THE BRAND MANAGEMENT STRATEGIES OF COCA-COLA
IN DIGITAL ERA FOR CUSTOMER SATISFATION

Kyaw Zin Hein
ID: 6417190006

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY
2025

THE BRAND MANAGEMENT STRATEGIES OF COCA-COLA
IN DIGITAL ERA FOR CUSTOMER SATISFATION

KYAW ZIN HEIN

This Independent Study Has Been Approved as a Partial Fulfillment of the Requirements for the Degree of Master of Business Administration

Advisor……………………………………

(Dr. Warangrat Nitiwanakul)

Date: ……9……/…September…2025

……………………………………………………

(Associate Professor Dr. Jomphong Mongkhonvanit)
Dean, Graduate School of Business

Date……14……/……Jan……/……2025

Title: The Brand Management Strategies of Coca-Cola In Digital Era For Customer Satisfaction
Researcher: Kyaw Zin Hein
Degree: Master of Business Administration
Major: International Business Management

Advisor: ....

(Dr. Warangrat Nitiwanakul)

9 / September / 2025

ABSTRACT

In the dynamic and highly competitive global beverage market, effective brand management plays a pivotal role in maintaining customer loyalty and achieving sustained business growth. This study explored the brand management strategies employed by Coca-Cola in the digital era and their impact on customer satisfaction. As digital platforms increasingly shape consumer interactions, brands like Coca-Cola have adapted their strategies to remain relevant and engaging in an ever-evolving marketplace. The objectives of this study were threefold: to identify the brand management strategies crucial to Coca-Cola's digital presence, to examine the levels of customer satisfaction associated with these strategies, and to explore consumer behavior patterns in response to Coca-Cola's digital marketing efforts. Using a combination of literature review and qualitative analysis, this research provides insights into how digital branding tactics such as social media engagement, personalized content, influencer marketing, and digital loyalty programs enhance consumer perception and satisfaction. The findings contribute to a better understanding of effective digital brand management practices and their implications for customer-centric marketing in the beverage industry.

Keywords: brand management strategies, digital era, customer satisfaction

ACKNOWLEDGEMENT

I would like to express my deepest gratitude to my advisor for his invaluable guidance, support, and encouragement throughout my Independent Study. His insightful comments and constructive criticism have significantly improved the quality of my work.

Additionally, I am grateful to Associate Professor Dr. Jomphong Mongkhonvanit, Dean, Graduate School of Business, for his support and encouragement throughout my studies. His dedication to the graduate program and commitment to excellence have inspired me to strive for academic excellence.

Finally, I would like to extend my appreciation to all the faculty members and staff of Siam University who have contributed to my growth and development as a student. Their unwavering support and encouragement have been a source of inspiration and motivation to me.

Kyaw Zin Hein
15.07.2023

DECLARATION

I, Kyaw Zin Hein, hereby declare that this Independent Study entitled *“THE BRAND MANAGEMENT STRATEGIES OF COCA-COLA IN THE DIGITAL ERA FOR CUSTOMER SATISFACTION*" is an original work and has never been submitted to any academic institution for a degree.

(Kyaw Zin Hein)
Feb 20, 2023

CONTENTS

LIST OF TABLES

LIST OF FIGURES

Chapter 1 Introduction

1.1 Research Background

The lifestyles of consumers depend upon digital technology in this era; therefore, the needs, wants and requirements, including the thinking styles of the people, are changing day by day according to the emerging technology. For this reason, business organizations also need to catch up with the new lifestyles and technology. Also, in the markets, competition is becoming more intense to grab the attention of the customers, which gives them opportunities to stand out in the market. This is how the strategies of branding play an essential part in this era (Hoang Tien et al., 2019).

Since the digital era is making the world closer and smaller, the flow of information is harder to stop and one of the forms of information is trends. People nowadays are passionate about catching up with trends and it has become one of the key focuses of branding techniques. For example, due to the Covid-19 pandemic, on average, 17% of business sales fell in the second quarter of 2020 (Fairlie & Fossen, 2021). However, Coca-Cola managed to grow its revenue by 42% (USD$ 10.1 billion) in the second quarter of 2021 with innovation, effectiveness, and efficiency by focusing on its Coca-Cola zero sugar product line, as the world's population leaned towards healthier diets. It also eliminated "zombie brands" which in turn provided trends and increased the demands of the brand (CIM, 2020). Not only the products are the main parts of the success of the business, but also the brand strategies with the relevant factors such as trends, and innovations that would grab the customers' awareness are key (Pisano, 2015).

Managing a brand with strategies provides excellent support in the organization for improvements in brand acknowledgment, profits, achieving long-term goals, and customer satisfaction. However, this achievement can only happen when the organization notices the customer behaviors in this fast digital world (Dwivedi et al., 2021). Today's competitive advantage creates more competitors on a daily basis, so it is even harder to notice whether the customers prefer the brand and satisfy needs and wants from the required brand. As Coca-Cola is a famous multinational brand; the researcher will ascertain how much satisfaction customers have experienced under brand management strategies in the future.

During these years, the global brand like Coca Cola realized that the brand management strategies had a great influence on the consumer behaviors of the digital era while adopting the different marketing techniques for attaining the brand awareness and customer satisfaction. Accordingly, Coca-Cola has to create a competitive advantage using effective and efficient branding strategies in line with modern digital marketing techniques to maintain its current market position and customer satisfaction. Coca Cola also faces many challenges in today's marketplace because of market driven changes, regulatory changes and socio-economic changes due to the rapid involvement of digital technologies in this digital era. Brand management strategies of Coca Cola make itself stand out among competitors because engagement with consumers through the proper digital marketing strategies help maintain the current consumers and attract new potential consumers. Furthermore, there is little research about the impact of brand management strategies of Coca Cola on consumer behavior in the digital era. In this context, this study focuses on the brand management strategies of Coca-cola for customer satisfaction.

1.2 Research Problem

Nowadays, there are rapidly expanding markets in the business sector that are being sold in competitive ways which leads to intense competition in the market (Anbumani et al., 2017) . Due to the intense market competition and changing consumer behavior, well-developed management of the brand is essential to get customer satisfaction (Kaur et al., 2019). An organization may thrive in a crowded market if it understands the demands, preferences and likes of its customers. Moreover, to survive the organization needs to identify the brand management strategies for customer satisfaction. These days, new types of beverages are emerging and trending day by day (EHL Insights, 2022). Furthermore, consumers nowadays are more aware of health since those kinds of knowledge are easily accessed by the internet (Jacobs et al., 2017).

1.3 Objectives of the Study

- To identify the brand management strategies crucial for Coca-cola
- To examine customer satisfaction levels for Coca-cola
- To explore consumer behavior in response to Coca-Cola's digital marketing and brand engagement strategies

1.4 Scope of the Study

This study focused on analyzing the brand management strategies adopted by Coca-Cola in the digital era and their influence on customer satisfaction and consumer behavior. The research was limited to Coca-Cola's branding efforts primarily in digital platforms, including but not limited to social media marketing, online advertising, content marketing, influencer collaborations, and digital customer engagement programs.

The geographical focus of the study was global, with specific attention to markets where Coca-Cola has a strong digital presence. The research emphasized recent brand management practices implemented in the last five years to ensure relevance to current digital trends.

The study targets Coca-Cola consumers, particularly those actively engaging with the brand through digital channels, to gain insights into their perceptions, satisfaction levels, and behavioral responses. While the primary focus is on Coca-Cola, comparative references may be made to other beverage brands for contextual understanding.

The study concentrates on the strategic role of digital brand management in enhancing customer satisfaction and shaping consumer behavior. The intent is to provide meaningful insights into how digital engagement contributes to brand value from the consumer's perspective.

1.5 Research Significance

The value of this research lies in its potential to offer meaningful insights into how global brands like Coca-Cola utilize digital brand management strategies to enhance customer satisfaction and engagement. In today's competitive and digitally driven marketplace, such insights are particularly useful for businesses aiming to strengthen their brand presence and customer relationships through online platforms.

By focusing on Coca-Cola's strategic use of digital tools such as social media marketing, personalized content, and digital loyalty programs, the study helps identify which branding techniques are most effective in influencing consumer perceptions and fostering long-term loyalty. These findings can serve as valuable guidance for marketing professionals and brand managers seeking to improve their digital strategies.

As digital platforms continue to evolve and consumer behavior becomes increasingly shaped by online interactions, this research contributes to the broader understanding of how digital brand management impacts customer satisfaction. It also provides a framework that other companies, especially those in the FMCG sector, can adapt to remain competitive in the digital era.

Chapter 2 Literature Review

2.1 Theoretical Foundation

2.1.1 Keller's Customer-Based Brand Equity (CBBE) Model

Keller's Customer-Based Brand Equity (CBBE) Model offers a structured and consumer-focused approach to evaluating how brands build equity by shaping consumer perceptions and experiences (Keller, 2001). The model is presented as a pyramid with four ascending levels: brand identity, brand meaning, brand response, and brand resonance. Each level reflects a different stage in the consumer's relationship with the brand, starting from basic awareness and moving toward emotional connection and loyalty (Keller, 2003).

In the context of Coca-Cola, the first level, brand identity, is established through widespread digital visibility. Coca-Cola maintains a strong presence across social media platforms, digital advertisements, and online campaigns, which helps reinforce brand salience and ensures that consumers can easily recognize the brand in a crowded marketplace.

The second level, brand meaning, is created through consistent messaging and the emotional appeal of Coca-Cola's digital content. Through campaigns like "Share a Coke" and holiday-themed promotions, the brand communicates a sense of joy, friendship, and togetherness. These narratives are distributed across multiple digital channels, helping consumers form favorable brand associations and perceptions about quality and user experience.

The third level, brand response, reflects how consumers judge and feel about the brand. Coca-Cola uses interactive content, influencer marketing, and personalized digital engagement (e.g., AI-powered chatbots, loyalty apps) to encourage positive consumer judgments and emotional connections. These digital experiences not only enhance customer satisfaction but also build trust and admiration.

At the top of the pyramid, brand resonance is achieved when customers develop a strong bond with the brand, marked by loyalty, attachment, and advocacy. Coca-Cola fosters this through customer engagement programs, user-generated content, and responsive digital service, which invite consumers to participate in the brand narrative. These efforts result in long-term customer retention and high levels of satisfaction, which are essential in today's digital economy.

By applying the CBBE model, this study seeks to analyze how Coca-Cola's brand management strategies in the digital era support each stage of brand equity development and how these stages collectively influence customer satisfaction and behavior.

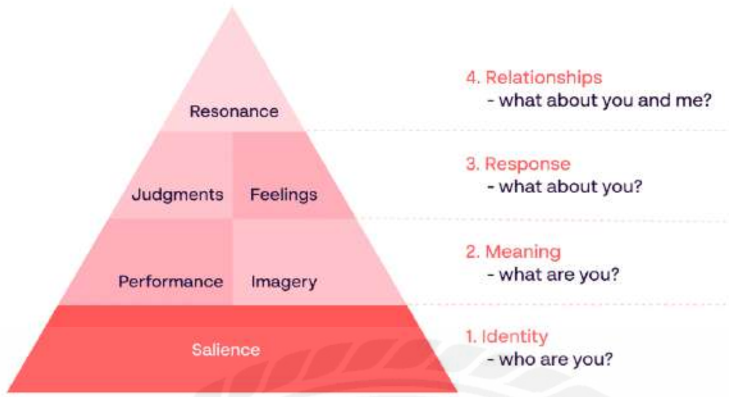

Figure 2.1 Keller's Customer-Based Brand Equity (CBBE) Model

2.1.2 Brand Management Strategies

Branding is essential which is vital to make a memorable impression on customers and help companies distinguish themselves from competitors. The branding is a perpetual process of identifying, creating, and managing the assets and also creating the experience. Unlike products or services; the brand lasts for a lifetime. In most cases, customers not only purchase goods or services but also buy the image that the brand creates that later results in the satisfaction of an excellent consumer experience. So, the lasting success of companies and organizations comes from effective brand management. Brand management is considered as a marketing strategy that contains various methods to upgrade the value of a specific brand or product. Building substantial management strategies help to build closer relationships with customers, which has become a loyal customer base, and brings out brand awareness, brand reputation, broader value, and customer satisfaction. From this consequence, the product will be perceived more positively and make a high income for a company (Politis, 2012). From the very beginning, many brand strategies are emerging era by era. A few include brand equity, types of branding, and brand portfolio. In terms of definitions, brand equity is the advantage of a product that gets from the brand like the consumers' trust and value that product since it is a product of the brand; they believe (Mohammad, 2018).

Furthermore, there are five types of the branding that are popular among business organizations ,and they are corporate branding which is branding under the image and characteristics of the organization: family branding means having more than one product under a brand name; sub-branding is adding new products that are upgraded from the original product of one brand, e.g., a new flavor; co-branding is collaborating with other brands while endorser branding is using a reliable image of external partners to make the brand famous (Junior, 2018). Since there are tons of branding strategies, a specific brand needs its brand portfolio to identify the most suitable strategy (Morgan & Rego, 2009). The brand portfolio includes the pros and cons of the strategy upon the brand, trending, competitors, new products with a suitable type of branding, uniqueness, brands' symbols, marketing, and brand extensions.

2.1.3 Consumer Behavior

Lautiainen (2015) mentioned that consumer behavior is an act and settlement of people who purchase products and services. Organizations, companies, and brands are constantly aware of consumer behavior since it influences them. There are five factors that brands need to consider and these are psychology, learning, attitudes, family, and reference groups. Business organizations need to understand consumer behavior and related factors, since it's essential to find the path of success for current and new products. And, it is seen that companies have higher chances of failure in companies when organizations do not acknowledge the reactions of a consumer (Khadka & Maharjan, 2017). Due to the changing of trends, lifestyles, technology, and fashions, this has become a chance for consumer behavior (Rajan et al., 2021). Based on those changes, a marketer must understand the marketing efforts to be aligned to follow up and make the brand constantly aware in the digital age; if not, the brand will face failure and decline with no revenue in the digital era.

Another aspect of consumer behavior which is also as essential as those factors mentioned above is the consumer decision journey. The consumer decision journey is the composition of buying steps that takes place when the consumers make a purchase. These steps happen one after another and are composed of five steps: being aware of needs, searching for data, alternative evaluations, making a purchase, and post-purchase decision (Oly, 2017). All these stages are dependent upon the factors mentioned above. And additionally, other factors such as trends and emerging technologies are also taken into consideration since these factors also impact customer touch points which are included in the consumer journey (Cummins et al., 2014).

2.1.4 Customer Satisfaction

Customer satisfaction is achieved when a product or service meets their requirements and wants without difficulty, causing them to become loyal to the company (Zouari & Abdelhedi, 2021). Customer satisfaction measures how pleased clients are with the business, goods or services, and the support provided before and after sales (Mai & Cuong, 2021). The level of client satisfaction and revenue generation are directly correlated. In most firms, the board of directors reflects on customer satisfaction surveys to examine the good and negative feelings that customers have about the brand. It is said that customer satisfaction performs as a guiding principle for marketing (Awan & Rehman, 2014). Furthermore, customer happiness critically allows marketers to identify dissatisfied consumers, locate pleased customers, and forecast and work proactively to acquire new leads or enhance client retention (Ghavami & Olyaei, 2006). In this digital world, social media platforms are constant, and reviews, good or bad, can spread in a short amount of time. In such a world, managing a brand and deciding to use the right strategy are challenging since the company has to observe consumer behavior first and apply the correct strategies to make customers happy. Garnering customer satisfaction is almost always the most challenging thing for the company (Jeon & Choi, 2012).

2.2 Conceptual Framework

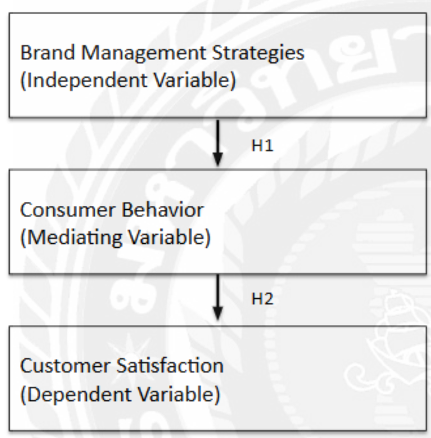

Figure 2.2 Conceptual Framework

2.3 Hypotheses

Based on the research framework the following hypotheses are proposed.

H1: Brand Management Strategies have a positive effect on Consumer Behavior.
Effective brand management strategies (such as consistent messaging, brand identity, and emotional connection) positively influence how consumers perceive and interact with the brand.

H2: Consumer Behavior has a positive effect on Customer Satisfaction.
Positive consumer behavior (such as loyalty, trust, and purchase intentions) leads to higher levels of customer satisfaction.

Ultimately, these behaviors lead to varying levels of customer satisfaction, which reflects how effectively Coca-Cola's digital branding efforts meet or exceed customer expectations.

Chapter 3. Research Methodology

3.1 Research Design

This study adopted a quantitative research approach to investigate the relationship between Coca-Cola's brand management strategies in the digital era and customer satisfaction. The purpose of employing a quantitative design is to collect measurable and statistically analyzable data that can objectively assess consumer perceptions, behaviors, and satisfaction levels.

The research was conducted using a structured questionnaire as the primary data collection tool. The questionnaire consisted of closed-ended questions using a 5-point Likert scale, designed to evaluate three core areas: awareness and perception of Coca-Cola's digital brand strategies, consumer behavior in response to digital marketing efforts, and levels of satisfaction with the brand's digital interactions.

The target population for this study included individuals who are familiar with Coca-Cola and engage with the brand through digital platforms such as social media, mobile apps, or online advertisements. A sample of 30 participants was selected using convenience sampling, allowing the researcher to efficiently collect data within a limited timeframe and available resources.

Data collected from the participants were analyzed using descriptive statistical techniques, including mean scores and frequency distributions, to interpret trends and patterns. The results provide insight into how Coca-Cola's digital branding influences consumer behavior and satisfaction, thereby addressing the research objectives. This design ensures that the study maintains objectivity, reliability, and clarity in examining the effectiveness of Coca-Cola's brand management strategies within the context of the digital era.

3.2 Population and Sample

3.2.1 Population

The population for this study comprised consumers who are familiar with the Coca-Cola brand and engage with it through digital platforms, such as social media, mobile applications, and online advertising. These individuals are likely to have been exposed to Coca-Cola's digital brand management strategies and are therefore in a position to evaluate their experiences with the brand in the digital environment. This population is directly linked to the study's investigation of customer satisfaction because these individuals have firsthand experience with Coca-Cola's digital marketing efforts. Their feedback provides valuable insights into how digital brand strategies such as personalized content, social media engagement, and online campaigns affect their perception of the brand, buying behavior, and ultimately, their level of satisfaction.

3.2.2 Sample Size

This research study employed a quantitative approach and utilized a sample size of 30 participants. These participants were selected to provide insights into Coca-Cola's brand management strategies within the context of the digital era. The sample was considered sufficient for a small-scale exploratory study aiming to assess key variables, including brand management strategies, consumer behavior, and customer satisfaction. Each participant completed a structured questionnaire based on a five-point Likert scale. The responses gathered from this sample allowed for the application of basic statistical analyses including descriptive statistics, correlation analysis, regression analysis, Anova test, thereby contributing valuable data to understand how Coca-Cola's digital branding efforts impact consumer perceptions and satisfaction.

3.3 Research Instrument

The primary research instrument employed in this study was a structured questionnaire developed to collect quantitative data from participants. The questionnaire consisted of three key sections aligned with the study's objectives: brand management strategies, consumer behavior, and customer satisfaction. Each section included five items measured on a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), to assess respondents' levels of agreement with each statement. The items were adapted from existing literature and tailored to reflect the context of Coca-Cola's digital branding practices. To ensure content validity, the questionnaire was reviewed by academic experts in marketing and brand management, who evaluated the relevance and clarity of each item. Furthermore, a pilot test was conducted with a small group of respondents (not included in the final analysis) to identify potential issues with question wording or structure. The reliability of the instrument was assessed using Cronbach's Alpha, a statistical measure of internal consistency. A Cronbach's Alpha coefficient of 0.70 or higher was considered acceptable, indicating that the items within each section reliably measured their respective constructs. This combination of expert review and statistical testing ensured that the research instrument was both valid and reliable for use in the main study.

3.4 Questionnaire Development

The questionnaire for this research was developed to measure three key constructs: brand management strategies, consumer behavior, and customer satisfaction, specifically in the context of Coca-Cola’s digital branding. A total of 15 items were included in the instrument, with five questions dedicated to each variable. All items were measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), to capture the degree of participants’ agreement with each statement.

The development process began with an extensive review of existing academic literature and prior studies related to brand equity, digital marketing, and customer satisfaction. Items were then adapted and phrased to fit the context of Coca-Cola and its digital brand presence. The first section of the questionnaire focused on Brand Management Strategies, assessing elements including consistency of brand image, innovation, and engagement through digital platforms. The second section examined Consumer Behavior, including participants' interactions with Coca-Cola's digital content and the influence of online engagement on their purchase decisions. The third section targeted Customer Satisfaction, exploring emotional connection, brand loyalty, and perceived value through digital engagement.

To ensure content validity, the initial questionnaire draft was reviewed by experts in marketing and consumer research. Feedback was used to refine the language and relevance of the items. Additionally, a pilot test was conducted with a small group of participants to assess clarity, structure, and time taken to complete the survey. Based on the pilot results, minor revisions were made to enhance the instrument’s clarity and reliability.

This structured approach to questionnaire development ensured that each item was closely aligned with the study’s objectives and capable of generating valid and reliable data for statistical analysis.

Table 3.1 Items for Brand Management Strategies

Variable	Item	5	4	3	2	1
Brand Management Strategies	Q1. Coca-Cola’s social media presence makes the brand more appealing to me.					
	Q2. I often see Coca-Cola’s digital promotions or online advertisements.					

	Q3. Coca-Cola's digital content (videos, images, slogans) reflects a consistent brand image.					
	Q4. I feel that Coca-Cola effectively uses digital channels to engage with customers.					
	Q5. I believe Coca-Cola's digital branding strategies are innovative and relevant to today's trends.					

Table 3.2 Items for Consumer Behavior

Variable	**Item**	**5**	**4**	**3**	**2**	**1**
Consumer Behavior	Q6. I often interact with Coca-Cola's posts or content on social media.					
	Q7. Seeing Coca-Cola's digital content has influenced my decision to purchase their products.					
	Q8. I prefer brands that actively engage with consumers online.					
	Q9. Coca-Cola's digital presence makes me more likely to recommend it to others.					
	Q10. I feel emotionally connected to Coca-Cola due to its online campaigns or stories.					

Table 3.3 Items for Customer Satisfaction

Variable	**Item**	**5**	**4**	**3**	**2**	**1**
Customer Satisfaction	Q11. I am satisfied with my overall experience with Coca-Cola products.					
	Q12. Coca-Cola meets my expectations in both quality and brand communication.					
	Q13. I feel valued as a customer when interacting with Coca-Cola online.					

	Q14. I am likely to continue purchasing Coca-Cola because of its digital engagement.					
	Q15. Coca-Cola’s digital campaigns enhance my satisfaction with the brand.					

3.5 Data Collection

Data for this study were collected using a structured online questionnaire aimed at assessing participants’ perceptions of Coca-Cola’s brand management strategies, consumer behavior, and customer satisfaction in the digital era. The questionnaire was distributed via digital platforms such as Google Forms, enabling convenient and anonymous participation. The data collection process took place over a two-week period. A total of 30 valid responses were gathered and used for analysis.

The questionnaire consisted of 15 close-ended items, categorized into three sections Brand Management Strategies (Q1–Q5), Consumer Behavior (Q6–Q10), and Customer Satisfaction (Q11–Q15) and was measured using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Participants were selected through convenience sampling, specifically targeting individuals who had experience with Coca-Cola’s digital content and brand presence.

Before distributing the final version of the questionnaire, a pilot test was conducted with 5 participants to evaluate the clarity, relevance, and structure of the survey items. Feedback from the pilot test was used to make minor revisions, ensuring improved readability and content validity.

Ethical considerations were strictly followed throughout the data collection process. Participants were informed about the purpose of the study, and their participation was entirely voluntary. No personal identifiers were collected, and all responses were treated with full confidentiality. The final dataset was prepared using Microsoft Excel and imported into SPSS for statistical analysis, including descriptive statistics, reliability testing, and correlation analysis.

3.6 Reliability & Validity

3.6.1 Reliability Analysis

To ensure the accuracy and consistency of the survey instrument, a reliability analysis was conducted using Cronbach's Alpha coefficient for each of the three main constructs measured in the study: Brand Management Strategies, Consumer Behavior, and Customer Satisfaction. Reliability refers to the extent to which a set of items consistently measures a single latent construct. The Cronbach's Alpha values obtained for each section of the questionnaire were well above the acceptable threshold of 0.70, which is widely recognized in social science research as an indicator of internal consistency. Specifically, the Brand Management Strategies scale achieved a Cronbach's Alpha of 0.850, Consumer Behavior recorded a value of 0.849, and Customer Satisfaction attained the highest score of 0.890. These results suggest that each group of items within the questionnaire was highly correlated and measured the intended concepts reliably.

Furthermore, the overall reliability for the entire instrument, which included all 15 items, was calculated to be 0.875. This overall score demonstrates a high level of consistency across the entire survey and confirms the suitability of the instrument for capturing meaningful data. High internal consistency strengthens the credibility of the data and ensures that the findings derived from the analysis can be considered robust and trustworthy. By confirming the reliability of the instrument, the study ensures that any observed relationships between brand management strategies, consumer behavior, and customer satisfaction are not the result of measurement error, but rather reflect actual patterns in the respondents' perceptions and experiences. Therefore, the reliability analysis not only validates the use of the questionnaire in this study but also supports the validity of the conclusions drawn from the data.

Table 3.4: Reliability Analysis

Variable	No of Questions	Cronbach's Alpha	Conclusion
Brand Management Strategies	5	0.850	High Reliability
Consumer Behavior	5	0.849	High Reliability
Customer Satisfaction	5	0.890	High Reliability
Overall	**15**	**0.875**	**High Reliability**

3.6.2 Validity Analysis

To ensure the accuracy and relevance of the measurement instrument used in this study, a validity analysis was conducted to evaluate the extent to which the survey items measured the intended constructs: Brand Management Strategies, Consumer Behavior, and Customer Satisfaction. The focus was on establishing construct validity, which examines whether the items are theoretically and empirically aligned with the conceptual framework of the study.

To assess construct validity, two statistical tests were performed: the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity. The results revealed a KMO value of 0.875, which exceeds the recommended threshold of 0.80, indicating that the sample data are well-suited for factor analysis and that the correlations between variables are sufficiently compact. According to Kaiser's scale, this value is considered 'meritorious', further supporting the adequacy of the data.

Additionally, Bartlett's Test of Sphericity was statistically significant ($p < 0.001$), confirming that the correlation matrix is not an identity matrix and that the variables share enough common variance to proceed with factor analysis.

These outcomes validate the structural integrity of the survey and confirm that the items grouped under each of the three main constructs are coherent and conceptually aligned. Therefore, the questionnaire used in this study is deemed a valid and appropriate instrument for assessing Coca-Cola's brand management strategies, their influence on consumer behavior, and their impact on customer satisfaction in the digital era.

3.7 Data Analysis

To achieve the research objectives and examine the relationships among the key variables of Brand Management Strategies, Consumer Behavior, and Customer Satisfaction, a quantitative approach was employed, and the data were analyzed using Statistical Package for the Social Sciences (SPSS). The dataset comprised responses from 30 participants who completed a structured questionnaire using a 5-point Likert scale. Each variable was measured using five items, with a total of 15 items in the survey.

The analysis began with descriptive statistics to summarize the demographic profile of the participants and provide mean and standard deviation values for each item. This helped identify general trends in perceptions of Coca-Cola's digital brand strategies and customer attitudes.

And, a validity analysis was performed to assess the construct validity of the measurement tool. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity were conducted to confirm the appropriateness of factor analysis. The KMO value was above 0.80, and Bartlett's test was significant ($p < 0.001$), further supporting the validity of the instrument. For inferential analysis, correlation analysis was used to explore the relationships between the three main variables.

To further test the influence of Brand Management Strategies and Consumer Behavior on Customer Satisfaction, a multiple linear regression analysis was conducted. An ANOVA test was also performed as part of the regression analysis to assess the overall fit of the model.

These statistical procedures provided robust evidence to support the research hypotheses and fulfilled the study's objectives, thereby offering insights into the effectiveness of Coca-Cola's brand management strategies in the digital era.

Chapter 4 Findings and Discussion

This chapter presents the findings from the survey conducted to evaluate the effectiveness of Coca-Cola's brand management strategies in the digital era and their influence on consumer behavior and customer satisfaction. The data were collected from 30 participants using a structured questionnaire composed of 15 items across three main constructs: Brand Management Strategies, Consumer Behavior, and Customer Satisfaction. Each item was rated on a 5-point Likert scale.

4.1 Descriptive Statistics of Coca-Cola Variables

Descriptive statistics were conducted to examine the general trends and distribution of responses across all survey items. Each of the 15 questions was measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The results provide insights into participants' perceptions of Coca-Cola's brand management strategies, consumer behavior, and customer satisfaction in the digital era.

For the Brand Management Strategies section (Q1- Q5), the mean scores ranged from 3.60 to 3.70, indicating that respondents generally agreed that Coca-Cola has strong and appealing digital brand practices. Specifically, Q2 and Q5 recorded the highest means (3.70), reflecting positive views on the brand's digital consistency and effectiveness, while Q1 and Q4 (mean = 3.60) also showed favorable opinions.

In the Consumer Behavior section (Q6 - Q10), the mean values ranged from 3.37 to 3.70. Q6, which measured the frequency of interaction with Coca-Cola's social media content, had the lowest mean score of 3.37, suggesting lower engagement compared to other behavior-related items. However, other items such as Q9 and Q10 recorded higher means (3.70), indicating that Coca-Cola's digital presence still influences purchasing behavior and peer recommendations positively.

For Customer Satisfaction (Q11- Q15), the responses showed relatively high mean scores ranging from 3.70 to 3.90. Items Q11 and Q12, which measured emotional connection and satisfaction with Coca-Cola's products, recorded the highest mean values (3.90), suggesting strong customer satisfaction. Additionally, the standard deviations for this group were generally lower (e.g., 0.923), indicating more consistent responses among participants.

Overall, the descriptive analysis shows that participants tend to agree with positive statements about Coca-Cola's brand in the digital era, with customer satisfaction scoring slightly higher than the other constructs. These results support the assumption that Coca-Cola's digital branding strategies contribute positively to consumer behavior and customer satisfaction.

Table 4.1 : Descriptive Statistics of Survey Responses

Question	Minimum	Maximum	Mean	Std. Deviation
Q1	2	5	3.60	1.037
Q2	2	5	3.70	1.088
Q3	2	5	3.67	1.061
Q4	2	5	3.60	1.003
Q5	2	5	3.70	0.988
Q6	2	5	3.37	1.098
Q7	2	5	3.60	1.037
Q8	2	5	3.67	0.994
Q9	2	5	3.70	0.988
Q10	2	5	3.70	1.055
Q11	2	5	3.90	0.923
Q12	2	5	3.90	0.923
Q13	2	5	3.73	0.980
Q14	2	5	3.73	0.980
Q15	2	5	3.70	0.988

4.2 Correlation Analysis of Coca-Cola Survey Data

The study also employed Pearson correlation analysis to examine the relationships among the three main variables: Brand Management Strategies, Consumer Behavior, and Customer Satisfaction in the digital context. The findings revealed a series of positive and statistically significant correlations.

A strong positive correlation was found between Brand Management Strategies and Customer Satisfaction ($r = 0.773$, $p < 0.01$), suggesting that effective branding practices directly contribute to higher levels of customer satisfaction. Similarly, a moderate positive correlation was observed between Consumer Behavior and Customer Satisfaction (r =

0.523, $p < 0.01$), indicating that consumer engagement and favorable behavioral responses play an important role in shaping satisfaction outcomes. Furthermore, a significant positive correlation was identified between Brand Management Strategies and Consumer Behavior ($r = 0.685$, $p < 0.01$), highlighting the strong influence of Coca-Cola's branding practices on consumer attitudes and actions in the digital space.

Overall, the correlation results demonstrate that all three variables are positively and significantly related at the 1% significance level ($p < 0.01$). These findings provide experimental evidence that customer satisfaction is strongly influenced by both consumer behavior and brand management efforts.

Table 4.2 : Correlation Analysis of Variables

Group	Brand Management	Consumer Behavior	Customer Satisfaction
Brand Management	1	0.4601	0.5612
Consumer Behavior	0.4601	1	0.5145
Customer Satisfaction	0.5612	0.5145	1

4.2.1 Correlation Analysis of Dimensions of Brand Management Strategies

The correlation results for Brand Management Strategies reveal several statistically significant relationships among the five survey items. Notably, Q3 and Q5 demonstrated a very strong positive correlation ($r = 0.691$, $p < 0.01$), indicating that respondents who perceive Coca-Cola's branding as innovative and relevant also believe it effectively increases consumer engagement. Likewise, a strong correlation was found between Q2 and Q3 ($r = 0.627$, $p < 0.01$), suggesting that brand consistency across digital content is closely associated with perceptions of innovation in Coca-Cola's brand strategy. Moderate correlations were also evident between Q2 and Q4 ($r = 0.581$, $p < 0.01$) and Q4 and Q5 ($r = 0.536$, $p < 0.01$), reinforcing the interconnection between message consistency, innovation, and engagement in branding. While Q1 and Q2 ($r = 0.501$, $p < 0.01$) and Q1 and Q5 ($r = 0.451$, $p < 0.05$) presented moderate and significant correlations, the relationship between Q1 and Q4 ($r = 0.338$, $p > 0.05$) was weaker and not statistically significant. Overall, these findings confirm a cohesive internal structure within the Brand

Management Strategies construct, indicating that Coca-Cola's digital branding efforts when appealing, consistent, and innovative work together to strengthen brand presence and consumer engagement.

Table 4.3 : Correlation Analysis of Dimensions of Brand Management Strategies

	Q1	Q2	Q3	Q4	Q5
Q1	1	.501**	.407*	.338	.451*
Q2	.501**	1	.627**	.581**	.587**
Q3	.407*	.627**	1	.583**	.691**
Q4	.338	.581**	.583**	1	.536**
Q5	.451*	.587**	.691**	.536**	1

4.2.2 Correlation Analysis of Dimensions of Consumer Behavior

The correlation results for Consumer Behavior show multiple statistically significant relationships among items. Notably, Q8 and Q9 yielded a very strong positive correlation ($r = 0.808$, $p < 0.01$), indicating that participants who frequently engage with Coca-Cola content also feel influenced in their purchasing decisions. Similarly, Q8 and Q10 showed a strong correlation ($r = 0.756$, $p < 0.01$), supporting the idea that consistent digital interaction enhances brand loyalty. Moderate to strong correlations were also observed between Q7 and Q8 ($r = 0.635$), and Q7 and Q9 ($r = 0.720$), both statistically significant at the 0.01 level. These findings suggest a cohesive relationship among items in the Consumer Behavior construct, confirming that Coca-Cola's digital marketing strategies positively influence how consumers interact with and perceive the brand.

Table 4.4 : Correlation Analysis of Dimensions of Consumer Behavior

	Q6	Q7	Q8	Q9	Q10

Q6	1	.073	.526**	.391*	.217
Q7	.073	1	.635**	.720**	.674**
Q8	.526**	.635**	1	.808**	.756**
Q9	.391*	.720**	.808**	1	.605**
Q10	.217	.674**	.756**	.605**	1

4.2.3 Correlation Analysis of Dimensions of Customer Satisfaction

The correlation matrix for Customer Satisfaction reveals robust positive associations among the items, indicating strong construct coherence. The strongest correlation was between Q14 and Q15 ($r = 0.840$, $p < 0.01$), suggesting that Coca-Cola's digital campaigns significantly enhance overall customer satisfaction. Additionally, Q11 and Q15 displayed a high correlation ($r = 0.836$, $p < 0.01$), reinforcing the emotional impact of digital branding. Substantial correlations were also observed between Q11 and Q14 ($r = 0.732$), Q12 and Q15 ($r = 0.647$), and Q12 and Q13 ($r = 0.541$), all of which were statistically significant. These results confirm that the items used to measure customer satisfaction are valid and internally consistent, reinforcing the effectiveness of Coca-Cola's digital engagement in generating positive emotional responses and brand loyalty.

The correlation results for Brand Management Strategies, Consumer Behavior and Customer Satisfaction indicate strong inter-item relationships, supporting the construct validity of the questionnaire. These findings validate that the survey items effectively capture consumer responses related to Coca-Cola's brand management strategies in the digital era.

Table 4.5 : Correlation Analysis of Dimensions of Customer Satisfaction

	Q11	**Q12**	**Q13**	**Q14**	**Q15**
Q11	1	.717**	.389*	.732**	.836**

Q12	.717**	1	.541**	.541**	.647**
Q13	.389*	.541**	1	.426*	.520**
Q14	.732**	.541**	.426*	1	.840**
Q15	.836**	.647**	.520**	.840**	1

4.3 Regression Analysis of Coca-Cola Survey Data

The regression model summary reveals that the combination of Consumer Behavior and Brand Management Strategies significantly predicts Customer Satisfaction with Coca-Cola in the digital era. The model yielded a correlation coefficient (R) of 0.880, indicating a very strong positive relationship between the independent variables and the dependent variable. The R^2 value of 0.775 suggests that approximately 77.5% of the variance in customer satisfaction can be explained by consumer behavior and brand management strategies. This indicates a high level of explanatory power for the model.

The Adjusted R^2 value of 0.758 further supports the robustness of the model by accounting for the number of predictors used, indicating that 75.8% of the variance in customer satisfaction remains consistent even when adjusted for model complexity.

The F-statistic is 46.427 with a significance level (p-value) of 0.000, which is well below the conventional threshold of 0.05. This confirms that the overall regression model is statistically significant, meaning the relationship between the predictors (Consumer Behavior and Brand Management) and the outcome (Customer Satisfaction) is not due to chance.

These findings suggest that Coca-Cola's success in satisfying customers is strongly influenced by how effectively it manages its brand in the digital space and responds to consumer behavior. Therefore, it is crucial for Coca-Cola to continue optimizing its brand strategy and engagement tactics to strengthen customer loyalty and satisfaction in today's competitive digital marketplace.

Table 4.6 : Model Summary of Coca-Cola Survey Data

Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of Estimate**	**R Square Change**	**F Change**	**df1**	**df2**	**Sig.F Change**
1	0.880	0.775	0.758	0.3931	0.775	46.427	2	27	0.000

4.4 ANOVA Test of Coca-Cola Survey Data

The ANOVA (Analysis of Variance) table provides statistical evidence regarding the overall significance of the regression model used to predict Customer Satisfaction from the two independent variables Consumer Behavior and Brand Management Strategies.

Table 4.6 shows a regression sum of squares of 14.347, with 2 degrees of freedom (df) for the predictors. This is contrasted with a residual sum of squares of 4.172, based on 27 degrees of freedom, resulting in a total sum of squares of 18.519 across all 30 cases.

The Mean Square for the regression is 7.173, while the Mean Square for the residual (error) is 0.155. The resulting F-statistic is 46.427, and the associated p-value is 0.000 (Sig. < 0.001). This p-value is highly significant and well below the standard alpha level of 0.05.

These findings confirm that the regression model is statistically significant, meaning that at least one of the predictors, Consumer Behavior or Brand Management Strategies, makes a meaningful contribution to explaining customer satisfaction with Coca-Cola in the digital era. In essence, the model as a whole reliably differentiates between the predicted and observed values of customer satisfaction.

Table 4.7: ANOVA Test of Coca-Cola Survey Data

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	14.347	2	7.173	46.427	0.000
Residual	4.172	27	0.155	-	-
Total	18.519	29	-	-	-

4.5 Coefficients of Model Analysis of Coca-Cola Survey Data

The regression coefficients provide insight into how Coca-Cola's brand management strategies and consumer behavior influence customer satisfaction. The unstandardized coefficient (B) for Brand Management Strategies is 0.586, suggesting that a one-unit increase in effective brand management practices leads to an approximate 0.586-unit increase in customer satisfaction, holding all else constant. This relationship is statistically significant, with a p-value of 0.000, indicating strong evidence that Coca-Cola's branding efforts directly and positively impact how satisfied customers feel. Similarly, the unstandardized coefficient for Consumer Behavior is 0.334, and this relationship is also statistically significant with a p-value of 0.016. This implies that customers' interaction with and perception of the brand significantly affects their satisfaction, albeit to a lesser extent than brand management strategies.

In terms of standardized coefficients (Beta), Brand Management registers a higher value (β = 0.601) compared to Consumer Behavior (β = 0.341), emphasizing that among the two predictors, brand management has a more substantial influence on customer satisfaction.

Overall, the findings confirm that Coca-Cola's efforts in managing its brand identity particularly in the digital space play a key role in driving customer satisfaction. Consumer behavior also contributes meaningfully, highlighting the importance of understanding and engaging with customers' preferences and digital interactions.

Table 4.8 : Coefficients of Model Analysis of Coca-Cola Survey Data

Predictor Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t-Value	Sig.
Brand Management	0.586	0.129	0.601	4.533	0.000
Consumer Behavior	0.334	0.129	0.341	2.575	0.016

4.6 Collinearity Diagnostics Analysis of Coca-Cola Survey Data

To assess the potential issue of multicollinearity among the independent variables Brand Management Strategies and Consumer Behavior a collinearity diagnostics test was conducted. The results indicate that the Condition Index values for the three dimensions are 1.000, 10.415, and 15.153, respectively. According to standard statistical guidelines, a condition index below 30 generally implies that multicollinearity is not a serious concern (Belsley, Kuh, & Welsch, 1980). Since all values fall below this threshold, the model does not exhibit problematic multicollinearity.

Furthermore, the Variance Proportions for both Brand Management and Consumer Behavior are relatively high in the third dimension, at 87% and 85%, respectively. While values above 50% in the same dimension can sometimes indicate multicollinearity, this is only considered problematic if the corresponding condition index is also high, which is not the case here. The eigenvalue for the first dimension is 2.960, capturing most of the variance in the predictors, whereas dimensions two and three have low eigenvalues (0.027 and 0.013), which is typical and acceptable in small regression models.

In summary, although the third dimension carries a large portion of variance for both predictors, the relatively low condition index values confirm that multicollinearity is within acceptable limits. Therefore, it can be concluded that both Brand Management Strategies and Consumer Behavior can be reliably used as predictors of Customer Satisfaction in the regression model.

Table 4.9 : Collinearity Diagnostics Analysis of Coca-Cola Survey Data

Model Dimension	Eigenvalue	Condition Index	Variance Proportions (Constant)	Brand Managemen t	Consumer Behavior
1	2.960	1.000	0.00	0.00	0.00
2	0.027	10.415	0.99	0.12	0.15
3	0.013	15.153	0.00	0.87	0.85

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

The research titled “The Brand Management Strategies of Coca-Cola in the Digital Era for Customer Satisfaction” aimed to identify the key brand management strategies used by Coca-Cola, evaluate their effectiveness in influencing consumer behavior, and assess their impact on customer satisfaction. The study was conducted using a quantitative method, involving 30 participants who responded to a structured questionnaire consisting of 15 items across three main constructs: Brand Management Strategies, Consumer Behavior, and Customer Satisfaction.

The analysis of the data provided several meaningful insights. Descriptive statistics indicated that most respondents rated Coca-Cola’s digital brand initiatives positively, especially in terms of content consistency, online engagement, and emotional connection through storytelling. Items related to customer satisfaction, particularly emotional connection and digital campaign impact, received the highest mean scores. This suggests that Coca-Cola’s digital branding is not only consistent but emotionally resonant.

The reliability analysis demonstrated high internal consistency for all three variables, with Cronbach’s Alpha values above 0.84. This confirms that the survey instrument was statistically sound. The KMO measure and Bartlett’s Test of Sphericity further validated the data's suitability for factor analysis, reinforcing the construct validity of the questionnaire.

Validity was also supported through Pearson correlation analysis, showing significant inter-item relationships within each construct. Correlation analysis revealed strong positive relationships between Coca-Cola’s brand management strategies and both consumer behavior and customer satisfaction. In particular, the digital efforts of the brand such as active social media presence, interactive content, and brand storytelling had a significant influence on how consumers engage with the brand and their likelihood of repeat purchases and brand advocacy.

Overall, the findings affirm that Coca-Cola’s digital brand strategies are successfully aligned with current consumer expectations. The brand’s ability to communicate consistently across digital platforms, create meaningful customer experiences, and foster emotional connection contributes significantly to consumer satisfaction and loyalty. These insights are particularly valuable for marketers aiming to build or strengthen their brands in the digital age.

This research contributes to academic understanding by highlighting the importance of integrating digital brand management strategies with consumer engagement and satisfaction metrics. It also provides practical implications for businesses especially in the FMCG sector seeking to adopt effective digital marketing approaches that resonate with today's consumers. As digital media continues to evolve, future research could expand on these findings by exploring longitudinal changes in consumer-brand relationships or by comparing Coca-Cola's strategies with those of its competitors.

5.2 Recommendations for Coca-Cola

5.2.1 Brand Management Strategies

Based on the findings of this study, several recommendations are proposed to enhance Coca-Cola's brand management strategies in the digital era. First, while Coca-Cola demonstrates a strong digital presence, there is room to improve two-way interaction with consumers. Enhancing customer engagement through interactive content, such as polls, contests, and user-generated campaigns, could significantly increase online participation and brand connection (Keller, 2013). Digital branding should not only be informative but also foster dialogue that makes customers feel heard and valued.

Secondly, Coca-Cola should personalize its brand messaging by leveraging consumer data to deliver tailored experiences. Personalized digital marketing, such as behavior-based advertisements and customized offers, has been shown to increase customer satisfaction and loyalty (Kotler & Keller, 2016). By adopting more data-driven personalization strategies, Coca-Cola can strengthen its relevance and deepen emotional connections with its diverse customer base.

Third, the study confirms that emotional storytelling plays a significant role in building customer satisfaction. Coca-Cola is encouraged to continue investing in emotionally resonant digital campaigns that reflect shared values and human stories. Emotional branding has the power to create memorable brand experiences and long-term loyalty (Thomson et al., 2005). Aligning stories with consumer identities and cultural relevance can further enhance brand authenticity.

Moreover, Coca-Cola should actively encourage consumer participation in its digital campaigns. This can be achieved by integrating reward-based interactions, gamification elements, and viral challenges on platforms like TikTok and Instagram. Research shows that customer co-creation and participation in brand activities increase perceived value and brand advocacy (Prahalad & Ramaswamy, 2004).

Additionally, brand consistency across digital platforms must be maintained. A unified brand image through coherent messaging, visual design, and tone builds brand trust and recognition (Aaker, 1996). Coca-Cola should ensure that all digital touchpoints align with its core brand identity to reinforce strong consumer perceptions.

Finally, Coca-Cola should expand its presence on emerging digital platforms and technologies, such as augmented reality (AR), QR-code interactions, and immersive brand experiences in virtual environments. Embracing innovation allows the brand to stay relevant and appealing, especially to younger, tech-savvy audiences (Kapferer, 2012).

Collectively, these recommendations aim to support Coca-Cola in refining its digital brand strategies to meet evolving consumer expectations, build stronger emotional bonds, and enhance customer satisfaction in today's highly dynamic digital landscape.

5.2.2 Consumer Behavior

Based on the findings of this study, Coca-Cola is encouraged to adopt several strategic measures to further influence and align with evolving patterns in consumer behavior, particularly in the context of digital engagement. The data revealed that while consumers generally respond positively to Coca-Cola's digital efforts, levels of direct interaction and behavioral response such as sharing content or making purchase decisions influenced by online campaigns could be enhanced.

Firstly, Coca-Cola should invest in creating more interactive and experiential digital content. According to Solomon (2020), interactive engagement increases brand involvement and encourages consumer participation. Features such as polls, live streams, augmented reality (AR) filters, and gamified content on platforms like Instagram, TikTok, and YouTube can stimulate user behavior and foster a deeper brand-consumer relationship.

Secondly, Coca-Cola should implement data-driven personalization in digital marketing to align with consumer expectations. Studies show that tailored content based on browsing behavior, preferences, or past interactions significantly improves consumer response rates and purchase intent (Lemon & Verhoef, 2016). Coca-Cola can use behavioral analytics and AI tools to deliver personalized promotions, dynamic product suggestions, and localized messages that make the brand more relevant to individual consumers.

Third, building emotional resonance through storytelling continues to be a key factor influencing behavior. As the findings indicated, emotionally engaging content leads to stronger consumer attachment and loyalty. Coca-Cola should continue to produce campaigns that tap into shared values, cultural pride, or social causes, which create meaningful emotional connections and influence behavioral loyalty (Thomson, MacInnis, & Park, 2005).

Furthermore, Coca-Cola should encourage user-generated content (UGC) and online word-of-mouth. Empowering consumers to share their experiences and stories involving the brand increases trust and authenticity in the eyes of potential customers (Berger, 2014). Campaigns that feature customer photos, testimonials, or hashtags can create a sense of community and influence peer behavior positively.

Lastly, Coca-Cola should improve real-time digital responsiveness. Behavioral studies show that timely responses to comments, queries, and reviews influence consumer perceptions and increase likelihood of repeat engagement (Kotler & Keller, 2016). Investing in digital customer service teams and chatbot tools can help Coca-Cola remain responsive, approachable, and behaviorally appealing to online users.

By implementing these recommendations, Coca-Cola can effectively leverage consumer behavior insights to deepen engagement, drive purchase decisions, and strengthen loyalty in the digital era.

5.2.3 Customer Satisfaction

To further enhance customer satisfaction in the digital era, Coca-Cola should adopt strategies that deepen emotional engagement, improve digital responsiveness, and consistently exceed consumer expectations. The results of this study indicate that while Coca-Cola enjoys high levels of satisfaction among customers, particularly in terms of emotional connection and digital branding, there remain key opportunities to reinforce and sustain this satisfaction long-term.

First, Coca-Cola should continue to strengthen its emotional branding strategy, as emotional satisfaction is a powerful driver of loyalty and repeat purchasing behavior (Thomson et al., 2005). Campaigns that celebrate diversity, shared cultural values, or inspire positive change can further cultivate a sense of community and emotional affinity. Incorporating real customer stories into branded digital content can also enhance feelings of personal relevance and trust.

Second, Coca-Cola must ensure a consistently high-quality brand experience across all digital touchpoints. Research suggests that consistency in brand messaging and service across channels such as websites, mobile apps, and social platforms positively influences customer satisfaction (Kotler & Keller, 2016). Coca-Cola should regularly audit its digital presence to maintain cohesive messaging and visual identity while optimizing functionality and user experience.

Third, investing in real-time responsiveness on digital platforms is crucial. Quick and personalized replies to customer feedback, queries, or complaints can significantly improve satisfaction levels (Lemon & Verhoef, 2016). Coca-Cola can implement AI-powered chatbots for instant interaction and use social media listening tools to identify emerging customer concerns in real time.

Fourth, Coca-Cola should enhance its post-purchase engagement strategy, such as follow-up messages, satisfaction surveys, or thank-you campaigns. These interactions show appreciation and create a positive reinforcement loop that increases satisfaction and encourages long-term loyalty (Oliver, 2010). Reward programs or digital loyalty platforms could further incentivize satisfaction-driven behavior such as referrals or social sharing.

Finally, Coca-Cola should regularly collect and analyze customer feedback to monitor satisfaction trends and detect dissatisfaction early. This proactive approach enables timely adjustments in digital campaigns or product offerings, ensuring that customer needs are continuously met (Parasuraman et al., 1988).

By integrating these strategies, Coca-Cola can elevate its customer satisfaction outcomes, build lasting relationships, and reinforce its brand leadership in the competitive digital landscape.

5.3 Managerial Implication

The findings from this study provide several important managerial implications for Coca-Cola and similar brands operating in highly competitive and digitally driven markets. First, the research confirms that digital brand management strategies significantly influence both consumer behavior and customer satisfaction. This suggests that brand managers should continue to prioritize and allocate resources toward digital branding efforts that are not only consistent and visually compelling but also emotionally engaging. The ability of Coca-Cola's digital campaigns to foster emotional connections strongly correlates with increased satisfaction and brand loyalty, highlighting the need for managers to integrate emotional storytelling as a central part of brand communication strategy.

Second, the positive relationship between brand engagement and consumer behavior indicates that managers must design digital experiences that are not just promotional, but interactive and participatory. Coca-Cola's brand managers should focus on developing content that encourages consumer involvement such as social media challenges, user-generated content (UGC), and gamified campaigns to increase digital interaction and drive behavioral responses such as brand recommendations and repeat purchases.

Third, the study emphasizes the importance of customer feedback and responsiveness in digital environments. Managers must ensure that digital channels are not only used for outbound messaging but also for receiving and responding to customer concerns, preferences, and suggestions. Real-time responsiveness and personalized digital interaction have been shown to enhance perceived brand value and improve satisfaction outcomes, which implies that Coca-Cola's managers should invest in customer service technologies and social listening tools.

Furthermore, the high internal consistency and validity of the constructs measured in this study provide managers with a reliable framework for monitoring brand performance in digital settings. Managers can use similar survey-based instruments to evaluate how well current digital branding initiatives are aligned with consumer expectations, and to make data-driven decisions that improve campaign effectiveness.

Lastly, as consumer behavior and expectations evolve rapidly in the digital era, Coca-Cola's marketing managers must adopt an agile and customer-centric brand management approach. This includes ongoing research, testing new platforms (e.g., TikTok, AR/VR), and refining messaging to maintain relevance across different market segments. Aligning strategic brand goals with consumer behavior insights can enhance competitive advantage and long-term brand equity.

5.4 Academic Contribution

This research contributes meaningfully to the academic discourse on digital branding, consumer behavior, and customer satisfaction, particularly within the context of global fast-moving consumer goods (FMCG) brands like Coca-Cola. By focusing on Coca-Cola's brand management strategies in the digital era, this study expands current understanding of how strategic digital communication influences emotional connection, behavioral response, and satisfaction levels among modern consumers.

One of the key academic contributions of this research is its integration of Keller's Customer-Based Brand Equity (CBBE) Model with contemporary digital marketing practices. While the Customer-Based Brand Equity CBBE model is widely used to evaluate brand equity from the consumer's perspective, this study applies the model within a modern digital context highlighting how digital touchpoints, such as social media, content consistency, and emotional storytelling, influence brand resonance and consumer loyalty. This provides a framework for future researchers interested in adapting traditional brand theory to digital ecosystems.

Additionally, the study provides empirical evidence through quantitative analysis of survey data, offering measurable insights into how digital brand strategies affect consumer behavior and satisfaction. The use of Cronbach's alpha for reliability, Pearson correlation for construct validity, and descriptive statistics enhances the methodological rigor of branding research in the digital age. The findings suggest that emotional branding, digital engagement, and interactive content are not only effective branding tools but also critical factors in enhancing satisfaction adding to the body of knowledge on consumer-brand relationships.

Furthermore, this research highlights the importance of consumer participation in brand storytelling, an emerging area of interest in digital marketing literature. By showing that interaction with Coca-Cola's digital content contributes to increased purchase intention and brand recommendation, this study bridges the gap between branding theory and consumer psychology.

As a summary, this study provides a theoretical and methodological foundation for future research exploring the dynamic relationship between brand strategies, digital transformation, and consumer experience. It explores how brand equity frameworks like

Customer-Based Brand Equity can evolve to include digital-era components such as personalization, real-time engagement, and co-created content.

5.5 Further Research

While this study provides meaningful insights into the relationship between Coca-Cola's digital brand strategies and customer satisfaction, several opportunities for further research remain. First, the current research focused on a relatively small sample size of 30 respondents using a quantitative approach. Future studies could adopt a mixed-methods design, combining surveys with in-depth interviews or focus groups, to gain richer, more nuanced insights into consumer perceptions (Creswell & Plano Clark, 2018). This would help uncover underlying motivations behind behavioral patterns that are not easily captured through quantitative measures.

Second, this study was limited to Coca-Cola as a single case brand. Future research could conduct comparative studies involving other global or regional FMCG brands, such as Pepsi or Red Bull, to explore whether similar digital strategies yield comparable levels of satisfaction and loyalty. This would contribute to the generalizability of digital branding theories across diverse brand contexts (Kotler & Keller, 2016).

Third, the study examined digital branding from the consumer's perspective. Future research could investigate the internal brand management practices of companies like Coca-Cola such as how marketing teams strategize, measure, and adapt their digital campaigns over time. This would offer a more holistic view of brand performance in the digital age and how it aligns with organizational strategy (Kapferer, 2012).

Additionally, the longitudinal impact of digital campaigns on consumer behavior and satisfaction could be explored. Since consumer preferences and technologies evolve rapidly, tracking changes over time would help identify how consistent brand engagement affects brand loyalty and satisfaction in the long run (Lemon & Verhoef, 2016). Such studies would be valuable in developing adaptive digital branding frameworks that evolve with consumer expectations.

Lastly, researchers could integrate psychographic and demographic segmentation to assess how age, culture, or digital literacy influence consumer responses to digital branding. This could lead to more personalized and effective brand management strategies, especially for brands aiming to target Gen Z or digital-native consumers (Solomon, 2020).

In sum, expanding future research in these directions would not only validate the current findings but also enrich academic understanding of brand management strategies in an increasingly digital and customer-centric environment.

References

Aaker, D. A. (1996). *Building strong brands*. Free Press.

Aberg, Kazemargi, & Bankewitz. (2017). Strategists on the board in a digital era. *Business and Management Research, 6*(2), 40-48.

Anbumani, S., Rao, C., & Sankar, J. (2017). Digital marketing and its challenges. *Airo International Research Journal, 7*, 6-7.

Anik, K., & Habiba, W. (2020). *Marketing management practice of Coca-Cola.* East Delta University.

Awan, A., & Rehman, A.-u. (2014). Impact of customer satisfaction on brand loyalty: An emprical analysis of home appliances in Pakistan. *British Journal of Marketing Studies, 2*(8), 18-32.

Balan, C. (2014). Consumer behavior in the digital era - Evidence from Romanian market. *Journal of Economics and Management, 15*(1), 6-24.

Berger, J. (2014). *Contagious: How to build word of mouth in the digital age*. Simon and Schuster.

Chemev. (2020). Part two building strong brands. In Chemev, *Strategic brand mangement* (2nd ed., pp. 12-14). New York: Crebellum Press.

CIM. (2020, July 29). *Cutting edge: Our weekly analysis of marketing news*. Retrieved from CPD Eligible: https://www.cim.co.uk/media/7825/ce290720.pdf

Cummins, Peltier, Schibrowsky, & Nill. (2014). Consumer behavior in the online context. *Research in Interactive Marketing, 8*(3), 169-202.

Creswell, J. W., & Plano Clark, V. L. (2018). *Designing and conducting mixed methods research* (3rd ed.). SAGE Publications.

Dwivedi, Y., Ismagilova, E., Hughes, D., Carlson, J., Filieri, R., Jacobson, J., . . . Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management, 59*, 1-28.

EHL Insights. (2022, January 25). *EHL Insights*. Retrieved from Top 7 drink trends in 2022: hospitalityinsights.ehl.edu/drink-trends-2022

Elmore, B. (2013, February). Citizen coke: An environmental and political history of the Coca-Cola company. *Cambridge University Press, 14*(4), 717-731.

Fairlie, R., & Fossen, F. (2021). The early impacts of the Covid 19 pandemic on business sales. *Small Business Economics, 58*(1), 1854-1855.

Gehani, R. (2016). Corporate brand value shifting from identity to innovation capability: from Coca-Cola to Apple. *Journal of Technology Management & Innovation, 11*(1), 11-20.

Ghavami, A., & Olyaei, A. (2006). *The impact of CRM on customer retention.* Lulea University of Technology.

Gielens, K. (2019). Branding in the era of digital (dis)intermediation. *International Journal of Research in Marketing, 36*(1), 367-384.

Gosline, R., Lee, J., & Urban, G. (2017). *The power of consumer stories in digital marketing.* Frontiers.

Hidayat, A., Wijaya, T., Ishak, A., Ekasasi, S., & Zalzalah, G. (2021). Model of the consumer switching behavior related to healthy food products. *Sustainability, 13*(1), 1-12.

Hoang Tien, N., Thanh Vu, N., & Van Tien, N. (2019). The role of brand and brand management in creating business value case of Coca Cola Vietnam. *Internation Journal of Research in Marketing Management and Sales, 1*(1), 57-62.

IAD. (2021, September 10). *Literature review*. Retrieved from The University of Edinburgh: https://www.ed.ac.uk/institute-academic-development/study-hub/learning-resources/literature-review

Jacobs, W., Amuta, A., & Jeon, K. C. (2017). Health information seeking in the digital age: An analysis of health information seeking behavior among US adults. *Cogent Social Sciences, 3*(1), 1-11.

Jeon, & Choi. (2012). The relationship between employee satisfaction and customer satisfaction. *Services Marketing, 26*(5), 332-341.

Junior, E. C. (2018). Brand portfolio strategy and brand architecture: A comparative study. *Congent Business & Management, 5*(1), 1-10.

Kaur, S., Tandon, N., & Malik, S. (2019). *Impact of digital market on consumer buying behavior.* Faridabad: Manav Rachna International Institute of Research and Studies.

Kapferer, J.-N. (2012). *The new strategic brand management: Advanced insights and strategic thinking* (5th ed.). Kogan Page.

Kelly, C. (2021, July 22). *Coca-Cola spurs 42% revenue growth after returning to pre-pandemic marketing spend*. Retrieved from Marketing Dive: https://www.marketingdive.com/news/coca-cola-spurs-42-revenue-growth-after-returning-to-pre-pandemic-marketin/603765/

Keller, K. L. (2003). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (2nd ed.). Prentice Hall.

Keller, K. L. (2001). *Building Customer-Based Brand Equity: A Blueprint for Creating Strong Brands*. Marketing Science Institute.

Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson Education.

Khadka, K., & Maharjan, S. (2017). *Customer satisfaction and customer loyalty.* Kokkola: Centria University of Applied Sciences.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

Lautiainen, T. (2015). *Factors affecting consumers' buying decisions in the selection of a coffee brand.* Saimaa University of Applied Sciences. Lappeenranta: Faculty of Business Administration.

Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing, 80*(6), 69–96. https://doi.org/10.1509/jm.15.0420

Magray, H. (2018). *Advertising impact on customers carried out at Coca-Cola pvt.ltd.* Pune: Arihant Institute of Business Management.

Mai, & Cuong. (2021). Relationship between service quality, brand image, customer satisfaction and customer loyalty. *Journal of Asian Finance, Economic and Business, 8*(3), 585-593.

Martinez-Caro, E., Cegarra, J., & Alfonso-Ruiz, F. (2020). Digital technologies and firm performance: The role of digital organizational culture. *Technological Forecasting and Social Change, 154*(1), 119-962.

Mohammad, S. (2018). Brand equity dimensions- A literature review. *International Research Journal of Management and Commerce, 5*(3), 312-330.

Morgan, N., & Rego, L. (2009). Brand portfolio strategy and firm performance. *Journal of Marketing, 73*(1), 59-74.

Muller, P., Damgaard, M., Litchfield, A., Lewis, M., & Hornie, J. (2011). *Consumer behavior in a digital envirionment.* European Parliament.

Nguyen, H., Nguyen, T., & Nguyen, V. (2019). The role of brand and brand management in creating business value case of Coca Cola Vietnam. *Internation Journal of Research in Marketing Management and Sales, 1*(1), 57-62.

Olsen, L. (2018). Chapter 5: Future of branding in the dIgital age. In L. Olsen, *At the forefront, looking ahead* (pp. 73-84). Taylor.

Oly, M. (2017). Critera for evaluation of alternatives in online consumer decision-making process. *ELK Asia Pacific Journals, 9*, 75-100.

Oliver, R. L. (2010). *Satisfaction: A behavioral perspective on the consumer* (2nd ed.). M.E. Sharpe.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing, 64*(1), 12–40.

Pham, T. H. (2015). *A study of the determinants influencing customer satisfaction in medical tourism industry in Singapore.* Queensland: Southern Cross University.

Prahalad, C. K., & Ramaswamy, V. (2004). *The future of competition: Co-creating unique value with customers*. Harvard Business School Press.

Pisano, G. (2015, June). *You need an innovation strategy*. Retrieved from Harvard Business Review: https://hbr.org/2015/06/you-need-an-innovation-strategy

Politis, J. (2012). DIscussion and Conclusion. *ECMLG2012-Proceedings of the 8th European Conference on Management, Leadership and Governance: ECMLG* (pp. 306-308). Academic Conferences Limited.

Prajapati, K. (2021). *A study on digital marketing and its impacts.* Ahmedabad: Institute of Nirma Technology.

Rajan, A., Sammansu, M., & Suresh, S. (2021). Consumer buying behavior. *IJSART, 7*(7), 397-400.

Ramdhani, A., Ramdhani, M., & Amin, A. (2014). Writing a literature review research paper: A step-by-step approach. *International Journal of Basic and Applied Science, 3*(2), 47-56.

Ramos, J. (2017, August 23). *Delicious and refreshing: Over 100 years of Coca-Cola advertising calendars*. Retrieved from Museum of Arts & Science: https://www.moas.org/Delicious-and-Refreshing--Over-100-Years-of-Coca-Cola-Advertising-Calendars-1-24.html

Rawal, Y., & Dani, R. (2017). Next generation trends in food and beverage service sector. *International Journal of Management, IT & Engineering, 7*(11), 87-92.

Saura, J., Reyes-Menendez, A., Matos, N., Marisol, C., Kumar, J., Debasa, F., . . . Konar, R. (2020). Consumer behavior in the digital age. *Journal of Spatial and Organizational DYnamics, 8*(3), 190-262.

Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson Education.

Taha, V., Pencarelli, T., Skerhakova, V., Fedorko, R., & Kosikova, M. (2021). The use of social media and its impact on shopping behavior of Slovak and Italian consumers during Covid 19 pandemic. *Sustainability*, 1-19.

Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology, 15*(1), 77–91. https://doi.org/10.1207/s15327663jcp1501_10

Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology, 15*(1), 77–91. https://doi.org/10.1207/s15327663jcp1501_10

United Nations. (2021). Digital Economy Report 2021. *United Nations Conference on Trade and Development* (pp. 1-15). Geneva: United Nations.

Veleva, S., & Tsvetanova, A. (2020). Characteristics of the digital marketing advantages and disadvantages. *IOP Conference Series: Materials Science and Engineering* (pp. 1-9). IOP Publishing.

Wei, J. (2018). *Coca-Cola's public welfare marketing: Solving the problem of mismatch between public welfare activities and public cognition.* Bangkok: Siam University.

Zouari, & Abdelhedi. (2021). Customer satisfaction in digital era. *Innovation and Entrepreneurship, 10*(9), 4-7.

Appendix (A) Survey Questionnaires

Variable	Question	5	4	3	2	1
Brand Management Strategies	1. Coca-Cola's social media presence makes the brand more appealing to me.					
	2. I often see Coca-Cola's digital promotions or online advertisements.					
	3. Coca-Cola's digital content (videos, images, slogans) reflects a consistent brand image.					
	4. I feel that Coca-Cola effectively uses digital channels to engage with customers.					
	5. I believe Coca-Cola's digital branding strategies are innovative and relevant to today's trends.					
Consumer Behavior	6. I often interact with Coca-Cola's posts or content on social media.					
	7. Seeing Coca-Cola's digital content has influenced my decision to purchase their products.					
	8. I prefer brands that actively engage with consumers online.					
	9. Coca-Cola's digital presence makes me more likely to recommend it to others.					
	10. I feel emotionally connected to Coca-Cola due to its online campaigns or stories.					
Customer Satisfaction	11. I am satisfied with my overall experience with Coca-Cola products.					
	12. Coca-Cola meets my expectations in both quality and brand communication.					

	13. I feel valued as a customer when interacting with Coca-Cola online.					
	14. I am likely to continue purchasing Coca-Cola because of its digital engagement.					
	15. Coca-Cola's digital campaigns enhance my satisfaction with the brand.					

Appendix (B) Regression Analysis Data of CoCA-COLA

Descriptive Statistics

Descriptives

```
[DataSet2]
```

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q1	30	2	5	3.60	1.037
Q2	30	2	5	3.70	1.088
Q3	30	2	5	3.67	1.061
Q4	30	2	5	3.60	1.003
Q5	30	2	5	3.70	.988
Q6	30	2	5	3.37	1.098
Q7	30	2	5	3.60	1.037
Q8	30	2	5	3.67	.994
Q9	30	2	5	3.70	.988
Q10	30	2	5	3.70	1.055
Q11	30	2	5	3.90	.923
Q12	30	2	5	3.90	.923
Q13	30	2	5	3.73	.980
Q14	30	2	5	3.73	.980
Q15	30	2	5	3.70	.988
Valid N (listwise)	30				

Correlation Analysis

```
CORRELATIONS
  /VARIABLES=Q1 Q2 Q3 Q4 Q5
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		Q1	Q2	Q3	Q4	Q5
Q1	Pearson Correlation	1	.501**	.407*	.338	.451*
	Sig. (2-tailed)		.005	.026	.068	.012
	N	30	30	30	30	30
Q2	Pearson Correlation	.501**	1	.627**	.581**	.587**
	Sig. (2-tailed)	.005		.000	.001	.001
	N	30	30	30	30	30
Q3	Pearson Correlation	.407*	.627**	1	.583**	.691**
	Sig. (2-tailed)	.026	.000		.001	.000
	N	30	30	30	30	30
Q4	Pearson Correlation	.338	.581**	.583**	1	.536**
	Sig. (2-tailed)	.068	.001	.001		.002
	N	30	30	30	30	30
Q5	Pearson Correlation	.451*	.587**	.691**	.536**	1
	Sig. (2-tailed)	.012	.001	.000	.002	
	N	30	30	30	30	30

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

*. Correlation is significant at the 0.05 level (2-tailed).

```
CORRELATIONS
  /VARIABLES=Q6 Q7 Q8 Q9 Q10
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		Q6	Q7	Q8	Q9	Q10
Q6	Pearson Correlation	1	.073	.526**	.391*	.217
	Sig. (2-tailed)		.703	.003	.033	.249
	N	30	30	30	30	30
Q7	Pearson Correlation	.073	1	.635**	.720**	.674**
	Sig. (2-tailed)	.703		.000	.000	.000
	N	30	30	30	30	30
Q8	Pearson Correlation	.526**	.635**	1	.808**	.756**
	Sig. (2-tailed)	.003	.000		.000	.000
	N	30	30	30	30	30
Q9	Pearson Correlation	.391*	.720**	.808**	1	.605**
	Sig. (2-tailed)	.033	.000	.000		.000
	N	30	30	30	30	30
Q10	Pearson Correlation	.217	.674**	.756**	.605**	1
	Sig. (2-tailed)	.249	.000	.000	.000	
	N	30	30	30	30	30

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

*. Correlation is significant at the 0.05 level (2-tailed).

```
CORRELATIONS
  /VARIABLES=Q11 Q12 Q13 Q14 Q15
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Correlations

		Q11	Q12	Q13	Q14	Q15
Q11	Pearson Correlation	1	.717**	.389*	.732**	.836**
	Sig. (2-tailed)		.000	.034	.000	.000
	N	30	30	30	30	30
Q12	Pearson Correlation	.717**	1	.541**	.541**	.647**
	Sig. (2-tailed)	.000		.002	.002	.000
	N	30	30	30	30	30
Q13	Pearson Correlation	.389*	.541**	1	.426*	.520**
	Sig. (2-tailed)	.034	.002		.019	.003
	N	30	30	30	30	30
Q14	Pearson Correlation	.732**	.541**	.426*	1	.840**
	Sig. (2-tailed)	.000	.002	.019		.000
	N	30	30	30	30	30
Q15	Pearson Correlation	.836**	.647**	.520**	.840**	1
	Sig. (2-tailed)	.000	.000	.003	.000	
	N	30	30	30	30	30

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

*. Correlation is significant at the 0.05 level (2-tailed).

Reliability Analysis

```
RELIABILITY
  /VARIABLES=Q1 Q2 Q3 Q4 Q5
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.850	5

```
RELIABILITY
  /VARIABLES=Q6 Q7 Q8 Q9 Q10
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.849	5

```
RELIABILITY
  /VARIABLES=Q11 Q12 Q13 Q14 Q15
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.890	5

Regression Analysis (Multiple Linear Regression)

Regression

[DataSet5]

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Cons_Behavior, Brand_Mgmt[b]	.	Enter

a. Dependent Variable: Cust_Satisfaction

b. All requested variables entered.

Model Summary

					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.880[a]	.775	.758	.3931	.775	46.427	2	27	.000

a. Predictors: (Constant), Cons_Behavior, Brand_Mgmt

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.347	2	7.173	46.427	.000[b]
	Residual	4.172	27	.155		
	Total	18.519	29			

a. Dependent Variable: Cust_Satisfaction

b. Predictors: (Constant), Cons_Behavior, Brand_Mgmt

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.448	.356		1.258	.219		
	Brand_Mgmt	.586	.129	.601	4.533	.000	.475	2.105
	Cons_Behavior	.334	.129	.341	2.575	.016	.475	2.105

a. Dependent Variable: Cust_Satisfaction

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Brand_Mgmt	Cons_Behavior
1	1	2.960	1.000	.00	.00	.00
	2	.027	10.415	.99	.12	.15
	3	.013	15.153	.00	.87	.85

a. Dependent Variable: Cust_Satisfaction