THE STUDY OF CONSUMER'S ATTITUDES AND BEHAVIORS TOWARDS CARBONATE SOFT DRINKS

THE STUDY OF CONSUMER'S ATTITUDES AND BEHAVIORS TOWARDS CARBONATE SOFT DRINKS

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The study of consumer's attitudes and behaviors towards carbonate soft drinks (148 PP.)

Advisor of Independent Study: Dr. Paul TJ James

ABSTRACT

Thai Carbonate Soft drinks market

In Thailand, the carbonate soft drink is a huge part of the total drink market, representing 43% of the total share of throat in the soft drink category, for a total value of THB 109 billion.

The growth of the sector is low, estimated to 3% by the Euromonitor, in a market dominated by only 2 key players representing between themselves 84% of market share, namely Thai Pure Drinks Ltd (coca-cola) with 45% market share and Sern Suk (Pepsi) with 39% market share as of 2007.

Challenges of carbonate soft drink market: new trends - products

Growing concerns over obesity, diabetes and overall evolution in health awareness have lead to a very strong development of the health and wellness trend amongst developed countries' consumers. This trend is now reaching Thailand and means a new look at the nutritional benefits of drinks, such as green tea, and a questioning in the sugar contents of soft drinks.

Challenges of carbonate soft drink market: new trends – distribution

Another evolution of the Thai market over the last 5 years that has a profound impact on the drink market overall, and the carbonate soft drink in particular, is the revolution of the distribution, as seen by the disappearance of traditional distribution and the new dominance of supermarkets and local convenience stores. Such an example of this change is the massive growth of 7-Eleven, with its plans to open 500 new stores every year for the next coming years. Currently controlling over 3,500 outlets nationwide, strategically to maximize its reach of the population, and therefore enhance consumptions opportunities, 7- Eleven is fast emerging as a key distribution partner that is more and more able to shape manufacturers offer to fit its customers needs.

The consequences of this situation for the soft drinks markets players are that growth can only be gained on the competitors via new products launches and / or by strategic control of distribution channels to reach the consumers.

As a result, the underlying key issue is that consumer behavior insight in terms of taste and shopping patterns are vital elements of the strategy of the drink market players.

Underlying Theory of drinking behavior

The literature review has explored the different elements that compose customer behavior. These elements will provide a better understanding of what is meant by customer behavior. Combined with Maslow's hierarchy of needs, 6 key drivers for understanding customers' behavior and needs when analyzing their drinking habits have been identified.

The combinations of Health, Thirst, Affordability, Convenience, Imagine and Status and Sociability will the factors that will trigger the motivation and the purchasing process.

Gathering the research Data

The research instrument used to collect primary data for this study is a questionnaire. The questionnaire is designed in English and translated to Thai language, the research questions are designed according to conceptual framework for answering the main objectives of the study.

Research Results

The Thai consumers appears to be a young male, aged 15 to 30 years old, with an average drink consumption frequency of 2 to 3 times per week. His favorite drink is Coke classic. He is a consumer that is highly susceptible to trying new products; he is overall brand conscious, health conscious and price sensitive.

Going beyond this first picture, the analysis shows that there are some clear distinction in attitudes and expectation between genders, ages and finally urban and countryside customers.

Female consumers show the strongest interest in carbonate fruit juices, and show the highest level of interest in low sugar drinks.

Urban consumers show the highest level of interest in lower sugar drinks, they are less price conscious and more likely to spontaneous, unplanned purchases. They are individual drinkers who look for refreshment.

Countryside consumers show less interest in low sugar soft drinks. Their purchases are usually planned, and drinks are purchased for family consumption, most likely with meals. They are brand conscious and more price conscious than their urban counter parts.

The Thai consumer is not yet as sophisticated as the global drinker presented by the study. There is a clear division between the urban, more health conscious and more image driven consumers and the countryside consumer, who is more brands and price sensitive.

From the data gathered in the study, 2 trends have been identified amongst the Thai consumers suggesting interesting opportunities for new products development. Theses trends are carbonates fruit juices consumption and healthier lifestyle aspiration.

The carbonate soft drinks manufacturers have overall strategic opportunities in order to keep their market share and retain customers. They start with specific branding and communication to a longer term approach of new products development specifically targeted at different segment of their consumers in order to answer their specific needs.

ACKNOWLEDGEMENT

Special thanks to Dr.Paul TJ James, my advisor for his valuable guidance. This independent study could not be accomplished without his support.

Also, my dear friends both at university and at work, thank you for your encouragement and this could help me carry out this study.

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CHAPTER 1

INTRODUCTION

Background

Euromonitor International defines carbonates as all non-alcoholic drinks into which carbon dioxide gas has been dissolved and therefore the drink is carbonated. Carbonates are an aggregation of cola carbonates and non-cola carbonates, whether regular or low calorie. Euromonitor International included both sweetened and/or carbonates containing contain artificial sweeteners.

In 2007 volume sales of carbonate soft drinks in Thailand market was 2,276.9 million liters, a growth of 3%, while value sales was THB 109,551.2 million. Within soft drinks category, carbonate soft drink has gained the highest share of throat in both volume with 43% and value share and 57%. (Euromonitor International, Internet 2009)

7-Eleven

7-Elven is a big selling arm of carbonate soft drinks.7-Eleven is leading in convenience store with 3,400 outlets nationwide. Primarily located on strategic corners within central shopping and business districts and gas station (PTT).The 24-hour a day outlets have gained popularity among children, teenagers and the working population.7-Elven is very aggressive for the stores expansion ,there are 500 new branches opening a years in average.

7-Eleven provided a wide range of carbonate soft drinks products with various pack size in 16 brands. Includes Coke, Coke Zero, Coke Light, Sprite, Fanta Orange, Fanta Salaberry, Fanta Strawberry, Pepsi, Pepsi Twist, Pepsi Max, Pepsi Green, Mirinda Orange, Mirinda Lemonade, Calpico Soda and A&W rootbeer.

Local Key players of Soft Drinks Market

Thai Pure Drinks Ltd (Coca-Cola) is the sector's leading player follow by Serm Suk (Pepsi) However, it must be said that Pepsi is actually the leading cola carbonates brand as Thai consumers prefer its taste to that of Coca-Cola. Moreover, aggressive and continuous marketing from Pepsi has supported the positive performance of its products. Low-calorie cola carbonates registered the strongest growth in off-trade volume terms in 2007. Thai consumers tend to be more accustomed to the cola flavor rather than other carbonates flavors. These factors supported the strong performance of low-calorie cola carbonates as the products offering the preferred flavor as well as being healthier

As a result, low-calorie carbonates are gaining share of overall carbonates sales. Pepsi Max from Serm Suk was introduced into the local marketplace, followed by Coca-Cola Light from Thai Pure Drinks Ltd. Due to the growing health awareness trend; these were followed by the launch of Coca-Cola Zero, offering consumers the traditional Coke taste but with 0% sugar.

Finally, there is a newcomer from Peru entering the sector, namely AJE (Thai) Co Ltd, a subsidiary of Peruvian beverage manufacturer AjeGroup. The company introduced the AJE Big Cola brand, a cola carbonate positioned in the economy segment in a large sized pack. (Euromonitor International, Internet 2009)

Health trends

The new generation of young men and women aged between 20–29 is the key target group for carbonates. Different packaging types are available for different consumption occasions. For example, carbonates in glass bottles are chiefly offered in pubs/bars and restaurants etc. while various types and sizes of bottles and metal cans are primarily available in off-trade outlets (convenience stores, supermarket /hypermarket) for consumers to drink anywhere.

The health awareness trend has been growing in Thailand and has subsequently been impacting the soft drinks segment, including carbonates. In the meanwhile, Low-calorie and sugar-free carbonates are gaining in popularity, as shown by the launch of Coca-Cola Zero from Thai Pure Drinks Ltd in 2007. The 'Think Health' concept has led product innovation towards the low-calorie category, which is being well received by consumers. Prior to the launch of Coca-Cola Zero, there were already a few products in the marketplace with a health angle, such as Pepsi Max and Coca-Cola Light. However, the launch of Coca-Cola Zero marked a new level in the push towards healthier carbonates.

Even though carbonates offer refreshment, consumers tend to pay more attention to their health and increasingly are staying away from unhealthy foods and drinks like carbonates, which contain a high percentage of sugar.

Most carbonates available in Thailand are priced as standard products. However low-calorie cola and specialty regular cola carbonates are priced slightly higher. Private label carbonates are not particularly popular among Thai consumers. However, private label saw a slight increase in volume. With the continuous expansion of supermarket /hypermarket outlets, private label carbonates are now more accessible.

Drinking is another way of being accepted as a grown-up in Thai society when it comes to business meetings, celebration parties or private meetings. Many drink beer with colleagues or friends after work. However, since the Thai government imposed high taxes on alcoholic beverages and launched its 'Don't Drive Drunk' campaign, Thais tend to think more before drinking, especially drivers.

Many Thais are addicted to coffee and tea, as seen by the number of cafés widely spreading in Bangkok, its expanding other big cities. When traveling, Thais people enjoy buying refrigerated soft drinks as well as hot and cold drinks from vending machines in the convenience stores of almost all gas stations nationwide. (Euromonitor International, Internet 2009)

Statement of problem

Health and wellness trend is booming both in Global and Thailand markets. As Thai consumers are becoming more and more educated, they are showing more concerns about their health. This can be judged from the abundance of fitness outlets and availability of healthy products (food and drinks) in both traditional trade and modern trade channels. Carbonate soft drink is one of best selling beverage item in Thailand but tend to be cannibalized by bottled water and other low sugar soft drinks. Carbonates soft drinks companies have launched low calories and low sugar product lines in line with the healthy trend and also to cover sales loses from their standard formula. But expanding product line in low sugar format may be not enough since 100% fruit juice and products made from fresh and natural ingredient have been strongly welcomed by the consumers, as proved by aggressive growth reported by Euromonitor. Unlike fresh juice and Tea, there no nutrition benefits to be found in Carbonate soft drinks.

Thais consumers have so many drinks choices as seen by the wide ranges of beverage offering in ready to drink format, found in convenience store, gas-station, supermarket and other shopping places. Furthermore, modern and local coffee shops are spreading widely, especially in Bangkok. Theses coffee shops are developing on the health trend the Thai consumers are looking for. This means carbonates will need to fight very hard in order to keep their share of throats.

Despite the pressure of the healthy trend and competitors challenges, there still have good news for carbonate soft drinks companies. The outlets of supermarket and convenience stores are expanding aggressively; especially 7-Eleven.There are approximately 500 new stores opening every year. With long hours of operation with 24 hours, its mean an opportunity for carbonate soft drinks to be sold out also.

Intention and Reason for Study

The problems and opportunities discussed above have interested the researcher to study this topic. Successful organizations will require extensive information on consumer behavior.

Research Objectives

The objectives of this research study are identified as follows.

1. To study consumer’s behavior towards carbonate soft drinks at 7-Eleven
2. To study consumer’s attitude towards carbonate soft drinks.

Major Research Questions: Sub-question development

Major research question

1. What are the factors and the implication of consumer behavior towards carbonate soft drinks at 7-Eleven?

Sub research questions

2. What factor has most influential on the purchase decision when shopping for a carbonate soft drinks?
3. What is the consumer's attitude towards carbonate soft drinks answering the need factors of drinking?
4. What are satisfaction levels of consumers towards carbonate soft drinks brands?

Research Assumptions

1. This research can explain whether the demographic factors such as age and sex and locations would affect consumer's attitudes and behaviors towards carbonate soft drinks.
2. The statistical method and techniques for collecting the data is were valid only for this research study.
3. The data which will be collected and analyzed is appropriate and valid for this research design.

Scope of the Research

This research study is investigating the customers on their attitude toward carbonate soft drinks and their behavior regarding this product category at 7-Eleven.

Benefit of the Research

There are 3 groups getting benefit by this research study.

Firstly, Carbonate soft drinks companies will have more understanding about consumer behavior who visits and buy food/drinks at 7-Eleven.The consumer insight will help for future develop marketing mix of it product in 7-Eleven.

Secondly 7-Eleven will benefit by being able to present the customer's relevant products mix provided by carbonate soft drinks companies, and therefore improve their category management.

Lastly, the researcher will receive benefit, as this research study is enhancing her skills on how such research is conducted.

Limitation of the Research

Due to the time constraint and the limitation in the number of people who conduct the field sampling, this research study is limiting field sampling to three locations only, despite the fact that 7-Eleven have more than 3,000 branches nationwide.

Conclusion

In Thailand, the carbonate soft drink is a huge part of the total drink market, representing 43% of the total share of throat in the soft drink category, for a total value of THB 109 billion. The growth of the sector is low, estimated to 3% by the Euromonitor, in a market dominated by only 2 key players representing between themselves 84% of market share, namely Thai Pure Drinks Ltd (coca-cola) with 45% market share and Serm Suk (Pepsi) with 39% market share as of 2007.

Recently, new developments have emerged in the Thai market, affecting both key areas of consumers' expectations and distribution.

The growing concerns over obesity, diabetes and overall evolution in health awareness have lead to a very strong development of the health and wellness trend amongst developed countries' consumers. This trend is now reaching Thailand and means a new look at the nutritional benefits of drinks, such as green tea, and a questioning in the sugar contents of soft drinks. Pepsi answered first this trend by launching Pepsi Max, followed in 2008 by Coke with Coke Zero. However, consumers disaffection for carbonate soft drinks would lead to a growing demand on other category and a decline in share of throat that would need to either be accepted, or compensated by the launch of other products in more healthy categories.

Another evolution of the Thai market over the last 5 years that has a profound impact on the drink market overall, and the carbonate soft drink in particular, is the revolution of the distribution, as seen by the disappearance of traditional distribution and the new dominance of supermarkets and local convenience stores. Such an example of this change is the massive growth of 7-Eleven, with its plans to open 500 new stores every year for the next coming years. Currently controlling over 3,500 outlets nationwide, strategically to maximize its reach of the population, and therefore enhance consumptions opportunities, 7- Eleven is fast emerging as a key distribution partner that is more and more able to shape manufacturers offer to fit its customers needs.

The consequences of this situation for the soft drinks markets players are that growth can only be gained on the competitors via new products launches and / or by strategic control of distribution channels to reach the consumers.

As a result, the underlying key issue is that consumer behavior insight in terms of taste and shopping patterns are vital elements of the strategy of the drink market players.

By focusing on selected stores in both Bangkok and upcountry, by gathering insight from carbonate soft drinks consumers, this study aims at bringing a new insight to the Thai soft drink market by finding what is consumer's behavior toward carbonate soft drinks at 7-Eleven and their attitudes toward carbonate soft drinks.

CHAPTER 2

LITERATURE REVIEW

This chapter reviews concept and consumer behavior theory for major construct of the study; consist of 5 sections as followings.

2.1 Definition and important of consumer behavior

2.2 Model of consumer behavior

2.3 Factors influences consumer behavior

2.4 Key Psychological Process

2.4.1 Motivation

2.4.2 Perception

2.4.3 Learning

2.4.4 Memory

2.5 Buying decision process

Conclusion

2.1 Definition and important

Consumer behavior is defined as the behavior that consumer display in seeking, purchasing, using, evaluating and disposing of product and service that they expect will satisfy their personal needs. The study of consumer behavior is the study of how individual make decisions to spend their money, time and effort on products and service. (Leon. David, Elizabeth, Aron, Judith and Leslie, 2001)

People engage in activities for many proposes other than consumption but when acting as a consumer individuals have just one goal in mind-to obtain goods and services that meet their needs and wants. All consumers face varying problems associated with acquiring products to sustain life and provide for some comforts. Because solutions to these problems are vital to the existence of most people and the economic well being of all, they are usually not taken lightly. The consumer must specific types of decisions in order to obtain necessary products or services. The process is complex, as decision must be made about what, why, when, where and how often to buy an item. (Leon. David, Elizabeth, Aron, Judith and Leslie, 2001)

Besides, consumer preferences were constantly changing and becoming highly diversified. Even in industrial markets, where needs for goods and services were homogeneous than in consumer market, buyer were exhibiting diversified preferences and less predictable purchase behavior (Jonathan, 1995)

These lead to why understand consumer behavior is very important to all the firms both profit and non profit organization.

2.2 Model of consumer behavior

This model of consumer behavior is important for the purpose of this study because it defines what are the key elements needed to understand consumer purchasing behavior.

There are a variety of differences types of model existing in the consumer behavior literature. Models give a simplified version of relationship between factors that influence behavior. The purpose of consumer behavior models is to provide description, explanation and prediction of the Purchase (Jonathan, 1995).

Figure 2.1 is the model of consumer behavior that this study uses to capture the general structure and process of consumer behavior.

Figure 2.1 Model of consumer behavior

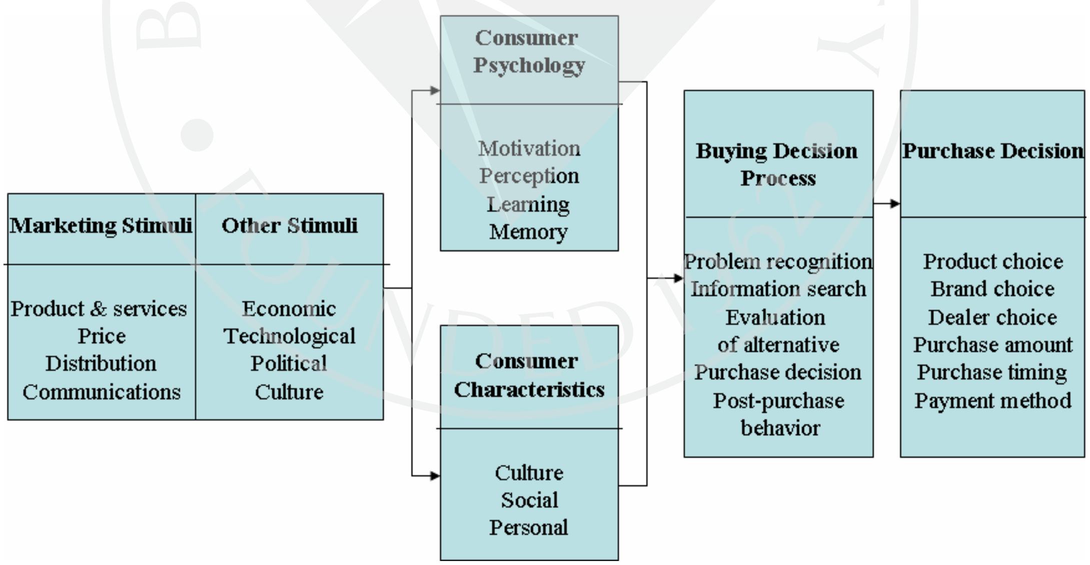


Figure 2.1 Model of consumer behavior

Source: Marketing Management (Kotler and Keller, 2006)

Figures 2.1 identify 6 different and consecutives elements to define the buying process

. The first element is called Marketing Stimuli, and regroups influencing stimuli such as Products & Services, Price, Distribution, and Communication. In other terms, theses define the offer available to the consumer.

The 2nd element is called “other stimuli” and regroups elements such as Economic, Technological, Political and Culture. Theses are what defines the society and would be studied in marketing thought a PESTLE analysis. It could say that the 2nd element is simply speaking the society in which the consumer is living.

Theses 2 combined elements will characterize the consumer. They will define both the consumer psychology and the consumer characteristics.

The consumer psychology is composed by the consumer motivation, perception, his or her learning and memory. On the other hand, the consumer characteristics will be composed by the consumer cultural, social and personal elements.

Combined together, Stimuli and Consumer will define how the buying process is made, the choice evaluated, the alternative considered, and ultimately how the purchase decision method is reached, in terms of dealer, payment method, timing.

The purchasing decision is the result of a process that is characterized by a set of key elements that are themselves set in the mind of the consumer by the society in which the consumer lives.(Kotler and Keller, 2006)

2.3 Factors influencing consumer behavior

Consumer behavior is influenced by three factors including cultural, social and personal factors. (Kotler and Keller, 2006, p.193)

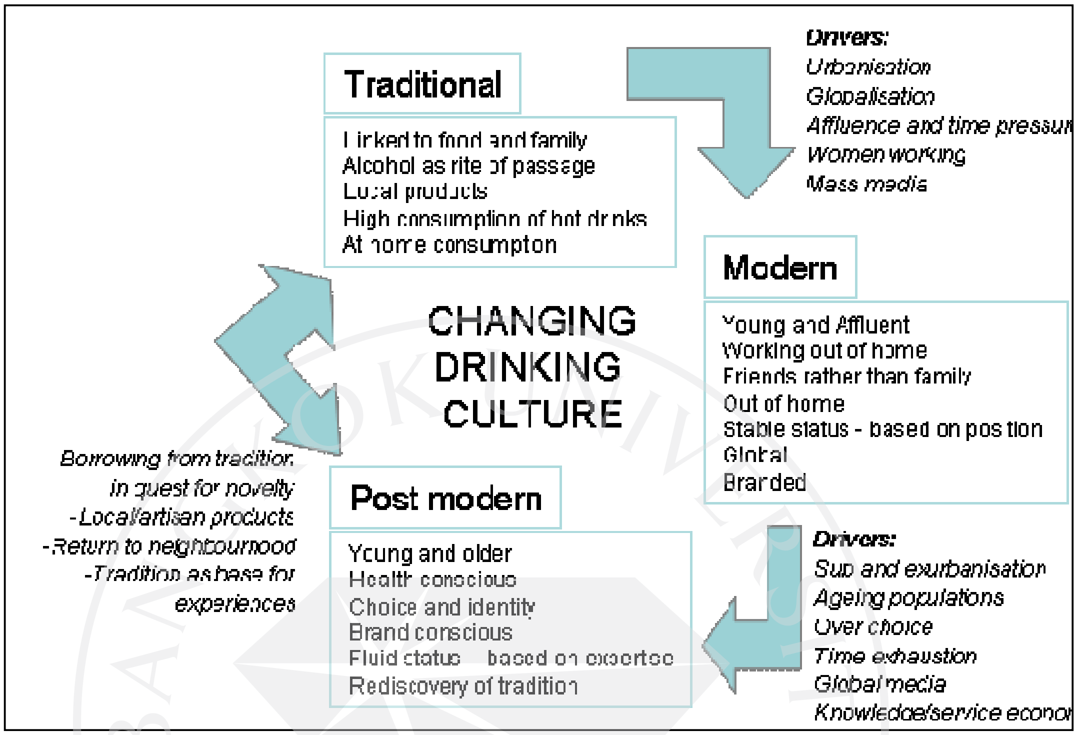
2.3.1 Culture Factors

Culture is the fundamental determinant of a person's wants and behavior for example; growing child acquires a set of values, perceptions, preferences, and behavior through his or her family and other key institutions. Each culture consists of smaller subcultures that provide more specific identification and socialization for their members. Subcultures include nationalities, religions, racial groups and geographic regions. (Kotler and Keller, 2006, p.164)

To support this research study "Changing in drinking culture" studied by Euromonitor International is used as a reference to gain understanding of how culture factors influence behavior, in particular drinking habit.

Euromonitor's studies identify 3 dynamics of drinking habit that are presented in Figure 2.1, Traditional drinking, Modern drinking and Post Modern drinking. This study presented a particular look into the cultural element in drinking.

Figure 2.2: Changing Drinking Culture



Source: Euromonitor International

Traditional drinking culture

The Traditional drinking culture is linked with food and family. It could be said that Traditional drinking is the Cultural definition of drinking, as it represents and defines the group's origin. Drinkers that belong to the Traditional drinking dynamics consider drinking as an affirmation of their belonging to the group, and a reinforcement of this feeling of belonging. They drink like the group, to be part of the group, be it Tea, Coffee, or a locally made type of alcohol. A good example of this can be seen with the beer drinking culture in Germany, Wine drinking culture in France, Coffee drinking culture in Turkey, Tea drinking culture in China or Thailand.

As this is the foundation of all drinking culture, it is widely recognizable by all members of this culture.

However, the Traditional Drinking model is being replaced by Modern Drinking model across societies and cultures across the world.

Modern Drinking culture

The Modern Drinking model is most representative of modern, urban society and culture. Unlike the Traditional Modal, that integrates the individual to the group, the modern drinking model is centered on the individual, to define it within the group. The modern drinking model is characterized by the notion of "lack of time" and "status" obtained from choosing the "right" drink. As the result, the individual defines himself or herself by the shared drinking habits, from where people drink, when they drink and what they drink. It is interesting to note that while the drinking of "the drink" is an important defining element of the drinker, the location where this drinking takes place is as important as the drink chosen to define the drinker's personality and lifestyle.

"Post modern" drinking culture

The modern drinking model is pushed to its ultimate incarnation through what Euromonitor is calling the emergence of the "post modern" drinking culture. The post modern drinker is an expert, a connoisseur. He or she is not only considering the mainstream, standardize mass brands available on a mass consumption market. He is turning back "to the root" and looking for artisan brands, exclusive drinks. Having been born within the "traditional model that defines their culture, having grown up with the "modern model" they have evolved beyond it. Expert knowledge will separate them from the mass. This type of mindset is described by David Brooks in

“BoBo in Paradise” where he writes about the rise of the Bohemian Bourgeoisie (BoBo) who wants the excitement of life but with the security of it.

Finally, the model presented by Euromonitor is describing the evolution from the modern to the post-modern as where value can be added and where future business opportunities may lie. What is interest to this research study is that Euromonitor explains the dynamics as a reflection of both changes within society and the response of the drinks industry to those changes. As the result of this, it is important to understand the underlying Thai drinking culture and market to identify the current overall model that is best able to describe Thailand drinking culture. (Euromonitor International, 2008)

2.3.2 Social Factors

A consumer behavior is influenced by such social factors as reference groups, family, and social roles and statuses.

Reference group is a person’s reference group consists of the entire groups that have a direct or indirect influence on individual attitudes or behavior. (Kilter and Keller, 2006, p.167) There are 2 types of group. Groups having a direct influence on a person are family, friends’ neighbors and co-workers, these peoples called a primary group. Another group that peoples also belong to but tend to be more formal and require less continuous interaction is secondary groups such as religious, professional and trade-union groups. (Hawkins, Best and Coney, 1998, p.215)

Family is the most important consumer buying organization in society and family members are the most influential primary reference group. (Kotler and Keller, 2006, p.167)

Roles and statuses mean that a person may be participating in many groups that will define his role and status within group. A role consists of the activities a person is expected to perform while role also carries status. People may choose products that reflect and communicate their role and actual desired status in society. (Kotler and Keller, 2006, p170)

2.3.3 Personal factor

A buyer's decisions are also influenced by personal characteristics. These include the buyer age and stage in the life cycle, occupation and economic circumstance, personality and self concept and lifestyle and values. Some of these characteristic have a very direct impact on consumer behavior. (Kotler and Keller 2006, p.170)

People buy different goods and services over a life time. Taste in food, clothes, furniture and recreation is often age related.

Occupation also influence consumption patterns, for example a blue-collar worker will buy work clothes, work shoes, and lunchboxes while a company president will buy dress suits, air travel and country club memberships. Product choice is greatly affected by economic circumstances, spend able income, saving and assets, borrowing power and attitudes towards spending and saving. If economic indicators point to a recession, people may change behavior from buying a luxury brand to more value for money brand instead. (Kotler and Keller, 2009, p172)

Personality and self-concept also key influence on buying behavior. Personality means a set of distinguishing human psychological traits that lead to relatively consistent and enduring response to environmental stimuli (product &

service, price, distribution and communication). Personality is a useful variable in analyzing consumer brand choices since brand also have personality. (Kotler and Keller, 2009, p.172). Several successful studies demonstrate empirically the relationship between personality and consumer behavior, for example found significant positive correlations of scores on measures of extroversion, emotionalism, tough -mindedness and impulsiveness with alcoholic beverage consumption (Foxall and Goldsmith,1994,p127)

A last personal factor is lifestyle and values. 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 and Keller, 2006, p.173-174)

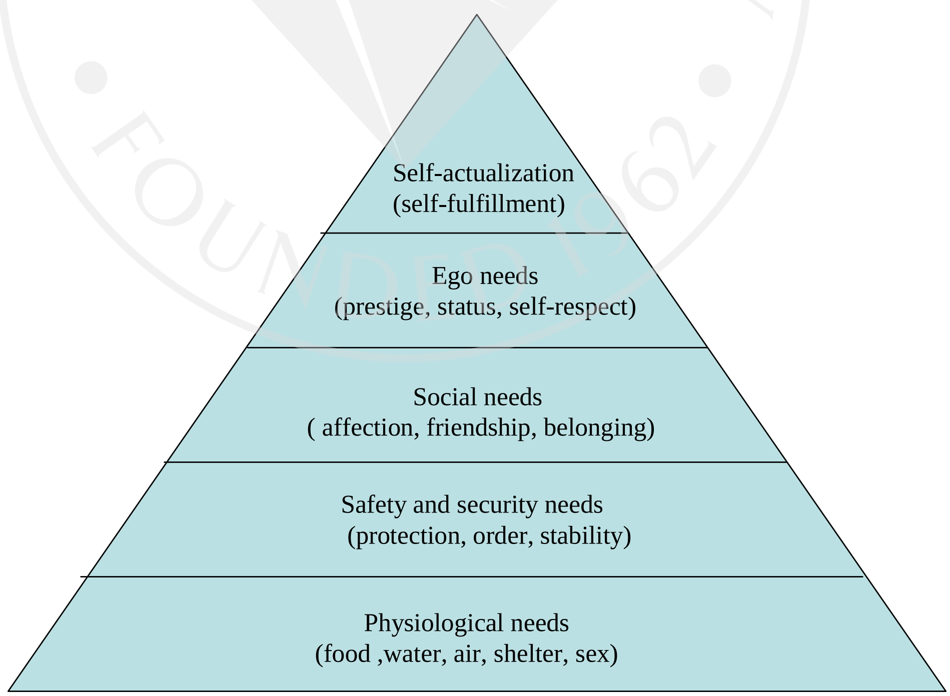
2.4. Key Psychological Processes

There are four main psychological process affect consumer behavior include motivation, perception, learning and memory.

2.4.1 Motivation

One of the best known theories of human motivation is Maslow's Hierarchy of needs. According to Maslow's theory; there are five basic levels of human needs, which rank the needs in order of important from low-level needs to higher level. People will try to satisfy their most important needs first. When a person succeeds in satisfying an important need, he or she will then try to satisfy the next most important need so on. (Leon. David, Elizabeth, Aron, Judith and Leslie, 2001, p.105) Figure 2.3 presents Maslow's hierarchy of needs.

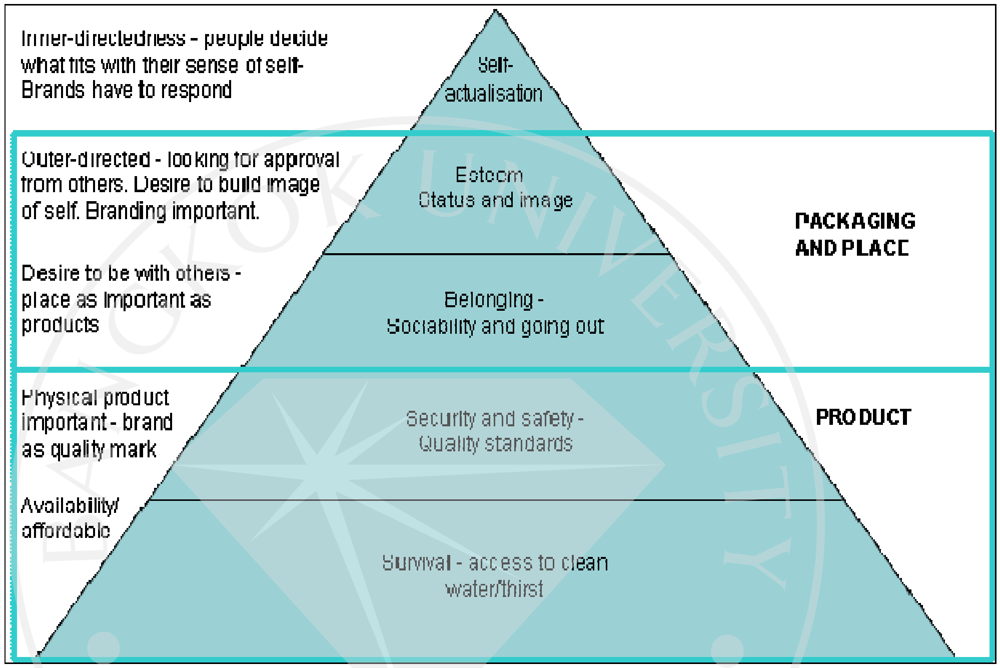
Figure 2.3 Maslow's hierarchy of needs.



Source: Marketing Management (Kotler and Keller, 2006)

Euromonitor International presents how many of the drivers and drinking habits fit with Maslow's Hierarchy of needs in the following description.

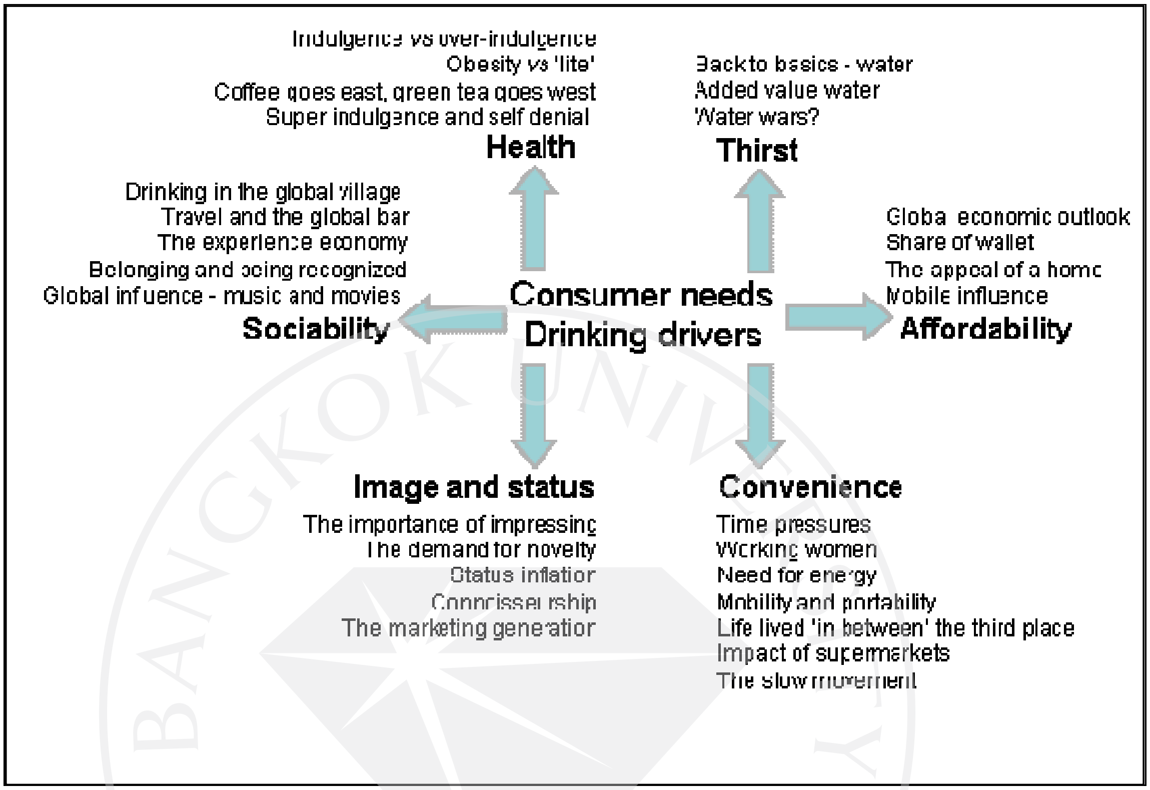
Figures 2.4 Drinking and Maslow's Hierarchy of Needs



Source: Euromonitor International

The basic needs have to be met for higher levels to become important. This is not a one-way process. Survival needs have to be met; if water supplies were to be compromised even affluent self-actualizes would return to survival behavior very quickly.

Figure 2.5 Consumer Needs and Drinking Drivers



Source: Euromonitor International

Figure 2.3 presented the factors driving consumer drinking habit. There are six factors that include: Thirst, Affordability, Convenience, Image and Status, Sociability and Health. Theses will be the basis of this study to look at the factors that influence the consumption of carbonate soft drinks for the Thai consumer.

As the factors presented by Euromonitor are what drive the consumer, it is important to have closer look at these drivers.

The first of these 6 drivers is Thirst. Thirst is the most basic and most fundamental driver liked with liquid consumption. It can be basically reduced to Thirst = water consumption. From the perspective of Maslow's Hierarchy of needs, Thirst would be at the lowest stage of the pyramid, the “survival” stage. As a human needs an average of 2 liters of water a day, a lack of access to water means death within a short period of time.

However, there are different levels of answering the Thirst driver, closely linked with the level of development. In developing countries, access to clean water is a problem. In developed countries, people have access to clean and safe tap water. Paradoxically, these people are also the people consuming the highest level of mineral, bottled water.

Going beyond simple water, Euromonitor points out the fact that in developed Western countries, even mineral water is no longer enough to interest customers and producers are moving toward flavored waters, which are in line with new trends in health and wellness. This new market for flavored water represents 3.7 million liters per year, with Western Europe representing 30% of the total consumption with 1.3 million liters vs. 212 million liters of normal water. On the other hand of the spectrum, normal water consumption represents 1,8 million liters worldwide, with 1.1 million liters being consumed in the Asia Pacific region.

As the Euromonitor presents, Thirst is the most basic drinking driver. However, as consumers gain more affluence and live in developed markets, the needs evolve accordingly to be come more sophisticated. As a result, Affordability becomes a key driving factor once the Thirst basic need has been satisfied.

Affordability is the underlying factor that determines what people drinks. Euromonitor study pin points the fact that consumers are highly sensitive about their image and status. As a result, while they may drinks expensive brands in public, in private, they counter balance this spending by switching to basic commodity in private.

As a conclusion, it is clear that Thirst is the most important factor driving the consumer needs. Once combined to Affordability it will determine what the consumer can buy. This will determine the basic market seize the consumer has access to. This could be considered as the median line of consumer purchase. What the consumer will purchase at this level is purely determined by his spending powers, on his private capacity.

Combined with the next factors of Convenience, Image and Status, Sociability and Health, the Euromonitor study goes beyond the private consumption patterns and look at the Social aspect of consumption. From Maslow's hierarchy of needs perspective, this presents the belonging, the esteem and self actualization stage.

Convenience driver factor is presented by the Euromonitor study as a consequence of the evolution of traditional culture where time isn't a precious commodity, toward cultural model where time is a vital and limited resource. Social evolutions such as women working and long commuting time between place of work and place of living are driving this evolution.

As a result, consumption is more and more delocalized, and to some extends "on the go". Euromonitor describe this as the "in between" or "third place culture." From a consumption driver, this means that drinks sold must be portable, and are meant for single use.

The Social driver in the drink culture can be seen, based on the Euromonitor study, as a particular result of the Global Village model applied to the drinking consumption behavior. Consumers will identify with a community or group and adopt its usages, including drinks. Alternatively, because a consumer has already a set of usages and consumption habits, he will join a community that display similar patterns.

This socialization is driven by the need of the consumer to achieve self actualization. This is the last step of Maslow's pyramid of needs, driven by Image and Status. Euromonitor describe the image and status driver of beverage consumption as being closely linked with the alcohol consumption of young adults. Furthermore, this driver is described as a fashion statement as well a quest to improve the social image of the consumer. Euromonitor describe theses consumers as people seeking exclusive and rare drinks in order to achieve "connoisseur" status. This will translate in a multiplication of niche brands driven by marketing strategies and a culture of choice. The limitation of this, The Euromonitor pinpoint is overwhelming choice leads to confusion and the consumer will seek to return back to the basic, to something he knows. This is what Barry Schwartz describes in "The Paradox of Choice".

The final key driver identified by the Euromonitor study is the Health factor. The health factor has been translated in the drink culture by the "light" factor that appeared in many carbonated soft drinks offers. This trend is linked with the rising obesity in western / developed countries, which has been closely associated and blame, with or without justification, with high sugar level in carbonated soft drinks.

As a result, consumers are turning towards natural drinks such as Soya milk, natural fruit juices, tea and coffee. These natural drinks are being rediscovered by customers and adapted to meet the needs of the modern consumers. For example, more and more green teas are now available in PET bottle in "ready to drink" format, following a trend started in Japan.

Combined together these 6 factors described by the Euromonitor study are the key to understand the drivers of the customer behavior. By studying the answer of the customers to questions linked with theses drivers, it is possible to identify the type of behavior the consumer is manifesting, and therefore understand the best way to target him or her.

2.4.2 Perception

A motivated person is ready to act. How the motivated person actually acts is influence by his or her view or perception of the situation. Perception is the process 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 perceptual processes includes selective attention, selective distortion and selective retention. (Kotler and Keller, 2006, p.175-176)

2.4.3 Learning

Learning involves changes in an individual's behavior arising from experience. Most human behavior is learned. Learning is produced through the interplay of drives, stimuli, cues, responses and reinforcement. The demand of the product can be build by associating it with strong drives, using motivating cues and providing positive reinforcement. (Kotler and Keller, 2006 p.177)

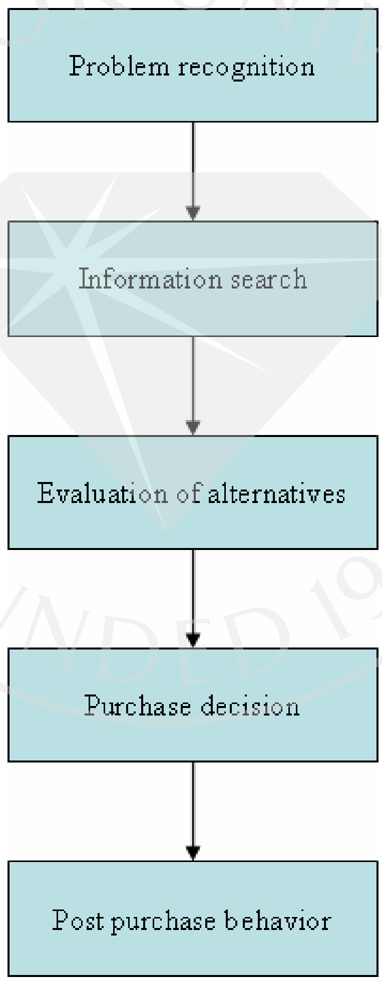
2.4.4 Memory

All the information and experiences individuals encounter as they go through life can end up in their long term memory. Memory is divided into 2 types include short-term memory and long term memory. Long term memory structure involve some kind of associative model formulation, for example ,the associative network memory model views LTM as consisting of a set of nodes and links. Any type of information can be stored in memory network. A spreading activation process from node to node determines the extent of retrieval and what information can actually be recalled in any given situation. It is very important to ensure that the consumer have the right types of product and service experiences such that the right brand knowledge structures are created and maintained in memory.(Kotler and Keller,2006,p.178)

2.5 Buying Decision Process

The basic psychological processes play an important role in understanding how consumers actually make their buying decisions. The model in Figure 2.6 provides a frame of reference.

Figure 2.6 Five-Stage Model of the Consumer Buying Process



Source: Marketing Management (Kotler and Keller, 2006)

Problem recognition

The process of marking a consumer decision begins with the problem recognition. Problem recognition occurs when a consumer notices that the current stage of affairs is not the deal or desired stage (Peter and Olson, 1994, p.159). Among consumers, there seem to be two different problem-recognition situations. Some consumers face actual state decision, where they perceive a problem with a product that fails to perform satisfactorily, for example a watch that no longer keeps accurate time. In contrast, other consumer faces desired state decisions, where the desire for something new may trigger the decision process. (Leon. David, Elizabeth, Aron, Judith and Leslie, 2001 p.523)

Information search

Once customers recognize a need, consumers obtain the information about goods and service that might satisfy this need. Consumer might recollection of past experience that might be provided the consumer with adequate information to make present choice. If the consumer can not retrieve enough information from memory, he or she may have to engage in a search of the outside environment for useful information on which to base a choice. For unimportant or cheap purchase this may not be necessary but for more important or expensive purchase it may take time and effort to find out what the options are. The source might be the media, friends, relations or other significant people. (Bareham, 1995, p.6)

Evaluation of alternatives

Consumers tend to use two types of information which are a list of brands and store from which they plan to make their selection and the criteria they will use to evaluate each brand (Leon. David, Elizabeth, Aron, Judith and Leslie, 2001p.525).

Some basic concepts help to understand consumer evaluation processes. First, the consumer is trying to satisfy a need. Second, the consumer is looking for certain benefits from the product solution. Third, the consumers see each product as a bundle of attributes with varying abilities for delivering the benefits sought to satisfy this need (Kotler and Keller, 2009. p.183). Naturally, the criteria chosen on which to base the judgment are important. The criteria stem from beliefs and attitudes and intensions (Bearham, 1995, p.7).

Purchase decision

In the evaluation stage, the consumer forms preference among the brands in the choice set. The consumer may also form an intention to buy the most preferred brand. In exciting a purchase intention, the consumer may make up to five sub-decisions include brand, dealer, quantity, timing and payment method. (Kotler and Keller, 2006, p.186-187)

Post purchase Behavior

After the purchase, the consumer might experience dissonance that stems from noticing certain disquieting features or hearing favorable thing about other brands and will be alert to information that support his or her decision. (Kotler and Keller, 2006, p.188).”The level of satisfaction/dissatisfaction with the purchase choice is a useful concept for understanding consumer behavior” (Peter and Olson, 1994, 168) For instance, measures of consumer satisfaction can be used to indicate the success of a company marketing strategies. Satisfied consumers are more likely to repurchase product and become brand loyal, they are more likely to tell other people the product and spread positive word-of-mouth communications. On the other hand, dissatisfaction consumer can lead to complaints and negative word-of-mouth communication and stop buying such product. (Peter and Olson, 1994, 168)

Conclusion

This literature review has explored the different elements that compose customer behavior. These elements will provide a better understanding of what is meant by customer behavior. From the definition customer behavior given by Leon, David, Elizabeth, Aron, Judith and Leslie, (2001), it is understood that what is called customer behavior is a set of activities whose final purpose is to purchase. However, this process is seen as being strongly influenced first by elements and information available in the market, but, most of all by the customer perceptions and aspirations.

This complex process needs to be simplified through a customer behavior model in order to be easily understood and used. As there are many different researchers studying customer's behavior, there will be many models. The model selected for the purpose of this study is the model proposed by Kotler and Keller in Marketing Management (2006) as it seems the most complete and the clearest to use.

From this model, 6 key elements defining the purchase decision have been identified. Out of these 6, the 2 that have a direct link to our study are the Consumer Characteristics and the Consumer Psychology, as this study focuses on the consumer element of the purchasing decision.

Once looking at the consumer elements, it is clear that all consumers' behavior is influenced by 3 key factors, Cultural, Social and Personal. Theses will be the key to unlock the understanding of the mind of the consumer of carbonate soft drinks.

The cultural element is the underlying element of the consumer drinking behavior and this has been clearly detailed in the Euromonitor study. Combined with Maslow's hierarchy of needs, 6 key drivers for understanding customers' behavior and needs when analyzing their drinking habits have been identified. The combinations of Health, Thirst, Affordability, Convenience, Imagine and Status and Sociability will the factors that will trigger the motivation and the purchasing process.

Now that all the elements to understand the consumer behavior in making his purchasing decision have been gathered and more particularly the elements to be applied to the drink market, they can be incorporated into the research methodology.

Furthermore, this literature review provides the elements to select the most relevant research methodology as it is known what is important, and what is irrelevant, in understanding the targeted group of consumers.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter explains the processes of research methodology for major construct of the study. The chapter comprises 2 sections which are the reviews of research methodology and research method used for this study.

3.1 Review research methodology

3.1.1 Model of research process

3.1.2 Determine research design

3.1.3 Data collection method

3.1.4 Data collection form

3.1.5 Design sample and collect data

3.1.6 Analyze and interpret the data

3.1.7 Prepare research report

3.2 Statement of research methods used

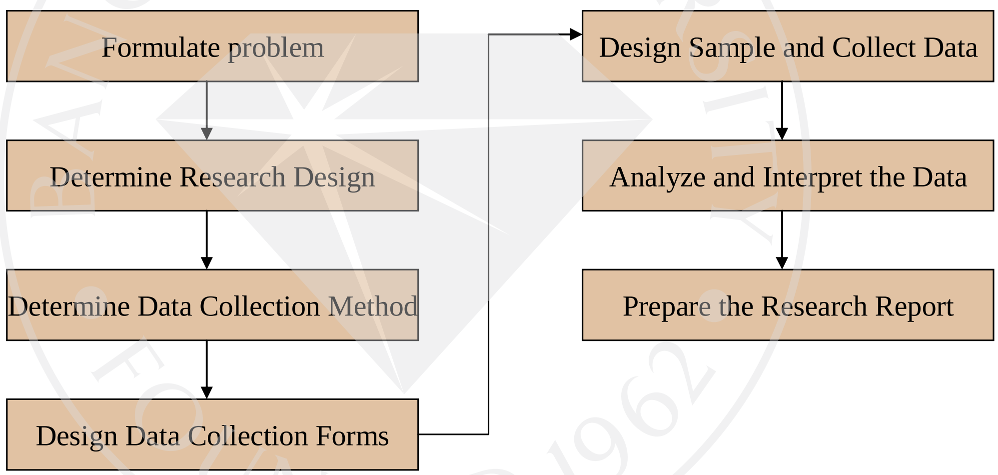
Conclusion

3.1 Review Research Methodology

3.1.1 Model of research process

All research problems require their own special emphases and approaches. Every research problem is unique in some ways, the research procedure is usually custom tailored. Nonetheless, there is a sequence of step called the research process which can be followed when designing the research project. Figure 3.1 presented the sequence of steps in the design and implementation of a research study.

Figure 3.1 Stages in Research Process



Source: Basic Marketing Research (Churchill and Brown, 2004, p.40)

3.1.2 Determine Research Design

The second stage of conducting the research is determining research design. A research design is simply the framework or plan for a study used as a guide in collecting and analyzing data. Research designs can be classified in to some basic types according to fundamental objective of the research include exploratory, descriptive or causal. (Churchill and Brown, 2004, p.90)

Exploratory research

Exploratory research is used when the research objectives focus on gaining background information and clarifying the research problems to create hypotheses and establish research priorities. A hypothesis is a statement that specifies how two or more measurable variables are related. (Churchill and Lacobucci, 2002, p.93) Exploratory studies are characterized by their flexibility. There are four types of exploratory studies including literature search, experience survey, focus group and analysis of selected cases. These are used to gain the insight into a phenomenon. The example of using exploratory research is that, the soft drinks manufacture faced with decreased sales might conduct an exploratory study to generate possible explanations. (Churchill and Lacobucci, 2002, p.91)

Descriptive research

Descriptive designs are used when the research objective emphasizes describing and measuring marketing issues at a particular point in time (Hair, Bush and Ortinau, 2006, 170). The descriptive study is typically guided by initial hypothesis. Descriptive studies require a clear specification of who, what, when, where, why, and how of the research. They are used when the research is intended to describe the characteristics of certain group, to estimate the proportion of people who behave in a certain way or the make prediction (Churchill and Lacobucci, 2002, p122). Example of descriptive study is the investigations of the trends in the consumption of soft drinks with respect to such characteristics are age, sex and geographic location (Churchill and Lacobucci, 2002, p.91).

Descriptive studies are of two types including longitudinal and cross sectional. Longitudinal studies rely on panel data .A panel is simply a fixed sample of individuals or some other entities from whom repeated measurements are taken. There are 2 different kinds of panel, the panels in which the same measurements are taken in each measurement period and those in which different measurements are taken in each measurement period.

Cross sectional study or sample survey is the best known and most important type of descriptive design, as measured by the number of times it is used in comparison to other method. (Churchill and Lacobucci, 2002, p.117). A great deal of emphasis is placed on the scientific generation of the sample so that the members are representative of the population of interest. A typical survey involves summarizing and generalizing the data collected. The analysis of sample survey results rests heavily in the cross-classification table which is used to report the joint occurrence of the variables of interest (Churchill and Lacobucci, 2002, p.122).

There is a special type of research design under cross sectional study called cohort analysis. This analysis can be used when there is a series of surveys and the spacing between them corresponds to a natural or cohort, division of the population, where a cohort refers to the aggregate of individuals who experience the same event within the same time interval (Churchill and Lacobucci, 2002, p.118-119).

Causal research

A causal research design is concerned with determining cause and effect relationships. The purpose of this research is to capture cause and affect relationships by eliminating competing explanations of the observed finding. Experiments call for selecting matched groups of subjects, subjecting then to different treatment, controlling extraneous variables and checking whether observed response differences are statistically significant (Kotler and Keller, 2006, p.190). Example of using causal research design is that, a soft drink manufacturer may be interested to ascertaining the effectiveness of different advertising appeals. (Churchill and Lacobucci, 2002, 91)

3.1.3 Determine Data Collection Method

The third stage of research process is determining data collection method. Data is divided into two types which are primary and secondary data. Secondary data are the data that were collected for another purpose and already exist somewhere while the primary data are data freshly gathered for a specific research project. Secondary data provide a starting point and offer the advantage of low cost and ready availability .When the needed data are not exist, out dated, inaccurate or unreliable, the primary data will need to be collected. (Kotler and Keller, 2006, p.98).The focus of this research study is on primary data type only.

Data Collection: Primary Data

The types of primary data of interest to marketing research include demographic and socioeconomic characteristics, psychological and lifestyle characteristics, attitudes and opinions, awareness and knowledge, intentions, motivation and behavior of individuals and group.

Demographic and Socioeconomic characteristics

One type of primary data is consumer's demographic and socioeconomic characteristics such as gender, income or social class, age, education, occupations, marital status. These variables are used to cross classify the collected data help make sense of the consumer's response (Churchill and Lacobucci, 2002, p.258).For example, the study of people's attitudes toward ecology and pollution. Suspecting of test and find that attitudes toward green marketing are related to the respondent's level of education.

Psychological/Lifestyle Characteristic

This is another type of primary data is the subject's psychological and lifestyle characteristics in the form of personality traits, activities, interests and values. Personality refers to normal patterns of behavior exhibited by an individual, the attributes, traits and mannerisms that distinguish one individual from another.(Churchill and Brown,2004,p.209) People are often characterize by the personality traits, aggressiveness, dominance, friendliness they display. While lifestyle characteristic focus on knowing customer in term of how they live, what interest them, and what they like. The purpose of value and lifestyle research is to create the standard psychographic framework that can be used for a variety of products. (Churchill and Brown, 2004, p.210)

Attitudes/Opinions

Attitude is used to refer to an individual's preference, inclination views or felling towards some phenomenon while the opinions are verbal expressions of attitudes. (Churchill and Brown, 2004, p.211)

Attitude is one of more important notion because attitudes are relates to behavior. If a person has a positive attitude toward a products or brand, the person is more likely to buy that product. In contrast persons who has negative attitude are likely not to buy that product. (Churchill and Brown, 2004, p.211-213)

Awareness/Knowledge

As used in marketing research, awareness and knowledge refers to what respondents do and do not know about some object or phenomenon (Churchill and Lacobucci, 2002, p.263).The testing of awareness is useful for determining whether the respondent is aware of the product and its feature, its price and where it may be purchased, its brand name and country of origin. In general, awareness questions help to assess consumer's knowledge of any element of the consumer experience, advertisements, products, retail stores and so on. (Churchill and Lacobucci, 2002, p.264)

Intentions

Another type of primary data is individual intentions; it refers to the individual's anticipated or planned future behavior. People's intensions primarily related to purchasing behavior. Intentions are often gathered by asking respondents to best describe their plan with respect to a new product or service. (Churchill and Lacobucci, 2002, p.264-265)

Motivation

The concept of motivation according to Churchill and Lacobucci is refer to need, a want, a drive an urge, a wish, a desire, an impulse or any inner stage that directs or channels behavior towards goal. Motives tend to be more stable than particular behavior; therefore motives offer a better basis for predicting future behavior than does past behavior. The understanding of motives behind a person's behavior will enable to understand the behavior better and in turn, are in a better position to influence behavior, or at least provide offering consistent with that anticipated behavior. (Churchill and Lacobucci, 2002, p.266)

Behavior

This is the last type of primary data. Behavior concerns what consumers have done or are doing. Usually in marketing, this means purchase and usage behavior.

Behavior is a physical activity that takes place under specific circumstances, at a particular time and involves one or more participants. The study of behavior involves the development of a description of the purchase or use activity, either past or current. (Churchill and Brown, 2004, p.215)

3.1.4 Design Data Collection Form

There are a choice of three main research instruments in collecting primary data includes questionnaires, qualitative measures and mechanical device (Kotler and Keller, 2006, p.101). According to this research study use questionnaire to collecting the primary data, therefore the reviews will be focused on the concept of questionnaire method only.

Questionnaire

The questionnaire is the most common instrument used to collect primary data. A questionnaire consists of a set of questions presented to respondent (Kotler and Keller, 2006, p.101). The role of questionnaire is to facilitate the extraction of data from respondent. It provides consistency in the way the interview is conducted (Hague and Morgan, 2004, p.99). Questionnaire needs to carefully developed, tested and debugged before they are administered on a large scale. Interpreting questionnaire requires carefully choosing the questions and their form, wording and sequence. The form of questionnaire can influence the response. Therefore, it needs to be distinguished between closed-end and open-end questions. Closed-end questions specify all the possible answers and provide answers that are easier to interpret and tabulate. While open questions allow respondents to answers in their own words and often reveal more about how people think. They are especially useful in exploratory research, where it looking for insight into how people think rather than measuring how many people think a certain way. (Kotler and Keller, 2006, p.101)

A questionnaire can be administered in three different ways which are by phone, face-to-face and self-completion. These three methods require difference forms of questionnaire; Table 3.1 presented these three different types.

Table 3.1 The three different types of questionnaire

Questionnaire type	Area of use	Method of administration
Structured	Large, quantitative studies	Telephone/face to face/ self-completion
Semi-structured	Qualitative consumer studies, business to business studies	Telephone/face-to-face
Unstructured	Qualitative studies	Depth telephone/face-to-face /group discussion

Source: Marketing research in practice: a guide to basic (Hague and Morgan, 2004, p.99)

Structured questionnaires consist of closed or prompted questions. They are used in large interview programs and may be carried out over the telephone, face-to-face or by self-completion.

Semi-structure questionnaires comprise a mixture of closed and open questions. They are used in business-to business market research where there is a need to accommodate a large range of different responses from companies. The use of this type of questionnaire enables a mix of qualitative and qualitative information to be gathered. They can be administered over the telephone or face-to-face.

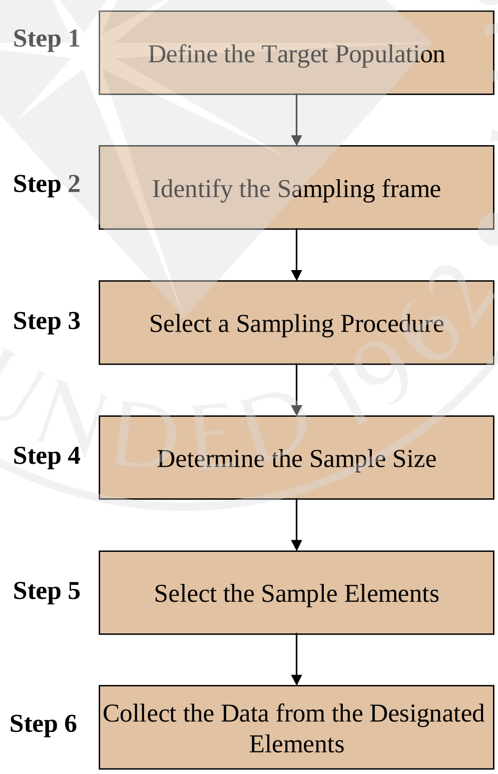
Unstructured questionnaire are made up of free-ranging questions that allow respondents to express themselves in their own way. They are use in qualitative research for depth interviewing and the basis of many studies into technical or narrow market. (Hague and Morgan, 2004, p.99-100)

3.1.5 Design Sample and Collect Data

Sampling Procedures

After having developed appropriate research design and data-collection method and data collection forms, the next step in the research process is to select elements from which the information will be collected. One way of doing this would be to collect information from a portion of the population by taking a sample of elements from the large group (Churchill and Lacobucci, 2002, p.448). Figure 3.2 outlines a useful six-step procedure when drawing a sample of a population.

Figure 3.2 Six-Step Procedures for Drawing a Sample



Source: Marketing Research Methodological foundation (Churchill and Lacobucci, 2002, p.449)

3.1.5.1 Target Population

The fist step is to define the target population that will be sampled. The most important thing in defending the target population is specifying exactly what elements are of interest and what elements are to be excluded. (Churchill and Lacobucci, 2002, p.450)

3.1.5.2 Sampling Frame

After deciding who or what should be investigated, the next step is to create a list of eligible sampling units. The list should contain enough information about each prospective sampling unit so the researcher can successfully contact them. Having an incomplete sampling frame decrease the likelihood of drawing a representative of the sample. Sampling frame list can be created from a number of different source such as customer lists from companies internal database, random-digit dialing. (Hair, Bush and Ortinau, 2006, p.345)

3.1.5.3 Sampling Procedure

The third step in the procedure for drawing a sample is closely linked with the identification of the sampling frame. Choosing a sampling method or procedure depends largely on what the researcher can develop for a sampling frame. Different type of samples requires different types of sampling frames.

Probability and Nonprobability samples

The main types of samples include nonprobability and probability samples. Probability samples are distinguished by the fact that each population element has a known, nonzero chance of being included in the sample. With nonprobability samples in contrast, a sample relies on personal judgment in the element selection process and therefore prohibits estimating the probability that any population element will be included in the sample thus, a degree of sampling error may be involved. (Churchill and Brown, 2004, p.403-405).

The basic types of nonprobability samples are convenience, judgment and quota samples. Convenience samples are also known as accidental sample because those elements included just happened to be at the study site at the right time. Population elements are hand picked to serve a specific purpose with judgment samples, whereas with quota samples, the interviews personally select subjects with specified characteristics in order to fulfill their quota.

The basic types of probability samples includes simple random simple, stratified random sample and cluster sample. Simple random samples allow each population has equal chance of being included and every combination of sample elements. A stratified random sample is probability sample in which the parent population is divined into mutually exclusive and exhaustive subset and a sample in which the parent population is divided into set. While a cluster sample is a probability sample in which the parent population is divined into mutually exclusive and exhaustive subsets and then s random sample of subset is selected.(Churchill and Lacobucci, 2002, p.491-492)

3.1.5.4 Sample Size

Determining the sample size is not an easy task, there are three factors playing an important role in determining sample sizes, including, the variability of the population characteristic under investigation and the level of confidence desired in the estimate and the degree of precision desired in estimating the population characteristics. The greater the variability of the characteristic under investigation, the higher the level of confidence required. Similarly, the more precise the required sample results the larger the necessary sample size (Hair, Bush and Ortinau, 2006, p.317-318)

Statistical formulas are used to determine the required sample size in probability sampling while sample sizes for nonprobability sampling designs are determined using subjective methods such as industry standards, past studies or the intuitive judgments of the researcher. The size of the defined target population does not affect the size of the required sample unless the population is small relative to the sample size. Sample sizes are not the same as usable observations for data analysis. Having fewer observations than desired will affect the accuracy of the data. Therefore, reachable rates, overall incidence rates and expected completion rates on the number of prospective respondent contacts will necessary need to be considered to ensure sample accuracy. (Hair, Bush and Ortinau, 2006, p.325-326)

3.1.5.5 Sample Element

An element is a person or object from which information is sought. An element is often considered as a particular product or group of individuals. Elements must be unique, countable and when added together, make up the whole of the target population. Elements can be viewed collectively as the target population frame from which a sample will be drawn. Target population elements might include a particular consumer product, specific groups of people or specific organizations. (Hair, Bush and Ortinau, 2006, p.310)

3.1.6 Analyze and Interpret Data

Towards the end of market research project, the fieldwork is completed and the data must be analyzed. "**Coding** is the technical procedure by which raw data are transformed into symbols, it involves specifying the alternative categories or classes into which the responses are to be placed and assigning code numbers to the classes "(Churchill & Brown, 2004, p.518). Most often the symbols are numerals because they can be handled easily by computers. There are 2 types of coding that are called coding for coding closed-ended questions and coding open-ended questions.

Coding Closed-Ended Items

A closed question is one that requires respondents to choose an answer that is presented to them in the interview. These types of items are generally quite simple to code when there is a single possible answer to a questions, for example male or female, the researcher uses one variable for the question and simply assigns a character to each possible response, for example 1= female, 2=male. The appropriate code number is then recorded in the data file.

The coding process for closed-ended items becomes a bit more complex when respondents can indicate more than one answer for a given questions. In this situation, a simple solution is to create variables to represent all possible answers and to indicate for each whether or not the option was selected. A coding scheme is to record a "1" if a respondent selected a response and to record a "0" if she did not select that response. (Churchill & Brown, 2004, p.518-519)

Coding Open-Ended Items

Coding open-ended response is typically much more difficult than coding open-ended response. The first step in coding open-ended question is to go through each questionnaire and highlight each separate response given by each individual. The next step in coding is specifying the categories or classes into which the responses are to be placed. After an appropriate set of categories is identified, the actual coding of response into the categories begins. (Churchill & Brown, 2004, p. 519-520)

3.1.7 Prepare the Research Report

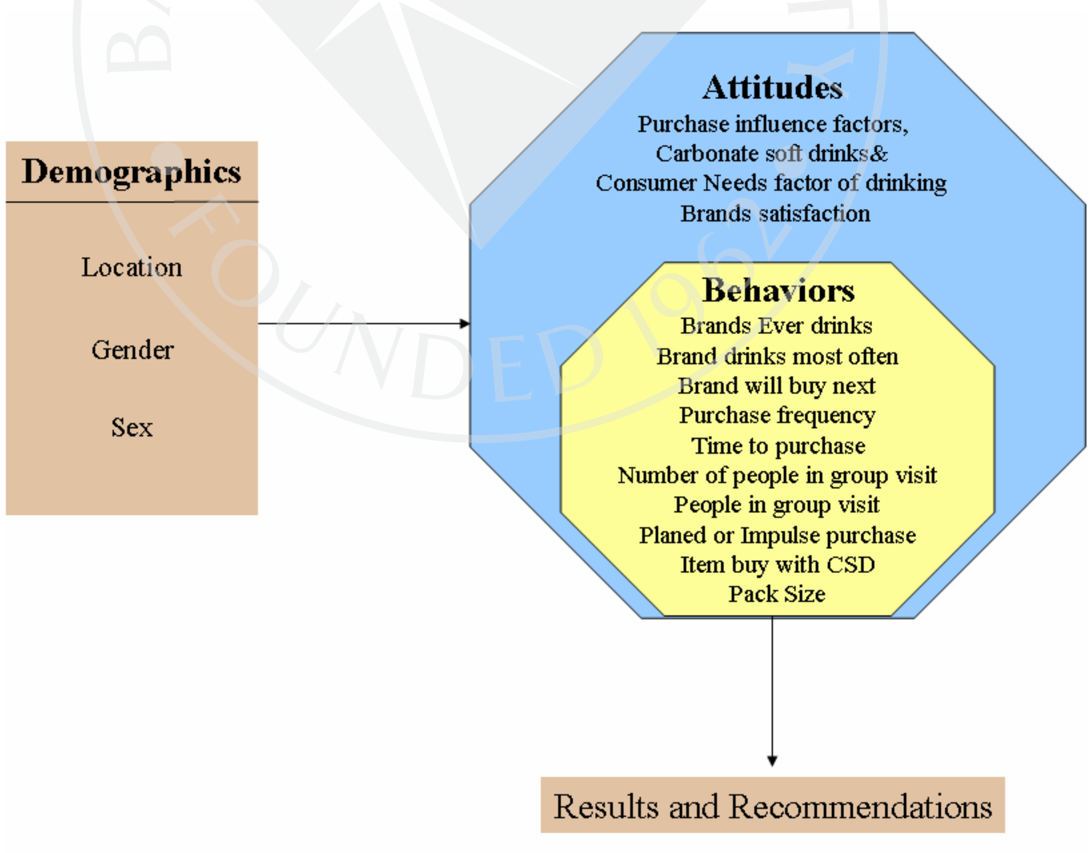
Reporting findings provides an opportunity to make a strong impact on an audience. The presentation slides style is often chosen for a reports rather than a separate narrative report. Therefore, the presentation style reports must communicate the findings clearly and lead to conclusions and recommendations.

A standard report generally contains the following elements including title page, table of contents, summary, introduction, body, conclusion and recommendation and appendix. (Churchill & Brown, 2004, p.665-666) Reporting requires a balance of text, tables, charts, diagrams and graphics to communicate the different data. (Hague and Morgan, 2004, p.194)

3.2 Statement of Research Used

In order to achieve the research objectives of this study, a conceptual framework must be designed. The conceptual framework is created to gain the consumer profile and understanding about consumer attitude, general behavior and purchase behavior towards carbonate soft drinks. This research study used SPSS program to analyze and interpreted the data of respondents.

Conceptual framework



3.2.1 Research Design

In gathering the primary data, survey method will be used to collect descriptive research data. The descriptive study is used to gain understanding of consumer behavior and attitude towards carbonate soft drinks with respect to such characteristics as age, sex, geographic location.

The primary data that will be collected for this research study will be presented in the conceptual framework includes demographic characteristic, attitude toward carbonate soft drinks, general behavior and people intentions related to purchasing behavior.

3.2.2 Design Sample

The target population of this research study is men and women who drink carbonate soft drinks and are buying it at 7-Eleven.The population figures were from the observation in three locations where the field simple will be conducted.

There were 2 observation questions used to obtain the target populations of this study.

Q1: Have you ever drunk carbonate soft drinks?

If yes, ask 2nd question.

Q2: Have you ever bought it from 7-Eleven?

If yes, count as population

The results and observation details have been described as in table 3.2

Table 3.2 Number of Population by Location

Branch	Observation Date & Time	Population		
		Number of population in 2 hours	Avg. per day	% Con
Branch: 7-Eleven Chachoengsao	29 March 2009, 1-3 p.m.	34	408	39%
Branch: 7-Eleven Siam Paragon	30 March2009, 9-11 a.m.	25	300	28%
Branch: 7-Eleven Muangthong Thanee	30 March 2009, 4-6 p.m.	29	348	33%
Total		30	1,056	100%

According to observation data, the total population for this study is 1,056.

The sampling method used for this study is a probability sample with stratified random sample technique. As mentioned above that the field sampling will be held at 7-Eleven in three locations, this will help to better understand consumer's behavior in various geographical locations where the consumers may have different in attitudes, drinking patterns and behaviors. Siam Paragon represents city people, Muangthong Thanee represents outskirt or people who live not too far from the city and Chachoengsao represents people who live away from the city.

The sample size of this research study follows the method of Yamane (1973).

$$n=N/\ (1+Ne^2)$$

Where: n is the size of sample

N is the population of the sample and

e^2 is the probability of error

Thus, the sample size for this study has been calculated according to procedure as Follows:

$$n = 1{,}056 / ((1+1{,}056(0.05)^2)$$

$$= \text{approximate } 399.6$$

Within N=1,056 and e=5% (at 95% confidence level)

Hence, the sample size is 400 respondents.

According to the field sampling will be conducted in three locations, therefore, the sample size base on contribution of each location is as follows.

Table 3.3 Number of sample size by location

Branch	% Con	Total Sample size = 400
Chachoengsao	39%	155
Siam Paragon	28%	114
Muangthong Thanee	33%	131
Total	100%	400

3.2.3 Data Collection Form/Research Instrument

The research instrument used to collect primary data for this study is a questionnaire. The questionnaire is designed in English and translated to Thai language, the research questions are designed according to conceptual framework for answering the main objectives of the study.

Pretest and Test reliability

A pilot research instrument was conducted with ten peoples to check the clarity of each question between 11.00 am to 2 p.m. dates on 6 April 2009.At first, it took about 10 minutes in average for each respondent to complete the questionnaire and some of respondents were not willing to complete the questionnaire since they found that there were too many questions. Later, a researcher has to improve the questionnaire questions more concise and also adjusts the questionnaire format to be more attractive. After improvement, the 2^{nd} pilot test is hold again one day later with ten respondents .The results presents that all of them understood all items and find it easy to completed.

The result of Cronbanch's validity instrument by Cronbrach for 30 questionnaire sampling is present as below.

Table 3.4 Validity instrument by Cronbach

Cronbach's Alpha	No of items
0.793	22

Table 3.4 presented the questionnaire pretest validity by Cronbach's Alpha. The number of standardized present at 0.79 which is greater than standardized definition at 0.70; therefore the questionnaire for this research is validity.

There are three parts of questionnaire as follows.

The first part is classification; it designed to collect customers profile data at 7-Eleven include geographic location, age, and gender.

The second part of questionnaire is designed to collect consumer's attitudes and behavior toward carbonate soft drink at 7-Elven.This part consist of 3 questions, the questionnaire deal with purchase influence factor, degree of carbonate soft drinks answering the need factors of drinking, brand satisfaction.

The third part is designed to obtain the consumption and purchase behavior data, the questionnaire deal with regular brands purchased, brand drink most often, brand will buy next, purchase frequency, time of purchase, number of people in group visit, plan or impulse purchase, item buy with carbonate soft drinks and prefer pack size.

3.2.4 Research Measurement

In the study, there are 3 scales used to measure attitude and behavior of consumers toward carbonate soft drink includes comparative rating scale, itemized-rating scale and Likert scale.

Comparative Rating Scale

The constant-sum comparative rating scale is one example of comparative rating scale used to measure which carbonate soft drink attributes are more important to customers in influencing their purchase decision. Each individual would be asked to divide 100 points among six attributes.

For example, if all attributes are assigned the same score, the attributes would be judged to be equally important. On the other hand, if individual assigned 10 points to attribute 1st - 5th each , and another 50 points assigned to attribute 6th. Attribute 6th would be considered to be five times more important.

Itemized-Rating Scale

The itemized rating scale used to measure satisfaction of individual toward carbonate soft drink brands. Each individual would be instructed to indicate their rating of an attributes by checking the appropriate scale that best describes their position on the attribute.

In measure satisfaction of carbonate soft drink brands, the responses were limited to rating scale of 1 to 6, meaning for each scale presented as follow

Score	Meaning
1	Absolutely dissatisfying
2	Very dissatisfying
3	Dissatisfying
4	Satisfying
5	Very Satisfying
6	Absolutely Satisfying

The mean given from each interrelated indicator ranging from 1 to 6 points. Follow the method of Best. The items with scores below fall between the ranges of:

Interval of means	Degree of agreement
1.00-1.49	is analyzed as absolutely dissatisfying
1.50-2.49	is analyzed as very dissatisfying
2.50-3.49	is analyzed as dissatisfying
3.50-4.49	is analyzed as satisfying
4.50-5.49	is analyzed as very satisfying
5.50-6.00	is analyzed as absolutely satisfying

Likert Scale

The Likert scale used for attitude measurement in which the individual are asked to indicate their degree of agreement with each of carbonate soft drinks characteristics. The five-point Likert scale is as follows.

Score	Meaning
5	Strongly Agree
4	Agree
3	Neither Agree nor Disagree
2	Disagree
1	Strongly Disagree

The mean given from each interrelated indicator ranging from 1 to 5 points, follow the method of Best .This means that items with scores below fall between the ranges of:

Interval of means	Degree of agreement
1.00-1.49	is analyzed as strongly disagree
1.50-2.49	is analyzed as disagree
2.50-3.49	is analyzed as neither agrees nor disagrees
3.50-4.49	is analyzed as agree
4.50-5.00	is analyzed as strongly agree

3.2.6 Statistic

This study used descriptive statistic to summarize and describe the data obtain from the sample of respondents ,there are two type of measures are used to describe data include measures of central tendency and measures of dispersion .The descriptive statistic used to describe the data of this study presented as below.

Table 3.5 Statistic used for this research study

No.	Variable	Tool	Statistic
Part I	Classification -location -sex -age	Check List	Frequency and Percentage
Part II	Consumer behavior towards carbonate soft drinks at 7-Eleven -brands ever drank -brand drink most often -brand will buy next -possibility to buy new flavor - purchase frequency - time to purchase - number of people in group visit -plan or impulse purchase - item buy with carbonate soft drinks	Check List	Frequency and Percentage

	- preferred pack size. (separate by location and sex, and age)		
Part III	<u>Attitude toward carbonate soft drinks</u> - purchase influence factor -degree of carbonate soft drinks answering consumer needs factors. -carbonate soft drinks brands satisfaction (separate by location, sex, age)	Rating	Standard Deviation (S.D.) and Mean

Conclusion

This chapter on Research Methodology has presented the process and elements of conducting a research. As presented by Churchill and Brown in Basic Marketing Research, 2004, all research methodology will follow the same research process with some level of adaptation, from determining the model to be used, then identifying the relevant data collection method to be used, then gathering and analyzing the data.

A key element of this process is to determine the most relevant tool to gather the data needed for the purpose of this research. Based on the hypothesis of the researcher, the research tool will be considered Exploratory, Descriptive, or Causal. An exploratory research will be used if, for example, there is a need to gather more general insight in particular phenomenon. A descriptive research will focuses on detailing and quantifying a group, panel, cohort or phenomenon. Finally, a causal research will focuses on the why of a behavior, trying to determine causes and effects.

This selection of the relevant research method leads to the data that needs to be captured. The data can be already existing and available, having been gathered for a similar study, or a different studies that's data is still relevant for use for this particular purpose. This will be called secondary data. Should no data be available, then the need arise to gather the necessary data, which will be called Primary Data.

The need to gather primary data leads to the design of a primary data collection tool. Kotler and Keller (2006) have identified the three main research instruments in collecting primary data: questionnaires, qualitative measures and mechanical device. Based on the research, for the purpose of this study, it is a questionnaire that has been selected as the primary data tool to be used to gather the primary data.

As presented by the research methodology, the use of a questionnaire means selecting a target population, a sampling frame and sampling procedure, to finally determine whether the sample should be a probability sample or nonprobability sample. The probability sample will assume that every member of the population has an identical chance of selection, while the nonprobability sample will select particular individuals within the targeted group, thus carrying a certain level of error. All these elements come together to determine the sample seized needed and will determine how the data will be used and analyzed.

This process is combined together to prepare the concept framework that is used for driving the research that is supporting this current study.

CHAPTER 4

DATA PRESENTATION

In this chapter, detailed information acquired from the questionnaire survey is presented according to the research objectives. The research objective is to study the consumer's attitude and consumer behavior toward carbonate soft drinks at 7-Eleven, separate by locations, gender and age. The results presentation consists of 3 parts as follows.

4.1 The results of customer’s demographic data by using descriptive statistic and presented value in frequency and percentage.

4.2 The results of consumer’s behavior toward carbonate soft drinks at 7-Eleven by using descriptive statistic, presented values in frequency and percentage.

4.3 The results of consumer’s attitude towards carbonate soft drinks by using the descriptive statistic and presented in mean value for purchase influential factor, using mean, standard deviation (S.D.) and translate meaning for consumer’s perception and brand satisfaction.

4.1 The results of customer's demographic data by using descriptive (Frequency and Percentage)

Table 4.1 Number and Percentage of Respondents by Location

Location	No. of respondents	Percentage
Siam Paragon	114	28.5
Muangthong Thanee	131	32.8
Chachoengsao	155	38.8
Total	400	100.0

Table 4.1 presents the results of the survey by number of respondents by location. The result shows the split between the 3 locations of the 7-11 stores surveyed in Siam Paragon, Muangthong Thanee and Chachoengsao. The number of respondents is 400 people. The 7-11 in Chachoengsao had the largest number of respondents with 155 or 38.8% of the sample, while the store in Siam Paragon had the smallest number of respondents with 28.5%.

Table 4.2 Number and Percentage of respondents by Gender

Gender	No. of respondent	Percentage
Male	216	54
Female	184	46
Total	400	100

Table 4.2 presents the results of the survey by the gender of the respondents. Out of the 400 respondents surveyed, 184 or 46% were female, compared to 216 or 54% for male.

Table 4.3 Number and Percentage of respondents by Gender by Location

Gender	Siam Paragon		Muangthong Thanee		Chachoengsao	
	No. of respondent	Percentage	No. of respondent	Percentage	No. of respondent	Percentage
Male	54	47.3	75	57.2	87	56.1
Female	60	52.7	56	42.8	68	43.9
Total	114	100	131	100	155	100

Table 4.3 presents the results of the survey by gender and location. Muangthong Thanee sampling group and Chachoengsao sampling have a slight male majority (56% and 57% respectively.) while Siam Paragon sampling group has a slight female majority (52%).

Table 4.4 Number and Percentage of respondents by Age

Age	No. of respondent	Percentage
15-20 years	117	29.25
21-25 years	135	33.75
26-30 years	87	21.75
31-35 years	34	8.5
36-40 years	27	6.75
Total	400	100

Table 4.4 presents the results of the survey by the age of the respondents. There are 5 age groups, 15-20, 21-25, 26-30, 31-35 and 36-40.

- The largest group of respondents is the 21-25 years old group which represents 33.75% of the total sample.
- 15-20 years old is the 2nd largest group with 29.25%.
- 26-30 years old is the 3rd largest group with 21.75%.

- Combined together, theses 3 groups represent the majority of the total sample with an overall 84.75% of the total number of respondents.

Table 4.5 Number and Percentage of respondents by Age by Location

Age	Siam Paragon		Muangthong Thanee		Chachoengsao	
	No. of respondents	Percentage	No. of respondents	Percentage	No. of respondents	Percentage
15-20 years	33	28.9	37	28.2	47	30.3
21-25 years	23	20.1	70	53.4	42	27
26-30 years	37	32.4	13	9.9	37	23.9
31-35 years	13	11.4	6	4.6	15	9.7
36-40 years	8	7.2	5	3.9	14	9.1
Total	114	100	131	100	155	100

Table 4.5 presents the results of the survey by age class and percentage. This enables us to study the relative distribution of each age group by location.

- In Siam Paragon, the 1st largest group is the 26-30 years old age group with 32% of respondents. The 2nd group is the 15-20 years old group with 28.9%. Combined together, the 15 to 30 years old segment represent 80% of respondents for this location.
- In Muangthong Thanee, the 1st largest group is the 21-25 years old age group with 53.4% of respondents. The 2nd group is the 15-20 years old group. Combined together, the 15 to 25 years old segment represent 81% of total respondents.

- In Chachoengsao, the 1^{st} largest group is the 15-20 years old age group with 30% of respondents. The 2^{nd} group is the 21-25 years old group with 27%. Combined together, the 15 to 30 years old segment represent 81% of respondents for this location.

4.2 The results of consumer's behavior toward carbonate soft drinks at 7-Eleven by using descriptive statistic. (Frequency and Percentage)

Table 4.6 Carbonate soft drink brands ever drunk by Location

Brand	Siam Paragon		Muangthong Thanee		Chachoengsao		Total	
	Ever drunk	Percentage	Ever drunk	Percentage	Ever drunk	Percentage	Ever drunk	Percentage
Coke	97	85.1	131	100.0	155	100.0	383	95.8
Pepsi	98	86.0	131	100.0	107	69.0	336	84.0
Sprite	97	85.1	113	86.3	115	74.2	325	81.3
A&W Root beer	71	62.3	62	47.3	24	15.5	157	39.3
Coke Zero	57	50.0	109	83.2	105	67.7	271	67.8
Coke Light	38	33.3	124	94.7	56	36.1	218	54.5
Pepsi Max	67	58.8	76	58.0	95	61.3	238	59.5
Fanta Orange	102	89.5	92	70.2	75	48.4	269	67.3
Fanta Strawberry	14	12.3	98	74.8	67	43.2	179	44.8
Fanta Salaberry	7	6.1	85	64.9	45	29.0	137	34.3
Mirinda Orange	54	47.4	98	74.8	93	60.0	245	61.3
Mirinda Lemonade	23	20.2	75	57.3	45	29.0	143	35.8
Pepsi Twist	23	20.2	22	16.8	32	20.6	77	19.3
Pepsi Green	23	20.2	66	50.4	78	50.3	167	41.8
7-Up	70	61.4	54	41.2	55	35.5	179	44.8
Calpico Soda	31	27.2	33	25.2	23	14.8	87	21.8

Table 4.6 presents the results of the survey in terms of brands of soft drinks by location.

There are 16 different types of soft drinks surveyed, covering the soft drinks on offer at 7-11. They are Coke, Coke Zero, Coke Light, Fanta Orange, Fanta Strawberry, Fanta Salaberry, Sprite, Pepsi, Pepsi Max, Pepsi Twist, Pepsi Green, 7-Up, Mirinda Orange, Mirinda Lemonade, Calpico Soda and A&W root beer.

- Coke is the overall most ever drink across all locations with 383 people having ever drunk it, or 95.8% of the total respondents.
- Pepsi is the 2nd overall most ever drink across all locations with 336 people having ever drunk it, or 84% of the total respondents.
- On the other end of the spectrum, Pepsi Twist and Calpico Soda are the lowest ever drunk, with 77 respondents or 19.3% and 87 respondents or 21.8%.
- When looking across locations some brands emerged as being clearly more popular in some location rather than some others.
- Coke Zero has been ever experienced by 83% of respondents in Muangthong Thanee, compared to an average of 67% across the 3 surveyed sites.
- Coke Light has been ever experienced by 94.7% of respondents in Muangthong Thanee, compared to an average of 54.5% across the 3 surveyed sites.
- 7-Up has been ever experienced by 61.4% of respondents in Siam Paragon, compared to an average of 44% across the 3 surveyed sites.
- A&W Root beer has been ever experienced by 62.3% of respondents in Siam Paragon, compared to an average of 39.3% across the 3 surveyed sites.
- Finally, when looking across locations, some soft drinks brands such as Coke, Pepsi, Sprite, show even distribution between the 3 reviewed stores.

Table 4.7 Carbonate soft drink brands drinking experience by Gender

Brand	Male		Female	
	Ever drunk	Percentage	Ever drunk	Percentage
Coke	203	94.0	180	97.8
Pepsi	176	81.5	160	87.0
Sprite	185	85.6	140	76.1
A&W Root beer	88	40.7	69	37.5
Coke Zero	142	65.7	129	70.1
Coke Light	118	54.6	100	54.3
Pepsi Max	125	57.9	113	61.4
Fanta Orange	111	51.4	158	85.9
Fanta Strawberry	78	36.1	101	54.9
Fanta Salaberry	48	22.2	89	48.4
Mirinda Orange	104	48.1	141	76.6
Mirinda Lemonade	71	32.9	72	39.1
Pepsi Twist	40	18.5	37	20.1
Pepsi Green	97	44.9	70	38.0
7-Up	74	34.3	105	57.1
Calpico Soda	41	19.0	46	25.0

Table 4.7 presents the results of the survey in terms of brands of soft drinks drunk by gender.

- 3 brands have more than 75% consumption by both genders, they are Coke, Pepsi and Sprite, and only 1 brand, Coke, has more than 90% of both genders drinking it, making it the clear market leader.
- Orange flavored drinks show a clear female preference, with Fanta Orange being drunk by 85% female vs. 51% male, and Mirinda Orange 76% vs. 48%.
- Only 1 brand, Sprite, has a stronger male than female support, with 85% vs. 76%. However, this gender preference is not as wide as for Orange flavored drinks.

Table 4.8 Carbonate soft drink brands drinking experience by Age

Brand	15-20 years		21-25 years		26-30 years		31-35 years		36-40 years	
	Ever drunk	Percentage	Ever drunk	Percentage	Ever drunk	Percentage	Ever drunk	Percentage	Ever drunk	Percentage
Coke	113	96.6	135	100.0	79	90.8	29	85.3	27	100.0
Pepsi	102	87.2	117	86.7	75	86.2	17	50.0	25	92.6
Sprite	99	84.6	105	77.8	68	78.2	27	79.4	26	96.3
A&W Root beer	35	29.9	52	38.5	48	55.2	11	32.4	11	40.7
Coke Zero	78	66.7	111	82.2	53	60.9	15	44.1	14	51.9
Coke Light	60	51.3	102	75.6	41	47.1	11	32.4	4	14.8
Pepsi Max	88	75.2	62	45.9	57	65.5	16	47.1	15	55.6
Fanta Orange	112	95.7	100	74.1	28	32.2	13	38.2	16	59.3
Fanta Strawberry	51	43.6	94	69.6	13	14.9	7	20.6	14	51.9
Fanta Salaberry	31	26.5	71	52.6	14	16.1	6	17.6	15	55.6
Mirinda Orange	73	62.4	118	87.4	30	34.5	10	29.4	14	51.9
Mirinda Lemonade	41	35.0	69	51.1	11	12.6	8	23.5	14	51.9
Pepsi Twist	27	23.1	28	20.7	14	16.1	6	17.6	2	7.4
Pepsi Green	66	56.4	66	48.9	27	31.0	5	14.7	3	11.1
7-Up	69	59.0	49	36.3	33	37.9	13	38.2	15	55.6
Calpico Soda	16	13.7	23	17.0	30	34.5	6	17.6	12	44.4

Table 4.8 presents the results of the survey in terms of brands of soft drinks drunk by age groups.

- Coke is represented in every age segment as the dominant drink ever drunk, from a low of 85% in the 31-35 age group to 100% in both 15-20 years old and 36-40 years old.
- It s immediate competitor, Pepsi, has only ever been drunk by 50% of the 31-35 age groups o a highest level of 92% for the 36-40 years old group.

- The drink with the lowest drink experience is Calpico soda with a low of 13% in the 15-20 years old age group to a high of 44% in the 36-40 years old.

Table 4.9 Brands Drinks Most Often

Brand	No. of respondent	Percentage
Coke	211	52.8
7 Up	12	3.0
Coke Zero	35	8.8
Coke Light	12	3.0
Fanta Orange	8	2.0
Fanta Strawberry	20	5.0
Sprite	9	2.3
Pepsi	56	14.0
Pepsi Max	37	9.3
Total	400	100.0

Table 4.9 presents the results of the survey in terms of brands of soft drinks with the highest frequency of consumption.

- The clear market leader in the category is Coke, with more than 52% of respondents claims to be drinking this drink as their 1st choice. Once combined together, all Coke brands represent over 63% of the share of throat.
- The 2nd most often drinks consumed is Pepsi, with only 14%. Combined together, a Pepsi brand represents 23% of the share of throat.

Table 4.10 Brands Drinks Most Often by Location

Brand	Siam Paragon		Muangthong Thanee		Chachoengsao	
	No. of respondents	Percentage	No. of respondents	Percentage	No. of respondents	Percentage
Coke	33	28.9	101	77.1	77	49.7
7 Up	0	0.0	0	0.0	12	7.7
Coke Zero	0	0.0	25	19.1	10	6.5
Coke Light	7	6.1	5	3.8	0	0.0
Fanta Orange	8	7.0	0	0.0	0	0.0
Fanta Strawberry	0	0.0	0	0.0	20	12.9
Sprite	1	0.9	0	0.0	8	5.2
Pepsi	40	35.1	0	0.0	16	10.3
Pepsi Max	25	21.9	0	0.0	12	7.7
Total	114	100.0	131	100.0	155	100.0

Table 4.10 presents the results of the survey in terms of brands of soft drinks most often drunk by location.

- In Siam Paragon, respondents most often drink Pepsi, chosen by 35% of respondents.
- In Muangthong Thanee, respondents most often drink Coke, chosen by 77% of respondents.
- In Chachoengsao, respondents most often drink Coke, chosen by 49.7% of respondents.

Table 4.11 Brands Drinks Most Often by Gender

Brand	Male		Female	
	No. of respondents	Percentage	No. of respondents	Percentage
Coke	123	56.9	88	47.8
7 Up	3	1.4	9	4.9
Coke Zero	12	5.6	23	12.5
Coke Light	12	5.6	0	0.0
Fanta Orange	3	1.4	5	2.7
Fanta Strawberry	5	2.3	15	8.2
Sprite	3	1.4	6	3.3
Pepsi	36	16.7	20	10.9
Pepsi Max	19	8.8	18	9.8
Total	216	100.0	184	100.0

Table 4.11 presents brand drink most often by genders.

- Male brand drink most often is Coke with 56.9% follow by Pepsi.
- Female brand drink most often is also Coke with 47.8% follow by Coke Zero with 12.5%

Table 4.12 Brands Drinks Most Often by Age

Brand	15-20 years		21-25 years		26-30 years		31-35 years		36-40 years	
	No. of respon-dents	Percen-tage	No. of respon-dents	Percen-tage	No. of respon-dents	Percen-tage	No. of respon-dents	Percentage	No. of respon-dents	Percen-tage
Coke	74	63.2	74	54.8	44	50.6	4	11.8	15	55.6
7 Up	0	0.0	0	0.0	11	12.6	0	0.0	1	3.7
Coke Zero	0	0.0	30	22.2	0	0.0	3	8.8	2	7.4
Coke Light	11	9.4	0	0.0	0	0.0	1	2.9	0	0.0
Fanta Orange	7	6.0	1	0.7	0	0.0	0	0.0	0	0.0
Fanta Strawberry	0	0.0	10	7.4	10	11.5	0	0.0	0	0.0
Sprite	0	0.0	8	5.9	1	1.1	0	0.0	0	0.0
Pepsi	4	3.4	10	7.4	13	14.9	20	58.8	9	33.3
Pepsi Max	21	17.9	2	1.5	8	9.2	6	17.6	0	0.0
Total	117	100.0	135	100.0	87	100.0	34	100.0	27	100.0

Table 4.12 presents brand drinks most often by age group.

- Brand drink most often in all age groups is Coke except in age group 31-35 years old, they drinks most often for a Pepsi brand.
- 2nd brand drink most often in age group 15-20 and 31-35 years old is Pepsi Max with 17.9%and 17.6%
- 2nd brand drink most often in age group 21-25 years old is Coke Zero with 22.2%
- 2nd brand drink most often in age group 26-30 and 36-40 years old is Pepsi with 14.9%and 33.3%

Table 4.13 Brands will buy next

Brand	No. of respondents	Percentage
Coke	189	47.3
Pepsi Green	7	1.8
7 Up	12	3.0
A&W Root beer	10	2.5
Coke Zero	21	5.3
Coke Light	26	6.5
Fanta Orange	8	2.0
Fanta Strawberry	10	2.5
Fanta Salaberry	8	2.0
Sprite	24	6.0
Pepsi	56	14.0
Pepsi Max	29	7.3
Total	400	100.0

Overall, Coke is the brand with the highest next purchase intention with 47% of purchase intention. Pepsi is 2nd but far behind with only 14% of next purchase intention.

Table 4.14 Brands will buy next separate by Location

Brand	Location					
	Siam Paragon		Muangthong Thanee		Chachoengsao	
	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage
Coke	33	28.9	69	52.7	87	56.1
Pepsi Green	0	0.0	7	5.3	0	0.0
7 Up	0	0.0	0	0.0	12	7.7
A&W Root beer	0	0.0	0	0.0	10	6.5
Coke Zero	0	0.0	21	16.0	0	0.0
Coke Light	7	6.1	19	14.5	0	0.0
Fanta Orange	8	7.0	0	0.0	0	0.0
Fanta Strawberry	0	0.0	0	0.0	10	6.5
Fanta Salaberry	0	0.0	0	0.0	8	5.2
Sprite	9	7.9	15	11.5	0	0.0
Pepsi	40	35.1	0	0.0	16	10.3
Pepsi Max	17	14.9	0	0.0	12	7.7
Total	114	100	131	100	155	100

Table 4.14 presents the results of the survey in terms of brands purchase intention by location.

- In Siam Paragon, the brand with the highest next purchase intention is Pepsi with 35% and in close 2nd position is Coke with 28.9% of purchase intention.
- In Muangthong Thanee, the brand with the highest next purchase intention is Coke with 52% of purchase intention.
- In Chachoengsao, the brand with the highest next purchase intention is Coke with 56% of purchase intention.

Table 4.15 Brands will buy next separate by Gender

Brand	Male		Female	
	No. of respondents	Percentage	No. of respondents	Percentage
Coke	112	51.9	77	41.8
Pepsi Green	6	2.8	1	0.5
7 Up	3	1.4	9	4.9
A&W Root beer	5	2.3	5	2.7
Coke Zero	3	1.4	18	9.8
Coke Light	20	9.3	6	3.3
Fanta Orange	3	1.4	5	2.7
Fanta Strawberry	0	0.0	10	5.4
Fanta Salaberry	2	0.9	6	3.3
Sprite	7	3.2	17	9.2
Pepsi	36	16.7	20	10.9
Pepsi Max	19	8.8	10	5.4
Total	216	100.0	184	100.0

Table 4.15 presents the results of the survey in terms of brands purchase intention by gender

Male and Female consumers tend to buy Coke for their next purchase with highest score 51.9% and 41.8%

Table 4.16 Brands will buy next separate by Age

Brand	15-20 years		21-25 years		26-30 years		31-35 years		36-40 years	
	No. of respo n-dents	Perce ntage	No. of respo n-dents	Perce n-tage	No. of respon -dents	Perce n-tage	No. of respo n-dents	Perce n-tage	No. of respo n-dents	Perce n-tage
Coke	57	48.7	74	54.8	44	50.6	2	5.9	12	44.4
Pepsi Green	5	4.3	0	0.0	0	0.0	0	0.0	2	7.4
7 Up	0	0.0	0	0.0	11	12.6	0	0.0	1	3.7
A&W Root beer	0	0.0	0	0.0	10	11.5	0	0.0	0	0.0
Coke Zero	0	0.0	21	15.6	0	0.0	0	0.0	0	0.0
Coke Light	11	9.4	9	6.7	0	0.0	4	11.8	2	7.4
Fanta Orange	7	6.0	1	0.7	0	0.0	0	0.0	0	0.0
Fanta Strawberry	0	0.0	10	7.4	0	0.0	0	0.0	0	0.0
Fanta Salaberry	0	0.0	8	5.9	0	0.0	0	0.0	0	0.0
Sprite	18	15.4	0	0.0	1	1.1	4	11.8	1	3.7
Pepsi	4	3.4	10	7.4	13	14.9	20	58.8	9	33.3
Pepsi Max	15	12.8	2	1.5	8	9.2	4	11.8	0	0.0
Total	117	100.0	135	100.0	87	100.0	34	100.0	27	100.0

Table 4.16 presents the results of the survey in terms of brands purchase intention by age group

- Consumers in all age group tend to buy Coke for the next purchase except in age group 31-35 years old; they tend to buy Pepsi for the next purchase.
- Sprite is the 2nd brand that consumer in age group 15-20 years old tend to buy for the next purchase with 15.4 %
- Coke Zero is the 2nd brand that consumer in age group 21-25 years old tend to buy for the next purchase with 15.6%

- Pepsi 2nd brand that consumers in age group 26-30 and 36-40 years old tend to buy for their next purchase with 14.9 %and 33.3%

Table 4.17 Purchase frequency separate by Location

Purchase frequency	Location						Total	
	Siam Paragon		Muangthong Thanee		Chachoengsao			
	No. of Respon-dent	Percen-tage	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage
Once a month	33	29	0	0	20	13	53	13
Once a week	39	34	20	15	48	31	107	27
2-3 times a week	24	21	62	47	29	19	115	29
3-4 times a week	17	15	38	29	58	37	113	28
5-6 times a week	1	1	11	8	0	0	12	3
Total	114	100	131	100	155	100	400	100

Table 4.17 presents the results of the survey in terms of brands purchase frequency by location.

Purchase frequency is divided in 5 groups: Once a month, Once a week, 2-3 times a week, 3-4 times a week, 5-6 times a week.

- 29% of total respondents report a frequency of purchase of 2-3 times a week.
- 28% of total respondents report a frequency of purchase of 3-4 times a week.

- 27% of total respondents report a frequency of purchase of once a week.
- Taken together, this show that 74% of respondents drink at least 1 soft drink once a week

Table 4.18 Purchase frequency separate by Gender

Purchase frequency	Male		Female	
	No. of respondents	Percentage	No. of respondents	Percentage
Once a month	25	11.6	28	15.2
Once a week	55	25.5	52	28.3
2-3 times a week	72	33.3	43	23.4
3-4 times a week	63	29.2	50	27.2
5-6 times a week	1	0.5	11	6.0
Total	216	100	184	100

Table 14.18 presents the results of the survey in terms of brands of soft drinks frequency of purchase by Gender.

- Male respondents show a highest frequency of purchase of 2-3 times per week (33% of respondents), with close to 90% of respondents showing a frequency of purchase of at least once a week.
- Female respondents show a highest frequency of purchase of once a week, (28% of respondents) with 85% of respondents purchasing at least once a week, a result slightly lower than male respondents.

Table 4.19 Purchase frequency separate by Age

Purchase frequency	15-20 years		21-25 years		26-30 years		31-35 years		36-40 years	
	No. of respondents	Percentage	No. of respondents	Percentage	No. of respondents	Percentage	No. of respondents	Percentage	No. of respondents	Percentage
Once a month	16	13.7	10	7.4	25	28.7	1	2.9	1	3.7
Once a week	14	12.0	47	34.8	23	26.4	20	58.8	3	11.1
2-3 times a week	42	35.9	30	22.2	13	14.9	8	23.5	22	81.5
3-4 times a week	45	38.5	37	27.4	25	28.7	5	14.7	1	3.7
5-6 times a week	0	0.0	11	8.1	1	1.	0	0.0	0	0.0
Total	117	100.	135	100.	87	100	34	100	27	100

Table 4.19 presents the results of the survey in terms of brands of soft drinks frequency of purchase by age group.

- The 15-20 years old age group shows a highest frequency of purchase of 3-4 times a week, with 38% of respondents. Overall, 85% of the members of this age group purchase at least 1 soft drink once a week.
- The 21-25 years old age group shows a highest frequency of purchase of “once a week”, with 34% of respondents. Overall, 93% of the members of this age group purchase at least 1 soft drink once a week.
- The 26-30 years old age group shows a highest frequency of purchase of 3-4 times a week, with 28% of respondents. Overall, 70% of the members of this age group purchase at least 1 soft drink once a week.

- The 31-35 years old age group shows a highest frequency of purchase of "once" a week, with 58% of respondents. Overall, 72% of the members of this age group purchase at least 1 soft drink once a week.
- The 36-40 years old age group shows a highest frequency of purchase of 2-3 times a week, with 81% of respondents. Overall, 97% of the members of this age group purchase at least 1 soft drink once a week.

Table 4.20 Time Purchase separate by Location

Time purchase	Location						Total	
	Siam Paragon		Muangthong Thanee		Chachoengsao			
	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage	No. of Respon-dent	Percen-tage
Before 9.00 hrs	0	0.0	0	0.0	8	5.2	8	2.0
9.00-12.00 hrs	0	0.0	38	29.0	50	32.3	88	22.0
12.00-15.00 hrs	57	50.0	58	44.3	30	19.4	145	36.3
15.00-18.00 hrs	17	14.9	20	15.3	34	21.9	71	17.8
18.00 hrs later	40	35.1	15	11.5	33	21.3	88	22.0
Total	114	100.0	131	100.0	155	100.0	400	100.0

Table 4.20 presents the results of the survey in terms time of purchase by location.

The day is divided in 5 segments: before 9h, 9h-12h, 12h-15h, 15h-18h and after 18h.

- Siam Paragon respondents mostly make their purchase in the 12h-15h segment, 50% of time. The 2^{nd} answer is after 18h, with 35% of purchases.

- Muangthong Thanee respondents mostly make their purchase in the 12h-15h segment 44% of time. The 2nd answer is 9h-12h segment, with 29% of purchases.
- Chachoengsao respondents mostly make their purchases in the 9h-12h segment with 32% of purchase, the segments 15-18 and after 18h showing an almost similar frequency of 21% of purchases.
- On an overall look, the prime time for purchase is the 12h-15h segment, with 36% of frequency. The 9h-12h segment and after 18h segment show equal weight with 22%. The lowest segment is the before 9h with only 2% of purchase being made.

Table 4.21 Number of people in group when shopping for carbonates soft drinks at 7-Eleven separate by Location

People in group visit	Location						Total	
	Siam Paragon		Muangthong Thanee		Chachoengsao			
	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage
Alone	82	71.9	22	16.8	78	50.3	182	45.5
2-3 peoples	32	28.1	51	38.9	43	27.7	126	31.5
3-5 peoples	0	0.0	58	44.3	34	21.9	92	23.0
Total	114	100.0	131	100.0	155	100.0	400	100.0

Table 4.21 presents the results of the survey in terms of number of people in group when shopping for carbonate soft drinks by location. The responses are divided in 3 groups: Alone, 2-3 people, 3-5 people.

- In Siam Paragon, 71.9% of people have made their purchase alone.
- In Muangthong Thanee, 44% of respondents have made their purchase while in a group of 3-5 people.
- In Chachoengsao, 50% of people have made their purchase alone.

Overall, 45% of purchases of soft drinks are made alone.

Table 4.22 Planed or Unplanned purchase separate by Location

Purchase Planning	Location						Total	
	Siam Paragon		Muangthong Thanee		Chachoengsao			
	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage
Planed	42	36.8	16	12.2	69	44.5	127	31.8
Unplanned	72	63.2	115	87.8	86	55.5	273	68.3
Total	114	100.0	131	100.0	155	100.0	400	100.0

Table 4.22 presents the results of the survey in terms of whether the purchase is planned or unplanned by location.

Across location, 68% of purchases are unplanned, ranging from 87% of unplanned purchases in Muangthong Thanee, to 63% of unplanned in Siam Paragon, to 55% of unplanned purchases in Chachoengsao.

Table 4.23 Planed or Unplanned purchase separate by Gender

Planed or Unplanned	Male		Female	
	No. of respondents	Percentage	No. of respondents	Percentage
Planed	66	30.6	61	33.2
Unplanned	150	69.4	123	66.8
Total	216	100.0	184	100.0

Table 4.23 presents the results of the survey in terms of whether the purchase is planned or unplanned by Gender.

Both Male and Female make a purchase without planning before with 69% and 66.8%

Table 4.24 Planed or Unplanned purchase separate by Age

Planed or Unplanned	15-20 years		21-25 years		26-30 years		31-35 years		36-40 years	
	No. of respon-dents	Perce-ntage	No. of respon-dents	Perce-ntage	No. of respon-dents	Perce-ntage	No. of respon-dents	Perce-ntage	No. of respon-dents	Perce-ntage
Planed	34	29.1	27	20.0	30	34.5	23	67.6	13	48.1
Unplanned	83	70.9	108	80.0	57	65.5	11	32.4	14	51.9
Total	117	10	135	100	87	100	34	100	27	100

Table 4.24 presents the results of the survey in terms of whether the purchase is planned or unplanned by Age.

- About 70% of Consumer age group 15-30 years old have unplanned purchase.
- 67% of consumer age 31-35 years old have planed purchase

Table 4.25 Item purchase with Carbonate soft drinks separate by Location

Items	Location						Total	
	Siam Paragon		Muangthong Thanee		Chachoengsao			
	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage
Frozen Food	8	7.0	5	3.8	0	0.0	13	3.3
Snack	55	48.2	51	38.9	85	54.8	191	47.8
Magazine /Newspaper	17	14.9	24	18.3	0	0.0	41	10.3
Bread/Hot dog bar	25	21.9	51	38.9	60	38.7	136	34.0
Other	9	7.9	0	0.0	10	6.5	19	4.8
Total	114	100.0	131	100.0	155	100.0	400	100.0

Table 4.25 presents the results of the survey in terms of combined purchase of item with a soft drink by location.

There are 5 categories of items presented: Frozen Food, Snack, Magazine/Newspaper, Bread/Hot dog bar, and other.

Across location the main item purchased with a soft drink is Snack, in 47% of answer. The 2nd item is Bread/Hot dog bar with 34% of answers.

Table 4.26 Item purchase with Carbonate soft drinks separate by Gender

Item purchase with CSD	Male		Female	
	No. of respondents	Percentage	No. of respondents	Percentage
Frozen Food	5	2.3	8	4.3
Snack	94	43.5	97	52.7
Magazine/Newspaper	30	13.9	11	6.0
Bread/Hot dog bar	68	31.5	68	37.0
Other	19	8.8	0	0.0
Total	216	100.0%	184	100.0

Table 4.26 presents the results of the survey in terms of combined purchase of item with a soft drink by Gender.

Male and female tend to buy carbonate soft drinks with Snack and Bread/Hot dog bar with a score about 80% of total.

Table 4.27 Pack size separate by Location

Pack size	Location						Total	
	Siam Paragon		Muangthong Thanee		Chachoengsao			
	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage	No. of respon-dent	Percen-tage
325 ml in can	82	71.9	56	42.7	85	54.8	223	55.8
700 ml in bottle	25	21.9	14	10.7	8	5.2	47	11.8
1.25 liters in bottle	1	0.9	42	32.1	57	36.8	100	25.0
2 liters in bottle	6	5.3	19	14.5	5	3.2	30	7.5
Total	114	100.0	131	100.0	155	100.0	400	100.0

Table 4.27 presents the results of the pack seized purchase by location.

There are 4 different type of pack seize: 325ml can, 700ml bottle, 1.25 bottle, 2litre bottle.

Across all location, the 325 can has the highest number of purchase, representing 55% of answers.

Table 4.28 Pack size separate by Gender

Pack size	Male		Female	
	No. of respondents	Percentage	No. of respondents	Percentage
325 ml in can	131	60.6	92	50.0
700 ml in bottle	20	9.3	27	14.7
1.25 liters in bottle	49	22.7	51	27.7
2 liters in bottle	16	7.4	14	7.6
Total	216	100.0	184	100.0

Table 4.28 presents the results of the pack size purchase by Gender

Both male and female, the 325 can has the highest number of purchase, representing 60.6% and 50% of answers on male and female.

Table 4.29 Pack size separate by Age

Pack size	15-20 years		21-25 years		26-30 years		31-35 years		36-40 years	
	No. of respondents	Perce-ntage	No. of respondents	Perce-ntage	No. of respondents	Perce-ntage	No. of respondents	Perce-ntage	No. of respon-dents	Perce-ntage
325 ml in can	66	56.4	74	54.8	47	54.0	28	82.4	8	29.6
700 ml in bottle	6	5.1	20	14.8	19	21.8	2	5.9	0	0.0
1.25 liters in bottle	43	36.8	21	15.6	19	21.8	1	2.9	16	59.3
2 liters in bottle	2	1.7	20	14.8	2	2.3	3	8.8	3	11.1
Total	117	100	135	100	87	100	34	100	27	100

Table 4.29 presents the results of the pack size purchase by Age

- 15-35 years old consumer, the 325 can has the highest number of purchase, representing about 55% of answer
- 36-40 years old consumer, the 1.25 liters in bottle has the highest number of purchase, representing about 59% of answer

4.3 The results of attitude towards carbonate soft drinks, using the descriptive statistic.

- Purchase influence factor : Percentage
- Consumer perception and Brand satisfaction: Mean, Standard Deviation (S.D.) and Translate meaning.

Table 4.30 Purchase factors considering for shopping carbonate soft drinks

Purchase influence factor	Mean	Std. Deviation
Brand name	19.8	11.4
Feature/Packaging	13.6	9.4
Taste	32.1	12.3
Formula	10.2	7.8
Price	14.5	8.0
Promotion	9.8	9.7
Total	100.0	

Overall, Taste is the most influential factor of purchase with 32.1% of answer. The 2nd most influential factor is then Brand with 19.8%, follow by Pricing with 14.5%, Packaging with 13.6%, Formula with 10.2% and less influential factor is Promotion with only 9.8 %.

Table 4.31 Purchase factors considering for shopping carbonate soft drinks separate by location

Purchase influence factor	Siam Paragon		Muangthong Thanee		Chachoengsao	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
Brand name	26.4	14.5	14.7	5.0	19.2	10.3
Feature/Packaging	10.9	7.1	20.4	11.5	9.8	4.4
Taste	25.7	10.2	37.6	13.3	32.2	10.5
Formula	8.3	10.3	10.4	5.2	11.5	7.3
Price	13.8	6.9	9.5	4.1	19.3	8.5
Promotion	14.2	14.0	7.3	6.3	8.7	6.7
Total	100.0		100.0		100.0	

This table presents the results of the survey in terms purchase influence factors by location.

There are 6 different purchase influence factors identified as: Brand name, Feature / packaging, taste, formula, price, promotion.

- In Siam Paragon, Brand name comes up as the most influential factor with 26% of answer.
- In Muangthong Thanee, Taste comes up as the most influential factor with 37.6% of answer.
- In Chachoengsao, taste comes up as the most influential factor with 32.2% of answers.

Table 4.32 Purchase factors considering for shopping carbonate soft drinks separate by Gender

Purchase influence factor	Male		Female	
	Mean	Std. Deviation	Mean	Std. Deviation
Brand name	20.7	12.4	18.8	10.0
Feature/Packaging	13.4	9.4	13.8	9.5
Taste	32.5	13.2	31.7	11.1
Formula	9.0	5.7	11.7	9.5
Price	14.3	7.7	14.7	8.3
Promotion	9.8	9.3	9.8	10.2
Total	100.0		100.4	

Table 4.32 presents purchase influence factors when shopping for a carbonate soft drinks by gender .Both Male and Female; Taste comes up as the most influential factor with 32.5 % and 31.7 % of answer.

Table 4.33 Purchase factors considering for shopping carbonate soft drinks separate by Age

Purchase influence factor	15-20 years		21-25 years		26-30 years		31-35 years		36-40 years	
	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.
Brand name	19.53	13.00	17.48	6.52	17.36	7.99	26.32	15.63	32.59	14.83
Feature/Packaging	12.52	4.98	16.63	11.41	10.00	7.11	13.97	12.23	14.07	10.83
Taste	31.11	12.37	32.04	12.02	34.66	13.68	26.32	7.91	35.93	10.47
Formula	10.81	8.76	11.63	4.72	9.31	9.10	10.44	8.38	3.33	6.79
Price	15.04	6.96	13.63	9.13	16.55	6.53	13.97	7.36	10.74	9.17
Promotion	10.73	7.26	8.44	6.09	12.13	16.14	8.09	4.93	7.41	9.03
Total	100.00		100.00		100.00		100.00		100.00	

Table 4.33 presents purchase influence factors when shopping for a carbonate soft drinks by age group. Across all age group, Taste comes up as the most influential factor with average 30% of answer.

Table 4.34 Consumer's degree of agreement or disagreement towards carbonate soft drink answering the needs factors of drinking.

Consumer Needs & Drinking Driver	Mean	Std. Deviation	Translate Meaning
1. Carbonate soft drinks offers *thirst* release	4.3	0.5	Agree
2. Carbonate soft drinks offer *affordable* price	3.9	1.1	Agree
3. Carbonate soft drinks offers a *convenience* consumption	4.1	0.8	Agree
4. Carbonate soft drinks offers a *good image and status* to a purchaser in public.	2.2	0.7	Disagree
5. Carbonate soft drinks offers the consumer to achieve self actualization /*sociability*	2.8	0.7	Neither agree nor disagree
6. Carbonate soft drinks offer *healthy* benefit.	1.6	1.1	Disagree

There are 6 factors identified as: Thirst, Affordable, Convenience, Image, Sociability, and Health.

- Consumers agree that carbonate soft drinks answering their need factors for a release thirst, affordable and convenience. While they disagree that carbonates soft drinks providing them a good image and status and a healthy benefit.
- Consumers are not so sure if carbonate soft drinks provide them a sociability benefit.
- Highest score report that carbonate soft drinks answering the need factor for thirst release with 4.3 and lowest score report to healthy benefit with 1.6.

Table 4.35 Consumer's degree of agreement or disagreement towards carbonate soft drink answering the needs factors of drinking by Location

Consumer Needs & Drinking Driver	Siam Paragon		Muangthong Thanee		Chachoengsao	
	Mean	Translate Meaning	Mean	Translate Meaning	Mean	Translate Meaning
1. Carbonate soft drinks offers *thirst* release	4.5	Strongly Agree	4.3	Agree	4.1	Agree
2.Carbonate soft drinks offer *affordable* price	4.7	Strongly Agree	4.1	Agree	3.2	Neither agree nor disagree
3. Carbonate soft drinks offers a *convenience* consumption	4.9	Strongly Agree	4.4	Agree	3.3	Neither agree nor disagree
4. Carbonate soft drinks offers a *good image and status* to a purchaser in public.	2.3	Disagree	1.9	Disagree	2.5	Neither agree nor disagree
5. Carbonate soft drinks offers the consumer to achieve self actualization /*sociability*	2.8	Neither agree nor disagree	2.7	Neither agree nor disagree	2.8	Neither agree nor disagree
6. Carbonate soft drinks offer *healthy* benefit.	1.6	Disagree	1.7	Disagree	1.6	Disagree

- In Siam Paragon, consumers strongly agree that carbonate soft drink provide them for a thirst release, affordable price and convenience. While they disagree for providing a good image and status and healthy. Consumers in this location are not so sure if carbonate soft drinks answer the need factor for sociability benefit. Highest score for this location report to convenience benefit with 4.9, lowest score report to providing a healthy benefit with 1.6.

- In Muangthong Thanee, consumers agree that carbonate soft drinks answer the need factors for release thirst, affordable and convenience. While they disagree for it answer a good image and status and healthy factors. Consumers are not so sure if carbonate soft drinks provide a sociability benefit.
- For both location, a highest score report to convenience benefit with 4.9 for Siam paragon and 4.4 in Muangthong Thanee. The lowest score report to a healthy benefit with 1.6 in Siam paragon and 1.7 in Muangthong Thanee.
- In Chachoengsao, consumers agree that carbonate soft drinks answer the need factor for release thirst. While they disagree for provide a healthy benefit. Consumers in this location are not sure if carbonate soft drinks answer the need factor for affordable, convenience, provide a good image and status and sociability benefit. Highest score report to thirst release with 4.1 and lowest score report to healthy benefit with 1.6.

Table 4.36 Consumer's degree of agreement or disagreement towards carbonate soft drink answering the needs factors of drinking by Gender

Consumer Needs & Drinking Driver	Male			Female		
	Mean	S.D.	Translate Meaning	Mean	S.D.	Translate Meaning
1. Carbonate soft drinks offers *thirst* release	4.3	0.5	Agree	4.3	0.5	Agree
2. Carbonate soft drinks offer *affordable* price	3.8	1.1	Agree	4.0	1.0	Agree
3. Carbonate soft drinks offers a *convenience* consumption	4.0	0.9	Agree	4.2	0.8	Agree
4. Carbonate soft drinks offers a *good image and status* to a purchaser in public.	2.3	0.7	Disagree	2.1	0.7	Disagree
5. Carbonate soft drinks offers the consumer to achieve self actualization /*sociability*	2.8	0.8	Neither agree nor disagree	2.8	0.7	Neither agree nor disagree
6. Carbonate soft drinks offer *healthy* benefit.	1.6	0.5	Disagree	1.7	1.5	Disagree

- Male and Female consumers agree that carbonate soft drinks answer their drinking need factors for thirst release, affordable and convenience. While they disagree for provide a good image and status and healthy benefit. Male consumers neither agree nor disagree for providing a sociability benefit.
- Male and Female consumers indicate equal highest score to release thirst with 4.3 and lowest score report to healthy benefit with 1.6 and 1.7 for male and female opinion.

Table 4.37 Consumer's degree of agreement or disagreement towards carbonate soft drink answering the needs factors of drinking by Age

Consumer Needs & Drinking Driver	15-20 years			21-25 years			26-30 years		
	Mean	S.D.	Translate Meaning	Mean	S.D.	Translate Meaning	Mean	S.D.	Translate Meaning
1. Carbonate soft drinks offers *thirst* release	4.2	0.4	Agree	4.2	0.6	Agree	4.5	0.5	Strongly Agree
2. Carbonate soft drinks offer *affordable* price	3.7	1.0	Agree	3.9	1.0	Agree	4.2	1.0	Agree
3. Carbonate soft drinks offers a *convenience* consumption	4.2	0.9	Agree	4.1	0.8	Agree	4.0	0.9	Agree
4. Carbonate soft drinks offers a *good image and status* to a purchaser in public.	2.6	0.7	Neither agree nor disagree	1.9	0.7	Disagree	2.1	0.3	Disagree
5. Carbonate soft drinks offers the consumer to achieve self actualization /*sociability*	2.8	0.7	Neither agree nor disagree	2.7	0.7	Neither agree nor disagree	2.9	0.6	Neither agree nor disagree
6. Carbonate soft drinks offer *healthy* benefit.	1.7	0.5	Disagree	1.6	1.8	Disagree	1.6	0.5	Disagree

- 15-20, 21-25, 26-30 yeas old consumers agree that carbonate soft drinks answer the need factors for thirst release, affordable and convenience. While they disagree that carbonate soft drinks answer the need factor for healthy benefit. Consumers across all age group neither agree nor disagree for carbonate soft drinks answer the need factor for sociability benefit.

- 21-25 and 26-30 years olds consumer disagree that carbonate soft drinks answer the need factor for offers good image and status. While 15-20 yeas old consumer neither agree nor disagree for this benefit.

Table 4.38 Brands satisfaction level

Brand	Mean	S.D	Translate Rank Meaning
Coke	3.96	1.38	Satisfying (2)
Coke Zero	3.17	1.57	Dissatisfying (6)
Coke Light	2.86	1.65	Dissatisfying (11)
Fanta Orange	2.97	1.72	Dissatisfying (7)
Fanta Strawberry	2.79	1.83	Dissatisfying (10)
Fanta Salaberry	2.46	1.61	Very Dissatisfying (13)
Sprite	3.64	1.50	Satisfying (3)
Pepsi	4.49	1.23	Satisfying (1)
Pepsi Max	3.31	1.81	Dissatisfying (5)
Pepsi Twist	2.05	1.55	Very Dissatisfying (16)
Pepsi Green	2.25	1.65	Very Dissatisfying (15)
7-Up	3.41	1.92	Dissatisfying (4)
Mirinda Orange	2.89	1.69	Dissatisfying (8)
Mirinda Lemonade	2.83	1.51	Dissatisfying (9)
Calpico Soda	2.43	1.52	Very Dissatisfying (14)
A&W Rootbeer	2.75	1.50	Very Dissatisfying (12)

Table 4.38 presented brands satisfaction , there are 16 brands includes Coke, Coke Zero, Coke Light ,Fanta Orange, Fanta Strawberry, Fanta Salaberry ,Sprite, Pepsi, Pepsi Max, Pepsi Twist, Pepsi Green,7 Up, Mirinda Orange, Mirinda Lemonade, Calpico Soda and A&W root beer.

- Pepsi gain highest score with 4.49, represent that consumers satisfy this brand, another 2 brands that also satisfy by consumers includes coke with 3.96 and sprite with score 3.64.
- In the opposite ,lowest score reports to Pepsi Twist with 2.05 ,meaning that consumer very dissatisfy this brand, there are another 5 brands which are very dissatisfy by the consumers include Pepsi Green (2.25),Calpico Soda (2.43),Fanta Salaberry (2.46) and A&W root beer(2.75).

Table 4.39 Brands satisfaction level by Location

Brand	Siam Paragon			Muangthong Thanee			Chachoengsao		
	Mean	S.D	Translate Meaning	Mean	S.D	Translate Meaning	Mean	S.D	Translate Meaning
Coke	4.00	1.20	Satisfying	3.57	1.58	Satisfying	4.26	1.24	Satisfying
Coke Zero	2.66	1.16	Dissatisfying	4.07	1.66	Satisfying	2.79	1.44	Dissatisfying
Coke Light	2.19	1.21	Very Dissatisfying	4.13	1.76	Satisfying	2.28	1.14	Very Dissatisfying
Fanta Orange	2.81	1.43	Dissatisfying	4.08	1.97	Satisfying	2.14	1.08	Very Dissatisfying
Fanta Strawberry	2.11	1.31	Very Dissatisfying	3.98	1.93	Satisfying	2.27	1.57	Very Dissatisfying
Fanta Salaberry	1.57	0.83	Very Dissatisfying	3.42	1.87	Dissatisfying	2.30	1.35	Very Dissatisfying
Sprite	3.74	1.21	Satisfying	4.16	1.59	Satisfying	3.13	1.44	Dissatisfying
Pepsi	4.52	0.74	Very Satisfying	4.90	1.23	Very Satisfying	4.13	1.41	Very Satisfying
Pepsi Max	4.05	1.44	Satisfying	3.00	2.08	Dissatisfying	3.01	1.65	Dissatisfying
Pepsi Twist	2.26	1.33	Very Dissatisfying	1.97	1.75	Very Dissatisfying	1.97	1.52	Very Dissatisfying
Pepsi Green	1.92	1.22	Very Dissatisfying	2.73	1.88	Dissatisfying	2.09	1.63	Very Dissatisfying
7-Up	4.37	1.67	Satisfying	2.94	2.02	Dissatisfying	3.09	1.76	Dissatisfying
Mirinda Orange	2.64	1.74	Dissatisfying	3.76	1.83	Satisfying	2.35	1.17	Very Dissatisfying
Mirinda Lemonade	2.27	1.12	Very Dissatisfying	3.26	1.71	Dissatisfying	2.86	1.46	Dissatisfying
Calpico Soda	2.34	1.25	Very Dissatisfying	2.80	1.93	Dissatisfying	2.18	1.23	Very Dissatisfying
A&W Rootbeer	3.52	1.41	Satisfying	2.79	1.85	Dissatisfying	2.15	0.85	Very Dissatisfying

Table 4.39 presented brands satisfaction by Location.

- In Siam Paragon, Pepsi gain a highest score with 4.52, represent that consumers very satisfy this brand. There are another 4 brands also satisfy by the consumer includes Coke (4.0), Sprite (3.74), Pepsi Max (4.05) and 7-Up (4.37).While lowest score report on Fanta Salaberry with 1.57 ,represent that consumer very dissatisfy it. There are another 7 brands which are very dissatisfy by the consumer also includes Coke Light (2.19), Fanta Strawberry (2.11), Fanta Salaberry (1.57), Pepsi Twist (2.26), Pepsi Green (1.92), Mirinda Lemonade (2.27) and Calpico Soda (2.34).

- In Muangthong Thanee ,Pepsi gain a highest score with 4.90 ,represents that it is very satisfy by the consumers .There are another 7 brands which also satisfy by the consumers include Coke(3.57),Coke Zero(4.07),Coke Light(4.13), Fanta Orange

  (4.08), Fanta Strawberry (3.98), Sprite (4.16), Pepsi (4.90), Mirinda Orange (3.76).The lowest scores represent that it is very dissatisfy by the consumers report to Pepsi Twist with score 1.97.
- In Chachoengsao, a highest score report on Pepsi with 4.13, meaning that consumer very satisfying this brand. There are 2 more brands which are also satisfy by the consumers includes Coke(4.26) and Pepsi(4.13).While the lowest score report to Pepsi Twist with 1.97 ,meaning that consumers very dissatisfy it .There are another 8 brands which are also very dissatisfy by the consumers includes Coke Light(2.28), Fanta Orange(2.14), Fanta Strawberry(2.27), Fanta Salaberry(2.30),Pepsi Twist (1.97), Pepsi Green (2.09), Mirinda Orange (2.35), Calpico Soda(2.18) , A&W Root beer (2.15).

Table 4.40 Brands satisfaction level by Gender

Brand	Male			Female		
	Mean	S.D.	Translate Meaning	Mean	S.D.	Translate Meaning
Coke	4.2	1.4	Satisfying	3.7	1.3	Satisfying
Pepsi	4.5	1.4	Very Satisfying	4.5	1.1	Very Satisfying
Sprite	3.7	1.6	Satisfying	3.6	1.4	Satisfying
A&W Root beer	2.9	1.6	Dissatisfying	2.5	1.3	Dissatisfying
Coke Zero	3.2	1.7	Dissatisfying	3.1	1.5	Dissatisfying
Coke Light	2.9	1.7	Dissatisfying	2.8	1.6	Dissatisfying
Pepsi Max	3.3	1.9	Dissatisfying	3.4	1.7	Satisfying
Fanta Orange	2.6	1.7	Dissatisfying	3.4	1.7	Satisfying
Fanta Strawberry	2.5	1.8	Dissatisfying	3.1	1.8	Dissatisfying
Fanta Salaberry	2.1	1.6	Very Dissatisfying	2.9	1.6	Dissatisfying
Mirinda Orange	2.5	1.6	Dissatisfying	3.3	1.7	Dissatisfying
Mirinda Lemonade	2.6	1.5	Dissatisfying	3.1	1.5	Dissatisfying
Pepsi Twist	2.0	1.7	Very Dissatisfying	2.1	1.4	Very Dissatisfying
Pepsi Green	2.4	1.9	Very Dissatisfying	2.1	1.4	Very Dissatisfying
7-Up	3.4	2.0	Dissatisfying	3.4	1.9	Dissatisfying
Calpico Soda	2.5	1.7	Dissatisfying	2.3	1.3	Very Dissatisfying

Table 4.40 presented brands satisfaction by Gender

- Male and Female are most satisfying the brand such Pepsi with score 4.5.
- Male and Female , 2nd satisfying brand is Coke and the 3rd is belong to Sprite
- Female is also satisfying the brand such Pepsi Max and Fanta Orange with equal score 3.4.
- Male and Female are very dissatisfying the brand such Pepsi Twist and Pepsi Green with very low score by 2.0 in average.

Table 4.41 Brands satisfaction level by Age

Brand	15-20 years			21-25 years			26-30 years		
	Mean	S.D	Translate Meaning	Mean	S.D	Translate Meaning	Mean	S.D	Translate Meaning
Coke	4.4	1.8	Satisfying	3.5	0.9	Satisfying	3.9	1.2	Satisfying
Pepsi	5.2	1.2	Absolutely Satisfying	4.2	1.2	Satisfying	4.4	1.2	Satisfying
Sprite	3.9	1.3	Satisfying	3.7	1.7	Satisfying	3.6	1.1	Satisfying
A&W Root beer	2.7	1.2	Dissatisfying	2.5	1.5	Dissatisfying	3.2	1.7	Dissatisfying
Coke Zero	3.2	1.6	Dissatisfying	3.7	1.8	Satisfying	2.5	1.0	Dissatisfying
Coke Light	3.1	1.6	Dissatisfying	3.6	1.7	Satisfying	2.1	1.2	Very Dissatisfying
Pepsi Max	3.9	2.1	Satisfying	2.8	1.7	Dissatisfying	3.3	1.6	Dissatisfying
Fanta Orange	3.1	1.4	Dissatisfying	3.6	2.0	Satisfying	1.9	1.2	Very Dissatisfying
Fanta Strawberry	2.5	1.6	Dissatisfying	4.0	1.8	Satisfying	1.5	0.8	Very Dissatisfying
Fanta Salaberry	2.2	1.3	Very Dissatisfying	3.2	1.9	Dissatisfying	2.0	1.4	Very Dissatisfying
Mirinda Orange	2.9	1.3	Dissatisfying	3.8	1.9	Satisfying	2.1	1.5	Very Dissatisfying
Mirinda Lemonade	3.1	1.7	Dissatisfying	3.2	1.5	Dissatisfying	2.0	1.2	Very Dissatisfying
Pepsi Twist	2.7	2.3	Dissatisfying	1.9	1.0	Very Dissatisfying	1.6	0.8	Very Dissatisfying
Pepsi Green	3.3	2.2	Dissatisfying	1.9	1.1	Very Dissatisfying	1.8	1.2	Very Dissatisfying
7-Up	4.0	2.1	Satisfying	2.8	1.8	Dissatisfying	3.1	1.9	Dissatisfying
Calpico Soda	2.5	1.6	Dissatisfying	2.4	1.5	Very Dissatisfying	2.4	1.8	Very Dissatisfying

Table 4.41 presented brands satisfaction by Age group

- 15-20 years an old consumer, the most preferred brand is Pepsi with absolutely satisfying level by score 5.2 follow by Coke with 4.4, 7 Up with 4.0, Sprite and Pepsi Max with equal score at 3.9. Within this group, they very dissatisfying the brand such Fanta Salaberry with a very poor score 2.2.

- 21-25 years old consumers.The most preferred brand is Pepsi with satisfying level by score 4.2 .Within this group ,they very dissatisfying the brand such Pepsi Twist, Pepsi Green and Calpico Soda.
- 26-30 years old consumer , There are 3 brands satisfying by this age group include Peps, Coke and Sprite with score 4.4,3.9 and 3.6 ,the rest brands are not satisfying to very dissatisfying by this age group.

Conclusion

The data presented in this chapter provided a very detailed picture of the information gathered by this study.

The information enables the researcher to have an overview of the Thai consumer of carbonated soft drinks at 7-Eleven.

The survey first presents the demographic data about the consumer, using descriptive statistics, followed by behavior data using descriptive statistics, and finally the attitude of the consumer using descriptive statistics.

In this raw format, the data highlight many interesting results in terms of carbonate soft drinks consumption patterns and behavior. However, without a detailed analysis, it is impossible to get an overall picture of the Thai consumer, and the presented data will remain as a series of snapshot picture. It is therefore necessary to synthesize this research data into a more meaningful picture in order to have a final understanding of the Thai consumers of carbonate soft drinks at 7-Eleven.

Chapter 5

Data Analysis

This chapter analyzes the research results of consumer's attitudes towards carbonate soft drinks and their behavior when shopping for a carbonate soft drinks at 7-Eleven. The data analysis consists of 3 parts as follows.

5.1 The analysis of customer's demographic data

5.2 The analysis of consumer's behavior toward carbonate soft drinks at 7-Eleven

5.3 The analysis of consumer's attitude towards carbonate soft drinks

Conclusion

5.1 The analysis of customer's demographic data

The first part of the analysis of the results data analysis focuses on the customer demographic data. The demographic data gathered by this study shows some key characteristics of the respondents and provides a description of the average Thai carbonate soft drink consumers.

The first task is to determine whether the consumer of carbonate soft drinks in Thailand is gender specific or whether both genders are equally represented. From the data presented in chapter 4, table 4.2, 54%of respondents is male and 46% are female. Therefore, we can conclude that there is a slight majority of male consumers' vs. female consumers.

The next step is to determine the average age of the Thai carbonate soft drinks consumer. Based on results presented in chapter 4, table 4.4, about 80% of respondents, which were people buying carbonate soft drinks have an age between 15 to 30 years old.

Based on theses findings, the average Thai consumer of carbonate soft drinks is most likely to be male and in the 15 to 30 years old segment. Theses findings are similar to the results of the study presented by Euromonitor International. In its chapter 1, it identified the average carbonate soft drink consumer at a worldwide level as a young 15 – 30 years male. This result is significant for the purpose of this study as it validate the model presented by the Euromonitor study and will enable the results of this present study to be compared with the Euromonitor's finds.

However, while the demographic data presents an average vision of the Thai consumer, it reduces considerably the level of details in the way of consumption behavior. It is therefore necessary to have a closer look at the behavior of consumer and see whether any behavior is specific to any type of consumer.

5.2 The analysis of consumer's behavior toward carbonate soft drinks at 7-Eleven

The second part of the analysis of the results data analysis focuses on the customer behavior data. The behavior data gathered by this study shows some key characteristics of the respondents and most importantly analyze the patterns and behavior to try to present a predictive model of behavior based on consumers data. The analysis will first look at what brand is been chosen the customers, and then the underlying trends that emerge from consumption behavior.

Coke vs. Pepsi

The first of the analysis of the Thai consumers of carbonate soft drink is to understand what he drinks.

Based on results presented in chapter 4, table 4.6 carbonate soft drinks brand ever drunk. Cola carbonated soft drinks – Coke, Sprite and Pepsi brands, represent the brands of carbonated soft drinks with high consumption levels over 80%. These brands represent the "classic" offer from the carbonate soft drinks companies. They are also the brands which have been the longest in the market.

Amongst all these brands, there is a company that emerges as owning the market leading brand. Based on results presented in chapter 4 on table 4.9, Coke brands (Coke + Coke Zero + Coke Light + Sprite) is most often drinks by the consumers. Coca Cola Company and it local representative, Pure Thai Drinks Company represents over 63% of the share of throat.

Another key indicator of brand popularity is the purchase intention. Based on results presented in chapter 4 on table 4.13 brand will buy next, Coke is the brand with the highest next purchase intention with 47%.

This gives Coca Cola a very strong competitive advantage. The 2nd Brand chosen by the Thai consumers is Pepsi with 23% of share of throat and only 14% next purchase intention as seen in chapter 4 on table 4.13.

It is also interesting to note that based on results presented in chapter 4 on table 4.16, Pepsi is 2nd brand that consumers in age group 26-30 and 36-40 years old tend to buy for their next purchase. This means that the Pepsi consumer is most likely to be in 30 and above age group. It shows that Pepsi is declining in popularity in the younger Thai generations compared to Coke. This would lead to further declining share of throat for Pepsi should this trend continues.

A market receptive to new products

Coke, the Thai market leading brand, is an old brand that has been in existence over 100 years. it is interesting to note that while theses brands have been the longest on the market, other brands, such as A&W root beer or Calpico Soda, which have been on the Thai market for over 10 years have an ever been drunk results of 39% and 22% respectively. On the other hand, a newly launched brand such as Pepsi Twist, which was launched only a few months ago, shows already that it has been experienced by 19% of carbonate soft drinks consumers.

It can therefore be concluded that the consumption behavior is not linked with amount of time the brand has been available on the market. The results shown by the adoption of Pepsi Twist shows that the consumer is highly likely to try new products offers if presented with an offer that raise his or her interest.

The influence of the health trend

Another finding of this study on the Thai consumer behavior is the adoption of low sugar carbonate soft drinks. Based on the findings presented in table chapter 4, table 4.6 carbonate soft drinks brand ever drunk, 60 % of consumers experienced with drinking low sugar carbonate soft drinks such as Coke Light, Coke Zero, Pepsi Max.

Overall, the Low sugar carbonates soft drinks brands (Coke Light + Coke Zero + Pepsi Max) represent 20% of total market. With such a high level of consumption, it can be concluded that low sugar soft drinks are an important product offer for the Thai Consumer. The Euromonitor study has shown that the global carbonate soft drinks consumer has become highly sensitive to his health and his drinking behavior has been modified accordingly. The present study shows that the Thai consumer is following the same trend as presented by the Euromonitor study. The Health and Wellness trend has clearly influenced the Thai consumer. A healthier, less sugar beverage offer is an important expectation of the Thai consumer.

It is also interesting to look at who is most likely to drink these lower sugar carbonated soft drinks. Based on results presented in chapter4, table 4.7 carbonate soft drinks brand ever drunk by gender, all low sugar soft drinks have a higher female consumption than male consumption (Coke Zero M 68% vs. 67% F, Coke Light M42% vs. F59%, Pepsi Max M57% vs. F84%). However, it is interesting to note that while the low sugar carbonate soft drink consumer is predominantly female, an average of 50% of male consumers have ever tried it.

Finally, when considering the average age of the low sugar carbonate drink consumer, as in chapter 4 on table 4.12 brand drinks most often by age, the 2nd brand drink most often in age group 15-20 and 31-35 years old is Pepsi Max with 17.9%and 17.6% while the 2nd brand drink most often in age group 21-25 years old is Coke Zero with 22.2%.

This basically shows that apart from classic cola, a young consumer (15-25 years old) drinks most often for a low sugar carbonate soft drinks.

Fruit juice drinks consumption interest within the Thai female consumers

The analysis of consumer behavior also shows that the second most drunk carbonate soft drinks are carbonate version of orange juice and fruit juice, such as Fanta and Mirinda.

However, the popularity of the carbonate juice is rather gender specific. Based on results presented in chapter 4, table 4.7 carbonate soft drinks brand ever drunk by gender, Fruits juice based carbonate soft drinks are more popular amongst female rather than male.

Furthermore, based on results presented in chapter 4 on table 4.8, brand ever drunk by age group, Juice variant have been drunk by young age group(15-25 years old) rather than older age group (26-40 years old).

Therefore, it can be concluded that Thai consumers are, in general, aware of the high sugar level of soft drinks and are seeking a healthier, less sugar alternative. This healthier trend is lead by female consumers, but nonetheless followed also by male consumers. Carbonate fruit juices consumption are a reflection of this quest for healthier alternative. While highly visible within the younger age groups and female group, the health trend is not gender nor age specific but affecting the overall Thai market. Finally, being such an important trend amongst the younger generation, it is very likely that the trend will only carry on as customers' age, meaning this will be the underlying market need of the future consumers.

Urban trends (Bangkok) and Countryside

So far, this analysis has shown what is being consumed, and by whom. Another important point of this study's has been to consider whether the location of the consumer, whether urban from the countryside has an impact on the consumer's behavior.

The results presented in chapter 4 on table 4.10 Brand drinks most often by location, the findings shows that Normal Coke is more popular upcountry with 50% of respondent having purchased it there. Furthermore, Coke represents 50% of total carbonate soft drinks market. When combining with Pepsi, normal non low sugar carbonate soft drink is 74% of total Thai market in upcountry.

The same results show that 51% of total Low Sugar market is drunk in Bangkok (Siam paragon + Muangthong Thanee). This is extremely interesting in terms of consumer's behavior as it means urban drinks more low sugar carbonate soft drinks than countryside.

Frequency and time of purchase behavior

The next point to consider while studying the Thai carbonate soft drinks behavior is the purchase behavior. Based on results presented in chapter 4 on table

4.17, close to 60% of respondents consume at least 2 times a week, and up to 4 times a week.

However, theses findings need to be considered more specifically through a location perspective. Basically, the results of the study shows that Bangkok consumers purchase carbonate soft drinks less often (once a week) compared with outskirt (2-3 times a week) and upcountry (3-4 times a week).

This basically means that carbonate soft drinks are more popular, with a higher frequency purchase in Upcountry. On the other hand, carbonate soft drinks are drunk less often in Bangkok. This may be caused by the consumer behavior and expectation, but also by the wide availability of small coffee and juice kiosk, thus offering consumers more drinking choices and reducing the impact of 7-Eleven as a place of purchase.

Furthermore, when considering the results presented in chapter 4 on table 4.18, it shows that Male have a slightly higher purchase carbonate soft drinks often than female with frequency 2-3 times a week.

While there is no massive imbalance between genders, it can be assumed that both genders are consumers of carbonate soft drinks, but that male are the biggest consumer groups for frequency.

Furthermore, based on results presented on table 4.19, young consumers (15-20 years old) more often purchase carbonate soft drink than any other age group. This means the carbonate soft drink consumers is extremely age specific.

Factors triggering purchase behavior

The behavior of the Thai consumer of carbonate soft drinks is strongly influenced by the moment of purchase within the day. Based on results presented in chapter4, table 4.20, purchase times are mostly in the afternoon with 75% of purchase made after 12h.

There seems to be no group or social influence on the purchase process, as results presented in chapter 4 on table 4.21 shows that almost 50% of consumers shopping for a carbonate soft drinks at 7-Eleven alone and another 50%, they come in group.

It seems that while the time of day is a factor, it is interesting to look for other factors linked with purchasing.

The results presented in chapter4, table 4.22 Planed or Unplanned purchase shows that close to 70 %of consumer decided to buy carbonate soft drinks when they were in the stores. This is a very important information from a promotional perspective, as this means carbonate soft drinks is kind of impulse product, therefore a good display is very necessary for this category.

Age and location have an impact on this overall picture. The results presented in chapter 4 on table 4.24, shows that young to young adult consumers (15-30 years) have no planed purchase as over 68% responded that their purchased was unplanned. On the other hand, older consumers (31-40 years old) presents the exact opposite behavior with close to 70% responding that the purchase was planned. Finally, Countryside consumers have planed purchase than urban consumers.

To understand this behavior, we need to have a closer look at what types of carbonate soft drinks are being purchased and what with.

The results presented in chapter 4 on table 4.25, shows that carbonate soft drinks are most purchased with Snack and Bread / hot dog bar with 80% in total across all locations.

This seems to mean that the purchase of carbonate soft drinks is meant as refreshment, thirst quencher or as complement to snack or food.

This finding can be further fine tuned when looking at the type of carbonate soft drink packages that are being purchased by location.

The results presented in chapter 4 on table 4.27, pack size purchase shows that the 325 ml is the favored purchased form of carbonate soft drinks (55%).Linked with the previous finding that theses purchases are mostly unplanned and spontaneous, this suggest individual, on the spot consumption.

At the same time, close to 40% of carbonate soft drinks in 12 liters pack size is sold in residential area (Muangthong Thanee and Chachoengsao).

Finally, the results presented in Chapter 4 on table 4.29, pack size purchase by Age shows that 15-35 years old consumers most purchase carbonate soft drinks with individual pack size 325 ml while consumers age 36-40 years old most purchase in 1.25 liters pack size. These types of packages are too big for individual, instant consumption.

Linked with our previous finding that theses purchases of large packs are planned purchases, this means that in residential area, carbonate soft drinks are consumed at home or among family

The analysis of the consumer of carbonate soft drinks' behavior provides deep insight into the consumer mind. The analysis highlight want brand the consumer prefer, namely coke, what are Thai male and female consumers preference, what they are most likely to buy, when they are most likely to buy depending on whether they are urban or from the countryside, and what are the main purchase triggers, be it unplanned on the spot consumption with snacks or planned purchases for consumption with the family meal. While the study provides a very accurate purchase of the consumer behavior, the underlying factors that motivate this behavior are still unclear. This will be the final step of the data analysis.

5.3 The analysis of consumer's attitude towards carbonate soft drinks

The final part of the analysis of the results data analysis focuses on the customer attitude data. The analysis of the attitudes and expectation of the carbonate soft drinks consumer will provide a clear picture of the motivations of the consumers and some key data on how to influence this behavior.

The research done by Euromonitor had identified 6 key driving factors for drinks consumption. They are Thirst, Affordability, Convenience, Image and Status, Sociability and Health. This has been declined in this study under the 5 following factors: Brand name, Feature / Packaging, Formula, Price, and Promotion. This was necessary as these attributes are clearly identified by consumers and will not influence the answers in a way that will affect the analysis to match with the 6 key drivers.

Based on results presented in chapter 4 on table 4.30, the most influential purchase factors on carbonate soft drinks product is Taste with 32.1% of answer. The 2nd most influential factor is then Brand with 19.8%, followed by Pricing with 14.5%, Packaging with 13.6%, Formula with 10.2% and less influential factor is Promotion with only 9.8 %.

This results in not affected by gender differences. However, there are a few variations depending on age and location. Based on results presented in chapter 4 on table 4.31, 4.33, purchase factors considering for shopping carbonate soft drinks separate by location and age, it can seen that urban and countryside people have different considerations.

For urban people, being respondents from Siam Paragon and Muangthong Thanee, Brand name and Taste are the key influential purchase factors.

However, People in countryside have more concern on price than urban consumers. Price influence comes as 2nd the key concern 19 % vs. 11.6% as price concern in urban respondents. This of course can be linked with the income differences between urban people and countryside people in Thailand.

Furthermore, age has also an influence on driving factors. Results of the data analysis shows that 31-40 years old or adult's consumers tend to have less price concern than young consumers. 10% of the 31-40 present price as a concern vs. 15% for the 15-20 years old group.

These results present a clear picture of what motivate purchase of carbonate soft drinks from a consumer point of view. Taste, Brand name and Price are clear final motivator. However, it possible to fine tune this analysis by looking at how consumer perceive their satisfaction toward the 6 key basic driving needs for drinking.

The next step of the analysis analyses the agreement level of consumers toward the needs factors of drinking carbonate soft drinks. The results for this question are presented in chapter 4 on table 4.34 consumer's degree of agreement or disagreement towards carbonate soft drink answering the needs factors of drinking.

From the answers, the analysis shows that consumers agreed that carbonate soft drinks are answering their need factors for a release thirst, affordable and convenience.

At the same time, they disagree with the fact that carbonates soft drinks provide them a good image and status and a healthy benefit.

Finally, based on the results of the statistical analysis, it is still questionable whether carbonate soft drinks provide a sociability benefit.

Once we link theses results to the previous research presented in Chapter 2, under the association of Drinking and Maslow's Hierarchy of Needs, it can be concluded that these drivers match the 2 lowest tiers of the pyramid of needs. Basically, Thirst, Convenience and Affordable correspond to the Survival & Security and Safety levels.

However, as they disagree with the fact that carbonates soft drinks provide them with Image, Status, they basically do not link it with the superior tiers of Maslow's pyramid, Belonging and Esteem Status.

Theses results need to be further analyzed under the criteria of location. As it has been presented before, there are usually attitude difference between urban respondents and Upcountry respondents.

Based on results presented in chapter 4 on table 4.35, it can be seen that the difference opinion between urban and countryside consumers is that, countryside consumers have not found a strong benefit of carbonate soft drinks for affordable price and convenience benefit as found by urban consumers. Therefore, it can be concluded that urban consumers have more time constraint than countryside consumers.

On the other hand, the same results shows that Countryside consumers find benefit of carbonate soft drinks offer a good image and status than urban consumers.

This is interesting as it has been seen earlier that countryside consumers are also more price sensitive for drinks such as carbonate soft drinks. From this, it could be concluded that countryside consumers rank carbonate soft drinks higher in terms of social image, to some kind of affordable luxury when compared to water, while urban consumers would rank the carbonate soft drinks more toward a commodity, a convenient drink that is neutral in terms of social image.

Finally, the social benefit factor is further highlighted for a specific age group of consumers. Based on results presented in chapter 4 on table 4.37, young consumers 15-20 years old find benefit of carbonate soft drinks offer a good image and status more than any older consumers group.

From the Euromonitor study, it has been presented that this social age group is highly receptive to peer pressure and branding activities. This social group usually defines itself from its brands consumption and is the most in need of social identification. From this analysis, it can be concluded that this also apply to the Thai consumers, and therefore the 15-20 years old group associate and define itself with the soft drinks brands he consumes.

Since the consumers associate themselves with the brands consumed, it is important to have a better understanding on the level of satisfaction with the brands available on the Thai market.

Based on results presented in chapter 4 on table 4.38 brands satisfaction, there are only 3 brands out of 16 brands which are ranked as satisfying by the consumers. They are Pepsi, Coke and Sprite.

Since location is a rather distinctive criterion amongst customer, it is necessary to have a closer look at any variation in consumer satisfaction based on this criterion. The results are presented in chapter 4 on table 4.39 and on table 4.40. According to theses, the consumers of both genders and across all locations are satisfied by Coke and Pepsi brands.

In the meanwhile, the consumers of both genders and across all location are very dissatisfied by the Fanta Salaberry, Pepsi Twist, Pepsi Green, Mirinda Lemonade and Calpico soda brands. This is also translated in the data presented in terms of frequency of purchase and next purchase intention. Overall it can also be concluded that Pepsi variants are less popular compared to Coke variants

Conclusion

The result of the analysis of the data gathered by the study has provided a clear picture of the Thai consumers of carbonate soft drinks.

The Thai consumers appears to be a young male, aged 15 to 30 years old, with an average drink consumption frequency of 2 to 3 times per week. His favorite drink is Coke classic. He is a consumer that is highly susceptible to trying new products; he is overall brand conscious, health conscious and price sensitive.

Going beyond this first picture, the analysis shows that there are some clear distinction in attitudes and expectation between genders, ages and finally urban and countryside customers.

Female consumers show the strongest interest in carbonate fruit juices, and show the highest level of interest in low sugar drinks.

Urban consumers show the highest level of interest in lower sugar drinks, they are fewer prices conscious and more likely to spontaneous, unplanned purchases. They are individual drinkers who look for refreshment.

Countryside consumers show less interest in low sugar soft drinks. Their purchases are usually planned, and drinks are purchased for family consumption, most likely with meals. They are brand conscious and more price conscious than their urban counter parts.

Overall, the Thai consumers follow the model presented by the Euromonitor study. However, the Thai consumer is not yet as sophisticated as the global drinker presented by the study. There is a clear division between the urban, more health conscious and more image driven consumers and the countryside consumer, who is more brands and price sensitive.

Since the different type of consumers behavior have been identified along with the underlying motivation drivers, it is now possible to formula recommendations to target specific consumers segments.

CHAPTER 6

CONCLUSION AND RECOMMENDATION

This chapter will concluded and point out the key findings from the study which in some extend will enable carbonate soft drinks companies and 7 Eleven improve their offer regarding this product category to the target consumers.

The conclusion and recommendation made here were collected to answer major and sub research questions. The research questions of this study are as follows.

Major research question

1. What are the factors and the implication of consumer behavior towards carbonate soft drinks at 7-Eleven?

Sub questions

2. What factor has most influential on consumer's purchase decision when shopping for a carbonate soft drinks?
3. What is the consumer's attitude towards carbonate soft drinks answering the need factors of drinking?
4. What is the satisfaction level of consumers toward carbonate soft drinks brands?

The previous chapter has provided a full analysis of the data gathered by the survey. The behavior of carbonate soft drinks at 7-Eleven has been reviewed, and based on the insight identified; it is now possible to have a full understanding of the factors that motivates the consumer's purchase.

From the previous analysis, the Thai consumer of carbonate soft drink is a young male, aged 15 – 30 years old. He is a Coke classic drinker, with an average buying frequency of 2 to 3 times per week. He is brand conscious and somewhat price sensitive.

If he is an urban, then he tends to be health conscious and most likely to have switched to low sugar version of his favorite carbonated soft drink. If he is from the countryside, he is not so concerned by health and low sugar version and with higher price sensitivity than his urban counterpart.

The Thai female carbonate soft drink is more concerned about her health than her male urban counterpart. She is more a carbonate fruit juice drinker.

Finally the study shows that the Thai consumer is very receptive to new products. Urban consumers are most likely to impulse purchase, and therefore are most receptive to on site communication and promotion.

From this simplified picture of what has been presented previously, it is now possible to present a full set of recommendations for both carbonate soft drinks manufacturers and to 7-Eleven. The recommendation targeted at the manufacturer will mostly look at branding and new product development, while the recommendation targeted at 7-Eleven will look at on site promotion.

6.1 Recommendation to carbonate soft drinks companies

Carbonate soft drinks manufacturers are Coke, Pepsi, or any company willing to enter this particular market. It is necessary for them to have a clear picture of the drivers and expectation of each of their consumers.

Brand communication

The results of the study have shown that Brand is a very determining factor of the consumption. Coke is currently enjoying a larger share of throat over Pepsi, with 63% of the market for Coke versus 23% only for Pepsi.

Furthermore, the target consumer of carbonate soft drinks is within the 15-20 years old group. As seen with the Euromonitor study and the consumer behavior marketing literature, this group is particularly receptive to new trends, new advertising and is actually at a socialization stage, which means peer pressure is also an effective way to affect their behavior.

Therefore, an effective strategy to build branding is to communicate at this target group in ways that present a fun and social image.

This could be achieved through viral marketing over the internet, having special clubs on Facebook or Twitter. Creating a strong sense of shared values and community is the best way to build a strong identification with the brand, and therefore lock the consumer relationship.

Finally, in traditional media such as press and TV advertising, it is necessary to have strong universal opinion leaders and opinion makers endorsing the brand.

This kind of communication does not need to present the products features or taste, but only focus on the “social benefit” i.e. to be part of the “in group” in order to be effective. As thirst and refreshment are key triggers of the purchase, the final objective of the communication plan will be to provide this reassurance that the product does indeed quench the thirst, provide the ultimate refreshment, on top of providing the ultimate social integration tool.

Finally the communication strategy can go all the way to final consumer by designing special cans or bottle with special looks or visuals. This packaging acts both as promotional item and collector item, reinforcing the close link and intimate relationship between the brand and the consumer.

An effective branding and promotion strategy is a very powerful way to support the sales of carbonate soft drinks, as the consumer is very socially driven. However, the underlying trends and segmentation calls for specific products to cater for the needs of specific groups of consumers.

New products for new consumers needs

From the data gathered in the study, 2 trends have been identified amongst the Thai consumers suggesting interesting opportunities for new products development. Theses trends are carbonates fruit juices consumption and healthier lifestyle aspiration.

Cashing on the health trend

In order to seize the opportunity presented by the healthier trends, carbonated soft drinks manufacturers can also launch new products that are not carbonated soft drinks. As seen from the Euromonitor study, Asian populations are returning to the health values of traditional drinks such as green tea and developing strong interest for coffee.

It is therefore a good opportunity for these manufacturers to develop new range of products along these trends, either in tea or coffee category. These products should be in forms of soda, i.e. with sugar or artificial sweeteners and in PET bottle format, targeted at young affluent health conscious urban consumers.

Gender targeted drinks

First of all, data shows that the Thai Female consumers are the largest consuming group of carbonated fruit juices and the largest consumers of low sugar level drinks.

Currently, there are only Fanta and Mirinda brands of carbonated fruit juice available on the market. They are not gender specific, and they have no low sugar level option. An interesting new product opportunity would be a low sugar, carbonated fruit juice, specifically targeted at Thai Women. It should also present additional health benefits if possible in order to make it even more attractive to the targeted consumer.

This new drink should be in a convenient individual package such as a PET bottle, or can, in the 300 ml – 500 ml format. A can would need to be in a smaller format seize as the consumption is mostly personal and a can does not offer the option to be closed once opened. A PET bottle would be the most convenient format for this kind of product.

Finally, there is a large expectation of urban males to consume low sugar carbonated soft drinks, as seen from the results of this survey.

It is interesting to note that traditionally, low sugar carbonated soft drinks have been targeted at female consumers only. However, data show that about 20% of males are the consumer of the low sugar carbonated soft drinks.

A specific, male targeted low sugar carbonated soft drink will be able to address the needs of theses consumers and offer a branded alternative to the existing “female branded" offer. This would mean males are now encouraged to have a distinctive low sugar drink, that is socially acceptable and "in" within their social group, therefore enabling to increase consumption.

The carbonate soft drinks manufacturers have overall strategic opportunities in order to keep their market share and retain customers. They start with specific branding and communication to a longer term approach of new products development specifically targeted at different segment of their consumers in order to answer their specific needs.

However, theses options are relatively medium to long terms strategies. There is one short term option that can be used in order to increase consumption and this is in store communication and promotion. This would need store support and corporation, therefore, this will need to been presented with 7-Eleven.

6.2 Recommendation to 7-Eleven

In order to optimize it store revenues, 7-Eleven needs to understand its customers behavior and answer their needs From the results of the survey, some interesting in store behavior and purchases drivers have come to light for 7-Eleven.

The first point is the large difference in consumption behavior between Urban and country side consumers. In urban stores, such as in Siam Paragon, consumption is mostly unplanned and individual consumption. In peripheral urban site such as Muangthong Thanee and countryside store such as in Chachoengsao, consumption is mostly planned, in large packs, and brought home, for food consumption.

Urban stores promotion

The first recommendation to 7-Eleven to optimize stores revenues in urban sites is to offer specific, targeted promotions to carbonate soft drinks consumers.

From the results of the study, about 28% of these urban purchasers come in groups of 2 or 3 people. It should be interesting to target these customers by offering them attractive promotions.

By offering a buy 1 get 1 free, or buy 2 get 1 free option, or buy 2 get 3rd at 50%, on small 500 ml PET bottle or 300ml cans, the store is able to create an interest and a willingness to purchase for this particular group. By ensuring that the entire group purchases the same drink, the store is able to increase its volume sold on this specific beverage.

These promotions will rely on in store POP and visual communication near the fridges and the drinks counter in order achieve maximum efficiency.

Countryside store promotion

From the research data gathered by this study and the analysis describe in the previous chapter, it is clear that the countryside behavior of the consumer is motivated by rather different drivers and needs than by the urban consumers. The purchase behavior of consumers of countryside 7-Eleven is mostly planned, repetitive and for home consumption. Pack seize purchased are large, 2l or higher.

7-Eleven can best take advantage of this behavior by creating specific promotion that encourage repeated in store purchases. This could be promotion that are not specific to the carbonated soft drinks itself, but linked with the store itself. For example, a coupon system would offer collectable coupons with every purchase worth a minimum amount (i.e. 100 Bahts) in 7-Eleven. Once the consumer has collected a certain amount of coupons, theses can be redeemed for discounted items from a list, or used to redeem special promotion, such a free drink purchase.

If working closely with drinks manufacturers, such promotional items could be branded glasses or branded clothing's, such as t-shirts, in order reinforce customer relationship.

Another type of effective promotion to be used in store is to link pack purchase with food consumption, as the data shows that these consumers purchase their drinks to go along with their family meals. For example, the store can offer a rebate on food purchased in stores such as snacks, sausages, bread etc…

This promotion will need to be advertised at the snack bar and near the food selling gondolas in order to reach maximum effect and add a spontaneous purchase of food to the planned purchased of carbonated soft drinks.

Conclusion

The purpose of this study has been to establish what are the factors and the implication of consumer's behavior towards carbonate soft drinks at 7-Eleven. The data that has been gathered presented and analyzed in this study has been able to answer this central question.

First, an overall description of the average carbonate soft drink consumer demographic has been established, providing a simple but effective picture of the consumer. Then, through deeper analysis, it has been possible to fine tune this analysis by bringing to light different segments of consumers, such as female drinkers, urban males consumers, countryside consumers.

The 2nd objective to this study was to determine what the most influential factors in the purchase decision process are. From the data gathered and the analysis of this report, it has been established that while thirst and price are important driver in the conscious mind of the consumers, underlying drivers such as brand, health concern and social image consumption mode are the final factors determining the type of purchase made by the consumers.

The 3rd objective of this study was to determine whether the consumer's needs are being satisfied by the carbonate soft drinks beverage. From the research of the survey and the analysis, it seems that while overall consumer's needs are being satisfied, there are also segments of consumers which needs are being ignored of are not fully satisfied. Such needs are seen with the opportunity to have female targeted carbonate low sugar fruits juice, male targeted low sugar carbonate cola drinks. Finally, the global concern with the health trends is seen to be present in the Thai market, but it does not seem that many manufacturers are trying yet to catch on this trend.

The fact that so many needs go unanswered provides an answer to the 4th objective of this study which was to determine the level of satisfaction of consumers toward carbonated soft drinks. The data presented in the study has shown that while the consumers are on average satisfied with the classic brands of Coke, Pepsi, Sprite, there are several other brands that do not satisfy the consumers, such as the current offer of carbonated fruit juice, 7-Up, or Calpico Soda. This is a direct translation of the fact that consumers' expectations for low sugar fruit juice or low sugar drinks are being ignored.

However, the roots causes of this dissatisfaction have been clearly identified with this study. Furthermore, the recommendations for the manufacturers to take advantages of theses needs to launch new products have been presented.

This study has been able to answer all the major research questions and sub research questions. It has been able to establish the attitude of the carbonate soft drinks consumers, their behavior, and the driving factors behind it. Finally, it has been able to provide a set of recommendations to both carbonated soft drinks manufacturer and to 7-Eleven to act on theses findings.

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APPENDIXS

Appendix A: Questionnaire for Carbonate Soft Drinks Study

Location

☐ 1) Siam Paragon (No……...…..…)

☐ 2) Muangthong Thanee (No……………)

☐ 3) Chachoengsao (No……………)

Do you drinks carbonate soft drinks?

☐ 1) Yes

☐ 2) No (stop)

Have you ever buy carbonate soft drinks at 7-Eleven?

☐ 1) Yes

☐ 2) No (stop)

Part I: Classification
Please check mark (✓) by your answer in the space provided

1) Age:
☐ 1) 15-20 years
☐ 2) 21-25 years
☐ 3) 26-30 years
☐ 4) 31-35 years
☐ 5) 36-40 years
☐ 6) 40-45 years

2) Gender:
☐ 1) Male
☐ 2) Female

Part II: Consumer's behavior towards carbonate soft drinks at 7-Eleven
Please check mark (✓) by your answer in the space provided

1) How often do you purchase carbonate soft drinks at 7-Eleven?

☐ 1) Once a month ☐ 2) Once a week

☐ 3) 2-3 times a week ☐ 4) 3-4 time a week

☐ 5) 5-6 times a week ☐ 5) Everyday

2) What time do you normally purchase carbonate soft drinks at 7-Eleven?

☐ 1) Before 9.00 hrs ☐ 2) 9.00-12.00 hrs

☐ 3) 12.00-15.00 hrs ☐ 4) 15.00-18.00 hrs

☐ 5) 18.00 hrs later

3) How many people were in your group when purchasing carbonate soft drinks?

☐ 1) Alone (go to No.5) ☐ 2) 2-3 peoples

☐ 3) 3-5 peoples

4) Who do you go with when purchasing carbonate soft drinks at 7-Eleven?

☐ 1) Family ☐ 2) Friend

☐ 3) Colleague ☐ 4) Boy/Girl friend

5) Have you planed or un-plan when purchase carbonate soft drinks at 7-Eleven?

☐ 1) Planed ☐ 2) Un-planed

6) What items do you purchase with carbonate soft drinks at 7-Eleven?

☐ 1) Frozen Food ☐ 2) Snack

☐ 3) Household ☐ 4) Magazine/Newspaper

☐ 5) Bread/Hot dog bar ☐ 6) Others soft drinks

☐ 7) Other

7) What pack size of carbonate soft drinks do you normally purchase at 7-Eleven?

☐ 1) 325 ml in can ☐ 2) 700 ml in bottle

☐ 3) 1.25 liters in bottle ☐ 4) 2 liters in bottle

Part II: Consumer attitude's towards carbonate soft drinks.

1) Please advice 100 points among each of the following attributes when shopping for carbonate soft drinks according to your degree of liking for each.

__________Brand name

__________Packaging

__________Taste

__________Formula

__________Price

__________Promotion

100

2) Please indicate your degree of agreement or disagreement regarding carbonate soft drinks answering need factors of drinking.

Consumer needs factors of drinking	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)
1. Carbonate soft drinks offers *thirst* release					
2. Carbonate soft drinks offer *affordable* price					
3. Carbonate soft drinks offers a *convenience* consumption					
4. Carbonate soft drinks offers a *good image and Status* to a purchaser in public.					
5. Carbonate soft drinks offers the consumer to achieve self actualization /*sociability*					
6. Carbonate soft drinks offer *healthy* benefit.					

3) a. Check all the brands of carbonate soft drinks that you have ever drank (Check all that apply)
b. Check the one you drink most often (Check one box)
c. Check the one brand you will probably buy next (Check one box)
d. For each brand please indicate how much you like the brand overall. Rate each brand, whether you have drank the brand or not

Brands	A. Ever drunk	B. Drink most often	C. Will buy next	D. Brand satisfaction					
				Absolutely dissatisfying (1)	Very dissatisfying (2)	Dissatisfying (3)	Satisfying (4)	Very Satisfying (5)	Absolutely Satisfying (6)
Coke									
Coke Zero									
Coke Light									
Fanta Orange									
Fanta Strawberry									
Fanta Salaberry									
Sprite									
Pepsi									
Pepsi Max									
Pepsi Twist									
Pepsi Green									
7 Up									
Mirinda Orange									
Mirinda Lemonade									
Calpico Soda									
A&W Root beer									

Appendix B: แบบสอบถามงานวิจัย

เรื่องพฤติกรรมของผู้บริโภคต่อการดื่มเครื่องดื่มน้ำอัดลม

สถานที่

☐ 1) สยามพารากอน (แบบสอบถามเลขที่……………)

☐ 2) เมืองทองธานี (แบบสอบถามเลขที่……………)

☐ 3) ฉะเชิงเทรา (แบบสอบถามเลขที่……………)

คุณดื่มเครื่องดื่มน้ำอัดลมหรือไม่ ?

☐ 1) ใช่ ☐ 2) ไม่ (หยุดการสำรวจ)

คุณเคยซื้อเครื่องดื่มน้ำอัดลมที่ 7-Eleven หรือไม่

☐ 1) ใช่ ☐ 2) ไม่ (หยุดการสำรวจ)

<u>ตอนที่ 1:</u> ข้อมูลสถานภาพทั่วไปผู้ตอบแบบสอบถาม

ขอให้ท่านขีดเครื่องหมาย ✓ ลงใน ☐ หน้าตัวเลือกที่ตรงตามสภาพความเป็นจริงของท่าน

1) เพศ:
☐ 1) ชาย
☐ 2) หญิง

2) อายุ:
☐ 1) 15-20 ปี
☐ 2) 21-25 ปี
☐ 3) 26-30 ปี
☐ 4) 31-35 ปี
☐ 5) 36-40 ปี
☐ 6) 40-45 ปี

<u>ตอนที่ 2</u> พฤติกรรมการบริโภค/การซื้อเครื่องดื่มน้ำอัดลมของลูกค้าร้าน 7-Eleven

1) คุณซื้อเครื่องดื่มน้ำอัดลมที่ 7-Eleven บ่อยแค่ไหน?

☐ 1) เดือนละครั้ง ☐ 2) สัปดาห์ละครั้ง ☐ 3) 2-3 ครั้งต่อสัปดาห์

☐ 4) 3-4 ครั้งต่อสัปดาห์ ☐ 5) 5-6 ครั้งต่อสัปดาห์ ☐ 6) ทุกวัน

2) โดยปรกติแล้วคุณซื้อเครื่องดื่มน้ำอัดลมที่ 7-Eleven เวลาใด?

☐ 1) 24.00-06.00 น. ☐ 2) 06.00-12.00 น. ☐ 3) 12.00-15.00 น.

☐ 4) 15.00-18.00 น. ☐ 5) 18.00 -24.00 น.

3) เมื่อคุณมาซื้อเครื่องดื่มน้ำอัดลมที่ 7-Eleven คุณมากี่คน?

☐ 1) มาคนเดียว (ไปตอบข้อ 5) ☐ 2) 2-3 คน ☐ 3) 3-5 คน

4) เมื่อคุณมาซื้อเครื่องดื่มน้ำอัดลมที่ 7-Eleven ปรกติแล้วคุณมากับใคร?

☐ 1) ครอบครัว ☐ 2) เพื่อน ☐ 3) เพื่อนร่วมงาน

☐ 4) แฟน

5) เมื่อคุณเลือกซื้อเครื่องดื่มน้ำอัดลมที่ 7-Eleven ปรกติแล้วคุณมีการวางแผนมาก่อนล่วงหน้าหรือไม่?

☐ 1) วางแผนล่วงหน้า ☐ 2) ตัดสินใจซื้อที่ร้าน

6) เมื่อคุณซื้อเครื่องดื่มน้ำอัดลมที่ 7-Eleven โดยปรกติแล้วคุณซื้อน้ำอัดลมและสินค้าประเภทใด?(เลือกเพียงข้อเดียว)

☐ 1) อาหารสำเร็จรูปแช่แข็ง ☐ 2) ขนมกรุบกรอบ ☐ 3) เครื่องใช้ภายในบ้าน

☐ 4) นิตยสาร/หนังสือพิมพ์ ☐ 5) ขนมปัง/ไส้กรอก ☐ 6) เครื่องดื่มประเภทอื่นๆ

☐ 7) อื่นๆ

7) เมื่อคุณซื้อเครื่องดื่มน้ำอัดลมที่ 7-Eleven โดยปรกติแล้วคุณจะซื้อในขนาดบรรจุภัณฑ์เท่าใด?

☐ 1) กระป๋อง 325 มิลลิลิตร ☐ 2) ขวด 700 มิลลิลิตร

☐ 3) ขวด 1.25 ลิตร ☐ 4) ขวด 2 ลิตร

<u>ตอนที่ 3</u> ทัศนคติต่อเครื่องดื่มน้ำอัดลมของลูกค้าร้าน 7-Eleven

1.จากคะแนน 100 คะแนน ขอให้ท่านแบ่งคะแนนนี้ลงในแต่ละรายการด้านล่าง โดยพิจารณาจากความสำคัญที่มีผลต่อการเลือกซื้อ/บริโภค เครื่องดื่มน้ำอัดลมของท่าน (ผลรวมทั้งหมดเท่ากับ 100)

____________ตรา/ยี่ห้อสินค้า

____________ลักษณะของบรรจุภัณฑ์

____________รสชาติ

____________สูตร/ส่วนผสมของเครื่องดื่ม

____________ราคา

____________โปรโมชั่น/รายการส่งเสริมการขาย

100

2) ขอให้ท่านขีดเครื่องหมาย ✓ ในตัวเลือกที่ตรงตามสภาพความเป็นจริงของท่านต่อการบริโภคเครื่องดื่มน้ำอัดลม

ความต้องการของผู้บริโภคต่อเครื่องดื่ม	ไม่เห็นด้วยอย่างมาก (1)	ไม่เห็นด้วย (2)	ปานกลาง (3)	เห็นด้วย (4)	เห็นด้วยอย่างมาก (5)
1.เครื่องดื่มน้ำอัดลมช่วยดับกระหาย					
2.เครื่องดื่มน้ำอัดลมมีราคาเหมาะสม					
3.เครื่องดื่มน้ำอัดลมมีความสะดวกในการบริโภค					
4.เครื่องดื่มน้ำอัดลมช่วยส่งเสริมภาพลักษณ์ที่ดีแก่ผู้บริโภค					
5.เครื่องดื่มน้ำอัดลมช่วยส่งเสริมฐานนะทางสังคม					
6.เครื่องดื่มน้ำอัดลมมีประโยชน์ต่อร่างกาย ทำให้สุขภาพดี					

3) ก.ขอให้ท่านกรุณาขีดเครื่องหมาย ✓ ลงใน ☐ โดยพิจารณาจากเครื่องดื่มน้ำอัดลมที่ท่านเคยดื่ม (เลือกได้มากกว่า 1 ข้อ)

ข.ขอให้ท่านกรุณาขีดเครื่องหมาย ✓ ลงใน ☐ โดยพิจารณาจากเครื่องดื่มน้ำอัดลมที่ท่านดื่มบ่อยที่สุด (เลือกเพียง ข้อ)

ค.ขอให้ท่านกรุณาขีดเครื่องหมาย ✓ ลงใน ☐ โดยพิจารณาจากเครื่องดื่มน้ำอัดลมที่ท่านอาจจะเลือกซื้อในครั้งถัดไป ภายในระยะเวลา เดือน (เลือกเพียง 1 ข้อ)

ง.ขอให้ท่านกรุณาขีดเครื่องหมาย ✓ ลงใน ☐ โดยพิจารณาจากความชอบ/ความพึงพอใจที่ท่านมีต่อเครื่องดื่มน้ำอัดลมในแต่ละชนิด โดย 1 หมายถึงไม่ชอบมากที่สุด และ 10 หมายถึง ชอบมากที่สุด ให้คะแนนเครื่องดื่มน้ำอัดลมในแต่ละชนิดถึงแม้ว่าท่านอาจจะไม่เคยบริโภคก็ตาม

ตราสินค้า	ก. เคยดื่ม	ข. ดื่มบ่อยที่สุด	ค. จะซื้อในครั้งถัดไป	ง.ระดับความพึงพอใจ/ความชอบ					
				ไม่ชอบมากที่สุด (1)	ไม่ชอบมาก (2)	ไม่ชอบ (3)	ชอบ (4)	ชอบมาก (5)	ชอบมากที่สุด (6)
โค้ก									
โค้ก ซีโร่									
โค้ก ไลท์									
แฟนต้า รสส้ม									
แฟนต้า รสสตรอเบอรี่									
แฟนต้า รสสละเบอรี่									
สไปรท์									
เปปซี่									
เปปซี่ แม็กซ์									
เปปซี่ ทวิสท์									
เปปซี่ กรีน									
เซเว่น อัพ									
มิรินด้ารสส้ม									
มิรินด้า รสมะนาว									
คาลปิโก้ โซดา									
เอ แอนด์ ดับบลิว รูทเบียร์									

Appendix C: Carbonate soft drinks in 7-Eleven

BIODATA

Name : Miss Arunee Nakmongkol

Date of Birth : 2 March 1977

Place of Birth : Chachoengsao, Thailand

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Residence : Thailand

Education : Rajchabhat Pranakorn University (Computer Science), 1999.

: Bangkok University; Master of Business Administration, 2009.