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1.0 Introduction and selecting the brand

Multinational brands leverage every scalable opportunity to sharpen their marketing practices to acquire higher revenues and manage resources. Those brands become determined to include innovative thoughts and concepts through their work patterns while serving customers. Marketing strategies create significant implications for the brand's success (Adeniran *et al.* 2024). In order to provide insights about this statement, the chosen study selects '**Coca-Cola**' as a case study company. Coca-Cola is a leading beverage company that operates in more than 200 countries. With the optimal operational chains, the brand serves more than 2.2 billion soft drinks (Coca-Cola, 2024a). The chosen study develops a comparative and contrasting analysis of the company's performance using a range of tools like the PESTLE, STP and Marketing Mix framework. Evidence-based research using real-time information, contextual findings and other theoretical concepts is executed to evaluate how Coca-Cola sustains the Indian and the US soft drink or the beverage industry.

2.0 Selecting two countries for the brand

In order to achieve the study's objective mentioned above, two countries, **India** and the **USA**, are chosen for **Coca-Cola**. Two countries are selected for developing a situational analysis and marketing analysis of Coca-Cola's performance in those two selected nations.

3.0 Brand's marketing strategies

3.1 Brand Overview and its operations in the chosen countries

Coca-Cola gains resilience in serving millions of customers due to higher talent acquisition. One of the internal organisational data confirms that the brand employs more than 700,000 people (Coca-Cola, 2024). The strategic human resources led the company to generate sales revenue of \$12.3 billion in the current quarter (Trading Economics, 2025).

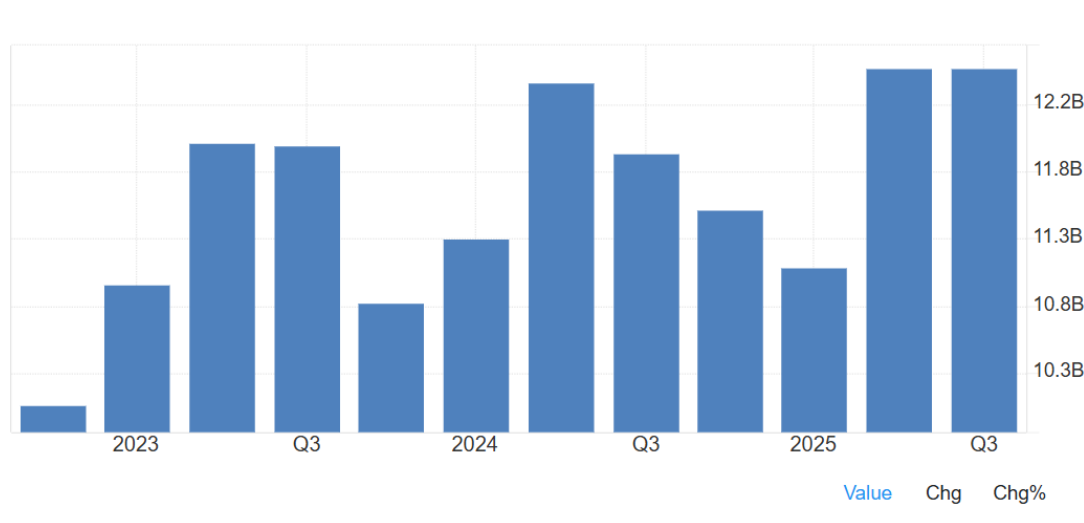


Figure 1: Sales Revenue of Coca-Cola

(Source: Trading Economics, 2025)

Operations in India

Coca-Cola governs the Indian beverage market with brands like Thumps Up, Limca, Maza and Gold Spot. The optimal brand operations through those chains help the brand to achieve 39% of volume growth in India (Tripathi, 2024).

Operations in the USA

Coca-Cola engages in different actions to handle global events across the United States of America. The brand reduces all assets in financial derivatives to tackle risks in changing political scenarios of the USA (Huang, 2024).

3.2 Comparison and contrasting the following sections

3.2.1 Socio-cultural context of India and the USA

Socio-cultural environmental management determines the brand's capability of using external factors in its mode of operations. For this reason, the PESTLE framework is analysed for two respective countries to assess how Coca-Cola determines better performance in the external markets of the beverage sector in the international field.

PESTLE of India

Political factors: The Indian government reduces untenable additional costs on trade tariffs and provides beneficial projects for beverage companies. The supportable political infrastructure leads the company to invest around \$2.96 billion (Rs . 25,760 crore) for developing food processing infrastructure in India (The Hindu, 2025). This evidence proves that the Indian government provides a range of development options for Coca-Cola to support a sustainable infrastructure. This proves how Coca-Cola handles a brand portfolio of all kinds with new projects like Diet Coke and others to sustain the Indian beverage sector (Coca-Cola, 2024).

Coca-Cola bottlers to invest ₹25,760 crore in India's food processing sector

SLMG Beverages, Coca-Cola's largest bottler in India, will contribute ₹8,000 crore to the investment

Published – September 25, 2025 10:55 pm IST – New Delhi

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Figure 2: Coca-Cola's Investment in India

(Source: The Hindu, 2025)

Economic factors: The current GDP growth rate in the Indian economy is 6.2% (Clark, 2025a). The economic enrichment in India proves how the brand capitalises on different economic schemes. Moreover, the inflation rate decreases at 0.24% and this is how the brand addresses the cost-of-living crisis issue with an affordable price for soft drink products. 2 2liters of Coca-Cola bottles are sold at Rs. 100 price in the Indian market, and this is quite affordable to different socio-cultural community members. In this sense, native employees understand the changing notions related to the price of the products, which finally results in increasing financial stability.

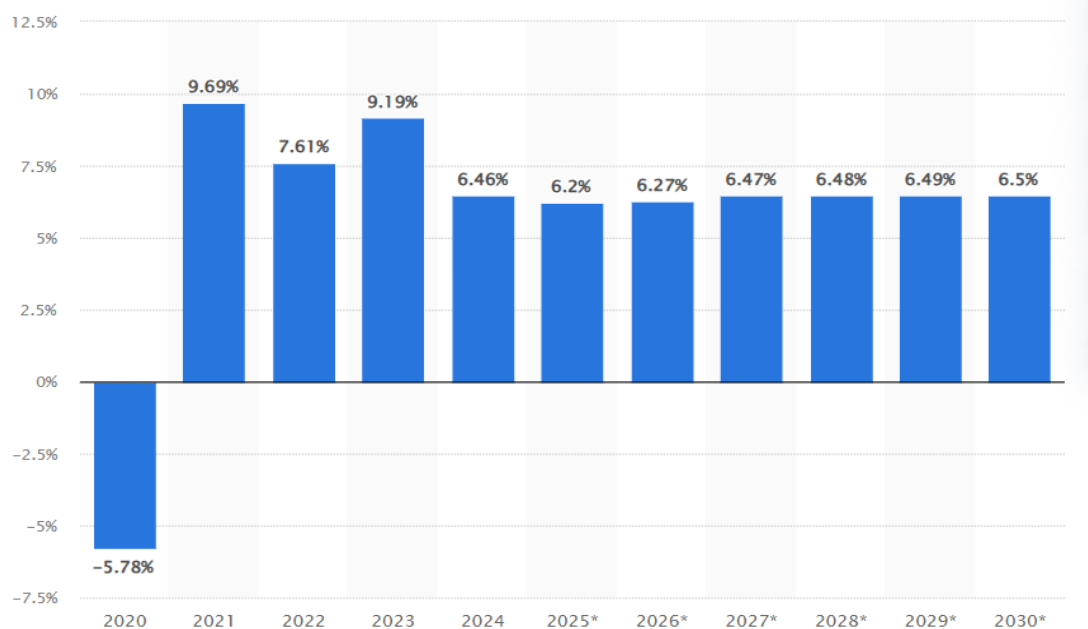


Figure 3: Real GDP Growth Rate of India

(Source: Clark, 2025a)

Social factors: Clark (2025b) reported that unemployment fell from 4.82% to 4.17% in India. As a result, the brand serves employees with plenty of development opportunities in order to reach out to its target audiences in a better way. Coca-Cola's strategy here focuses on diversifying its "Total Beverage Portfolio, " which helps the company to increase brand acquisition. For example, brands like Minute Maid, BodyArmor, and Topo Chico increase beverage categories for better consumer preferences in India.

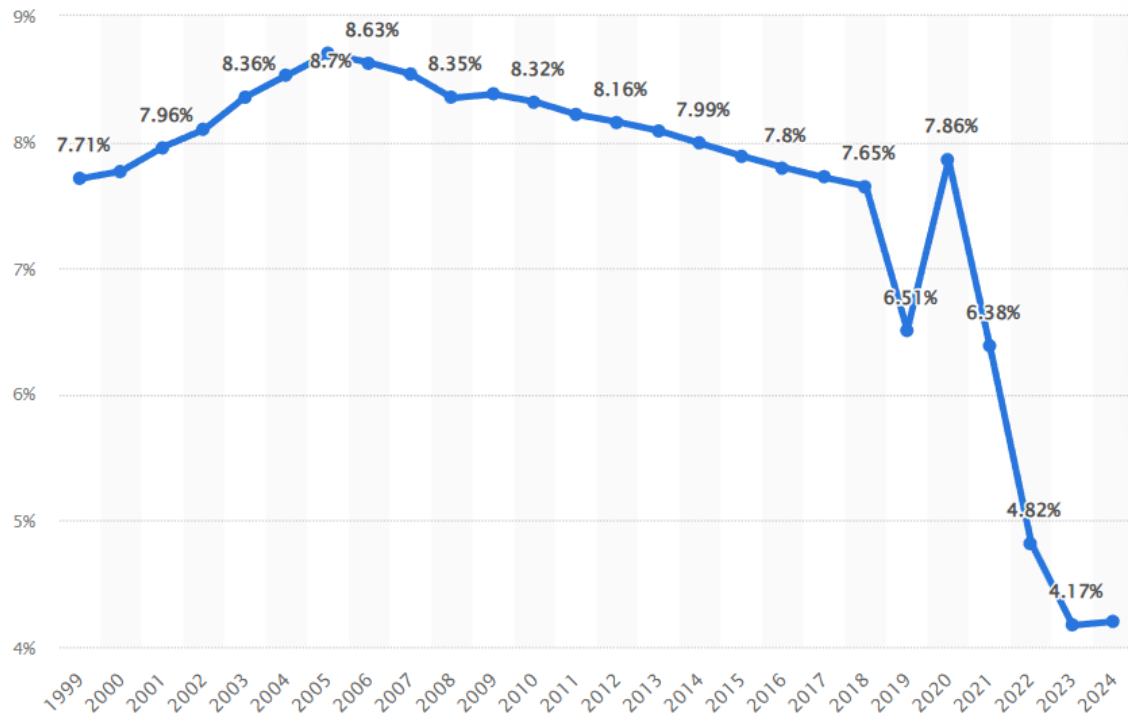


Figure 4: Unemployment Rate of India

(Source: Clark, 2025b)

Technological factors: The rapid development of technologies compelled the company to capitalise on innovation and technical solutions to facilitate different functional amenities. Social media analytics, website marketing, celebrity endorsement and other technologies help Coca-Cola to develop convenient services. In accordance with the viewpoint of Gobbilla and Laxman (2025), Coca-Cola's advertising strategies help the company to excel in technical advancements to influence consumer decision-making in India. This statement justifies how the brand indulges in different technologies to advertise products and influence the decision-making of socio-cultural bodies. As India is a secular country, socio-culturally different people have language or understanding issues. Only advertisement or digital demonstration could make them discernible of products, and this factor is proven advantageous for Coca-Cola to connect with Indian people (Coca-Cola, 2024).

Legal factors: Coca-Cola expands business relations by supplying affordable beverages on the grounds of abiding by all legal standards (Wang, 2025). The expansion could not have been possible until the brand increases resilience with the following of such key laws. For example, the brand is an inherent follower of the Food Safety and Standards Act 2006, which helps them maintain legal rules. As a result, the brand incorporates those ingredients only which are included in the Indian laws (Coca-Cola, 2024b). On the basis of abiding by the mentioned law, Coca-Cola generates revenue streams in different regions of India. For example, the brand maintains a high profile in Mumbai, Kolkata, Bengaluru and other regional areas of the developing nation.

Environmental factors: Paper-packaging, waste reduction and renewable ingredients ensure Coca-Cola's way of handling consumers who belong to different social and cultural backgrounds. Critics found that statement absolute in the real-time context since they claimed that sustainable packaging practices help Coca-Cola to perceive how consumers' buying intentions change while making a purchasing habit (Faris *et al.* 2024). In this sense, it is clear how positive environmental factors have been proven to support Coca-Cola in determining a strategic position in India.

PESTLE of the USA

Political factors: The changeable decisions of Donald Trump on the import-export and tax regulations often create political conflicts for brands like Coca-Cola. As per the recent report by Rajesh (2025), the U.S high trade tariffs and import costs on soft drink products have put Coca-Cola in a vulnerable situation (Rajesh, 2025). With trade tariffs of 28.2%, Coca-Cola makes an investment in localisation strategies. For example, the brand invested around \$4.363 million in revenue to increase operations across Latin America and North America (Coca-Cola, 2024). This statement makes it clear how Coca-Cola intends to classify regions of the U.S for supporting their business operations. The brand witnesses greater sustainability and growth options in Latin and North America. That classification helps them to generate plausible revenues for getting rid of untenable trade tariffs.

Economic factors: The USA inflation rate, with more than 3.8% increases the cost of living crisis in a wider context. Statista (2025a) reported that the GDP growth rate reached \$29 trillion in the current year. The production officer of the brand in the USA deploys scalable financial schemes to capitalise human power. Employees have become sustainable for the company when it ensures bonuses, incentives and other packages (Coca-Cola, 2024). Coca-Cola focuses on affordability, rural penetration, and localisation in order to sustain the US market. However, the economic recession due to war-like situations often reduces the purchasing patterns for cans. In order to increase financial stability, a premium offering is dispensed for the USA consumers.

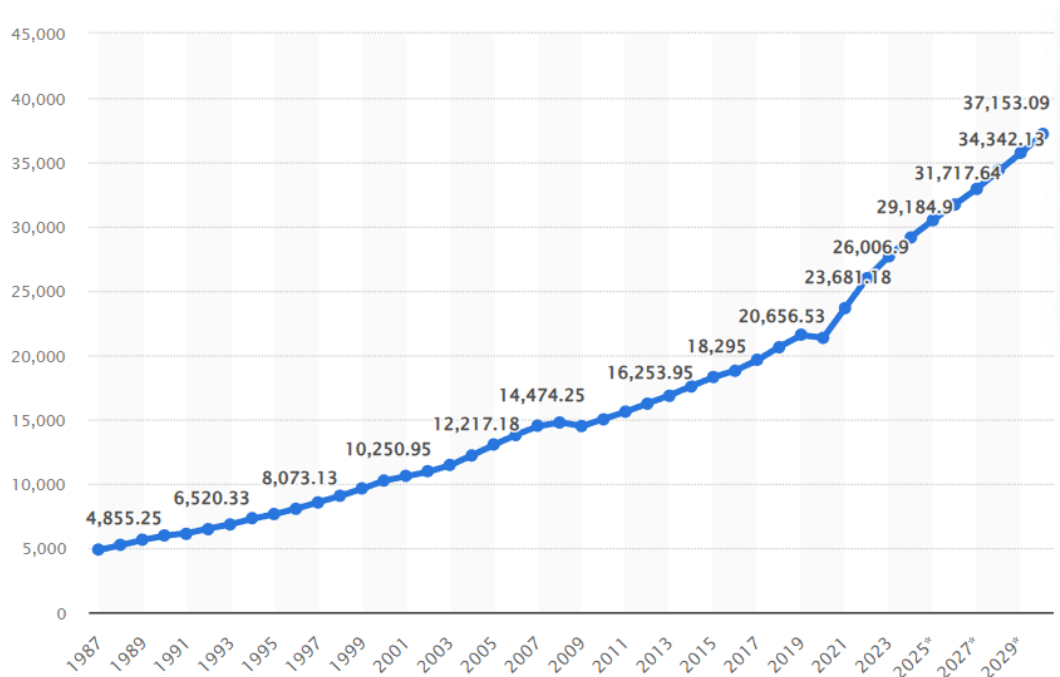


Figure 5: USA GDP Growth Rate

(Source: Statista, 2025a)

Social factors: Statista (2025b) reported that the U.S employment rate is estimated at around 60.01%. This minimal rate of employment exemplifies how there exist very few growth options for natives. In the US, the rivalry is a corporate battle against PepsiCo, often focused on innovation in healthier or functional drinks. This depiction proves how

minorities, and different ethnic backgrounds, have different affinities for beverage products. Alongside managing public pressure regarding plastic waste and high-fructose corn syrup usage has also become a tough challenge for Coca-Cola in addressing socio-cultural notions towards making a purchasing habit for soft drinks.

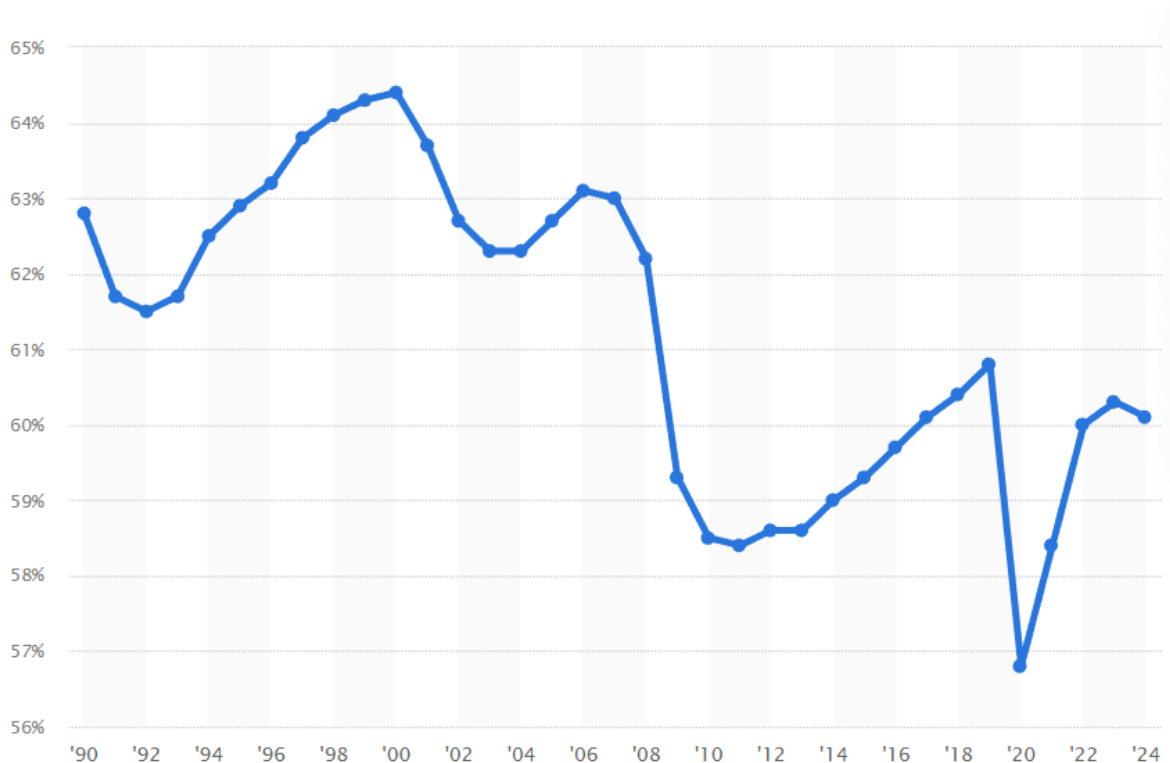


Figure 6: U.S Employment Rate

(Source: Statista, 2025b)

Technological factors: The advent of technologies has increased productional amenities and value chain growth for Coca-Cola. The Chief Financial Officer and the president decided to develop a partnership with AI developers for automating distribution centres (Kell, 2025). This strategic alliance with one such AI developer ensures how the company wants to digitise operations. The way of digitising operational services helps Coca-Cola to foster greater services in Latin America as well as North America. The sustainability helps employees to learn technical skills, and increase digital literacy. To

further ensure that the brand invests around \$4.363 million for amplifying USA-oriented services **(Figure Shown Below)**.

Year Ended December 31,	2024	2023
Europe, Middle East & Africa	\$ —	\$ —
Latin America	126	—
North America	760	26
Asia Pacific	—	35
Global Ventures	—	—
Bottling Investments	—	—
Corporate	3,277	1,890
Total	\$ 4,163	\$ 1,951

Figure 7: Operating Expenses in the USA

(Source: Coca-Cola, 2024b)

Legal factors: The research paper of Olausen (2024) reflects that Coca-Cola abides by cultural values in order to ensure legal and sustainable performance for generations to come in the markets. This is how Coca-Cola, with the approval of the Food and Drug Administration and the Alcohol and Tobacco Tax and Trade Bureau, govern better dynamics in the market of the USA. Based on this revelation, the brand is found to be ethically aware of different laws, which increases their socio-cultural behaviour towards community members of the USA.

Environmental factors: As mentioned by Nworie *et al.* (2024), Coca-Cola supports sustainable packaging and embraces the market transformations to align with changing consumer expectations. The brand with sustainable packaging tendency helps to contribute to better environmental growth by 20%. In the same light, the brand reduces food waste by 25% with different scope targets (Coca-Cola, 2024b). In this sense, the environmental factor of the USA is proven to be an advantage

Based on the analysis, it is worth comparing that the Indian socio-cultural environment is relatively better supportable and convenient for Coca-Cola's business operations. Supportable political policies, enriched economic conditions, suitable employment services and rapid investment in technologies help Coca-Cola to determine plausible services in India. Moreover, it is also found that legal frameworks ensure sustainability for the company in case of reducing unwanted difficulties to manage services. The Indian

environment helps Coca-Cola to comprehend socio-cultural notions of different people as compared to that of operations in the USA.

3.2.2 Comparison of Brand's STP strategies in USA and India

USA

The STP strategy of Coca-Cola is significantly different because the two markets are in different stages of maturity, cultural notations, and income. It has been observed from the recent performance in the years 2024 and 2025. In the USA, Coca-Cola carbonated soft drink where it has around 44.9% in 2024, which strengthened its position in the industry (Dey, 2025). It shows the major share of the revenue with North America having the major portion of net revenues which is 47.1 billion dollars in the year 2024 (Jaswal, 2025).

India

On the other hand, India is considered a high-low emerging market where the strategy is for expansion and consumption. The company focus on double-digit growth in India in the year 2025 with the brand Coca-Cola (Jaswal, 2025). Large-scale marketing around the Mahakumbh during the festivals also served 180 million beverages on the go.

Coca-Cola says marketing strategy, Maha Kumbh fuel double-digit growth in India in Q1 2025

Figure 8: Growth in Maha Kumbh 2025

(Source: Jaswal, 2025)

Segmentation:

USA

In terms of segmentation, the USA business is strongly focusing on demographic and behavioural criteria. The core demographic segment is the consumers around the age of 18 to 34, including young professionals and students (ET, 2024). The brand is also popular among older adults through Diet Coke and zero-sugar alternatives. The importance of subsequent is reflected over there as Coke Zero Sugar delivered Global

growth and got 11% volume growth in the year 2024 (ET, 2024). In India, this segment is complex and heavily influenced by income and occasion. The company focus on both Urban and rural areas, and The Coca-Cola have about 41% in the urban areas. The rural penetration is around 32% (Business Today, 2025). Rural markets are important as the share of sales has been increasing in recent years, which reflects the changing consumer choices over beverages (Wadhwani, 2025).

India

The Indian demographic mainly focuses on youth aged 13 to 30 years, students, younger workers, consumers, urban you, etc. Coca-Cola offers different alternatives in India, such as Sprite, Maaza and so on (Wadhwani, 2025). Indian consumption is seasonal as the market is more operational in the summer and during cultural festivals.

Target:

USA

The targeting strategy focuses on the differences in the segmentation. In the United States, Coca-Cola focuses on consumers with high disposable incomes and who have refrigeration. It helps the company to understand the market area and gain knowledge about consumer preferences. North America has the highest growth in the year 2024 as the company is targeting the premium and health-conscious segment over there (Coca-Cola, 2025).

India ‘

In India, the company targets price-sensitive consumers, particularly in the semi-urban and rural areas. Selling affordable packs and setting up lower prices with returnable glass bottles, the company is creating a strategy that has been supported by physical footprint (Coca-Cola, 2025). The partnership with Hindustan Coca-Cola and the bottling partners reaches about 4.5 retail outlets across India and works across 54 different facilities (Indian Retailer, 2024).

Global Unit Case Volume Grew 1%

Net Revenues Grew 5%;
Organic Revenues (Non-GAAP) Grew 6%

Operating Income Grew 59%;
Comparable Currency Neutral Operating Income (Non-GAAP)
Grew 15%

Operating Margin was 32.0% versus 21.2% in the Prior Year;
Comparable Operating Margin (Non-GAAP) was 31.9% versus
30.7% in the Prior Year

EPS Grew 30% to \$0.86; Comparable EPS (Non-GAAP) Grew
6% to \$0.82

Figure 9: Third Quarter statistics of Coca-Cola

(Source: Coca-Cola, 2025)

Positioning:

Positioning is also different between the two Global markets. In the United States, Coca-Cola is a top American brand that provides happiness to customers. It has an emotional positioning with measurable outcomes (The Coca-Cola Company, 2025). The earlier market version of the share campaign associated with consumer emotions and created a barrier against the decline in sales in the key market. In the USA, the company invested heavily in sponsorship with the NBA, NFL and major cultural events and invested 65% of its media marketing in the year 2024 (Statista, 2024).

Coca-Cola's 8-Year ICC Partnership Champions India's Local Heroes During Women's World Cup 2025



By MI Newsdesk
Oct 23, 2025, 11:53 Am



Figure 10: Partnership of Coca-cola

(Source: Newsdesk, 2025)

On the other hand, in India, the position of Coca-Cola is more used as a global tagline, such as taste the feeling. The strong local cultural marketing, along with cricket and Bollywood, creates consumer preferences. The sponsorship in the women's tournament, including the women's T20 World Cup, positions the brand as a champion and symbol of sport (Newsdesk, 2025). The results of both 2024 and 2025 suggest that the company is focusing on organic revenue across the globe and creating strategic growth with India and the USA.

3.2.3 Comparison of marketing mix strategies in USA and India

Product:

In the USA, Coca-Cola diverse variety of beverages, such as sports drinks, alternative carbonated soft drinks, juice, daily beverages and ready-to-drink coffee. It helps target multiple customers, including health-conscious ones (Eastlake, 2025). It reflects the consumer migration towards low-calorie options in the mature markets like North America (Eastlake, 2025). The company also used Limited flavours and a premium variant, which created brand equity and maintained the higher retail prices. On the other hand, Coca-Cola India focuses on localised names such as Thumbs Up, Sprite, Maza and other Coca-Cola. This strategy helps the company to create different areas of growth as different variants target different demographics in India (Shastri, 2025). The approach was successful as the company is still creating one billion dollars annually in India and has

one of the strongest brands in the market (Shastri, 2025).

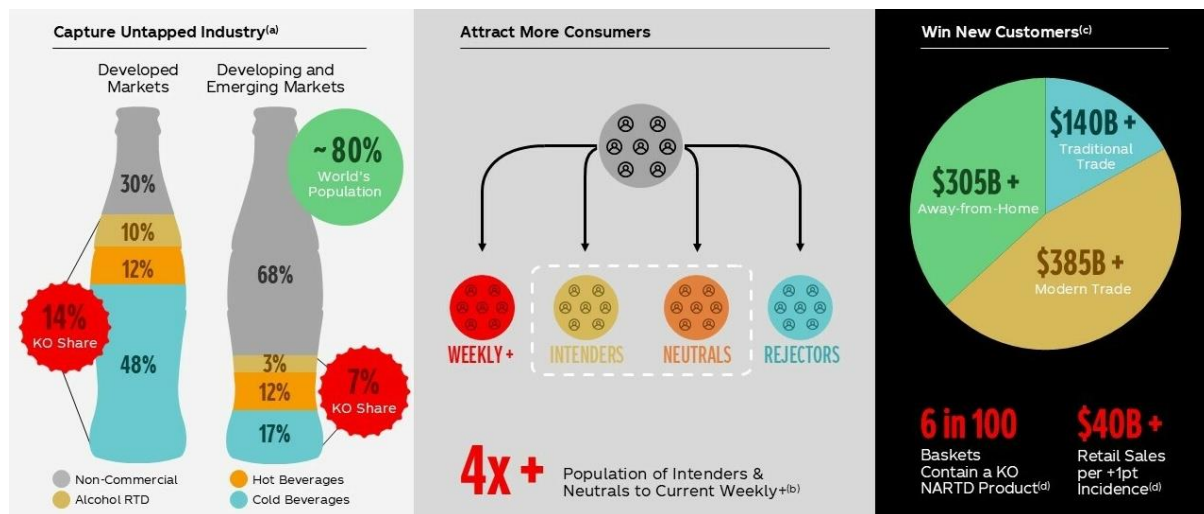


Figure 11: Growth Strategy of Coca-Cola

(Source: The Coca-Cola Company, 2025)

Pricing:

The pricing strategy in the two markets will shortly focus on consumer preferences and philosophy. In the USA, the company focuses on value-based premium pricing for strong brand equity (Aryal, 2025). On the other hand, in India, Coca-Cola employs a pricing mechanism based on price-sensitive consumers. In the USA, the growth focuses on mature Markets and focuses on expansion by creating bundle offers or limited-edition premium pricing (Aryal, 2025). In India, the company maintains prices in the lower price point. Returnable glass bottles and advertisement and sales proportion show 35. And reflex promotional pricing and trade deals for the company.

Place:

The place component of the marketing mix shows adaptation between the two Global markets for the company. In the USA, the company operates through a technology-based infrastructure for distribution in the supermarkets and convenience stores (Market.us, 2025). Vending machines and fast-food chains are also one of the major partners for the company. Coca-Cola is heavily on data-driven inventory management and cold chain Logistics to ensure productivity and consumer convenience (Market.us, 2025). In India, the distribution is more Complex due to the infrastructure and urban and rural divide.

Coca-Cola focus on a distribution model with networking and retail outlets. The company uses electric trucks to focus on the logistics and reduce the cost (Agarwal, 2025). It helps the company to maintain sustainability and create a clear ecosystem for distribution.

Promotion:

The promotional spending of the company shows priorities and media consumption patterns of the company. The company spent over five billion dollars on advertising in the year 2024, and for the USA, it was approximately 646 million dollars (Tabassum and DiNapoli, 2025). In the USA, Coca-Cola of the media spent focusing on social media, streaming, and YouTube digital native consumers (Tabassum and DiNapoli, 2025). The company is still investing in high-visibility campaigns for Major sponsorship and events. In India, the promotion strategy of Coca-Cola focused on Bollywood, cricket events and other bigger events (India, 2025). It has been observed that the company is focusing on sports and other high-engagement festivals to attract consumers to the brand. The overall advertisement and promotion spend in India for Coca-Cola in the financial year 2024 to 2025 is 1520 crore approximately (India, 2025).



Figure 12: Marketing approach of Coca-Cola

(Source: The Coca-Cola Company, 2025)

3.3 Performance of marketing strategies

3.3.1 USA Performance Success

The USA is the most profitable market of Coca-Cola due to the strong financial Matrix and sustainable marketing effectiveness. Coca-Cola's value share in the suffering category in the year 2024. It is the highest market concentration for the beverage competitors. Consumers are more focused on Coca-Cola, which has reached 97% in the year 2024 (Bashir, 2025). It is due to the 62 % of consumer consumption within the last year (Bashir, 2025). This transformation shows 85% brand loyalty for the active consumers, and most of them are repeat customers (Carboncredits, 2025).

The USA generates substantial revenue for the company. North America got 38.7 of % company revenue in the year 2024. Net revenue for the full year reached 47.06 billion dollars from 45 billion dollars, which was obtained in 2023 (Carboncredits, 2025). It shows the company have a strong ability to capture the premium pricing in the USA market. The strategic balance of value marketing and reinforcing the volume growth with sustained premium pricing was one of the major targeting areas for the company. Social media also helps the company with brand engagement in the USA. Coca-Cola has 62 million likes on Facebook and is one of the most engaged beverage brands on social media (Carboncredits, 2025). Using hashtags and photos to attract consumers is one of the major campaigns for the company. 51% of soft drink consumers focus on Coca-Cola, which reflects the sustainable marketing strategy of the company.

3.3.2 India Performance Success

India shows the highest growth market for the company in terms of performance and successful penetration for development. In the year 2025, the company achieved strong volume growth in the market for the trademark of Coca-Cola. Different alternatives and variations create strong potential in the Indian market. This growth was impressive when the rural market is now 38% of total sales, where it was only 9% in the early 2000s (ET, 2024). Successful market expansion shows in both the rural and urban areas. Urban market stands at 41% while rural penetration is also reaching close, which indicates substantial potential across both areas (ET, 2024).

The Indian revenue reached 47 billion rupees in the financial year 2024, which reflects steady growth (ET, 2024). A critical note is that Hindustan Coca-Cola experienced profit challenges with a slight profit decline due to significant re-franchising activity that was initiated in July 2025. Coca-Cola sold 40% of its stake in the bottling operations to the Jubilant Bhartia group. Total income for the present year declined 9.63% which transitioned from direct bottling operations to the franchise partnership model (ET, 2024). The investment of the company in brand building is providing greater results.

While the USA market is still dominating with the higher revenue, the growth velocity and market expansion of the Indian market show market penetration and effective emerging strategies. The success of premium revenue and the focus on volume-driven expansion in India, it has been observed that the company is trying to implement their success strategies in both regions (Aryal, 2025). While focusing on the market penetration of Coca-Cola in the urban and rural areas of India, it has been observed that there are certain differences between the USA and Indian markets in terms of premium pricing and price sensitivity. Organic revenue growth is essential for emerging markets, and dual strategy success shows involvement of integrated revenue strategies.

4.0 Evaluation of Marketing Ethics Practice

The success of Coca-Cola in global marketing can be explained by the fact that the company is capable of keeping the brand at the same level and aligning the components of the marketing mix with local demands. Its marketing activities in USA and India, however, have brought serious ethical issues. Such concerns are associated mainly with the ingredients of products, health effects, eco-friendliness, fairness in pricing, cultural awareness, advertising, and sustainability in the supply chain. These ethical issues are analysed in the assessment below.

4.1 Product Related Ethical Issues

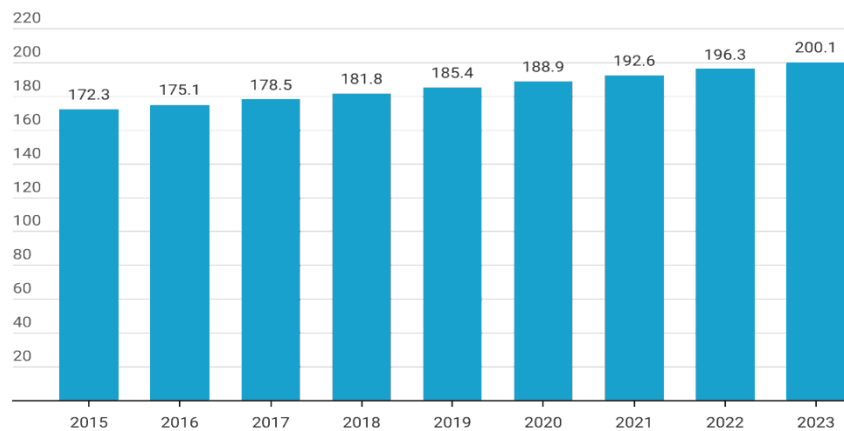
- **High Sugar Level and Health Impact (USA and India).**

Among the most commonly reviewed ethical concerns, there is the high sugar level in Coca-Cola. In the USA, where rates of obesity and diabetes are elevated, health professionals raise their voices that the further promotion of sugary drinks by Coca-Cola is one of the main causes of the obesity scourge. The latest consumption information indicates that the people of America consume about 38.9 gallons of sugary drinks per individual annually (Jannik Linder, 2025). Coca-Cola has zero-sugar options, however, most of its income still comes out of drinks sweetened with sugar.

Global Sugar Consumption

In Million Metric Tons (2015-2023)

■ Sugar Consumption (million metric tons)



(million metric tons)

Source: Market.us Media

Figure 13: Dietary Sugar Statistics

(Source: Statistics, 2025)

- **Product Safety and Quality Concerns (India)**

In India, sugar is not the only issue. In early 2000s, coca-cola was accused of having traces of pesticides in its drinks. Although the company did not accept the blame and actually tightened the controls over quality later on, the scandal cost it the reputation (Journalism University, 2024). Another point made by critics is the fact that excessive advertising of sugary beverages in a nation where lifestyle diseases are increasing poses some ethical concerns, particularly in rural regions where health literacy and awareness are low.

4.2 Price Related Ethical Issues

- **Price Discrimination (USA)**

Price discrimination is practiced in USA where Coca-Cola sells at various prices to different supermarkets, vending machines, cinemas, and convenience stores (Sean Lau, 2025). Promotion at a discounted price facilitates promotion of soft drinks, though not

illegal, critics claim that the policy leads to the soft drinks being cheaper than the healthy ones, and this proportionately impacts the low-income groups.

- **Consumer Vulnerability and Penetration Pricing (India)**

Coca-Cola has also released small-pack SKUs and no-sugar/light that sell as low as 10 and 20 rupees respectively in India, and more widely available bottles at 20 rupees or less, which are also affordable to low-income and rural families (Ratna Bhushan, 2025).

4.3 Place (Distribution) Ethical Issues

- **Water extraction and Community (India)**

The problem that is one of the most controversial in terms of ethics is associated with the extraction of groundwater by Coca-Cola in the states of India, including Kerala and Uttar Pradesh (Sana Ali, 2022).



Figure 14: Coca Cola plant and Groundwater Exploitation, India

(Source: Ej Atlas, 2022)

The company was accused by the local communities to over extract ground water causing lack of access to drinking water and damaging agriculture. Despite Coca-Cola asserting that they adhere to rules, and have consolidated water replenishment efforts, the people still distrust them.

- **Carbon footprint and Environmental in Distribution (USA and India).**

Distribution ethics in the USA are associated with a large number of refrigerated vending machines and transportation systems used by Coca-Cola that add to carbon emissions (Byrd Polar and Climate Research Center, 2023). The ethical issues are increased in India because of poor infrastructure and environmental susceptibility.

4.4 Promotion Related Ethical Issues

Emotional Manipulative Messages (USA)

In the USA, the advertisement activities of Coca-Cola are usually associated with emotional contexts like happiness, friendship, and celebration with sweet items. The critics believe that this kind of campaign plays down the negative effects of excessive use of sugar on health. Besides, the fact that Coca-Cola sponsors the biggest sporting events (e.g., Super Bowl, Olympics) suggests the positive correlation between sport performance and sugary beverages indirectly, which is an ethically uncertain story (Trish Cotter, 2024).

Rural and Children Market (India)

The marketing of Coca-Cola involves the use of Bollywood stars, cricketing celebrities, and campaigns on the theme of the festival (Hindustan Times, 2023). These emotional advertisements are directed to the culturally sensitive segments of the population especially the children and rural consumers.

4.5 Environmental and Sustainability Issues (USA and India)

- **Ethics and Plastic Pollution and Packaging.**

Coca-Cola is known to be one of the greatest contributors of plastic pollution worldwide (Statista, 2024). The organisation is responsible for 2900,000 Metric tons of plastic pollution (Statista, 2024). Its dependency on single-use plastic bottles has made the company the highest plastic polluter in the world in the recurrent world brand audits. The company gives a promise to recycle a bottle each time a bottle is sold by the year 2030, but it is not moving too fast.

The World's Worst Offenders For Plastic Pollution

Metric tonnes of plastic packaging produced annually

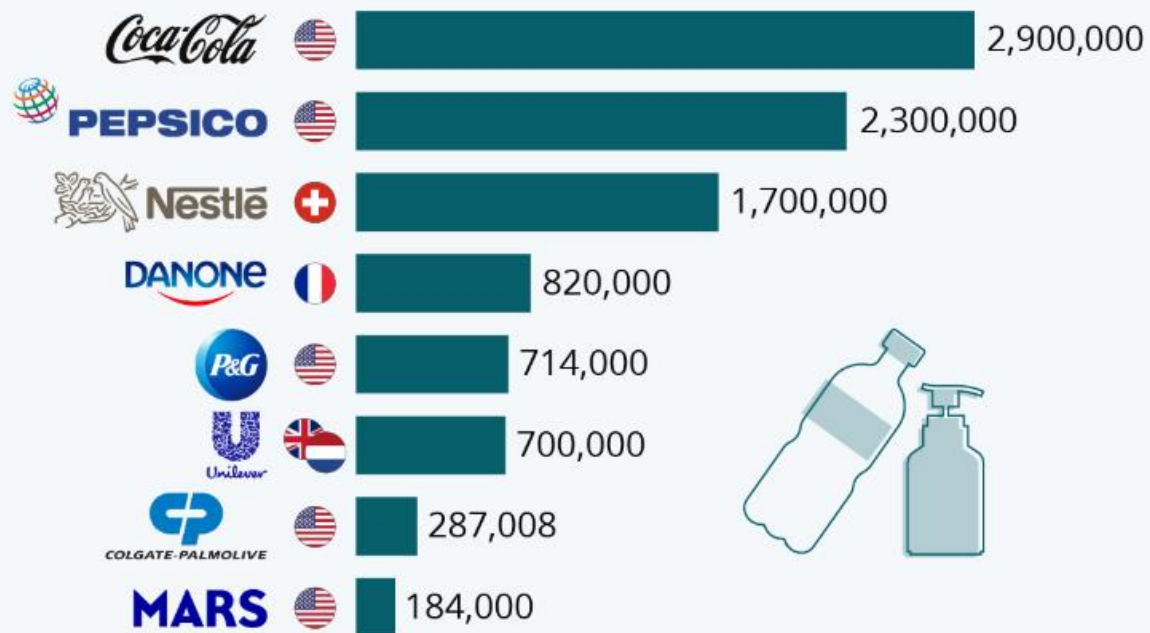


Figure 15: Global Plastic Waste

(Source: Statista, 2024)

- **Carbon Emission and Footprint Production.**

The manufacturing and logistics processes of Coca-Cola consume a lot of energy. Although the sustainability efforts are underway, including renewable energy projects, the opponents claim that these undertakings are not enough in comparison to the scale of Coca-Cola and its environmental impact on the planet.

5.0 Recommendations and Conclusion

5.1 Recommendations

Recommendation 1: Health-Focused and Consumer-Oriented Product Innovation

To make the international marketing strategy of Coca-Cola stronger in the USA and India, it is necessary to make it more future-directed, sustainably focused and consumer-oriented. To begin with, Coca-Cola ought to expedite its shift to health-based product innovation, particularly in the markets like USA whereby consumption of sugar is highly scrutinised (Xiang Li, 2025). Coca-Cola in India needs to keep on increasing its line of regionally tailored drinks, particularly fruit-based beverages such as Maaza, although this time around, there should be an emphasis on the nutritional clarity and clean-label preparations, which are progressively being appreciated by consumers in cities.

Recommendation 2: Sustainability and Environmental Responsibility Initiatives

Sustainability should be a key marketing pillar that Coca-Cola should implement in both markets. These involve increasing the recycling rate of bottles to bottles, transitioning to biodegradable packaging, and investing in water replenishment community-based projects (Coca Cola, 2025). In India, where the environmental issues are more critical, more partnership with the local governments and NGOs would help in building the brand trust and overcome the criticism around the use of groundwater.

Recommendation 3: Automatic Supply Chain Analytics for Better Production Amenities

Any kind of uncertainties and disruptive behavioural approaches related to market relevance can easily be diminished with a digital change. Supply chain automation is ensured by companies to increase the capability of suppliers while delivering soft drinks and beverage products (Abade *et al.* 2024). The production unit is highly recommended to automate supply chains to ensure flawless production facilities. The more sustainable and high-quality products will be delivered to Indian and USA customers, the better the brand will reduce the likelihood of unethical marketing practices. Moreover, Villablanca (2025) reported that blockchain technology helps suppliers to increase traceability and

maximise end-to-end visibility to reduce waste throughout the entire procurement channels. IoT-enabled real-time technological solutions and smart warehouses are beneficial for companies to monitor inventory conditions and ensure customer satisfaction. As per the previous findings, it is clear how the beverage brand deals with uncertain and volatile challenges across the external environments of two different nations. For the prospect of diluting them, suppliers need to be digitally aware. To ensure optimal awareness throughout the value chain, it is advisable for the CEO of Coca-Cola, James R. Quincey, to create IoT-enabled real-time technological solutions and smart warehouse systems. Hopefully, all those suggestions will facilitate better supply chain systems to increase proficiency and serve customers with the best possible services. People will increase their intelligence through different learning and growth options when Coca-Cola will implement the mentioned recommendations.

It is worth suggesting that Coca-Cola with all recommended solutions will be viable and resilient in future nature and operational practice. The process will support their optimal performance levels across the supply chain systems by reducing untenable errors. It is worth expecting that different kinds of recommendations will add value to the company in order to maximise operations in the international field.

5.2 Conclusion

In conclusion, the success of Coca-Cola in the international market is conditioned by its strengths to reconcile the global brand consistency with the strong responsiveness at local level. The USA needs innovation that is based on health, sustainability and lifestyle fit, whereas India needs affordability, cultural resonance and responsible use of resources. Coca-Cola can strengthen its brand as one of the most popular worldwide brands by adhering to open ethical trends, building its healthier product line, and implementing sustainability-based approaches. Increasing digital interactions and localisation will also help the company to be competitive, relevant and trusted in various consumer markets.

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