Re-evaluating the Impact of Product Quality Consistency on Customer Satisfaction: Insights from Coca-Cola, Nigeria

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ABSTRACT

The effect of product quality consistency on customer satisfaction at Coca-Cola Nigeria, which focuses on its Lagos State operations, was investigated in this study. In a highly competitive market, customer satisfaction is influenced by various factors, including product quality, pricing, and brand image. Despite Coca-Cola's established reputation, understanding the direct impact of product quality consistency on customer satisfaction and loyalty in the Nigerian context still needs to be explored. This study addresses this gap by examining how product quality consistency shapes customer experiences and satisfaction. The research employs a descriptive approach, utilising a survey of 271 Coca-Cola consumers in Lagos State. Data were analysed using structural equation modelling to assess the relationship between product quality consistency and customer satisfaction across three key dimensions: perceived quality, accessibility, and feedback. The results indicate strong positive relationships, with path coefficients of 0.399 ($p < 0.000$) for accessibility, 0.394 ($p < 0.000$) for feedback, and 0.331 ($p < 0.000$) for perceived quality. These findings underscore the importance of consistent product quality in enhancing customer satisfaction. The study recommends that Coca-Cola Nigeria prioritise maintaining high standards of product quality while also considering other factors, such as pricing and brand image, to boost customer loyalty. Limitations include the focus on Lagos State, and future research could explore similar relationships in other regions of Nigeria. This study contributes to the existing literature on quality consistency and customer satisfaction, providing actionable insights for companies seeking to improve their competitive edge through customer-centric strategies.

Keywords: Customer Accessibility**,** Customer Feedback, Customers' Perceived Quality, Customer Satisfaction, Product Quality Consistency

1.0 Introduction

In the global marketplace, the relationship between product quality consistency and customer satisfaction has been a focal point for businesses aiming to maintain competitive advantage. Numerous studies have established that consistent product quality significantly influences customer perceptions and loyalty, ultimately affecting a company's bottom line (Anderson & Sullivan, 2021). As companies expand into emerging markets, such as Nigeria, the challenges of maintaining this consistency become more pronounced due to varying supply chain dynamics and consumer expectations (Brown & Smith, 2023). The beverage industry, particularly, has faced scrutiny over quality management practices, as inconsistencies can lead to diminished consumer trust and brand reputation (Davis & Anderson, 2023).

Historically, the beverage industry has been a leader in the beverage sector, yet it has not been immune to quality-related challenges. In the past, fluctuations in product quality due to supply chain disruptions and raw material variability have led to customer dissatisfaction (Kim, Lee, & Park, 2021). For instance, during periods of economic instability, the sourcing of quality ingredients became problematic, resulting in variations in taste and overall product experience (Cheng, Zhang, & Lin, 2023). Such inconsistencies not only alienated loyal customers but also opened the door for competitors to capture market share, highlighting the critical need for effective quality management strategies (Nguyen, Huynh, & Tran, 2021).

Maintaining customer satisfaction and loyalty depends on the constancy of product quality, especially in the highly competitive consumer products industry. Retaining customer trust and upholding brand reputation is critical for global brands like Coca-Cola, which depend on maintaining high and consistent product quality across various markets (Brown & Smith, 2023; Lee & Heo, 2020). It must be noted that Coca-Cola encounters challenges in Nigeria, including but not limited to a wide range of customer preferences, complex supply chains, and legislative challenges that may affect the quality of the company's products (Cheng et al., 2023; Tuan & Bui, 2022). Coca-Cola carefully handled these issues to maintain its market dominance and provide sufficient customer experiences (Davis & Anderson, 2023).

In Nigeria, the soft drink market has been particularly affected by these issues. The local consumer base has shown a strong preference for consistent quality, and any deviation from this expectation has led to significant backlash against brands (Dada, et al. 2021). Coca-Cola's experience illustrates the consequences of neglecting product quality consistency; instances of product recalls and negative media coverage have tarnished the brand's image and eroded consumer trust (Zhao, Liu, & Wang, 2022). This situation underscores the importance of understanding local market dynamics and consumer behavior, as well as the necessity for companies to adapt their quality management practices accordingly.

Despite the acknowledged significance of consistent product quality, more is needed to know how it affects consumer satisfaction, particularly in the Nigerian setting. Most previous research has

ignored Nigeria's unique dynamics and customer expectations in favour of more general quality management theories or global case studies (Singh et al., 2022; Zhang et al., 2021). Due to the gap in the research, little empirical data demonstrates how Coca-Cola maintains consistency in product quality affect customer satisfaction. Therefore, this study re-evaluated the impact of product quality consistency on customer satisfaction.

2.0 Literature Review

2.1 Product Quality Consistency

Product quality consistency in marketplaces where stiff competition depends on consumer pleasure retention and loyalty. Customers continually obtain the same degree of product performance, safety, and reliability when there is consistency in the quality of the product. It must be noted that this idea has attracted considerable interest in academic and industrial practice. This is because it unswervingly impacts a firm's reputation, customer trust, and long-term cost-effectiveness. Moreover, product quality consistency is the capability of a firm to steadily create goods that adhere to predetermined quality standards over a given period. In addition, Singh et al. (2022) noted that maintaining a consistent level of product quality is very significant in building a system where customers will trust the organisation and continually patronise such organisations. In a related development, Kaur et al. (2023) opined that high product quality is a significant factor in determining consumer satisfaction and brand loyalty.

Similarly, it is imperative to note that consistent product quality directly relates to higher consumer satisfaction and brand loyalty (Zhang et al., 2021). In addition, businesses that consistently provide high-quality products are more likely to have a competitive edge over their rivals (Lee et al., 2023; Okoye et al., 2020). This could automatically increase customer confidence with reduced turnover rates. This aligns with the submission of Lee and Heo (2020), who noted that quality consistency helps maintain long-term customer connections. Moreover, Zhao et al. (2022) opined that perceived consistency in product quality could facilitate consumer loyalty and the likelihood of repeat purchases. Also, businesses with strict quality control procedures are better positioned to satisfy customers' expectations and promote brand loyalty. It is essential also to note that product quality can fluctuate due to variations in raw materials and production methods (Kim et al., 2021).

Furthermore, suppliers and intricate supply chains could result in unpredictability of product consistency (Gonzalez et al., 2022). However, the increasing supply chain has made it more difficult for businesses to maintain consistent quality since they have to deal with various regulatory frameworks and standards (Cheng et al., 2023; Dada et al., 2021). Several approaches have been put out to establish and preserve uniformity in product quality. For example, statistical process control (SPC) is still a vital strategy for monitoring and regulating production processes to minimise instability (Jin & Lee, 2020; Park et al., 2021). Maintaining consistency in product quality is likewise highly dependent on consistency in product quality (Liu & Zhang, 2023; Tuan & Bui, 2022).

2.2. Customer Satisfaction

Customer satisfaction has become one of the critical factors that is pivotal in determining organisational success and growth. Satisfied employees give their best to the organisation. Also, when customers are satisfied with the products and services of the organisation, they are loyal to that organisation. Customer satisfaction refers to the degree of contentment experienced by customers following the purchase of a product or service. In a competitive business market and environment, businesses strive to provide excellent customer satisfaction to gain a competitive edge, as Hamzah and Shamsudin (2020) noted. Moreover, customer satisfaction is a critical indicator of a company's future financial success (Park, 2020), underscoring its strategic importance in organisational performance.

Customer satisfaction could also be described as the customer's overall evaluation of the performance of a product or service, indicating its pervasive impact across various categories. It is a crucial predictor of future behavioural intentions, making it a pivotal outcome in market-oriented firms (Hallencreutz et al., 2019). It is also described as a collection of outcomes derived from perceptions, evaluations, and psychological reactions to the consumption experience with a product or service, moving to perceptions and expectations in customer satisfaction. Hamzah and Shamsudin (2020). Emphasises that customer satisfaction is the company's ability to fulfil business, emotional, and psychological needs.

Perceived value is crucial to customer satisfaction (Hallencreutz & Parmler, 2019). It refers to the worth that a product or service has in the consumer's mind and ascertains the satisfaction a customer receives from the said product or services rendered by a firm, as the quality of the product or service plays a significant role in customer satisfaction. According to a study by Anderson and Sullivan (2020), customers are more likely to be satisfied if they perceive the product or service as high quality. Businesses should focus on delivering products or services that meet or exceed customer expectations. Customers expect products to meet or exceed their expectations in terms of performance, durability, reliability, and overall value for money. High-quality products significantly satisfy customers' needs and enhance their confidence in the brand.

Moreover, the ease of doing business and convenience are vital factors in customer satisfaction. Hallencreutz and Parmler (2019) highlight the importance of hassle-free experiences, easy online ordering, quick delivery, and user-friendly interfaces in customer satisfaction. Streamlining processes and reducing complexities can significantly improve customer satisfaction. Timely delivery of products or services is essential for customer satisfaction, showcasing reliability and professionalism. Efficient logistics and supply chain management contribute significantly to meeting customer expectations.

Customer service remains indispensable in achieving customer satisfaction. According to Hallencreutz and Parmler (2019), customers perceive the quality of service as a crucial factor in their overall satisfaction. Businesses should invest in well-trained, empathetic customer service representatives who promptly and efficiently address customer concerns. Moreover, customising and personalising products or services contribute significantly to customer satisfaction. As

Owusu-Kyei et al. (2023) highlighted, customers appreciate businesses that offer tailored solutions to meet their needs, enhancing customer satisfaction and fostering loyalty.

Customer satisfaction directly influences an organisation's success and growth. As businesses navigate the fiercely competitive market landscape, prioritising exceptional customer satisfaction becomes a strategic imperative. Understanding customer expectations, providing high-quality products/services, and delivering exceptional customer service are foundational elements in achieving and sustaining customer satisfaction. Perceived value, product/service quality, and the overall customer experience shape customers' post-choice evaluative judgments. It is important to note that organisations that successfully navigate this journey, offering personalised and streamlined experiences, are better positioned to enhance customer satisfaction that will culminate into building lasting relationships in the dynamic marketplace.

3.0 Methodology

Research Design

A descriptive research design within a positivist research philosophy framework examined the relationship between consumer satisfaction and product quality consistency in Nigeria's soft drink production industry. Notably, this study was exclusively well-suited for a descriptive research approach, which made it convenient to gather and analyse data in an organised manner (Creswell et al., 2018). Descriptive research was suitable for this study because it allows for a detailed examination of the relationships between variables. The study used a descriptive research design to examine the connections between consistent product quality and customer satisfaction in the Nigerian soft drink market.

Population and Sample Size Determination

The study population comprises all employees of Nigerian Bottling Company-Coca-Cola, which is located in Lagos, Nigeria. The population is cut across various divisions, which include production, quality assurance, marketing, sales, distribution, and administration. The population is 2,900 employees in Nigeria (Business Days, 2021). The Yamane formula was used to calculate the sample size, which comprised 271 employees who eventually participated in the study.

Sampling Techniques and Frame

A representative sample of Coca-Cola workers in Lagos was chosen to determine how product quality consistency affects customer satisfaction. The study employed purposive and convenient sampling techniques. Purposive sampling was used because only the employees working in Coca-Cola, Lagos, were used for the study. The study also considered employees who were willing to partake in the study without being compelled or forced to participate. The sampling frame was created to encompass a variety of employee groups from Coca-Cola's activities in Lagos, including managers, manufacturing workers, quality control workers, sales and marketing workers, and distribution workers.

Research Instrument

A structured questionnaire was developed based on the information gathered form the literature review and administered to the employees of Coca-Cola, Lagos. The survey used a 5-point Likert scale, with a neutral midpoint, to measure responses. The scale ranged from highly positive to strongly negative on a five-point Likert scale.

Data Presentation and Analysis

Copies of the questionnaire were used to gather data and then analysed using descriptive statistics to create an overview and spot trends. Furthermore, procedures for consistent product quality and customer satisfaction. In the soft drink sector, specifically in Coca-Cola's operations in Lagos, the investigation offered insightful information about how consistent product quality affects customer satisfaction. This methodology offered a thorough understanding of the factors and their interactions, providing a solid framework for examining the effect of product quality consistency on consumer satisfaction in Nigeria's soft drink production sector.

4.0 Results

In this study, data analysis involved predicting structural and measurement models. Following the recommendations of (Falola et al., 2024), path coefficients and the bootstrapping method with 5000 bootstrap samples were used to analyse the relationship between the independent and dependent variables. Younas et al. (2022) advised that all components and items in the measurement model be reflective, with loading factors more significant than 0.70. Impressively, all components exceeded this minimum criterion. The results, shown in Figure 4.2, indicate that only a small percentage of items with loading factors less than 0.7 were removed during the data cleaning process. The analysis considered path coefficients, R-squared values, and significance levels. Also, bootstrapping is recognised as one of the most effective non-parametric methods for evaluating the model's impact in PLS-SEM. This study utilised bootstrapping estimates to enhance the accuracy of results while examining the relationship between onboarding experience and job engagement. The following is the formulated hypothesis:

H_{01}: Product quality consistency does not significantly influence Customer Satisfaction (perceived quality, improved customer accessibility and improved customer feedback) in Coca-Cola firm

The first hypothesis examined how product quality consistency affected Customer Satisfaction (perceived quality, improved customer accessibility and feedback). A standardised questionnaire with a five-point Likert scale was used to collect data for the respondents from the Coca-Cola firm in Lagos State, Nigeria. Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to examine the relationship between these variables. Figure 1 presents the suggested and illustrated standardised estimations of how product quality consistency influences Customer Satisfaction (perceived quality, improved customer accessibility and feedback). Importantly, all

the measures related to product quality consistency and Customer Satisfaction showed factor loadings higher than the minimum threshold of 0.70, as shown in Table 1.

Additionally, the SmartPLS software produced the construct validity and reliability found in Table 1. The literature states that the figure must be more than 0.5 to determine AVE. While the Cronbach alpha value must be 0.7 and above, the standard for composite reliability must be above 0.8.

Table 1 Construct Validity and Reliability for the Hypothesis

Constructs	Loading	VIF	P- value	AVE	Composite Reliability	Cronbach's Alpha
	≥ 0.7	<3.0	<.05	≥ 0.5	≥ 0.8	> 0.7
Product Quality Consistency (PQC)				0.651	0.848	0.739
PQC1	0.778	1.341	0.000			
PQC2	0.753	1.244	0.000			
PQC3	0.884	1.561	0.000			
Customers' Perceived Quality (CPQ)				0.661	0.854	0.756
CPQ1	0.819	2.125	0.000			
CPQ2	0.767	1.441	0.000			
CPQ3	0.851	2.004	0.000			
Improved Customers' Accessibility (ICA)				0.671	0.859	0.763
ICA1	0.792	1.633	0.000			
ICA2	0.891	1.500	0.000			
ICA3	0.769	1.701	0.000			
Improved Customers' Feedback (ICF)				0.707	0.879	0.793
ICF1	0.831	2.111	0.000			
ICF2	0.832	1.601	0.000			
ICF3	0.859	1.665	0.000			

Table 1 depicts the loading factors for each measurement item relating to product quality consistency and customer satisfaction (perceived quality, improved customer accessibility, and improved customer feedback). Hair et al. (2019) evaluated the study instrument's validity and reliability by utilising Composite Reliability (CR), Average Variance Extracted (AVE) computation, and Cronbach's Alpha (CA) with thresholds of 0.80, 0.50, and 0.70, respectively. The study also investigated convergent and discriminant validity to evaluate construct validity. Convergent validity implies a relationship between product quality consistency and Customer Satisfaction. The factor loading ranges from 0.753 to 0.891, indicating a decent level of reliability. The instrument is considered valid and reliable if the degree of fit meets the required standards.

The variance inflation factor (VIF) was used to assess common method bias (CMB). Many studies advocate a VIF value of 5.0 as the threshold, even though a VIF score of one implies a perfect lack of collinearity. James et al. (2017) and Falola. et al. (2024) state that the most secure limitations should fall between 2.5 and 5 points. Table 1 shows that the VIF values for each component in each variable evaluation are much lower than the conservative criteria of 5.0. This suggests that the study is not affected by CMB.

Table 2 Discriminant Validity

	CPQ	ICA	ICF	PQV
CPQ				
ICA	0.351 [0.239; 0.440]			
ICF	0.655 [0.533; 0.765]	0.441 [0.376; 0.518]		
PQC	0.409 [0.347; 0.548]	0.479 [0.395; 0.545]	0.478 [0.390; 0.539]	

Note: CPQ - Customers' Perceived Quality, ICA - Improved Customers' Accessibility, ICF - Improved Customers' Feedback and PQC - Product Quality Consistency

Table 2 shows the heterotrait-monotrait discriminant values, determined by the heterotrait-monotrait (HTMT) ratio, to ensure discriminant validity. All HTMT values were substantially different, with lower confidence intervals than one. These statistical results show that all values are less than the critical threshold of HTMT 0.85 Hair et al. (2017) recommended. Furthermore, the average correlation between a heterotrait and a heteromethod is less than between a monotrait and a heteromethod, indicating discriminant validity.
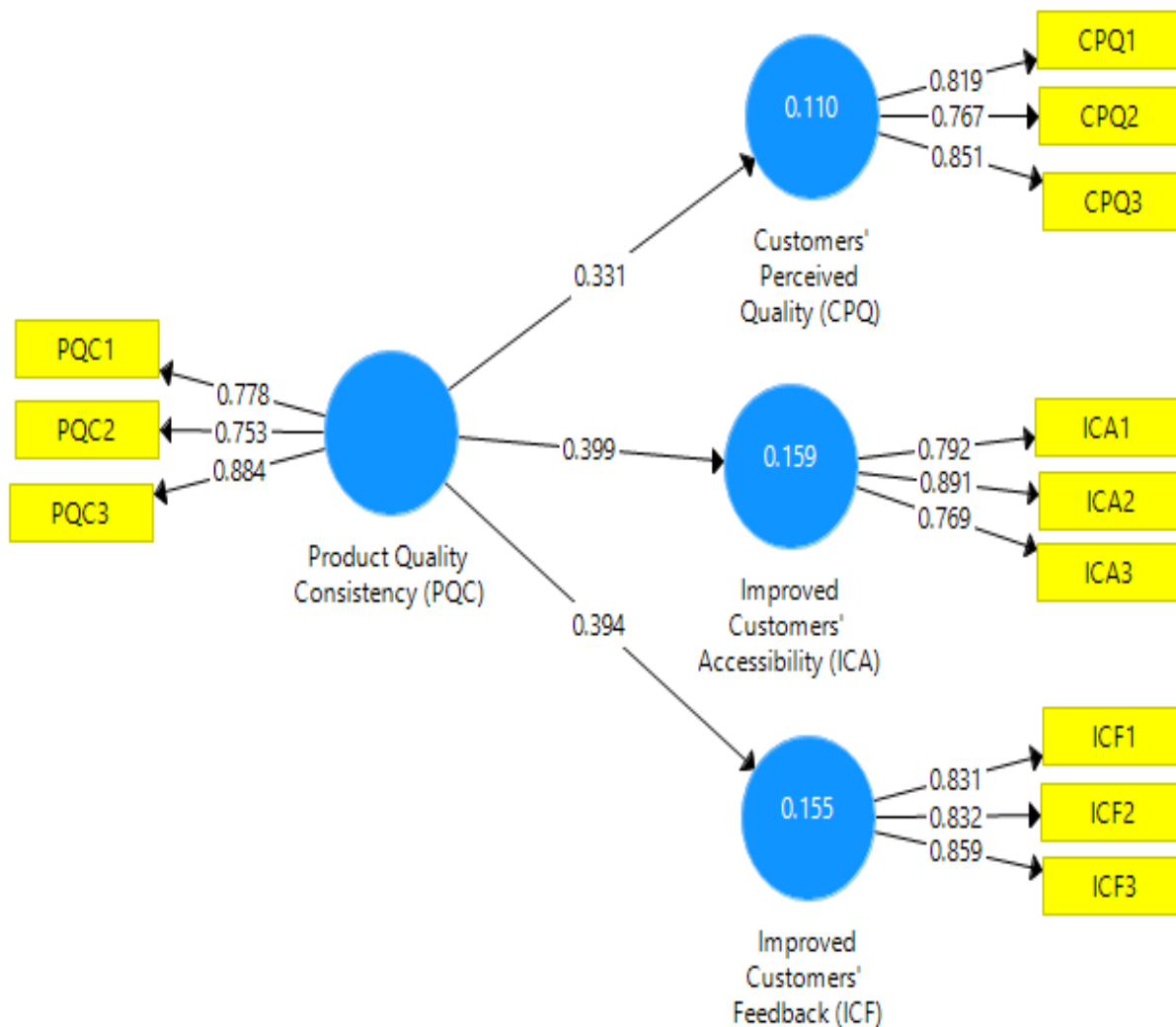
Figure 1: Path Co-efficient and P-values for Product Quality Consistency and Customer Satisfaction (Perceived Quality, Improved Customer Accessibility and Customer Feedback).

Evaluation of the Inner Structural Model and Fitness

The importance of the inner structural model was assessed using path coefficients. In PLS-SEM, bootstrapping is critical for determining the degree of relevance. This study used the default bootstrapping procedure with 5000 subsamples. Table 1 and Figure 4.1 display the internal structural model, which describes how product quality consistency promotes customer satisfaction (perceived quality, improved customer accessibility and improved customer feedback). All model fit indices for the measurement model were within an acceptable range and exceeded the specified cutoff limit, as shown in Table 3.

Table 3 Model Fit

	Estimated
SRMR	0.077
d_ULS	0.589
d_G	0.244
Chi-Square	172.453
NFI	0.904

Table 3 presents the model fit indices, which were satisfactory across all metrics. The standardised residual mean square (SRMR), a measure of fit between the observed and hypothesised covariance matrices (Chen, 2007), is a crucial metric indicating model fit. An SRMR below 0.08 generally indicates a good fit; in this study, the SRMR was 0.077, confirming a solid fit for the research model. The chi-square value of 172.453 yielded an NFI estimate of 0.904, surpassing the accepted threshold of 0.90, further supporting the model's adequacy.

Furthermore, the predictive relevance of the constructs in the PLS-SEM model was assessed using Q2 values, which measure the model's predictive capability. The Q2 values for CPQ (0.054), ICA (0.083), and ICF (0.104) were all greater than zero, indicating that the PLS path model effectively predicts these constructs. Additionally, effect size was evaluated using F-square values, with CPQ (0.123), ICA (0.190), and ICF (0.184) all showing substantial sample effects. These findings collectively suggest that the model fits well and demonstrates predictive solid power and effect size, underscoring its robustness in explaining the relationships among variables.

Table 4 Path Co-efficient for Product Quality Consistency Promotes Customer Satisfaction

Variables and Cross Loading	Path Co-efficient	R-Squared	Std. Dev	T-Statistics	P-value
Product Quality Consistency – Customers' perceived quality	0.331	0.110	0.088	3.762	0.000
Product Quality Consistency – improved customer accessibility	0.399	0.159	0.064	6.234	0.000
Product Quality Consistency – improved customer feedback	0.394	0.155	0.076	5.202	0.000

Table 4 presents the path coefficients for the relationships between product quality consistency and three specific dimensions of customer satisfaction: perceived quality, improved customer accessibility, and improved customer feedback. Each relationship is evaluated using several statistical measures: path coefficients, R-squared values, standard deviations, t-statistics, and p-values.

The path coefficient for the relationship between product quality consistency and customers' perceived quality is 0.331. This indicates a moderate positive influence. The R-squared value of 0.110 suggests that product quality consistency can explain approximately 11% of the variance in customers' perceived quality. The standard deviation is 0.088, and the t-statistic is 3.762, well above the conventional threshold of 1.96 for statistical significance. The p-value is 0.000, which suggests that the relationship is highly significant. This implies that consistent product quality significantly enhances customers' perception of the quality of the products.

For the relationship between product quality consistency and improved customer accessibility, the path coefficient is 0.399, suggesting a more substantial positive influence than the previous relationship. The R-squared value is 0.159, meaning that 15.9% of the variance in improved customer accessibility is accounted for by product quality consistency. The standard deviation is 0.064, and the t-statistic is 6.234, significantly exceeding the threshold for significance. The p-value of 0.000 further confirms the high significance of this relationship. This indicates that consistent product quality is crucial in enhancing customers' ease of access to products.

The path coefficient for the relationship between product quality consistency and improved customer feedback is 0.394. This implies a strong positive effect. The R-squared value is 0.155, suggesting that product quality consistency can explain 15.5% of the variance in improved customer feedback. The standard deviation is 0.076, with a t-statistic of 5.202, again surpassing the significance threshold. The p-value is 0.000, underscoring the high significance of this relationship. This demonstrates that consistent product quality significantly enhances customer feedback, thus indicating that customers are more likely to provide positive feedback when they perceive the products as consistently high in quality. In a nutshell, consistent product quality enhances customers' perceived quality and improves customer accessibility and feedback. The relationships are statistically significant, with p-values of 0.000, indicating robust evidence that maintaining consistent product quality is crucial for promoting overall customer satisfaction. The path coefficients and R-squared values suggest that while the influence of product quality consistency is substantial, there is still room for other factors to contribute to customer satisfaction.

5.0 Discussion of Findings

The analysis reveals that product quality consistency has a significant positive impact on various aspects of customer satisfaction. Each relationship between product quality consistency and the dimensions of customer satisfaction (customers' perceived quality, improved customer accessibility, and improved customer feedback) demonstrates a significant influence.

Product quality consistency has a moderate positive influence on customers' perceived quality. This relationship indicates that maintaining consistent product quality enhances how customers perceive the quality of the products. When products consistently meet quality standards, customers are more likely to trust and positively perceive the brand. This study aligns with similar studies in the literature. For example, it is similar to a study by Zeithaml et al. (2020), who discovered that

product reliability and consistency are fundamental drivers of customer satisfaction. It also aligns with the submissions of Anderson and Sullivan (2021) and Kim et al. (2021). They posited that perceived quality, price and brand image are some of the factors that can be used to foster customer loyalty.

It is also important to mention that the influence of product quality consistency improves customer accessibility, as noted by Kaur et al. (2023). This suggests that consistent product quality is fundamental to enhancing customers' easy product access. The implication is that when customers can access high-quality products, their overall experience and satisfaction increase. This supports the submission of Parasuraman et al. (2018), who found that accessibility and availability of products are essential for customer satisfaction. Moreover, Oliver (2019) suggests that while accessibility is important, it should be complemented by effective communication and customer support to realise its benefits fully. Homburg et al. (2021) support this view, stating that consistent product quality leads to higher customer satisfaction and more constructive feedback. On the other hand, Grönroos (2020) argues that feedback mechanisms must be robust and customer-centric to effectively capture and utilise customer input, regardless of product quality consistency.

The findings indicate that consistent product quality enhances customers' perceived quality and improves customer accessibility and feedback. All relationships are statistically significant, indicating robust evidence that maintaining consistent product quality is crucial for promoting overall customer satisfaction. While the influence of product quality consistency is substantial, there are opportunities for other factors to contribute to customer satisfaction. Therefore, companies should focus on maintaining high and consistent quality standards while considering other elements that can enhance the customer experience. This aligns with the comprehensive service quality model proposed by Brady and Cronin (2021), emphasising the multifaceted nature of customer satisfaction determinants.

6.0 Recommendations and Policy Implications

Several strategic recommendations are made for Nigerian Coca-Cola Plc and comparable organisations based on the findings about the consistency of product quality and its effect on customer satisfaction. Coca-Cola Plc is expected to improve and uphold the consistency of its product quality. Ensuring that each product satisfies exacting standards of quality will promote customer confidence, loyalty and improve the brand's image. Strict quality control procedures, frequent audits, and ongoing improvement initiatives to ensure the uniformity of the goods supplied to clients can accomplish this.

It is expected that Coca-Cola Plc should prioritise increasing product accessibility for Nigerian consumers. Expanding distribution networks and ensuring consistent product availability nationwide are critical to improving customer access and continuous/repeated purchases. This growth will boost revenue and enhance market penetration, which could improve consumer satisfaction. In addition, Coca-Cola Plc could improve its customer feedback mechanisms by

establishing effective mechanisms for collecting and evaluating consumer feedback via surveys, social media interactions, and direct communication channels that will enable the organisation to identify development areas. Moreover, actively seeking and responding to customer input could ensure that Coca-Cola's goods meet consumer expectations and foster better partnerships.

Intentionally investing in projects that can improve the quality of customer experience is a vital strategy that could be adopted. Personalised marketing campaigns, loyalty schemes, and promotional initiatives can significantly boost the brand's image and consumer satisfaction. These efforts demonstrate the company's dedication to quality and deliver a more engaging and gratifying customer experience. In a related development, using innovative technologies for quality control is significant to sustaining product consistency and protecting the company's brand. Coca-Cola Plc can discover and, at the same time, address possible quality concerns ahead of time by implementing predictive analytics. This proactive quality management guarantees that only high-quality items reach clients, confirming the brand's dedication to excellence and dependability. Adopting these strategies will allow Coca-Cola Plc to maintain its market leadership by aligning operations with consumer wants and improving technology.

7. Conclusion

For Nigerian Coca-Cola Plc, the data unequivocally shows that product quality consistency is critical in driving customer satisfaction. Coca-Cola Plc may increase consumer satisfaction and loyalty by upholding and adhering to strict standards for product quality, enhancing customer accessibility, and fortifying feedback methods. By implementing these suggestions, the business would increase customer satisfaction while strengthening its position in Nigeria's market and guaranteeing long-term profitability.

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