



A STUDY OF SITUATIONAL FACTORS RELATED TO BEER CONSUMPTION
BEHAVIOR IN SINGAPORE

By

HASAN IMAM FERROZ

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

November 2004

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Abstract

The purpose of this study was to examine the situational factors, i.e., physical, temporal, and social influence factors and their relationship with beer consumption behavior in Singapore.

The research instrument was self-administered questionnaires, which were distributed to 400 respondents, who were male and female, aged 18 years and above, who were current beer drinkers in Singapore.

The findings showed that all demographic factors such as age, gender, education, marital status, and income showed differences in brand selection, brand loyalty and purchase volume, whereas no difference was evidenced in occupation and consumption behavior of beer drinkers.

The study found a relationship between place and the consumption behavior classified by brand selection, brand loyalty and purchase volume. There was also a positive relationship between place for drinking beer and the brand selection, and purchase volume whereas a weak positive relationship/correlation between place for drinking beer and brand loyalty exists.

Based on the findings, the researcher offered several recommendations for marketers of beer products.

Acknowledgement.

This research was concluded with the help and inspiration of many people, as well as the support of many individuals and organizations that were actively involved in assisting and providing information for development of this thesis. To these people I would like to say thanks and express my deepest appreciation.

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Chapter 1

Introduction

1.1 Background of the Study

Beer, after all is commonplace in our society and most people, whether or not they drink beer, feel fairly confident that they know all there is to know about it. Furthermore, to most people, beer is equated with a pale, inexpensive beverage of ignoble reputation. Quite simply, all of that has changed. The newfound appreciation for quality beer is part of the movement away from the mass production and artificial ingredients of our modern world. Beer has been rediscovered and now enjoys a status as a relaxing and restoring libation and accompaniment to fine dining.

Beer has always been the drink of the people. Malt and hops may not have inspired as many precious pens as the noble grape, but they have always provided good company. Beer is much more sociable. It is the best long drink in the world. Beer is as old as civilization. The methods that produce some types of ale have scarcely changed for centuries. Modern lager brewing has introduced new technologies aided by yeast cultivation and refrigeration. But the essentials of making beer turning barley into malt, extracting the sugar, boiling hops and fermenting with yeast-remain today essentially the same as when early man first discovered the joys and mystery of brewing (Roger, 1995).

On the surface, beer is one of the simplest and most natural products that people consume. Four basic ingredients- malted barley; hops, water and yeast- are all those are needed to create a world-class brew. That simple formula, as perfected over the centuries in Belgium, Britain, Germany and France, is just as reliable today. Strange techniques, preservatives and additives used to make a beer drinkable or only necessary when a brewer diverges from the tried and true recipe in order to produce beer faster and cheaper.

Brewing beer is, technically, much more complicated than making wine. Beer is made from grain, traditionally barley. The seeds of grain are soaked, which encourages them to start sprouting. As they sprout, enzymes in the grain turn the starch inside into sugar. At just the right moment the grain is heated in a kiln so that sprouting is stopped before all the sugar is used up by the growing seed. It is now known as malt. The brewer takes the malt, grinds it coarsely and adds hot water at a temperature that will encourage the remaining enzymes to convert the last of the starch to sugar – a process known as mashing. After a couple of hours in the mash cask, now a sweet, sugary solution known as wort is run off. Hops, the green cones of the female hop plant, are then added to the wort, which is boiled in a copper tub to extract the bittering compounds from the hops. The next stage is to cool the wort, run into the fermenting vessels, and add yeast, a single cell organism. The yeast 'eats' sugar in a process known as fermenting and, as a by product, produces alcohol, when the yeast has done its work and turned the sugar into alcohol, the wort has become beer (Cornell, 2000).

1.1.1 History of Beer.

Beer is a most ancient drink that has had a chequered and varied history. Preachers have used it as a religious symbol, by doctors as a medicinal treatment and by workers as a means of relaxation after a hard day's toil. Throughout the ages, in different countries, beer has been both promoted as a health drink and reviled as the drought of the devil. The roots of the story of beer are in Middle East, in the crescent of land that stretches from northern Israel through Lebanon and western Syria to southeastern Turkey and northern Iraq. There, on the hilly flanks of the mountain regions, the wild ancestors of today's barley and wheat still grow (Protz, 1995).

The origin of beer is lost somewhere in the mists of time but, as one of the world's most ancient and satisfying drinks, it has played an important part in many of the major culture of the past. By the medieval period, the practice of growing grain to make beer had spread into Europe bringing a competitor for wine – the alcoholic drink that had previously reigned supreme in some societies (Protz, 1995).

As the industrial revolution swept Europe, the brewing industry rose to meet the thirst of the new industrial workers, harnessing the innovations and discoveries to large-scale production. The 19th century was a period of spectacular change in the brewing industries. One innovation a mere change in color – was eventually to alter the way the world thinks of beer. (World's Great Brews, 1995).

1.1.2 The Beer Industry in Singapore.

The beer industry in Singapore evolved in 1932. During the first period, beer manufacturing was just a substitute for import and to serve the demand in domestic market. Protection from the government made such industry into an oligopoly business. However the beer industry market in Singapore has increased in capitalization nowadays. The reason behind this phenomenon is that the people in Singapore are more interested in drinking beer than ever before. The beer industry is now open for all investors and competition is also rising. Two kinds of beer are manufactured and sold in Singapore market, which are: a) bottled beer and b) canned beer. The market situation in Singapore is facing fierce competition among brands. It is quite obvious that the strategy for beer industry in Singapore seems to rely heavily on sales promotion and premium.

Alcoholic beverage in Singapore unfolded a surprise in 2002, with growth of almost 6% in both volume and current market terms expected by the end of the year 2001 and 2002 were not the easiest years for alcoholic beverage manufacturers and distributors in Singapore, given that they suffered two blows (Euro Monitor, 2003). The worldwide economic downturn following terrorist attacks on the US in 2001 led to an overall pessimistic outlook, with consumers cutting back on their spending. The negative effects of this recession was further compounded by the Singapore government's decision to increase the excise duties imposed on alcoholic drinks with immediate effect in May 2002, in a bid to discourage excessive alcohol consumption. However, relief for Singapore's alcoholic drinks came in the form of a rival of consumer interest in beer.

Despite its small market size, there remains great scope for development, and many new opportunities are still available in Singapore. Per capita beer consumption in Singapore continues to be relatively low, and this can only mean that the market still has much room for development (Euro Monitor, 2003).

Beer segmentation in Singapore depends on the production process and its quality, which are:

- Standard beer or domestic beer such as Tiger Beer. This is the market leader in the Singapore beer industry holding the largest market share.
- Premium beer, which is imported from foreign countries or produced domestically.

Brands of beer consumed in Singapore and their over all ratings.

Table 1-1 shows that the overall score of the brands those are mostly consumed in Singapore. Tiger beer has been mostly and widely consumed in Singapore. Everyday, millions of drinkers in more than 50 countries raise their glasses to one of the world's finest beers, tiger beer. Heineken, a world class international premium lager beer, distinctive yet easy to drink, enjoyed in over 170 countries. Baron's strong brew traditionally blended from the finest European hops and malt to deliver strong smooth taste. Anchor is Asia Pacific Breweries Limited Company's second largest owned brand with leadership positions in the newer market. In Singapore, Anchor has been

reformulated and brewed to yield a smoother and more refreshing beer, packaged in a manner that reflects the trendy and contemporary lifestyle of the young consumer.

Table 1-1 Brands of beer consumed in Singapore and their over all ratings.

Brewery	Beer name	Alcohol contents	Color	Bitterness	Taste	After taste	Overall score
Asia pacific breweries	Tiger beer	5	Yellow	4	Malty and hoppy	5	5
Asia pacific breweries	Raffles	4.5	Amber	2	Nutty, sweet	4	4
Heineken NV	Heineken	5	Yellow	3	Balanced malty, hoppy	4	4
Carlsberg A/S	Carlsberg	4.5	Amber	3	Malty, hoppy	3	3
Singapore brewery co	Jade beer	5.2	Yellow	2	Tangy, fruity	4	4
Asia pacific breweries	Anchor special beer	8.5	Amber	3	Alcohol, sweet, bitter end	4	3
	Barrons	8	Amber	4	Alcohol, bitter end	3	3

Source: Lindsay's beer pages 18/02/0303.
<http://www.riverviewwendo.com.au/beer/singapor.htm>

1.1.3 Market Share of Beer in Singapore

Table 1-2: Market value of Beer companies in Singapore:

COMPANY NAME.	2000	2001
ASIA PACIFIC BREWERIES (S) PTE LTD	48.9	50
DIAGEO PLC	11.4	11
HEINEKEN NV	9.6	9.8
CARLSBERG A/S	6.1	5.9
INTERBREW NV SA	3.8	3.7
MODELO SA DE CV, GRUPO	3.4	3.3
FOSTER'S GROUP LTD	2.9	2.8
ANHEUSER-BUSCH COS INC	2.0	2.0
SAN MIGUEL CORP	2.0	2.0
SCOTTISH & NEWCASTLE PLC	1.5	1.4
PHILLIP MORRIS COS INC	0.9	0.9
BRAUEREI BECK GMBH & CO	0.7	0.7
ASAHI BREWERIES LTD	0.5	0.4
KIRIN BREWERY CO LTD	0.5	0.4
TSINGTAO BREWERY CO LTD	0.5	0.4
OTHERS	5.4	5.2
TOTAL	100	100

Source: Euro monitor estimates, 2003

As can be seen in the table 1.2 Asia Pacific Breweries (S) Pte. Ltd has been always the market leader with 50% market share. The second is Diageo Plc with a market share of 11%. The third is Heineken NV with a market share of 9.8%, and the fourth is Carlsberg with a market share of 5.9%.

Drinking trends in Singapore (Alcoholic products).

Table 1-3 the percentage of people who drink beer (In '000)

	Total	<19-25 years	26-39 years	>40 years
Drink	1347	368	412	567

Source: The markets of Asia Pacific, Singapore, 2003.

Table 1-3 shows the age of the people who drink beer in Singapore. The total population in different age groups of those who drink beer, totals 1.347 million.

Table 1-4 People in Singapore who drink beer classified by gender.

Behavior	Total (%)	Male (%)	Female (%)
Have drink beer	72.40	76.80	64.50
Have never drink beer	27.60	23.20	35.50

Source: The markets of Asia Pacific, Singapore, 2003

Table 1-4 shows that the people in Singapore who drink beer account for 72.40%. This can be classified as male 76.80% and females 64.50%, respectively.

1.1.4 Average monthly income and expenditure by the industry in Singapore.

Table 1-5 Average monthly earnings by industry in Singapore (in dollars)

Industry	2002	2003
Manufacturing.	3,154	3,265
Construction.	2,384	2,411
Wholesale & Retails Trade	2,780	2,831
Hotels and Restaurants.	1,312	1,283
Transport, Storage & Communication	3,166	3,297
Financial Services	5,307	5,393
Business & Real Estate Services	3,357	3,352
Community, Social & Personal Services	3,384	3,409
Total	3,158	3,213

Source: Singapore Department of Statistics (Central Provident Fund) 2003.

Table 1-5 shows the average monthly earnings by industry in Singapore. Resident in Singapore enjoyed a good, steady growth in income from work. The average household income increased from Singapore dollar 3,158 to 3,213 from 2002 to 2003 at

an average annual rate of 1.74% (Singapore national statistics, 2003). The highest average monthly earnings are those employed by financial services.

Table 1-6: average monthly expenditure per household in Singapore. (In dollars).

Expenditure group	2002	2003
Total expenditure	71968	72471.17
Consumption expenditure	66432	66896.50
Food and beverages	9028.60	9283.80
Clothing and footwear	2642.20	2628.60
Rent and utilities	10,349.20	10308
Furniture and household equipment	4734.8	4803.20
Medical services	3865.20	4095.70
Transportation and communications	14014.70	13479.90
Recreation and educations	9539.90	9673.70
Other good and services	12575	13133.70
Non-consumption expenditure	5536	5574.67

Source: (Singapore national statistics, 2003).

Table 1-6 shows the household expenditure for the food and beverage that include alcoholic beverage is 12.81% of total expenditure in 2002. It can be implied that the household in Singapore spend their money in food and beverages. Singaporean households enjoyed a higher standard of living. They had higher ownership rate of assets and consumer durables, higher real households income growth, and their consumption pattern had shifted from basic necessities to more luxurious items over the decade (Statistics Singapore Newsletter, 2003).

1.2 Statement of the Problem:

For the marketer, knowledge of consumer behavior is a basic challenge that every marketer has to face. Knowing and understanding the real needs of consumers is very important because the marketer can launch products that can best satisfy the consumer's need. When they can do this, it could mean that their opportunity of success will be widened. This is the main reason why many companies will not hesitate to spend money on R&D. By doing so, they can understand their customers better. Therefore, it is necessary for the marketer to study the factors that affect consumer behavior and this includes the purchase decision of consumers. This is because the marketer will be able to provide effective marketing stimuli to consumers in order to achieve the marketing objectives, while at the same time, gaining the maximum profit via customer satisfaction.

The above logic also applies to the beer marketers who must pay attention to their market environment, which include their competitors. They must know their customer's behavior so that they can fight the competition. This is because beer is a very important market, both in terms of sales volume as well as growth potential.

In the last 2-3 years life styles have been changed and are moving towards the western culture. People have become increasingly under stress, which has increased the number of people who turn to be alcoholic as a way of relaxation. More over beer drinking places of today have become meeting places for appointment, business conversation, chats, rest and relaxation for people of this modern age. As a consequence, beer business has become another alternative to satisfy the needs of consumers. The

consumption rate per person in Singapore is still relatively low as compared to the foreign consumption rate. Therefore, there is a great opportunity for growth. Competition in the beer retailers in Singapore is increasing due to the growth in the number of new players in the industry and the increasing number of branches of the current players.

It is important for beer marketers and future beer marketers to recognize why and how individuals make their consumption decision so that they can make better strategic marketing decisions. Without doubt, beer marketers who understand consumer behavior have a greater competitive advantage in the market place. This study examined the situational factors that are related with the consumption behavior of beer drinkers in Singapore.

The research problem, therefore is this study is "what are the situational factors related to beer consumption behavior in Singapore"? This study can help the beer marketers and readers to look at some important environmental variables that may help in the better understanding of the beer drinker's behavior. This study is designed with the expectation that the results will serve as a supporting tool to better understand the beer consumer and as a basis for designing more competitive marketing strategies. These reasons are the driving forces behind conducting this study.

1.3 Research Objectives:

The general purpose of the research is to study of situational factors related to beer consumption behavior in Singapore. The objectives of this research are as follows

1. To identify and analyze the situational factors related with beer consumption behavior in Singapore.
2. To study each of the situational factors i.e. physical, temporal, and social influence factors and their relationship with beer consumption behavior in Singapore.
3. To recommend suitable marketing strategies based on the findings of this research to the marketers so that they can effectively apply appropriate strategies in marketing beer products.

1.4 Scope of the Research:

The general purpose of this research was to study the relationship between the situational factors and the consumption behavior of beer in Singapore. The conceptual framework of this study consisted of independent and dependent variables. The independent variables consisted of demographic characteristics (age, gender, marital status, education level, occupation and income). The dependent variable was

consumption behavior classified by brand selection, brand loyalty and purchase volume. As the research was related to situational factors are related to consumption behavior of beer in Singapore the scope of this research were, the situational factors those were associated with beer consumption behavior. The research was conducted by survey method using questionnaire to collect the information about the situational factors related to consumption behavior of beer in Singapore. Therefore, the study was limited to beer drinkers in Singapore only. The respondents in this research were persons 18 years and above who drink or buy beer for his or her own consumption (end usage).

1.5 Limitations of the Study:

As there are many situational factors indicated in the literature review all cannot be researched due to time constraints and data access. Only the major situational factors such as physical surroundings, temporal perspective and social surroundings were analyzed.

Only beer drinkers in Singapore were studied. Only 3 places were used to collect data. As beer is a product related to seasonal variations, the findings of this study may not be generalized to all seasons (people tend to consume less volume of beer during winter months). Because consumer behavior changes over time, the findings of this study cannot be generalized to all periods of time.

1.6 Significance of the Study:

The research problem, therefore is "what are the situational factors related to beer consumption patterns in Singapore"? This study can help the beer marketers and readers to look at some important environmental variables that may help in the better understanding of the beer drinker's behavior. This study is designed with the expectation that the results will serve as a supporting tool to better understand the beer consumer and as a basis for designing more competitive marketing strategies. These reasons are the driving forces behind conducting this study.

The study can identify the situational factors associated with consumption behavior of beer in Singapore. It can help current or future marketers to understand the buyer response in terms of beer products in Singapore and to explain how consumers are likely to react to various information and environmental cues, and to shape their marketing strategies accordingly. It can help marketers to better understand the behavior of specific groups of beer consumers in Singapore so that they can adopt a policy of market segmentation whereby they can design the marketing mix strategies to suit their segmented market.

1.7 Definition of Terms:

Age: Age refers to the length of time elapsed since a person's birth (Sheth, 1999).

Beer: A drink that is made from malted barley, hops, water and yeast. (National Association Brew Riana Advertising, 2000)

Brand Selection: The selection of one brand to purchase from a consideration set (Peter and Olson, 2002). Consumer often makes choices among brands that share identical features (Chernev, 1997).

Brand loyalty: A consistent preference for and purchase of a specific brand within a given product category over time (Hanna, 2001)

Consumer Behavior: The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs and desire (Schiffman and Kanuk, 2004). In this context, consumer behavior will emphasize the purchase and use of beer products.

Consumer Market: All individuals and households which buy or acquire goods and services for personal consumption (Kotler and Armstrong, 1996). Categorization of the markets connected with general population spending is conditionally made according to the type of goods and the kind of transaction.

Demographic Variables: Demography is the study of human populations in terms of size, density, location, age, gender, race, occupation and others. The demographic environment is of major interest to marketers because it involves people, and people make up markets (Kotler and Armstrong, 2001).

Education Level: Education influences what one can purchase by partially determining one's income and occupation. It also influences how one thinks, makes decision, and relates to others (Smith, 1996).

Gender: gender is a group trait that divides customer into two groups – males and females. This group trait remains constant through a person's life, and influences the customer values and preferences (Jagdish, 1999) (Sheth, 1999).

Income: The amount of money or equivalent one receives in exchange for labor or service is called individual income. Income plays an important role for many products and services. The increased buying power will directly affect purchases of an assortment of durable and perishable products (Hawkins, 1992).

Marital Status: Traditionally, the family has been the focus of the most marketing efforts, and for many products and services, the household continues to be the relevant consuming unit (Schiffman and Kanuk, 2004).

Occupation: Differences in consumption between occupational classes have been found for products such as beer, soft drinks, detergent, dog food, shampoo, and paper towels. Media preferences, hobbies and

shopping patterns are also influenced by occupational class (Hawkins, 2001).

Physical Surroundings: Include geographical and institutional location, décor, sounds, aromas, lighting, weather, and visible configuration of merchandise or other material surrounding the stimulus object. (Hawkin and Coney, 2001).

Purchase volume: Purchase volume differentiates among heavy users, medium users, light users and non-users of specific product, services and brand (Schifman and Kanuk, 2004).

Situational Factors: Influences resulting from circumstances, time, and location that affect the consumer buying decision process. (Pride and Ferrell, 1997). The object and situation (stimuli) influence the consumer (the organism) who in turn engages in some behavior (response) (Leigh and Martin, 1981). By situation, we mean events or circumstances that, at a particular point in time, influence the relationship between an attitude and behavior.

Social Surroundings: The effects of other people on a consumer in a consumption situation (Mowen, 1993).

Temporal Perspective: Temporal perspectives are situational characteristics that deal with the effect of time on consumer behavior. (Hawkins, Best and Coney, 2001).

Chapter 2

A Review of the Literature

In this chapter, some general theories and concepts will be discussed in this literature review in order to provide a comprehensive view of two variables, which are independent variables (situational factors) and dependent variables (consumption pattern of beer in Singapore). Moreover, it discusses prior studies and further literature related to situational factors and buying behavior..

2. Theories and Model

This part of study explains the theories and models employed in this research. A theory is an interrelated set of statements whose purpose is to explain and predict. A model is any highly formalized representation of theoretical network, usually designed through the use of symbols or other such physical analogues (David and Cosenza, 1993). Models in this study are used as representations of theoretical systems so that they can be tested, examined, and generally analyzed by the researcher.

2.1 The Relationship between Marketing Stimuli and Consumer Behavior

The definitions of marketing is the process of planning and executing the concept, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals (Bennet, 1995). The function of marketing is the establishment of contact. The marketing concept states that organizations need to anticipate and satisfy consumer needs if they are to remain viable in terms of marketing profit. The essence of marketing is a state of mind. Marketing is about ensuring that whatever the firm does, is done with consumers in mind (Blythe, 1997). The marketing concepts are important because consumers have very wide choice as to where to spend their money. In making marketing decisions, the managers adopt the viewpoint of the customer. Decisions are therefore, driven by what the customer needs and wants.

Consumer behavior consists of the activities people engage in when selecting, purchasing, and using products so as to satisfy needs and desires (Wilkie, 2001). The study of consumer behavior also includes the analysis of factors that influence purchase decisions and product use (Lamp, 2001). The key to successful marketing is adopting the customer's viewpoint. Key focus of its analysis is human behavior, which is mutable, unpredictable, and reactive (Zinkhan and Hirschheim, 1992). The marketing concept is important because consumers have very wide choices as to where to spend their hard-earned money. The marketing dimension has recognized this service dimension most explicitly. The key elements of all marketing are outward looking and firmly centered on

the customer. People are better educated than ever before, with greater spending power and mobility, and they are able to shop around more in order to buy whatever best meets their needs (Blythe, 1997). The marketing concept therefore requires that marketers observe everything from the viewpoint of the consumers of their products in order to satisfy the consumer's need effectively. To survive in a competitive environment, an organization must provide target customer more value than provided by its competition. Providing the superior customer value requires the organization to do a better job for anticipating and reacting to customer needs than the competitors does.

The reaction of the target market to the total product produces an image of the product/brand, sale, and some level of customer satisfaction among those who purchase. The good marketer seeks to produce satisfied customers rather than mere sales because satisfied customers are more profitable in the long run. The analysis of consumers is a key part of the foundation of marketing strategy, and consumer reaction to the total product determines the success or failure of the strategy (Hawkins, Best and Coney, 2001). Marketers must study their target customer's wants, perception, preferences shopping and buying behavior. Such studies will provide clues for developing new products features, prices, distribution channels, message and other marketing mix elements. Marketers must know these variables if they are to identify opportunities to better meet customer needs and wants.

2.2 The Importance of Consumer Behavior.

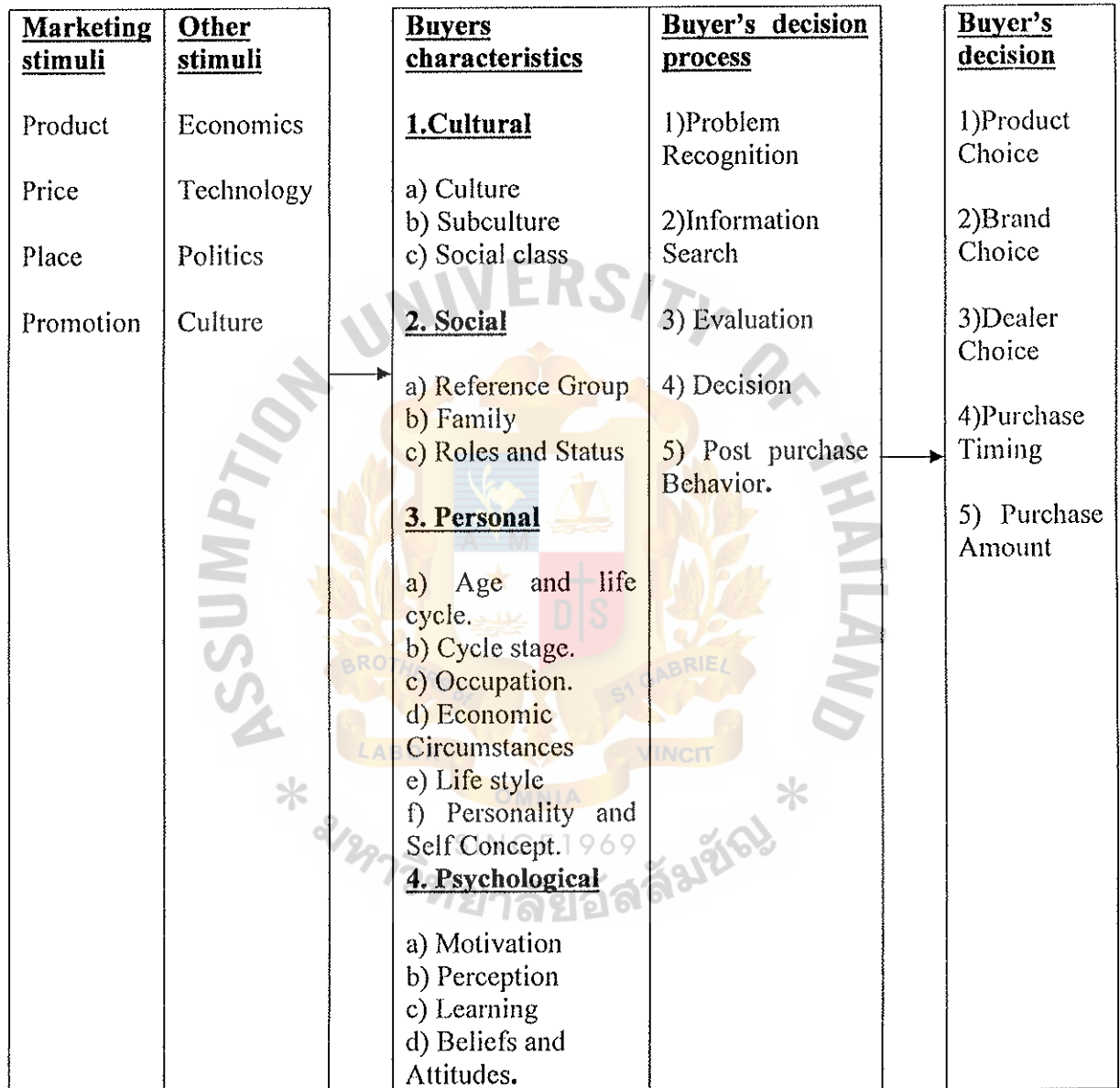
Consumer buying behavior is the decision process and acts of ultimate consumers involved in buying and using products (Pride and Ferrel, 1997). Consumer behavior describes the process used by consumers to make purchase decisions, as well as the use and disposal of the purchased goods or services. The term “consumer behavior” can be defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs (Schiffman and Kanuk, 2004). The study of consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items, that includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it and how often they use it. The answer to these questions are important to marketers, because they must match their production to the frequency with which consumers buy replacements (Schiffman and Kanuk, 2004). From these widely used definitions, it can be implied that consumer behavior is therefore the result of a complex interaction of many factors, most of which will vary from one individual to the next. The aim of marketing is to meet and satisfy target customer's needs and wants, but knowing customers is never simple. Customers may state their needs and wants but act otherwise.

In identifying and satisfying consumer needs and wants, it is important to recognize the value of each consumer role. A need is an unsatisfactory condition of the consumer that leads him or her to an action that will make the condition better. A want is a desire to obtain more satisfaction than is absolutely necessary to improve an unsatisfactory condition. Ignoring one of them the marketers will lose consumers.

Consumers do not approach each buying decision with blank minds and then rationally consider all the options. Their decision-making is an extended, complex, and often confused process. Typically, the consumer's behavior is the result of the influence of a variety of factors and the interaction between them. Production no longer automatically creates its own demand, as was the case in the earlier days. Rather, the symbolic value of consumption, cultural trends, consumer motivation, and the presentation of information about products and services have become factors in consumer demand.

The starting point for understanding the consumers is the stimulus-response model shows in figure 2-1. Marketing environmental stimuli enter the buyer consciousness. The buyer's characteristics and decision process lead to certain purchase decisions. From this fact, the marketer's task is to understand what happens in the buyer's consciousness between the arrival of outside stimuli and the buyer's purchase decisions.

Figure 2-1 A model of buyer behavior



Source: Kotler, P., Principles of Marketing Ninth Edition, Prentice Hall, 2001, p.171.

Kotler's model above, can be adapted to beer products as follows:

2.2.1 Marketing Stimulus

It is the stimulus that marketers can control and provide to the consumers. This is related to the marketing mix that consists of:

- **Product:** Anything that can be offered to the market creating attention, acquisition, use, or consumption that might satisfy a want or need (Kotler, 2001). Products such as product feature including attractive beer package design to stimulate the customer's need such as bottled beer or canned beer or jug. It may include the quality of beer such as taste, aroma, and strength.
- **Price:** The amount of money charged for a product or service or the sum of the values that consumers exchange for the benefits of having or using the product or services (Kotler, 2001). Marketing of beer also need to set a reasonable price for the product by considering the target group. As we see from the different prices of beer in the market, the marketer uses the price strategy to stimulate the consumer purchase. Local beer always has a lower price than imported beer because of lower production cost and import duty.

- Place: place includes company activities that make the product available to target consumers (Kotler, 2001). The place and location has played a fundamental role in the evolution of exchange and the development of marketing. Place includes the distribution channel of beer products by covering many regions in order to stimulate customer's need and availability and convenience. Convenience is a major factor affecting buying decision of consumers.
- Promotion such as regular advertisement, putting efforts in personal selling, special discounts, building a good relationship with the customer through these activities to stimulate customer's need. This includes the happy hours in pubs and clubs during which customers can buy beer at a cheaper price.

2.2.2. Buyer's Response

Buyer's response or buyer's purchase decision, will follow a decision process as follows:

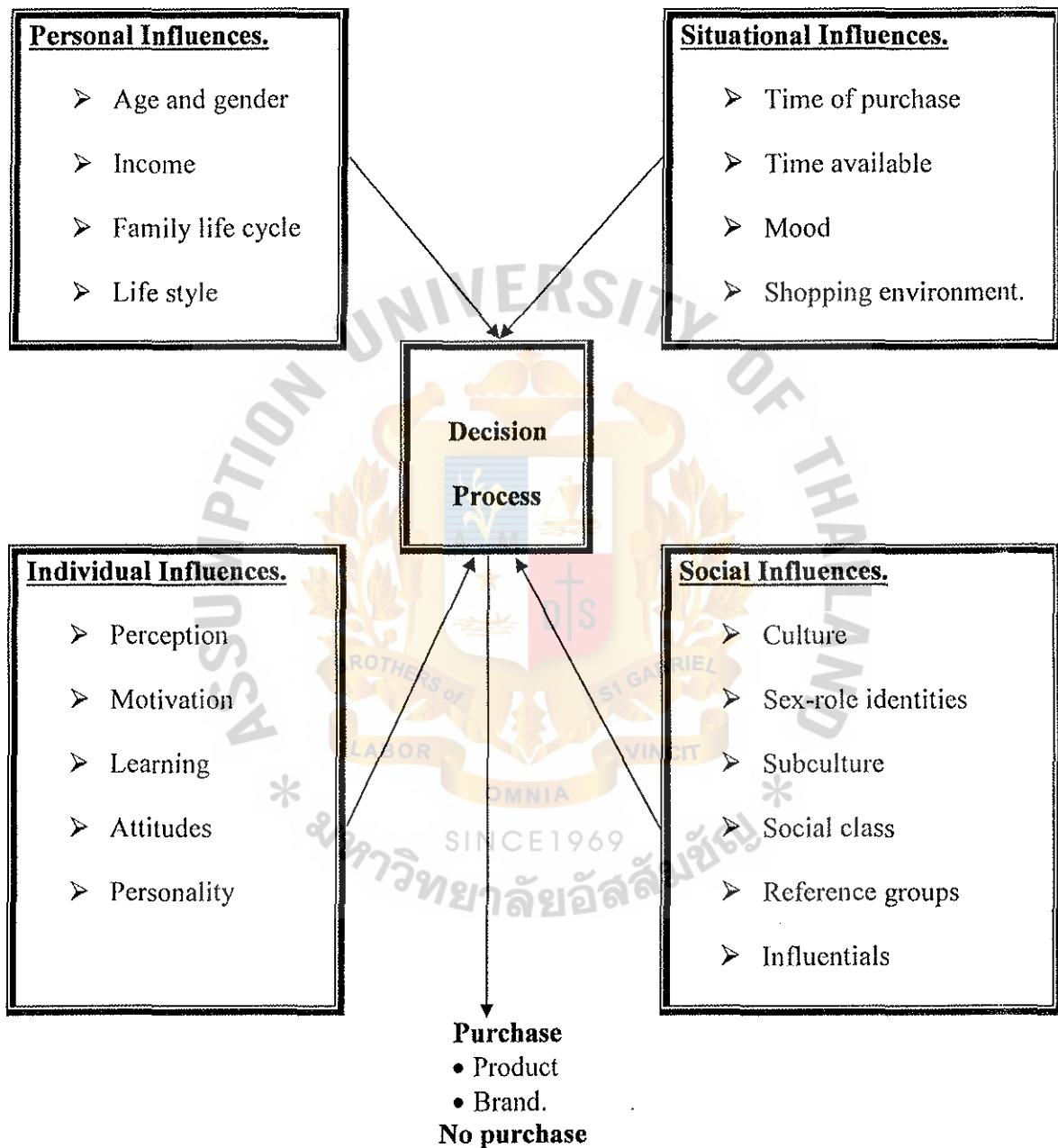
- Product Choice: The consumer chooses beer as one of the beverages for the celebration or party from any alternative beverages such as soft drinks, wine, etc.
- Brand Choice: such as when consumer chooses Tiger beer what criteria do they use in their consideration set? They might consider several criteria, such as taste, familiarity, and so on.

- Dealer Choice: The consumer will choose which one of the retail shops or stores to buy beer products or places in which to consume beer.
- Purchasing and Consumption Time: Consumers will choose the time period such as morning, noon, evening or night to buy the beer products. (Kotler, 2001)
- Purchase Amount: Consumers will consider the amount and quantity of the beer product they will buy (Kotler, 2001).

2.3 Factors Influencing Consumer Behavior

As the focus of this study is about the situational factors that are associated with consumption behavior of beer drinker, it is necessary to understand the measurable variables of these factors. Each consumer is constantly confronted with the activities of marketers competing for his /her attention and money. Consumers are bombarded by marketing communication intended to influence customer's purchase decisions or even the decision not to purchase something from the competitors. The successful marketers recognize that customers do not all respond in the same way to marketing stimuli or the aspect of marketing mix strategies designed to influence customers. Each person's response is influenced by variety of internal (psychological) and external factors.

Figure: 2-2 The consumer behavior decision model.



Source: Solomon M. 1997, Marketing Real People, Real Choices, (New Jersey: Prentice Hall) p. 190.

Figure 2.2 shows that there are several factors that can affect consumer behavior, which can be divided into four main possible factors, i.e. social factors, personal factors, psychological factors and situational factors. The researcher would like to describe how the three main factors can influence consumer behavior. Individual (psychological) influences operating within individuals partly determine people's general behavior and thus influence their behavior as consumer. Primary psychological influences on consumers are perception, motivation, learning, attitude, personality and self-concept.

For social influences, most individual interact with other people on a daily basis. Like almost all-human behavior, an individual's social behavior and social relationships often are motivated by expectations of satisfying specific needs. It emphasizes, in particular, how reference group, family, social class, culture and subculture both directly and indirectly influence consumer behavior (Wisutt, 1996). A study on cross—cultural factors for making purchase of grocery products in supermarkets, convenience stores and warehouse stores found out that grocery consumer's preference in terms of stores characteristics, were differently related between the country and the types of grocery stores. For the personal factors, consumer purchasing decision and buying behavior are influenced by many external factors including personal factors. Marketers use many of the personal and social influences—including age, social class, and ethnic affiliation—to categorize consumer (market segmentation) and target specific offering to them (target marketing).

2.4 Literature Support For the Dependent Variable

2.4.1 Consumer's Brand Selection

There are several research studies on “brand selection” or “brand choice” at present. Each researcher has different ideas about it. Consumer often makes choices among brands that share identical features (Chernev, 1997). The buyer decision process is often viewed as a set of sequential stages in which the buyer moves from problem recognition through information gathering and alternative evaluation to the actual decision to buy a product from a selected dealer. Information is processed, and alternatives are evaluated according to some set of comparison factors or decision criteria driven by experience, values and expectations.

Research on the structure and application of these criteria has suggested that the relative importance of evaluation criteria may vary according to purchase situation (Dickson, 1982), nature of alternatives evaluated (Corfman, 1991; Johnson, 1988), involvement level (Gensch and Javagli, 1987), social class, gender relative income level (William, 1994) and amount of purchase experience (Bettmen and Sujan, 1987). Although a full understanding of these criteria would be of benefit to marketers as they develop, position and communicate products and store, little else is known of the relationship between situational factors and brand selection criteria.

William and Slama (1995) found that evaluative criteria are likely to be significant force influencing consumer response to market stimuli. They proposed that numerous evaluative criteria could conceivably be applied in different purchase situation, but some general factors may apply across a wide range of consumers, retail and product. Brand choice and store selection is relevant to wide range of purchase decision. From their empirical study on brand selection, the brand evaluative criteria across all products can be shown as follows:

- Brand selection.
- Warranty.
- Brand prestige.
- Durability.
- Social validation.
- Style/appearance.
- Reliability.
- Expected performance.
- Uniqueness.
- Advertised features.
- Low price.

Many products are bought under the condition of low consumer involvement and the absence of significant brand differences. The consumer does not search extensively for information about the brands, evaluate their characteristics, and make weighty decisions on which brand to buy. Kotler (1994) proposed that consumer do not form a strong attitude toward a brand, but select it because it is familiar. So the buying process is brand beliefs formed by passive learning, followed by purchase behavior, which may be followed by evaluation. Assael (1993) said that if the purchase and the situation are close in time, then the situation is likely to influence brand selection.

2.4.2 Brand Loyalty

Brand loyalty includes some degree of commitment toward the quality of a brand that is a function of both positive attitudes and repetitive purchase. Sheth (1999) defined brand loyalty as the biased behavioral response, expressed over time by some decision-making unit, with respect to one or more alternative brands out of a set of such brands, and is a function of psychological process. Hawkins (2001) defined brand loyalty as consistently purchasing a brand over time due to an emotional attachment to the brand. Hanna (2001) referred to brand loyalty as a consistent preference for and purchase of a specific brand within a given product category over time. Without information seeking or brand evaluation, brand loyal customers automatically tend to repurchase the same brand.

Marketers agree that brand loyalty consists of both attitude and actual behaviors toward a brand and that both must be measured (Shiffman and Kanuk, 2004). Attitudinal measures are concerned with consumer's overall feelings about the product and the brand and their purchase intentions. Behavioral measures are based on observable responses to promotional stimuli-repeat purchase behavior rather than attitude toward the product or brand. The degree of commitment toward buying the brand and propensity to be brand loyal are two separate dimensions but they do not conclusively determine which construct is more useful for explaining buyer behavior. As figure 2-3 shows, a consumer with a high relative attitude and high degree of repeat purchase behavior would be defined as brand loyal; a consumer with a low relative attitude and high repeat patronage would be considered spuriously loyal. This figure also shows that a correlation between brand loyal and consumer involvement. High involvement leads to extensive information search and, ultimately to brand loyalty, whereas low involvement leads to exposure and brand awareness and then possibly to brand habit. Spuriously loyal consumers buy the brand repeatedly due to situational cues, on the other hand; truly brand-loyal consumers have a strong commitment to the brand and are less likely to switch to other brands in spite of the persuasiveness, promotional efforts of competition (Schiffman and Kanuk 2004).

Figure: 2-3 Brand loyalty as a function of relative attitude and patronage behavior.

		Repeat Patronage	
Relative attitude	High	Loyalty	Latent loyalty
	Low	Spurious loyalty	No loyalty
		High	Low

Source: Alan S. Dick and Kunal Bash “Customer Loyalty: Toward an Integrated Conceptual Framework”, Journal of the Academy of Marketing Science, (1994), p.101.

2.4.2.1 Brand Loyalty Classification

Kotler (2000) stated that consumers had varying degrees of loyalty to specific brands. As a result, buyers can be classified into four groups according to brand loyalty status

- Hard core loyal: consumers who buy one brand all the time.
- Split loyal: consumers who are loyal to two or three brands.
- Shifting loyal: consumers who shift from one brand to another.
- Switchers: consumers who show no loyalty to any brand.

Marketers often try to identify the characteristics of their brand-loyal consumers so that they can direct their promotional efforts to people with similar characteristics in the large population.

2.4.3 Purchase Volume

Generally the consumers purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. The first factor is the attitudes of others. The second factor is unexpected situational factors (Kotler, 2001). Purchase volume differentiates among heavy users, medium users, light users and non-users of specific product, services and brand (Schifman and Kanuk, 2004). Research has consistently indicated that between 25 and 35 percent of beer drinker's account for more than 70 percent of all beer consumed. For this reason, most marketers prefer to target their advertising campaign to heavy users rather than spend considerably more money trying to attract light users. Marketers of a host of others products have also found that relatively small group of heavy users account for a disproportionately large percentage of product usage, targeting these heavy users has become the basis of their marketing strategies. Other marketers take note of the gaps in market coverage for light and medium users and profitably target those segments (Schiffman and Kanuk, 2004).

2.5 Literature Support For the Independent Variables

In this study, the researcher elaborates on which situational factors are associated with consumption behavior of beer drinkers, and how the marketers might best serve the target market buyers when these situations arise. This study will view the critical situations the beer consumer faces.

Belk (1975) defined situation factors as all those factors particular to the time and place of observation which do not follow from the knowledge of personal (intra-individual) and stimulus (choice alternative) attributes, which have a demonstrable and systematic effect on current behavior. Blythe (1997) mentioned that behavior always occurs within a situation, or context. Situational influence arises from factors, which are independent of either the consumer or the object (product) of the purchase behavior. Situational influence involves both people and objects, and the influence that are inherent in the situation itself.

This study will reflect on only those situations that actually have a noticeable impact on consumer behavior, rather those situations or characteristics of the buyer or the stimulus, which are so intense, that they are influential across all relevant situations. While marketers have traditionally studied the effects an object, such as a product or service has on the consumer's behavior, they have often ignored the influence that the

situation has on both, how the object is perceived and used. Thus, marketers stand to gain a great deal by studying the roles their products play in situations.

Situational influence can be viewed as the influence arising from factors that are particular to a specific time and place that are independent of consumer and object characteristics. Situational influences alter our purchase and/or consumption behavior. Clearly, situational influences cause us to deviate from our normal purchase behavior.

2.5.1 Types of Situations

The consumption process occurs within three broad categories of situation: the communication situation, the purchase situation, and the usage situation (Hawkins, Best, and Coney, 1997). Each is demonstrated below:

- **The communication situation:** The situation in which consumers receive information has an impact on their behavior. Whether we are alone or in a group, in a good or bad mood, in a hurry or not, influences the degree to which we see and listen to marketing communications.

- **The purchase situation:** Situations can also affect selection in a purchase decision. A mother shopping with children is more apt to be influenced by the product preferences of her children than when shopping without them. A shortage of time, such as trying to make a purchase between classes, can affect the store chosen, the number of brands considered, and the price consumers are willing to pay. A marketer must understand how purchase situation influence consumers in order to develop marketing strategies that enhance the purchase of their products.
- **The usage situation:** A consumer may use different brands of wine to serve dinner guests than for personal use in a nonsocial situation.

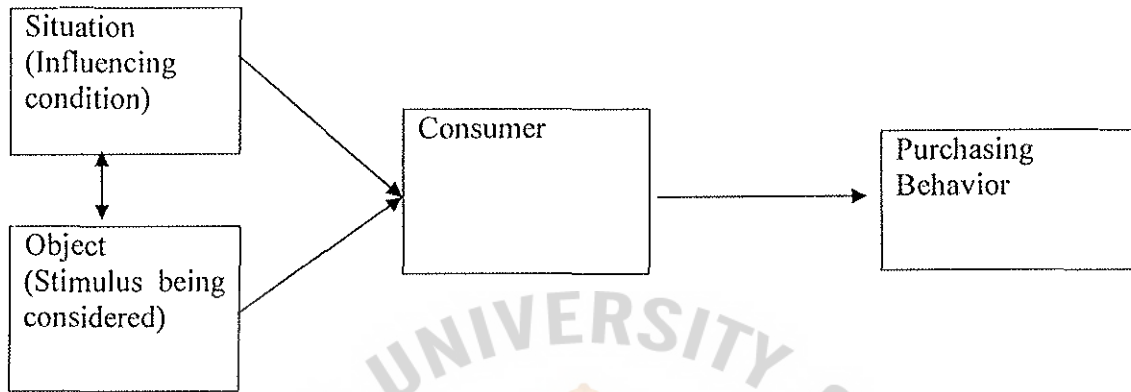
Marketers need to understand the usage situations for which their products are, or may become, appropriate. Based on this knowledge, marketers can communicate how their product can create consumer satisfaction in each relevant usage situation.

2.5.2 Model of Situational Determinants of Consumer Behavior

Consumer situations consist of those temporary environmental factors that form the context within which a consumer activity occurs at a particular time and place. Thus, a consumer situation is composed of those factors that: a) involve the time and place in which a consumer activity takes place, b) explain why the action takes place, and c) influence consumer behavior (Hawkins, Best and Coney, 1997). Situation comprises all those factors, particularly to a time and place observation, which do not follow from knowledge of personal (intra-individual) and stimulus (choice alternative) attributes and which have demonstrable and systematic effect on current behavior.

There are basically three variables: the consumer, the object, and the situation, that either directly or indirectly affect behavior. As mentioned earlier, while marketers often study the effect of the object on the consumer's behavior, they may often ignore the motivating influence that the situation has on both how the object is perceived and used. This helps the marketers to gain a great deal of knowledge by studying the roles their products play in different situations. With increased research in consumer behavior, it becomes apparent that something external to the person or persons and the object in question frequently affects the behavior of the consumer with respect to the product. This external influence is the situation. In the next section, the researcher will explain the model of the situation in consumer behavior.

Figure: 2-4 The role of situation in consumer behavior



(Stimulus)

(Organism)

(Response)

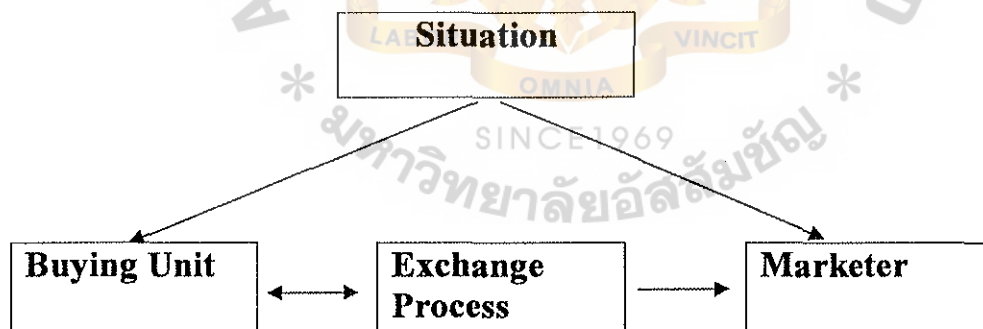
Source: Adapted from R.W. Belk "Situational variables and consumer behavior", Journal of Consumer Research, December 1975, p. 158.

From figure 2-4, the model is derived both from a stimulus-response and cognitive framework. From a stimulus-response view, the two outside forces acting on the consumer are the product and the consumption situation (the stimuli). The consumer (the organism) reacts to the product and the situation and decides on the brand to be purchased (response). From a cognitive standpoint, it is recognized that the interaction between the consumer, situation, and product will result in process of choice leading to behavior. The issues requiring attention is that it will determine what the relationship between the situation and the consumer behavior is. In this research, it is assumed that the interaction between the object and situation in figure 2-4 is constant.

2.5.3 Definition of Situation

Consumer environment is composed of those factors existing independent of individual consumers and firms that influence the exchange process. Situational influencers affect the buying unit, the marketer, and the exchange process itself. Indeed, a marketing exchange can be conceptualized as resulting from the interaction of the buying unit, what he/she is supposed to buy (the product itself), the marketer who is marketing or offering the product in the market, and the situation, at a particular time and place (Belk, 1975). This important interaction, called the marketing triad is diagrammed in figure 2-5.

Figure: 2-5 Marketing Triad.



Source: R.W. Belk, Introduction to the Consumer Environment and the Impact of Situational Influencers, Journal of Consumer Research, December 1975, p. 158.

Among the various situational factors, the following will be discussed in this research, as they are closely associated with beer consumption.

2.5.4 The Characteristics of Situational Factors

There are three types of situational factors. They are.

- Physical surroundings.
- Temporal perspective.
- Social groups.

2.5.4.1 Physical Environment

Physical surroundings refer to the concrete physical and spatial aspects of the environment encompassing a consumer activity (Peter and Olson, 2002). Physical environment covers all the geographical locations, sounds, aromas, lighting, weather, viable configurations and other material surrounding the stimuli. These are the main important variables in measuring the consumption of particular products. Consumers prefer to consume in different places, atmosphere, store decoration, weather, music and population density. Physical surroundings are the most readily apparent features of a situation. Researchers have found that such stimuli as color, noise, lighting, weather and

the spatial arrangements of people or objects can influence consumer behavior. Surroundings have particular importance to retailers; perhaps their most important task is to manage the physical environment in order to influence behavior, attitudes and beliefs of consumers in a desired manner.

Physical surroundings can have a major impact on consumers. Our sensory nerve receptors, in part, determine the effect that physical surroundings can have. The retailer can moderate the physical surroundings, which affect the overall perception a consumer has of the purchase situation (Hanna, 2003). The physical environment of a retail store is arranged to create certain customer perception. If there are physical aspects of the situation that can be influenced and/ controlled, then it should be done so in a manner that will make the physical situation compatible with the lifestyle of target markets.

Store layout can influence consumer reactions and buying behavior (Mowen, 1993). Music influences consumer's moods, which influences a variety of consumption behavior (Bruner II, 1990). Place, which is one of the most important variables in measuring the beer consumption behavior includes home, outside, natural resources areas such as riversides, sea beaches and gardens. At each point of drinking, beer consumers might drink different brand of beers in terms of availability of the desired brand and physical surroundings of the place where the particular product is consumed. Store decoration, music and layout are designed to create specific circumstances and feelings or motives in consumers mind which might have an important reinforcing impact on

impulse purchasing and higher quantity of consumption. Apart from these, natural resources such as sea beaches, lakes, and botanical gardens, all create an impact on consumer mind and influence both the brand and the quantity of beer consumed.

2.5.4.2 Temporal Environment

How much time a consumer has available to do a task, such as buying a product, will influence the strategy used to select and purchase it (Peter and Olson, 2002). Temporal perspectives are situational characteristics that deal with the effect of time on consumer behavior. Time pressure as an external variable affects the decision-making process and it is defined as the amount of time required (by the consumer) to perform these acts (purchase and consumption) in relation to the time he has allocated to himself for doing them (Howard and Sheth, 1969). It is a dimension of situation, which may be specified in time of the day. Time may also be measured relative to some past or future event for situational participant. This allows conceptions such as time since last purchase, time since or until meals or payday, and time constraints imposed by prior or standing commitment.

The amount of time available for the purchase action has a substantial impact on the whole consumer decision process. Research indicates that the longer the period of time between purchases of a brand, the more likely it is that a consumer will engage in more information search and be less likely to engage in brand loyal behavior. As a

generalization, it is said that the less time there is available, the shorter will be the information search or even the utilization of available information (Hawkins, Best and Coney 1997). Limited purchase time can also result in a smaller number of product alternatives that a consumer would consider when making a purchase decision.

The amount of time available for purchase has a substantial impact on the consumer decision process (Hawkins, Best and Coney 2001). Time of the day is an important situational variable that can be used as a means of segmenting products (Mowen, 1993). The amount of time pressure that a consumer is under, affects how much time is devoted to purchase decisions. A customer under severe time constraints is likely either to make quick purchase decisions or to delay them (Hawkins, Best and Coney 1997). Time plays a major role in that the buyer considers the possible frequency of product use, the length of time required for the product to be used, and the length of the overall life of the product. Other time dimensions that influence purchases include time of the day, day of the week or month, as well as seasons.

Temporal environment includes the time of day, season and time constraint that are enforced upon the consumer when consuming and purchasing products. The variables that will be measured in this study are the time period for beer consumption and average amount of time spent on drinking beer.

2.5.4.3 Social Environment/ Surrounding/ Influence

Social surroundings refer to the effects of other people in a consumption situation. The group effect has direct application to the social situation, because a group can result in conformity pressures on a consumer (Peter and Olson, 2002). They provide additional depth to a description of a situation. Other persons present, their characteristics, their apparent roles, and interpersonal interaction occurring are potentially relevant examples.

The area of social surroundings/ influence deals with the effects of other people on a consumer's mind, in a consumption situation (Mowen, 1993). In fact, it deals primarily with the presence of other persons that could have an impact on the individual consumer's behavior. Consumer's actions are frequently influenced, if not altogether determined by those around them. The behavior that results depends on the combined effects of the situation the consumer and the product, not just the situation itself. The characteristics of the other person's presence, their roles and interpersonal interactions are potentially important social situational influences. This research will measure the importance of persons who are involved in beer consumption and social events in drinking beer.

Social influence is significant force acting on the consumer's behavior, since individuals tend to comply with group expectations, particularly when the behavior is visible (Hawkins, Best and Coney 1997). Thus, consuming, a highly visible activity, and

the use of many publicly consumed brands, are subject to social influences. The persons who are involved in consumption have a different importance level while consuming the product. It means each person that a beer drinker likes to drink with, may have a different important level. Consumers also exhibit different consumption patterns while having a party.

2.5.5 Demographic Variables

Demography is the study of human populations in terms of size, density, location, age, gender, race, occupation and others. Demographic or personal characteristics are most often used as the basis for market segmentation, and also affect the extent to which a person uses a product in a specific product category (Pride and Ferrell, 1997). Berman and Evans, 2001 mentioned that groups of consumers and individual consumers could be identified in terms of such demographical variables. The demographic environment is a major interest to marketers because it involves people, and people make up markets (Kotler and Armstrong, 2001). Demographic characteristics, such as age, sex, marital status, income, occupation and education are the most often used as the basis for market segmentation (Schiffman and Kanuk, 2004). Demography refers to the vital and measurable statistics of a population.

2.5.5.1 Age

Age refers to the length of time elapsed since a person's birth (Sheth, 1999). 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. Consumer age shapes the media they use, where they shop, how they use products, and how they think and feel about marketing activities. A person's age, like the preceding two groups traits, has monumental influence on customer behavior (Sheth, 1999). Product needs often vary with consumer age, marketers have found age to be useful demographic variables to distinguish segments (Schiffman and Kanuk, 2004).

2.5.5.2 Gender

Gender is quite frequently a distinguishing segment variable (Schiffman and Kanuk, 2004). Gender is a group trait that divides customer into two groups- males and females. This group trait remains constant through a person's life, and influences the customer values and preferences (Jagdish, 1999). Gender had always been a distinguishing segmentation variable. Successful marketers use their knowledge about male-female preferences to meet the needs of both groups of consumers.

2.5.5.3 Marital Status

Traditionally, the family has been the focus of the most marketing efforts, and for many products and services, the household continues to be the relevant consuming unit (Schiffman and Kanuk, 2004).

2.5.5.4 Education Level

Education influences what one can purchase by partially determining one's income and occupation. It also influences how one thinks, makes decision, and relates to others (Smith, 1996). Not surprisingly, education has a strong influence on one's tastes and preferences. As education levels increase, marketers can expect to see many changes in preference to occur in the demand for beverages, automobiles, media, and home computers. Marketers will have to recognize the education level of target markets to effectively reach and communicate with them (Hawkins, Best, and Coney, 1996).

2.5.5.5 Occupation

Differences in consumption between occupational classes have been found for products such as beer, soft drinks, detergent, dog food, shampoo, and paper towels. Media preferences, hobbies and shopping patterns are also influenced by occupational class (Hawkins, 2001).

2.5.5.6 Income

The amount of money or equivalent one receives in exchange for labor or service is called individual income. Income plays an important role for many products and services. The increased buying power will directly affect purchases of an assortment of durable and perishable products (Hawkins, 1992). Occupation and education directly influence preferences for products, media and activities; income provides the means to acquire them. People at different income levels tend to have different values, behaviors and life styles (Peter, and Olson, 2002)

Income has long 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 to pay for a products or specific model of the products. Income is often combined with other demographic variables to more accurately define target markets. Education, occupation and income tend to be closely co-related in almost a cause and effect relationship (Schiffman and Kanuk, 2004).

2.6 Related Empirical Research.

Rungrotsakorn (1998) studied the situational factors associated with brand familiarity of beer drinkers in Bangkok area. The purpose of the study was to identify and analyze the situational factors that are associated with consumer's brand choice of beers in Bangkok area and to study the relationship among variables of each identified factor. The study was based on a survey of 400 respondents drawn from current drinkers in Bangkok area. The main findings of this research concluded that most of the situational variables in drinking beer are associated with consumer brand choice variables in Bangkok area. This research recommends that marketers develop and effectively apply appropriate marketing strategies in marketing beer products.

Suwannsari (2003) studied the relationship between memory, attitude, perception and consumption situation influencing Thai consumer's behavioral intention of local and global brands of beer in the Bangkok area. The data has been taken from a survey of 200 respondents drawn from the individual consumers in Bangkok area. The data was analyzed by using the contingency coefficient: chi square test, the Pearson's coefficient of correlation. The results showed that all identified independent variables (psychological factors) were related to the dependent variables (purchase intention). It has been recommended that the marketers should conduct pull strategy by advertising through a variety of media.

Nuengsri (2001) studied the effect of consumer decision-making styles on brand loyalty for beer products. The purpose of this study was to investigate consumer decision-making styles for beer products and study the relationship between consumer decision-making styles and consumer brand loyalty. The study surveyed 400 respondents drawn from the regular beer drinkers who drink beer at least four times a week. The data has been analyzed by using frequency analysis, cross tabulation analysis and non-parametric statistics. The main findings of this research showed that consumer decision-making styles have an impact on their brand loyalty for beer product. This research recommended the marketers to develop some factors to influence consumer decision-making styles (marketing cues) for beer products as well as brand loyalty (customer relations management).

Schmill and Shultz (1995) studied the situational effects on brand preferences for image products. The purpose of the study was to provide evidence for the influence of situational variables on consumer preferences toward men's fragrances. The study was based on the result of a sample of 45 undergraduate and graduate students from a northeastern university, the data has been analyzed by 3 x 3 multivariate analysis. The main finding of this research was that the situational variables influence people's judgment for some brands of cologne. The findings also demonstrated how American marketers could position and reposition men's fragrances in the younger segments of the market.

Chapter 4.

Research Methodology

This chapter explained the methods those were used for each process of the research including the number of respondents, sampling plan, determining sample size, research instrument, research method, structure of the questionnaire, data source, data collection procedure, pre-test of questionnaire, data analysis techniques.

4.1 Research Method

This study was envisaged as a descriptive one. To accomplish the research objective, a sample survey was applied in this research. Survey is a design that usually depends upon the use of questionnaire for the primary purpose of describing and /or predicting some phenomenon. A survey is defined as a method of primary data collection based on communication with a representative sample of individuals. The type of information gathered in a survey varies considerably depending on its objectives. Typically, surveys attempt to describe what is happening or to learn the reasons for a particular marketing activity. The survey is probably the most used type of design in business research endeavors because they allow the researchers to study and describe large populations fairly quickly at relatively low cost (Davis and Cosenza, 1993).

4.1.1 Documentary Research (Secondary Data).

The simplest form of secondary data research is fact finding. Secondary data are data that have been gathered and recorded previously by some one else for purposes other than those of the current research. Secondary data usually are historical, are already assembled, and do not require access to respondents or subjects. Secondary data collection is from several sources such as marketing magazines, books and periodicals, newspaper articles, marketing and consumer behavior textbooks. Library sources of marketing data include an array of publicly circulated materials such as government document, research report and foreign journals. The Internet is, of course, a new source of distribution of a great deal of secondary data. The information derived about consumer behavior meaning, concept and model were used to develop the framework for this study.

4.1.2. Sample Survey Research (Primary Data Collection Tool).

The process of sampling involves using a small number of items or parts of the population to make conclusions about the whole population. A sample is a subset or some part of large population. Information originated by the researcher for the purpose of the investigation at hand is called primary data. As opposed to secondary data, primary data are those collected at source.

In this research, primary data was collected via a questionnaire (self administered) to the selected sampling frame, which required no interviewer. Questionnaires were distributed by the researcher to the target respondents in Singapore for completing and were collected back by the researcher. The respondents were selected and described in the sample design.

The type of questionnaire in this research was structured- undisguised in which questions were presented with exactly the same wording and in exactly the same order to all respondents when collecting data. The reason for standardizing the wording was to ensure that all respondents were replying to the same questions. In the typical structured-undisguised questionnaire, the responses as well as the questions, are standardized. Probably the greatest advantage of structured undisguised questionnaire are that they are simple to administer and easy to tabulate and analyze.

4.2 Sampling Plan

4.2.1 Target Population:

Population refers to the entire group of people, events or things of interest that the researcher wishes to investigate (Sekaran, 1992). Zikmund (2000) stated that population is defined as any complete group of entities that share some common set of

characteristics. Davis and Cosenza (1993) mentioned that population refers to the complete set of unit of analysis under investigation.

At the outset of the sampling plan, it is vital to carefully define the target population so that the proper sources from which the data are to be collected can be identified. The target population is the population from which the sample will be drawn. The population in this research was males and females aged 18 years and above who were current beer drinkers. People who used to drink in the past but are not drinking at present, were not included in this study.

4.2.2 Sampling Method

For this research, the researcher used non-probability sampling. In non-probability sampling, the probability of any particular member of the population being chosen is unknown. The selection of sampling units in non-probability sampling is quite arbitrary, as researchers rely heavily on personal judgment. Non-probability samples involve personal judgment somewhere in the selection process. Sometimes the researcher imposes this judgment. Convenience sampling (also called haphazard or accidental sampling) refers to the sampling procedure of obtaining the people or units that are most conveniently available – they just happen to be where the information for the study is

being collected. Researchers generally use convenience samples to obtain a large number of completed questionnaires quickly and economically (Davis and Cosenza, 1992).

In this research, the selection of element was carried out by the use of convenience sampling in a variety of places in Singapore, where consumers visit for the consumption of beer.

4.2.3 Sampling Unit

The sampling unit is a single element or group of elements subject to selection in the sample. In this research, the sampling unit was people over 18, who drank beer in hotels, pub or beer bars, cocktail lounges, and restaurants or beer gardens. The data was collected via the distribution of questionnaire in three major areas in Singapore. They were Boat Quay, Clark Quay and Orchard Road (Lonely Planet, Singapore, 2003). These were the three major places in Singapore where many hotels, pubs or beer bars and discotheques were located, and in which alcoholic beverages were sold and consumed.

4.2.4 Population Element

The population element in this research was male or female aged 18 years and above (who are legitimate beer drinkers in Singapore) and who were current beer drinkers.

4.3 Determining Sample Size

Table 4-1: Theoretical sample sizes for different sizes of population and a 95 percent level of certainty.

Population	<u>Required Sample for Tolerable Error</u>			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	879	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,065	2,344
1,000,000	<u>384</u>	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Table 4-1 shows the possibility of accurate forecasts with modest samples when the population is large. Since the total populations of Singapore who are males and females aged 18 years and above, who drink beer, are approximately 1.34 million in 2002 (Asia Pacific Markets, 2003) the sample size of 384 respondents with a 5% tolerable error was selected.

4.4 Structure of the Questionnaire

Hussey (1997) states that a questionnaire is a list of carefully structured questions, chosen after considerable testing, with a view to eliciting reliable responses from a chosen sample. The aim is to find out what a selected group of participants do, think or feel. Closed questions were used in this research for coding the information gathered from the respondents. In this research, a self-administered questionnaire was used. Zikmund (2000) defines a self-administered questionnaire as the questionnaire that is filled in by the respondents rather than the interviewer.

4.5 Data Collection Process Period

Information from both primary data and secondary data was used for this research. The primary data in this research was collected via questionnaire using a survey. The secondary data was from several sources such as textbook, previous studies, internet, and so on. The information is derived about consumer behavior meaning, concepts, and models are used to develop the framework for this research. The researcher collected data by launching 400 sets questionnaire to male and female aged 18 years and above to current beer drinkers in the following proportion:

Boat Quay 100 sets

Clark Quay 100 sets

Orchard Road 200 sets

Twice the number of questionnaires will be distributed in Orchard Road because it is the center with the largest numbers of restaurants, pubs, beer gardens, and hotels (Lonely Planet, Singapore, 2003). The data collection process is distributing the questionnaires to the target group using convenience-sampling method. The same elements are hand picked because it is expected that they serve the research purpose (Churchill, 1999). From this research, the researcher distributed questionnaire to people who drink beer and age 18 years and above. The researcher distributed the questionnaire to the sampling population at the early stage of consumption of beer in those selected areas in Singapore. The sample elements were selected because it was believed that they were representative of the population of interest. Data was collected and processed in two months, starting August 15- October 15, 2004.

4.6 Pre-Testing

Churchill (1996) stated that each question in the questionnaire should be reviewed to ensure that the question is not confusing or ambiguous, potentially offensive to the respondents, leading or bias inducing and also is easy to answer. Pretest is a trial method to delete and solve the problems inherent in questionnaire design. In the pretest, the researcher looks for evidence of ambiguous and misleading questions, whether the questions mean the same to all respondents, and other consideration. In order to measure the reliability of questionnaire, reliability analysis is performed to test groups of questions for their consistency. The reliability analysis procedure calculates a number of

commonly used measures of scale reliability and also provides information about the relationship between individual items in the scale.

The data collection tool was pre-tested in order to test the reliability of the questionnaire by distributing 30 copies of the questionnaires to conveniently selected beer drinkers for testing. Mistakes were corrected and adjusted in terms of sequencing, wording, structuring so that communication between the researcher and the respondents were not raised. After gathered the data from pretest questionnaires, the data were coded and processed in SPSS program. The model used for testing reliability is Alpha (Cronbach). This is a model of internal consistency, based on the average inter-item correlation. The results of reliability are shown below:

Table 4-2: Reliability test results.

Reliability Test

Variable	Alpha	Standardized Item Alpha
<u>Physical Environment</u>		
Place for Beer Consumption	.7358	.7366
Atmosphere	.5933	.5963
Service	.6704	.6988
<u>Temporal Environment</u>		
Frequency of Use	.6950	.6919
Time Period in Drinking Beer	.6151	.6224
<u>Social Influence and Surroundings</u>		
Social Group for Beer Consumption	.6046	.6038
Social Occasion for Beer Consumption	.8981	.9107
<u>Consumption Behavior</u>		
Brand Selection	.7260	.7403
Brand Loyalty	.6018	.6122
Purchase Volume	.8098	.8437

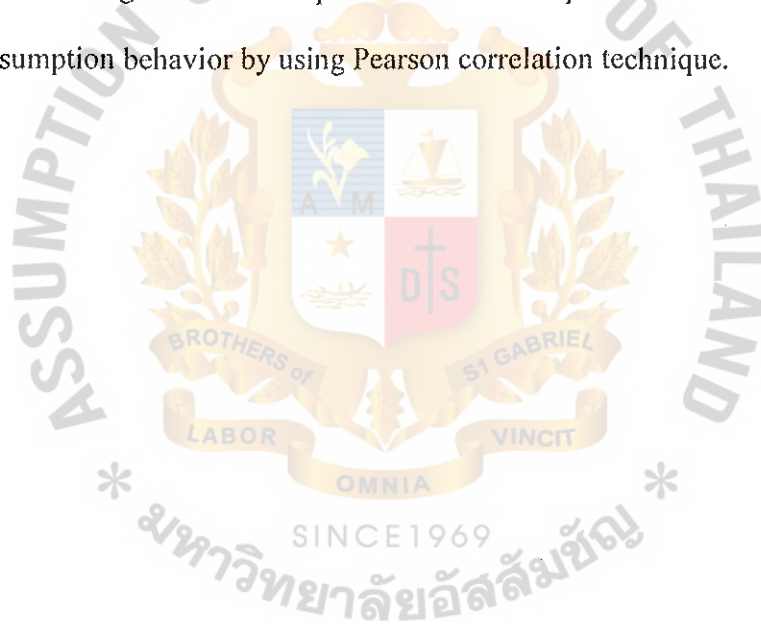
Sekaran (1992) mentioned that reliabilities less than 0.60 are generally considered to be poor, those in the 0.70 range, to be acceptable, and those over 0.80 to be good. The reliability value in this research was sufficient for studying and surveying the consumption behavior because its reliability value is higher than 0.70.

4.7 Data Analysis Technique

Once the necessary data are collected, they are analyzed and summarized in a readable and easily interpretable form. The statistical package for social science (SPSS) was utilized to summarize the data where needed. ANOVA and Pearson correlation method was used to find the relationship between dependent and independent variables of the study. All statistical manipulation of the data follows commonly accepted research practices. The form of data based on these procedures would also be presented in an easily interpretable format. All statistical procedures are performed to ensure accuracy and to minimize costs to the client. After collecting the data from the questionnaires, they were coded into the symbolic form that is used in SPSS software. The data was tabulated in the form of simple tabulation and cross tabulation. The simple tabulation involves counting a single variable. In cross tabulation, there are two variables.

These are as follows.

- Descriptive statistics consists of the frequency, percentage, and mean, in order to describe each demographic variable.
- Hypothesis testing in order to explain the difference in terms of demographics variables when classified by consumption behavior by using ANOVA techniques.
- Hypothesis testing in order to explain the relationship between situational factors and consumption behavior by using Pearson correlation technique.



Chapter 5.

Data Analysis

This chapter presents the survey results of the data collection as per the research methodology discussed in chapter four. The result of the data analysis was based on the perception of consumer in Singapore. The data analysis part can be divided into three major parts as follows

5.1 Population Break Down Analysis.

Table 5-1: Questionnaire distributed and returned.

Questionnaire	Cases	Percent %
Questionnaire distributed	400	100
Return on questionnaires	400	100
Invalid questionnaires	0	0
Total valid questionnaires	400	100

From table 5-1, 400 questionnaires were distributed to the target population (beer drinkers) in Singapore. The return was 100 percentages and invalid case was 0 percentages. It showed that there was no incomplete questionnaire filled out by the

respondents because of the well-trained staff who explained and clarified some questionnaire to avoid misunderstanding and misleading information during the survey.

5.2.1 Demographic Factors

In this part, the descriptive statistic was used for finding out the demographic profile of respondents, classified into 6 parts i.e. gender, age, marital status, education, occupation, and monthly personal income. And the demographic profiles are displayed through the use of frequency distribution and percentage as follows:

5.2.1.1 Gender

Table 5-2 shows the sex of the respondents of this research. Table 5-2 is composed of 275 male respondents and 125 female respondents or 68.80 % male and 31.30% female respectively.

Table 5-2: Respondent’s Gender result.

Gender		
	Frequency	Percent
Male	275	68.8
Female	125	31.3
Total	400	100.0

5.2.1.2 Age

Table 5-3 shows the age group of the respondents. It is composed of 126 respondents who are above 18 years to 25 years or 31.50%, 218 respondents who are between 26 years to 39 years old or 54.5% and 56 respondents who are more than 40 years old or 14%. The respondents who are between 26 years to 39 years old are the majority of the group, while the respondents who are above 40 years old are the minority group of respondents in this research.

Table 5-3: Respondent’s Age result.

Age		
	Frequency	Percent
Above 18 years to 25 years old	126	31.5
26 years to 39 years old	218	54.5
More than 40 years old	56	14.0
Total	400	100.0

5.2.1.3 Marital Status

Table 5-4 shows the marital status of the respondents. Table 5-4 shows that 243 respondents, or 60.80% are single, followed by 130 respondents who are married. There are only 27 respondents or 6.80% who are divorced.

Table 5-4: Respondent's Marital Status.

Marital Status		
	Frequency	Percent
Single	243	60.8
Married	130	32.5
Divorced	27	6.8
Total	400	100.0

5.2.1.4 Education

Table 5-5 shows the education level of the respondents. Table 5-5 shows that most of the respondents, 228 respondents or 57.00%, hold bachelor degrees, followed by 102 respondents or 25.50% whose educational level is up to high school. While, 5 respondents or 1.20% have doctorate degree, represents as the minority group.

Table 5-5: Respondent's Education level.

Education		
	Frequency	Percent
Up to high	102	25.5
Bachelor degree or	228	57.0
Master degree or equivalent	65	16.3
Doctorate degree or equivalent	5	1.2
Total	400	100.0

5.2.1.5 Occupation

Table 5-6 shows the occupation level of the respondents. Table 5-6 shows that 160 respondents or 40.00% work as business employees, representing the majority group. Whereas, 42 respondents or 10.50% are employed by state enterprises, representing as the minority group. 81 respondents have their own business, 59 respondents are students, and 58 respondents work as government officers.

Table 5-6: Respondent’s Occupation result.

Occupation		
	Frequency	Percent
Government officer	58	14.5
Business employee	160	40.0
State enterprise	42	10.5
Self employed	81	20.3
Student	59	14.8
Total	400	100.0

5.2.1.6 Monthly Personal Income

Table 5-7 shows the monthly income of the respondents. Table 5-7 shows that most of respondents have monthly income between S\$2001 to S\$4000, 175 respondents or 43.80%. A total of 102 respondents or 25.50% have monthly income of less than

S\$2000, 86 respondents or 21.50% have income between S\$4001 to S\$8000, and only 37 respondents or 9.30%, have income more than S\$8000.

Table 5-7: Respondent's Monthly Income.

Monthly Personal Income		
	Frequency	Percent
Less than S\$2000	102	25.5
S\$2001 to S\$4000	175	43.8
S\$4001 to S\$8000	86	21.5
More than S\$8000	37	9.3
Total	400	100.0

5.3 Test of Hypotheses.

5.3.1 Demographic versus Consumption Behavior:

In this part, the Analysis of Variance (ANOVA) was used to determine the differences in perception of consumption behavior as per respondents' demographic profile. In addition, the Scheffe Test was also used for displaying the means of each group of demographic factor in order to explain how different they were.

Hypothesis

Age:

H₀₁: There is no difference in terms of brand selection when classified by age.

H_{a1}: There is a difference in terms of brand selection when classified by age.

Table 5-8: Deference in Brand Selection in terms of Age.

Age		
	F	Sig.
Brand Selection	1.750	.175

As p-value shown on above table 5-8, is equal to 0.175, which is greater than the significance level at 0.05, the null hypothesis is failed to reject. It can be implied that there is no difference in brand selection, when classified by age.

Ho2: There is no difference in terms of brand loyalty when classified by age.

Ha2: There is a difference in terms of brand loyalty when classified by age.

Table 5-9: Deference in Brand Loyalty in terms of Age.

Age		
	F	Sig.
Brand Loyalty	1.114	.329

From the table 5-9, the p-value of this study is equal to .329, which is greater than the significance level at 0.05. Therefore, the null hypothesis is failed to reject. This concludes that there is no difference in brand loyalty, when classified by age.

Ho3: There is no difference in terms of purchase volume when classified by age.

Ha3: There is a difference in terms of purchase volume when classified by age.

Table 5-10: Deference in Purchase Volume in terms of Age.

Age		
	F	Sig.
Purchase Volume	24.595	.000

Table 5-10 shows the p value of the findings equal to 0.000, which is less than significance level at 0.05, the null hypothesis is rejected. It can be concluded that there is a difference in purchase volume when classified by age.

And Scheffe Test as shown on table 5-11 can explain the difference in purchase volume of each age group. Respondents who have age more than 40 years old have the highest level of purchase volume, which is equal to 2.8571. Whereas, the respondents who are 18 to 25 years old have the lowest level of purchase volume, which is equal to 1.7143.

Table 5-11: Difference in Purchase Volume of each Age group.

Purchase Volume	
Scheffe ^{a,b}	
Age *	Purchase Volume
Above 18 years to 25 years old	1.7143
26 years to 39 years old	2.0183
More than 40 years old	2.8571

- a. Uses Harmonic Mean Sample Size =
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Gender

For testing hypotheses concerning gender, the Independent Samples T-Test was used to determine the differences in perception of consumption behavior as per respondents' gender, which was separated into 2 groups. In addition, the descriptive statistic was used to define how they are different.

Ho4: There is no difference in terms of brand selection when classified by gender.

Ha4: There is a difference in terms of brand selection when classified by gender.

Table 5-12: Deference in Brand Selection in terms of Gender.

		Independent Samples Test				
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	Sig. (2-tailed)	Mean Difference
Brand Selection	Equal variances assumed	.028	.868	2.363	.019	.1860
	Equal variances not assumed			2.359	.019	.1860

From the table 5-12, equal variances assumed is considered, because the p-value of Levene's Test is 0.868, which is greater than 0.05 significance level. As the p-value of T-Test is equal to 0.019 that is less than 0.05 significance level, the null hypothesis is

rejected. It can be implied that there is a difference in brand selection when classified by gender.

From the table 5-13, it can be stated that males have higher level of brand selection than females, which is equal to 3.3300 and 3.1440, respectively.

Table 5-13: Deference in Brand Selection in terms of Gender.

	Gender	
	Male	Female
Brand Selection	3.3300	3.1440

Ho5: There is no difference in terms of brand loyalty when classified by gender.

Ha5: There is a difference in terms of brand loyalty when classified by gender.

Table 5-14: Deference in Brand Loyalty in terms of Gender.

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	Sig. (2-tailed)	Mean Difference
Brand Loyalty	Equal variances assumed	2.29	.131	.333	.740	.0320
	Equal variances not assumed			.320	.749	.0320

Table 5-14 shows the independent sample test. Equal Variances is considered in table 5-14, because the p-value of Levene’s Test 0.131 is greater than the significance level at 0.05. As the p-value of T-Test 0.740 that is greater than the significance level 0.05, the null hypothesis is failed to reject. It can be implied that there is no difference in brand loyalty in each gender group.

Ho6: There is no difference in terms of purchase volume when classified by gender

Ha6: There is a difference in terms of purchase volume when classified by gender

Table 5-15: Differences in Purchase Volume in terms of Gender.

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	Sig. (2-tailed)	Mean Difference
Purchase Volume	Equal variances assumed	3.27	.071	3.353	.001	.3840
	Equal variances not assumed			3.569	.000	.3840

Table 5-15 shows the independent sample tests of purchase volume in terms of gender. Equal Variances is considered in the table 5-15, because the p-value of Levene's Test is equal to 0.071, which is greater than 0.05 significance level.

As the p-value of T-Test is equal to 0.001 that is less than 0.05, the significance level, the null hypothesis is rejected. It can be implied that there is a difference in purchase volume of each gender group.

From the table 5-16, it can be stated that male had higher level of purchase volume than female, which Means were equal to 2.1600 and 1.7760, respectively.

Table 5-16: Deference in Purchase Volume in terms of Gender.

	Gender	
	Male	Female
Purchase Volume	2.1600	1.7760

Marital Status

Ho7: There is no difference in terms of brand selection when classified by marital status.

Ha7: There is a difference in terms of brand selection when classified by marital status.

Table 5-17: Deference in Brand Selection in terms of Marital Status.

Marital Status		
	F	Sig.
Brand Selection	3.679	.026

Table 5-17 shows that the p-value is equal to 0.026 that is less than the significance level at 0.05. Therefore the null hypothesis is rejected. This can be explained that there is a difference in brand selection in each group of marital status. The Scheffe test is used to explain how different the two types were. Table 5-17 shows that the divorced respondents have the highest level of brand selection, which has a Mean, equal to 3.6389, followed by single persons whose level of brand selection is equal to 3.2490. Whereas, respondents who are married have the lowest level of brand selection, which has a mean equal to 3.2385.

Table 5-18: Deference of Means in Brand Selection in terms of Marital Status.

Brand Selection	
Scheffe ^{a,b}	
Marital Status	Brand Selection
Married	3.2385
Single	3.2490
Divorced	3.6389

- a. Uses Harmonic Mean Sample Size = 61.419.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Ho8: There is no difference in terms of brand loyalty when classified by marital status.

Ha8: There is a difference in terms of brand loyalty when classified by marital status.

Table 5-19: Deference in Brand loyalty in terms of Marital Status.

Marital Status		
	F	Sig.
Brand Loyalty	2.981	.052

Table 5-19 shows the difference in brand loyalty in terms of marital status. As p-value of the test is equal to 0.052 that is greater than the significance level at 0.05. Therefore the null hypothesis is failed to reject. Hence the findings show that there is no difference in brand loyalty in each group of marital status.

Ho9: There is no difference in terms of purchase volume when classified by marital status.

Ha9: There is a difference in terms of purchase volume when classified by marital status.

Table 5-20: Deference in Purchase volume in terms of Marital Status.

Marital Status		
	F	Sig.
Purchase Volume	27.168	.000

Table 5-20 shows that the p-value is equal to 0.000 that is less than the significance level at 0.05. There fore the null hypothesis is rejected. This can be explained that there is a difference in purchase volume in each group of marital status.

Scheffe test is used to explain how different they are. Table 5-21 shows that the divorced respondents has the highest level of purchase volume, mean is equal to 3.1852, followed by persons who are married have a level of purchase volume is equal to 2.2538. Whereas, single respondents have the lowest level of purchase volume, which mean value is equal to 1.7984.

Table 5-21: Deference of mean in Purchase Volume in terms of Marital Status.

Purchase Volume

Scheffe ^{a,b}

Marital Status	Purchase Volume
Single	1.7984
Married	2.2538
Divorced	3.1852

a. Uses Harmonic Mean Sample Size = 61,419.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Income Level

Ho10: There is no difference in terms of brand selection when classified by income.

Ha10: There is a difference in terms of brand selection when classified by income.

Table 5-22: Deference in Brand Selection in terms of Income Level

Income

	F	Sig.
Brand Selection	.749	.523

Table 5-22 shows that the p-value is equal to 0.523 that is greater than the significance level at 0.05. Therefore the null hypothesis is failed to reject. It can be explained that there is no difference in brand selection in each income level

Ho11: There is no difference in terms of brand loyalty when classified by income.

Ha11: There is a difference in terms of brand loyalty when classified by income.

Table 5-23: Deference in Brand Loyalty in terms of Income.

Income		
	F	Sig.
Brand Loyalty	.014	.998

Table 5-23 shows that the p-value is equal to 0.998, which is greater than significance level at 0.05. Therefore the null hypothesis is failed to reject. It can be implied that there is no difference in brand loyalty in each income level.

Ho12: There is no difference in terms of purchase volume when classified by income.

Ha12: There is a difference in terms of purchase volume when classified by income.

Table 5-24: Deference in Purchase Volume in terms of Income.

Income		
	F	Sig.
Purchase Volume	23.163	.000

Table 5-24 shows that the p-value is equal to 0.000, which is less than significance level at 0.05. Therefore the null hypothesis is rejected. This can be explained that there is a difference in purchase volume in each income level.

The Scheffe test was used to explain the difference in groups. The table 5-25 shows that respondents whose income level is more than S\$8000 had the highest level of purchase volume, which mean value is equal to 3.000, followed by persons whose income level is between S\$4001 to S\$8000 whose purchase volume equals to 2.4651. While, respondents who have income level of less than S\$2000 had the lowest level of purchase volume, which mean value is equal to 1.7255.

Table 5-25: Deference of Mean value in Purchase Volume in terms of Income.

Purchase Volume

Scheffe ^{a,b}

Monthly Personal Income	Purchase Volume
Less than S\$2000	1.7255
S\$2001 to S\$4000	1.8114
S\$4001 to S\$8000	2.4651
More than S\$8000	3.0000

- a. Uses Harmonic Mean Sample Size = 73.837.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Education

Ho13: There is no difference in terms of brand selection when classified by education.

Ha13: There is a difference in terms of brand selection when classified by education.

Table 5-26: Deference in Brand Selection in terms of Education.

Education		
	F	Sig.
Brand Selection	.619	.649

Table 5-26 shows that the p-value is equal to 0.649, which is greater than significance level at 0.05. Therefore the null hypothesis is failed to reject. It can be explained that there is no difference in brand selection in each education group.

Ho14: There is no difference in terms of brand loyalty when classified by Education.

Ha14: There is a difference in terms of brand loyalty when classified by Education.

Table 5-27: Deference in Brand Loyalty in terms of Education.

Education		
	F	Sig.
Brand Loyalty	1.173	.322

Table 5-27 shows that the p-value is equal to 0.322, which is greater than the significance level at 0.05. Therefore the null hypothesis is failed to reject. It can be concluded that there is no difference in brand loyalty in each education group.

Ho15: There is no difference in terms of purchase volume when classified by Education.

Ha15: There is a difference in terms of purchase volume when classified by Education.

Table 5-28: Deference in Purchase Volume in terms of Education.

Education		
	F	Sig.
Purchase Volume	9.515	.000

Table 5-28 shows that the p-value is equal to 0.000, which is less than the significance value at level 0.05. Therefore the null hypothesis is rejected. It can be explained that there is a difference in purchase volume in each education level.

The Scheffe test is used to explain the difference in groups. Table 5-29 shows that respondents who has doctorate degree has the highest level of purchase volume, which mean value is equal to 4.200, followed by persons who graduated master degree has lower level of purchase volume, which mean value is equal to 2.3077. While, respondents who are having bachelor degree have the lowest level of purchase volume, which mean value is equal to 1.9254.

Table 5-29: Deference of mean value in Purchase Volume in terms of Education.

Purchase Volume	
Scheffe ^{a,b}	
Education	Purchase Volume
Bachelor degree or equivalent	1.9254
Up to high school	2.0196
Master degree or equivalent	2.3077
Doctorate degree or equivalent	4.2000

a. Uses Harmonic Mean Sample Size = 17.424.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Occupation

Ho16: There is no difference in terms of brand selection when classified by occupation.

Ha16: There is a difference in terms of brand selection when classified by occupation.

Table 5-30: Deference in Brand Selection in terms of Occupation.

Occupation		
	F	Sig.
Brand Selection	.646	.630

Table 5-30 shows that the p-value is equal to 0.630 that is greater than the significance value at level 0.05. Therefore the null hypothesis is failed to reject. It can be implied that there is no difference in brand selection in each group of occupation.

Ho17: There is no difference in terms of brand loyalty when classified by occupation.

Ha17: There is a difference in terms of brand loyalty when classified by occupation.

Table 5-31: Deference in Brand Loyalty in terms of Occupation.

Occupation		
	F	Sig.
Brand Loyalty	1.376	.242

Table 5-31 shows that the p-value is equal to 0.242, which is greater than the significance value at level 0.05. Therefore the null hypothesis is failed to reject. It can be implied that there is no difference in brand loyalty in each group of occupation.

Ho18: There is no difference in terms of purchase volume when classified by Occupation.

Ha18: There is a difference in terms of purchase volume when classified by Occupation.

Table 5-32: Deference in Purchase Volume in terms of Occupation

Occupation		
	F	Sig.
Purchase Volume	2.003	.093

Table 5-32 shows that the p-value is equal to 0.093 that is greater than significance level at 0.05. Therefore the null hypothesis is failed to reject. It can be explained that there is no difference in purchase volume in each group of occupation.



5.3.2 Situational Factors versus Consumption Behavior.

This section was set to find out the relationship between situational factors and consumption behavior factors. The Persons correlation coefficient is used in proving this set of hypotheses, and the 0.05 level of significance was used in this study.

The correlation results obtained was interpreted according to Correlation Coefficient Range as follows:

Correlation Coefficients Correlation Level

-1.00	Perfect negative correlation
-.95	Strong negative correlation
-.50	Moderate negative correlation
-.10	Weak negative correlation
.00	No correlation
+.10	Weak positive correlation
+.50	Moderate positive correlation
+.95	Strong positive correlation
+1.00	Perfect positive correlation

The null hypothesis was rejected when Sig. (2-tailed) or p-value is less than α or 0.05.

Physical Environment:

Ho19: There is no relationship between place for drinking beer and brand selection.

Ha19: There is a relationship between place for drinking beer and brand selection.

Table 5-33: Nonparametric correlation between Place for Drinking Beer and Brand Selection.

Correlations		
		Place for beer consumption
Brand Selection	Pearson Correlation	.278
	Sig. (2-tailed)	.000

Table 5-33 shows that the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. It is implied that there is a relationship between place for drinking beer and brand of beer selected. The result indicates that there is a positive relationship between place for drinking beer and consumption behavior of beer in Singapore.

It is implied that there is a significant relationship between place for drinking beer and brand at the nearly moderate positive correlation level, and the correlation coefficient value is 0.278.

Ho20: There is no relationship between place for drinking beer and brand loyalty.

Ha20: There is a relationship between place for drinking beer and brand loyalty.

Table 5-34: Nonparametric correlation between Place for Drinking Beer and Brand Loyalty.

Correlations		Place for beer consumption
Brand Loyalty	Pearson Correlation	.200
	Sig. (2-tailed)	.000

Table 5-34 shows that the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. It is implied that there is a relationship between place for drinking beer and beer brand loyalty.

As the correlation coefficient value is equal to 0.200, it is interpreted that the relationship between these two factors shows a weak positive correlation level.

Ho21: There is no relationship between place for drinking beer and purchase volume.

Ha21: There is a relationship between place for drinking beer and purchase volume.

Table 5-35: Nonparametric correlation between Place for Drinking Beer and Purchase Volume.

Correlations		
		Place for beer consumption
Purchase Volume	Pearson Correlation	.202
	Sig. (2-tailed)	.000

Table 5-35 shows the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. The findings explain that the place for drinking beer is related with the purchase volume.

As the correlation coefficient is equal to 0.202, it is implied that there is a significant relationship between place for beer consumption and purchase volume at the weak positive correlation level.

Ho22:There is no relationship between atmosphere for drinking beer and brand selection.

Ha22: There is a relationship between atmosphere for drinking beer and brand selection.

Table 5-36: Nonparametric correlation between Atmosphere for Drinking Beer and Brand Selection.

Correlations		
		Atmosphere
Brand Selection	Pearson Correlation	.247
	Sig. (2-tailed)	.000

Table 5-36 shows that the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. It is implied that there is a relationship between atmosphere for drinking beer and the brand selection. The correlation coefficient between the atmosphere and brand selection is 0.247, thus, the level of correlation falls in the weak positive correlation.

Ho23: There is no relationship between atmosphere for drinking beer and brand loyalty.

Ha23: There is a relationship between atmosphere for drinking beer and brand loyalty.

Table 5-37: Nonparametric correlation between Atmosphere for Drinking Beer and Brand Loyalty.

Correlations		
		Atmosphere
Brand Loyalty	Pearson Correlation	.171
	Sig. (2-tailed)	.001

Table 5-37 shows that the p-value is equal to 0.001, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. It is implied that there is a relationship between atmosphere for drinking beer and the brand loyalty. And the correlation coefficient of these two factors is equaled to 0.171, which shows a weak positive correlation.

Ho24: There is no relationship between atmosphere for drinking beer and purchase volume.

Ha24: There is a relationship between atmosphere for drinking beer and purchase volume.

Table 5-38: Nonparametric correlation between Atmosphere for Drinking Beer and Purchase Volume.

Correlations		
		Atmosphere
Purchase Volume	Pearson Correlation	.040
	Sig. (2-tailed)	.428

Table 5-38 shows that the p-value is equal to 0.428, which is greater than the significance level at 0.05. Therefore the null hypothesis is failed to reject. The findings conclude that there is no relationship between atmosphere for drinking beer and the purchase volume.

Ho25: There is no relationship between service and brand selection.

Ha25: There is a relationship between service and brand selection.

Table 5-39: Nonparametric correlation between Service and Brand Selection.

Correlations		
		Service
Brand Selection	Pearson Correlation	.239
	Sig. (2-tailed)	.000

Table 5-39 shows that the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. The findings from the test show that there is a relationship between service and the brand selection. The correlation coefficient of these two factors is equal to 0.239, which falls in the weak positive correlation level.

Ho26: There is no relationship between service and brand loyalty.

Ha26: There is a relationship between service and brand loyalty.

Table 5-40: Nonparametric correlation between Service and Brand Loyalty.

Correlations		
		Service
Brand Loyalty	Pearson Correlation	.317
	Sig. (2-tailed)	.000

Table 5-40 shows that the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. From the findings it can be concluded that there is a relationship between the service and the brand loyalty. The correlation coefficient of these two factors is equal to 0.317, which falls in the moderate positive correlation level.

Ho27: There is no relationship between service and purchase volume.

Ha27: There is a relationship between service and purchase volume.

Table 5-41: Nonparametric correlation between Service and Purchase Volume.

Correlations		
		Service
Purchase Volume	Pearson Correlation	.119
	Sig. (2-tailed)	.017

Table 5-41 shows that the p-value is equal to 0.017, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. From the findings it can be concluded that there is a relationship between the service and the purchase volume. The correlation coefficient of these two factors is equal to 0.119, which implies a weak positive correlation level.

Temporal Perspective

Ho28: There is no relationship between frequency of use and brand selection.

Ha28: There is a relationship between frequency of use and brand selection.

Table 5-42: Nonparametric correlation between Frequency of Use and Brand Selection.

Correlations		Frequency of use
Brand Selection	Pearson Correlation	.313
	Sig. (2-tailed)	.000

Table 5-42 shows that the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. From the findings it can be concluded that there is a relationship between frequency of drinking beer and the brand selection. The correlation coefficient of these two factors is equal to 0.313, which falls in the moderate positive correlation level.

Ho29: There is no relationship between frequency of use and brand loyalty.

Ha29: There is a relationship between frequency of use and brand loyalty.

Table 5-43: Nonparametric correlation between Frequency of Use and Brand Loyalty.

Correlations		
		Frequency of use
Brand Loyalty	Pearson Correlation	.197
	Sig. (2-tailed)	.000

Table 5-43 shows that the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. From the findings it can be concluded that there is a relationship between frequency of drinking beer and the brand loyalty. The correlation coefficient of these two factors is equal to 0.197, which falls in the weak positive correlation level.

Ho30: There is no relationship between frequency of use and purchase volume.

Ha30: There is a relationship between frequency of use and purchase volume.

Table 5-44: Nonparametric correlation between Frequency of Use and Purchase Volume.

Correlations		
		Frequency of use
Purchase Volume	Pearson Correlation	.368
	Sig. (2-tailed)	.000

Table 5-44 shows that the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. From the findings it can concluded that there is a relationship between frequency of drinking beer and the purchase volume. The correlation coefficient of these two factors is equal to 0.368, which shows the moderate positive correlation.

Ho31: There is no relationship between time period of drinking beer and brand selection.

Ha31: There is a relationship between time period of drinking beer and brand selection.

Table 5-45: Nonparametric correlation between Time Period of Drinking Beer and Brand Selection.

Correlations		
		Time Period of Drinking Beer
Brand Selection	Pearson Correlation	.401
	Sig. (2-tailed)	.000

Table 5-45 shows that the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. From the findings it can be concluded that there is a relationship between time period of drinking beer and the brand selection. The correlation coefficient of these two factors is equal to 0.401, which shows the moderate positive correlation.

Ho32: There is no relationship between time period of drinking beer and brand loyalty.

Ha32: There is a relationship between time period of drinking beer and brand loyalty.

Table 5-46: Nonparametric correlation between Time Period of Drinking Beer and Brand Loyalty.

Correlations		
		Time Period of Drinking Beer
Brand Loyalty	Pearson Correlation	.191
	Sig. (2-tailed)	.000

Table 5-46 shows that the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. From the findings it can be concluded that there is a relationship between time period of drinking beer and the brand loyalty. The correlation coefficient of these two factors is equal to 0.191, which shows the weak positive correlation.

Ho33: There is no relationship between time period of drinking beer and purchase volume.

Ha33: There is a relationship between time period of drinking beer and purchase volume.

Table 5-47: Nonparametric correlation between Time Period of Drinking Beer and Purchase Volume.

Correlations		
		Time Period of Drinking Beer
Purchase Volume	Pearson Correlation	.243
	Sig. (2-tailed)	.000

Table 5-47 shows that the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. From the findings it can be concluded that there is a relationship between time period of drinking beer and the purchase volume. The correlation coefficient of these two factors is equal to 0.243, which shows the weak positive correlation.

Social Surroundings/Environment/Influence.

Ho34: There is no relationship between social group and brand selection.

Ha34: There is a relationship between social group and brand selection.

Table 5-48: Nonparametric correlation between Social Group for Beer Consumption and Brand Selection.

Correlations		
		Social group for beer consumption
Brand Selection	Pearson Correlation	.420
	Sig. (2-tailed)	.000

Table 5-48 shows that the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. From the findings it can be concluded that there is a relationship between social group for beer consumption and the brand selection. The correlation coefficient of these two factors is equal to 0.420, which shows the moderated positive correlation level.

Ho35: There is no relationship between social group and brand loyalty.

Ha35: There is a relationship between social group and brand loyalty.

Table 5-49: Nonparametric correlation between Social Group for Beer Consumption and Brand Loyalty.

Correlations		Social group for beer consumption
Brand Loyalty	Pearson Correlation	.307
	Sig. (2-tailed)	.000

Table 5-49 shows that the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. From the findings it can be concluded that there is a relationship between social group for beer consumption and the brand loyalty. The correlation coefficient of these two factors is equal to 0.307, which shows the moderate positive correlation.

Ho36: There is no relationship between social group and purchase volume.

Ha36: There is a relationship between social group and purchase volume

Table 5-50: Nonparametric correlation between Social Group for Beer Consumption and Purchase Volume.

Correlations		Social group for beer consumption
Purchase Volume	Pearson Correlation	.273
	Sig. (2-tailed)	.000

Table 5-50 shows that the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. From the findings it can be concluded that there is a relationship between social group for beer consumption and the purchase volume. The correlation coefficient of these two factors is equal to 0.273, which shows the weak positive correlation.

Ho37: There is no relationship between social occasion and brand selection.

Ha37: There is a relationship between social occasion and brand selection.

Table 5-51: Nonparametric correlation between Social Occasion for Beer Consumption and Brand Selection.

Correlations		Social occasion for beer consumption
Brand Selection	Pearson Correlation	.318
	Sig. (2-tailed)	.000

Table 5-51 shows that the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. From the findings it can be concluded that there is a relationship between social occasion for beer consumption and the brand selection. The correlation coefficient of these two factors is equal to 0.318, which falls in the moderate positive correlation level.

Ho38: There is no relationship between social occasion and brand loyalty.

Ha38: There is a relationship between social occasion and brand loyalty.

Table 5-52: Nonparametric correlation between Social Occasion for Beer Consumption and Brand Loyalty.

Correlations		Social occasion for beer consumption
Brand Loyalty	Pearson Correlation	.256
	Sig. (2-tailed)	.000

Table 5-52 shows that the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. From the findings it can be concluded that there is a relationship between social occasion for beer consumption and brand loyalty. The correlation coefficient of these two factors is equal to 0.256, which falls in the weak positive correlation level.

Ho39: There is no relationship between social occasion and purchase volume.

Ha39: There is a relationship between social occasion and purchase volume.

Table 5-53: Nonparametric correlation between Social Occasion for Beer Consumption and Purchase Volume.

Correlations		Social occasion for beer consumption
Purchase Volume	Pearson Correlation	.252
	Sig. (2-tailed)	.000

Table 5-53 shows that the p-value is equal to 0.000, which is less than the significance level at 0.05. Therefore the null hypothesis is rejected. From the findings it can be concluded that there is a relationship between social occasion for beer consumption and purchase volume. The correlation coefficient of these two factors is equal to 0.252, which falls in the weak positive correlation level.

Chapter 6.

Summary, conclusion and recommendation.

In this section, the researcher will review the research findings in support of the theories, which are adapted and composed in the literature review. This chapter is divided into 3 parts. The first part is related to conclusion of the study. The second part explains recommendation for this study and the third part reveals the suggestion for the further study.

6.1 Conclusion.

This study was designed with the expectation that the results will serve as a supporting tool to better understand beer consumers in Singapore and as a basis for designing competitive marketing strategies. These reasons were the driving forces behind conducting this study. The study on the topic of “situational factors related to beer consumption behavior in Singapore” had the following objectives.

1. To identify and analyze the situational factors related with beer consumption behavior in Singapore.

2. To study each of the situational factors i.e. physical, temporal, and social influence factors and their relationship with beer consumption behavior in Singapore.
3. To recommend suitable marketing strategies based on the findings of this research to the marketers so that they can effectively apply appropriate strategies in marketing beer products.

To accomplish the research objective, a sample survey of 400 respondents was applied in this research. In this research, questionnaires were distributed to male and female aged 18 years and above and who are current beer drinkers in Singapore.

The outline of the research summary is described as follows.

1. Characteristic of the population.
2. Summary of analysis
3. Recommendation.

6.1.1 Characteristic of the Population

A total of 400 questionnaires were distributed to the target population (beer drinkers) in Singapore. The sex of respondents consisted of 275 male respondents (68.80%) and 125 female respondents (31.70%).

Most of the respondent's age range is between 26 years to 39 years, which consists of 218 respondents (54.50%). While the respondents at age of 40 years and above are 56 persons (14%), and above 18 years to 25 years are 126 respondents (31.50%).

The majority group of respondent's marital status is single which is 243 respondents or 60.80%, while married respondents consist of 130 people or 32.50% and divorced respondents consist of 27 respondents or 6.80%.

The majority of respondent's education level is bachelor degree or equivalent which consists of 228 respondents or 57% while up to high school is 102 respondents or 25.50%, master degree or equivalent is 65 persons or 16.30% and doctorate degree or equivalent is 5 respondents or 1.20%.

The majority of respondent's occupation level is business employee which consists of 160 respondents or 40%, while self employed is 81 respondents or 20.30%, student is 59 respondents or 14.80%, government officer is 58 respondents or 14.50% and state enterprise is 42 respondents, or 10.50 %.

The majority respondents' income level is between S\$ 2001 to S\$4000 which consist of 175 respondents or 43.80%, while less than S\$2000 is 102 respondents or 25.50%, between S\$4001 to S\$8000 is 86 respondents or 21.50% and more than S\$8,000 is 37 respondents or 9.30%.

Table 6-1: Break down of Demographic factors.

Demographic profile		Frequency	Percentage
1. Sex	Male	275	68.8
	Female	125	31.2
	Total	400	100
2. Age	Above 18 years old to 25 years.	126	31.5
	26 years to 39 years old	218	54.5
	More than 40 years old	56	14
	Total	400	100
3. Marital status	Single	243	60.8
	Married	130	32.5
	Divorced	27	6.8
	Total	400	100
4. Education	Up to high school.	102	25.5
	Bachelor degree or equivalent	228	57
	Master degree or equivalent.	65	16.3
	Doctorate degree or equivalent.	5	1.2
	Total	400	100
Occupation	Government officer.	58	14.5
	Business employee.	160	40
	State enterprise.	42	10.5
	Self employed	81	20.3
	Student.	59	14.8
	Total	400	100
Monthly income.	Less than S\$ 2000	102	25.5
	S\$2001 to S\$4000	175	43.8
	S\$4001 to S\$8000	86	21.5
	More than S\$8000	59	9.3
	Total	400	100

6.1.2 Summary of Analysis

Demographic versus Consumption Behavior

Most beer drinkers do not show any differences in brand selection and brand loyalty when it is classified by age but there is a difference in purchase volume when it is classified by age simply because the age plays a role in consumption of beer and also in the income level. Different age level has different level of consumption based on the different level of income as higher income people have higher tendency of high consumption. Respondents who are more than 40 years old tend to consume more beer than the rest of the age level. The respondents whose age level is between above 18 years to 25 years old are the low consumers of beer. From the findings it can be concluded that those respondents whose age level is between 18 years to 25 years are mostly students, have low levels of income, and therefore show low level of consumption of beer.

Most of the beer consumers show a difference in brand selection and purchase volume but no difference in brand loyalty when classified by sex. From the findings it can be concluded that males have higher level of brand selection and purchase volume than females. From the findings it has been seen that female respondents has comparatively lower monthly incomes than male respondents and tend to drink less amount of beer.

Most of the beer consumers have a difference in brand selection and purchase volume but no difference in brand loyalty when classified by marital status. Divorced respondents have the highest level of brand selection followed by single persons. Divorced respondents had the highest level of purchase volume than other group of marital status whereas single respondents had the lowest level of purchase volume.

Most of the beer consumers in the research findings do not show any difference in brand selection and brand loyalty but there is a difference in purchase volume when classified by income level. Respondents whose income level is more than S\$8,000 have the highest level of purchase volume followed by respondents whose income level is between S\$4001 to S\$8000 while, respondents with income levels less than S\$2000, have the lowest level of purchase volume. This can be explained by the fact that higher income respondents perceive the product image as lower than the foreign whisky or wine, which has higher value and image in terms of price and reputation. In this time of economic recession whereby the purchasing power has decreased, the product price is higher and the government tax is increasing with the aim of reducing alcohol consumption, many beer drinkers have been affected depending on their financial status. Therefore the beer drinkers have reduced the beer consumption gradually.

Most of the respondents have a difference in purchase volume but do not have any difference in brand selection and brand loyalty when classified by education level. Respondents who are having doctorate degree or equivalent had the highest level of purchase volume, followed by respondents who graduated with master degrees or equivalent and respondents who have bachelor degrees or equivalent, have the lowest level of purchase volume.

Most of the respondents do not evidence any difference in brand selection, brand loyalty and purchase volume when classified by occupation.

Situational Factors versus Consumption Behavior.

There is a relationship between place and the consumption behavior classified by brand selection, brand loyalty and purchase volume. There is a significant positive correlation between place for drinking beer and the brand selection, and purchase volume whereas a weak positive relationship/correlation between place for drinking beer and brand loyalty exists. The places where the beer drinkers tend to go for drinking are beer gardens, pubs & restaurants, hotels, respectively. Some people prefer to drink beer at home. The group of beer drinkers who are self employed tend to drink beer in the hotel and restaurant. This may be because they have more income than other groups of beer drinkers so they can afford the higher price of beer in these selective areas. Students and

people having lower income prefer to drink beer in discotheques or food courts. This may be because they are teenagers group, so they tend to go dancing and drinking in the discotheque. The group of beer drinkers who are government officers and business employees and state enterprises prefer to drink beer at beer gardens, pubs and restaurants. Self employed, business employees who have higher incomes tend to be brand loyal towards their favorite brands whereas students and others with low-income levels prefer to consume brands with lower price. The purchase volume tends to be higher in self-employed and business employees with higher income.

This is a relationship between brand selection and brand loyalty with atmosphere for the drinking beer but no relationship between atmosphere for drinking beer and purchase volume. There is a weak positive correlation between atmosphere for drinking beer and brand selection as well as brand loyalty. Most of beer drinkers tend to drink beer in well-decorated places with welcoming atmosphere and listening to music. This may be because it can help boost in the drinking motivation. Students prefer to drink beer mostly in lighted environment with loud music especially in discotheques. Female drinkers also tend to drink in these areas particularly in places with welcoming atmosphere, lighting, decorations, and good music, as they are not very regular drinker. Every age group and income level of people tends to drink beer while listening to music.

From the findings, it can be concluded that there exists a relationship between service offered in the drinking places and consumption behavior classified by brand selection, brand loyalty and purchase volume. Brand selection, purchase volume have weak positive correlation with service offered and moderate correlation between brand loyalty and service. Business employees and those who are self employed with higher income levels prefer to drink beer where the unique or different services are offered and the staffs are very polite and have good manners. Female respondents prefer to drink beer where unique service and well-mannered staff are available. People of higher income people prefer to drink beer in a well-serviced place with very polite and well-mannered staff.

From the findings of this research, it can be concluded that most there is a relationship between frequency of beer uses and consumption behavior classified by the brand selection, brand loyalty and purchase volume. It can be seen that frequency of use has moderate correlation with brand selection and purchase volume whereas a weak correlation with brand loyalty. Most beer drinkers tend to drink beer in the evening and the night. It can be explained that these times are the periods during which they have free time after their daily activities or work. It is convenient to them because after their drinking they can take rest until the next morning.

From the findings of this research, it can be concluded that there is a relationship between time period of drinking beer and consumption behavior classified by brand selection, brand loyalty and purchase volume. It concluded from the findings that time period of drinking beer is having moderate correlation with brand selection.

From the findings of this research it can be concluded that there is a relationship between social group for beer consumption and consumption behavior classified by brand selection, brand loyalty and purchase volume. It can be seen from the findings that social group for beer consumption shows a moderate correlation with brand selection and brand loyalty whereas has weak positive correlation with purchase volume. Most of the beer drinkers tend to drink beer with friends specially the female respondents. Business employee and self-employed tend to drink beer with their customers. Middle-income level people and employees tend to drink beer with their colleagues.

From the findings of this research, it can be concluded there is a relationship between social occasion of beer consumption and consumption behavior classified by brand selection, brand loyalty and purchase volume. It can be seen from the findings that social occasion of beer consumption has moderate positive correlation with brand selection whereas weak positive correlation with brand loyalty and purchase volume. Most of the beer drinkers tend to drink beer with the customers, while hosting a party, and while involved in sports. Business employees and self-employed tend to drink beer mostly entertaining a customer and while involved in sports. Higher income people tend to drink beer while entertaining customers, while involved in sports, and while hosting a party.

6.1.3 Summary of Hypotheses Test

Table 6-2: Hypotheses results of Demographic versus Consumption Behavior.

No	Null hypothesis	Accepted	Rejected
1	There is no difference in terms of brand selection when classified by age.	X	
2	There is no difference in terms of brand loyalty when classified by age.	X	
3	There is no difference in terms of purchase volume when classified by age.		X
4	There is no difference in terms of brand selection when classified by gender.		X
5	There is no difference in terms of brand loyalty when classified by gender.	X	
6	There is no difference in terms of purchase volume when classified by gender.		X
7	There is no difference in terms of brand selection when classified by marital status.		X
8	There is no difference in terms of brand loyalty when classified by marital status.	X	
9	There is no difference in terms of purchase volume when classified by marital status.		X
10	There is no difference in terms of brand selection when classified by income.	X	
11	There is no difference in terms of brand loyalty when classified by income.	X	
12	There is no difference in terms of purchase volume when classified by income.		X
13	There is no difference in terms of brand selection when classified by education.	X	
14	There is no difference in terms of brand loyalty when classified by education.	X	
15	There is no difference in terms of purchase volume when classified by income.		X
16	There is no difference in terms of brand selection when classified by occupation.	X	
17	There is no difference in terms of brand loyalty when classified by occupation.	X	
18	There is no difference in terms of purchase volume when classified by occupation.	X	

:

Table 6-3: Hypotheses results of Situational factors (Physical Surroundings) versus Consumption Behavior.

No	Null hypothesis	Accepted	Rejected
19	There is no relationship between place for drinking beer and brand selection.		X
20	There is no relationship between place for drinking beer and brand loyalty.		X
21	There is no relationship between place for drinking beer and purchase volume.		X
22	There is no relationship between atmosphere for drinking beer and brand selection.		X
23	There is no relationship between atmosphere for drinking beer and brand loyalty.		X
24	There is no relationship between atmosphere for drinking beer and purchase volume.	X	
25	There is no relationship between service and brand selection.		X
26	There is no relationship between service and brand loyalty.		X
27	There is no relationship between service and purchase volume.		X

Table 6-4: Hypotheses results of Situational factors (Temporal Perspective) versus Consumption Behavior.

No	Null hypothesis	Accepted	Rejected
27	There is no relationship between service and purchase volume.		X
28	There is no relationship between frequency of use and brand selection.		X
29	There is no relationship between frequency of use and brand loyalty.		X
30	There is no relationship between frequency of use and purchase volume.		X
31	There is no relationship between time period of drinking beer and brand selection.		X
32	There is no relationship between time period of drinking beer and brand loyalty.		X
33	There is no relationship between time period of drinking beer and purchase volume.		X

Table 6-5: Hypothesis result Situational factors (Social Surroundings) versus Consumption Behavior.

No	Null hypothesis	Accepted	Rejected
34	There is no relationship between social group and brand selection.		X
35	There is no relationship between social group and brand loyalty.		X
36	There is no relationship between social group and purchase volume.		X
37	There is no relationship between social occasion and brand selection.		X
38	There is no relationship between social occasion and brand loyalty.		X
39	There is no relationship between social occasion and purchase volume.		X

Based on the hypothesis testing on table 6-2, it can be seen that in the demographic profile no 3,4,6,7,9,12 and 15 showed a difference between consumption behavior and demographic profile. Whereas others do not shows any difference between consumption behavior and demographic profile. The result of the list of hypotheses is shown in the tables 6-3, 6-4 and 6-5, shows that except 24 for hypotheses, there is a statistical relationship between the situational factors and the consumption behavior. Based on the hypothesis testing, it can be concluded that all of the variables of situational factors except Ho24 are significant at the 95% confidence level. This shows that the variables, even though their overall correlation factors are low, are important determinants of consumption behavior of beer in Singapore. The significant variables are important determinants for marketers to understand better, to know the relationship between the situation of drinking beer and the consumption behavior of beer in order to

adapt appropriate marketing strategies. This helps the marketer to know which situation in drinking beer is not related to consumption behavior of beer in Singapore. It will help them to design their marketing strategies and mix to position their product and gain substantial market share in the market.

Physical surroundings refer to the concrete physical and spatial aspects of the environment encompassing a consumer activity (Peter and Olson, 2002). Physical environment covers all the geographical locations, sounds, aromas, lighting, weather, viable configurations and other material surrounding the stimuli. The retailer can moderate the physical surroundings, which affect the overall perception a consumer has of the purchase situation (Hanna, 2003). This research support Hanna theory that beer drinker tend to drink beer in a pleasant atmospheric places and where unique services are offered. Burner (1990) mentions that music influence consumer's mood, which influence a variety of consumption behavior. This research findings support this theory that beer drinkers tend to listen to music while drinking beer because they think it boosts in the drinking motivation. The decoration, atmosphere, and the service of places where the beer drinkers tend to go for drinking (beer garden, pubs & restaurant, hotels respectively) always enhance the increase consumption. The findings of this research have also found out that decoration, atmosphere and unique service boost the drinking atmosphere. The further research may be conducted to identify the kind of atmosphere, and service that influence the consumption behavior of beer.

Time pressure as an external variable affects the decision-making process and it is defined as the amount of time required (by the consumer) to perform these acts (purchase and consumption) in relation to the time he has allocated to himself for doing them (Howard and Sheth, 1969). Mowen (1993) mentions that time of day are an important situational variable that can be used as means of segmenting product. The findings of this research support this theory that most of the beer drinkers tend to drink beer in the period between evening and night. The further research may be conducted to identify the temporal environment that has a relationship with beer consumption behavior.

6.2 Recommendations

6.2.1 Beer Marketers:

As this research is about the relationship between the situational factors and consumption behavior of beer, the result derived from this research will be useful to the beer marketers. One of the challenges for marketer is to develop marketing strategies to pursue their most valuable customers, defined here, as those will provide greatest stream of revenue over their lifetime of purchasing in the category. The results from this research can help marketers do a better job of this by enabling them to understand better how consumption changes with different situation. Based on the results of this research, the following recommendation can be suggested for beer marketers.

Companies that decide to operate in the general beer market should recognize that it normally cannot serve all customers in the market. The customers are too numerous, dispersed, and varied in their buying requirements. If all customers are alike, if they all have the same needs, wants, mass marketing would be logical strategy. In fact the customers are different, so the company should be in better position to serve particular segments of the market. Gender has always been a distinguishing segmentation variable. Woman has traditionally been the main user for certain products. For the beer products it does not distinguish consumers based on sex, as both sexes are significantly important. From the result, it indicates that around 31.3% of beer drinkers are female. This proportion of female drinkers is rather high so the beer marketer should take an active consideration the gender in this market too. They may launch the new product that is tailored to serve the female market such as non-alcoholic and low calorie (light) beer.

As beer products are the low involvement products therefore it can be suggested to use advertising tools to motivate the consumers. For the marketers who are responsible for advertising campaigns, the results from this research can be beneficial to them. According to the results beer drinkers tend to drink outside with their friends, colleagues, they tend to drink while celebrating a party, entertaining, hosting a party. From the research findings it indicates that the advertising campaigns should go for high repetition with short duration. From research finding it shows that most of the beer drinkers tend to drink beer in the evening and night. The researcher recommends the beer market to advertise their product during the time when consumers mostly consume the product.

And also use other media. The researcher would like to recommend the use of sampling, and bonus pack and other sales promotion such as cash back and other financial benefits to boost the sales.

The next recommendation is for the channel of distribution for the marketer. From the research, it is found that most of the beer drinkers tend to drink beer outside the home. They prefer to drink beer in pubs, restaurants, discothèques and beer gardens. The results of this research suggests that beer marketer in each marketing channel should closely work together to promote their products.

6.2.2 Retailers of beer in Singapore

Physical surroundings can have major impact on the experiences obtained by correspondents. People who own the retail beer pubs, hotels, discothèques, beer gardens and restaurants or people who plan to open one in the near future, can get the useful information about the consumer behavior from this research. In beer consumption situation, the beer shop owner should create an atmosphere conducive to the overall enjoyment of drinking as supported by Hanna (2003). If the physical surroundings are unpleasant, due to lack of attractive settings, the beer consumers may not come into the shop. The beer shop owner should consider providing pleasant physical setting in their shop. The important component of physical environment that has been shown to influence consumer is the back ground music played and store decoration. Most of the

beer consumers like to drink in the shop or place that have music as a background in their drinking and also the store decoration as supported by Mowen (1993) and Bruner (1990). The findings of this research indicate that most of the beer drinkers wanted to drink beer in a pleasant environment. Atmosphere consists of lightening, music, and the decoration. These things should be designed to facilitate customer as supported by Peter and Olson (2002). Other very important aspects of physical surrounding are unique services and the behavior of the staff. These are very growing concerns of beer consumers in recent years. From the findings of this research it has been found that most of the beer drinkers tend to drink beer where unique services are offered and the staffs are well mannered and polite. High income consumers can have better image if unique service is offered and the behavior of the staffs are polite and well mannered. Service is very important factor to satisfy customer needs and wants by meeting or exceeding the customer expectations. To increase customer satisfaction, every retail shop must have their unique services to create a good image by training the staff, either part time or full time to give information on what customer needs to know, how to serve the customer more effectively and efficiently, by improving the service and politeness while serving the customer.

The evidence from this research shows that most of the beer drinker tends to drink beer during the festive seasons, while entertaining their customers, with friends, hosting a party and involved in some sports. This research showed that the consumption increases when other people are involved in consumption of beer as supported by Hawkins, Best and Conney (1997). According to the findings of the research, most of the beer drinkers

tend to drink beer in the evening and night. The retail beer shop owners should provide the interesting special sale promotion during these periods and also provide some promotion for certain time in the day. The promotion technique should include use of coupons, some promotional bulk packing for those are consuming beer regularly and buy one get one free and certain cash rebates at certain period of time in the evening called happy hour.

6.3 Further Research:

This research was focused on the relationship between the situational factors and the consumption behavior of beer drinkers in Singapore. Given that the market for beer is rapidly expanding in Asian countries, comparative studies on consumers' buying behavior in other regions would be useful. It would also assist marketers if research studies were conducted on psychographic and behavioral characteristics of beer drinkers. As more and more consumers are moving away from drinks that are high in alcohol content toward drinks that are light or low alcohol, further research on consumer attitude toward these types of drinks (light beer, mixers, and coolers) would also be useful. Finally, as this study shows that females are now increasing their consumption of beer, it would be beneficial if further research could be conducted on female drinkers and their buying decisions for beer.



APPENDIX "A"

Questionnaire

QUESTIONNAIRE

Dear Sir/Madam

This questionnaire is designed to obtain information on the situational factors associated with consumption behavior of beer in Singapore. This questionnaire is developed to collect the information to prove the hypothesis on this topic. I appreciate having your full co-operation in responding to all items in this questionnaire.

1. Do you drink beer?

- ☐ Yes
- ☐ No (Please go to question no 13)

2. Are you above 18 years old?

- ☐ Yes
- ☐ No (Please go to question no 13)

Please put “X” on the answer that meets your choice on the statement given based on the degree of your agreement.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Physical Surroundings.

3.1 You prefer to drink beer at home. 1 2 3 4 5

3.2 You prefer to drink beer outside (e.g. discotheque, hotel,
pub or any other man made environment). 1 2 3 4 5

3.3 You prefer to drink beer in a natural environment
(e.g. sea beaches, riverside, gardens etc). 1 2 3 4 5

4.1 You prefer to drink beer in a welcoming atmosphere. 1 2 3 4 5

4.2 Lighting, music and decoration are important factors
when you drink beer outside. 1 2 3 4 5

5.1 You prefer to drink beer in a place where unique or
different services are offered. 1 2 3 4 5

5.2 You prefer to drink beer in a place where staffs are polite
and have good manners. 1 2 3 4 5

Time/Temporal Perspective:

6.1 You prefer to drink beer in the morning. 1 2 3 4 5

6.2 You prefer to drink beer in the afternoon. 1 2 3 4 5

6.3 You prefer to drink beer in the evening 1 2 3 4 5

6.4 You prefer to drink beer at night. 1 2 3 4 5

7.1 You prefer to drink beer daily. 1 2 3 4 5

7.2 You prefer to drink beer once a week. 1 2 3 4 5

7.3 You prefer to drink beer on occasion. 1 2 3 4 5

Social Surroundings/Environment/Influence.

8.1 You prefer to drink beer while celebrating an occasion, such
as New year, Birthdays and so on. 1 2 3 4 5

8.2 You prefer to drink beer while entertaining some one
(e.g. entertaining your customers or friends). 1 2 3 4 5

8.3 You prefer to drink beer when hosting a party. 1 2 3 4 5

8.4 You prefer to drink beer when involved in some sports,
activity or hobby such as golf, bowling, snooker, fishing etc. 1 2 3 4 5

9.1 You prefer to drink beer alone. 1 2 3 4 5

9.2 You prefer to drink beer with others (e.g. friends,
loved one, family members, colleagues, customers). 1 2 3 4 5

Brand Selection.

- 10.1 You prefer to drink beer, which is strong in taste. 1 2 3 4 5
- 10.2 You prefer to drink beer, which has a high alcohol content. 1 2 3 4 5
- 10.3 You prefer to drink beer which has very unique advertised features. 1 2 3 4 5
- 10.4 You consider the price when you drink/buy beer. 1 2 3 4 5

Brand Loyalty.

- 11.1 You prefer to buy or drink the brands you are familiar with. 1 2 3 4 5
- 11.2 You prefer to buy or drink your preferred brand only. 1 2 3 4 5
- 11.3 You have very positive attitude towards the brand you buy or drink,
Which leads to repeat behavior 1 2 3 4 5

Purchase Volume.

Please put "X" on the answer that meets your choice on the statement given based on the degree of your agreement.

0-3 bottles per week	4-7 bottles per week	8-11 bottles per week	12- 15 bottles per week	more than 15 per week
1	2	3	4	5

12. How many of bottles of beer you prefer to drink per week. 1 2 3 4 5

Personal Data.

13. **Sex:**

- ☐ Male
- ☐ Female

14. **Age:**

- ☐ Above 18 years old to 20 years.
- ☐ 21 – 40 years old.
- ☐ More than 40 years old.

15. **Marital Status:**

- ☐ Single.
- ☐ Married.
- ☐ Divorced.

16. **Education:**

- ☐ Up to high school.
- ☐ Bachelor degree or equivalent.
- ☐ Master degree or equivalent.
- ☐ Doctorate degree or equivalent.

17. **Occupation:**

- ☐ Government officer.
- ☐ Business employee.
- ☐ State enterprise.
- ☐ Self employed.
- ☐ Student.

18. **Monthly Personal Income:**

- ☐ Less than S\$ 2000.00.
- ☐ S\$2001 to S\$4000.
- ☐ S\$4001 – S\$8000.
- ☐ More than S\$8,000.



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Out come for SPSS

Gender

	Frequency	Percent
Male	275	68.8
Female	125	31.3
Total	400	100.0

Age

	Frequency	Percent
Above 18 years to 25 years old	126	31.5
26 years to 39 years old	218	54.5
More than 40 years old	56	14.0
Total	400	100.0

Marital Status

	Frequency	Percent
Single	243	60.8
Married	130	32.5
Divorced	27	6.8
Total	400	100.0

Education

	Frequency	Percent
Up to high school	102	25.5
Bachelor degree or equivalent	228	57.0
Master degree or equivalent	65	16.3
Doctorate degree or equivalent	5	1.2
Total	400	100.0

Occupation

	Frequency	Percent
Government officer	58	14.5
Business employee	160	40.0
State enterprise	42	10.5
Self employed	81	20.3
Student	59	14.8
Total	400	100.0

Monthly Personal Income

	Frequency	Percent
Less than S\$2000	102	25.5
S\$2001 to S\$4000	175	43.8
S\$4001 to S\$8000	86	21.5
More than S\$8000	37	9.3
Total	400	100.0

Hypothesis 1-3

Age

		F	Sig.
Brand Selection		1.750	.175

Age

		F	Sig.
Brand Loyalty		1.114	.329

Age

		F	Sig.
Purchase Volume		24.595	.000

Brand Selection

Scheffe

		Subset for alpha = .05
Age	N	1
Above 18 years to 25 years old	126	3.1964
26 years to 39 years old	218	3.2787
More than 40 years old	56	3.4152
Sig.		.112

Means for groups in homogeneous subsets are displayed.

a Uses Harmonic Mean Sample Size = 98.747.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Brand Loyalty

Scheffe

Age	N	Subset for alpha = .05
		1
Above 18 years to 25 years old	126	3.3862
More than 40 years old	56	3.5060
26 years to 39 years old	218	3.5336
Sig.		.509

Means for groups in homogeneous subsets are displayed.

- a Uses Harmonic Mean Sample Size = 98.747.
- b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Purchase Volume

Scheffe

Age	Purchase Volume
Above 18 years to 25 years old	1.7143
26 years to 39 years old	2.0183
More than 40 years old	2.8571

- a Uses Harmonic Mean Sample Size = 98.747.
- b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Hypothesis 4-6

T-Test

		Gender	
		Male	Female
Brand Selection		3.3300	3.1440

		Gender	
		Male	Female
Brand Loyalty		3.4933	3.4613

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	Sig. (2-tailed)	Mean Difference
Brand Selection	<i>Equal variances assumed</i>	.028	.868	2.363	.019	.1860
	Equal variances not assumed			2.359	.019	.1860

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	Sig. (2-tailed)	Mean Difference
Brand Loyalty	<i>Equal variances assumed</i>	2.291	.131	.333	.740	.0320
	Equal variances not assumed			.320	.749	.0320

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	Sig. (2-tailed)	Mean Difference
Purchase Volume	<i>Equal variances assumed</i>	3.275	.071	3.353	.001	.3840
	Equal variances not assumed			3.569	.000	.3840

Hypothesis 7-9

Marital Status

		F	Sig.
Brand Selection		3.679	.026

Marital Status

		F	Sig.
Brand Loyalty		2.981	.052

Marital Status

		F	Sig.
Purchase Volume		27.168	.000

Brand Selection

Scheffe

Marital Status	Brand
	Selection
Married	3.2385
Single	3.2490
Divorced	3.6389

a Uses Harmonic Mean Sample Size = 61.419.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Brand Loyalty

Scheffe

Marital Status	N	Subset for alpha = .05	
		1	2
Single	243	3.4294	
Married	130	3.5051	3.5051
Divorced	27		3.8642
Sig.		.894	.082

Means for groups in homogeneous subsets are displayed.

a Uses Harmonic Mean Sample Size = 61.419.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Purchase Volume

Scheffe

Marital Status	Purchase
	Volume
Single	1.7984
Married	2.2538
Divorced	3.1852

a Uses Harmonic Mean Sample Size = 61.419.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Hypothesis 10-12

Income

		F	Sig.
Brand Selection		.749	.523

Income

		F	Sig.
Brand Loyalty		.014	.998

Income

		F	Sig.
Purchase Volume		23.163	.000

Brand Selection

Scheffe

		Subset for alpha = .05
Monthly Personal Income	N	1
S\$2001 to S\$4000	175	3.2229
Less than S\$2000	102	3.2672
More than S\$8000	37	3.2973
S\$4001 to S\$8000	86	3.3663
Sig.		.704

Means for groups in homogeneous subsets are displayed.

- a Uses Harmonic Mean Sample Size = 73.837.
b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Brand Loyalty

Scheffe

Monthly Personal Income	N	Subset for alpha = .05
		1
Less than S\$2000	102	3.4739
S\$4001 to S\$8000	86	3.4767
S\$2001 to S\$4000	175	3.4876
More than S\$8000	37	3.5045
Sig.		.998

Means for groups in homogeneous subsets are displayed.

a Uses Harmonic Mean Sample Size = 73.837.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Purchase Volume

Scheffe

Monthly Personal Income	Purchase Volume
Less than S\$2000	1.7255
S\$2001 to S\$4000	1.8114
S\$4001 to S\$8000	2.4651
More than S\$8000	3.0000

a Uses Harmonic Mean Sample Size = 73.837.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Hypothesis 13-15

Education

	F	Sig.
Brand Selection	.619	.649

Education

		F	Sig.
Brand Loyalty		1.173	.322

Education

		F	Sig.
Purchase Volume		9.515	.000

Purchase Volume

Scheffe

Education	Purchase Volume
Bachelor degree or equivalent	1.9254
Up to high school	2.0196
Master degree or equivalent	2.3077
Doctorate degree or equivalent	4.2000

a Uses Harmonic Mean Sample Size = 17,424.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Hypothesis 16-18

Occupation

		F	Sig.
Brand Selection		.646	.630

Occupation

		F	Sig.
Brand Loyalty		1.376	.242

Occupation

		F	Sig.
Purchase Volume		2.003	.093

Brand Selection

Scheffe

Occupation	N	Subset for alpha = .05
		1
State enterprise	42	3.2083
Student	59	3.2161
Business employee	160	3.2547
Government officer	58	3.2672
Self employed	81	3.3827
Sig.		.766

Means for groups in homogeneous subsets are displayed.

a Uses Harmonic Mean Sample Size = 65.278.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Brand Loyalty

Scheffe

Occupation	N	Subset for alpha = .05
		1
Government officer	58	3.3276
Student	59	3.4407
Business employee	160	3.4479
State enterprise	42	3.5635
Self employed	81	3.6543
Sig.		.356

Means for groups in homogeneous subsets are displayed.

a Uses Harmonic Mean Sample Size = 65.278.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Purchase Volume

Scheffe

		Subset for alpha = .05
Occupation	N	1
Student	59	1.7458
Government officer	58	1.9655
Business employee	160	2.0438
State enterprise	42	2.1667
Self employed	81	2.2346
Sig.		.148

Means for groups in homogeneous subsets are displayed.

a Uses Harmonic Mean Sample Size = 65.278.

b The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Hypothesis 19-27

Correlations

Correlations

		Place for beer consumption
Brand Selection	Pearson Correlation Sig. (2-tailed)	.278 .000

Correlations

		Place for beer consumption
Brand Loyalty	Pearson Correlation Sig. (2-tailed)	.200 .000

Correlations

		Place for beer consumption
Purchase Volume	Pearson Correlation Sig. (2-tailed)	.202 .000

Correlations

		Atmosphere
Brand Selection	Pearson Correlation	.247
	Sig. (2-tailed)	.000

Correlations

		Atmosphere
Brand Loyalty	Pearson Correlation	.171
	Sig. (2-tailed)	.001

Correlations

		Atmosphere
Purchase Volume	Pearson Correlation	.040
	Sig. (2-tailed)	.428

Correlations

		Service
Brand Selection	Pearson Correlation	.239
	Sig. (2-tailed)	.000

Correlations

		Service
Brand Loyalty	Pearson Correlation	.317
	Sig. (2-tailed)	.000

Correlations

		Service
Purchase Volume	Pearson Correlation	.119
	Sig. (2-tailed)	.017

Hypothesis 28-33

Correlations

		Frequency of use
Brand Selection	Pearson Correlation	.313
	Sig. (2-tailed)	.000

Correlations

		Frequency of use
Brand Loyalty	Pearson Correlation	.197
	Sig. (2-tailed)	.000

Correlations

		Frequency of use
Purchase Volume	Pearson Correlation	.368
	Sig. (2-tailed)	.000

Correlations

		Time Period of Drinking Beer
Brand Selection	Pearson Correlation	.401
	Sig. (2-tailed)	.000

Correlations

		Time Period of Drinking Beer
Brand Loyalty	Pearson Correlation	.191
	Sig. (2-tailed)	.000

Correlations

		Time Period of Drinking Beer
Purchase Volume	Pearson Correlation Sig. (2-tailed)	.243 .000

Hypothesis 34-40 Correlations

		Social group for beer consumption
Brand Selection	Pearson Correlation Sig. (2-tailed)	.420 .000

Correlations

		Social group for beer consumption
Brand Loyalty	Pearson Correlation Sig. (2-tailed)	.307 .000

Correlations

		Social group for beer consumption
Purchase Volume	Pearson Correlation Sig. (2-tailed)	.273 .000

Correlations

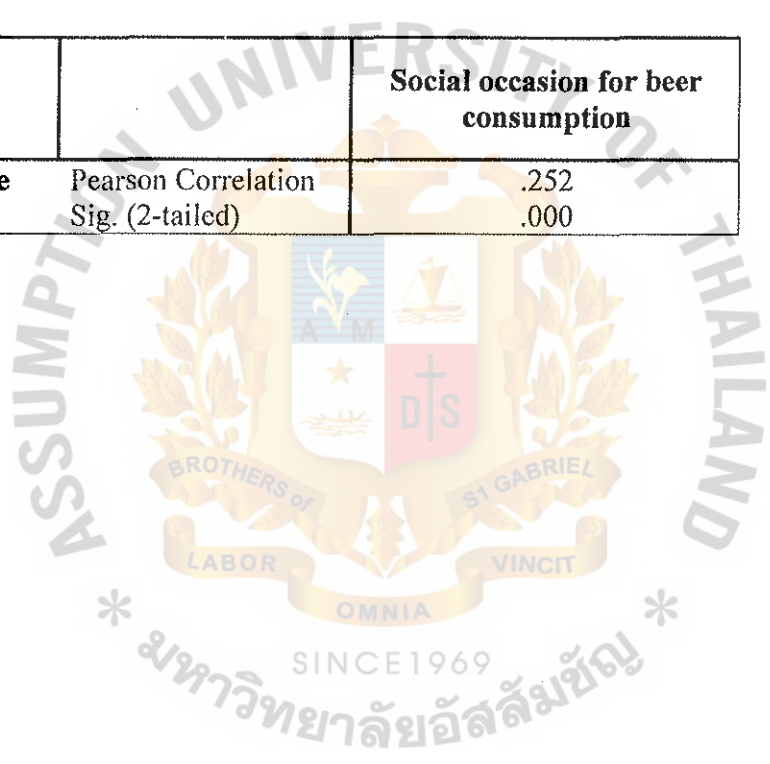
		Social occasion for beer consumption
Brand Selection	Pearson Correlation Sig. (2-tailed)	.318 .000

Correlations

		Social occasion for beer consumption
Brand Loyalty	Pearson Correlation Sig. (2-tailed)	.256 .000

Correlations

		Social occasion for beer consumption
Purchase Volume	Pearson Correlation Sig. (2-tailed)	.252 .000



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