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Introduction

This is an international marketing report where the basic principles and practices operated at the international level are deemed to be assessed. The chosen organisation is Coca-Cola, and the two selected countries are the UK and India. This report will first provide an overview of the brand and an introduction to its operational setting in two different markets or locations. Later, this will cover socio-cultural analysis using PESTLE, STP, and extended marketing mix analysis. How the marketing strategies have been effective, the ethical considerations, and finally, some recommendations will be provided based on the findings.

Brand Overview

Coca-Cola in the United Kingdom (UK) Market

Coca-Cola first sold its product in Great Britain in 1900 (London Remembers, 2024). Therefore, it has a long history in the beverage market of the United Kingdom. It holds the most dominant position in the soft-drink market in the UK. It is also recognised as the top market share holder of the soft drink market. It holds 48.1% of the market share of the carbonated soft drinks in the UK in 2024 (Ridder, 2024). A survey by Umair Bashir (2024) on the topic of which drink brands have more awareness in the UK found that Coca-Cola again holds the top position by 98%. Compared to other beverage markets, the carbonated soft drink market is in a high penetration state, and it is mature with a well-established infrastructure and distribution channel (Gupta, 2025). The brand marketing is managed through “Coca Cola Great Britain,” and distribution is managed by CCEP (Coca Cola Euro pacific Partners).

Coca-Cola in the Indian Market

Unlike in the UK market, Coca-Cola started its operation at a late stage. It started its operations in 1956, but due to new rules and regulations, it left in 1977. However, it returned to the market in 1977. Thus, it can be said that the major operation started after 1977 (Mote, 2025). Coca-Cola basically uses the franchise model in the market of India. It also uses the strategy of acquiring the local brands to expand into the market. For instance, it has acquired the local brand “Thums Up”. The carbonated soft drinks market is not as mature in India as in the UK. Thus, it is difficult to capture the market in India compared to the UK since the market in the UK is almost 100% penetrated.

Comparison of the Macro Environmental Context of the UK and India: PESTLE Analysis

Political Factor

UK: The political environment of the UK is favourable since it has well well-structured political environment and regulatory framework, as well as good implementation. However, this also creates an unfavourable edge for it since the political environment of the UK is highly strict and stringent. Companies must adhere to it. Since Coca-Cola belongs to the Food and Beverage industry, it has to comply with the restrictions of the UK food and beverage industry of the UK. For instance, it has to maintain the advertisement standards, packaging quality, bottling standards, taxation, etc. (Menaria, 2015).

India: In India, the political factors are unfavourable since it is unstable. The political environment of India is not as structured as in the UK, which also creates complications for Coca-Cola since it impacts the availability of resources, creates barriers to access resources, and issues of poor infrastructure, etc. The political environment influences the FDI (Foreign Direct Investment), and state-wise different rules impact the distribution issues (Goswami and Goswami, 2024).



Figure 01: PESTLE Analysis (Heubel, 2024).

Economic Factor

UK: The inflation rate of the UK is 3.8% as of September 2025 (Bank of England, 2025), the GDP is \$3,340 billion in 2023, and the growth rate in quarter 2, 2025, is 0.3%, and GNP is \$3,296 billion as of 2023 (ONS, 2025). The favourable factor is that the disposable income per person is very high. However, earlier, it was identified that the carbonated soft drink market is in a mature state; thus, the growth rate of this market is unfavourable and is slow-paced or flattened over the years (Ridder, 2024).

India: The inflation rate of India is 1.44% as of September 2025 (Ferreira, 2025). The GDP in 2023 was \$3.55 trillion, and the GNP, in 2023, was approximately \$3.59 trillion (Callen, 2025). The economic condition of India for the beverage market is favourable and growing, since, compared to the UK, it is less prone to alcohol abuse. The young population comprises the majority of the market (Singaram et al., 2019). Thus, it is showing a favourable economic situation. The unfavourable factor is that the income level is lower for most people.

Social Factor

UK: The favourable factor is that Coca-Cola has a mass appeal in the UK. People of different ages have a demand for it. But one concern is that obesity has been observed as a serious health problem in developed countries (Hammad, 2014). Coca-Cola, which is a highly sugar-intensive beverage, poses serious health issues. Thus, it has offerings like Zero-sugar Coke or Diet Coke. In the UK, due to the rising concerns about obesity, it offers fewer and no sugar options.

India: It has a similar appeal to Coke. But the problem crosses its diverse states. There is a huge gap or differences among the states of India. Different state has different culture, which asks for local adaptation strategies, e.g., languages, taste, and festivals to attract the customer base (Gupta and Neelesh, 2010).

Cultural Factor

Here is the Hofstede 6 Dimension to assess the cultural factor to make the social factor analysis extensive. The orange colour bars represent India, and the grey bars are for the UK.

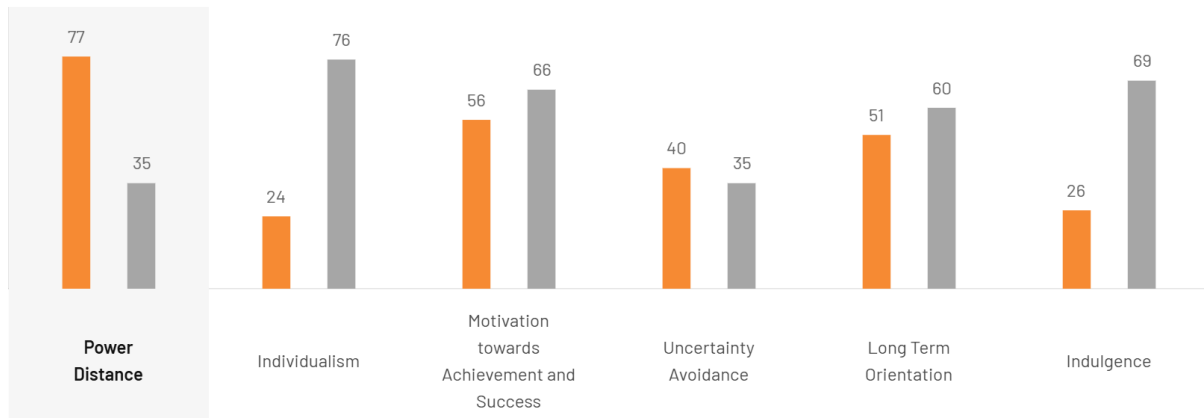


Figure 02: Hofstede Six-Dimension Analysis of India and UK (Hofstede Insights, 2025)

Power Distance: In the case of power distance, there is a large gap between these two countries. India scores 77 and the UK 35. India relies more on the top hierarchy, whereas the UK is focused on minimising inequalities.

Individualism: India scores 24, and the UK is 76. In the case of Individualism being more dominant in the UK culture, where privacy is more focused, in India, groupism is more favoured. Both of these dimensions are in favour of the UK.

Motivation towards Achievement and Success: Their scores are closer for the two countries, leading by a 10-point margin. The UK is a more Decisive society than India, which is highly success-driven and oriented, whereas India is decisive in the means of visual representation of power and success.

Uncertainty Avoidance: India scores 40, and the UK is 35. This shows both have a preference for avoiding uncertainties. India allows for imperfections, and the UK welcomes uncertain changes.

Long-term Orientation: With a score of 60, the UK stands out as a pragmatic culture, whereas with an intermediate score of 50, India's culture is critical to decide (Hofstede Insights, 2025). It is dominated by religious values, largely by Hinduism.

Indulgence: India scores low, showing that its culture is more restraint than that of the UK. The UK, with a score of 69, shows its openness to culture and cultural changes.

Favourable and Unfavourable Factors: The motivational factor, Uncertainty avoidance, and Long-term orientation are close, and both countries are in intermediate positions, but the UK is in a favourable position. In the case of the indulgence

dimension, India is performing poorly and is in an unfavourable position (Hofstede Insights, 2025).

Advantages and Disadvantages of Hofstede's cultural dimension framework:

India has an advantage in motivation towards achievement and success, uncertainty avoidance, and long-term orientation, whereas as a disadvantage in power distance, individualism, and indulgence. On the other hand, the UK is in an advantageous position in case of all dimensions.

Technological Factor

UK: The UK has a technological advantage. Due to technological advancements in the UK, Coca-Cola utilises data analytics, digital marketing platforms, innovative packaging, etc. The unfavourable side of technologies is that they are an effective tool to attract the young age group, but it becomes difficult to attract the older age group.

India: The usage of mobile and the internet has been rapidly growing, which is allowing Coca-Cola to advertise to a large customer base using digital marketing tactics. The unfavourable factor is that in some rural areas, electricity, mobile phone, or internet is still not stable, thus, promoting via online or telemarketing is not effective.

Legal Factor

UK: The favourable factor for the UK is that it has well well-established and structured legal framework, more importantly, a system that ensures proper implementation. This legal framework of the UK is not flexible rather stringent, so companies must adhere to and maintain standards. For instance, the sugar tax, health and safety issues, laws regarding advertisement, packaging, etc

India: Their legal factor stands opposite; the favourable factor of the UK is unfavourable in India. The UK has a well-structured legal framework as well as a system to ensure it is in place, where India lacks in this measure.

Environmental Factor

UK: The favourable factor is that in the UK, due to mandatory implication, Coca-Cola has to engage in sustainability practices. This is favourable for the environment and for the brand image of the company. UK laws strictly bind companies to contribute to the sustainability issues of the country. As a result, Coca-Cola mandatorily has to act

to meet sustainability issues. For instance, it needs to ensure its carbon footprint, recycle the packages, reduce plastic waste, etc. The unfavourable side of this it introduces complexities into the business operations and increases cost.

India: The practices of Coca-Cola in India raised several environmental issues that pose limitations to the operation of Coca-Cola. The inefficient disposal system, water scarcity problem, etc., create problems (Abbasi, 2017).

Similarities and dissimilarities: In the case of the political factor, there are no specific similarities since in the UK it is more structured, whereas in India it is a more diversified factor. In the case of the economic factor, the inflation rate is lower in both countries. But the UK has a high-income level, whereas India's income level is low. Moreover, the market in the UK is mature, but in India, its market is growing. Both the UK and India have an advantage in technology. However, while the UK is facing the problem of engaging an aged customer base, India is facing the problem of engaging with the rural customer group. The legal factors in both countries have opposite directions. But both provide benefits for Coca-Cola. The dissimilarities are that in the UK, Coca-Cola faces stringent regulations, but in India, it is flexible. In the case of environmental issues, the similarity is that both countries reward organisations for practicing sustainable approaches. The dissimilarities are that the audience in the UK is more conscious and alert about environmental issues compared to India.

Comparison of Coca-Cola's STP Strategies in the UK and India

Segmentation

Segmentation refers to the process by which marketers define, separate, or segment the actual and potential customer group into small segments based on similar characteristics, parameters, qualities, behavioural traits, and psychological factors.

Considering the demographic traits, in the UK, Coca-Cola can be seen to segment its market based on age parameters and has an offering for each segment. Age is one of the most common factors that is used to separate or identify the customer base (Çal and Adams, 2014). Gender is another factor. In India, income level is a major concern, even though Coca-Cola has a mass appeal for people of all levels of income.

Behavioural traits are often defined as the usage of a product based on the influence of others. In both the UK and India, Coca-Cola has developed a brand appeal, due to which the focus on brand image and value can be seen. Besides, it focuses on purchase occasions on big celebration days.

The psychological factor is the most recent observable factor that is being used is how many customers are health-conscious and want a sugar-free or free option. Coca-Cola has both the regular and the Diet Coke options in the UK. There are flavour variant options as well for people who prefer different tastes. The personality types, experienter and achiever, can be seen in Coca-Cola in the UK.

In India, the appeal is not as diverse as in the UK. In India, there are options like regular Coke and diet Coke that can be seen. But different-flavoured Coke is not commonly seen. Rather, the appeal is surrounded by different occasions or festivals. The primary target of Coca-Cola is the youth and family-centric market of India (Taneja et al., 2012). If it is examined for psychological traits considering VALS personality types, it can be categorised as believers and strivers.

Targeting

Targeting is the process by which marketers identify and select the target group or segment to whom they want to apply the marketing mix tools to sell the product. In the UK, Coca-Cola targets the youth and adult groups; however, it has mass appeal

regardless of age, except for children. In the UK, it has high brand awareness in the carbonated soft drink market (Dai, 2021). The major targeting strategy is to sponsor music and sports events, and the target is the young generation (Baah and Bohaker, 2015). In India, it targets the family primarily; thus, it focuses on the festivals and promotes heavily during the festivals and cultural events. It promotes different cultural occasions focusing on the cultural impact. It also focuses on young customers. It also targets based on the income level, where small bottles can be seen to appeal to that targeted market (Deshpande, 2020).

In the UK, the classic Coca-Cola is a part of the undifferentiated targeting offering. As for differentiated offerings in the UK, it offers zero-sugar Coca-Cola Diet Cola and different flavoured Coca-Cola.

In India, classic Coca-Cola is used as an undifferentiated product, focusing on different festivals and family gathering events. As for differentiating, it has local brands such as Thums Up, Sprite, and Diet Coke.

Positioning

Positioning refers to a distinctive and strategic approach where a company tries to create a distinctive image of the firm rather than that of its competitors. Coca-Cola has a mass market appeal in the UK that leverages its cultural heritage to appeal the consumers. It is an iconic brand that emphasises sharing, celebration, and a source of refreshment. It also promotes Diet Cokes. It focuses on emotional branding.

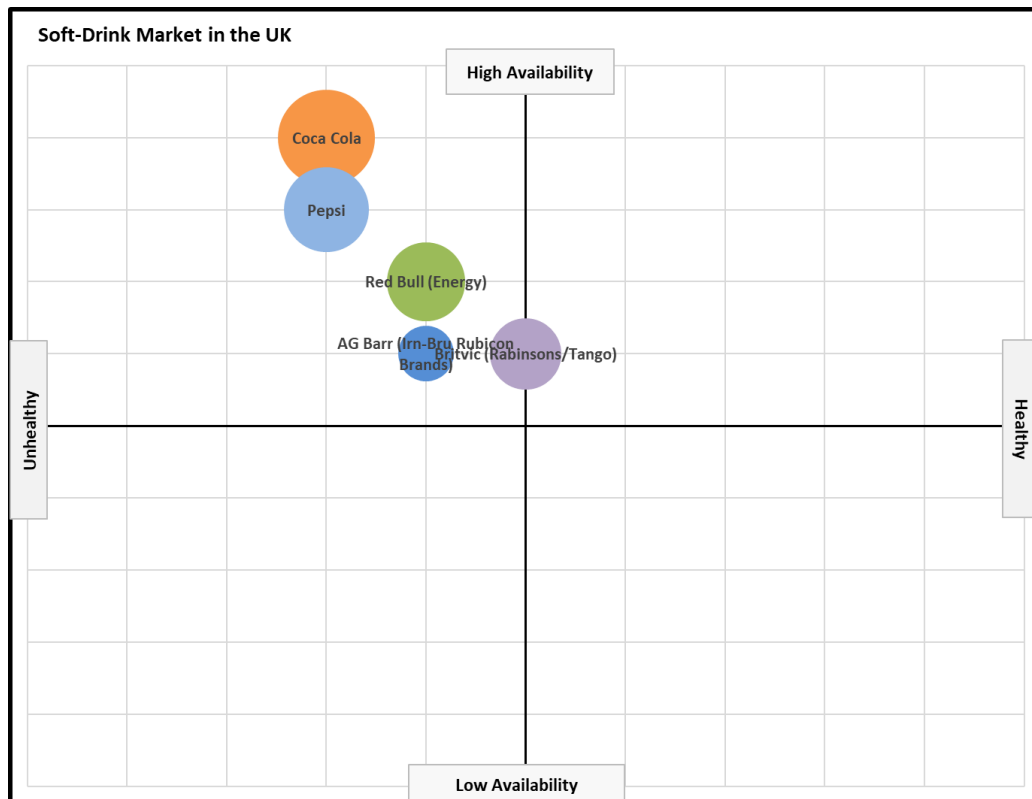


Figure 03: Perpetual Map of Coca-Cola in the UK (Own Drawn).

Similarities and Dissimilarities:

a. Segmentation: The similarities in the case of segmentation are that both markets focus on age groups, health issues, and different flavours. The dissimilarity is found in India, where it is found to localise its business.

b. Targeting: The similarities in the case of targeting are that in both markets, they use similar promotional tactics, such as promoting and sponsoring sports, music events, and cultural events. The dissimilarity is that in the UK, personalisation promotion is seen more often compared to the Indian market. It can be observed in some big festivals like Diwali.

c. Positioning: The similarity in the positioning of Coca-Cola compared to other brands is that it is deemed as more of an unhealthy soft-drink option, which is highly available in shops, supermarkets, and stores. The dissimilarity is that it holds the highest market size in the UK, but in India, Thums Up holds a high market size.

From the STP analysis, it is evident that in both the UK and Indian markets, the marketing values of Coca-Cola are similar. In both countries, it appeals as a refreshing

beverage that promotes sharing and emotional connection. In the UK, the marketing option is more prone to sponsorship programs and different campaigns related to music and sports. In India, it focuses on festivals since due to diverse culture India celebrates several different festivals. It promotes sharing values and how refreshing it is through the promotional tactics. The music sponsor programme is also evident in India.

Comparison of Marketing Mix (7Ps) Strategies in the UK and India

Product

UK: In the UK, Coca-Cola has maintained its classical taste, but a few variations can be seen due to local demands and the need to capture the market, also as part of its innovation programme. The options like Diet Coke, Coca-Cola Zero Sugar, Coca-Cola lime flavour, and Cherry Coke are all additions to its classic taste, all these to capture the diverse taste preferences of the consumers (Banutu-Gomez, 2012).



Figure 04: Coca-Cola's Product Line in the UK (Gault, 2016).

India: The approach in the Indian market is different from that in the UK. In the Indian market, it is found to operate through local brands alongside its original brand name. For instance, it has acquired the local brand Thums Up, which has a stronger taste. It also acquired Maaza, the mango fruit juice segment. There is also Limca, which is lemon lime flavour (Karam, 2020). This shows how diverse the marketing strategies Coca-Cola uses to operate on the international stage. Besides the taste factor in India,

the affordability is also an important factor. Small bottles can be seen considering the affordability of consumers, e.g., Chhota Coke.



Figure 05: Coca-Cola's Product Line in India (Food Talks, 2025).

Price

UK: The UK is a developed country. Thus, affordability is not a major concern, unlike in developing countries. It positions itself as a premium product; discount practice is not commonly seen. It falls under the value and growth segment in the UK (Chakraborty, 2011). The pricing strategy that is used in the UK is a combination of value-based pricing the competitive pricing.

India: Price is a major concern. Instead of using a premium appeal, Coca-Cola is promoted as an affordable option and sells small units at a lower price. It has different bottle sizes focused on different income groups. The pricing strategy in India is diverse, since to reach the mass customers it uses penetration pricing to enter the market with a low price, it focuses on competitive pricing since the market is highly competitive, besides price differentiation can be seen across culture, and during festivals, offers and discounts can be observed (Aryal, 2025).

Place

Coca-Cola uses a complex distribution channel is overall all the countries. Since 2006, through its operating arm (The Bottling Investment Group), it has invested in bottling partners' operations. With their takeoff, Coca-Cola divests its equity stakes and establishes a franchising model (Cuofano, 2020).

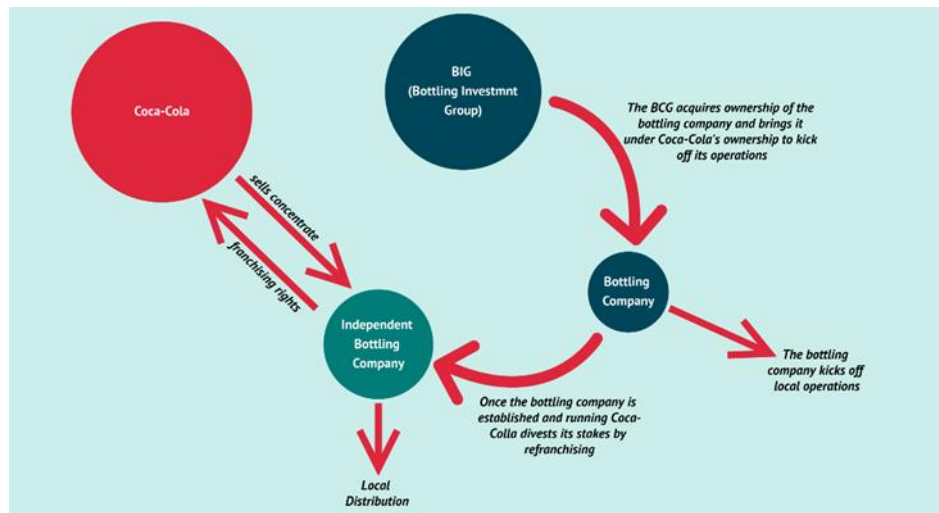


Figure 06: Distribution Strategy of Coca-Cola (Cuofano, 2020).

UK: In the UK, the Direct approach is followed more intensively. It directly delivers the products through its Coca-Cola Europacific Partners in supermarkets, fast-food chains, vending machines, etc, and customers purchase from there. In the case of the indirect approach, it delivers through third middlemen like wholesalers, Cafés, and convenience stores.

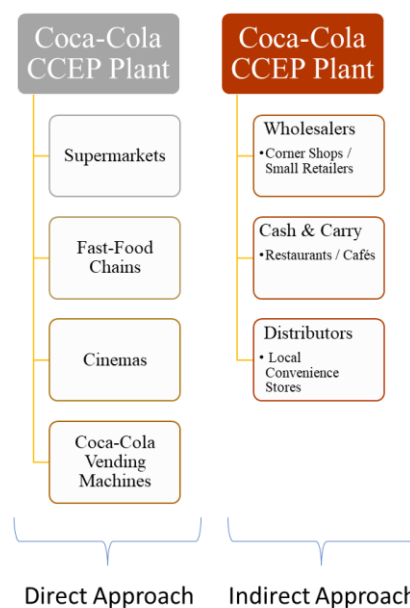


Figure 07: Direct and Indirect Distribution Network in the UK (Own Drawn).

India: The distribution process of Coca-Cola in India is similar to that explained earlier. In the case of approach, it follows both direct and indirect approaches. The Hindustan Coca-Cola Beverages is the supplier (HCCB) that supplies products directly to supermarkets, restaurants, and vending machines.

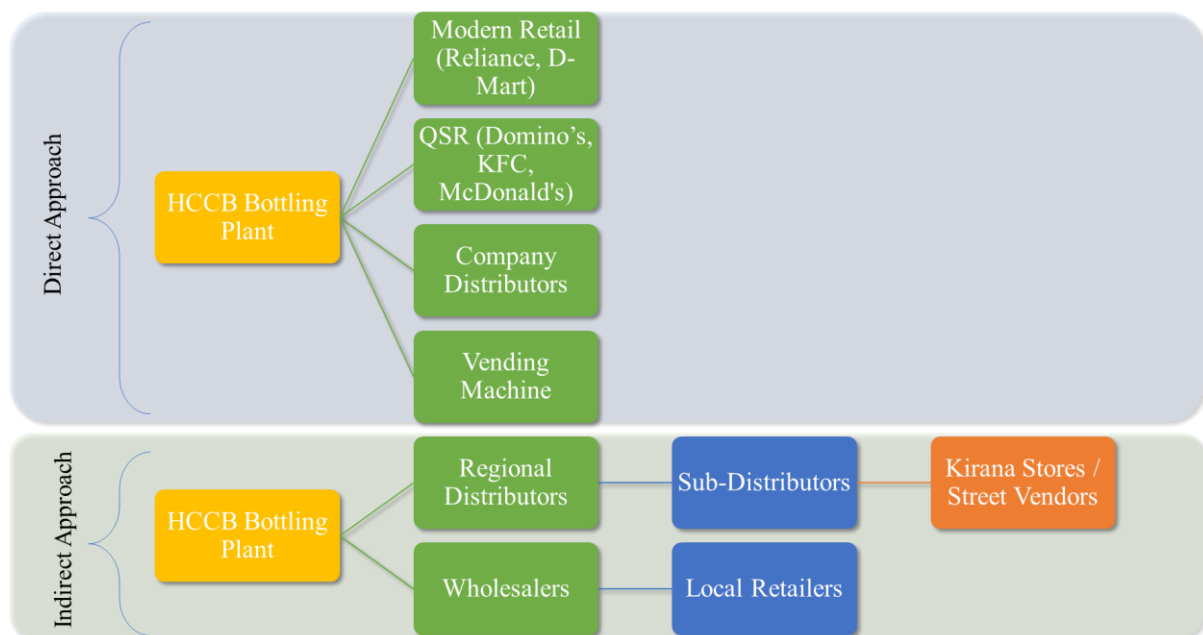


Figure 08: Direct and Indirect Distribution Network in India (Own Drawn).

As for the indirect approach, the HCCB plays the main role in supplying the products to wholesalers and regional distributors, and from there, products reach sub-distributors and local retailers. Consumers directly purchase products mostly from street vendors, also locally known as “Kirana Stores” in India.

Market Entry Method

UK: The infrastructure of the UK is well established. The market penetration is also high with easy access to the supply chain. There are options like supermarket chains, convenience stores, online shops, and vending machines. The product is available in almost every place through the stores, vending machines, and online stores (Baines and Fill, 2014). It follows the fully owned subsidiary market entry method in the UK, complemented by licensing.

India: The distribution network is very large and diversified in India. It is difficult to transport into the rural areas where a small copy brand exists. It has over 7000 distributors in India to ensure the availability of Coca-Cola in rural areas. Besides, there are forty-six bottling plants to be sold by 1.3 million retailers (The Coca-Cola Company, 2025). In India, the market entry strategy of Coca-Cola is that it uses licensing and localisation of brands.

Advantages and Disadvantages of Market Entry Strategy

UK: It has established fully owned subsidiaries. This is beneficial for direct control over its operation. This allows it to better quality management. However, the disadvantage comes with the regulation issues, exchange rate becomes an important factor. The organisation has to deal with financial issues.

India: Due to diverse cultural segments and variation in states, localisation is an optimum strategy since it allows for capturing the local market, considering the price factor. The disadvantage of this strategy is that it introduces complexities and includes different values than those of the company.

Promotion

UK: The promotional tactics of Coca-Cola in the UK is personalisation oriented. It focuses on promoting brand awareness, music, and sports sponsorship can be seen. It focuses on emotional branding and lifestyle trends to attract consumers. The campaigns in the UK are more focused on experience rather than localised promotion (Meng, 2024).

India: The promotional tactics are based on local events, festivals, and localised. Rather than focusing on brand awareness in India, it utilises the localising option. It can be seen with celebrity endorsement activities. It maintains local shop-level communication to ensure accessibility. Since price and affordability are an option, it has to convince the retailers about their profit margin compared to other local brands. It uses mass media promotion rather than personalisation or experiential promotional tactics to appeal mass consumer base (Mr. Suraj Pal, 2024).

People

UK: The people management includes people like the retail staff, suppliers, staff, customers, brand ambassadors, etc. People management in the UK is done following standards and also maintained strictly due to stringent rules and regulations (The Marketing Week, 2019). As for employee training, it focuses on digital skills development, conducts customer service training, training regarding operational and technical training. The new employees have to adhere to the induction of CCEPs. The motivational factors used are performance-based incentives, recognition programme, wellbeing, and career progression opportunities.

India: Since the distribution network is very extensive and large. Coca-Cola does not have a direct connection with the retailers or the customers. Thus, they are managed through commercials. For instance, breaks during a TV series, providing discounts or incentives to retailers and suppliers to encourage consumers to buy Coke rather than buy other local or international brands (Singaram, 2019). Employees are trained for operational and safety issues, communication training due to diverse culture, and for field staff skill development programmes can be seen. Recognition and sales incentives are the major motivational factors.

Process

UK: As mentioned earlier, the infrastructure of the UK is well developed. Thus, the process runs seamlessly while ensuring efficiency, low wastage, consistency, and recycling of the bottles. The process of producing and bottling is done following standards and ensuring compliance (Smilevska, 2024). Customers can complain about the product usually through the website, email, or helpline.

India: The production and bottling process is done and supplied in rural areas. In the process, it has to adhere to local rules and regulations. In India, social media interaction with companies is more evident. Hence, along with the website, email, helpline, complaining, and engaging with social media platforms, e.g., WhatsApp, can be seen, besides through retail partners, as a common practice.

Physical Evidence

UK: As physical evidence, Coca-Cola has the advantage of point-of-sale visuals. The classic Coke in its red packaging is distinctive and has strong brand appeal and awareness in the market. It is a sign of the brand that remains intact.



Figure 09: Coca-Cola's point-of-sale visuals in the UK (Handley, 2018).

India: The physical look of the brand is similar in India; however, the size of the packaging differs. Diet Coke has different levels and appearances.



Figure 10: Coca-Cola's point-of-sale visuals in India (MediaInfoline, 2025).

Similarities and Dissimilarities:

The product similarities in both countries are that the classic Coca-Cola has major appeal; however, the need for diet and zero sugar Coke is increasing. The dissimilarity

is that in the UK it is more often seen to launch different flavoured Coke, whereas in India it localises the Coke. Coca-Cola in the UK is priced as a premium beverage. In India, in opposite, for affordability concerns, it is seen in lower quantity bottles. In both countries, Coca-Cola is placed in such a way that it is easily available. In the UK, it is found in grocery shops, supermarkets, stores, etc. In India, it is mainly focused on grocery shops for capturing the rural areas and the supermarket as well as grocery shops to capture the city customers. In both countries, it focuses on the sponsorship approach. But in the UK, it is more observable in the case of sports, and in India for music. In the UK, personalisation campaigns are more often visible; in India festival festival-centric aspirational campaigns are more evident. In the UK, the process of production, supply, and sale is transparent due to a strong regulatory framework, whereas in India, it has faced issues of damaging the underground water reserve. In both countries have the advantage of their point-of-sale visuals. It has a brand value, and the visual presence also contributes to it. As for differences, in India, it can be seen that lower quantities of bottles are used are to affordability, which is not present in the UK. Besides, in India, localisation of Coke is seen, but in the UK, different-flavoured Coke is more common.

Evaluation of the Performance of Marketing Strategies

Performance of Marketing Strategies in the UK

In the UK, Coca-Cola, working with Tokinomo, allowed it to gain a 300% increase in overall sales. It advertised three products. The Coca-Cola classic enjoyed a 279% increase in sales by engaging the shoppers and creating a way to remind them of their favourite brand. The Coca-Cola energy also gained a 211% increase in sales within 28 days. The diet strawberry observed a massive upgrade, an increase in sales of 437% within 14 days (Mihalache, 2025). These performance statistics show that the marketing strategies in the UK were effective for Coca-Cola, especially with the integration with Tokinomo in their process. According to a survey, Coca-Cola holds the largest share of the UK market, showing its dominance in the UK industry (Slack, 2024).

Coca-Cola Market Share Comparison

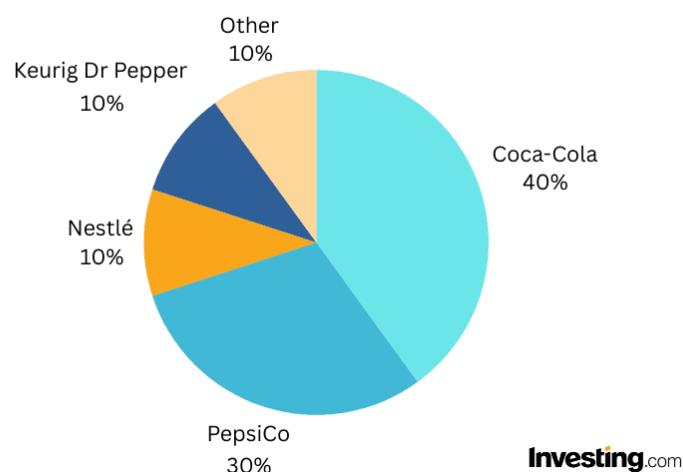


Figure 11: Coca-Cola's market Share in the UK (Slack, 2024).

The rapid increase in sales shows the effectiveness of marketing strategies in the UK. In the UK, Coca-Cola has more brand awareness, leading by 98% compared to other soft drink brands (Bashir, 2024).

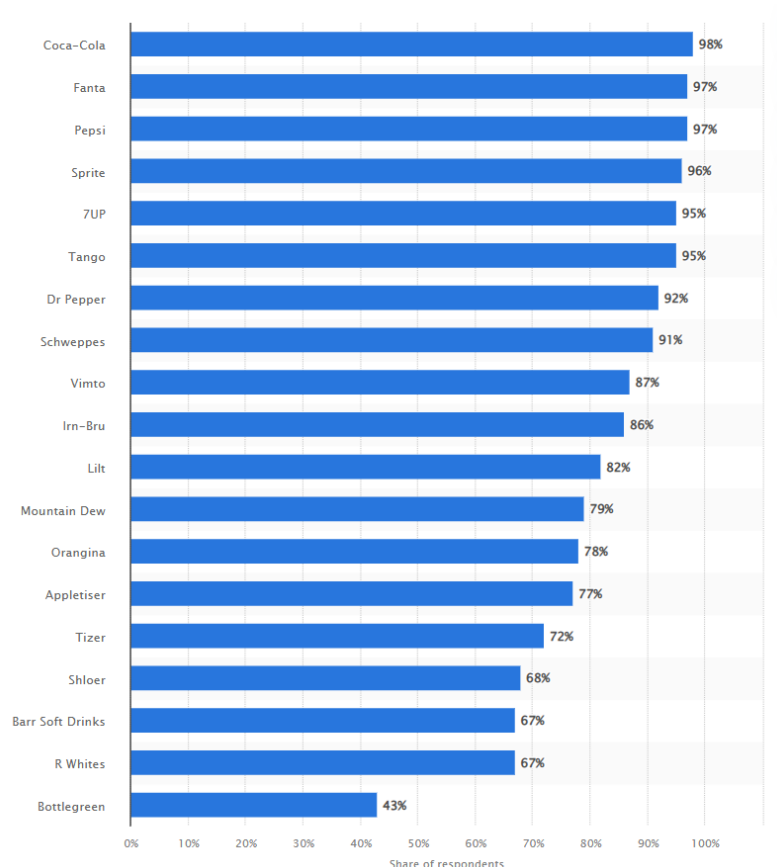


Figure 12: Soft Drink Brand Awareness in the UK (Bashir, 2024).

The largest soft-drink segment in GB retail is Cola, where two-thirds of the value sales are dominated by the Coca-Cola portfolio (Grylls, 2025). Ridder (2024), in a survey, identified increased carbon soft drink sales in convenience stores where Coca-Cola also stood in the top place. The Coca-Cola classic is a value driver, whereas, according to Bethan Grylls (2025), the flavoured Coca-Cola, such as Strawberry, cherry, lime, or lemon, zero or low sugar variants proven to be growth driven.

Social Media Engagement: The suppliers of Coca-Cola in the UK, CCEP, have 107K followers on Facebook, and 7302 followers on Instagram, where they have made 362 posts, and all the posts are made to promote the activities of the brand. This shows its engagement with the customers through social media platforms; besides, it is also active on YouTube.

Customer Review: The customer reviews on the Trustpilot site show customers are disappointed with the recent quality of the beverage. The rating of this is only 2.2, which is standing at a poor level (Trustpilot, 2025).

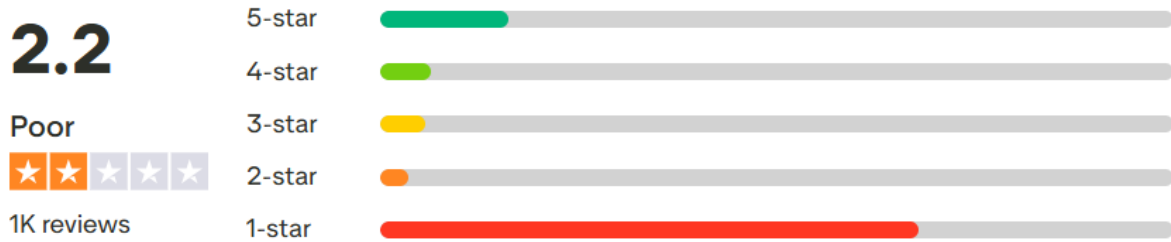


Figure 13: Customer Review through Trustpilot (Trustpilot, 2025).

Performance of Marketing Strategies in India

A report showed Coca-Cola holds approximately 60% of the soft drink market share in India, where its acquired company also captures almost 20% of the market (Bhushan, 2022). ET Retail, The Economic Times (2023) reported “Coca Cola in India delivered double-digit volume and top line growth in the September quarter, generating over 2.6 billion transactions.” Even though the market penetration rate in India is low compared to the UK, it has been able to remain at the top tier in the carbonated soft drink market. Besides, India has a diverse culture and preferences, where local brands and companies exist, and where price is a big concern; it has been able to mark its position in the Indian market. Additionally, since the market penetration is at 13% (Zama, 2025), there is a possibility of further sales increase.

Social Media Engagement: Coca-Cola India has mass engagement with customers through social media platforms. It has 248k followers on Instagram and has made over 1700 posts. This shows its simultaneous interactions with customers through social media platforms.

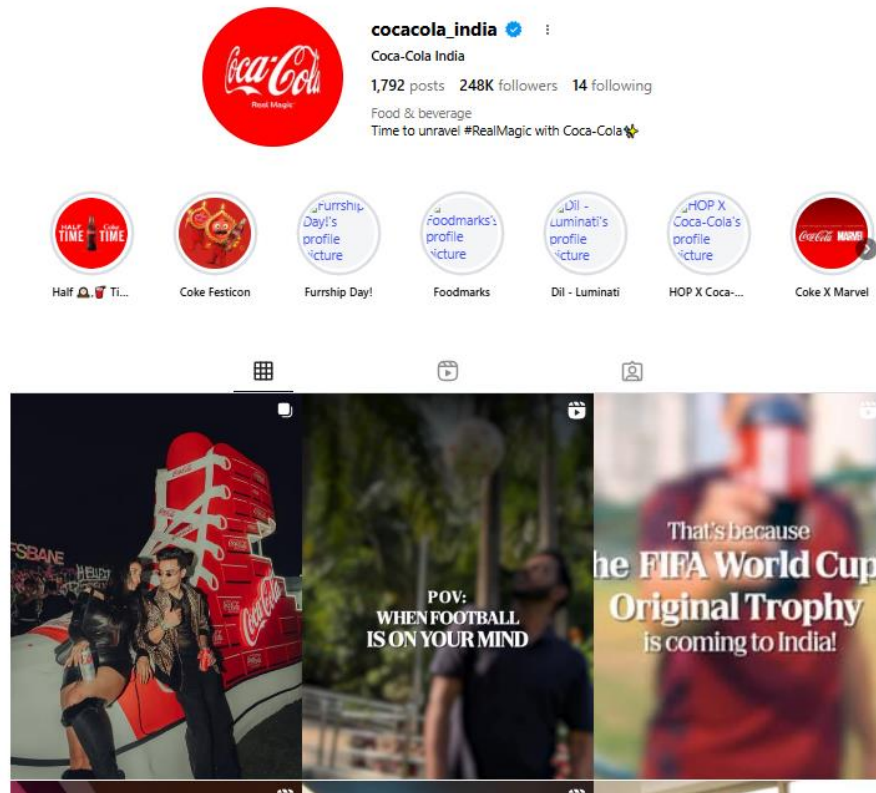


Figure 14: Coca-Cola India's Instagram Page (Instagram, 2025).

Customer Review: On one of the Indian shop sites, the reviews of Coca-Cola can be seen high. This shows that the customers of India are satisfied with the quality, unlike the customers of the UK.

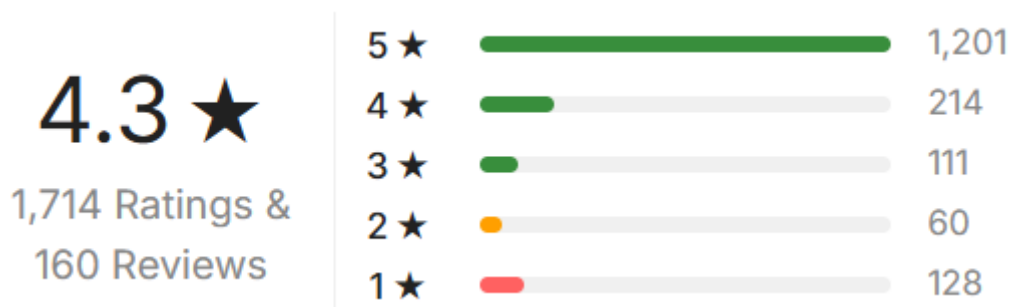


Figure 15: Customer Review through Flipkart (Flipkart, 2025).

Similarities and Dissimilarities: The marketing strategies of Coca-Cola in both countries have proven to be effective, despite one being in a developed country and the other being in a developing country. By tapping into the market dynamics, Coca-Cola has been able to localise the brands and successfully run the business in both

countries. In the UK, customers are not satisfied with the quality of the product recently, but in India, the scenario is opposite.

Evaluation of Marketing Ethics Practices

Being a multinational company, Coca-Cola also faces diverse ethical issues. The major ethical concerns that Coca-Cola faces in the UK are health issues and sustainability issues. Health concerns are rising among the people of the UK (Senay et al., 2022). Carbonated soft drinks have a sugar issue. Sugar is bad for health, thus it raises a serious concern. Thus, it has to manage this. With this vision, it has introduced the Diet Coke option and the Coca-Cola Zero Sugar offering.

Other than this, sustainability is also a major concern in the UK. The rising demand for ESG calls for actions by large firms. Coca-Cola has to address sustainability issues to fulfil regulatory requirements. It uses plastic, thus it is a big concern for the company to manage the bottle waste properly. It is seen to act in carbon reduction activities and water abstraction.

Recommendation and Conclusion

Recommendation for the UK

Differentiated Approach: Coca-Cola runs the UK and Indian markets using two different approaches. This suggests that Coca-Cola can use premium marketing strategies in the UK, such as introducing different flavoured colas, limited edition bottles, and healthy options in the developed countries to differentiate itself among other premium brands.

Digitalisation: Digital platforms are the most used platforms nowadays for promoting business, particularly the social media marketing tools, data analytics, user-generated content, and engagements are widely used (Luca, 2015).

Health and Wellness: Consumers are becoming more and more health-conscious and focusing on their eating habits to improve them. Thus, to meet the changing needs, it has already launched the Diet Coke or no sugar Coke variant.

Sustainability Concern: Ensuring sustainability is a critical concern and a significant one. Businesses operate in society, and in doing so, they use the assets, benefits, and opportunities available in society. Thus, in turn, it has to make sure it is not affecting the environment negatively or causing any harm to nature.

Recommendation for India

Differentiation: In the case of a developing country, it can localise the business by acquiring local businesses or fostering local values into the promotional activities, offering affordable options, focusing on cultural trends, and leveraging festivals to connect with people.

Social Media Engagement: The consumers of India are more active on social media platforms. Thus, it should utilise the platforms to enhance customer engagement. Coca-Cola can use these promotional tactics for the Indian market. This will assist in catering to a diverse consumer base rather than to a particular segment.

Lower Pricing: India is a highly competitive market. Multiple players in the Indian market offer lower prices and a variety of options. Since it is a developing country, price is a concern, and it should focus on minimising the cost and selling products at affordable prices.

Conclusion

This report has analysed the market dynamics for the Coca-Cola brand in the UK and the India Market. This report first provides an overview of the brand and an introduction to its operational setting in two different markets or locations. Later, this covered socio-cultural analysis using PESTLE, STP, and extended marketing mix analysis. How the marketing strategies have been effective, the ethical considerations, and finally, some recommendations have been provided based on the findings.

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