

A Study on Influencer Marketing Vs Traditional Marketing in the Coca Cola Company

Mr. Shubhesh Rao* and Ms. Shreeja**

*&**Student, MBA Department, Faculty of Management Studies, Parul University

Abstract: This study examines the comparative efficacy of influencer marketing and traditional marketing methods employed by the Coca-Cola Company. Utilizing a mixed-methods approach, including content analysis of marketing campaigns, consumer surveys, and analysis of social media engagement metrics, the research evaluates the strengths and weaknesses of each strategy. Specifically, it investigates how influencer collaborations and traditional advertising impact brand awareness, consumer purchase intentions, and overall marketing ROI. The results contribute to a deeper understanding of the shifting dynamics in contemporary marketing and offer actionable recommendations for Coca-Cola's marketing strategy.

This research analyzes the performance of influencer marketing versus traditional marketing campaigns conducted by the Coca-Cola Company. It focuses on quantifiable metrics such as reach, engagement rates, conversion rates, and brand sentiment to assess the comparative impact of each strategy. The study employs quantitative analysis of social media data, sales figures, and survey responses to determine the relative effectiveness of influencer-led campaigns and traditional advertising in driving consumer behavior. Findings provide insights into optimizing marketing spend and maximizing brand impact in the competitive beverage industry.

The marketing landscape is rapidly evolving, with influencer marketing emerging as a powerful alternative to traditional advertising. This study investigates the Coca-Cola Company's adaptation to this shift by comparing the performance of its influencer marketing initiatives with its traditional marketing campaigns. Through a comprehensive analysis of campaign data, consumer feedback, and industry trends, this research explores the strategic advantages and challenges associated with each approach. The findings offer valuable insights into the future of marketing for global brands and the optimal integration of influencer and traditional strategies.

OBJECTIVES OF THE STUDY

Evaluate the effectiveness of each approach:

- Determine which marketing method yields better results in terms of brand awareness,

customer

- engagement, and sales.

Compare cost-efficiency:

- Analyze the costs associated with influencer marketing and traditional marketing, and assess their respective return on investment (ROI).

Assess target audience reach:

- Identify which method is more effective at reaching Coca-Cola's specific target demographics.

Understand brand image impact:

- Evaluate how each approach influences Coca-Cola's brand image and reputation.

Identify best practices:

- Develop recommendations for Coca-Cola's future marketing strategies based on the findings of the study, including potential hybrid approaches that combine elements of influencer marketing and traditional marketing.

By achieving these objectives, Coca-Cola can gain valuable insights into the most effective ways to reach and engage its consumers in today's digital age.

Conventional Approaches to Marketing For a very long time:

- The Coca-Cola Company has been known for its creative and effective traditional marketing initiatives. Coca-Cola's use of traditional marketing has helped it establish a strong brand identity and global presence, from iconic TV commercials like the "Hilltop" ad (featuring the song "I'd Like to Buy the World a Coke") to extensive sponsorships of international events like the Olympic Games and the FIFA World Cup. Research indicates that conventional marketing strategies are still efficacious in expanding one's reach and strengthening brand allegiance, particularly with older demographics

who tend to engage with more conventional forms of media (Keller, 2016).

Marketing with Influencers in the Digital Age:

Influencer marketing has become more popular as companies try to interact with younger consumers who use social media more frequently. Influencers, or those with a sizable social media following, act as brand ambassadors by promoting items in a way that appeals to their audience's sense of authenticity and relatability. Studies show that recommendations from influencers that people follow are more likely to be trusted by customers than traditional advertisements (Schouten et al., 2020). In order to generate user-generated content and increase brand engagement, The Coca-Cola Company has effectively used influencer marketing initiatives. One such effort

Comparative Evaluation:

The efficiency of influencer marketing and traditional marketing has been examined in numerous research. Because influencer marketing is targeted and can increase engagement and conversions, it has been shown to be more cost-effective and to yield a higher return on investment (ROI) (Sammis et al., 2016). However, conventional marketing frequently outperforms digital marketing in terms of broad brand awareness and long-lasting emotional impact generated by narrative (Belch & Belch, 2018). To increase its reach and impact, The Coca-Cola Company has adopted a hybrid strategy that combines traditional media with digital and influencer tactics.

Influencer Marketing Benefits:

- To fulfill the organization's objectives and goals marketing strategies should be made more specific and efficient with correct actions (Kotler, P., Armstrong, G., 2012). Through successful collaborations with influencer's campaigns, adequate marketing objectives of the firm can be achieved. For instance, increasing traffic through sales promotion, brand awareness, and recognition, acquiring new customers and reaching niche audiences, satisfactory relationship maintenance, superior corporate image and status, competitive advantage, maintaining a relationship with existing customers, communicate information to the public.

Research methodology is a systematic plan that explains how a researcher will conduct their research. It's a blueprint for “ a study on Influencer Marketing vs. Traditional Marketing “ that details how to: Identify, select, process, and analyze information Design the project Observe or measure Collect and analyze data

Research Design:

This research on ‘ A Study on Influencer Marketing Vs. Traditional Marketing ‘ in The Coca Cola Company has been done by descriptive research method. A descriptive research design is structured, formalized, comprehensive and in-depth study of the research. It helps to get a clear idea about the particular research topic. This type of research design is used to describe a research topic. It uses data collection techniques like surveys, case studies, and natural observation to derive results.

Descriptive research design is essential for a study on influencer marketing vs. traditional marketing because it provides a foundation for understanding these marketing approaches, identifying trends and patterns, and informing future research and practical applications.

Source of Data: (Primary)

This Research on “ A Study on Influencer Marketing Vs. Traditional Marketing is conducted by using the Primary Source of Data . The primary sources of data are those data which are being collected for the first time. They are the first- hand data gathered by the researcher themselves. In this research, the main data were collected by the questionnaire. These are collected through statistical calculation and analysis process. With the help of these data we can get precise information.

When determining the appropriate sampling method for research on "influencer marketing vs. traditional marketing in the Coca-Cola company," it's crucial to align the method with the research objectives and the defined population. Here's a breakdown of suitable sampling methods:

For Quantitative Research (Surveys, Social Media Analytics):

Probability Sampling:

Stratified Random Sampling:

- If the research aims to compare different demographic groups (e.g., age groups, income levels), stratified random sampling is effective.
 - The population is divided into strata (subgroups), and random samples are drawn from each stratum.
- Quota Sampling:
- This non probability sampling method attempts to get a representative sample. Where the researcher will set quotas for the amount of people from certain demographics that they want to be in the sample.
 - This is useful when trying to get a sample that reflects the population demographics.

By carefully selecting an appropriate sampling method, we can ensure that our findings are valid and reliable.

SAMPLING FRAME:

- When constructing a sampling frame for a study on "influencer marketing vs. traditional marketing in the Coca-Cola company," it's essential to consider the diverse aspects of the research. Here's a breakdown of potential sampling frames, tailored to different research focuses:
 - Consumer-Focused Sampling Frames:
 - Social Media Platforms:
- This is crucial for influencer marketing analysis.
- Instagram, TikTok, YouTube, X (Twitter):
Lists of users who:
- Follow Coca-Cola's official accounts.
- Use relevant hashtags (e.g., #CocaCola, #Coke, #CocaColaInfluencer).
- Engage with Coca-Cola branded content.
- Consider using social media analytics tools to create lists of users who meet specific engagement criteria.

DATA ANALYSIS AND INTERPRETATION: 4

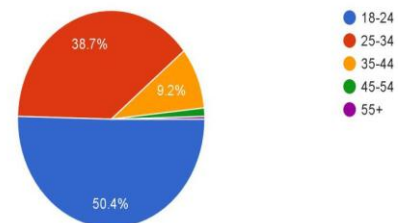
Research / Data Analysis:

The Google forms survey is distributed to the intended audience to conduct the data collection. The survey is distributed through email, professional networks.

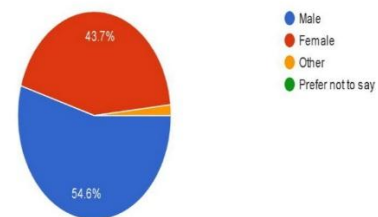
Once the data related to consumer behavior and preferences has been collected, it needs to be analyzed to derive meaningful insights and draw conclusions. Here are some key steps for conducting research/data analysis in marketing management : Google Forms was selected as the data collection tool for this study.

It makes study easier by providing the responses through the respondents. The use of Google forms as the instrument for data collection makes it possible to collect both qualitative and quantitative data. A questionnaire was been prepared for conducting the survey through Google form.

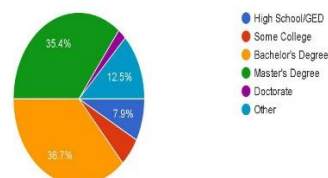
What is your age?
240 responses



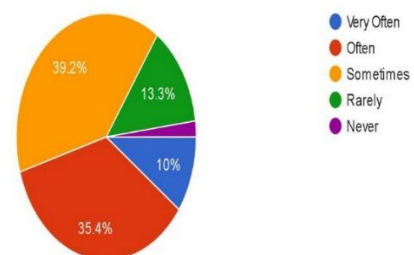
What is your gender?
238 responses



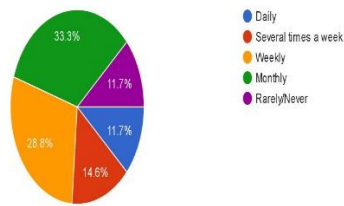
What is your highest level of education?
240 responses



How often do you see Coca-Cola advertisements?
240 responses



How often do you consume Coca-Cola products?
240 responses



CONCLUSION

This research investigating the effectiveness of influencer marketing versus traditional marketing within the Coca-Cola Company leads to several key conclusions:

1. Both Marketing Approaches are Essential, but Serve Different Purposes:

Traditional marketing remains crucial for establishing broad brand awareness, reinforcing core brand values, and reaching a wide demographic. It provides a stable foundation for brand building.

2. A Hybrid, Integrated Marketing Strategy is Optimal:

The most effective approach for Coca-Cola involves seamlessly integrating influencer marketing into its broader traditional marketing strategies. This synergy maximizes reach, engagement, and overall marketing ROI. This integration should involve consistent messaging, cross-promotion, and a unified marketing calendar.

3. Authenticity and Relevance are Paramount in Influencer Marketing:

Consumers, especially younger audiences, prioritize authenticity and genuine connections with influencers.

Micro and nano-influencers often generate higher engagement due to their perceived relatability and niche expertise.

4. Product and Campaign Specific Strategies are needed:

Not all Coca-Cola products, or Coca-Cola marketing campaigns, will respond to marketing in the same way. A marketing strategy that can be adapted to meet the needs of any given product, or campaign, is required.

In summary: Coca-Cola can achieve optimal marketing results by strategically combining the strengths of both influencer and traditional marketing. By prioritizing authenticity, leveraging

data-driven insights, and adapting to the evolving digital landscape, the company can maintain its position as a leading global brand and effectively connect with its diverse consumer base.

REFERENCES

- [1] Research indicates that conventional marketing strategies are still efficacious in expanding one's reach and strengthening brand allegiance, particularly with older demographics who tend to engage with more conventional forms of media (Keller, 2016).
- [2] Studies show that recommendations from influencers that people follow are more likely to be trusted by customers than traditional advertisements (Schouten et al., 2020).
- [3] The efficiency of influencer marketing and traditional marketing has been examined in numerous research. Because influencer marketing is targeted and can increase engagement and conversions, it has been shown to be more cost-effective and to yield a higher return on investment (ROI) (Sammis et al., 2016).
- [4] However, conventional marketing frequently outperforms digital marketing in terms of broad brand awareness and long-lasting emotional impact generated by narrative (Belch & Belch, 2018).
- [5] Traditional marketing is experiencing a decline in consumer engagement due to the growing popularity of ad-blocking software and ad-free streaming services (De Veirman et al., 2017).
- [6] Studies suggest that traditional marketing methods are effective for brand building and establishing brand recognition, especially for established companies that aim to reach older or broader demographics (Keller, 2016).
- [7] Traditional marketing is known for its ability to deliver controlled and consistent brand messages, leveraging storytelling and visual appeal to create emotional connections with consumers (Belch & Belch, 2018).
- [8] Research indicates that influencer marketing is more effective than traditional advertising in creating authentic connections and trust with consumers, particularly among younger generations who value peer recommendations and social proof over direct advertising (Schouten et al., 2020).