

**Investigating shopper behaviour in a routine food purchasing  
situation**

**By**

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**short dissertation presented as partial fulfilment of the requirements  
for the degree**

**MAGISTER COMMERCII  
in  
BUSINESS MANAGEMENT**

**in the  
FACULTY OF MANAGEMENT**



**at the**  
UNIVERSITY  
OF  
JOHANNESBURG

**UNIVERSITY OF JOHANNESBURG**

**STUDY LEADER: PROF FJ HERBST**

**MAY 2006**

## ACKNOWLEDGEMENTS

The following people contributed to the completion of this masters dissertation. It is my privilege to thank each of them:

- The Lord who strengthens me and through His grace and mercy made this accomplishment possible.
- Prof FJ Herbst, my study leader, for his guidance and assistance.
- Prof P Joubert, for his motivation and valuable input.
- Clover Danaone Beverages, for the financial sponsorship.
- Marcuis Matthews, for his patience and continued support.
- Tiago Anderson, for being a great source of strength and motivation.
- Family and friends for their interest.



## SUMMARY OF STUDY

Decision-making is more complex and even more important for consumers today than in the past. Today's consumers has a wealth of information sources to their disposal, through advertising, news articles, direct mailings and word of mouth , in addition, there is a variety of stores and shopping malls that has broaden the sphere for consumer choice, and in the process complicated decision - making.

Consumers purchase intentions and decision that lead to the purchase are closely related to their future purchase behaviour. That is, a consumer who has used and is satisfied with a brand is likely to try it again on a future purchase occasion and is likely to follow this up with actual purchase of the brand. In this instance attitude is important to marketers not because it predicts what brands a consumers will buy, but because it can explain why they buy the brand they do.

There is a need to explore and understand consumer shopping behaviour and purchase drivers within the fruit juice category. The refrigerated fruit juice category presents much confusion to the consumer and/ or shoppers, (consumer and shopper being used inter changeable) and makes it difficult to shop the category.

There are many choices and lack of clarity around fruit juice types, therefore there is also a need to quantify how shoppers shop the fruit juice category. As part of a category approach to business management, consumer insights can improve merchandise positioning and promotion of the fruit juice category.

The purpose and importance of the study is to gain insights into how shoppers select fruit juice(s), identify patterns of shopping behaviour. To determine how involved are shoppers in the category when selecting and purchasing their fruit juice, and to what level their commit to they selected fruit juice type.

The purpose is not to produce a definitive conclusion or generalisable results, because shopper behaviour, will differ depending on store type, day of the week and day time part , but rather to form a basis to begin to understand the shoppers dynamics for the fruit juice category.

Insights gained and understanding of category purchase drivers, will enable the development of an optimal category flow (shop shelf merchandising lay out) ensuring overall improvements for the category ensuring that shopper needs are met, which in turn would result in an improved shopping experience. This will also allow for an optimal marketing mix for the various brands for the different fruit juice types, that, will ensure that the brand increased its potential to be selected in-store and therefore increase its rate of sale.

The literature reviewed, illustrated the complexity of consumer behaviour, as one is dealing with human behaviour, that is not always easy to comprehend, because many factors influence behaviour. These factors vary from internal factors and external factors. One can therefore not deal with the topic on consumer behaviour and look at factors in isolation, one should attempt to have a holistic approach as the literature suggest because many variables impact on one aspect for example such as decision-making.

The key lessons learnt from this study, is no different to what the literature states, the fruit juice consumer exhibited complex and various behaviour. Whilst the target groups were homogeneous, the shoppers exhibit different behaviours, hence the clusters from the (In)store TM model. However there are agreements on the following;

- Loyalty in the fruit juice category is low.
- There is a desire to try something new as indicative of the high prevalence of experiential shoppers.
- Shoppers indicated that they decision to purchase a fruit juice is not entirely made in-store, but rather planned.

- Shoppers exhibit a low level of commitment to the category.
- Shoppers indicated that product related attributes do influence their purchase decision.
- The fruit juice category is not well differentiated.

The above findings on product involvement and commitment have managerial implications, and are important issues in the development and implementation of marketing strategies, aimed at building and maintaining market share. In-store investment should be limited to product specific promotions, and not the traditional fridge-end display and gondola ends as these promotional elements are ineffective in generating sales. The challenge is to win time for the shopper in-store, is also crucial as consumers do not always have the time to shop. The product category flow should be clear and uncluttered, with product types clearly segmented in the fridge.

Satisfying consumers are not enough to yield a competitive advantage, what marketers need to do is lock consumers into what their product has to offer. Marketers need to seek bonding and lasting relationships with their consumers, to ensure a competitive advantage, this they need to do by creating and evoked set, in other words, position their products in the minds of the consumer and entrench their offerings with a value added proposition intrinsic and extrinsic. The key to doing this is to ensure that their product offering(s) are tangible and visually differentiated, have an ownable proposition that will generate loyalty towards the product offering and create a high level of involvement.

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# CHAPTER 1

## ORIENTATION

### 1.1 INTRODUCTION

Decision-making is more complex and even more important for consumers today than in the past. Today's consumers has a wealth of information sources to their disposal, through advertising, news articles, direct mailings and word of mouth , in addition, there is a variety of stores and shopping malls that has broaden the sphere for consumer choice, and in the process complicated decision - making.

Consumers purchase intentions and decision that lead to the purchase are closely related to their future purchase behaviour. That is, a consumer who has used and is satisfied with a brand is likely to try it again on a future purchase occasion and is likely to follow this up with actual purchase of the brand. In this instance attitude is important to marketers not because it predicts what brands a consumers will buy, but because it can explain why they buy the brand they do (Foxall & Goldsmith, 1994:97).

*Behaviourism*, according to East (1997:118), makes *thought* the precursor of *action*, but traditional behaviourist rejects the idea that thought and feeling are the initiators of action, and explains action only by the reference to the circumstances that applied to previous performance of the action. For example when an action has been rewarded, the propensity to repeat the action is strengthened. If past action has been negatively reinforced, then the potential to repeat the action is diminished. To a behaviourist, *thought* and feeling are therefore *effects* but not causes.

Opposed to behaviourism is the view that thought and feeling can produce change in action directly. This is *cognitivism*; in its strongest form, experience is interpreted and used to change attitudes and knowledge, which then control

behaviour. From a cognitivist perspective, behaviour may be modified by communication, which changes attitudes and knowledge, and affect consumer choice.

The relationship between attitude and behaviour is important because marketers want to know how to intervene to change action (East, 1997:122).

This study is an investigation of the role that attitude play in the actual purchase behaviour, for non – alcoholic beverages. According to the tricomponent model there are three dimensions that constitutes attitude. These dimensions are cognition, affect and conation. Cognition refers to an individuals knowledge and perceptions, these may be acquired by direct experience with the object, idea or behaviour, these perceptions or beliefs are not necessarily true.

The affective component of the model has to do with the consumer's feelings or emotions with respect to the focus of the attitude. The affective component of an attitude captures the overall assessment of a product, the consumer evaluation of the product could be favourable or unfavourable. Conation or the behavioural element is concerned with the probability or inclination of a consumer to act in a particular way with regard to the focus of the attitude (du Plessis, Rousseau and Blem, 1990:106).

For the purpose of the study only the affective component; that is an exploration of the emotive or feelings dimension of attitude, will be explored.

To gain better understanding of the cognitive process of the purchase behaviour, this study will focus on categorisation and therefore aspects such as intent to purchase are excluded from the study. The investigation is also category specific and will focus on the fruit juice segment within the non-alcoholic beverage market.

## **1.2 PROBLEM STATEMENT**

There is a need to explore and understand consumer shopping behaviour and purchase drivers within the fruit juice category. The refrigerated fruit juice category presents much confusion to the consumer and/ or shoppers,(consumer and shopper being used inter changeable) and makes it difficult to shop the category.

There are many choices and lack of clarity around fruit juice types, therefore there is also a need to quantify how shoppers shop the fruit juice category. As part of a category approach to business management, consumer insights can improve merchandise positioning and promotion of the fruit juice category.

## **1.3 PURPOSE AND IMPORTANCE OF THE STUDY**

The purpose and importance of the study is to gain insights into how shoppers select fruit juice(s), identify patterns of shopping behaviour. To determine how involved are shoppers in the category when selecting and purchasing their fruit juice, and to what level their commit to they selected fruit juice type.

The purpose is not to produce a definitive conclusion or generalisable results, because shopper behaviour, will differ depending on store type, day of the week and day time part , but rather to form a basis to begin to understand the shoppers dynamics for the fruit juice category.

Insights gained and understanding of category purchase drivers, will enable the development of an optimal category flow (shop shelf merchandising lay out) ensuring overall improvements for the category ensuring that shopper needs are met, which in turn would result in an improved shopping experience. This will also allow for an optimal marketing mix for the various brands for the different fruit juice types, that, will ensure that the brand increased its potential to be selected in-store and therefore increase its rate of sale.

Better understanding will assist in the development of an optimal category flow, to ensure improvements for the fruit juice category, and brand selection

## **1.4 RESEARCH OBJECTIVES**

### **1.4.1 Primary objective**

The primary objective of the study is to gain shopper insights and understanding of how shoppers shop the refrigerated fruit juice category, (understand consumer shopping behaviour and purchase drivers) and to quantify these insights, in order to develop a comprehensive fruit juice strategy.

### **1.4.2 Secondary objectives**

The secondary objectives of this study are:

- a) To identify patterns of behaviour.
- b) To understand shoppers purchase decisions.
- c) To understand the level of planning in the purchase decision.
- d) To ascertain the level of commitment and loyalty.

## **1.5 RESEARCH QUESTIONS**

According to Zikmund (2003:98), the research objective is the researcher's version of the business problem. Once the *research question and/or hypothesis* have been stated, the research project objectives are derived from the problem definition. The study seek to gain consumer insights that will aid in the developing of an optimal category flow, and optimise the brand selection potential. The following research questions are proposed:

- i) How do shoppers shop the refrigerated fruit juice category?
- ii) How do shoppers arrive at a fruit juice type selection decision in the refrigerated fruit juice category?
- iii) Are fruit juice purchase habitual or planned?
- iv) What are the levels of commitment and how involved are consumers in the

fruit juice category?

## **1.6 DEMARCATION AND SCOPE OF THE STUDY**

Demarcation and scope of the study, is that the investigation is category specific and will focus on the fruit juice segment within the non-alcoholic beverage market. The research will only be conducted in Gauteng, based on three different store types only. The study is exploring in-store behaviour that lead to fruit juice selection, and the importance of category lay-out (categorisation) that will enhance fruit juice purchases. Aspects such as intent to purchase is excluded whilst the study is also not necessarily taking cognisance of other external factors that influence purchase behaviour.

## **1.7 LITERATURE REVIEW**

### **1.7.1 Consumer behaviour: A conceptual model**

The model of consumer behaviour as illustrated in Figure 1, below is to capture the structure and process of consumer behaviour, it is a conceptual model and does not contain sufficient detail to predict particular behaviours. It does however reflect the beliefs about the general nature of consumer behaviour (Hawkins, Best & Coney, 2001:26).

**FIGURE 1: Consumer behaviour model**

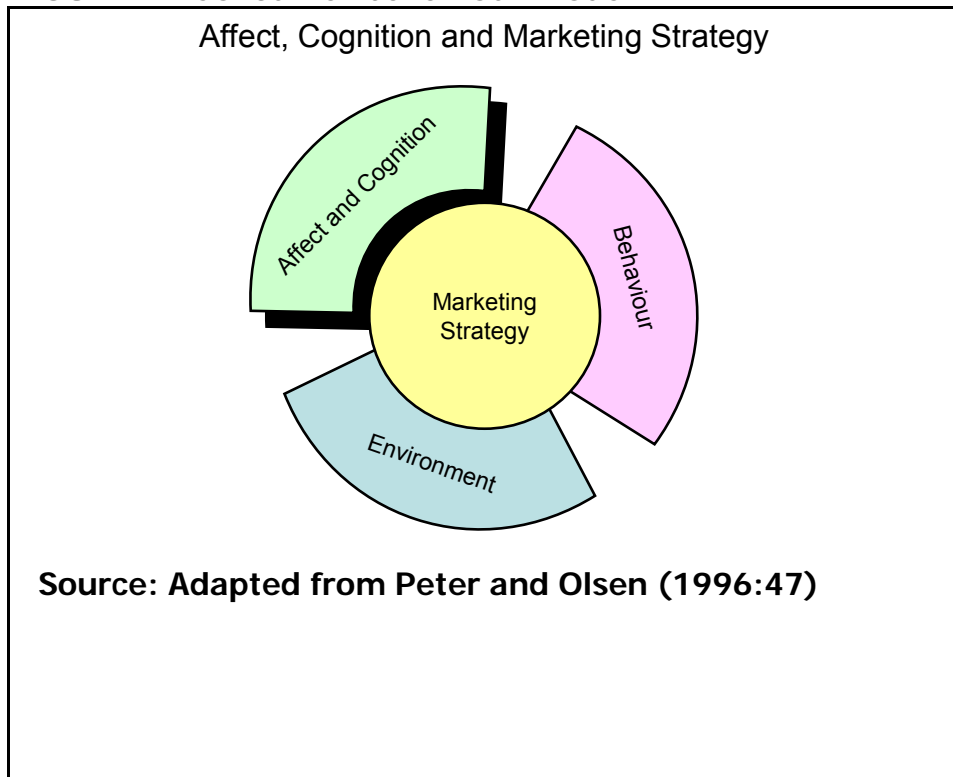


Figure 1 represents the four elements of consumer analysis (1) affect and cognition, (2) behaviour, (3) the environment and (4) marketing strategy. The wheel of consumer analysis is flexible and can aid in understanding consumers and developing marketing strategies at many levels, for example it can be applied to the analysis of different societies, industries, market segments or individual consumers (Peter & Olson, 1996:25).

The model suggests that there exist an interrelationship among affect and cognition, behaviour and the environment. The relationship among the elements should also be viewed as a continuous set of interactions, called reciprocal determinism. Reciprocal refers to a mutual action between factors, and determinism indicates the effects caused by these factors.

Therefore reciprocal determinism means each element, in the model both causes the other elements and, in turn, is caused by them, usually in a continuous fashion over time (Peter & Olson, 1996:28).

Hawkins *et al.* (2001:26) states that individuals develop self-concepts and subsequent lifestyles based on a variety of internal (mainly psychological and physical) and external (mainly sociological and demographic) influences. These self-concepts and lifestyles produce needs and desires, that requires consumption decisions to satisfy. As the individual encounter relevant situations, the consumer decision process is activated. In turn this process and experiences and acquisitions it produces, influences the consumers self-concept and lifestyle by affecting their internal and external characteristics.

The consumer behaviour model is simple, both conceptually and intuitively appealing. Every individual has a view of him/herself (self-concept), and we try to live in a particular manner given our resources (lifestyle). Our view of ourselves and the way we try to live are determined by internal factors (such as our personality, values, emotions, and memory) and external factors (such as our culture, age, friends, family and subculture), this results in desires and needs that we bring to the multitude of situations we encounter daily. It is these situations that cause us to consider a purchase (Hawkins *et al.*, 2001:27).

Consumer behaviour is a process, of which the purchase behaviour is only one stage, of the process, there are many underlying influences, both internal and external form the social environment. Peter and Olson (1996:11) defines consumer behaviour as the dynamic interaction of affect and cognition, behaviour and environmental events by which human beings conduct the exchange aspects of their lives.

### **1.7.2 Attitude and behaviour**

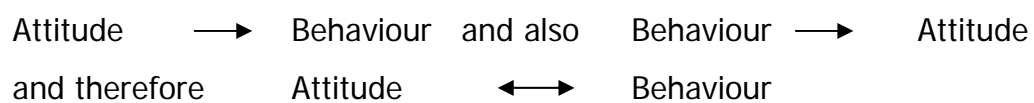
Attitude has long been of critical importance in attempts to explain man's social behaviour, it is an abstraction that has no one absolute and correct meaning or definition (Soars, 2003:7). At an intuitive level the importance of attitude in marketing seems obvious- if we believe that a product has certain desirable characteristics, it seems probable that we will like the product, and should the



appropriate situation arise, we would purchase the product (Rice, 1997:107).

All things equal, people generally behave in a manner consistent with their attitudes and intentions. There is a positive relationship between attitude and behaviour. Gellerman (in Rice, 1997:108) describes attitudes as the leading variables to behaviour.

Attitude change predates and predicts behaviour- in other words there exist a two way interaction amongst the two concepts, when illustrated suggest a relationship such as;



The above relationship emphasise that our attitude may influence our behaviour, but our behaviour may also, in turn affect our attitudes, either by changing them or by confirming them.

Hawkins, *et al.* (2001:394), defines, attitude as follows “an attitude is an enduring organization of motivational, emotional, perceptual and cognitive processes with respect to some aspect of our environment” it is a learned predisposition to respond in a consistently favourable or unfavourable manner with respect to a given object. Thus, an attitude is the way we think, feel, and act toward some aspect of our environment such as a retail store, television program or product.

Attitude form an important part of consumer theory and marketing practice because they are felt to be a crucial link between what consumers think about products and what they buy in the marketplace ( Foxall & Goldsmith,1994:24).

### **1.7.3 Involvement/commitment**

Product involvement involves an ongoing commitment on the part of the consumer with regard to thoughts, feelings and behavioural response to a product category, it is also independent of situational influences (Pascale & Lim, 2003:3). Richins and Bloch in (Pascale & Lim, 2003:3) noted that consumers with high product involvement would find the product(s) interesting and this would occupy the consumers' thoughts without the stimulus of an immediate purchase.

Such an interest in the product category may arise from the consumers perception that the product class meets important values and goals. Product involvement, therefore can be seen as the intensity with which a product gestalt is embedded in and driven by the consumers value system.

According to Pascale and Lim (2003:4), product involvement differs from purchase involvement. Purchase involvement can be seen as the relevance of the purchasing activities to the individual. On the other hand, product involvement reflects the perceived relevance of the product category to the individual on an ongoing basis.

Product involvement is said to be an important concept to explain a significant proportion of consumers purchase choice. One's involvement in a product class is directly related to one's commitment to a brand within that product class. Furthermore, the more focal a product class is to an individual ego or sense of identity, the stronger the psychological attachment he/she will exhibit to a particular brand within that product class.

Conversely, the more peripheral the product class is to the individuals ego, the lower the attachment to the brand. One reason for this is that a consumer exhibiting a low involvement in a given product category would more probably have a large consideration set, and therefore his/her brand commitment would

be low. Brand switching would be more frequent compared with another consumer for whom this product category is highly involving (Pascale & Lim, 2003:4).

#### **1.7.4 Categorisation**

Categorisation has a role to play in all cognitive activity as it links to language, perception and memory. Categorisation minimises the number of items stored of each concept without jeopardising mental representation, also known as cognitive economy. The benefits of developing these common labels for everything are that it eases cognitive processes such as communication, perception, planning of actions and memory (Soars, 2003:2).

Soars (2003:3) postulates that the psychology –based rationale behind shopper action, all starts with the brain- due to its intricate nature with its various channels, paths and synapses between nerve cells and muscles to link all parts, our brains allow us to recall and draw on experiences to assist our choices and minimise mistakes. This is all part of our survival mechanism and hence we use these heuristics instead of spending our lives frozen in thought over every decision or judgement.

Our brain cannot cope with everything instantly, so in a supermarket for example, our eyes are constantly sweeping around, taking in everything. Consumers have to deselect 80 – 90 per cent at any one time in order to concentrate on the task they are doing and that is why categorisation is so important. It is therefore no surprise that if categories in- store do not hold what a customer is used to, it can cause confusion and takes a while to assimilate (Soars, 2003:2).

### **1.8 RESEARCH METHODOLOGY**

The research that will be undertaken will have a two pronged approach, that can be divided into two phases a qualitative exploratory and quantitative observation.

### **Phase1: Qualitative phase**

This phase, will entail an exploratory study, by conducting focus groups. The underlying strength of qualitative research is that it is centrally concerned with understanding of variables rather than measuring them (Zikmund, 2003:111). The qualitative study will allow for the understanding of the target market and insights into the way(s) in which they purchase within the fruit juice category.

The exploratory research is designed to provide insights into a problem where the phenomenon is not yet well defined. The research process is relatively flexible and unstructured and may involve the in-depth probing of relatively few consumers (Solomon, 1994:23). A skilled moderator will facilitate the discussion to allow for a free-flowing dialogue, but will work according to a semi-structured discussion guide. Content analysis of the focus groups will be done, through observation of the groups themselves and also in-depth analysis of transcripts of the group discussions.

Insights gained from the qualitative work will provide the necessary inputs for the second phase.

### **Phase 2: Quantitative phase**

This phase will entail the gathering of data through in-store video recording positioned in store at the fruit juice aisle. The filming unit would run throughout the stores trading hours, to gather footage of all shoppers visiting and interacting with the products within the category. It is essential to video shoppers throughout the day as different shoppers shop at different times of the day and their shopping behaviour could differ.

A method combining approach called triangulation will be applied. Triangulation is seen as a central concept for method integration, the emphasis, is on combining methods, eg., survey questionnaires with non - standardised

interviews, or using a number of data sources (self, informants, other commentators) a number of accounts of events, or a number of different researchers (Fielding & Schreier, 2001:12).

In addition to the in store filming a short exit survey, will be conducted where shoppers will be asked to fill in. This will enable the researcher to probe key product choice drivers. The shopper response will then be compared with the filmed footage, to determine what shoppers say they feel and do, mirror the observed behaviour at point of purchase.

### **1.9 RESEARCH AND METHODOLOGY**

Zikmund (2003:65) states that a research design is a master plan specifying the methods and procedures for collecting and analysing the needed information. It is therefore a framework or blueprint that plans the action for the research project. There are no one best research design for all situations, no hard and fast rules for good business research, researchers therefore have many alternative methods for solving the problems (Zikmund, 2003:69). This study will be exploratory, non-experimental, and will also include a survey.

To this end, the design of the project will encompass the following;

- **Phase 1: Exploratory study**

Phase 1, an exploratory study, utilising focus groups to unearth and gain insights into shopper attitude.

To gain better insights with regards to shopping dynamics, a 'shop shelf' experiment will be conducted at the start of the group discussions. Shoppers will be asked to enter the venue individually and requested to do their "typical fruit juice shopping" from a mock shop shelf set up in the venue with a range of fruit juice types and brands at current retail prices. Respondents will be exposed to the shelf for a maximum of three minutes and be will be observed

from a one-way mirror.

After all respondents have been exposed to the shelf, the shelf and its contents will be covered. The group discussion will commence, with respondents being asked to talk about the contents of their shopping bag. This exercise will attempt to show spontaneous purchase intent, and allow for discussion on variables that impact on purchase decision, as well as the process the shopper went through in selecting their product.

- **Phase 2: Observation study**

Phase 2, the consumer behaviour will be observed through in store cameras positioned at the fruit juice aisle. The observation of behavioural measures such as time spent in category, products browsed, products selected, patterns of behaviour, will be made possible without subjectivity. The stores selected will be surveyed over the last three shopping days of the selected week. In addition to the filming a dedicated interviewer will be operating in each store to do an intercept interview immediately after consumers had purchased, the exit questionnaire will be short to keep to acceptable time limits.

### **1.10 SAMPLING**

Sampling involves any procedure using a small number of items or parts of the whole population to make conclusions regarding the whole population. A sample is therefore a subset, or part of a larger population. There are several alternative ways of taking a sample, the major alternative sampling plans can be grouped into probability and non-probability techniques (Zikmund, 2003:369).

In probability sampling every element in the population has a known nonzero probability of selection, where the simple random sample is the best known probability sample, in which each member of the population has an equal

probability of being selected. In non-probability sampling on the other hand the probability of any particular member of the population being chosen is unknown (Zikmund, 2003:369).

The sample for this study will be based on convenience thus non-probability, sampling. The target population can be defined as the fruit juice purchaser, for the family and must purchase fruit juice at least once a week a qualification question to screen respondents will enable non regular fruit juice shoppers to be eliminated.

The sampling frame will constitute females, of all races within the age group of 25 to 49 years. A total of 300 intercept interviews will be conducted, on consumers who have purchased fruit juice.

### **1.11 DATA COLLECTION**

The magnitude of this study, is of such a nature that the results/outcomes of the study will directly impact on marketing strategy decisions that needs to be made, for the fruit juice portfolio, hence the fieldwork will be commissioned to Research Surveys in conjunction with Shopper Behaviour Research (SBR) a research company whose expertise lies within the field of shopper behaviour research.



### **1.12 DATA ANALYSIS**

Data analysis begins after the data has been collected, during the analysis stage several interrelated procedures are performed to summarise and rearrange the data. The raw data must be transformed into meaningful information, where the transformation of raw data into a form that will make it easy to understand and interpret is defined as descriptive analysis.

Descriptive statistics such as perceptual maps will therefore be used to describe or summarize information about the population or sample, whilst

multivariate data analysis allows for the simultaneous investigation of more than two variables (Zikmund, 2004: 453). Utilising the latest in-store video recoding techniques available, data collecting, editing and coding procedures will be utilised. Tabulation and cross-tabulations, will be utilised to analyse the data, providing perceptual maps.

### **1.13 NATURE AND FORM OF RESULTS**

The results of the study will be provided in a report format including tables, maps and figures. Results will include recommendations and action plans for the fruit juice category.

### **1.14 CLARIFICATION OF KEY CONCEPTS**

The following key concepts will be used as an integral part of the literature and empirical parts of this study;

- **Product category** : refers to the shop shelf layout for a specific product group (fruit juice) and the various types of fruit juice available in store.
- **Fruit juice type**: refers to the various format, for the purpose of the study only refrigerated juices are dealt with, this include 100% fruit juices, nectars ( juice with less than 100% fruit content), dairy fruit mixes (milk/yoghurt mixed with fruit juice) and lite juices (low kilojules juices).
- **Rate of sale (R.O.S)**: the times the stock turn in-store.
- **Self –concept**: the totality of an individuals thoughts and feelings about him or herself (Hawkins *et al.*, 2001:428).
- **Evoked set** : the term evoked set identifies those few brands in a product category given actual purchase consideration by a consumer (Abougomaah, Schlacter & Gaidis,1987:67).
- **Focus groups**: focus group interviews is an unstructured, free flowing interview with a small group of people (Zikmund, 2003:117).
- **LSM**: living standard measures used to profile the population to avoid



discrimination on the bases of race, it is an inclusive measure based on living standards ( Consumer Scope, 2004:1).

## **1.15 CHAPTER OUTLINE**

Proposed chapters of this study are as follows;

### **Chapter 1: Introduction**

This chapter, will outline the basic purpose and objectives of the study. It will serve as the prelude into the main body of the study. The purpose of the research will be elaborated on, with reference to the measures that will be utilised. The research questions will also be stated as well as a brief outline of the methodology to be used. This chapter also gives a synopsis of the importance of the study, and a literature review on the area of interest. Finally the chapter will conclude with an outline of how the research report is structured with regards to the chapters. The rest of this dissertation will be divided into the following chapters.

### **Chapter 2: Literature review**

This chapter, will give account of the literature reviewed, on the subject of interest. Providing an overview of the consumer behaviour model, specifically looking at themes of concepts pertaining to this study, such as consumer decision-making, involvement, commitment, decision rules and more.

### **Chapter 3: Research Methodology**

This chapter, will provide the detail on the research methodology, with focus on the technique(s) and methods of analysis. The design, sampling techniques and questionnaire details will be specified, with details of the scales and format(s) of questions used.

The procedures and techniques for analysis will also be specified, with regards

to each of the constructs to be measured. The research question will also be elaborated on, and the process of its development clearly specified.

#### **Chapter 4: Research results**

This chapter, will provide the main findings of the study, the insights gained will be discussed, as well as the limitations or assumptions which may have led to biases of significance or non- significance found.

#### **Chapter 5: Conclusion and recommendation**

This chapter, will conclude the main findings and understanding gained. A critical assessment of the findings will be discussed and the potential for further research will be considered. Recommendations for future research will be made contemplating both extensions of the research and related endeavours.

### **1.16 CONCLUSION**

This chapter, outlined the purpose and objectives of the intended study, it also highlights the main focus and demarcated what the study will cover. This chapter gives a brief account on the literature that will be reviewed, in more detail in the chapter to follow.

The next chapter, will review the literature in more detail and as such cover a theme of the important aspects pertaining to this study.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

The chapter will give a full account of the literature reviewed related to the subject of interest, having looked at similar studies and therefore covering aspects that is relevant to this particular study.

#### 2.2 THE CONSUMER BEHAVIOUR MODEL AN OVERVIEW

Figure 1 as in paragraph 1.7, presents the four major elements of consumer analysis, these include the following a) affect and cognition, b) behaviour, and c) the environment (Peter & Olson, 1996:24). The next section will discuss these four elements.

##### (i) Affect and cognition

Affect and cognition refer to two types of internal, psychological responses that consumers may have to environmental stimuli and events. Affect concerns feelings, while cognition involves thinking. Affective responses vary in evaluation- positive or negative, favourable or unfavourable, and in intensity or level of bodily arousal.

**Affect** include relatively intense emotions such as love or anger, less strong feelings states, such as satisfaction or frustration, diffuse moods such as relaxation or boredom, and rather mild overall evaluations such as "I like McDonalds French fries" or " I dislike BIC pens" (Peter & Olson,1996:25).

**Cognition** on the other hand refers to the mental processes and knowledge structures involved in peoples responses to the environment. It includes knowledge that people have acquired from their experiences and have stored in their memory.

Cognition also includes the psychological processes associated with paying attention to and understanding aspects of the environment, remembering past events, forming evaluations, and making purchase choice decisions. Many aspects of cognition are conscious thinking processes, others are however unconscious and essentially automatic (Peter & Olsen, 1996:26).

### **(ii) Behaviour**

Peter and Olson (1996:26) refers to behaviour as the overt acts or actions of consumers that can directly be observed. Examples of behaviours include watching television, visiting a store, buying a product. Thus, while affect and cognition are concerned with what consumers *feel* and *think*, *behaviour* deals with what consumers actually *do*.

### **(iii) Environment**

Environment refers to the complex of physical and social stimuli in the external world of consumers. It includes the things, places and other people that influence consumers' affect and cognition and their behaviours.

Important parts of the environment are the physical and social stimuli created by marketers to influence consumers. These would include things such as products, advertising, signs, stores etc. it is critical to understand these as it is underlying to understanding consumer behaviour (Peter & Olson, 1996:27).

According to Foxall and Goldsmith (1994:24) many fundamental facts about consumer behaviour can easily be ascertained by observation. Many interest groups have turned to the behavioural sciences, particularly social psychology, to understand the complexities of consumer choice. Constructs such as personality, attitude and lifestyle, social - class culture and the social situation promise to throw light on the mass of simple facts that beset professionals in this area.

Identifying and using these behavioural constructs is seldom of far-reaching help in itself, while each seems to elucidate a small aspect of consumer behaviour, what is needed as an integrated framework for consumer research, that shows the concepts are interrelated and how they can be logically combined to assist not only the understanding but prediction and where necessary, intervention (Foxall & Goldsmith,1994:24).

The complexity inherent in understanding consumer behaviour has led to the construction of models of the buying process that indicate the stages through which consumer passes from the time he or she first becomes aware of a need for a product or service to the time when a product is purchased, a brand selected, and the consumer evaluates the success of his or her purchase and decides whether to buy that particular product and/or brand again (Foxall & Goldsmith, 1994:25). Foxall and Goldsmith (1994:25) further states that two principal aims of such models are the prediction of future behaviour, based on measurement of relevant variables, and the explanation of this behaviour in terms of theoretically relevant constructs.

Consumption, therefore is a process which begin well before a product is purchased and extends well beyond it, consumer decisions, should then be considered not only as the beginning point of a consumption process. One would therefore ask what a decision entails.

### **2.3 CONSUMER DECISION-MAKING**

According to Schiffman and Kanuk (2000:437) everyday each individual, makes numerous decisions concerning every aspect their daily lives. We however generally make these decisions without stopping to think about how we make them and what is involved in the particular decision – making process itself. A decision in the most general term is the selection of an option from two or more alternative choices. For a person to make a decision a choice of alternatives must be available.

When a person has a choice between making a purchase and not making a purchase, a choice between brand X and brand Y, or a choice of spending time doing "A" or "B", that person is in a position to make a decision. Where a consumer has no alternatives to choose from and is forced to make a particular purchase or take a particular action, such as the use of prescribed medication, this "no - choice" does not constitute a decision. Such a no choice decision is referred to as a "Hobson's choice" (Schiffman & Kanuk, 2000:437).

Schiffman and Kanuk (2000:437) further states, that no – choice purchase or consumption situations are fairly rare, as consumer freedom often is expressed in terms of a wide range of products choices. Therefore if there is almost always a choice, then there is almost always an opportunity for consumers to make decisions. Also providing consumers with a choice when there were originally none, can be a good business strategy that can increase sales.

There are several schools of thought that depict consumer decision - making in a distinctly different ways. These perspectives or views as to how (and why) individuals behave as they do. Schiffman and Kanuk (2000: 439) provides the following views that will be examined: (i) an economic view, (ii) a passive view, (iii) a cognitive view, and (iv) an emotional view.

#### **(i) An economic view**

The field of theoretical economics, portrays a world of perfect competition, where the consumer is characterise as making rational decisions. However to behave rationally in the economic sense, a consumer would have to be aware of all available product alternatives, be capable of correctly ranking each alternative in terms of its benefits and disadvantages, and be able to identify the one best alternative.

Realistically consumers rarely have all the information or sufficient accurate information or even an adequate degree of involvement or motivation to make the so called “perfect” decision. Therefore the classical economic model of an all rational consumer is unrealistic, reasons being: a) people are limited by their existing skills, habits and reflexes, b) people are limited by their existing values and goals, and c) people are limited by the extent of their knowledge.

Consumers operate in an imperfect world in which they do not maximise their decisions in terms of economic considerations, such as marginal utility or price – quantity relationships. Consumers would generally settle for a satisfactory decision one that is “good enough”. It is for this reason, that the economic view is often rejected as too idealistic and simplistic (Schiffman & Kanuk, 2000:440).

### **(ii) A passive view**

Opposite to the rational economic view is the passive view, that depicts the consumer as submissive, to the self – serving interest and promotional efforts of marketers. According to the passive view consumers are perceived as impulsive and irrational purchasers, ready to yield to the aims and arms of marketers.

The principal limitation of this view, is that it fails to recognise that the consumer plays an equal, if not dominant role in many buying situations – by seeking information about product alternatives, and selecting the product that appears to offer the greatest satisfaction (Schiffman & Kanuk, 2000:441).

### **(iii) A cognitive view**

This view portrays the consumer as a thinking problem solver, where consumers are frequently pictured as either receptive to, or actively searching for products and services that fulfil their needs and enrich their lives. The cognitive view focuses on the processes by which consumers seek and

evaluate information about selected brands and retail outlets. Consumers are viewed as information processors, where information processing leads to the formation of preferences and ultimately to purchase intentions. The cognitive view also recognises that the consumer is unlikely to attempt to obtain all available information about every "satisfactory" decision (Schiffman & Kanuk, 2000:441).

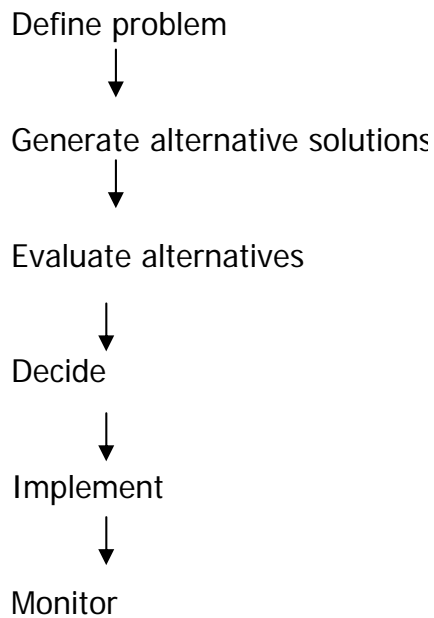
#### **(iv) An emotional view**

When a consumer makes an emotional purchase decision, less emphasis is placed on the search for pre purchase information. Instead, more emphasis is placed on current mood and feelings, that is not to say, that emotional decisions are not rational. Emotional decisions are expressions such as "you deserve it" or "treat yourself" (Schiffman & Kanuk, 2000:442). Research done by Soars (2003:3) suggests that a store image and atmosphere can affect shopper's moods, and in turn influence how long they stay in the store.

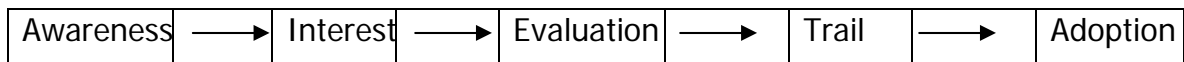
Consumers' moods in this instance are also important to decision - making, as it impacts on when, where, and whether they shop alone or with others.

It is well documented that the decision-making process follows a number of stages, although there has been little consensus on the number of stages an individual goes through before making a final choice. The decision process models are fairly common in the field of marketing, they attempt a simple description of the stages which consumers progress through in reaching purchasing decisions (Rice, 1997:206) most are variations on the classic problem solving/decision – making process of;





Marketing 'editions' of this include the innovation adoption model;



Source: Adapted from Rice (1997: 108).

Consumer decisions produces an image of an individual carefully evaluating the attributes of a set of products, brands, or service and rationally selecting the one that solves a clearly recognised need for the least cost. It therefore has a rational/ functional connotation, the decision process varies as consumers move through very low level of involvement, with the purchase situation to a high level of involvement, where decision - making becomes increasingly complex (Hawkins et al.,2001:504).

## 2.4 INVOLVEMENT/COMMITMENT

The concept of involvement has received widespread attention in the domain over the last 30 years, particularly in the fields of advertising and consumer behaviour. Initial interest in involvement was stimulated by early research on television advertising and on low involvement learning. Over the years, involvement has shown to influence a number of behavioural outcomes,

including search behaviour and information processing. Thus, high-involvement consumers are believed to be more motivated to search for and actively process product- and store related information. Further more when high involvement consumers are satisfied they are expected to develop brand and store loyalties, and doing so represent important market segments (Warrington & Shim, 2000:2).

Although involvement has been theoretically linked to brand commitment, there is an apparent lack of consensus regarding the nature of the relationship between the two constructs (Warrington & Shim, 2000:2). According to Beharrell and Denison (1995:24) consumer involvement refers to feelings of interest, concern and enthusiasm held towards product categories and brands.

It is an important concept in consumer marketing in that it provides a basis for motivational force, that can explain various behavioural outcomes of consumers, such as the number and type of choice criteria, extensiveness of information search, the length of decision - making process, variety seeking behaviour and brand switching.

The concept of involvement originated in the field of social psychology which viewed involvement as the relation between ego and an object and also the centrality of beliefs involved with an individual. Various writers contributed to the development of the concept of involvement as a motivational force acting on consumer behaviour explicitly defines the concept in terms of a particular observable level.

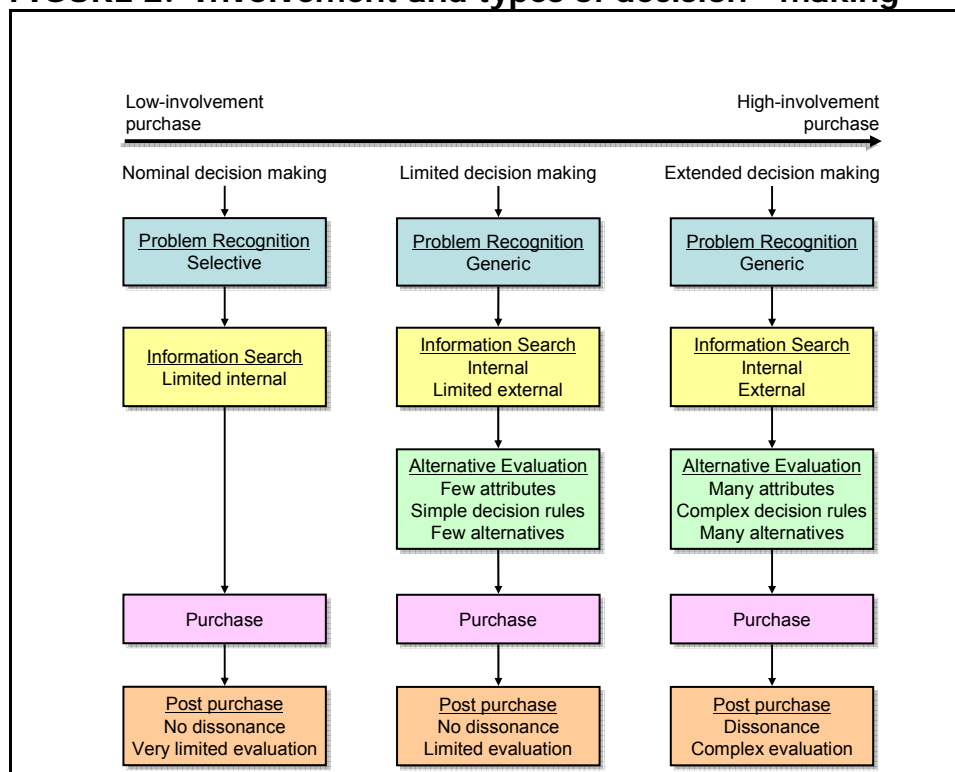
For example Beharrell and Denison (1995:25) viewed involvement as the intensity of information processing, operationalised as the number of connections made by an individual. Cohen, Beatty and Smith (in Beharrell *et al.*, 1995:25) on the other hand defines involvement as a person's activation level observable and measurable at a point in time, rather than arousal

capacity triggered by situational factors. Houston and Rothchild (in Beharrel & Denison,1995:26) categorised it as a process leading to a final outcome in terms of purchase decision.

The purchase involvement is also said to be a continuum, with nominal, limited and extended decision - making as the types of processes that occur along the various points of the continuum.

Figure 2, represents an illustration of the types of decision-making and involvement in the purchase decision.

**FIGURE 2: Involvement and types of decision - making**



Source: Adapted from Hawkins, Best and Coney (2001:505)

Figure 2, indicates there are various types of consumer decision processes. As the consumer moves from a very low level of involvement with the purchase situation to a high level of involvement, decision-making becomes increasingly

complex. While purchase involvement is a continuum, nominal, limited and extended decision-making are the general descriptions of the types of the processes that occur along various points on the continuum, the types of decision processes are also not distinct but rather blend into each other (Hawkins *et al.*, 2001:504).

Hawkins *et al.* (2001:505) defines purchase involvement as the level of concern for, or interest in the purchase process triggered by the need to consider a particular purchase, and should also not be confused with product involvement. To illustrate the point, a consumer may be very involved with a product category (coffee) or brand (Nescafé) and yet have a very low level of involvement with the purchase of that product or brand because of brand loyalty, time pressure, or other reasons. The purchasing process therefore changes as purchase involvement increases.

The nominal decision-making, also referred to as the habitual decision-making in effect, involves no decision per se. Figure 2 indicates, a problem is recognised, internal search provides a single preferred solution (brand), that brand is purchased and an evaluation occurs only if the brand fails to perform as expected. Hence nominal decisions occur when there is very low involvement with the purchase, this can be further dissected into brand loyalty and repeat purchases (Hawkins *et al.*, 2001:506).

With brand loyalty, you have a fairly high degree of product involvement but low degree of the purchase involvement, making it very difficult for the opposition to gain your patronage. Repeat purchase on the other hand, is where a consumer may not attach much importance to the product category or purchase, for instance when you purchase Colgate toothpaste and found it to be satisfactory, you now purchase Colgate toothpaste whenever it is needed, this constitute a repeat purchaser, but not necessarily committed.

Should the consumer be confronted the next time he/she needs toothpaste by another brand that is perhaps offering a discount, the consumer will engage in only a limited decision process before deciding which brand to buy (Hawkins *et al.*, 2001:506).

- **Limited decision-making**

Hawkins *et al.* (2001:506) states that limited decision - making, involves internal and limited external search, few alternatives, simple decision rules on a few attributes and little post purchase evaluation. It occurs in response to some emotional or environmental need, involves recognising a problem ( i.e. bored with current brand) for which there are several possible solutions ( existing or new novelty alternatives).

Alternatives are evaluated on a few dimensions using simple selection rules. The purchase and use of product are given very little evaluation afterwards unless there is a product failure.

- **Extended decision-making**

As Figure 2 indicates, the extended decision - making involves an extensive internal and external information search followed by a complex evaluation of multiple alternatives. It is the response to a high level of purchase involvement.

Products such as homes, personal computers and stereo systems are frequently purchased via extended decision - making. Decisions that are heavily emotional may involve substantial cognitive efforts. For example purchasing a new house, we may agonise over our decision to purchase even though the needs are being met and the criteria being evaluated are largely emotions or feelings rather than attributes per se (Hawkins *et al.*, 2001:507).

## 2.5 PRODUCT INVOLVEMENT

Product involvement on the other hand is also necessary to review, because the relationship between product importance and involvement has received a great deal of attention in consumer behaviour research.

Warrington and Shim (2000:2) postulates that product involvement is theoretically analogous to the concept of ego involvement. Where ego involvement occurs when an issue or object is related to the unique set of attitudes and values, that comprise an individual's self- concept. Similarly, product involvement occurs when a product category is related to a person's centrally held values and self- concept. Product involvement can therefore be categorised as being either situational or enduring, based on persistence. A high, relatively short-term degree of interest in the product is referred to as situational involvement, whereas enduring involvement reflects a person's ongoing interest in a product category.

The difference between enduring involvement and situational involvement is; situational involvement is directed towards the use of a product, whilst enduring involvement is based on the relationship of the consumers centrally held values across all purchase situations. For example an individual might usually purchase various low- price brands of liquor in a stochastic manner because of low enduring involvement, but when the boss is invited a high involvement decision would be made to purchase a specific brand.

Hughes, Hutchins and Karathanassi (1998:344) argued that involvement "means personal relevance or importance". Hughes *et al.* (1998:344) noted that a variety of names have been used to refer to "product importance", including purchase importance, task importance, product commitment ,ego involvement and product involvement. They therefore defines the term product importance as follows; product importance is used to signify importance as perceived by consumers, rather than some objective level of

importance strictly inherent within the product itself. Product importance therefore reflects perceived product importance, where perceived product importance is the extent to which a consumer links a product to a salient enduring or situation- specific goal.

Hughes *et al.* (98:344) also states that product importance reflects an individual's perception that his/her actions concerning a product matter. The perception of product importance, therefore, represents a cognitive state awareness or realisation. Product involvement, on the other hand, may be thought of as the motivational state that results from the stimulus of product importance perceptions. Bloch and Richins (in Hughes *et al.*, 1998:344) further states that a person will not feel involvement with a product which is not perceived to be important. Product importance is therefore treated as a facet of product involvement.

Laurent and Kapferer (1986:42) concluded that no single indicator of involvement could satisfactorily describe, explain, or predict involvement, and suggest that an "involvement profile" to be used instead, to specify more fully the nature of the relationship between a consumer and a product category.

To this end, Laurent and Kapferer (1986:42) have developed a five antecedents or facets of involvement. These antecedents are;

- perceived importance of the product
- perceived importance of the negative consequences of a mispurchase
- subjective probability of a mispurchase
- hedonic value of the product class
- perceived sign(abstract) value of the product

Laurent and Kapterer (in Hughes *et al.*, 1998:346) further stipulates, that involvement cannot be measured directly. When they reviewed various empirical research a great deal of diversity in the operational indicators of

involvement was found, and further reflecting the differences in meaning of the construct for different researches.

For an example in marketing price is probably the most commonly used indicator of involvement, because the risks of a mispurchase are high when price is high, consumers are likely to be involved. Durable goods also have been used to create conditions of high involvement because, in case of mispurchase, one is stuck with a poor product for a long time.

Consumer therefore have a choice in they decision - making to avoid a mispurchase situation. Involvement as an interest or concern plays a pivotal role and is also part of commitment.

## **2.6 COMMITMENT**

As competition intensifies, products and services become more homogeneous, and markets mature. It is becoming increasingly harder for companies in both manufacturing and services to differentiate themselves from another. Providing a technical solution to problems does not suffice anymore to be competitive and gain and retain market share. Value added services which start before the actual transaction and go beyond it, have to be delivered in order to stay competitive and create customer loyalty (Wetzels, de Ruyter & van Birgelen, 1998:1). Loyalty, rather than satisfaction is therefore becoming the number one strategic goal in todays' competitive business environment. With a renewed interest in loyalty, the concept of brand commitment has received increasing attention among consumer behaviour researchers (Mattila, 2004:1).

Marketers no longer want to merely satisfy customers, they seek relationships with them, and thus need strategies for initiating, deepening and comprehending these relationships. The term commitment is used to refer to consumers' ultimate relationship disposition, encompassing beliefs, attitudes,



and behaviour towards the brand and their relationship with that brand (Hess & Story, 2005:2).

On reviewing the literature it is clear that there exists various different definitions of what commitment means, however, Sanchez and Iniesta (2004:2) distinguished the following aspects;

- Affective character: commitment as an affective union, as an identification with goals and values of the other partner in the relationship, and as an involvement in the relationship.
- Cognitive character: commitment as perceptions and beliefs.
- Behavioural intention character: commitment as a desire, willingness or behavioural intention.
- Behavioural aspects: acts or actions.
- Reciprocity aspects: each party's commitment is based on his/hers perception of the other party's commitment

An integration of all the aspects, led to a definition of commitment in the following way; "Commitment is a psychological state generated by an individual's perception, beliefs and emotions which provoke the willingness or intention of developing and maintaining a stable and durable relationship, because the individual wants it or feels that he/she should make it, and which manifest itself in a behaviour which bears certain obligation' (Sanchez & Iniesta, 2004:3).

Sanchez and Iniesta (2004:3), further postulates that consumers look for relationships that are in harmony with their beliefs, feelings and behaviours, they need to maintain a consistency in what they think and feel with regards to the preferred brand, in order to avoid any psychological tension. Consumers therefore avoids relationships which are inconsistent or dissonant with their current value system.

From a consumer–brand relationship, commitment derives from a combination of personal and functional characteristics, where functional connections promote shallow relationships that rely on utility and reliability and personal connections promote deeper relationships that go beyond utility and reliability. The combination of personal and functional connections determines the level of customer commitment, while their relative strengths determine the nature of the commitment. In other words, whether a consumer has a primarily personal or functional connection to the brand implies significantly different levels and types of commitment. These differences in commitment result in different behaviours and attitudes, in a marketing relationship it is rooted in switching costs, sacrifice and lack of choice (Hess & Story, 2005:3).

## **2.7 CONSUMER CHOICE**

Consumers often face situations that requires choosing among several alternatives in the market place. The traditional focus in the decision-making literature has been on understanding how people choose amongst a given set of alternatives. In reality, many decisions involving choice among several desirable alternatives can be difficult and give way to a more fundamental kind of preference- the decision whether or not to choose (Dhar, 1997:2).

Consumers apply certain decision rules, when faced in situations where they have to choose amongst several alternatives.

## **2.8 DECISION RULES**

Consumer decisions rules, also referred to as heuristics,/decision strategies, and information processing strategies are procedures used by consumers to facilitate brand choices. These rules reduce the burden of making complex decisions by providing guidelines or routines that makes the process less taxing (Schiffman & Kanuk, 2000:452)

Schiffman and Kanuk (2000:452) also states that there is a variety of decision rules that appear quite commonplace, the consumer broadly classified decision rules into two major categories namely; compensatory and non compensatory decision. In a compensatory decision rule, a consumer evaluates brand options in terms of each relevant attribute and computes a summated score for each brand. The computed score reflects the brand's relative merit as a potential purchase choice.

The assumption is therefore that the consumer will select the brand that scores highest among the alternatives evaluated, where the positive evaluation of a brand on one attribute balance out a negative evaluation on some other attribute.

In contrast, non compensatory decision rules do not allow consumer to balance positive evaluations of a brand on one attribute against a negative evaluation on some other attribute. Non compensatory rules are made up of three decision rules: the conjunctive decision rule, the disjunctive rule and the lexicographic rule (Schiffman & Kanuk, 200:453).

In following a conjunctive decision rule, the consumer establishes a separate, minimally acceptable level as a cut off point for each attribute. If any particular brand falls below the cut off point in any attribute, the brand is eliminated from further consideration. The conjunctive rule is useful in quickly reducing the number of alternatives to be considered.

The disjunctive rule, mirror image, the conjunctive rule, the consumer establishes a separate, minimally acceptable cut off level for each attribute, if a brand alternative meets or exceeds the cut off established for any one attribute, it is accepted. A number of brands might then exceed the cut off point, producing a situation in which another decision rule is required. When this, however occurs the consumer may accept the first satisfactory brand as

the finale choice or apply some other decision rule (Schiffman & Kanuk, 2000:453).

Following a lexicographic decision rule, the consumer first ranks the attributes in terms of perceived relevance or importance. A comparison amongst the various brand alternatives in terms of a single attribute that is considered most important is made. When a particular brand scores sufficiently high on this top ranked attribute, it is selected and the process ends.

Decision rules aids consumer in their in store decisions, by simplifying complex decisions.

- In - store decision-making

Despite all the efforts to “pre – sell” consumers through advertising, marketers are recognising the significant degree to which many purchases are influenced by the store environment.

According to Solomon (1994:340) it has been estimated that about two out of three supermarket purchases are decided in the aisles. When a shopper is prompted to buy something while in the store, one of two different processes may be at work.

Unplanned buying, this may occur when a person is unfamiliar with a store layout or perhaps when under some time pressure, or reminded to buy something by seeing it on a store shelf. One third of unplanned buying has been attributed to the recognition of new needs while within a store. Impulse buying, on the other hand occurs when a person experiences a sudden urge that he/she cannot resist. Hence shoppers can be categorised in terms of how much advance planning they do. Planners tend to know what products and specific brands they will buy beforehand, partial planners know they need certain products, but only decide on specific brands until they are in store, and impulse purchasers do no advance planning whatsoever (Solomon, 1998:340).

So much decision-making apparently occurs while the shopper is in the purchasing environment, marketers and retailers are beginning to pay more attention to the amount of information in their stores. The challenge to marketers is that their products /brands should also be top of mind, hence the need to create an evoked set.

Schiffman and Kanuk, (2000:448) asserts, the evoked set refers to the specific brands a consumer considers in making a purchase within a particular product category, (the evoked set is also called the consideration set). A consumer's evoked set is distinguished from his inept set, which consists of brands the consumer excludes from the purchase consideration because they are felt to be unacceptable, and from the inert set, which consists of brands the consumer is indifferent toward because they are perceived as not having any particular advantage.

Consumers make evoked set decisions in an unreactive manner. The idea of an evoked set is a central unit analysis in understanding consumer decision-making. Evoked set formation is a categorisation process in which evoked and inept set membership may rest on different brand situational variables (Abougomaah *et al.*, 1987:67).



## **2.9 CATEGORISATION**

Consumers have been conceptualised as goal orientated information processors who use a variety of decision rules to make purchases from among the thousands of goods and services available to them. The concept of an "evoked set" has been used to outline the few brands out of all the existing brands in a particular product category given actual purchase considerations by the consumer. It is vital that marketers move their brands into this evoked set category (Abougomaah *et al.*, 1987:69). Evoked set formation, may be

multidimensional in that the factors used to reject unacceptable brands may be different from the variables later used to make a purchase.

Research done in the field suggests that different variables might prompt decisions to purchase or not to purchase, to illustrate the point lets consider the following example. Consumers shopping for whitening toothpaste might scan the supermarket shelf and eliminate all brands that do not stress/focus or advertise whitening ability.

However, their purchase may be predicated on buying a whitening toothpaste which tastes good or will also freshen their breath. Many brands may be eliminated from the purchase consideration because they are not whitening toothpastes, yet actual purchase may hinge on a different attribute (Abougomaah *et al.*, 1987:69).

One fundamental premise of the categorization approach is that objects can be grouped at varying levels of specificity. Categorisation theory also specifies that there is one basic level of inclusiveness at which individuals naturally categorise and spontaneously name objects. Sujan and Dekleva (1987:372) refers to the number of attributes describing the category, and distinctiveness refers to how differentiated the category is from other categories at the same level.

For products, the product type level is likely to constitute the basic level of categorisation. For example, for the category of cars, sport cars and family cars are likely to be perceived as distinct subcategories, but various brands of sports cars are likely to be seen as having shared attributes and few distinct ones (Sujan & Dekvla,1987:372).

Sujan and Dekvla (1987:374) mentions that categorisation ideas further suggest that few inferences can be made about a product by categorising it

at the product class level (e.g., a camera can best be described in terms of “take pictures”). Categorization at the product type level allows many more inferences to be drawn, and these inferences are also likely to be evaluative in character (e.g., a 35mm camera can be described as “takes the best pictures”).

Also the inferences that can be made about contrasting product types are likely to be distinct, (e.g., the attributes ascribed to a 110mm camera “handy to carry cartridge film” are likely to be different from those ascribed to a 35mm camera), and further more categorising at brand level rather than the product type level is likely to result in some increase in the attributes that can be used to describe the product.

Categorisation research therefore suggest that more attributes can be inferred about a product by categorising it at more specific levels and that the increase is greater in moving from product class to product type level than from the product type to the brand level.

## **2.10 PURCHASE BEHAVIOUR**

Schiffman and Kanuk (200:457) identifies three types of purchases: trial purchase, repeat purchase, and long term commitment purchase. When a consumer purchase a product (or brand) for the first time and buys smaller quantity than usual, this purchase would be considered a trail. A trail is the exploratory phase of the purchase behaviour in which consumers attempt to evaluate a product through direct use, for instance, when consumers purchase a new brand of soap about which they are uncertain, they are likely to purchase in smaller trail quantities than if it were a familiar brand.

In an established product category, when a new brand is found by trail and proved to be satisfactory or better than the other brands, consumers are likely to repeat the purchase. Repeat purchase is also closely related to the concept

of brand loyalty, which most firms encourages as it contributes to greater stability in the marketplace. A consumer moves directly from evaluation to long term commitment through purchase, without the opportunity for an actual trial, this situation manifest itself, where trial is not always feasible such as the purchases of durable items i.e. washing machines (Schiffman & Kanuk, 2000:458).

## **2.11 CONCLUSION**

Having reviewed the literature, it is evident that consumer behaviour is very dynamic, and therefore has important implications for developing marketing strategies. One can therefore not take a generalized view, when one look at specific products, markets, individuals or groups of consumers.

The next chapter will focus on the research approach, where both the qualitative and quantitative aspects of the study will be discussed, to answer the research questions.





## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

This chapter will outline the research methodology, essentially providing the framework or plan of the investigation to obtain answers how the research questions will be answered. The chapter will highlight, the techniques, measurements and analysis of data.

#### **3.2 THE METHODOLOGICAL APPROACH / EMPIRICAL STUDY**

The research that will be undertaken will have a two pronged approach, that can be divided into two phases a qualitative exploratory and quantitative observation.

##### **Phase1: Qualitative exploratory phase**

Exploratory research is designed to provide insights into a problem where the phenomenon is not yet well defined. The research process is relatively flexible and unstructured and may involve the in- depth probing of relatively few consumers (Solomon, 1994:23).

This phase, will entail an exploratory study, by conducting focus groups. The underlying strength of qualitative research is that it is centrally concerned with understanding variables rather than measuring them (Zikmund, 2003:111). The qualitative study will allow for the understanding of the target market and insights into the way in which they purchase within the fruit juice category.

A skilled moderator will facilitate the discussion to allow for a free-flowing dialogue, but will work according to a semi-structured discussion guide. Content analyses of the focus groups will be done, through observation of the groups themselves and also in- depth analysis of transcripts of the group discussions.

Insights gained from the qualitative work will provide the necessary inputs for the second phase.

### **Phase 2: Quantitative observation phase**

Observation includes a variety of monitoring situations which cover both non-behavioural and behavioural activities ( Emory & Cooper, 1991:411). This phase, will entail the gathering of data through in-store video recording positioned in store at the fruit juice aisle. The filming unit would run throughout the stores trading hours, to gather footage of all shoppers visiting and interacting with the products within the category. It is essential to video shoppers throughout the day as different shoppers shop at different times of the day and their shopping behaviour could differ.

In addition to the filming a short exit survey as per the norm, will be conducted where shoppers will be asked to fill in. This will enable the researcher to probe key brand/product choice drivers.

The shopper response will then be compared with the filmed footage, to determine what shoppers say they feel and do, mirror the observed behaviour at point of purchase. This approach essentially integrates both the qualitative and quantitative methods in research and is known as triangulation.

### **3.3 TRIANGULATION**

Triangulation is seen as a central concept for method integration, the emphasis, is on combining methods, eg., survey questionnaires with non - standardised interviews, or using a number of data sources (self, informants, other commentators) a number of accounts of events, or a number of different researchers (Fielding & Schreier, 2001:12).

The broad idea in the conventional approach to triangulation is if diverse kinds of data support the same conclusion, confidence in the conclusions is increased.

This is only to the extent that different methods or different kinds of data have different types of error. Further implied is that these sources of error can be anticipated in advance and that their effects and magnitude can be traced when analysis is carried out (Fielding & Schreier, 2001:12).

Fielding and Schreier (2001:12) further states, that the goal of seeking convergence across methods has always been relatively rare and is increasingly so as a motive for combining quantitative and qualitative methods. This is particularly so in social research and more so in applied social research. One reason for this might be the obstacle one encounters when results fail to converge, but the rarity of classical triangulation as a reason for combining methods is also a response to the amount of effort that it takes to pursue the goal of producing convergent findings. Researchers in applied fields often cannot afford to put so much effort into finding the same thing twice. Therefore a great deal depends on the logic by which researches draw on and mesh together data from the different methods.

What is therefore involved in triangulation is not just the combination of different kinds of data per se, but rather an attempt to relate different sorts of data in such a way as to counteract various possible threats to the validity of analysis. Theoretically triangulation does not necessarily reduce bias nor does methodological triangulation necessarily increase validity. Different methods draw on different epistemologies, and while combining them can add range and depth, and not necessarily add accuracy, the pursuance is therefore to add breadth and depth to the analysis, not an "objective" truth (Fielding & Schreier, 2001:13).

The research also follows a cognitive approach, this method are used to elicit the structure and content of peoples mental process, and provides a mental model. Ahmad (2003:4) defines a mental model broadly as a simplification or a representation of understanding. It provides a framework which directs and

controls a decision-making process at an individual level. It also affects the way an individual views the world, influencing the way in which he or she thinks about or perceives problems or issues, and ultimately affects behaviour and action.

### **3.4 RESEARCH OBJECTIVE**

#### **3.4.1 Primary objective**

The primary objective of the study is to gain shopper insights and understanding of how shoppers shop the refrigerated fruit juice category, (understand consumer shopping behaviour and purchase drivers) and to quantify these insights, in order to develop a comprehensive fruit juice category strategy.

#### **3.4.2 Secondary objectives**

The secondary objectives of this study are :

- a) To identify patterns of behaviour.
- b) To understand shoppers purchase decisions.
- c) To understand the level of planning in the purchase decision.
- d) To ascertain the level of commitment and loyalty.

Brand management by nature requires a focus and concentration on every detail of a brand's existence; its formulation, presentation, communication, competitive positioning and reputation amongst both the trade and consumer. Brands require a complex of differentiation if they are to avoid easy imitation. Mc William (1997:1) has pointed out the metaphor "brand personality" is particularly appropriate.

While the metaphor may be apt for those brands which are important to us, Mc Williams (1997:2) points out that research on involvement which demonstrates that consumers do not treat all categories as equally important or involving, and therefore, by extension are unlikely to consider all brands. Mc William (1997:3)

further postulates that there is some consensus among researchers that involvement means personal relevance or importance, there is a wide variation between definitions of involvement espoused in the literature. A common thread has evolved, however around the notion of involvement as the level of motivation given to a stimulus, situation or decision task.

Knowing the level of involvement which consumers bring in their decision - making within a category is important, it has been shown to be associated with varying levels of brand loyalty Robertson (in Mc William, 1997:4) brand discrimination and amount of comparison between products Zaichkowsky (in Mc William, 1997:4) number of products in an evoked set and the amount and role of information searching or trail (Mc William, 1997: 4). Some of this work has affirmed that for most consumers, most fast moving consumer products are "trivial" and uninvolved both in terms of the decision - making they require and in terms of their personal relevance to the buyer.

The problem with a low-involvement view of brands is that, by and large it is unacceptable to marketers. Differentiation leading to positive discrimination and in consequence large or at least profitable brand shares, is the rationale behind branding. Given the efforts that brand owners put into competitive positioning activities, they believe that however tangible or intangible that differentiation may be, in actuality it is not only perceived, but also valued (Mc William, 1997:3).

Brand owners therefore see branding activity per se as an activity designed to create high involvement situations, because brands essentially are a set of meanings held in the minds of consumers/shoppers, it is important to know which meanings are attributable to the brand alone, and which to the product category from which it comes, and also which are shared to a certain extent by all brands in that particular product category in which the brand lies.

The distinction between the brand and product category is important, because there is an assumption amongst marketers that brands are more involving than the product categories from which they come (Mc William, 1997:3).

To this end the purpose of the research, is to gain insights and understanding, of how shoppers shop the fruit juice category, their involvement level, and behaviour patterns.

### **3.5 RESEARCH DESIGN AND METHODOLOGY**

#### **3.5.1 Research design**

A research design according to Zikmund (2003:65) is the master plan specifying the methods and procedures for collecting and analysing the needed information. It is therefore the framework or blueprint that plans the action for the research project, and also includes the objectives of the study to ensure that the information collected is appropriate for solving the problem.

The initial research conducted to clarify and define the problem for this study were exploratory, to determine the dynamics at play within the fruit juice market. Exploratory research is conducted, as stated by Zikmund (2003:54) to clarify ambiguous problems, where general problems exists but research is needed to gain better understanding of the dimensions of the problem. Exploratory studies essentially provide information to use in analysing a situation, the purpose is not to determine a particular course of action. Fruit juice type and brand level of information where needed to design a marketing strategy for the fruit juice category, (however the focus of this paper is on the fruit juice type level) information pertaining to fruit juice types, purchase decisions, perceptions, usage, benefits and unmet needs needed to be explored.

Insights gained will be used to further seek answers, to who, what, when, where and how questions when conducting the descriptive research. The

purpose of descriptive research as put forward by Zikmund (2004:55) is to describe characteristics of the population or phenomenon, this research helps in segmenting and targeting markets. The fruit juice market is very fragmented with no clear understanding of how consumers differentiate amongst the various types that ultimately results in a purchase.

Emory and Cooper (1991:139) further states that research design is a complex concept that may be viewed from at least eight different perspectives.

- (i) The degree to which the research problem has been crystallized (the study may be either exploratory or formal).
- (ii) The power of the researcher to affect variables under study.
- (iii) The method of data collection (studies may be observational or survey).
- (iv) The purpose of the study (research studies may be descriptive or causal).
- (v) The time dimension (research may be cross – sectional or longitudinal).
- (vi) The topical scope- breadth and depth of the study (a case or statistical study).
- (vii) The research environment.
- (viii) The subjects' perceptions of the research (do they perceive deviations from their everyday routines).

The study under taken will cover the following research methods ;

- (i) Focus group discussion
- (ii) Observation study
- (iii) Survey research

#### **(i) Focus group interviews**

Focus group interviews are unstructured, free flowing interviews with a small group of people, it is a flexible format that encourages discussion on a topic, facilitated by a moderator and usually consists of a group of six to ten participants ( Zikmund, 2003:117).

The focus group participants meet at a central location at a designated time to discuss a particular topic introduced by the moderator. The moderator encourages the group to discuss the topic amongst themselves, and should proceed mostly at the group's initiative. The primary advantages of the focus group interviews are that they are relatively brief, easy to execute, quickly analysed and inexpensive (Zikmund, 2003:117).

Zikmund (2003:117), further states that homogeneous groups works best, it allows researchers to concentrate on individuals with similar lifestyles, job classifications, experiences and communications skills. The moderator, must ensure that everyone gets a chance to speak and ask questions to clarify topics that have been introduced into the discussion. The moderator's job is therefore to develop a rapport with the group and promote interaction amongst its members, and should be someone who is interested in people, who listens carefully, gain people's confidence and make them eager to talk. The moderator's role is also to focus the discussion on the problem areas of concern.

Focus group discussion, utilising a skilled moderator will facilitate the discussion to allow for a free-flowing dialogue, working according to a semi-structured discussion guide. Content analyses of the focus groups will be done, through observation of the groups themselves and also in-depth analysis of transcripts of the group discussions. Gaining an understanding of shoppers' perceptions of the fruit juice category and its competitive set are key to this study.

#### **(ii) Observation study**

Scientific observation is the systematic process of recording the behavioural patterns of people objects and occurrences as they are witnessed. Therefore no questioning or communicating with people occurs. The observation method are used to describe a wide variety of behaviours, cognitive phenomena such as



attitudes, motivation, expectation, intentions and preferences cannot be observed (Zikmund, 2003:235).

The major advantage of observation studies is the fact that the data from respondents obtained are not subject to distortions, inaccuracies or other response biases, due to memory error, social desirability etc, the data are recorded when the actual behaviour takes place.

Direct observation through video recording where consumers are observed in - stores when they purchase fruit juices will occur over a three day period. The main objective of the observation, is to uncover who shops for fruit juice, involvement in the category and understanding the shopper behaviour.

- Ethical concerns with surveillance in retail contexts

Surveillance in retail has increased over the years, the research application helps retailers and marketers to understand consumer/shopper behaviour, leading to ultimately improvements in the shopping experience. It offers a valuable methodology compared to the potentially restrictive experimentally based procedure, and also provides accurate, objective and “unobtrusive, ecologically valid records of behaviour” (Kirkup & Carrigan, 2000:3).

The very nature of this type of research has raised ethical concerns, hence the reason why codes of conduct are needed. There are ethical implications for marketers to consider in relation to observational techniques. The legal system offers no specific restrictions or clear guidance on the conduct of such research, which means the onus falls on the researcher to observe their own professional ethics.

Kirkup and Carrigan (2000:4) define ethics in marketing research as the “balancing of a researcher’s duties and responsibilities towards the parties in the research process”, where the researcher’s main responsibility is the actual

respondent in the study. Researchers using observational surveillance in retail stores have a particular responsibility to the observed subject/consumer, as some consumers may not wish to be filmed at all.

As awareness of potential ethical pitfalls in marketing has developed, the industry has responded by creating codes of conduct and guidelines. There are essentially three ethical frameworks within which a researcher must operate, an individual ethic, an organisational ethic and a professional ethic.

The merit of codes of conduct is that by their existence they raise the ethical level business behaviour because it clarifies what is meant by ethical conduct. The market research codes of conduct produced by the Market Research Society's Code of Conduct (MRS) and The International Chamber of Commerce (ICC), SAMRA (Southern African Marketing Research Association in South Africa) are most readily applied to conventional research methods, such as interviews and surveys, with particular focus on the responsibility of the researcher towards the respondent, a number of the general principals in the codes can be transferred to surveillance research.

The guidance assumes that the identity of a respondent is likely to become known to the researcher and seeks to protect the anonymity, and avoid the exploitation of that respondent. Video surveillance of consumers, however does not involve respondent identification necessarily, in most cases, it simply observes actions taking place in public. The European Society for Opinion and Marketing Research (Esomar) advises that notification of video recordings is not essential if they are being made exclusively for supervisory, control or analysis purposes, and where they will only be seen by the researcher (Kirkup & Carrigan, 2000:5).

### **(iii) Survey research**

Zikmund (2003:175) postulates, that surveys requires asking people, called respondents, for information using verbal or written questions, and defines a survey as a method of gathering primary data based on communication with representatives sample of individuals.

The survey investigation attempts to describe what is happening and learn the reasons for a particular business activity, and is therefore mostly descriptive research. Surveys are conducted to quantify certain factual information, whilst certain aspects can also be qualitative.

A post-shop, intercept survey will be conducted, after shoppers has shopped the fruit juice category. The purpose of the post – shop is essentially to validate do shoppers do what they say.

### **3.6 SAMPLING**

Emory and Cooper (1991:277) states, that sampling is based on two premises. One is that there is enough similarity among elements in a population that a few of these elements will adequately represent the characteristics of the total population. In other words it involves any procedure that uses a small number of items or a portion of a population to make a conclusion regarding the whole population. The other is that while some elements in a sample underestimate a population value, others overestimate this value.

The selected samples for the various research methods for this study are as follows;

- **Focus group interviews**

Specific respondent requirements such as, a respondent had to be a regular fruit juice purchaser for the household, fall with LSM 6-10 and aged between

25-49 years, to be allowed to participate in the group discussion. A respondent is a person who answers an interviewer's questions or provides answers to written questions in a self-administered survey (Zikmund, 2004:741). Six qualitative group discussions were conducted, respondents had to be wholly or partly responsible for the household purchase, purchase fruit juice at least once every two weeks, between the age of 25 -49 years and female only.

- **Observation study**

A probability sample, will be selected for the in - store observational study. Zikmund (2003:71) defines a probability sample as a sample in which every member of the population has a known, nonzero probability of selection. The in – store video observation will record every consumer that browse, purchase or walk down the fruit juice aisle. A total of 834 fruit juice shoppers and a further 2662 walk throughs were observed over a three day period in three selected stores.

- **Survey research**

The survey method will be in the form of a mall intercept questionnaire, where consumers who did purchase a fruit juice will be approached and asked to fill in a questionnaire. Shoppers will be across LSM 6 -10, predominantly female, between the ages of 20 – 49. To ensure the correct target market is being interviewed, a screening question will be included in the questionnaire, that will disqualify participants that are not regular household fruit juice purchasers and fall outside the age and LSM requirements.

### **3.7 QUESTIONNAIRE DESIGN**

Zikmund (2003: 330) maintains, that a survey is only as good as the questions it asks, therefore the questionnaire design is a critical stage in the survey research process. The questionnaire must fulfill two basic criteria, that is, relevance and accuracy if it is to achieve the researcher's purposes. Several

decisions need to be made, when a researcher systematically plans a questionnaire such as:

- (i) What should be asked?
- (ii) How should each question be phrased?
- (iii) In what sequence should the question be arranged?
- (iv) What questionnaire layout will best serve the research objectives?
- (v) How should the questionnaire be pre tested? does the questionnaire need to be revised?

Both the qualitative and quantitative questionnaire will be commissioned to the research organization,(Research Surveys and SBR) based on best practice, to ensure the results of the study will provide solutions to the problems that pertained to the fruit juice category. Research Surveys were commissioned to do the phase one qualitative focus groups and there responsible for setting up the discussion guide, that provided the questionnaire in a semi unstructured format, to allow for a free flowing discussion.

Shopper Behaviour Research (SBR) were commissioned to do the in-store observation, that also include a post-shop survey, the questionnaire had to be short, not complex, and had to avoid leading/ loading questions to avoid bias.

Correspondence analysis as a descriptive/exploratory technique designed to analyse the simple two-way tables containing some measure of correspondence between the rows and columns, were applied in the study.

Correspondence analysis, analyse correspondence tables. The measure of correspondence can be any indication of the similarity, affinity, confusion, association or interaction between the row and column variables, a common type of correspondence table is a crosstabulation, where the cells contain frequency counts. Correspondence analysis allows one to examine the relationship between two nominal variables graphically in a multidimensional

space. It computes rows and column scores and produces plots based on the scores. Categories that are similar to each other appear close to each other in the plots, making it easy to identify which categories of variables are similar to each other or which categories of the two variables are related (StatSoft, 2003:41).

### **3.8 CONCLUSION**

This study encompass both qualitative and quantitative work, where the qualitative or focus group studies and video observation will be interpretive in its nature as we investigate attitudes towards fruit juice types, this will quantify be quantified, by way of the post shop questionnaire.

Chapter four, will therefore provide an in depth summation and discussion, on the research results from both a qualitative and quantitative perspective, and the implications there of.



## **CHAPTER 4**

### **RESEARCH RESULTS**

#### **4.1 INTRODUCTION**

This chapter will summarise the key findings of both the qualitative and quantitative results. The findings will aid in the development of the marketing mix of the fruit juice strategy.

#### **4.2 QUALITATIVE RESULTS**

##### **4.2.1 Exploratory research results**

Six qualitative focus group discussions were conducted at a centrally located venue. Research Surveys were commissioned to conduct the focus group, to explore shopper behaviour.

The respondents mostly played back that fruit juice purchases is planned (not habitual as one would assumed for a commodity, non-durable product), and form part as a staple product in the household, whilst special offers in-store may also cause spontaneous purchase of fruit juice. The category can be confusing at the best of times because of the different fruit juice types that available, and not clearly differentiated. The lack of differentiation amongst the various fruit juice types is the reason cited for a prolonged time spent in the aisle, as shoppers browse extensively before they select their fruit juice. Consumers in this instance are therefore also likely to pick up a product that catches their attention first, hence loyalty levels to a particular product can be very low, as consumers often find themselves not having sufficient time to locate one particular fruit juice regularly when purchasing a fruit juice.

When asked to do a product sort, respondents grouped product in one way, by type of fruit juice. They perceptions of the various fruit juice types cited as follows;

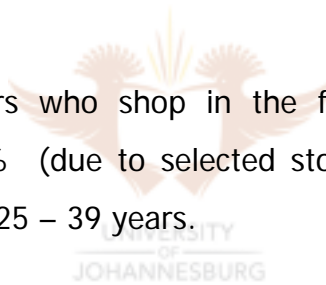
- 100% Fruit juices, are fresh with no after taste, juice with cells and the healthy option juice.
- Dairy fruit mixes, are for children, thick and filling.
- Non-100% fruit juices and nectars, are cheap, contains preservatives and has an after taste.

While the type of fruit juice plays a key role in the decision-making process, shoppers have an acceptable range and look at a wide variety of criteria, such as occasion, budget, flavour, expiry date, packaging to name a few.

#### **4.2.2 In-store observation results**

Every consumer that browsed, purchased or walked down the fruit juice aisle, of the selected retail stores (three retail stores were selected, a Hyper market, Super market and a Mini market store, in- store filming commenced from Thursday until Saturday these days are considered to be the main retail shopping days) were recorded. A total of 834 fruit juice shoppers and a further 2662 walk throughs were observed over a three day period in three selected stores.

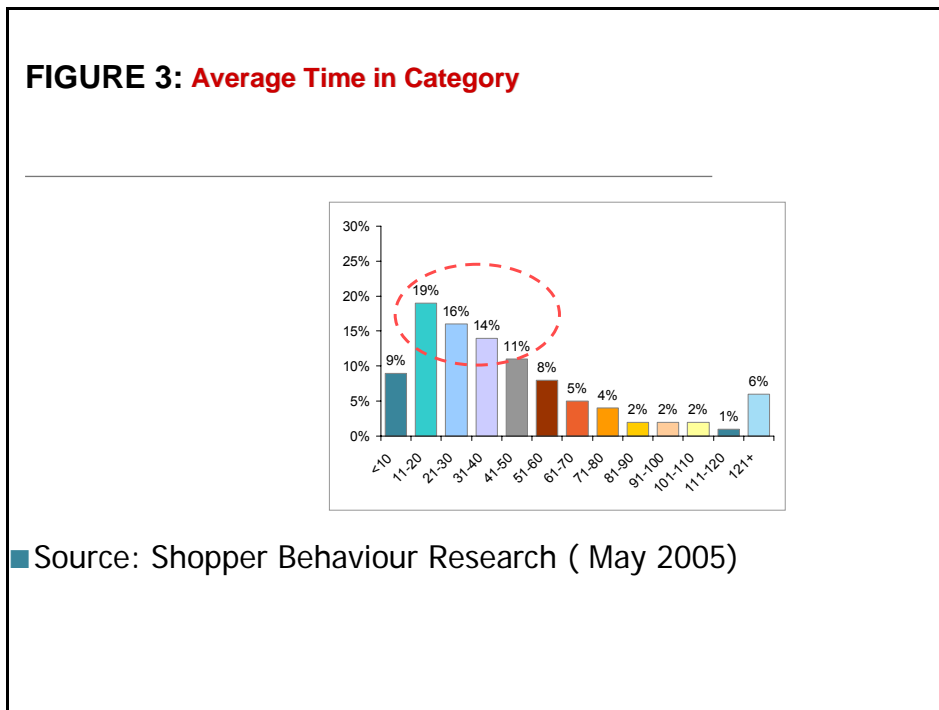
The majority of shoppers who shop in the fruit juice aisle were women, predominantly white 56% (due to selected stores profile), with the majority 54% between the age of 25 – 39 years.





- Involvement in the category

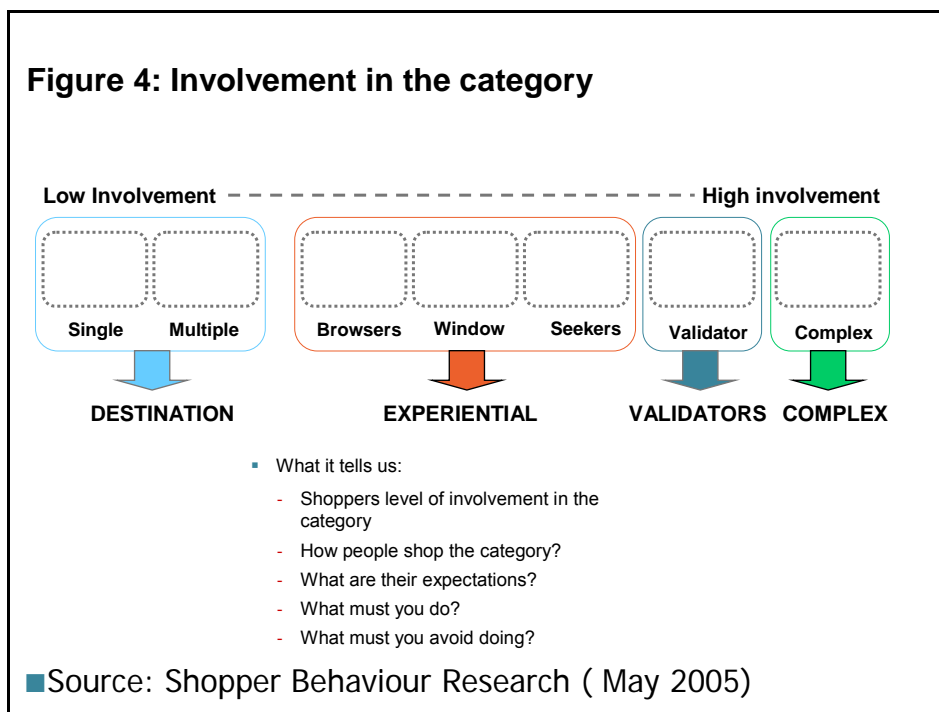
**FIGURE 3: Average Time in Category**



### Average time in category

Shoppers spent on average 46 seconds shopping in the fruit juice category, by implication is that they have little time for orientation, for example, getting too know extensively what is happening within each fruit juice type, where 57% browse only one type of fruit juice, and 43% browse across all types. Shoppers were slightly more inclined to interact with one fruit juice type only, and as such will evaluate that product that they decided to purchase.

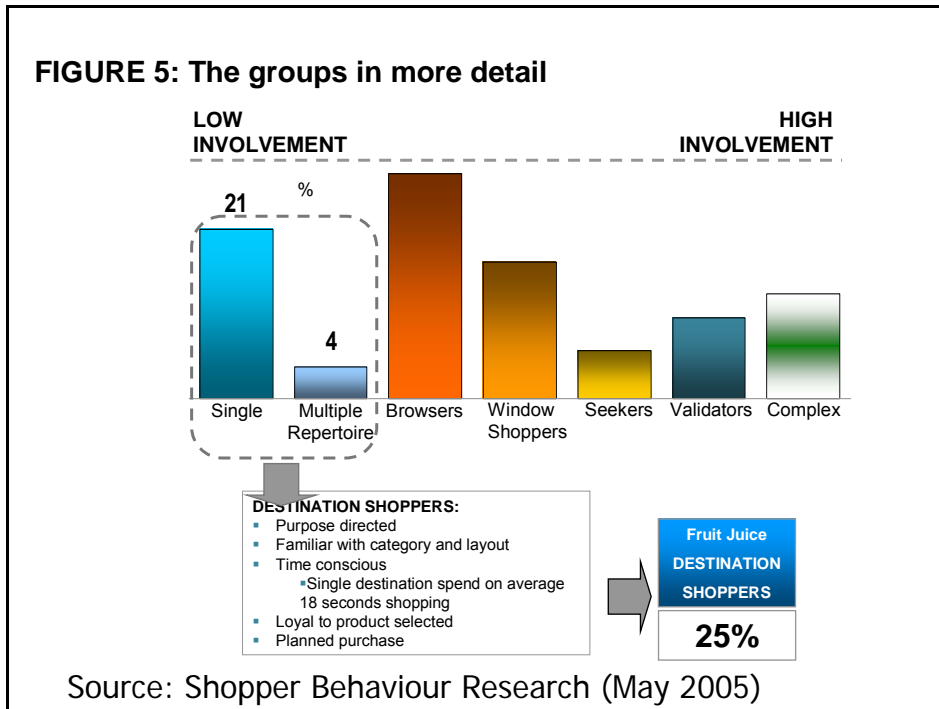
**FIGURE 4: Involvement in the category**



SBR developed a model called (In)store TM, the model is based on actual behaviour low/high involvement measure (and as such not academically validated). The model clusters shoppers into four main categories with sub categories with each main category as depicted in Figure 4. The model is widely used within the FMCG (fast moving consumer goods) environment in South Africa, and utilised in both non durable and durable consumables.

Is (In)store TM, a reliable measure? within the context of the research and its wide application as a model that is used by SBR one can accept that the results yielded is creditable and reliable beyond reasonable doubt, however observations entail human interpretation, and will contain an element of subjectivity, that can be biased.

**FIGURE 5: Destination shopper cluster**



The destination shoppers cluster, is segmented into two sub sets, the single and multiple repertoire, this segment of shoppers represents 25% of the regular fruit juice shoppers. The level of category involvement is low, shoppers in this clusters are time conscious, have a repertoire of selected product to which they are loyal towards, they purchase is mostly planned and tend not to browse for other fruit juice types within the category.

**FIGURE 6: Experiential shopper**

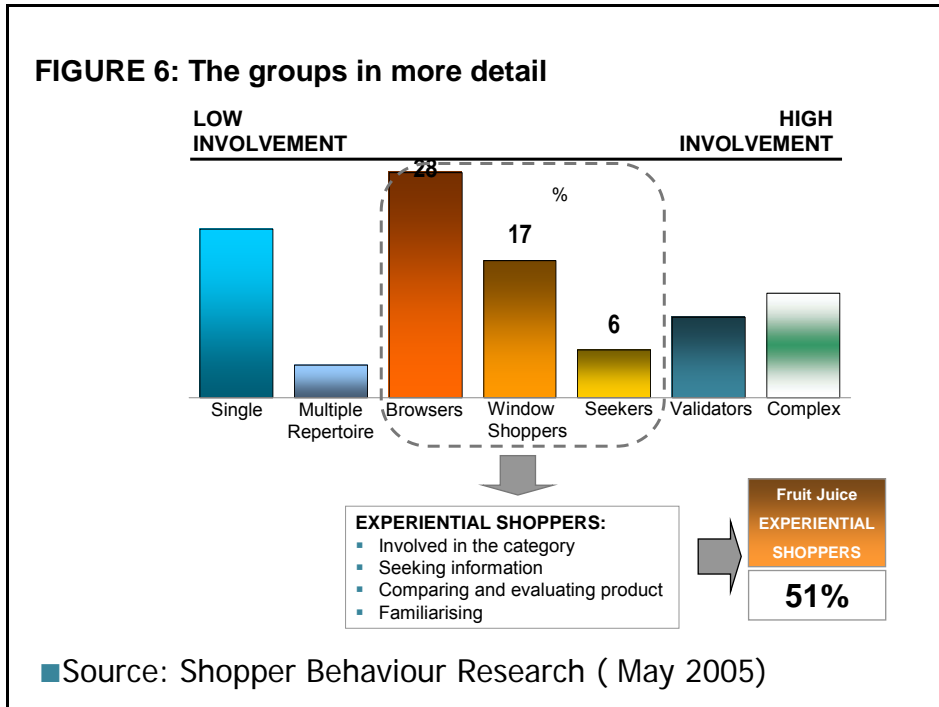
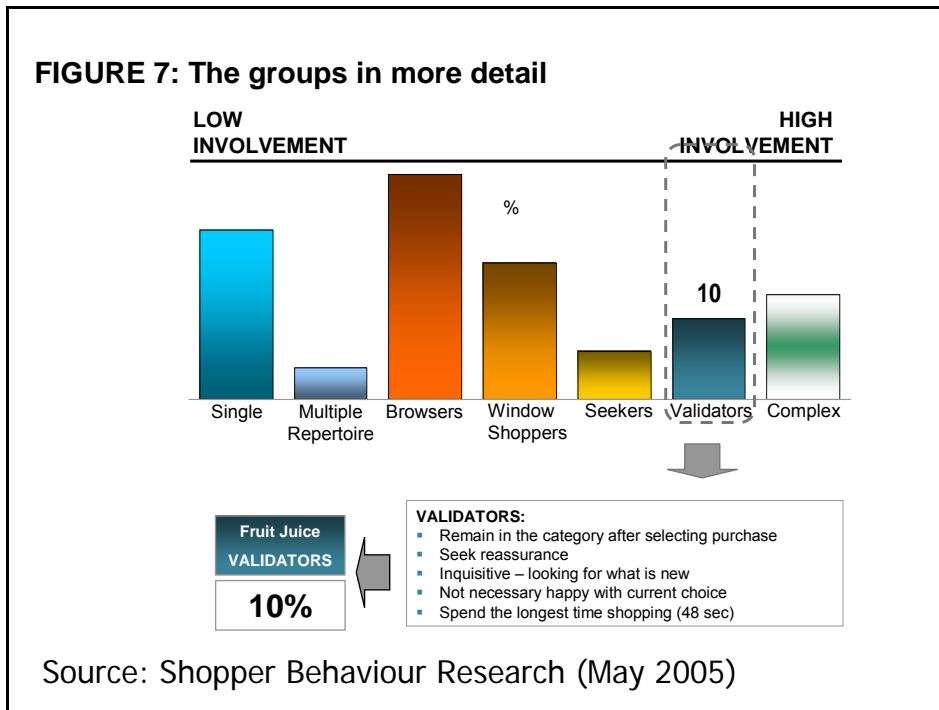


Figure 6, depicts the experiential shoppers made up of the sub sets, namely, browsers, window shoppers and seekers. The experiential segment represents 51% of the fruit juice shoppers and are more involved in the category, and less loyal. This group are more open to try new, fruit juices, constantly seeking information, and evaluating product.

**FIGURE 7: Validator shoppers**



The validators represents 10% of the fruit juice shoppers, are highly involve in the category, are seeking for information and constantly looking for what's new, they purchase is not planned as they select they product at point of purchase. This group is not loyal and switch product types often.

The last segment in the In(store) TM, model depicts the complex shoppers.

**FIGURE 8: Complex shoppers**

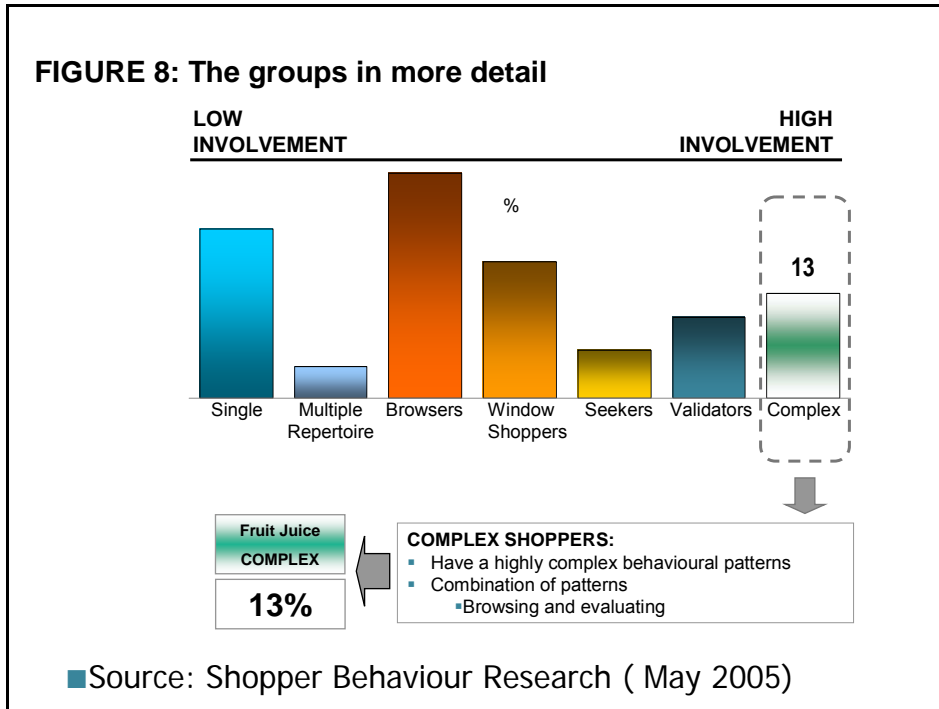


Figure 8, depicts the complex shoppers, that constitute 13% of the fruit juice shoppers, this group is most involved in the category and also the group that is least loyal, often switch product and constantly need re assurance on they selected product. Purchase choice is made at point of purchase in-store.

• **Summary of results**

The above results deducted from the in-store observation, it would appear that shoppers are relatively knowledgeable with regards to the different types of fruit juice available, a seemingly high level of planning is claimed 25% (single and multi repertoire clusters combined given the habitual purchase of the

category assumed) Propensity to switch within fruit juice type is high with 51% experiential shoppers, consumers/shoppers are therefore highly available to try something different and new in addition to their regular product purchase.

It can be deduced that the involvement levels relatively high given the browsing and physical interaction with products, however loyalty indicates the opposite, given the high level of experiential shoppers, consumers have a desire to try something new. Although shoppers indicated that they decision to purchase a fruit juice is not made in store (it forms part of the shopping list), 40% indicated after shopping that they do not always buy the same fruit juice, also indicative of low commitment levels to the various types.

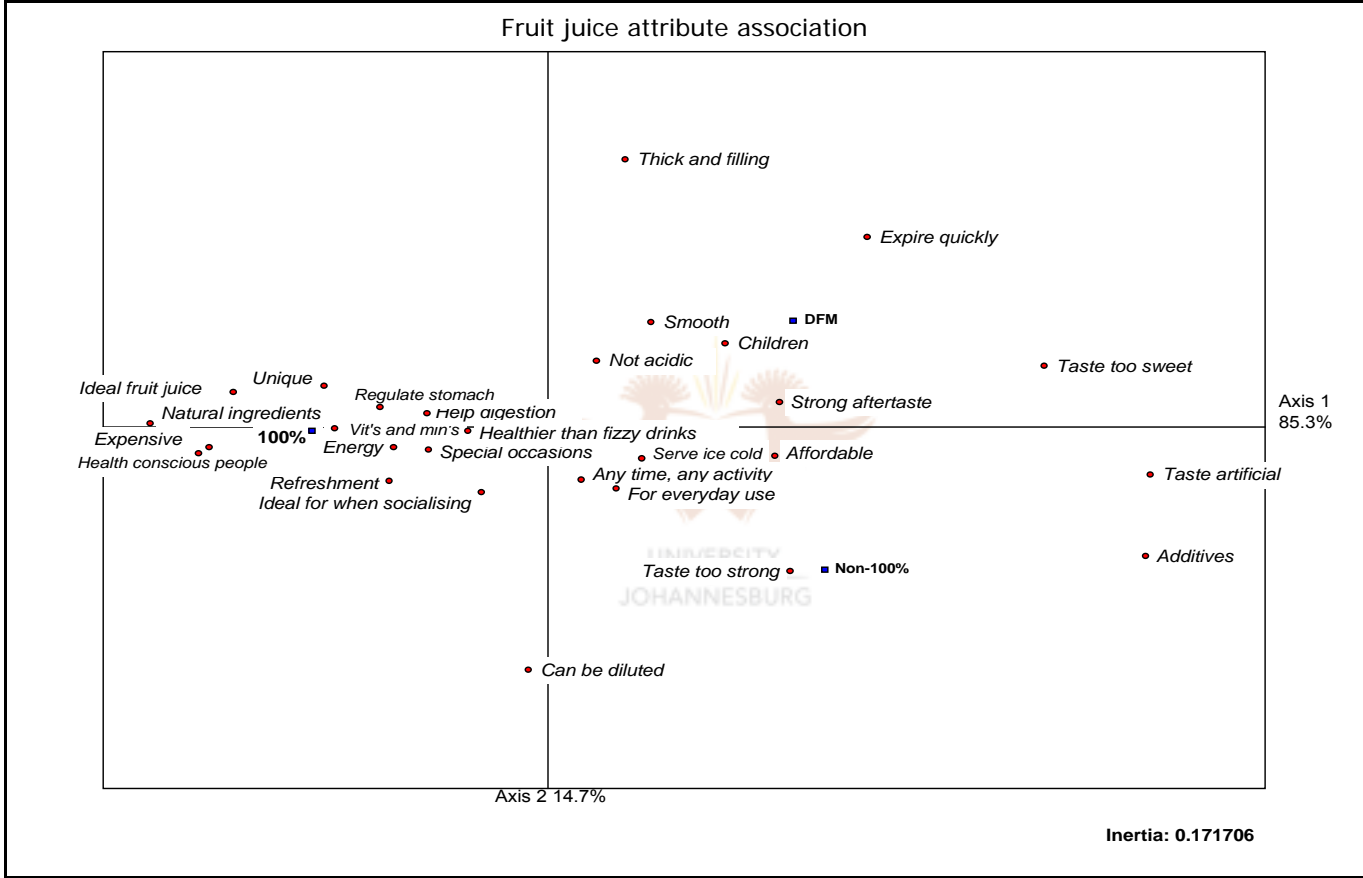
### **4.3 QUANTITATIVE RESULTS**

Perceptual maps are being used to understand the groupings that predict categorical outcomes. This study seeks to understand consumers psyche as to how they perceptually position the fruit juice types, within the category. The maps represents the fruit juice types as points in a continuous space, what is meant by continuous is the attributes on which products vary by greater or lesser extents (Sanjoy,1994:1).

Correspondence analyses describes the relationship between nominal variables in a low – dimensional space, while simultaneously describing the relationship between categories for each variable. The software applied to produce the perceptual maps is the SPSS computer software, that transforms data into insights through the use of predictive analytics and other data mining techniques (StatSoft, 2003:41).

The visual representation of maps enable the estimation of the degree of competitive intensity between brands, and also indicate the relevant bases which define the competition in a given market, as obtained from interpreting the meanings of the dimensions (Sanjoy,1994:4).

**FIGURE 9: Fruit juice attribute association**





The graphical output generated by the correspondence analysis is presented in Figure 9, this representation illustrates the underlying structure and positioning of the attributes that forms associations with fruit juice types. Interpretation of the map involves the notion of proximities, amongst the rows and columns, fruit juice types having the greatest proximity are most similar in terms of its underlying structure. This map represents a two dimensional map. The data contained in this study is nominal, dealing with judgemental data, rating fruit juice attributes. Respondents were asked to rate all fruit juice types on a set of rating scales (Annexure 1) corresponding to an attribute which is important to them when evaluating the various fruit juice types.

Figure 9: portrays how the attributes are related to the fruit juice types, inertia are spread over the rows and columns, that allows for the distances between the fruit juice types to be examined. A two dimensional representation with Axis1 representing 85.3% of the total inertia. Inertia, is defined as the total Pearson Chi-square for the two – way divided by the total sum. Total inertia=0.171706, with additives and taste artificial contributing substantial portion to the inertia on the Axis 1, whilst thick and filling and can be diluted contribute substantial to the Axis 2. Inertias on Axis 1 contributed the largest amount of inertias, indicative that these points are well represented on this dimension. When one dissect the plots on the map it is evident that the attributes migrate closely and is well spread on the Axis1 dimension. Also the fruit juice types are closely located to the origin and similar to the centroid.

- **Summary of results**

On interpretation of the map, it is evident that perceptually fruit juices are quite generic, a commodity that is not highly differentiated. Most of the attributes are associated with the various types with minor exceptions that consumers attach to the different types to allow them to distinguish amongst the various types. 100% Fruit juice are somewhat pulled away from the origin and has clear

differentiating attributes, it is for the health conscious, expensive, and contain natural ingredients. Dairy Fruit Mix lends itself to thick and filling, whilst Non – 100% juice is associated with additives and artificial taste.

- **Correspondence analysis limitations**

A common type of correspondence table is a crosstabulation, where the cells contain frequency counts, such tables can be obtained with a crosstabs procedure. However a crosstabulation does not always provide a clear picture of the nature of the relationship between the two variables. Furthermore a good perceptual map can be highly informative, however it does not define classes or categories, for example, when a perceptual map plot is closer to A than to B, we assume it to be classified as A rather than B, whilst there is no clear evidence that it is a correct assumption. Classes and categories are discreet while the map does not set up class boundaries, and thus ignores categorization ( Semon, 1994:1).

#### **4.4 CONCLUSION**

Shoppers are aware of the different types of fruit juices, although the category is fragmented and generic certain elements and attributes of a fruit juice extrapolate across the various types. 100% Fruit juices seems to have a differentiating attribute that pull it somewhat away from the generic pool. The category is highly uninvolved with low involvement levels as consumers are open to try new things.

However it would also appear that fruit juice purchases are not necessarily habitual (buying regular due to habit) part rather planned and form part of a pre planned shopping list.

The next chapter, will discuss the consequences to marketing and recommendations as to how to optimally develop a fruit juice marketing mix strategy to improve the bottom line. A critical assessment of the findings will be

discussed and the potential for further research will be considered. Recommendations for future research will be made contemplating both extensions of the research and related endeavours.



## CHAPTER 5

### CONCLUSION AND RECOMMENDATION

#### 5.1 INTRODUCTION

This chapter will conclude and summarise the key lessons learnt from the study, and put forward recommendation into developing the fruit juice strategy, this chapter will also highlight some of the limitations of the study and put forward recommendation for further future research.

#### 5.2 KEY LEARNINGS

The literature reviewed, illustrated the complexity of consumer behaviour, as one is dealing with human behaviour, that is not always easy to comprehend, because many factors influence behaviour. These factors vary from internal factors and external factors. One can therefore not deal with the topic on consumer behaviour and look at factors in isolation, one should attempt to have a holistic approach as the literature suggest because many variables impact on one aspect for example such as decision-making.

The key lessons learnt from this study, is no different to what the literature states, the fruit juice consumer exhibited complex and various behaviour. Whilst the target groups were homogeneous, the shoppers exhibit different behaviours, hence the clusters from the (In)store TM model. However there are agreement on the following;

- Loyalty in the fruit juice category is low.
- There is a desire to try something new as indicative of the high prevalence of experiential shoppers.
- Shoppers indicated that they decision to purchase a fruit juice is not entirely made in-store, but rather planned.
- Shoppers exhibit a low level of commitment to the category.
- Shoppers indicated that product related attributes do influence their purchase decision.

- The fruit juice category is not well differentiated.

The above findings on product involvement and commitment have managerial implications, and are important issues in the development and implementation of marketing strategies, aimed at building and maintaining market share. In-store investment should be limited to product specific promotions, and not the traditional fridge-end display and gondola ends as these promotional elements are ineffective in generating sales. The challenge is to win time for the shopper in-store, is also crucial as consumers do not always have the time to shop. The product category flow should be clear and uncluttered, with product types clearly segmented in the fridge.

### **5.3 LIMITATIONS OF THIS STUDY**

This study was done in one region (Gauteng) only and not nationally, whilst a national fruit juice strategy is required to positively impact on the bottom line. It is a known fact from research conducted by Research Surveys on the fruit juice category (exploratory study) that there are regional differences in behaviour exhibited across the various regions in South Africa, with Western Cape being one region that reported significant differences in preference and choice in this category from the rest of the other regions. This study focuses on refrigerated juices only and does not take account of fruit juices that are shelf stable such as long life juices.

Furthermore, only three store types have been selected for the in-store filming, creating bias in the selected target audience. Store location would have an impact on the results, as different store profiles based on location yield different shopping patterns.

Due to the complexity of consumer behaviour, one is confronted with the question, what is the best way of finding out about shopper decision-making and behaviour (affect) toward product categories. Although simply asking

consumers in research,(a survey or as part of a questionnaire) might yield the answers, there are flaws in the research, as consumers tend to answer in a way that they feel is pertinent (this is known as post-rationalisation). Other issues are around timing, is it best to ask consumers questions about their shopping trip and purchases at the beginning or at the end of the trip.

The in-store qualitative data, has been used quantitatively ( triangulation) with no significance testing of the differences between the group measures, therefore effective size (quantifying differences between groups) that will provide a more practical implication is lacking.

- Future research

Future studies should be done on a national level, inclusive of the various different stores based on consumer profiles. Research on in-store influences such as promotions, advertising and merchandising, as an extension for further research of this study as well as investigating usage and attitudinal behaviour is needed.

#### **5.4 RECOMMENDATION**

An optimal fruit juice marketing mix strategy should be based on a clearly differentiated offering. The fruit juice offering should be pulled away from the generic pool, and should offer the consumer something that is "special". As the literature suggest behaviour and attitude has a two way interaction, it is therefore the marketers task to have an influence on these because it will ultimately impact on whether a consumer purchase a product or not. One way to influence consumer behaviour, and or attitude is through constant product re- enforcement, this can be done through communication.

It is also very necessary in a low product involvement category that marketers seek to establish and create an evoked set, where the marketers offering in a product category will be a consideration to purchase by a consumer. Communication in this instance would also aid in this. Marketers must therefore

put advertising spend behind their product(s) (even in products considered to be generic and commoditised) to increase their potential to be selected, in-store, that ultimately result in a purchase.

## **5.5 CONCLUSION**

Satisfying consumers are not enough to yield a competitive advantage, what marketers need to do is lock consumers into what their product has to offer. Marketers need to seek bonding and lasting relationships with their consumers, to ensure a competitive advantage, this they need to do by creating and evoked set, in other words, position their products in the minds of the consumer and entrench their offerings with a value added proposition intrinsic and extrinsic. The key to doing this is to ensure that their product offering(s) are tangible and visually differentiated, have an ownable proposition that will generate loyalty towards the product offering and create a high level of involvement.



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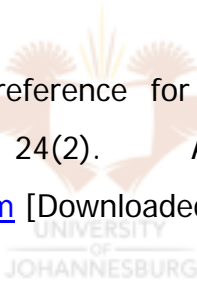
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## Annexure 1: Input Matrix

Correspondence Analysis -- Options: Scaling = Symmetric PRN, SR = , SC =				
Input Matrix		DFM	Non-100%	100%
	Energy	104	81	332
	Additives	203	215	29
	Vitamins and minerals	100	66	364
	Expire quickly	172	59	84
	Not acidic	119	59	165
	Ideal fruit juice	67	27	304
	Children	214	106	197
	Taste too strong	41	52	48
	Help digestion	96	59	247
	Serve ice cold	223	184	334
	Thick and filling	201	23	184
	Any time, any activity	173	160	331
	Expensive	38	29	244
	Regulate stomach	94	54	276
	Natural ingredients	50	26	370
	Special occasions	86	68	246
	Refreshment	90	89	328
	Strong aftertaste	92	60	79
	Can be diluted	24	73	117
	Taste artificial	142	120	16
	Smooth	202	85	223
	Unique	90	40	294
	Health conscious people	53	44	371
	Affordable	207	168	199
	Healthier than fizzy drinks	141	99	337
	Taste too sweet	139	85	35
	For everyday use	173	165	301
	Ideal for when socialising	114	117	314

## Annexure 2: Coordinates

Coordinates		1	2		
	<i>Energy</i>	0.242	-0.038		
	<i>Additives</i>	-0.924	-0.242		
	<i>Vitamins and minerals</i>	0.333	-0.001		
	<i>Expire quickly</i>	-0.494	0.358		
	<i>Not acidic</i>	-0.074	0.126		
	<i>Ideal fruit juice</i>	0.490	0.065		
	<i>Children</i>	-0.273	0.158		
	<i>Taste too strong</i>	-0.373	-0.270		
	<i>Help digestion</i>	0.189	0.027		
	<i>Serve ice cold</i>	-0.143	-0.059		
	<i>Thick and filling</i>	-0.118	0.504		
	<i>Any time, any activity</i>	-0.049	-0.099		
	<i>Expensive</i>	0.527	-0.036		
	<i>Regulate stomach</i>	0.262	0.037		
	<i>Natural ingredients</i>	0.619	0.008		
	<i>Special occasions</i>	0.187	-0.042		
	<i>Refreshment</i>	0.249	-0.099		
	<i>Strong aftertaste</i>	-0.356	0.048		
	<i>Can be diluted</i>	0.032	-0.455		
	<i>Taste artificial</i>	-0.932	-0.088		
	<i>Smooth</i>	-0.159	0.198		
	<i>Unique</i>	0.349	0.079		
	<i>Health conscious people</i>	0.543	-0.049		
	<i>Affordable</i>	-0.351	-0.055		
	<i>Healthier than fizzy drinks</i>	0.127	-0.006		
	<i>Taste too sweet</i>	-0.768	0.115		
	<i>For everyday use</i>	-0.105	-0.114		
	<i>Ideal for when socialising</i>	0.106	-0.123		
	DFM	-0.379	0.199		
	Non-100%	-0.427	-0.267		
	1.000	0.367	-0.007		
			% Variance	Actual	Cumulative
		1	85.25	0.15	85.25
		2	14.75	0.03	100.00
				<b>0.17</b>	<b>0.171706</b>

### Annexure 3: Inertias

Correlations		1 & 2	1	2
	Energy	1.00	0.98	0.02
	Additives	1.00	0.94	0.06
	Vitamins and minerals	1.00	1.00	0.00
	Expire quickly	1.00	0.66	0.34
	Not acidic	1.00	0.26	0.74
	Ideal fruit juice	1.00	0.98	0.02
	Children	1.00	0.75	0.25
	Taste too strong	1.00	0.66	0.34
	Help digestion	1.00	0.98	0.02
	Serve ice cold	1.00	0.85	0.15
	Thick and filling	1.00	0.05	0.95
	Any time, any activity	1.00	0.20	0.80
	Expensive	1.00	1.00	0.00
	Regulate stomach	1.00	0.98	0.02
	Natural ingredients	1.00	1.00	0.00
	Special occasions	1.00	0.95	0.05
	Refreshment	1.00	0.86	0.14
	Strong aftertaste	1.00	0.98	0.02
	Can be diluted	1.00	0.01	0.99
	Taste artificial	1.00	0.99	0.01
	Smooth	1.00	0.39	0.61
	Unique	1.00	0.95	0.05
	Health conscious people	1.00	0.99	0.01
	Affordable	1.00	0.98	0.02
	Healthier than fizzy drinks	1.00	1.00	0.00
	Taste too sweet	1.00	0.98	0.02
	For everyday use	1.00	0.46	0.54
	Ideal for when socialising	1.00	0.43	0.57
	DFM	1.00	0.78	0.22
	Non-100%	1.00	0.72	0.28
	1.000	1.00	1.00	0.00

## Annexure 4: Correlations

Inertias		Total	1	2
	Energy	1.47	1.69	0.24
	Additives	19.42	21.31	8.47
	Vitamins and minerals	2.79	3.27	0.00
	Expire quickly	5.58	4.29	13.04
	Not acidic	0.35	0.11	1.75
	Ideal fruit juice	4.63	5.33	0.55
	Children	2.45	2.15	4.17
	Taste too strong	1.42	1.10	3.31
	Help digestion	0.70	0.80	0.10
	Serve ice cold	0.84	0.84	0.83
	Thick and filling	5.20	0.32	33.41
	Any time, any activity	0.39	0.09	2.11
	Expensive	4.13	4.82	0.13
	Regulate stomach	1.42	1.63	0.18
	Natural ingredients	8.14	9.55	0.01
	Special occasions	0.70	0.78	0.23
	Refreshment	1.73	1.75	1.62
	Strong aftertaste	1.42	1.64	0.17
	Can be diluted	2.12	0.01	14.33
	Taste artificial	11.60	13.48	0.70
	Smooth	1.56	0.72	6.45
	Unique	2.59	2.89	0.85
	Health conscious people	6.62	7.70	0.36
	Affordable	3.45	3.95	0.55
	Healthier than fizzy drinks	0.44	0.52	0.01
	Taste too sweet	7.43	8.53	1.11
	For everyday use	0.73	0.39	2.70
	Ideal for when socialising	0.68	0.34	2.64
	DFM	30.05	27.60	44.20
	Non-100%	29.15	24.56	55.71
	1.000	40.79	47.83	0.09