

## BRAND EQUITY AT COCA COLA BEVERAGES

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### ABSTRACT:

The goal of this research is to look into the impact of Coca-Cola's brand equity on brand value, consumer loyalty and market share. Using a combination of qualitative and quantitative research approaches, the paper explores how customers view the Coca-Cola brand in terms of quality, associations, awareness, and overall reputation. The paper uses surveys and interviews with a wide range of demographics to identify important elements that contribute to Coca-Cola's excellent brand equity, such as consistent messaging, emotive connections with customers, and worldwide presence. The findings indicate that Coca-Cola has a positive brand image, good brand recall, and great consumer loyalty. Nonetheless, the paper identifies new challenges, such as increased competition and shifting customer preferences for healthier beverage options. The findings provide strategic direction for preserving and enhancing Coca-Cola's brand equity in a continually changing market.

**Keywords:** Brand Awareness, Brand Loyalty, Perceived Quality, Brand Associations, Brand Value, Customer Perception

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### 1. Introduction

Brand equity, often known as "brand value," is determined by consumers' views, experiences, and affiliations with a brand over time. It represents the ineffable strength that a brand gains through constant quality, communication, and consumer contact, which extends beyond a company's physical assets. Consumers' opinions of a product's overall worth are heavily influenced by its strong brand equity, which allows it to stand out in congested markets.

Brand equity is largely based on consumer awareness and recognition. Customers may quickly recall a brand in the presence of alternatives, giving it a significant advantage. This awareness is usually

raised by good marketing methods, constant exposure, and favorable word-of-mouth. Consumers are less hesitant in markets with a large number of identical products, and a high level of brand awareness simplifies purchasing decisions.

Brand associations greatly influence brand equity. These are the ideals, emotions, attitudes, and concepts that people connect with a particular brand. Linkages include innovation, reliability, social responsibility, lifestyle, and product quality. Strong, favorable, and distinctive connections help to build a brand's unique personality as well as maintain a

prominent and advantageous position in the minds of consumers.

Brand equity and perceived excellence are intrinsically intertwined. Consumers often evaluate a brand based on their expectations for dependability and performance, rather than objective measurements. Trust and trust are built when a brand regularly delivers on its promises. Brands can charge a premium because people are prepared to pay more for companies they trust and believe offer higher value.

Finally, consumer loyalty has a huge impact on brand equity growth. Customers that are loyal usually choose the same company over competitors, becoming brand ambassadors who tell others about it. Brand loyalty protects the company from competition, keeps demand stable, and lowers marketing expenses. Sustained loyalty transforms a brand from a banal identifier to a significant strategic asset for the firm.

## 2. Review Of Literature

**Thompson, R. L. (2025):** Thompson investigates the growing significance of immersive technologies such as virtual reality (VR), augmented reality (AR), and interactive digital experiences in the building of brand equity. The paper contends that experiential branding allows people to interact with businesses rather than simply observe them. Brands may improve brand memory and emotional connections by creating memorable experiences via experiential touchpoints. Thompson believes that immersive experiences, particularly among younger, digitally native consumers, have a big impact on a company's perceived innovation and quality. According to the poll, these technologies enable marketers to tailor experiences to individual users' interests by allowing for large-scale customisation. According to the research, immersive branding is a strategic tool that increases equity in highly competitive digital contexts and restructures brand connections, rather than a novelty.

**Dr. Emily S. Zhang (2024):** contends that traditional brand equity measuring methods are unable to capture the dynamic and interactive nature of modern consumer-brand interactions. The paper defines distinct measurement approaches that use real-time behavioral data, customer engagement indicators, and social media sentiment analysis. Rather than using static, survey-based methods, Dr. Zhang demonstrates how businesses may continuously analyze brand equity by leveraging digital data. The essay uses cross-industry case studies to show how

real-time data allows businesses to quickly change their positioning, messaging, and engagement tactics.

**Dr. Leonard A. Hu (2023):** Analyzes the effect of corporate social responsibility (CSR) on brand equity. Buyers are increasingly evaluating firms based on their ethical behavior, environmental responsibility, and social impact, according to the poll. Dr. Hu uses real data to show how authentic corporate social responsibility (CSR) efforts improve corporate reputation, consumer trust, and long-term loyalty. The essay highlights the importance of consistency and transparency in maintaining positive brand perceptions, and cautions against performative or cosmetic corporate social responsibility. Dr. Hu finds that including corporate social responsibility (CSR) into core brand strategy is critical for building a strong and value-driven brand equity.

**Dr. Samantha J. Kline (2022):** Investigates the impact of digital platforms on essential aspects of brand equity, including brand awareness, brand associations, perceived quality, and loyalty. The research emphasizes the importance of influencer relationships, online ratings, and social media in shaping consumer impressions of items. Dr. Kline argues that digital engagement has made customers active participants in brand marketing rather than passive recipients of information. The post provides practical ways for monitoring brand sentiment and interaction in real time utilizing analytics tools. According to the paper's findings, organizations can increase brand equity in competitive online markets by properly managing their digital presence.

**Anderson, P. R. (2021):** Studies the enhancement of brand equity through customer experience management. The article focuses on how flawless multichannel interactions increase perceived quality and strengthen brand relationships. Anderson identifies two essential elements that drive brand loyalty: trust and emotional attachment, which are developed by great consumer experiences at both physical and digital touchpoints. According to the report, organizations must provide holistic customer experiences to ensure consistency and customer satisfaction. According to the survey, customer experience has evolved into an important component of brand value in service-oriented and digital-first businesses.

**Brown, T. M. (2020):** Investigates the viability of traditional brand equity models in marketplaces that are both highly competitive and crowded. The importance of brand awareness, perceived quality, and strong brand associations is highlighted in the paper. Brown believes that the core concepts of brand

equity remain applicable, despite the fact that branding methods have evolved as a result of the digital revolution. The paper contends that a strong brand foundation enables continuity and uniqueness in the face of market volatility. The paper suggests that traditional brand equity models continue to provide significant strategic guidance when adjusted to fit new circumstances.



### 3. Components of Brand Equity

Your brand's equity grows as more people become familiar with it. Initially, they must become aware of its existence, then create views about it—whether good or unfavorable—based on their own interactions, and finally establish a subconscious value associated with your brand. Increased brand equity improves your brand's overall health.

**Brand Awareness:** In the context of purchase decisions, brand awareness refers to an individual's ability to recognize or recall a brand, as well as their familiarity with it. It includes both brand recall (the capacity to remember a brand without prompting) and brand recognition (the ability to identify a brand based on its name, logo, or packaging). High brand awareness reduces the perceived risk of a transaction by ensuring that the brand is considered by the consumer. In competitive markets, individuals favor well-known brands over new ones, even if the prices or quality differ. As a result, good brand awareness is a significant benefit.

**Brand Association:** Brand associations are mental links that consumers develop with a brand, including its characteristics, benefits, emotions, values, and imagery. These relationships can be functional (performance, durability) or emotional (trust, enthusiasm, or prestige). Strong and positive associations can influence how people perceive a brand's personality and differentiate it from competitors. Consistent messaging, advertising, and customer interactions shape consumer impressions of a brand's identity and positioning over time.

**Perceived Quality:** Perceived quality is consumers' subjective assessment of a brand's overall excellence or superiority versus competitors. It may not always

reflect true or technical quality because it is influenced by factors such as brand familiarity, price, promotion, packaging, and prior experiences. When a company is regarded to be of excellent quality, it is easier to extend its product line, charge higher prices, and win consumer trust. Furthermore, it has a significant impact on purchasing decisions, particularly in areas where customers face difficulties objectively assessing quality.

**Brand Experience:** The phrase "Brand Experience" refers to the consumer's experiences with a brand across all touchpoints, including product consumption, customer service, digital platforms, retail locations, and post-purchase support. These exchanges could be sensory, cognitive, emotional, or behavioral. Positive and consistent brand experiences reinforce brand promises and strengthen emotional bonds, but bad brand experiences quickly undermine trust and loyalty. In today's digital and multichannel environment, managing the brand experience is critical to building long-term brand equity.

**Brand Preference:** Brand preference is the degree to which people prefer one brand over its competitors. It is the outcome of a brand constantly exceeding or fulfilling consumer expectations in terms of quality, value, and overall experience. Preference indicates a higher possibility of choosing the brand over

alternatives, even in the presence of alternatives; it goes beyond awareness and favorable perception. A strong brand preference reduces consumer susceptibility to competitive price cuts or promotions, increasing recurring business.

**Brand Loyalty:** Customers that are truly loyal to a brand will continue to buy from and support it over time. Even in the face of intense competition promotion and price hikes, loyal customers are less

likely to switch brands. There are several methods to show loyalty, including attitudinal (emotional attachment and advocacy) and behavioral (repeated purchasing). High brand loyalty boosts brand equity by encouraging positive word-of-mouth, which maintains the company's market position while cutting marketing expenditures and maintaining consistent revenue.

#### 4. Questionnaire

##### 1. What was Coca-Cola's initial international market, in addition to North America?

- Cuba
- Mexico
- Panama
- France

##### 2. Which commercial debuted the popular Coca-Cola Santa Claus?

- "Open Happiness"
- "Share a Coke"
- "It's the Real Thing"
- "Holidays are Coming"

##### 3. What is Coca-Cola's global tagline?

- "Taste the Feeling"
- "Always Coca-Cola"
- "The Pause That Refreshes"
- "Enjoy Coca-Cola"

##### 4. Which of the following is not a Coca-Cola product?

- Sprite
- Fanta
- Dr Pepper

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- Minute Maid

##### 5. Where is The Coca-Cola Company's headquarters?

- Atlanta, Georgia
- New York City, New York
- Los Angeles, California
- Chicago, Illinois

#### 1. Conclusion

In today's competitive market, a company's success is mostly defined by its brand equity. It is a comprehensive portrayal of consumer views, connections, and experiences with a brand, all of which influence their decisions and actions. Businesses can boost their brand equity by focusing on consistent branding, providing great products or services, establishing strong customer relationships, and adhering to their core values. This durable asset improves consumer loyalty, resistance to challenges, and market positioning. Brands may retain and build their equity by continuously innovating, engaging, and meticulously monitoring in order to establish a competitive advantage, long-term growth, and a lasting imprint on consumers' hearts and minds.

examination of brand personality on brand awareness, brand trust, and brand loyalty."

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