



A STUDY ON THE LEVEL OF CONSUMPTION OF ICE BEER IN
HYDERABAD, INDIA

By

PUTCHALA PRAVEEN KUMAR

A Thesis submitted in partial fulfillment
of the requirement for the degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok, Thailand

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By

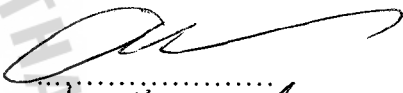
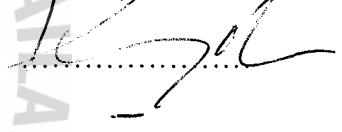
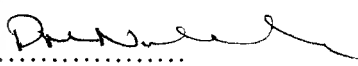
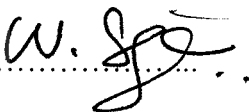
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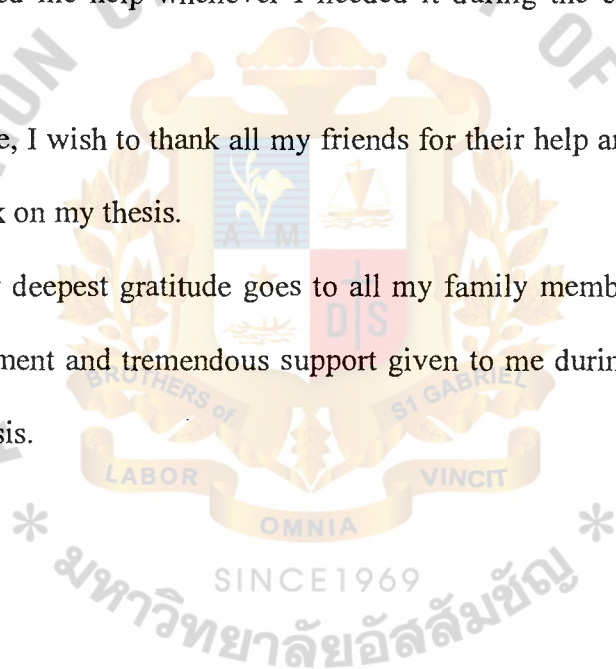
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ABSTRACT

This research aims to identify and analyze the various demographic factors and marketing mix characteristics which increase the level of consumption of Ice Beer.

The data collection of this research has been conducted by using the self – administered questionnaire. For this purpose, the researcher distributed 384 questionnaires to both male and female respondents living in Hyderabad who consume Ice Beer of United Breweries Limited. The pubs and restaurants were the focused places for the questionnaire distribution. Since there is no sampling frame, the researcher is using non – probability sampling design, which is convenient sampling in gathering the data. Here, the respondent has no idea whether his response will be taken into consideration or not in analyzing the data.

For hypothesis testing, the independent variables which have been used are the demographic factors, such as gender, age, employment status and income and the marketing mix characteristics for product, price, place and promotion. The dependent variable is the level of consumption of Ice Beer. The hypothesis is analyzed using Independent T – test for gender and employment status, ANOVA test for age and income and Pearson correlation test for marketing mix characteristics.

The results of hypothesis testing is concluded whether the demographic factors and marketing mix characteristics are having relationship with the increase in the consumption of Ice Beer or not. The researcher suggests that further research should be conducted to test the generality of this research by conducting further research on Ice Beer.

The United Breweries Limited should distinguish their product from their competitors as there is a possibility of their competitors entering the market. Further studies should be conducted to find out the relationship between other factors and the

level of consumption of Ice Beer. Also, further research should be conducted to find out the relationship between various factors and the level of consumption of other beer products.



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CHAPTER I

GENERALITIES OF THE STUDY

1.1 Introduction of the Study

Alcoholic beverage consumption patterns vary considerably among different countries and even among different ethnic groups within one country. These variations in consumption patterns include, the types of beverages consumed, the occasions on which consumption typically occurs, accessible drinking levels, and the population subgroups for whom drinking is considered acceptable (Bennett, *et al.*, 1998). Few general population studies of alcohol consumption patterns have been conducted in India, and those that do exist were conducted primarily after prohibition policies by the federal government and individual states were reversed (Isaac, 1998).

Based on cross-cultural comparisons, combined with information on historical changes and variations in drinking behavior within each culture, researchers can obtain a better understanding of the relationship between drinking patterns. Cultural variations in drinking practices and beliefs about alcohol have far-reaching implications for researchers in the field of alcohol (Marshall, 1982). One reason for the specific drinking patterns in India may be the strong advocacy of abstinence by Indian religious groups. Among the Hindus (who make up more than 80% of India's population and substantial higher alcohol consumption rates) alcoholic beverages are forbidden for Brahmins and other upper-caste groups who are strict vegetarians. Members of all other caste groups who are non-vegetarians are permitted to consume. Muslims, according to their religion are not supposed to consume at all. Finally, Buddhists and Jains, who are strict vegetarians, are forbidden to drink. In addition, political

prohibition policies in certain states may contribute to Indian drinking patterns (Sundaram, 1984).

The modern consumer drinks beer affected by factors such as occasion, location, weather and quality (Simms & Rickard, 2004). In the various research conducted in India, the most consistent finding in all of the studies was that, men are primary consumers of beer. However, drinking by women was accepted particularly on festive occasions, such as weddings or in parties and pubs. Evidence of concerns about young people's drinking is increasing in India (Sundaram, 1984).

One peculiar phenomenon of the Indian beer market is that the strong beer (where alcohol content is about 8% or more) dominates with 60% share while the mild beer (where alcohol content is about 4% to 6%) has only 40% share. Selling beer is an extremely low-margin business because bulk of sale proceeds go to government (by way of taxes), to trade associates (by way of commissions) and for buying raw materials, leaving just about 3% to 4% as profit for the manufacturer (www.deccanherald.com retrieved on July 21, 2004).

1.2 Statement of the Problem

The Indian beer market is extremely competitive. UB Ltd has a very strong presence in the Indian beer market, with Ice Beer, a brand from UB and the only entrant in the Ice Beer category is currently enjoying a market share of about 1% when compared to other beer. This brand with huge potential has a lot of scope for growth.

Hence, the purposes of this research is as follows : -

- Why are the demographic characteristics a successful factor towards the level of consumption of Ice Beer in the capital city of Hyderabad for Andhra Pradesh state in India ?

- Why is the marketing mix a successful factor towards the level of consumption of Ice Beer in the capital city of Hyderabad for Andhra Pradesh state in India ?

1.3 Objectives of the Research

To know the needs of customers is one of the major determinants for a successful business. In order to measure that, one has to know who its customers are, what are their area of interest, how can we improve customer's satisfaction and so on. Depending on the result obtained, the required measures are taken to satisfy customer's needs and wants. An efficient organization should forecast the need of its customer, which will be acquired by constant interaction and market survey of its salient features. This research is conducted among the various consumers of Ice Beer in Hyderabad, in the state of Andhra Pradesh, India.

The objectives of this research are as follows : -

- To examine the relationship between demographic factors and the level of consumption of Ice Beer in the capital city of Hyderabad for Andhra Pradesh state in India.
- To examine the relationship between marketing mix and the level of consumption of Ice Beer in the capital city of Hyderabad for Andhra Pradesh state in India.

1.4 Scope of the Research

The study of consumer behavior is a vast and fast changing topic in India and the value perceived by a customer on the consumption of Ice Beer varies demographically from one area to another. Hence, the scope of this report is limited to the consumers in the capital city of Hyderabad only as the state Andhra Pradesh holds the position of one of the maximum consumption of Ice Beer in India.

1.5 Limitations of the Research

- The analysis is highly dependent upon the data provided by the respondents. The opinions expressed could be subjected to their personal view, their memory recall, likes and dislikes and there also may be bias to a certain extent. There may also be an influence of exogenous factors, such as mood swings and peer pressure.
- Consumer's preference of Ice Beer in this city may vary from one place to another.
- Preferences and responses of consumers might change over a period of time.
- The questionnaire was not distributed to consumers below 18 years of age and whose religion prohibits them to consume any sort of alcoholic beverages in Hyderabad.
- Scope of the study is vast, and due to limited time and financial resources, only the city of Hyderabad in the state of Andhra Pradesh, India is selected as this state holds the maximum consumption of Ice Beer when compared to other states in South India.

1.6 Significance of the Research

The research is intended to give information about demographic characteristics and the effectiveness of existing marketing mix towards the level of consumption of Ice Beer. This will provide useful information and suggestions to marketers of United Breweries in adapting the needed strategies to capture the market share. This will also help the marketers of United Breweries to understand better about the consumer's behavior with respect to the marketing mix for Ice Beer. From the consumer's point of view, this research will enable them to know more about Ice Beer.

1.7 Definition of Key Terms

Consumer behavior :

Consumer behavior is the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products, services and ideas (Schiffman & Kanuk, 2004). In this study, consumer behavior is the study of the various demographic and marketing factors that are normally taken into consideration while consuming Ice Beer.

Demographic segmentation :

It refers to the dividing of an overall market into homogenous groups based upon characteristics such as age, sex, income level, occupation (Gunter & Furnham, 1992).

- *Gender :*

Gender identity is seen as being as much a psychological as a biological construct. Evidently, belonging to one of the two sexes (male and female) exercise a profound influence on consumption and products which target one sex rather than the other abound (Dubois, 2000).

- *Age :*

Age is a powerful determinant of consumer behavior. A person's age affects his or her interests, tastes, purchasing ability, political preferences and investment behavior (Neal, Quester & Hawkins, 2002). In this study, the minimum age required to drink alcoholic beverages, legally is 18 years and above.

- *Employment status :*

Employment status has seldom been used alone as a segmenting variable. It is frequently used as one of the indicators of social class, however, which, in turn is used

for segmentation (Tull & Hawkins, 1980). In this study, the respondents are either employed or unemployed.

▪ *Income :*

Income has been an important variable for distinguishing between market segments. Marketers commonly segment markets on the basis of income because they feel that it is a strong indicator of the ability or inability to pay for a product or specific model of the product (Schiffman & Kanuk, 2004).

Marketing mix :

Marketing mix is the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market (Kotler & Armstrong, 2001).

▪ *Product :*

Product means the goods and services combination, the company offers to the target market (Kotler & Armstrong, 1994). In this study, the product is Ice Beer.

Quality :

Quality is the totally subjective pleasure provided by drinking, which conditions judgment. Quality is something perceived more than defined (Peynaud, 1996). In this study, temperature is considered as an important factor of quality for drinking alcoholic beverages.

Taste :

For every soluble body has a special taste which is not quite the same as any other. All tastes, whether pure or mixed, were classified in four categories: sweet, acid, salty and bitter (Peynaud, 1996).

Alcohol content :

This can be measured in various ways but the acceptable standard is ABV (Alcohol By Volume) which is also the method used to measure the alcohol (Pepper, 1996). In this study, the alcohol content of Ice Beer is approximately 6%.

▪ *Price :*

Price is the amount of money customers have to pay to obtain the product (Kotler & Armstrong, 2001). In this study, the price of a 330ml bottle of Ice Beer is Rupees 25/- only.

Value for money :

Money is useful because it allows easy and quick transactions, unambiguous determination of the price plus storage of value over time (Samuelson & Nordhaus, 1989). In this study, value for money is the price which the consumer thinks is worth for consuming Ice Beer.

Discount :

A discount is any reduction from list or selling price such as, a sale price is based on a discount (Walters & Bergiel, 1989).

▪ *Place :*

Place includes company activities that make the product available to target Consumers (Kotler & Armstrong, 2001). In this study, mainly pubs were the area of focus.

Location :

Geographic area refers to the physical placement of customers. Many consumer needs and wants are based on location and most market segments use placement at least as a partial basis for segmentation (Walters & Bergiel, 1989). In

this study, the location is a place where the consumer finds it convenient for him to consume Ice Beer.

▪ *Promotion :*

Promotion means activities that communicate the merit of the product and persuade target customers to buy it (Kotler & Armstrong, 2001).

Advertising :

Advertising is a nonpersonal communication paid for by a clearly identified sponsor promoting ideas, organizations or products (Etzel, Walker & Stanton, 1997).

Public relations :

Public relation encompasses a wide variety of communication efforts to contribute to generally favourable attitudes and opinions toward an organization and its products (Etzel, Walker & Stanton, 1997). In this study, public relations are the various ways of promoting the product through informal ways such as sponsorships.

Marketing strategy :

A marketing strategy is the marketing logic whereby the company hopes to achieve its marketing objectives (Kotler & Armstrong, 2001).

Level of Consumption :

In this study, the level of consumption is the frequency of consumption of Ice Beer in the capital city of Hyderabad for Andhra Pradesh state in India.

1.8 Abbreviations

SPSS : Statistical Package for Social Science

UB : United Breweries

VALS : Value And LifeStyle

SRI : Stanford Research Institute

GM : General Manager

VP : Vice President

UK : United Kingdom

US : United States

IMFL : Indian Made Foreign Liquor

AIBA : All India Business Association

Rs : Rupees

ml : milliliters

lt. : liters

Ltd. : Limited

ABV : Alcohol By Volume

CHAPTER II

INDUSTRY ANALYSIS

2.1 Summary

Currently, the Indian beer industry is dominated by two brewers; the United Breweries and Shaw Wallace dominating the market. United Breweries group which has gained 44% market share with about nine brands operating from almost all states has 22 breweries and 55% of country's beer capacity under its control. Next to this is Shaw Wallace having a market share of 38%. However, a number of international brewers are starting to become established. Joint ventures will continue to be more important as the distribution in India is complex (www.thehindubusinessline.com retrieved on April 18, 2004). There are presently 36 breweries in India with a combined licensed capacity of approximately 140 million liters per annum. In 1988 the estimated production of beer from all the sources was 226 million liters. By 1999, this figure was estimated to have increased to over 400 million liters thereby giving a growth rate of 5.33% (www.beerme.com retrieved on March 11, 2004).

The per capita consumption of beer in India is amongst the lowest in the world at a meager half-a-liter compared to China's per capita consumption of about 20 liters, Australia's 130 liters, USA's 100 liters and South Africa's 55 liters. But there are hopes that beer consumption in India too will grow rapidly due to factors like growing affluence, expanding youth population and influence of the western culture. The Indian beer market - growing slowly at 7.5% in the last five years - was varying between 78 million and 82 million cases (one case is 12 bottles each of 650 ml) in the previous financial year, 2002-2003. UB estimates suggest that the market size was close to 80 million with the company accounting for around 30.5 million cases. Even

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the world's per capita consumption stands at 22 liters.
(www.thehindubusinessline.com retrieved on April 18, 2004).

Beer has always been targeted as a mild alcoholic drink for the young generation. But in India, beer is the most expensive beverage in terms of alcoholic contents. Moreover, strong beer is taxed more heavily than mild ones (www.euromonitor.com retrieved on March 12, 2004). In fact, globally, beer is classified along with aerated drinks. Unfortunately, beer is neither treated as a food item nor levied at par with hard liquor which is taxed on alcoholic content and instead higher levies are imposed.

Beer, a light, healthy drink, is still classified in India at par with Indian Made Foreign Liquor (IMFL). There are thus strict rules and licenses for selling beer. But there are hefty excise and tax levies. These levies are more severe on beer because they are based on volume and not on alcoholic content as in the case of IMFL. This makes whisky or rum cheaper compared to beer and tends to be value for money in terms of alcoholic strength to the consumers (www.tn.gov.in retrieved on May 07, 2004). Alarming, the youth are shifting to cheaper methods of intoxication. Beer really needs to be psychologically removed from the liquor segment. Most advanced countries treat beer, which has a low alcoholic content ranging from 4% to 8%, as a beverage that can be sold in any store without any special license.

In fact, on that score, long ago beer was shifted from the liquor category to be a food and beverage item. Unfortunately, the government has done nothing yet. If they had moved actively to de-license the beer sector or to reduce taxation dramatically, the industry would have grown a lot faster (www.blonnet.com retrieved on May 20, 2004). The advantage would have been quite obvious. Beer would have taken away some of the illegal and unhygienically produced liquor, and easily

accessed that market (www.tn.gov.in retrieved on May 07, 2004). Beer manufacturers in India under the aegis of All India Brewer's Association (AIBA) have made several representations to different state governments for lowering levies, simplifying regulations, licensing more retail outlets, etc. in order to expand their market. AIBA, feels that lower beer consumption compared to total distilled spirits (Indian Made Foreign Liquor (IMFL) and country liquor) is actually bad for the people. It effectively means that consumers are consuming liquor with high alcohol content which is not in line with the avowed government policy of encouraging milder form of alcohol. Threat that cheap spirits pose is recognized by many states such as Andhra Pradesh or Kerala that have chosen to prohibit country liquor (www.deccanherald.com retrieved on July 19, 2004).

2.2 United Breweries (UB)

United Breweries is the largest manufacturer of beer in the country and has a market share of 44% (www.exchange4media.com retrieved on June 22, 2004). They market nine brands of beer in the domestic market and two other brands are exclusively intended for export.

The beer market can be segmented by its different types, each of which has specific characteristics (such as taste, alcohol content and price) and target markets. The beer brands manufactured and marketed by United Breweries Limited have always been recognized for their international quality. That's beer at its best for the discerning consumers.

2.3 History and evolution of United Breweries

It all began with five small breweries in South India. The oldest of which is Castle Breweries, dated back to 1857. Later, these five breweries were combined to

form United Breweries in 1915 and since then has come a very long way (www.indiaonline.com retrieved on June 21, 2004).

Almost immediately, the brew from UB became a favorite, especially with the British troops. So began the history of beer in India and the history of beer division of United Breweries. In 1988 the name of the company was changed from United Breweries Ltd. to UB Ltd (www.indiaonline.com retrieved on June 21, 2004). The company was brought over by Mr. Vijay Mallya in 1947, and since then has never looked back. Today, every one of the 32,000 beer outlets in India sells one brand or the other from United Breweries (www.indiaonline.com retrieved on June 22, 2004).

2.4 Current beer brands in UB

Currently UB markets eleven beer brands of which nine brands are distributed in the domestic market and the other two brands are exported outside which is shown in Table 2.1 as follows :-



Table 2.1 Current Beer Brands hold by UB

Type of beer brands hold by UB	Distribution channel
Kalyani Black Label Strong, Lager	Domestic only
Kalyani Black Label special	Export only
UB Export	Domestic only
Kingfisher Premium Lager	Domestic only
Kingfisher Strong	Domestic only
Kingfisher Diet	Domestic only
Kingfisher Super Strong	Domestic only
Taj Mahal Premium Lager	Export only
Ice Beer	Domestic only
London Pilsner	Domestic only
London no.1 Strong	Domestic

2.5 UB Ice Beer

One of the newer products of the UB family which has been proving so popular in India is Ice Beer. The market share of Ice Beer is only 1%. Ice Beer was launched in December 2001 in Hyderabad. The alcohol content of Ice Beer is about 6%. It is priced at Rupees 25/- for a 330ml bottle. (www.delhigovt.nic.in retrieved on June 24, 2004). The sophisticated consumer who drinks beer for the experience and not to get drunk will lap up Ice Beer or light beer. The southern states of Andhra Pradesh, Karnataka and Tamil Nadu respectively are the major consumers of beer.

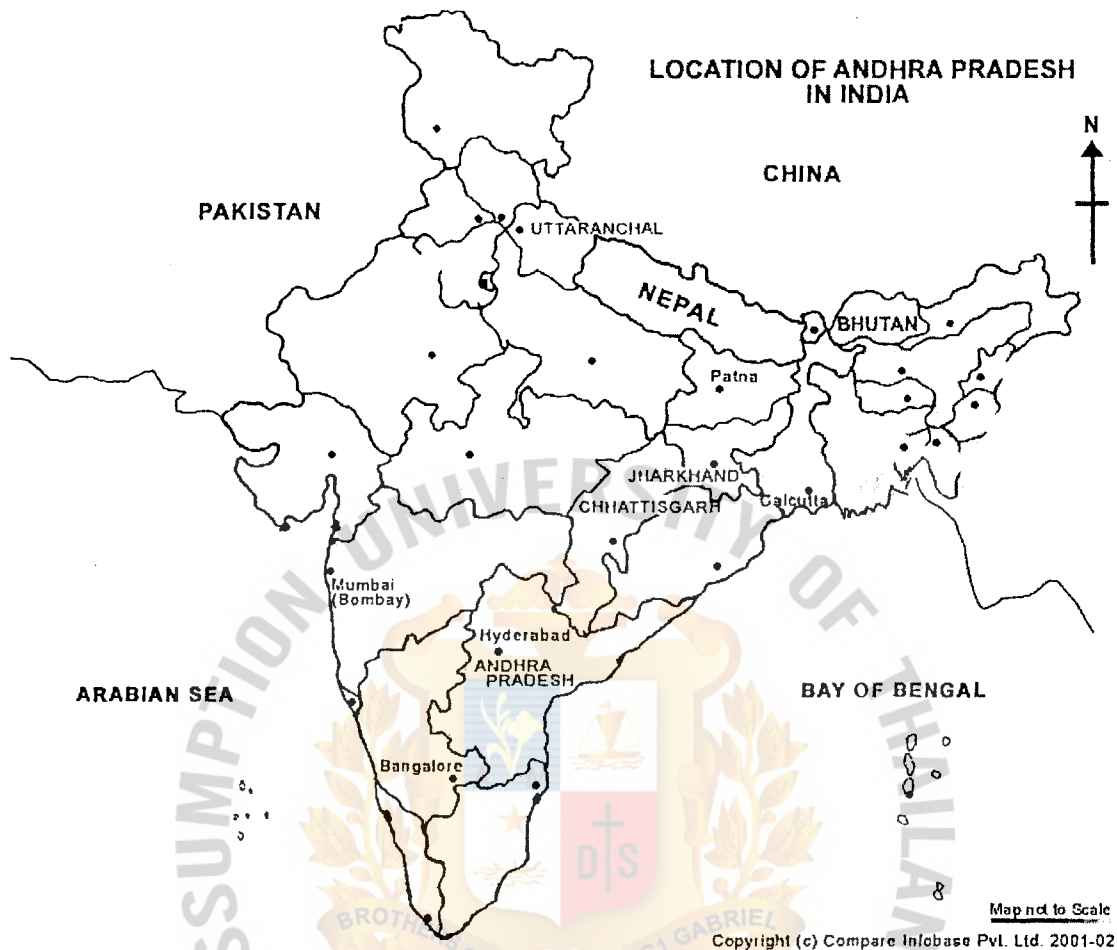


Figure 2.1 Map of India indicating Andhra Pradesh state and its capital city, Hyderabad

This product is being test marketed in the capital city of Hyderabad for Andhra Pradesh state in India (Figure 2.1). This state is the leader in the beer market in India and with the test market being the capital city called Hyderabad, (www.blonnet.com retrieved on June 25, 2004), it is targeted at up market sophisticated consumers which are blooming in this city. Andhra Pradesh reported modest growth of 2% to 3% since April last year where as Karnataka disappointed with a negative swing of almost 7.5% (www.kingfisherworld.com retrieved on May 20, 2004).

Ice Beer is beer that is fermented at nearly freezing temperatures. It is said to have been frozen after fermentation to raise the specific gravity and alcohol content of the beer. The water in the beer turns to ice when the beer gets cold enough. The ice crystals are strained or filtered out, leaving a beer with a higher specific gravity and generally higher alcohol content (www.kingfisherworld.com retrieved on May 20, 2004).

The test marketing is being conducted in order to arrive at the marketing and promotional strategies along with the level of consumption of Ice Beer in Hyderabad. It is in this context that the present study was designed and undertaken.



CHAPTER III

LITERATURE REVIEW

3.1 Consumer Behaviour

Consumer behaviour is a young discipline and the first books were written on the subject date in the 1960's. Its intellectual are however much older. The marketing concept which was first introduced only in the 1950's further propelled the study of consumer behaviour as the marketing concept embodies the view that industry is a customer satisfying process and not a goods producing process. It is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs (Schiffman & Kanuk, 2004).

Consumer behaviour may be defined as the study of the buying units and the exchange processes involved in acquiring consuming and disposing of goods, services, experiences and ideas. This study views the exchange process as a fundamental element of consumer behaviour. The definition of consumer behaviour also suggests that the exchange process involves steps, beginning with the acquisition face, moving onto consumption and ending with the disposition of the product or service (Srivastav & Khandia, 1999).

3.1.1 Why study consumer behaviour?

Understanding consumer and the consumption process bring a number of benefits: assisting the decision making, providing knowledge based to further research consumer behaviour patterns, helping regulators and legislators to make loss regarding sale and purchase in order to help the consumer make better purchase decisions. Moreover, studying consumer behaviour increases our understanding about physiological, social and economic factors that affect all human behaviour. The importance of understanding the consumer emanates from the definition of marketing, "human activity directed towards satisfying needs and wants through human exchange process", (Mowen, 1993):

From this we come up with two important observations : -

- Marketers need to satisfy the needs and wants of the target market.
- The exchange process, involves two parties, the marketers and the consumers. In order for the marketers to create a successful exchange, marketers need to understand the factors that influence the behaviour of the consumers.

The knowledge of consumer behaviour is also a considerable personal value. It helps us become better and well informed consumers. It aids consumers in the buying process by revealing to them how companies are to market intrinsic value for many. It offers customers long term value and develop a relationship based on meeting their needs (Sheth, Mittal & Newman, 1999).

We can make the overall statement that study of consumer behaviour provides three types of information, which are orientation, facts and theories.

3.1.2 Consumer decision making and problem recognition

Customer decisions are decisions customers make in the marketplace as buyers, payers and users (Sheth, Mittal & Newman, 1999). Consumer decision-making comes about as an attempt to solve consumer problems. A problem refers to “a discrepancy between a desired state and an ideal state which is sufficient to arouse and activate a decision process”. Thus, problems can be major (like, a consumer has been fired and is without a job) or minor (like, the consumer lacks an eraser necessary to take an exam the next day), and the broader and more ambiguous a problem is, the more potential solutions are generally available. This focus includes situations when the decision maker is making a decision about any product or service in any context, as long as he or she is making the decision about a product or service for his or her own use (Sheth, Mittal & Newman, 1999).

Consumers often note problems by comparing their current or actual situation, explicitly or implicitly, to some desired situation. In terms of the “big picture”, what is compared may be the totality of one’s lifestyle. Once a discrepancy is found, a determination is found as to whether this is large enough to warrant action, in which case a search for solutions is initiated.

Problems come in several different types. A problem may be an active one (like, you have a headache and would like as quick a solution as possible) or inactive—you are not aware that your situation is a problem (like, a consumer is not aware that he or she could have more energy with a new vitamin) (Hawkins, Best & Coney, 1993). Problems may be acknowledged (like, a consumer is aware that his or her car does not accelerate well enough) or unacknowledged (like, a consumer will not acknowledge that he or she consumes too much alcohol). A problem can be internal stimuli which is perceived state of discomfort—again, physical or psychological (such as hunger or boredom) and external stimuli which are marketplace information items that lead the customer to realise the problem (Sheth, Mittal & Newman, 1999). Finally, needs can be relatively specific (generic), as in the need for enjoyment (which can be satisfied many different ways), or specific, as in the need for professional attire to wear at a new job.

Creating problems for consumers is a way to increase sales albeit a questionably ethical one. One way to create new problems, and resultant needs, is to create a new ideal state. This is often done quite arbitrarily in the fashion industry, as skirt lengths and the appropriate numbers of buttons on a suit often change arbitrarily up and down. It may also be possible to create dissatisfaction with current states—such as a firm may publicise current crime statistics to increase the sales of handguns and alarms. Many vocational training schools advertise that better careers than the consumer’s current one are available upon graduation (a promise on which, by the way, they may not deliver in the end).

There are two main approaches to search. internal searches based on what consumers already know. Thus, it may be important for certain firms to advertise to consumers before they actually need the product. Like, one bail bond company advertised its existence to people “in case you ever find yourself in jail”. As another, if you decide to go out for fast food, you may not consult any directories, but instead search your memory for fast food restaurants conveniently located. A problem is that some excellent ones, which are not remembered, or have never been heard of, are not considered. External searches get people to either speak to others (getting information by word of mouth) or use other sources (such as advertisements now sought out or yellow page listings). Because the yellow pages are often the first place to which people turn, this medium is able to charge very large advertising rates (Engel, Blackwell & Miniard, 1993).

Consumers often do not consider all alternatives. Some are not known (the “unawareness” set), some were once known but are not readily accessible in memory (the “inert” set), others are ruled out as unsatisfactory (the “inept” set—like glad bags attempt to get “bargain bags” into that set), and those that are considered represent the “evoked” set, from which, one alternative is likely to be purchased.

The amount of effort a consumer puts into searching depends on a number of factors such as the market (how many competitors are there, and how great are differences between brands expected to be?), product characteristics (how important is this product? how complex is the product? How obvious are indications of quality?), consumer characteristics (how interested is a consumer, generally, in analysing product characteristics and making the best possible deal?), and situational characteristics (Srivastav & Khandia, 1999).

Two interesting issues in decisions are variety seeking where consumers seek to try new brands not because these brands are expected to be “better” in any way, but rather

because the consumer wants a “change of pace”, and “impulse” purchases. Impulse purchases are, generally speaking, unplanned, but represent a somewhat fuzzy group. Problem recognition is the result of a discrepancy between a desired state and an actual state that is sufficient to arouse and activate the decision process. An actual state is the way as individual perceives his or her feelings and situation to be at the present time. A desired state is the way an individual wants to feel or to be at the present time (Hawkins, Best & Coney, 1994).

3.1.3 Consumer behaviour and marketing strategy

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how : -

- The psychology of how consumers think, feel, reason, and select between different alternatives (such as, brands, products);
- The psychology of how the consumer is influenced by his or her environment (such as, culture, family signs, media);
- The behaviour of consumers while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer and
- How marketers can adapt and improve their marketing campaigns and marketing strategies to reach the consumer more effectively.

Understanding these issues helps the marketers adapt their strategies by taking the consumer into consideration. For instance, by understanding that a number of different messages compete for our potential customer’s attention, we learn that to be effective, advertisements must usually be repeated extensively. We also learn that consumers will

sometimes be persuaded more by logical arguments, but at other times will be persuaded more by emotional or symbolic appeals. By understanding the consumer, we will be able to make a more informed decision as to which strategy to employ (Chunawalla, 1999).

The official definition of consumer behaviour given in the text is “the study of individuals, groups, or organisations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society (Mowen & Minor, 1998). It brings up some useful points : -

- Behaviour occurs either for the individual, or in the context of a group (like, friends influence what kinds of clothes a person wears) or an organization (like people on the job make decisions as to which products the firm should use).
- Consumer behaviour involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (such as, motor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills) this is also an area of interest.
- Consumer behaviour involves services and ideas as well as tangible products.
- The impact of consumer behaviour on society is also of relevance. For instance, aggressive marketing of high fat foods, or aggressive marketing on easy credit, may have serious repercussions for the national health and economy.

3.2 Demographic Variables

Mowen (1993) mentioned that demographic variables are the characteristics of populations that include income, education, and employment status and so on. Hawkins, Best & Coney (1994) stated that the demographics are used to describe a population in terms of size, structure and distribution. Size mean the number of individuals in a population, while structure describes the population in terms of age, income and employment status and distribution of the population describes the location of individual in terms of geographic region and rural, urban or suburban location. Demographics generally refer to various, relatively apparent, descriptive characteristics of a group of persons, such as age, sex, ethnic origin, education and income (Block & Roering, 1979).

3.2.1 Age

McNeal (1982) implied that people of different ages have the same needs but often express them differently in their consumer behavior. Age influences purchase decision since it is one factor influencing consumer behavior and thinking. Age is a powerful determinant of consumer behaviour. A person's age affects his or her interests, tastes, purchasing ability, political preferences and investment behaviour (Neal, Quester & Hawkins, 2002).

3.2.2 Gender

Gender is a nature basis for market segmentation from both a physiological and cultural viewpoint (McNeal, 1982). Gender identity is seen as being as much a psychological as a biological construct. Evidently, belonging to one of the two sexes exercise a profound influence on consumption and products which target one sex rather than the other abound (Dubois, 2000). Gender has always been a distinguishing segmentation variable. Gender influences to consumer's thinking, values, attitudes, behaviour, wants and purchase decision (Kotler, 1997).

3.2.3 Employment status

A person's employment status also influences consumer consumption pattern (Kotler, 1997). Employment status has seldom been used alone as a segmenting variable. It is frequently used as one of the indicators of social class, however, which, in turn is used for segmentation (Tull & Hawkins, 1980). Skinner (1994) mentioned that employment status can affect the type of clothing a person buys, transportation choice, food purchases and the need for timesaving products.

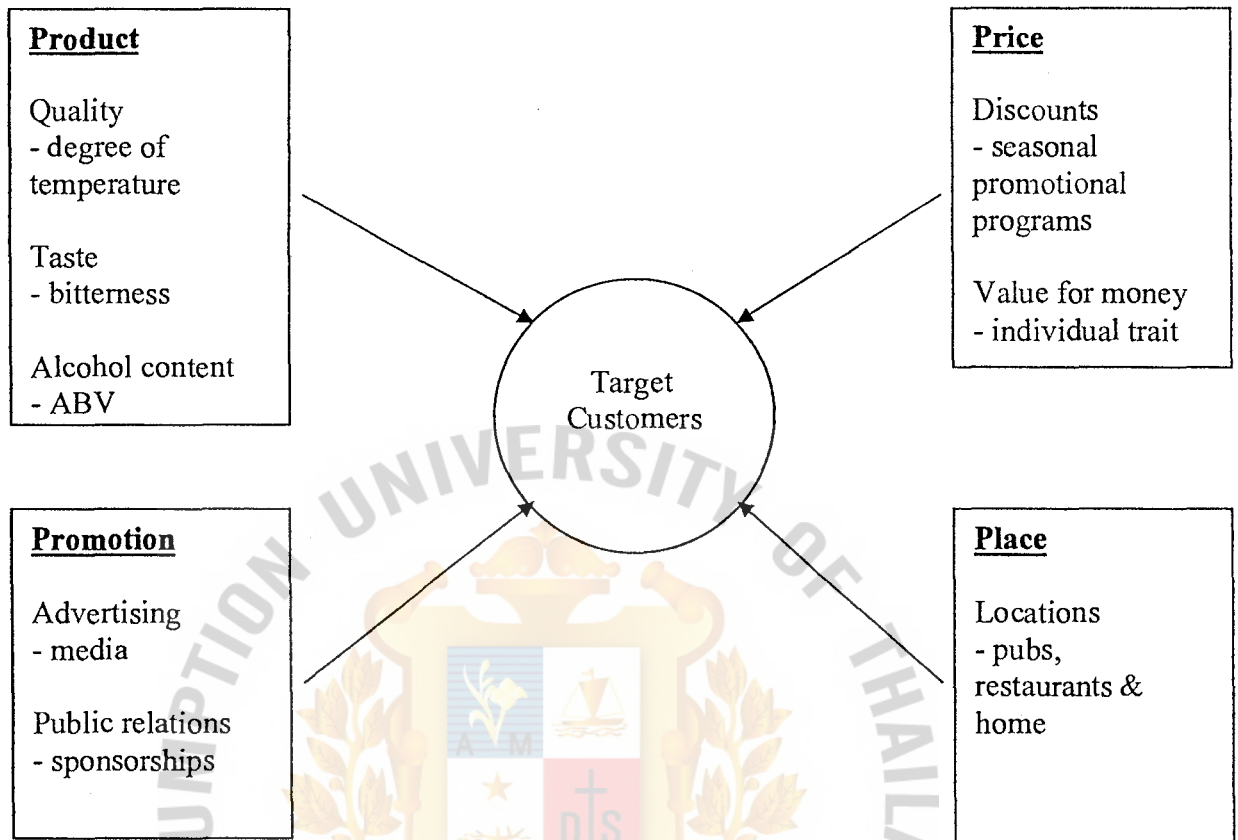
3.2.4 Income

The marketer is highly interested in what people have available to spend for satisfying a consumer need. Income as a determinant factor can determine consumer needs, thinking and behaviour. Income has been an important variable for distinguishing between market segments. Marketers commonly segment markets on the basis of income because they feel that it is a strong indicator of the ability or inability to pay for a product or specific model of the product (Schiffman & Kanuk, 2004).

3.3 Marketing Mix

Marketing mix is the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product (Kotler & Armstrong, 2001). The many possibilities can be collected into four groups of variables known as the “ four P’s “ : product, price, place and promotion. Figure 3.1 shows the particular marketing tools under each P with respect to the Ice Beer industry in India taken in this research.

Figure 3.1 The four Ps of the Marketing Mix with respect to Ice Beer industry



(Source: Original created by Kotler. P and Armstrong. G, (2001). Principles of Marketing, 9th edition and adapted by the author)

3.3.1 Product

A product is anything that can be offered to a market for attention, acquisition use or consumption that might satisfy a need or want. A product is a set of basic attributes assembled in an identifiable form. A product is a set of tangible and intangible attributes, which may include packaging, color, price, quality and brand, plus the seller's services and reputation. A product may be a good, service, place, person or idea (Etzel, Walker & Stanton, 1997). Each product is identified by a commonly understood descriptive name. Features such as brand name and post sale service that appeal to consumer emotions or add value play no part in this narrow interpretation.

A product is at the core of the marketing strategy. It is important to keep in mind that products mean more than tangible goods. The best way to view a product is as a set of features and advantages that have the capacity to satisfy customer needs and wants thus delivering value benefits. Product can also be exchanged for something else of value (Ferrell, Hartline & Lucas, 2002).

A well structured product plan enables a company to pinpoint opportunities, develop appropriate marketing programs, coordinate a mix of products, maintain successful products as long as possible, reappraise faltering products and delete undesirable products. A company should define its products in three distinct ways: tangible, extended and generic. A tangible product is the basic physical entity, service or idea, which has precise specifications and is offered under a given description. An extended product includes not only the tangible elements of a product but also the accompanying cluster of image and service features. A generic product focuses on what a product means to the customer, not the seller (Evans & Berman, 1995).

Because of the intangibility of services, it is quite difficult for customers to evaluate the product before they actually use it. This forces customer to place some degree of trust in the service provider to perform the service correctly and in the timeframe promised or anticipated (Ferrell, Hartline & Lucas, 2002). Consumer products are goods and services destined for the final consumer for personal, family or household use. The use of the good or service designates it as a consumer product (Evans & Berman, 1995).

3.3.1.1 Alcohol content

Ice Beers are only slightly higher in alcohol than the other normal beers. Most Ice Beers are anywhere from 5.0 to 6.5% alcohol by volume compared to the average lager beers that have around 4.5 to 5.0%. So there really isn't that much difference between a

regular beer and an Ice Beer. The alcohol content of UB Ice Beer is around 6% (www.hindubusinessline.com retrieved on April 18, 2004).

3.3.1.2 Taste

With Ice Beers, it's all about the slightly increased amount of alcohol, and brewers of these beers care little about changing the flavour. With increased body, flavour and alcohol, these beers are to be taken with much respect. They can range from 9 to 14% alcohol by volume and are nearly black in colour, although some can be as light as tawny red. Hop bitterness and flavour are mostly cast aside with a big alcohol presence, which can go from sweet to spicy, fruity to sometimes fusel. Pretty much the same process is involved as in Ice Beer but lower temperatures are needed due to the higher alcohol strength that this beer begins with (www.beerme.com retrieved on March 11, 2004).

3.3.1.3 Quality

The method of making Ice Beer is quite easy. It's all about bringing the beer down to a low enough temperature to slowly form ice crystals, without totally freezing the beer. This process is usually done in the conditioning tank before the beer is ultra-filtered. To get the extra fraction of a percent of alcohol from the beer, producers simply remove the ice crystals from the beer.

Funny that something so close to the icing method used in breweries is so easily done and happens in pretty much half the bar out there. Go to a bar that serves their beer in ice-cold mugs; as soon as you get the beer a mini iceberg will form and ice will cling to the glass, depending on how cold it is. You have your Ice Beer. Now you have to chug it down without swallowing the ice, fast enough so it doesn't melt. If you can do this you are sure to look like a real winner (www.indiaonline.com retrieved on June 21, 2004).

3.3.2 Price

A price represents the value of a good or service for both the seller and the buyer. For a broader perspective, price is the mechanism for allocation goods and services among potential purchasers and for ensuring competition among sellers in an open market economy. If there is an excess of demand over supply, prices are usually bid up by consumers. If there is an excess of supply over demand, prices are usually reduced by sellers (Evans & Berman, 1995). A marketer should understand the relationship between price and consumer purchases.

Price is the amount of money and / or other items with utility needed to acquire a product. Utility is an attribute with the potential to satisfy wants. A product's price influences wages, rent, interest and profits. Price is the basic regulator of the economic system because it influences the allocation of the factors of production: labor, land and capital. Some prospective customers are interested primarily in low prices, whereas another segment is more concerned with other factors such as service, quality, and value and brand image. It's safe to say that few, if any, customers are attentive to price alone or are entirely oblivious to price (Etzel, Walker & Stanton, 1997).

Price stands for the amount of money customers have to pay to obtain the product. The price has to be in line with the perceived value of the offer or else buyers will purchase competing products. The price of the product is also influenced by the nature of the market and demand, competition and other environmental factors. The price is announced and realized by the companies in many ways as list price, discounts, allowances, payment period and credit (Kumar, 1997).

Ice Beer was launched in 1998 (www.foolonahill.com retrieved on April 25, 2004). Till one year, its price was quite economical when considering from youth point of view as the target consumers for Ice Beer were the youth only. The cost of UB Ice Beer for a

standard size of 330ml costed only Rs 25/-. But the prohibition of alcohol in Andhra Pradesh affected not just UB but the entire industry at the moment. There was a sharp rise in beer prices across Tamil Nadu from July1, 2002 onwards. After few years of its launch, the state owned Tasmac, which controls wholesale trade, recently sanctioned price hike to the tune of Rs 30/- per case (of twelve bottles each). Ice Beer product being a mild beer is priced on par with the stronger beers making it a premium product.

3.3.2.1 Consumer price awareness

Research suggests that consumers are often not aware of either :-

- (1) what a product is supposed to cost or
- (2) even how much a product they just picked up cost

Because of the time pressures involved in shopping, consumers tend to do surprisingly little comparison shopping. One study of frequently purchased household products found that consumers on the average examined 1.2 brands, spending only twelve seconds between their arrival and departure from the shelf containing the purchased category. Only 21.6% of consumers interviewed after their selection claimed to check competing brands; only a little more than half could state the price of the item just selected within 5% accuracy (Kumar, 1997).

However, consumers do tend to respond a great deal to prices – price increases greatly diminishing sales, and discounts greatly increase sales. Part of the resolution of this paradox may be found in the impact of other factors – promoted items often get special advertising (both in the media and at the point of purchase) as well as expanded shelf space. One interesting study found that one segment of consumers tends to respond strongly to the presence of a sale, even if it is a trivial one that is, a 0.5% sale is not a good reason to buy a brand, but many consumers use the sale sign as a heuristic as a way to reduce the burden associated with shopping (Srivastav & Khandia, 1999).

3.3.2.2 Using price to attract customers

Price can be used in several ways to attract customers. One approach is through positioning, and ironically, two diametrically opposed strategies can each be successful.

- *Quality signalling:* Some manufacturers and retailers use price as a signal of quality. Empirical research in selected product categories suggests that the correlation between product quality, as rated in consumer reports and price, is about 0.5 (meaning that the price accounts for about 25% of the variability in quality). Note that consumers often have few indicators of quality, so price may be perceived as one of the better available clues.
- *Value positioning:* Certain brands and retailers position themselves as providing value — that is, reasonable quality at a low cost. Wal-Mart has done a great job positioning itself this way, although it was found a few years ago that K-Mart was actually slightly cheaper. Certain retailers rely on loss leaders to get consumers in the door with the hope that they will buy other things as well.

Following are the basic ways in which pricing is related to marketing and firm variables :-

- Prices frequently vary over life cycle of a product, from high prices to gain status-conscious innovators to low prices to attract the mass market.
- Customer service levels are affected by prices. Low price are usually associated with little customer service.
- From a distribution perspective, the prices charged to channel members must adequately compensate them for their functions, yet be low enough to be competitive with other brands at the retail level.

- There may be channel conflict if a manufacturer tries to control or suggest final prices.
- Product lines with different prices attract different market segments.

3.3.2.3 Value for money

Pricing is the easiest of all marketing variables to influence and the changes can take place immediately. The fact that prices are easy to change and in fact do change quite frequently should not be taken to mean that most firms do a good job of setting prices. Many manufacturers, wholesalers and retailers readily admit that they worry more about price than they actually manage price. Managers developing a pricing strategy should base their decisions on a careful consideration of several factors: costs, demand, customer impacts and competitor's prices (Ferrell, Hartline & Lucas, 2002).

Pricing an established product usually is less difficult than pricing a new product, however, because the exact price or a narrow range of prices may be dictated by the market (Etzel, Walker & Stanton, 1997).

3.3.2.4 Discount

In the consumer market, explicit price discrimination would lead to the ill-will of consumers. Discounting in general has a sales enhancing effect, probably because consumers overweight the saving on a deal in relation to the cost still incurred in buying the product at the discounted price. If the product were regularly at the discounted price, many of these consumers may not buy it at all (Enis, Cox & Mokwa, 1995).

3.3.3 Place

The place stands for various activities that a company undertakes to make its product available to the target customers. For this purpose many companies choose wholesalers or retailers and motivate them to give attention and exposure to the product. The members of the distribution channel undertake the responsibility of efficient

transportation and storage of products. Place includes company activities that make the product available to target consumers (Kotler & Armstrong, 2001).

The elements of the marketing mix work together rather than in isolation from one another. For instance, a high-quality consumer product would normally be marketed through up-market retail outlets at a premium price and promoted through media that have an up-market or quality image. Decisions have to be made with respect to the elements of the marketing mix and the decisions made are reflected in marketing plans. Making such decisions and formulating such plans is part of the role of marketing plans (Proctor, 1996).

3.3.3.1 Self-concept

The consumer faces several possible selves. The actual self reflects how the individual actually is, although the consumer may not be aware of that reality (like, many anorexic consumers who are dangerously thin believe that they are infact fat). In contrast, the ideal self reflects a self that a person would like to have, but does not in fact have. For example, a couch potato may want to be a World famous athlete, but may have no actual athletic ability. The private self is one that is not intentionally exposed to others. For example, a police officer may like and listen to rap music in private, but project a public self-image of a country music enthusiast, playing country songs at work where police officers are portrayed as heroes. The key here is to keep in mind which kind of self we are trying to reach in promotional messages. If we appeal to the hidden self, for example, we must be careful to make our appeals subtle and hint, if appropriate, on how the individual's confidentiality and privacy can be enhanced. Individuals will often seek to augment and enhance their self-concepts, and it may be possible to market products that help achieve this goal (Mowen & Minor, 1998).

3.3.3.2 Lifestyles

Self-concept often translates into a person's lifestyle, or the way that he or she lives his or her life. For instance, a person may be very materialistic; preferring to wear flashy clothes and drive expensive cars, or prefer instead a simpler life with fewer visible status symbols. Attempts have been made to classify consumers into various segments based on their lifestyles. The Values and Lifestyle (VALS) Project, developed by the Stanford Research Institute (SRI), attempts to classify people based on a combination of values and resources. Thus, for instance, both "achievers" and "strivers" want public recognition, but only the achievers have the resources to bring this about. A global analogue is the Global Scan (Costa & Bamossy, 1995).

3.3.3.3 Situational influences

Specific circumstances often influence consumer behaviour. For example, consumers in a rush are likely to take the most convenient product available. Consumers whose attention is demanded elsewhere are likely to disregard commercial messages. Consumers shopping for a special occasion (like a wedding) may buy different products (Engel, Blackwell & Miniard, 1993).

3.3.3.4 Location

Geographic area refers to the physical placement of customers. Many consumer needs and wants are based on location and most market segments use placement at least as a partial basis for segmentation (Walters & Bergiel, 1989).

The product Ice Beer is being test marketed in the state of Andhra Pradesh, the test market being the capital city, Hyderabad, as this state in India holds the maximum consumption of Ice Beer and has reported a modest growth of 2% to 3% since last year (www.hindubusinessline.com retrieved on July 20, 2004).

"Ice is a youth brand targeting upmarket youth and music connects with ice and youth. The first dance party of the season happened in May 2002 in Bangalore brought to you by UB premium Ice Beer. With ice rocks, we are planning to get associates and create music events the city can enjoy the year round," says Ramesh Vishwanathan, GM UB. Ramesh adds that ice rocks will have at least three such events a year (www.timesofindia.indiatimes.com retrieved on July 15, 2004)

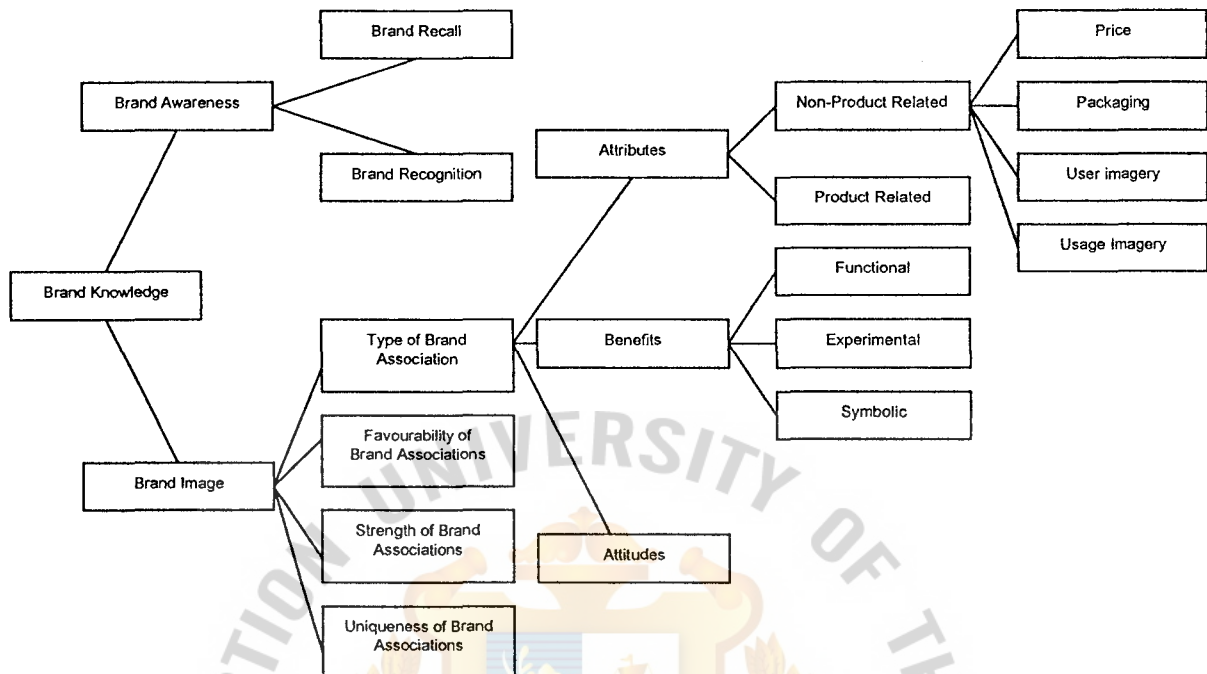
3.3.4 Promotion

Promotion is any form of communication used to inform, persuade or remind people about an organization's or individual's goods, services, image, ideas, community involvement or impact on society. Its major elements are advertising, publicity, personal selling, public relation and sales promotion. Promotion objectives may be demand oriented or image oriented (Evans & Berman, 1995).

From a marketer's perspective, promotion serves three essential roles – it informs, persuades and reminds prospective and current customers and other selected audiences about a company and its products. The relative importance of these roles varies according to the circumstances faced by a firm (Etzel, Walker & Stanton, 1997).

The product category attitude is an important factor to analyse, while determining product response mechanism. For example if consumer believes that Banks are unfriendly places, then the consumer would look at all banks with the same view, just because of similarity in product category. The level of abstraction and qualitative nature of brand association should affect their image, favourability, strength and weakness. For example, image related attributes such as user type and usage condition might easily create unique associations (Figure 3.2).

Figure 3.2 Consumer Brand Awareness



(Source: Mowen. J. C and Minor. M, (1998). Consumer Behavior, 5th edition)

The most efficient, most productive, most useful aspect of branding is creating a new category. In other words, narrowing the focus to nothing and starting something totally new. That's the way to become the first in a new category and ultimately the leading brand in a rapidly growing new segment of the market.

And that is what, Ice Beer, precisely did. Though there are many variants and types of Ice in the foreign market (Bud Ice, Millers Ice and Fosters Ice), UB's Ice Beer was the first entrant in India and as of now the only player in the "Ice" category.

Also, by naming the beer, 'Ice Beer', they have pre-empted competition as any other brand's ice variant will have the name 'Ice' associated with it, which of course will lead the customers to associate such a name with already existing 'Ice Beer'.

3.3.4.1 Advertising

Advertising is a nonpersonal communication paid for by a clearly identified sponsor promoting ideas, organizations or products. Advertising can be classified according to :-

- Target audience, either consumers or businesses
- Objective sought, the stimulation of primary or selective demand
- What is being advertised, a product versus an institution

The purpose of advertising is to sell something – a good, service, idea, person or place - either now or later (Etzel, Walker & Stanton, 1997). Typical advertising objectives are to support personal selling, improve dealer relations, introduce a new product, expand the use of a product and counteract substitution.

The advantages of advertising are its appeal to a large and geographically dispersed audience, low per customer costs, and availability of a broad variety of media, control over all aspects of a message, surrounding editorial content and how it complements personal selling. Disadvantages are inflexibility of message, wasted viewers or readers, high media cost, limited information provided, difficulty in obtaining audience and low audience involvement (Evans & Berman, 1995).

“Advertising has a direct impact on any business. The only difference between the conventional advertising of a soft drink, garment or soap and UB is that while they can communicate directly about their brand and talk about its virtue, brand and benefits, UB can’t. UB has to do it through associations and events. When UB advertise that Kingfisher West Bengal is India’s best football club, and a winner of many tournaments, it also says that Kingfisher is the best beer in the country. Of course, if UB did direct advertising, it would have said that Kingfisher beer is the most exciting beer in the country. UB has to work much harder to get to the same place that others reach through direct advertising.” – says Shekhar Ramamurthy, Executive VP (Sales & Marketing) UB Breweries Division (www.exchange4media.com retrieved on June 22, 2004).

He said that the brand was positioned as ‘cool beer’ for the youth of today — different and attitudinal. "It is targeted at upmarket sophisticated consumers and hence are

looking for a sale of just two and a half lakh cases per annum in the state of Andhra Pradesh itself," he said. UB Ltd is planning to launch Rupees one crore promotional and marketing campaign in Andhra Pradesh for building awareness and imagery for its 'UB Premium Ice Beer' which was launched on January 8, 2002 (www.hindubusinessline.com retrieved on July 15, 2004).

3.3.4.2 Public relations

Public relations encompass a wide variety of communication efforts to contribute to generally favourable attitudes and opinions toward an organization and its products. Unlike most advertising and personal selling, it does not include a specific sales message. The targets may be customers, stockholders, a government agency or a special interest group. Public relations can take many forms including newsletters, annual reports, lobbying and support of charitable or civic events. It is often overlooked form of promotion. In most organizations this promotional tool is typically a stepchild, relegated far behind personal selling, advertising and sales promotion (Etzel, Walker & Stanton, 1997).

Public relations are mass and personal communication aimed at company image. It uses advertising, publicity and personal contact. The advantages of publicity are no costs for message time and content, mass audience, high level of credibility and audience attentiveness. The disadvantages are lack of control by the firm and the difficulty of planning in advance (Evans & Berman, 1995).

After sponsoring the famous Bengal Football club East Bengal and as part of the brand promotion, the UB group is now sponsoring FC Kochin through its new brand 'Ice', thereby increasing its market share. It is a cool beer and is targeted at the youth, according to UB breweries division marketing manager Ramesh Vishwanathan (www.timesofindia.indiatimes.com retrieved on June 10, 2004).

3.3 Previous Empirical Study

Consumers are increasingly rejecting mass-market goods and demanding products that fit their lifestyles. Analysis of product development in the alcoholic drinks market reveals that meals, parties and drinking for leisure are key occasions targeted by manufacturers. In many cases, occasion marketing will expose the products to an entirely new audience, which can be lucrative in it. One major factor is the changing drinking habits of consumers. They have abandoned their loyalties to single brands and now vary what they drink depending on the time and place. The common denominator of all the occasions being targeted by alcohol manufacturers is that they are being seen by consumers as being "special" occasions, implying consumers are likely to be in a self-indulgent mood (Singh & Khan, 2001)

The pattern of gender differences is partially consistent with the earlier findings. According to Sharma, (1995) the purpose of the research done was to verify existing research findings and to investigate and explain the inconsistencies in these findings concerning the strength of relationships between gender-role orientations and drinking and the specificity of gender-role conflicts to alcoholism. The findings on drinking habits indicated that men drank almost twice as much alcohol per month as did women. However, the similarity in number of men and women who ever drink alcohol may be the same. Men and women tend to differ significantly in their choices of specific alcohol beverage with men consuming twice as much beer as women.

In another research, using the responses of two thousand one hundred and twelve females to a 1982 national panel survey of lifestyles and household consumption, levels of consumption of beer was related to lifestyle, age, education, and income. Data were somewhat skewed, favoring the better educated, older, and higher income female respondent in the population. A principal components analysis of the lifestyle items was

followed by discriminant analyses to predict or explain consumption levels. The findings suggest that different sets of factors are linked to consumption levels for the various beverages but that most lifestyle variables are of limited value in predicting higher levels of consumption. For beer, the moderate user is less secure financially and expresses very strong involvement with popular culture (Lesch, William, Luk, Leonard & Thomas, 1991).

The Brewing Industry International Awards, held in London, dated back one hundred and ten years, reward brewers for beer quality, with a unique distinction. In that they judge beers on their commercial appeal as well as technical quality (Theodore, 2004). Research done by Pohl (2004) shows that consumption of UK produced beer has declined since 1990 but the volume of International beers consumed has grown. The growth in the popularity of premium beers in the 1980's, made lager into a popular drink mainly among the young consumers who were open to new product ideas. According to data published by customs and excise department, beer production dropped by 0.6% although the strength of beer or the alcohol by volume (ABV) increased steadily from 1998 to 2002. The latter factor is due to the growth in the premium beer market with man consumers regarding beer with high alcohol content as being superior in taste. In another research done by him, Pohl (2004) showed that the long-term decline in beer consumption is linked to the reduction in the number of males aged between 18 and 24 years old in the UK as well as the consumer trend to consume smaller quantities of beer with high alcohol content.

Advertising of alcoholic beverages has received a great deal of attention due to the increase in consumption of beer in Canada and the US, with some people advocating stricter control on this type of advertising. Data are presented on alcoholic beverage advertising and increase in consumption, the main objective being to determine from a long list of controllable marketing variables which ones most influence the level of per capita alcoholic beverage consumption among the Canadian population. In general, the

results indicated that advertising is a relevant influence in the case of beer, but not in the case of liquor (Bourgeois, Jacques, Barnes & James, 1979).



CHAPTER IV

RESEARCH FRAMEWORK

This chapter aims at forming and elaborating the conceptual model, generating all hypothesis statements that is tested, providing the information of concepts and variables operationalization towards the consumption of Ice Beer. The hypothesis is tested by using marketing mix which are product, price, place and promotion and demographic factors which are age, gender, employment status and income as independent variables and consumption of Ice Beer as dependent variable. This study investigates survey method to collect data by using the questionnaires.

4.1 Theoretical Framework

4.1.1 Consumer behavior

The study of consumer behavior defines the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products, services and ideas (Schiffman & Kanuk, 2004). Some of the influences that shape consumer choices and tendencies are internal processes such as own thinking, feeling and desire. Other influences come from environmental factors such as social forces (whether group or interpersonal), economic, situational retail and promotional considerations. All these factors dynamically interact to satisfy human needs and want. The ultimate goal is to help marketers better understand the processes and activities of consumer behavior and thus to anticipate how marketing strategies and tactics will influence consumers and affect the products and services that various types of consumers will long for.

Additionally, in today's highly competitive marketplace, a sound understanding of consumer behavior helps marketers gain a competitive advantage and establish positive and lasting customer relationships.

4.1.2 Marketing mix

Elements of marketing mix are product, price, place and promotion. Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market. It is stated that the marketing mix is one of the factors that influences consumer behavior (Kotler, 2000). It is also mentioned that marketing activities also has influence over consumer behavior (Churchill & Peter, 1998). Marketing sought to itemize the large number of influences on market response that marketers must take into account for consumer's wants and needs.

4.1.3 Demographic factors

It refers to the dividing of an overall market into homogenous groups based upon characteristics such as age, sex, income level (Gunter & Furnham, 1992).

Kotler (2000) mentioned that personal factors or demographic factors such as age, income level, occupation, gender and marital status are one of the factors influencing the consumer behavior.

4.2 Conceptual Framework

In this chapter the researcher draws on the previous empirical studies and relevant theories to develop the conceptual framework. The conceptual model identifies the relationship between consumer's level of consumption of Ice Beer and influencing factors based on previous empirical studies and relevant theories. There are many factors affecting consumer's level of consumption towards Ice Beer. Here, based on relevant theories and previous empirical studies, the researcher focuses on marketing mix consisting of product, price, place and promotion and demographic factors consisting of gender, age, occupation and income. This framework is built to understand consumer's consumption towards Ice Beer.

In the framework, level of consumption of Ice Beer is shown as the dependent variable and the marketing mix: product, price, place and promotion and demographic factors: gender, age, employment status and income level are shown as the independent variables. The conceptual framework for this research is shown in Figure 4.1:-

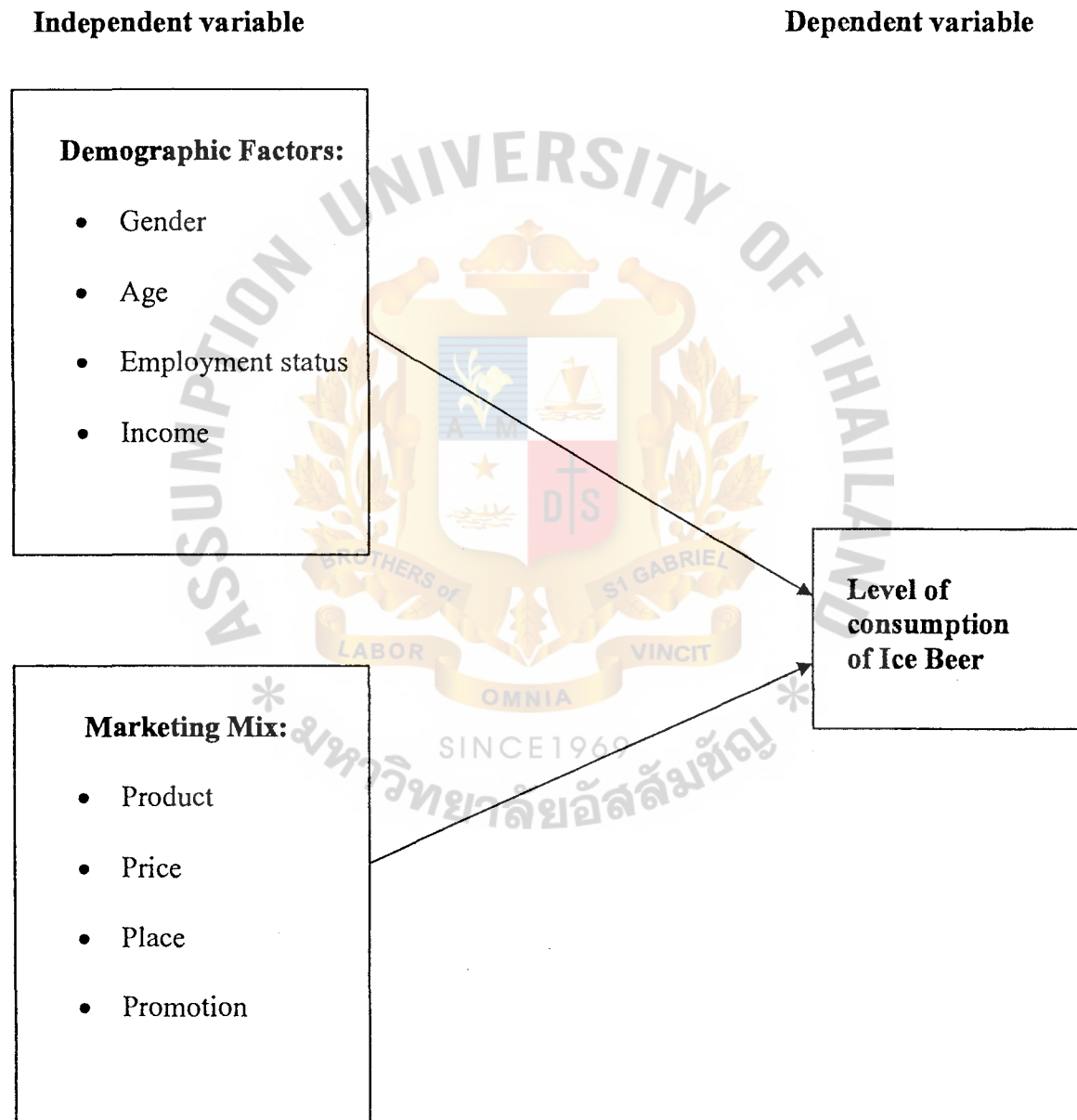


Figure 4.1 Conceptual Framework

4.3 Research Hypothesis

After drawing the conceptual framework, the relationship between the independent variables and dependent variables need to be elaborated so that the hypothesis can be developed and subsequently tested. Based on the result of the hypothesis test, the extent to which the problems can be solved through the findings of the research become evident.

Hypothetical statements assert probable answers to research questions. A hypothesis is defined as an unproven proposition or supposition that tentatively explains certain facts or phenomena (Zikmund, 2003). In this section of the research study, the hypothesis of the study is stated in a testable form: the null and alternative hypothesis. It predicts a particular relationship between the dependent and independent variables. Hypothesis is used in the deductive research approach where the conceptual developments are focused on first, prior to the empirical testing. In this research, two main groups of independent variables are hypothesized against one dependent variable.

4.3.1 Demographic factors and consumption of Ice Beer

Gender : -

Ho1: There is no difference in the level of consumption level of Ice Beer classified by gender.

Ha1: There is difference in the level of consumption level of Ice Beer classified by gender.

Age : -

Ho2: There is no difference in the level of consumption level of Ice Beer classified by age.

Ha2: There is difference in the level of consumption level of Ice Beer classified by age.

Employment status : -

Ho3: There is no difference in the level of consumption level of Ice Beer classified by employment status.

Ha3: There is difference in the level of consumption level of Ice Beer classified by Employment status.

Income : -

Ho4: There is no difference in the level of consumption level of Ice Beer classified by income.

Ha4: There is difference in the level of consumption level of Ice Beer classified by income.

4.3.2 Marketing mix and consumption of Ice Beer

Product : -

Ho5: There is no relationship between product and level of consumption level of Ice Beer.

Ha5: There is relationship between product and level of consumption level of Ice Beer.

Price : -

Ho6: There is no relationship between price and level of consumption level of Ice Beer.

Ha6: There is relationship between price and level of consumption level of Ice Beer.

Place : -

Ho7: There is no relationship between place and level of consumption level of Ice Beer.

Ha7: There is relationship between place and level of consumption level of Ice Beer.

Promotion : -

Ho8: There is no relationship between promotion and level of consumption level of Ice Beer.

Ha8: There is relationship between promotion and level of consumption level of Ice Beer.

4.4 Operationalization of the Dependent and Independent Variables

This section is concerned with the definition and the measurement of concept of each variable. For the conceptual definition, it gives meaning to a concept by specifying the activities to measure. Concepts can be defined as abstract ideas generalized from particular facts (Davis, 1996). Without concept, there can be no theory. It is also defined as a generalized idea about a class of objects, attributes, occurrences or processes. In this research the concepts will be made operational so that they can be measurable. This operational definition refers to an explanation that gives meaning to a concept by specifying the activities or operations necessary to measure it (Zikmund, 1997). The operational definition put empirical meaning to constitutive by specifying the means by which the concept will be measured in reality. An operational definition gives meaning to concept by specifying the activities or operational necessary to be measured. Thus, the operational definition specifies what must be done to measure the concept under investigation. Table 4.1 and Table 4.2 show the operational components of the independent variables and dependent variable respectively.

Table 4.1 Operational Component of Independent Variables

Variable	Concept Definition	Operational Component	Level of Measurement
Demographic Factors			
Gender	Sex identification of one person	- Male or Female	Nominal
Age	Number calculating the life of one person	- Duration of life specific to one person	Ordinal
Employment status	Designation of one person	- Carrier occupied by one person	Nominal
Income	The amount of money or its equivalent one received during period of time in exchange for labor or services	- Individual average income per month	Ordinal
Marketing Mix			
Product	The extent to which a product characteristics is offered to satisfy a need or want	- Alcohol Content - Taste - Quality	Ordinal
Price	The amount of money charged for a product compared to product benefit	- Value for Money - Discount	Ordinal
Place	The process of making a product available for consumption by the consumer	- Location	Ordinal
Promotion	Any form of informing, persuading, or reminding potential customers about products and services	- Public Relations, - Advertising	Ordinal

Table 4.2 Operational Component of Dependent Variable

Variable	Concept Definition	Operational Component	Level of Measurement
Level of consumption of Ice Beer	Number of intakes in a particular time period	Frequency of intake	Ordinal



CHAPTER V

RESEARCH METHODOLOGY

This chapter describes the methodology that is used to test the hypothesis developed in the third chapter. Research methodology is a part of the body of the report that explains the research design, sampling procedures and other technical procedures used for collecting the data (Zikmund, 2003). Here each procedure will be explained step-by-step in order to understand more easily. The description of the questionnaire used for the survey in our research will be discussed, finally, concluding by the analytical description of the techniques used to process the data. There would be no interference to the respondents in the interview by us and the study setting will be non-contrived.

5.1 Methods of Research Used

The researcher will be using the descriptive research to obtain the research objective. The descriptive research is used to describe the characteristics of a certain group as well as to estimate the proportion of people in a specified population who behave in certain to obtain primary data directly from the target population. The researcher will gather the data by distributing the questionnaires to the target population in order to use this data to answer the hypothesis and fulfill the research objective. The data collected from secondary data was from previous studies, newspapers, journals, magazines and related websites.

5.2 Respondents and Sampling Procedures

5.2.1 Target population

The entire group of people, events or things of interest that the researcher wishes to investigate is called population (Sekaran, 1992) and the specific group relevant to the research project is called target population (Zikmund, 1991). The target population of this research are

the people who drink Ice Beer in the city of Hyderabad, Andhra Pradesh state, both male and female aged 18 years and above. The researcher selected this city, as this state is the leader in the beer market consumption in India and is targeted at upmarket sophisticated consumers which are blooming in its capital city Hyderabad.

5.2.2 Sampling unit

The sampling unit will be the individuals, both male and female respondent with age 18 years and above and these respondents will be from Hyderabad as this is the capital city and also considered as one of the cities to have more consumption of Ice Beer than any other city in Andhra Pradesh state, India. The respondents selected for this study are those who are in the best position to provide the information required.

5.2.3 Sample size

For this particular research, the sample size is determined by estimating a population proportion. McDaniel & Gates (1999) stated that the requirements for this sample size are the specification for the acceptable level of sampling error (e), specification for the acceptance level of confidence in standard error or Z values and an estimate of the true proportion of the population.

Formula : -

$$n = \frac{Z^2 * Pq}{e^2}$$

$$n = \frac{Z^2 * P(1-p)}{e^2}$$

$$n = \frac{(1.96)^2 * 0.5(1-0.5)}{(0.05)^2}$$

$$n = \frac{3.8416 * 0.25}{0.0025}$$

$$n = 3.8416 \text{ or } 384$$

where,

n = Sample size

Z = Score based on the researcher's desired level of confidence is set at 95%. Then the number of standard score of z associated with confidence level is equal to 1.96.

p = The population proportion for this research is calculated by the percentage of the respondents who consume Ice Beer. Assuming that it is 0.5 (50%).

q = 1 - p

e = Allowable error (precision), 0.05

According to Anderson (1996), Table 5.1 shows the theoretical sample sizes for different sizes of population and at 95% level of certainty as follows : -

Table 5.1 Theoretical Sample Sizes for Different Sizes of Population

Population / (Sampling Frame)	Required Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,00,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

(Source: Gary Anderson, Fundamentals of Educational Research, 1996)

From the above table and calculation, a minimum of 384 samples are required to conduct this research. The sample size for the purpose of this research is bounded within the city of Hyderabad in India and that too with 384 respondents only, due to limitation in time and resource. The sample was chosen with a view of covering consumers in as large area possible and also with as much variation in preferences such as age, income gender and occupation, so as to be able to form a reasonable picture of the position held by the consumers who consume Ice Beer.

5.3 Research Instruments / Questionnaire

From this research, questionnaire will be used as the instrument to investigate the consumption of Ice Beer. Davis & Cosenza (1993) stated that the central objective of a survey design is to search for relationship between variables. It usually depends upon the use of well constructed questionnaire, which is used to collect data from the relevant unit of analysis under study, usually an individual. The questionnaire will be comprised of several questions

about marketing mix and demographic factors with respect to the level of consumption of Ice Beer in Hyderabad, India.

5.3.1 Sampling design

We have non-existence of a sampling frame so we use non-probability sampling design. This technique is the least expensive, involves less time and is very convenient. The sample here is the one in which the population doesn't have any probability attached to their being chosen as the sample subjects. We choose and use this method because of the limited scope of our research within Hyderabad city and limitation in terms of resource and time.

Non-probability sampling is defined as a sampling technique wherein the unit of the sample is selected on the basis of personal judgment or convenience; the probability of any particular member of the population being chosen is unknown. (Under non-probability sampling, the researchers do not have to closely adhere for precise selection procedures to avoid arbitrary or biased selection of elements (Hair, Bush & Ortinau, 2003).) (In this research, selection of element is carried out by the use of convenience sampling; a method in which samples are drawn at the convenience of the researcher or interviewer, often as the study is being conducted. The assumptions underlying this method are that the defined target population is homogeneous and the individuals interviewed are similar to the overall target population with regard to the characteristics being studies.)

5.4 Collection of Data / Gathering Procedures

In our research, we will use structured questionnaire for the survey, a question that imposes a limit on the number of allowable responses to collect the primary data from respondent and bring the results of questionnaire to prove hypothesis. For our research we are going to use self administered questionnaire and give it personally to the respondents. The 384

copies of questionnaire will be divided among the consumers in Hyderabad who drink Ice Beer, mainly at pubs and whose religion does not prohibit them from consuming it. The pub timings in Hyderabad usually start from seven in the evening to twelve in the night on the working days and on weekends, it starts from six in the evening to one in the midnight. The questionnaires in the pubs will be distributed between these timings. Our study setting will be non-contrived and we shall not interfere with the response of these respondents.

5.4.1 Primary data

In this research the primary data will be collected by a self-administered questionnaire. The questionnaires will be handed face-to-face to the respondents and filled out by them without any help from the investigator. In questionnaires, the information obtained is limited to the written responses of respondents to prearrange questions. Primary data is gathered and assembled specifically for the project in hand (Zikmund, 2003).

5.4.2 Secondary data

Secondary data or historical data are previously collected and assembled for some project other than the one at hand. Secondary data can be found inside the company, in the library, on the internet, or they can be purchased from firms that specialize in providing information such as economic forecasts, that is useful to organizations (Zikmund, 2003). No matter which of the data collection techniques are used, an investigator has the responsibility to analyze the validity, reliability and sensitivity of his or her instruments before using them. In this research, the secondary data has been gathered from internet, journals, and research articles from management, consumer behavior, marketing and business research text books.

5.4.3 Pre-test

A pre-test of questionnaire is necessary. The pretest checks if the questions are appropriate and whether the questions describe the same idea to all the respondents. The pretest is conducted in order to test the reliability of the questionnaire by distributing them to randomly selected respondents. The reliability test is often conducted to test the internal consistency of a multi-item measurement using Cronbach's alpha score (Zikmund, 2003). This test result is shown in Table 5.2 which is as follows : -

Table 5.2 Result of Reliability Test

Part	Cronbach's alpha Score
Product	0.8805
Place	0.8823
Price and Promotion	0.8719
Total	0.6685

Here, the result of the reliability test was found to be more than 0.6, which is considered reliable. Also, the closer the Cronbach's alpha score is to 1, the higher the internal consistency and reliability. The questionnaires were given to 30 respondents who drink Ice Beer in Hyderabad. The reliability test was conducted so as to find out whether the respondents had any problem in understanding the questions. After the pre-test no changes were made in the questionnaire as it was found to be understood by the respondents clearly.

5.5 Statistical Treatment of Data

5.5.1 Statistic used in data analysis

We used non-parametric test method to find relationship between dependent and independent variables of the study. Descriptive statistic consists of the frequency and percentage in order to describe each variable for the level of consumption of Ice Beer. Hypothesis testing is in order to explain the relationship between the studied variable by using non – parametric test.

5.5.2 Hypothesis test decision rule

For the marketing mix characteristics, the acceptance of null hypothesis is the indication of no relationship between independent and dependant variables, while rejection of null hypothesis indicates that there is a relationship between the two. For the demographic factors, the acceptance of null hypothesis is the indication of no difference between independent and dependant variables, while rejection of null hypothesis indicates that there is a difference between the two. For testing hypothesis in this research, the level of statistical significance is stated at 0.05 with 95% confidence. For all SPSS output with significance level of more than 0.05, null hypothesis has been accepted and if not has been rejected.

5.5.3 Descriptive analysis

To analyze the data collected from the respondents, the researcher will use the Statistical Package for Social Science (SPSS) Program for both descriptive analysis and the test of hypothesis. In order to interpret the data collected, descriptive analysis is applied to transform the raw data into a form that will make it easy to understand and interpret. The data is rearranged, ordered and manipulated to generate information such as frequency, distribution, percentage distributions and means (Zikmund, 2000).

5.5.4 Correlation coefficient

According to Zikmund (2000), the most popular technique indicates that the relationship of one variance to another is the simple correlation analysis. The simple correlation coefficient is a statistical measure of the covariation or association between two variables. The formula for calculating the correlation coefficient for two variables x and y is shown as follows :-

$$r_{yx} = r_{xy} = \frac{\sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_{i=1}^n (x_i - \bar{x})^2 \sum_{i=1}^n (y_i - \bar{y})^2}}$$

where the symbols \bar{x} and \bar{y} represent the sample means of x and y , respectively.

4.5.5 Independent T - test

Zikmund (1991) stated that independent T – test is used to test the hypothesis in which the mean scores on some interval or ratio scaled variables will be significantly different for two independent samples or groups. To use T – test for differences of means, it is assumed that two populations or groups are equal. The following is the formula for independent T – test analysis :-

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{S_1^2}{n_1} + \frac{S_2^2}{n_2}}}$$

$$df = \frac{(S_1^2/n_1 + S_2^2/n_2)}{\frac{(S_1^2/n_1)^2}{n_1 - 1} + \frac{(S_2^2/n_2)^2}{n_2 - 1}}$$

where :

X_1 = Mean of group 1

X_2 = Mean of group 2

S_1^2 = Variance of group 1

S_2^2 = Variance of group 2

N_1 = Sample size of group 1

N_2 = Sample size of group 2

df = Degree of freedom

5.5.6 Analysis Of Variance (ANOVA)

When the means of more than two groups or population are to be compared, ANOVA is the appropriate tool for the analysis of the effects of one treatment variable on an interval-scaled or ratio-scaled dependent variable; a technique to determine if statistically significant differences of means occur between two or more groups (Zikmund, 2000). The following is the formula for ANOVA and is given by Table 5.3 :-

$$F = \frac{MS_B}{MS_W}$$

$$df = cn - 1$$

where :

MS_B = Mean square between group variances

MS_w = Mean squares within group variances
 C = Number of groups
 N = Number of observations in each group
 df = degree of freedom

Table 5.3 Summary for Analysis of Variance

Sources of Variance	Sum of Squares	Degrees of Freedom	Mean Square	F - Ratio
Between group	SS_B	$c - 1$	$SS_B/df = MS_B$	
Within group	SS_w	$cn - c$	$SS_w/df = MS_w$	MS_B/MS_w
Total	SS_t Where: c = number of groups n = number of observations in a group	$cn - 1$		

(Source: Zikmund. W. G, (2000), Business Research Methods, 6th edition)

Table 5.4 Summary of Hypothesis and Statistical Analysis

Hypothesis	Statistic Method	Question Number
<u>Part I : Demographic Factors</u> Gender: Ho1: There is no difference in the level of consumption of Ice Beer classified by gender. Ha1: There is difference in the level of consumption of Ice Beer classified by gender.	Independent T-Test	1
Age: Ho2: There is no difference in the level of consumption of Ice Beer classified by age. Ha2: There is difference in the level of consumption of Ice Beer classified by age.	ANOVA	2
Employment status: Ho3: There is no difference in the level of consumption of Ice Beer classified by employment status. Ha3: There is difference in the level of consumption of Ice Beer classified by employment status.	Independent T -Test	3

Table 5.5 Summary of Hypothesis and Statistical Analysis (Continued 1)

Income: Ho4: There is no difference in the level of consumption of Ice Beer classified by income. Ha4: There is difference in the level of consumption of Ice Beer classified by income.	ANOVA	4
<u>Part II : Marketing Mix</u> Product: Ho5: There is no relationship between product and level of consumption of Ice Beer. Ha5: There is relationship between product and level of consumption of Ice Beer.	Correlation	6,7,8
Price: Ho6: There is no relationship between price and level of consumption of Ice Beer. Ha6: There is relationship between price and level of consumption of Ice Beer.	Correlation	9,10
Place: Ho7: There is no relationship between place and level of consumption of Ice Beer. Ha7: There is relationship between place and level of consumption of Ice Beer.	Correlation	13,14,15

Table 5.6 Summary of Hypothesis and Statistical Analysis (Continued 2)

Promotion:	Correlation	11,12
Ho8: There is no relationship between promotion and level of consumption of Ice Beer.		
Ha8: There is relationship between promotion and level of consumption of Ice Beer.		



CHAPTER VI

DATA ANALYSIS

This chapter examines the analysis of data collected based on the sample size of 384 samples. The data is interpreted by using SPSS program. The analysis is derived from all the responses.

Descriptive statistics is a branch of statistics that provides the researcher with summary measures for data in their samples. The objective of descriptive statistics is to provide summary measures of data contained in all elements of a sample. The measure of central tendency and measures of dispersion are usually concerned. In order to interpret the data collected, descriptive analysis is applied to transform the raw data into a form that will make it easy to understand and interpret. The data is rearranged, ordered and manipulated to generate information such as frequency, distribution, percentage distributions and means (Zikmund, 2000).

For the first section of the analysis, descriptive statistic is utilized to identify frequency and percentages of various demographic factors taken into consideration for this research. For the second section of analysis, descriptive statistic is utilized to identify frequency and percentage of marketing mix taken into consideration for this research.

6.1 Summary of Independent Variables

(A) Demographic characteristics :

Demographic characteristics of the respondents participated in this research can be categorized into several variables including gender, age, occupation and income levels. These features will be shown in the following tables as follows (Also see Appendix C).

Table 6.1 : Gender

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	269	70.1	70.1	70.1
	female	115	29.9	29.9	100.0
	Total	384	100.0	100.0	

Table 6.1 shows the gender of the respondents in this research. Among the 384 respondents, 115 respondents were female and 269 respondents were male. These represent 29.9% of female and 70.1% of male consuming Ice Beer. It can be analyzed from this research study that the highest percentage of the respondents is male while the lowest percentage of the respondents is female.

Table 6.2 : Age

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-27	154	40.1	40.1	40.1
	28-37	115	29.9	29.9	70.1
	38-47	39	10.2	10.2	80.2
	48-57	38	9.9	9.9	90.1
	58 and above	38	9.9	9.9	100.0
	Total	384	100.0	100.0	

Table 6.2 shows the age of the respondents in this research. Among the 384 respondents, 154 respondents were aged between 18 to 27 years which is 40.1% of the total sample, 115 respondents were aged between 28 to 37 years which is 29.9% of the total sample, 39 respondents were aged between 38 to 47 years which is 10.2% of the total sample, 38 respondents were aged between 48 to 57 years which is 9.9% of the total sample and 38 respondents were aged 58 years and above which is 9.9% of the total sample. It can be analyzed from this research study that the highest percentage of the respondents is in the age group of 18 to 27 years while the lowest percentage of respondents is in the age group of 48 to 57 years and 58 years and above.

Table 6.3 : Employment Status

EMPLOYMENT STATUS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	employed	230	59.9	59.9	59.9
	unemployed	154	40.1	40.1	100.0
	Total	384	100.0	100.0	

Table 6.3 shows the occupation of the respondents in this research. Among the 384 respondents, 230 respondents were employed which is 59.9% of the total sample and 154 respondents were unemployed which is 40.1% of the total sample. It can be analyzed from this research study that the highest percentage of the respondents is employed while the lowest percentage of the respondents is unemployed.

Table 6.4 : Income**INCOME**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no earnings	39	10.2	10.2	10.2
	100000 and less	76	19.8	19.8	29.9
	100001-200000	153	39.8	39.8	69.8
	200001-300000	78	20.3	20.3	90.1
	300001 and above	38	9.9	9.9	100.0
	Total	384	100.0	100.0	

Table 6.4 shows the various income levels (in Indian Rupees) of the respondents in this research. Among the 384 respondents, 39 respondents had no income at all which is 10.2% of the total sample, 76 respondents had income of 100,000 Rupees and less which is 19.8% of the total sample, 153 respondents had income ranging between 100,001 Rupees to 200,000 Rupees which is 39.8% of the total sample, 78 respondents had income ranging between 200,001 Rupees to 300,000 Rupees which is 20.3% of the total sample and 38 respondents had income of 300,001 Rupees and above which is 9.9% of the total sample. It can be analyzed from this research study that the highest percentage of the respondents has an average income level ranging between 100,001 Rupees to 200,000 Rupees and the lowest percentage of the respondents have an average income level ranging from 300,001 Rupees and above.

(B) Marketing mix :

The marketing mix factors: product, price, place and promotion are taken for this research and are classified on the basis of five point likert scale ranging from most important to least important. The findings can be obtained from the total score of the respondents.

(i) Product

Table 6.5 : Quality

rate Ice Beer in terms of quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	38	9.9	9.9	9.9
	satisfied	153	39.8	39.8	49.7
	highly satisfied	193	50.3	50.3	100.0
	Total	384	100.0	100.0	

Table 6.5 can be analyzed as among the 384 respondents in this research, none of the respondents considered quality of Ice Beer as highly dissatisfied or dissatisfied of the total sample, 38 respondents considered quality of Ice Beer as neutral which is 9.9% of the total sample, 153 respondents considered quality of Ice Beer as satisfied which is 39.8% of the total sample and 193 respondents considered quality of Ice Beer as highly satisfied which is 50.3% of the total sample.

Table 6.6 : Taste

rate Ice Beer in terms of taste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	dissatisfied	38	9.9	9.9	9.9
	neutral	76	19.8	19.8	29.7
	satisfied	116	30.2	30.2	59.9
	highly satisfied	154	40.1	40.1	100.0
	Total	384	100.0	100.0	

Table 6.6 can be analyzed as among the 384 respondents in this research, none of the respondents considered taste of Ice Beer as highly dissatisfied of the total sample, 38 respondents considered taste of Ice Beer as dissatisfied which is 9.9% of the total sample, 76 respondents considered taste of Ice Beer as neutral which is 19.8% of the total sample, 116 respondents

considered taste of Ice Beer as satisfied which is 30.2% of the total sample and 154 respondents considered taste of Ice Beer as highly satisfied which is 40.1% of the total sample.

Table 6.7 : Alcohol Content

rate Ice Beer in terms of its alcohol content

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	38	9.9	9.9	9.9
	satisfied	191	49.7	49.7	59.6
	highly satisfied	155	40.4	40.4	100.0
	Total	384	100.0	100.0	

Table 6.7 can be analyzed as among the 384 respondents in this research, none of the respondents considered alcohol content of Ice Beer as highly dissatisfied or dissatisfied of the total sample, 38 respondents considered alcohol content of Ice Beer as neutral which is 9.9% of the total sample, 191 respondents considered alcohol content of Ice Beer as satisfied which is 49.7% of the total sample and 155 respondents considered alcohol content of Ice Beer as highly satisfied which is 40.4% of the total sample.

(ii) Price

Table 6.8 : Discount

discount on Ice Beer increases its level of consumption in you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	highly dissatisfied	39	10.2	10.2	10.2
	neutral	191	49.7	49.7	59.9
	satisfied	154	40.1	40.1	100.0
	Total	384	100.0	100.0	

Table 6.8 can be analyzed as among the 384 respondents in this research, 39 respondents considered discount on Ice Beer as highly dissatisfied of the total sample, none of the respondents

considered discount on Ice Beer as dissatisfied of the total sample, 191 respondents considered discount on Ice Beer to be neutral which is 49.7% of the total sample, 154 respondents considered discount on Ice Beer to be satisfied which is 49.7% of the total sample and none of the respondents considered discount on Ice Beer as highly satisfied of the total sample.

Table 6.9 : Value for Money

rate Ice Beer in terms of its value for money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	39	10.2	10.2	10.2
	satisfied	345	89.8	89.8	100.0
	Total	384	100.0	100.0	

Table 6.9 can be analyzed as among the 384 respondents in this research, none of the respondents considered the value for money for Ice Beer as highly dissatisfied or dissatisfied of the total sample, 39 respondents considered the value for money for Ice Beer as neutral which is 10.2% of the total sample, 345 respondents considered the value for money for Ice Beer as satisfied which is 89.8% of the total sample and none of the respondents considered value for money for Ice Beer as highly satisfied of the total sample.

(ii) Place

Table 6.10 : Homes

homes are the most convenient place to drink Ice Beer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	39	10.2	10.2	10.2
	disagree	230	59.9	59.9	70.1
	neutral	38	9.9	9.9	79.9
	agree	77	20.1	20.1	100.0
	Total	384	100.0	100.0	

Table 6.10 can be analyzed as among the 384 respondents in this research, 39 respondents strongly disagreed for homes as the convenient place to drink Ice Beer which is 10.2% of the total sample, 230 respondents disagreed for homes as the convenient place to drink Ice Beer which is 59.9% of the total sample, 38 respondents were neutral for homes as the convenient place to drink Ice Beer which is 9.9% of the total sample, 77 respondents agreed for homes as the convenient place to drink Ice Beer which is 20.1% of the total sample and none of the respondents strongly agreed for homes as the convenient place to drink Ice Beer of the total sample.

Table 6.11 : Pubs

pubs are the most convenient place to drink Ice Beer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	38	9.9	9.9	9.9
	neutral	77	20.1	20.1	29.9
	agree	231	60.2	60.2	90.1
	strongly agree	38	9.9	9.9	100.0
	Total	384	100.0	100.0	

Table 6.11 can be analyzed as among the 384 respondents in this research, none of the respondents strongly disagreed for pubs as the convenient place to drink Ice Beer of the total sample, 38 respondents disagreed for pubs as the convenient place to drink Ice Beer which is 9.9% of the total sample, 77 respondents were neutral for pubs as the convenient place to drink Ice Beer which is 20.1% of the total sample, 231 respondents agreed for pubs as the convenient place to drink Ice Beer which is 60.2% of the total sample and 38 respondents strongly agreed for pubs as the convenient place to drink Ice Beer which is 9.9% of the total sample.

Table 6.12 : Restaurants**restaurants are the most convenient place to drink Ice Beer**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	38	9.9	9.9	9.9
	neutral	77	20.1	20.1	29.9
	agree	269	70.1	70.1	100.0
	Total	384	100.0	100.0	

Table 6.12 can be analyzed as among the 384 respondents in this research, none of the respondents strongly disagreed for restaurants as the convenient place to drink Ice Beer of the total sample, 38 respondents disagreed for restaurants as the convenient place to drink Ice Beer which is 9.9% of the total sample, 77 respondents were neutral for restaurants as the convenient place to drink Ice Beer which is 20.1% of the total sample, 269 respondents agreed for restaurants as the convenient place to drink Ice Beer which is 70.1% of the total sample and none of the respondents strongly agreed for restaurants as the convenient place to drink Ice Beer of the total sample.

(iii) Promotion**Table 6.13 : Advertising****advertisement on Ice Beer increases its level of consumption in you**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	230	59.9	59.9	59.9
	neutral	77	20.1	20.1	79.9
	agree	39	10.2	10.2	90.1
	strongly agree	38	9.9	9.9	100.0
	Total	384	100.0	100.0	

Table 6.13 can be analyzed as among the 384 respondents in this research, none of the respondents strongly disagreed for advertisements on Ice Beer to increase its level of consumption of the total sample, 230 respondents disagreed for advertisements on Ice Beer to increase its level of consumption which is 59.9% of the total sample, 77 respondents were neutral for advertisements on Ice Beer to increase its level of consumption which is 20.1% of the total sample, 39 respondents agreed for advertisements on Ice Beer to increase its level of consumption which is 10.2% of the total sample, 38 respondents strongly agreed for advertisements on Ice Beer to increase its level of consumption which is 9.9% of the total sample.

Table 6.14 : Public Relations

sponsorships effects your level of consuming Ice Beer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	39	10.2	10.2	10.2
	disagree	153	39.8	39.8	50.0
	neutral	78	20.3	20.3	70.3
	agree	114	29.7	29.7	100.0
	Total	384	100.0	100.0	

Table 6.14 can be analyzed as among the 384 respondents in this research, 39 respondents strongly disagreed for sponsorships on Ice Beer to increase its level of consumption which is 10.2% of the total sample, 153 respondents disagreed for sponsorships on Ice Beer to increase its level of consumption which is 39.8% of the total sample, 78 respondents were neutral for sponsorships on Ice Beer to increase its level of consumption which is 20.3% of the total sample, 114 respondents agreed for sponsorships on Ice Beer to increase its level of consumption which is 29.7% of the total sample and none of the respondents strongly agreed for sponsorships on Ice Beer to increase its level of consumption of the total sample.

6.2 Summary of Dependent Variable

This research shows that the level of consumption of Ice Beer has any relationship with various demographic factors and marketing mix or not by relating it to its various consumption levels.

Table 6.15 : Level of Consumption of Ice Beer

LEVEL					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	everyday	39	10.2	10.2	10.2
	once a week	153	39.8	39.8	50.0
	twice a week	115	29.9	29.9	79.9
	once in two weeks	77	20.1	20.1	100.0
	Total	384	100.0	100.0	

Table 6.15 shows that among the 384 respondents in this research, 39 respondents consume Ice Beer everyday which is 10.2% of the total sample, 153 respondents consume Ice Beer once a week which is 39.8% of the total sample, 115 respondents consume Ice Beer twice a week which is 29.9% of the total sample and 77 respondents consume Ice Beer once in two weeks which is 20.1% of the total sample. It can be analyzed from this research study that the highest percentage of the respondents consumes Ice Beer once a week and the lowest percentage of the respondents consumes Ice Beer everyday.

6.3 Hypothesis Testing

There are in total eight research hypothesis which are been tested. It can be divided into two parts. For part I, the hypothesis testing is done for all the demographic variables taken into consideration for this research. Under this research, gender and occupation are tested using Independent T-test, and age and income are tested using ANOVA test. For part II, the hypothesis

testing is done for the marketing mix taken into consideration for this research. Under this research, product, price, place and promotion are tested using Pearson correlation test.

6.4 Hypothesis Testing Results

Hypothesis 1

Gender :

Ho1: There is no difference in the level of consumption level of Ice Beer classified by gender.

Ha1: There is difference in the level of consumption level of Ice Beer classified by gender.

Table 6.16 : Independent T-Test for Gender

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
LEVEL	Equal variances assumed	1.768	.184	9.372	382	.000	.8674	.09256	.68545	1.04941
	Equal variances not assumed			9.430	218.591	.000	.8674	.09199	.68614	1.04873

Table 6.16 illustrates the result of the independent t-test to determine the difference in the level of consumption of Ice Beer when determined by gender. It can be analyzed that there is a difference in the level of consumption of Ice Beer when determined by gender with a two-tailed significance of .000 which is lower than 0.05 ($.000 < 0.05$). Consequently the null hypothesis (Ho1) is rejected which means that difference in gender influences the level of consumption of Ice Beer at 0.05 level of significance.

Hypothesis 2

Age :

Ho2: There is no difference in the level of consumption level of Ice Beer classified by age.

Ha2: There is difference in the level of consumption level of Ice Beer classified by age.

Table 6.17 : ANOVA Test for Age

ANOVA					
LEVEL					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	170.255	4	42.564	104.761	.000
Within Groups	153.985	379	.406		
Total	324.240	383			

Table 6.17 illustrates the result of the ANOVA test to determine the difference in the level of consumption of Ice Beer when determined by age. It can be analyzed that there is a difference in the level of consumption of Ice Beer when determined by age with a two-tailed significance of .000 which is lower than 0.05 ($.000 < 0.05$). Consequently the null hypothesis (Ho2) is rejected which means that difference in age influences the level of consumption of Ice Beer at 0.05 level of significance.

Hypothesis 3

Employment status :

Ho3: There is no difference in the level of consumption level of Ice Beer classified by employment status.

Ha3: There is difference in the level of consumption level of Ice Beer classified by employment status.

Table 6.18 : Independent T-Test Test for Employment status**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
LEVEL	Equal variances assumed	59.863	.000	1.843	382	.066	.1761	.09550	.01172	.36384
	Equal variances not assumed			1.709	243.771	.089	.1761	.10304	.02690	.37902

Table 6.18 illustrates the result of the independent t-test to determine the difference in the level of consumption of Ice Beer when determined by employment status. It can be analyzed that there is no difference in the level of consumption of Ice Beer when determined by employment status with a two-tailed significance of 0.06 which is higher than 0.05 ($0.06 > 0.05$). Consequently the null hypothesis (H_03) is accepted which means that the difference in employment status does not influence the level of consumption of Ice Beer at 0.05 level of significance.

Hypothesis 4**Income :**

H_{04} : There is no difference in the level of consumption level of Ice Beer classified by income.

H_{a4} : There is difference in the level of consumption level of Ice Beer classified by income.

Table 6.19 : ANOVA Test for Income**ANOVA**

LEVEL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	217.677	4	54.419	193.549	.000
Within Groups	106.562	379	.281		
Total	324.240	383			

Table 6.19 illustrates the result of the ANOVA test to determine the difference in the level of consumption of Ice Beer when determined by income. It can be analyzed that there is a difference in the level of consumption of Ice Beer when determined by income with a two-tailed significance of .000 which is lower than 0.05 ($.000 < 0.05$). Consequently the null hypothesis (Ho4) is rejected which means that the difference in income does have an influence on the level of consumption of Ice Beer at 0.05 level of significance.

Hypothesis 5**Product :**

Ho5: There is no relationship between product and level of consumption level of Ice Beer.

Ha5: There is relationship between product and level of consumption level of Ice Beer.

Table 6.20 : Pearson Correlation Test for Product**Correlations**

		PRODUCT	LEVEL
PRODUCT	Pearson Correlation	1	.438(**)
	Sig. (2-tailed)	.	.000
	N	384	384
LEVEL	Pearson Correlation	.438(**)	1
	Sig. (2-tailed)	.000	.
	N	384	384

** Correlation is significant at the 0.01 level (2-tailed).

Table 6.20 illustrates the result of the Pearson correlation test to determine the relationship between the level of consumption of Ice Beer and product. It can be analyzed that there is a relationship between the level of consumption of Ice Beer and product with a two-tailed significance of .000 which is lower than 0.05 ($.000 < 0.05$). Consequently the null hypothesis (H_0) is rejected which means that the product does have an influence on the level of consumption of Ice Beer at 0.05 level of significance.

Table 6.21 : Pearson Correlation Test for Product variables

Correlations

		QUALITY	TASTE	CONTENT	LEVEL
QUALITY	Pearson Correlation	1	-.145(**)	.429(**)	.560(**)
	Sig. (2-tailed)	.	.004	.000	.000
	N	384	384	384	384
TASTE	Pearson Correlation	-.145(**)	1	.316(**)	.003
	Sig. (2-tailed)	.004	.	.000	.947
	N	384	384	384	384
CONTENT	Pearson Correlation	.429(**)	.316(**)	1	.478(**)
	Sig. (2-tailed)	.000	.000	.	.000
	N	384	384	384	384
LEVEL	Pearson Correlation	.560(**)	.003	.478(**)	1
	Sig. (2-tailed)	.000	.947	.000	.
	N	384	384	384	384

** Correlation is significant at the 0.01 level (2-tailed).

Table 6.21 illustrates the result of the Pearson correlation test to determine the relationship between the level of consumption of Ice Beer and product variables which are quality, taste and alcohol content for this research. It can be analyzed that there is a relationship between the level of consumption of Ice Beer with quality and alcohol content with a two-tailed significance of .000 which is lower than 0.05 ($.000 < 0.05$), but there is no relationship between the level of consumption of Ice Beer with taste with a two-tailed significance of .947 which is higher than 0.05 ($.947 > 0.05$).

Hypothesis 6

Price :

Ho6: There is no relationship between price and level of consumption level of Ice Beer.

Ha6: There is relationship between price and level of consumption level of Ice Beer.

Table 6.22 : Pearson Correlation Test for Price

Correlations

		PRICE	LEVEL
PRICE	Pearson Correlation	1	.539(**)
	Sig. (2-tailed)	.	.000
	N	384	384
LEVEL	Pearson Correlation	.539(**)	1
	Sig. (2-tailed)	.000	.
	N	384	384

** Correlation is significant at the 0.01 level (2-tailed).

Table 6.22 illustrates the result of the Pearson correlation test to determine the relationship between the level of consumption of Ice Beer and price. It can be analyzed that there is a relationship between the level of consumption of Ice Beer and price with a two-tailed significance of .000 which is lower than 0.05 ($.000 < 0.05$). Consequently the null hypothesis (Ho6) is rejected which means that the price does have an influence on the level of consumption of Ice Beer at 0.05 level of significance.

Table 6.23 : Pearson Correlation Test for Price variables**Correlations**

		DISCOUNT	VALUE	LEVEL
DISCOUNT	Pearson Correlation	1	.843(**)	.526(**)
	Sig. (2-tailed)	.	.000	.000
	N	384	384	384
VALUE	Pearson Correlation	.843(**)	1	.513(**)
	Sig. (2-tailed)	.000	.	.000
	N	384	384	384
LEVEL	Pearson Correlation	.526(**)	.513(**)	1
	Sig. (2-tailed)	.000	.000	.
	N	384	384	384

** Correlation is significant at the 0.01 level (2-tailed).

Table 6.23 illustrates the result of the Pearson correlation test to determine the relationship between the level of consumption of Ice Beer and price variables which are discount and value for money for this research. It can be analyzed that there is a relationship between the level of consumption of Ice Beer with discount and value for money with a two-tailed significance of .000 which is lower than 0.05 ($.000 < 0.05$).

Hypothesis 7**Place :**

Ho7: There is no relationship between place and level of consumption level of Ice Beer.

Ha7: There is relationship between place and level of consumption level of Ice Beer.

Table 6.24 : Pearson Correlation Test for Place**Correlations**

		PLACE	LEVEL
PLACE	Pearson Correlation	1	.639(**)
	Sig. (2-tailed)	.	.000
	N	384	384
LEVEL	Pearson Correlation	.639(**)	1
	Sig. (2-tailed)	.000	.
	N	384	384

** Correlation is significant at the 0.01 level (2-tailed).

Table 6.24 illustrates the result of the Pearson correlation test to determine the relationship between the level of consumption of Ice Beer and place. It can be analyzed that there is a relationship between the level of consumption of Ice Beer and place with a two-tailed significance of .000 which is lower than 0.05 ($.000 < 0.05$). Consequently the null hypothesis (H_0) is rejected which means that the place does have an influence on the level of consumption of Ice Beer at 0.05 level of significance.

Table 6.25 : Pearson Correlation Test for Place variables

		Correlations			
		HOME	PUBS	REST	LEVEL
HOME	Pearson Correlation	1	.394(**)	.261(**)	.289(**)
	Sig. (2-tailed)	.	.000	.000	.000
	N	384	384	384	384
PUBS	Pearson Correlation	.394(**)	1	.616(**)	.531(**)
	Sig. (2-tailed)	.000	.	.000	.000
	N	384	384	384	384
REST	Pearson Correlation	.261(**)	.616(**)	1	.756(**)
	Sig. (2-tailed)	.000	.000	.	.000
	N	384	384	384	384
LEVEL	Pearson Correlation	.289(**)	.531(**)	.756(**)	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	384	384	384	384

** Correlation is significant at the 0.01 level (2-tailed).

Table 6.25 illustrates the result of the Pearson correlation test to determine the relationship between the level of consumption of Ice Beer and place variables which are homes, pubs and restaurants for this research. It can be analyzed that there is a relationship between the level of consumption of Ice Beer with homes, pubs and restaurants with a two-tailed significance of .000 which is lower than 0.05 ($.000 < 0.05$).

Hypothesis 8

Promotion :

Ho8: There is no relationship between promotion and level of consumption level of Ice Beer.

Ha8: There is relationship between promotion and level of consumption level of Ice Beer.

Table 6.26 : Pearson Correlation Test for Promotion

Correlations

		PROMOTION	LEVEL
PROMOTION	Pearson Correlation	1	-.037
	Sig. (2-tailed)	.	.475
	N	384	384
LEVEL	Pearson Correlation	-.037	1
	Sig. (2-tailed)	.475	.
	N	384	384

Table 6.26 illustrates the result of the Pearson correlation test to determine the relationship between the level of consumption of Ice Beer and place. It can be analyzed that there is no relationship between the level of consumption of Ice Beer and promotion with a two-tailed significance of .475 which is higher than 0.05 ($.475 > 0.05$). Consequently the null hypothesis (Ho8) is accepted which means that the promotion does not have any influence on the level of consumption of Ice Beer at 0.05 level of significance.

Table 6.27 : Pearson Correlation Test for Promotion variables

Correlations

		ADVERTIS	SPONSOR	LEVEL
ADVERTIS	Pearson Correlation	1	.307(**)	-.082
	Sig. (2-tailed)	.	.000	.110
	N	384	384	384
SPONSOR	Pearson Correlation	.307(**)	1	.022
	Sig. (2-tailed)	.000	.	.662
	N	384	384	384
LEVEL	Pearson Correlation	-.082	.022	1
	Sig. (2-tailed)	.110	.662	.
	N	384	384	384

** Correlation is significant at the 0.01 level (2-tailed).

Table 6.27 illustrates the result of the Pearson correlation test to determine the relationship between the level of consumption of Ice Beer and promotion variables which are advertising and sponsorship for this research. It can be analyzed that there is no relationship between the level of consumption of Ice Beer with advertising and sponsorship with a two-tailed significance of .110 and .662 respectively, which are higher than 0.05 (.110 > 0.05 and .662 > 0.05 respectively).

CHAPTER VII

CONCLUSION AND RECOMMENDATION

In this chapter all the results of the analysis of the data collected on demographic factors and marketing mix are summarized. In addition, based on these results conclusions are drawn followed by recommendations for further research.

7.1 Summary of Hypothesis Testing

This section presents the interpretation of the results from the data gathered, which include a summary of respondents demographic factors and marketing mix with the level of consumption of Ice Beer.

Based on the data collected from 384 respondents in this research, the gender category is composed of 269 male and 115 female respondents counting for 70.1% and 29.9% of the total respondents respectively. The highest percentage of the age group of the respondents is between 18 years old to 27 years old counting for 40.1% of the total respondents. In terms of employment status, the largest numbers of respondents are employed counting for 59.9% of the total respondents. The highest number of respondents has an average annual income ranging between 100,001 Rupees to 200,000 Rupees counting for 39.8% of the total respondents. For the marketing mix, the findings show that while considering the product variables for Ice Beer, maximum percentage of respondents are satisfied with the quality, taste and alcohol content of the Ice Beer. While considering the price for Ice Beer, maximum percentage of respondents are neutral with discount given on it and satisfied with its value for money. While considering the place for the level of consumption of Ice Beer, maximum percentage of respondents prefer pubs and restaurants than home and while considering the promotion variables, maximum percentage of respondents do not

consider advertisements and sponsorships to increase their level of consumption of Ice Beer.

Table 7.1 Summary of Hypothesis Testing

Hypothesis	Statistic used	Significance Level	Result
Ho1	Independent t-test	.000	Reject
Ho2	ANOVA	.000	Reject
Ho3	Independent t-test	.066	Accept
Ho4	ANOVA	.000	Reject
Ho5	Correlation	.000	Reject
Ho6	Correlation	.000	Reject
Ho7	Correlation	.000	Reject
Ho8	Correlation	.475	Accept

7.2 Implication of the Study

Based on the inquisition reflected in the statement of problem, there are two main objectives of the research which has been formulated and stated in the first chapter. These research objectives can be enumerated again with the conclusion as follows:-

Objective 1: To examine the relationship between demographic factors and the level of consumption of Ice Beer.

In this research, the various demographic factors taken into consideration to check the relationship with the level of consumption of Ice Beer are gender, age, employment status and income. Of these variables gender and employment status were tested by independent t-test where as age and income was tested by analysis of variance. For the demographic factors, the null hypothesis is that there is no difference between its variables and the level of consumption of Ice Beer.

For the first hypothesis, determining the difference in the level of consumption of Ice Beer when determined by gender is taken and is analyzed by independent t-test, in which the null hypothesis is rejected. For the second hypothesis, determining the difference in the level of consumption of Ice Beer when determined by age is taken and is analyzed by ANOVA test, in which the null hypothesis is rejected. For the third hypothesis, determining the difference in the level of consumption of Ice Beer when determined by employment status is taken and is analyzed by independent t-test, in which the null hypothesis is accepted. For the fourth hypothesis, determining the difference in the level of consumption of Ice Beer when determined by income is taken and is analyzed by ANOVA test, in which the null hypothesis is rejected. Of the two genders, the level of consumption of Ice Beer is found to be more in males when compared to females because of the country culture and belief in which the consumers

of India are mostly males than females. Also in this male dominating country, females are not exposed much towards alcoholic beverages as males, leading to unawareness of the brand among the females. Most of the male consumers consume Ice Beer once a week and the consumers who increase the level of consumption of Ice Beer are found to be youth consumers whose age fall in the category between 18 years to 27 years old and whose annual income ranges between 100,001 Rupees to 200,000 Rupees. These consumers are mainly the one who gets good jobs immediately after their studies, having more leisure time to drink and tend to use the latest trend in the market. Though the level of consumption of Ice Beer is not found dependent on consumer's employment status, but of the two, employed and unemployed, the level of consumption of Ice Beer is found more to be in the employed consumers.

Objective 2: To examine the relationship between marketing mix and the level of consumption of Ice Beer.

In this research, all the four components of marketing mix is analyzed by Pearson correlation test. For the marketing mix factors, the null hypothesis is that there is no relationship between its variables and the level of consumption of Ice Beer.

To check the relationship of product with the level of consumption of Ice Beer; quality, taste and alcohol content is taken into consideration. For the fifth hypothesis, determining the relationship in the level of consumption of Ice Beer when determined by the product factors is taken and is analyzed by Pearson correlation test, in which the null hypothesis is rejected for quality and alcohol content and is having a significant relationship with the level of consumption of Ice Beer. Consumers are mainly concerned about the quality and alcohol content of Ice Beer which is having a positive relationship increasing the level of consumption of Ice Beer than its taste, as its not having any significant relationship with its level of consumption of Ice Beer

because most beers almost taste the same. They want the Ice Beer to be more chilled for a longer time when concerned to its degree of temperature with same alcohol content in Hyderabad. To check the relationship of price with the level of consumption of Ice Beer; discount and value for money is taken into consideration. For the sixth hypothesis, determining the relationship in the level of consumption of Ice Beer when determined by the price factors is taken and is analyzed by Pearson correlation test, in which the null hypothesis is rejected for both discount and its value for money and is having a significant relationship with the level of consumption of Ice Beer. Consumers feel that discounts on Ice Beer which is having a positive relationship will increase its level of consumption such as buy three get one free in some seasonal promotional programs and they feel that the price of Ice Beer is worth its value for money which also shows a positive relationship in Hyderabad. To check the relationship of place with the level of consumption of Ice Beer various locations such as pubs, bars and home is taken into consideration. For the seventh hypothesis, determining the relationship in the level of consumption of Ice Beer when determined by place factors is taken and is analyzed by Pearson correlation test, in which the null hypothesis is rejected for pubs, restaurants and home and all are having a significant relationship with the level of consumption of Ice Beer. Consumers find restaurants as the first preference and then pubs to be the most appropriate place to consume Ice Beer thereby increasing its level of consumption rather than sitting at home to consume Ice Beer in Hyderabad. All the factors are having a positive relationship with the level of consumption of Ice Beer. The major consumers who consume Ice Beer are youth people who prefer to enjoy their drinks in the pubs so that they can drink as much as they want along with relaxation and enjoyment after a hectic work followed by middle aged people who prefer restaurants for a peaceful and different

environment apart from house. To check the relationship of promotion with the level of consumption of Ice Beer; advertisements and public relations such as sponsorships is taken into consideration. For the eighth hypothesis, determining the relationship in the level of consumption of Ice Beer when determined by promotion factors is taken and is analyzed by Pearson correlation test, in which the null hypothesis is accepted and neither advertisement nor public relation is having any significant relationship with the level of consumption of Ice Beer. Consumers feel that advertisements in media, such as TV, magazines and newspapers and public relations such as sponsorships will not increase the level of consumption of Ice Beer as they feel they can't get the actual information and awareness about the product by just reading about it or by seeing some sports team having its name on their shirts as they don't find them effective.

7.3 Conclusions

According to the summary of findings in the previous part, the conclusion of hypothesis testing result between independent variables and dependent variable are discussed in this chapter.

The findings about the relationship between demographic characteristics and the level of consumption of Ice Beer is concluded as follows:-

Depending on the results it is concluded that the null hypothesis is rejected for the first hypothesis, the second hypothesis and the fourth hypothesis where as the null hypothesis is accepted for the third hypothesis. This means that the difference in gender, age and income influences the level of consumption of Ice Beer where as the difference in employment status does not influence the level of consumption of Ice Beer in Hyderabad. This concludes that there is a difference in the level of consumption of Ice Beer when determined by gender, age and income where as it is

not when determined by employment status. In the research it is found that the male gender consumes more than the female gender between the age group of 18 years to 27 years old, who is employed and is having an average annual income ranging between 100,001 Rupees to 200,000 Rupees.

The findings about the relationship between marketing mix and the level of consumption of Ice Beer is concluded as follows:-

Depending on the results it is concluded that, the first hypothesis is having a positive relationship with the level of consumption of Ice Beer and the null hypothesis is rejected which means that the relationship with product influences the level of consumption of Ice Beer in Hyderabad. Quality followed by alcohol content is considered to be the major factor to increase the level of consumption of Ice Beer in Hyderabad. This concludes that there is a relationship in the level of consumption of Ice Beer when determined by product. The second hypothesis is having a positive relationship with the level of consumption of Ice Beer and the null hypothesis is rejected which means that the relationship with price does influence the level of consumption of Ice Beer. Discount is considered to be the major factor to increase the level of consumption of Ice Beer in Hyderabad. This concludes that there is a relationship in the level of consumption of Ice Beer when determined by price. The third hypothesis is having a positive relationship with the level of consumption of Ice Beer and the null hypothesis is rejected which means that the relationship with place does influence the level of consumption of Ice Beer. Restaurants followed by pubs are considered to be the major factor to increase the level of consumption of Ice Beer in Hyderabad. This concludes that there is a relationship in the level of consumption of Ice Beer when determined by place. The fourth hypothesis is having a negative relationship with the level of consumption of Ice Beer and the null hypothesis is

accepted which means that the relationship with promotion does not influence the level of consumption of Ice Beer. This concludes that there is no relationship in the level of consumption of Ice Beer when determined by promotion.

Hence overall it can be concluded that of all the demographic characteristics taken into consideration, male gender aged between 18 years old to 27 years old and their income ranging between 100,001 Rupees to 200,000 Rupees annually consume the maximum Ice Beer once a week and of all the marketing mix characteristics, quality of Ice Beer, discount on Ice Beer and restaurants are considered to be the most important factors effecting the increase in the level of consumption of Ice Beer in Hyderabad.

7.4 Recommendations

The product variable plays a major role to increase the level of consumption of Ice Beer, especially, its quality and alcohol content. The marketers of UB should try to satisfy Ice Beer consumers need and want by providing proper training to the retailers to make sure that the chillness in terms of degree of temperature should always be satisfactory. They should distinguish their product from their competitors as there is a possibility of their competitors entering the market. The ultimate goal is to help the marketers of UB better understand the processes and activities of consumer behavior and thus to anticipate how marketing strategies and tactics will influence consumers and affect the products and services that various types of consumers will long for thereby increasing its level of consumption. Further research should be conducted to test the generality of this research by conducting further research on Ice Beer. More efforts should be taken by the UB marketers to make the product aware and popular among the consumers who don't know about Ice Beer. This can be done by giving heavy discounts on the product by advertising them in

different media effectively, such as using a celebrity to advertise for it and by sponsoring major sports in the country.

Based on the findings of this research, it is very important to know the demand of target customers in order to succeed in the business and gain market share. Therefore, it is recommended to the Ice Beer manufacturers to implement the required strategies to develop and improve their product or services to serve consumers effectively. The demographic characteristics and marketing mix affecting the level of consumption of Ice Beer with other beer products may be different. For this research, it studies only demographic characteristics and marketing mix affecting the level of consumption of Ice Beer. Thus, further studies should be conducted to find out the relationship between other factors and the level of consumption of Ice Beer. Also research should be conducted to find out the relationship between various factors and the level of consumption of other beer products. By doing so, it will help the marketers of UB to adapt the various strategies which can be taken into consideration to make Ice Beer a more preferable beer in the market thereby increasing its market share

This research is also limited to a specific region in India. Further research should be conducted in other regions of the country to know the different levels of consumption of Ice Beer in different regions of India.

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APPENDIX A
(QUESTIONNAIRE)

QUESTIONNAIRE

This questionnaire is designed to obtain information, to study about “The Frequency of consumption of Ice Beer” for statistical analysis, which will be a part of the thesis for a Master’s Degree in Business Administration at Assumption University Bangkok. Please be assured that this survey will serve as a reference for educational purpose only and will be kept confidential. Thank you for the cooperation generated.

The Questionnaire is divided into two parts

Part I: (Tick [only one] the appropriate)

1. Gender:
 - (i) ----- Male
 - (ii) ----- Female
2. Age (in years old):
 - (i) ----- 18 years – 27 years
 - (ii) ----- 28 years – 37 years
 - (iii) ----- 38 years – 47 years
 - (iv) ----- 48 years – 57 years
 - (v) ----- 58 years and above
3. Employment status:
 - (i) ----- Employed
 - (ii) ----- Unemployed
4. Your annual income (in Rupees) ranges between:
 - (i) ----- No earnings
 - (ii) ----- 100,000 Rupees and less
 - (iii) ----- 100,001 Rupees to 200,000 Rupees
 - (iv) ----- 200,001 Rupees to 300,000 Rupees
 - (v) ----- 300,001 Rupees and above

5. How often do you drink Ice Beer?

(i) ----- Everyday

(ii) ----- Once a week

(iii) ----- Twice a week

(iv) ----- Once in two weeks

(v) ----- Once in a month

Part II:

(Please tick the appropriate [1 = Highly Dissatisfied to 5 = Highly Satisfied])

<u>PRODUCT</u>	Highly Satisfied 1	Satisfied 2	Neutral 3	Dissatisfied 4	Highly Dissatisfied 5
6) Rate Ice beer in terms of its quality					
7) Rate Ice beer in terms of its taste					
8) Rate Ice beer in terms of its alcohol content					

(Please tick the appropriate [1 = Highly Dissatisfied to 5 = Highly Satisfied])

<u>PRICE</u>	Highly Satisfied 1	Satisfied 2	Neutral 3	Dissatisfied 4	Highly Dissatisfied 5
9) Discount on Ice Beer increases its level of consumption in you					
10) Rate Ice Beer in terms of its value for money					

(Please tick the appropriate [1 = Strongly Disagree to Strongly Agree])

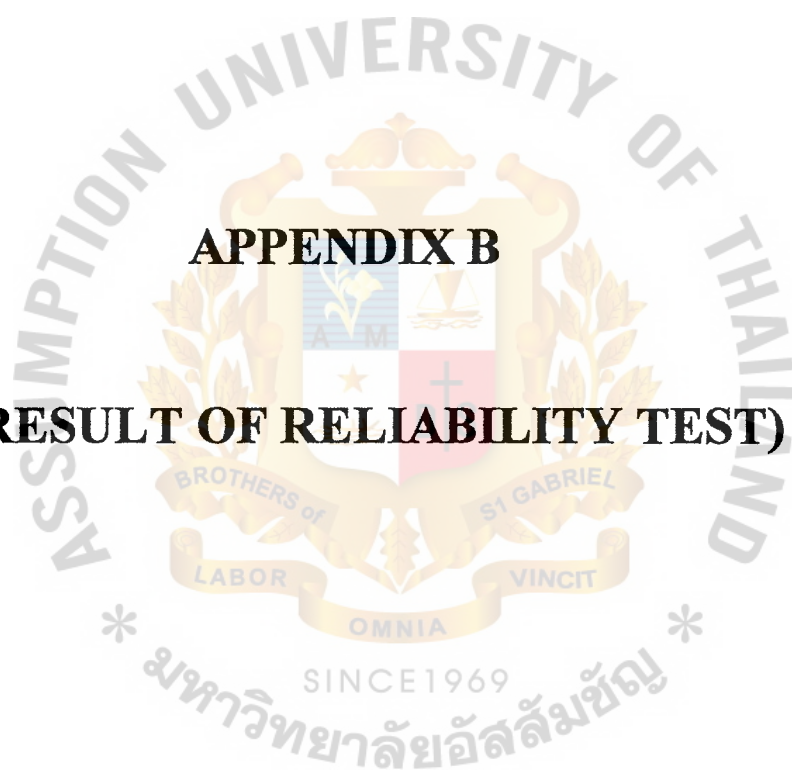
<u>PROMOTION</u>	Strongly Agree 1	Agree 2	Neutral 3	Disagree 4	Strongly Disagree 5
11) Advertising on Ice Beer increases its level of consumption in you					
12) Sponsorships affects your level of consuming Ice beer					

(Please tick the appropriate [1 = Strongly Disagree to 5 = Strongly Agree])

<u>PLACE</u>	Strongly Agree 1	Agree 2	Neutral 3	Disagree 4	Strongly Disagree 5
13) Homes are the most convenient place to consume Ice beer					
14) Pubs are the most convenient place to consume Ice beer					
15) Restaurants are the most convenient place to consume Ice Beer					

THANK YOU

APPENDIX B
(RESULT OF RELIABILITY TEST)



Reliability

***** Method 2 (covariance matrix) will be used for this analysis *****



RELIABILITY ANALYSIS - SCALE (ALPHA)

*** Warning *** Determinant of matrix is zero

Statistics based on inverse matrix for scale ALPHA
are meaningless and printed as .

N of Cases = 30.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	3.6567	3.0000	4.3667	1.3667	1.4556	.2050

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
PRODUCT1	32.7667	17.9092	.2171	.	.6755
PRODUCT2	32.8667	17.5678	.2853	.	.6569
PRODUCT3	33.2000	18.1655	.3597	.	.6395
PRICE1	32.7333	20.1333	.1622	.	.6700
PRICE2	33.5667	18.1851	.4003	.	.6337
PLACE1	32.2000	16.7862	.3385	.	.6459
PLACE2	32.4000	15.9034	.5098	.	.6027
PLACE3	33.1000	17.4724	.5716	.	.6081
PROMO1	32.7000	20.2172	.1561	.	.6706
PROMO2	33.5667	18.1851	.4003	.	.6337

Analysis of Variance

Source of Variation	Sum of Sq.	DF	Mean Square	F	Prob.
Between People	62.3367	29	2.1495		
Within People	241.3000	270	.8937		
Between Measures	55.3367	9	6.1485	8.6295	.0000
Residual	185.9633	261	.7125		
Nonadditivity	.8864	1	.8864	1.2453	.2655
Balance	185.0769	260	.7118		
Total	303.6367	299	1.0155		
Grand Mean	3.6567				

Tukey estimate of power to which observations
must be raised to achieve additivity = -.0153

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients 10 items

Alpha = .6685 Standardized item alpha = .6894

Reliability

***** Method 2 (covariance matrix) will be used for this analysis *****



RELIABILITY ANALYSIS - SCALE (ALPHA)

N of Cases = 30.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	3.6222	3.3667	3.8000	.4333	1.1287	.0515

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
PRODUCT1	7.0667	3.1678	.8559	.8369	.7533
PRODUCT2	7.1667	3.3161	.8886	.8488	.7154
PRODUCT3	7.5000	5.0862	.6204	.3945	.9546

Analysis of Variance

Source of Variation	Sum of Sq.	DF	Mean Square	F	Prob.
Between People	79.1556	29	2.7295		
Within People	22.0000	60	.3667		
Between Measures	3.0889	2	1.5444	4.7368	.0124
Residual	18.9111	58	.3261		
Nonadditivity	3.5379	1	3.5379	13.1179	.0006
Balance	15.3732	57	.2697		
Total	101.1556	89	1.1366		
Grand Mean	3.6222				

Tukey estimate of power to which observations must be raised to achieve additivity = 3.1336

Reliability Coefficients 3 items

Alpha = .8805 Standardized item alpha = .8801

Reliability

***** Method 2 (covariance matrix) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

N of Cases = 30.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	4.0000	3.4667	4.3667	.9000	1.2596	.2233

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
PLACE1	7.6333	2.7230	.8797	.8043	.7429
PLACE2	7.8333	3.1092	.8618	.7894	.7482
PLACE3	8.5333	4.8782	.6741	.4580	.9378

Analysis of Variance

Source of Variation	Sum of Sq.	DF	Mean Square	F	Prob.
Between People	73.3333	29	2.5287		
Within People	30.6667	60	.5111		
Between Measures	13.4000	2	6.7000	22.5058	.0000
Residual	17.2667	58	.2977		
Nonadditivity	4.9105	1	4.9105	22.6523	.0000
Balance	12.3562	57	.2168		
Total	104.0000	89	1.1685		
Grand Mean	4.0000				

Tukey estimate of power to which observations must be raised to achieve additivity = -1.6825

Reliability Coefficients 3 items

Alpha = .8823 Standardized item alpha = .8910

Reliability

***** Method 2 (covariance matrix) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

* * * Warning * * * Determinant of matrix is close to zero: 1.863E-18

Statistics based on inverse matrix for scale ALPHA
are meaningless and printed as .

N of Cases = 30.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	3.4250	3.0000	3.8667	.8667	1.2889	.2410

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
PRICE1	9.8667	3.7057	.7283	.	.8375
PRICE2	10.7000	3.1138	.7937	.	.8084
PROMO1	9.8333	4.0057	.6119	.	.8780
PROMO2	10.7000	3.1138	.7937	.	.8084

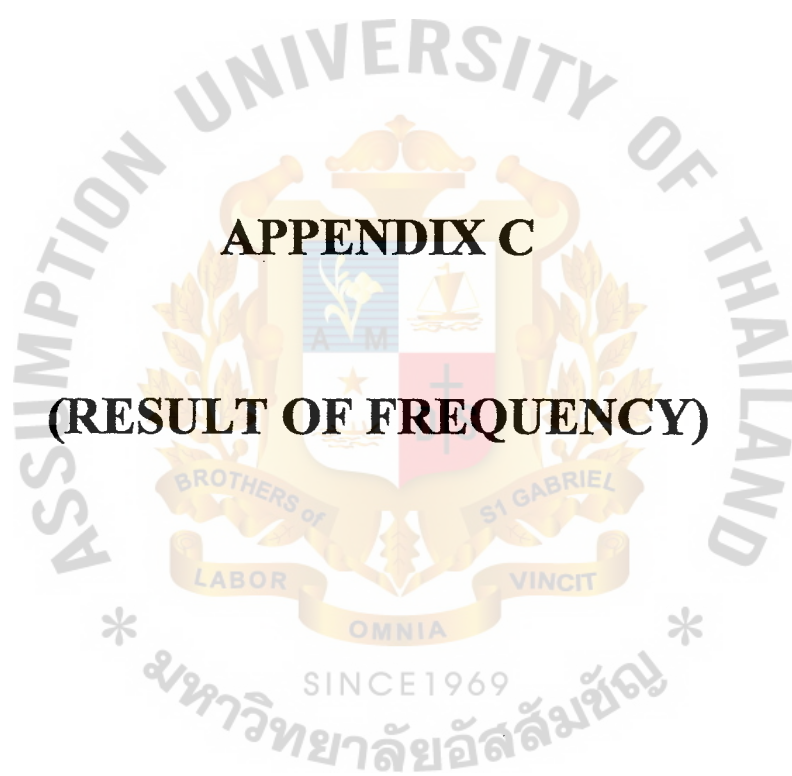
Analysis of Variance

Source of Variation	Sum of Sq.	DF	Mean Square	F	Prob.
Between People	43.0750	29	1.4853		
Within People	38.2500	90	.4250		
Between Measures	21.6917	3	7.2306	37.9904	.0000
Residual	16.5583	87	.1903		
Nonadditivity	1.1273	1	1.1273	6.2827	.0141
Balance	15.4310	86	.1794		
Total	81.3250	119	.6834		
Grand Mean	3.4250				

Tukey estimate of power to which observations
must be raised to achieve additivity = 2.3032

Reliability Coefficients 4 items

Alpha = .8719 Standardized item alpha = .8729



APPENDIX C

(RESULT OF FREQUENCY)

Frequencies

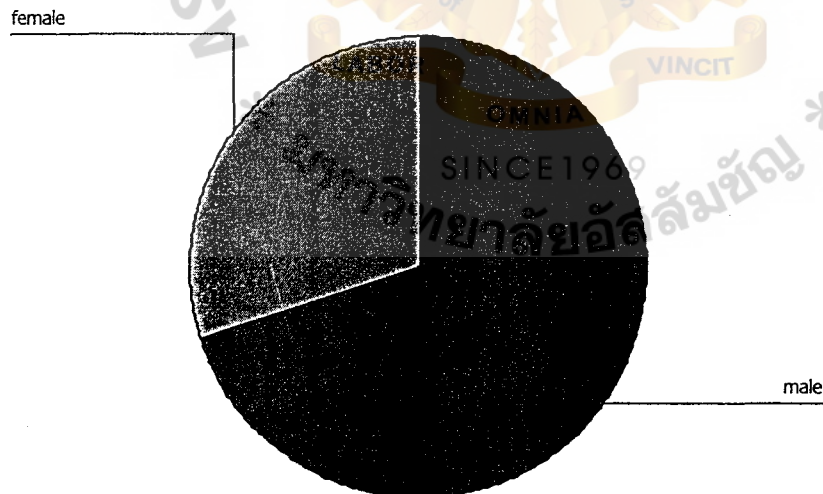
Statistics

GENDER

N	Valid	384
	Missing	0
Mean		1.2995
Std. Deviation		.45863

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	269	70.1	70.1	70.1
	female	115	29.9	29.9	100.0
	Total	384	100.0	100.0	



Frequencies

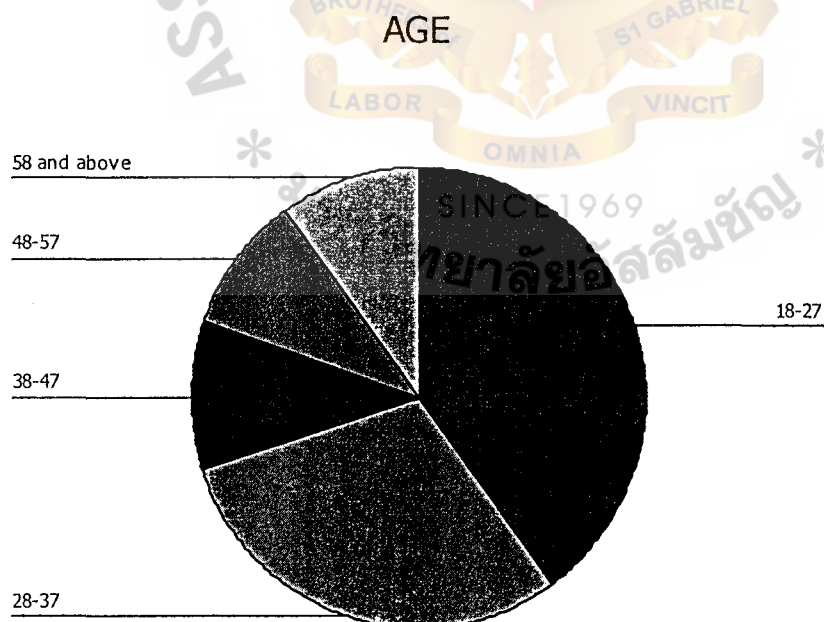
Statistics

AGE

N	Valid	384
	Missing	0
Mean		2.1953
Std. Deviation		1.32495

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-27	154	40.1	40.1	40.1
	28-37	115	29.9	29.9	70.1
	38-47	39	10.2	10.2	80.2
	48-57	38	9.9	9.9	90.1
	58 and above	38	9.9	9.9	100.0
	Total	384	100.0	100.0	



Frequencies

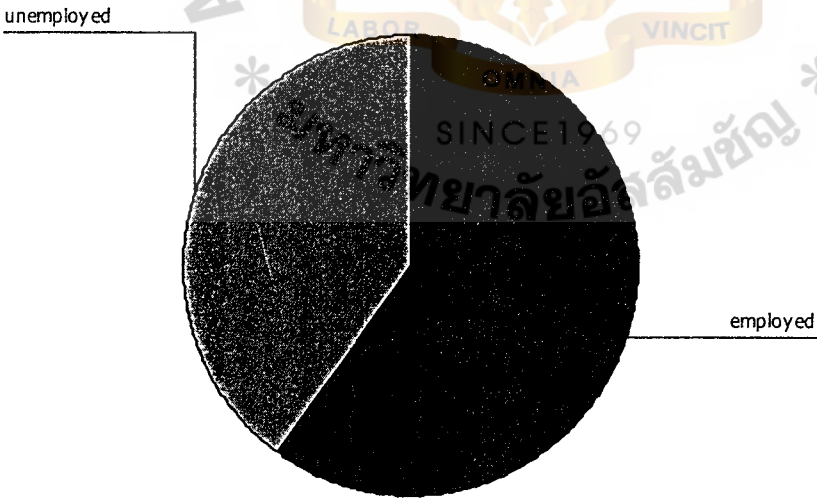
Statistics

OCCUP

N	Valid	384
	Missing	0
Mean		1.4010
Std. Deviation		.49075

OCCUP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	employed	230	59.9	59.9	59.9
	unemploy ed	154	40.1	40.1	100.0
	Total	384	100.0	100.0	



Frequencies

Statistics

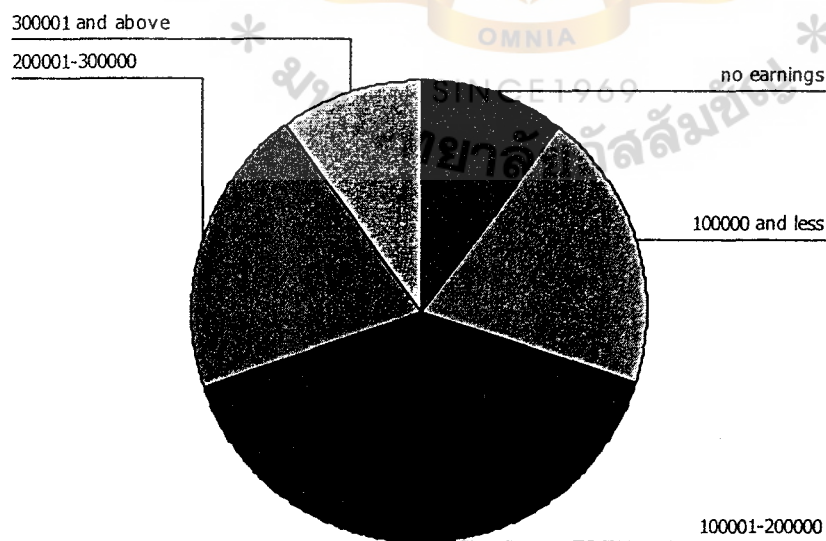
INCOME

N	Valid	384
	Missing	0
Mean		3.0000
Std. Deviation		1.09830

INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no earnings	39	10.2	10.2	10.2
	100000 and less	76	19.8	19.8	29.9
	100001-200000	153	39.8	39.8	69.8
	200001-300000	78	20.3	20.3	90.1
	300001 and above	38	9.9	9.9	100.0
	Total	384	100.0	100.0	

INCOME



Frequencies

Statistics

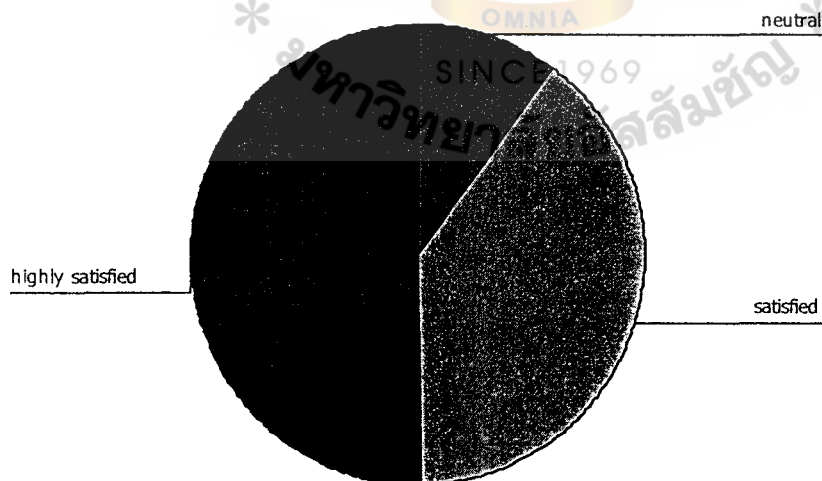
rate ice beer in terms of quality

N	Valid	384
	Missing	0
Mean		4.4036
Std. Deviation		.66316

rate ice beer in terms of quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	38	9.9	9.9	9.9
	satisfied	153	39.8	39.8	49.7
	highly satisfied	193	50.3	50.3	100.0
	Total	384	100.0	100.0	

rate ice beer in terms of quality



Frequencies

Statistics

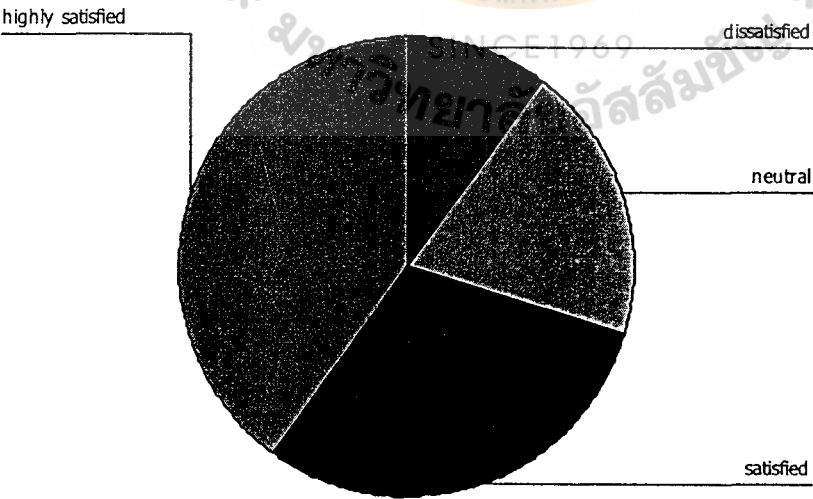
rate ice beer in terms of taste

N	Valid	384
	Missing	0
Mean		4.0052
Std. Deviation		.99868

rate ice beer in terms of taste

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	dissatisfied	38	9.9	9.9	9.9
	neutral	76	19.8	19.8	29.7
	satisfied	116	30.2	30.2	59.9
	highly satisfied	154	40.1	40.1	100.0
	Total	384	100.0	100.0	

rate ice beer in terms of taste



Frequencies

Statistics

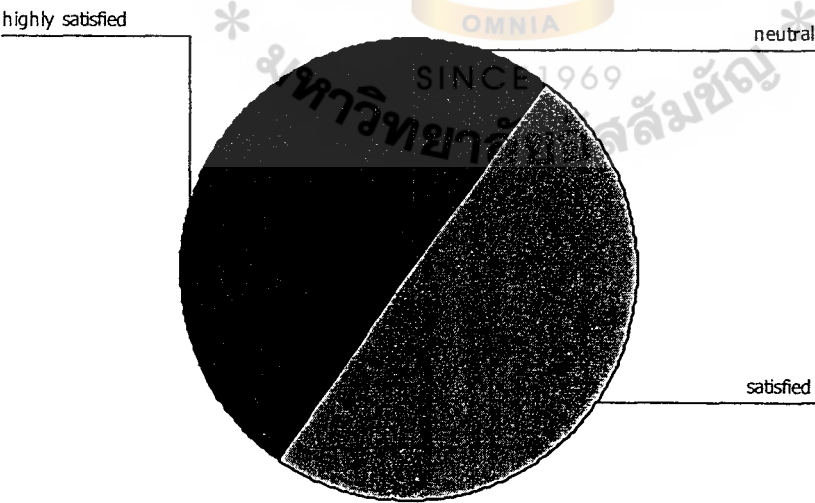
rate ice beer in terms of its alcohol content

N	Valid	384
	Missing	0
Mean		4.3047
Std. Deviation		.64097

rate ice beer in terms of its alcohol content

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	38	9.9	9.9	9.9
	satisfied	191	49.7	49.7	59.6
	highly satisfied	155	40.4	40.4	100.0
	Total	384	100.0	100.0	

rate ice beer in terms of its alcohol content



Frequencies

Statistics

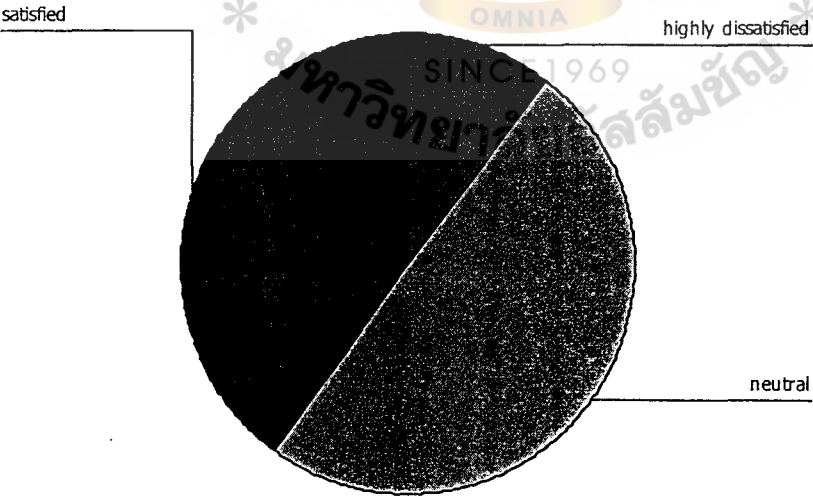
discount on ice beer increases its level of consumption in you

N	Valid	384
	Missing	0
Mean		3.1979
Std. Deviation		.87757

discount on ice beer increases its level of consumption in you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	highly dissatisfied	39	10.2	10.2	10.2
	neutral	191	49.7	49.7	59.9
	satisfied	154	40.1	40.1	100.0
	Total	384	100.0	100.0	

count on ice beer increases its level of consumption in y



Frequencies

Statistics

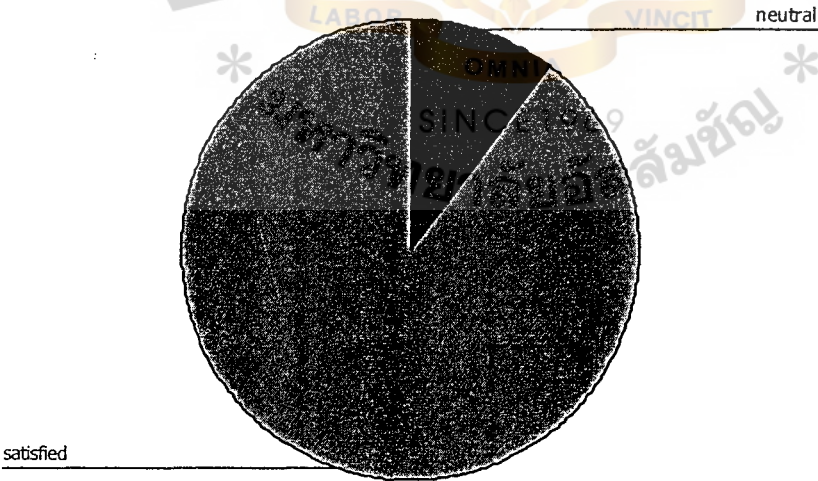
rate ice beer in terms of its value for money

N	Valid	384
	Missing	0
Mean		3.8984
Std. Deviation		.30247

rate ice beer in terms of its value for money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	39	10.2	10.2	10.2
	satisfied	345	89.8	89.8	100.0
	Total	384	100.0	100.0	

rate ice beer in terms of its value for money



Frequencies

Statistics

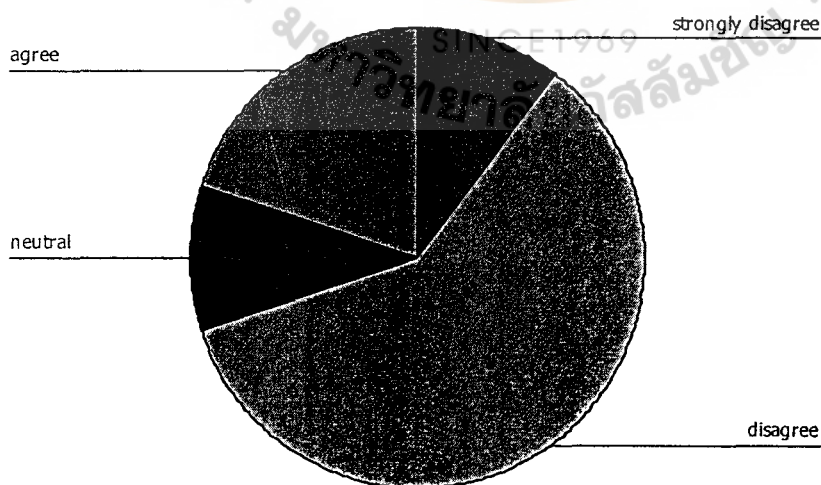
homes are the most convenient place to drink ice beer

N	Valid	384
	Missing	0
Mean		2.3984
Std. Deviation		.91981

homes are the most convenient place to drink ice beer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	39	10.2	10.2	10.2
	disagree	230	59.9	59.9	70.1
	neutral	38	9.9	9.9	79.9
	agree	77	20.1	20.1	100.0
	Total	384	100.0	100.0	

homes are the most convenient place to drink ice beer



Frequencies

Statistics

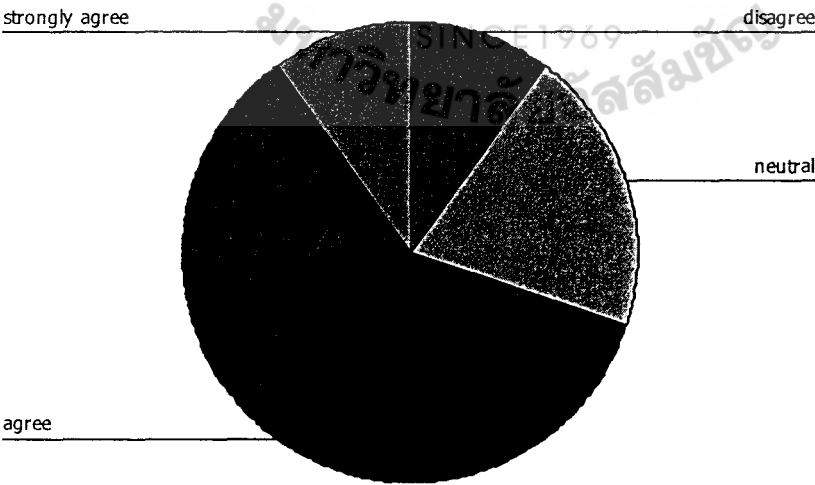
pubs are the most convenient place to drink ice beer

N	Valid	384
	Missing	0
Mean		3.7005
Std. Deviation		.77923

pubs are the most convenient place to drink ice beer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	38	9.9	9.9	9.9
	neutral	77	20.1	20.1	29.9
	agree	231	60.2	60.2	90.1
	strongly agree	38	9.9	9.9	100.0
	Total	384	100.0	100.0	

pubs are the most convenient place to drink ice beer



Frequencies

Statistics

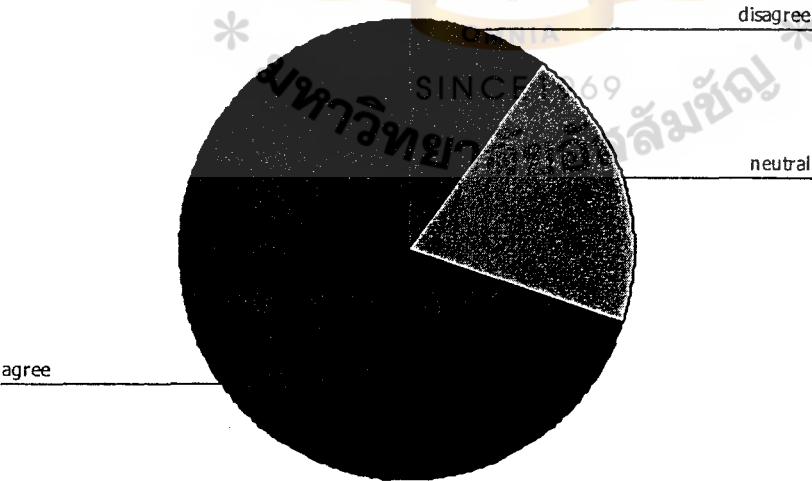
restaurants are the most convenient place to drink ice beer

N	Valid	384
	Missing	0
Mean		3.6016
Std. Deviation		.66238

restaurants are the most convenient place to drink ice beer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	38	9.9	9.9	9.9
	neutral	77	20.1	20.1	29.9
	agree	269	70.1	70.1	100.0
	Total	384	100.0	100.0	

estaurants are the most convenient place to drink ice bee



Frequencies

Statistics

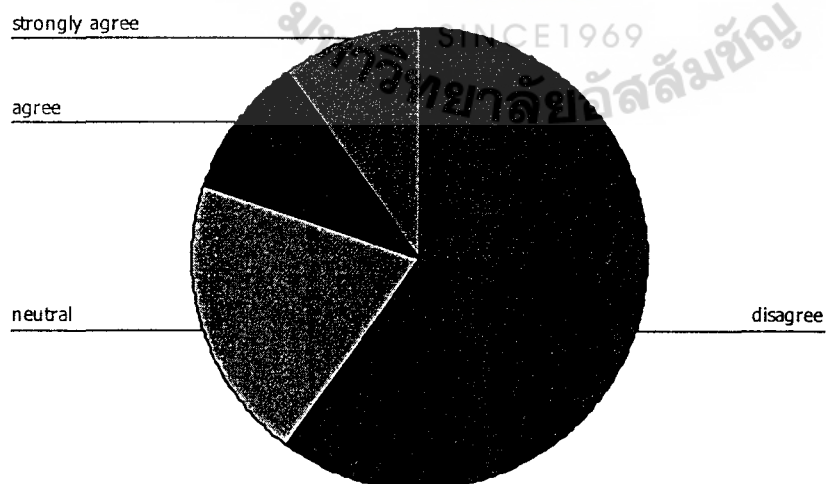
advertisement on ice beer increases its level of consumption in you

N	Valid	384
	Missing	0
Mean		2.7005
Std. Deviation		1.00464

advertisement on ice beer increases its level of consumption in you

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	230	59.9	59.9	59.9
	neutral	77	20.1	20.1	79.9
	agree	39	10.2	10.2	90.1
	strongly agree	38	9.9	9.9	100.0
	Total	384	100.0	100.0	

advertisement on ice beer increases its level of consumption in



Frequencies

Statistics

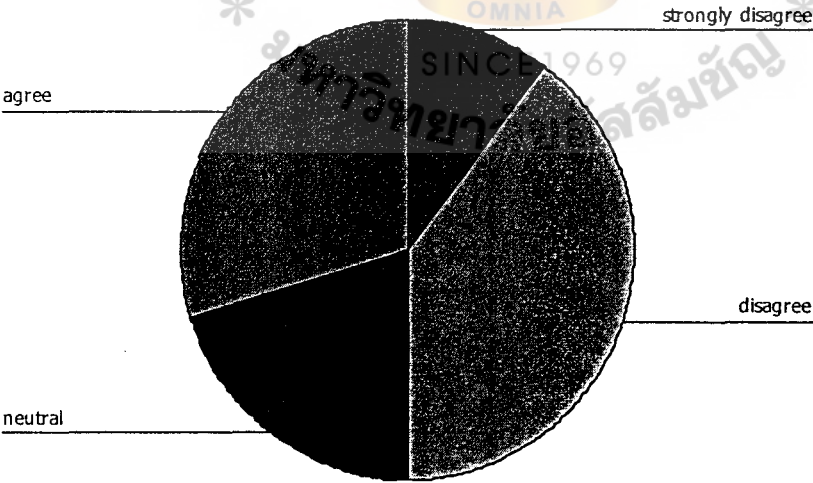
sponsorships effects your level of consuming ice beer

N	Valid	384
	Missing	0
Mean		2.6953
Std. Deviation		1.00566

sponsorships effects your level of consuming ice beer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	39	10.2	10.2	10.2
	disagree	153	39.8	39.8	50.0
	neutral	78	20.3	20.3	70.3
	agree	114	29.7	29.7	100.0
	Total	384	100.0	100.0	

sponsorships effects your level of consuming ice beer

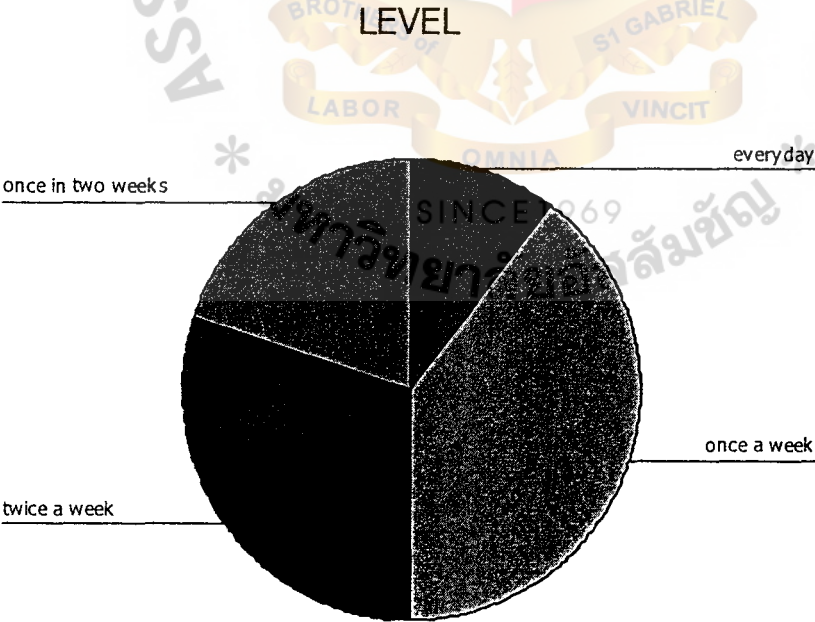


Frequencies

Statistics

LEVEL		
N	Valid	384
	Missing	0
Mean		2.5990
Std. Deviation		.92010

LEVEL					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	everyday	39	10.2	10.2	10.2
	once a week	153	39.8	39.8	50.0
	twice a week	115	29.9	29.9	79.9
	once in two weeks	77	20.1	20.1	100.0
	Total	384	100.0	100.0	





T-Test

Group Statistics

	GENDER	N	Mean	Std. Deviation	Std. Error Mean
LEVEL	male	269	2.8587	.83450	.05088
	female	115	1.9913	.82180	.07663

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
LEVEL	Equal variances assumed	1.768	.184	9.372	382	.000	.8674	.09256	.68545	1.04941
	Equal variances not assumed			9.430	218.591	.000	.8674	.09199	.68614	1.04873

Oneway

Descriptives

LEVEL

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-27	154	2.9935	.70938	.05716	2.8806	3.1064	2.00	4.00
28-37	115	1.9913	.82180	.07663	1.8395	2.1431	1.00	3.00
38-47	39	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
48-57	38	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
58 and above	38	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
Total	384	2.5990	.92010	.04695	2.5066	2.6913	1.00	4.00

ANOVA

LEVEL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	170.255	4	42.564	104.761	.000
Within Groups	153.985	379	.406		
Total	324.240	383			

T-Test

Group Statistics

	EMPSTA	N	Mean	Std. Deviation	Std. Error Mean
LEVEL	employed	230	2.6696	.75022	.04947
	unemployed	154	2.4935	1.12166	.09039

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
LEVEL	Equal variances assumed	59.863	.000	1.843	382	.066	.1761	.09550	.01172	.36384
	Equal variances not assumed			1.709	243.771	.089	.1761	.10304	.02690	.37902

Oneway

Descriptives

LEVEL

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
no earnings	39	1.0000	.00000	.00000	1.0000	1.0000	1.00	1.00
100000 and less	76	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
100001-200000	153	2.7516	.43348	.03505	2.6824	2.8209	2.00	3.00
200001-300000	78	3.0000	1.00647	.11396	2.7731	3.2269	2.00	4.00
300001 and above	38	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
Total	384	2.5990	.92010	.04695	2.5066	2.6913	1.00	4.00

ANOVA

LEVEL

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	217.677	4	54.419	193.549	.000
Within Groups	106.562	379	.281		
Total	324.240	383			

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
PROD1	5.2865	1.55700	384
LEVEL	2.5990	.92010	384

Correlations

		PROD1	LEVEL
PROD1	Pearson	1	.438(**)
	Correlation		
	Sig. (2-tailed)	.	.000
	N	384	384
LEVEL	Pearson	.438(**)	1
	Correlation		
	Sig. (2-tailed)	.000	.
	N	384	384

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
rate ice beer in terms of quality	1.5964	.66316	384
rate ice beer in terms of taste	1.9948	.99868	384
rate ice beer in terms of its alcohol content	1.6953	.64097	384
LEVEL	2.5990	.92010	384

Correlations

		QUALITY	TASTE	CONTENT	LEVEL
QUALITY	Pearson Correlation	1	-.145(**)	.429(**)	.560(**)
	Sig. (2-tailed)	.	.004	.000	.000
	N	384	384	384	384
TASTE	Pearson Correlation	-.145(**)	1	.316(**)	.003
	Sig. (2-tailed)	.004	.	.000	.947
	N	384	384	384	384
CONTENT	Pearson Correlation	.429(**)	.316(**)	1	.478(**)
	Sig. (2-tailed)	.000	.000	.	.000
	N	384	384	384	384
LEVEL	Pearson Correlation	.560(**)	.003	.478(**)	1
	Sig. (2-tailed)	.000	.947	.000	.
	N	384	384	384	384

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
PRIC1	4.9036	1.14422	384
LEVEL	2.5990	.92010	384

Correlations

		PRIC1	LEVEL
PRIC1	Pearson	1	.539(**)
	Correlation		
	Sig. (2-tailed)	.	.000
	N	384	384
LEVEL	Pearson	.539(**)	1
	Correlation		
	Sig. (2-tailed)	.000	.
	N	384	384

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
discount on ice beer increases its level of consumption in you	2.8021	.87757	384
rate ice beer in terms of its value for money	2.1016	.30247	384

Correlations

		DISCOUNT	VALUE	LEVEL
DISCOUNT	Pearson	1	.843(**)	.526(**)
	Correlation			
	Sig. (2-tailed)	.	.000	.000
	N	384	384	384
VALUE	Pearson	.843(**)	1	.513(**)
	Correlation			
	Sig. (2-tailed)	.000	.	.000
	N	384	384	384
LEVEL	Pearson	.526(**)	.513(**)	1
	Correlation			
	Sig. (2-tailed)	.000	.000	.
	N	384	384	384

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
PLAC1	9.7005	1.84699	384
LEVEL	2.5990	.92010	384

Correlations

		PLAC1	LEVEL
PLAC1	Pearson	1	.639(**)
	Correlation		
	Sig. (2-tailed)	.	.000
LEVEL	N	384	384
	Pearson	.639(**)	1
	Correlation		
	Sig. (2-tailed)	.000	.
	N	384	384

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
homes are the most convenient place to drink ice beer	3.6016	.91981	384
pubs are the most convenient place to drink ice beer	3.7005	.77923	384
restaurants are the most convenient place to drink ice beer	2.3984	.66238	384
LEVEL	2.5990	.92010	384

Correlations

		HOME	PUBS	REST	LEVEL
HOME	Pearson Correlation	1	.394(**)	.261(**)	.289(**)
	Sig. (2-tailed)	.	.000	.000	.000
	N	384	384	384	384
PUBS	Pearson Correlation	.394(**)	1	.616(**)	.531(**)
	Sig. (2-tailed)	.000	.	.000	.000
	N	384	384	384	384
REST	Pearson Correlation	.261(**)	.616(**)	1	.756(**)
	Sig. (2-tailed)	.000	.000	.	.000
	N	384	384	384	384
LEVEL	Pearson Correlation	.289(**)	.531(**)	.756(**)	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	384	384	384	384

** Correlation is significant at the 0.01 level (2-tailed).

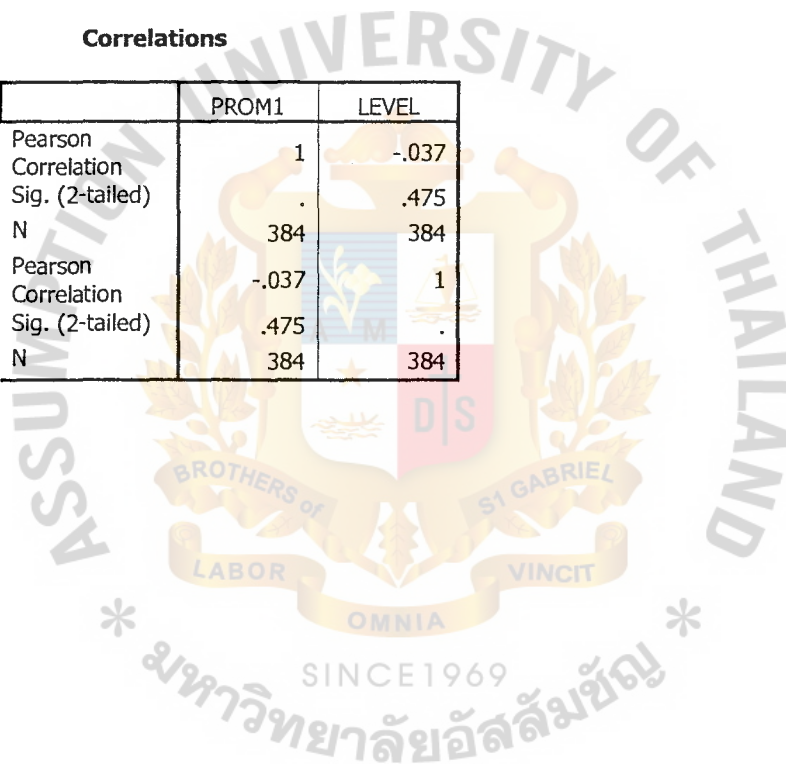
Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
PROM1	6.6042	1.62538	384
LEVEL	2.5990	.92010	384

Correlations

		PROM1	LEVEL
PROM1	Pearson	1	-.037
	Correlation		
	Sig. (2-tailed)	.	.475
LEVEL	N	384	384
	Pearson	-.037	1
	Correlation		
	Sig. (2-tailed)	.475	.
	N	384	384



Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
advertisement on ice beer increases its level of consumption in you	3.2995	1.00464	384
sponsorships effects your level of consuming ice beer	3.3047	1.00566	384
LEVEL	2.5990	.92010	384

Correlations

		ADVERTIS	SPONSOR	LEVEL
ADVERTIS	Pearson Correlation	1	.307(**)	-.082
	Sig. (2-tailed)	.	.000	.110
	N	384	384	384
SPONSOR	Pearson Correlation	.307(**)	1	.022
	Sig. (2-tailed)	.000	.	.662
	N	384	384	384
LEVEL	Pearson Correlation	-.082	.022	1
	Sig. (2-tailed)	.110	.662	.
	N	384	384	384

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

Descriptive Statistics

	Mean	Std. Deviation	N
PROD1	5.2865	1.55700	384
PRIC1	4.9036	1.14422	384
PLAC1	9.7005	1.84699	384
PROM1	6.6042	1.62538	384
LEVEL	2.5990	.92010	384

Correlations

		PROD1	PRIC1	PLAC1	PROM1	LEVEL
PROD1	Pearson Correlation	1	.303(**)	.380(**)	.125(*)	.438(**)
	Sig. (2-tailed)	.	.000	.000	.014	.000
	N	384	384	384	384	384
PRIC1	Pearson Correlation	.303(**)	1	.177(**)	-.130(*)	.539(**)
	Sig. (2-tailed)	.000	.	.001	.011	.000
	N	384	384	384	384	384
PLAC1	Pearson Correlation	.380(**)	.177(**)	1	.232(**)	.639(**)
	Sig. (2-tailed)	.000	.001	.	.000	.000
	N	384	384	384	384	384
PROM1	Pearson Correlation	.125(*)	-.130(*)	.232(**)	1	-.037
	Sig. (2-tailed)	.014	.011	.000	.	.475
	N	384	384	384	384	384
LEVEL	Pearson Correlation	.438(**)	.539(**)	.639(**)	-.037	1
	Sig. (2-tailed)	.000	.000	.000	.475	.
	N	384	384	384	384	384

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

