

**CULTURAL DIFFERENCES AND THE EFFECTIVENESS OF
ADVERTISING CAMPAIGNS IN INTERNATIONAL MARKETS: A CASE
OF COCA-COLA'S ADVERTISEMENTS**

Student Name : Anandu Nandan

Student Id: 2216198

Date: 12.10.2024



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

Master's Degrees by Examination and Dissertation Declaration Form.

I, ANANDU NANDAN, declare that this dissertation has been composed by myself, that the work contained herein is entirely my own except where explicitly stated otherwise in the text, and that this work has not been submitted for any other degree or qualification, in whole or in part, except as specified.

Signature: ANANDU NANDAN

.....

Date: 12.10.2024

Acknowledgment

I acknowledge the contributions of my peers and my teachers in developing this Research Project. I also show my heartfelt gratitude to all the individuals who have cooperated with me to find relevant journals and scholarly articles. I also acknowledge the help that I have received from my departmental head. My Departmental head has helped me to find out this most relevant research topic. Furthermore, I would also like to thank my research partners for having helped me to gain practical knowledge that would help me carry out the research.

Abstract

The purpose of the present research is to emphasise the context of cultural influence on advertising campaigns in international markets. Concerning this, this research aims to analyse cultural differences as well as their impact on advertisement campaigns in the international marketplace of Coca-Cola as well as identify its best practices for advertisements. This research used a primary quantitative research strategy employing a survey of 110 consumers.

Based on the survey responses, the three hypotheses developed at the initial phase of this research have been tested successfully. From the responses gained it can be analysed that implementation of cultural instances within advertisement campaigns is considered to be highly effective in order to attract local customers and operate successfully within International markets. Based on the survey responses, Coca-Cola has been observed to be implementing local language usage, prioritising local preferences of customers within the campaign of advertisement alongside its product and services to attract customers which also reflects the organisation's success for a long period of time. However, the response gained from the survey can be interpreted in terms of recognising the high effectiveness of recognising cultural differences and implementing cultural beliefs and norms within the advertisement strategy of Coca-Cola to operate successfully within International markets.

In conclusion, cultural norms appear to be important in marketing efforts, nevertheless, cultural variations are likely to have a detrimental impact on consumers' purchasing decisions. However, it appears that Coca-Cola has a successful marketing approach that is influenced by the cultural norms and beliefs of many countries, thus demonstrating the possibility of influencing consumers' wants and decisions regarding purchase. Based on the study's understanding, Coca-Cola has been suggested to be attentive to maintain consistency and local traditions, endorsing local social media influencers, and emphasising understanding the target audience of particular markets.

Table of Contents

Chapter 1: Introduction	10
1.1 Research background	10
1.2 Rationale.....	10
1.3 Problem statement	12
1.4 Purpose of the study	12
1.5 Research aim and objectives	13
1.6 Research questions or hypothesis.....	13
1.7 Research significance	13
1.8 Summary	14
1.9 Dissertation structure.....	14
Chapter 2: Literature Review.....	15
2.1. <i>Hypothesis 1: Cultural differences influence the effectiveness of advertising campaigns for the international market and identifying practices of Coca-Cola</i>	15
2.1.1 Definition.....	15
2.1.2 Explanation of the correlation/relationship	15
2.1.3 Literature gap.....	17
2.2 <i>Hypothesis 2: Advertising campaigns emphasizing universal human values are effective to culturally diverse market</i>	17
2.2.1 Definition.....	17
2.2.2 Explanation of the correlation/relationship	17
2.2.3 Literature gap.....	19

2.3 Hypothesis 3: Cultural influence on advertising message enhances the effectiveness of Coca-Cola's.....	19
2.3.1 Definition.....	19
2.3.2 Explanation of the correlation/relationship	20
2.3.3 Literature gap.....	21
2.4 Theoretical underpinnings.....	22
2.4.1 Means-end theory	22
2.4.2 Hofstede cultural dimensions framework.....	23
2.4.3 Consistency theory	24
2.5 Overall Literature gap	25
2.6 Summary	26
Gantt Chart.....	27
Chapter 3: Methodology	28
3.1 Introduction	28
3.2 Research Onion	28
3.3 Research Philosophy	29
3.4 Research Approach	30
3.5 Research Design.....	30
3.6 Research Strategy.....	31
3.7 Sampling.....	32
3.8 Data collection.....	32
3.9 Data analysis	33
3.10 Research limitation.....	34
3.11 Research Ethics	34
3.12 Summary	34

Chapter 4: Data analysis	35
4.1 Introduction	35
4.2 Primary Quantitative Analysis	35
4.3 Summary	57
Chapter 5: Discussion	59
5.1 Introduction	59
5.2 Discussion	59
5.3 Conclusion.....	63
Chapter 6: Conclusion.....	64
6.1 Summary	64
6.2 Revisiting Research Objectives.....	65
6.3 Recommendations	66
6.4 Future Scope.....	67
References for Introduction	69
References for Literature review	69
References for methodology	75
Appendix: Questionnaire	79

List of Figures

Figure 1.1: Revenue of Coca-Cola in India from financial year 2015 to 2023	11
Figure 2.1: Means-end theory	22
Figure 2.2: Hofstede cultural dimensions theory	24
Figure 2.3: Consistency theory of marketing.....	25
Figure 3.1: Research onion	28
Figure 4.1: Age group of the respondents.....	35
Figure 4.2: Gender of the respondents.....	36
Figure 4.3: Level of education of respondents.....	36
Figure 4.4: Area and region of respondents.....	37
Figure 4.5: Years of Coca-Cola's product consumption	38
Figure 4.6: Language used in Coca-Cola's advertisements resonating with customers.....	39
Figure 4.7: Reflection of customers' local cultural beliefs in Coca-Cola's advertisements.....	40
Figure 4.8: Coca-Cola's memorable advertisement.....	41
Figure 4.9: Coca-Cola's advertisement in comparison to other brands.....	41
Figure 4.10: Influence of Coca-Cola's advertising on purchasing intentions	42
Figure 4.11: Customers trust for advertisements that are in their native dialect	43
Figure 4.12: Relatableness of the presence of local dialects in Coca-Cola advertisements	43
Figure 4.13: Influence of advertisement's dialect on customers perception	44
Figure 4.14: Understanding of Coca-Cola's advertisements among customers	45
Figure 4.15: Language preferences for advertisements	46
Figure 4.16: attractiveness of elements of a Coca-Cola advertisement	47
Figure 4.17: Familiarity of cultural symbols used in Coca-Cola advertisements.....	47
Figure 4.18: Alignment of Coca-Cola's advertisements with cultural norms	48
Figure 4.19: Importance of language precision in advertisements for building brand trust	49
Figure 4.20: Cultural symbols and shapes in advertisements.....	50
Figure 4.21: Effectiveness of using local cultural references in advertising	51
Figure 4.22: Cultural norms within purchasing decisions	52
Figure 4.23: Effectiveness of Coca-Cola's advertisements to influence purchase decision.....	52
Figure 4.24: Cultural norms and beliefs in Coca-Cola advertisements	53
Figure 4.25: Advertising themes change within Coca-Cola's advertising	54

Figure 4.26: Effectiveness of the use of native language in Coca-Cola advertisements	55
Figure 4.27: Use of celebrities or influencers in Coca-Cola's advertisement	55
Figure 4.28: Coca-Cola's approach to diversity in their advertisement	56
Figure 4.29: Adaptation of advertising strategies to align with norms and values of different regions.....	57
Figure 4.30: Rating Coca-Cola's effectiveness in marketing	57

Chapter 1: Introduction

1.1 Research background

The consequences of cultural differences are largely considered across the present dynamic corporate environment as an integral part of coping with the ongoing market trends as well as consumer preferences (Nam and Kannan, 2020). In this regard, the preparation of the advertising campaigns is also taken into account with a comprehensive emphasis over the cultural standpoints and values across the international markets. This is equivalently supporting an evidence where compliance with the cultural differences is considered a valuable parameter to manage advertisement campaigns for obtaining maximum growth opportunities with the entitlement of consumer engagement. In the present era of digitisation, the multinational brands are likely to consider a targeted outreach to the multicultural audiences. For example, the evidence of the US market can be highlighted where the multicultural audiences consist of around USD 5.6 trillion of entire spending power (Poinski, 2024). Due to this reason, the global brands like Coca-Cola and others should be attentive to consider the cultural values in the US market to extend their profitability and consumer engagement.

While operating across the global markets, Coca-Cola has maintained adequate focus on considering the cultural differences across the countries while shaping their advertisement strategies and campaigns including both offline and online medium. In order to maintain consumer engagement, Coca-Cola has equivalently emphasised on the implementation of personalized marketing campaigns while taking into account the cultural values and sequences (Medium, 2023). This strategy has highly benefited the global beverage brand to consider extreme levels of consumer engagement and brand loyalty. The average consumer engagement rate for Coca-Cola is 0.21% (Hype Auditor, 2024). Due to this reason, Coca-Cola has been focusing on the cultural practices and values across the international market as a subsequent strategic concern to extend their corporate growth opportunities by effectively engaging consumers through cultural advertising and promotional campaigns.

1.2 Rationale

Considering the case of Coca-Cola over the international markets, precise emphasis of the organisation is observed towards the consideration of cultural values and practices over different countries. This aspect has equivalently forced the management of Coca-Cola to maintain their substantial emphasis over the cultural differences as an integral part of ensuring distinct

engagement with the community and target audience segment. For evidence, the festival advertising campaign considered by Coca-Cola in India can be taken into account in recent times. A tagline was created by the brand for this purpose namely “Milke Hi Manegi Diwali” (Coca-Cola, 2024).

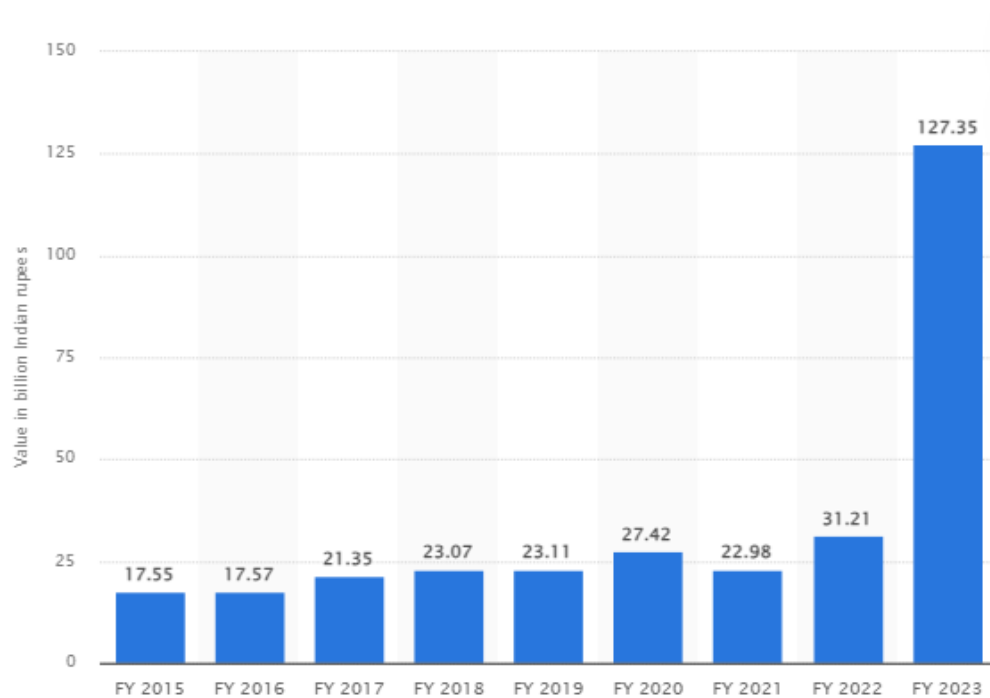


Figure 1.1: Revenue of Coca-Cola in India from financial year 2015 to 2023

(Source: Minhas, 2023)

While looking forward to bring back the real magic of social connections, Coca-Cola initiated to obtain a distinct focus of their target audience in India with this emerging Diwali campaign. In this case, the farsighted vision of Coca-Cola management can be understood with reference to consider the cultural differences and practices in India in order to grab the emotional touchpoints of the Indian consumers. This aspect has been extremely supportive for Coca-Cola to ensure their conclusive growth in India, which can be signified through the evidence of their revenue generation accounting to INR 127 billion as per the reports of 2023 (Minhas, 2023). This is also considered as an attractive and distinct upliftment over the financial performance of Coca-Cola in India. The brand head obtained a revenue of only INR 31.21 billion during 2022 (Minhas, 2023). Behind this explicit growth, adequate contribution of considering the cultural differences in

promotional campaigns can be taken into concern from the perspective of Coca-Cola, which has equivalently helped the brand to successfully connect with the Indian consumer market.

Along with this, Coca-Cola has also focused on considering multinational marketing campaigns as an integral part of empowering their brand recognition with a comprehensive emphasis over the cultural sequences. This aspect can be highlighted by referring to the promotional campaign started by Coca-Cola in the form of “Share A Coke” (Digital Tripathi, 2024). The campaign proved to be an extreme success from the perspective of Coca-Cola while providing subsequent opportunities for them to improve their financial standings with the achievement of greater consumer focus and attention over the international markets. As a result of this, Coca-Cola has obtained greater benefits with extended global revenue. For example, Coca-Cola reported a net operating revenue of around USD 46 billion during 2023. Through this evidence, distinct positive implications of considering the cultural differences and values can be highlighted in the case of Coca-Cola while outlining their global advertising campaigns. From this understanding, the existence of a distinct transverse relationship can be identified between the necessities of considering cultural differences while empowering the efficiency of the advertising campaigns across the global markets to ensure maximum profitability.

1.3 Problem statement

The problem statement of this present study reflects to critically evaluate the role played by cultural differences behind the determination of effective advertising campaigns on behalf of Coca-Cola across the global markets. In this regard, the study is also looking to identify issues faced by Coca-Cola while ensuring the effectiveness of their advertising campaigns with reference to the emergence of cultural issues and differences. However, this is equivalently signifying the need for formulating proper strategic interventions for addressing the challenges and issues faced by Coca-Cola for developing their advertising campaign efficiency.

1.4 Purpose of the study

The prime purpose of this current study is to critically evaluate the consequences of cultural differences and effectiveness with reference to signify appropriate advertising and promotional campaigns of global brands like Coca-Cola. For this purpose, the perceptual focus of this research is also kept upon critically identifying relation and implications of the cultural differences to generate effective advertising campaigns while taking into account the market preferences and choices as well as cultural values.

1.5 Research aim and objectives

The present study aims to critically evaluate cultural differences and its influence on advertising campaigns in the international markets along with identifying best practices for Coca-Cola's advertisements.

The research objectives include-

- To analyse cultural difference and related influence in managing advertisement campaigns in the international market for Coca-Cola
- To identify factors related to international campaigns and cultural differences while influencing the best advertising practices and campaigns in Coca-Cola
- To address issues in handling effectiveness of advertising campaigns in international markets for cultural differences and related issues in Coca-Cola
- To formulate strategies to mitigate issues for cultural differences and development of advertising campaigns in international markets of Coca-Cola

1.6 Research questions or hypothesis

H1: Cultural differences influence the effectiveness of advertising campaigns for international market and identifying practices of Coca-Cola

H2: Advertising campaigns emphasizing universal human values are effective to culturally diverse market

H3: Cultural influence on advertising message enhances the effectiveness of Coca-Cola's campaign in the international market as compared to standardise international campaigns

1.7 Research significance

Perceptual significance of this present research can be effectively understood while keeping a close emphasis on critical evaluation of the cultural sequences from a corporate perspective regarding the empowerment of their promotional attributes and campaigns. From this understanding, the study is largely signified as a determinant parameter while taking into account the implications of the cultural differences behind the selection of advertising campaigns. The evidence of Coca-Cola has also added a greater value to this research while extending its significance from the perspective of identifying the implications of cultural varieties during the preparation of advertising campaigns for Coca-Cola to obtain increasing consumer satisfaction and engagement.

1.8 Summary

Based on the overall introduction section as presented above, clear understanding is obtained regarding the emphasis of Coca-Cola to consider the cultural values and differences across the international markets while presenting advertising and promotional campaigns. The evidence of increasing financial growth is equivalently justified in this case to support the effectiveness of advertising campaigns conducted by Coca-Cola in India as well as across the globe. The research objectives and hypothesis are also drawn in this section with reference to indicate the progressive pathway of this research study and its purpose. However, the next section of this study is going to focus on evident academic literature related to the study arena.

1.9 Dissertation structure

Chapters	Contents
Introduction	Presents a conclusive overview along with evident rationale with reference to the study topic and focus, research objectives and hypothesis.
Literature review	Provides clear academic literature related to the study topic and arena.
Research methodology	Delivers a justified understanding regarding the selection of different research methods and strategies along with the ethical considerations and study limitations.
Data analysis	Gives a concrete understanding of the topic through interpretation of collected research data.
Discussion	Helps in evaluating valuable findings and abstracts through the interpretation of data.
Conclusion	Provides a summarization of overall findings while presenting valuable recommendations as well as future scope of the study.

Chapter 2: Literature Review

2.1. Hypothesis 1: Cultural differences influence the effectiveness of advertising campaigns for the international market and identifying practices of Coca-Cola

2.1.1 Definition

This hypothesis will evaluate how cultural variances like consumer values, languages, dialects belief systems, and norms influence Coca-Cola's advertising tactics and efficiency in foreign markets. Cultural differences refer to the variations in values, behaviours, and norms across different societies or groups. These differences influence how individuals perceive the world, interact with others, and make decisions. Recent studies highlight the importance of understanding cultural dimensions, such as individualism versus collectivism, in fostering cross-cultural communication and collaboration (Smith et al., 2020). The effectiveness of advertising campaigns refers to how well a campaign meets its objectives, such as increasing brand awareness, generating sales, or driving engagement. Recent research emphasizes that effectiveness is enhanced when campaigns are data-driven and tailored to specific audiences. For instance, the use of digital platforms enables more precise targeting and performance measurement, leading to higher ROI (Srinivasan et al., 2021). Effectiveness in this context refers to effective marketing that should lead to audience understanding, acceptance, and response toward Coca-Cola's advertising strategies in different cultures (Daniel and Viswanadham, 2022). This hypothesis concerns the influence that the differences between cultures have on the ad appeal in foreign countries with reference to Coca-Cola. One is able to look at the ways in which differences in consumer values, beliefs, language, culture, and norms affect the understanding and acceptance of Coca-Cola's marketing initiatives in different nations. Based on this hypothesis, the understanding of these cultural differences is important in the success of international advertising strategies. The research seeks to establish how Coca-Cola has embraced the marketing concept in its advertisements in communicating with different audiences, more so to increase brand acceptance and patronage in the global market.

2.1.2 Explanation of the correlation/relationship

The cultural differences examined are focusing on various aspects such as language, values, beliefs, and traditions. This analysis aims to highlight how these elements shape cultural identities and influence interactions among diverse groups. By exploring these dimensions, we can gain a deeper understanding of the complexities inherent in cultural dynamics. The effectiveness of advertising campaigns refers to their ability to achieve desired outcomes, such as increasing brand

awareness, customer engagement, and sales. Recent studies highlight the importance of personalization and data-driven strategies in enhancing effectiveness, especially with the rise of digital marketing (Langan, Cowley & Nguyen, 2019).

As per the study by Montagna (2023), cross-cultural factors play a major role in the overall advertising of brands and messages in the global arena and therefore affect the handling of the advertising campaigns. Montagna (2023) stated that this is because culture includes language, values, beliefs, and traditions, and it has a direct impact on the consumers' attitude towards advertisements. However, Yusuf (2023) argued that cultural differences are often misinterpreted, causing ripple effects to the effect that what a particular campaign ad works in one market may not only be ineffective in another market, but it may also cause offense. For example, Kaskatayeva *et al.* (2020) noted that what may be acceptable and palatable in one culture, such as humour or symbol colour or even symbol, may be seen as objectionable in another culture. Thus, the appreciation of these beliefs as cultural differences assumes an important role when deciding on the nature of advertisements. As per the views of Aririguzoh (2022), it also implies regarding the dynamics of how messages are conveyed, their assertiveness and whether they are too formal or too informal, as is appropriate for a particular culture. For instance, Aririguzoh (2022) described that in high-context cultures where people are always advised to avoid getting straight to the point, advertisements may use hidden information and appeal to people's emotions. On the other hand, Plocher *et al.* (2021) argued that communicating nations have low context, hence preferring communication that is rather direct and informational. This contrast makes it apparent that advertising should be targeted depending on cultural sensitivity so that the intended message gets through. However, Kaufmann *et al.* (2024) acknowledged that some brands ignore these differences and take a uniform approach to every country that can be insensitive and results in lowered consumers' interest. Nevertheless, localisation can be costly and may result in some problems of coordination of the brand across the markets. On that ground, Czinkota *et al.* (2021) defined that when employing advertisements, there is thus the question of how much the company can bend the culture to fit a set image while still staying true to the product's brand. Cultural factors also affect consumers' behaviours, like buying patterns and the extent of trust in certain brands too. Warren *et al.* (2021) explained that when world markets are intertwined, it becomes possible to design campaigns that incorporate both cultures, hence appealing to more audiences while at the same time appreciating cultural differences.

2.1.3 Literature gap

The main cultural issues discussed in the literature are cultural influence on the perception of the advertisements and the success of the localised versus standardised approach. Furthermore, there is a lack of detailed information on how cultural differences can be incorporated into the communication strategies adopted by brands without creating divergences regarding the global messages and brand values they aim to convey to the global audience, especially in the dynamic milieu of digital commercialisation.

2.2 Hypothesis 2: Advertising campaigns emphasizing universal human values are effective to culturally diverse market

2.2.1 Definition

This hypothesis focuses on the effect of advertising campaigns based on universal human values in different cultures. Human values in a cultural context refer to the fundamental beliefs and principles that guide behaviour within a specific society, often shaped by traditions, religion, and social norms. These values influence attitudes towards social relationships, work, and ethical conduct. Recent research highlights that cultural differences in values, such as individualism versus collectivism or power distance, affect interpersonal interactions and decision-making processes (Schwartz, 2021). Effectiveness is measured by how well these campaigns worked across cultures, eliciting the same response and acceptance from an audience half way around the world. The mentioned hypothesis has been explicitly emphasizing on the consideration of universal human values as well as cultural differences during the determination of appropriate advertising campaigns (Khairullah and Khairullah, 2021). In this regard, wider attention is kept upon the cultural values and practices preferred by the wider consumer market within a particular country or region. According to these values and cultural norms, the international businesses usually look forward to shape their promotional attributes and advertising campaigns as an integral part of complying with the cultural sequences and ongoing trends. From this understanding, the existence of a transverse relationship can be identified between the human values across the diverse cultural atmosphere behind the creation of advertising campaigns.

2.2.2 Explanation of the correlation/relationship

In terms of justifying the effectiveness of promotional and advertising campaigns with reference to the cultural differences across international markets, a gradual emphasis is likely to be considered upon the acceptance of the campaigns among consumers. The conceptualisation of

successful advertising and promotional campaigns usually take place with reference to its acceptance as well as the level of being perceived by different societies and people belonging from different cultural standings (Berger, 2020). Due to this reason, the application of advertising campaigns can be efficiently understood from the perspective of relating the wider consumer market with the global businesses and their offerings with the creation of a positive purchasing decision. Behind this aspect, the significant role of considering the cultural preferences and values of the consumers can be taken into concern.

Along with this, Trachuk *et al.* (2021) stated that the promotional campaigns are equivalently helpful to recognise the cultural shapes as well as perception of the target audience segment. Due to this reason, the global businesses are largely considering effective advertising campaigns to empower the level of engagement with the global consumer market by overcoming the cultural differences. The interpretation of the advertisement can also provide a greater influence on consumers' mind as well as thought process (Sreejesh *et al.* 2020). Based on this instinct, the international businesses can obtain deliberate positive outcomes of effective advertising campaigns to generate extended profitability with increasing consumer base.

On the other hand, the advertising and promotional campaigns are eventually supportive to create an emotional attachment and engagement with the consumers (Rabbanee *et al.* 2020). In this regard, the multinational enterprises are also obtaining subsequent opportunities of outlining appropriate marketing strategies while keeping a concise emphasis on connecting with the consumer's sentiment as well as cultural values. This process also helps in securing market expansion opportunities with the achievement of greater consumer attention in compliance with their cultural preferences and choices. From this understanding, sequential implications of the advertising campaigns can be signified to create purposeful growth opportunities while considering the cultural differences for making a deeper dive into the consumer's mind.

However, the attributes of advertisements and promotional campaigns are also supportive to deliberately consider valuable target market norms. For instance, Chinese culture is collective; whereas, UK culture is individualistic (Shuwei and Kai, 2021); (Lamb *et al.* 2020). Due to this reason, different approaches are likely to be considered to shape advertising campaigns in both the markets as an integral part of complying with the ongoing cultural norms. However, this understanding is also helping to recognise the effectiveness of advertising campaigns in alignment

with the consideration of cultural norms and values to ensure significant corporate growth opportunities.

2.2.3 Literature gap

The aforementioned literature has not provided adequate emphasis over subsequent issues that emerged as a result of not following universal human values as well as cultural norms during the preparation of advertising contents and campaigns. In this case, lack of proper understanding is evidently observed where the literature part has not been attentive to signify the role played by the internal corporate culture as a subsequent parameter of driving the focus towards consumer centricity, which are helpful to consider the human values and cultural norms. No substantial evidence is also presented in this part of literature in order to sequentially explain the values added by the consideration of cultural norms to enable extensive level of consumer engagement and satisfaction. These aspects have limited the outcomes and understanding of this literature section to some extent.

2.3 Hypothesis 3: Cultural influence on advertising message enhances the effectiveness of Coca-Cola's campaigning in the international market as compared to standardised campaigns

2.3.1 Definition

This hypothesis is tested based on how culturally appropriate advertisement helps to increase Coca-Cola's effectiveness in worldwide markets. In this regard increased brand recall, user identification and sales are other parameters on which their effectiveness can be evaluated; thereby suggesting that cultural alignment of ads strengthens its global impact. International advertising campaigns differ from standardized campaigns primarily in their approach to cultural adaptation and localization. While standardized campaigns utilize a uniform message across various markets to maintain brand consistency and cost efficiency, international campaigns are tailored to reflect local cultures, languages, and consumer behaviours. This localization enhances relevance and resonance with target audiences, which can improve effectiveness (Steenkamp & Batra, 2021). This means that when Coca-Cola communicates its brand messages in a culturally appropriate manner, the advertisements will have a better basis in the target culture, hence better brand recall, users' identification and subsequently improved sales. On this basis, the hypothesis disputes that, apart from enhancing the desirability of its campaigns, cultural alignment in advertising enhances the market clout of Coca-Cola all over the world.

2.3.2 Explanation of the correlation/relationship

Creating and referencing content from the location of the target market needs to be a part of international advertising if different culture-related problems are affecting a company. Recruiting someone who speaks the language natively or has years of local expertise provides a guarantee that those translations are not only correct but stylistic as well (Kipnis *et al.* 2021). It goes beyond the word-for-word translation and assimilates every intricacy of the local language, making it resonate with their particular cultural environment. This can help prevent the sort of misunderstandings or accidental offensiveness that might result from a strictly literal translation. It is also important to hire cultural consultants (Zhou *et al.* 2021). This team has a high understanding of local norms, values and sensitivities which creates effective content that immediately connects with the audience. They are able to recognize where cultural nuances may pose potential risks and advise on how best to address them. This appears especially true in the more nuanced cultural dynamics prevalent within markets. Moreover, creating market-tailored campaigns to target health-conscious consumers is a smart move for greater relevance and less waste. This provides a more personalised link to the market that can only be accomplished by creating separate campaigns which are developed with regard to each market's unique cultural context (Ali and Anwar, 2021). This approach is based on in-depth knowledge of local preferences, behaviours and sentiments that can help improve the effectiveness of a campaign. However, these approaches are labour-intensive and require specialized knowledge.

Accuracy with the visual symbolism in international advertising, and cultural audits of images are also important to navigate marketing challenges (Heitmann *et al.* 2020). To do this, companies have to look very closely at the colours and symbols that are associated with different cultural values to make sure these design choices will be catchy and familiar to the target market. Prospects in different cultures can interpret visual elements quite differently, so thorough audits help prevent any perception issues. Furthermore, the adoption of universal symbols can streamline communication through different markets. Using commonly understood symbols helps to prevent misunderstandings or repercussions (Haase *et al.* 2020). While universal symbols can provide quick recognition, companies should still localize. Moreover, for the relevance of a culture, consumer testing is another vital strategy that companies can adopt. Advertisers can test visual portions of the message in focus groups, or by performing pilot testing within their target market before doing a full-blown rollout. This generates movement according to the actual consumer

behaviour and its effects on beautiful, engaging visuals (Aiello, 2020). This way companies can catch any issues early and gain an additional understanding of how the visual elements are experienced. Using cultural audits along with universal symbols and consumer testing makes the campaign itself more powerful and culturally resonant.

In order to deal with media consumption preferences, it is essential never to skip market research for international advertising. This encompasses knowing on which platforms these cultures receive their information from, what kind of content they prefer and when are the preferred times for them to consume this media (Dwivedi *et al.* 2021). Advertisers can use this information to make decisions about how best to approach their strategies. Another critical practice is leveraging multi-channel strategies. By creating campaigns that are platform flexible, they will hopefully still reach their audience in the medium most commonly used and culturally specific to the Western-dominated media channels (Eagle *et al.* 2020). It does so by situating itself naturally within local modes of media consumption, further maximising the level of engagement between its content and audience. Furthermore, utilizing the power of technology, dynamic content adaptation has several benefits. With content that is readily adjustable for different cultures, and which can be localized at speed in order to affect real-time changes. This allows the campaign to still remain relevant and be impactful in other markets (Appel *et al.* 2020). Utilizing consumer targeting in their strides, with several media strategies to compensate for consumption discrepancies can be another strategy.

2.3.3 Literature gap

The literature indicates that adapting the advertising message to culture involves translating the campaign into native language, engaging the services of cultural advisors, and recognising cultural images that are unique to certain markets. Nonetheless, more research is still needed as to how such approaches can be systematically implemented within organisations following a systematic data-driven framework that can meet the needs of constantly changing and advancing digital environments. There is additionally limited investigation of the drawn-out effect of cultural misalignment on brand discernment and shopper trust. Further examinations could look at the adequacy of innovation driven unique substance transformation across different cultural settings, featuring constant changes in global showcasing techniques.

2.4 Theoretical underpinnings

2.4.1 Means-end theory

The perception of this theoretical understanding provides an assumption where valuable consumer decisions are driven through their personal values concerning the selection of a particular product or service. In this case, this theoretical framework also projects the behavioural aspects of consumers with reference to consider purchasing as a means to valued ends (Mol *et al.* 2022). From this understanding, the implications of this theory can be understood to systematically conceptualise key dimensions of persuasion. Maintenance of better understanding about the personal values of the target audience segment also helps in ensuring growth opportunities on the basis of increasing consumer attention and engagement.

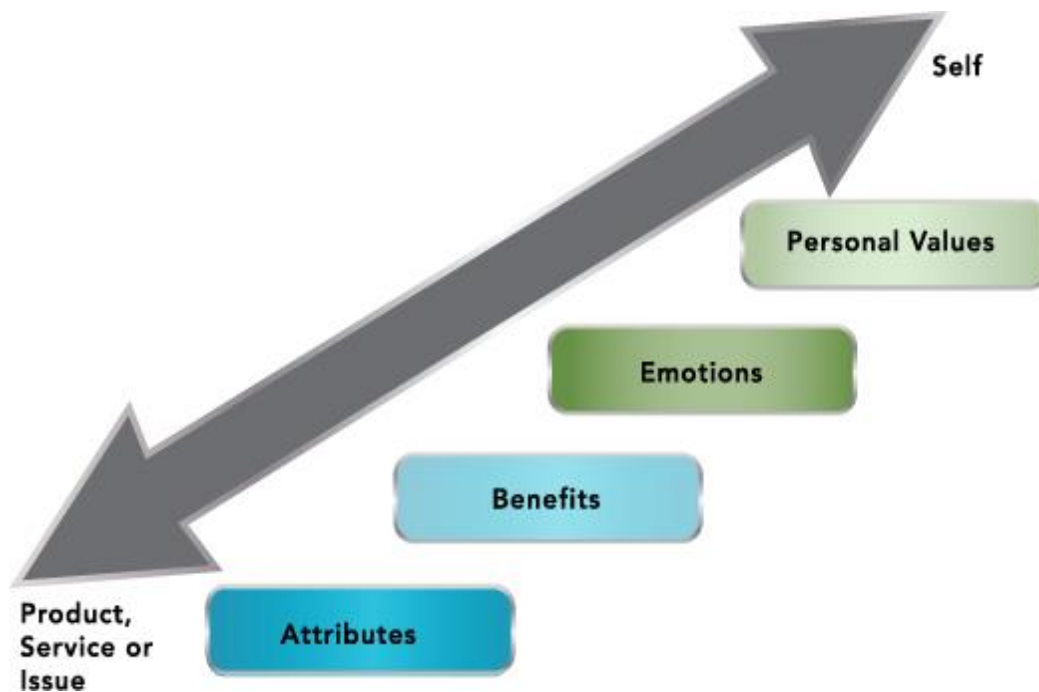


Figure 2.1: Means-end theory

(Source: Mol *et al.* 2022)

In this present research, increasing focus is kept upon signifying the implications of the cultural differences on the efficiency of advertising campaigns considered across the global corporate environment. Due to this reason, the conceptual standpoint of the means-end theory can be properly justified from the perspective of exploring a significant role of the cultural differences and values (Herjanto and Amin, 2022). According to this understanding, the global corporate entities look forward to outline their marketing campaigns and promotional approaches with an

intention to grab extended focus of the wider consumer market. It also helps in positively influencing the behavioural aspects of consumers with a greater impact over their purchasing decision. Along with this, the preference of the personal values is also useful to impact consumer decisions based on which a positive purchasing urge is created among them (Kuncoro and Kusumawati, 2021). Hence, this theoretical concept can be signified as an influential parameter to reflect active entitlement of the cultural sequences and differences to shape global marketing strategies for the international businesses.

2.4.2 Hofstede cultural dimensions framework

The theory of Hofstede concretely helps in obtaining a clear understanding regarding the differences of cultural standings across different countries and regions. In this regard, potential businesses and organisations largely consider these cultural differences in terms of distinguishing between the dimensions of cultural preferences and values (Adamovic, 2023). The dimensions and categories highlighted according to this theory are also helpful to understand distinct cultural habits and patterns. For example, the dimensions of power distance as well as uncertainty avoidance and others are helping to indicate the societal cultural standings and sequences, which are likely to be considered by the businesses.

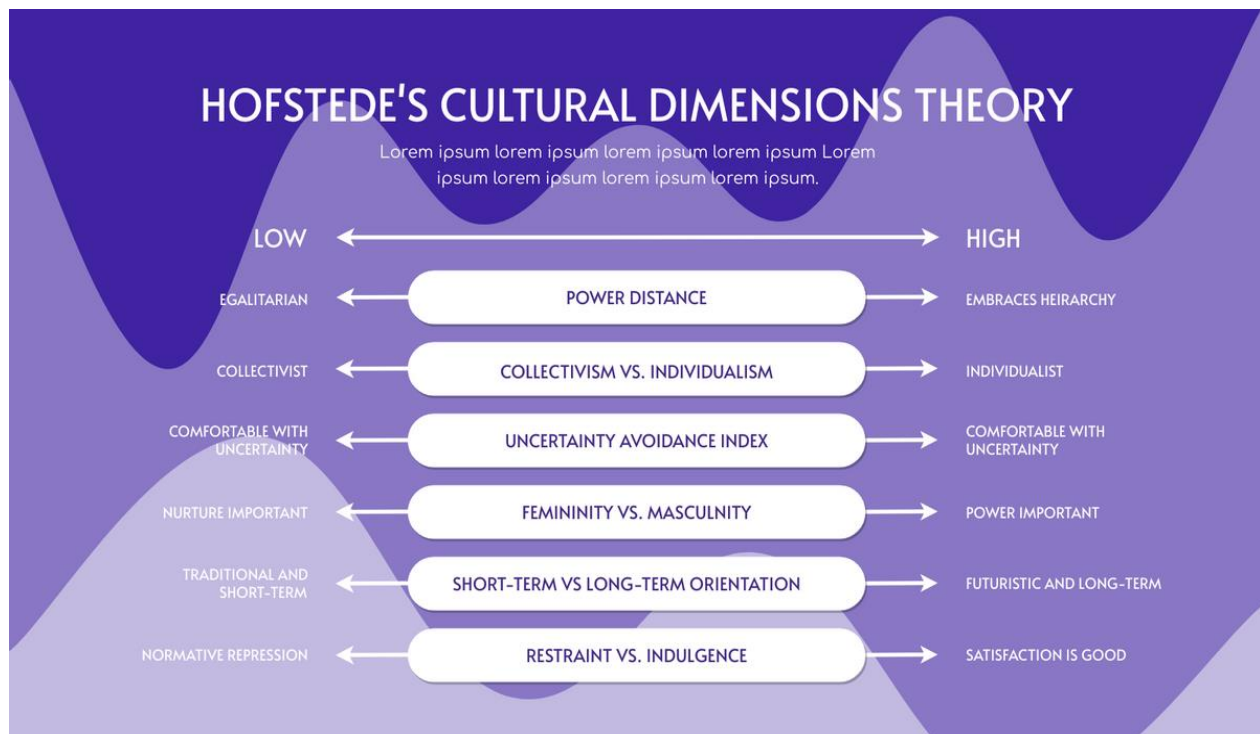


Figure 2.2: Hofstede cultural dimensions theory

(Source: Adamovic, 2023)

With reference to the present research, extended significance is provided on the influence of cultural differences to shape effective advertising campaigns. Due to this reason, the necessity of understanding the cultural values can be considered as a highly influential parameter to empower the applicability and accountability of the marketing campaigns across the global markets (Moinuddin *et al.* 2024). Moreover, precise attention over the cultural differences and values are also maintaining a transverse relationship with the promotional consequences where the multinational enterprises adjust their marketing approach and vision to comply with the national cultural instincts. This approach eventually helps in providing a greater influence over the consumer behaviour with reference to the creation of an emotional attachment. Through this process, a sequential pathway can be obtained by the multinational businesses to ensure inclusive growth and profitability with the achievement of greater consumer engagement resulting from effective advertising campaigns with reference to the cultural values (Barari *et al.* 2021). In consideration with this understanding, the Hofstede theory can be recognised as a determinant to focus on the cultural differences for empowering the credibility of advertising campaigns for generating growth opportunities.

2.4.3 Consistency theory

The theory also focuses on the consumer attitude and behaviour with an increasing attention towards perceptual beliefs and values (Yang *et al.* 2021). In this regard, the corporate entities considered this understanding as a valuable pathway to generate growth opportunities while extending trustworthiness and acceptability over the competitive consumer market. Moreover, this is also considered as a psychological concept where the clause of consumer behaviour is explicitly related to their intention and decisions of purchasing (Yang *et al.* 2021).

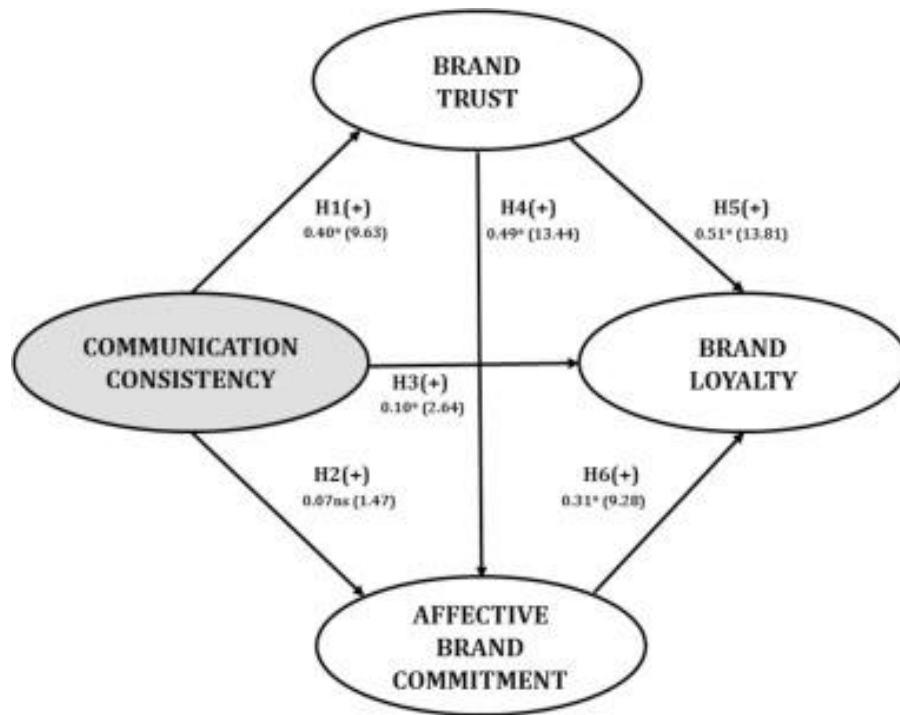


Figure 2.3: Consistency theory of marketing

(Source: Yang *et al.* 2021)

The present study arena is concretely emphasizing on the differences in culture with reference to the creation of effective advertising campaigns. From this aspect, proactive implications of the consistency theory can be considered from the perspective of rapidly considering consumer behaviour to maintain internal consistency (Šerić *et al.* 2020). Through this approach, potential businesses can also obtain perceptual benefits of enhanced brand loyalty over the consumer market with the extension of overall trust level. Along with this, the significant influence over consumer behaviour would also be helpful to empower the effectiveness of overall advertising and promotional campaigns with the provision of a consistent message. Based on this analysis, the consistency principle of marketing can be pointed as a foremost determinant to implicate the sequences of culture behind shaping advertising campaigns.

2.5 Overall Literature gap

The overall literature segment has provided a contextual understanding about the consequences of cultural differences to empower the effectiveness of advertising campaigns in the international markets. In this case, the literature understanding has been missing appropriate emphasis over the role of leadership and management to create appropriate marketing strategies to positively

influence consumer attitude and behaviour by signifying the cultural differences. Along with this, no substantial interpretation is given in this literature about the role of internal workplace culture to signify the cultural values of the consumers under the lights of consumer centricity.

2.6 Summary

The literature review has examined key aspects of culture and advertising while focusing on the significance of cultural differences in managing international market advertisement campaigns. It identifies the crucial determinants from cultural differences perspective which sway advertising practices, namely language, cultural values social norms and consumer behaviour. The review has further analysed how to adapt advertising campaigns in other cultural areas, and what are the difficulties faced by handling this advertisement such as language barrier, visual signification, or media consumption. Therefore, the chapter highlighted the significance of cultural sensitivity in overseas marketing communication and reinforced the necessity for firms to form culturally inclusive marketing strategies so that they can drive their campaigns effectively across international markets.

Gantt Chart

Actions	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Introduction (Research background, rationale, Research aim, objectives, and questions)																
Literature review																
Methodology																
Creation of questionnaire																
Data collection																
Data analysis																
Interpretation of data/discussion																
Conclusion, write-up																
Recommendations																

(Source: The researcher)

Chapter 3: Methodology

3.1 Introduction

This chapter outlines different methodologies used throughout the study. This dissertation uses a framework of research design, strategy, sampling technique data collection procedure and analysis. The rationale for the methods used in each section has been explained and how they are related to the research questions. This chapter also focuses on ethical issues, limitations and an overview of the methods that have been developed in order to make sure that compliance with research aims are relevant.

3.2 Research Onion

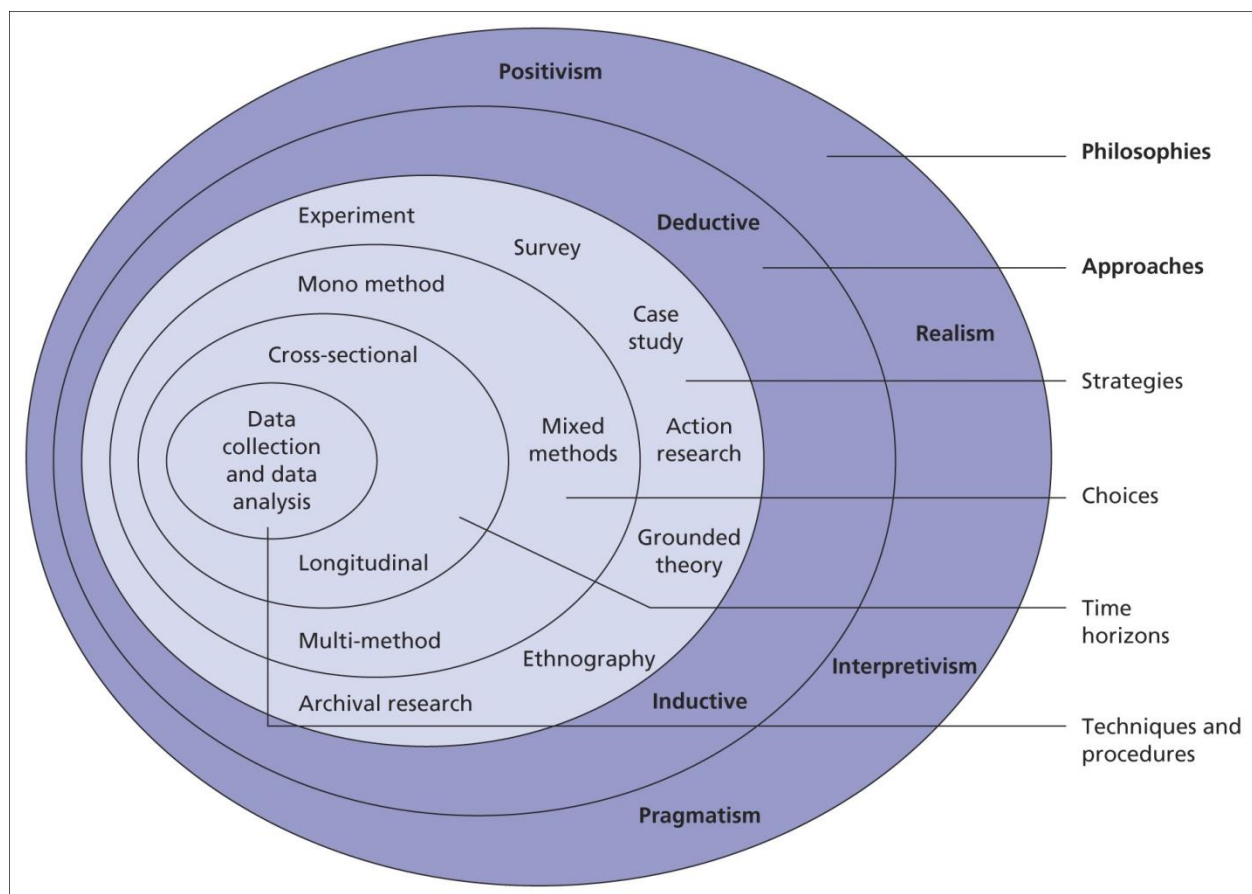


Figure 3.1: Research onion

(Source: Saunders and Lewis, 2017)

The research onion was referred to and adopted in this study as a means of selecting the methods used. This helped to give shape to the research process as it moved through its layers in a systematic way (Saunders and Lewis, 2017). The positivism philosophy was selected first, and

then the deductive methodology was hypothesized. This operationalization led to the selection of the descriptive research design, which permitted a deep collection of facts on cultural distinctions. Purposive sampling was then employed to choose appropriate participants, and a principal quantitative research approach was used (Saunders and Lewis, 2017). By filling out a close-ended questionnaire, data collection was very straightforward, and the researcher analyzed percentages for interpretation of the descriptive statistics.

3.3 Research Philosophy

The current research is underpinned by the positivism research philosophy and seeks to explore cultural dissimilarities affecting Coca-Cola advertorial campaigns in the global market. Due to the nature of the research, positivism was well-suited for several key reasons mostly because of its emphasis on objective investigation that focused specifically on measurable variables and observable phenomena (Park *et al.* 2020). The researcher tested a number of specific hypotheses using quantitative data that was collected through surveys. This approach sets up an organised structure that helps in giving the research a base to rely on empirical as well as statistical data.

Through positivism, the study maintained neutrality of results therefore allowing for consistency and thus making the findings more reliable. The rigour of positivism in terms of objectivity was essential for the study as it focused on measuring the impact and effectiveness of advertising campaigns across cultures (Tamminen and Poucher, 2020). The study was within the paradigm of positivism, and so the hypothesis-testing model fitted well with investigating clear cause-and-effect relationships between cultural variables as independent variables and advertising outcome as dependent variable. The biggest advantage of embracing a positivist philosophy was the potential to apply results from a sample to a larger population. Positivism from its very roots empowered a structured survey to be performed statistically combining responses around consumer behaviour among various cultures.

However, with this research topic, an interpretivism philosophy may not have been as appropriate. While interpretivism is about understanding subjective experiences and the meanings attached by persons to phenomena, this might have biased the analysis (Alharahsheh and Pius, 2020). Since interpretivism is subjective, it would have made it hard to come up with broad conclusions about the efficacy of Coca-Cola's advertising strategy in different global cultures. As a result of this, positivism was chosen as it allowed for a more rigorous, evidence-based approach, providing reliable and actionable insights for the study.

3.4 Research Approach

This research explores the cultural differences and to know whether Coca-Cola advertisements are translating the same effectiveness in international markets or not, therefore utilising a deductive research approach for this study. This methodology also fitted this type of research as it involved testing specific hypotheses based on the literature (Casula *et al.* 2021). Beginning with general theories about the cultural impact of advertising in Coca-Cola campaigns gave the researcher the reason to use the deductive research approach method.

This approach also coincided with the way the study used surveys to collect quantitative data to support or reject the hypotheses, depending on what was identified in the hypotheses. This deductive approach allowed the research to focus on data collection and analysis based on the hypotheses. This also helped the research to be more structured and within a known system of work. Adding to that, the deductive method permitted a logical analysis of how cultural variables lead to advertising effectiveness. The benefits of the deductive approach were its precision and objectivity. It enabled the research to draw conclusions based on statistical evidence, making the findings more reliable and replicable (McKibben *et al.* 2020). The study's aim was to test whether cultural differences significantly impacted the success of Coca-Cola's advertisements and whether deductive reasoning was effective for establishing these relationships.

While on the other hand, an inductive research approach was not as fitting for this study. Inductive reasoning concentrates on working out of theories from specific observations, and narratives that might be biased to the research's capacity to test the preconceived hypotheses (Proudfoot, 2023). In contrast, the deductive research approach provided a better way to reach valid inferences, especially for a study dedicated to confirming hypotheses on international advertising campaigns.

3.5 Research Design

In this study, the researcher chose a descriptive research design for investigating cultural disparities to ascertain how efficiently Coca-Cola ads have been succeeding in International markets. Furthermore, the researcher used the descriptive research design since it included some of the process, as well as the information, and constraints in connection to client decision-making (Siedlecki, 2020). This was done so that the study could articulate the relationships between culture and advertising effectiveness. The study was descriptive in nature with a focus on consumer reactions to Coca-Cola advertisements from various cultural groups, and accordingly, the role of descriptive research was best suited to this objective. The descriptive research design outlined

specific consumer perceptions, cultural influences, and advertising responses of the target populations through this research design (Doyle *et al.* 2020). A large number of surveys were conducted to collect quantitative data from representative samples of different cultures, allowing the study to paint a reasonably clear and wide portrait of consumer behaviour across a diverse set of customers. The study also employed descriptive research techniques as this allowed the research to organize and summarize data in a systematic form which would make identifying trends and patterns of how cultural differences affect advertising effectiveness clearer. The use of a descriptive research design has been helpful in providing highly detailed and accurate descriptions of phenomena, which supported the purposes of this study.

It was also beneficial because it permitted us to analyze consumer data at scale and thus helped the researcher ensure the applicability of the findings to much broader international markets. Exploratory research is used to probe the unknown, which is not ideal for this study as it examines relationships that already exist so descriptive research has been more appropriate (Tomaszewski *et al.* 2020). This type of study was also more suitable since the goal was to describe consumer behaviours rather than identify why or how specific causal relationships are. Moreover, the explanatory approach may have made the research too complex, whereas the descriptive method tended to present data that was easier to measure. Therefore, the descriptive research design was selected for its effectiveness in systematically capturing and presenting data on the effectiveness of Coca-Cola's international advertising campaigns.

3.6 Research Strategy

Primary quantitative research was used to determine the cultural implications of Coca-Cola's advertising for international markets. The research chose this strategy because it permitted the collection of data directly from consumers via structured surveys. They were suitable for the testing of hypotheses and related to specific measurable data in the context of a quantitative perspective (Skinner, 2020). Using this strategy, the study attracted a massive sample of consumer responses, which helped in producing statistically validated generalizable findings.

Objectivity and precision were advantages of the primary quantitative research strategy. By using quantitative data, the study was able to conduct a numerical analysis of how well advertisements worked in different cultures and thus ensure that its claims are grounded with evidence. As a major global brand Coca-Cola it was vital they benefit from the comprehensive insights into consumer behaviour in different international markets on top of the large-scale data collection.

This was chosen as opposed to a follow-up qualitative approach due to the need for new targeted data to confirm emerging hypotheses, as well as the absence of some desired information in the existing literature and potential bias from subjective interpretation (Taherdoost, 2022). Since, qualitative data would bias it too much, and not be as statistically valid it was avoided. Therefore, a primary quantitative strategy was found to be more suitable for achieving accurate and actionable insights in this research.

3.7 Sampling

Purposive sampling was adopted to select 110 regular customers who were aware of soft drinks, particularly Coca-Cola in this research. The rationale behind this approach was to be able to sample the population based on some criterion and obtain authentic data. The aim was to get a more informed opinion on the advertising effectiveness of Coca-Cola focusing only on those who had encountered the brand before (Campbell *et al.* 2020). Purposive sampling helped to bring into focus the kind of consumer behaviours present in the market and various aspects that affect their decision-making process. Simple random sampling, on the other hand, would have resulted in the inclusion of some people who have not tasted or bought Coca-Cola while purposive sampling limited willingness only to those most well-versed about the company (Andrade, 2021). These changes increased the chances of capturing detailed, in-depth data that was central to the research aims.

This also enabled the study to focus on a particular segment of demography, which in turn made the results more relevant to Coca-Cola's target market. Using this method was especially advantageous for this study because it allowed data collection to be rich and informed. The study chose to survey customers who drank soft drinks regularly, and so it effectively gathered opinions which were wholly the natural attitudes of consumers (Sibona *et al.* 2020). Hence, purposive sampling was more appropriate than other types of sampling strategies, for it not only veritably reflects the research queries but also may deepen one's understanding of what makes Coca-Cola effective in its core market.

3.8 Data collection

The present research adopted a survey through a closed-ended questionnaire with 30 questions as the data collection method. The researcher focused on this approach because it yielded rapid quantitative data collection from participants. As open-ended questions allow respondents to answer in whatever form they wanted, close-ended questions created clear options for respondents,

which meant that responses were structured and could easily be statistically analyzed (Jain, 2021). The researcher administered a survey to guarantee the research objectives because the data on which it was pinned in this analysis are specifically regarding Coca-Cola's successes in unifying globally by cultural ethos through its advertising.

The survey allowed for a lot of data to be collected in a short timeframe so the researcher successfully surveyed 110 regular customers. The survey employed close-ended questions which reduced ambiguity and variation in responses, thereby enhancing the reliability of the findings (Keating *et al.* 2021). This approach also allowed researchers to promptly recognize themes and trends in customer perceptions of Coca-Cola's advertising tactics.

This was advantageous as opposed to secondary data collection methods hence the survey would provide new and focused information that is peculiar within the sample under the study. Secondary data are often outdated or irrelevant as they are mainly based on other authors' published works or previously gathered data that may not have entirely covered the specific research questions in focus. Conducting a survey to collect primary for this analysis, the research captured insights that were up-to-date and could be linked directly back to Coca-Cola's advertising effectiveness. In addition, the survey created an environment to further manage data collection and guarantee that all respondents are posed identical questions matched similarly. This stability added to the thoroughness of the research as a whole (Griffin *et al.* 2021). Thus, the best way to get accurate and pertinent data for this study was to employ a survey using a closed-ended questionnaire.

3.9 Data analysis

Simple percentage analysis was the method of data analysis used by the researchers to interpret the findings from the survey which also included descriptive statistics. This approach was selected as it provided a direct manner to present the information, allowing for consumer response patterns to be more easily identified (Nusantara *et al.* 2021). The response to each of the 30 close-ended questions was analyzed by percentage which made it comfortable to summarize and reveal easily how various cultural groups perceived the adverts of Coca-Cola.

The researcher used descriptive statistics to take a deeper look into the data patterns. It meant that the researcher could begin to break the responses out and see at a granular level how advertising effectiveness differed for different consumer demographics. Using only the basic concept of percentage analysis and descriptive statistics made its result as easy to interpret in simple terms as possible. After the analysis, a discussion was held to interpret the results in relation to advertising

effectiveness and cultural differences (Bulanov *et al.* 2021). This way of comparing opened a new window of opportunity, enabling the researcher to see more clearly whether the findings were confirming or disproving previous theories.

3.10 Research limitation

This research came with a number of limitations that impacted the larger-scale implications drawn by its results. The study only included 110 customers and therefore would not have reflected the broad global audience of Coca-Cola. The close-ended questionnaire, however, limited respondents' ability to go into complex detailed answers. Furthermore, the study was based on self-reported information which could have led to biases and inaccuracies. The research was also relevant only to consumer responses at a point in time, not advertising effects over the long run. Adding to that, the nuanced aspects of culture were perhaps oversimplified, which may have reduced the depth of cultural contribution to advertising.

3.11 Research Ethics

This research adopted ethical considerations to protect the participants and their privacy as informed consent to participate was given to the participants. The anonymity and confidentiality of the participants were protected, and no personally identifiable information was recorded (Nii Laryeafio and Ogbewe, 2023). Participants' rights were valued, and the research was conducted with adherence to ethical guidelines. The researcher structured the questions so that no one could be harmed or made uncomfortable and stayed away from topics of a sensitive nature. The information was properly saved and was only used for research and the study was done in an unethical manner (Brittain *et al.* 2020).

3.12 Summary

The chapter introduces numerous methods that determine the direction in which to move with the pursuit. The study used a positivism philosophy and a deductive approach to test hypotheses while the research design was descriptive. A primary quantitative research technique was used through which data was collected using the survey from a sample of 110 frequent customers of Coca-Cola. Purposive sampling was used and percentage analysis and descriptive statistics were done for data interpretation. These methods were taken to ensure an element of objectivity, accuracy, and even relevance in the measurement of Coca-Cola advertisements across multiple contexts.

Chapter 4: Data analysis

4.1 Introduction

The following analysis has been presented based on a primary quantitative aspect in which a maximum of 110 responses has been considered as a sample size of the research. In this regard, appropriate understanding and emphasis will be put on reflecting the purpose of the study in terms of identifying the cultural differences and effectiveness of advertisement campaigns in the international market specifically undertaking the case of Coca-Cola. As a result, an appropriate consideration of Coca-Cola advertisements and their presence in different regions will be critically evaluated to serve the purpose of this research that will directly impact research understanding.

4.2 Primary Quantitative Analysis

Q1. What is your age group?

109 responses

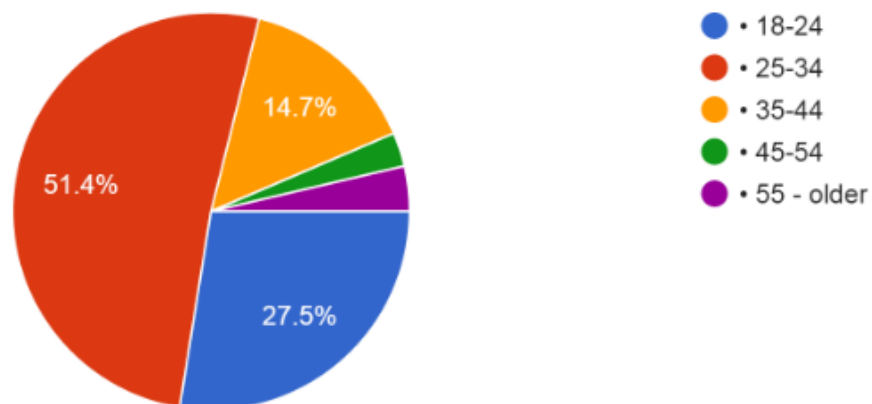


Figure 4.1: Age group of the respondents

(Source: Survey)

The following questionnaire presents an in-depth understanding of the significant age group that has been considered to be the sample size of this research. In this context, a very wide range of age groups has been considered from 18 to elderly people to gain a diverse perspective, which can contribute to the research results. In this context, the majority of responses have been identified among the age group of 25 to 34 years, which reflects 51.4% of respondents and 18 to 24 years showcases 27.5%, and 14.7% are from the age group of 35 to 44 years.

Q2. What is your gender?

109 responses

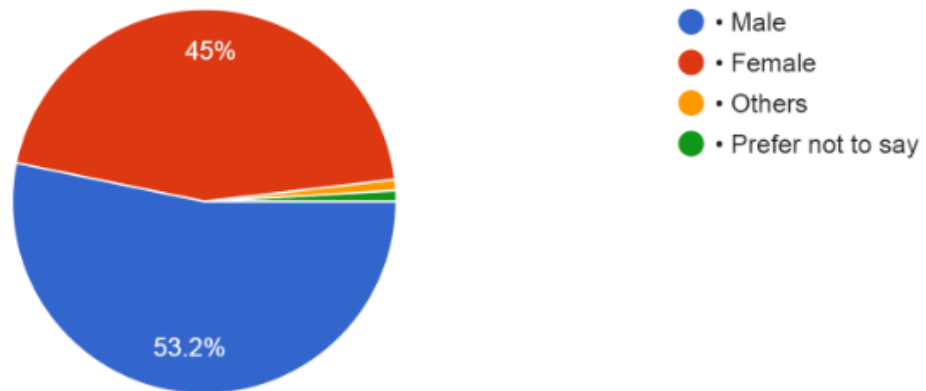


Figure 4.2: Gender of the respondents

(Source: Survey)

Based on the respondent's participation, a critical focus has been put through on showcasing gender diversity where the significantly different perspectives of males, females, and others have been prioritised. Among 109 responses, it has been noted that the majority of respondents are from the gender group of male with 53.2%, however, 45% of the respondents are female.

Q3. What is the highest level of education you have completed?

109 responses

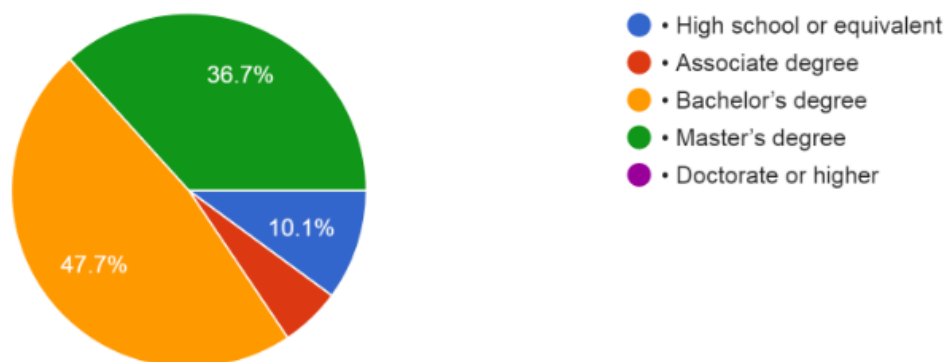


Figure 4.3: Level of education of respondents

(Source: Survey)

The researcher has focused on emphasising respondents' level of education to understand the approach of advertising impact on them. For evidence, it is necessary to understand the perspective of individuals toward advertising campaigns in the international market, which can be attained

through educational qualification. As a result, from 109 responses a maximum number of individuals have accessed a bachelor's degree 47.7% after that 36.7% obtained a master's degree and 10.1% are in high school or equivalent. Moreover, very minimal responses have been attained from associate degrees and there is no such evidence of individuals having doctorate degrees.

Q4. What region are you from?

109 responses

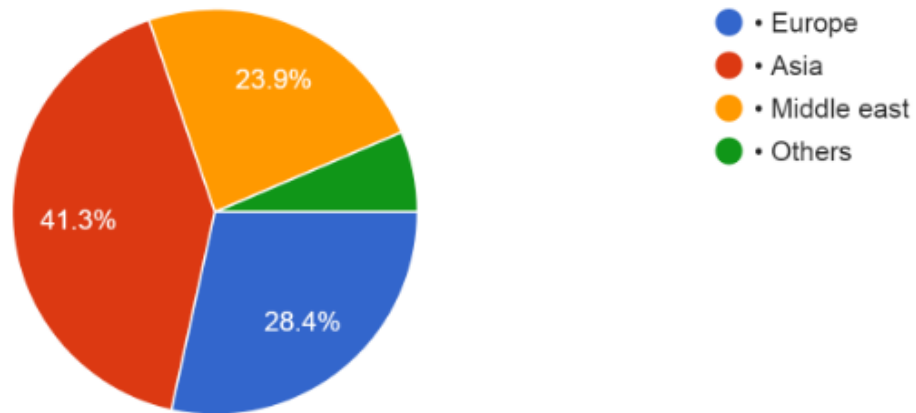


Figure 4.4: Area and region of respondents

(Source: Survey)

To understand the cultural differences in terms of the advertising campaign, the researcher has focused on collecting evidence from different regions. Therefore, a specific focus has been put on Europe, Asia, and the Middle East specifically. Thus, referring to the responses a maximum number of individuals are respondents from Asia at 41.3% followed by Europe at 28.4%, and 23.9% from the Middle East.

Q5. How long have you been consuming Coca-Cola products?

109 responses

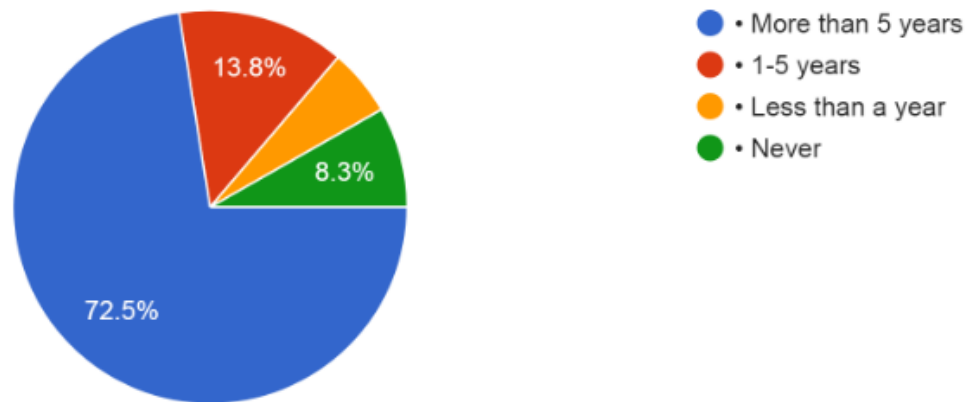


Figure 4.5: Years of Coca-Cola's product consumption

(Source: Survey)

Responses collected in the survey reveal that the highest number of participants, which is approximately 72.5% of the total respondents, have been consuming Coca-Cola's products for more than 5 years. In addition, 13.8% of individuals said that they have been consuming the products of Coca-Cola for 1 to 5 years. In contrast, only 8.3% of respondents revealed that they never had Coca-Cola's products and only 5.4% said they had been using the company's products for less than a year. By comparing all responses to this question, it is accepted that most of the respondents have been consuming the products offered by Coca-Cola for a long period, which has been reflecting the popularity of its products.

Q6. Does the language used in Coca-Cola's advertisements resonate with you?

109 responses

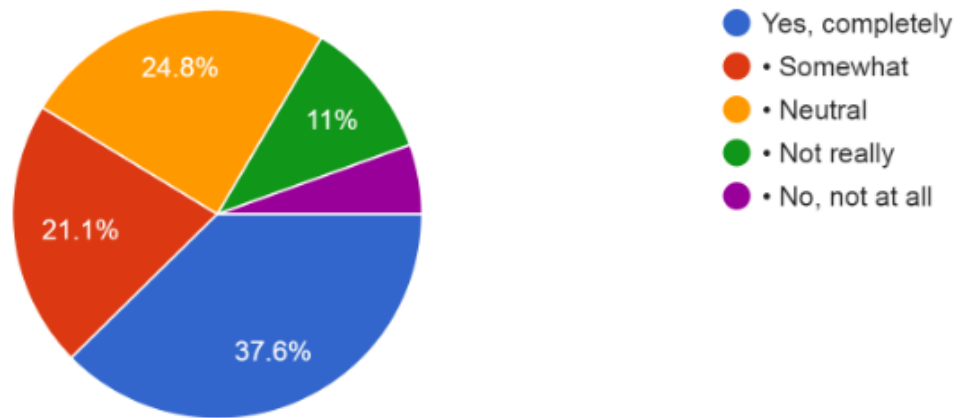


Figure 4.6: Language used in Coca-Cola's advertisements resonating with customers

(Source: Survey)

According to the survey responses, approximately 37% of respondents revealed that the language that is utilised for the advertisements of Coca-Cola has been resonating with them. In addition, another 21.1% of respondents agreed that the language of Coca-Cola's advertisements has some hot resonating with them. In contrast, only 11% of respondents revealed that the language of Coca-Cola's advertisements has not really resonated with them, and approximately 5.5% of respondents opined that the language used in Coca-Cola advertisements does not resonate with them at all. However, 24.8% of respondents provided a neutral view on this aspect. As a consequence, it is understood that the language that is utilised in the advertisements of Coca-Cola most customers.

Q7. To what extent do you believe Coca-Cola's advertisements reflect your local cultural beliefs?

109 responses

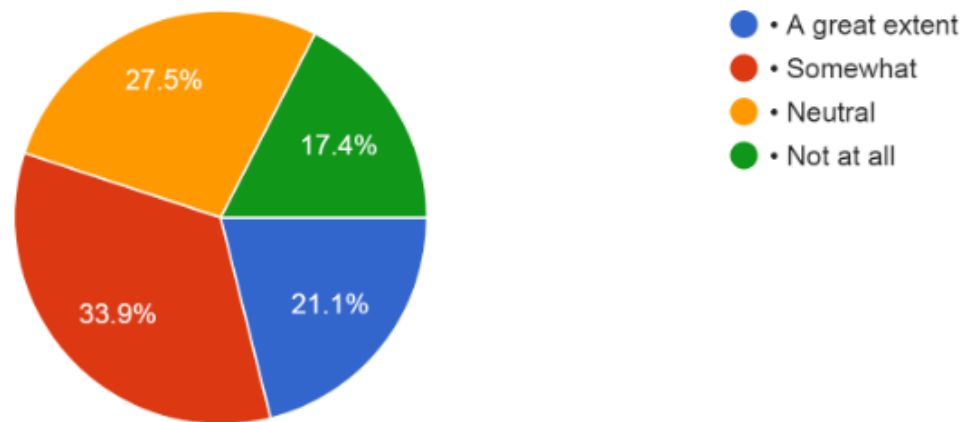


Figure 4.7: Reflection of customers' local cultural beliefs in Coca-Cola's advertisements

(Source: Survey)

Among 109 responses, 21.1% of participants reflect that attachments of Coca-Cola reflect local cultural beliefs. Another 33.9% of participants have also agreed that advertisements of the country have been somewhat reflecting dear local cultural beliefs. On the contrary, only 17.4% of participants provided a negative view on this question that attachments of the company do not reflect their local cultural beliefs at all. However, as approximately 27.5% shared a neutral view, their doubt regarding this aspect has been noted. Overall, advertisements of Coca-Cola have been reflecting the local cultural beliefs of customers to an exact extent; however, they can be improved.

Q8. Which Coca-Cola advertisement do you remember the most?

110 responses

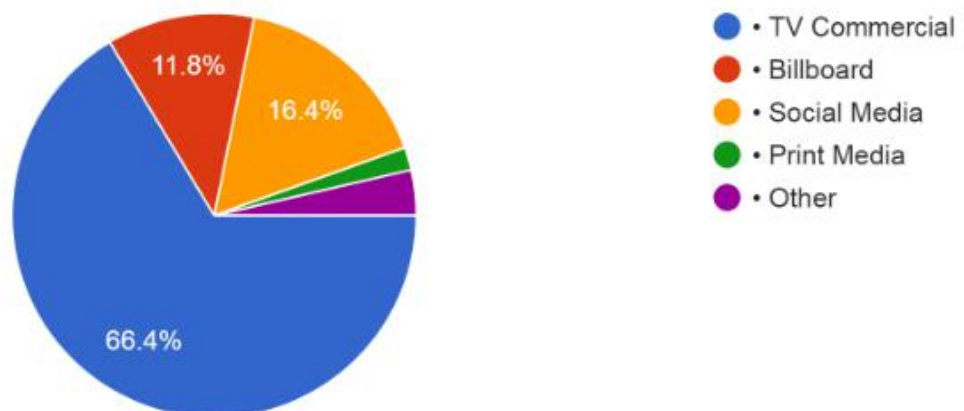


Figure 4.8: Coca-Cola's memorable advertisement

(Source: Survey)

In the survey, 66.4% of participants of Coca-Cola revealed that TV commercial advertisements of the company are memorable to them. In contrast, 16.4% of participants considered social media advertisements and only 11.8% of participants considered Billboard advertisements of Coca-Cola to be memorable to them the most. On the contrary, a very limited number of participants considered print media and other advertisement options of the company to be remembered. Considering the survey responses, TV commercial advertisements are the most remembered advertisement to Coca-Cola's customers.

Q9. Do you find Coca-Cola's advertisements memorable compared to other brands?

110 responses

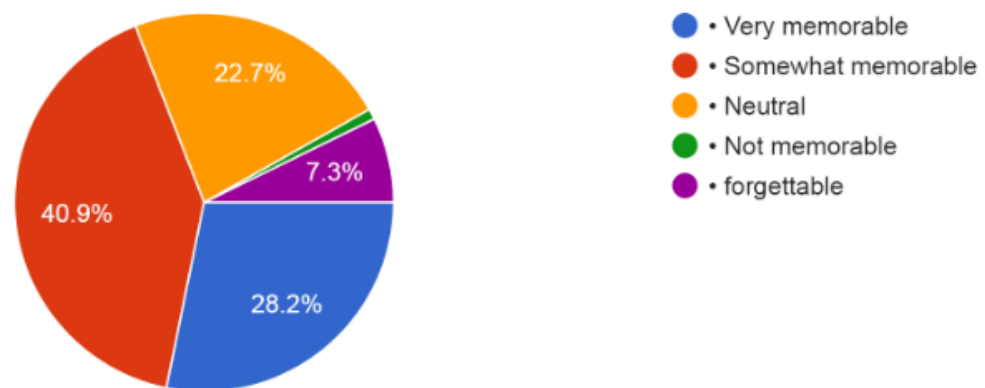


Figure 4.9: Coca-Cola's advertisement in comparison to other brands

(Source: Survey)

About 40.9% of respondents in the survey revealed that they found Coca-Cola's advertisements to be somewhat memorable; while, on the other hand, approximately 28.2% of participants found them to be very memorable in comparison to other brands. However, a notable number of respondents, which is approximately 22.7%, were neutral to this question. Inversely, only 7.3% of respondents reveal that the advertisements of the organisation are forgettable and only 0.9% believe that they are not memorable. Thus, it is noted that to most customers Coca-Cola's advertisements are memorable in comparison to other brands.

Q10. How likely are you to purchase a product after seeing a Coca-Cola advertisement?

110 responses

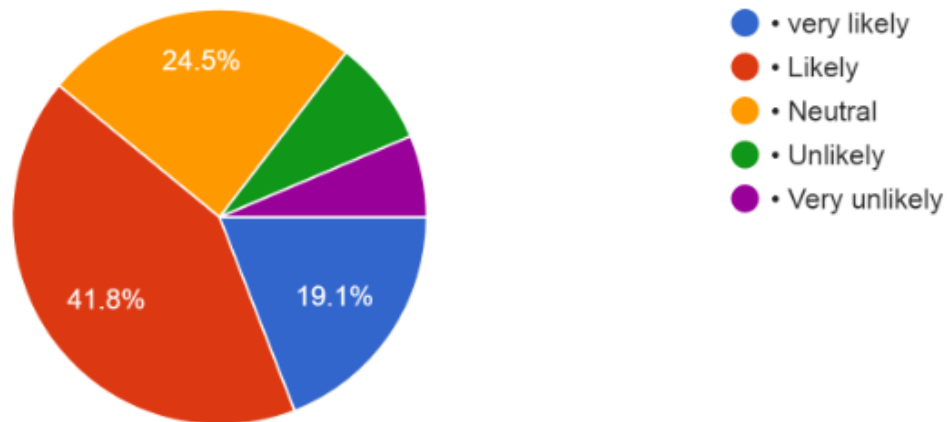


Figure 4.10: Influence of Coca-Cola's advertising on purchasing intentions

(Source: Survey)

Promotions or advertising initiatives of brands usually play a notable role in influencing clients purchasing behaviour. The survey responses pointed out that approximately 41.8% of participants, which is the highest response to this survey question, believe that they are likely to purchase products after watching advertisements of Coca-Cola. In addition, 19.1% respondents are very likely to purchase products of the company after seeing its advertisements. Inversely, approximately 24.5% were neutral to this question and a very limited number of participants shared a negative view. Overall, it is acknowledged that promotional activities or advertisements of Coca-Cola have been positively influencing customers' purchasing behaviour.

Q11. Are you more likely to trust an advertisement if it is presented in your native dialect?

110 responses

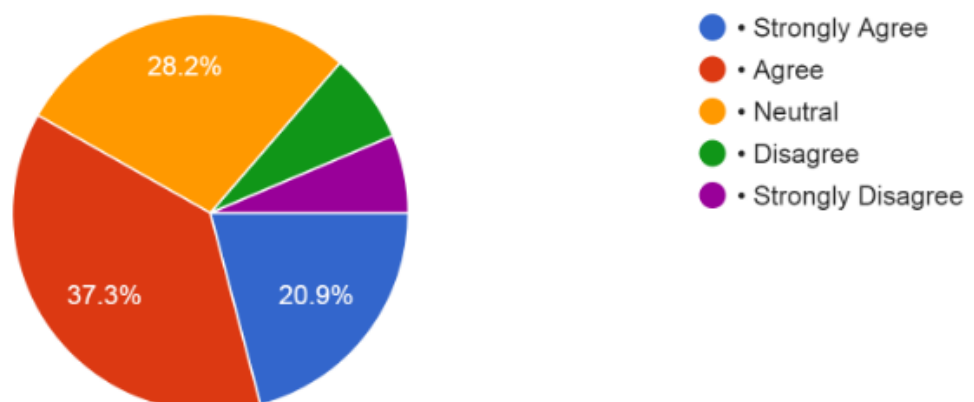


Figure 4.11: Customers trust for advertisements that are in their native dialect

(Source: Survey)

Customers' trust in advertisements is a critical aspect of ensuring their conversion. Regarding this, approximately 20.9% of survey participants strongly trust advertisements present in their native dialect. In addition, 37.3% of respondents also pointed out that they are more likely to trust advertisements if they are presented in their native dialect. However, 28.2% were neutral in this regard and 7% and 6.6% of participants disagreed and strongly disagreed with this question respectively. By contrasting all responses, most of the clients are likely to trust advertisements of brands if they are in their native dialect.

Q12. Does the presence of local dialects in Coca-Cola advertisements ever made them more relatable to you?

110 responses

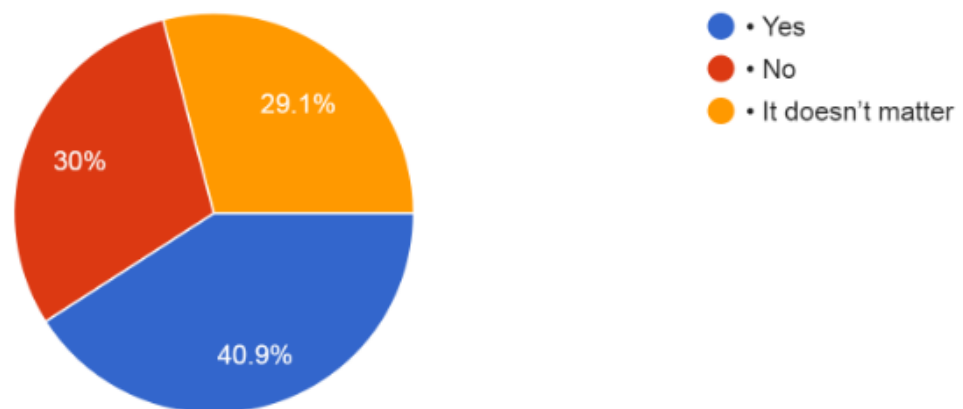


Figure 4.12: Relatableness of the presence of local dialects in Coca-Cola advertisements

(Source: Survey)

The highest response, approximately 40.9%, pointed out that the presence of local dialects in advertisements of Coca-Cola has made the advertisements more relatable to clients. Inversely, 30% of the total participants believe that the presence of local dialects in advertisements of the organisation had never made them more relatable. Besides, for 29.1% of participants, the presence of local dialects in advertisements does not really matter. Overall, it is accepted that the presence of local dialects in advertisements of Coca-Cola have been making them more relatable to customers to a notable extent.

Q13. Does the dialect of an advertisement (e.g., regional accents) influence your perception of its effectiveness?

110 responses

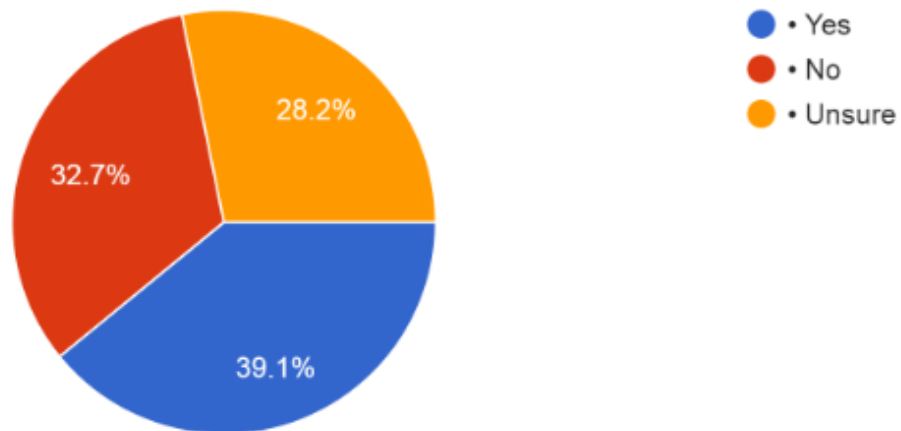


Figure 4.13: Influence of advertisement's dialect on customers perception

(Source: Survey)

As per the above survey, 39.1% of the respondents think that regional accents do have an impact which might mean that dialects can improve the entertainment factor and people will be able to personally connect better. As postulated by this view, consumers may prefer to relate to adverts using familiar or cultural accents. However, 32.7% of respondents said that dialects do not influence how effective they find an ad. Such a group may value other aspects, for example, the product, the readability of message, or aesthetic appeal above language features. The remaining 28.2% consumers are still uncertain, as there is not a clear consensus on the acceptability of the use of dialects. This group could be having less consciousness of accents or perusing less on their outcome. All in all the information imputes a somewhat bipolar view at the question, although the positive pole seems to be slightly closer to the line.

Q14. Are Coca-Cola's advertisements easy to understand?

110 responses

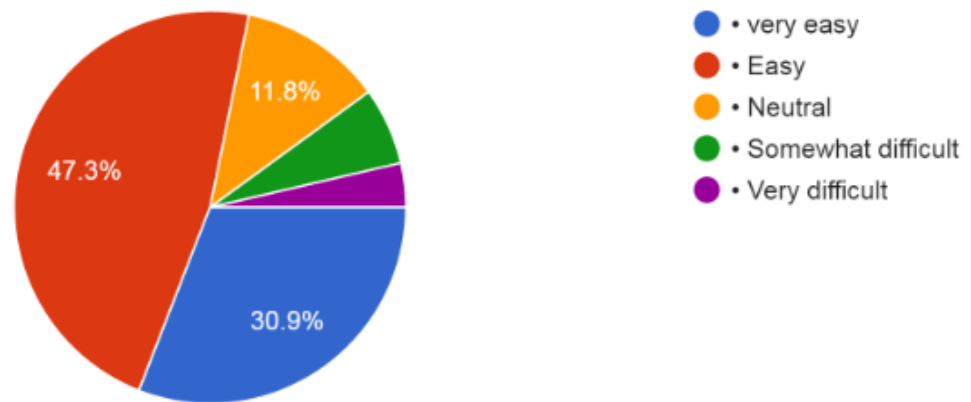


Figure 4.14: Understanding of Coca-Cola's advertisements among customers

(Source: Survey)

As per the above result, it can be indicated that Coca-Cola advertisements are easily comprehensible. The analysis of the responses from the participating survey indicates that overall, 78.2% agree that placing the ads is either very easy (30.9%) or easy (47.3%), which indicates that Coca-Cola communicates its message in an easy to comprehend style. This can be attributed to the brand's tendency to target the lowest common denominator in as far as themes and imagery are concerned. Nonetheless the 11.8% of respondents said they are neutral, indicating that these respondents do not consider it to be easy or difficult to decipher the adverts, it may indicate that some adverts could be made clearer for particular viewers. Similarly, a few consumers indicate that some ads are not very easy to understand, which implies that a large number of consumers receive positive appeals from Coca cola's advertisements.

Q15. Do you prefer advertisements in your local language or in English for global brands like Coca-Cola?

110 responses

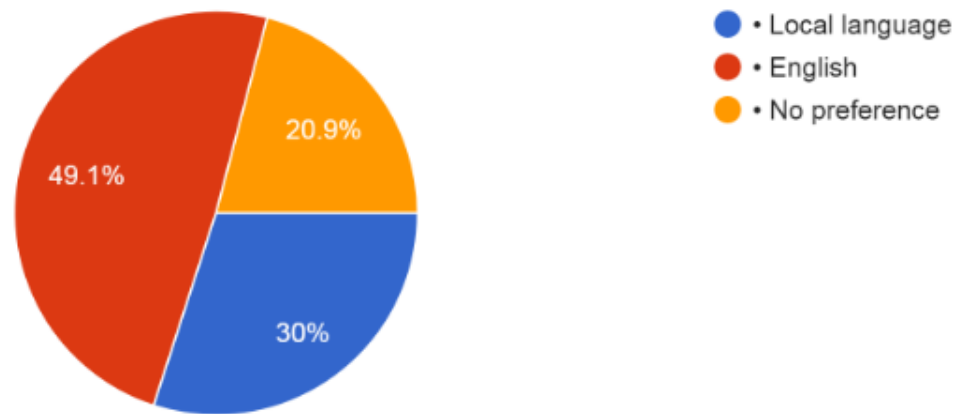


Figure 4.15: Language preferences for advertisements

(Source: Survey)

In accordance with the survey results, it has been evident that 49.1% have stated their preference for advertising messages in English for international brands like Coca-Cola. This implies that the majority of the customer group around the world language of choice when disseminating brand messages across various countries is English. Nevertheless, 30% of the respondents want ads in their native language, reflecting the feelings that cultural identity does matter for some consumers. This group may feel more involved when the brands employ familiar rhetoric. The rest of 20.9% are neutral, which implies that for the remaining consumers, the language used for advertisement does not play an essential role in its reception of the brand.

Q16. What elements of a Coca-Cola advertisement attract you the most?

110 responses

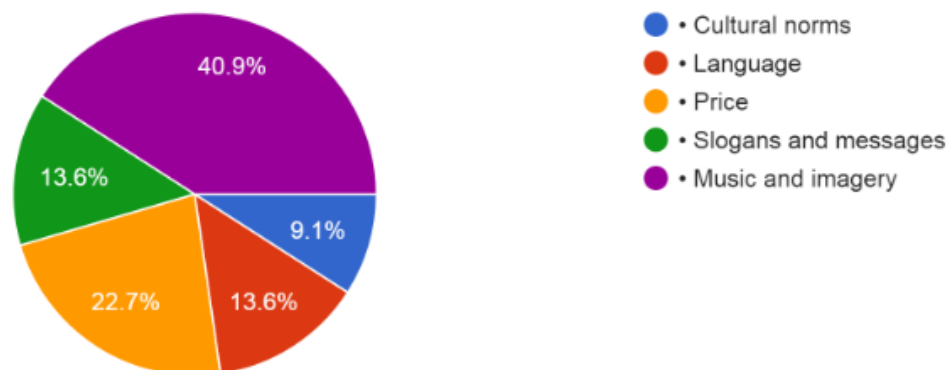


Figure 4.16: attractiveness of elements of a Coca-Cola advertisement

(Source: Survey)

According to the survey, the most effective appeals used in Coca-Cola ads are music and images with 40.9%. This goes a long way in supporting the argument that good use of well designed visuals and infamous sounds grabs the attention of the consumer. Constantly, price was the second most important factor and was responded to by 22.7% of the students; this reinforces the notion that promotional offers also form part of the attraction. For 13.6% of the respondents, slogans and messages are as equally relevant as language, while cultural norms are least relevant at 9.1%. In general, the results support the hypothesis that Coca-Cola uses sensory appeal to popularise its advertisements.

Q17. Do Coca-Cola advertisements make use of cultural symbols that are familiar to you?

110 responses

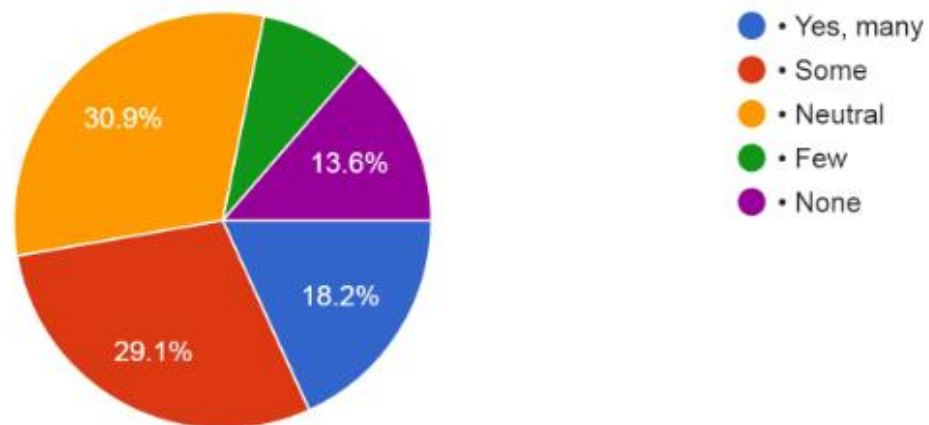


Figure 4.17: Familiarity of cultural symbols used in Coca-Cola advertisements

(Source: Survey)

The results of the survey reveal an ambivalent attitude towards use of familiar cultural markers in the advertisements of Coca-Cola. Respondents said the symbols presented in the ads are familiar to them, which is 18.2% of the participants; some of the participants chose the answer “some,” which is 29.1%. The biggest portion of participants, that is 30,9% still chooses the ‘Other’ option which suggests uncertainty or ambivalence with regard to employing such symbols. While 13.6% said they are not familiar with ‘any’ of the cultural images depicted on the ads, this raises questions on the effectiveness of Coca-Cola to market itself to other diverse cultures.

Q18. How well do Coca-Cola's advertisements align with your cultural norms?

110 responses

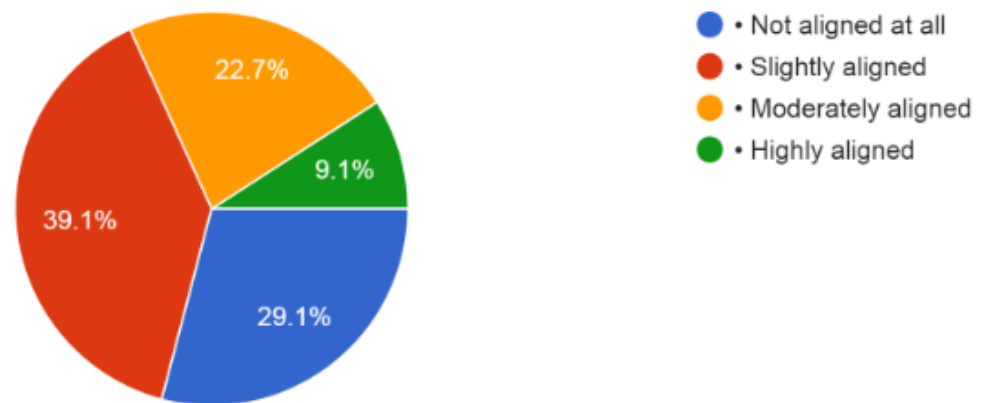


Figure 4.18: Alignment of Coca-Cola's advertisements with cultural norms

(Source: Survey)

The following survey results show differences in perception of Coca-Cola, and its advertisement with regard to cultural practice. Thus, 29.1% of them believe that the advertisements are 'not aligned at all' and that there exist cultural values that are not in harmony with the brand. However, 39.1% of the respondents were asked to describe the ads as 'somewhat relevant', which could mean some level of awareness of cultural relevance, but not enough. Also, 22.7% of respondents described the adverts as "moderate alignment" that gives rise to further enhancement of cultural sensitivity. A meagre 9.1% categorise them as 'highly aligned,' a factor that points to the channel's need to improve on accepting cultural differences in its advertising approach when targeting audiences globally, a mission that will be astonishing for Coca Cola if executed.

Q19. How would you describe the importance of language precision in advertisements for building brand trust?

110 responses

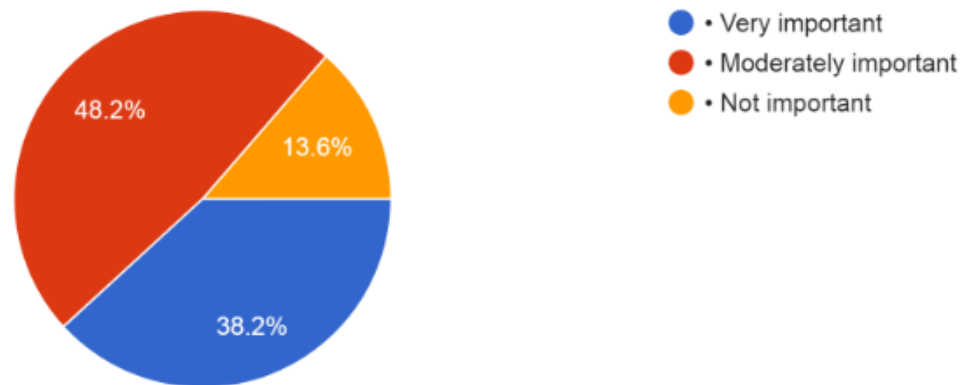


Figure 4.19: Importance of language precision in advertisements for building brand trust

(Source: Survey)

As has been highlighted by the survey, there is a blind agreement on how language clarity in advertisements build trust on brands. It is quite noteworthy that 38.2% of respondents find it “very important,” which visually demonstrates understanding of how the use of accurate terminology increases the authority and straightforwardness of communication. Further, 48.2% rated it as moderately important; perhaps this means that while they see the importance of knowledge in decision-making, they also might consider other things as important in the same measure. On the same note, only 13.6% consider language precision as ‘not important’, a perception that represents the minority. In all, the above data shows that the use of proper and accurate language is vital in the creation of and sustenance of brand trust.

Q20. Does seeing your cultural symbols and shapes in advertisements make you more emotionally attached and engaged?

110 responses

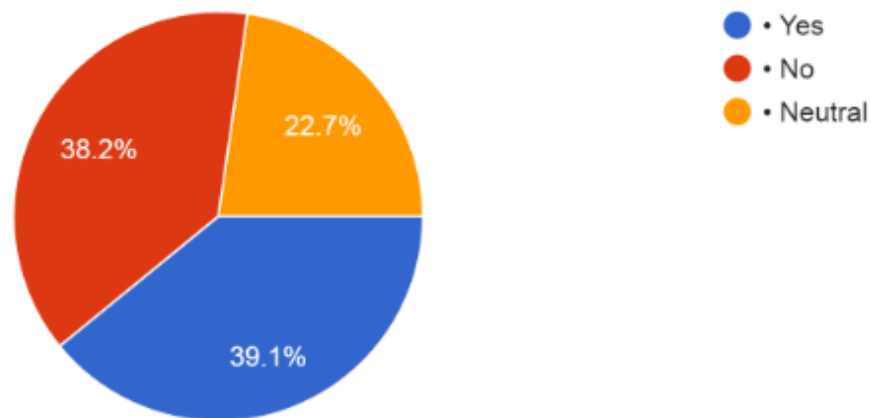


Figure 4.20: Cultural symbols and shapes in advertisements
(Source: Survey)

As per the 39.1% agreement of Survey participants, it can be analysed that cultural values and symbols within the advertisement of Coca-Cola seem to be attracting customers thereby, influencing their purchase decision. It is because it tends to make the customer engage and emotionally attached creating a positive influence of the company in the minds of the customer. Contrary to this, 38.2% revealed disagreement with the involvement of cultural shapes and symbols within advertisements while 22.7% neutral responses were gained. Often involvement of cultural shapes and symbols seems to be creating negative perceptions of people having different cultures within countries having diverse cultural people, therefore, it is safe to avoid cultural attachment within the advertisements of Coca-Cola.

Q21. Are you more likely to purchase Coca-Cola if it uses local cultural references in its advertising?

110 responses

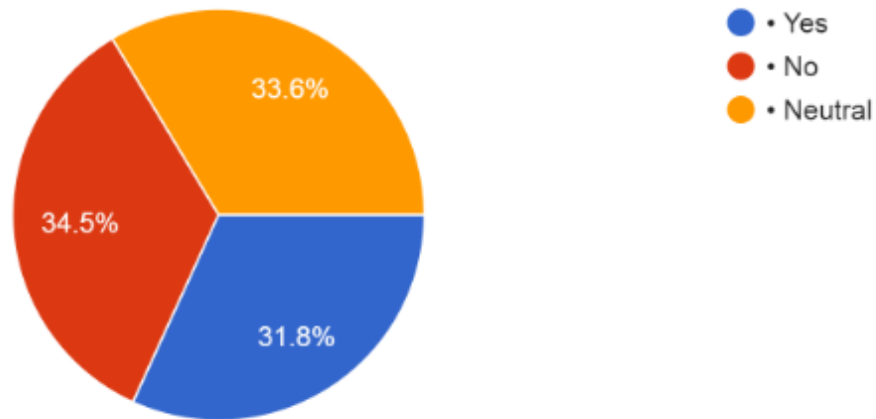


Figure 4.21: Effectiveness of using local cultural references in advertising
(Source: Survey)

In order to gain a suitable response for the stated question of the survey, 31.8% agreement and 34.5% disagreement between survey participants were observed. It is because attachment of cultural references within the advertisements of Coca-Cola may be effective in influencing the purchase decision of the specific culture but it may be upsetting for other cultured people in the same nation. Concerning this area, 33.6% of Survey participants preferred to stay neutral as they ought to perceive negative as well as positive influences of cultural references within the advertisement area of Coca-Cola worldwide.

Q22. How often do you think about your cultural norms when making purchasing decisions?

110 responses

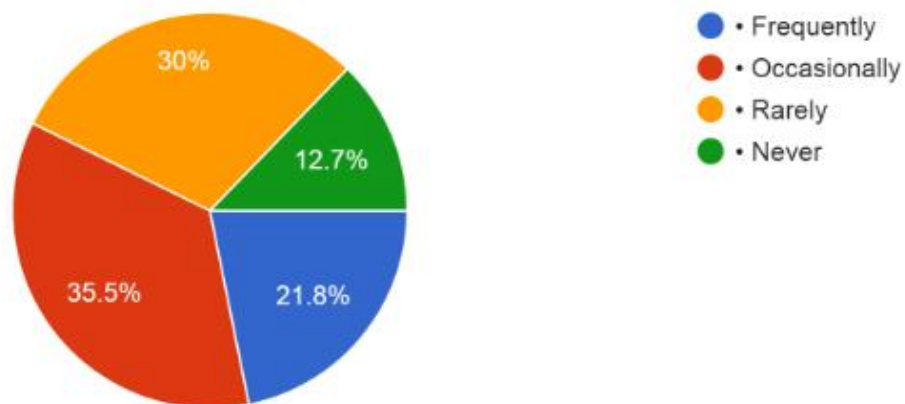


Figure 4.22: Cultural norms within purchasing decisions

(Source: Survey)

Based on the responses, 21.8% of the survey participants indicated frequent consideration of cultural norms at the time of purchase while 35.5% of the survey participants indicated occasional consideration of cultural norms within the purchase decision of customers. Contrary to this, 30% indicated rare consideration of cultural norms while 12.7% of Survey participants indicated no consideration of cultural norms at all at the time of making any decisions of purchasing. It is because, in most areas, culture seems to be influencing the choices and preferences of customers in the market while some customers seem to have the urge to consider diverse cultures at the time of experiencing different cuisines. As a result of this, culture may or may not be considered by customers at the time of making purchasing decisions as most of the customers used to eat tasty things and explore their taste buds.

Q23. Do you think Coca-Cola's advertisements influence your decision to buy Coca-Cola products?

110 responses

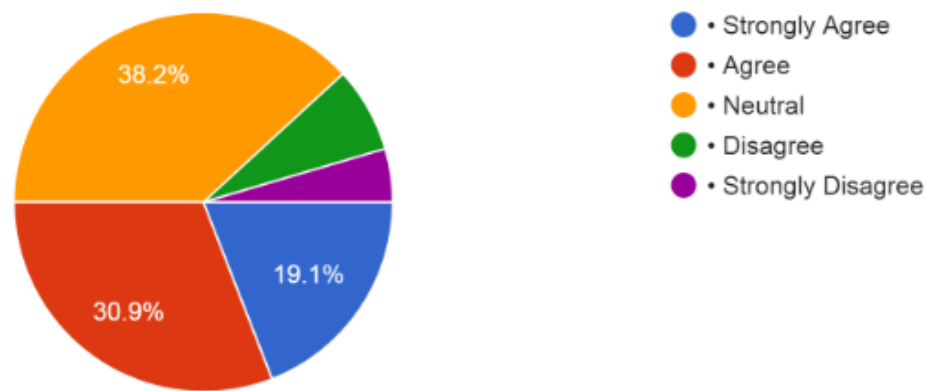


Figure 4.23: Effectiveness of Coca-Cola's advertisements to influence purchase decision

(Source: Survey)

Based on the responses gained, it can be observed that 19.1% and 30.9% of the participants indicated strong agreement and agreement recording the effectiveness of Coca-Cola's advertisement strategy to influence the purchasing decision of customers. Contrary to this, 38.2% indicated a neutral response and 11.8% indicated disagreement with the stated facts. It is because Coca-Cola has been involved with different ethical concerns within different nations, therefore, it

seems to be indicating low trust of customers which in turn is slightly impacting the customer base of the company in the market as well. As a result of this, some customers perceive Coca-Cola's strategies to be effective while others perceive the organisation's strategy to be ineffective in terms of influencing the purchase decision of customers.

Q24. Do you feel Coca-Cola advertisements respect your cultural norms and beliefs?

110 responses

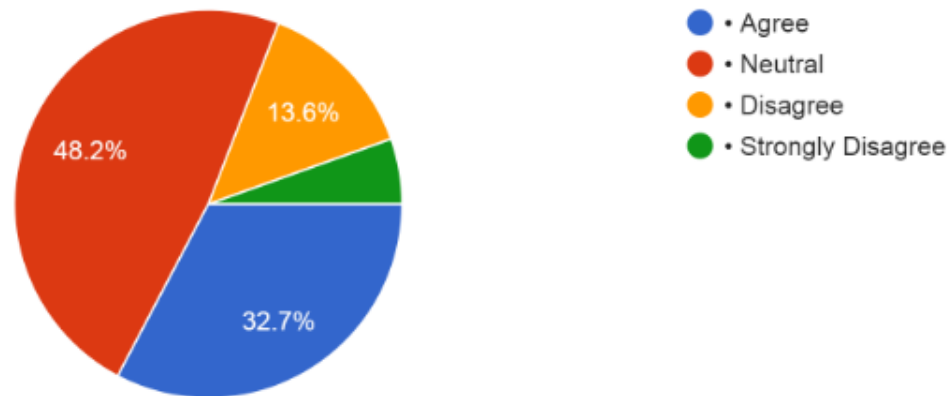


Figure 4.24: Cultural norms and beliefs in Coca-Cola advertisements

(Source: Survey)

In an effort to derive a suitable answer to the current investigation, the researcher in this context has developed several questions and among them, the 24th question of the current study deals with analysing the area of whether the advertisements of Coca-Cola seem to be respecting the cultural beliefs and norms or not. Based on the 110 responses gained, 32.7% of the respondents indicated agreement with the statement while 13.6% indicated disagreement with the statement, 5.5% indicated strong disagreement with the statement and 48.2% neutral answers were gained in this scenario. From the majority of the agreement derived in this area, it can be analysed that advertisement strategies that have been implemented by Coca-Cola seem to be respecting the cultural beliefs and norms of different people thereby, influencing purchase decisions positively.

Q25. Do Coca-Cola's advertising themes change significantly between local and global markets?

110 responses

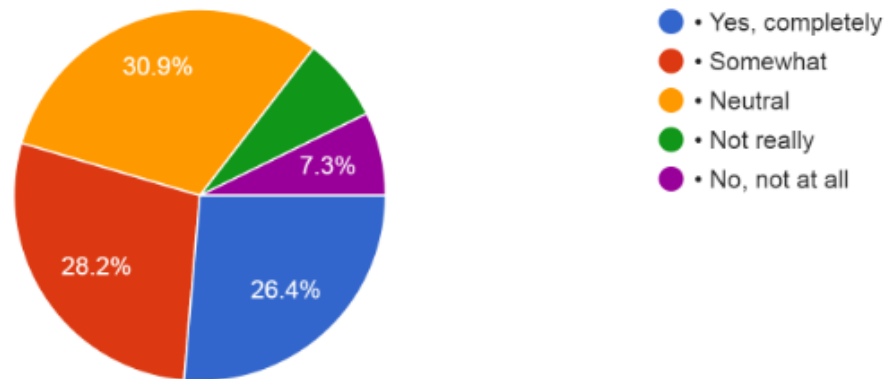


Figure 4.25: Advertising themes change within Coca-Cola's advertising

(Source: Survey)

Another question in this area deals with analysing theme change within the advertisement of Coca-Cola between Global and local markets and its significance within business operations. Based on the responses gained it can be observed that 26.4% of the customers indicated high agreement with the significance of theme change within the advertisement of Coca-Cola in the local and global scenario while 28.2% indicated somewhat agreement, 30.9% provided neutral response and the rest were not considering high effectiveness of the theme change of Coca-Cola within its advertisement areas to influence customers decision positively.

Q26. Does the use of your native language in Coca-Cola advertisements make the brand more relatable?

110 responses

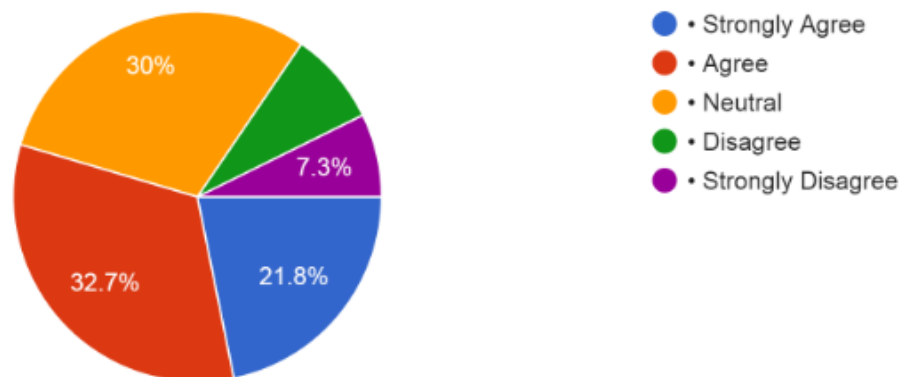


Figure 4.26: Effectiveness of the use of native language in Coca-Cola advertisements

(Source: Survey)

Native language is considered to be another area that indicates cultural involvement and the next question indicates strong agreement of 21.8% of survey respondents related to the effectiveness of the use of native language within the advertisement of Coca-Cola while 32.7% also showcased agreement in this area. Besides, 30% of the respondents provided a neutral response while 7.3% indicated strong disagreement with the stated fact and the rest of the participants indicated disagreement with this area as well. Considering the majority of survey responses, it can be analysed that the implementation of native languages within the advertisement of Coca-Cola seems to be highly effective in terms of influencing the purchase decisions of customers in the market.

Q27. Does Coca-Cola's use of celebrities or influencers from your region increase its appeal?

110 responses

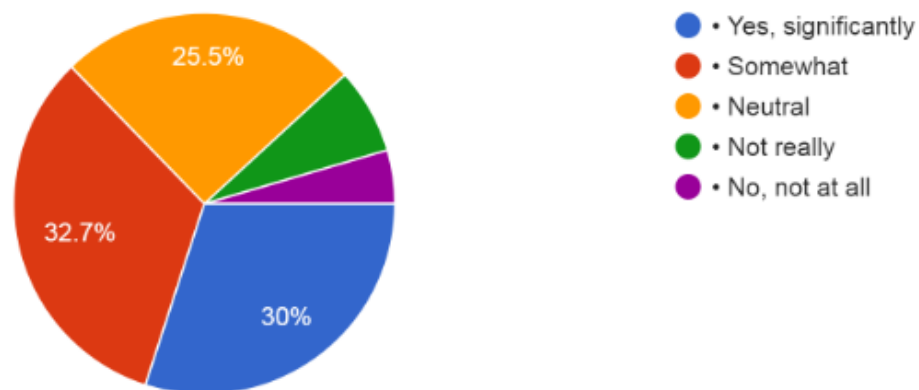


Figure 4.27: Use of celebrities or influencers in Coca-Cola's advertisement

(Source: Survey)

Another question of the current survey mainly deals with the influence of influences and celebrities within the advertisement strategy of Coca-Cola to enhance its appeal. In accordance with the responses gained from 110 survey participants, 30% and 32.7% of the participants indicated significant and somewhat positive influence of celebrities or influences within the advertisement Coca-Cola to enhance its appeal. However, 25.5% provided neutral responses to the stated question while the rest of the survey participants were not in agreement with the positive influence of celebrities or influences on the enhancement of organisational enticement in the market

Q28. How would you describe Coca-Cola's approach to diversity in their advertisement?

110 responses

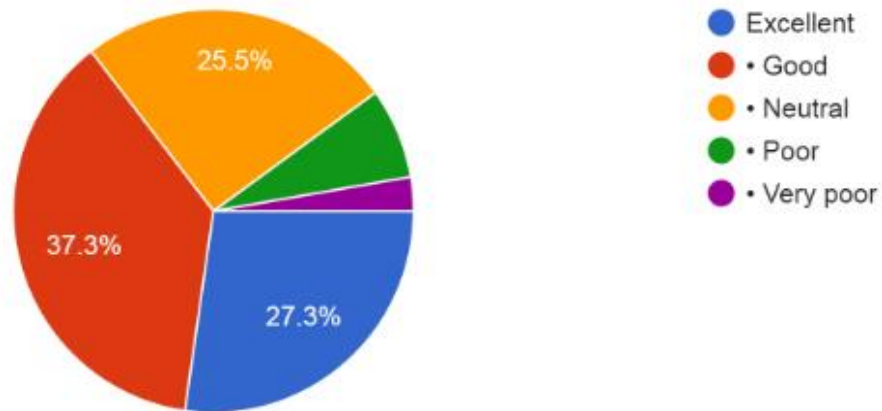


Figure 4.28: Coca-Cola's approach to diversity in their advertisement

(Source: Survey)

The third last question of the survey indicates the perception of customers regarding the diversity approach of Coca-Cola within its advertisement. In this area, the majority of the customers that is overall 64.6% of the responses indicated excellent and good perceptions of Coca-Cola's diversity management within the advertisement while 25.5% provided neutral responses and the rest indicated negative perceptions regarding the diversity approach of Coca-Cola within its advertisement.

Q29. Do you think global brands should adapt their advertising strategies to align with the norms and values of different regions?

110 responses

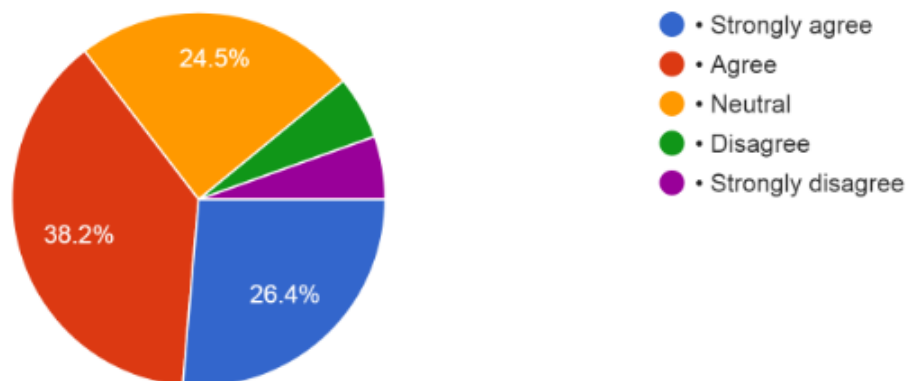


Figure 4.29: Adaptation of advertising strategies to align with norms and values of different regions

(Source: Survey)

In accordance with the 26.4% strong agreement of survey respondents and 38.2% agreement of survey participants cultural values and norms indicate high significance to be aligned with the advertisement strategies for attracting customers attention. However, low disagreement in this area further reveals the effectiveness of implementing cultural norms within advertisement strategies to influence the behaviour of purchasing of customers positively.

Q30. Overall, how would you rate Coca-Cola's effectiveness in marketing to your culture?

110 responses

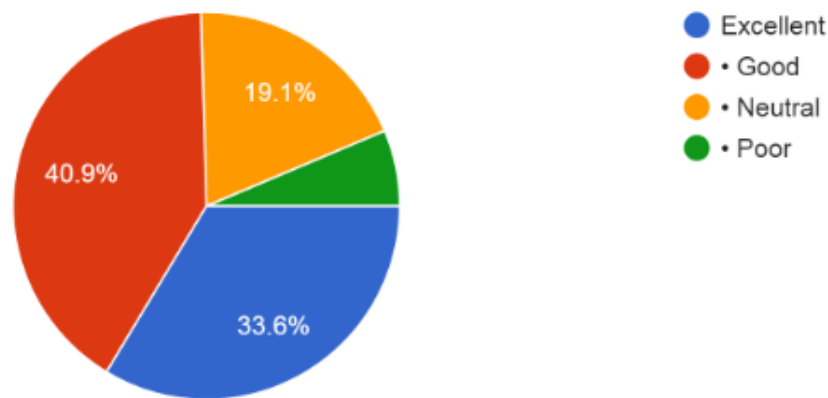


Figure 4.30: Rating Coca-Cola's effectiveness in marketing

(Source: Survey)

Overall Coca-Cola has been rated excellent by 33.6% of customers and good by 40.9% of respondents regarding the effectiveness of its marketing strategy based on different cultures. As a result of this, it can be stated that the marketing strategy of Coca-Cola seems to be highly influential in attracting customers and create a loyal base in the market.

4.3 Summary

From the overall chapter, it can be summarised that cultural norms seem to be playing a crucial role in marketing strategies while differences in culture are likely to influence the purchase decisions of customers negatively. However, Coca-Cola seems to have an effective advertising strategy that is being shaped by the cultural beliefs and norms of different nations further reflecting the potential of influencing customers' needs and purchasing decisions accordingly.

Chapter 5: Discussion

5.1 Introduction

The chapter of discussion is going to be focused on assessing the effect of culture on Coca Cola's advertising appeal, with the support of three hypotheses answered on the basis of secondary data. The first hypothesis examines how culture affects Coca-Cola's advertising campaign across the global markets in that a customization of campaigns increases customers' appeal and consumptions. In addition to that, this chapter will be emphasising a set of common human values is potentially beneficial in culturally diverse markets because it deepens Coca-Cola's customer bonds. Finally, the third and final hypothesis is devoted to the effect of local cultural characteristics on advertising appeal argument and it is proven that the translation of advertising appeal in native languages increases brand appeal. The outcome matches Means-end, Hofstede's cultural dimensions and Consistency theory whereby cultural values are core to Coca-Cola universal advertising approaches.

5.2 Discussion

After analysing the data collected via secondary sources it can be discussed that the three hypotheses that have been developed at the initial stage of the present study, have been tested successfully for the purpose of gaining suitable outcomes. The first hypothesis of the present research indicates testing the influence of cultural differences of Coca-Cola on the effectiveness of campaigns of advertisements within International scenarios. Relating to this hypothesis, it has been found that differences in culture seem to be impacting the operating areas of Coca-Cola within International scenarios. It is because, Yusuf (2023) opined cultural differences to be a crucial factor within the components of advertisement of brands in different nations. It also seems to be influencing the purchase decisions of customers, thereby, impacting the organisation within the areas of sales and profit margin.

As a result of this, Coca-Cola seems to have adopted different strategies in relation to cultural shapes and norms within different nations to suit local preferences. Moreover, survey responses also indicated a positive viewpoint towards the implementation of cultural areas within the advertisements of Coca-Cola, thereby, indicating it's effective to influence the purchase decisions of customers. Similar to this viewpoint, the study of Aririguzoh (2022) mentioned in the literature review also indicated that having high awareness regarding cultural differences and shaping advertising campaigns according to the cultural needs of different people within different nations

seems to have a positive impact on customers. It also assists in engaging customers and creating a loyal base that in turn, indicates the effectiveness of implementing cultural areas within advertising campaigns of Coca-Cola. On the other hand, the second hypothesis dealt with testing the universal human values effectiveness on the advertising campaigns within culturally diverse markets.

In an effort to test this hypothesis, Khairullah and Khairullah (2021) mentioned that campaign advertisements are highly subjected to the preferences of customers in the market and their perception towards the organisation and its offered products and services. As a result of this, emphasising mostly human values is effective in connecting with customers within a short frame of time which includes high involvement of them with organisation areas. Moreover, Trachuk *et al.* (2021) indicated the importance of emphasising human values within a market that has culturally diverse people to build strong relationships; create a loyal base of customers within different nations and create a successful global presence. Apart from that, the survey responses also indicated the fact that Coca-Cola prioritises human values within its advertisement campaigns within nations having diversified culture based on the areas of language, taste, preferences and other instances of a customer.

As a result of this, the majority of the survey respondents believed that advertisements of Coca-Cola are highly shaped by the beliefs and norms of local culture to engage customers effectively with the brand. In this respect, the majority of the customers have also been observed to be purchasing the products of Coca-Cola in accordance with its advertisements within TV commercials, social media platforms and other digital areas. Henceforth, based on the literature viewpoints alongside responses accomplished from the survey, the second hypothesis has been tested effectively which indicates the effectiveness of ensuring human values within advertisement campaigns to attract people with different cultures in a nation. Apart from that the third hypothesis of the present study indicates testing the effectiveness of cultural influence on the advertisement message of Coca-Cola to enhance brand image.

Concerning this, Kipnis *et al.* (2021) indicated that recruitment of employees with local culture seems to provide an organisation with the advantage of communicating with the customers of that specific nation effectively. It is because the messages that are being conveyed by a brand through advertisement campaigns are highly effective in connecting customers towards the organisation. In this area, Zhou *et al.* (2021) supported the use of local languages in order to be understandable to different customers within the nation and also analyse the local demand accordingly. Moreover,

it is also effective in mitigating misunderstandings between the customers and the organisation further clearing brand image and maintaining a steady position in the market. Apart from that, responses gained from the areas of primary quantitative research, it can be observed that advertisements of Coca-Cola through native language within TV commercials are remembered by the customers the most.

Most importantly, the majority of the customers also agreed with the fact that the languages being used by Coca-Cola within its advertisements seem to resonate with different customers further fostering a high understanding regarding the offerings of the company in the market. Similarly, most of the survey participants also agreed to the effectiveness of using native languages within the advertisement campaigns of Coca-Cola. This not only helps in understanding the brand but also assists in creating a localised strategy that aims to engage different customers and maintain a loyal base in the market. Henceforth, all three hypotheses that have been developed at the initial stage of the present study have been tested successfully, thereby, indicating a positive alignment of cultural belief and norms implementation within the advertisement strategy of Coca-Cola to operate successfully in the current and future scenarios.

The findings obtained from data analysis are coherent with postulated theoretical frameworks adopted in the literature review, but not exclusively, Means-end theory, Hofstede's cultural dimensions framework, and Consistency theory. All of these theories give a firm perspective as to how culture defines consumer behaviour and how organisations such as Coca Cola can align their advertising messages to reflect cultural consumer norms.

In the context of the foregoing, it would be appropriate to say that Means-end theory describes consumer choices to be the function of personal values and that advertising must open reinforcement of consumers' values. The evaluation of Coca-Cola advertising approach with regards to cultural laws and besides which has been done in structure concedes with this theory. Coca-Cola as a brand has over the years developed marketing strategies that touch on some of the cultural belief systems held by the target market. This coincides with the postulate of Means-end theory that consumption decisions are not exclusively contingent on tangible characteristics of the product but on how well the product is related to the consumers' values. Consumers are likely to be more responsive to Coca-Cola products because the company caters to fundamental bought-cultural values. Similarly, Hofstede's cultural dimensions give a possibility to define how the national culture may influence tendencies in advertising. Power distance, uncertainty avoidance,

individualism and collectivism are particular cultural perspectives that have been identified to affect consumption patterns. This was in line with Hofstede's theory pointing to an indication that the 'advertising' of Coca Cola is customised according to the cultural practices of the various nations. For instance, in countries with high collectivist value orientation, Coca-Cola tends to depict ubiquities in its advertisements, such as, family and community; while in individualist nations, appeals to pleasure, accomplishment are made. From this, it can be realised that most of the advertising techniques used by Coca Cola products are founded on the cultural dimensions that Hofstede was able to unravel and as result was in a position to sell its products based on the preferences of different cultures. On the other hand, Consistency theory also relates to purchase behaviour but it preserves consistency between the content of consumer's beliefs and the received advertisements. This theory can clearly be seen where Coca-Cola has been able to maintain a very coherent message despite the differing cultures in the different markets. Thus, Coca Cola has managed to develop international advertising campaigns which retain brand values, but incorporate these values into cultural norms and expectations. This consistency in branding therefore aids in building trust and brand loyalty, two vital factors that Consistency theory projected to happen. The brand messages must be culturally congruent with the customers' perception so that customers can easily relate with the brands. In this case, the strategic management of the advertising of Coke greatly helps make consumer cultural schema consistent with the brand's consumption message thereby influencing the consumers to make favourable repeat purchase decisions. Combined, the pattern of findings partially supports the theoretical conceptions of how culture influences Coca-Cola's advertising patterns. Means-end theory, Hofstede's cultural dimensions framework, and Consistency theory all support the idea of proper integration of the advertising message and culture in order to change consumer behaviour.

These findings were a reasonable reflection of the theories explained a priori to hypothesis development. Coca-Cola employs in its advertising strategy a good example of culture's cohesiveness with Means-end theory, Hofstede's cultural dimensions and Consistency theory. Still, one might find it surprising to what extent Coca-Cola differs from country to country while simultaneously delivering one cohesive brand message. This implies a greater interplay between global standardisation and local responsiveness than was first thought. More elaboration can centre on how marketing professionals at Coca-Cola Local knowledge it into its campaign while developing its brand image-organising component can explain how the image is associated with

cultural values and the processes it undertakes to market the product in a manner that is culturally sensitive and brand-consistent.

However, the implementation of primary quantitative research consists of certain limitations that are highly effective in influencing the research outcome in the current scenario. This is because the primary quantitative method, which mainly consists of real-time viewpoints intends to take a long amount of time and is also costly. As a result of this, the researcher may have faced difficulties in executing the present study within the targeted timeframe and the cost barrier also had the chance of rising further leading to an incomplete research outcome. Apart from that, the selected process also consists of the limitations of using secondary sources that could have impacted the research outcome in terms of facilitating low samples of data in the current scenario. Moreover, gaps in the literature identified based on the three developed hypotheses also reveal the potential of creating different limitations for the current researcher and executing the work as per the desired value.

5.3 Conclusion

All the three hypotheses introduced in this research have been investigated in totality about Coca-Cola advertising strategy and culture. Hence, it can be concluded that culture plays a major role in global campaigns and that ‘tweaking’ has improved Coca Cola’s consumer reach and brand loyalty. Other factors include commitment to universal human values in the targeted markets as well as the culture-specific local language communication in the advertisement campaigns as typical proofs of how Coca-Cola connects well with many customers across the given cultures. The findings of the research support the Means-end theory, Hofstede’s cultural dimensions, and Consistency theory to explain how culture in advertising can influence consumers. Although the primary research is not unrestricted, the study is beneficial in understanding overall Coca-Cola’s international advertising strategy and how it maintains cultural resonance along with the distinctive brand image.

Chapter 6: Conclusion

6.1 Summary

The effects of cultural variations are widely regarded in today's changing business environment as a necessary component of managing customer tastes and continuing market developments. In this sense, a thorough consideration of cultural viewpoints and values in global markets has been incorporated into the planning of advertising campaigns. Similarly, promoting adherence to cultural differences is regarded as a useful metric for managing advertising efforts to maximise growth potential with the expectation of consumer participation. The handling of advertising campaigns is impacted by cross-cultural elements, which are known to significantly influence the global advertising of products and messages. This is because culture encompasses language, values, ideas, and customs, which has an immediate effect on the way customers feel towards marketing.

In terms of rationalising the success of promotional and advertising efforts concerning the variances in culture across global markets, a growing emphasis has been placed on the favourable reception of the campaigns among customers. The conceptualisation of successful marketing and advertising initiatives normally unfolds concerning its acceptability as well as the level of being regarded by diverse communities and individuals belonging to distinct cultural positions. In addition, designing market-tailored advertising that focuses on health-conscious consumers is a wise step for better relevance and reduced waste. This offers a more individualised connection to the market than can be achieved by developing distinct campaigns that are tailored to the particular cultural setting of each region. To contemplate the theoretical comprehension regarding marketing and advertisements in various cultural settings with a consistent approach, means-end theory, Hofstede's Cultural Dimension, and consistency theory have been implemented.

Aside from this, an analysis of the sample size's responses reveals that Coca-Cola appears to have a successful marketing approach that is influenced by the social and cultural customs of various countries, further demonstrating the ability to affect consumers' needs and purchase decisions appropriately. By assessing the effects of cultural differences and efficacy concerning signifying appropriate marketing and advertising strategies of multinational companies such as Coca-Cola, this insight fulfils the study's purpose. To do this, the research's subjective focus has demonstrated the way cultural variations relate to advertising campaigns that take into consideration both cultural values and consumer tastes and choices.

6.2 Revisiting Research Objectives

Linking with Objective 1

The following objective is referred to analysing the cultural differences and their impact on the management of Coca-Cola advertising campaigns in international markets. This objective has been met in the following study specifically referring to hypothesis 3, which has been justified in the 2.3 section of literature review. This has been analysed with an understanding of the necessity of comprehensive audits, which can assist in preventing any perception problems because prospects from diverse cultural backgrounds may interpret graphic aspects quite differently. Adopting universal symbols can also facilitate communication across various marketplaces. Moreover, using symbols that are widely recognised helps to avoid misunderstandings or negative consequences. Even though universal symbols can be quickly recognised, businesses should nonetheless localise their branding. Additionally, consumer testing is another crucial tactic that businesses may use to assess a culture's relevance.

Linking with Objective 2

This objective refers to analysing the global campaigns and cultural variances that affect Coca-Cola's best advertising strategies and campaigns. With particular reference to data analysis, which has been supported by the survey responses, this goal has been achieved in the subsequent study. Connecting to this, it has been identified that there are significant elements such as cultural norms, price, slogan and message, language, music, and imagery which are noted to be the significant elements that need to be considered by businesses to improve their global campaigns respecting the cultural variances. As a result of this, the majority of respondents positively responded that specifically the music and imagery to be the primary sector did affect their advertisement preferences.

Linking with Objective 3

The third objective refers to addressing the concerns about the efficacy of Coca-Cola's advertising initiatives in foreign markets due to cultural differences. With particular reference to hypothesis 1, which has been supported in the literature review's 2.1 section, this objective has been achieved in the subsequent study. It has been discovered that communicative nations prefer direct and informative communication since they lack perspective. The distinction makes it clear that to ensure that the desired message is understood, advertising needs to be targeted based on contextual awareness. Customers' purchasing habits and level of trust in particular businesses are also

influenced by cultural influences. Additionally, because global markets are interconnected, it is feasible to create advertising campaigns that include both cultures, reaching a wider audience while also acknowledging cultural diversity.

Linking with Objective 4

The last objective is to develop ways to address cultural differences and the growth of Coca-Cola's advertising campaigns in other regions. This strongly supports hypothesis 2, which states that marketing initiatives that highlight universal human values work well with a culturally varied market. In this sense, the advertising and marketing efforts ultimately help to build a relationship and emotional bond with the customers. With this knowledge, the advertising campaigns' sequential implications may be indicated to provide possibilities for purposeful growth while taking cultural variations into account to gain a deeper grasp of the consumer's mindset.

6.3 Recommendations

Based on the overall understanding of the study, some recommendations for the improvement of advertising campaigns of Coca-Cola in international market are provided below -

Emphasising to understand the target audience of particular markets

Findings have made it clear that the cultural backgrounds of individuals in different markets influence their preferences and considering them in advertising campaigns can be beneficial for brands like Coca-Cola. Considering this aspect, the leaders and marketing managers of Coca-Cola have been recommended to emphasise understanding the target audience in particular international markets. Pointedly, they must consider their nuances of cultural values, and preferences for language or local dialects while designing and implementing marketing campaigns. In this regard, managers are suggested to emphasise conducting surveys or collaboratively working with local experts to understand the audience as well as cultural nuances that influence their behaviour intentions, so that they can incorporate them in marketing campaigns.

Being attentive to local traditions

Alignment of marketing campaigns with local festivals or traditions is beneficial for engaging customers as well as altering their purchasing behaviour. This is the reason that the marketing managers of the organisation are suggested to emphasise understanding local traditions or festivals of different international markets and improve their marketing campaigns. For example, advertisements of the organisation can reflect individuals celebrating particular festivals of local markets, so that they can resonate with customers. This initiative of marketing managers of the

organisation will help it to build trust among customers and establish a connection with them, which can further positively influence customer engagement and organisational sales.

Endorsing local social media influencers

Social media influencers always play a notable role in increasing brand awareness and influencing customers' purchasing behaviour. Consequently, it will be beneficial for the organisation to collaborate with local social media influencers of different markets to promote its products. In particular, they can endorse influencers to make videos of consuming Coca-Cola products during festivals or any celebration and post them on their social media accounts. Usually, followers of social media influencers get influenced by their favourite influencers and use products that are suggested by them. Besides, local individuals always have knowledge regarding local festivals or traditions, so they can incorporate them into promotional content in a better way. Therefore, endorsing popular local influencers will help the organisation to ensure beneficial outcomes of marketing campaigns.

Being attentive to maintain consistency

The incorporation of local cultural nuances as well as language preferences in marketing campaigns or other promotional activities has been observed to be critical for Coca-Cola. However, it is notable that inconsistency in this aspect can have adverse effects and reduce organisational sales in particular markets. Therefore, the marketing managers of Coca-Cola have been suggested to be attentive to maintain consistency in their efforts towards cultural incorporation in advertising or promotional campaigns. This initiative will positively help them to guarantee that advertisements always resonate with customers and positively influence their purchasing behaviour.

6.4 Future Scope

The future scope of this research would be to critically analyse the cultural differences and the effectiveness of advertisement campaigns in international markets considering the case of different businesses operating in numerous other industries, such as the apparel sector, retail sector, automotive sector, and numerous others. Moreover, the following research has been constructed based on undertaking first-hand data from a sample size of 110. However, it can be further improved in the future with the support of a mixed method of data collection with secondary qualitative data and primary quantitative data. This will impact getting the best from both data collection approaches resolving the development of research outcome. Apart from this, a critical

comparison of businesses operating in different international markets can be considered to improve the research topic adequately while accessing the information with a critical evaluation and comprehension.

References for Introduction

Coca-Cola, (2024). *Coca-Cola® India's new festive campaign touches hearts with 'Milke hi Manegi Diwali'*. [Online]. Available at: <https://www.coca-cola.com/in/en/media-center/coca-cola-diwali> [Accessed on 8 August 2024]

Digital Tripathi, (2024). *"Share a Coke" campaign, launched by Coca-Cola in 2011*. [Online]. Available at: <https://www.digitaltripathi.com/ad-library/share-a-coke-campaign-by-coca-cola/> [Accessed on 8 August 2024]

Hype Auditor, (2024). *Instagram Stats & Analytics for Coca-Cola (@cocacola)*. [Online]. Available at: <https://hypeauditor.com/instagram/cocacola/> [Accessed on 8 August 2024]

Medium, (2023). *How Coca-Cola Increased Customer Engagement With Personalized Marketing*. [Online]. Available at: <https://medium.com/@apponward/how-coca-cola-increased-customer-engagement-with-personalized-marketing-786ffcc315e> [Accessed on 8 August 2024]

Minhas, A., (2023). *Revenue from operations of Coca-Cola India from financial year 2015 to 2023*. [Online]. Available at: <https://www.statista.com/statistics/1287217/coca-cola-india-revenue-from-operations/#:~:text=In%20fiscal%20year%202023%2C%20Coca,compared%20to%20the%20previous%20year.> [Accessed on 8 August 2024]

Poinski, M., (2024). *Growth Depends On Marketing To Multicultural Audiences*. [Online]. Available at: <https://www.forbes.com/sites/cmo/2024/05/01/growth-depends-on-marketing-to-multicultural-audiences/> [Accessed on 8 August 2024]

References for Literature review

Adamovic, M., (2023). Unlocking the cultural mosaic: A comparison of Hofstede and modern cultural value frameworks. *Cross-Cultural Business and Management: Perspectives and Practices*, NA, 181. https://www.researchgate.net/profile/Mladen-Adamovic-2/publication/371577443_Unlocking_the_Cultural_Mosaic_A_Comparison_of_Hofstede_and_Modern_Cultural_Value_Frameworks/links/648afc439bc5e4366831bfec/Unlocking-the-Cultural-Mosaic-A-Comparison-of-Hofstede-and-Modern-Cultural-Value-Frameworks.pdf

Aiello, G. (2020). Visual semiotics: Key concepts and new directions. *The SAGE handbook of visual research methods*, pp.367-380.
https://www.academia.edu/download/61794195/Pauwels_Mannay_Ch23_2pp20200115-58120-11fus62.pdf

Ali, B. J., and Anwar, G. (2021). The Effect of Marketing Culture Aspects of Healthcare Care on Marketing Creativity. Ali, BJ, and Anwar, G.(2021). *The Effect of Marketing Culture Aspects of Healthcare Care on Marketing Creativity. International Journal of English Literature and Social Sciences*, 6(2), pp.171-182. https://www.researchgate.net/profile/Kofand-Anwar/publication/350490661_The_balanced_scorecard's_evolution_as_a_strategic_mechanism_at_banking_sectors/links/6067a589299bf1252e244b67/The-balanced-scorecards-evolution-as-a-strategic-mechanism-at-banking-sectors.pdf

Appel, G., Grewal, L., Hadi, R., and Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing science*, 48(1), pp.79-95.
https://link.springer.com/article/10.1007/s11747-019-00695-1?error=cookies_not_support

Barari, M., Ross, M., Thaichon, S. and Surachartkumtonkun, J., (2021). A meta-analysis of customer engagement behaviour. *International Journal of Consumer Studies*, 45(4), pp.457-477.
<https://research.usq.edu.au/download/00aa88a463e0a56c19fc6439e82df82d18a0e665c2f8aeabcfcf007dabcb61b7/449211/Surachartkumtonkun-Accepted.pdf>

Berger, A.A., (2020). *Ads, fads, and consumer culture: Advertising's impact on American character and society*. Rowman & Littlefield.

Czinkota, M.R., Kotabe, M., Vrontis, D., Shams, S.R., Czinkota, M.R., Kotabe, M., Vrontis, D. and Shams, S.R., (2021). Designing effective promotion and advertising strategies. *Marketing Management: Past, Present and Future*, pp.553-606.
https://www.researchgate.net/profile/Demetris-Vrontis/publication/354106239_Designing_Effective_Promotion_and_Advertising_Strategies/links/6283aa7717ae76609bfd306a/Designing-Effective-Promotion-and-Advertising-Strategies.pdf

Daniel, E. M., and Viswanadham, D. N. (2022). Impact of Soft Drinks Advertisement on Consumers' buying Behavior. *International Journal of Engineering, Business and Management*,

6(2), 144-154. https://mail.aipublications.com/uploads/issue_files/12IJEBM-APR20223-Impactof.pdf

Demsar, V., Sands, S., Campbell, C. and Pitt, L., (2021). “Unprecedented,” “extraordinary,” and “we're all in this together”: Does advertising really need to be so tedious in challenging times?. *Business Horizons*, 64(4), pp.415-424. https://www.researchgate.net/profile/Colin-Campbell-16/publication/356037351_Ad_creativity_in_a_negative_context_How_a_thanking_message_frame_enhances_purchase_intention_in_times_of_crisis/links/62947a21c660ab61f8510f6f/Ad-creativity-in-a-negative-context-How-a-thanking-message-frame-enhances-purchase-intention-in-times-of-crisis.pdf

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... and Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International journal of information management*, 59, pp.102-168. <https://www.sciencedirect.com/science/article/pii/S0268401220308082>

Eagle, L., Czarnecka, B., Dahl, S., and Lloyd, J. (2020). *Marketing communications*. Routledge. <https://researchonline.jcu.edu.au/35297/1/35297%20Eagle%20et%20al%202014%20Front%20Pages.pdf>

Haase, J., Wiedmann, K. P., and Bettels, J. (2020). Sensory imagery in advertising: How the senses affect perceived product design and consumer attitude. *Journal of Marketing Communications*, 26(5), pp.475-487. <https://www.academia.edu/download/112676996/13527266.2018.151825720240323-1-2dt1bn.pdf>

Heitmann, M., Landwehr, J. R., Schreiner, T. F., and Van Heerde, H. J. (2020). Leveraging brand equity for effective visual product design. *Journal of Marketing Research*, 57(2), pp.257-277. <https://journals.sagepub.com/doi/abs/10.1177/0022243720904004>

Herjanto, H. and Amin, M., (2022). Customer personal values of hygiene product consumption: a means-end analytic approach. *Young Consumers*, 23(1), pp.112-128. https://www.researchgate.net/profile/Halimin-Herjanto-2/publication/353683733_Customer_personal_values_of_hygiene_product_consumption_a_me

ns-end_analytic_approach/links/610c1a700c2bfa282a27add1/Custom-er-personal-values-of-hygiene-product-consumption-a-means-end-analytic-approach.pdf

Kaskatayeva, Z.A., Mazhitayeva, S., Omasheva, Z.M., Nygmetova, N. and Kadyrov, Z., (2020). Colour categories in different linguistic cultures. *Rupkatha Journal on Interdisciplinary Studies in Humanities*, 12(6), pp.1-13. <https://rupkatha.com/V12/n6/v12n614.pdf>

Kaufmann, M., Andre, P. and Kőszegi, B., (2024). Understanding markets with socially responsible consumers. *The Quarterly Journal of Economics*, p.qjae009. <https://academic.oup.com/qje/advance-article-pdf/doi/10.1093/qje/qjae009/57368095/qjae009.pdf>

Khairullah, D.H. and Khairullah, Z.Y., (2021). Dominant cultural values: content analysis of the US and Indian print advertisements. In *Strategic Global Marketing* (pp. 47-70). Routledge.

Kipnis, E., Demangeot, C., Pullig, C., Cross, S. N., Cui, C. C., Galalae, C., ... and Williams, J. D. (2021). Institutionalizing diversity-and-inclusion-engaged marketing for multicultural marketplace well-being. *Journal of Public Policy and Marketing*, 40(2), pp.143-164. <https://journals.sagepub.com/doi/pdf/10.1177/0743915620975415>

Kuncoro, H.A.D.P. and Kusumawati, N., 2021. a Study of Customer Preference, Customer Perceived Value, Sales Promotion, and Social Media Marketing Towards Purchase Decision of Sleeping Product in Generation Z. *ADVANCED INTERNATIONAL JOURNAL OF BUSINESS, ENTREPRENEURSHIP AND SME'S (AIJBES)*, 3(9), pp.265-276. <https://gaexcellence.com/index.php/aijbess/article/download/218/242>

Lamb, Y., Cai, W. and McKenna, B., (2020). Exploring the complexity of the individualistic culture through social exchange in online reviews. *International Journal of Information Management*, 54, p.102198. https://ueaeprints.uea.ac.uk/id/eprint/75928/1/Accepted_Manuscript.pdf

Langan, R., Cowley, S. & Nguyen, C., 2019. The impact of social media marketing on brand equity. *Journal of Brand Management*, 26(4), pp.331-344.v

Moinuddin, M., Usman, M. and Khan, R., (2024). Decoding Consumer Behavior: The Role of Marketing Analytics in Driving Campaign Success. *International Journal of Advanced Engineering Technologies and Innovations*, 1(4), pp.118-141. <https://ijaeti.com/index.php/Journal/article/download/266/426>

Mol, A.M., Machado, M.D.C. and Ishitani, L., (2022), May. Using means-end theory to understand technology acceptance: a systematic literature review. In *Proceedings of the XVIII Brazilian Symposium on Information Systems* (pp. 1-8). <https://dl.acm.org/doi/abs/10.1145/3535511.3535537>

Montagna, E.L.E.N.A., (2023). Cross-Cultural Communication in Business—The Impact of Cross-Cultural Communication from a Marketing and Advertising Perspective. *International Journal of Business & Management Studies*, 4(1), pp.1-15. <https://www.academia.edu/download/113080371/1686636864.pdf>

Plocher, T., Rau, P.L.P., Choong, Y.Y. and Guo, Z., (2021). Cross-Cultural Design. *Handbook of human factors and ergonomics*, pp.252-279. https://www.researchgate.net/profile/Cahyono-St/publication/361885118_Handbook_of_human_factors_and_ergonomics_fourth_edition/links/62ca4ecc00d0b4511046af45/Handbook-of-human-factors-and-ergonomics-fourth-edition.pdf#page=178

Rabbanee, F.K., Roy, R. and Spence, M.T., 2020. Factors affecting consumer engagement on online social networks: self-congruity, brand attachment, and self-extension tendency. *European Journal of Marketing*, 54(6), pp.1407-1431. https://research.bond.edu.au/files/38246105/AM_Factors_affecting_consumer_engagement_on_online_social_networks.pdf

Schwartz, S. H., 2021. The refined theory of basic individual values and its applications in cross-cultural research. *Asia Pacific Journal of Management*, 38(1), pp.45-72.

Semenda, O., 2021. Branding and advertising on social networks: Current trends. [pdf] Available at: https://www.researchgate.net/profile/OlgaSemenda/publication/352055679_Branding_and_Advertising_on_Social_Networks_Current_Trends/links/60b72d40a6fdcc476bde923d/Branding-and-Advertising-on-Social-Networks-Current-Trends.pdf [Accessed 8 Aug 2024].

- Šerić, M., Ozretić-Došen, Đ. and Škare, V., (2020). How can perceived consistency in marketing communications influence customer–brand relationship outcomes?. *European Management Journal*, 38(2), pp.335-343.
<https://nscpolteksby.ac.id/ebook/files/Ebook/Journal%20International/Marketing/European%20Management%20Journal/Volume%2038%2C%20Issue%202%2C%20April%202020%2C%20Pages%20335-343.pdf>
- Shuwei, Z.H.A.N.G. and Kai, S.H.A.O., (2021). Team Collective Behavior Characteristics of Chinese Competitive Sports Teams. *Journal of Shanghai University of Sport*, 45(11), pp.81-89.
<http://shtyxyxb.xml-journal.net/en/article/pdf/preview/10.16099/j.sus.2021.11.008.pdf>
- Smith, P. B., Fischer, R. & Vignoles, V. L., 2020. Understanding social psychology across cultures: Engaging with others in a changing world. 3rd ed. London: SAGE Publications.
- Sreejesh, S., Paul, J., Strong, C. and Pius, J., 2020. Consumer response towards social media advertising: Effect of media interactivity, its conditions and the underlying mechanism. *International Journal of Information Management*, 54, p.102155.
<https://orca.cardiff.ac.uk/id/eprint/132741/2/IJIM+R2+May+19+FINAL.pdf>
- Srinivasan, R., Rutz, O. J. & Pauwels, K., 2021. Paths to glory: Winning the battle for mind, wallet, and the future. International Journal of Research in Marketing, 38(1), pp.11-29.
- Warren, G., Dilmperi, A. and Dinnie, K., (2021). Power struggles and playing politics: An application of Bourdieu's cultural intermediation theory to place marketing. *Annals of Tourism Research*, 91, p.103276.
https://discovery.dundee.ac.uk/files/65834918/Power_struggles_and_playing_politics_Author_accepted_manuscript_AAM_.pdf
- Yang, S., Zhou, C. and Chen, Y., (2021). Do topic consistency and linguistic style similarity affect online review helpfulness? An elaboration likelihood model perspective. *Information Processing & Management*, 58(3), p.102521.
<https://www.sciencedirect.com/science/article/pii/S0306457321000303>

Yusuf, A., (2023). The impact of social media in Cross-cultural Marketing and Sales. https://www.theseus.fi/bitstream/handle/10024/813386/Yusuf_Abdirahman.pdf?sequence=2

Zhou, S., Blazquez, M., McCormick, H., and Barnes, L. (2021). How social media influencers' narrative strategies benefit cultivating influencer marketing: Tackling issues of cultural barriers, commercialised content, and sponsorship disclosure. *Journal of Business Research*, 134, pp.122-142. <https://e-space.mmu.ac.uk/629465/8/1-s2.0-S0148296321003404-main%20%281%29.pdf>

References for methodology

Alharahsheh, H. H., and Pius, A. (2020). A review of key paradigms: Positivism VS interpretivism. *Global Academic Journal of Humanities and Social Sciences*, 2(3), 39-43. https://gajrc.com/media/articles/GAJHSS_23_39-43_VMGJbOK.pdf

Andrade, C. (2021). The inconvenient truth about convenience and purposive samples. *Indian journal of psychological medicine*, 43(1), 86-88. <https://journals.sagepub.com/doi/pdf/10.1177/0253717620977000>

Brittain, S., Ibbett, H., de Lange, E., Dorward, L., Hoyte, S., Marino, A., ... and Lewis, J. (2020). Ethical considerations when conservation research involves people. *Conservation Biology*, 34(4), 925-933. https://ora.ox.ac.uk/objects/uuid:3a925f04-1c41-447d-a194-e2995dbc9812/download_file?file_format=andsafe_filename=Ethical%2Bconsiderations%2Bwhen%2Bconservation%2Bresearch%2Binvolves%2Bpeople.pdf&type_of_work=Journal+article

Bulanov, N. M., Suvorov, A. Y., Blyuss, O. B., Munblit, D. B., Butnaru, D. V., Nadinskaia, M. Y., and Zaikin, A. A. (2021). Basic principles of descriptive statistics in medical research. *Сеченовский вестник*, 12(3), 4-16. <https://cyberleninka.ru/article/n/basic-principles-of-descriptive-statistics-in-medical-research>

Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., ... and Walker, K. (2020). Purposive sampling: complex or simple? Research case examples. *Journal of research in Nursing*, 25(8), 652-661. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7932468/>

Casula, M., Rangarajan, N., and Shields, P. (2021). The potential of working hypotheses for deductive exploratory research. *Quality and Quantity*, 55(5), 1703-1725.

<https://link.springer.com/content/pdf/10.1007/s11135-020-01072-9.pdf>

Doyle, L., McCabe, C., Keogh, B., Brady, A., and McCann, M. (2020). An overview of the qualitative descriptive design within nursing research. *Journal of research in nursing*, 25(5), 443-455. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7932381/>

Griffin, M., Martino, R. J., LoSchiavo, C., Comer-Carruthers, C., Krause, K. D., Stults, C. B., and Halkitis, P. N. (2021). Ensuring survey research data integrity in the era of internet bots. *Quality and quantity*, 1-12. <https://link.springer.com/content/pdf/10.1007/s11135-021-01252-1.pdf>

Jain, N. (2021). Survey versus interviews: Comparing data collection tools for exploratory research. *The Qualitative Report*, 26(2), 541-554. <https://search.proquest.com/openview/6bbd0e7f4fcb5c2b0b1f1a9f52506d21/1?pq-origsite=gscholarandcbl=55152>

Keating, P., Murray, J., Schenkel, K., Merson, L., and Seale, A. (2021). Electronic data collection, management and analysis tools used for outbreak response in low-and middle-income countries: a systematic review and stakeholder survey. *BMC public health*, 21, 1-13. <https://link.springer.com/content/pdf/10.1186/s12889-021-11790-w.pdf>

McKibben, W. B., Cade, R., Purgason, L. L., and Wahesh, E. (2020). How to conduct a deductive content analysis in counseling research. *Counseling Outcome Research and Evaluation*, 13(2), 156-168. <https://www.tandfonline.com/doi/abs/10.1080/21501378.2020.1846992>

Nii Laryeafio, M., and Ogbewe, O. C. (2023). Ethical consideration dilemma: systematic review of ethics in qualitative data collection through interviews. *Journal of Ethics in Entrepreneurship and Technology*, 3(2), 94-110. <https://www.emerald.com/insight/content/doi/10.1108/JEET-09-2022-0014/full/pdf>

Nusantara, T., Rahmatina, D., and Purnomo, H. (2021). The Statistical Creative Framework in Descriptive Statistics Activities. *International Journal of Instruction*, 14(2), 591-608. <https://files.eric.ed.gov/fulltext/EJ1290972.pdf>

Park, Y. S., Konge, L., and Artino Jr, A. R. (2020). The positivism paradigm of research. *Academic medicine*, 95(5), 690-694.

https://journals.lww.com/academicmedicine/fulltext/2020/05000/the_positivism_paradigm_of_research.16.aspx/%22

Proudfoot, K. (2023). Inductive/deductive hybrid thematic analysis in mixed methods research. *Journal of mixed methods research*, 17(3), 308-326. <https://journals.sagepub.com/doi/pdf/10.1177/15586898221126816>

Saunders, M., and Lewis, P. (2017). *Doing research in business and management*. Pearson. <https://research.birmingham.ac.uk/en/publications/doing-research-in-business-and-management>

Sibona, C., Walczak, S., and White Baker, E. (2020). A guide for purposive sampling on twitter. *Communications of the association for information systems*, 46(1), 22. <https://aisel.aisnet.org/cais/vol46/iss1/22/>

Siedlecki, S. L. (2020). Understanding descriptive research designs and methods. *Clinical Nurse Specialist*, 34(1), 8-12. <https://www.academia.edu/download/114343622/nur.000000000000049320240509-1-tfem8r.pdf>

Skinner, C. (2020). Quantitative research. In *Handbook for research students in the social sciences* (pp. 215-224). Routledge. <https://www.taylorfrancis.com/chapters/edit/10.4324/9781003070993-21/quantitative-research-chris-skinner>

Steenkamp, J.-B. E. M. & Batra, R., 2021. The importance of a local marketing strategy in a global context. *Journal of International Business Studies*, 52(5), pp.855-865.

Taherdoost, H. (2022). What are different research approaches? Comprehensive Review of Qualitative, quantitative, and mixed method research, their applications, types, and limitations. *Journal of Management Science and Engineering Research*, 5(1), 53-63. <https://hal.science/hal-03741840/file/What%20Are%20Different%20Research%20Approaches%20Comprehensive%20Review%20of%20Qualitative%2C%20Quantitative%2C%20and%20Mixed%20Method%20Research%2C%20Their%20Applications%2C%20Types%2C%20and%20Limitations.pdf>

Tamminen, K. A., and Poucher, Z. A. (2020). Research philosophies. In *The Routledge international encyclopedia of sport and exercise psychology* (pp. 535-549). Routledge. <https://www.taylorfrancis.com/chapters/edit/10.4324/9781315187259-39/research-philosophies->

[katherine-tamminen-zo%C3%AB-poucher](#)

Tomaszewski, L. E., Zarestky, J., and Gonzalez, E. (2020). Planning qualitative research: Design and decision making for new researchers. *International journal of qualitative methods*, 19, 1609406920967174. <https://journals.sagepub.com/doi/pdf/10.1177/1609406920967174>

Appendix: Questionnaire

1. What is your age group?

Options	Total response	Percentage
18-24	109	27.5%
25-34	109	51.4%
35-44	109	14.7%
45-54	109	
55-older	109	

2. What is your gender?

Options	Total response	Percentage
Male	109	53.2%
Female	109	45%
Others	109	
Before not to say	109	

3. What is the highest level of education you have completed?

Options	Total response	Percentage
High school or equivalent	109	10.1%
Associate degree	109	
Bachelor's degree	109	47.7%
Masters degree	109	36.7%
Doctorate or higher	109	

4. What region are you from?

Options	Total response	Percentage
Europe	109	28.4%
Asia	109	41.3%
Middle East	109	23.9%
Others	109	6.4%

5. How long have you been consuming Coca-Cola products?

Options	Total response	Percentage
More than 5 years	109	72.5%
1-5 years	109	13.8%
Less than a year	109	5.4%
Never	109	8.3%

6. Does the language used in Coca-Cola's advertisements resonate with you?

Options	Total response	Percentage
Yes, completely	109	37.6%
Somewhat	109	21.1%
Neutral	109	24.8%
Not really	109	11%
No, not at all	109	5.5%

7. To what extent do you believe Coca-Cola's advertisements reflect your local cultural beliefs?

Options	Total response	Percentage
A great extent	109	21.1%
Somewhat	109	33.9%
Neutral	109	27.5%
Not at all	109	17.4%

8. Which Coca-Cola advertisement do you remember the most?

Options	Total response	Percentage
TV Commercial	110	66.4%
Billboard	110	11.8%
Social media	110	16.4%
Print media	110	2%
Others	110	3.4%

9. Do you find Coca-Cola's advertisements memorable compared to other brands?

Options	Total response	Percentage
Memorable	110	28.2%
Somewhat memorable	110	40.9%
Neutral	110	22.7%
Not memorable	110	0.9%
Forgettable	110	7.3%

10. How likely are you to purchase a product after seeing a Coca-Cola advertisement?

Options	Total response	Percentage
Very likely	110	19.1%
Likely	110	41.8%
Natural	110	24.5%
Unlikely	110	7.9%
Very unlikely	110	6.7%

11. Are you more likely to trust an advertisement if it is presented in your native dialect?

Options	Total response	Percentage
Strongly agree	110	20.9%
Agree	110	37.3%
Neutral	110	28.2%
Disagree	110	7%
Strongly disagree	110	6.6%

12. Does the presence of local dialects in Coca-Cola advertisements ever made them more relatable to you?

Options	Total response	Percentage
Yes	110	40.9%
No	110	30%
It doesn't matter	110	29.1%

13. Does the dialect of an advertisement (e.g., regional accents) influence your perception of its effectiveness?

Options	Total response	Percentage
Yes	110	39.1%
No	110	32.7%
Unsure	110	28.2%

14. Are Coca-Cola's advertisements easy to understand?

Options	Total response	Percentage
Very Easy	110	30.9%
Easy	110	47.3%
Neutral	110	11.8%
Somewhat Difficult	110	-

15. Do you prefer advertisements in your local language or in English for global brands like Coca-Cola?

Options	Total response	Percentage
Local Language	110	30%
English	110	49.1%
No Preference	110	20.9%

16. What elements of a Coca-Cola advertisement attract you the most?

Options	Total response	Percentage
Cultural Norms	110	9.1%
Language	110	13.6%
Price	110	22.7%
Slogans and Messages	110	13.6%
Music and Imagery	110	40.9%

17. Do Coca-Cola advertisements make use of cultural symbols that are familiar to you?

Options	Total response	Percentage
Yes	110	18.2%
None	110	13.6%
Some	110	29.1%
Neutral	110	30.9%

18. How well do Coca-Cola's advertisements align with your cultural norms?

Options	Total response	Percentage
Moderately Aligned	110	22.7%
Highly Aligned	110	9.1%
Slightly Aligned	110	39.1%
Not Aligned at All	110	29.1%

19. How would you describe the importance of language precision in advertisements for building brand trust?

Options	Total response	Percentage
Very Important	110	38.2%
Not Important	110	13.6%
Moderately Important	110	48.2%

20. Does seeing your cultural symbols and shapes in advertisements make you more emotionally attached and engaged?

Options	Total response	Percentage
Yes	110	39.1%
No	110	38.2%
Neutral	110	22.7%

21. Are you more likely to purchase Coca-Cola if it uses local cultural references in its advertising?

Options	Total response	Percentage
Yes	110	31.8%
No	110	34.5%
Neutral	110	33.6%

22. How often do you think about your cultural norms when making purchasing decisions?

Options	Total response	Percentage
Frequently	110	21.8%
Occasionally	110	35.5%
Rarely	110	30%
Never	110	12.7%

23. Do you think Coca-Cola's advertisements influence your decision to buy Coca-Cola products?

Options	Total response	Percentage
Strongly agree	110	19.1%
Agree	110	30.9%
Neutral	110	38.2%
Disagree	110	7.26%
Strongly disagree	110	4.24%

24. Do you feel Coca-Cola advertisements respect your cultural norms and beliefs?

Options	Total response	Percentage
Agree	110	32.7%
Neutral	110	48.2%
Disagree	110	13.6%
Strongly disagree	110	5.5%

25. Do Coca-Cola's advertising themes change significantly between local and global markets?

Options	Total response	Percentage
Yes, completely	110	26.4%
Somewhat	110	28.2%
Neutral	110	30.9%
Not really	110	7.2%
No, not at all	110	7.3%

26. Does the use of your native language in Coca-Cola advertisements make the brand more relatable?

Options	Total response	Percentage
Strongly agree	110	21.8%
Agree	110	32.7%
Neutral	110	30%
Disagree	110	8.2%
Strongly disagree	110	7.3%

27. Does Coca-Cola's use of celebrities or influencers from your region increase its appeal?

Options	Total response	Percentage
Yes, significantly	110	30%
Somewhat	110	32.7%
Neutral	110	25.5%
Not really	110	7.26%
No, not at all		4.24%

28. How would you describe Coca-Cola's approach to diversity in their advertisements?

Options	Total response	Percentage
Excellent	110	27.3%
Good	110	37.3%
Neutral	110	25.5%
Poor	110	7.63%
Very poor	110	2.27%

29. Do you think global brands should adapt their advertising strategies to align with the norms and values of different regions?

Options	Total response	Percentage
Strongly agree	110	26.4%
Agree	110	38.2%
Neutral	110	24.5%
Disagree	110	8.63%
Strongly disagree	110	2.27%

30. Overall, how would you rate Coca-Cola's effectiveness in marketing to your culture?

Options	Total response	Percentage
Excellent	110	33.6%
Good	110	40.9%
Neutral	110	19.1%
Poor	110	6.4%