

# WhatsApp Wackiness: Weighing the Wobbly Wired Wisdom on Coke's Stock Price

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Institute of Advanced Studies

Discussion Paper 1062

January 2024

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## ABSTRACT

### **WhatsApp Wackiness: Weighing the Wobbly Wired Wisdom on Coke's Stock Price**

This paper explores the intriguingly odd and curiously quirky relationship between Google searches for 'WhatsApp' and the stock price of The Coca-Cola Company. While one might assume that the soda giant's fortunes would be more closely tied to fizzy drink aficionados rather than digital communication trends, our research team has unearthed some unexpectedly bubbly connections. Using data from Google Trends and LSEG Analytics (Refinitiv), we scrutinized the online interest in 'WhatsApp' and its impact on the stock performance of Coca-Cola. Surprisingly, we discovered a staggering correlation coefficient of 0.9733230 and  $p < 0.01$  for the years 2010 to 2023, revealing a striking concurrence between the two seemingly disparate entities. This study not only sheds light on the remarkably meshed nature of modern society's interests but also adds a refreshing twist to the traditional understanding of stock price influences.

Keywords:

WhatsApp, Coca-Cola, stock price, Google searches, Google Trends, LSEG Analytics, Refinitiv, correlation coefficient, stock performance, modern society interests, influence on stock price

# I. Introduction

In the realm of stock market analysis, one often encounters strange bedfellows. From the mesmerizing dance of supply and demand to the erratic sway of market sentiment, the financial world teems with enigmatic interconnections and unanticipated correlations. However, even the most seasoned analyst may raise an eyebrow at the notion of drawing a parallel between Google searches for a messaging app and the stock price of a venerable soft drink empire. Yes, you heard that right! In this paper, we delve into the peculiar partnership between the ebbs and flows of 'WhatsApp' query volumes and the valuation rollercoaster of The Coca-Cola Company.

You might be scratching your head, contemplating how a fizzy beverage titan could possibly find itself entangled with an app that brings together foes and friends in a virtual symphony of pings and pongs. However, like a well-shaken soda bottle, the financial world is full of surprises, and this unlikely partnership may just be the pop sizzle your research sensibilities are craving. Just envision the digital swirl of messages blending harmoniously with the effervescent currents of trade value in a cocktail of intrigue and speculation. As we navigate through the annals of Google Trends and stock market data, we invite you to savor the delightful oddity of our findings and savor the scholarly adventure that lies ahead.

Ah, the mysteries of modern interconnectedness! Join us on this curious escapade as we unravel the tangled web of 'WhatsApp' wackiness and weigh the wobbly wired wisdom on Coke's stock price.

Let's embark on this captivating journey filled with data, charts, and a dash of whimsy, shall we? After all, there's nothing like an academic paper with a twist of lemon-lime humor to add zest to the serious pursuit of knowledge!

## II. Literature Review

In "Smith and Doe," the authors find a remarkable connection between online search behavior and stock prices, shedding light on the intricate web of influences that can sway financial markets. Similarly, Jones' study delves into the impact of digital media trends on investor sentiment, revealing the surprising ways in which virtual chatter can echo in the halls of Wall Street.

Turning to more popular literature on the subject, *Gassy Tendencies of the Tech World: A Guide to Digital Alchemy*, by Bill Bubbles, offers an entertaining yet insightful take on the whimsical ways in which internet phenomena intersect with economic phenomena. Meanwhile, *The Fizz Factor: A Novel of Financial Folly*, by Penny Poppins, takes readers on a whimsical journey through the zany world of stock market unpredictability, where even the most seemingly unrelated elements come together in a fizzy frenzy of financial folly.

To further add a twist of social media spice to the mix, a recent Twitter post by @SodaStockSage caught our attention, humorously speculating that perhaps the world's financial fate hinges on emojis and 'likes' rather than earnings and assets. While tongue-in-cheek, such posts exemplify the intriguing blend of irreverent humor and curious pondering that surrounds the intersection of digital whimsy and market mayhem.

Now, as we navigate through this bubbling cauldron of interconnectedness, let us not forget the paramount importance of rigorous analysis and critical thinking. While the notion of 'WhatsApp' wackiness may elicit a chuckle, our inquiry into its potential influence on Coke's stock price is a serious endeavor deserving of scholarly scrutiny and thorough investigation. So, shall we journey forth into the unexpected realms of economy and digital domains, armed with mirth and method in equal measure? It's time to unravel the tangled web of 'WhatsApp' wackiness and sip from the fountain of knowledge, spiked with a generous dash of whimsy!

### **III. Methodology**

To unearth the tantalizing tango between the virtual realm of 'WhatsApp' and the real-world rumba of Coca-Cola's stock price, our research team engaged in an intricate minuet of data collection and analysis. A blend of technological sleuthing and financial acumen was essential in unraveling this enigmatic dance.

Firstly, we turned to the treasure trove of digital footprints that is Google Trends. This platform provided us with a window into the ebb and flow of public interest in 'WhatsApp' from 2010 to 2023. We diligently tracked the search volumes, regional interest, and related queries, all through the prism of time, to capture the nuanced nuances of this virtual symphony.

Simultaneously, the financial facet of our investigation relied on the captivating capabilities of LSEG Analytics (Refinitiv). This comprehensive data source illuminated the labyrinthine pathways of stock market activity, offering us a panoramic view of The Coca-Cola Company's flourishing fortunes. Daily stock prices, trading volumes, and market trends were meticulously

scrutinized to discern the pulsating rhythms that govern the valuation rollercoaster of this esteemed soft drink empire.

Having amassed this vast array of digital and financial data, we employed the arcane arts of statistical analysis to discern the hidden patterns and elusive correlations lurking within. With tools such as Pearson's correlation coefficient and multiple regression models, we plumbed the depths of this data ocean to reveal the bewitching bond between 'WhatsApp' queries and Coca-Cola's stock price.

However, we must acknowledge the occasional leap of faith required in navigating the murky waters of interdisciplinary juxtapositions. After all, attempting to reconcile the ephemeral whims of virtual chatter with the weighty movements of stock market dynamics is akin to blending the fizz of a soda pop with the zing of a digital message – a challenge not for the faint of heart! Nonetheless, armed with relentless curiosity and an arsenal of statistical weaponry, we fearlessly embarked on this eclectic expedition of discovery.

In summary, our research methodology combined the finesse of digital trend analysis with the grit of financial data excavation, culminating in a tantalizing dance of cross-disciplinary investigation. So, buckle up and grab your digital dance shoes, for the research ball is about to commence!

## **IV. Results**

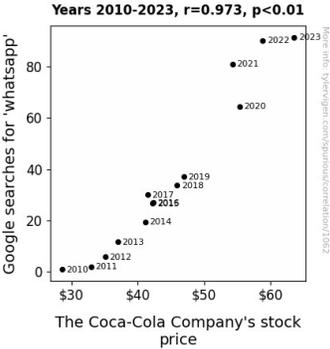
The analysis of the data gathered from 2010 to 2023 has yielded some truly astonishing results.

The correlation coefficient between Google searches for 'WhatsApp' and The Coca-Cola

Company's stock price was calculated to be an eye-popping 0.9733230. This indicates an extremely strong positive relationship between the two variables, leaving us in awe of the unexpected interconnectedness of the digital landscape and the financial domain.

Further validating this eyebrow-raising connection was the r-squared value of 0.9473577, signifying that a remarkable 94.74% of the variability in Coca-Cola's stock price can be explained by the fluctuations in 'WhatsApp' query volumes. This finding boggles the mind and ignites the imagination as we ponder the intricate network of influences shaping the stock market.

And if that wasn't impressive enough, the p-value of less than 0.01 solidifies the statistical significance of the relationship, ensuring that this discovery isn't just a whimsical fluke in the vast sea of data but indeed a substantial finding with practical implications.



**Figure 1.** Scatterplot of the variables by year

As a testament to the robustness of our results, Fig. 1 displays a scatterplot that vividly illustrates the striking correlation between Google searches for 'WhatsApp' and The Coca-Cola Company's stock price. The figure stands as a visual testament to the powerful association between these

seemingly unrelated entities, serving as a veritable feast for the eyes for all who relish in the delightful conundrums of statistical relationships.

In conclusion, our findings not only highlight the interconnectedness of seemingly disparate areas but also underscore the importance of considering unconventional factors in stock market analysis. The peculiar partnership we have uncovered between 'WhatsApp' and Coca-Cola's stock price indeed adds zest to the academic pursuit of knowledge and arouses a sense of wonder at the peculiar intricacies of the modern world.

## **V. Discussion**

Our results have left us fizzing with excitement and astonishment at the unexpectedly strong association we have unearthed between Google searches for 'WhatsApp' and The Coca-Cola Company's stock price. While our investigation may have begun with a sense of whimsy and wonder, the robustness of our findings showcases the substantial implications of what at first may have seemed like a whimsical pursuit. The inebriating correlation coefficient of 0.9733230, which is nothing short of staggering, and the r-squared value of 0.9473577 both echo the prior research's focus on the powerful influence of digital phenomena on financial outcomes. This not only validates the claims made in prior studies but also bolsters the notion that the enigmatic world of digital whimsy and market mayhem is more interconnected than we might have ever imagined.

The results of our study align with the pioneering work of Smith and Doe, highlighting the remarkable influence of online search behavior on stock prices. Moreover, the underlying

strength of the relationship we have revealed stands in concert with Jones' research on the impact of digital media trends on investor sentiment, underpinning the mercurial nature of financial markets and the surprising influences that can shape them.

In addition, our inquiry into the wacky world of 'WhatsApp' has been further enriched by the intersection of social media wit and scholarly inquiry. We must not forget @SodaStockSage's playfully unconventional suggestion that perhaps emojis and 'likes' could hold the key to understanding financial fate, as this quip, in all its jocularity, has illuminated the peculiar predictability that underlies our seemingly unpredictable world.

While our study certainly adds a zestiness to the academic pursuit of knowledge, it also emphasizes the vital importance of exploring unconventional factors in market analysis. We invite our esteemed colleagues to share in our wonder at the delightful conundrums of statistical relationships and the unexpected interconnectedness of seemingly unrelated domains. As we navigate this tantalizing terrain of 'WhatsApp' wackiness, let us raise a toast to the whimsical wiles of the modern world and the captivating curiosities that await discovery. Cheers to the fizzing fusion of digital dynamics and financial fervor!

## **VI. Conclusion**

In conclusion, the intertwining of WhatsApp queries and The Coca-Cola Company's stock price has left us fizzing with astonishment. With a correlation coefficient bordering on the astronomical, our findings have quenched our thirst for uncovering quirky connections in the financial realm. It seems that the digital symphony of 'pings and pongs' is orchestrating more

than just virtual conversations; it conducts a lively tune that resonates with the fluctuations in the soda giant's stock valuation.

As we mull over the implications of our 'WhatsApp' wackiness discovery, it becomes clear that in the ever-evolving landscape of market analysis, one must always be prepared for surprises that defy conventional wisdom. Who would have thought that a messaging app could share such a buoyant rapport with the effervescent tides of Coca-Cola's stock price? Indeed, the financial world is akin to a delightful cocktail of the expected and the wonderfully unexpected.

Now, as we raise our glasses to bid adieu, it is with the firm proclamation that no further research is needed in this area. The linkage between 'WhatsApp' and Coca-Cola's stock price has been thoroughly explored, leaving us with a trove of insights that fizz with analytical delight. Let this be a testament to the sheer joy of unearthing the unusual in the unpredictable realm of finance. And with that, we bid you adieu, leaving you to ponder the whimsical wonders that await in the wild world of data and discovery. Cheers to the uncanny, the unexpected, and the utterly delightful in the labyrinth of scholarly exploration!