A Social Psychology Theory Driven Proposal for the Global Marketing Position of Coca-Cola.

Introduction Letter to Mr. Merrill:

Coca-Cola's global sustainment priorities and strategies encompasses reaching diverse individuals and communities. (The Coca Cola Company, 2014). The most efficacious opportunity to accomplish this is focusing on the aspect of "well-being". This presents a large opportunity to advance your goals with your consumers, partners, non-government organizations, public and governmental stakeholders. By combining the goals of building the Coca-Cola Brand to sustain global consumption with bringing awareness and resources for healthy living; a global outreach plan utilizing the cross-cultural aspects of promoting healthy lifestyles, exercise, and weight loss can be incorporated into a socio-economic platform that spans across a diverse spectrum of consumers. This would allow for an emphasis on growing your brand from lower socio-economic areas to the highly resourced consumers. Your business partnerships, alliances with ngo's, accountability to the government and public entities as well as your relationship with your internal employees would be strengthened. The end result would culminate in increased consumption of your products through true social loyalty programs. Case in point are the growing popularity of mobile apps use for searches, information, games, and networking which have climbed to an all-time high of 89% of all consumers online by which 27% leads directly to increased consumption of goods and services (Bosomworth, 2015).

In order to enhance the "well-being" aspect of your global sustainment strategy, there are 4 main recommendations that will propel your success based on supported scientific consumer behavior principles centering on the concepts of identity, community, and values. The recommendations will be based initially on the concept of identity, or the process of reinforcing an individual's attitude and behaviors by focusing on the personal aspects of healthy living. This concept would tap into the motivations of personal identity through individual successes, goals, personal attitudes and rewards. It is flexible in nature in that different individuals can be motivated through different means. The model of community would draw from the aspects of a person's motivation and satisfaction from being a member of a social group centered on a topic of interest that can be a positive force in the person's life. By seeking to address social groups of individuals that are part of healthy living, weight loss, or exercise programs, those motivations can be funneled into increased consumer loyalty (El-Nasr et al, 2011; Lee et al, 2011). The aspect of values would address the individual consumer's attitudes and personalities on positive relationships and the desire for individuals to make positive change in other's lives. This strategy would tap into considerations of consumers for the well-being of their children, family, friends, their environment, and society as a whole.

With those key concepts as a foundation, the four recommendations for the future promotion of global sustainment within the strategy of well-being are as follows. (1) Offer online games which allow individuals to track their weight loss progress, exercise regimen progress, and receive rewards and benefits for participating in the games and also utilizing healthy products offered by your company. This supports the social-psychological basis of the physical layer of the installment theory. Providing the physical tools or resources to engage consumers and initiate the process to then direct desired behaviors; increased consumption and increased health (Lahlou,

2009). (2) Offer apps that can coordinate education and information about your healthy products and healthy lifestyles, then merge that with individuals' ability to track personal goals and compare them with family and friends or peer groups that are involved in similar healthy lifestyle activities and pursuits. This particular recommendation merges the physical and psychological layers of the installment theory in that additional physical tools and resources are provided to consumers via apps, and then information, instruction and education promote the individual and group psychological concepts of installation theory. In this phase, consumers are directed on how and why to utilize these resources, but also are being reinforced to utilize the products, services and most importantly the brand of Coca-Cola (Lahlou, 2009). (3) Create virtual social communities of healthy product consumers that allow for relationship building, personal testimonies, and reinforcement of your company's culture and philosophy on producing quality healthy products, and being a positive change agent for healthy lifestyles among families across all geographic and socio-economic groups. Within this phase there is a merging of the psychological and the social layers of installment theory. The additional information, resources, and education promoted within the virtual communities strengthen the psychological ties to healthy living and Coca-Cola products, but then the social norms, expectations, and ideals presented within a virtual social community focused on healthy living emerges. Within the installation theory, this layer monitors and frames the physical and psychological layers by informing community members on the expected actions, attitudes and results of healthy living as well as the benefits of the Coca-Cola brand (Lahlou, 2009). (4) Create community programs (virtual or live in communities) which focuses on the core values of your company's mission to increase the overall health of consumers and the aspects of your healthy products that can support that lifestyle by donating free time and resources to establish individual and group healthy lifestyle activities. This aspect of the recommendations engages the social layer of installment theory in that in engages in the offline, live within community social expectations and norms specific to the everyday lives of these consumers. This further engages specific social elements that these community members see every day, and when Coca-Cola becomes part of the everyday community experience related to healthy living, then the social norms and institutions that inform consumers on actions and attitudes also will reinforce the brand and community initiatives of health and well-being, thus increasing loyalty and consumption (Lahlou, 2009).

This is a visual example of the recommendations in action:

Installment Theory	Attributes:	Recommendations:	Outcomes:	
1. Physical Layer	Engaging Consumers	Provide health focused online and virtual games/apps/communities	Reach a wide base of target consumers. Establishes trusted modes of exchanging ideas, information, and resources to begin to build brand loyalty.	
2. Psychological Layer	Creating consumer awareness and identity	Provide healthy living education, information, resources and a platform for consumers to bond with like-minded individuals and your company. Provide your own healthy product line as part of offers and rewards.	Creates positive individual and group identities. Strengthens the exchange relationship between group members as well as with your brand. This begins to transition from the short term economic, individual and social gains to the long term gains.	
3. Social Layer	Reinforcing institutional norms and expectations on healthy living.	Link the virtual and online aspects of games/apps/and community forums to the live, within community setting. Offer activities, entertainment, seminars, and resources along with your product line to direct behaviors towards consumption.	Increases and enhances the positive image of the Coca-Cola brand through satisfying societal issues with health driven products. Re-affirms the ever strengthening bond between the consumer and the brand thus propelling overall consumption and sustainment towards 2020 goals.	

Empirical findings support the use of technology to captivate and endear consumers to brand loyalty and usage. This allows a more streamlined and efficient manner to cater to diverse personalities, attitudes, and cultural identities. The use of games, virtual communities, and donated resources can tap into the individualized ideals of healthy living, but also satisfy the need to be a part of a positive group or community (El-Nasr et al, 2011; Lee et al, 2011).

These recommendations can help overcome some current limitations in Coca-Cola's sustainment strategy. Coca-Cola has had obstacles in overcoming the perceptions and reputation that some products are not health focused and driven. While not all products would be consistent with a health and well-being focused strategy and more of an entertainment and refreshment orientation; many of your products either by design or improvement can fall into the category of

supporting healthy lifestyles. The use of the app, gaming, and virtual recommendations would not only allow increased platforms for promoting your products, but then also link a brand loyalty program at the same time. This addresses the second overarching limitation of Coca-Cola's sustainment strategy, which is increasing consumption to the year 2020 goals as stated in your sustainment report (The Coca-Cola Company 2014).

Intro

The Coca-Cola Company has a feature in its overall global strategy for sustainment in the long term which can resonate with individuals across the cultural and socio-economic spectrum, which is related to well-being. This presents Coca-Cola with a prime opportunity to make a large positive difference with a very top-of-mind issue. The concerns of overall health, obesity, balanced diet, exercise, and mental wellbeing are inextricably linked in today's society. The other aspects of the global society at the forefront of everyone's daily lives are social media and online based or app based gaming. Combining your goals of bringing awareness and resources to help educate, inform, and make positive changes in your consumers' well-being with the online and virtual worlds of media and games presents a viable consumption strategy sure to take your company to new heights in brand loyalty. Utilizing sound empirical findings rooted in social psychology theory regarding identity, community and values will allow your company to succeed on two levels; bringing about positive change in healthy living and reaching your goals of consistent consumption growth into 2020. Aligning theory with popular societal trends has culminated in a four-part strategy utilizing online based and app based gaming, online based and app based information sharing encounters, virtual communities of fellow consumers of both health centered products and features and of Coca-Cola, as well as live within community resource ventures. By focusing on health and well-being you will capture a large majority of individuals that are eager to utilize trusted sources for their consumption. Based on the long standing trust in the Coca-Cola brand, you will also be able to cross-reference your existing consumers and introduce them to more visible health and well-being initiatives, only increasing the strength of the bond between your brand and your consumer. The link between the two communities will be combined with social media and online games, apps, and virtual communities. In addition, your company will benefit from engaging on offline, within community events focusing on health and well-being. For example, sponsoring a "Healthy Life Day" in which Coca-Cola would provide the resources and time to provide community members special events, activities, and demonstrations which not only promote the healthy line of products, but engages members in activities and entertainment focusing on healthy living. With that being said, there would be some limitations of these strategies that would diminish some of the returns and possibly require extra steps to overcome. Two overarching limitations of these recommendations include the small, and unique testing samples utilized in the empirical findings which may not generalize to larger populations, and the always important notion of individual preferences in which not all members of the healthy living consumer base will engage in games and apps for their means of engaging in your brand.

Short Term Recommendations

Economic Sustainability

Within the short term recommendations, the strategy would focus on capturing the more actively engaged health and well-being consumers that may be existing consumers of particular products of Coca-Cola. This presents a two-fold process. To engage with those consumers that are ready to take action, or have already started to take action, with the health and well-being games that reinforce the Coca-Cola brand as well as continued product purchases, particularly those that Coca-Cola would like to reinforce within the health and well-being initiative. This would provide short term economic sustainment of the products that Coca-Cola wants to associate with health and well-being and, via the social identity theory, enhance the consumption value in order to propel initial sales (El-Nasr et al, 2011). These are short term goals, as these recommendations will produce short term gains over fewer years than the longer term goals of sustainment. Though games can be utilized over several years, this stage of the recommendations will be introduced to a consumer base that are already Coca-Cola consumers and/or healthy living consumers that can become Coca-Cola consumers. This only expands the overall long term consumption of your products to a limited amount considering you would only be slightly increasing consumption among those already utilizing your products. These games and apps would be used as a platform to build your longer term based consumers that do not utilize your products and are newly emerging healthy living consumers, which constitute the long term recommendations.

Physical Layer of Installment Theory

The first platform of the Coca-Cola Health and Well-Being Initiative would be to develop and offer online based or app based health focused games. These games would feature interactive features that highlight individual success on dieting, exercise, healthy living and mental happiness. Rewards via advancing levels, points for future product purchases, offering resources and information on modern dieting and exercise would enhance and create the positive individual and group identity that motivate consumers (El-Nasr et al, 2011). These games and apps are typically free to the consumer and would initially build the desired trust factor in any brand loyalty initiative (Lee et al, 2011). The physical layer of the installment theory, as previously discussed, places the artifacts, or resources, into the hands of the consumers in order to initiate the directed behavior within this phase of the strategy. This is based on the attribution theory, which posits that consumers that view a corporation's motives as altruistic are more likely to trust its brand (He et al, 2012). Further, the social identity theory (Lee et al, 2011) indicates that when an individual perceives the benefits of utilizing a brand to enhance their individual goals, enhance their self-esteem, or allow self-expression then they are more likely to form a bond or relationship to that brand and company (Lee et al, 2011). The health based games offered would concentrate of rewarding consumers for achievements, use of the games, use of products, and following through on weight loss and exercise programs. These rewards would

strengthen the consumer's desire to continue utilizing these games further building on brand loyalty.

Consumer Well-Being Sustainment

Another short term recommendation with the development and dissemination of health and well-being apps would be to bolster the Coca-Cola mandate for providing individual well-being to its consumers. Within the feature so the apps are education, information, resources, and recommendations for how and why consumers should and could improve their overall fitness, diet, and mental well-being. This provides the social awareness of large corporations that yield some responsibility in educating and informing its consumers on healthy living lifestyles as well as the impact of the products that are consumed from Coca-Cola. This is a short term recommendation as there is only a finite amount of impact through installation theory that upholds the installation of the physical and psychological layers that promotes a desired behavior (Lahlou, 2009). The repetitive nature of installation in combination with other external factors comes later with the longer term recommendations.

Transitioning from the Physical to Psychological Layers of Installation Theory

The second phase of the health initiative strategy would be to develop online apps that allow for information gathering, exchanges, and tools for individuals to guide their own healthy lifestyles. Coca-Cola specific products could be woven into this free resource further connecting the consumer to the brand, and ultimately the company. Based on the installation theory, the physical determinant of the desired consumer behavior (consumption of products) would be delivered via the mobile or desktop apps which offers affordances of education, information, and self-improvement (Lahlou, 2009). Next, the psychological layer of installation would be delivered via the type and amount of information which could educate a consumer towards activities, not only enhancing their healthy lifestyles by relying upon your uniquely provided information, but can also be directed to utilize your unique products (Lahlou, 2009). This incorporates the basis of the theory in that personal experience and education frames individuals' interpretations. The final piece of this theory is the social aspect of delivery by which social institutions (i.e. the medical field, family, friends, general societal acceptances) produce the stress or pressure to become healthier through a variety of efforts (Lahlou, 2009). This can also be attributed to the social influence theory. Specifically, research examining the influence of positive, social information and attitudes in online interactions enhances and expands consumer's consumption (Lee et al, 2011). When online personal testimonies, information provided by trusted and reliable sources, and positive results are combined with a brand loyalty program online, then the aspects of societal based stressors and pressures to adopt positive self-identity features is enhanced and expanded to product consumption (Lee et al, 2011). Ultimately putting apps, with behavior directed information and products in the hands of consumers taps into the societal awareness of the issue of healthy living so that the individuals you reach are relying upon your trusted brand and company for information and products. In addition, the social identity theory comes into play, by not only allowing for individuals to seek out and achieve

some goal or purpose with your brand and company, but it also allows for them to form identity within the aspects of promoting their own health ideas, initiatives and activities for others to view and see (Lee et al, 2011).

Long-Term Recommendations

Economic and Individual Well Being Sustainment

The third recommended strategy of providing and creating virtual communities is considered a long term strategy based on the nature of online, and virtual interactions that are sustained over longer periods of times as opposed to games and apps (Laroche et al, 2012). By increasing the amount of brand loyalty and depth of exchanging of information, resources, and benefits through social exchange theory and group social identity theory, consumers are more likely to adopt a longer period of sustainment on consumption of products and interactions online to fulfill their identity needs of health and well-being (Laroche et al, 2012; Lee et al, 2014). This would then provide long term sustainment in economic growth for Coca-Cola as well as long term sustainment of healthy behaviors in individuals.

Merging the Psychological and Social Layers of Installment Theory

The third stage of this strategy focuses on creating virtual communities that can group those that are active consumers of health and well-being information and those consumers who utilize the products offered by Coca-Cola. The focus of this part of the strategy is twofold. To allow consumers and individuals to form identities with this newly formed group centered on the unique information, education, resources and products of Coca-Cola's health and well-being initiative, as well as allowing Coca-Cola to directly interface with these individuals. Within this phase of the strategy, the psychological layers of installment theory are further incorporated based on the attributes, information and resources that direct the individual behaviors towards the desired outcome. More importantly, the social layer of the installment theory would be presented in the form of the community itself. The commonality of the community focused on healthy lifestyles directs the psychological and physical layers with the individual members and fully installs the accepted or anticipated healthy actions and activities. This concept is in part based upon the tenets of the social exchange theory, where individuals and organizations interact with the goals of gaining benefits and reducing risks (Shiau & Luo, 2012). In fact, the more relevant research involved with this theory points to successes where these interactions take place in online environments when there is a high level of trust, reciprocity and reputation between the consumer and the organization (Shiau & Luo, 2012). Specifically, the norm of reciprocity provides foundation linking the principles of social exchange theory to outside forces such as family friends, and social institutions. It is the norm of reciprocity that indicates individuals

exchange in kind based on the belief that there are expected benefits and positive outcomes with the person or entity on the other end of the exchange (Chen et al, 2009). In the short term, the intensity and amount of change benefits more economic goals, whereas the goals of obtaining long term social exchange relationships is based on emotional and identity driven forces (Chen et al, 2009). Thus when an individual places trust, familiarity, long term relationships into the exchange equation, there are more frequent and intense exchanges representing desired consumption of goods and services (Chen, et al, 2009)

Further, by individuals engaging in online relationships centered on a common theme or goal, these relationships can mirror aspects of social exchange theory through reciprocating in kind the information and suggestions on healthy living, as well as the specific products they are using from your company (Lee et al, 2014). This portion of the strategy is also bolstered by group social identity theory which focuses on the brand community. This is a social based theoretical foundation by which online communities form around a common theme, or brand. In fact, research indicates as individuals join this virtual community to form some positive type of self-identity, they also form a strong loyalty to the brand based on the intimate interactions based in information, ideas, resources, and artifacts they perceive as gifts (Laroche et al, 2012). Once these perceived gifts are received via the brand community, the consumer feels a level of devotion which prevents them from deviating from the brand (Laroche et al 2012). By Coca-Cola exercising their opportunities to promote, sustain and engage in the virtual brand community, the basis of the well-being initiative can be promoted along with the requisite products and services which can further strengthen brand loyalty.

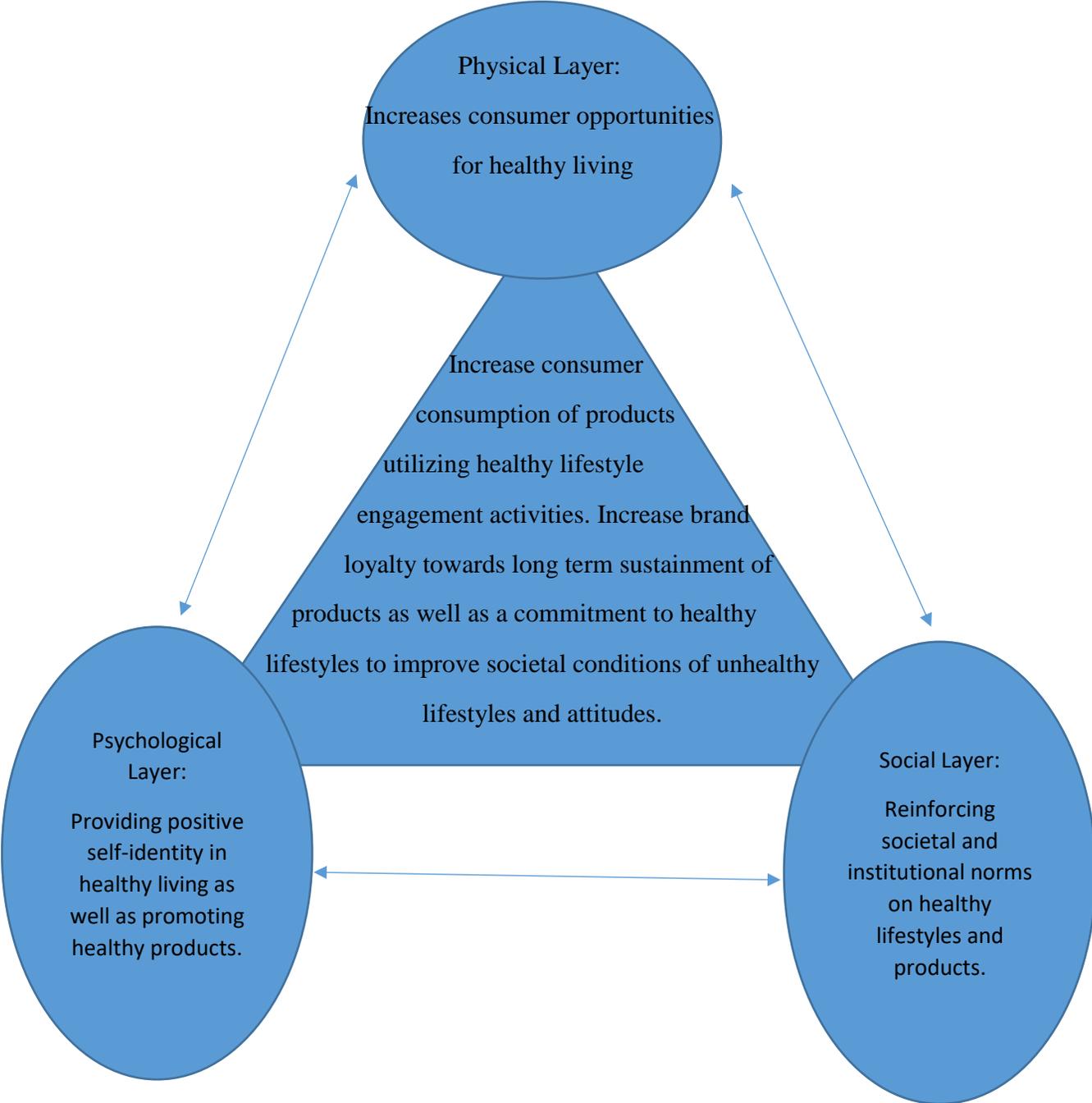### Social and Environmental Sustainment

The final part of the recommendation strategy would focus on the long term impacts on the social and environmental aspects of health and well-being. In examining Coca-Cola's initiative on well being, there is a focus on bringing about change across the globe throughout many different cultures, regions, and communities. By enhancing the real and tangible assets of education, information, resources, activity, and time that Coca-Cola would provide in real time can span across all cultures and communities. Health and well-being is a global concern based on the impacts poor health and well-being has on society as a whole. By bringing health and well-being directly to individuals and communities via the impression management theory, not only would the brand recognition provide a platform by which to deliver these tangible assets, but can directly impact an area's overall health and well-being (Hooghiemstra, 2000). This is made possible in part by the legitimacy theory by which organizations are driven by the perception of legitimate sponsors of their own good works in communities (Hooghiemstra, 2000). This explains the social reporting phenomenon by which organization make concerted efforts, many times to allay public pressure on social issues, to report good news, evolving socially conscious actions, and moving towards future improvements in a socially prescient issue (Hooghiemstra, 2000). Specifically, to address the previous impressions or perceptions that some Coca-Cola products have negative impacts on health, as well as to bolster the healthy living initiative, Coca-Cola could engage in two ideal exercises in this phase of the strategy. First, Coca-Cola could

sponsor and provide resources and information in community healthy living fairs which could involve all ages and cultures. This would include on hands seminars, fun games, entertainment shows and product placement. Secondly, Coca-Cola could hold special sporting events like a mini-competition within specific regions that incorporate engaging competition, but can also provide platforms for education and information for participating communities based on healthy living. Products placement could be reinforced throughout the events. Either way, these two separate events could be merged into one 2 to 3 day regional community event by which all activities could take place. The relationships forged, then strengthens brand loyalty which in turn produces the desired long term impact on social and emotional exchange principles (Shiau & Luo, 2012). By addressing these issues over the long term, the improvement in health and well-being awareness and resources could advance the social and environmental impacts in a positive manner. Specifically, by educating, informing and reinforcing healthy living, healthy diets and healthy minds, individuals and communities would reduce the societal strain on the medical industry and the economic strains of families. Further, the public pressures on companies to engage in health related causes would place Coca-Cola at the forefront, only increasing brand image and awareness for future consumers to be placed into the recommended strategic processes for future sustainment.

The Social Layer of Installment Theory

The final portion of the strategy consists of bringing the concept of the virtual and brand communities to the physical, live environment in communities across the globe. This aspect of the strategy is fully invested into the social layer of installment theory by utilizing and supporting the societal institutions or agents that typically direct or reinforce individuals or community's behaviors. By Coca-Cola bringing information, resources, and time to communities that otherwise would not have access to such healthy living and well-being information, Coca-Cola can brand its own social cause message through the use of impression management. Impression management theory is based on the principles of an organization directing and accounting for the messages communicated to consumers or society at large (Hooghiemstra, 2000). These communications come from companies attempting to take accountability for an issue, or to be proactive in heading off negatives of possible problematic circumstances in the future. In the case of Coca-Cola, to take on the banner of healthy living and well-being, the accounting would be for any possible negatives associated with your products in the past with new and updated information and resources could show consumers your legitimacy in well-being (Hooghiemstra, 2000). This could come in the form of the representations and perceptions on the links of some of your products to obesity, or even more harmful chemical impacts from the makeup of some of your products. Secondly, taking resources into the physical communities satisfies the need of consumers to actively see and experience companies displaying how true they are to social causes. Providing specific health related resources, education and time in communities related to areas such as proper diets, successful exercise programs, activities and actions that can lead to happier and healthier lives are a few of the specifics that can link Coca-

Cola to a legitimate source of information and products related to healthy living. By reinforcing the messages of healthy living and well-being through social reporting followed by tangible, exchanged goods and services within the social layer of installment theory, the societal institutions of good health, exercise, a sound diet, positive attitudes and mental well-being become those social aspects that can reinforce Coca-Cola's use of this strategy. Further, the representative social layer of this process would bring opportunities for those social agents to endorse and further strengthen the brand of Coca-Cola by reinforcing the messages of Coca-Cola and possibly endorsing Coca-Cola in the healthy living strategy.

Physical Layer:

Increases consumer opportunities for healthy living

Increase consumer consumption of products utilizing healthy lifestyle engagement activities. Increase brand loyalty towards long term sustainment of products as well as a commitment to healthy lifestyles to improve societal conditions of unhealthy lifestyles and attitudes.

Psychological Layer:

Providing positive self-identity in healthy living as well as promoting healthy products.

Social Layer:

Reinforcing societal and institutional norms on healthy lifestyles and products.

As with any strategy in business based on scientific, empirical research based upon social psychological theory, there are always limitations. First and foremost, the full concepts of utilizing games, apps, online and virtual communities as well as live, within community events has the limitation of generalizing results across brands and communities. In essence, the empirical data on the use of games for weight loss, the use of online brand communities, and the use of apps were tested in smaller sample sizes among limited and unique niche's (El-Nasr et al, 2011; Lee et al, 2012; Laroche et al, 2014). The second overarching limitation of the strategy involves the uniqueness of the individual consumer, or the unique groups of individuals you will be addressing and informing. It is particularly notable that not all individuals or groups of commonly associated communities will react the same way to brand loyalty programs. For example, the use of games and apps that allows others to view results within a group, or competition results that are posted for others to see may inhibit some potential consumers from identifying to the brand or the use of the social identity theory (El-Nasr et al, 2011). Groups of individuals within communities could pose additional limitations such as the younger or older populations. The feasibility of online and virtual games, apps, and communities could eliminate these groups viability within the strategy based on the less frequent nature of their utilization of such features. In order to overcome those limitations, specifically designing the live, within community activities and brand loyalty programs previously discussed by offering age specific resources, activities, and events. Furthermore, when it comes to online and virtual activity within such things as apps and online virtual communities, individuals react differently associated with the social exchange theory, in that the reciprocity of good will and the use of this theory to provide benefits and resources with minimal costs or risks declines when individuals are apprehensive to share information, personal stories, or individual details for fear of invasion of privacy, as well as a self-identity that does not fit well with the open nature virtual communities or interactions (Lee et al, 2011; Shiou & Luo, 2012). On the smaller scale the limitation of the installation theory in utilizing games and apps to help create stronger loyalty to the brand and identity to the company is reliant upon the company and social institutions to offer the various types of direction and instruction on how to apply information and resources into the desired actions of consumption (Lahlou, 2009). There is also an inherent limitation of the impression management theory in relation to providing communities with free resources and time. When a corporation has a preconceived reputation, or the motivations of the offer of free resources are in question, the resulting brand loyalty and increased activity in consumption is truncated (Hooghiemstra, 2000). The resulting increase of 12% to 20% overall improvement of brand loyalty and increased consumer consumption based on the aforementioned studies can be damaged in some way based on these limitations (Lee et al, 2014; Shiou & Luo, 2012). That being said, if following the prescribed strategy, with a brand as large and reputable as Coca-Cola, the trust, legitimacy, and good will pre-established in society at large could very well mitigate

some or all of these limitations. Not to mention the use of the social identity theory within all parts of the overall strategy could mitigate these limitations by focusing on the ideals of positive health, positive minds and feeling good about oneself. By addressing the individual and group concepts of positively identifying with health through the games, apps, and communities with rewards for reaching goals, obtaining levels of achievement, and promoting success stories and testimonials could reach across many varied groups and individuals with the common theme of getting healthier.

Overall, the utilization of the virtual online environment combined with free flowing information and artifacts such as games, apps, brand communities and live community events would be the foundation for the future growth in brand loyalty and consumption. Particularly, research centering on the virtual world via social media or virtual networks has been shown to increase a company's customer loyalty and brand awareness based on empirically tested data results gained from social identity theory, attribution theory, social exchange theory and brand community theory (Laroche et al, 2012; Shiou & Luo, 2012; Lee et al, 2011). Based on the installment theory framework, beginning with the physical layer by offering the resources, artifacts, and tools to deliver the information specific to the healthy living strategy. Engaging consumers' needs for positive identity formation in health, fitness and wellbeing, exchanging free information and resources for extended brand loyalty, as well as engaging with them in brand communities in order to create positive attributes of your company are all tested techniques that brings success to participating companies (Laroche et al, 2012; Shiou & Luo, 2012; Lee et al, 2011). This would constitute the psychological layer of the installment theory, which drives the directed behaviors of the individual towards the goals of increases sustainment. By adding in the aspect of online, virtual, social media based avenues to communicate, exchange resources, and devoting time to developing a positive relationship strengthens and commits the consumer-organization loyalty. This develops the social layer of the installment theory as the community values, norms, and expectations direct the behaviors indicating how to use the information provided through the tools placed with individuals for healthy living and increased consumption. As has been demonstrated with the social identity and attribution theories, the extension and strengthening of brand loyalty culminates in a long term, loyal relationship by which consumers make that brand the first choice when consuming goods and services (Lee et al, 2014). This four-part strategy is sure to provide Coca-Cola with the most modern and empirically tested strategies to achieve its stated goals of sustained consumption growth through 2020.

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