buy the chosen product or service. The decision can be influenced by various factors such as product availability pricing promotions and personal preferences.
4. **Post-Purchase Evaluation:** After purchasing and using the product or service consumers evaluate their decision and experience. This evaluation can influence future buying decisions and brand loyalty. (Barmola & Srivastava, 2010)



*Figure 5: Consumer Buying Behaviour*

(mba SKOOL, n.d.)

The different theories on consumer behavior and the relevant research conducted on the understanding of the consumer behavior helps to adapt marketing strategies to maintain strong relationship with customers. Looking into different models can help marketers to get a comprehensive understanding about the needs and preferences of consumers and what factors influence their behaviour. The **Table 1** below the models offer a different perspective on consumer behavior ranging from psychological to economic factors.

Table 1: Perspective on Consumer Behavior Models

Author	Model Name	Approach
Abraham Maslow (1943)	Maslow's Hierarchy of Needs	Human needs organized into hierarchy explaining basic motivation drivers.
John Howard and Jagdish Sheth (1969)	Howard-Sheth Model of Consumer Behavior	Model emphasizes the role of psychological processes and attitudes shaping consumer behaviour.
Icek Ajzen (1985)	Theory of Planned Behavior	Understanding of consumers beliefs attitudes and social influences to shape marketing strategies.
Martin Fishbein (1967)	Fishbein's Model of Attitude	Identify the key attributes that influence consumer attitudes and perceptions.
Engel Kollat and Blackwell (1968)	Engel-Kollat-Blackwell Model	Understanding how consumers acquire process and integrate information to design effective strategies.
Engel Kollat and Blackwell (1968)	Consumer Decision Process Model	Learning stages consumers go through in making purchasing decisions.
Daniel Kahneman and Amos Tversky (1979)	Behavioral Economics Theory	Getting insights from psychology and economics to explain how individuals make decisions.

### 2.4.2 Maslow's Hierarchy of Needs

Proposed by Abraham Maslow this theory suggests that human needs can be organized into a hierarchy ranging from basic physiological needs (e.g. food water) to higher-level psychological needs (e.g. self-esteem self-actualization). Marketers can use this model to understand which needs drive consumer behavior and tailor their products or messages accordingly. This model explains basic motivation drivers such as physiological needs safety belongingness esteem and self-actualization so aligning the strategy with these needs can help to connect with the consumer (ANJANABEN J. TRIVEDI, 2019).

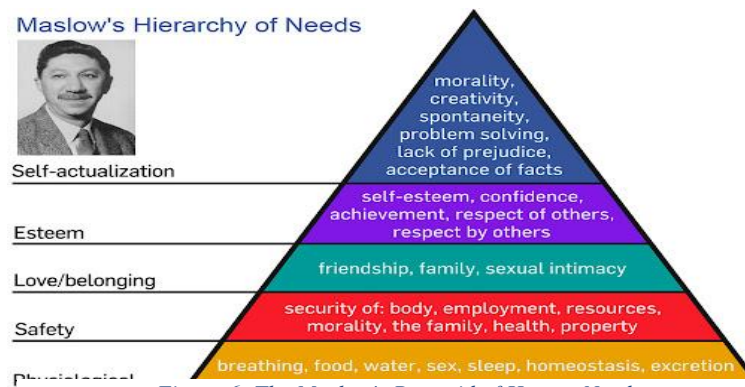
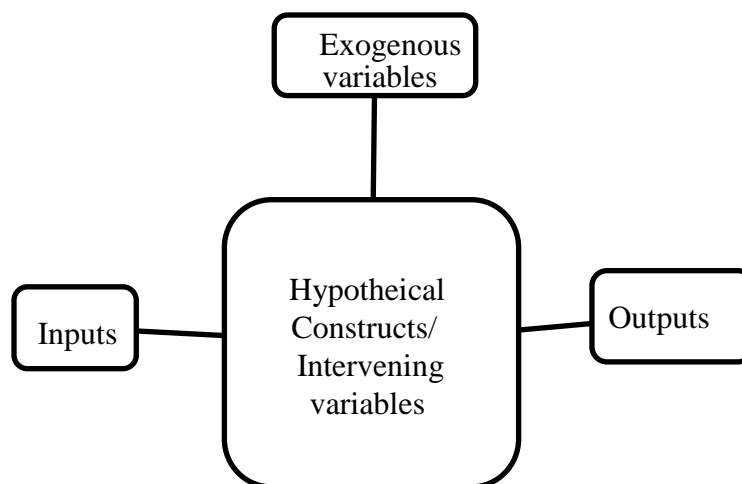


Figure 6: The Maslow's Pyramid of Human Needs

(ANJANABEN J. TRIVEDI, 2019)

### 2.4.3 Howard-Sheth Model of Consumer Behavior

Developed by John Howard and Jagdish Sheth this model identifies several key components that influence consumer behavior including stimulus input perceptual and learning constructs emotional responses and output responses (e.g. purchase behavior). The model emphasizes the role of psychological processes attitudes and decision-making strategies that account for individual differences and contextual influences in shaping consumer behavior. (Henry Takudzwa Manuere, 2022).



*Figure 7: The Critical Elements of Howard-Sheth Model*

(Henry Takudzwa Manuere, 2022)

### 2.4.4 Theory of Planned Behavior (TPB)

Proposed by Icek Ajzen TPB extends the Theory of Reasoned Action by incorporating perceived behavioral control. According to TPB an individual's intention to perform a behavior (e.g. purchasing a product) is influenced by their attitude toward the behavior subjective norms (i.e. perceived social pressure) and perceived behavioral control (i.e. perceived ease or difficulty of performing the behavior). This model explains how understanding consumers' beliefs attitudes and social influences can help in shaping a marketing strategy. (Ryan, 2008)

### 2.4.5 Fishbein's Model of Attitude

Developed by Martin Fishbein this model proposes that an individual's attitude toward an object (e.g. a product or brand) is determined by their beliefs about the object's attributes and the importance or evaluation of those attributes. This model emphasizes how consumers form attitudes toward products or brands based on their beliefs and evaluations. Marketers can use this model to identify the key attributes that influence consumer attitudes and perceptions. (CEOpedia Management Online(Fishben Model), n.d.)

#### **2.4.6 Engel-Kollat-Blackwell Model (EKB Model)**

This model provides a comprehensive framework for understanding consumer decision-making processes including problem recognition information search evaluation of alternatives purchase decision and post-purchase evaluation. It emphasizes the iterative nature of the consumer decision-making process and the influence of internal and external factors. By understanding how consumers acquire process and integrate information marketers can design effective strategies.

#### **2.4.7 Consumer Decision Process Model**

This model outlines the stages consumers go through in making purchasing decisions including problem recognition information search evaluation of alternatives purchase decision and post-purchase behavior. It highlights the importance of marketing strategies at each stage to guide consumers through the decision-making process effectively. By analyzing each stage marketers can identify potential barriers or opportunities and design their strategies

#### **2.4.8 Behavioral Economics Theories**

Behavioral economics integrates insights from psychology and economics to explain how individuals make decisions that may not always be rational or in their best interest. Key theories include prospect theory loss aversion anchoring and framing which explore how cognitive biases influence consumer behavior.

### **2.5 Influence of Marketing tools on Consumer Behaviour**

Marketing tools play a crucial role in influencing consumer behavior by shaping perceptions attitudes preferences and purchase decisions. These tools enable businesses to communicate with consumers create brand awareness and stimulate demand for products or services. Here's how various marketing tools can influence consumer behavior:

#### **2.5.1 Advertising**

Advertisement is a promotional tool that is available for marketers to create awareness about the brand and attract their customers' behavior towards that brand for taking final purchase decision. Of all marketing weapons advertising has leading impact on viewers mind as its exposure is much more. Advertising helps build brand awareness and recognition by exposing consumers to product information features and benefits. Effective advertising campaigns can influence consumer perceptions attitudes and preferences persuading them to consider and choose a particular brand or product. Emotional and creative advertising appeals can evoke feelings resonate with consumers' emotions and create memorable experiences influencing their purchasing decisions. There is significant association between emotional and environmental response and consumer behaviour.

The most important thing in marketing and advertising is the attitude towards the ad so the major aim through this positive attitude is to create emotional response in consumer's mind. Adelaar et al. (2003) explained that behavior is produced by emotional response which is created by three factors: pleasure arousal and dominance. Environmental attitudes are based on beliefs and norms which is constructed from individual perception. Environment provides a certain type of experience for consumer when buying a product or service. (Effective Advertising and its Influence on Consumer Buying Behavior, 2012)

### **2.5.2 Promotions and Discount**

Sales promotion has become a vital tool for marketing and its purpose to reach the target audience and persuade them to buy the product or service. Promotions discounts and special offers can motivate consumers to make immediate purchase decisions attract price-sensitive consumers and stimulate demand. By offering perceived value through promotions businesses can influence consumers' perceptions of product value affordability and savings (Nakarmi, 2018)

### **2.5.3 Product and Packaging**

Product packaging plays a significant role in influencing consumer behavior by capturing attention conveying information creating perceptions and influencing purchase decisions. Packaging design colors graphics and branding elements can capture attention create visual appeal and differentiate products from competitors influencing purchase decisions. Packaging provides essential product information benefits usage instructions and branding messages guiding consumers' perceptions and expectations (Oluwagbemiga, 2021).

### **2.5.4 Point-of-Sale Displays and Merchandising**

Visibility and Exposure: Eye-catching displays product placements and merchandising techniques at retail locations can increase product visibility exposure and impulse purchases. Influence and Decision-making: Strategic positioning and presentation of products can influence consumers' perceptions choices and decision-making processes at the point of purchase (display, n.d.)

### **2.5.5 Digital and Social Media Marketing**

Engagement and Interaction: Digital marketing channels including social media websites email and mobile apps enable businesses to engage with consumers share content and create interactive experiences. Targeting and Personalization: Data-driven digital marketing strategies allow businesses to target specific consumer segments personalize messages and deliver relevant content enhancing relevance and effectiveness (Diyana Ahmed Ghazie, 2018)



### **2.5.6 Content Marketing and Influencer Collaborations**

**Information and Education:** Content marketing including blogs articles videos and tutorials provides valuable information educates consumers and builds trust and credibility. **Influence and Endorsement:** Collaborations with influencers celebrities or experts can enhance brand visibility credibility and endorsement influencing consumer perceptions trust and purchase intentions (Diyana Ahmed Ghazie, 2018)

### **2.5.7 Customer Relationship Management (CRM)**

CRM strategies and programs focus on building relationships enhancing customer experiences and fostering loyalty through personalized communication rewards and incentives. CRM plays a crucial role in influencing consumer behavior by enhancing relationships personalizing experiences improving customer satisfaction and fostering loyalty. Here's how CRM can affect consumer behavior:

- **Personalization and Customization:** CRM enables businesses to collect analyze and leverage customer data to personalize marketing messages offers and experiences based on individual preferences behaviors and needs.
- **Improved Customer Experiences:** CRM systems facilitate seamless and consistent interactions across various touchpoints and channels enabling businesses to deliver superior customer experience.
- **Customer Retention and Loyalty:** CRM strategies focus on building and maintaining long-term relationships with customers through personalized interactions proactive engagement and responsive support.
- **Feedback and Continuous Improvement:** CRM enables businesses to gather customer feedback insights and opinions through surveys reviews and interactions.

## **2.6 COCA COLA Company Profile**

### **2.6.1 History**

Coca-Cola is regarded as one of the most popular soft drinks across the globe. Coca-Cola was first invented by a renowned Pharmacist John Stith Pemberton on May 8 1886 in Atlanta Georgia United States of America. He tried to create distinctive syrup which could be sold at soda fountains. Initially the syrup was mixed with carbonated water and then consumed. Frank M. Robinson Pemberton 's partner a book keeper gave the name Coca Cola thinking that the two Cs'would sound well when advertised. Prior to Pemberton 's death in 1888 Coca-Cola was sold to various parties.

### **2.6.2 Purpose Vision and Values**

- **PURPOSE:** Refresh the world. Make a difference.

- **VISION:** “Our vision is to craft the brands and choice of drinks that people love to refresh them in body & spirit. And done in ways that create a more sustainable business and better shared future that makes a difference in people’s lives communities and our planet.”
- **VALUES:** “The major values of the Coca Cola Company include portfolio partners planet people productivity and profit. The company wants to create a culture where people are inspired to perform at their best possible level.”

Coca-Cola Hellenic Marketing objectives include: Ensuring availability of its products everywhere and every time. Ensuring that products are available and following all Coca-Cola selling outlets are activated to its standard (Coca Cola)

### 2.6.3 The Coca Cola System

Coca Cola operates through multiple local channels. The company operates a franchised distribution system dating from 1889 where Coca Cola manufactures and sells concentrates beverage bases and syrups to bottling operations. Coca-Cola also owns the brands and is responsible for consumer brand marketing initiatives. Coca-Cola bottling partners manufacture package merchandise and distribute final branded beverages to our customers and vending partners who then sell our products to consumers. They are collectively known as the Coca Cola System. Coca-Cola HBC also known as Coca-Cola Hellenic Bottling Company is the world's third-largest Coca-Cola anchor bottler in terms of volume with sales of more than 2 billion unit cases. . The CCHBC Group was formed through the combination of Hellenic Bottling Company S.A. and Coca-Cola Beverages plc on 9 August 2000. Coca-Cola HBC operates in 28 countries in 3 continents (The Coca Cola Company, n.d.)

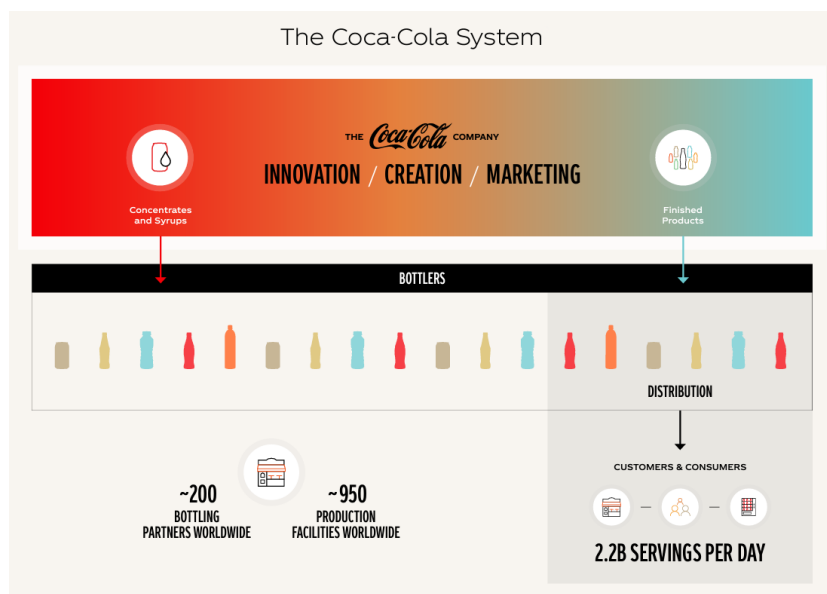


Figure 8: The Coca Cola System

Source: (The Coca Cola Company, n.d.)

### **2.6.4 Analysis Of Marketing Strategy Of The Coca Cola Company**

Coca-Cola's success can be attributed to several key factors including effective use of marketing communication tools. Here are some marketing communication tools and strategies used by the Coca Cola Company.

#### **Advertising**

The success of Coca-Cola heavily depends on its advertising. Coca Cola uses the concept of aggressive advertising to promote its products. It produces different themes and concepts to for advertisement of their products. John Woodruff the former boss of Coca-Cola famously said: "Coca-Cola is 99.61% carbonic acid syrup and water. If it wasn't advertised who would drink it?" (Keller & Swaminathan 2020).

- **Television and Print Media:** Coca-Cola has a long history of creating memorable TV and print advertisements. These ads often focus on emotions happiness and the social aspects of consuming Coca-Cola.
- **Outdoor Advertising:** The company invests heavily in outdoor advertising including billboards and signage in high-traffic areas. Coca-Cola incorporates interactive or three-dimensional elements into its billboards to capture attention and create a memorable experience and it introduced first ever 3D robotic billboard. Coca Cola introduced pollution absorbing billboard and designed truck with interactive billboard. Coca-Cola strategically places billboards in high-visibility locations such as busy intersections major highways and popular tourist destinations.
- **Global Advertising:** When Coca Cola works on advertising they consider and respect their customers worldwide; they make products available everywhere; labelling done in regional languages to strengthen emotional branding; partnering with regional celebrities to develop connection with customers.

#### **Brand Culture**

Brand is the wings of goods; a brand of any kind is first recognized by its logo. Coca-Cola has built and maintained a strong brand culture over the years. Coca Cola has strict standards when it comes to visual image for example chooses bright red as its identification color from employees' clothing to product packaging. So the customers desired to buy the products will look for red logo. Second to establish a brand culture the brand visibility and considering the feelings and psychological needs of consumers is also important. The famous saying of Coca Cola” There’s nothing like going home “shows that they care about their emotional connection with the consumers.

## **Promotions**

Seasonal promotions and tie-ins with holidays are common to keep the brand fresh and relevant. Coca-Cola's "Share a Coke" campaign is a prime example of blending traditional and digital media. They printed common first names on Coke bottles encouraging consumers to find their name or the names of loved ones. While the bottles were a tangible traditional medium the campaign gained momentum through social media as people shared pictures of themselves with their personalized bottles. This combination of print and digital resulted in increased sales and brand engagement. (Edafejirhay I Vincent, 2019)

## **Sponsorship and Events**

Coca-Cola has been a major sponsor of global events including the Olympic Games FIFA World Cup NBA and also television shows like American Idol. Fans of such organizations and shows look at celebrities consuming company soft-drinks and will eventually try the same attracting more customers. This allows the brand to reach a massive global audience and associate itself with positive high-profile events (Bhasin, 2019).

## **Product Placement**

Coca-Cola products are often strategically placed in movies TV shows and other forms of entertainment to increase brand visibility. It has relatively long list of product placement appearances one of its most obvious plugs is in American Idol; the show bought Coke to viewers by being displayed everywhere including it in hands of icons. Another popular show Coca Cola has managed to plug itself into is American television sitcom Friends. Coca Cola also held a recurring role in movies through years since 1900s. Coca Cola is one of the most visible brands in movies and TV (Gupta & Lord, 1998).

## **Social Media**

With the advancements in technology social media has now become a significant role in Coca-Cola's marketing strategy.

- Coca-Cola maintains an active presence on major social media platforms including Facebook Twitter Instagram and LinkedIn. This global presence allows the brand to connect with a diverse audience across different regions.
- The company ensures consistent branding across its social media profiles using the iconic red and white color scheme and recognizable logo. The brand leverages social media platforms to tell compelling stories. These narratives often focus on shared experiences celebrations and moments of joy reinforcing Coca-Cola's image as a brand associated with happiness and togetherness (Goyal, 2021).

- Coca-Cola actively engages with its audience in real-time responding to comments messages and user-generated content. This two-way communication fosters a sense of connection and community making consumers feel heard and valued.
- The brand aligns its social media content with seasons holidays and major events. This approach allows Coca-Cola to stay relevant and participate in ongoing conversations enhancing the brand's visibility during key moments.
- Coca-Cola collaborates with influencers and celebrities to amplify its reach and connect with specific target audiences. Influencers share Coca-Cola content participate in campaigns and contribute to the brand's overall social media presence.

## **Personalization**

Personalization is one of the most unique marketing concepts they have ever come up with.

- Customizable Labels and Packaging: Coca-Cola has experimented with customizable labels allowing consumers to create personalized messages or images on their bottles. This not only serves as a unique form of self-expression but also makes the product more appealing to individuals seeking a personal touch.
- Interactive Marketing: Coca-Cola has utilized digital and social media platforms to engage consumers in interactive and personalized campaigns. For example, interactive vending machines that allow users to customize their drink choices or share messages on the screen have been deployed at events and high-traffic locations.
- Personalized Digital Content: Through its digital marketing channels Coca-Cola tailors' content to individual preferences. This can include personalized email campaigns social media content and online advertisements based on user behavior demographics and past interactions (Osere, 2021).
- Mobile Apps and Digital Platforms: Coca-Cola has developed mobile apps and leverages digital platforms to enhance personalization. Mobile apps may offer exclusive content promotions or rewards based on user preferences encouraging ongoing engagement (Chu, 2020).

Overall Coca-Cola's success in marketing communication tools can be attributed to a combination of effective branding emotional connection with consumers adaptability to market changes and a global approach that caters to diverse audiences.

### **3. METHODOLOGY**

The research aim was to investigate consumer's perception and buying behavior associated with Coca-Cola (CC) ads on different platforms and to examine what factors affect people's buying decisions about CC products. Interviews that were conducted with selected members of the target audience provided an in-depth understanding of which perceptions and behaviors consumers have towards the CC advertisement and which information the marketers and advertisers of the beverage industry need to take into consideration while developing their next CC advertisement

#### **3.1 Research Design**

The research applied a mixed methods approach with a focus on quantitative and qualitative research being used to understand the reactions and experiences of the people and groups.

#### **3.2 Qualitative Research**

Qualitative research was selected to make an in-depth exploration of participants' evaluations motivations and experiences concerning CC advertisements. The usage of this technique makes it possible to discover not only the main views but also to detect the subtleties in the opinion of consumers as well creating extensive information that is vital in understanding consumer behaviors (Braun et al. 2021). Qualitative research is appropriate because it is creative to see the fresh facts and come up with a hypothesis to provide for a more detailed examination.

#### **3.3 Sampling Method**

Convenience sampling was chosen because of its convenience and accessibility as a real-world life sample. This method facilitated the researcher to quickly gather respondents who met the inclusion criteria namely who regularly made use of CC products such as label drinks and who had also been subjected to CC advertisements (Campbell et al. 2020). Researcher avoided wasting any time that would have been used in a random sampling by collecting our data in a convenience sampling approach with diversity in participants' demographics and opinions.

#### **3.4 Participants**

Participants were chosen based on their demography including age gender and place of residence to provide diversity and representation. Participants were selected across a variety of multidimensional aspects and individuals with respective diverse backgrounds and experiences with CC advertisements will be surveyed thereby conceptualizing a fairly wide range of views in this regard. Those included individuals between 18 and 45 with both genders living in cities and towns (Gupta & Gupta 2022). Among them they were regular soft drinks buyers and the extent of consumption was also different while they were exposed to several broadcast media.

### 3.5 Interviews as Instrument

Interviews were selected as the primary method of data collection due to the existence of ample opportunity not only to question participants in the depth level but also to take into account their thoughts or feelings about the research. Researchers can explore participants deeper by using techniques such as probing adding to responses and discovering motivations that are concealed behind the surface statements through the interview process (Mishra & Alok 2022). Interviewing people is quite important because this close type of communication develops and maintains the person-to-person interaction and builds up openness that allows people to openly talk about their opinion (Allan 2020).

### 3.6 Preparation of Questions and Hypothesis

To complement the research goals the questionnaire was specially designed to cover them through the produced questions. The questions were designed to find out the level of consumer knowledge of the CC campaign ads the choices of the preferred advertising medium and factors that influence their buying decisions as well as their trust in playing cards cigarette advertisements (DeCuir-Gunby et al. 2019). Generalized questions were posed to open-ended types of information. The participants were given such questions so that they could delve deep into their responses and provide cogent or elaborate information.

Below are study's Hypothesis

- **(H1):** Digital marketing communication tools have a greater impact on consumer behavior compared to traditional marketing communication tools in the Hungarian market.
- **(H2):** The effectiveness of Coca-Cola's marketing communication strategy in Hungary is not significantly influenced by consumer perceptions and purchasing decisions.
- **(H3):** Consumer perceptions and purchasing decisions significantly impact the effectiveness of Coca-Cola's marketing communication strategy in Hungary.

### 3.7 Quantitative Research

For the quantitative research part, the hypothesis of the quantitative research focused on two main objectives: thus, this research will focus on the comparison of the effect of digital versus traditional marketing promotion tools among the Hungarian consumers of the company's beverage products influence the levels of the marketing communication strategy of Coca-Cola.

### 3.8 Sampling Technique

The study used a convenience sampling method which resulted in a sufficiently representative sample that demonstrated a wide range of diversity among the target group through different sample cases. The research aimed at Hungarians to determine the customers behavior and mindset who extensively buy the Coca-Cola brand locally produced products to name a few. The age group

is also important there and the majority among our respondents have indicated the dominance of the 18-26 group which is already considered the most reached consumer of Coca-Cola's marketing activities. The data collection approach was done by the qualitative procedures while n=100 was the sample size set so the analysis of a huge data set was allowed. I created a survey in April 2024 making a response link which equivalent to an online form that could be received from individuals who were situated in various locations but in a methodical form to aggregate the data.

### **3.9 Data Collection Instrument**

The research methodologies were but were not limited to primary data through structured questionnaires that aimed at unwrapping imagery expectations of consumers and response to Coca-Cola rather than developing communication strategies of the brand. The questionnaire which subtly bridged the gap between the research and what is already structured in the literature on consumer reactions to marketing media in the drink market came out as the linking pin. The earliest connection between the effects of ad campaigns on consumers within the beverage industry was still intact.

### **3.10 Data Analysis**

As applied to an analysis by SPSS chi-square tests and regression analysis have been conducted. An alpha chi-square analysis was used to make the ordination of the difference between consumers and their behavior using both digital and traditional marketing channels. On the contrary regression analysis tried to determine the relationship between what consumers' feelings were and their inferences of specific advertising forms.



## **4. RESULTS**

### **4.1 Qualitative Study - Thematic Analysis**

Thematic analysis was carried out to deepen the qualitative research results and identify core themes about Coca-Cola's communication with the audience and its influence on Hungarian consumers' behavior. This chapter highlights the participant inputs and narrates important themes that arose from data analysis. The chapter will present consumers' tastes and engagement levels as well as the impact of the marketing activities used to this end. As a result, this chapter unveils a holistic picture of Coca-Cola's marketing efforts in the Hungarian market. The results indicate that there are several ongoing developments in the marketing communication domain including the use of both traditional and modern media and focus on consumers' views and consumer behaviors such as those about brand engagement. By using the method of thematic analysis, a very useful guide for marketers to manage their marketing strategies efficiently and find places where their brands can be strengthened against stiff competition is provided.

#### **4.1.1 CC in Social Media**

The engagement varied and it was up to the participant-consumers to decide which Coca-Cola advert they gravitated towards. Some other attendees regularly came across Coca-Cola advertisements and distinctive trailers made strong impressions for them while the majority of consumers were unable to recall any exciting campaigns by Coke. Participant described his notes displaying a high frequency of being subjected to Coca-Cola ads with the capability to recall a specific campaign called "Share a Coke" which had personalized bottles. He mentioned that this ad campaign might have had a positive influence on his feelings toward the brand's advertising effort. Meanwhile Participant 4 was much less exposed to Coca-Cola's ads on social media and couldn't even recall any particular campaigns.

Participant 1 "Very often. I remember the ad with Coca Cola bottles having names on the bottles. I found it very cool. As a kid I used to buy it whenever I find my friends or family names on it."

##### **4.1.1.1 Preference for Digital vs. Traditional Ads**

Among the participants there were some remarkable inclinations towards digital vs. traditional advertising channels. The truth is that some people value digital ads alongside the fact that they are accessible and interactive while others remain loyal to traditional strategies like billboards since they are very effective when it comes to reaching a large audience. Participant 2 for example wanted billboards due to their presence on the streets while Participant 3 and Participant 4 on the other hand preferred digital ads because they were family-friendly and had a lot of focus on social media platforms.

Participant 2 "Coca-Cola ads are common on social media and one memorable campaign which I remember is "Share a Coke" where they put people's names on bottles."

#### **4.1.1.2 Impact of Product Placement on Movies**

The impact of product placement once seen at the movies was reflected clearly in the reactions to purchasing as different participants have shown to be more or less influenced. Participants expounded that for them emphasis on Coca-Cola placement in popular motion pictures and TV shows was significant. Participant 1 and Participant 2 recognized the screen media which included the view of Coca-Cola and that it was the reason they bought the product. Contestant 3 too started to make clear that they were influenced by movie promotions but she was quick to highlight that it was the availability of those promotions that came into play indicating a more nuanced decision-making process. However, Participant 4 observed no noticeable relation of movie appearance to their shopping choices.

#### **4.1.2 CC in Traditional Ads**

Participants made some discussion about the impression they had when they saw the Coca-Cola advertisements on traditional media channels e.g. television and billboards. Whilst some individuals only recognized the fact that they had come across an ad on YouTube and others said their favorite type of ad was those shown on TV ads. To illustrate participant 1 compared watching Coca-Cola ads on TV with YouTube where the famousness of these ads was higher on YouTube evidencing the trend in the consumption of online platforms. However, Participant 3 used the example noting that Coca-Cola's TV ads were more frequent and how pointed out the fact that some other groups still rely on the use of traditional advertising channels.

##### **4.1.2.1 Preference for Traditional vs. Digital Ads**

A distinct preference for digital ads compared to other platforms was observed among the participants. However, all respondents showed a preference for digital advertisements such as online banners as they are interactive and visible. Participant 4 focusing on older age (50 or more) responded with a better recall of traditional advertisements. Such a difference in taste only reinforces the point of non-concentrated advertisements to deliver marketing messages tailored to different consumer needs mindsets and lifestyle habits. Although digital advertising is more and more favored by today's generation traditional mass media still have a potential for individuals hence the necessity for providing a mix of both for Coca-Cola.

Participant 3 "I don't notice them sometimes."

##### **4.1.2.2 Frequency of Coca-Cola Ads Compared to Competitors**

The participants revealed different levels of familiarity with the Coca-Cola ads as compared to advertisements of the other beverage firms. Whilst some individuals like Participant 1 and Participant 2 said they were more prominently able to see Coca-Cola ads and that the ones of Coca-Cola were shown more frequently than those of the other brands others like Participant 3 and Participant 4 mentioned that they became aware much more of Cola-Cola ads but did not make

particular comparisons with the other brands Participant No.2 confessed "I always see Coca-Cola ads everywhere they're easy to spot." This proves to be a positive point for Coca-Cola as it shows that their ads are prominent. To imply these results, it is possible to state that Coca-Cola's traditional media advertising is doing a good job of attracting an audience and keeping brand awareness in the consumers' minds.

Participant 4 "I prefer traditional ads as I remember them better."

#### **4.1.3 Factors Influencing Purchase Decisions for Coca-Cola Products**

The participants pinpoint various factors that determine what trend they follow whenever they are purchasing soft drinks. The preferred 2 attributes; taste price and the value for money were distinctly noted. Participant One said that rational price and availability of discounts are important which shows that participants are sensible in their decision to buy a car. Peer pressure was also one major factor that influenced the participants` choices. They mentioned that they use old products as well as buying the ones that their family and friends use. Participant 2 reflected on the nostalgic feelings in his or her life and the rapport he or she wants to have with friends in the selection of beverages. On the other hand, for Participant 3 following the crowds becomes the rule with Coca-Cola being a preferred brand due to the social presence it holds among the teens' peers.

##### **4.1.3.1 Impact of Coca-Cola Advertising**

The participants also gave their ideas on how Coca-Cola advertising has affected their purchase decisions. Whilst some participants admitted that Ads of Coca-Cola particularly promotional offers led them to be affected certain ones on the contrary reported nonchalance towards the influence. Participant 1 emphasized how she was always moved to grab Coca-Cola products whenever she noticed the price was low referring to the power of promotion in generating sales. Many people including Participant 1 have widely appreciated the "Share a Coke" campaign which unleashed the potential of marketing in its feelings-based approach as it earns from the consumers. Participant 2 explained similarly how the Coca-Cola ads such as the one called "Share a coca cola" or "Taste the feeling" are the reason for their "purchase desire" that creates the image of being happy and refreshing.

Participant 4 "What taste the best and what I am feeling for in the moment. If I am with people, I often get whatever they are having."

##### **4.1.3.2 Perception of Coca-Cola Advertising Authenticity**

Participants gave their views about how true or false the advertising of Coca-Cola is apparently. However, some participants represented a certain degree of belief that Coca-Cola's depiction of their products in ads was true to life but other participants even felt they were exaggerating the drinks' composition (Participant 1 Participant 3 Participant 4 but Participant 2). Participant 1 for example sincerely believed Coca-Cola ads represented the enthusiasm and attainment of happiness

through consumption accurately; consequently, a positive brand association was fostered. In contrast Participant 2 revealed a state of doubt about the correspondence between Coca-Cola commercials and life in the real world as believe in the idea that they add features to scenes. For example, the eventual respondent showed trust in the informal Coca-Cola images that ads were able to depict how people use these products in the real world.

Participant 3 “Yes they were nice campaigns that increased the social influence too.”

#### **4.1.4 Trust in Ad Information**

Participants have shown their level of involvement with Coca-Cola's social media activities. Even though some respondents said they didn't log in to Coca-Cola's social media and the others who had been in it the story was kind of a flag (Participant 4). Participant 1 admitted she had come upon an advertisement for Coca-Cola in the section called 'fashion' nearly every time she logged into YouTube which is a clear sign of the power of media platforms to reach consumers. On the other hand, the absence of more direct interaction with social media posts led the participants to realize Coca-Cola's advertising efforts achieving success as online advertising can cover different target audiences.

##### **4.1.4.1 Endorsements and Recommendations**

Participants underlined their views on how endorsements and recommendations can affect their decision-making process while buying something. Participants highlighted in their comments that the recommendation of friends or family members played the role of a significant factor in their decision-making. The participant gave a straightforward reasoning saying that he would probably go for Coca-Cola instead of Pepsi because it was endorsed by his friend. It revealed a critical issue in the consumer market where a personal recommendation becomes a paramount determinant in the preferences of people. However, the respondents were unanimously divided on their impression toward the use of endorsements by celebrities or influencers in ads with some of them thoughtfully agreeing that endorsements served to build trust while the other camp continued to be cautious.

Participant 2 “I rarely interact with Coca-Cola's social media posts maybe once in a while if something catches my eye.”

##### **4.1.4.2 Perception of Advertising Credibility**

Participants shed light on how the relevance of Coca-Cola's advertising claims is brought up among them. Some of the respondents were extremely trustful of what was Coca-Cola saying in their ads whereas others were apathetic indifferent or voiced skepticism. Both Participant 1 and Participant 4 agree that they partly regard the nutritional information provided by Coca-Cola as credible which means that they have trust to some extent in the information presented. Nonetheless Participant 3 showed no worry about the nutritional cues by stating that though these are well

known and understood as negative for health they can be demystified by the total intake of the soft drink. The audience went on with different views on Coca-Cola's transparency in the process of ingredients and methods where some participants could not tell if it was possible while others showed their faith in Coca-Cola.

Participant 3 "No in my perspective these endorsements do not affect trust."

#### **4.1.5 Sales Promotion**

Participants indicated the relevance of specials and price chapters for the determination of buying positions regarding Coca-Cola products. All targets showed that the promotions and discounts option was the most effective tool to influence the shoppers. Participant 1 outlined the impression of a discounted offer saying if they see a discount offer, they will buy the product. Also, Participant 2 cannot disagree that promotions and discounts could be the main decisive factors for choosing Coca-Cola over other options. This idea was even reinforced by Participant 3 that the existence of such promotions as discounts and/or buy one get one free option can influence your decision. Besides Participant 4 has also admitted that sales and discounts might encourage the impulse to buy hence he does it at times.

Participant 1 "Promotions and discount are very important to me. I mean if I see a discount offer, I would definitely buy the product."

##### **4.1.5.1 Recollection of Promotional Activities and Contests**

There is a difference in the participants' memory of Coca-Cola's promotional techniques and competitions. Others described particular campaigns in a lot of detail for example the "Share a Coke" campaign and the sale of branded t-shirts (Participant 1 Participant 2). Others described promotions with more generic goods that would win the caps of bottles (Participant Three). Nevertheless Participant 4 did not remember seeing or participating in any of the contests or promotional activities at all of those places. Besides different quotations the acceptance of different promotional campaigns sends a signal that Coca-Cola is dedicated to joint work with various marketing key aspects.

Participant 2 "Yeah, I remember Coca-Cola doing promotions like the "Share a Coke" campaign where they put people's names on bottles. They also have contests sometimes like collecting codes from bottle caps for prizes."

##### **4.1.5.2 Influence of Promotional Offers on Product Trial**

Members talked about how they were drawn to try on Coca-Cola products as a result of discounts and adverts. Many of the interviewees provided examples where the flashy design of the pantry or tasty treats that looked delicious in the advertisement pushed them to try other Coca-Cola products (Like Participant 1 Participant 2 and Participant 3). For example, when it comes to Participant 2

her opinion that she tried a new Coca-Cola product if there was a special offer or the advertisement looked good was noted. Nevertheless, not all of the participants were affected by the tags to the point that they would buy a particular item; some did not recall being influenced about trying out new stuff (Participant 4). Consequently, the recognition of the role of promotional communication in creating brand awareness not only makes this mechanism subject to skepticism but also opens the door for credibility and trust on the part of consumers.

Participant 4 “They affect my likeliness to buy.”

Participant 1 “I remember “Share a Coke Campaign” and their collaboration with some music festivals.”

## 4.2 Quantitative Study Results

### 4.2.1 Demographic Information of Sample

The population sample size of the groups of people to the questionnaire that explored Coca-Cola's marketing communication strategy in Hungary is shown. There were **100 participants** selected for the survey. Furthermore, the respondents comprised both genders in the statistically balanced representation with the number of females being 51% of the total survey participants compared to the remaining 49% of the males. Out of all the participants people from other countries numbered more than those from Hungary. Around two-thirds of them (68%) could understand and speak the Hungarian language. Apart from the country's first demographic which is the UK the Asian Desi population is the largest constituting 38% of Pakistani and other nationalities in South Africa. Most of the participants over two-thirds (83%) are of aged 18 - 26 then 27 - 30 years old (8%) 31-40 years (5%) and 41+ (4%). Also, the participants are of different educational levels that is 49% of them are undergraduates. Hereunder the highest rate was demonstrated by people who owned a Bachelor's degree (29%) Master's one (15%) as well or Ph D (3%) mostly diplomas from general or vocational schools. The demographic data could be analyzed and interpreted in a way that will allow you to establish whether the collected data has the characteristics of representativeness or not and it can also show the fault (biases) involved in the investigation. In the first instance the survey organization was designed to such an extent that it could mix up the gender and country with different age groups and education. As a result, the trustworthiness and generalizability of the results would not be an issue.

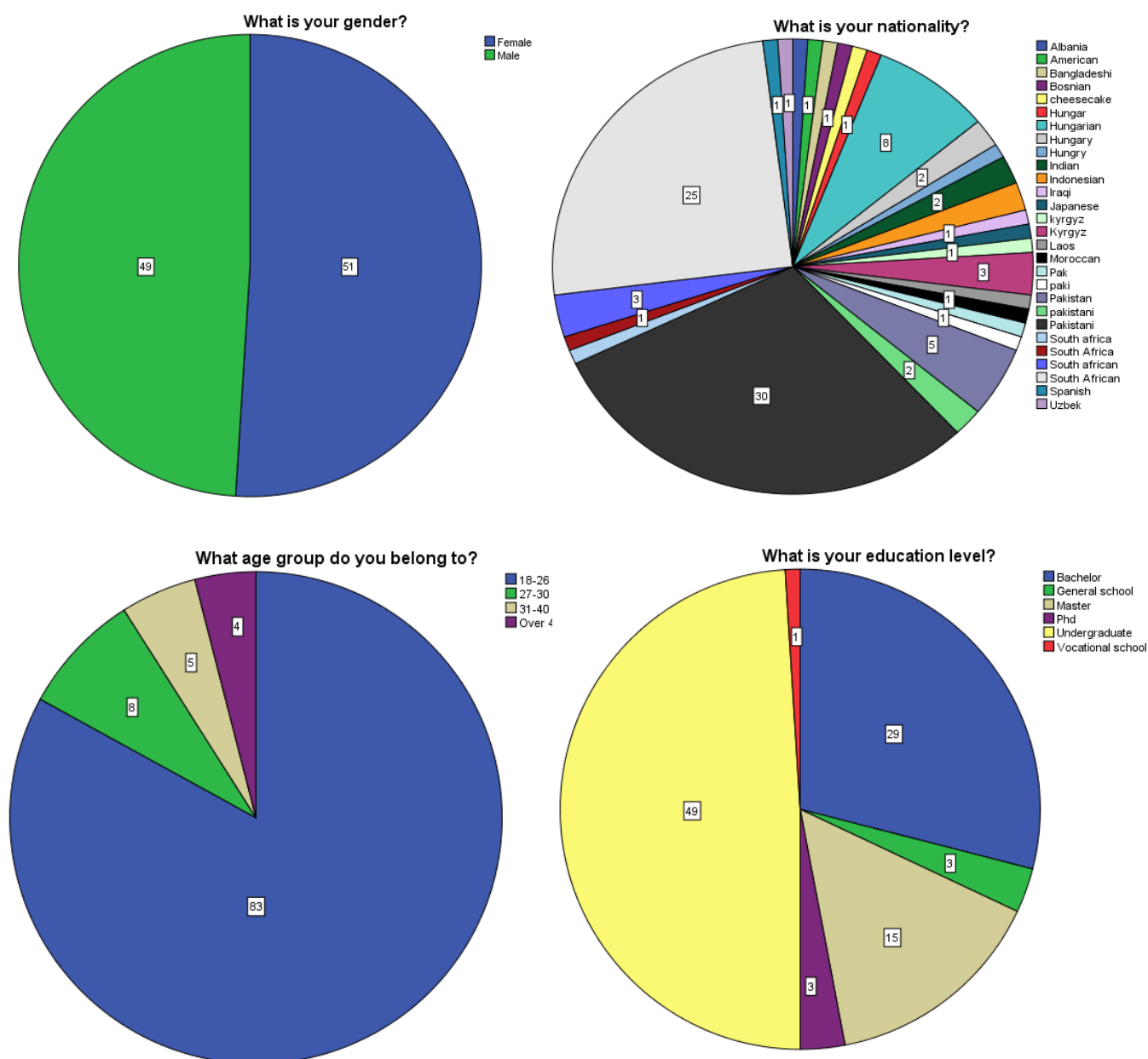


Figure 9: Graphical Representation of Demographic Sample (N=100)

Source: (Self-Created)

#### 4.2.2 Main Survey Results

The data illustrated by **Table 2** demonstrates that virtually all respondents which account for 82% had an overwhelmingly positive impression of Coca-Cola as a brand. This aspect deserves our attention because it is 53% of the respondents have given it a rating of "Good" and the other 29% rated it as "Very good". However, it is also worth noting that 10% were very critical considering Coca-Cola as "Bad" and 8% described it as "Very bad." The survey results indicate a generally

positive perception of Coca-Cola among respondents, with an **average** rating of 2.03, suggesting that most view the brand as "Good" to "Very Good." However, the **standard deviation** of 0.84 reflects some variability in opinions, highlighting that while many consumers appreciate the brand, a notable minority hold more critical views. Figure 9 supports this position as well because it shows that the greatest share of responses (34%) indicates that one of the factors people consider when consuming Coca-Cola is the special occasion or the reason for it. Following this individual reported they had Coke every other week at 26% while it was once a month or more with 2-6 times a week at 14%. The remaining group covering around 6% in total said they consumed Coca-Cola every day and another group which was 6% in total responded that they never drank Coca-Cola at all.

The result signifies that while the majority of respondents have a favorable impression of Coca-Cola, the presence of critical opinions suggests room for improvement. This finding is important as it highlights the need for targeted marketing strategies to address consumer concerns. Additionally, it confirms earlier statements about Coca-Cola's strong brand presence while emphasizing that not all consumers share the same level of satisfaction, suggesting a need for ongoing engagement and feedback.

*Table 2: What is your view of Coca-Cola as a brand?*

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Bad	10	10.0	10.0	10.0
	Good	53	53.0	53.0	63.0
	Very bad	8	8.0	8.0	71.0
	Very good	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

In **Table 3**, the results show the comparison of the audiences by the main media channels [that carried] Coca-Cola advertisements. The data illustrate the fact that traditional advertising venues (such as TV radio and print) on the part of the Coca-Cola Company were most popular among 33% of respondents. At the same time 14% revealed that the exposure happened from more than one source and some of them mentioned exposure through advertisement and digital marketing. The digital website looks to be strongest among the channels with television and streaming coming in second. Additionally other channels including sales promotion and public relations required less attention. For Table 2, the average (arithmetic mean) rating for Coca-Cola as a brand is 2.03, with a standard deviation of 0.84. This indicates a generally positive view of the brand, though there is some variability in respondent opinions.

This finding highlights the enduring influence of traditional media, despite the rising popularity of digital platforms, which is essential for understanding Coca-Cola's multifaceted audience reach. This aligns with earlier findings that digital marketing is increasingly effective, yet it underscores that a balanced approach utilizing both traditional and digital channels is crucial for broad and effective consumer engagement.



Table 3 How often do you consume Coca-Cola products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2-6 times a week	14	14.0	14.0	14.0
	Every other week	26	26.0	26.0	40.0
	Everyday	6	6.0	6.0	46.0
	Not at all	6	6.0	6.0	52.0
	Once a month	14	14.0	14.0	66.0
	Only for certain occasions	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

The **Table 4** examines into the role of advertising in the shopping behavior of the respondents about Coca-Cola products. The data shows a mixed reaction as 33 % of participants claimed to have experienced an imperceptible effect of ads given, they showed that 39 % sample did not notice the ads at all. However, another proportion making up 28% pointed out that they felt a mild impact while 5% explained that advertising activity had a very high influence on their consumption patterns. For Table 3, the average (arithmetic mean) frequency of Coca-Cola product consumption is 3.26, with a standard deviation of 1.66. This indicates that consumption varies widely, with a notable preference for occasional or infrequent use among respondents.

This highlights the challenge in achieving high engagement and impact through advertising alone, emphasizing the need for more targeted or impactful strategies. These findings suggest that while advertising has some influence, it may need to be combined with other engagement tactics, supporting earlier insights on the importance of a diverse, multi-channel approach.

Table 4: How much influence does advertisement have on your buying behaviour?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately	28	28.0	28.0	28.0
	Not at all	39	39.0	39.0	67.0
	Slightly	28	28.0	28.0	95.0
	Very much	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

The data in **Table 5** shows varied preferences among respondents for Coca-Cola advertisement types, with the highest percentage (32%) favoring option 4. Following this, 23% of respondents selected option 3, indicating that specific ad types appeal differently to the audience. For Table 4, the average (arithmetic mean) influence rating of advertisement on buying behavior is 2.10, with a standard deviation of 0.82. This reflects a generally low to moderate influence of advertising on consumer behavior, with some variation in responses.

This result indicates that Coca-Cola's audience has distinct preferences for certain advertising approaches, with some options resonating more strongly than others. This insight is important as it highlights the need to tailor advertising strategies to the audience's favored formats to maximize engagement. These preferences align with previous findings, suggesting a more nuanced approach

is needed to effectively reach diverse audience segments, supporting the use of multi-channel and varied advertising techniques.

*Table 5 Which type of Coca-Cola advertisement do you prefer*

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	1.0	19	19.0	19.0	19.0
	2.0	9	9.0	9.0	28.0
	3.0	23	23.0	23.0	51.0
	4.0	32	32.0	32.0	83.0
	5.0	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

**Table 6** shows the distribution of preferences for different types of Coca-Cola advertisements. The highest preference is equally split between options 3 and 4, each with 28% of respondents. Option 1 follows with 21%, and the least favored is option 2, with only 8% of respondents. For Table 6, the average (arithmetic mean) preference rating is 3.18, with a standard deviation of 1.37. This indicates a moderate preference for options 3 and 4, though there is some variability in advertisement type preferences among respondents. For Table 5, the average (arithmetic mean) preference rating is 3.10, with a standard deviation of 1.38. This suggests a moderate preference for Coca-Cola advertisement types, with some diversity in respondent preferences across the options.

This result indicates a strong preference among respondents for certain types of Coca-Cola advertisements, particularly options 3 and 4. The significance of these findings lies in highlighting which advertisement styles are most effective in appealing to Coca-Cola's audience, which can guide the company in optimizing its advertising strategies. This result aligns with earlier statements suggesting the effectiveness of varied and audience-targeted advertising, confirming that Coca-Cola's marketing efforts are likely more impactful when tailored to specific audience preferences.

*Table 6 Which type of Coca-Cola advertisement do you prefer*

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	1.0	21	21.0	21.0	21.0
	2.0	8	8.0	8.0	29.0
	3.0	28	28.0	28.0	57.0
	4.0	28	28.0	28.0	85.0
	5.0	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

In **Table 7**, the majority of respondents (59%) expressed a preference for advertisement type 1, making it the most popular choice by a significant margin. This is followed by advertisement types 2 (18%) and 3 (17%), with types 4 and 5 being the least preferred. For Table 7, the average (arithmetic mean) preference rating is 3.08, with a standard deviation of 1.35. This suggests a

generally moderate preference for advertisement types, with some variability in respondent preferences.

This result indicates that advertisement type 1 resonates most effectively with the audience, suggesting its format or style aligns closely with consumer preferences. This finding is important as it offers Coca-Cola valuable insights into which advertising approach may yield the highest engagement and effectiveness. This result is consistent with prior insights that certain ad types hold greater appeal, confirming that specific advertisement styles can strongly influence consumer preference and should be prioritized in Coca-Cola's marketing strategies.

*Table 7 Which type of Coca-Cola advertisement do you prefer*

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	1.0	59	59.0	59.0	59.0
	2.0	18	18.0	18.0	77.0
	3.0	17	17.0	17.0	94.0
	4.0	4	4.0	4.0	98.0
	5.0	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

In **Table 8**, advertisement type 1 is clearly the preferred choice, with 53% of respondents favoring it. This is followed by type 3 (20%) and type 2 (18%), while types 4 and 5 are less popular, with only 7% and 2% preference, respectively. For Table 8, the average (arithmetic mean) preference rating is 1.97, with a standard deviation of 1.08. This indicates a strong preference for advertisement type 1, with relatively low variation in preferences across the other advertisement types.

This result suggests that advertisement type 1 is significantly more appealing to the majority of respondents compared to other formats, indicating its strong resonance with the target audience. This finding is important as it provides Coca-Cola with a clear indication of which ad style most effectively captures consumer interest and could potentially drive higher engagement. The preference pattern aligns with previous results, reinforcing the conclusion that certain advertisement styles can more effectively impact consumer preferences and should thus be prioritized in marketing strategies.

*Table 8 Which type of Coca-Cola advertisement do you prefer*

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	1.0	53	53.0	53.0	53.0
	2.0	18	18.0	18.0	71.0
	3.0	20	20.0	20.0	91.0
	4.0	7	7.0	7.0	98.0
	5.0	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

In **Table 9**, advertisement type 3 has the highest preference among respondents at 29%, followed by type 4 at 25%. Advertisement types 1, 2, and 5 have lower preferences, with 19%, 13%, and 14%, respectively. For Table 9, the average (arithmetic mean) preference rating is 3.01, with a standard deviation of 1.39. This reflects a moderate preference for advertisement types 3 and 4, with a fairly balanced spread across the other types, indicating varied consumer tastes.

This result indicates that while there is no overwhelming favorite, types 3 and 4 are more popular compared to other formats, suggesting a balanced but notable appeal for these types among the audience. This finding is important as it provides insights into audience segmentation, allowing Coca-Cola to understand which ad styles might appeal to specific demographics within their target market. These results align with the mixed preferences observed in earlier data, suggesting that Coca-Cola could benefit from a diversified advertising strategy that incorporates both type 3 and type 4 ads to cater to varying consumer tastes.

*Table 9 Which type of Coca-Cola advertisement do you prefer*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	19	19.0	19.0	19.0
	2.0	13	13.0	13.0	32.0
	3.0	29	29.0	29.0	61.0
	4.0	25	25.0	25.0	86.0
	5.0	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

As displayed in **Table 10** (65%) of them did not adopt the putting a dent in cravings for Coca-Cola whereas the number of influencing marketers in social media was more. It was quite reasonable (only 2%) to say that their attitude could be termed as "I do not care" and show that most probably their opinion was based on factors other than influencer marketing. In Table 10, the average (arithmetic mean) response regarding the influence of social media influencers on the urge to buy Coca-Cola products is 1.77, with a standard deviation of 0.77. This low mean score indicates that influencer marketing has a minimal impact on most respondents' purchase behavior, as the majority expressed low levels of influence.

This is significant because it highlights that influencer marketing alone may not be enough to change consumer attitudes, suggesting that other factors play a stronger role in shaping their opinions, which aligns with earlier findings that traditional advertising and brand loyalty may hold more influence than social media endorsements.

*Table 10 Have you ever felt the urge to buy Coca-Cola product due to an influencer's post on social media*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately	7	7.0	7.0	7.0
	Not at all	65	65.0	65.0	72.0
	Slightly	26	26.0	26.0	98.0

Very much	2	2.0	2.0	100.0
Total	100	100.0	100.0	

The top of **Table 11** shows that 68% of the respondents enjoyed online top picks more than the other 32% offline top picks. The importance of this point is to acknowledge the fact that more attention and monetary resources are given to digital channels rather than traditional media categories which means that currently advertiser budgets shift more from these traditional media settings to online channels. In Table 11, the average (arithmetic mean) preference for advertising environments is 1.68, with a standard deviation of 0.47. This indicates a strong preference for online advertising environments over offline options among respondents, reflecting the shift in advertising budgets towards digital channels.

*Table 11 Which of the following advertising environment do you prefer*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Offline	32	32.0	32.0	32.0
	Online	68	68.0	68.0	100.0
	Total	100	100.0	100.0	

**Table 12** is the report that depicts the superiority of electronic media tools in comparison with classical tools in case of buying and selection concerns. Not only that it also becomes much stranger that 1/3 (29%) consumers have experienced the same observation and that technology takes that place that grows faster and becomes the trigger for consumer behavior towards Coca-Cola products. In the next paragraph the paper will go into detail presenting people's perspectives on whether or not Coca-Cola's promotional ventures are acceptable. In Table 12, the average (arithmetic mean) likelihood of being influenced by digital marketing communication tools compared to traditional tools is 2.21, with a standard deviation of 0.80. This suggests that respondents are generally neutral to slightly favorable towards the influence of digital marketing, with a notable percentage indicating a greater likelihood of being influenced by digital channels.

*Table 12 Compared to traditional marketing communication tools how likely are you to be influenced by digital marketing communication tools*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less likely	13	13.0	13.0	13.0
	More likely	29	29.0	29.0	42.0
	Much less likely	16	16.0	16.0	58.0
	Much more likely	2	2.0	2.0	60.0
	Neutral	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

The data in **Table 13** shows a varied level of agreement with the given statements about Coca-Cola, with the highest proportion (41%) strongly agreeing and smaller groups expressing progressively lower levels of agreement. The majority of respondents lean toward agreement,

while only a small percentage (6%) express strong disagreement. In Table 13, the average (arithmetic mean) level of agreement with the statements about Coca-Cola is 2.39, with a standard deviation of 1.03. This indicates a general tendency towards agreement, reflecting a positive perception of the Coca-Cola brand among respondents.

This result suggests that overall attitudes toward Coca-Cola are positive, indicating brand loyalty or favorable brand perception among the audience. This finding is important because it highlights the effectiveness of Coca-Cola's brand positioning. It aligns with previous observations that Coca-Cola's traditional brand appeal is a strong influence, outweighing reliance on new marketing strategies like influencer endorsements.

*Table 13 For each of the following statements please select the response that express the extent to which you agree with that statement.*

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	1.0	41	41.0	41.0	41.0
	2.0	21	21.0	21.0	62.0
	3.0	24	24.0	24.0	86.0
	4.0	8	8.0	8.0	94.0
	5.0	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

The data in **Table 14** indicates that a significant portion of respondents (37%) experienced a strong increase in awareness of the Coca-Cola brand due to the advertisement campaign, while 26% reported a moderate awareness increase. This suggests that the advertising efforts have effectively enhanced brand visibility, though a notable proportion of respondents (25%) felt little to no impact from the campaign. In Table 14, the data suggests that Coca-Cola's advertisement campaign has had a noticeable impact on brand awareness among respondents. The average (arithmetic mean) awareness level is calculated to be 2.14, with a standard deviation of 1.18. This indicates a generally positive effect of the advertising campaign, as the majority of respondents reported some level of increased awareness.

This result is important as it reflects the effectiveness of Coca-Cola's advertising strategies in reaching and influencing the audience. While the majority acknowledge increased awareness, the presence of a substantial segment reporting minimal impact suggests room for improvement in targeting or message delivery. This finding supports earlier statements regarding the mixed effectiveness of traditional versus digital marketing channels in shaping consumer perceptions.

*Table 14 My awareness towards the Coca-Cola brand increased as a result of following ad campaign*

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	1.0	37	37.0	37.0	37.0
	2.0	26	26.0	26.0	63.0
	3.0	16	16.0	16.0	79.0
	4.0	12	12.0	12.0	91.0
	5.0	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

The results presented in **Table 15** reveal that 37% of respondents believe Coca-Cola's sponsorship programs have positively influenced their attitude toward the brand, while another 23% reported a moderate positive impact. However, 37% of participants expressed only a neutral to mild effect, indicating that the sponsorship programs may not resonate equally with all consumers. The results in Table 15 illustrate a mixed response regarding the impact of Coca-Cola's sponsorship programs on brand attitudes. While 37% of respondents indicated a strong positive influence, and 23% reported a moderate effect, a significant portion (37%) remained neutral or mildly affected. The arithmetic mean for this data is approximately 2.09, with a standard deviation of 1.19, suggesting variability in consumer perceptions of sponsorship effectiveness.

This finding is significant as it underscores the potential for sponsorships to enhance brand perception, though the varied responses suggest that not all consumers are equally influenced. This aligns with previous observations regarding the mixed effectiveness of Coca-Cola's marketing strategies, indicating the need for more targeted approaches to strengthen consumer attitudes across different demographic segments.

*Table 15 Coca-Cola's sponsorship programs have positively affected my attitude towards the brand*

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	1.0	37	37.0	37.0	37.0
	2.0	23	23.0	23.0	60.0
	3.0	21	21.0	21.0	81.0
	4.0	16	16.0	16.0	97.0
	5.0	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Besides as table 16 indicates consumers' behaviors are also changed that is to say to love their brand. The second of these determinants can be found in the attention jumbling between the sip of Coca-Cola and the purchase of the highly publicized collectibles indirectly consumed through sales. Further the implication of Table 18 is that Coca-Cola's international public relations campaign which included content development and the use of celebrity endorsement programs helped a lot in the rise of consumers' brand awareness. As for tans nevertheless Marketing channels with offlines may have some effect but Digital tools can be more and more determining in the consumer perception and method of purchasing Coca-Cola's Products. Moreover, it should be mentioned that the rightly carried out training of advertisement and strategic support of sponsorship programs as well as public relations efforts can largely contribute to building up the level of brand recognition among clients their involvement in interaction with it and purchasing within it.

#### **4.2.3 Hypothesis Testing**

The selection of the Chi-square testing method to investigate whether digital marketing communication tools have a greater effect than traditional marketing communication tools on consumer behavior in the Hungarian market is a good choice. The calculated chi-square values in



**Table 16** equals 18.797 whereas  $df=12$ . So, the value is less than 0.05 we can say that there is a statistically significant relationship between income and happiness. The study has shown a significant relationship and hence the realized p-value in a two-sided test is .094. Among others the values for chi-square likelihood ratio test were 21.685 which had a p-value of .041. The next aspect of consideration is the low number of reads. For instance, the analysis that was done indicates that 12 cells (60.0%) have read counts below 5 with the lowest count being 0.10. The explanation of the result on its part even if the Pearson chi-square test did not yield any statistically significant outcome at the sample alpha level of 0.05; was valid for the likelihood ratio test. However, one should be mindful at the same time that most cells are not cut up into 5 or fewer pieces. Correspondingly such a critique points to the fact that one gets evidence for the conclusion that the null hypothesis is wrong not for the one that it is right.

The analysis presented in Table 16 raises important considerations regarding the interpretation of the Chi-Square test results. Although the Pearson Chi-Square value of 18.797 with a p-value of 0.094 suggests no statistically significant relationship at the alpha level of 0.05, it is crucial to acknowledge the underlying issues that complicate this conclusion. Specifically, the fact that 60% of cells have expected counts below 5 calls into question the reliability of the test results, as low expected counts can violate the assumptions of the Chi-Square test. Furthermore, while the likelihood ratio value of 21.685 with a p-value of 0.041 indicates a statistically significant relationship, this discrepancy emphasizes the need for careful interpretation, particularly when different tests yield conflicting conclusions. Alternatively, it suggests that we acknowledge that, based on the current analysis, there appears to be no significant relationship between income and happiness; however, the reliability of the Chi-Square test is compromised due to the high number of cells with low expected counts. Thus, further investigation or adjustments to the data structure may be necessary to provide a clearer picture of the relationships at play and support more reliable marketing strategies for Coca-Cola.

*Table 16 Chi-Square Tests*

	<b>Value</b>	<b>df</b>	<b>Asymp. Sig. (2-sided)</b>
Pearson Chi-Square	18.797 <sup>a</sup>	12	.094
Likelihood Ratio	21.685	12	.041
N of Valid Cases	100		

*a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .10.*

ANOVA as shown in **Table 17** was utilized to determine whether there are statistically significant differences between the means of three or more independent groups. In this case, the ANOVA is applied to assess the influence of respondents' agreement levels with specific statements on their preferences for different types of Coca-Cola advertisements. The results indicate that the regression model has a sum of squares of 12.169 for regression and 169.221 for residual, with an F-value of 7.047 and a significance level (p-value) of 0.009. This suggests that there is a



statistically significant relationship between the respondents' agreement levels and their advertisement preferences. Following this analysis, the Chi-Square test will provide further insight into the associations between categorical variables in the context of Coca-Cola's marketing strategies.

*Table 17 Regression Analysis (Anova<sup>a</sup>)*

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	12.169	1	12.169	7.047	.009 <sup>b</sup>
	Residual	169.221	98	1.727		
	Total	181.390	99			

*a. Dependent Variable: Which type of Coca-Cola advertisement do you prefer?*

*b. Predictors: (Constant) For each of the following statements please select the response that express the extent to which you agree with that statement.*

The regression analysis coefficients as presented in **Table 18** provide insight into how Coca-Cola's public relations efforts, particularly content creation and brand ambassador programs, influence consumer awareness of the brand. The constant value of 2.532 indicates the baseline level of brand awareness when the public relations efforts are absent. The unstandardized coefficient for the statement regarding public relations efforts is 0.274, suggesting that for every unit increase in the effectiveness of these efforts, there is a corresponding increase of 0.274 in consumer awareness, holding all else constant. The standardized coefficient (Beta) of 0.259 indicates a moderate effect size, showing that this variable has a meaningful impact on brand awareness. The t-value of 2.655 and the significance level of 0.009 confirm that this relationship is statistically significant, suggesting that Coca-Cola's campaign in Hungary positively affects consumer perception and awareness of the brand through its public relations strategies.

*Table 18 Regression Analysis Coefficients<sup>a</sup>*

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	2.532	.280		9.029	.000
	[Coca Cola public relations efforts(e.g content creation brand ambassador programs) has increased my awareness towards brand]	.274	.103	.259	2.655	.009

Coca-Cola's campaign in Hungary was assessed based on consumer perception and how it affected the sales statistics to evaluate this relationship correlation analysis was conducted. The regression model contained the ANOVA statistic of 12.169 12.169 and 7.047 for the sum of squares mean square and F-statistic respectively with a p-value value that is less than .009. Some way regression was used then from which a consumer scored their level high as that of the effectiveness of Coca-Cola public relations event influenced their brand awareness. It was highly significant and thus it

was positive to their willingness to preference different forms of Coca-Cola advertisements ( $\beta = .259$   $p = .009$ ).

The statistical analysis of this study begins with demographic data, revealing that the majority of respondents are within the 18-30 age range, highlighting the young adult demographic as a key audience for Coca-Cola advertisements. The frequency and percentages indicate that traditional media channels, like television and radio, remain popular among 33% of respondents, while digital platforms are gaining traction, with a notable 14% exposed through multiple sources. Averages from the main questions show mixed responses regarding advertising influence on shopping behavior, with 33% reporting minimal impact and 39% unaware of the ads. Furthermore, preferences for Coca-Cola advertisements vary significantly, with 59% favoring one specific type, illustrating a clear consumer preference. Following this descriptive analysis, regression analysis was conducted to explore the correlation between consumer perceptions and advertising effectiveness. The ANOVA results indicate a significant relationship, with an F-statistic of 7.047 and a p-value of less than .009, confirming the predictive power of public relations efforts on brand awareness and consumer preference. The positive beta coefficient ( $\beta = .259$ ) further supports the idea that favorable perceptions of Coca-Cola's public relations initiatives enhance brand awareness, thereby influencing consumer choices and preferences for different advertising formats. Overall, these analyses collectively emphasize the importance of understanding demographic influences and advertising effectiveness in shaping consumer behavior and brand loyalty.

### **4.3 Chapter Summary**

Research objectives were to investigate the consumer concept and manners of shopping procedure of customers who are exposed to CC ads that are put online. Also factors that may impact their purchase decision of CC goods. Through interviews the quantitative outcomes of the investigation and the procedure of the study with four members in a questionnaire that requires both quantitative and qualitative methods uncover the views on CC ads and other criteria the reasons why the ads are chosen to support the rights and the experience of consumption of the ads. Through social media the number of users varied from small engagement to the greatest commitment. When comes to CC their involvement and engagement levels with the viewers were highly different. Respondents could address the officer during the interview about particular campaigns like the "Share a Coke" advertising and the interviewees admit they do not have information regarding ads of CC on the World Wide Web. Customers were divided as to their preferred form of the channel as some of them liked digital means of advertisement while others preferred traditional advertising. Other people held that the quality of the ad campaign greatly relied on the accessibility and interactivity of the advertisement. In other words, highly innovative and interactive mediums of the ad campaign helped in drawing the attention of the public. Others don't agree with them because they prefer the vintage type of advertising like billboards which is specific on audience size.

According to the research the communication factors that constitute Coca-Cola's marketing strategy and the role that this strategy holds in Hungarian consumer behavior were studied. Consumer interaction with Coca-Cola advertisements happening in different mediums was thoroughly studied by bearing in mind the broader scope by seeing the feedback that customers are conveying in that sense. Promotional activities and overall consumer skills of the marketers; the most uncovered information of this investigation was shown. The study shows how the battlefield for marketing not only takes place within the digital space but also is an arena where both the traditional and digital marketing instruments compete for customers' attention with digital means being more influential especially to young consumers digital means being the forefront of brand awareness. In addition, the panel of researchers hinted that the consumer's purchase sensible; purchase patterns and perception had a considerable effect on Coca-Cola's Ad marketing plans which suggests that the brand should be aware of the changes in consumer trends. In sum by doing the study all it is learned is that brands can achieve some absolutely surprising relationships with the media channels as the key tool of its marketing communication and consumers' reactions and this study gave some recommendations on how to move the bar higher even in the super competitive beverage market.

The fact is that the desired effect could be achieved just by influencing people's consciousness through seeing a CC product in mass media - movies or TV shows however some clients do not take the additional qualities as a reason for purchase while others do understand and feel the benefit behind the features. Typically, individuals expressed that they were more aware of the ads from Chill Breeze and any other similar beverage-brands adverts showing that the Chill Breeze is an efficiently used sea-risen advertising-spending strategy. The taste orientation of buyers to CC products stimulates their exports; thus, buyers purchase them. The price is also maybe a significant factor. Besides their friends may be the deciding factor in purchasing the specific shoes for them. As an illustration the "Share a Coke" campaign with its attractive offers provided the necessary drive to keep the brand on the top shelves.

As for the study one of its hands was the representative sampling of the consumers as a way to estimate the cleverness of Coca-Cola (CC) items in Hungary in the quantitative research part. This investigation was conducted using a quantitative research method to discover what digital Marketing tools are distinct from traditional marketing tools and the customer's perceptions of this marketing strategy of Caveman Cycle clothing. At last we ought to bring to mind that these digital marketing platforms become more widely implemented while old-fashioned communication systems are still of great value. In fact out of the respondents only one-third namely 33% spend more time watching TV as compared to the 14% who largely seek this information on multiple platforms that comprise everything from the internet or social media to mass media channels. In the same manner the effect of ad spending patterns on respondents will be another element of my consumer research to be focused on. The learning here is that ads not only have ever sped up the ease of 33% of consumers in making choices but the decisions of the 28% alike have been gradually sped up and described to be medium-paced. However 40% of participants provided

directly this answer that none of the ads would affect their choice either. As a result of the study the ways of CC success in the Hungarian market are mentioned here very familiar to one and all for the way of continuous advertising online and strategic PR that intensifies the company's credibility and customer loyalty.

## 5. CONCLUSION AND SUGGESTIONS

### 5.1 Discussion of Findings

The gathered data from the **qualitative analysis** serve as a real treasure however since they reveal the way consumers feel towards the brand on the example of Hungarian marketing communication strategy. Being that the principal scope of work is the study of the viability of the digital marketing campaign which is put together in contrast to the traditional one in the customer choice.

In **quantitative analysis** Chi-square test was also carried out to determine if any of our Chi-squared results were statistically significant. The Pearson Chi-square test further confirmed that there was no statistical significance at the typical significance level of .05 (Kavaliauskienė & Margis 2019). However, there was an impact of the previous tasting tests on individual data; Extremely little significance was proved in the results when compared to digital marketing tools.

Nevertheless one should take special precautions because the latter ones contain less than 5 which would reveal weak evidence of an **alternative hypothesis** (MUTTALLAB 2020). The other thing that the researchers have been interested in as well as the main output of the study is the place that consumer perception plays in the process of the effectiveness of Coca-Cola's marketing communication strategies (Akingbade 2020). In the end someone who is considered to be on the plus side of the willingness gradient together about Coke's representatives was found in liaison with a certain brand on their side (Ruth & Isabirye n.d.). Hence we eventually realize that the customer's perception is the center of the matter or takes the core role in building the strategy of our brand ad choices (TADELE 2019). Consequently, it proves that we should rely on the creation of public awareness and that is advertising to engage more consumers. Drawing on the aforementioned it can be concluded that traditional media advertising is still pressuring Coca-Cola consumers to change their brand preferences in line with the featured products from different food brands (Khan n.d.-a). On the other hand digital marketing tools are visibly in the lead in the aspect of shaping the consumers opinion and behavior towards Coca-Cola products in Hungary (Redondo & Bernal 2016). Besides the two (media strategy and product differentiation) a good ad campaign (the how) campaign sponsorship projects and promotional campaigns (the what) among others (the why) are important in helping us to create awareness and eventually have consumers being connected and consuming our products. An insight into what Coca-Cola may be following ad trends from Coca-Cola's perspective and the effect on consumer behavior offers inspire the tactics of marketing communication strategies. The research produced contrasting figures about consumers who are exposed to Coca-Cola's ads in new media (social media) previous media (traditional media) and promotional events (Karam 2021).

According to the **first hypothesis** which is associated with the role of traditional and digital marketing communication channels as depends on the context the derived evidence is very complex and detailed. Various types of social media channels are commonly used such as television commercials and billboards (Shirinboyevna 2020). Nevertheless, television advertising

sometimes delivers better results in certain demographics. Social media is however a critical platform in several ways (Miller 2020). By holding the research demonstrates that digital marketing tools including social media advertisements and online banners which play the role of attracting a thematic online audience and engaging with young customers are proven to be more effective despite the power and reach of conventional marketing campaigns such as billboards or TV advertisements (Bekimbetova et al. 2021). Finally, it is argued that digital marketing tools of communication are the most important thing that affects consumer behavior in the Hungarian market but our research shows that this is the case.

The **second hypothesis** investigated consumer decision-making and recognition of communication plan effectiveness that highlighted the importance it plays in the overall success of the Coca-Cola marketing communication plan. Attitudes choices and degree of spending of the consumers similarly gave a great result to the efficiency of the program of marketing communication development of Coca-Cola (Abdel Monem 2021). As follows they said they had opened the area of selling by indicating the principal things promoting consumer influence and buying-power which were deals and discounts (Okoye-Chine 2021). Furthermore the research results provide evidence of how celebrities' endorsements social influence and product placement in the movies influence purchase decision-making and selection (Khan n.d.-b).

On the other hand, the **alternative hypothesis** pointed out that dynamic changes also take place in the marketing communication performances of Coca-Cola due to the modifications of consumer opinions and buying habits in Hungary is supported by this study.

On the whole the research was successful at uncovering the interconnections between Coca-Cola's marketing communications techniques and Hungarian consumer conduct. The research then aimed attention at consumers' tastes present and future platforms they use factors of engagement and effectiveness of marketing tools to be able to provide significant input for optimal communication options for the Hungarian market with Coca-Cola marketing (Chua et al. 2020). Results not only proved both of the alternative hypotheses but also gave the inevitable need for the marketing strategy to be acquired and adjusted with fluctuations of taste and lifestyle to maintain and elevate the brand.

## 5.2 Conclusion

The research conducted on Coca-Cola's marketing communication strategies in Hungary reveals significant insights into consumer attitudes and behaviors toward the brand. The findings indicate that while traditional advertising channels, such as television and billboards, still hold sway over certain demographics, digital marketing tools, particularly social media platforms, have emerged as more effective in shaping consumer perceptions and influencing purchase decisions. The data collected underscore the necessity for Coca-Cola to adapt its marketing strategies in response to the evolving preferences of consumers, who increasingly gravitate toward engaging online content and experiences. Overall, the study highlights the crucial role that consumer perception plays in

determining the effectiveness of marketing communication strategies, affirming that a nuanced understanding of these dynamics is essential for maintaining Coca-Cola's competitive edge in the Hungarian market.

### 5.3 Future Suggestions

In future, Coca-Cola should prioritize increasing its investment in digital marketing efforts, especially on social media platforms that resonate with younger audiences. Implementing targeted campaigns that leverage influencer partnerships and user-generated content could further enhance consumer engagement and brand loyalty. Additionally, Coca-Cola should consider conducting longitudinal studies to track shifts in consumer behavior over time, enabling the company to refine its marketing strategies in real-time. Expanding the use of data analytics to personalize marketing communications can also foster deeper connections with consumers, allowing Coca-Cola to anticipate and respond to changing preferences effectively. Furthermore, exploring innovative advertising formats and interactive campaigns can help capture consumer interest and reinforce Coca-Cola's positioning as a leader in both traditional and digital marketing landscapes.

**Enhance Digital Marketing Efforts:** To stay competitive in a rapidly evolving market, Coca-Cola should prioritize expanding its digital marketing footprint, particularly on social media platforms that appeal to younger demographics, such as Instagram, TikTok, and YouTube. By increasing investment in these channels, Coca-Cola can drive engagement through highly targeted, visually compelling content that resonates with these audiences. Additionally, collaborating with influencers who align with the brand's image can amplify brand visibility and credibility. Coca-Cola can benefit from an integrated approach that combines paid social advertising with organic, user-generated content to encourage deeper audience interaction and community-building around the brand.

**Conduct Longitudinal Studies on Consumer Behavior:** Implementing longitudinal studies can provide Coca-Cola with insights into evolving consumer behavior, enabling a proactive approach to shifting market dynamics. By tracking consumer preferences, purchase patterns, and media consumption habits over time, Coca-Cola can better anticipate changes and adapt its marketing strategies accordingly. This approach would allow Coca-Cola to make data-driven adjustments in real-time, keeping the brand relevant as consumer preferences shift. Additionally, longitudinal studies could provide valuable data on emerging trends, helping Coca-Cola innovate in product offerings, messaging, and promotional techniques to maintain consumer engagement.

**Leverage Data Analytics for Personalized Marketing:** As consumers increasingly expect tailored experiences, Coca-Cola should expand its use of data analytics to deliver more personalized marketing communications. By utilizing consumer data such as purchase history, browsing behavior, and social media interactions, Coca-Cola can segment its audience more precisely and craft customized messages that resonate with individual preferences. Personalization can be applied across various channels, from targeted email campaigns to personalized product

recommendations on digital platforms, fostering stronger connections and brand loyalty. This data-driven approach can help Coca-Cola not only meet consumers' immediate needs but also predict future trends, making the brand more responsive and agile in its marketing efforts.

**Explore Innovative Advertising Formats and Interactive Campaigns:** To differentiate itself in an increasingly competitive marketplace, Coca-Cola should explore innovative advertising formats, such as interactive campaigns, augmented reality (AR) experiences, and gamified content. Interactive advertisements, such as AR-enabled packaging or in-store displays, can create memorable experiences that engage consumers on a deeper level, while also driving social media sharing and organic reach. These formats allow Coca-Cola to reinforce its positioning as an industry leader in marketing innovation, offering consumers unique and immersive experiences that go beyond traditional advertising. Such interactive elements can enhance brand recall and strengthen the emotional connection with the brand, making Coca-Cola a standout in both traditional and digital marketing landscapes.

## 5.4 Summary

This research investigates consumer attitudes and behaviors toward Coca-Cola's marketing communication strategies in Hungary, a topic of considerable interest given the evolving landscape of advertising. The significance of this study lies in its exploration of how traditional and digital marketing channels influence consumer choices and brand perception in a competitive market.

The literature review revealed that while traditional advertising methods, such as television commercials and billboards, remain influential, digital marketing tools particularly social media platforms are increasingly effective in shaping consumer attitudes. Prior studies indicate a growing preference for engaging online content, highlighting the need for brands to adapt to shifting consumer behaviors.

To gather primary data, a mixed-methods approach was employed, combining qualitative and quantitative research techniques. This involved the use of convenience sampling to select 100 participants representative of Hungary's demographic structure. A carefully designed survey was administered to explore public perceptions and preferences regarding Coca-Cola's marketing communication strategies. The qualitative analysis uncovered key insights into consumer sentiment, revealing a decline in the effectiveness of traditional media advertising amid growing competition from digital sources. Conversely, the quantitative analysis confirmed the superiority of digital marketing tools, which were found to be significantly more impactful than traditional advertising methods.

In short, the findings indicate a clear shift toward digital marketing strategies, highlighting their effectiveness in engaging consumers and influencing brand preferences. Despite the enduring appeal of television and internet ads, which are still favored by consumers, the research underscores the need for Coca-Cola to enhance its digital presence. To maximize benefits from the



rapidly expanding online advertising sector, Coca-Cola should increase its investment in digital marketing, maintain a strong traditional media presence, and conduct longitudinal studies to track shifts in consumer behavior over time. This research not only provides valuable insights into consumer behavior but also emphasizes the importance of adapting marketing strategies to meet changing consumer preferences across different platforms.

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## Annexes

### LIST OF FIGURES

Figure 1: Objectives of Traditional Marketing .....	3
Figure 2: 4Ps model of Traditional Marketing .....	4
Figure 3: Objectives of Digital Marketing .....	5
Figure 4: 5Ds of Digital Marketing .....	6
Figure 5: Consumer Buying Behaviour .....	8
Figure 6: The Maslow's Pyramid of Human Needs .....	9
Figure 7: The Critical Elements of Howard-Sheth Model .....	10
Figure 8: The Coca Cola System .....	14
Figure 9: Graphical Representation of Demographic Sample (N=100) .....	27

### LIST OF TABLES

Table 1: Perspective on Consumer Behavior Models .....	9
Table 2: What is your view of Coca-Cola as a brand? .....	28
Table 3: How often do you consume Coca-Cola products .....	29
Table 4: How much influence does advertisement have on your buying behaviour? .....	29
Table 5: Which type of Coca-Cola advertisement do you prefer .....	30
Table 6: Which type of Coca-Cola advertisement do you prefer .....	30
Table 7: Which type of Coca-Cola advertisement do you prefer .....	31
Table 8: Which type of Coca-Cola advertisement do you prefer .....	31
Table 9: Which type of Coca-Cola advertisement do you prefer .....	32
Table 10: Have you ever felt the urge to buy Coca-Cola product due to an influencer's post on social media .....	32
Table 11: Which of the following advertising environment do you prefer .....	33
Table 12: Compared to traditional marketing communication tools how likely are you to be influenced by digital marketing communication tools .....	33
Table 13: For each of the following statements please select the response that express the extent to which you agree with that statement .....	34
Table 14: My awareness towards the Coca-Cola brand increased as a result of following ad campaign .....	34
Table 15: Coca-Cola's sponsorship programs have positively affected my attitude towards the brand .....	35
Table 16: Chi-Square Tests .....	36
Table 17: Regression Analysis (Anova <sup>a</sup> ) .....	37
Table 18: Regression Analysis Coefficients <sup>a</sup> .....	37

## Appendix A: Questionnaire

### Impact of Marketing Communication Tools on Consumer Behaviour

Hello, my name is Laiba Nasir and I'm a student at MATE. I am conducting research for my thesis project and your input (roughly takes 4-5 minutes) is invaluable. This survey aims to gather insights on how marketing communication tools impact consumer buying behaviour. Your responses will remain confidential and will only be used for academic purposes.

In case of any questions or feedback, don't hesitate to contact me here: laibanasir002@gmail.com

Thank you for taking the time to participate!

#### Demographic Information

##### What is your gender?

Male

Female

##### What is your nationality?

Your answer

##### What age group do you belong to?

18-26

27-30

31-40

Over 40

##### What is your education level?

Vocational school

General school

Skilled labour

Undergraduate

Bachelor

Master

Phd

Other:

**1. What is your view of Coca-Cola as a brand?**

- Very good
- Good
- Bad
- Very bad

**2. How often do you consume Coca-Cola products?**

- Everyday
- 2-6 times a week
- Every other week
- Once a month
- Only for certain occasions
- Not at all

**3. Which of the following factors do you consider when buying a soft drink ?(can choose multiple options)**

- Price
- Brand image
- Taste
- Advertising
- Product Quality
- Promotions

**4. Which of the following media channel do you think, you mostly hear from Coca-Cola?(can choose multiple options)**

- Advertising
- Sales promotion(discounts, coupons)
- Public Relations(sponsorship events)
- Online Marketing
- Personal Selling
- None of the above

**5. How much influence does advertisement have on your buying behaviour for Coca-Cola product?**

- Not at all
- Slightly
- Moderately
- Very much



**6. Which type of Coca-Cola advertisement do you prefer?**

Rank according to your opinion.

5 = Very much

4 = Much

3 = Neutral

2 = Little

1 = Very little

- TV
- Internet
- Radio
- Magazines
- Outdoor media

**7. Have you ever felt the urge to buy Coca-Cola product due to an influencer's post on social media?**

- Not at all
- Slightly
- Moderately
- Very much

**8. Which of the following advertising environment do you prefer?**

- Online
- Offline

**9. Compared to traditional marketing communication tools, how likely are you to be influenced by digital marketing communication tools (e.g social media platforms) when making purchasing decisions for Coca-Cola products?**

- Much less likely
- Less likely
- Neutral
- More likely
- Much more likely

**10. For each of the following statements, please select the response that express the extent to which you agree with that statement.**

5=Strongly Agree, 4=Agree, 3=Normal, 2=Disagree, 1= Strongly Disagree

- I was influenced to purchase Coca-Cola product as a result of an ad campaign.
- My awareness towards the Coca-Cola brand increased as a result of following ad campaign: "Open Happiness, Share a Coke".
- Coca-Cola's sponsorship programs have positively affected my attitude towards the brand.
- My consumption of Coca-Cola has increased as a result of sales and promotion(discount).
- Coca Cola public relations efforts( e.g content creation, brand ambassador programs) has increased my awareness towards brand.
- I was influenced to purchase Coca-Cola product as a result of an ad campaign.
- My awareness towards the Coca-Cola brand increased as a result of following ad campaign: "Open Happiness, Share a Coke".
- Coca-Cola's sponsorship programs have positively affected my attitude towards the brand.
- My consumption of Coca-Cola has increased as a result of sales and promotion(discount).
- Coca Cola public relations efforts( e.g content creation, brand ambassador programs) has increased my awareness towards brand.

**11. To what extent do you believe your perceptions (brand image, health perception) of Coca-Cola products influence your purchasing decisions?**

- Not at all
- Slightly
- Moderately
- Very much

## Appendix B: Interview Questions & Responses

### CC in Social Media:

1. How often do you notice ads for Coca-Cola on social media, is there any ad/campaign you remember fondly?

**Very often. I remember the ad with Coca Cola bottles having names on the bottles. I found it very cool. As a kid, I used to buy it whenever I find my friends or family names on it.**

2. Do you prefer digital ads like online banners for Coca-Cola over traditional ads like billboards?

**Yes.**

3. Have you ever bought the product because you saw its promotion in some movie? (Product Placement)

**Yes. I believe watching products being promoted in movies and series has a significant impact on the decision-making process. I mean I saw Coca Cola being placed in popular shows like Friends and Stranger Things and it makes me choose Coca Cola products over other products in the market.**

### CC in Traditional Ads:

1. Do you notice ads for Coca-Cola more on TV or on social media?

**I notice them more on YouTube ads.**

2. How do you feel about traditional ads?

**Sometimes I see advertisements on TV but I think this generation use phones and laptops more comparatively so I believe I would notice it more on social media.**

3. Do you prefer traditional ads like billboards or digital ads like online banners?

**I prefer digital ads.**

4. How often do you notice Coca-Cola's ads compared to other brands?

**I notice Coca Cola ads more often as compared to other soft drinks. If I think about it, Coca Cola advertisements are the only beverage industry advertisements I find popular.**

### Factors Influencing Purchase Decisions for CC Products:

1. What are the primary considerations when you are buying a soft drink? Can you describe emotional factors or social influence that influence your beverage choice?

**Taste and price are the factors I consider important when buying a soft drink. For me, reasonable price is important and discount offers or buy one get one free captures my interest. Yes social factors can influence my decision, I can try drinks my family, friends prefer or I would prefer buying Coca Cola products because of the popularity of brand.**

2. When deciding to buy Coca-Cola, do you think about the ads you've seen?

**Not really but I can buy it if I see any discount offer on some ad.**

3. Does packaging play a role in your decision-making process, when buying a Coca Cola product?

**Yes. I believe the packaging consistency helps me to locate the Coca Cola products easily in a store.**

4. Do you feel like Coca-Cola's commercials make you want to buy their drinks like "Taste the Feeling" or "Share a Coke" campaign?

**I would say "Share a Coke" campaign engaged me to buy products and share it with my friends and family.**

5. Do you think Coca-Cola's ads show what their drinks are really like?

**Yes.**

6. Can you trust what Coca-Cola says in their ads take example as "Open Happiness" campaign, which highlighted moments of joy and celebration shared over a Coca-Cola, aiming to create a positive association with the brand?

**The Coca Cola ads highlight the happy side of life and to create happy memories and I believe it works for me like that. I mean if I want to eat fancy and have a nice dinner after a tiring day for example I would prefer to have a Coca Cola drink with my dinner.**

7. Do you think Coca-Cola's ads show what people actually think about their drinks?

**Most of the time yes.**

8. Do you think Coca-Cola's commercials are good at making you want to buy their drinks?

**Yes, I think the commercials make us feel emotionally connected with the them.**

9. Do you think Coca-Cola's ads show how people actually use their drinks in real life?

**I feel the ads are a bit exaggerated but I guess that's how ads work.**

Trust in Ad Information:

1. How often do you interact with Coca-Cola's social media posts?

**I don't really interact with social media posts but I do find ads when using YouTube.**

2. How likely are you to try a new Coca-Cola product after seeing an ad for it?

**I will give it a try.**

3. Have you ever bought Coca-Cola because of a recommendation from a friend or family member?

**Yes, I actually tried Coca Cola over Pepsi on my friend's recommendation.**

4. How do you feel about endorsements or sponsorships by celebrities or influencers in the ads? Do these endorsements affect trust?

**For me, when a well-known figure endorses a product, it can serve as social proof, reassuring us that the product is reputable and worth trying.**

5. How do you perceive the credibility of nutritional claims made by Coca Cola company in their ads? (such as diet coke, zero sugar)

**I guess I trust them to some extent and I can feel the difference in taste.**

6. Do you believe that Coca Cola is transparent about their ingredients and production methods in their ads?

**I'm not sure, I think there should be more details about ingredients and production methods.**

7. How do you differentiate between genuine product information and exaggerated or misleading claims in Coca Cola ads?

**I'm not sure but I find these ads a bit overly exaggerated as soft drink is something not very healthy to begin with.**

8. Have you ever participated in a Coca-Cola promotion or contest after seeing an ad for it?

**Yes, I have participated in collecting the bottle caps.**

#### Sales Promotion

1. What role do promotions and discounts play in influencing your decision?

**Promotions and discount are very important to me. I mean if I see a discount offer, I would definitely buy the product.**

2. Do you remember any promotional activities or contest related to Coca Cola?

**I remember "Share a Coke Campaign" and their collaboration with some music festivals.**

3. Have you ever been influenced to try a new Coca Cola product due to a promotional offer or advertisement?

**Yes.**

4. Have you ever participated in a promotion or contest like entering into prize draws or collecting the bottle caps?

**I have once participated I collecting the bottle caps contest.**

## Appendix C: Declarations

### DECLARATION A

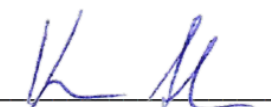
#### DECLARATION

As consultant of Nasir Laiba (Q436XW), I declare that I have reviewed the final thesis and that I have informed the student of the requirements, legal and ethical rules for the correct handling of literary sources.

**I recommend / do not recommend<sup>1</sup>** the final thesis to be defended in the final examination.

The thesis contains a state or official secret:                      yes    no<sup>\*2</sup>

Date: Gödöllő, 2024.11.04

  
insider consultant

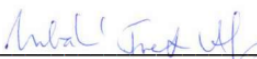
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The thesis contains a state or official secret:                      yes    no<sup>\*2</sup>

Date: Gödöllő, 2024.11.04

  
insider consultant

## DECLARATION B

### the public access and authenticity of the thesis

Student's name: Laiba Nasir

Student's Neptun code: Q436XW

Title of thesis: The impact of marketing communication tools on consumer behaviour

Year of publication: 2024

Name of the consultant's institute: Hungarian University of Agriculture and Life Sciences

Name of consultant's department: Department of Agricultural Logistics Trade and Marketing

I declare that the final thesis/thesis/dissertation/portfolio submitted by me is an individual original work of my own intellectual creation. I have clearly indicated the parts of my thesis or dissertation which I have taken from other authors' work and have included them in the bibliography.

If the above statement is untrue, I understand that I will be disqualified from the final examination by the final examination board and that I will have to take the final examination after writing a new thesis.

I do not allow editing of the submitted thesis but I allow the viewing and printing which is a PDF document.

I acknowledge that the use and exploitation of my thesis as an intellectual work is governed by the intellectual property management regulations of the Hungarian University of Agricultural and Life Sciences.

I acknowledge that the electronic version of my thesis will be uploaded to the library repository of the Hungarian University of Agricultural and Life Sciences. I acknowledge that the defended and

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Date: 2024, November, 04