

A STUDY OF CONSUMER BRAND CHOICE DECISION IN  
CARBONATED SOFT DRINKS IN PARTICULAR PEPSI, COKE AND EST  
(TOP 3 BRANDS) IN BANGKOK, THAILAND



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SOFT DRINKS IN PARTICULAR PEPSI, COKE AND EST (TOP 3 BRANDS)  
IN BANGKOK, THAILAND

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### **ABSTRACT**

The purpose of this study is to study Consumer brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. The researcher used a quantitative research based on the concept of marketing mix 4Ps, brand effects, consumer behavior and demographics which gathered sample from the consumers of Pepsi, Coke and Est in Bangkok, Thailand by using the questionnaire as a tool to collect all data. The questionnaire has been surveyed within two significant aspects which are content validity and reliability. The statistic methods were classified with multinomial logistic regression and cross tabulation for hypothesis testing process which the result showed all influenced factors including marketing mix 4Ps, brand effects, consumer behavior and demographics. The result in each aspect significantly influences consumer brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand

*Keywords: Carbonated soft drinks, Brand preference, Brand Choice decisions, Demographics, Marketing mix(4P's), Brand effects, Brand awareness, Brand identity, Brand personality, Brand loyalty, Brand relevance, Cultural Factors, Social Factors, Personal Factors, Psychological Factors, Consumer Behavior.*

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# CHAPTER 1

## INTRODUCTION

### **Introduction**

In this chapter of study, the researcher explains the background which is related to subject of the research study through consumer brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. Moreover, this chapter consists of problem statement, purpose of study, importance of study, scope of study, objectives and limitation.

### **1.1 Background**

The total population of Thailand is 68,146,000. The real GDP growth rate has decreased from 3.4% (2015) to 3.1% (2016). The GDP measured at Purchasing Power Parity (in international dollar million) in 2016 is 1,157,162.0 and also the Consumer expenditure (USD million) in 2016 is 243,006.7. Lifestyle indicators depicts that Consumer expenditure on Food (USD million) is 52,139.6 (Euromonitor International, 2016)

Euromonitor International says that due to unpredictable economic environment and in substantial consumer confidence soft drinks enrolled slower total current value and volume growth in 2015, Thai consumers prevailed prudent when purchasing soft drinks and they always looked for the best deals and promotions. To seek consumers' attention many innovative products with advantageous concepts and revived packages were launched.

Even though traditional marketing channels are very important, especially television and radio, still in Thailand social media is becoming the most compelling channel in Thailand. Thai people are spending most of their time online so there are over 10 million active Facebook users and over 7 million Instagram users. So it's a great opportunity of attracting new customers through their advent on social media for major players like Coke and Pepsi (Euromonitor International, 2016)

The definition of carbonates by Euromonitor International is defined as non-alcoholic drinks in which carbon dioxide disintegrates and as a result it is said to be as carbonated. Carbonates are considered as an accumulation of cola and non-cola carbonates, in case of general or low calorie. Euromonitor International involved both sweetened and/ or carbonates including simulated sweeteners.

Soft drinks were continued to lead in Thailand by Multinationals through manufacturers like The Coca – Cola Co, Pepsico Inc and Nestle SA. These players are enduring in carbonates, juice, RTD coffee and sports drinks. Most of them have large marketing budgets, which they entrust in advertising campaigns of mass media and point of sale activities.

Many consumers switch from one product to another due to similar features. So, to attract and maintain consumers, players hunted more interesting and innovative products. As a result Health and wellness came to be known as key trend compelling development of new product in soft drink in Thailand. Thus the manufacturers focused on minimizing sugar and calorie products, as well as new flavors and adapting ingredients with some types of health and wellness claim.

The most effective distribution format was convenience stores in 2015, in terms of Off-trade volume share growth. These channels supply to Thai consumers' need for convenience and the on go chilled soft drinks. Concurrently, players liked to announce their new products in convenience stores. Different promotional activities in convenience stores such as lucky draws and loyalty programs, also accelerated interest and purchases from Thai consumers.

#### Company Background: Coke

The Coca Cola is the world's largest beverage company executing in more than 200 countries. Globally, the company is no.1 provider of brilliant beverages, juices, and ready to drink coffees and teas. Coca- Cola limited works in cooperation with two local bottling partners in Thailand, ThaiNamthip Limited and Haad Thip Public Company Limited. The company is working in Thailand since 1949. It has the leading non-alcoholic beverage business in Thailand, employing around 10,000 people, maintaining seven bottling plants and more than 80 warehouses, and serving



over 385,000 customer outlets through a voluminous nationwide trading structure. They have a huge variety of beverages which includes Coca-Cola, Coke Zero, Coke Light, Namthip bottled water, Minute Maid Splash, Minute Maid Pulpy, Minute Maid Nutriboost, Habu, Sprite, Fanta, Schweppes and A&W Root Beer. (The American Chamber of Commerce in Thailand, 2015)

#### Company Background: Pepsi

Pepsi, a carbonated soft drink, produced and manufactured by PepsiCo was created and developed in 1893 and launched as Brad's Drink, it was named again as Pepsi-Cola on August 28, 1898, then to Pepsi in 1961, and in some areas of North America, "Pepsi-Cola Made with Real Sugar" as of 2014. Pepsi-Cola (Thai) Trading was established in Thailand on November 16, 1982 under Pepsi-Cola International and has single partnership with Sermsook Company Limited to operate and distribute all over Thailand. The variants of pepsi are Pepsi, Diet Pepsi, Pepsi Max, 7-UP, Diet 7-UP, Mountain Dew, Ginger Ale, Club Soda, Mirinda.(Wikipedia, 2016)

#### Company Background: Est

Est is a well-known cola soft drink from Thailand. It was manufactured by Sermsook Public Company Limited and was launched in November 2, 2012. It was created in response to the completion of its contract with PepsiCo, on behalf of whom it had bottled and dispersed Pepsi in Thailand since 1952. The variants are est cola, est sugar free cola, est playor, est clear. (Wikipedia,2016) .The company sets a resourceful target of making the brand the leader of Thailand's Bt30-billion cola segment within three years. The company is doing its best to make est Thais' preferred alternative cola drink as soon as possible. As 40 per cent of Thai consumers are loyal to either Pepsi-Cola or Coca-Cola, about 60 per cent of them are brand switchers willing to try new cola beverages when they appear in the market. About 77% of consumers tested said they were appeased with the flavour of est and would buy it. (The nation multimedia, 2016)

## 1.2 Problem Statement

Bangkok-based Thai Drinks, a supplementary of Thai Beverage and its marketing wing for branded non-alcoholic beverages, aims to cash on trade liberalization under the Asean Economic Community (AEC) via the expansion of five flagship products- est, Oishi, 100 Plus, Magnolia and Nutrisoy- within the region. The company's plans to double the size of its beverage business by 2020, from US\$ 700 million in sales posted last year. Half of the business of Thai drinks in 2020 will be from foreign markets, and from Asean in particular. A strong challenge from alternative or substitute products is expected to slow demand but the thriving search for more refined and health-positioned soft drinks will endeavor upward pressure on unit prices and enhance value sales (Euromonitor International, 2016).

Carbonates is accustomed to see a 3% CAGR in both entire volume and expense (at constant 2015 prices) sales over the projection period to reach 3.3 billion liters and Bt109.5 billion in 2020. Due to ascending health awareness, carbonates is anticipated to see moderate off-trade volume increase than other kinds of soft drinks. Thai people are expected to linger to shift from carbonates to perceived healthier or trendier drinks. So the companies are struggling to deal with consumer tastes that are changing toward healthier beverages such as bottled water and organic juices and gradually getting away from sodas.

The consumption rates of carbonated drinks are getting really low in many markets. Coke dominates the market as they have stronger relationships with other foreign markets. However, Pepsi has been hit by a decline in consumption of soda products and rise in sales of energy drinks and other healthier beverage options. Customers are becoming more health conscious and looking for healthier and natural drinks. So these changing trends are benefitting the companies that specialize in noncarbonated beverages. Thai people are becoming more aware of the benefits of healthier diet so it's an opportunities for growing demand for natural and healthy products. So the companies need to be more active in terms of innovation and new product launches to benefit sales. So, the researcher conducted this study to understand the consumer behavior and choice decision factors which makes them to

purchase carbonated soft drinks in this pace of changing health trends (Euromonitor International, 2016).

### **1.3 Intention and Reason for study**

The problems and opportunities mentioned have interested the researcher to study this topic. Successful organizations will require extensive information on consumer behavior and factors influencing brand choice decision.

### **1.4 Research Objectives**

In order to response this research study, the researcher set research question following the background and statement of problem as following:

#### Major Question

1. Which factors influence consumer brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand in 2015-2016?

#### Sub – Question;

1. Which brand dimension of Brand effects influences consumer brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand?
2. Which consumer behavior factor influences consumer brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand?

### **1.5 Purposes of Study**

1. To study the aspects of marketing mix including product, price, place, promotion, packaging which significantly influences brand choice decision in carbonated soft drinks in Bangkok, Thailand.
2. To study the factors of brand effects which significantly influences brand choice decision in carbonated soft drinks in Bangkok, Thailand.
3. To define consumer behavior in making brand choice decision in carbonated soft drinks in Bangkok, Thailand.

## **1.6 Importance of Study**

The importance of this study is to thoroughly understand the consumer behavior while making brand choice decision in carbonated soft drinks which helps developers to improve the strategy to reply the customer demand and increase customer target based on the result. The investors will get an important idea from this research to overcome the barriers which may affect while doing this business and also it serves as guideline in marketing strategy to gain more market share in this segment effectively.

## **1.7 Scope of Study**

This research is to study and examine the brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand in which questionnaire will be used as an important tool for describing the scope of study as following:

### **1.7.1 Scope of Content**

This research is surveyed about the classification of factors in brand choice decisions which comprises of marketing mix (product, price, place, promotion, and packaging), brand effects and consumer behavior in making brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. The study is the quantitative research which analyzes the data based on related aspects in framework which are marketing mix 4ps, Brand effects and consumer behavior.

The research of this study is combined with population and sample of the customers who drinks carbonated soft drinks. The researcher uses the nonprobability sampling technique with population of targeted sample with computing Yamane Taro's formula (Israel G.D, 1992).

## **1.8 Benefits of Study**

There are 3 groups benefitted by this research study.

Firstly, carbonated soft drinks companies will have more understanding about consumer behavior who visits and purchase soft drinks at convenient stores,

hypermarket etc., and also factors affecting brand choice decision. The consumer insights will help for future development of marketing mix.

Secondly, convenient stores, hypermarket, supermarket etc., will also get benefit because they will come to know what are the major factors that affects the brand choice decisions of consumers while purchasing carbonated drinks and their will improve their category management.

Lastly, the researcher will receive benefit, as this research study will enhance her skills on how a good research is conducted.

### **1.9 Limitations of Study**

- As questionnaire is the most significant part of this research, the sample group had taken time to fill in the questionnaire. Moreover, the respondents were in a hurry due to which they did not complete their answers with their genuine feeling.
- Due to the limitations of the research, the reference is not sufficient enough to support researcher's study.

## CHAPTER 2

### LITERATURE REVIEW

In this chapter the author provides theoretical foundation which is used within this Independent study. The theories originated from literature reviews and analysis of empirical studies related to the subject of consumer brands, brand effects and consumer behavior. The connection and correlation between each theory and frame work are also presented within this chapter.

#### **2.1 Theory of Consumer Brands**

According to association for consumer research, 2016 recent studies have revealed that duration of life evolution is associated with meaningful changes in consumer behavior. There are two perspectives that explain these changes. First perspective depicts that as there is a change in roles of people, endorsement of new roles, or giving up old roles their changes there consumer behavior too. These changes in consumer behavior are because of their need to redefine their self-concepts as a result of assumption of a new role. Or due to role abdication as people attempt to dispose of products relevant to the depiction of a previous role.

The second perspective on changes of behavior is based on stress theory and research. Stress attributes to environmental, social or internal demands according to which the individual will readjust his or her normal behavior patterns (Thoits, 1995). Thus the assumption of new role or its anticipation will require major modification of lifestyle of people which can be distressing. Based on these two perspectives, it is recommended that changes in brand preference are the effects of life changes that indicates changeover into new roles and create stress that stimulates the individual to customize his or her behavior of consumption.

##### **2.1.1 Brand Effects**

To generate a powerful and enduring emotional connection with customers and other audiences is the main basis of branding. A brand is a set of components or “brand assets” which combines to create a unique, unforgettable, unmistakable, precious association between an organization and its customers. The brand is

conducted by a set of convincing visual, written and vocal devices to depict the plan of business and objective of an organization.



Figure 2.1: Objectives of an Organization

Source: Roger, D.M. (2016). *Brand Effectiveness*. Retrieved from <http://www.modernmind.com/brand.htm>

Branding is the expression and illustration that depicts the business plan in front of the world. Branding strategy should capture about the company, products and its services and depict consistently throughout all the brand assets in everyday marketing activities. The Brand image that conveys this emotional connection consists of many elements of the branding system that can be managed which includes both the visual image assets and language assets (Chung K. K, 2002)

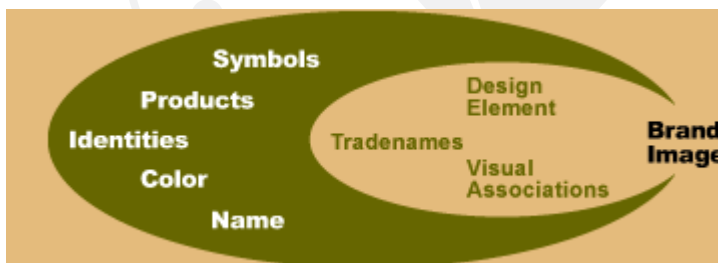


Figure 2.2: Branding system

Source: Roger, D.M. (2016). *Brand Effectiveness*. Retrieved from <http://www.modernmind.com/brand.htm>

Nomenclature structure includes:

- Core and product brand hierarchy and relationship structure
- Product names and identities
- Brand design elements: color, shapes, proprietary elements, etc.
- Intentional visual and vocal associations

- Intentional legal and trade name and trademark relationships
- Internet domain name, URL and other web resources

#### Measuring Brand Effectiveness

There are many methods to measure the potential and actual efficiency of the brands. The simplest of them is 4D's of Branding; i.e differentiation, distinctiveness, defendable, "digit-able". An emphatic and dynamic brand must measure up in all 4 areas.

**Distinctiveness:** The brand should be distinct when compared in front of all communications. The more unique and distinct your communication is, the wider is the field of effective strength of competitiveness.

**Differentiation:** The brand assets and brand strategy must set the offerings apart and clearly express the specific arrangement intent of the offering (Dongchul, & Seung-Bae, 2001)

**Defendable:** when investing to create brand assets, the brand must have ownership strength to keep others from using close resemblance. This is applicable to trade names, logos, symbols and other visual assets.

**Digit-able:** There are strong and growing elements of electronic communications and commerce in most of the businesses that command that all brand assets be ascended effectively in tangible and electronic forms. This goes for all brand assets (Modernmind, 2016).

#### 2.1.1.1 Brand Awareness

The prospect that the consumers are acquainted with the life and availability of the product is considered as Brand awareness. It also provides competitive advantages to the brand. Soft drinks are considered as a low involvement product so its sense of familiarity is identified by the name of the brand which will affect the judgment of consumer even though they would not purchase the brand (Aaker & Mcloughlin, 2010). Mcdonald and Sharp (2000) mentioned that Brand awareness comprises of Brand recognition and Brand recall. Brand recognition is the aptness of consumer to recognize and clearly differentiate the brand when they are shown that specific brand in the stores. While brand recall is the prospective of customer to retrieve a particular brand from his memory when given the product class/ category, requirement satisfied



by that category or buying scenario as an indication. For example, a customer thinks about Kellogg's Corn Flakes when they want to buy cereal (Keller, 2008). Cola soft drink also can be a good example when customers want to buy a cola they will think about Coca-Cola and Pepsi. Generally, it is easier to identify a brand rather than recall it from the memory. McDonald and Sharp (2000) studied about the effect of brand awareness on consumer decision making on brand choices and found that if decision has to be made on new product by customers, brand awareness is a vital element for consumers. Moreover, consumers who are aware of one brand are likely to have tried less different brands within the same product category. It is said that building brand awareness is crucial for building brand equity as it includes the use of various prominent channels of promotion such as advertising, word of mouth publicity, social media, etc.

#### 2.1.1.2 Brand Identity (Brand image)

Brand identity emanates from an organization, i.e., it is the responsibility of an organization to generate a product with distinguished feature and with extraordinary characteristics. It depends on the organization how it attempts to identify itself. How an organization wants to be recognized in the market. Marketing strategies and branding are the ways for an organization to convey its identity to the consumers. Brand identity comprises of – Brand vision, brand culture, relationships, presentations, positioning and personality.

#### 2.1.1.3 Brand personality (unique characteristics of that brand)

Brand personality is a well-defined set of unique characteristics that are associated to a brand name. It is something to which the consumer can describe and by having a set of constant set of attributes an effective brand will increase its brand equity. This is the additional value that a brand benefits besides its functional benefits. Basically, there are five vital kinds of brand personalities: excitement, sincerity, ruggedness, competence and sophistication. If the personality of a brand is similar to a customer's personality then they are more likely to purchase it (Investopedia, 2016).

#### 2.1.1.4 Brand Loyalty (loyalty towards one brand)

Brand loyalty means customer's first choice over other brands (Pride & Ferrell, 2011). It also means the loyal customers who don't switch brands frequently (Aaker & McLoughlin 2010; Pride et al., 2011). It brings more prospective to draw customers from other brands (Hoyer & Macinnis, 2008). Customers who purchase the products of same brand have "brand loyalty" (Kohli & Leuthesser, 2011). They do not select a particular brand intentionally but prefer one brand over others (Pride & Ferrell, 2011). Nevertheless, the brand loyalty is higher for a more popular brand. For example, customers are loyal towards global brands like Coke and Pepsi (Beverage Industry, 1998). Brand loyalty has three levels: recognition, preference and insistence. Firstly brand recognition happens when customer notices the existence of a brand and selects it as a second choice if the favorite brand is not inaccessible. Brand recognition is the most important part for brand awareness. Secondly, brand preference is superior than brand loyalty as consumer always selects their first choice brands over other brands if it is available. However, if their first choice brand is not available then they will move on to their second choice instead of finding in some other place. Customers can have a strong preference for a particular brand even though they might not have experienced it (Butterfield, 1999). The highest level of loyalty is brand insistence: customers are habituated to buy the brand they prefer and will ignore the substitute brands. If in case their first choice brand is unavailable then they will move on to some other place to find it (Pride & Ferrell, 2011).

According to research of Shuptrine and Rumpel from University of South Carolina, Columbia (cited in Brand loyalists' rate Coke and Pepsi images as same, 1981) about Coca-Cola and Pepsi customer's loyalty, it was found that demographic characteristics of both Coca-Cola and Pepsi customers were almost similar, except that Coca-Cola customers were slightly older age and most of them had medium income. Both of their customers said that tastes of both were not much different, similar to their packaging and price. From the research, it was also found that both groups of customers rated opposite brand with negative perspective. In addition, Coca-Cola's customer were more loyal and were against switching brand while Pepsi's customer were less loyal when compared with coke and was easier to switch the brand.

#### 2.1.1.5 Brand Relevance (Brand importance or purpose)

Brand relevance expresses the significance and role of branding and perception in defining new product or service categories. Aaker says that to manage perception about the new classification and to make brand relevant to the unique division or subcategory should take higher preference than managing approach about the product or service. (Aaker, 2016). To be important or relevant to a category or subcategory a brand needs to have the prospect and perceptibility to be considered. The goal in competition of brand relevance is to promote offerings so creative that competitors are simply not relevant.

### 2.2 Definition of Carbonated Soft Drinks

Particular with Coke, Pepsi and Est

A carbonated soft drink is a drink that typically contains carbonated water, a sweetener and a natural or artificial flavoring. The sweetener may be sugar, high-fructose corn syrup, fruit juice, sugar substitutes or some combination of these. It may also contain caffeine, colorings, preservatives, and other ingredients. It is available in many formats, including cans, glass bottles and plastic bottles.

(Wikipedia, 2016)

### 2.3 Choice Model, Choice Theory

Brand choice theory is one of the basic elements of marketing science. Practically all decisions made by marketing managers include assumptions – explicit or implicit – about how consumers make purchase decisions and how strategic marketing variables (such as price, advertising and distribution) affect these decisions. To support this effort, the objective of research in brand choice is to create models that both consider the behavioral realities of consumer choice and allow accurate forecasts of future choice behavior (Russell, 2014).

Choice modeling is the preferred model for studies on consumer preferences. It is closely related as stated preference theory. According to a stated preference survey consumers state their choices among a potential set of alternatives (e.g. different brands, different product characteristics, different stores) options can include

both real and hypothetical market alternatives. It starts from stated preferences to go back to their determinants.

The alternative to stated preference is revealed preference where consumers are not asked directly what they prefer or choose but their actual choices and determinants are observed indirectly, for example considering what they purchase in different situations (Mario, 2008)

### **2.3.1 Choice Theory**

Individual Decision Making - Individual decision-making forms the core for nearly all of microeconomic analysis. These notes summarize the standard economic model of rational choice in decision making. In the standard view, rational choice is defined as the process of regulating what options are available and then choosing the most preferred one according to some consistent criterion. In a certain sense, this rational choice model is already an optimization-based approach. We will find that by adding one empirically unrestrictive assumption, the problem of rational choice can be represented as one of maximizing a real-valued utility function (Levin & Milgrom, 2004).

The utility-maximization approach to choice has several characteristics that help account for its long and continuing supremacy in economic analysis. First, from its earliest development, it has been deeply attached to principles of government policy making. Second, many of the comparative statics prophecies of the choice theory – the qualitative prophecies concerning the ways in which choices change as people's environments change – tend to be confirmed in empirical studies. Third, the optimization approach (including utility maximization and profit maximization) has an extremely wide scope. Fourth, the optimization approach provides a compact theory that makes experiential predictions from a relatively scanty model of the choice problem. (Levin & Milgrom, 2004)

### **2.3.2 Definition of Choice Decision**

Individual decision-making forms the basis for nearly all of microeconomic analysis. These notes outline the standard economic model of rational choice in

decision making. In the standard view, rational choice is defined to mean the process of determining what options are available and then choosing the most preferred one according to some consistent criterion. In a certain sense, this rational choice model is already an optimization-based approach. We will find that by adding one empirically unrestrictive assumption, the problem of rational choice can be represented as one of maximizing a real-valued utility function. (Jonathan & Paul, 2004)

The centrality of the rational choice model in economic analysis means that it is important to be aware of its role and limits. There is a long tradition of research marshaling experimental and empirical evidence that is in conflict with the most basic rational choice model. And indeed the last decade has seen a growing movement that questions the model's assumptions and seeks to incorporate insights from psychology, sociology and cognitive neuroscience into economic analysis. (Jonathan & Paul, 2004)

### **2.3.3 Consumer Decision Making Process**

To get more understanding of doing a research, decision making process has to be studied in order to figure out how the people make decisions and what factors influence them to make a decision to purchase the product or service. There are 5 steps of decision making process: first one is problem recognition, and then are search process, evaluating alternatives, Purchase decision stage and the last one is Post Purchase evaluation of decision (Ozmen, Emre, Oner, Khosrowshani & Underwood, 2014).

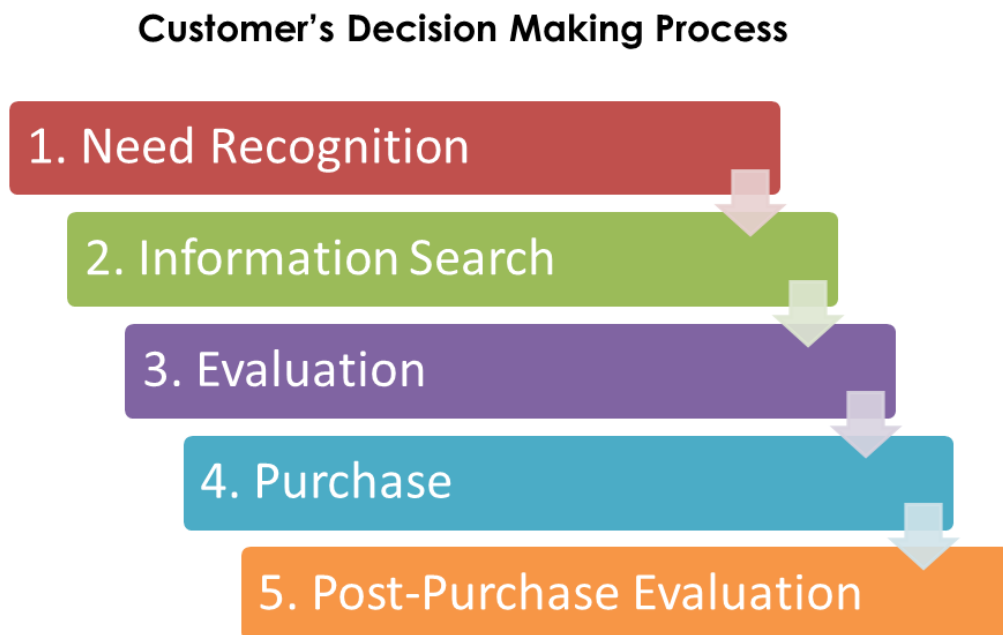


Figure 2.3: Customer's Decision Making Process

Source: Sheldon, S. (2016). *Customer's Decision Making Process*. Retrieved from

<https://www.google.co.th/search>

**Problem Recognition:**

In the first stage of decision making process the buyers first identifies what are the problems or needs in order to fulfill them and make them satisfied. It is must for a marketer to be sensitive to environmental changes which may give rise to consumer needs and to ensure that promotional campaigns awaken interest in change and are educational as well as informative (Frain, 1996).

**Search Process:**

In this stage of information search, the marketer now has an open contingency to motivate the consumer towards his product or service. Promotional campaigns which are informative, based on solving user's problem or satisfy their needs are very important in this stage and satisfied users are often the best advertisement. so the

marketer must differentiate his product from competition which makes it different from competing product (Frain, 1996).

Evaluation of Alternatives:

In this stage of evaluation the consumer is making an assessment of what is on offer and screening the alternatives. The marketer must ensure that his product or service is on that list of alternatives so that the consumer is aware of it. After knowing what their needs are, must kindle the buyer's interest so that he or she becomes assured of its appropriateness and they will know which one is the best alternative for them. It can be price, quality or other factors that are most important to them which they will review and making comparable with each parameter (Frain, 1996).

Purchase Decision Stage:

By the advent of this stage the consumers will have decided which features are important for fulfilling their needs which is also important as well the consumers have already selected what they want to purchase which can be the outcome of their past experience or from advertisement. The marketer must have done everything to ensure that his product is ideal (Frain, 1996).

Post Purchase Evaluation:

Purchase has been made in this stage which sometimes can be satisfied from consumers but sometimes cannot get it. Post purchase fears and uncertainty can be disclaimed by inspiring advertising and most importantly there must be no gap between expectations and the performance of the product. (John Frain, 1996)

If the consumers are fully satisfied, it can bring them to repeat purchase and then can lead to customer loyalty also. However, if they are not satisfied the whole decision making process must begin again.

(Ozmen, Emre, Oner, Khosrowshani & Underwood, 2014).

## **2.4 Marketing Mix (4P's)**

Marketing mix is a common expression used to describe the different types of alternatives organizations have to make in the whole process of presenting a product or service to market. The 4Ps is probably one of the best ways to define marketing mix and was first expressed in 1960 by E J Mc Carthy. (Mind Tools Ltd., 1996)

The 4 key variables in marketing operations are:

- Product
- Place
- Price
- Promotion

Marketing Mix can also be considered as an ingredient in a mixture, a formula for the success of marketing, has captured the popular imagination, so that when marketing professionals speak of the planning and programming of marketing effort, they usually attribute to the marketing mix. There are a number of points to highlight in respect of this concept of a “marketing mix”. Firstly the balance of the ingredients will be determined itself by the nature of the product. Secondly, the concept of a ‘mix’ recommends that the fusion of ingredients may vary from time to time in order to reach its objectives. Thirdly, the marketing strategy is designed with a view to secure objectives at lowest cost. Fourthly, the marketing strategy cannot be stable; it has to react to changes in the environment of an organization. (Frain, 1996)

#### **2.4.1 Product**

##### Product variety

Product variety offered by a brand can affect brand quality perceptions, and as a result, also affects brand choice even though the available option set is held consistent. Respectively, brands that offer greater variety of congruent (i.e., focused and internally persistent) options are expected to be recognized as having greater responsibility and proficiency in this category

Which consecutively upgrade their perceived quality and purchase likelihood. The results of six studies support this proposal and determine that (a) brands that offer increased adaptable variety were anticipated to have a higher quality; (b) this effect was negotiated by product impact of product on expertise-commitment; (c) If the observed quality is high it leads to a higher choice share of brands offering greater product variety, even amongst many options the options that are identical are offered by numerous brands; and (d) product variety also embedded post-experience approach of taste.(Simonson, 2006)



#### Product quality (taste & flavor)

The Quality of the product is composed of the attributes and the typical features that make up that product and its capability to captivate the needs of the customers. It is also defined as the attributes of a product that appease the wants of the customer which they need in exchange for monetary deliberation. The quality of a product is considered acceptable if the product satisfies the consumer. High brand loyalty is created if the quality of perception is high or more than the expectation level. (The Economic Glossary) The approach of product quality can be evaluated under two main different aspects: the objective quality and the perceived quality (Brunsø et al., 2005). The objective quality indicates the mechanical, quantitative, and valid nature of products/services, processes, and quality controls. It involves the characteristics, performance, and durability of the products. Subjective or perceived quality refers to the consumer's value judgments or perceptions of quality which includes aesthetics and the perceived quality of the brand image. It has been recommended that the way a customer recognizes the quality of a brand plays a strong part in identifying the customer's commitment to that brand (Grace, 2011).

#### Availability of convenient size

For most product categories consumers have their favorite brand names, flavors, or sizes that they want to purchase and that they expect a "good" convenience store to carry. (Good brands carry with them images of quality, lifestyle, etc.) For some products, like cigarettes, consumers are extremely loyal to their brand and package size, and for other products like chocolate bars they may have several brands that they alternatively use. In any case, to provide convenience and value the stores must not only carry these bestselling brand name products but must be in-stock at all times. Inconsistency in-stock position is as damaging as not carrying the products at all (The Convenience Guru, 2016).

### **2.4.2 Packaging**

#### Trendy Packaging

By looking at the best packaging of the past year, one gets a picture of the world today. And if the design trends are interesting, the diagnosis is that the patient is overwhelmed. In economics there is an old idea that "Every affluence creates a new

want." When one thing becomes popular, there is always a corresponding part that becomes more valuable because it has become rare. The designs of this year focus on share ability. Packaging is no longer simply about packaging the object—it is about the unboxing experience and art directing. This explains the shift towards basic design: large text spelling simple and straightforward messages, basic shapes making patterns in primary colors. Designers realize that packages are now billboard-like advertisements to be featured in photos and shared across social platforms. Thus, the benefit of a simple clear message stated in large bold letters gets repeated with every new viewer. (Dieline Media, 2016)

#### Appealing logo

An interesting and eye-catching logo does play a big part in marketing a product, nothing comes as close as the effects a visually appealing and striking design has on prospective customers. The importance of the logo in marketing the product, was recognized by the business community. For them, the logo became a media campaign to introduce the brand products to consumers. So that from the characteristic shapes and images that exist, consumers can differentiate a product with other products.

#### Creative slogans

For more than 100 years, companies have used slogans in their advertisements. Major corporations and small business alike have used catchy phrases to tell the world what makes their product or service special or different. When done well, a slogan can become the centerpiece of a company's identity – and if done poorly, a slogan can send the wrong message and actually drive customers away. Developing an effective advertising slogan helps companies cut through the chatter and get consumer attention quickly. While a paragraph-long explanation of a product might give potential customers plenty of information, a punchy slogan cuts through the chaos and creates a memorable image in the customers' minds (Smallbusinesschron, 2016)

### Variety of size

The size of a product is a major factor that influences the production time, marketing efforts and sales promotion. The size of the product may be large, medium, and small or may be of different measurements. For example: Soft drinks and other FMCG (fast moving consumer goods ) products, furniture, garments, shoes are now available in different sizes in the market. The consumer nowadays prefers those products which are available in different sizes and designs (Hirshleifer & Glazer, 2005).

### 2.4.3 Price

#### Competitive Price

When a product is priced as per the competition, then it is known as competitive pricing. An important fact in customer purchasing behavior is price. Companies generally set the prices by taking into consideration competition, costs and price sensitivity. To result in profitable and sustainable businesses, managers have to set prices so it covers the cost of production, costs of company overheads and provides suitable profits (Marketing 91, 2016).

#### Cheaper than its Competitors

Attempting to be the low-cost producer is a powerful competitive approach in markets where many buyers are price-sensitive. The aim is to open up a continual cost advantage over competitors and then use lower cost as a basis for both underpricing competitors and gaining market share at their expense or earning a higher profit margin selling at the going price. A cost advantage will create superior profitability unless it is used up in hostile price-cutting efforts to win sales from rivals. Firms that achieve low-cost leadership typically make low cost relative to competitors the theme of their entire business strategy-though they must be careful not to pursue low cost so ardently that their products end up being too stripped down and cheaply made to generate buyer appeal.(Porter, 1985)

### Good Value

Price is a key component of value, but “value for money spent” is apparently a more important consideration. Generally, most research on consumer attitudes on the convenience business has shown that consumers expect to spend a little more when they purchase products in a convenience store, and for the most part they don’t mind. They can justify a small convenience premium because it is close, convenient, they are saving precious time, and if the store is clean, friendly and has the products they want. If however they feel that they are being “dredged” by high prices then they are turned off and value disappears (The Convenience Guru, 2016)

#### **2.4.4 Place (or distribution)**

##### Accessibility

Location is obviously the key convenience success factor and for the customers the location must be close to where they live, where they work, or on their normal route to and from home or work. In addition, the store location, to be really convenient, must have easy access and egress, and convenient parking spaces for customers who only want to shop in a particular store and to get in and out quickly. The right location provides both convenience and value (The Convenience Guru, 2016)

##### Merchandising Display

Increasingly today the store environment plays an important role in the consumer’s concept of value, as more and more up-dated and modern convenience stores appear in the marketplace. If the store is clean, bright, breezy and easy to shop, the staff appears friendly and interested, and the store offers a wider range of convenience products and services, the consumer is more willing to favor it more frequently. If however, the store is old, tired, dirty, cluttered, etc., the store will probably only be used for “emergency purchases” (The Convenience Guru, 2016).

##### Convenient hours

Convenient stores are open when customers need them- especially early in the morning and late at night. This is called convenient hours. Above 90% of new convenience stores are open 24 hours and the reason is simple due to consumer

demand. People who work in shifts rely upon convenience stores as shift workers are the most common customers served during overnight hours whether police and other protective service workers, hospital workers, taxi drivers and long distance travelers. Customers who walk in these stores generally look for items that are not easily available elsewhere such as a snack, or meal, coffee or beverage, gasoline or medicine or to use the ATM (Nacs, 2015).

#### **2.4.5 Promotion**

##### Discount

Offering potential customers discounts on purchases is a way to quickly draw people into a store. Anytime if a customer is told to that save money, he or she will be more attentive. Discounts not only help the shoppers; they also help the business. From increased sales to improved reputation, discounts may be that one ingredient that can bring business success.

##### Cash coupons or gift vouchers

Coupons have proven themselves to be highly effective sales tools for every conceivable size and type of business. Because coupons "pull in the business" they have gained remarkable acceptance and popularity among adroit marketing managers. A simple explanation for their acceptance by advertisers is their astounding acceptance and use by the consuming public. In fact, Advertising Age (the Bible of the advertising industry) reports that 87% of all shoppers use coupons (Reece, 2016).

##### Attractive advertisement

Advertising plays a very important role in today's age of competition. It is one thing which has become a necessity for everybody in today's day to day life, be it the producer, the traders, or the customer. It is an important part. It is the best way to communicate to the customers. It helps in informing the customers about the brands available in the market and the variety of products useful to them. Advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited. It is important for the customers, for

the seller and companies producing the products, for the society (Management study guide, 2016)

#### Brand endorsements by celebrities

Celebrity branding or celebrity endorsement is a form of advertising campaign or marketing strategy used by brands, companies, or a non-profit organization which involves celebrities or a well-known person using their social status or their fame to help promote a product, service or even raise awareness on environmental or social matters. Marketers use celebrity endorsers in hopes that the positive images of the celebrity endorser of the brand will also be passed on to the products or the brand image associated with the celebrities. Celebrity endorsement is usually commonly used by fashion or beauty brands, but a non-profit organization relies on celebrities as well, as celebrities have mass communication skills which can attract people's attention and is helpful in reaching a wider audience to raise their awareness towards a certain organization or an issue. Thus, making celebrities effective fundraisers (Wikipedia, 2016).

## 2.5 Cultural Factors

Cultural factors represents the behavior, beliefs and attitudes, by the way we act learned by interacting or observing other members of society. This can be said as a shared behavior because what we do passes from one member of society to other. So, managers and marketers need to understand the real behavior and attitude of consumers to increase their level of satisfaction. if the marketer is able to understand the factors underlying consumer behavior, then they are able to expand affective marketing strategies to fulfill consumer needs(Assael, 1998).

### 2.5.1 Culture and social environment

Social and cultural aspects of a society form its basis. There are many uncontrollable environment factors of which culture is the most difficult one to embrace, take account of and tackle to advantage. This is basically when the product or service is “culture bound”. Such products and services include those which are

basically endemic by nature of relatively small value and very common (Franke, Hofstede & Bond, 1991)

Theories of social environment attempts to understand the interrelationship between social environment and the individuals. Social environment is inclusive of social groups, institutions, social hierarchies or even entire societies and cultures (Flamand, 2016)

#### 2.5.2 Subculture (religion& ethnic groups)

Subcultures develop when social intricacy is followed by cultural complexity then subcultures develop. Subcultures are most noticeable in geographic regions of a society- such as the South, Midwest, East, and West in the United States. With regard to geographic region, subcultures are established in part on unique historical emergence and settlement criterion in conjunction with economic and social diversity in the region (Mellot, 1984)

Ethnic Subcultures has emerged in the group of migrants that are sustained over generations. Ethnic subculture emanate when intermarriage within the group is retained furthermore with an enduring strong community structure. A subculture is lasting and self- perpetuating. The members of the subculture have general compatibility on norms, values, and social behavior.

Its influence in marketing is typically unique in many ways as a result of recognized and deliberate differences in consumption patterns, brand loyalty, media usage, advertising preferences, choice of retail stores, and price meaning (Mellot, 1984).

#### 2.5.3 Regional subcultural differences

Regional subcultures can be very small as neighborhoods within a city or even large as the geopolitical divisions of the Northeast, the Midwest, the South, and the West. People of different regions identify themselves in different ways. Regional differences have been bound to the nationality, ethnic background, or religion of the original settlers in a region. Any endeavor to market to them based on region must be modulated by a perception of other subcultural influences to which they have been discovered. (Triandis, 2004) questioned how one may represent large countries like China, India or the United States with a single civil culture for specific country.

There are different specialties in each geographic area of Thailand: Northern Thailand, Northeastern Thailand, Southern Thailand, Eastern Thailand and Central Thailand. These provinces have their own unique sub-cultures and linguistic accent different from others. Hence, our concern is how the portion of Central Thailand can exemplify the whole country.

#### 2.5.4 Social classes

Social class is considered as a group of people in a society who possess the same socioeconomic status. It is a set of concept in the social sciences and political theory based on model of social stratification in which people are grouped into a set of stratified category of society. The most common types are upper, middle and lower classes. According to philosopher Karl Marx, "Class" is determined entirely by one's relationship to the means of production. Members in a society will necessarily have some perception of their similarity and common interest. It is a set of combined views regarding how society should be organized legally, culturally, socially and politically. (Wikipedia, 2016)

#### 2.5.5 Cultural trends

Cultural trends are widely followed by people strengthened by their popularity and compliance with the pressure of society. If there is a trend of something then more and more people want to follow it. They affect the shopping habits and behavior of consumer as they may be related to the exemption of new products or become a source of innovation for different brands. For example, Facebook has become a cultural trend and it has grown widely among young generation. It is not easy for a brand to create a new cultural trend. So, brands must remain alert to the new trends whether to follow it or to take part in the newly created market (The consumer factor, 2016).

## 2.6 Social Factors

There is a significant effect of social factors on consumer behavior. Buying decisions are always influenced by someone around the individuals. The important social factors are: Family, social role and status and Peer effects.



### 2.6.1 Family

There is always a strong influence of family members on buying behavior of individual consumers. An individual acquires values, develops and shapes personality by the environment formed by the family. The prospect to develop attitudes and opinions towards various subjects such as social relations, society and politics are offered by this environment. A family is the first one to create an impression about different brands, their products and habits of a consumer (Lautiainen, 2015). For example, the brand perception when the consumers were young can carry out the same brand selection even after they are adults without even realizing that their family influenced these selections. For brands especially for Fast Moving Consumer Goods (FMCG) or Consumer Packaged Goods (CPG) - It's a real challenge and an opportunity for the family to promote a brand loyalty among all the members of the family. Thus it's important for brands to create its image as a family brand so that they become a consumer habit for parents and children even when they become adults (The Consumer Factor, 2016).

### 2.6.2 Social role and status

A social role is a set of beliefs and activities that an individual possesses and does according to the profession, position at work, position in the family, gender, and prospect of the community (The Consumer Factor, 2016).

Social status depicts the position of the individuals in social groups based on things like money and wealth, education, or occupation. Nowadays in societies status is important as people want the appreciation of others. Social status is attained by getting success or being rich by birth. Social roles and status are often reflected through product and brand selection and they influence consumer behavior and purchasing decisions (Lautiainen, 2015).

### 2.6.3 Peer Effect

Peer effect is the effect on a person by a group of people of the same age, same socio culture and even the same interest to change their behavior, their morals and attitudes towards different aspects in life just following the way other people are

in their group. If the influence of Peers is very high then one often adapts in to that pressure as one desires to prove their status, and often give in to peer pressure observing the morals, ideals, behavior or even just components that are recommended to them as being associated to their status.

For example a doctor may start playing golf just to expose his status, or a rap star may start wearing platinum chains to show his Rapper status. They are often scared that is they do not adapt themselves into the image as their peer group want to see them they will not be considered as a part of that group (Peer Pressure and Consumer Behavior, 2016).

## **2.7 Personal factors**

There are many personal characteristics that influences buyer's decisions. These include the buyer's age and way of life, purchasing power and revenue, personality, self -concept and lifestyle. Some of these characteristic have a great impact on consumer behavior (Kotler and Keller, 2006).

### **2.7.1 Age and way of life**

Consumer's lifestyle, beliefs, surroundings, activities, interest and consumer habits keep on changing during his life. He may not purchase the same products or services at 20 or 70 years because during his life a consumer may change his diet from unhealthy product to healthier diet to avoid health problems. The Family life cycle of the individual affects his lifestyle, buying behavior and values reliant if he's single, in a relationship, etc., and also the region of the country where he belongs to. So, for a retailer, it is stimulating to determine, comprehend, measure, and evaluate the criteria and personal factors that affect the shopping behavior of their customers. (The Consumer Factor, 2016)

### **2.7.2 Purchasing power and revenue**

The purchasing power of an individual significantly influences his behavior and purchasing decisions based on his earnings and his assets. This affects his aspect on money and the level of influence of price in his purchasing decisions. But it also enacts a role in the kind of retailers where he goes and the types of brands he

purchases. Some consumers may also look for the social value just to show their social status of products they acquire in order to show “external assumption” of their incomes and their level of purchasing power.

### 2.7.3 Lifestyle

A person’s lifestyle includes all of its activities, interests, values and opinions. The lifestyle influences a consumer’s behavior and purchasing decisions. For example, most of the consumers have become health conscious now so they prefer healthy and balanced lifestyle and prefers to eat organic products and go to specific grocery shops, will do some exercise regularly and hence will purchase shoes, clothes and particular products, etc.. People from same subculture, social class and occupation may lead quite difference lifestyle. A lifestyle is a person’s pattern of living in the world as expressed in the activities, interests and opinions. Lifestyle is shaped by whether consumers are money constrained or time constrained. Consumer decision is also influenced by core values that people desires over the long term. (Kotler & Keller, 2006).

### 2.7.4 Personality and self –concept

According to Mellott, the study of Personality targets on aspects of personal behavior that can be standardized, related and probably, highly patterned. These aspects and patterns of behavior surround the individual in his or her correlation with others and with the environment .Many areas of marketing have been reviewed with personality studies, inclusive of promotion, store patronage, packaging, product and brand loyalty, attitudes towards manufacturers, and successive image formation (Mellott, 1984).

Self- Concept is a person’s unique view of himself or herself. It can be considered as an image of one’s awareness, attitudes, feelings, perceptions, and evaluation. It’s the sum of an individual’s background and experience (Mellott, 1984).

These two conceptions highly affect the choices and way of living of an individual’s everyday life and also his shopping behavior and purchasing habits. In order to attract more customers, most of the brands are establishing an image and a personality that transmits the traits and values of the desired targeted consumers. The

more a product or brand supports a specific and amicable self –image to the consumer, the more it will be acquired and acknowledged.

## **2.8 Psychological Factors**

There are four main psychological processes that affect consumer behavior: Motivation, Perception, Learning, Beliefs and attitudes.

### **2.8.1 Motivation**

According to Mellott, Motivation is the practice of inducting or stimulating the behavior of individuals. A course of action can be inducted or changed through Motivation. Many complex factors are resulted from motivations of consumer, which are not only simple emotional or thoughtful factors but they are biological, social and physical too. Motivations of consumer are influenced by human needs such as hunger, thirst, relaxation, rest, to be charming, to have labor- saving devices, and also the need to achieve success among many others (Mellott, 1984).

Before any consumer motivation there has to be three conditions. Firstly, there should be awareness for the existence of motive or need. The acceptance of the motive specify to the individual that has happened to produce a state of discomfort or tension that led to the awareness. When a motive exists in response to a person's need to attain personal success in his or her chosen career, the awareness is said to be internal. Having motives created in response to working with a group who is making efforts to create standards for clean air and water are said to be external. Secondly individual energy must be mobilized. If the energy is activated then individuals will do something about the kindled need awareness. Thirdly the goal must be clear and specific towards which the energies of individuals are directed. The product and services offered by retail stores are generally the goals of consumers. For the occurrence of motivation all the three conditions mentioned above must be met. (Mellott,1984).

### **2.8.2 Perception**

A person who is motivated is always ready to move. The way the motivated person actually acts is dominated by his or her aspect or notion of the situation. Perception is the procedure by which an individual selects, organizes and interprets information inputs it creates as meaningful picture of the world. In marketing, perceptions are more important than the reality, as it perceptions will affect consumer's actual behavior.

People can emerge with difference perception of the same object because of three intuitive procedures includes selective attention, selective misinterpretation and selective reservation. (Kotler & Keller, 2006)

### 2.8.3 Learning

Learning involves changes in an individual's behavior arising from understanding. Behavior of human is mostly well informed. Learning originates through the networking of expedite, stimuli, cues, responses and reinforcement. The demand of the product can be built by associating it with strong drives, using motivating keys and presenting positive expansion. (Kotler & Keller, 2006)

### 2.8.4 Beliefs and attitudes

An assurance that an individual has on something is said to be as belief. Beliefs influences the buying behavior developing through the acquired experiences, learning and external influences like family, friends, etc.(The Consumer Factor, 2016) Attitude is stated as a feeling, an evaluation of an object or idea and the tendency to act in a particular way towards that thing. The individual develops a rational behavior towards similar objects or ideas following attitudes. Attitude serves as a link between perception of consumers and actual behavior of consumer so is important for the marketers to understand and to influence.

Beliefs along with attitudes are mostly well embedded in the minds of individual and are not an easy task to change. Beliefs and attitudes depict a person's personality. Extroverted people have attitudes that are different from introverted persons, and conservatives and liberals have different set of attitudes. (Mellot, 1984).

## 2.9. Consumer Behavior

According to Kotler, 2004. The buying behavior of consumers is stated as “The individuals and households who buy goods and services for personal utilization.” A person who attains goods and services for self-pleasure is considered as ‘consumer’. It is often illustrated as two distinct types of consuming entities: the personal consumers and the organizational consumers. The personal consumers purchase goods and services for his/her own use. That means the goods are bought for final use by individual, whereas organizational consumers, enclosed for profit and not for profit of their business, government offices, association, all of them must purchase products, materials and services in order to run their organization (Kotler, 2004). Consumer behavior pertains to the type of goods and services that people buy, how they purchase them, why they buy them, where and how often they buy them. Likewise, it refers to individual and group decision making activities, the part that consumption depicts and the correlation between buyers and sellers. Relatively in all cases, the study of consumer behavior goes above the substantial purchase and analyzes the actions and reactions of individuals and groups after purchases are made. (Mellott, 1984).

*“consumer behaviour..... is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.” (Solomon, Bamossy et al. 2006, p6).*

## **2.10 Statistic Research Collecting Method**

### **2.10.1 Multinomial Logistic Regression**

Using Multinomial logistic regression in choice model, marketing the data was collected. The normal estimation of technique is the multinomial logit choices which represent the categories of dependent variable and the each characteristic level is an explanatory variable (Mario, 2008).

The logit of transformation is a link function of logistic regression which can explain below;

- The logit transformation is the log of the odds that  $y=1$  relative to  $y=0$
- The logit link allows to transform the binary variable  $y$  into a continuous variable  $z$

- The final equation is a regression model with a continuous variable on the left-hand side
- The only difference of standard regression model is that the distribution of the error is not normal but logistic.
- Estimation of  $a$  and  $b$  can be obtained by *maximum likelihood* which works with any known probability distribution of the errors and returns the maximum likelihood estimates (the most probable values for the parameters) (Mario, 2008).

Multinomial logistic regression uses correlation between two things for computing the data which are an independent variable and dependent variable and interaction. Multinomial logistic regression is an arrangement method that simplifies logistic regression to multiclass complications, i.e. with more than two possible separate results. The model is used to estimate the likelihoods of the unlike possible results of categories in distributed dependent variable, assumed a set of an independent variables (which may be real-valued, binary-valued, categorical-valued, etc.). Multinomial regression is a multi-equation model, similar to multiple linear regressions. For a nominal dependent variable with  $k$  categories the multinomial regression model estimates  $k-1$  logit equations. Even though SPSS does compare all arrangements of  $k$  groups it only shows one of the comparisons. This is normally any the first or the last category. The multinomial regression process in SPSS allows choosing generously one group to compare the others. In addition, the multinomial logit model can be used to model choices among the latent dependent variable regression and dependent variables, which is a nominal variable.

Discrete Choice Model: The random utility component is based on the assumption that a decision-maker  $n$  ( $n = 1, \dots, N$ ), faced with a finite set  $C_n$  of mutually exclusive alternatives  $i$  ( $i = 1, \dots, I_n$ ), chooses the option  $i$  which offers the highest utility  $U_{in}$ . Each alternative's utility is described as a function of explanatory variables forming the characteristic part of the utility,  $V(\cdot)$ , and random disturbances,  $v_{in}$ :

$$U_{in} = V(\mathbf{x}_{in}, \boldsymbol{\eta}_{in}; \boldsymbol{\beta}) + v_{in}, \quad (1)$$

where  $x_{in}$  is a  $(K \times 1)$  vector of observed variables and  $\eta_{in}$  is a  $(M \times 1)$  vector of latent variables. These variables symbolize either (latent) characteristics of the decision-maker ( $x_{sin}$ ,  $\eta_{sin}$ ) or (latent) attributes of the alternatives ( $x_{zin}$ ,  $\eta_{zin}$ ). The importance of the descriptive variables on the function of the options is reflected in the  $(1 \times (K+M))$  vector  $\beta$ . By assuming, for example, that each  $v_{in}$  is independently, identically distributed (i.i.d.) extreme value, the widely used multinomial logit model results (e.g. Ben-Akiva & Lerman, 1985):

$$P(u_{in} = 1 | x_{in}, \eta_{in}; \beta) = \frac{e^{V(x_{in}, \eta_{in}; \beta)}}{\sum_{j \in C_n} e^{V(x_{jn}, \eta_{jn}; \beta)}}, \quad (2)$$

as is common practice in choice modeling, the representative utility  $V(\cdot)$  is specified to be linear in parameters:

$$V_{in} = \beta_x x_{in} + \beta_\eta \eta_{in}, \quad (3)$$

where  $\beta_x$  and  $\beta_\eta$  is a  $(1 \times K)$  and a  $(1 \times M)$  vector, respectively.

Latent Variable Model: Model identification typically requires that the unobserved  $\eta$ s are operationalized by multiple manifest variables,  $y$ . In the simplest case, a linear factor model is appropriate to describe the mapping of the indicators onto the latent variables, leading to the following measurement equation:

$$y = \Lambda \eta + \varepsilon, \quad (4)$$

where  $y$  is a  $(P \times 1)$  vector,  $\Lambda$  is a  $(P \times M)$  matrix of factor loadings and  $\varepsilon$  is a  $(P \times 1)$  vector of dimension errors which are i.i.d. multivariate normal.<sup>3</sup>

Our structural model for the latent variables mixes alternative formulations by Ashok et al. (2002) and Walker and Ben-Akiva (2002) by allowing for interrelationships among the latent variables as well as for the influence of practical explanatory variables  $z$  on the latent variables: <sup>4</sup>

$$\eta = \mathbf{B}\eta + \mathbf{\Gamma}z + \zeta, \quad (5)$$



where  $\mathbf{z}$  is a  $(L \times 1)$  vector, and the  $(M \times M)$  matrix  $\mathbf{B}$  and the  $(M \times L)$  matrix  $\mathbf{\Gamma}$  contain unknown regression parameters. The  $(M \times 1)$  vector  $\zeta$  represents random disturbances assumed to be i.i.d. multivariate normal.

**Likelihood Function:** Since all information about the latent variables is comprised in the multiple observed indicators, the joint probability of the choice and latent variable indicators conditioned on the exogenous variables is considered. Assuming that the random errors  $v$ ,  $\varepsilon$ , and  $\zeta$  are independent, integrating over the joint distribution of the latent variables leads to the following multidimensional integral:

$$P(u_i = 1, \mathbf{y} | \mathbf{x}, \boldsymbol{\theta}) = \int_{R_\eta} P_u(u_i = 1 | \mathbf{x}, \boldsymbol{\eta}, \boldsymbol{\beta}, \boldsymbol{\Sigma}_v) f_y(\mathbf{y} | \boldsymbol{\eta}, \boldsymbol{\Lambda}, \boldsymbol{\Sigma}_\varepsilon) f_\eta(\boldsymbol{\eta} | \mathbf{z}; \mathbf{B}, \boldsymbol{\Gamma}, \boldsymbol{\Sigma}_\zeta) d\boldsymbol{\eta}, \quad (6)$$

where  $P_u$  denotes the probability function of observing the choice of a specific alternative (2), the density function  $f_y$  for the latent variable indicators relates to the measurement model (4), and the density function  $f_\eta$  of the latent variables corresponds to the structural model (5).  $R_\eta$  denotes that integration is over the range space of the vector of latent variables that have a direct impact on the choice decision.

### 2.10.2 Descriptive Research: Cross Tabulation

In descriptive method, using frequency tables can display a summary of the supply of a single variable, while cross-tabulations (or call as cross-tabs) present a summary of the distribution of two or more variables. The researcher shows cross-tabs in frequency distribution of one variable join to one or more other variables. It classifies the frequencies by the groups or class intervals of the variables being matched.

Cross-tabs comprise any combination of nominal, ordinal, interval, and ratio variables. The one of analytical tools that is the most valuable and famous using in market research because it contributes the riches facts in relationship between each variable (Qualtrics.com).

## 2.11 Sources of Questionnaire Items

### 2.11.1 Source of Questionnaire in each variable

Table 2.1: Source of Questionnaire Items

Constructs	Indicators	Sources
<b>Product</b>	Brand name Product quality Product Variety Availability of convenient size	Arunee, 2009; Usamas, 2013;
<b>Price</b>	Competitive price Cheaper price than its competitors Good value	Arunee, 2009 Usamas, 2013;
<b>Place</b>	Accessibility Merchandising Display Convenient hours	Arunee, 2009; T.M.Santosh,2013
<b>Promotion</b>	Discount Cash coupons or gift vouchers Attractive advertisements Brand endorsements by celebrities	Arunee, 2009; T.M.Santosh,2013
<b>Packaging</b>	Trendy packaging Appealing logo Creative slogans Variety of size	Arunee, 2009; Usamas, 2013;
<b>Brand Effects</b>	Brand awareness Brand identity Brand personality Brand loyalty Brand relevance	Arunee, 2009 Usamas, 2013

(Continued)

Table 2.1 (Continued): Source of Questionnaire Items

Constructs	Indicators	Sources
<b>Cultural Factors</b>	Culture and social environment Subculture (Regional subcultural differences) Social classes Cultural trends	Arunee, 2009; Pirta, 2009
<b>Social Factors</b>	Family Social roles and status Peer effects	Arunee, 2009; Usamas, 2013;
<b>Personal Factors</b>	Age and way of life Purchasing power and revenue Lifestyle Personality and self- concept	Arunee, 2009; Usamas, 2013;
<b>Psychological Factors</b>	Motivation Perception Learning Beliefs and attitudes	Arunee, 2009; Usamas, 2013; Pirta, 2009

## 2.12 Research Framework

This research studies about the consumer brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est in Bangkok, this research framework explains about the details inside independent variables that effects on dependent variable.

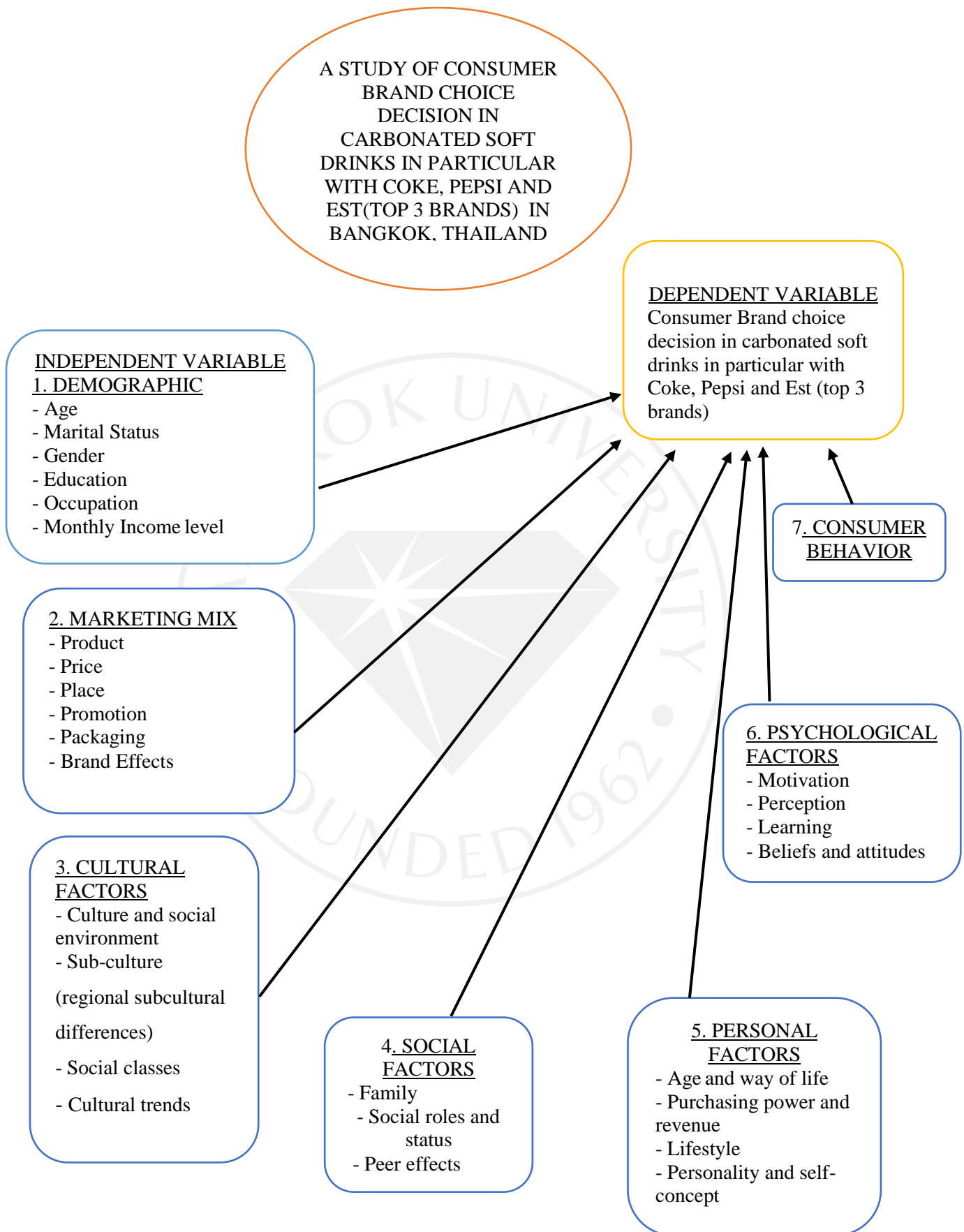


Figure 2.4: Conceptual Framework

### **2.13 Hypothesis of this Research**

Hypothesis is a statement to explain research problem, and arrange for educated vision of research result (Sarantakos, 2012). According to doing experiment in research study, will be analyzing each variable along with the results from former research in order to offer hypothesis to this study.

Therefore, the Hypotheses are set as follow:



Table 2.2: Hypothesis Setting: The independent and dependent variables.

<b>Part</b>	<b>Section</b>	<b>Dependent Variables</b>	<b>Independent Variables</b>
Marketing 4 Ps	Product	Carbonated soft drink	<ol style="list-style-type: none"> <li>1. Brand name</li> <li>2. Product quality</li> <li>3. Product Variety</li> <li>4. Availability of convenient size</li> </ol>
	Price	Carbonated soft drink	<ol style="list-style-type: none"> <li>1. Competitive price</li> <li>2. Cheaper than its competitors</li> <li>3. Good Value</li> </ol>
	Place	Carbonated soft drink	<ol style="list-style-type: none"> <li>1. Accessibility</li> <li>2. Merchandising Display</li> <li>3. Convenient hours</li> </ol>
	Promotion	Carbonated soft drink	<ol style="list-style-type: none"> <li>1. Discount</li> <li>2. Cash coupons or gift vouchers</li> <li>3. Attractive advertisements</li> <li>4. Brand endorsements by celebrities</li> </ol>
	Packaging	Carbonated soft drink	<ol style="list-style-type: none"> <li>1. Trendy Packaging</li> <li>2. Appealing logo</li> <li>3. Creative slogans</li> <li>4. Variety of size</li> </ol>
	Brand effects	Carbonated soft drink	<ol style="list-style-type: none"> <li>1. Brand awareness</li> <li>2. Brand identity</li> <li>3. Brand personality</li> <li>4. Brand loyalty</li> <li>5. Brand relevance</li> </ol>

(Continued)

Table 2.2 (Continued): Hypothesis Setting: The independent and dependent variables

<b>Part</b>	<b>Section</b>	<b>Dependent Variables</b>	<b>Independent Variables</b>
Other factors of Brand choice decision	Cultural factors	Carbonated soft drink	<ol style="list-style-type: none"> <li>1. Culture and social environment</li> <li>2. Subculture( Regional subcultural differences)</li> <li>3. Social classes</li> <li>4. Cultural trends</li> </ol>
	Social Factors	Carbonated soft drink	<ol style="list-style-type: none"> <li>1. Family</li> <li>2. Social roles and status</li> <li>3. Peer effects</li> </ol>
	Personal factors	Carbonated soft drink	<ol style="list-style-type: none"> <li>1. Age and way of life</li> <li>2. Purchasing power and revenue</li> <li>3. Lifestyle</li> <li>4. Personality and self-concept</li> </ol>
	Psychological factors	Carbonated soft drink	<ol style="list-style-type: none"> <li>1. Motivation</li> <li>2. Perception</li> <li>3. Learning</li> <li>4. Beliefs and attitudes</li> </ol>

These are the followings hypotheses:

H1<sub>o</sub>: Product does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H1<sub>a</sub>: Product significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H1.1<sub>o</sub>: Brand name does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H1.1<sub>a</sub>: Brand name significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H1.2<sub>o</sub>: Product quality does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H1.2<sub>a</sub>: Product quality significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H1.3<sub>o</sub>: Product Variety does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H1.3<sub>a</sub>: Product Variety significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H1.4<sub>o</sub>: Availability of convenient size does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H1.4<sub>a</sub>: Availability of convenient size significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H2<sub>o</sub>: Price does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H2<sub>a</sub>: Price significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H2.1<sub>o</sub>: Competitive price does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.



H2.1<sub>a</sub>: Competitive price significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H2.2<sub>o</sub>: Cheaper than its competitors does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H2.2<sub>a</sub>: Cheaper than its competitors significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.H

H2.3<sub>o</sub>: Good Value does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H2.3<sub>a</sub>: Good Value significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H3<sub>o</sub>: Place does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H3<sub>a</sub>: Place significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H3.1<sub>o</sub>: Accessibility does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H3.1<sub>a</sub>: Accessibility significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H3.2<sub>o</sub>: Merchandising Display does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H3.2<sub>a</sub>: Merchandising Display significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H3.3<sub>o</sub>: Convenient hours does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H3.3<sub>a</sub>: Convenient hours significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H4<sub>o</sub>: Promotion does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H4<sub>a</sub>: Promotion significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H4.1<sub>o</sub>: Discount does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H4.1<sub>a</sub>: Discount significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H4.2<sub>o</sub>: Cash coupons or gift vouchers does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H4.2<sub>a</sub>: Cash coupons or gift vouchers significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H4.3<sub>o</sub>: Attractive advertisements does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H4.3<sub>a</sub>: Attractive advertisements significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H4.4<sub>o</sub>: Brand endorsements by celebrities does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H4.4<sub>a</sub>: Brand endorsements by celebrities significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H5<sub>o</sub>: Packaging does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H5<sub>a</sub>: Packaging significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H5.1<sub>o</sub>: Trendy Packaging does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H5.1<sub>a</sub>: Trendy Packaging significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H5.2<sub>o</sub>: Appealing logo does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H5.2<sub>a</sub>: Appealing logo significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H5.3<sub>o</sub>: Creative slogans does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H5.3<sub>a</sub>: Creative slogans significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H5.4<sub>o</sub>: Variety of size does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H5.4<sub>a</sub>: Variety of size significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H6<sub>o</sub>: Brand effects does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H6<sub>a</sub>: Brand effects significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H6.1<sub>o</sub>: Brand awareness does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H6.1<sub>a</sub>: Brand awareness significantly influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H6.2<sub>o</sub>: Brand identity does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H6.2<sub>a</sub>: Brand identity significantly influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H6.3<sub>o</sub>: Brand personality does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H6.3<sub>a</sub>: Brand personality significantly influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H6.4<sub>o</sub>: Brand loyalty does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H6.4<sub>a</sub>: Brand loyalty significantly influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H6.5<sub>o</sub>: Brand relevance does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H6.5<sub>a</sub>: Brand relevance significantly influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H7<sub>o</sub>: Cultural Factors does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H7<sub>a</sub>: Cultural Factors significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H7.1<sub>o</sub>: Culture and social environment does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H7.1<sub>a</sub>: Culture and social environment significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H7.2<sub>o</sub>: Subculture (Regional sub cultural differences) does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H7.2<sub>a</sub>: Subculture (Regional sub cultural differences) significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H7.3<sub>o</sub>: Social classes does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H7.3<sub>a</sub>: Social classes significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H7.4<sub>o</sub>: Cultural trends does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H7.4<sub>a</sub>: Cultural trends significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H8<sub>o</sub>: Social Factors does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H8<sub>a</sub>: Social Factors significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H8.1<sub>o</sub>: Family does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H8.1<sub>a</sub>: Family significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H8.2<sub>o</sub>: Social roles and status does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H8.2<sub>a</sub>: Social roles and status significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H8.3<sub>o</sub>: Peer Effects does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H8.3<sub>a</sub>: Peer Effects significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H9<sub>o</sub>: Personal Factors does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H9<sub>a</sub>: Personal Factors significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H9.1<sub>o</sub>: Age and way of life does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H9.1<sub>a</sub>: Age and way of life significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H9.2<sub>o</sub>: Purchasing power and revenue does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H9.2<sub>a</sub>: Purchasing power and revenue significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H9.3<sub>o</sub>: Lifestyle does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H9.3<sub>a</sub>: Lifestyle significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H9.4<sub>o</sub>: Personality and self-concept does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H9.4<sub>a</sub>: Personality and self-concept significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H10<sub>o</sub>: Psychological Factors does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H10<sub>a</sub>: Psychological Factors significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H10.1<sub>o</sub>: Motivation does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H10.1<sub>a</sub>: Motivation significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H10.2<sub>o</sub>: Perception does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H10.2<sub>a</sub>: Perception significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

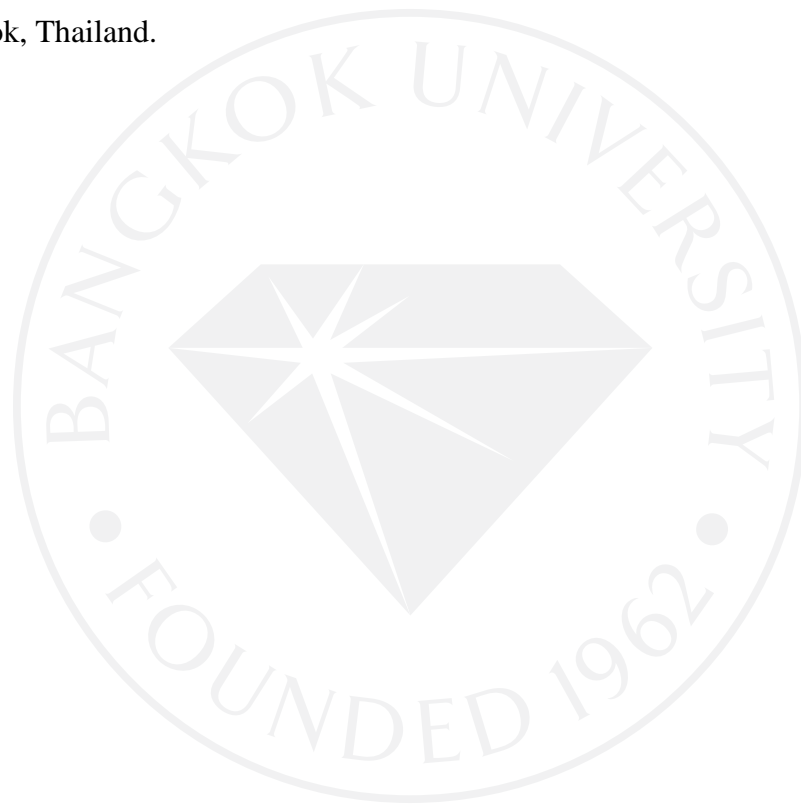
H10.3<sub>o</sub>: Learning does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.



H10.3<sub>a</sub>: Learning significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H10.4<sub>o</sub>: Beliefs and attitudes does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

H10.4<sub>a</sub>: Beliefs and attitudes significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.



## CHAPTER 3

### RESEARCH METHODOLOGY

This research is based on quantitative methodology to collect the data in order to attain the aims and objectives of the research. Questionnaire as the main survey tool has been distributed to the customers to analyze and conclude about research design, population, sample selection, research instrument, reliability and validity assessment, data collection and statistic for data analysis, which is described below.

#### **3.1 Research Design**

In this study, author gathered data and analyzed data by using questionnaire, the aim of this research is to explain the factors which influence Consumer brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

Quantitative research is ‘Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics). It means that the professional quantitative research is based on accurate data. Therefore, the questionnaire setting, population and sampling designing and data collection has been set reasonably.

Qualitative approach will be used as secondary data which the researcher collects, analyzes, and organizes the study by using exploratory research design through literature review, related studies are journals, thesis, articles, books, researches, internet and articles both local and international

#### **Major Question**

Which factors influence consumer brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand in 2016?

#### **Sub – Question;**

1. Which brand dimension of Brand effects influences consumer brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand?
2. Which consumer behavior factor influences consumer brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand?

### **3.2 Questionnaire Design**

According to review researches, most previous research of customer's choice criteria in higher education has used questionnaire to conduct information. In addition, a concept has been pointed out by Uma Sekaran & Roger Bougie (2013), questionnaire as a very important tool for investigating patterns with numerical data and has adopted by many successful management, marketing and consumer research.

In this study, the questionnaire was designed to gather general information about demographics, marketing mix, cultural factors, social factors, personal factors, psychological factors and customer lifestyle data which is related to customer brand choice decision in carbonated soft drinks in particular with coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand.

### **3.3 Population and Samples**

Sampling begins with precisely defining the target population. The target population must be defined in terms of elements, geographical boundaries and times. Therefore, the research objective and the scope of the study play a crucial role in defining the target population (Uma Sekaran & Roger Bougie, 2013)

#### **Sample size**

Population in this research is customers who consume carbonated soft drinks in their daily life. Moreover, total population of 4, 73,156 persons were taken who lives in these 4 districts of Bangkok- Rat Burana, Chom thong, Thungkhru and Thonburi Districts of Bangkok (Wikipedia, 2016).

### 3.4 Sample Size

A sample size in this study is from 400 customers who consume soft drinks in Rat Burana, Chom thong, Thungkhru and Thonburi Districts of Bangkok. The author collected the sample from actual population and simplified formula for proportions as following Taro Yamane (1973):

$$\text{Formula } n = \frac{N}{1 + Ne^2}$$

Which:

n is the sample size

N is the population size

e is the acceptable sampling error

At 95% confidence level and  $e = 1 - 0.95 = 0.05$

$$\begin{aligned} \text{So: } n &= \frac{4,73,156}{1 + 4,73,156 (0.05)^2} \\ &= 399.66 \end{aligned}$$

Within  $N = 4,73,156$  and  $e = 5\%$  (at 95% confidence level)

Hence, the sample size is 400 respondents.

According to the field sampling which has been conducted in four locations, therefore, the sample size based on contribution of each location is as follows.

Number of sample size by location.

Table 3.1: Calculation of Proportionate Sampling area

Areas of Bangkok	% of population	Total Sample size = 400
Rat Burana	18%	72
Chom Thong	33%	132
Thungkhru	25%	100
Thonburi	24%	96
Total	100%	400

So, the total sample size for this study is 400 persons

Following the information from Marketeer Magazine, 2014., The market share of the top three brands of carbonated soft drinks are as follows: Coke- 52%, Pepsi- 29%, Est- 12% and others -7%. As the researcher focus mainly on these three brands so market share of other brands are not considered in the total market share. So the total market share considered for sampling of this research is 93%.

Sampling Method (Proportionate sampling method) is used by subtracting market share. So, 93% is used to represent 100% but we used this to make it in proportion to 400 as 7% belongs to other brands (Marketeer, 2014)

Table 3.2: Calculation of Proportionate Sampling

Brand's Name	Market Share	Number of Respondents
Coke	52%	208
Pepsi	29%	116
Est	12%	48
Total	93%	372

Since the total number of sampling is 400 so the researcher increased 28 responses in proportion to market share to make it 400 as follows.

Table 3.3: Calculation of Proportionate Sampling

Brand's name	Market share	Number of respondents
Coke	52%	223
Pepsi	29%	125
Est	12%	52
Total	93%	400

Therefore, the total number of questionnaire which is 400 sets were divided following to the proportion by respondents for Coke 233 persons, Pepsi 125 persons and Est 52 persons by distributing questionnaires in 4 districts of Bangkok as follows: Rat

Burana area collected for 72 respondents, Chom thong area for 132 respondents, Thungkhru area for 100 respondents and Thonburi area for 96 respondents.

And then, the researcher decides to use accidental sampling method. Accidental Sampling is a kind of non-probability sampling that is estimated by taking samples from that part of population that is easily accessible. A sample population is selected because it is promptly available and beneficial, as researcher is illustrating on association or structure to which is easily accessible.

It is one of nonprobability sampling to collect data by distributing in 4 districts of Bangkok- Rat Burana, Chom thong, Thungkhru and Thonburi of Bangkok in shopping malls area like Big C, Tesco Lotus, Max Value, 7 Eleven, universities.

### 3.5 Survey Instruments

As the author mentioned above, the questionnaire for this research is based on the topic which is Consumer brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand, therefore, the questionnaire totally has five parts as follows:

Part 1. It refers to the carbonated soft drinks brand which the customer prefer to drink

Table 3.4: Level of Information Measurement and Criteria for Carbonated soft drink brand

Variable	Level of Measurement	Criteria Classification
1. 1. Which brand do you prefer more in soft drinks?	Nominal	1. Coke 2. Pepsi 3. Est

Part 2. It is related to the factors which influence your brand choice decision towards top 3 brands of carbonated soft drinks in Bangkok.

It includes 10 questions which are:

2. Product
3. Price
4. Place
5. Promotion
6. Packaging
7. Brand Effects
8. Cultural Factors
9. Social Factors
10. Personal Factors
11. Psychological Factors

All items were weighted by target respondents on a seven-point Likert scale. In each questions are scaled by Number 0 means “Not any effect” to number 7 means “Extremely important”. The weight (scores) are fixed in each level as below:

Extremely important	= 7 points
Very important	= 6 points
Moderately important	= 5 points
Neutral	= 4 points
Slightly important	= 3 points
Low important	= 2 points
Not at all important	= 1 point
No effect	= 0 point

For the measurement analysis the author use mean and interval class formula to calculate the range of information in each level as followed;

$$\begin{aligned} \text{Interval class} &= \frac{\text{Range (Max value - Min Value)}}{\text{Number of Interval}} \\ &= \frac{(8-1)}{8} \end{aligned}$$

$$= 0.86$$

Therefore, the analysis and interpretation of factors in each aspects will use the average score interpretation that are

Average score of 6.03 – 7.00 refers to Extremely Important Level

Average score of 5.17 – 6.02 refers to Very Important Level

Average score of 4.31 – 5.16 refers to Moderately Important Level

Average score of 3.45 – 4.30 refers to Neutral Level

Average score of 2.58 – 3.44 refers to Slightly Important Level

Average score of 1.73 – 2.58 refers to Low Important Level

Average score of 0.87 – 1.72 refers to Not at All Important Level

Average score of 0.00 – 0.86 refers to Not Any Effect Level

Part 3. It is related to General Information and Demographic which consist of Gender, Marital Status, Age, highest level of education, occupation and Monthly income level in brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

Table 3.5: Level of Information Measurement and Criteria for Demographic

Variable	Level of Measurement	Criteria Classification
12. Gender	Nominal	1. male 2. female

(Continued)



Table 3.5 (Continued): Level of Information Measurement and Criteria for Demographic

Variable	Level of Measurement	Criteria Classification
13. Marital Status	Nominal	<ol style="list-style-type: none"> <li>1. single</li> <li>2. married</li> <li>3. divorced</li> <li>4. Widowed</li> </ol>
14. Age	Ordinal	<ol style="list-style-type: none"> <li>1. &lt;16 years</li> <li>2. 16-20 years</li> <li>3. 21-25 years</li> <li>4. 26-30 years</li> <li>5. 31-35 years</li> <li>6. &gt;36 years</li> </ol>
15. Highest level of Education	Ordinal	<ol style="list-style-type: none"> <li>1. Primary / Middle school</li> <li>2. High school or equal</li> <li>3. Diploma/ College</li> <li>4. Bachelor's degree</li> <li>5. Master degree</li> <li>6. Doctoral degree</li> <li>7. Others</li> </ol>
16. Occupation	Nominal	<ol style="list-style-type: none"> <li>1. Business owner</li> <li>2. Housewife</li> <li>3. Student</li> <li>4. Full time worker</li> <li>5. Government Worker</li> <li>6. No Job</li> <li>7. Others</li> </ol>

(Continued)

Table 3.5 (Continued): Level of Information Measurement and Criteria for Demographic

Variable	Level of Measurement	Criteria Classification
17. Monthly income level	Ordinal	1. Below 15,000 baht 2. 15,001-30,000 baht 3. 31,001-50,000 baht 4. 50,001-80,000 baht 5. 80,001-100,000 baht 6. more than 100,000 baht

Part 4. It is related to Factors influencing in making Brand Choice Decision (4 P's Marketing Mix

It consists of 6 aspects: Product, Place, Price, Promotion, Packaging and Brand Effects.

Product factors aspect includes 4 questions that are

18. Brand name
19. Product quality (taste & flavour)
20. Product variety
21. Availability of convenient size

Price factors aspect includes 3 questions that are

22. Competitive Price
23. Cheaper than its competitors
24. Good Value

Place factors aspect includes 3 questions that are

25. Accessibility
26. Merchandising Display

27. Convenient hours

Promotion factors aspect includes 4 questions that are

- 28. Discount
- 29. Cash coupons or gift vouchers
- 30. Attractive advertisement
- 31. Brand endorsements by celebrities

Packaging factors aspect includes 4 questions that are

- 32. Trendy Packaging
- 33. Appealing logo
- 34. Creative slogans
- 35. Variety of size

Brand Effects aspect includes 5 questions that are

- 36. Brand awareness
- 37. Brand identity (Brand image)
- 38. Brand personality (unique characteristics of that brand)
- 39. Brand loyalty (loyalty towards one brand)
- 40. Brand relevance (Brand importance or purpose)

All items were weighted by target respondents on a five-point Likert scale. In each questions are scaled by Number 1 means “Strongly Disagree” to number 5 means “Strongly Agree”. The weight (scores) are fixed in each level as below

Strongly Agree	= 5 points
Agree	= 4 points
Neutral	= 3 points
Disagree	= 2 points
Strongly Disagree	= 1 point

For the measurement analysis the author use mean and interval class formula to calculate the range of information in each level as followed;

$$\begin{aligned} \text{Interval class} &= \frac{\text{Range (Max value - Min Value)}}{\text{Number of Interval}} \\ &= \frac{(5-1)}{5} \\ &= 0.8 \end{aligned}$$

Therefore, the analysis and interpretation of factors in each aspects will use the average score interpretation that are

Average score of 4.21 – 5.00 refers to Strongly Agree Level

Average score of 3.41 – 4.20 refers to Agree level

Average score of 2.61 – 3.40 refers to Neutral level

Average score of 1.81 – 2.60 refers to Disagree level

Average score of 1.00 – 1.80 refers to Strongly Disagree Level

Part 5. It is related to Factors affecting in making Brand choice decision in carbonated soft drinks

It consists of 4 aspects: Cultural Factors, Social Factors, Personal Factors and Psychological Factors.

Cultural Factors aspect includes 4 questions that are

41. Culture and social environment
42. Subculture (Regional sub cultural differences)
43. Social classes
44. Cultural trends

Social Factors aspect includes 3 questions that are

45. Family
46. Social roles and status

## 47. Peer effects

Personal Factors aspect includes 4 questions that are

- 48. Age and way of life
- 49. Purchasing power and revenue
- 50. Lifestyle
- 51. Personality and self-concept

Psychological Factors aspect includes 4 questions that are

- 52. Motivation
- 53. Perception
- 54. Learning
- 55. Beliefs and attitudes

All items were weighted by target respondents on a five-point Likert scale. For the each questions, the scaled from Number 1 which means “Strongly Disagree” to number 5 which means “Strongly Agree”. The weight (scores) are fixed in each level as below

Strongly Agree	= 5 points
Agree	= 4 points
Neutral	= 3 points
Disagree	= 2 points
Strongly Disagree	= 1 point

For the measurement analysis the author use mean and interval class formula to calculate the range of information in each level as followed

Interval class =  $\frac{\text{Range (Max value - Min Value)}}{\text{Number of Interval}}$

$$= \frac{(5-1)}{5}$$

$$= 0.8$$

Therefore, the analysis and interpretation of factors in each aspects will use the average score interpretation that are

Average score of 4.21 – 5.00 refers to Strongly Agree Level

Average score of 3.41 – 4.20 refers to Agree Level

Average score of 2.61 – 3.40 refers to Neutral Level

Average score of 1.81 – 2.60 refers to Disagree Level

Average score of 1.00 – 1.80 refers to Strongly Disagree Level

Part 6. It is related to Consumer Behavior Factors affecting in making Brand choice decision in carbonated soft drinks

Consumer Behavior Factors aspect includes 14 questions that are

56. Where is the most common place that you purchase soft drinks?
57. How often do you consume a carbonated soft drink?
58. On an average how many times do you visit stores to purchase carbonated soft drinks?
59. What pack size of carbonated soft drinks do you normally purchase?
60. How much amount of carbonated soft drink do you consume per time?
61. What other brands do you normally consume other than Coke, Pepsi or Est?
62. Why do you drink carbonated soft drinks?
63. What influence you to drink carbonated soft drinks?
64. Why do you prefer to drink a particular brand?
65. If you cannot find your favorite carbonated soft drink then which brand do you buy?
66. Do you think you can identify the difference in taste among the three brands (Coke, Pepsi and Est)?
67. If you order a specific soft drink brand but you get another brand instead of it, what will you do?

68. What is the most effective advertising that makes you want to drink a carbonated soft drink?
69. Which is the most attractive promotion that makes you purchase soft drink?

### 3.6 Content Validity and Reliability

The survey examines to two significant aspects, which are content validity and reliability to make sure that the respondents have a same frequent understanding of questionnaire. After that they can retort based on reality, emotion and knowledge as statistical reliability of the questionnaire.

#### 3.6.1 Content Validity

Each questions be on questionnaires are from previous works and literature. Even though the writer submitted this questionnaire to an independent study advisor and five experienced experts who have experience in related field in order to make sure content validity.

1. Mr. Nadim Xavier Salhani, CEO at Mudman Limited
2. Mr. Alex Selwyn Rajkumar T, Representative at St. John Freight System Pte.Ltd.
3. Mr. Shivendra Kumar Jaiswal, International Sales Manager at Femina lace International Company Limited.
4. Miss Preedaporn Uamurai, Marketing Officer at KF Foods Limited.
5. Miss Nutthanun Khantichaikajohn, Sales Executive at DEP Engineering.

To establish the constancy of questions, the researcher uses Index of Item Objective Congruence (IOC) method to calculate the consistency between the objective and content or questions and objective.

$$IOC = \frac{\sum R}{N}$$

Where  $IOC$  = consistency between the objective and content or questions and objective.

$\Sigma R$  = total assessment points given from all qualified experts.

$N$  = number of qualified experts.

The consistency index value must have the value 0.5 or above to be accepted. After measurement result, the questions have misused and have adapted to make sure that each question has the constancy index value more than 0.5. Therefore,

$$IOC = \frac{62.8}{69} = 0.910$$

According to  $IOC$  result of 30 questions on this questionnaire has value index of item objective congruence ( $IOC$ ) equal to 0.910 without any question that has  $IOC$  index less than 0.5. Thus, all questions are reasonable.

### 3.6.2 Reliability

The researcher chooses the questionnaire to samples as a show experiment to examine the questionnaire's reliability. In this research, the reliability test processes on SPSS statistic program by using Cronbach's alpha coefficient.

Table 3.6: Criteria of reliability

Cronbach's alpha coefficient	Reliability level	Desirability level
0.80-1.00	Very high	Excellent
0.70-0.79	High	Good
0.50-0.69	Medium	Fair
0.30-0.49	Low	Poor
Less than 0.30	Very low	Unacceptable



Source: Vanibuncha, K. (2003). *Statistical analysis: statistics for management and research*. Thailand: Department of Statistic Faculty of Chulalongkon University.

Meanwhile, Cronbach's alpha coefficient is more than 0.70, therefore, the questionnaire reliability is acceptable (Cronbach, 1951; Olorunniwo et al., 2006).

Table 3.7: The Result of Cronbach's Alpha Test with pre-test for 30 respondents: Factors

All Variables	Cronbach's Alpha
All part	.901
Product	.891
Price	.882
Place	.906
Promotion	.893
Packaging	.878
Cultural Factors	.885
Social Factors	.888
Personal Factors	.884
Psychological Factors	.885
Brand Effects	.914

The value of Cronbach's alpha coefficient of the 30 pre-test questionnaire of factor is 0.901. So the result shows that the reliability level is very high with excellent desirability level.

Table 3.8: The Result of Cronbach's Alpha Test with pre-test for 30 respondents: Product

All Variables (product)	Cronbach's Alpha
All Parts	.773
Brand name	.710
Product quality (taste & flavour)	.719
Product variety	.713
Availability of convenient size	.729

The value of Cronbach's alpha coefficient of the 30 pre-test questionnaire of product is 0.773. So the result shows that the reliability level is high with good desirability level.

Table 3.9: The Result of Cronbach's Alpha Test with pre-test for 30 respondents: Price

All Variables (price)	Cronbach's Alpha
All Parts	.805
Competitive Price	.745
Cheaper than its competitors	.733
Good Value	.718

The value of Cronbach's alpha coefficient of the 30 pre-test questionnaire of price is 0.805. So the result shows that the reliability level is very high with excellent desirability level.

Table 3.10: The Result of Cronbach's Alpha Test with pre-test for 30 respondents: Place

All Variables (place)	Cronbach's Alpha
All Parts	.850
Accessibility	.728
Merchandising Display	.880
Convenient hours	.763

The value of Cronbach's alpha coefficient of the 30 pre-test questionnaire of price is 0.850. So the result shows that the reliability level is very high with excellent desirability level.

Table 3.11: The Result of Cronbach's Alpha Test with pre-test for 30 respondents: Promotion

All Variables (promotion)	Cronbach's Alpha
All Parts	.828
Discount	.820
Cash coupons or gift vouchers	.772
Attractive advertisement	.778
Brand endorsements by celebrities	.758

The value of Cronbach's alpha coefficient of the 30 pre-test questionnaire of price is 0.828. So the result shows that the reliability level is very high with excellent desirability level.

Table 3.12: The Result of Cronbach's Alpha Test with pre-test for 30 respondents:

## Packaging

All Variables (packaging)	Cronbach's Alpha
All Parts	.835
Trendy Packaging	.800
Appealing logo	.776
Creative slogans	.761
Variety of size	.823

The value of Cronbach's alpha coefficient of the 30 pre-test questionnaire of price is 0.835. So the result shows that the reliability level is very high with excellent desirability level.

Table 3.13: The Result of Cronbach's Alpha Test with pre-test for 30 respondents:

## Cultural Factors

All Variables (Cultural Factors)	Cronbach's Alpha
All Parts	.890
Culture and social environment	.829
Subculture (Regional sub cultural differences)	.833
Social classes	.902
Cultural trends	.870

The value of Cronbach's alpha coefficient of the 30 pre-test questionnaire of price is 0.890. So the result shows that the reliability level is very high with excellent desirability level.

Table 3.14: The Result of Cronbach's Alpha Test with pre-test for 30 respondents:

## Social Factors

All Variables (Social Factors)	Cronbach's Alpha
All Parts	.895
Family	.869
Social roles and status	.774
Peer effects	.903

The value of Cronbach's alpha coefficient of the 30 pre-test questionnaire of price is 0.895. So the result shows that the reliability level is very high with excellent desirability level.

Table 3.15: The Result of Cronbach's Alpha Test with pre-test for 30 respondents:

## Personal Factors

All Variables (Personal Factors)	Cronbach's Alpha
All Parts	.808
Age and way of life	.766
Purchasing power and revenue	.714
Lifestyle	.766
Personality and self-concept	.789

The value of Cronbach's alpha coefficient of the 30 pre-test questionnaire of price is 0.808. So the result shows that the reliability level is very high with excellent desirability level.

Table 3.16: The Result of Cronbach's Alpha Test with pre-test for 30 respondents:

## Psychological Factors

All Variables (Psychological Factors)	Cronbach's Alpha
All Parts	.880
Motivation	.831
Perception	.822
Learning	.828
Beliefs and attitudes	.894

The value of Cronbach's alpha coefficient of the 30 pre-test questionnaire of price is 0.880. So the result shows that the reliability level is very high with excellent desirability level.

Table 3.17: The Result of Cronbach's Alpha Test with pre-test for 30 respondents:

## Brand Effects

All Variables (Brand Effects)	Cronbach's Alpha
All Parts	.913
Brand awareness	.897
Brand identity(Brand image)	.880
Brand personality(unique characteristics of that brand)	.908
Brand loyalty(loyalty towards one brand)	.880
Brand relevance(Brand importance or purpose)	.899

The value of Cronbach's alpha coefficient of the 30 pre-test questionnaire of price is 0.913. So the result shows that the reliability level is very high with excellent desirability level.

### **3.7 Data Collection**

The data has been collected from February-April of 2016 in 4 districts of Bangkok (Rat Burana, Chom thong, Thungkhru and Thonburi). Some related correlation data and related statistical function were conducted and analyzed through SPSS.

In this study, data used within this research comprise of two types of data which are primary data and secondary data.

1. Primary Data are data received form questionnaire instruments that has been self-administered by sample group which are customers

2. Secondary Data are information that has been collected, analyzed and organized throughout this research from the review of literature in related topics such as international journal, local journal, articles, books, research and the Internet.

Data collection process has been done in the month of February – April, 2016 by distributing a self-administered questionnaire to sample group in 4 districts of Bangkok such as shopping centers, convenient stores, hypermarket and supermarket.

### **3.8 Statistics for Data Analysis**

Data analyzing process for this research is processed on a computer program and presented on a format of table of content along with description on each table. As for the statistic for data analysis, the author use; multinomial logistic regression

1. Using Multinomial Logistic Regression method to analyze the factors which can influence Consumer brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand because it is a statistical technique that permits to forecast the score of one variable on the basis of their scores on several other variables. In additional, this statistics can identify a set of forecaster

variables along with giving a useful estimation of a participant's score on a criterion variable.

2. Demographic data which consist of gender, marital status, age, highest level of education, occupation and monthly income level and consumer behavior by using crosstab to analyze.





CHAPTER 4  
RESEARCH FINDINGS AND DATA ANALYSIS

In this chapter, the researcher presents the analytical results in each part which is to categorize related factors that effect on the consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) through SPSS program by using 400 respondents' data based on the conceptual framework.

As a result of analysis, the data is presented in separated parts which are follows:

4.1: The Analytical Result of Hypothesis Testing by using multinomial logistic regression to study the influential in marketing mix (4ps) ,cultural factors ,social factors, personal factors, and psychological factors.

4.2: The Analytical Result of Crosstab Method for Demographic and Consumer Behavior

**4.1 The Analytical Result of Hypothesis Testing by using multinomial logistic regression to study the influential in marketing mix (4ps) ,cultural factors ,social factors, personal factors, and psychological factors.**

Table 4.1: Multinomial of Marketing Mix (4ps), Cultural factors, Social factors, Personal factors and Psychological factors (7 Likert Scale).

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
<b>Marketing Mix ( 4Ps)</b>				
1. Product	259.405a	7.739	14	.902
2. Price	301.241a	49.575	14	.000
3. Place	370.756a	119.090	14	.000

(Continued)

Table 4.1(Continued): Multinomial of Marketing Mix (4ps), Cultural factors, Social factors, Personal factors and Psychological factors (7 Likert Scale)

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
4. Promotion	362.192a	110.526	14	.000
5. Packaging	288.431a	36.765	14	.001
6. Brand effects	306.223a	54.557	14	.000
7. Cultural factors	278.491a	26.825	14	.020
8. Social factors	367.353a	115.687	14	.000
9. Personal factors	289.495a	37.830	14	.001
10. Psychological factors	362.802a	111.136	14	.000

According to the table 4.1, there are ten variables significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand (p-value < .05).

The variables that significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand include Price (0.000), Place (0.000), Promotion (0.000), Packaging (0.001), Social factors (0.000), Personal factors (0.001), Psychological factors (0.000), Brand effects (0.000) excepting Product (0.902) and Cultural factors (0.020).

Therefore, the hypothesis can explain as following.

- H1<sub>0</sub>: Product does not influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand.
- H2<sub>a</sub>: Price significantly influences consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05).

- H3<sub>a</sub>: Place significantly influences consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)
- H4<sub>a</sub>: Promotion significantly influences consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)
- H5<sub>a</sub>: Packaging is not as strong as others but still significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand. (0.001<0.05)
- H6<sub>a</sub>: Brand effects significantly influences consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)
- H7<sub>o</sub>: Cultural factors is not as strong as others but still significantly influences consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand. (0.02<0.05)
- H8<sub>a</sub>: Social factors significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)
- H9<sub>a</sub>: Personal factors is not as strong as others but still significantly influences consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand. (0.001<0.05)
- H10<sub>a</sub>: Psychological factors significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)

Table 4.2: Multinomial of Marketing Mix (4Ps) (5 Likert Scale)

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
<b>Product</b>				
Brand name	405.747 <sup>a</sup>	44.378	6	.000
Product quality	395.752 <sup>b</sup>	34.383	6	.000
Product variety	374.282 <sup>a</sup>	12.913	8	.115
Availability of convenient size	404.406 <sup>a</sup>	43.037	6	.000
<b>Price</b>				
Competitive price	406.650 <sup>a</sup>	45.281	6	.000
Cheaper than its competitors	415.999	54.630	8	.000
Good value	423.818 <sup>a</sup>	62.449	8	.000
<b>Place</b>				
Accessibility	377.712 <sup>a</sup>	16.343	6	.012
Merchandising display	412.578 <sup>a</sup>	51.209	8	.000
Convenient hours	409.528	48.159	6	.000
<b>Promotion</b>				
Discount	1227.017 <sup>b</sup>	865.648	6	.000
Cash coupons	410.241 <sup>a</sup>	48.872	8	.000
Attractive advertisement	416.215 <sup>a</sup>	54.846	8	.000
Brand endorsement	402.946	41.577	8	.000
<b>Packaging</b>				
Trendy packaging	337.839 <sup>a</sup>	.	6	.
Variety of size	424.107	62.738	8	.000

(Continued)

Table 4.2(Continued): Multinomial of Marketing Mix (4Ps) (5 Likert Scale)

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Packaging				
Appealing logo	429.782 <sup>a</sup>	68.413	8	.000
Creative slogans	426.833 <sup>a</sup>	65.465	8	.000

According to the table 4.2, there are eighteen variables significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand (p-value < .05).

The variables which significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand include Brand name (0.000), Product quality (0.000), Availability of convenient size (0.000), Competitive price (0.000), Cheap than its competitors (0.000), Good value (0.000), Merchandising display (0.000), Convenient hours (0.000), Discount (0.000), Cash coupons (0.000), Attractive advertisement (0.000), Brand endorsement (0.000), Variety of size (0.000), Appealing logo (0.000), Creative slogan (0.000) except Product variety (0.0115), Accessibility (0.012) and Trendy packaging (Data point is not enough, need more data for future research)

Therefore, the hypothesis can clarify as shown the table following.

- H1.1<sub>a</sub>: Brand name significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)
- H1.2<sub>a</sub>: Product quality significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)

- H1.3<sub>o</sub>: Product variety does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.
- H1.4<sub>a</sub>: Availability of convenient size significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)
- H2.1<sub>a</sub>: Competitive price significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)
- H2.2<sub>a</sub>: Cheaper than its competitors significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)
- H2.3<sub>a</sub>: Good value significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)
- H3.1<sub>o</sub>: Accessibility does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.
- H3.2<sub>a</sub>: Merchandising Display significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)
- H3.3<sub>a</sub>: Convenient hours significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)
- H4.1<sub>a</sub>: Discount significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)

- H4.2<sub>a</sub>: Cash coupons or gift vouchers significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. ( $0.000 < 0.05$ )
- H4.3<sub>a</sub>: Attractive advertisements significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. ( $0.000 < 0.05$ )
- H4.4<sub>a</sub>: Brand endorsements by celebrities significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. ( $0.000 < 0.05$ )
- H5.1<sub>o</sub>: Trendy Packaging does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (as the data point is not enough, need more data for future research)
- H5.2<sub>a</sub>: Appealing logo significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. ( $0.000 < 0.05$ )
- H5.3<sub>a</sub>: Creative slogans significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. ( $0.000 < 0.05$ )
- H5.4<sub>a</sub>: Variety of size significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. ( $0.000 < 0.05$ )

Table 4.3: Multinomial of Brand Effects (5 Likert Scale)

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
<b>Brand Effects</b>				
Brand awareness	406.178	13.808	8	.087
Brand identity	405.770	13.399	8	.099
Brand personality	417.555	25.184	8	.001
Brand loyalty	422.720	30.350	8	.000
Brand relevance	419.411	27.041	8	.001

According to the table 4.3, there are five variables significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand. (P-value < .05)

The variables which significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand include Brand personality (0.001), Brand loyalty (0.000), Brand relevance (0.001) except Brand awareness (0.087) and Brand identity (0.099).

Therefore, the hypothesis can clarify as shown the table following.

- H6.1<sub>o</sub>: Brand awareness does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.
- H6.2<sub>o</sub>: Brand identity does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.
- H6.3<sub>a</sub>: Brand personality significantly influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.001<0.05)



- H6.4<sub>a</sub>: Brand loyalty significantly influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)
- H6.5<sub>a</sub>: Brand relevance significantly influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.001<0.05)

Table 4.4: Multinomial of Cultural Factors (5 Likert Scale)

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Cultural factors				
Culture and social environment	414.044 <sup>a</sup>	40.322	8	.000
Subculture	412.564 <sup>a</sup>	38.843	8	.000
Social classes	398.035 <sup>a</sup>	24.314	6	.000
Cultural trends	388.687 <sup>a</sup>	14.965	6	.021

According to the table 4.4, there are four variables significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand. (P-value < .05)

The variables which significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand include Culture and social environment (0.000), Subculture (0.000), Social classes (0.000) except Culture trends (0.021).

Therefore, the hypothesis can clarify as shown the table following.

- H7.1<sub>a</sub>: Culture and social environment significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)

- H7.2<sub>a</sub>: Subculture (Regional sub cultural differences) significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)
- H7.3<sub>a</sub>: Social classes significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)
- H7.4<sub>o</sub>: Cultural trends does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

Table 4.5: Multinomial of Social Factors (5 Likert Scale)

Social factors	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Social factors				
Family	384.662 <sup>a</sup>	10.940	8	.205
Social role and status	411.142 <sup>a</sup>	37.421	6	.000
Peer effects	384.513 <sup>a</sup>	10.792	6	.095

According to the table 4.5, there are three variables significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand. (P-value < .05)

The variables which significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand include Social role and status (0.000) excepting Family (0.205) and Peer effects (0.095).

Therefore, the hypothesis can clarify as shown the table following.

- H8.1<sub>o</sub>: Family does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.
- H8.2<sub>a</sub>: Social roles and status significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)
- H8.3<sub>o</sub>: Peer Effects does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

Table 4.6: Multinomial of Personal Factors (5 Likert Scale)

Personal factors	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Personal factors				
Age and way of life	395.414	21.693	8	.006
Purchasing power	385.922 <sup>a</sup>	12.200	8	.142
Lifestyle	436.571	62.849	8	.000
Personality and self-concept	410.625	36.904	6	.000

According to the table 4.6, there are four variables significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand. (P-value < .05)

The variables which significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand include Lifestyle (0.000), Personality and self-concept (0.000) except Age and way of life (0.006) and Purchasing power (0.142).

Therefore, the hypothesis can clarify as shown the table following.

- H9.1<sub>o</sub>: Age and way of life does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.
- H9.2<sub>o</sub>: Purchasing power and revenue does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand
- H9.3<sub>a</sub>: Lifestyle significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)
- H9.4<sub>a</sub>: Personality and self-concept significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000<0.05)

Table 4.7: Multinomial of Psychological Factors (5 Likert Scale)

Psychological Factors	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Psychological Factors				
Motivation	380.545 <sup>a</sup>	6.823	6	.337
Perception	390.950 <sup>a</sup>	17.229	6	.008
Learning	403.826 <sup>a</sup>	30.105	8	.000
Beliefs and attitudes	384.850 <sup>a</sup>	11.129	6	.084

According to the table 4.7, there are four variables significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand. (P-value < .05)

The variables which significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand include Learning (0.000) excepting Motivation (0.337), Perception (0.008) and Beliefs and attitudes (0.084).

Therefore, the hypothesis can clarify as shown the table following.

- H10.1<sub>o</sub>: Motivation does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.
- H10.2<sub>o</sub>: Perception does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.
- H10.3<sub>a</sub>: Learning significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. ( $0.000 < 0.05$ )
- H10.4<sub>o</sub>: Beliefs and attitudes does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.

#### 4.2: The Analytical Result of Crosstab Method for Demographic and Consumer Behavior

Table 4.8: The Crosstab analysis: Gender (Demographic)

Gender	Brand Preference			Total
	Coke	Pepsi	Est	
Male	52	42	29	123
Female	171	83	23	277
Total	223	125	52	400

According to the table 4.8, the result can be analyzed as following.

- The majority frequency of gender by the respondents are female (277) and followed by male (123) respectively.
- The most respondents of Coke are female (171).
- The most respondents of Pepsi are female (83).
- The most respondents of Est are male (29)

Table 4.9: The Crosstab analysis: Marital Status (Demographic)

Marital Status	Brand Preference			Total
	Coke	Pepsi	Est	
Single	139	79	30	248
Married	73	40	19	132
Divorced	11	4	2	17
Widowed	0	2	1	3
Total	223	125	52	400

According to the table 4.9, the result can be analyzed as following.

- The majority frequencies of marital status by the respondents are single (248) and followed by married (132), divorced (17) and widowed (3) respectively.
- The most respondents of Coke are single (139).
- The most respondents of Pepsi are single (79).
- The most respondents of Est are single (30).

Table 4.10: The Crosstab analysis: Age (Demographic)

Age	Brand Preference			Total
	Coke	Pepsi	Est	
Less than 16 years	6	6	11	23
16-20 Years	13	6	4	23
21-25 Years	57	29	7	93
26-30 Years	57	38	11	106
31-35 Years	59	26	13	98
More than 35 Years	31	20	6	57
Total	223	125	52	400

According to the table 4.10, the result can be analyzed as following.

The majority frequency of age by the respondents are 26-30 Years (106) and followed by 31-35 Years (98), 21-25 Years (93), More than 35 Years (57) and Less than 16 years and 16-20 Years (23) respectively.

- The most respondents of Coke are people who have age between 31-35 Years (59).
- The most respondents of Pepsi are people who have age between 26-30 Years (38).
- The most respondents of Est are people who have age between 31-35 Years (13).
- 

Table 4.11: The Crosstab analysis: Highest level of Education (Demographic)

Education	Brand Preference			Total
	Coke	Pepsi	Est	
Primary/Middle school	4	5	0	9
High School or equal	10	8	7	25
Diploma/College	10	15	7	32
Bachelor's Degree	96	53	16	165
Master's Degree	102	38	22	162
Doctoral Degree	1	5	0	6
Other	0	1	0	1
Total	223	125	52	400

According to the table 4.11, the result can be analyzed as following.

- The majorities of education level of the respondents are Bachelor's Degree (165) and followed by Master's Degree (162), Diploma/College (32), High School or equal (25), Primary/Middle school (9), Doctoral Degree (6) and Other(1) respectively.
- The most respondents of Coke graduated in Master's Degree (102).
- The most respondents of Pepsi graduated in Bachelor's Degree (53).
- The most respondents of Est graduated in Master's Degree (22).

Table 4.12: The Crosstab analysis: Occupation (Demographic)

Occupation	Brand Preference			Total
	Coke	Pepsi	Est	
Business Owner	20	23	6	49
Housewife	6	3	0	9
Student	48	26	20	94
Full time worker	93	53	22	168
Government worker	36	14	1	51
No Job	4	5	1	10
Other	16	1	2	19
Total	223	125	52	400

According to the table 4.12, the result can be analyzed as following.

- The majority frequency of occupation by the respondents are Full time worker (168) and followed by Student (94), Government worker (51), Business Owner (49), other (19), No Job (10) and Housewife (9) respectively.
- The most respondents of Coke are Full time worker (93).
- The most respondents of Pepsi are Full time worker (53).
- The most respondents of Est are Full time worker (22).

Table 4.13: The Crosstab analysis: Monthly Income (Demographic)

Monthly Income	Brand preference			Total
	Coke	Pepsi	Est	
Below 15,000 Baht	49	23	12	84
15,001-30,000 Baht	86	43	10	139
30,001-50,000 Baht	31	24	13	68
50,001-80,000 Baht	23	19	13	55
80,000-100,000 Baht	29	5	4	38
More than 100,000 Baht	5	11	0	16
Total	223	125	52	400



According to the table 4.13, the result can be analyzed as following.

- The majority frequency of monthly income by the respondents have monthly income 15,000-30,000 Baht (139) followed by Below 15,000 Baht (84), 30,001-50,000 Baht (68), 50,001-80,000 Baht (55), 80,000-100,000 Baht(38) and More than 100,000 Baht (16) respectively.
- The most respondents of Coke have monthly income between 15,001-30,000 Baht (86).
- The most respondents of Pepsi have monthly income between 15,001-30,000 Baht (43).
- The most respondents of Est have monthly income between 30,001-50,000 Baht and 50,001-80,000 Baht (13).

Table 4.14: The Crosstab analysis: Most Common place to purchase soft drinks

Common place	Brand Preference			Total
	Coke	Pepsi	Est	
Convenient store	143	62	7	212
Hypermarket	40	29	17	86
Supermarket	26	26	27	79
Others	14	8	1	23
Total	223	125	52	400

According to the table 4.14, the result can be analyzed as following.

- The majority frequency of Most Common place to purchase soft drinks by the respondents is convenient store (212) and followed by Hypermarket (86), Supermarket (79), and Others (23) respectively.
- The most respondents of Coke prefer to buy carbonated soft drink which is convenient store (143).
- The most respondents of Pepsi prefer to buy carbonated soft drink which is convenient store (62).
- The most respondents of Est prefer to buy carbonated soft drinks which is Supermarket (27).

Table 4.15: The Crosstab analysis: Frequency of consuming soft drinks

Frequency of consuming soft drinks	Brand preference			Total
	Coke	Pepsi	Est	
Almost Everyday	20	6	11	37
1-2 times a week	72	43	6	121
3-5 times a week	61	37	21	119
A few times in a month	47	28	12	87
Never or almost never	23	11	5	36
Total	223	125	52	400

According to the table 4.15, the result can be analyzed as following.

- The majority frequency of consuming carbonated soft drink by the respondents is 1-2 times a week (121), followed by 3-5 times a week (119), A few times in a month (87), Almost Every day (37) and Never or almost never (36) respectively.
- The most respondents of Coke who consume carbonated soft drink is 1-2 times a week (72).
- The most respondents of Pepsi who consume carbonated soft drink is 1-2 times a week (43).
- The most respondents of Est who consume carbonated soft drink is 3-5 times a week (21).

Table 4.16: The Crosstab analysis: Frequency of visiting store to purchase carbonated soft drink

Frequency of visiting store to purchase	Brand preference			Total
	Coke	Pepsi	Est	
Everyday	7	5	11	23
5-6 times a week	12	9	6	27

(Continued)

Table 4.16 (Continued): The Crosstab analysis: Frequency of visiting store to purchase carbonated soft drink

Frequency of visiting store to purchase	Brand preference			Total
	Coke	Pepsi	Est	
3-4 times a week	41	26	10	77
2-3 times a week	56	37	12	105
Once a week	67	23	5	95
Once a month	40	25	8	73
Total	223	125	52	400

According to the table 4.16, the result can be analyzed as following.

The majority frequency of average number of times to visit store to purchase carbonated soft drink by the respondents is 2-3 times a week (105) and followed by Once a week (95), 3-4 times a week (77), Once a month (73), 5-6 times a week (27), and Every day (23) respectively.

- The most respondents of Coke who visit store to purchase carbonated soft drink is once a week (67).
- The most respondents of Pepsi who visit store to purchase carbonated soft drink is 2-3 times a week (37).
- The most respondents of Est who visit store to purchase carbonated soft drink is 2-3 times a week (12).

Table 4.17: The analysis of Crosstab: Pack size of carbonated soft drinks normally purchased

Pack size of carbonated soft drinks normally purchased	Brand preference			Total
	Coke	Pepsi	Est	
325 ml in can	84	44	4	132
550 ml in bottle	66	28	17	111

(Continued)

Table 4.17 (Continued): The analysis of Crosstab: Pack size of carbonated soft drinks normally purchased

Pack size of carbonated soft drinks normally purchased	Brand preference			Total
	Coke	Pepsi	Est	
1.25 liters in bottle	52	44	11	107
1.45 liters in bottle	16	3	9	28
2 liters in bottle	5	6	11	22
Total	223	125	52	400

According to the table 4.17, the result can be analyzed as following.

- The majority frequency of pack size of carbonated soft drinks normally purchased by the respondents is 325 ml in can (132) and followed by 550 ml in bottle (111), 1.25 liters in bottle (107), 1.45 liters in bottle (28) and 2 liters in bottle (22) respectively.
- The most respondents of Coke prefer the pack size purchase of carbonated soft drink which is 325 ml in can (84).
- The most respondents of Pepsi prefer the pack size purchase of carbonated soft drink which is 325 ml in can and 1.25 l in bottle (44).
- The most respondents of Est prefer the pack size purchase of carbonated soft drink which is 550 ml in bottle (17).

Table 4.18: The analysis of Crosstab: Amount of carbonated soft drinks consumed per time

Amount of carbonated soft drinks consumed per time	Brand preference			Total
	Coke	Pepsi	Est	
550 ml	122	70	19	211
1 liters	47	30	14	91
1.25 liters	45	21	12	78
2 liters	9	4	7	20
Total	223	125	52	400

According to the table 4.18, the result can be analyzed as following.

- The majority frequency of amount of carbonated soft drinks consumed per time by the respondents is 550 ml (211) and followed by 1 liters (91), 1.25 liters (78), and 2 liters (20) respectively.
- The most respondents of Coke prefer for consuming carbonated soft drink is 550 ml (122).
- The most respondents of Pepsi prefer for consuming carbonated soft drink is 550 ml (70).
- The most respondents of Est prefer for consuming carbonated soft drink is 550 ml (19).

Table 4.19: The analysis of Crosstab: Other brands normally consumed other than Coke, Pepsi or Est

Other bands normally Consumed other than Coke, Pepsi or Est	Brand preference			Total
	Coke	Pepsi	Est	
Sprite	89	43	12	144
Fanta	89	45	27	161
Mountain Dew	37	23	9	69
7 up	8	14	4	26
Total	223	125	52	400

According to the table 4.19, the result can be analyzed as following.

The majority frequency of Other brands normally consumed other than Coke, Pepsi or Est by the respondents are Fanta (161), followed by Sprite (144), Mountain Dew (69) and 7 up (26) respectively.

- The most respondents of Coke prefer to consume other brand which is Fanta and Sprite (89).
- The most respondents of Pepsi prefer to consume other brand which is Fanta (45).

- The most respondents of Est prefer to consume other brand which is Fanta (27).

Table 4.20: The analysis of Crosstab: Reason for drinking carbonated soft drink

Reason for drinking carbonated soft drink	Brand preference			Total
	Coke	Pepsi	Est	
Taste	56	35	7	98
Energy	31	16	11	58
Refreshment	117	64	24	205
Passion	19	10	10	39
Total	223	125	52	400

According to the table 4.20, the result can be analyzed as following.

- The majority frequency for the reason for drinking carbonated soft drink is Refreshment (205), followed by Taste (98), Energy (58) and Passion (39) respectively.
- The most respondents of Coke have the reason of drinking carbonated soft drink is Refreshment (117).
- The most respondents of Pepsi have the reason of drinking carbonated soft drink is Refreshment (64).
- The most respondents of Est have the reason of drinking carbonated soft drink is Refreshment (24).

Table 4.21: The Crosstab analysis: Factors that influence to drink a carbonated soft drink

Factors that influence to drink a carbonated soft drink	Brand preference			Total
	Coke	Pepsi	Est	
Friends	75	25	8	108
Family	49	28	9	86
Lifestyle	89	55	29	173
Culture trends	7	9	6	22
Commercial Advertisement	3	8	0	11
Total	223	125	52	400

According to the table 4.21, the result can be analyzed as following.

- The majority frequency of Factors that influence to drink a carbonated soft drink by the respondents is Lifestyle (173) and followed by Friends (108), Family (86), Culture trends (22) and Commercial Advertisement (11) respectively.
- The most respondents of Coke choose the factor that influence to drink a carbonated soft drink is Lifestyle (89).
- The most respondents of Pepsi choose the factor that influence to drink a carbonated soft drink is Lifestyle (55).
- The most respondents of Est choose the factor that influence to drink a carbonated soft drink is Lifestyle (29).

Table 4.22: The Crosstab analysis: Reason for preferring to drink a particular brand

Reason for preferring to drink a particular brand	Brand preference			Total
	Coke	Pepsi	Est	
Refreshing taste	127	64	12	203
Attractive Packaging	22	15	11	48
Attractive Promotion	21	13	14	48
Availability of convenient size	4	9	7	20
Convenient to buy	37	11	8	56
Brand Image	12	13	0	25
Total	223	125	52	400

According to the table 4.22, the result can be analyzed as following.

- The majority frequencies of Reason for preferring to drink a particular brand by the respondents are Refreshing taste (203) and followed by Convenient to buy (56), Attractive Packaging (48) and Attractive Promotion (48), Brand Image (25) and Availability of convenient size (20) respectively.
- The most respondents of Coke prefer to drink a particular brand due to its Refreshing taste (127).

- The most respondents of Pepsi prefer to drink a particular brand due to its Refreshing taste (64).
- The most respondents of Est prefer to drink a particular brand due to its Attractive promotion (14).

Table 4.23: The Crosstab analysis: other brand preferred if can't find the favorite brand

other brand preferred if can't find the favorite brand	Brand preference			Total
	coke	Pepsi	Est	
Coke	-	51	14	65
Pepsi	74	-	23	97
Est	38	20	-	58
Others	36	11	0	47
Total	148	82	37	267

According to the table 4.23, the result can be analyzed as following.

The majority frequency of other brand preferred if can't find the favorite brand

- is Pepsi (97) and Coke (65), followed by Est (58) and Others (47) respectively.
- The most respondents of Coke prefer in other carbonated drink brands is Pepsi (51).
- The most respondents of Pepsi prefer in other carbonated drink brands is Coke (74).
- The most respondents of Est prefer in other carbonated drink brands is Coke (38).



Table 4.24: The Crosstab analysis: Can identify the difference in taste among the three brands

Can identify the difference in taste among the three brands	Brand preference			Total
	Coke	Pepsi	Est	
Yes	154	77	26	257
No	36	22	6	64
Not sure	33	26	20	79
Total	223	125	52	400

According to the table 4.24, the result can be analyzed as following.

- The majority frequency of Identification of difference in taste among the three brands (Coke, Pepsi and Est) by the respondents is Yes (257) and followed by Not sure (79) and No (64) respectively.
- The most respondents of Coke can identify the difference in taste among the three brands (Coke, Pepsi and Est) is Yes (154).
- The most respondents of Pepsi can identify the difference in taste among the three brands (Coke, Pepsi and Est) is Yes (77).
- The most respondents of Est can identify the difference in taste among the three brands (Coke, Pepsi and Est) is Yes (26).

Table 4.25: The Crosstab analysis: Getting another brand in spite of ordering a specific brand

Getting another brand in spite of ordering a specific brand	Brand preference			Total
	Coke	Pepsi	Est	
I will ask to change it	116	73	30	219
I will not ask anything and will drink it.	107	52	22	181
Total	223	125	52	400

According to the table 4.25, the result can be analyzed as following.

The majority frequency of getting another brand in spite of ordering a specific brand by the respondents are I will ask to change it (219) and followed by I will not ask anything and will drink it. (181) respectively.

- The most respondents of Coke for getting another brand which an answer is I will ask to change it (116).
- The most respondents of Pepsi for getting another brand which an answer is I will ask to change it (73).
- The most respondents of Est for getting another brand which an answer is I will ask to change it (30)

Table 4.26: The Crosstab analysis: Most effective advertising that makes you want to drink a carbonated soft drink

Most effective advertising that makes you want to drink a carbonated soft drink	Brand preference			Total
	Coke	Pepsi	Est	
Commercials	135	66	35	236
Web advertising	41	25	12	78
Billboard	37	24	5	66
Print advertising	10	10	0	20
Total	223	125	52	400

According to the table 4.26, the result can be analyzed as following.

The majority frequency of Most effective advertising that makes you want to drink a carbonated soft drink by the respondents are Commercials (236) and followed by Web advertising (78), Billboard (66), and Print advertising (20) respectively.

- The most respondents of Coke think that effective advertising that makes you purchase carbonated soft drink is Commercials (135).
- The most respondents of Pepsi think that effective advertising that makes you purchase carbonated soft drink is Commercials (66).

- The most respondents of Est think that effective advertising that makes you purchase carbonated soft drink is Commercials (35).

Table 4.27: The Crosstab analysis: The most attractive promotion that makes you purchases carbonated soft drink.

The most attractive promotion that makes you purchases carbonated soft drink.	Brand preference			Total
	Coke	Pepsi	Est	
Buy 1 get 1	116	59	22	197
Cash discount	52	27	14	93
Buy combo pack of two in less amount	38	23	12	73
Get more quantity in same price	17	16	4	37
Total	223	125	52	400

According to the table 4.27, the result can be analyzed as following.

The majorities of the most attractive promotion that makes you purchase carbonated soft drink are Buy 1 get 1 (197) and followed by Cash discount (93), Buy combo pack of two in less amount (73) and Get more quantity in same price (37) respectively.

- The most respondents of Coke purchase carbonated soft drink due to the most attractive promotion which is Buy 1 get 1 (116).
- The most respondents of Pepsi purchase carbonated soft drink due to the most attractive promotion which is Buy 1 get 1 (59).
- The most respondents of Est purchase carbonated soft drink due to the most attractive promotion which is Buy 1 get 1 (22).

## CHAPTER 5

### DISCUSSION AND CONCLUSION

#### **5.1 Introduction**

In this chapter, the researcher summarized the analytical results for hypothesis testing, by using Multinomial logistic regression of marketing mix 4Ps (product, price, place, promotion including packaging and Brand effects) Cultural factors, Social factors, Personal factors, Psychological factors and Consumer Behavior factors influencing consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand.

This research will be useful for carbonated soft drink companies to understand and improvise their marketing strategies by knowing the important factors that influences brand choice decisions of consumers while purchasing carbonated soft drinks.

Quantitative methodology has been used for doing this research, by distributing questionnaires to people who consume carbonated soft drinks (mainly Coke, Pepsi and Est) in four districts of Bangkok. The independent variables designed in this questionnaire which influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand are Brand preference, Marketing mix (4P's) data, Brand effects, demographics, Factors affecting in making brand choice decision, and consumer behavior. Each question in questionnaire are from previous work and literature. The questionnaire has been approved and supervised by independent study advisor and five experienced experts who have experience in related field to make sure the validity of content and to pass the reliability test efficiently.

#### **5.2 Conclusion**

By conducting the research about the factors affecting consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand, we get the following result:

The variables that significantly influences brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand are Product (0.902), Price (0.000), Place (0.000), Promotion (0.000), Packaging (0.001), Brand Effects (0.000), Cultural Factors (0.020), Social Factors (0.000), Personal Factors (0.001), Psychological Factors (0.000).

Therefore, the hypothesis explains as follows.

- H1<sub>o</sub>: Product does not influence consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.902 > 0.05)
- H2<sub>a</sub>: Price significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000 < 0.05)
- H3<sub>a</sub>: Place significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000 < 0.05)
- H4<sub>a</sub>: Promotion significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000 < 0.05)
- H5<sub>a</sub>: Packaging significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.001 < 0.05)
- H6<sub>a</sub>: Brand effects significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000 < 0.05)
- H7<sub>a</sub>: Cultural Factors significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.020 < 0.05)
- H8<sub>a</sub>: Social Factors significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000 < 0.05)

- H9<sub>a</sub>: Personal Factors significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.001 < 0.05)
- H10<sub>a</sub>: Psychological Factors significantly influences consumer brand choice decisions in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. (0.000 < 0.05)

From the research of the marketing mix (4 P's) which effects on consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand. The result is as follows,

The variables that significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand include Brand name (0.000), Product quality (0.000), Availability of convenient size (0.000), Competitive price (0.000), Cheap than its competitors (0.000), Good value (0.000), Merchandising display (0.000), Convenient hours (0.000), Discount (0.000), Cash coupons (0.000), Attractive advertisement (0.000), Brand endorsement (0.000), Variety of size (0.000), Appealing logo (0.000), Creative slogan (0.000) except Product variety (0.0115), Accessibility (0.012) and Trendy packaging ( data point is not enough, need more data for future research).

From the research of the brand Effects, Cultural factors, social factors, Personal factors, Psychological factors that effect on consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand. The result are as follows,

The variables which significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand include Brand personality (0.001), Brand loyalty (0.000), Brand relevance (0.001), Culture and social environment (0.000), Subculture (0.000), Social classes (0.000), Social role and status (0.000), Lifestyle (0.000), Personality and self-concept (0.000), Learning (0.000) except Brand awareness (0.087), Brand identity (0.099), Culture trends (0.021), Family (0.205), Peer effects (0.095), Age and way of

life (0.006), Purchasing power (0.142), Motivation (0.337), Perception (0.008) and Beliefs and attitudes (0.084).

From the research of demographic information for consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand, the result are as follows:

- Gender, The majority frequency of gender by the respondents are female (277) and followed by male (123) respectively. The most respondents of coke are female (171). The most respondents of Pepsi are female (83). The most respondents of Est are male (29).

- Marital Status, The majority frequency of Marital status by the respondents are single (248) and followed by married (132), divorced (17) and widowed (3) respectively. The most respondents of Coke are single (139), the most respondents of Pepsi are single (79). The most respondents of Est are single (30).

- Age, The majority frequency of age by the respondents are 26-30 Years (106) and followed by 31-35 Years (98), 21-25 Years (93), more than 35 Years (57) and Less than 16 Years and 16-20 Years (23) respectively. The most respondents of Coke are people who have age between 31-35 Years (59). The most respondents of Pepsi are people who have age between 26-30 Years (38). The most respondents of Est are people who have age between 31-35 Years (13).

- Highest level of Education, The majority frequency of Highest level of education by the respondents are Bachelor's Degree (165) and followed by Master's Degree (162), Diploma/College (32), High School or equal (25), Primary/Middle school (9), Doctoral Degree (6) and Other(1) respectively. The most respondents of Coke graduated in Master's Degree (102). The most respondents of Pepsi graduated in Bachelor's Degree (53). The most respondents of Est graduated in Bachelor's Degree (22).

- Occupation, The majority frequency of occupation by the respondents are Full time worker (168) and followed by Student (94), Government worker (51), Business Owner (49), other (19), No Job (10) and Housewife (9) respectively. The most respondents of Coke are Full time worker (93). The most respondents of Pepsi are Full time worker (53). The most respondents of Est are Full time worker (22).

- Monthly Income, The majority frequency of monthly income by the respondents have monthly income 15,000-30,000 Baht (139) followed by Below 15,000 Baht (84), 30,001-50,000 Baht (68), 50,001-80,000 Baht (55), 80,000-100,000 Baht(38) and More than 100,000 Baht (16) respectively. The most respondents of Coke have monthly income between 15,001-30,000 Baht (86). The most respondents of Pepsi have monthly income between 15,001-30,000 Baht (43).

The most respondents of Est have monthly income between 30,001-50,000 Baht and 50,001-80,000 Baht (13).

From the research of life style and consumer behavior for consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand, the result are as follows:

- The most common place to purchase soft drinks, The majority frequency of Most Common place to purchase soft drinks by the respondents are convenient store (212) and followed by Hypermarket (86), Supermarket (79), and Others (23) respectively. The most respondents of Coke prefer to buy carbonated soft drinks from convenient store (143). The most respondents of Pepsi prefer to buy carbonated soft drinks from convenient store (62). The most respondents of Est prefer to buy carbonated soft drinks from Supermarket (27).
- Frequency of consuming carbonated soft drink, The majority frequency of consuming carbonated soft drink by the respondents is 1-2 times a week (121), followed by 3-5 times a week (119), A few times in a month (87), Almost Every day (37) and Never or almost never (36) respectively. The most respondents of Coke who consume carbonated soft drink is 1-2 times a week (72). The most respondents of Pepsi who consume carbonated soft drink is 1-2 times a week (43). The most respondents of Est who consume carbonated soft drink is 3-5 times a week (21).
- Frequency of visiting store to purchase carbonated soft drink, The majority frequency of average number of times to visit store to purchase carbonated soft drink by the respondents is 2-3 times a week (105) and followed by Once a week (95), 3-4 times a week (77), Once a month (73), 5-6 times a week (27), and Every day (23) respectively. The most respondents of Coke who visit store to purchase carbonated soft drink is once a week (67). The most



respondents of Pepsi who visit store to purchase carbonated soft drink is 2-3 times a week (37). The most respondents of Est who visit store to purchase carbonated soft drink is 2-3 times a week (12).

- Pack size of carbonated soft drinks normally purchased, The majority frequency of pack size of carbonated soft drinks normally purchased by the respondents is 325 ml in can (132) and followed by 550 ml in bottle (111), 1.25 liters in bottle (107), 1.45 liters in bottle (28) and 2 liters in bottle (22) respectively. The most respondents of Coke prefer the pack size purchase of carbonated soft drink which is 325 ml in can (84). The most respondents of Pepsi prefer the pack size purchase of carbonated soft drink which is 325 ml in can and 1.25 l in bottle (44). The most respondents of Est prefer the pack size purchase of carbonated soft drink which is 550 ml in bottle (17).
- Amount of carbonated soft drinks consumed per time, The majority frequency of amount of carbonated soft drinks consumed per time by the respondents is 550 ml (211) and followed by 1 liters (91), 1.25 liters (78), and 2 liters (20) respectively. The most respondents of Coke prefer for consuming carbonated soft drink is 550 ml (122). The most respondents of Pepsi prefer for consuming carbonated soft drink is 550 ml (70). The most respondents of Est prefer for consuming carbonated soft drink is 550 ml (19).
- Other brands normally consumed other than Coke, Pepsi or Est, The majority frequency of Other brands normally consumed other than Coke, Pepsi or Est by the respondents are Fanta (161), followed by Sprite (144), Mountain Dew (69) and 7 up (26) respectively. The most respondents of Coke prefer to consume other brand which is Fanta and Sprite (89). The most respondents of Pepsi prefer to consume other brand which is Fanta (45). The most respondents of Est prefer to consume other brand which is Fanta (27).
- Reason for drinking carbonated soft drink, The majority frequency for the reason for drinking carbonated soft drink is Refreshment (205), followed by Taste (98), Energy (58) and Passion (39) respectively. The most respondents of Coke have the reason of drinking carbonated soft drink is Refreshment (117). The most respondents of Pepsi have the reason of drinking carbonated

soft drink is Refreshment (64). The most respondents of Est have the reason of drinking carbonated soft drink is Refreshment (24).

- Factors that influence to drink a carbonated soft drink, The majority frequency of Factors that influence to drink a carbonated soft drink by the respondents is Lifestyle (173) and followed by Friends (108), Family (86), Culture trends (22) and Commercial Advertisement (11) respectively. The most respondents of Coke choose the factor that influence to drink a carbonated soft drink is Lifestyle (89). The most respondents of Pepsi choose the factor that influence to drink a carbonated soft drink is Lifestyle (55). The most respondents of Est choose the factor that influence to drink a carbonated soft drink is Lifestyle (29).
- Other brand preferred if can't find the favorite brand, The majority frequency of other brand preferred if can't find the favorite brand is Pepsi (141) and Coke (139), followed by Est (73) and Others (47) respectively. The most respondents of Coke prefer in other carbonated drink brands is pepsi (75). The most respondents of Pepsi prefer in other carbonated drink brands is Coke (51). The most respondents of Est prefer in other carbonated drink brands is Pepsi (23).
- Can identify the difference in taste among the three brands, The majority frequency of Identification of difference in taste among the three brands (Coke, Pepsi and Est) by the respondents is Yes (257) and followed by Not sure (79) and No (64) respectively. The most respondents of Coke can identify the difference in taste among the three brands (Coke, Pepsi and Est) is Yes (154). The most respondents of Pepsi can identify the difference in taste among the three brands (Coke, Pepsi and Est) is Yes (77). The most respondents of Est can identify the difference in taste among the three brands (Coke, Pepsi and Est) is Yes (26).
- Getting another brand, The majority frequency of getting another brand in spite of ordering a specific brand by the respondents are I will ask to change it (219) and followed by I will not ask anything and will drink it. (181) respectively. The most respondents of Coke for getting another brand which an answer is I will ask to change it (116). The most respondents of Pepsi for

getting another brand which an answer is I will ask to change it (73). The most respondents of Est for getting another brand which an answer is I will ask to change it (30).

- Reason for preferring to drink a particular brand, The majority frequencies of Reason for preferring to drink a particular brand by the respondents are Refreshing taste (203) and followed by Convenient to buy (56), Attractive Packaging (48) and Attractive Promotion (48), Brand Image (25) and Availability of convenient size (20) respectively. The most respondents of Coke prefer to drink a particular brand due to its Refreshing taste (127). The most respondents of Pepsi prefer to drink a particular brand due to its Refreshing taste (64). The most respondents of Est prefer to drink a particular brand due to its Attractive promotion (14).
- The most attractive promotion that makes you purchase carbonated soft drink, The majorities of the most attractive promotion that makes you purchase carbonated soft drink are Buy 1 get 1 (197) and followed by Cash discount (93), Buy combo pack of two in less amount (73) and Get more quantity in same price (37) respectively. The most respondents of Coke purchase carbonated soft drink due to the most attractive promotion which is Buy 1 get 1 (116). The most respondents of Pepsi purchase carbonated soft drink due to the most attractive promotion which is Buy 1 get 1 (59). The most respondents of Est purchase carbonated soft drink due to the most attractive promotion which is Buy 1 get 1 (22).
- Most effective advertising that makes you want to drink a carbonated soft drink, The majority frequency of Most effective advertising that makes you want to drink a carbonated soft drink by the respondents are Commercials (236) and followed by Web advertising (78), Billboard (66), and Print advertising (20) respectively. The most respondents of Coke think that effective advertising that makes you purchase carbonated soft drink is Commercials (135). The most respondents of Pepsi think that effective advertising that makes you purchase carbonated soft drink is Commercials (66). The most respondents of Est think that effective advertising that makes you purchase carbonated soft drink is Commercials (35).

According to the result of Coke, The demographic and consumer behavior can conclude as following:

Coke is preferred mainly by female respondents whose status is single (139), and the age group is 31-35 years, the majority frequency of education level is Master's degree with occupation as Full time worker, the majority frequency of monthly income is between 15,001-30,000 Baht. Consumers mostly purchase coke from convenient stores, and the frequency of consuming coke is 1-2 times a week. The majority frequency of visiting store to purchase coke is once a week. Consumers normally purchase 325ml pack size of Coke and the majority frequency of amount of coke consumed per time is 550 ml. Consumers who prefer coke they normally prefer sprite and Fanta other than coke, The majority frequency of consumers drink coke because of refreshment, the most influencing factor that makes them to drink Coke is their lifestyle. They prefer to drink coke because of its refreshing taste. If the consumers who prefer coke can't find their favorite brand they prefer to drink Pepsi, the majority frequency of people who drink Coke said yes they can identify the difference in taste. The majority frequency of consumers of coke said that if they get another brand in spite of ordering coke they will ask to change it. The most effective advertising that makes consumers drink coke is commercials and the most attractive promotion that makes consumer purchase Coke is Buy 1 get 1 offer.

According to the result of Pepsi, The demographic and consumer behavior can conclude as following:

Pepsi is preferred mainly by female respondents, whose status is single, and the age group is 26-30 years, the majority frequency of education level is Bachelor's degree with occupation as Full time worker, the majority frequency of monthly income is between 15,001-30,000 Baht. Consumers mostly purchase Pepsi from convenient stores, and the frequency of consuming Pepsi is 1-2 times a week. The majority frequency of visiting store to purchase Pepsi is 2-3 times a week. Consumers normally purchase 325ml and 1.25 l of pack size of Pepsi and the majority frequency of amount of Pepsi consumed per time is 550 ml. Consumers who prefer Pepsi they normally prefer Fanta other than Pepsi, The majority frequency of consumers drink Pepsi because of refreshment, the most influencing

factor that makes them to drink Pepsi is their lifestyle. They prefer to drink Pepsi because of its refreshing taste. If the consumers who prefer Pepsi can't find their favorite brand they prefer to drink Coke, the majority frequency of people who drink Pepsi said yes they can identify the difference in taste. The majority frequency of consumers of Pepsi said that if they get another brand in spite of ordering Pepsi they will ask to change it. The most effective advertising that makes consumers drink Pepsi is commercials and the most attractive promotion that makes consumer purchase Pepsi is Buy 1 get 1 offer.

According to the result of Est, The demographic and consumer behavior can conclude as following:

Est is preferred mainly by male respondents whose status is single, and the age group is 31-35 years, the majority frequency of education level is Master's degree with occupation as Full time worker, the majority frequency of monthly income is between 30,001-50,000 Baht and 50,001-80,000 Baht. Consumers mostly purchase Est from supermarket, and the frequency of consuming Est is 3-5 times a week. The majority frequency of visiting store to purchase Est is 2-3 times a week. Consumers normally purchase 550 ml pack size of Est and the majority frequency of amount of Est consumed per time is 550 ml. Consumers who prefer Est they normally prefer Fanta other than coke, The majority frequency of consumers drink Est because of refreshment, the most influencing factor that makes them to drink Est is their lifestyle. They prefer to drink Est because of its Attractive Promotion. If the consumers who prefer Est can't find their favorite brand they prefer to drink Pepsi, the majority frequency of people who drink Est said yes they can identify the difference in taste. The majority frequency of consumers of Est said that if they get another brand in spite of ordering Est they will ask to change it. The most effective advertising that makes consumers drink Est is commercials and the most attractive promotion that makes consumer purchase Est is Buy 1 get 1 offer.

### 5.3 Discussion

1. The result that the variables marketing mix (4 P's) that significantly influence consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand include Price, Place, Promotion, Packaging, Brand Effects, Cultural Factors, Social Factors, Personal Factors and Psychological Factors. The most preferred brand of consumers among the three carbonated soft drinks is Coke, followed by Pepsi and then Est. Coke won the cola wars due to its new product line and also its refreshing taste. coke was dependent on its larger infrastructure of soda machines and fast food tie-ins to preserve its lead ever since 1983 which was the beginning of its success. also constantly the company has focused on brand first and foremost. The most popular choice is Diet Coke today.
2. In this research the findings shows that when Pepsi is compared to Est the result shows that creative slogan has the most impact in packaging and Brand personality has the most impact in Brand Effects in making Brand choice decision because consumers today differentiate the product from the way it is presented in front of them.as it is said that slogans are the centerpiece of a company's identity if it does not interpret well it may send a wrong message and may drive customers away. Also brand personalities have a high impact on consumers when making brand choice decision because it is basically a set of unique characteristics that a brand benefits which increases its brand equity. This is the additional value besides functional benefits. Whereas, when Coke is compared to Est the result shows that culture and social environment has the most impact in cultural factors in making brand choice decision as coke has become culture bound . The social environment of today makes individuals easily influence by changing trends, beliefs and attitudes towards a brand. Also, when coke is compared to Est the result shows that Brand awareness and Brand personality has the most impact in Brand effects. This is a competitive advantage for Coke that consumers are aware of the brand and can clearly differentiate it due to its unique personality from others.

3. In terms of demographic data this research study shows that Single, female consumers of age 26-30 years old drink more carbonated soft drinks than male. On the contrary according to the research of Arunee Nakmongkol (2009) the study of consumer 's attitudes and behaviors towards carbonate soft drinks the majority drinkers are male of age 15-30 years old than female. The reason behind this difference is due to the changing cultural trends, socio- demographic characteristics and lifestyle in which women are advancing faster than men.
4. According to the research of Arunee Nakmongkol (2009) the study of consumer's attitudes and behaviors towards carbonate soft drinks, there are 6 driving factors for drinking consumption they are- Brand name, Feature/ Packaging, Formula, Price and promotion. This has been declined in this study under the following 6 factors: Price, Place, Promotion, Brand effects, Social factors and Psychological factors. These attributes are clearly identified by the consumers as Brand name only matters if its quality is unbeatable and possess unique features also Brand effects, social factors and Psychological factors have a high impact because buying decisions are always influenced by someone like family members, peers or social status due to some kind of motivation, perception or human beliefs and attitudes.

So these results present a clear picture of what are the brand choice decision factors for purchasing a particular brand of carbonated soft drink. Product in term of brand name, quality and availability, price, place in term if merchandising and convenience hours, promotion, Brand loyalty, Cultural and Personal factors are the final motivators. However it is possible to fine tune this analysis by looking at how consumer perceive their satisfaction towards these influencing factors.

#### **5.4 Managerial Implication**

##### **Marketing Mix (4P's)**

From the result of Marketing Mix, The business owners can apply in their marketing plan as follows:



1. Product: The carbonated soft drink companies should emphasize on Brand name, Product quality and availability of convenient size.
2. Price: The carbonated soft drink companies should emphasize on Competitive price, cheaper than its competitors and Good value.
3. Place: The carbonated soft drink companies should emphasize on Accessibility, Merchandising display and convenient hours.
4. Promotion: The carbonated soft drink companies should emphasize on Discount, Cash coupons, Attractive advertisements and Brand endorsement.
5. Packaging: The carbonated soft drink companies should emphasize on variety of size, appealing logo and creative slogans.
6. Brand Effects: The carbonated soft drink companies should emphasize on Brand personality, Brand loyalty and Brand relevance.

From the result of Cultural, Social, Personal, Psychological factors, the business owners can apply in their marketing plan as follows:

1. Cultural Factors: The carbonated soft drink companies should emphasize on culture and social environment, subculture (Regional sub cultural differences), social classes and cultural trends.
2. Social Factors: The carbonated soft drink companies should emphasize on social role and status.
3. Personal Factors: The carbonated soft drink companies should emphasize on Lifestyle and personality and self –concept.
4. Psychological Factors: The carbonated soft drink companies should emphasize on learning.

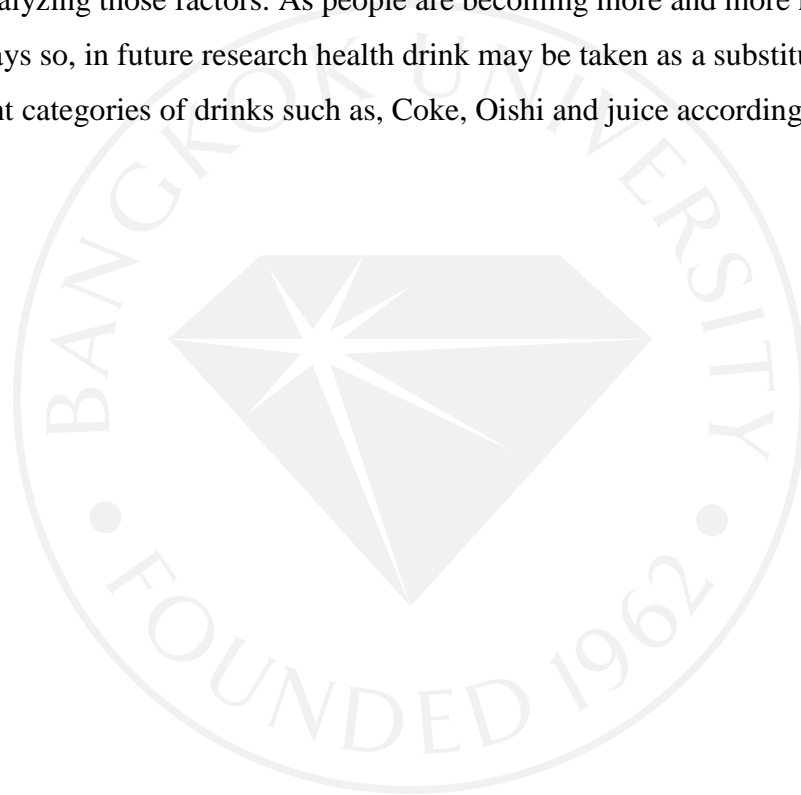
### **5.5 Recommendation for Future Research**

This research contains information about consumer brand choice decision in carbonated soft drinks in particular with Coke, Pepsi and Est (top 3 brands) in Bangkok, Thailand. In addition, consumer behavior, brand preference, brand loyalty, age, education, and monthly income of consumers are provided in this research. To expand this research, future research might look into the marketing campaigns and marketing promotions that attract customers to buy more products. Moreover, the



research found that most of the customers know the taste difference among the three soft drink brands, so future research can look into the taste detail to interpret the best taste that satisfies customers. Blind testing and comments are required in future research to collect real opinions without any interference from brand loyalty.

Furthermore, future research might investigate how a local brand can compete over other global brands by focusing on the factors that influence the success of global brands, for example, advertisement, price, loyalty, packaging, and logo, and then analyzing those factors. As people are becoming more and more health conscious nowadays so, in future research health drink may be taken as a substitute of 3 different categories of drinks such as, Coke, Oishi and juice according to the trend.



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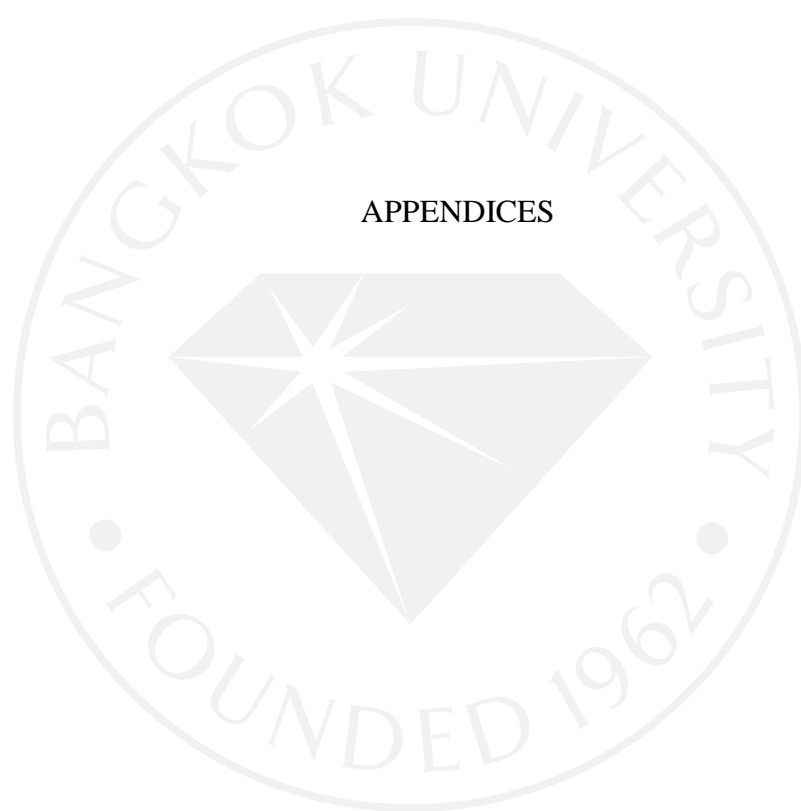
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APPENDICES



## IOC RESULT

No	Expert 1			Expert 2			Expert3			Expert4			Expert5			Total Score $\sum R$	IOC $\frac{\sum R}{N}$	Data Analysis
	1	0	-1	1	0	-1	1	0	-1	1	0	-1	1	0	-1			
1	√			√			√			√			√			5	1	Acceptable
2	√			√			√			√			√			5	1	Acceptable
3	√			√			√			√			√			5	1	Acceptable
4	√				√			√		√			√			3	0.6	Acceptable
5	√			√			√			√			√			5	1	Acceptable
6	√			√			√			√			√			5	1	Acceptable
7	√			√				√		√			√			4	0.8	Acceptable
8	√			√				√		√			√			4	0.8	Acceptable
9	√			√			√			√			√			5	1	Acceptable
10	√				√			√		√			√			3	0.6	Acceptable
11		√		√			√			√			√			4	0.8	Acceptable
12	√			√			√			√			√			5	1	Acceptable
13	√				√		√			√			√			4	0.8	Acceptable
14	√			√			√			√			√			5	1	Acceptable
15	√				√		√			√				√		3	0.6	Acceptable
16	√			√			√			√			√			5	1	Acceptable
17	√				√		√			√			√			4	0.8	Acceptable
18	√			√			√			√			√			5	1	Acceptable
19	√			√			√			√			√			5	1	Acceptable
20	√			√			√				√		√			4	0.8	Acceptable
21	√				√		√			√			√			4	0.8	Acceptable
22	√			√			√			√			√			5	1	Acceptable
23	√			√			√			√			√			5	1	Acceptable
24	√			√			√			√			√			5	1	Acceptable
25	√			√			√			√				√		4	0.8	Acceptable
26	√			√			√			√			√			5	1	Acceptable
27	√				√		√			√			√			4	0.8	Acceptable
28	√			√			√			√			√			5	1	Acceptable
29	√			√			√			√			√			5	1	Acceptable
30	√			√			√			√			√			5	1	Acceptable
31	√			√			√			√			√			5	1	Acceptable
32	√			√			√			√			√			5	1	Acceptable
33	√				√		√			√			√			4	0.8	Acceptable
34	√			√			√				√			√		3	0.6	Acceptable
35	√			√			√			√			√			5	1	Acceptable
36	√			√			√			√			√			5	1	Acceptable
37	√				√			√		√			√			3	0.6	Acceptable
38	√			√				√		√			√			4	0.8	Acceptable
39	√			√				√		√			√			4	0.8	Acceptable

40	√			√			√		√		√			5	1	Acceptable
41	√			√			√		√		√			4	0.8	Acceptable
42	√			√			√		√		√			5	1	Acceptable
43	√			√			√		√		√			4	0.8	Acceptable
44	√			√			√		√			√		4	0.8	Acceptable
45	√			√			√		√		√			4	0.8	Acceptable
46	√				√		√		√		√			4	0.8	Acceptable
47	√			√			√		√			√		4	0.8	Acceptable
48	√			√			√		√		√			5	1	Acceptable
49	√			√			√		√		√			4	0.8	Acceptable
50	√			√			√		√		√			5	1	Acceptable
51	√			√			√		√		√			5	1	Acceptable
52	√			√			√		√		√			5	1	Acceptable
53	√			√			√		√		√			5	1	Acceptable
54	√			√			√		√			√		4	0.8	Acceptable
55	√			√			√		√		√			5	1	Acceptable
56	√			√			√		√		√			5	1	Acceptable
57	√			√			√		√			√		4	0.8	Acceptable
58	√			√			√		√		√			5	1	Acceptable
59	√			√			√		√		√			5	1	Acceptable
60	√			√			√		√		√			5	1	Acceptable
61	√			√			√		√		√			5	1	Acceptable
62	√			√			√		√		√			5	1	Acceptable
63	√			√			√		√		√			5	1	Acceptable
64	√			√			√		√		√			5	1	Acceptable
65	√			√			√		√		√			5	1	Acceptable
66	√			√			√		√		√			5	1	Acceptable
67	√			√			√		√		√			5	1	Acceptable
68	√			√			√		√		√			5	1	Acceptable
69	√			√			√		√		√			5	1	Acceptable

Where: IOC = Consistency between the objective and content or questions and objectives.

$$IOC = \frac{\sum R}{N}$$

N

Σ = Total assessment points given from all qualified experts.

N = Number of qualified experts.

$$\begin{aligned} \text{Therefore, } IOC &= \frac{62.8}{69} \\ &= 0.910 \end{aligned}$$

The assessment result of questions on this questionnaire has value index of item objective congruence (IOC) equal to 0.91 without any question that has IOC index less than 0.5

## Multinomial and Crosstab Result

## Nominal Regression

## Case Processing Summary

		N	Marginal Percentage
Brandpreference	Coke	223	55.8%
	Pepsi	125	31.2%
	Est	52	13.0%
	No Effect	6	1.5%
Product	Not at all important	17	4.2%
	Less important	7	1.8%
	Slightly important	34	8.5%
	Neutral	69	17.2%
	Moderately important	74	18.5%
	Very important	127	31.8%
	Strong effect	66	16.5%
	No Effect	12	3.0%
	Not at all important	15	3.8%
	Less important	17	4.2%
Price	Slightly important	62	15.5%
	Neutral	70	17.5%
	Moderately important	60	15.0%
	Very important	87	21.8%
	Strong effect	77	19.2%
	No Effect	13	3.2%
	Not at all important	23	5.8%
	Less important	19	4.8%
Place	Slightly important	50	12.5%
	Neutral	102	25.5%
	Moderately important	82	20.5%
	Very important	88	22.0%
	Strong effect	23	5.8%
	No Effect	13	3.2%
Promotion	Not at all important	23	5.8%

	Less important	20	5.0%	
	Slightly important	66	16.5%	
	Neutral	62	15.5%	
	Moderately important	69	17.2%	
	Very important	87	21.8%	
	Strong effect	60	15.0%	
	No Effect	11	2.8%	
	Not at all important	20	5.0%	
Packaging	Less important	18	4.5%	
	Slightly important	54	13.5%	
	Neutral	71	17.8%	
	Moderately important	64	16.0%	
	Very important	106	26.5%	
	Strong effect	56	14.0%	
	No Effect	36	9.0%	
	Not at all important	21	5.2%	
	cultural_factors	Less important	40	10.0%
		Slightly important	63	15.8%
Neutral		68	17.0%	
Moderately important		71	17.8%	
Very important		71	17.8%	
Strong effect		30	7.5%	
No Effect		23	5.8%	
Not at all important		35	8.8%	
Social_factors		Less important	37	9.2%
		Slightly important	87	21.8%
	Neutral	53	13.2%	
	Moderately important	62	15.5%	
	Very important	76	19.0%	
	Strong effect	27	6.8%	
	No Effect	14	3.5%	
	Not at all important	13	3.2%	
	Personal_factors	Less important	13	3.2%
		Slightly important	54	13.5%
Neutral		67	16.8%	
Moderately important		90	22.5%	
Very important		107	26.8%	
Strong effect		42	10.5%	
Psychological_factors	No Effect	11	2.8%	
	Not at all important	11	2.8%	
	Less important	15	3.8%	

	Slightly important	88	22.0%
	Neutral	87	21.8%
	Moderately important	115	28.8%
	Very important	55	13.8%
	Strong effect	18	4.5%
	Noeffect	22	5.5%
	Not at all important	13	3.2%
	Less important	5	1.2%
Brand_effects	Slightly important	85	21.2%
	Neutral	43	10.8%
	Moderately important	86	21.5%
	very important	92	23.0%
	strong effect	54	13.5%
Valid		400	100.0%
Missing		0	
Total		400	
Subpopulation		192 <sup>a</sup>	

a. The dependent variable has only one value observed in 181 (94.3%) subpopulations.

#### Model Fitting Information

Model	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood	Chi-Square	df	Sig.
Null	846.484			
Final	251.666	594.818	142	.000

#### Pseudo R-Square

Cox and Snell	.774
Nagelkerke	.871
McFadden	.677

#### Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests

	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Product	259.405 <sup>a</sup>	7.739	14	.902
Price	301.241 <sup>a</sup>	49.575	14	.000
Place	370.756 <sup>a</sup>	119.090	14	.000
Promotion	362.192 <sup>a</sup>	110.526	14	.000
Packaging	288.431 <sup>a</sup>	36.765	14	.001
Brand effects	306.223 <sup>a</sup>	54.557	14	.000
cultural_factors	278.491 <sup>a</sup>	26.825	14	.020
Social_factors	367.353 <sup>a</sup>	115.687	14	.000
Personal_factors	289.495 <sup>a</sup>	37.830	14	.001
Psychological_factors	362.802 <sup>a</sup>	111.136	14	.000

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. Unexpected singularities in the Hessian matrix are encountered. This indicates that either some predictor variables should be excluded or some categories should be merged.

#### Parameter Estimates

Brandpreference <sup>a</sup>	B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
							Lower Bound	Upper Bound
[Product=0]	61.302	1953.855	.001	1	.9175	4200221814016351000000000000.000	.000	. <sup>b</sup>
[Product=1]	47.406	838.603	.003	1	.9155	2.580E-021	.000	. <sup>b</sup>
[Product=2]	166.948	389.550	.184	1	.688	3.197E+072	8.299E-260	. <sup>b</sup>
[Product=3]	106.207	296.255	.129	1	.712	1.334E+046	8.961E-207	1.986E+298

[Product=4]	117. 933	277. 277	.1 81	.6 1		1.650E+051	1.581E- 185	1.722E+28 7
[Product=5]	131. 096	279. 589	.2 20	.6 1		8.597E+056	8.875E- 182	8.329E+29 4
[Product=6]	128. 865	292. 086	.1 95	.6 1		9.235E+055	2.193E- 193	3.890E+30 4
[Product=7]	123. 333	262. 873	.2 20	.6 1		3.655E+053	6.387E- 171	2.092E+27 7
[Price=0]	- 56.9 80	2080 .298	.0 01	.9 1		1.794E-025	.000	. b
[Price=1]	266. 727	1062 .226	.0 63	.8 1		6.890E+115	.000	. b
[Price=2]	119. 934	576. 195	.0 43	.8 1		1.221E+052	.000	. b
[Price=3]	3.75 6	186. 922	.0 00	.9 1		42.798	3.334E- 158	5.494E+16 0
[Price=4]	56.6 87	175. 846	.1 04	.7 1	41559690089948854000000	00.000	8.671E- 126	1.992E+17 4
[Price=5]	47.4 56	124. 751	.1 45	.7 1	407099589023062000000.0	00	2.640E- 086	6.278E+12 6
[Price=6]	52.7 05	89.1 78	.3 49	.5 1	77561062660263690000000	.000	9.569E- 054	6.287E+09 8
[Price=7]	0 <sup>c</sup> -	. -	. -	. -				
[Place=0]	222. 180	1370 .084	.0 26	.8 1		3.225E-097	.000	. b

	-	635.	.0	.7				
[Place=1]	166.	525	69	1	9	5.436E-073	.000	b
	396				3			
					.9			
[Place=2]	14.7	400.	.0	1	7	2447134.435	.000	b
	10	691	01		1			
					.9			
[Place=3]	54.0	450.	.0	1	0	3.225E-024	.000	b
	91	916	14		5			
					.8			
[Place=4]	108.	465.	.0	1	1	9.955E-048	.000	b
	226	459	54		6			
					.8			
[Place=5]	49.7	267.	.0	1	5	2.514E-022	2.904E-	2.177E+20
	35	783	34		3		250	6
					.8			
[Place=6]	85.6	350.	.0	1	0	6.100E-038	.000	2.832E+26
	90	877	60		7			1
[Place=7]	0 <sup>c</sup>	.	.0	.	.	.	.	.
					.9			
[Promotion=0]	57.3	954.	.0	1	5	1.298E-025	.000	b
	04	768	04		2			
					.9			
[Promotion=1]	67.5	685.	.0	1	2	4.771E-030	.000	b
	15	887	10		2			
					.7			
[Promotion=2]	123.	427.	.0	1	7	3.383E-054	.000	b
	121	035	83		3			
					.7			
[Promotion=3]	92.3	240.	.1	1	0	7.822E-041	1.410E-	4.339E+16
	49	535	47		1		245	4
					.6			
[Promotion=4]	74.5	147.	.2	1	1	24386962337625247000000	8.193E-	7.259E+15
	74	408	56		3	0000000000.000	094	7
					.9			
[Promotion=5]	30.7	271.	.0	1	1	4.444E-014	7.487E-	2.638E+21
	45	115	13		0		245	7



	-				.5							
[Promotion=6]	68.9	107.056	.415	1	2	1.138E-030	8.503E-122	1.523E+06				1
	48				0							
[Promotion=7]	0 <sup>c</sup>	.	.0		.	.	.	.				.
					.9							
[Packaging=0]	10.1	1083.46	.0989	1	9	25476.293	.000	.				b
					3							
[Packaging=1]	114.260	748.670	.023	1	7	4.195E+049	.000	.				b
					9							
[Packaging=2]	51.8	460.23	.0109	1	1	32096180344434876000000.000	.000	.				b
					0							
[Packaging=3]	10.3	241.06	.0427	1	6	29903.958	9.389E-202	9.524E+20				9
					6							
[Packaging=4]	4.89	134.9	.0623	1	7	134.159	3.439E-113	5.234E+11				6
					1							
[Packaging=5]	40.3	144.14	.0890	1	8	322192334992512770.000	1.505E-106	6.896E+14				0
					1							
[Packaging=6]	-	111.268	.0653	1	1	2.140E-012	1.954E-107	2.343E+08				3
					0							
[Packaging=7]	0 <sup>c</sup>	.	.0		.	.	.	.				.
					.9							
[cultural_factors=0]	31.9	672.36	.0847	1	6	1.350E-014	.000	.				b
					2							
[cultural_factors=1]	21.0	597.15	.0121	1	7	1338806118.971	.000	.				b
					2							
[cultural_factors=2]	49.4	313.63	.0944	1	7	3029295966248471400000.000	1.786E-246	5.138E+28				8
					5							
[cultural_factors=3]	25.2	185.87	.0416	1	9	95907101295.925	1.431E-147	6.428E+16				8
					2							

[cultural_factors =4]	- 34.5 11	80.5 78	.1 83	.6 1 6 8		1.028E-015	2.655E- 084	3.980E+05 3
[cultural_factors =5]	- 10.6 42	199. 760	.0 03	.9 1 5 8		2.388E-005	2.198E- 175	2.595E+16 5
[cultural_factors =6]	- 9.45 7	85.1 60	.0 12	.9 1 1 2		7.814E-005	2.538E- 077	2.406E+06 8
[cultural_factors =7]	0 <sup>c</sup>	.	.0	.		.	.	.
[Social_factors =0]	86.5 03	680. 271	.0 16	.8 1 9 9		3.695E+037	.000	. b
[Social_factors =1]	- 55.6 10	1039 .930	.0 03	.9 1 5 7		7.059E-025	.000	. b
[Social_factors =2]	- 24.1 46	458. 084	.0 03	.9 1 5 8		3.263E-011	.000	. b
[Social_factors =3]	- 1.76 9	167. 355	.0 00	.9 1 9 2		.170	6.006E- 144	4.839E+14 1
[Social_factors =4]	47.3 86	191. 876	.0 61	.8 1 0 5	379824484470341600000.0	00	1.797E- 143	8.030E+18 3
[Social_factors =5]	- 29.6 70	154. 674	.0 37	.8 1 4 8		1.301E-013	2.857E- 145	5.925E+11 8
[Social_factors =6]	53.1 70	197. 509	.0 72	.7 1 8 8	12346480594907937000000	0.000	9.360E- 146	1.629E+19 1
[Social_factors =7]	0 <sup>c</sup>	.	.0	.		.	.	.
[Personal_facto rs=0]	138. 402	2792 .265	.0 02	.9 1 6 0		1.280E+060	.000	. b

[Personal_factor rs=1]	- 59.5 60	1177 .880	.0 03	.9 1	6 0	1.360E-026	.000	.	b
[Personal_factor rs=2]	- 10.6 28	598. 864	.0 00	.9 1	8 6	2.422E-005	.000	.	b
[Personal_factor rs=3]	- 98.3 37	236. 111	.1 73	.6 1	7 7	1.963E-043	2.066E- 244	1.865E+15 8	
[Personal_factor rs=4]	- 1.76 5	211. 084	.0 00	.9 1	9 3	.171	3.617E- 181	8.104E+17 8	
[Personal_factor rs=5]	- 35.1 52	126. 956	.0 77	.7 1	8 2	5.414E-016	4.661E- 124	6.289E+09 2	
[Personal_factor rs=6]	- 3.23 5	53.5 90	.0 04	.9 1	5 2	.039	9.542E- 048	1.625E+04 4	
[Personal_factor rs=7]	0 <sup>c</sup>	.	.0	.	.	.	.	.	.
[Psychological_ factors=0]	17.3 65	1736 .558	.0 00	.9 1	9 2	34805990.775	.000	.	b
[Psychological_ factors=1]	17.2 34	1245 .478	.0 00	.9 1	8 9	30522835.274	.000	.	b
[Psychological_ factors=2]	- 102. 900	311. 135	.1 09	.7 1	4 1	2.046E-045	.000	1.411E+22 0	
[Psychological_ factors=3]	110. 426	351. 244	.0 99	.7 1	5 3	9.061E+047	9.493E- 252	.	b
[Psychological_ factors=4]	65.2 45	180. 315	.1 31	.7 1	1 7	21651162312064683000000 000000.000	7.097E- 126	6.606E+18 1	
[Psychological_ factors=5]	- 7.15 6	160. 907	.0 02	.9 1	6 5	.001	8.475E- 141	7.183E+13 3	

	-	156.	.0	.8				
[Psychological_	29.2	401	35	1	5	1.937E-013	1.439E-	2.606E+12
factors=6]	73				2		146	0
[Psychological_	0 <sup>c</sup>	.	.0	.				
factors=7]								
[Brand_effects=	-	190.	.0	.8				
0]	39.5	637	43	1	3	6.421E-018	3.445E-	1.196E+14
	87				5		180	5
[Brand_effects=	4.26	410.	.0	.9				
1]	4	349	00	1	9	71.123	.000	. <sup>b</sup>
					2			
[Brand_effects=	133.	494.	.0	.7				
2]	473	098	73	1	8	9.262E+057	.000	. <sup>b</sup>
					7			
[Brand_effects=	-	107.	.0	.9				
3]	4.98	343	02	1	6	.007	2.930E-	1.614E+08
	0				3		094	9
[Brand_effects=	-	107.	.0	.8				
4]	19.9	229	34	1	5	2.269E-009	1.210E-	4.256E+08
	04				3		100	2
[Brand_effects=	-	75.0	.0	.9				
5]	.255	86	00	1	9	1.291	1.575E-	1.058E+06
					7		064	4
[Brand_effects=	-	106.	.0	.9				
6]	11.8	114	12	1	1	7.416E-006	3.516E-	1.564E+08
	12				1		096	5
[Brand_effects=	0 <sup>c</sup>	.	.0	.				
7]								
[Product=0]	56.9	2125	.0	.9		5319632657476500000000		
	33	.337	01	1	7		.000	. <sup>b</sup>
					9	00.000		
Pe	-	838.	.0	.9				
psi	39.1	588	02	1	6	9.975E-018	.000	. <sup>b</sup>
[Product=1]	46				3			
[Product=2]	173.	389.	.1	.6				
	246	555	98	1	5	1.736E+075	4.464E-	. <sup>b</sup>
					7		257	

[Product=3]	113. 762	296. 266	.1 47	.7 1	0	2.548E+049	1.676E- 203	3.873E+30 1
[Product=4]	125. 146	277. 282	.2 04	.6 1	5	2.239E+054	2.123E- 182	2.362E+29 0
[Product=5]	136. 771	279. 601	.2 39	.6 1	2	2.506E+059	2.525E- 179	2.486E+29 7
[Product=6]	134. 220	292. 096	.2 11	.6 1	4	1.955E+058	4.559E- 191	8.380E+30 6
[Product=7]	127. 889	262. 881	.2 37	.6 1	2	3.480E+055	5.985E- 169	2.024E+27 9
[Price=0]	- 74.1 19	2076 .295	.0 01	.9 1	7	6.462E-033	.000	. b
[Price=1]	255. 796	1062 .223	.0 58	.8 1	1	1.233E+111	.000	. b
[Price=2]	113. 218	576. 192	.0 39	.8 1	4	1.479E+049	.000	. b
[Price=3]	.410	186. 922	.0 00	.9 1	9	1.506	1.174E- 159	1.934E+15 9
[Price=4]	51.1 01	175. 845	.0 84	.7 1	7	15596762896007764000000 .000	3.264E- 128	7.452E+17 1
[Price=5]	45.6 99	124. 748	.1 34	.7 1	1	70278338273512730000.00 0	4.581E- 087	1.078E+12 6
[Price=6]	50.9 76	89.1 76	.3 27	.5 1	6	13764591029903990000000 .000	1.708E- 054	1.110E+09 8
[Price=7]	0 <sup>c</sup>	.	.0	.	.	.	.	.

	-	1600	.0	.8				
[Place=0]	232.	.607	21	1	8	1.545E-101	.000	.b
	126				5			
	-	635.	.0	.7				
[Place=1]	165.	527	68	1	9	9.290E-073	.000	.b
	860				4			
	12.1	400.	.0	.9				
[Place=2]	00	692	01	1	7	179854.873	.000	.b
					6			
	-	450.	.0	.8				
[Place=3]	58.5	921	17	1	9	3.823E-026	.000	.b
	26				7			
	-	465.	.0	.8				
[Place=4]	112.	463	58	1	0	1.287E-049	.000	.b
	574				9			
	-	267.	.0	.8				
[Place=5]	54.7	785	42	1	3	1.715E-024	1.972E-252	1.492E+204
	23				8			
	-	350.	.0	.7				
[Place=6]	89.4	878	65	1	9	1.399E-039	.000	6.508E+259
	65				9			
[Place=7]	0 <sup>c</sup>	.	.0	.	.	.	.	.
	-	954.	.0	.9				
[Promotion=0]	58.7	771	04	1	5	3.155E-026	.000	.b
	18				1			
	-	685.	.0	.9				
[Promotion=1]	68.2	888	10	1	2	2.356E-030	.000	.b
	21				1			
	-	427.	.0	.7				
[Promotion=2]	117.	032	75	1	8	1.522E-051	.000	.b
	012				4			
	-	240.	.1	.7				
[Promotion=3]	89.5	538	39	1	1	1.322E-039	2.371E-244	7.368E+165
	22				0			
	71.4	147.	.2	.6				
[Promotion=4]	30	404	35	1	2	10509479423100511000000 000000000.000	3.559E-095	3.103E+156
					8			

	-	271.	.0	.9				
[Promotion=5]	32.2	117	14	1	0	9.536E-015	1.599E-245	5.689E+216
	84				5			
	-	107.	.4	.5				
[Promotion=6]	69.5	058	22	1	1	6.473E-031	4.821E-122	8.692E+060
	12				6			
[Promotion=7]	0 <sup>c</sup>	.	.0	.	.	.	.	.
[Packaging=0]	24.7	.000	.	1	.	53713601300.861	53713601300.861	53713601300.861
	07				.			
	112.	748.	.0	.8				
[Packaging=1]	022	665	22	1	8	4.471E+048	.000	. <sup>b</sup>
					1			
	48.1	460.	.0	.9		839502725234407200000.0		
[Packaging=2]	79	109	11	1	1	00	.000	. <sup>b</sup>
					7			
	11.9	241.	.0	.9				
[Packaging=3]	85	428	02	1	6	160384.829	5.024E-201	5.120E+210
					0			
	6.71	134.	.0	.9				
[Packaging=4]	4	626	02	1	6	823.931	2.098E-112	3.235E+117
					0			
	43.5	144.	.0	.7				
[Packaging=5]	45	891	90	1	6	8155404187018474500.000	3.801E-105	1.750E+142
					4			
	-	111.	.0	.8				
[Packaging=6]	27.2	655	60	1	0	1.434E-012	1.304E-107	1.577E+083
	70				7			
[Packaging=7]	0 <sup>c</sup>	.	.0	.	.	.	.	.
	-	672.	.0	.9				
[cultural_factors=0]	28.8	847	02	1	6	3.062E-013	.000	. <sup>b</sup>
	14				6			
	27.4	597.	.0	.9				
[cultural_factors=1]	68	121	02	1	6	849481938715.767	.000	. <sup>b</sup>
					3			
	50.8	313.	.0	.8				
[cultural_factors=2]	43	939	26	1	7	12041118127931246000000	7.161E-246	2.025E+289
					1	.000		

[cultural_factors =3]	28.5 94	185. 417	.0 24	.8 1	7 7	2618644617004.803	3.902E- 146	1.758E+17 0
[cultural_factors =4]	- 33.0 42	80.5 77	.1 68	.6 1	8 2	4.467E-015	1.156E- 083	1.727E+05 4
[cultural_factors =5]	- 10.5 70	199. 760	.0 03	.9 1	5 8	2.567E-005	2.364E- 175	2.788E+16 5
[cultural_factors =6]	- 9.04 7	85.1 63	.0 11	.9 1	1 5	.000	3.803E- 077	3.649E+06 8
[cultural_factors =7]	0 <sup>c</sup>	.	.0	.	.	.	.	.
[Social_factors =0]	84.4 80	680. 269	.0 15	.9 1	0 1	4.891E+036	.000	. b
[Social_factors =1]	- 56.2 60	1039 .936	.0 03	.9 1	5 7	3.686E-025	.000	. b
[Social_factors =2]	- 25.1 34	458. 091	.0 03	.9 1	5 6	1.214E-011	.000	. b
[Social_factors =3]	- 2.32 2	167. 354	.0 00	.9 1	8 9	.098	3.466E- 144	2.777E+14 1
[Social_factors =4]	45.2 73	191. 870	.0 56	.8 1	1 3	45910623619446505000.00 0	2.198E- 144	9.590E+18 2
[Social_factors =5]	- 27.3 74	154. 671	.0 31	.8 1	6 0	1.293E-012	2.851E- 144	5.862E+11 9
[Social_factors =6]	54.9 30	197. 507	.0 77	.7 1	8 1	71718646678359140000000 0.000	5.462E- 145	9.416E+19 1
[Social_factors =7]	0 <sup>c</sup>	.	.0	.	.	.	.	.



[Personal_factor rs=0]	144. 412	3308 .043	.0 02	.9 1	6 5	5.217E+062	.000	.	b
[Personal_factor rs=1]	- 61.3 86	1177 .876	.0 03	.9 1	5 8	2.190E-027	.000	.	b
[Personal_factor rs=2]	- 14.9 25	598. 864	.0 01	.9 1	8 0	3.297E-007	.000	.	b
[Personal_factor rs=3]	- 102. 068	236. 112	.1 87	.6 1	6 6	4.702E-045	4.934E- 246	4.482E+15 6	
[Personal_factor rs=4]	- 2.70 0	211. 083	.0 00	.9 1	9 0	.067	1.424E- 181	3.174E+17 8	
[Personal_factor rs=5]	- 37.4 12	126. 955	.0 87	.7 1	6 8	5.653E-017	4.873E- 125	6.557E+09 1	
[Personal_factor rs=6]	- 5.83 1	53.5 91	.0 12	.9 1	1 3	.003	7.090E- 049	1.216E+04 3	
[Personal_factor rs=7]	0 <sup>c</sup>	.	.0	.	.	.	.	.	.
[Psychological_ factors=0]	13.1 75	1744 .358	.0 00	.9 1	9 4	526936.404	.000	.	b
[Psychological_ factors=1]	15.0 99	1245 .476	.0 00	.9 1	9 0	3609690.696	.000	.	b
[Psychological_ factors=2]	- 99.0 04	311. 125	.1 01	.7 1	5 0	1.007E-043	.000	6.811E+22 1	
[Psychological_ factors=3]	107. 980	351. 244	.0 95	.7 1	5 9	7.855E+046	8.231E- 253	.	b
[Psychological_ factors=4]	62.7 26	180. 317	.1 21	.7 1	2 8	17440935836012210000000 00000.000	5.700E- 127	5.337E+18 0	

[Psychological_	-	160.	.0	.9				
factors=5]	7.38	907	02	1	.001	6.766E-	5.747E+13	
	0			3		141	3	
[Psychological_	-	156.	.0	.8				
factors=6]	31.3	400	40	1	2.396E-014	1.785E-	3.216E+11	
	62			1		147	9	
[Psychological_	0 <sup>c</sup>	.	.0	.				
factors=7]								
[Brand_effects=	-	190.	.0	.8				
0]	37.1	640	38	1	7.291E-017	3.891E-	1.366E+14	
	57			5		179	6	
[Brand_effects=	8.28	410.	.0	.9				
1]	8	352	00	1	3977.504	.000	. <sup>b</sup>	
				4				
[Brand_effects=	135.	494.	.0	.7				
2]	572	094	75	1	7.556E+058	.000	. <sup>b</sup>	
				4				
[Brand_effects=	-	107.	.0	.9				
3]	3.76	340	01	1	.023	9.965E-	5.425E+08	
	1			2		094	9	
[Brand_effects=	-	107.	.0	.8				
4]	17.3	226	26	1	2.806E-008	1.503E-	5.236E+08	
	89			1		099	3	
[Brand_effects=	-	75.0	.0	.9				
5]	.225	87	00	1	1.253	1.527E-	1.028E+06	
				8		064	4	
[Brand_effects=	-	106.	.0	.9				
6]	10.0	113	09	1	4.141E-005	1.966E-	8.722E+08	
	92			4		095	5	
[Brand_effects=	0 <sup>c</sup>	.	.0	.				
7]								

a. The reference category is: Est.

b. Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.

c. This parameter is set to zero because it is redundant.

## Nominal Regression

## Case Processing Summary

		N	Marginal Percentage
Brandpreference	Coke	223	55.8%
	Pepsi	125	31.2%
	Est	52	13.0%
Brandname	Strongly Disagree	3	0.8%
	Disagree	22	5.5%
	Neutral	74	18.5%
	Agree	176	44.0%
	Strongly Agree	125	31.2%
	Disagree	9	2.2%
	Neutral	49	12.2%
Productquality	Agree	139	34.8%
	Strongly Agree	203	50.8%
	Strongly Disagree	2	0.5%
	Disagree	26	6.5%
	Neutral	86	21.5%
Productvariety	Agree	171	42.8%
	Strongly Agree	115	28.8%
	Disagree	17	4.2%
	Neutral	62	15.5%
	Agree	187	46.8%
Availabiltyofconvenient size	Strongly Agree	134	33.5%
	Strongly Disagree	4	1.0%
	Disagree	22	5.5%
	Neutral	93	23.2%
	Agree	190	47.5%
competitiveprice	Strongly Agree	91	22.8%
	Strongly Disagree	12	3.0%
	Disagree	37	9.2%
	Neutral	100	25.0%
	Agree	153	38.2%
cheaperthanitscompetitors	Strongly Agree	98	24.5%
	Strongly Disagree	8	2.0%
	Disagree	22	5.5%
	Neutral	91	22.8%
	Agree	162	40.5%
goodvalue	Strongly Agree	117	29.2%
	Strongly Disagree	1	0.2%
	Accessibility		

	Disagree	34	8.5%
	Neutral	65	16.2%
	Agree	197	49.2%
	Strongly Agree	103	25.8%
	Strongly Disagree	14	3.5%
Merchandisingdisplay	Disagree	28	7.0%
	Neutral	84	21.0%
	Agree	182	45.5%
	Strongly Agree	92	23.0%
	Strongly Disagree	5	1.2%
Convenienthours	Disagree	24	6.0%
	Neutral	77	19.2%
	Agree	190	47.5%
	Strongly Agree	104	26.0%
	Strongly Disagree	4	1.0%
Discount	Disagree	23	5.8%
	Neutral	76	19.0%
	Agree	175	43.8%
	Strongly Agree	122	30.5%
	Strongly Disagree	8	2.0%
cashcoupons	Disagree	42	10.5%
	Neutral	104	26.0%
	Agree	149	37.2%
	Strongly Agree	97	24.2%
	Strongly Disagree	6	1.5%
attractiveadvertisement	Disagree	34	8.5%
	Neutral	87	21.8%
	Agree	180	45.0%
	Strongly Agree	93	23.2%
	Strongly Disagree	12	3.0%
brandendorsement	Disagree	39	9.8%
	Neutral	102	25.5%
	Agree	173	43.2%
	Strongly Agree	74	18.5%
	Strongly Disagree	3	0.8%
Trendypackaging	Disagree	30	7.5%
	Neutral	54	13.5%
	Agree	211	52.8%
	Strongly Agree	102	25.5%
Varietyofsize	Strongly Disagree	8	2.0%
	Disagree	19	4.8%

	Neutral	74	18.5%
	Agree	159	39.8%
	Strongly Agree	140	35.0%
	Strongly Disagree	9	2.2%
	Disagree	23	5.8%
Appealinglogo	Neutral	98	24.5%
	Agree	186	46.5%
	Strongly Agree	84	21.0%
	Strongly Disagree	15	3.8%
	Disagree	24	6.0%
Creativeslogans	Neutral	98	24.5%
	Agree	160	40.0%
	Strongly Agree	103	25.8%
Valid		400	100.0%
Missing		0	
Total		400	
Subpopulation		194 <sup>a</sup>	

a. The dependent variable has only one value observed in 183 (94.3%) subpopulations.

#### Model Fitting Information

Model	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood	Chi-Square	df	Sig.
Null	844.660			
Final	361.369	483.291	136	.000

#### Pseudo R-Square

Cox and Snell	.701
Nagelkerke	.789
McFadden	.550

#### Likelihood Ratio Tests



						Lower Bound	Upper Bound
[Pr_Brandname=1]	- 690. 442	5243 2.532	.000	1	.9 89	1.396E-300	.000 .b
[Pr_Brandname=2]	165. 222	2320. 243	.005	1	.9 43	5.689E+071	.000 .b
[Pr_Brandname=3]	88.9 51	1202 5.552	.000	1	.9 94	4.275E+038	.000 .b
[Pr_Brandname=4]	308. 103	1056 0.310	.001	1	.9 77	6.418E+133	.000 .b
[Pr_Brandname=5]	365. 078	1297 2.048	.001	1	.9 78	3.558E+158	.000 .b
[Pr_Productquality= 2]	- 1941 .428	1499 3.215	.017	1	.8 97	.000	.000 .b
[Pr_Productquality= 3]	- 59.4 68	5674. 803	.000	1	.9 92	1.491E-026	.000 .b
Co [Pr_Productquality= ke 4]	20.1 76	5408. 743	.000	1	.9 97	578755358.050	.000 .b
[Pr_Productquality= 5]	0 <sup>c</sup>	.	.	0	.	.	. .b
[Pr_Productvariety= 1]	- 19.0 60	4816 5.629	.000	1	1. 00 0	5.275E-009	.000 .b
[Pr_Productvariety= 2]	- 187. 895	1665 2.043	.000	1	.9 91	2.502E-082	.000 .b
[Pr_Productvariety= 3]	38.2 37	1126. 202	.001	1	.9 73	40374918843685728.000	.000 .b
[Pr_Productvariety= 4]	- 40.4 03	860.1 52	.002	1	.9 63	2.839E-018	.000 .b
[Pr_Productvariety= 5]	0 <sup>c</sup>	.	.	0	.	.	. .b
[Pr_Availabiltyofcon venientsize=2]	578. 439	5985. 339	.009	1	.9 23	1.632E+251	.000 .b

[Pr_Availabiltyofcon venientsize=3]	91.9 87	1600. 918	.003	1	.9 54	8.906E+039	.000	. b
[Pr_Availabiltyofcon venientsize=4]	104. 212	4752. 608	.000	1	.9 83	1.814E+045	.000	. b
[Pr_Availabiltyofcon venientsize=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pri_competitivepric e=1]	- 624. 781	1692 5.419	.001	1	.9 71	4.581E-272	.000	. b
[Pri_competitivepric e=2]	248. 263	8134. 447	.001	1	.9 76	6.597E+107	.000	. b
[Pri_competitivepric e=3]	213. 996	7235. 315	.001	1	.9 76	8.655E+092	.000	. b
[Pri_competitivepric e=4]	73.2 70	2411. 763	.001	1	.9 76	66207435712703400000000 000000000.000	.000	. b
[Pri_competitivepric e=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pri_cheaperthanits competitors=1]	- 9.67 2	2913. 912	.000	1	.9 97	6.300E-005	.000	. b
[Pri_cheaperthanits competitors=2]	- 397. 779	1039 8.760	.001	1	.9 69	1.766E-173	.000	. b
[Pri_cheaperthanits competitors=3]	51.3 69	5699. 077	.000	1	.9 93	20392485869536610000000 .000	.000	. b
[Pri_cheaperthanits competitors=4]	- 17.4 02	8110. 843	.000	1	.9 98	2.769E-008	.000	. b
[Pri_cheaperthanits competitors=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pri_goodvalue=1]	- 276. 542	5739. 400	.002	1	.9 62	7.935E-121	.000	. b
[Pri_goodvalue=2]	494. 941	5013. 316	.010	1	.9 21	8.912E+214	.000	. b
[Pri_goodvalue=3]	127. 976	1261. 394	.010	1	.9 19	3.794E+055	.000	. b
[Pri_goodvalue=4]	195. 363	1150. 464	.029	1	.8 65	7.002E+084	.000	. b



[Pri_goodvalue=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[PI_Accessibility=1]	88.6	1142	.000	1	.9	3.040E+038	.000	.b
	10	6.432			94			
[PI_Accessibility=2]	381.	9846.	.001	1	.9	3.645E+165	.000	.b
	220	521			69			
	-	3537.			.9			
[PI_Accessibility=3]	35.7	877	.000	1	.9	2.871E-016	.000	.b
	87				92			
[PI_Accessibility=4]	35.8	1126.	.001	1	.9	3578801183037996.500	.000	.b
	14	113			75			
[PI_Accessibility=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
	-	6089.			.9			
[PI_Merchandisingdisplay=1]	180.	412	.001	1	.9	4.590E-079	.000	.b
	380				76			
	-	1869			.9			
[PI_Merchandisingdisplay=2]	198.	8.000	.000	1	.9	7.478E-087	.000	.b
	313				92			
	-	1401.			.9			
[PI_Merchandisingdisplay=3]	149.	352	.011	1	.9	1.013E-065	.000	.b
	655				15			
	-	2821.			.9			
[PI_Merchandisingdisplay=4]	293.	866	.011	1	.9	3.441E-128	.000	.b
	495				17			
[PI_Merchandisingdisplay=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[PI_Convenienthours=1]	0 <sup>c</sup>	.	.	0	.	.	.	.
	-	2417			.9			
[PI_Convenienthours=2]	278.	4.317	.000	1	.9	1.420E-121	.000	.b
	262				91			
	58.9	1472	.000	1	.9	40671953993584160000000	.000	.b
[PI_Convenienthours=3]	68	3.316			97	000.000		
[PI_Convenienthours=4]	119.	6825.	.000	1	.9	9.553E+051	.000	.b
	689	188			86			
[PI_Convenienthours=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pro_Discount=1]	0 <sup>c</sup>	.	.	0	.	.	.	.
	382.	1368	.001	1	.9	1.668E+166	.000	.b
[Pro_Discount=2]	741	2.027			78			

	-	7275.		.9				
[Pro_Discount=3]	139.	314	.000	1	85	2.134E-061	.000	b
	700							
	-	5100.		.9				
[Pro_Discount=4]	47.1	656	.000	1	93	3.459E-021	.000	b
	13							
[Pro_Discount=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pro_cashcoupons =1]	525.	1906	.001	1	78	1.028E+228	.000	b
	017	7.266						
	-	1315		.9				
[Pro_cashcoupons =2]	72.3	8.421	.000	1	96	3.950E-032	.000	b
	09							
[Pro_cashcoupons =3]	64.1	6889.	.000	1	93	70787046954726520000000 00000.000	.000	b
	27	441						
[Pro_cashcoupons =4]	234.	3950.	.004	1	53	5.005E+101	.000	b
	172	154						
[Pro_cashcoupons =5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pro_attractiveadve rtisemnent=1]	542.	2918	.000	1	85	3.588E+235	.000	b
	385	4.931						
	-	1014		.9				
[Pro_attractiveadve rtisemnent=2]	340.	8.204	.001	1	73	1.910E-148	.000	b
	135							
[Pro_attractiveadve rtisemnent=3]	40.3	2159.	.000	1	85	342209534561556030.000	.000	b
	74	214						
[Pro_attractiveadve rtisemnent=4]	71.7	1797.	.002	1	68	7.196E-032	.000	b
	09	796						
[Pro_attractiveadve rtisemnent=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
	-	8349.		.8				
[Pro_brandendorse ment=1]	1254	227	.023	1	81	.000	.000	b
	.013							
	-	9567.		.9				
[Pro_brandendorse ment=2]	252.	296	.001	1	79	3.164E-110	.000	b
	132							
	-	1089		.9				
[Pro_brandendorse ment=3]	131.	9.443	.000	1	90	9.245E-058	.000	b
	326							

[Pro_brandendorsement=4]	- 278. 952	7707. 396	.001	1	.9 71	7.123E-122	.000	.	b
[Pro_brandendorsement=5]	0 <sup>c</sup>	.	.	0	.	.	.	.	.
[Pa_Trendypackaging=1]	0 <sup>c</sup>	.	.	0	.	.	.	.	.
[Pa_Trendypackaging=2]	108. 765	1349 9.937	.000	1	.9 94	1.722E+047	.000	.	b
[Pa_Trendypackaging=3]	203. 438	1474 7.695	.000	1	.9 89	2.250E+088	.000	.	b
[Pa_Trendypackaging=4]	81.8 52	1522. 908	.003	1	.9 57	35321888506155890000000 000000000000.000	.000	.	b
[Pa_Trendypackaging=5]	0 <sup>c</sup>	.	.	0	.	.	.	.	.
[Pa_Varietyofsize=1]	492. 835	1405 9.956	.001	1	.9 72	1.085E+214	.000	.	b
[Pa_Varietyofsize=2]	- 167. 623	1472 2.977	.000	1	.9 91	1.594E-073	.000	.	b
[Pa_Varietyofsize=3]	- 288. 024	2824. 373	.010	1	.9 19	8.179E-126	.000	.	b
[Pa_Varietyofsize=4]	- 239. 581	6177. 923	.002	1	.9 69	8.942E-105	.000	.	b
[Pa_Varietyofsize=5]	0 <sup>c</sup>	.	.	0	.	.	.	.	.
[Pa_Appealinglogo=1]	863. 350	1659 6.219	.003	1	.9 59	.	.000	.	b
[Pa_Appealinglogo=2]	323. 701	1.232	69033 .199	1	.0 00	3.817E+140	3.412 E+139	4.270 E+141	.
[Pa_Appealinglogo=3]	291. 752	457.3 25	.407	1	.5 24	5.083E+126	2.694 E-263	.	b
[Pa_Appealinglogo=4]	266. 718	261.7 89	1.038	1	.3 08	6.823E+115	9.974 E-108	.	b
[Pa_Appealinglogo=5]	0 <sup>c</sup>	.	.	0	.	.	.	.	.

[Pa_Creativeslogans=1]	504. 075	2503 9.312	.000	1	.9 84	8.264E+218	.000	. b
[Pa_Creativeslogans=2]	314. 757	1.021	95023 .045	1	.0 00	4.980E+136	6.730 E+135	3.684 E+137
[Pa_Creativeslogans=3]	- 248. 883	1190. 438	.044	1	.8 34	8.154E-109	.000	. b
[Pa_Creativeslogans=4]	- 230. 756	.513	20266 6.572	1	.0 00	6.080E-101	2.226 E-101	1.660 E-100
[Pa_Creativeslogans=5]	0 <sup>c</sup> -	.	.	0	.	.	.	.
[Pr_Brandname=1]	637. 048	5243 0.987	.000	1	.9 90	2.156E-277	.000	. b
[Pr_Brandname=2]	161. 017	2320. 243	.005	1	.9 45	8.487E+069	.000	. b
[Pr_Brandname=3]	89.1 10	1202 5.552	.000	1	.9 94	5.010E+038	.000	. b
[Pr_Brandname=4]	307. 662	1056 0.310	.001	1	.9 77	4.132E+133	.000	. b
[Pr_Brandname=5]	364. 523	1297 2.048	.001	1	.9 78	2.044E+158	.000	. b
[Pr_Productquality=Pe 2] psi	- 1925 .784	1498 5.105	.017	1	.8 98	.000	.000	. b
[Pr_Productquality=3]	- 59.4 34	5674. 803	.000	1	.9 92	1.542E-026	.000	. b
[Pr_Productquality=4]	19.8 34	5408. 743	.000	1	.9 97	410923839.278	.000	. b
[Pr_Productquality=5]	0 <sup>c</sup> -	.	.	0	.	.	.	.
[Pr_Productvariety=1]	20.0 43	4816 0.160	.000	1	1. 00 0	506321894.219	.000	. b
[Pr_Productvariety=2]	- 186. 192	1665 2.043	.000	1	.9 91	1.373E-081	.000	. b

[Pr_Productvariety=3]	38.5 69	1126. 202	.001	1	.9 73	56266895875193720.000	.000	. b
[Pr_Productvariety=4]	- 40.4 66	860.1 52	.002	1	.9 62	2.666E-018	.000	. b
[Pr_Productvariety=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pr_Availabiltyofconvenientsize=2]	580. 172	5985. 339	.009	1	.9 23	9.236E+251	.000	. b
[Pr_Availabiltyofconvenientsize=3]	91.8 63	1600. 918	.003	1	.9 54	7.865E+039	.000	. b
[Pr_Availabiltyofconvenientsize=4]	104. 183	4752. 608	.000	1	.9 83	1.762E+045	.000	. b
[Pr_Availabiltyofconvenientsize=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pri_competitiveprice=1]	- 622. 240	1691 1.049	.001	1	.9 71	5.813E-271	.000	. b
[Pri_competitiveprice=2]	243. 533	8134. 448	.001	1	.9 76	5.823E+105	.000	. b
[Pri_competitiveprice=3]	213. 041	7235. 315	.001	1	.9 77	3.332E+092	.000	. b
[Pri_competitiveprice=4]	73.7 92	2411. 763	.001	1	.9 76	11149335444044744000000 0000000000.000	.000	. b
[Pri_competitiveprice=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pri_cheaperthanitscompetitors=1]	- 21.1 95	2934. 696	.000	1	.9 94	6.241E-010	.000	. b
[Pri_cheaperthanitscompetitors=2]	- 396. 647	1039 8.760	.001	1	.9 70	5.474E-173	.000	. b
[Pri_cheaperthanitscompetitors=3]	51.7 76	5699. 077	.000	1	.9 93	30627643624045935000000 .000	.000	. b
[Pri_cheaperthanitscompetitors=4]	- 17.3 34	8110. 843	.000	1	.9 98	2.963E-008	.000	. b
[Pri_cheaperthanitscompetitors=5]	0 <sup>c</sup>	.	.	0	.	.	.	.

[Pri_goodvalue=1]	- 265. 475	5718. 181	.002	1	.9 63	5.079E-116	.000	. b
[Pri_goodvalue=2]	491. 709	5013. 316	.010	1	.9 22	3.520E+213	.000	. b
[Pri_goodvalue=3]	127. 056	1261. 394	.010	1	.9 20	1.513E+055	.000	. b
[Pri_goodvalue=4]	195. 008	1150. 464	.029	1	.8 65	4.909E+084	.000	. b
[Pri_goodvalue=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[PI_Accessibility=1]	117. 437	1141 4.014	.000	1	.9 92	1.005E+051	.000	. b
[PI_Accessibility=2]	380. 207	9846. 521	.001	1	.9 69	1.324E+165	.000	. b
[PI_Accessibility=3]	- 35.6 50	3537. 877	.000	1	.9 92	3.292E-016	.000	. b
[PI_Accessibility=4]	35.6 60	1126. 113	.001	1	.9 75	3067962442489053.500	.000	. b
[PI_Accessibility=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[PI_Merchandisingdisplay=1]	- 191. 419	6096. 062	.001	1	.9 75	7.376E-084	.000	. b
[PI_Merchandisingdisplay=2]	- 200. 681	1869 8.000	.000	1	.9 91	7.006E-088	.000	. b
[PI_Merchandisingdisplay=3]	- 149. 725	1401. 352	.011	1	.9 15	9.450E-066	.000	. b
[PI_Merchandisingdisplay=4]	- 293. 686	2821. 866	.011	1	.9 17	2.843E-128	.000	. b
[PI_Merchandisingdisplay=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[PI_Convenienthours=1]	0 <sup>c</sup>	.	.	0	.	.	.	.
[PI_Convenienthours=2]	- 278. 573	2417 4.317	.000	1	.9 91	1.041E-121	.000	. b

[PI_Convenienthours=3]	60.3 66	1472 3.316	.000	1	.9	16469108356982190000000 0000.000	.000	. b
[PI_Convenienthours=4]	121. 052	6825. 188	.000	1	.9	3.733E+052	.000	. b
[PI_Convenienthours=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pro_Discount=1]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pro_Discount=2]	386. 513	1368 2.027	.001	1	.9	7.253E+167	.000	. b
[Pro_Discount=3]	- 139. 290	7275. 314	.000	1	.9	3.214E-061	.000	. b
[Pro_Discount=4]	- 47.2 19	5100. 656	.000	1	.9	3.112E-021	.000	. b
[Pro_Discount=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pro_cashcoupons=1]	526. 279	1906 7.266	.001	1	.9	3.630E+228	.000	. b
[Pro_cashcoupons=2]	- 72.5 41	1315 8.421	.000	1	.9	3.132E-032	.000	. b
[Pro_cashcoupons=3]	64.3 96	6889. 441	.000	1	.9	92619193350806600000000 00000.000	.000	. b
[Pro_cashcoupons=4]	235. 012	3950. 154	.004	1	.9	1.160E+102	.000	. b
[Pro_cashcoupons=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pro_attractiveadvertisement=1]	522. 398	2917 9.377	.000	1	.9	7.490E+226	.000	. b
[Pro_attractiveadvertisement=2]	- 340. 580	1014 8.204	.001	1	.9	1.225E-148	.000	. b
[Pro_attractiveadvertisement=3]	38.6 17	2159. 214	.000	1	.9	59022840673612504.000	.000	. b
[Pro_attractiveadvertisement=4]	- 72.0 96	1797. 796	.002	1	.9	4.889E-032	.000	. b
[Pro_attractiveadvertisement=5]	0 <sup>c</sup>	.	.	0	.	.	.	.

[Pro_brandendorsement=1]	- 1245 .344	8334. 655	.022	1	.8 81	.000	.000	. b
[Pro_brandendorsement=2]	- 252. 042	9567. 296	.001	1	.9 79	3.465E-110	.000	. b
[Pro_brandendorsement=3]	- 130. 839	1089 9.443	.000	1	.9 90	1.504E-057	.000	. b
[Pro_brandendorsement=4]	- 278. 870	7707. 396	.001	1	.9 71	7.729E-122	.000	. b
[Pro_brandendorsement=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pa_Trendypackaging=1]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pa_Trendypackaging=2]	109. 140	1349 9.937	.000	1	.9 94	2.505E+047	.000	. b
[Pa_Trendypackaging=3]	203. 630	1474 7.695	.000	1	.9 89	2.725E+088	.000	. b
[Pa_Trendypackaging=4]	81.9 44	1522. 908	.003	1	.9 57	38721063234557210000000 0000000000000.000	.000	. b
[Pa_Trendypackaging=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pa_Varietyofsize=1]	513. 784	1404 9.866	.001	1	.9 71	1.361E+223	.000	. b
[Pa_Varietyofsize=2]	- 168. 267	1472 2.977	.000	1	.9 91	8.368E-074	.000	. b
[Pa_Varietyofsize=3]	- 287. 972	2824. 373	.010	1	.9 19	8.618E-126	.000	. b
[Pa_Varietyofsize=4]	- 240. 258	6177. 923	.002	1	.9 69	4.541E-105	.000	. b
[Pa_Varietyofsize=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pa_Appealinglogo=1]	872. 390	1658 4.007	.003	1	.9 58	. b	.000	. b



[Pa_Appealinglogo =2]	321. 907	.000	.	1	.	6.346E+139	6.346 E+139	6.346 E+139
[Pa_Appealinglogo =3]	291. 854	457.3 25	.407	1	.5 23	5.633E+126	2.986 E-263	. b
[Pa_Appealinglogo =4]	266. 242	261.7 89	1.034	1	.3 09	4.242E+115	6.203 E-108	. b
[Pa_Appealinglogo =5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Pa_Creativeslogan s=1]	475. 060	2503 8.503	.000	1	.9 85	2.070E+206	.000	. b
[Pa_Creativeslogan s=2]	317. 182	.000	.	1	.	5.627E+137	5.627 E+137	5.627 E+137
[Pa_Creativeslogan s=3]	- 249. 099	1190. 438	.044	1	.8 34	6.572E-109	.000	. b
[Pa_Creativeslogan s=4]	- 231. 461	.000	.	1	.	3.003E-101	3.003 E-101	3.003 E-101
[Pa_Creativeslogan s=5]	0 <sup>c</sup>	.	.	0	.	.	.	.

a. The reference category is: Est.

b. Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.

c. This parameter is set to zero because it is redundant.

## Nominal Regression

Case Processing Summary

		N	Marginal Percentage
Brandpreference	Coke	223	55.8%
	Pepsi	125	31.2%
	Est	52	13.0%
	Strongly Disagree	14	3.5%
Brandawareness	Disagree	10	2.5%
	Neutral	92	23.0%
	Agree	184	46.0%

	Strongly Agree	100	25.0%
	Strongly Disagree	14	3.5%
	Disagree	17	4.2%
Brandidentity	Neutral	91	22.8%
	Agree	185	46.2%
	Strongly Agree	93	23.2%
	Strongly Disagree	2	0.5%
	Disagree	21	5.2%
Brandpersonality	Neutral	88	22.0%
	Agree	212	53.0%
	Strongly Agree	77	19.2%
	Strongly Disagree	12	3.0%
	Disagree	22	5.5%
Brandloyalty	Neutral	62	15.5%
	Agree	179	44.8%
	Strongly Agree	125	31.2%
	Strongly Disagree	10	2.5%
	Disagree	29	7.2%
Brandrelevance	Neutral	116	29.0%
	Agree	162	40.5%
	Strongly Agree	83	20.8%
Valid		400	100.0%
Missing		0	
Total		400	
Subpopulation		97 <sup>a</sup>	

a. The dependent variable has only one value observed in 68 (70.1%) subpopulations.

#### Model Fitting Information

Model	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood	Chi-Square	df	Sig.
Null	624.162			
Final	392.371	231.792	42	.000

#### Pseudo R-Square

Cox and Snell	.440
Nagelkerke	.495

McFadden	.264
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#### Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Be_Brandawareness	406.178	13.808	8	.087
Be_Brandidentity	405.770	13.399	8	.099
Be_Brandpersonality	417.555	25.184	8	.001
Be_Brandloyalty	422.720	30.350	8	.000
Be_Brandrelevance	419.411	27.041	8	.001

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

#### Parameter Estimates

Brandpreference <sup>a</sup>	B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
							Lower Bound	Upper Bound
[Be_Brandawareness=1]	69.670	15631.036	.000	1	.996	5.532E-031	.000	. <sup>b</sup>
[Be_Brandawareness=2]	20.055	9324.315	.000	1	.998	1.951E-009	.000	. <sup>b</sup>
[Be_Brandawareness=3]	.092	.570	.026	1	.872	1.097	.359	3.352
[Be_Brandawareness=4]	.653	.544	1.444	1	.229	1.922	.662	5.580

[Be_Brandawareness=5]	.834	.400	4.346	1	.037	2.303	1.051	5.044
[Be_Brandidentity=1]	36.160	9620.030	.000	1	.997	5060475738334374.000	.000	. <sup>b</sup>
[Be_Brandidentity=2]	16.852	3708.389	.000	1	.996	20825360.347	.000	. <sup>b</sup>
[Be_Brandidentity=3]	-1.041	.578	3.242	1	.072	.353	.114	1.096
[Be_Brandidentity=4]	-.198	.437	.205	1	.651	.820	.348	1.934
[Be_Brandidentity=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Be_Brandpersonality=1]	35.929	8929.221	.000	1	.997	4016513522626776.000	.000	. <sup>b</sup>
[Be_Brandpersonality=2]	16.388	3627.730	.000	1	.996	13094317.123	.000	. <sup>b</sup>
[Be_Brandpersonality=3]	1.673	.721	5.379	1	.020	5.326	1.296	21.889
[Be_Brandpersonality=4]	.821	.410	4.012	1	.045	2.273	1.018	5.077
[Be_Brandpersonality=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Be_Brandloyalty=1]	35.691	16917.289	.000	1	.998	3166610120172204.500	.000	. <sup>b</sup>
[Be_Brandloyalty=2]	17.653	7859.472	.000	1	.998	46420413.822	.000	. <sup>b</sup>
[Be_Brandloyalty=3]	16.316	1226.312	.000	1	.989	12188983.857	.000	. <sup>b</sup>
[Be_Brandloyalty=4]	-.167	.378	.195	1	.659	.846	.403	1.776
[Be_Brandloyalty=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Be_Brandrelevance=1]	-18.960	8658.635	.000	1	.998	5.832E-009	.000	. <sup>b</sup>
[Be_Brandrelevance=2]	-.532	.820	.420	1	.517	.588	.118	2.933
[Be_Brandrelevance=3]	.622	.523	1.411	1	.235	1.862	.668	5.193
[Be_Brandrelevance=4]	.533	.453	1.385	1	.239	1.704	.701	4.137

	[Be_Brandrelevance=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
	[Be_Brandawareness=1]	32.13	11462.6	.000	1	.998	1.111E-014	.000	. <sup>b</sup>
		1	26						
	[Be_Brandawareness=2]	22.91	9324.31	.000	1	.998	1.121E-010	.000	. <sup>b</sup>
		1	5						
	[Be_Brandawareness=3]	-.839	.659	1.623	1	.203	.432	.119	1.572
	[Be_Brandawareness=4]	-.699	.634	1.217	1	.270	.497	.144	1.721
	[Be_Brandawareness=5]	-.192	.473	.165	1	.685	.825	.326	2.087
	[Be_Brandidentity=1]	18.02	9133.82	.000	1	.998	67069523.110	.000	. <sup>b</sup>
		1	5						
	[Be_Brandidentity=2]	17.51	3708.39	.000	1	.996	40233134.629	.000	. <sup>b</sup>
		0	0						
	[Be_Brandidentity=3]	-.816	.638	1.638	1	.201	.442	.127	1.543
Pep	[Be_Brandidentity=4]	-.504	.491	1.053	1	.305	.604	.231	1.581
si	[Be_Brandidentity=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
	[Be_Brandpersonality=1]	.842	.000	.	1	.	2.322	2.32	2.322
								2	
	[Be_Brandpersonality=2]	18.59	3627.73	.000	1	.996	119118529.510	.000	. <sup>b</sup>
		6	0						
	[Be_Brandpersonality=3]	2.612	.791	10.89	1	.001	13.629	2.89	64.27
				6				0	8
	[Be_Brandpersonality=4]	1.719	.505	11.57	1	.001	5.581	2.07	15.03
				3				3	0
	[Be_Brandpersonality=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
	[Be_Brandloyalty=1]	16.01	13504.6	.000	1	.999	9008542.130	.000	. <sup>b</sup>
		4	44						
	[Be_Brandloyalty=2]	18.91	7859.47	.000	1	.998	164523569.753	.000	. <sup>b</sup>
		9	2						
	[Be_Brandloyalty=3]	17.47	1226.31	.000	1	.989	38980151.683	.000	. <sup>b</sup>
		9	2						
	[Be_Brandloyalty=4]	.694	.430	2.602	1	.107	2.001	.861	4.650

[Be_Brandloyalty=5]	0 <sup>c</sup>	.	.	0	.	.	.	.
[Be_Brandrelevance=1]	-2.746	8115.032	.000	1	1.000	.064	.000	. <sup>b</sup>
[Be_Brandrelevance=2]	-4.253	1.649	6.655	1	.010	.014	.001	.360
[Be_Brandrelevance=3]	-.894	.596	2.246	1	.134	.409	.127	1.317
[Be_Brandrelevance=4]	.010	.490	.000	1	.984	1.010	.387	2.639
[Be_Brandrelevance=5]	0 <sup>c</sup>	.	.	0	.	.	.	.

a. The reference category is: Est.

b. Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.

c. This parameter is set to zero because it is redundant.

## Nominal Regression

### Case Processing Summary

		N	Marginal Percentage
Brandpreference	Coke	223	55.8%
	Pepsi	125	31.2%
	Est	52	13.0%
cultureandsocialenvironment	Strongly Disagree	13	3.2%
	Disagree	46	11.5%
	Neutral	101	25.2%
	Agree	190	47.5%
	Strongly Agree	50	12.5%
subculture	Strongly Disagree	9	2.2%
	Disagree	44	11.0%
	Neutral	101	25.2%
	Agree	187	46.8%
socialclasses	Strongly Agree	59	14.8%
	Strongly Disagree	14	3.5%
	Disagree	39	9.8%
	Neutral	111	27.8%
	Agree	172	43.0%

	Strongly Agree	64	16.0%
	Strongly Disagree	11	2.8%
	Disagree	32	8.0%
culturaltrends	Neutral	120	30.0%
	Agree	191	47.8%
	Strongly Agree	46	11.5%
	Strongly Disagree	8	2.0%
	Disagree	15	3.8%
Family	Neutral	95	23.8%
	Agree	204	51.0%
	Strongly Agree	78	19.5%
	Strongly Disagree	18	4.5%
	Disagree	23	5.8%
Socialrolesandstatus	Neutral	134	33.5%
	Agree	173	43.2%
	Strongly Agree	52	13.0%
	Strongly Disagree	18	4.5%
	Disagree	31	7.8%
Peereffects	Neutral	122	30.5%
	Agree	165	41.2%
	Strongly Agree	64	16.0%
	Strongly Disagree	4	1.0%
	Disagree	37	9.2%
Ageandwayoflife	Neutral	78	19.5%
	Agree	182	45.5%
	Strongly Agree	99	24.8%
	Strongly Disagree	4	1.0%
	Disagree	35	8.8%
Purchasingpower	Neutral	65	16.2%
	Agree	205	51.2%
	Strongly Agree	91	22.8%
	Strongly Disagree	9	2.2%
	Disagree	20	5.0%
lifestyle	Neutral	67	16.8%
	Agree	213	53.2%
	Strongly Agree	91	22.8%
	Strongly Disagree	7	1.8%
	Disagree	27	6.8%
Personalityandselfconcept	Neutral	68	17.0%
	Agree	199	49.8%
	Strongly Agree	99	24.8%

	Strongly Disagree	5	1.2%
	Disagree	31	7.8%
Motivation	Neutral	127	31.8%
	Agree	174	43.5%
	Strongly Agree	63	15.8%
	Strongly Disagree	4	1.0%
	Disagree	47	11.8%
Perception	Neutral	124	31.0%
	Agree	156	39.0%
	Strongly Agree	69	17.2%
	Strongly Disagree	10	2.5%
	Disagree	60	15.0%
Learning	Neutral	128	32.0%
	Agree	130	32.5%
	Strongly Agree	72	18.0%
	Strongly Disagree	3	0.8%
	Disagree	40	10.0%
Beliefs and attitudes	Neutral	91	22.8%
	Agree	199	49.8%
	Strongly Agree	67	16.8%
Valid		400	100.0%
Missing		0	
Total		400	
Subpopulation		176 <sup>a</sup>	

a. The dependent variable has only one value observed in 161 (91.5%) subpopulations.

#### Model Fitting Information

Model	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood	Chi-Square	df	Sig.
Null	815.484			
Final	373.721	441.762	120	.000

#### Pseudo R-Square

Cox and Snell	.669
Nagelkerke	.752
McFadden	.503



## Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Cf_cultureandsocialenviron ment	414.044 <sup>a</sup>	40.322	8	.000
Cf_subculture	412.564 <sup>a</sup>	38.843	8	.000
Cf_socialclasses	398.035 <sup>a</sup>	24.314	6	.000
Cf_culturaltrends	388.687 <sup>a</sup>	14.965	6	.021
Sf_Family	384.662 <sup>a</sup>	10.940	8	.205
Sf_Socialrolesandstatus	411.142 <sup>a</sup>	37.421	6	.000
Sf_Peereffects	384.513 <sup>a</sup>	10.792	6	.095
Pf_Ageandwayoflife	395.414	21.693	8	.006
Pf_Purchasingpower	385.922 <sup>a</sup>	12.200	8	.142
Pf_lifestyle	436.571	62.849	8	.000
Pf_Personalityandselfconce pt	410.625	36.904	6	.000
Ps_Motivation	380.545 <sup>a</sup>	6.823	6	.337
Ps_Perception	390.950 <sup>a</sup>	17.229	6	.008
Ps_Learning	403.826 <sup>a</sup>	30.105	8	.000
Ps_Beliefsandattitudes	384.850 <sup>a</sup>	11.129	6	.084

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. Unexpected singularities in the Hessian matrix are encountered. This indicates that either some predictor variables should be excluded or some categories should be merged.

## Parameter Estimates

Brandpreference <sup>a</sup>	B	Std. Error	W ald	d f	Si g.	Exp(B)	95% Confidence Interval for Exp(B)

						Lower Bound	Upper Bound
[Cf_cultureandsociale nvironment=1]	- 70.8 97	12492 .037	.00 0	.99 1	1.622E-031	.000	. b
[Cf_cultureandsociale nvironment=2]	- 4.39 2	3.120	1.9 81	.15 1	.012	2.73 5E- 005	5.603
[Cf_cultureandsociale nvironment=3]	6.30 1	2.199	8.2 14	.00 1	545.245	7.33 0	40557. 974
[Cf_cultureandsociale nvironment=4]	3.97 9	1.772	5.0 44	.02 1	53.489	1.66 0	1723.8 82
[Cf_cultureandsociale nvironment=5]	- .035	.963	.00 1	.97 1	.966	.146	6.374
[Cf_subculture=1]	53.1 59	7140. 891	.00 0	.99 1	12213697098577483000000 0.000	.000	. b
[Cf_subculture=2]	12.3 54	716.3 01	.00 0	.98 1	231889.485	.000	. b
Co ke [Cf_subculture=3]	- 4.54 5	1.903	5.7 02	.01 1	.011	.000	.443
[Cf_subculture=4]	.318	1.013	.09 9	.75 1	1.375	.189	10.017
[Cf_subculture=5]	0 <sup>c</sup>	.	. 0	. .	.	.	.
[Cf_socialclasses=1]	58.6 31	17796 .890	.00 0	.99 1	29050160423305830000000 000.000	.000	. b
[Cf_socialclasses=2]	17.9 52	663.6 49	.00 1	.97 1	62602354.615	.000	. b
[Cf_socialclasses=3]	- 2.03 8	1.481	1.8 92	.16 1	.130	.007	2.377
[Cf_socialclasses=4]	- 3.04 2	1.387	4.8 13	.02 1	.048	.003	.723
[Cf_socialclasses=5]	0 <sup>c</sup>	.	. 0	. .	.	.	.

[Cf_culturaltrends=1]	- 11.9 90	15394 .280	.00 0	.99 1		6.207E-006	.000	. b
[Cf_culturaltrends=2]	- 9.38 9	1951. 293	.00 0	.99 1		8.368E-005	.000	. b
[Cf_culturaltrends=3]	- 2.05 0	1.548	1.7 54	.18 1		.129	.006	2.675
[Cf_culturaltrends=4]	- 2.75 5	1.200	5.2 67	.02 1		.064	.006	.669
[Cf_culturaltrends=5]	0 <sup>c</sup>	.	.	0		.	.	.
[Sf_Family=1]	- 99.7 49	13242 .580	.00 0	.99 1		4.782E-044	.000	. b
[Sf_Family=2]	- 16.5 85	11722 .694	.00 0	.99 1		6.268E-008	.000	. b
[Sf_Family=3]	2.08 4	1.921	1.1 77	.27 1		8.035	.186	346.50 2
[Sf_Family=4]	1.93 5	.951	4.1 38	.04 1		6.924	1.07 3	44.666
[Sf_Family=5]	0 <sup>c</sup>	.	.	0		.	.	.
[Sf_Socialrolesandstat us=1]	- 86.9 60	16927 .671	.00 0	.99 1		1.713E-038	.000	. b
[Sf_Socialrolesandstat us=2]	3.00 5	2551. 515	.00 0	.99 1		20.188	.000	. b
[Sf_Socialrolesandstat us=3]	1.49 6	1.864	.64 4	.42 1		4.462	.116	172.29 2
[Sf_Socialrolesandstat us=4]	- .522	.935	.31 3	.57 1		.593	.095	3.703
[Sf_Socialrolesandstat us=5]	0 <sup>c</sup>	.	.	0		.	.	.
[Sf_Peereffects=1]	65.9 87	17256 .413	.00 0	.99 1	45484122111427620000000	.000000.000	.000	. b
[Sf_Peereffects=2]	14.2 71	1117. 708	.00 0	.99 1		1576409.199	.000	. b

[Sf_Peereffects=3]	-	1.176	.00	1	.99					
	.013		0	1		.987	.099	9.890		
[Sf_Peereffects=4]	1.50	.927	2.6	1	.10					
	4		30	5		4.500	.731	27.706		
[Sf_Peereffects=5]	0 <sup>c</sup>	.	.	0	.					
[Pf_Ageandwayoflife=1]	28.9	21058	.00	1	.99					
	35	.659	0	9		3683772899717.798	.000	.		b
[Pf_Ageandwayoflife=2]	52.0	1153.	.00	1	.96					
	27	190	2	4		39361322614887515000000.	.000	.		b
[Pf_Ageandwayoflife=3]	12.8	274.0	.00	1	.96					
	41	91	2	3		377233.543	1.86	7.643E		
							2E-	+238		
							228			
[Pf_Ageandwayoflife=4]	-	.809	.22	1	.63					
	.387		9	2		.679	.139	3.313		
[Pf_Ageandwayoflife=5]	0 <sup>c</sup>	.	.	0	.					
[Pf_Purchasingpower=1]	16.0	19914	.00	1	.99					
	78	.776	0	9		9608292.130	.000	.		b
[Pf_Purchasingpower=2]	18.7	1081.	.00	1	.98					
	65	281	0	6		141133004.038	.000	.		b
[Pf_Purchasingpower=3]	6.65	2.621	6.4	1	.01					
	5	49	1	1		776.594	4.56	13206		
							7	3.740		
[Pf_Purchasingpower=4]	2.10	1.080	3.8	1	.05					
	6	04	1	1		8.218	.990	68.235		
[Pf_Purchasingpower=5]	0 <sup>c</sup>	.	.	0	.					
[Pf_lifestyle=1]	-	12263	.00	1	.99					
	63.7	.250	0	6		2.090E-028	.000	.		b
	35									
[Pf_lifestyle=2]	-	800.7	.00	1	.94					
	54.2	42	5	6		2.628E-024	.000	.		b
	96									
[Pf_lifestyle=3]	-	1.847	.08	1	.77					
	.530		2	4		.588	.016	21.988		
[Pf_lifestyle=4]	2.41	1.257	3.6	1	.05					
	1	76	1	5		11.140	.948	130.96		1
[Pf_lifestyle=5]	0 <sup>c</sup>	.	.	0	.					

[Pf_Personalityandself concept=1]	- 71.7 69	16711 .501	.00 0	.99 1 7	6.781E-032	.000	. b
[Pf_Personalityandself concept=2]	- 5.06 4	2.426	4.3 58	.03 1 7	.006	3E- 005	.734
[Pf_Personalityandself concept=3]	49.6 47	658.5 61	.00 6	.94 1 0	3642185989040313500000.0 00	.000	. b
[Pf_Personalityandself concept=4]	- .116	.939	.01 5	.90 1 1	.890	.141	5.611
[Pf_Personalityandself concept=5]	0 <sup>c</sup>	.	. 0	. .	.	.	.
[Ps_Motivation=1]	183. 545	38261 .995	.00 0	.99 1 6	5.161E+079	.000	. b
[Ps_Motivation=2]	24.0 78	1188. 641	.00 0	.98 1 4	28643221746.847	.000	. b
[Ps_Motivation=3]	2.72 0	2.043	1.7 72	.18 1 3	15.176	.277	832.13 0
[Ps_Motivation=4]	1.98 9	1.629	1.4 90	.22 1 2	7.305	.300	177.99 6
[Ps_Motivation=5]	0 <sup>c</sup>	.	. 0	. .	.	.	.
[Ps_Perception=1]	- 37.8 97	24896 .700	.00 0	.99 1 9	3.478E-017	.000	. b
[Ps_Perception=2]	11.8 41	991.0 57	.00 0	.99 1 0	138802.785	.000	. b
[Ps_Perception=3]	- 3.34 8	1.575	4.5 17	.03 1 4	.035	.002	.771
[Ps_Perception=4]	- 1.06 8	1.119	.91 1	.34 1 0	.344	.038	3.079
[Ps_Perception=5]	0 <sup>c</sup>	.	. 0	. .	.	.	.
[Ps_Learning=1]	- 82.7 45	5605. 674	.00 0	.98 1 8	1.160E-036	.000	. b
[Ps_Learning=2]	7.23 5	2.624	7.6 01	.00 1 6	1387.445	8.09 7	23774 5.109

Pe psi	[Ps_Learning=3]	3.69 0	1.647	5.0 18	1 5	.02	40.049	1.58 6	1011.1 42
	[Ps_Learning=4]	- 2.11 7	1.432	2.1 84	1 9	.13	.120	.007	1.995
	[Ps_Learning=5]	0 <sup>c</sup>	.	.0	.	.	.	.	.
	[Ps_Beliefsandattitudes=1]	0 <sup>c</sup>	.	.0	.	.	.	.	.
	[Ps_Beliefsandattitudes=2]	12.4 01	1165. 996	.00 0	1 2	.99	242951.630	.000	. b
	[Ps_Beliefsandattitudes=3]	- 2.79 0	1.638	2.9 02	1 8	.08	.061	.002	1.522
	[Ps_Beliefsandattitudes=4]	- 1.71 2	1.564	1.1 97	1 4	.27	.181	.008	3.874
	[Ps_Beliefsandattitudes=5]	0 <sup>c</sup>	.	.0	.	.	.	.	.
	[Cf_cultureandsocialenvironment=1]	- 96.8 74	8925. 528	.00 0	1 1	.99	8.476E-043	.000	. b
	[Cf_cultureandsocialenvironment=2]	- 3.93 7	3.195	1.5 18	1 8	.21	.020	3.72 2E- 005	10.226
	[Cf_cultureandsocialenvironment=3]	5.12 3	2.234	5.2 59	1 2	.02	167.895	2.10 6	13387. 327
	[Cf_cultureandsocialenvironment=4]	4.17 3	1.823	5.2 38	1 2	.02	64.882	1.82 1	2311.9 70
	[Cf_cultureandsocialenvironment=5]	- .947	1.087	.75 8	1 4	.38	.388	.046	3.269
	[Cf_subculture=1]	45.4 39	9256. 954	.00 0	1 6	.99	54207146234371660000.000	.000	. b
	[Cf_subculture=2]	17.3 45	716.3 00	.00 1	1 1	.98	34107352.462	.000	. b
	[Cf_subculture=3]	- 2.49 9	1.922	1.6 92	1 3	.19	.082	.002	3.551
	[Cf_subculture=4]	1.76 7	1.082	2.6 64	1 3	.10	5.852	.701	48.829

[Cf_subculture=5]	0 <sup>c</sup>	.	.	0	.	.	.	.	.
[Cf_socialclasses=1]	16.2	9171.	.00	.99	1	1	11847442.818	.000	. <sup>b</sup>
	88	721	0	9					
[Cf_socialclasses=2]	15.5	663.6	.00	.98	1	1	5696346.831	.000	. <sup>b</sup>
	55	50	1	1					
	-								
[Cf_socialclasses=3]	1.00	1.433	.49	.48	1	2	.365	.022	6.053
	8		5						
	-								
[Cf_socialclasses=4]	3.03	1.391	4.7	.02	1	9	.048	.003	.735
	5		58						
[Cf_socialclasses=5]	0 <sup>c</sup>	.	.	0	.	.	.	.	.
[Cf_culturaltrends=1]	10.3	9783.	.00	.99	1	9	29928.686	.000	. <sup>b</sup>
	07	354	0	9					
	-								
[Cf_culturaltrends=2]	12.5	1951.	.00	.99	1	5	3.586E-006	.000	. <sup>b</sup>
	38	294	0	5					
	-								
[Cf_culturaltrends=3]	.975	1.545	.39	.52	1	8	.377	.018	7.792
			8	8					
	-								
[Cf_culturaltrends=4]	1.84	1.234	2.2	.13	1	5	.158	.014	1.773
	5		37						
[Cf_culturaltrends=5]	0 <sup>c</sup>	.	.	0	.	.	.	.	.
	-								
[Sf_Family=1]	125.	9948.	.00	.99	1	0	4.836E-055	.000	. <sup>b</sup>
	066	869	0	0					
	-								
[Sf_Family=2]	1.40	7812.	.00	1.0	1	00	4.064	.000	. <sup>b</sup>
	2	530	0	00					
	-								
[Sf_Family=3]	1.76	1.956	.81	.36	1	7	5.844	.126	270.34
	5		4	7					1
	-								
[Sf_Family=4]	1.44	.997	2.0	.14	1	8	4.234	.601	29.856
	3		97						
[Sf_Family=5]	0 <sup>c</sup>	.	.	0	.	.	.	.	.
	-								
[Sf_Socialrolesandstat	119.	13628	.00	.99	1	3	1.031E-052	.000	. <sup>b</sup>
us=1]	704	.091	0	3					
	-								
[Sf_Socialrolesandstat	9.44	2551.	.00	.99	1	7	12621.292	.000	. <sup>b</sup>
us=2]	3	516	0	7					

[Sf_Socialrolesandstat us=3]	- .219	1.879	.01 4	.90 17		.804	.020	31.971
[Sf_Socialrolesandstat us=4]	- 2.53 0	.978	6.6 94	.01 10		.080	.012	.542
[Sf_Socialrolesandstat us=5]	0 <sup>c</sup>	.	.0	.		.	.	.
[Sf_Peereffects=1]	77.5 34	14403 .816	.00 0	.99 16	47037276262776740000000 00000000000.000		.000	. <sup>b</sup>
[Sf_Peereffects=2]	15.1 52	1117. 708	.00 0	.98 19		3804138.619	.000	. <sup>b</sup>
[Sf_Peereffects=3]	- 1.15 4	1.215	.90 2	.34 12		.315	.029	3.413
[Sf_Peereffects=4]	1.07 1	.948	1.2 77	.25 18		2.918	.455	18.692
[Sf_Peereffects=5]	0 <sup>c</sup>	.	.0	.		.	.	.
[Pf_Ageandwayoflife= 1]	11.3 49	14639 .306	.00 0	.99 19		84869.633	.000	. <sup>b</sup>
[Pf_Ageandwayoflife= 2]	50.5 61	1153. 191	.00 2	.96 15	9089064206063080000000.0 00		.000	. <sup>b</sup>
[Pf_Ageandwayoflife= 3]	13.6 05	274.0 91	.00 2	.96 10		809944.271	3.99 7E- 228	1.641E +239
[Pf_Ageandwayoflife= 4]	- .869	.849	1.0 49	.30 16		.419	.079	2.213
[Pf_Ageandwayoflife= 5]	0 <sup>c</sup>	.	.0	.		.	.	.
[Pf_Purchasingpower= 1]	- 5.39 0	12939 .878	.00 0	1.0 00		.005	.000	. <sup>b</sup>
[Pf_Purchasingpower= 2]	17.4 17	1081. 281	.00 0	.98 17		36641024.602	.000	. <sup>b</sup>
[Pf_Purchasingpower= 3]	5.95 8	2.612	5.2 02	.02 13		386.888	2.31 1	64756. 472
[Pf_Purchasingpower= 4]	1.73 9	1.107	2.4 67	.11 16		5.690	.650	49.810
[Pf_Purchasingpower= 5]	0 <sup>c</sup>	.	.0	.		.	.	.



[Pf_lifestyle=1]	- 41.8 42	8602. 405	.00 0	.99 1		6.737E-019	.000	. b
[Pf_lifestyle=2]	- 50.0 56	800.7 42	.00 4	.95 1		1.825E-022	.000	. b
[Pf_lifestyle=3]	1.43 3	1.821	.61 9	.43 1		4.192	.118	148.77 2
[Pf_lifestyle=4]	3.00 3	1.287	5.4 49	.02 1		20.147	1.61 9	250.78 5
[Pf_lifestyle=5]	0 <sup>c</sup>	.	.	0		.	.	.
[Pf_Personalityandself concept=1]	- 6.17 4	.000	.	1		.002	.002	.002
[Pf_Personalityandself concept=2]	- 3.67 0	2.442	2.2 58	.13 1		.025	.000	3.056
[Pf_Personalityandself concept=3]	49.1 59	658.5 61	.00 6	.94 1	2235513915466632700000.0	00	.000	. b
[Pf_Personalityandself concept=4]	.189	.933	.04 1	.84 1		1.208	.194	7.521
[Pf_Personalityandself concept=5]	0 <sup>c</sup>	.	.	0		.	.	.
[Ps_Motivation=1]	316. 744	20794 .966	.00 0	.98 1		3.632E+137	.000	. b
[Ps_Motivation=2]	25.5 64	1188. 642	.00 0	.98 1		126525606099.189	.000	. b
[Ps_Motivation=3]	2.74 1	2.090	1.7 21	.19 1		15.509	.258	932.16 7
[Ps_Motivation=4]	1.67 6	1.674	1.0 03	.31 1		5.344	.201	142.04 6
[Ps_Motivation=5]	0 <sup>c</sup>	.	.	0		.	.	.
[Ps_Perception=1]	- 68.1 86	14820 .805	.00 0	.99 1		2.439E-030	.000	. b
[Ps_Perception=2]	7.72 4	991.0 57	.00 0	.99 1		2262.166	.000	. b

[Ps_Perception=3]	- 3.59 5	1.594	5.0 86	.02 1 4	.027	.001	.625
[Ps_Perception=4]	- 1.19 8	1.150	1.0 86	.29 1 7	.302	.032	2.873
[Ps_Perception=5]	0 <sup>c</sup>	.	.0	.	.	.	.
[Ps_Learning=1]	- 99.6 71	7456. 001	.00 0	.98 1 9	5.169E-044	.000	. <sup>b</sup>
[Ps_Learning=2]	4.96 5	2.653	3.5 02	.06 1 1	143.369	.790	26006. 035
[Ps_Learning=3]	1.69 1	1.681	1.0 13	.31 1 4	5.427	.201	146.30 0
[Ps_Learning=4]	- 2.49 8	1.462	2.9 17	.08 1 8	.082	.005	1.446
[Ps_Learning=5]	0 <sup>c</sup>	.	.0	.	.	.	.
[Ps_Beliefsandattitudes=1]	0 <sup>c</sup>	.	.0	.	.	.	.
[Ps_Beliefsandattitudes=2]	13.7 62	1165. 996	.00 0	.99 1 1	948101.763	.000	. <sup>b</sup>
[Ps_Beliefsandattitudes=3]	- 1.10 3	1.669	.43 7	.50 1 9	.332	.013	8.740
[Ps_Beliefsandattitudes=4]	- 1.27 6	1.613	.62 5	.42 1 9	.279	.012	6.594
[Ps_Beliefsandattitudes=5]	0 <sup>c</sup>	.	.0	.	.	.	.

a. The reference category is: Est.

b. Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.

c. This parameter is set to zero because it is redundant.

## Crosstabs

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Brandpreference	400	100.0%	0	0.0%	400	100.0%
Maritalstatus * Brandpreference	400	100.0%	0	0.0%	400	100.0%
Age * Brandpreference	400	100.0%	0	0.0%	400	100.0%
Education * Brandpreference	400	100.0%	0	0.0%	400	100.0%
Occupation * Brandpreference	400	100.0%	0	0.0%	400	100.0%
MonthlyIncome * Brandpreference	400	100.0%	0	0.0%	400	100.0%
Commonplace * Brandpreference	400	100.0%	0	0.0%	400	100.0%
Consumesoftdrink * Brandpreference	400	100.0%	0	0.0%	400	100.0%
Visitstores * Brandpreference	400	100.0%	0	0.0%	400	100.0%
sizepurchase * Brandpreference	400	100.0%	0	0.0%	400	100.0%
Amountconsume * Brandpreference	400	100.0%	0	0.0%	400	100.0%
Consumeotherbrand * Brandpreference	400	100.0%	0	0.0%	400	100.0%
whydrinksoftdrink * Brandpreference	400	100.0%	0	0.0%	400	100.0%
Influencetodrink * Brandpreference	400	100.0%	0	0.0%	400	100.0%
Whypreferabrand * Brandpreference	400	100.0%	0	0.0%	400	100.0%
whichotherbrand * Brandpreference	400	100.0%	0	0.0%	400	100.0%

identifythedifference *	400	100.0%	0	0.0%	400	100.0%
Brandpreference						
getanotherbrand *	400	100.0%	0	0.0%	400	100.0%
Brandpreference						
Effectiveadvertising *	400	100.0%	0	0.0%	400	100.0%
Brandpreference						
Attrcativepromotion *	400	100.0%	0	0.0%	400	100.0%
Brandpreference						

### Gender \* Brandpreference Crosstabulation

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
Gender	Male	52	42	29	123
	Female	171	83	23	277
Total		223	125	52	400

### Maritalstatus \* Brandpreference Crosstabulation

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
Maritalstatus	Single	139	79	30	248
	Married	73	40	19	132
	Divorced	11	4	2	17
	Widowed	0	2	1	3
Total		223	125	52	400

### Age \* Brandpreference Crosstabulation

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
Age	Less than 16 years	6	6	11	23
	16-20 years	13	6	4	23
	21-25 years	57	29	7	93
	26-30 years	57	38	11	106
	31-35 years	59	26	13	98
	more than 35 years	31	20	6	57
Total		223	125	52	400

**Highest level of Education \* Brandpreference Crosstabulation**

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
Education	Primary/Middle school	4	5	0	9
	High School or equal	10	8	7	25
	Diploma/College	10	15	7	32
	Bachelor's Degree	96	53	16	165
	Master's Degree	102	38	22	162
	Doctoral Degree	1	5	0	6
	Others	0	1	0	1
Total		223	125	52	400

**Occupation \* Brandpreference Crosstabulation**

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
Occupation	Business Owner	20	23	6	49
	Housewife	6	3	0	9
	Student	48	26	20	94
	Full time worker	93	53	22	168
	Government worker	36	14	1	51
	No Job	4	5	1	10
	Others	16	1	2	19
Total		223	125	52	400

**MonthlyIncome \* Brandpreference Crosstabulation**

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
MonthlyIncome	Below 15,000 Baht	49	23	12	84
	15,001-30,000 Baht	86	43	10	139
	30,001-50,000Baht	31	24	13	68
	50,001-80,000 Baht	23	19	13	55

	80,001-100,000Baht	29	5	4	38
	morethan 100,000 Baht	5	11	0	16
Total		223	125	52	400

### Commonplace \* Brandpreference Crosstabulation

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
Commonplace	Convenient store	143	62	7	212
	Hypermarket	40	29	17	86
	Supermarket	26	26	27	79
	others	14	8	1	23
Total		223	125	52	400

### Consumesoftdrink \* Brandpreference Crosstabulation

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
Consumesoftdrink	Almost everyday	20	6	11	37
	1-2 times a week	72	43	6	121
	3-5 times a week	61	37	21	119
	A few times in a month	47	28	12	87
	Never or almost never	23	11	2	36
Total		223	125	52	400

### Visitstores \* Brandpreference Crosstabulation

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
Visitstores	Everyday	7	5	11	23

5-6 times a week	12	9	6	27
3-4 times a week	41	26	10	77
2-3 times a week	56	37	12	105
Once a week	67	23	5	95
Once a month	40	25	8	73
Total	223	125	52	400

**sizepurchase \* Brandpreference Crosstabulation**

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
sizepurchase	325 ml in can	84	44	4	132
	550 ml in bottle	66	28	17	111
	1.25 litres in bottle	52	44	11	107
	1.45 litres in bottle	16	3	9	28
	2 litres in bottle	5	6	11	22
Total		223	125	52	400

**Amountconsume \* Brandpreference Crosstabulation**

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
Amountconsume	550ml	122	70	19	211
	1 litre	47	30	14	91
	1.25 litre	45	21	12	78
	2 litre	9	4	7	20
Total		223	125	52	400

**Consumeotherbrand \* Brandpreference Crosstabulation**

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
Consumeotherbrand	Sprite	89	43	12	144
	Fanta	89	45	27	161

	Mountain Dew	37	23	9	69
	7up	8	14	4	26
Total		223	125	52	400

**whydrinksoftdrink \* Brandpreference Crosstabulation**

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
whydrinksoftdrink	Taste	56	35	7	98
	Energy	31	16	11	58
	Refreshment	117	64	24	205
	Passion	19	10	10	39
Total		223	125	52	400

**Influencetodrink \* Brandpreference Crosstabulation**

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
Influencetodrink	Friends	75	25	8	108
	Family	49	28	9	86
	Lifestyle	89	55	29	173
	Cultural trends	7	9	6	22
	Commercial Advertisements	3	8	0	11
Total		223	125	52	400

**Whypreferabrand \* Brandpreference Crosstabulation**

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
Whypreferabrand	Refreshing taste	127	64	12	203
	Attractive Packaging	22	15	11	48
	Attractive Promotion	21	13	14	48
	Availability of convenient size	4	9	7	20
	Convenient to buy	37	11	8	56
	Brand Image	12	13	0	25
Total		223	125	52	400



**whichotherbrand \* Brandpreference Crosstabulation**

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
whichotherbrand	Coke	75	51	14	140
	Pepsi	74	43	23	140
	Est	38	20	15	73
	Others	36	11	0	47
Total		223	125	52	400

**identifythedifference \* Brandpreference Crosstabulation**

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
identifythedifference	Yes	154	77	26	257
	No	36	22	6	64
	Not sure	33	26	20	79
Total		223	125	52	400

**getanotherbrand \* Brandpreference Crosstabulation**

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
getanotherbrand	I will ask to change it	116	73	30	219
	I will not ask anything and will drink it	107	52	22	181
Total		223	125	52	400

**Effectiveadvertising \* Brandpreference Crosstabulation**

Count

		Brandpreference			Total
		Coke	Pepsi	Est	
Effectiveadvertising	Commercials	135	66	35	236
	Web advertising	41	25	12	78
	Billboards	37	24	5	66
	Print advertising	10	10	0	20

Total	223	125	52	400
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**Attrcativepromotion \* Brandpreference Crosstabulation**

Count		Brandpreference			Total
		Coke	Pepsi	Est	
Attractivepromotion	Buy 1 get 1	116	59	22	197
	Cash discount	52	27	14	93
	Buy combo pack of two in less amount	38	23	12	73
	Get more quantity in same price	17	16	4	37
Total		223	125	52	400

### Questionnaire

**A study of Consumer brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand.** การศึกษาพฤติกรรมผู้บริโภคเกี่ยวกับการตัดสินใจซื้อเครื่องดื่มประเภทน้ำอัดลม โดยเฉพาะ เป๊ปซี่, โค้ก และ เอส (เป็นที่นิยม3ยี่ห้อ) ในเขตกรุงเทพมหานคร ประเทศไทย

Direction: This questionnaire will be used for an Independent study by a graduate student of Master of Business Administration, International Program at Bangkok University. It is a part of BA715 “Independent Study” in order to examine the study of consumer brand choice decision in carbonated soft drinks in particular Pepsi, Coke and Est (top 3 brands) in Bangkok, Thailand. คำแนะนำ : แบบสอบถามฉบับนี้จะใช้ในการศึกษา วิชาการศึกษาค้นคว้าอิสระ โดยนักศึกษาระดับปริญญาโท ภาคนานาชาติ คณะบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ ซึ่งอยู่ในส่วนของวิชา BA715 การศึกษาค้นคว้าอิสระ เพื่อที่จะตรวจสอบพฤติกรรมผู้บริโภคเกี่ยวกับการตัดสินใจซื้อเครื่องดื่มประเภทน้ำอัดลม โดยเฉพาะ เป๊ปซี่, โค้ก และ เอส (เป็นที่นิยม3ยี่ห้อ) ในเขตกรุงเทพมหานคร ประเทศไทย

The questionnaire is composed of 6 parts: แบบสอบถามฉบับนี้ ประกอบด้วย 6 ส่วน ดังนี้

**PART 1: Brand Preference** ความชื่นชอบในยี่ห้อ

**PART 2: Factors influencing in brand choice decision** ปัจจัยที่มีอิทธิพลต่อการตัดสินใจเลือกยี่ห้อ

**PART 3: Demographics** ประชากร

**PART 4: Factors influencing in brand choice decision (4 P’s Marketing Mix)** ปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้อยี่ห้อ (ตามหลัก4 P’s ส่วนแบ่งการตลาด)

**PART 5: Factors affecting in making brand choice decision** ปัจจัยที่มีผลต่อการทำการตัดสินใจเลือกยี่ห้อ

**PART 6: Consumer Behavior** พฤติกรรมผู้บริโภค

**Part1. Brand Preference** ส่วนที่ 1 ความชื่นชอบในยี่ห้อ



### Part3. Demographics ส่วนที่ 3 ประชากร

#### 12. Gender เพศ

- Male ชาย  Female หญิง

#### 13. Marital Status สถานะ

- Single โสด  Married แต่งงาน  
 Divorced หย่า  Widowed ม่าย

#### 14. Age อายุ

- Less than 16 years น้อยกว่า 16 ปี  16-20 years 16-20 ปี  21-25 years 21-25 ปี  
 26-30 years 26-30 ปี  31-35 years 31 – 35 ปี  more than 35 years  
 มากกว่า 35 ปี

#### 15. Highest level of Education การศึกษาสูงสุด

- Primary / Middle school ประถมศึกษา/มัธยมต้น  High school or equal มัธยมปลาย/เทียบเท่า  
 Diploma/ College ปวส./ปวช.  Bachelor's degreeปริญญาตรี  
 Master degree ปริญญาโท  Doctoral degree ปริญญาเอก  
 Others อื่นๆ

#### 16. Occupation อาชีพ

- Business owner ธุรกิจส่วนตัว  Housewife แม่บ้าน  
 Student นักเรียน  Full time worker พนักงานทั่วไป  
 Government Worker ข้าราชการ  No Jobว่างงาน  
 Others อื่นๆ

#### 17. Monthly Income level ระดับเงินเดือน

- Below 15,000 baht ต่ำกว่า 15,000 บาท  15,001-30,000 baht 15,001-30,000 บาท  
 31,001-50,000 baht 31,001-50,000 บาท  50,001-80,000 baht 50,001-80,000 บาท

80,001-100,000 baht 80,001-100,000 บาท  more than 100,000 baht มากกว่า 100,000 บาท

#### **PART 4: Factors influencing in making Brand Choice Decision (4 P's Marketing Mix)**

ส่วนที่ 4 ปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้อผลิตภัณฑ์ (ตามหลัก 4 P's ส่วนแบ่งการตลาด)

I think these factors affect my choice decision ฉันคิดว่าปัจจัยส่วนนี้มีผลต่อการตัดสินใจเลือกโดยให้คะแนนดังนี้ (1= Strongly Disagree ไม่เห็นด้วยอย่างยิ่ง, 2= Disagree ไม่เห็นด้วย, 3 =Neutral เฉยๆ, 4= Agree เห็นด้วย, 5 =Strongly Agree เห็นด้วยอย่างยิ่ง )

Important Influence Factors in making brand choice decision ปัจจัยสำคัญที่มีอิทธิพลในการตัดสินใจเลือกซื้อ ในการตัดสินใจเลือกซื้อ	Opinion Level				
	1	2	3	4	5
<b>Marketing Mix : Brand choice decision in carbonated soft drinks</b> ส่วนแบ่งการตลาด: การตัดสินใจเลือกเครื่องดื่มน้ำอัดลม					
<b>Product</b> ผลิตภัณฑ์					
18. Brand name ชื่อ					
19. Product quality (taste & flavour) คุณภาพของ ผลิตภัณฑ์ รสชาติ/กลิ่นรส					
20. Product variety ความหลากหลายของ ผลิตภัณฑ์					
21. Availability of convenient size ขนาดให้เลือกหลายขนาด					
<b>Price</b> ราคา					
22. Competitive Price ราคาสมเหตุสมผล					
23. Cheaper than its competitors ถูกกว่าคู่แข่งอื่น					
24. Good Value คุณภาพเหมาะสมกับราคา					
<b>Place</b> สถานที่					
25. Accessibility สถานที่ที่จัดจำหน่ายสะดวกต่อการเข้าไปใช้บริการ					
26. Merchandising Display การตกแต่งชั้นวางสินค้า สร้างแรงจูงใจต่อการเลือกซื้อสินค้า					

27. Convenient hours สะดวกสบายและ ประหยัดเวลาในการเลือกซื้อสินค้า					
<b>Promotion</b> โปรมอชั่น					
28. Discount ส่วนลด					
29. Cash coupons or gift vouchers คูปอง เงินสด หรือ บัตรกำนัล					
30. Attractive advertisement โฆษณาน่า ดึงดูดใจ					
31. Brand endorsements by celebrities ยี่ห้อรับรองโดยดารา					
<b>Packaging</b> บรรจุภัณฑ์					
32. Trendy Packaging บรรจุภัณฑ์ที่ทันสมัย					
33. Appealing logo โลโก้สินค้าน่าดึงดูด					
34. Creative slogans คำโฆษณาสร้างสรรค์					
35. Variety of size ขนาดของบรรจุภัณฑ์มีให้เลือก หลากหลาย					
<b>Brand Effects</b> ผลกระทบด้านยี่ห้อ					
36. Brand awareness ความตระหนักในยี่ห้อ					
37. Brand identity (Brand image)เอกลักษณ์ ยี่ห้อ(รูปลักษณ์ยี่ห้อ)					
38. Brand personality (unique characteristics of that brand)ตัวคนยี่ห้อ(ยี่ห้อ ที่มีเอกลักษณ์เฉพาะตัว),					
39. Brand loyalty (loyalty towards one brand)ความภักดีในยี่ห้อ(ความภักดีในหนึ่งยี่ห้อ)					
40. Brand relevance (Brand importance or purpose)ความสัมพันธ์ในยี่ห้อ(ความสำคัญของ ยี่ห้อและวัตถุประสงค์)					

#### **Part 5: Factors affecting in making Brand choice decision in carbonated soft drinks**

ส่วนที่ 5 ปัจจัยที่มีผลต่อการทำการตัดสินใจเลือกเครื่องดื่มน้ำอัดลม

I think these factors affect my choice decision ฉันคิดว่าปัจจัยส่วนนี้มีผลต่อการตัดสินใจเลือกของฉัน กรุณาให้  
คะแนนความสำคัญดังนี้ (1= Strongly Disagreeไม่เห็นด้วยอย่างยิ่ง, 2= Disagreeไม่เห็นด้วย, 3 =Neutralเฉยๆ, 4=  
Agreeเห็นด้วย, 5 =Strongly Agreeเห็นด้วยอย่างยิ่ง)

	1	2	3	4	5
<b>Cultural Factors</b> ปัจจัยวัฒนธรรม					
41. Culture and social environment วัฒนธรรม และ สังคม สิ่งแวดล้อม					
42. Subculture วัฒนธรรม (Regional sub cultural differences) ความแตกต่างของ วัฒนธรรมในพื้นที่					
43. Social classes ระดับทางสังคม					
44. Cultural trends แนวโน้ม ความนิยมทางวัฒนธรรม					
<b>Social Factors</b> ปัจจัยทางสังคม					
45. Family ครอบครัว					
46. Social roles and status สภาพสังคม และ สถานะ					
47. Peer effects ผลกระทบความ เท่าเทียม					
<b>Personal Factors</b> ปัจจัยส่วนบุคคล					
48. Age and way of life อายุ และ การใช้ชีวิต					
49. Purchasing power and revenue พลังการซื้อและรายได้					
50. Lifestyle วิธีการใช้ชีวิต					
51. Personality and self- concept บุคลิกภาพและ แนวทาง ส่วนตัว					
<b>Psychological Factors</b> ปัจจัยด้านจิตวิทยา					
52. Motivation แรงจูงใจ					
53. Perception ความมั่นใจ					
54. Learning การเรียนรู้					
55. Beliefs and attitudes ความ เชื่อและทัศนคติ					

**Part 6: Consumer Behavior** ส่วนที่ 6 พฤติกรรมผู้บริโภค

56. Where is the most common place that you purchase soft drinks?

สถานที่ใดที่คุณซื้อน้ำอัดลมเป็นประจำ ?



- Convenient store     Hypermarket     Supermarket     others  
 ร้านสะดวกซื้อ    โดตัส บิ๊กซี    ท็อปส์ฟู๊ดแลนด์    อื่นๆ

57. How often do you consume a carbonated soft drink? คุณบริโภคเครื่องดื่มน้ำอัดลมบ่อยเพียงใด ?

- Almost every day เกือบทุกวัน     3-5 times a week 3-5 ครั้งต่อสัปดาห์  
 1-2 times a week 1-2 ครั้งต่อสัปดาห์     a few times in a month 2-3 ครั้งในเดือน  
 Never or almost never ไม่เคย หรือ เกือบไม่เคย

58. On an average how many times do you visit stores to purchase carbonated soft drinks?

โดยเฉลี่ย คุณไปซื้อเครื่องดื่มน้ำอัดลมที่ร้านขายของกี่ครั้ง ?

- Everyday ทุกวัน     5-6 times a week 5-6 ครั้งต่อสัปดาห์  
 3-4 times a week 3-4 ครั้งต่อสัปดาห์     2-3 times a week 2-3 ครั้งต่อสัปดาห์  
 Once a week สัปดาห์ละครั้ง     Once a month เดือนละครั้ง

59. What pack size of carbonated soft drinks do you normally purchase?

โดยปกติคุณซื้อเครื่องดื่มน้ำอัดลมในขนาดเท่าใด ?

- 325 ml in can กระป๋องขนาด 325 มล.     550 ml in bottle ขวดขนาด 550 มล.  
 1.25 liters in bottle ขวดขนาด 1.25 ลิตร     1.45 liters in bottle ขวดขนาด 1.45 ลิตร  
 2 liters in bottle ขวดขนาด 2.00 ลิตร

60. How much amount of carbonated soft drink do you consume per time?

ในแต่ละครั้งคุณบริโภคเครื่องดื่มน้ำอัดลมปริมาณเท่าใด ?

- 550 ml ขวดขนาด 550 มล.     1 l ขนาด 1 ลิตร  
 1.25 l 1.25 ลิตร     2 l 2 ลิตร

61. What other brands do you normally consume other than Coke, Pepsi or Est?

โดยปกติคุณบริโภครองเครื่องดื่มน้ำอัดลมยี่ห้อใดนอกเหนือจาก โค้ก, เป๊ปซี่ และ เอส ?

- |  |   |
|--|---|
| <input type="checkbox"/> Sprite สไปรท์             | <input type="checkbox"/> Fanta แฟนต้า   |
| <input type="checkbox"/> Mountain Dew เม้าเท่น ดีว | <input type="checkbox"/> 7Up เซเว่น อัป |

62. Why do you drink carbonated soft drinks? ทำไมคุณจึงบริโภครองเครื่องดื่มน้ำอัดลม ?

- |   |   |
|---|---|
| <input type="checkbox"/> Taste รสชาติ   | <input type="checkbox"/> Refreshment ความสดชื่น |
| <input type="checkbox"/> Energy พลังงาน | <input type="checkbox"/> Passion อารมณ์         |

63. What influence you to drink carbonated soft drinks? อะไรที่มีอิทธิพลต่อคุณจึงบริโภครองเครื่องดื่มน้ำอัดลม ?

- |   |   |
|---|---|
| <input type="checkbox"/> Friend เพื่อน  | <input type="checkbox"/> Family ครอบครัว                    |
| <input type="checkbox"/> Lifestyle วิถีการดำเนินชีวิต                           | <input type="checkbox"/> Cultural trends แนวโน้มทางวัฒนธรรม |
| <input type="checkbox"/> Commercial/ Advertisement การโฆษณาทางวิทยุหรือโทรทัศน์ |   |

64. Why do you prefer to drink a particular brand? ทำไมคุณจึงชื่นชอบบริโภครองเครื่องดื่มน้ำอัดลม โดยเฉพาะเจาะจงในยี่ห้อ ?

- |   |  |
|---|--|
| <input type="checkbox"/> Refreshing taste รสชาติสดชื่น<br>ดึงดูด            | <input type="checkbox"/> Attractive Packaging บรรจุภัณฑ์ที่สวยงามน่า |
| <input type="checkbox"/> Attractive Promotion โปรโมชันน่าดึงดูด<br>กะทัดรัด | <input type="checkbox"/> Availability of convenient size ขนาดที่     |
| <input type="checkbox"/> Convenient to buy (easily available) หาซื้อง่าย    | <input type="checkbox"/> Brand Image ภาพลักษณ์ของแบรนด์              |

65. If you cannot find your favorite carbonated soft drink then which brand do you buy? ถ้า  
คุณไม่สามารถซื้อเครื่องดื่มน้ำอัดลมที่ชื่นชอบมากที่สุด คุณจะซื้อยี่ห้อใด?

- Coke โค้ก  Pepsi เป๊ปซี่  Est เอส  Others อื่นๆ (.....)

66. Do you think you can identify the difference in taste among the three brands (Coke, Pepsi and Est)? คุณคิดว่า คุณสามารถแยกแยะเอกลักษณ์ความแตกต่างในรสชาติของทั้ง 3 ยี่ห้อ โค้ก เป๊ปซี่ เอส ได้หรือไม่?

- Yes ได้  No ไม่ได้  not sure ไม่แน่ใจ

67. If you order a specific soft drink brand but you get another brand instead of it, what will you do? ถ้าคุณสั่งเครื่องดื่มน้ำอัดลมยี่ห้อที่เฉพาะเจาะจง แต่คุณกลับ ได้ยี่ห้ออื่นมาแทนคุณจะทำอย่างไร?

- I will ask to change it ฉันจะถามเพื่อขอเปลี่ยน  
 I will not ask anything and will drink it. ฉันจะไม่ถามและจะดื่มเครื่องดื่มนั้น

68. What is the most effective advertising that makes you want to drink a carbonated soft drink?

การโฆษณาแบบอะไรที่มีผลกระทบอย่างมากที่ทำให้คุณต้องการดื่มเครื่องดื่มน้ำอัดลม?

- Commercials โฆษณาทั่วไป  Web advertising (social media, etc.) ป้ายปิดประกาศ เว็บไซต์ (สังคมออนไลน์)  
 Billboards ป้ายประกาศ  Print advertising โฆษณาสั่งพิมพ์

69. Which is the most attractive promotion that makes you purchase soft drink?

โปรโมชั่นอะไรที่น่าดึงดูดใจมากที่สุดที่ทำให้คุณซื้อเครื่องดื่มน้ำอัดลม?

- Buy 1 get 1 ช้อ 1 แถม 1  Get more quantity in same price ได้ปริมาณมากขึ้น ในราคาเดิม  
 Buy combo pack of two in less amount  Cash discount ส่วนลดเงินสด ช้อ 2 แพ็คใหญ่ในราคาถูกว่า

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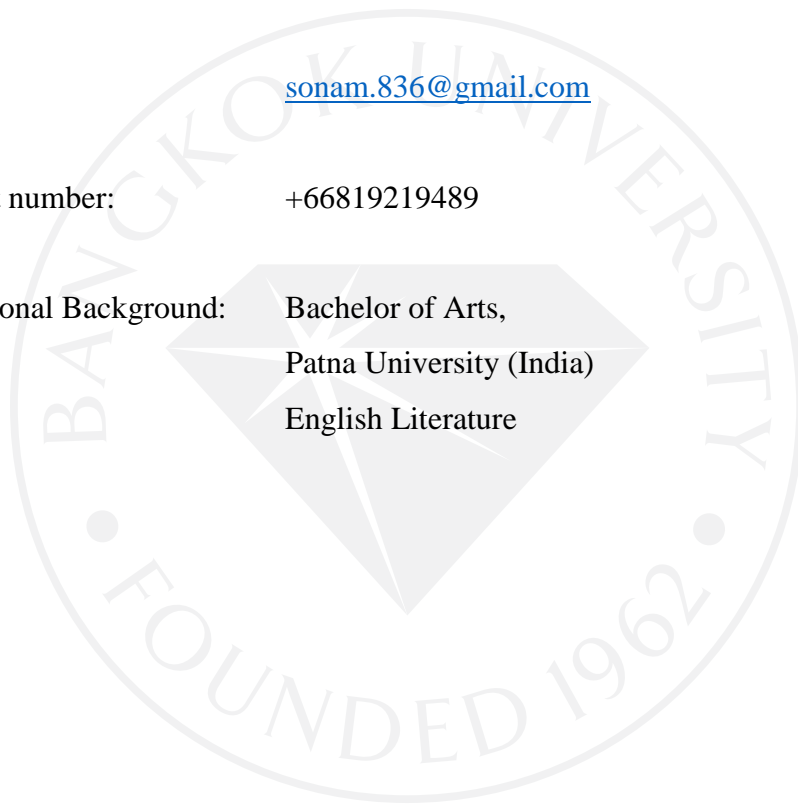
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