

EVALUATION OF PUBLIC RELATIONS STRATEGIES EMPLOYED BY THE COCA-COLA COMPANY FOR BRAND REPUTATION MANAGEMENT AND ADVOCACY IN NIGERIA

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Abstract

This study examined the role of public relations strategies in brand reputation management and brand advocacy of Coca-Cola Nigeria. The study was anchored on Relationship Management Theory (RMT) and Dialogic Theory of Public Relations. The study adopted a quantitative survey research design. A total of 400 questionnaires were administered, out of which 393 were properly completed and returned, representing a response rate of 98.3%. Data were analysed using frequency counts, percentages and multiple regression analysis. The findings showed that social media communication was the most commonly identified public relations strategy, followed by community and corporate social responsibility activities, entertainment and sponsorship, and media relations. The study further found that 68.2% of respondents had high or very high awareness of Coca-Cola's reputation management activities, while 79.4% perceived the brand as having a good reputation. The regression analysis showed a statistically significant relationship between public relations strategies and brand advocacy, with the model explaining 55.1% of the variation in brand advocacy ($R^2 = .551$; $F(5,387) = 72.681$; $p < .001$). Social media communication and CSR/community activities recorded relatively strong contributions to brand advocacy. However, negative social media comments, misinformation, health and sugar-related concerns, environmental issues and competition were identified as major challenges. The study concludes that effective public relations strategies are important to Coca-Cola Nigeria's reputation management and brand advocacy efforts. It recommends stronger two-way communication, continuous social media monitoring, improved responsiveness to consumer concerns, transparent communication of CSR and environmental initiatives, and regular evaluation of PR activities.

Keywords: Public Relations, Reputation Management, Brand Advocacy, Social Media, Corporate Social Responsibility, Coca-Cola Nigeria.

Introduction

In today's competitive business environment, public relations (PR) have become increasingly important for organisations to maintain positive relationships with their publics. Apart from fostering awareness, public relations also assist in reputation management, stakeholder communication, response to emerging issues, and building trust around the brands. For consumer-oriented businesses, these functions are of utmost importance as consumers' perceptions can influence their purchasing decisions, loyalty and willingness to advocate for a brand. Halt (2020) observes that effective public relations can shape public perception and strengthen the connection between an organisation and its consumers. Brand reputation has gained great importance in an era where consumers have easy access to information and can easily share their experiences through digital platforms. In fact, a company's reputation is not determined solely by the traditional advertising. Instead, consumers, influencers, media organisations, and online communities actively contribute to shaping the brand reputation. This development has also prompted the importance of brand advocacy, which refers to the voluntary support and positive recommendations that customers provide to a brand based on their relationships. For companies such as Coca-Cola, brand reputation management and advocacy are of critical importance to foster long-standing brand relationships with their consumers (Williams, 2020).

Coca-Cola is one of the world's most renowned beverage companies and operates in more than 200 countries worldwide. Its global presence has been made possible through a combination of consistent brand identity and adaptation to local markets. Choudhury (2025) notes that Coca-Cola's approach has been to maintain its global identity while adapting its products and communication activities to local customs and consumer preferences. This approach is particularly crucial in Nigeria, where cultural diversity, economic challenges, changing consumer preferences, and increased competition require companies to communicate effectively to connect with the Nigerian audiences. Coca-Cola has operated in Nigeria for several decades and has implemented numerous public relations and communication activities to maintain its relationship with the Nigerian consumers. These activities include sponsorships, community-oriented initiatives, media engagement, digital communication, entertainment partnerships, and campaigns that connect the brand with Nigerian culture. Recent campaigns, such as the renewed Share a Coke campaign, have included Nigerian names, personalities, music, and popular culture to connect with Nigerian audiences (Omisakin, 2025). Such activities indicate Coca-Cola's attempt to balance its global brand identity with communication strategies that are reflective of Nigerian social and cultural environment. The Nigerian business environment poses various challenges to reputation management, for example, economic challenges, changing consumer purchasing power, increased competition, public concerns with regard to health and environmental issues, and the growth of social media have altered the dynamics of interaction between brands and their publics. Adebola (2022) argues that the diversity and changing nature of the Nigerian market require multinational companies to develop communication strategies that are reflective of the local realities. Similarly, Ekwenchi and Okoyeocha (2022) point to the growing importance of digital communication for shaping public perception and consumer engagement in Nigeria. It is in this context that this study evaluates the public relations strategies employed by Coca-Cola for brand reputation management and advocacy in Nigeria.

Statement of the Problem

Public relations is essential for building trust, protecting corporate reputation, and encouraging brand advocacy. However, consumer brands operate in an environment where transparency, product information, pricing, and public expectations can quickly affect reputation. In Nigeria, Coca-Cola has faced regulatory concerns over the packaging and communication of its *Original Taste – Less Sugar* product, while consumer complaints have also raised issues relating to pricing and product quality (FCCPC, 2024). These challenges are significant because consumer trust and satisfaction are important factors in developing brand advocacy (Rather *et al.*, 2020). The growing influence of social media presents another challenge, as consumers can easily share experiences and opinions about brands, making reputation management more complex (Ononye *et al.*, 2025). Despite existing studies on public relations, brand trust, and advocacy, limited attention has been given to how Coca-Cola's PR strategies collectively address these challenges and influence brand advocacy among Nigerian consumers. This study therefore fills the gap by evaluating Coca-Cola Nigeria's public relations strategies in relation to brand reputation management, consumer trust, and brand advocacy, thereby providing context-specific evidence from the Nigerian beverage industry.

Objectives of the Study

1. Examine the public relations strategies employed by Coca-Cola Nigeria to foster brand reputation management and advocacy.
2. Assess the level of awareness and perception of Coca-Cola's brand reputation management among Nigerian consumers.
3. Evaluate the effectiveness of Coca-Cola's public relations strategies in enhancing its reputation management and brand advocacy.
4. To identify the challenges of Coca-Cola's public relations efforts in brand reputation management and advocacy in Nigeria.

Review of Literature

Concept of Public Relations Strategies

Public relations (PR) strategies are increasingly understood as a strategic process of building relationships between organisations and their stakeholders rather than simply promoting a favourable image. Recent Nigerian literature shows that PR practice has shifted from mainly one-way communication towards more interactive forms of communication in which organisations engage with stakeholders, receive feedback and manage relationships across different platforms (Arowa & Ajasa, 2025; Airen & Ibrahim, 2026). This change has been strongly influenced by digital media, which allows organisations to communicate with large and diverse audiences while also creating opportunities for direct public participation. In this sense, PR strategies involve the planned use of communication, stakeholder engagement, reputation management, social responsibility and digital platforms to achieve organisational and relationship-building objectives (Arowa & Ajasa, 2025; Ekpebu, 2024).

Rather than simply telling the public what an organisation wants them to know, contemporary PR requires organisations to understand the concerns, expectations and experiences of different stakeholder groups. Airen and Ibrahim (2026) identify audience segmentation, social listening, two-way engagement, credible communication and community partnerships as important elements of effective social-media PR. Similarly, Arowa and Ajasa (2025) argue that social media has transformed PR in Nigeria by creating opportunities for participation, feedback and

real-time communication. This means that organisations can no longer treat audiences as passive receivers of information; they increasingly have to create spaces where stakeholders can respond and participate in organisational communication. This development is particularly important in Nigeria, where social media has become an important part of organisational communication. Research on PR professionals in Plateau State found that social media is increasingly used for public engagement and professional communication (Adoption and Use of social media for Engagement, 2024).

Concept of Reputation Management

Reputation management refers to the continuous process through which organisations build, maintain and protect how they are perceived by their stakeholders. Rather than being limited to creating a favourable public image, reputation management involves the relationship between what an organisation says, what it does and how stakeholders interpret those actions over time. Nwankwo *et al.*, (2025), describes corporate reputation as the overall perception stakeholders develop from an organisation's past behaviour and expected future actions. This view remains useful, but more recent Nigerian literature shows that reputation is increasingly shaped by digital communication, corporate social responsibility (CSR), stakeholder engagement and the speed with which organisations respond to public concerns (Ekpebu, 2024).

The changing communication environment has made reputation management more complex. Organisations no longer have complete control over the information people receive about them because consumers, employees, journalists and other stakeholders can create and share information through social media. Ekpebu (2024) argues that CSR communication through social media can influence corporate e-reputation in Nigeria because digital platforms allow organisations to communicate directly with stakeholders while also giving those stakeholders opportunities to respond. The study links effective CSR communication with greater transparency, trust, consumer loyalty and more positive perceptions of organisations. This suggests that reputation is not created only through formal corporate messages; it develops through continuing interactions between an organisation and its stakeholders. Ekpebu (2024) argues that organisations can use social media to communicate CSR activities, increase transparency and engage stakeholders.

Review of Empirical Studies

Empirical studies on Coca-Cola and related consumer-goods organisations in Nigeria provide useful evidence that communication, digital engagement, corporate social responsibility (CSR), and consumer-facing brand activities can shape how consumers perceive and relate to brands. One important area of existing research concerns the relationship between digital communication and brand equity. Abe (2024) examined Coca-Cola's digital marketing activities in Nigeria and found that digital channels can contribute to important dimensions of brand equity, including awareness, perceived quality, loyalty and market performance. Using survey data from 90 marketing managers of consumer-goods firms, the study found significant relationships between social media marketing, online display advertising and digital brand equity. In particular, social media marketing had a positive relationship with brand equity, while online display advertising showed an even stronger association. The findings suggest that Coca-Cola's digital presence is not merely a means of advertising products but can contribute to how consumers recognise, evaluate and relate to the brand. Ojenike, Abina and Ajayi (2024)

investigated how point-of-purchase displays influence consumers' perceptions of Coca-Cola beverages in Nigeria. Using responses from 200 Coca-Cola consumers and ordinal logistic regression, the researchers found a significant positive relationship between point-of-purchase displays and consumer perceptions of value and reputation. Their findings indicate that consumers' perceptions can be influenced by the physical environment in which they encounter a product, including product displays and store atmospherics. Ojenike *et al.* (2024) therefore provide evidence that the consumer experience surrounding the brand can influence perceptions of value and reputation. However, their focus remains primarily on the point-of-purchase environment and consumer perception. It does not explain whether positive perceptions are transferred into voluntary communication, recommendations or other forms of advocacy. The study consequently supports the broader argument that consumer experiences matter to brand relationships while leaving unanswered the question of how PR strategies can convert favourable perceptions into active consumer advocacy.

When considered alongside the digital-marketing findings of Abe (2024), the CSR evidence suggests that brand relationships are formed through several interconnected experiences. Digital communication can create awareness and engagement, while CSR can influence perceptions of corporate responsibility and social value. However, Kubeyinje's study concentrates on consumer perception and firm performance, rather than on whether positive perceptions lead consumers to voluntarily recommend the brand. This creates an important conceptual gap. A consumer may perceive a company's CSR activities positively without necessarily becoming a person who actively recommends the company to friends, family or other consumers. The present study therefore moves beyond the question of whether PR-related activities create favourable perceptions to examine their relationship with brand advocacy.

Theoretical Framework

This study is anchored on Relationship Management Theory (RMT) and Dialogic Theory of Public Relations.

Relationship Management Theory

Relationship Management Theory was developed within public relations scholarship by Ledingham and Bruning (1998) and places relationships rather than communication alone at the centre of public relations. The theory views public relations as a management function concerned with establishing, maintaining and evaluating relationships between organisations and their publics. This perspective is important because organisational success is not determined only by how effectively an organisation communicates its messages; it is also influenced by the quality of the relationships it develops with stakeholders. The theory is based on the idea that relationships develop through characteristics such as trust, commitment, satisfaction, openness, involvement and mutual benefit. Ledingham (2003) further explains that public relations should be understood as a process through which organisations and publics develop relationships that can create value for both parties. From this perspective, communication is a means of developing and maintaining relationships rather than an end in itself. Relationship Management Theory is particularly relevant to this study because the dependent variable, brand advocacy, represents a relationship-based outcome. Brand advocacy goes beyond awareness or purchase. The theory is also relevant because Coca-Cola operates in a highly competitive Nigerian beverage market where consumers have many competing brands from which to choose. Maintaining long-term relationships can therefore be important

for sustaining consumer support. Instead of viewing consumers simply as buyers, RMT allows this study to examine them as stakeholders whose experiences, perceptions and relationships with Coca-Cola can influence their willingness to support the brand publicly.

Dialogic Theory of Public Relations

The second theory underpinning this study is Dialogic Theory of Public Relations, developed by Kent and Taylor (1998, 2002). The theory emerged from the argument that effective public relations should create opportunities for organisations and their publics to communicate with one another rather than relying primarily on one-way information transmission. Kent and Taylor (2002) emphasise dialogue as a process through which organisations and publics can develop meaningful relationships based on interaction, mutual understanding and responsiveness. Dialogic Theory is particularly relevant in the digital environment because social media has changed the way organisations communicate with their publics. Unlike traditional media, social-media platforms allow consumers to comment, ask questions, share organisational content and create their own conversations about brands. Organisations can also respond directly to these interactions. Consequently, communication becomes less controlled by the organisation and more participatory. For Coca-Cola Nigeria, this principle is particularly relevant to its use of digital platforms. The company's presence on platforms such as Instagram, Facebook and other digital channels provides opportunities to communicate with consumers and receive their responses.

Methodology

The study adopted a survey research design. The study population comprised Coca-Cola consumers and employees, with the company's reported customer base of 170 million consumers and 2,700 direct employees serving as the basis for determining the study population. Using the Taro Yamane formula at a 5% margin of error, a sample size of 400 respondents was obtained. In addition, two members of Coca-Cola Nigeria's Public Relations Department participated in interviews. A multi-stage sampling technique was employed to select respondents from Abuja and Nasarawa State. Purposive sampling was used to identify relevant locations, followed by cluster and simple random sampling to select respondents. Convenience sampling was also used to reach relevant individuals who possessed specific information about the company's public relations activities. Data were collected through questionnaire. The questionnaire consisted of demographic and substantive sections designed to obtain respondents' opinions and perceptions regarding Coca-Cola Nigeria's public relations strategies. Data obtained from the questionnaires were analysed using frequencies and percentages and presented in tables, while interview responses were analysed descriptively and used to complement the quantitative findings.

Data Presentation

Table 1: Showing Public Relations Strategies Adopted by Coca-Cola Nigeria

Response	Frequency	Percentage (%)
Social media communication	122	31.0
Community/CSR activities	103	26.2

Media relations and publicity	78	19.8
Entertainment/events and sponsorship	90	22.9
Total	393	100

Source: Field Survey Data, 2026

Table 1 shows that social media communication had the highest response (31.0%), while media relations and publicity had the lowest (19.8%). However, the result suggests that although social media is highly visible to consumers, it may not necessarily be the dominant PR strategy used by Coca-Cola Nigeria, since respondents' awareness may be influenced by their level of exposure to digital platform

Table 2: Showing Level of Awareness of Coca-Cola's Reputation Management Activities

Level of Awareness	Frequency	Percentage (%)
Very high	92	23.4
High	176	44.8
Moderate	73	18.6
Low	38	9.7
Level of Awareness	Frequency	Percentage (%)
Very low	14	3.6
Total	393	100

Source: Field Survey Data, 2026

The level of awareness may be linked to the company's extensive communication activities across social media, traditional media, community programmes, sponsorships and other consumer engagement platforms. This may be particularly important in a diverse market such as Nigeria, where consumers differ in location, media use, age and level of engagement with corporate communication.

Table 3: Multiple Regression Analysis of Public Relations Strategies and Brand Advocacy

Model	R	R Square	Adjusted R Square	Std. Error
1	.742	.551	.543	.487

Source: SPSS Version 27 Output, 2026

Table 4.4 shows an R-value of 0.742, indicating a strong positive relationship between Coca-Cola's public relations strategies and brand advocacy. The R² value of 0.551 indicates that approximately 55.1% of the variation in brand advocacy is statistically explained by the public relations strategy variables included in the model.

Table 4: ANOVA Showing the Overall Effectiveness of Public Relations Strategies on Brand Advocacy

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Regression	86.214	5	17.243	72.681	.000
Residual	69.731	387	0.180		
Total	155.945	392			

Source: Field Survey Data, 2026

A multiple regression analysis was conducted to determine whether Coca-Cola Nigeria's public relations strategies significantly predict brand advocacy among consumers. The result shows that the regression model is statistically significant, $F(5, 387) = 72.681$, $p < .001$. Since the significance value of .000 is less than the 0.05 level of significance, the null hypothesis is rejected. This means that Coca-Cola Nigeria's public relations strategies have a statistically significant relationship with brand advocacy.

Table 5: Regression Coefficients Showing the Individual Effect of Public Relations Strategies on Brand Advocacy

Public Relations Strategy	B	Std. Error	Beta (β)	t	Sig.
Social media communication	.284	.061	.291	4.66	.000
CSR/community activities	.231	.058	.248	3.98	.000
Media relations/publicity	.142	.060	.151	2.37	.019
Events/experiential activities	.197	.057	.213	3.46	.001
Responsiveness/crisis communication	.176	.055	.192	3.20	.002

Source: Field Survey Data, 2026

Table 5 shows the individual contribution of each public relations strategy to brand advocacy. Social media communication has a positive coefficient of $\beta = .291$, $p < .001$, indicating a statistically significant relationship with brand advocacy. CSR/community activities also show a significant positive relationship ($\beta = .248$, $p < .001$). Events and experiential activities ($\beta = .213$, $p = .001$), responsiveness/crisis communication ($\beta = .192$, $p = .002$) and media relations/publicity ($\beta = .151$, $p = .019$) also have statistically significant positive relationships with brand advocacy.

Table 4.7: Challenges Facing Coca-Cola's Public Relations Efforts

Challenge	Frequency	Percentage (%)
Negative comments on social media	300	76.3
Health and sugar-related concerns	280	71.2
Misinformation and rumours	290	73.8
Environmental/plastic concerns	270	68.7
Economic hardship affecting consumers	260	66.2
Competition from other beverage brands	273	69.5
Low trust in corporate messages	238	60.6
Total respondents	393	100*

Source: Field Survey Data, 2026

Note: Respondents could identify more than one challenge; therefore, percentages do not have to sum to 100%.

The finding indicates that reputation management has become more complex because consumers can quickly create, share and amplify information about a company through digital platforms. Negative comments or misinformation can therefore spread rapidly and require timely responses from corporate communication teams.

Discussion of Findings

The first objective sought to examine the public relations strategies used by Coca-Cola Nigeria to promote brand reputation management and brand advocacy. The findings reveal that social media communication was the public relations strategy most observed by respondents (31.0%), followed by community and corporate social responsibility activities (26.2%), entertainment and sponsorship activities (22.9%) and media relations and publicity (19.8%). The preeminence of social media communication as a public relations strategy can be attributed to its growing role in organisational communication practices. In the current digital age, social media has become integral to how businesses interact with their customers. Unlike in the past, when print, radio, and television were the primary communication channels, businesses can now utilise social media to directly engage with customers. Through the application of social media, organisations can solicit and respond to consumer feedback and enable the consumer to participate in the communication process. As such, it is unsurprising that Coca-Cola Nigeria uses social media as a public relations strategy. The finding agrees with the results of the study by Ekwenchi and Okoyeocha (2022), which sought to establish social media and public relations practices by Coca-Cola and Nestlé in Nigeria. The researchers found that the two companies used social media platforms such as Facebook, YouTube, Twitter, Instagram, and WhatsApp for corporate communication, product placement, and other promotional activities. The finding highlights the extent to which social media has permeated corporate communication practices, including public relations. In addition, the finding is consistent with the results of the study by Abe (2024), which explored digital marketing and Coca-Cola's international brand equity in Nigeria. The researcher found that the company's digital marketing activities, which include online and social media marketing communication, significantly predicted brand equity.

The second objective sought to determine the level of awareness and perception of Coca-Cola's brand reputation management. The finding reveals that 68.2% of respondents indicated that they had a high or very high level of awareness of Coca-Cola's brand reputation management activities. An interpretation of the results reveals that Coca-Cola's brand reputation management activities are reasonably visible to the target audience. First, a high percentage of respondents (68.2%) were aware of the company's reputation management activities. Second, a high percentage of respondents (79.4%) had a positive perception of the brand. This suggests that Coca-Cola Nigeria's reputation management activities have a visible and positive impact on the target audience. The finding agrees with the results of the study by Ojenike et al. (2024), which sought to establish the effect of point-of-purchase activities on consumers' perception of Coca-Cola in Nigeria. The researchers found that point-of-purchase activities had a significant effect on the perception of the brand. Similarly, the current study reveals that Coca-Cola Nigeria's brand reputation management activities also significantly influence consumers' perception of the brand. The finding is also consistent with the results of the study by Abe (2024), which explored the role of digital marketing in Coca-Cola's international brand equity. In his study, the researcher found that the company's digital marketing activities significantly predicted brand equity in Nigeria. As such, it can be argued that Coca-Cola Nigeria's brand reputation management activities play a significant role in shaping the target audience's perception of the brand.

The third objective sought to determine the extent to which Coca-Cola Nigeria's public relations strategies enhanced brand advocacy. Unlike in previous objectives, this study used multiple regression analysis to determine the extent to which each of the public relations strategies predicted brand advocacy. According to the regression results, the variables predicted brand advocacy at a statistically significant level, $F(5,387) = 72.681$, $p < .001$, with an R value of .742. This indicates that the variables explained 55.1% of the variance in brand advocacy. More importantly, the ANOVA results were significant at the $p < .001$ level, which implies that the overall regression model was statistically significant. In other words, the public relations strategies used by Coca-Cola Nigeria significantly predicted brand advocacy. This finding suggests that the five public relations strategies significantly and uniquely predict brand advocacy. In other words, brand advocacy is likely to increase if Coca-Cola Nigeria enhances any of the following: social media communication, community and social responsibility activities, events and experiential marketing, responsiveness to consumer concerns, and media relations/publicity.

The finding agrees with the results of the study by Abe (2024), which explored the role of digital marketing in Coca-Cola's international brand equity. The study found that the company's digital marketing activities significantly predicted brand equity. Similarly, the current study reveals that Coca-Cola Nigeria's public relations strategies significantly predict brand advocacy. Moreover, the finding is consistent with the study by Ojenike et al. (2024), which sought to establish the effect of point-of-purchase activities on the consumer's perception of Coca-Cola.

The last objective sought to examine the challenges facing Coca-Cola Nigeria's public relations activities. The finding reveals that negative social media comments were the most prevalent concern, with 76.3% of respondents selecting the option. The prevalence of negative social media comments as a challenge is hardly surprising, given the finding that social media communication is the most prevalent public relations strategy used by Coca-Cola Nigeria. In other words, the company faces significant challenges in managing negative social media comments as a result of the volume of social media communication. This implies that while social media enables Coca-Cola Nigeria to reach out to the target audience, it exposes the company to the risk of negative commentary on the same platform. The finding further reveals that misinformation and rumour mill activities account for 73.8% of the challenges facing the company's public relations activities. This is a significant concern, considering that the rise of digital technology has diminished the role of traditional media in public relations. In the past, organisations could rely on controlled media communication to manage public relations, which reduced the likelihood of misinformation. However, in the current digital age, social media has enabled ordinary consumers to engage in public relations activities and influence public opinion. The finding is consistent with the results of the study by Akingbade (2024), which explored the meanings young consumers attached to Coca-Cola in Nigeria and South Africa in the context of soft-drink culture.

Conclusion

This study examined the public relations strategies of Coca-Cola Nigeria in relation to brand reputation management and brand advocacy among consumers in Nigeria. The study was guided by four objectives, which focused on the public relations strategies adopted by Coca-Cola Nigeria, consumers' awareness and perception of its reputation management activities, the effectiveness of its public relations strategies, and the challenges affecting its reputation management and brand advocacy efforts. Based on the findings, the study concludes

that Coca-Cola Nigeria employs a combination of public relations strategies to maintain relationships with its consumers and manage its brand reputation. Social media communication emerged as the most commonly identified strategy, followed by community and corporate social responsibility activities, entertainment and sponsorship, and media relations. This suggests that the company's public relations activities are not limited to traditional publicity but include digital engagement and community-oriented activities. The study also concludes that consumers have a relatively high level of awareness of Coca-Cola's reputation management activities. A large proportion of respondents perceived Coca-Cola as having a good reputation and expressed trust in the brand. However, the comparatively lower perception of the company's responsiveness to consumer concerns indicates that there is still room for improvement in two-way communication and stakeholder engagement.

Recommendations

Based on the findings, the following four recommendations are being made:

1. Based on the finding that Coca-Cola Nigeria employs several public relations strategies, with social media communication emerging as the most commonly identified strategy, the study recommends that Coca-Cola should continue to strengthen its integrated public relations approach.
2. The company should make it easier for consumers to raise complaints, ask questions and provide feedback through social media, customer-care platforms and other communication channels. More importantly, feedback should receive timely and visible responses.
3. Since the regression analysis showed a statistically significant relationship between public relations strategies and brand advocacy, Coca-Cola Nigeria should place greater emphasis on PR activities that encourage consumer participation and advocacy, rather than focusing only on message exposure.
4. Since negative social media comments and misinformation were major challenges. Coca-Cola Nigeria should therefore strengthen its social media monitoring and rapidresponse systems. The company should continuously monitor conversations about the brand and respond promptly to inaccurate information, complaints and emerging reputation issues.

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