DUBLIN BUSINESS SCHOOL

MBA IN BUSINESS MANAGEMENT

FINAL DISSERTATION

FACTORS INFLUENCING BRAND CHOICE AND CONSUMPTION BEHAVIORS: A STUDY ON IRISH JUICE MARKET

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Abstract

The Irish Juice Market is one of the rapidly expanding sectors in size and volume. A lot of multinational beverage giants have ventured into the fruit juice business as it has shown potential since the last 10 years. This is also a reason for the birth of many new juice brands. Yet this area remains unexplored from an academic point of view.

Brands play a very important role in the consumer decision making processes. The decision making process depends on various factors which influence consumers. In this research we look at the factors which effect the consumption of juice.

This research aims to bridge this gap and create possibilities for further studies by answering which factor has the most effect on the juice consumption with the help of TRA Model by Ajzen and Fishbien, (1977). Survey Method through a structured questionnaire was used in this research. It also establishes the fact that attitude of consumers gives rise to intention which in turn leads to consumption of a particular product.

To conclude, these findings indicate directions for futures researches to make further investigations.

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<div align="right">-Juhi Kamath</div>

Chapter1. Introduction

The Irish public has become increasingly health conscious in recent years. They have become more proactive with regard to their health and play an active role in managing their own health. Irish consumers have become increasingly aware of and educated about the risks of diet-related health problems such as obesity, diabetes and heart disease. (Irish Pharmacy Journal, 2013). Equally, a growing preference for "natural" food and beverages, free from artificial additives and preservatives, developed in recent years. Fruit juices with enhanced vitamins are considered healthy though some consumers are confused 'from concentrate' versus 'not from concentrate'. It was noted by Safefood (2009) that groups often associated high sugar content with unhealthiness, such as poor dental health, weight gain and hyperactivity. So the trend of juices as an alternative to sweet food treats is on a rise. Low carbohydrate diets are becoming more popular, informing consumers to cut carbohydrates from their diet.

The juices market in Ireland consists of the retail sale of 100% fruit juice (from concentrate), 100% fruit juice (not from concentrate),nectar (30%-99% juice), fruit drinks (0-29% juice), and vegetable juice. The market is valued according to retail selling price (RSP) and includes any applicable taxes. The performance of the market is forecast to accelerate, with an anticipated compound annual rate of change (CAGR) of 2.0% for the five-year period 2012-2017, which is expected to drive the market to a value of $219.4m by the end of 2017. MarketLine (2013).

100% fruit juice (from concentrate) is the largest segment of the juices market in Ireland, accounting for 42.9% of the market's total value. The 100% fruit juice (not from concentrate) segment accounts for a further 25.5% of the market. Supermarkets / hypermarkets accounted for the largest proportion of volume in the Irish juices market in 2012. Volumes sold through this channel accounted for 70.7 million litres, equivalent to 78.9% of the market's overall volume. Sales through the independent retailers channel totalled 3.6 million litres in 2012, equating to 4.0% of the total market's volume

Category	2012	Percentage
100% fruit juice (from concentrate)	85.1	42.9%
100% fruit juice (not from concentrate)	50.7	25.5%
Fruit drinks (0-29% juice)	43.0	21.6%
Nectars (30%-99% juice)	18.8	9.5%
Vegetable juice	0.9	0.5%
Total	198.5	100%

Table.1. Market value of Irish juice market. Marketline (2013)

However along with juice consumption the concept of drinking 'branded' juices is on a rise. According to the market report of AIJN European Fruit Association (2013), the consumption pattern in last five years has shown a consistency in branded labels and decline in private labels.

Ireland
Population: 4.7 million

Total fruit juice & nectars						
Volume, million liters	**2008**	**2009**	**2010**	**2011**	**2012**	**%change**
Total	69	65	58	52	48	-7.2%
Fruit Juice (100% Juice Content)						
Total Fruit Juice	**61**	**58**	**52**	**45**	**42**	**-7.61%**
Branded	39	32	29	29	26	7.3%
Private Label	22	26	23	17	15	-8.1%
Ambient	41	39	33	26	22	-14.1%
Chilled	20	19	19	19	20	1.1%
From Concentrate	48	46	40	33	28	-12.6%
Not From Concentrate	13	12	11	13	13	5.0%
Nectars (25-99% Juice Content)						
Total Nectars	**8**	**7**	**7**	**6**	**5**	**-4.2%**
Branded	7	6	6	6	5	-5.6%
Private Label	0	1	1	1	1	9.6%

Table.2. Source: AIJN European Fruit Association (2013)

The Irish juice market comprises of the following players:

Deutsche SiSi-Werke Betriebs GmbH
Established in 1966, Deutsche SiSi-Werke Betriebs GmbH is famous for its Capri-Sonne branded fruit juices and related products. Capri-Sun is available worldwide, distinguishable from competitors by its pouch, an innovation closely associated with the Capri-Sun brand. In addition to its range of fruit juices, Deutsche SiSi also produces a range of Capri-Sun branded freeze pops. Capri-Sun is available in over 80 countries worldwide, either via export or production activities, which is why it has featured in the researcher's questionnaire.

PepsiCo, Inc.
Pepsi is the world's second largest food and beverage company, primarily operating in the snacks and beverages markets. The company has a presence in over 200 countries, with a key presence in North America. PAB is Pepsi's beverage business division which is engaged in the marketing, selling and distribution of beverage related products such as carbonated soft drinks, juices and juice drinks, ready-to-drink teas and coffees, isotonic sports drinks, bottled and enhanced waters under various brands including Pepsi, Mountain Dew, Gatorade, 7UP, Tropicana, Electropura, Sierra Mist, Epura and Mirinda. PAB also owns a manufacturing facility in Florida, where Tropicana branded products are manufactured. PepsiCo Europe

operates both through consolidated businesses as well as through non-controlled affiliates. Tropicana juice is quite famous in Ireland which is why it is included in the questionnaire.

Premier Foods
Premier Foods manufactures a range of branded and own-label products across various food categories. The company operates through more than 40 sites across the UK and Ireland. The company's principal markets are the UK's major food retailers, wholesalers and convenience stores, foodservice providers and food manufacturers. The division also incorporates Premier's business in the Republic of Ireland where Batchelors owns Sqeez branded fruit juices and drinks. Sqeez is sold in a couple of cafes which is why it is included in the questionnaire.

Innocent Drinks
Launched thirteen years ago, innocent is the UK and Europe's favourite smoothie company selling natural healthy products in 15 countries and employing over 250 people across Europe. In 2008 innocent turnover was £105million. By 2012 it had doubled to £209million. Innocent is the number 1 smoothie brand in Europe which is why it had to be included in the questionnaire. Innocent's European business grew by 23% to €38million in 2012. It is equally famous for its juice drinks as well. The Coca-Cola Company now owns over 90% stake in Innocent Drinks.

Coca-Cola Hellenic Ireland
Coca-Cola HBC Ireland and Northern Ireland is one of the biggest companies in the non-alcoholic beverage industry in the country and is a franchised bottler of The Coca-Cola Company. They serve approximately 6 million people by producing and distributing a unique portfolio of quality brands, bringing passion to marketplace implementation, and demonstrating leadership in corporate social responsibility. Fruice is a premium juice brand from Coca-Cola widely popular in Ireland. So it is included in the questionnaire

Britvic
Britvic Ireland is the number one soft drinks company by volume on the island of Ireland. They are owned by Britvic plc, which also has market leading operations in Great Britain and France, and a worldwide presence through Britvic International which is focused on export and the travel industry as well as extending the availability of Britvic brands through licensing and franchising agreements. Their product Juicy Drench was launched in Ireland in February 2012. Juicy drench meets consumers' needs for great taste with natural ingredients which is why it has featured in the questionnaire.

Naked Juice

Naked Juice is an American brand that produces juices and smoothies. Naked Juice Co. Of Glendora, Inc. operates as a subsidiary of PepsiCo, Inc. It is sold in every supermarket in Ireland. It is also included in the questionnaire

Wild Orchard

They are Ireland's favorite home grown smoothie supplier. They produce premium quality fresh juices, fruit smoothies, and natural sparking lemonades. Since they are home grown favored brand, they are included in the questionnaire.

This Juicy Water

This UK based brand has also featured in the questionnaire. Their drinks are simple: they are blended with pure squeezed juices from real fruits and spring water.

C & C Group Plc.

C&C is headquartered in Dublin and it makes Finches juice.

To understand and predict brand choice decision by consumers is a topic of interest. Brand choice investigation involves understanding consumer behaviours in their selection of brands among various product categories Bentz and Merunka (2000, pp. 177-200). Brand choice investigation has been researched for many years and has increased with a growth in product category, specially with juices. For example the supermarkets / hypermarkets in Ireland accounted for the highest proportion of volume in the Irish juices market in 2012 after experiencing decline in sale in the previous years. Safefood (2009). 20 years ago, the juice market had a handful of products; today consumers have more options and many brands to choose from. (Latif, 2013). Marketing mix variables are considered as a predictor for brand choice as a readily recognizable brand is the one that is recalled quickly and easily when needed, one that individuals are willing to pay a premium price to acquire, and a brand that is recommended to others. Netemeyer *et al*. (2004, pp. 209-224). Brands play a very important role in the consumer decision making processes. It is really necessary for companies to find out customer's decision making process and identify the conditions, which customers apply while making decision (Cravens and Piercy, 2003). Marketers are highly concerned to know how brand names influence the customer purchase decision. Why customers purchase a particular brand also implies how customers decide what to buy. Various factors like promotion, type of product, positioning etc. affect brand choice.

This study is aimed at helping marketers have a better understanding of the current juice and adult [20-40 age groups] market. It also aims in finding what factors influence brand choice and consumption behaviour for this product category.

Marketers can use information from this study to find out which factors have the maximum impact on juice purchases and act accordingly. From a research perspective, there are very few studies involving brand choice, the adult market, and the product category of juice. Among previous brand choice literature, there have been very few studies involving the product category of juice. (Foret and Prochazka, 2006, pp. 341-346) wrote a paper on factors that influence behaviour and decision making of consumers on all major categories of beverages. The methodology included desk research and field data by the means of personal interview. It was concluded that consumers preferred local brands and were health / price conscious. Therefore, this study could lead to further research studies in the future. This study tests the validation of the desired brand benefits and choice model as a predictor of brand choice. Finally, this literature adds to existing studies on brand choice.

1.1. Research Questions

Based on the considerations explained, the present study intends to answer the below research questions.

- Which factors have most significant impact on juice choice and juice consumption?
- What is the consumer's attitude towards purchase of juice in Ireland?

1.2. Overview of the Literature

According to the Theory of Reasoned Action (TRA) by Ajzen and Fishbein's (1980) there are various behavioral factors which influence attitude and subjective norms leading to intention. These factors include price, emotions, quality etc. Therefore, this research seeks to determine the impact that these factors have on consumer's intention towards purchase of juice in Ireland. The chapter begins with the explanation of TRA Model and its relevance to the research. Next, a closer look is taken at the juice industry in Ireland and is compared with the factors in the TRA Model. Finally, there is a brief description of consumer attitudes and intention towards their juice brand purchase and juice consumption.

1.3. Research Objectives

A theoretical model was used that forms the basis for the empirical research that was conducted. The following research objectives were met through the literature review

- To establish the effect of consumer factors on consumer attitude and intention with regards to juice brand choice and juice consumption

- To examine how subjective norms affect intention and behaviour with regards to juice consumption

- To describe the effect of environment, health, price and quality on consumers attitude and intention with regards to juice consumption

1.4. Overview of Methodology

This section discusses the methodological considerations, explaining the research method and philosophy, the approach and design, and data collection method chosen to conduct the study. This is done in a sequential order based on the research onion framework, proposed by Saunders *et al* (2012, p.128). Considering the juice market in Ireland, the research questions and objectives formulated previously, the study is conducted through quantitative research methods. The set of hypotheses for testing is presented which do justice to the topics in the literature review and the objectives. In line with the quantitative research philosophy, positivism is followed as more interested in results or truth rather than the principles associated with it. Deductive research approach is used as it is the most suitable for quantitative analysis. In addition, the research strategy is explained, and a survey questionnaire is chosen to collect the data from a large enough sample of the general population, in order to make inferences and draw generalizations from the findings observed (Saunders *et al*, 2011, p. 20). Next, sampling is discussed and the adoption of a non-probability convenience sample is explained, based on time and monetary constraints. Lastly, the ethical considerations and personal biases are discussed, followed by the acknowledgement of potential limitations faced by this study.

1.5. Overview of Discussion and Conclusion

The empirical results from the questionnaire are presented through graphs and statistical analysis. It starts with the demographic profile of the respondents to the specific questions about juice consumption. The findings are linked and compared with the academic literature and previous studies discussed in the literature review section, and allow for the testing of the hypotheses. These findings lead to the final discussion on the research questions and objectives. After the conclusions on these findings are presented, recommendations and alternatives for future research are proposed.

1.6. Overview of Self Reflection on Learning and Skill Development

The final chapter in this paper gives an in depth analysis of the learning styles adopted by the researcher. It narrates the personal and professional achievements as well as challenges faced by the researcher. Skill development areas are discussed and the prospects for the researcher's professional future are outlined.

Chapter2. Literature Review

2.1. Introduction

The literature review chapter is comprised of thirteen sections that cover all the topics of this research study, reviewing the key concepts, theories and the empirical findings, comparing them with the juice market in Ireland at each stage to evoke response on the subject. Each section content links with the research questions and research objectives proposed for this study. The first section explains the model on which this research is based. The next sections discuss all the factors believed to have an impact on consumer's attitudes and intention towards juice choice and consumption. Hence, price, quality, health, environment, product category involvement, demographics, etc are examined, discussing key theory and empirical findings, and highlighting the knowledge gaps that need to be addressed in this research study to meet the research objectives. Last, the section concludes with a brief summary of the key concepts presented that shape up the research methodological considerations discussed in the following chapter**.**

There have been several studies involving the Theory of Reasoned Action (TRA) model and consumption (Brewer *et al*, 1999, pp. 39-44). The TRA model has been utilized in this study to conceptualize research questions involving juice brand choice and juice consumption behaviours. Figure 1 illustrates the adapted TRA model used for this study. The model has been extended in order to demonstrate all measures involved in this study. This modified model is exploratory in nature in order to gather a theoretical understanding among variables used in the study. The model lists the organization of variables as they relate to the concepts and relationships in the model.

2.2. Theory of Reasoned Action

Prescriptive Cognitive Models were first developed in the 1960's when marketing researchers increasingly focused on beliefs and attitudes as determinants of consumer buying behaviour Ahtola (1975, pp. 53-59). The most influential work in this area was forwarded by Martin Fishbein who proposed a model of attitude formation that became known as the 'Fishbein model'; the first of a breed of 'expectancy value' models Fishbein (1963, pp. 233-240). The Fishbein model proposed that a person's overall attitude toward an object is derived from his beliefs and feelings about various attributes of the object Ahtola (1975, pp 53-59).

In its simplest form, the TRA can be expressed as the following equation:

$BI = (AB)W_1 + (SN)W_2$

Where:

- *BI* = behavioral intention
- *(AB)* = one's attitude toward performing the behavior
- *W* = empirically derived weights
- *SN* = one's subjective norm related to performing the behavior

(Source: Hale *et al*, 2002, pp. 259–286)

While this model provided a significant contribution in the area, it was developed further, and significantly extended, to not only assess attitudes, but behaviour (Ajzen and Fishbein, 1977, pp. 888-918). This revised model became known as the Theory of Reasoned Action (TRA).

Behavior is said to be approximately equal to behavioral intention, which can be derived from a combination of the consumer's attitude toward purchasing the product and the subjective norms about the behavior. Through the concept of 'subjective norm' the theory acknowledges the power of other people in influencing behavior (Solomon *et al.* 2006); explicitly, it accounts for the thoughts of others toward the certain behavior, and is moderated by the extent to which the consumer is motivated to comply with these views. The relative contributions of attitudes and subjective norms will not necessarily be equal in predicting behavior Miller (2005), depending on the individual consumer's propensity to care about other's views, the consumption situation, or the product type under consideration, with conspicuously consumed products tending to be influenced to a greater degree by the subjective norm variable than less conspicuous products would be Schultz (2006, pp. 57-86). Another notable change in approach seen in TRA is that attitude toward the behavior (the act of buying) is measured rather than simply the attitude toward the object. This was a necessary amendment once behavior was being measured, as a consumer may have a very favorable attitude toward a product, but not toward the act of purchasing it (Solomon *et al.* 2006). The two main factors of TRA, attitude and subjective norms, lead to intention. Intention is the likelihood of completing certain behaviour, and the relative importance of normative influence and attitudinal considerations. Intention is utilized for understanding judgment based on how a final decision is made (Ajzen and Fishbein, 1980). Consumer factors such as demographics and consumption behaviours provide an understanding of intention.

In empirical tests and applications of the TRA, a high correlation of attitude toward behaviour and subjective norms to behavioural intentions have been found, however, some studies have proposed that the stated high relationship between behavioural intention and actual behaviour is simplistic because of circumstantial limitations (Oliver and Berger, 1979, pp. 113-122). For a variety of reasons it is purported that behaviour is not always within the complete control of the actor, and as such an additional variable mediating between intentions and behaviour is necessary Warshaw (1980, pp. 26-33). This variable was published in the Theory of Planned Behaviour Ajzen (1985, pp. 11-39).
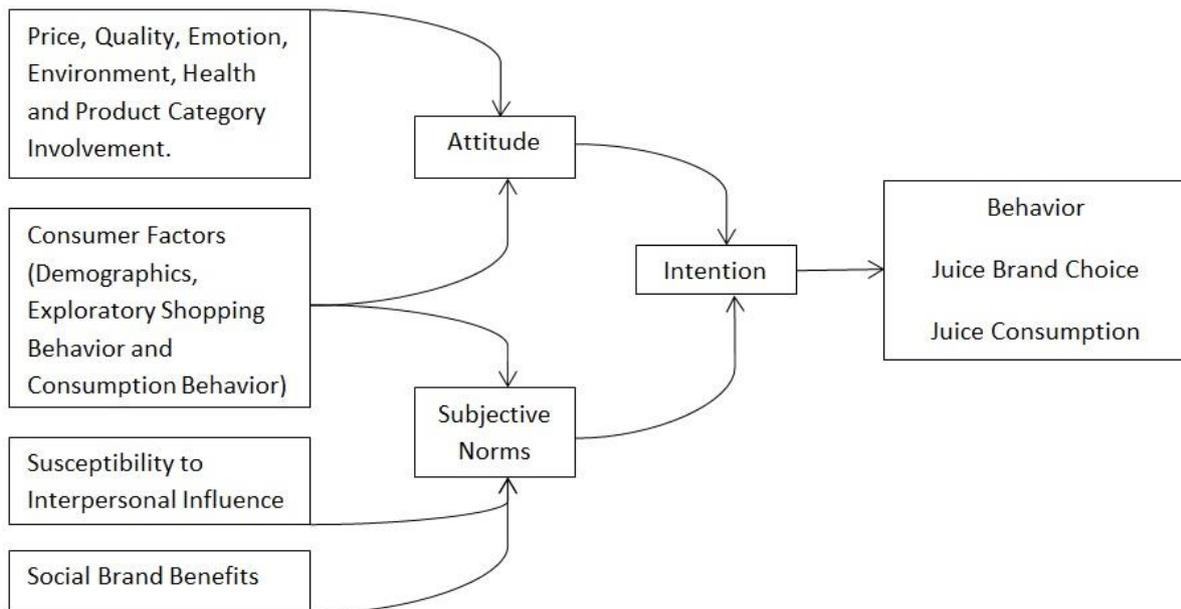
Fig 1. Theory of Reasoned Action, Adapted from Ajzen and Fishbien, (1977)

Consumers in certain age groups [20 – 40 years], base purchase decision on the image and the derived benefit from the brand rather than price. Similar to the older generation, they do buy products based on value, function and quality; however these products also need to fulfill their image conscious desire. Kruger (2010). Consumers do not always seek both benefits and attributes while making a purchase decision. For example Consumer purchase behavior of high-tech and durable goods is distinguished from that of consumer package goods on several fronts. (Xiao *et al*, 2013)

The Innocent Drinks case study justifies that brand name and well marketed brand benefits lead to brand choice by consumers. Turner (2008)

According to previous research studies, other variables aside from attitude and subjective norm can have an overall impact on behaviour (Trafimow and Fishbein, 2001, pp. 755-763). Susceptibility to interpersonal influence and social influence lead to subject norms in an individual. People look out for various benefits they can derive from a brand. Quality, price, emotion, environment, health benefits, and product category involvement deal with the individual's attitude toward the brand. In addition, importance of subjective norms and attitudes can vary depending upon the situation (Bagozzi *et al*. 1992, pp. 505-518). All of these components, either weighing more heavily on subjective norm or attitude, lead to intention. This intention results in individual juice brand choice and juice consumption behaviour. The following brand benefit measures are shown to be significant in measuring brand choice.

2.3. Factors Affecting Attitudes and Intention towards Juice Choice and Consumption

2.3.1. *Price/ Value for Money*

As one of the marketing mix variables, price plays an important role in influencing consumers' perception of products, increasing demand, attracting customers, and promoting brand loyalty, among other things. Research in marketing shows that the perception of reference price (price considered reasonable or fair by consumers) can be altered by changing how price is presented to consumers (Morris and Morris, 1990). Consumers appear to use a product's price as a measure of the product's quality. They often assume that a higher product price indicates a higher level of quality. For example, when consumers are presented with higher discounts on both name brands and unknown brands, they are more likely to buy name brands than unknown brands (Gupta and Cooper, 1992, pp. 401-412), because in the case of name brands they link reduced price with getting a better deal for their money, and in the case of unknown brands they link reduced price with doubtful quality. Price is perceived in many different ways by consumers. Some believe that low prices mean good value, while others state that low prices mean low quality. (Tuttle, 2012).

Therefore pricing is a major factor in determining consumption. Very few studies have been done to determine the effect of price on beverage [juice] consumption which is why it constitutes as one of the research objective. A study concludes that there is a direct relationship between demand and pricing. As demand increased prices increase and vice versa. (Morris, 2010). Consumers also want best product at best price. The quality-price relationship is typically upwards sloped. This means that consumers without their own opinion or the capability of directly judging quality may rely on the price to infer quality. They will prefer to pay a higher price because they expect quality to be better. That is one of the reasons as to why people do not purchase generic goods as they consider it to be of inferior quality.

2.3.2. *Quality*

Quality is defined as fully satisfying agreed customer requirements at the lowest internal price. Therefore quality is one of the most important factors influencing consumer satisfaction as it can only be defined by consumers and it occurs where an organization supplies goods or services to a specification that satisfies their needs. (Palmer, 1998). After a purchase is made people will evaluate whether the purchase has worked out well or not. This is a process of comparing the outcome with the previous expectation of the product: the result is an estimate of the quality of the product. People are influenced by how the benefits of a product are delivered to them. Gronroos, (1984, p.36). Quality relates to the extent to which a product's performance meets customer's expectations and requirements so it is a construct between what the marketers provide and what the customer receives. (Blythe, 2013)

There are eight dimensions of quality which include performance, features, reliability, conformance, durability, serviceability, aesthetics and perceived quality. Product quality is rapidly becoming an important competitive business. Higher quality means better performance, enhanced features, and other improvements that increase cost. It allows companies to charge more for a product. ''If consumer purchase decisions are positively correlated with price, then companies may set higher prices in order to imply higher product quality''. Riesz (1979, p. 244). However where multiple cues are present for inferring quality — brand name, store image, product features, or country of manufacture, in addition to price — the strong price-quality association of the earlier bivariate research weakens or disappears. Research has shown that without proper marketing, banking on quality is unsuccessful. The level of advertising for goods is positively correlated with quality, regardless of what individual ads actually claim. Quality information is provided by the level of advertising, not the claims it makes. Also ''advertised products are apparently of better quality than non advertised goods for some products, when rated by certain criteria''. (Rotfeld and Rozell, 1976, p.46)

When a consumer perceives a quality to be of high quality, this could be if his expectations towards the product were met considerably, it could lead to loyalty to that product. It has been suggested that the way a customer perceives the quality of a brand plays a strong role in determining the customer's commitment to that brand. (Ndukwe, 2011). In case of fruit juices in UK and Ireland people buy them even though the price is on the higher side mainly because they are considered of premium quality. (Levy, 2011). Still this is an area where a knowledge gap exists and needs to be addressed with regards to the Irish market, and therefore, investigation in this area constitutes one of the research objectives of this study as listed in the introduction.

2.3.3. Emotions

An attachment is a type of emotional bond that binds the consumer to particular product and, from a marketing perspective, is what helps to explain why consumers are committed to certain products/brands. Because these kinds of products are important and meaningful to consumers, they often go out of their way to own and protect them. (Thomson *et al*, 2005). In recent years, branding theory literature has focused on the customer – brand relationship, which is based on a metaphor that suggests consumers form relationships with brands in the same way they form relations in a social context (McAlexander *et al*, 2002, pp. 38-54). These emotions towards brands influence brand choice. When consumers get emotionally attached they become loyal to the brand. They are willing to pay more. They are willing to invest their own time, money and effort for the brand. Customers go one step further; they re-purchase and are willing to put their credibility on the line by recommending those brands to other people. Loyal customers are willing to postpone a purchase if their favorite products are not available. They also readily pay more for their favorite brand. (Thomson *et al*, 2005). This is evident from the fact that Innocent Juices has the highest sale in spite of it being expensive and not a home grown Irish brand. (*BBC News*, 2010). The question here is to what extent does emotional decision making affect juice consumption. This is not a big surprise as there

is no empirical research available conducted in Ireland to assess the level juice consumption made on emotional reasons. Hence, this is an area where a knowledge gap exists and needs to be addressed with regards to the Irish market, and therefore, investigation in this area constitutes one of the research objectives of this study as listed in the introduction.

2.3.4. Environment

Since concerns about climate change were first expressed back in the 1980s, there has never been more pressure on the human race to "go green" than there is today. Companies have now started taking active responsibility for their products. This is in the form of paying more attention to energy consumption, environmental impacts, solid waste management, regularly testing materials used for products, recycling, wastewater treatment and reducing toxic emissions. Stewardship of the environment refers to protecting the environment through recycling, conservation, regeneration and restoration. ('Environmental Stewardship', no date). A strong commitment to environmental sustainability in product design and manufacturing can yield significant opportunities to grow your business, to innovate, and to build brand equity. (Ottoman, 2008). Companies that introduce a sustainability strategy throughout their supply chain generally see a boost in their financial performance. An example of stewardship involving product category of juice would be that the bottle is recyclable or was recycled before consumption. (Merrett, 2007). This research area constitutes one of the research objectives mainly because the researcher needs to establish if people consume juices which are environmentally friendly or otherwise.

2.3.5. Health

Juice marketers like CocaCola in Ireland have recognized the need and are marketing healthy juices. They have introduced the Kia-Ora range of low calorie and low sugar juice. CocaCola Hellenic (2014). Juice contains abundant vitamins and minerals. For example, certain juices are high in vitamin C and contain folate and minerals such as potassium. Some juices, like orange juice, may also be fortified with calcium. The vitamin C in some juices is largely responsible for the health of collagen, a protein that helps maintain healthy skin and cartilage. Drinking vitamin C–rich fruit juice helps replenish skin's vitamin C stores and enhances its natural beauty. Vitamin C also aids in joint flexibility and maintenance of healthy hair. Lastly, vitamin C may help prevent cataracts and macular degeneration. Some juices are fortified with the mineral calcium, which helps keep your bones healthy. Juices that contain calcium may be able to help lower blood pressure, reduce your risk of cardiovascular disease and prevent osteoporosis. Calcium may also help alleviate PMS cramping. Juices rich in potassium may further help prevent osteoporosis by forming osteocalcin, a protein found only in the bone. Drinking potassium-rich juice can also help keep blood pressure low. B vitamins in fruit juices like kiwi, banana have folate which may reduce your risk of cardiovascular disease, slow age-related memory decline, and help maintain healthy hair. Folate also contributes to the production of serotonin, so it may help ward off depression and improve mood. Joy Bauer (2014)

However with these benefits there are side effects as well. Aside from being a potential weight-loss buster, certain varieties of juice (mainly citrus juices) can trigger migraines. Now-a-days *'juicing'* has become mainstream in Ireland. According to Irish consultant dietician Aveen Bannon."Juicing is very popular with youngsters who want to get healthier and are very into their exercise, "It is a fantastic way of getting vitamins into you. But it's never going to be as good as eating whole fruit and vegetables." (Monaghan, 2014) According to a study published in the journal *Appetite,* the juiced version performed the poorest in regards to increasing feelings of fullness. . (Roussell, 2011). . Also juice-only diets may cause health problems because they strip out natural fibers and can be loaded with sugar. A year ago Naked Drinks got into trouble over their *'All Natural'* claims. (Weingarten, 2013). Indicating health benefits to consumers, such as promotion of drinking juice as a as a health benefit and low carbohydrate product, influences a brand choice decision for health conscious consumers. In an attempt to move consumers from drinking energy and fizzy drinks even multinational giants have introduced juices in their product manufacturing. For example PepsiCo acquired Tropicana in 1998 and bought the cola war to the breakfast table as Coca-Cola owned Minute Maid juices. (Lynch, 2014).

What needs to be validated is if indeed health factors drive consumer's juice consumption in Ireland. Hence, this research area constitutes one of the research objectives of this study.

2.3.6. *Product Category Involvement*

Although no exact definition of involvement exists there seems to be general agreement that the level of involvement can be described as the degree of personal relevance or importance of the product based on inherent needs, values and interests.(Zaichkowsky, 1985). Studies have shown that product involvement can influence the decision-making process regarding a product, the extent of the consumer's search for information about the product, the manner in which the consumer's attitudes and preferences regarding the product are affected, and the consumer's perceptions regarding the various alternatives to the same product category (Leclerc and Little, 1997, pp. 437-484). Involvement is a matter of interpretation and so the level of involvement of different people in relation to the same product will vary. (Te'eni-Harari et al, 2009, p.203)

Let us discuss the Consumer Factors which include characteristics like demographics, vulnerability to interpersonal influence, product category involvement etc which impact purchase decisions. Consumer behaviours (such as exploratory behaviour, product usage, and frequency of purchase) help in understanding product choice. (Stávková et al, 2008, pp. 276-277). . These have been linked with attitude and subjective norms which influence brand choice and consumption. (Ajzen and Fishbein, 1980).

2.3.7. Demographics

Demographic variables are proven indicators for brand choice. Fruit juice is big business in Ireland. (Ryan, 2013). Global commodity prices of both fruit and fruit concentrate rose sharply in 2011; even though commodity prices started to reduce. Increasing prices and tough economic times meant consumers bought less often and less per trip. However when they did buy they were more likely to buy better quality – chilled juice gained share over ambient driven by Not from Concentrate (NFC) juice. NFC has been driven forward by some heavy marketing investment and aggressive promotional activities. Single-serve fruit juices have proved popular, particularly as part of a lunchtime 'meal deal'. More juice consumption is taking place out-of-home and single-serve formats have continuing potential. British Soft Drinks (2013)

In a survey taken by Kantar Worldpanel from 11,000 people in UK and Ireland the following data quoted was collected during the 12 months ending November 2012.
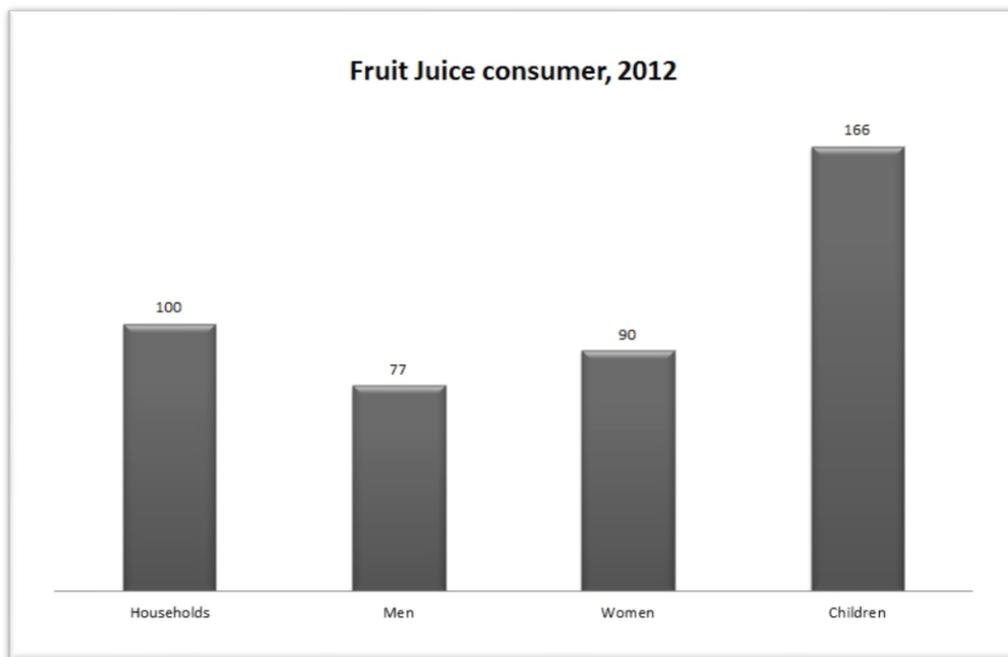
Fig 2. Likelihood of choosing fruit juice indexed against all consumers. Source: Kantar Worldpanel, (2012)

Figure 2 shows that Households (all consumers) drink 23%. Men consume less at 18% as compared to women at 21%. The maximum consumption is made by children at 38%.[1]
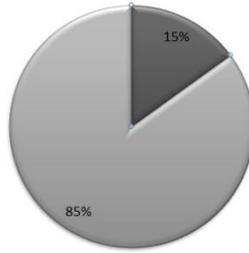
Fig 3. Juice consumption by men and women. Source: Kantar Worldpanel, (2012)

Fruit juice is consumed in 85 per cent of households, and particularly by children. Women are more likely to drink fruit juice than men are.

2.3.8. *Exploratory Shopping Behavior*

Variety seeking as a motive in consumer behavior has recently generated considerable interest. While variety seeking behavior is thought to have relevance for several areas of marketing, most work has been concentrated in the area of exploratory purchase behavior -- i.e., brand switching and innovating behavior. (Hoyer and Ridgeway, 1984, pp. 114-119). Various consumer behavior perspectives on exploratory behavior are available (Venkatesan, 1973, pp. 354-384). One important outcome of the variety seeking drive in the context of consumer choice would be the desire for new or novel products manifested by purchase exploration (that is , switching/innovating). (Tucker, 1964, pp.32-35). Exploratory shopping behavior can also result from such factors as: decision strategies, situational and normative variables, dissatisfaction with current brand/product and stochastic processes.
Let us look at these factors on a broad perspective. (Hoyer and Ridgeway, 1984, pp. 114-119)

1. Decision Strategies:

A process which may result in brand/ product switching involves the type of decision strategy employed in making the choice. Most particularly, consumers may base their decision on price-related factors such as buying the cheapest brand, buying a brand on sale, or buying a product for which one has a coupon

2. Situational and Normative Factors:

A second category of variables which may induce switching behavior consists of situational and normative factors (Belk, 1975). The basic notion is that even though an individual may intend to purchase a particular brand/product, other factors intervene to prevent the intention from being carried out. Situational variables include: preferred brand/product on sale, and special point-of-purchase display of another brand/product. Normative factors would involve the direct influence of a relevant other. For example in order to impress someone one might purchase expensive Innocent Juice rather than Wild Orchard ; the cheaper alternative.

3. Dissatisfaction with Current Brand/Product:

A third factor which might result in switching behavior is dissatisfaction with the brand/product the consumer is currently using. Thus, the choice of a different brand/product is not the result of the need for variety; rather, it is the result of an evaluation that the existing brand is not fulfilling one's needs.

4. Problem Solving Strategies:

Finally, brand switching or innovating may be motivated by the desire to solve a problem. For example, an individual may purchase a new branded low calorie juice to control her diet. In this case, the individual needs the new product/brand to solve a current consumption problem, not to satisfy his/her desire for variety.

5. Individual-Difference Characteristics:

5.1. Personality Traits:

Personality is made up the characteristic patterns of thoughts, feelings, and behaviors that make a person unique. It arises from within the individual and remains fairly consistent throughout life. (Kendra, no date)

Individuals have different personalities which affect the variety seeking behavior. A variety of different personality traits may predispose an individual toward variety seeking and a multi-dimensional personality instrument must be developed in order to identify those individuals who are more prone to purchase exploration.

5.2. Motivational Factors:

A second set of individual-level characteristics are motivational in nature. A synthesis of previous research suggests that a number of specific (yet interrelated) motives may combine to produce a general variety drive.

5.3. Variety Seeking Drive:

A number of personality and motivational factors are potentially related to variety seeking in purchase behavior. Variety seeking is seen as a general drive which is the result of several interrelated underlying motives which are, in turn, a function of various personality characteristics.

6. Product Characteristics

6.1. Objective Product Characteristics:

The opportunity to switch brands or products will always be dependent on the number or available alternatives. Where product choice is restricted it is difficult to engage in brand /product switching and vice versa.

6.2. Subjective Product Characteristics:

It includes degree of involvement towards the product, perceived risk and brand loyalty.

Products such as fruit juices are good examples for trying exploratory behaviors based on desire for variety and health/brand –related factors. Consumers usually try other alternatives similar to juices like Innocent smoothies or Snapple. However with consumers having high level of involvement with the product, these exploratory behaviors do not exist. For example it is only natural that consumers who possess a strong preference for one brand out of a set of brands would be less likely to engage in product/brand switching. In fact, the definition of brand loyalty necessitates the absence of switching behavior (Jacoby and Chestnut, 1978).

2.3.9. Consumption Behaviour

Consumption behavior plays an important role in brand choice. Product usage is among one of these factors and plays a major influential role in impacting consumer behaviour. (Ram and Jung, 1989, pp 160-166). Product usage consists of two dimensions: usage variety and usage frequency (Zaichkowsky, 1985, pp 160-166). Variety usage is how the product is used and depends upon the product category and situation. Market share for product brands could increase based on an event or situation. For example, sales and volume for specific brands of juice fluctuate before and after particular festivals. Therefore, brand choice measurements should take into account for temporal changes in brand choice behavior. Frequency of purchases, the second dimension of product usage, deals with the amount of a single item purchased during a given time period. According to a study, frequency of purchases can provide insight on brand choice (Ram and Jung, 1989, pp 160-166). However it is necessary to figure out how much juice do people consume in a week.

2.3.10. Situational Factors

Situational factors are temporary conditions that affect how buyers behave—whether they actually buy the product. They include things like physical factors, social factors, time factors, the reason for the buyer's purchase, and the buyer's mood. Situational factors also play an important role in the process of consumer decision making process. (Lancaster *et al*, 2002). Based on these situations consumers assess brands. Situational influences on consumer buying behaviour are actually temporary conditions that impact how they behave. It pertains to whether consumers really purchase a marketer's product, purchase supplementary products, or do not purchase anything. (Kauffman, 1996, pp. 94-107). These factors are a significant interfering variable among the moderately unvarying family framework and buying decision behaviour (Johnson, 1995, pp. 61-68). Research has indicated that consumer preferences change according to their environment (Belk, 1974, p.157) definition of "situation" is useful in this respect, where situation is defined as: "all those factors particular to a time and place of observation which do not follow knowledge of personal and stimulus attributes which have a demonstrable and systematic effect on current behaviour".

First of all a consumer purchases a brand based on the situation and availability. In Ireland people usually purchase drinks from supermarkets or stores. Small stores like Spar, Centra, and supermarkets like Tesco have different rates for fruit juice so a consumer might choose a brand based on being in a different situation. (National Consumer Agency, 2008). Social situations also affect consumption. For example a person at a restaurant is consuming low calorie juice just to appear health conscious to other people. (Matilla and Wirtz 2008, pp. 562–67). Situation variation depends on the product category used for research (Belk, 1974). Beverage products are any operator's most profitable categories, since drinking juice is an activity that occurs in everyday situations. The time of day, the time of year and how much time consumers feel like they have to shop also affects what they buy. (Stephens, 2013). However, it is not clear from this study in what exact situation [place, time] effects juice

consumption. Hence, it is one of the research objectives of this study to further examine and validate the existing findings and tackle the knowledge gap highlighted.

2.3.11. *Interpersonal Influence*

Social influence can be categorized into informational and normative influence. Informational influence occurs when individuals accept information as evidence of reality while normative influence involves conformity to the expectations of others (Burnkrant and Cousineau 1975, pp. 206-207).To persuade individuals to purchase their product or service, marketers frequently attempt to take advantage of social influences in personal selling, advertising and other promotional efforts. (Wakefield and Stone, 2004, p. 740). However it is important to know an individual consumers vulnerability to social influence, to understand as to how much does social influence impact their purchase decision. Consumer susceptibility to interpersonal influence is hypothesized as a general trait that varies across individuals and is related to other individual traits and characteristics (McGuire 1968). Interpersonal influence also effects buying behavior. However to find the extent to which it effects juice consumption is what the researcher aims to find.

2.3.12. *Brand Benefits (Desired Effect)*

The definition of a brand is "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (American Marketing Association, 2014, p. 404). Within this view, (Keller, 2003a, p. 3) says, "technically speaking, then, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand". Although the terms *brand* and *product* are often used interchangeably, they are two separate concepts. A product is a good, service, or idea consisting of a bundle of tangible and intangible attributes that satisfies consumers and is received in exchange for money or some other unit of value. (Bhasin, 2010). It is important to differentiate/distinguish a brand from a product. Brand name creates added benefits separate from the product for consumers. (Keller, 1993). Versace's buyers are different from those of Primark. (Romanuik *et al*, 2007)

Among specific marketing mix variables pricing and promotion have shown considerable influence on brand choice. Example, "the brand with the higher advertising budget yields substantially higher levels of brand equity. In turn, the brand with the higher equity in each (product) category generates significantly greater performance and purchase intentions" (Cobb-Walgren *et al*, 1995, p. 25). However lower income groups have greater awareness of price than higher income levels (Rosa-Díaz, 2004). Product attributes have high importance in finding out what changes can be made to make the brand more interesting. They are the basic elements for establishing a brand identity and to differentiate products from their competitors.

Primarily, a brand acts as a means of identification and it is a way for the consumer to identify one product from another similar product. Consumers can base their buying decisions on their relationship with the brand and taking past experiences with the brand into consideration. It can be concluded that brand benefits are an effective predictor in the product category of juice for brand choice, which is why it is important to know which brand is preferred by Irish consumers.

2.3.13. *Subjective Norms (Social)*

Social and group forces influence the customer buying –decision process. The social influences affecting consumers' purchase decisions include opinion leaders, culture, subculture, social class, reference groups and family. Peer pressure plays a significant role in name-brand obsession. Experts say that pressure functions as a type of "bragging right," prompting adolescents to display how much one owns, and how much he or she has to spend. Materialism also influences the choices teens make. (Li and Mahal, no date). Under peer pressure, adolescents may emerge desires for conformity, which has been associated with the needs for acceptance, approval and harmonious relationships with others (Batra *et al*, 1994). Adolescents usually seek the feelings of "fitting in" and sense of belonging in peer groups (Rutter and Behrendt, 2004), as well as avoid negative emotions, such as feelings of isolation and inadequacy by participating in behaviours with peers (Lashbrook, 2000). Therefore normative influences can have an effect on brand choice for the juice product category. (Stafford, 1966) found that individual brand choice is affected by group influence. The consumption choice of a person also determines the person's position in society. Social class influences many aspects of our lives. For example upper middle class Americans prefer luxury cars like Mercedes. Consumers make perceptions about brands on the basis of discussions in their individual social group. The question that must be addressed is do social factors effect Irish consumers, and if this is something that has a relation with their attitudes and intention towards juice consumption. Hence, investigating this constitutes one of the research objectives of this study as explained earlier.

2.3.14. *Attitude and Intention*

In Theory of Reasoned Action (TRA), (Ajzen, 1980) stated that the intention to do or not to do a certain behavior was influenced by two basic determiner construct, those were the attitude towards behavior and the social influence, this was subjective norm. The product attribute cues are the main marketing variables that influence the decision of the potential customers' purchase. (Cooper, 1969) noted that consumers use the information of the products' attributes to form the intermediate perception between quality and value that finally forms the purchase decision. However, purchase intention might be altered by the influence of price, quality perception and value perception (Zeithaml, 1988). Based on the study of Chaniotakis *et al* (2010), factors that influencing consumers' purchase intention are 'consumers' attitudes', 'extrinsic factors'[perceived price, packaging, store image, advertisement] and 'intrinsic factors' [quality, risk, value] of the products. Therefore, to

validate and confirm the effect of consumers factors on attitudes and intention with regards to juice brand choice and consumption in Ireland, constitutes one of the research objectives of this study, as explained in the introduction section.

2.4. Conclusion

This section presented the most relevant theories and research studies conducted around the world about the factors which influence juice consumption. Knowledge gaps were highlighted in relation to how the factors of location based, entertainment, information value, incentives and trust affect consumers" attitudes and behaviors towards mobile advertising in Ireland, underpinning the research questions and research objectives that are presented and addressed in the following chapters. Hence, this discussion set the scene for the next two chapters where the methodology chosen for this study is presented and examined, followed by the presentation of the primary research findings and the final conclusions about the topic under study.

Chapter3. Research Methodology
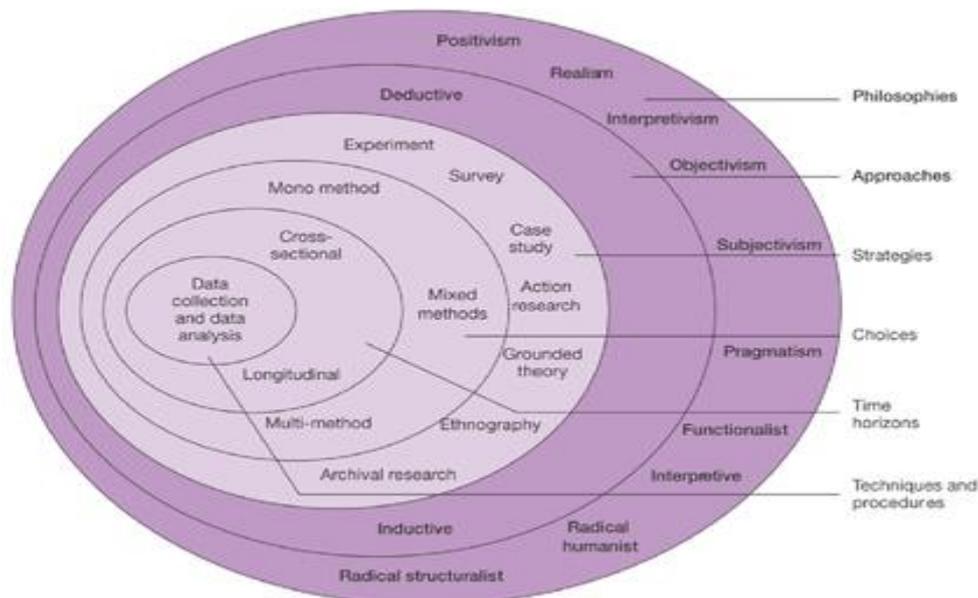
Fig 4. The research process onion. Saunders *et al*, (2012)

3.1. Introduction

In this chapter the research Onion by Saunders, Lewis and Thornhill (2012) has been used. Each layer of the research onion is explained in detail. Also ethics, personal bias and limitations of the research are discussed.

3.2.1. Research Philosophy

A research philosophy is a belief or an idea regarding the collection, interpretation, and analysis of data collected. There are various philosophies are explained in Saunder's research onion. The most significant among them are Positivism, Realism, interpretative, Objectivism, Subjectivism, Pragmatism, Functionalist, Interpretative, Radical humanist, Humanist and Structuralist (Saunders *et al*, 2012). Positivism holds reality as stable. An objective view point can be described by this. This philosophy further says that knowledge that are not based on positivism is invalid and blurred (Creswell and Miller, 2010). Realism is a philosophy that holds scientific approach to development and knowledge. The basic assumption of this philosophy is that which it actually is. It is independent from the belief of the people. There are two types of realism. The one is direct and the other critical realism. From the point of view of a direct realist the world is static and having no change. Critical realism holds change as constant (Buchanan and Bryman, 2009) Critical realists argue that what we experience are sensations, the images of the things in the real world, not the things directly.

Interpretivism is an epistemology that advocates that it is necessary for the researcher to understand differences between humans in our role as social actors. This emphasizes the

difference between conducting research among people rather than objects. This objectivist-subjectivist debate is somewhat similar to the different ways in which the theoretical and practical approaches to organizational culture have developed in recent years. (Smircich , 1983) noted that objectivists would tend to view the culture of an organization as something that the organization 'has'. On the other hand the subjectivist's view would be that culture is something that the organization 'is' as a result as a process of continuing social enactment.

In this study Positivism will be used. Positivism as a philosophy adheres to the view that only "factual" knowledge gained through observation (the senses), including measurement, is trustworthy. In positivism studies the role of the researcher is limited to data collection and interpretation through objective approach and the research findings are usually observable and quantifiable. According to the principles of positivism, it depends on quantifiable observations that lead themselves to statistical analysis. It has been noted that "as a philosophy, positivism is in accordance with the empiricist view that knowledge stems from human experience. It has an atomistic, ontological view of the world as comprising discrete, observable elements and events that interact in an observable, determined and regular manner" (Collins, 2010, p.38).

3.2.2. Hypothesis

1. H1a: Consistent quality of juice results in increased juice intake.
   H1an: Consistent quality of juice does not result in increased juice intake.
2. H2a: Value for money increases fruit juice intake.
   H2an: Value for money does not increase fruit juice intake.
3. H3a: Acknowledgement of health benefits increases fruit juice intake.
   H3an: Acknowledgement of health benefits does not increase fruit juice intake.
4. H4a: Environment friendly production of juice results in increased fruit juice intake.
   H4an: Environment friendly production of juice does not result in increased fruit juice intake.
5. H5a: Juice consumption results in social acceptance and in turn increases fruit juice intake.
   H5an: Juice consumption does not result in social acceptance and in turn does not increase fruit juice intake.
6. H6a: Emotional benefits from juice increase fruit juice intake.
   H6an: Emotional benefits from juice does not increase fruit juice intake.

3.2.3. Research Approach

Deductive Approach is a journey from general to particular. Here the hypothesis and the theory are checked first and then move to results that are more specific. The conclusion follows logically from the available facts (Jonker & Pennink, 2009). Deduction possesses several important characteristics. First, there is the search to explain causal relationships between variables. To test the hypotheses utilize another characteristic, the collection of quantitative data will be used. The final characteristic of deduction is generalization. In order

to be able to generalize statistically about regularities in human social behavior it is necessary to select samples of sufficient numerical size.

The deduction approach is the most appropriate for quantitative research, while the inductive approach is more suitable for qualitative research, where the theory is produced in an inductive way once the data has been collected and analyzed. Saunders *et al* (2012, p. 162) stated that "quantitative research is usually associated with a deductive approach as well as with positivism, where the focus is on using data to test theory."

The deductive concept illustrates the research process of this study, where existing theory was presented in the literature review, forming the basis for the research objectives which have been tested empirically in the Irish market.

3.3. Research Strategy

This research used Survey Method. Survey research studies large and small populations by selecting and studying samples chosen from the populations to discover the relative incidence, distribution and interrelations of sociological and psychological variables. This research is mainly used to investigate social and psychological factors (Saunders *et al*, 2012).

Saunders et al (2012, p. 177) noted that "surveys using questionnaires are popular because they allow the collection of standardized data from a sizeable population in a highly economical way," and this data can be analyzed in a quantitative manner using descriptive and inferential statistics.

A survey was administered in order to improve accuracy of measures and to test reliability of pre-existing measures. Brand choice, consideration set formulation, situation, and brand benefits were all asked to respondents. Juice consumption questions and demographics were asked in order to gain knowledge in these areas before developing the main study.

3.4. Time Horizons

Time Horizons can be indicated as a time target fixed. g. Saunders *et al* (2012, p. 190) noted that for research projects in academic courses the cross-sectional time horizon approach is the most used considering the usual time constrains. Cross Sectional horizon was applied as the researcher spent 2 weeks to get the response to the questionnaires.

3.5. Techniques and Procedures

The most important elements in a research study are data collection and data analysis. In this study, primary data was collected through structured questionnaire. The questions encourage the respondents so that the necessary data is obtained. In this study both factual as well as opinion and attitude questions were employed. Once the 150 questionnaires were gathered, the responses were easily exported to SPSS in an excel file format for data analysis. Using

SPSS inferential and descriptive statistics were performed such as Spearman's correlation coefficient in order to find the relationship between two variables and the degree on dependence between two variables. As the data is non-parametric in nature, Spearman's correlation coefficient was used. This correlation coefficient gives the degree or strength a variable to affect the dependent variable. This value is between -1 to +1. Values between -1 to 0 show a negative or inversely proportional relation and values above 0 up till 1 show a positive or directly proportional relation between two variables.

For the secondary data various materials pertaining to the topic of the research were used. A number of books, branding related articles, web pages, statistics, journals and news-papers were referred.

3.6. Sample

The individuals interviewed are called population. When employing a small part of the total population, the correct denomination is called sample. If the research is designed in a right way; the sample selection can be seen as a depiction of the total population, although of a smaller size.

Technically a sample is a *"subgroup of a population"*. Frey *et al*. (2000, p. 125). Non probability sampling is that it a convenient way for researchers to assemble a sample with little or no cost and/or for those research studies that do not require representativeness of the population. (Babbie, 1990, p. 97). Non-probability sampling is a good method to use when attempting to question groups who may have sensitivities to the questions being asked and may not want answer those questions honestly, and for those situations when ethical concerns may keep the researcher from speaking to every member of a specific group. (Fink, 1995, p. 17). This method was employed as it is cost efficient. In order to answer the research questions, primary data was collected through questionnaires. When the survey was conducted, due to the lack of time, the first objective was to get more respondents in the limited time. Participants were adults between the age group of 20 to 40 years. All respondents were current residents in Ireland, of various nationalities, different income, work and educational backgrounds, reflecting the researcher's diverse social network in Dublin. In the beginning of survey, it seemed easy to collect the data from people but eventually it became difficult as some people did not want to fill the questionnaire due to shortage of time. The sample was made up of the researcher's work colleagues at HCL Ireland, where the researcher works as part time staff on weekends as well as students from the researcher's college, acquaintances and friends based in Dublin. The sample took the form of a non-probability convenience sampling. Hence, the sample resulted from people the researcher had direct access to. People were also approached in shopping malls and restaurants. The aim for this study was to conduct approximately 140 surveys, which were thought to be enough for the study if filled out correctly. After completing the decided quantity, 10 surveys were added due to incorrectly filled or missing information. The subjects were explained the reason for collecting this data. Subjects completed separate forms in order to keep their anonymity. Subjects were given 15 minutes to complete the survey. They were asked regarding the

constructs of brand choice, consumption behaviour, demographics, situational variation, and brand benefits. It is important to acknowledge that the sample does not represent the heterogeneity of the Irish population, as certain age groups such as the elderly and young children.

Saunders *et al* (2012, p. 429) noted that in order to ensure the validity and reliability of questionnaires, questions must be understood by the respondent in the way intended by the researcher, and answers must be understood by researcher in the way intended by the respondent. Participants answered questions regarding juice brands that they were most likely to consume in the next month. These brands were ranked, and the top brands were the exact same as the past juice consumption rankings. These juice brand choice questions created some confusion among respondents. Therefore, it was determined to make juice brand choice an open-ended question for the main survey in order to account for individual consideration sets.

The questions were a closed format, in the form of multiple choices and Likert-style rating in order to gather opinion data from the respondents, and to help drive completion and simplify data processing and analysis. Majority questions were evaluated based on agreement or disagreement on a 7-point Likert scale [down]. Brand benefits scales had satisfactory reliability and were utilized for the main study. However, two health item questions were added to the health benefits scale based on exploratory data from an open-ended question. Juice consumption behaviour questions provided accurate and clear results to measure the construct.

3.7. Ethics

Ethics has become a foundation for conducting effective and meaningful research. Every researcher has a responsibility to protect the participants in an investigation. Consent involves the procedure by which an individual may choose whether or not to participate in a study. The researcher's task is to ensure that participants have a complete understanding of the purpose and methods to be used in the study, the risks involved, and the demands placed upon them as a participant (Best and Kahn, 2006). Participants were aware that they have the right to withdraw from the study at any time. It was ensured that no individual was harmed while serving as a participant [mental stress or personal embarrassment]. It was also ensured that no confidential information about any participant will be discussed nor will the participants be manipulated in any way to divulge unrelated details. (Sieber, 1982, pp. 145) defines privacy as "that which normally is not intended for others to observe or analyze". Confidentiality and privacy are synonymous which is why the privacy of the participants will be respected. If they do not wish to be named- *anonymity*- will be used to protect individual participants.

3.8. Limitations
Limitations are potential weaknesses in the study that are out of the researcher's control. The limitations of the study are those characteristics of design or methodology that impacted or

influenced the application or interpretation of the results of your study. (Brutus, 2013). As sample of convenience is being used as opposed to a random sample, then the results of the study cannot be generally applied to a larger population. The sample is taken from people living in the city of Dublin and surrounding areas, which may or may not be accurately representative of how juice consumption is perceived in other parts of Ireland. Also the entire Irish Population is not represented in the sample. Though the researcher believes that the respondents have given a correct and truthful response in each question, there is no way to empirically confirm if there is any reality in this   case. Most importantly the factors based on the TRA Model which have been studied in this research are not the only factors which universally affect or influence the consumer's purchase decision in juice brand and juice consumption. Time factor is also a major limitation here as its merely two and half months to complete the study.

3.9. Personal Biases

Bias is a systematic error that can prejudice the evaluation findings in some way. So, sampling bias is consistent error that arises due to the sample selection. The most obvious criticism about non probability convenience sampling is that the sample is not representative of the entire population. This could result in low external validity of the study. In research, bias occurs when systematic error [is] introduced into sampling or testing by selecting or encouraging one outcome or answer over others. (Wilkins and Pannucci, 2010). It is often that the personal beliefs of the researcher clash with the respondents. Also at times the researcher could divert the respondent into answering what they prefer on the subject. However the researcher designed the questionnaire in the best possible way to prevent misinterpretation and biases from the respondents.

3.10   Conclusion

The research methodology used in this study has been presented in the above chapter. Hypotheses were proposed to analyse the effect of certain factors on juice consumption in Ireland. Therefore the researcher can advance to discussion and conclusion chapter where the actual research findings are presented and discussed in detail, along with the hypotheses testing analysis, leading to the conclusions of this study and recommendations for future research in this field.

Chapter 4. Discussion and Conclusion

4.1. Introduction

This chapter represents the conversion of data acquired from questionnaire survey into information. It highlights the empirical findings. By employing the statistics software SPSS, raw data received from questionnaire was converted to useful information in form of descriptive statistics, bar graphs, frequency tables and Spearman's correlation coefficient to give a graphical and simpler presentation of the data. Firstly, in order to have a clearer understand of the data, various demographic aspects of the sample population have been explained. Then using graphical representation and tabular representation of frequencies empirical findings such as brand preference of the sample population and consumption pattern have been explained. Secondly, by employing Spearman' correlation coefficient hypothesis have been selected that result in answering the research objectives. Finally, the conclusion gives a summary of the data analysis, relates it to the research question and objective, giving way to acknowledgement of the limitations of this research and recommendations for future studies on this topic based on the limitations of this research.

4.2. Sample demographics

4.2.1. Sample size

The sample size for this survey was of 150 individuals from Dublin, Ireland. These 150 respondents were asked whether they drink fruit juice. 140 respondents said that they did drink fruit juice. This set of respondents accounted for 93.34% of the total sample size. Only 10 respondents said that they did not consume fruit juice and they accounted for 6.66% of the sample size.

4.2.2. Gender

Respondents were asked to tick their gender. There was an uneven distribution of sample size between male and female. Only 63 respondents were male and they accounted for 42% of the sample size. The remaining 58% of the respondents were female. It must be observed therefore that females drink more fruit juice than males.

4.2.3. Age group

The questionnaire required the respondents to classify themselves in preset age groups. The highest number of respondents belonged to the age group of 25-30 with 61 respondents classifying themselves to this category. They accounted for 40.67% of the sample size. 46 respondents belonged to the age group of 20-25 forming the second largest group. They accounted for 30.67% of the sample size. The third largest age group was of 30-35 years with 24 respondents in this category, accounting for 16% of the sample size. The least amount of

respondents belonged to the age group of 35-40, with 19 respondents in this category and accounted for only 12.66% of the sample size. Based on the data received from the sample size it can therefore be concluded that the younger set of people, i.e. people belonging to the age group of 20-30 years are the biggest juice consumer groups as they jointly accounted for 71.34% of the sample size.

4.2.4. Occupational Status

Respondents were asked to disclose their current occupational status. The maximum numbers of respondents were students, with 88 respondents classifying themselves to this category. This group of respondents accounted for 58.67% of the sample size forming the majority group. The sample was roughly equally distributed between people engaged in service and business. 26 respondents said they were engaged in either full time or part time service and accounted for 17.34% of the sample size. 20 respondents said that they were engaged in business and accounted for 13.34% of the sample size. 9 respondents said that they were currently unemployed accounting for only 6% of the sample size. 7 respondents could not classify them in any one of the above mentioned categorizes and accounted for 4.65% of the sample size. Therefore by the analysis of the data given above, it can be concluded that students formed the majority group of juice consumers.

4.2.5. Living situation

Respondents were asked to describe their living situation. 53 respondents said that they lived with roommate(s) forming the majority group and accounted for 35.34% of the sample size. The second biggest group belonged to the respondents living with a partner or spouse with 33 respondents classifying themselves to this category. They accounted for 22% of the sample size. 26 (17.34%) respondents said that they lived alone. 18 respondents said that they lived with their parents and accounted for 12% of the sample size. 10 respondents could not classify themselves in any of the above mentioned category. By the above given data an interesting finding comes to light. As only 17.34% of the respondents lived alone, they were the only group of respondents that had to make a juice purchase decision in order to consume juice. Remaining respondents were living with other people and even if they didn't purchase juice, it didn't necessarily mean they didn't consume any juice or vice versa. Purchase decision of people living with directly impacts the consumption behavior of these respondents.

Analysis of the data above gives some interesting conclusion. Majority of the juice consumption can be accredited to females. More than 70% of the juice consumers belong to the age group of 20-30. 58.67% of the consumers are students and 30.58% of the consumers either have a job (17.34% service (full time and part time)) or are engaged in business (13.34%). Only 17.34% of the consumers live alone. 73.34% of the respondents lived with their parents, partner, spouse or roommates

Sample Size		
Category	*Frequency*	*Percentage*
Do you drink fruit juice? Yes.	140	93.34
Do you drink fruit juice? No.	10	6.66
Gender		
Category	*Frequency*	*Percentage*
Male	63	42
Female	87	58
Age group		
Category	*Frequency*	*Percentage*
20-25	46	30.67
26-30	61	40.66
31-35	24	16
36-40	19	12.67
Occupational Status		
Category	*Frequency*	*Percentage*
Student	88	58.66
Service	26	17.34
Business	20	13.34
Unemployed	9	6
None of the above	7	4.66
Living Situation		
Category	*Frequency*	*Percentage*
Living with parents	20	13.34
Living alone	28	18.66
Living with partner/spouse	35	23.34
Living with roommates	55	36.66
None of the above	12	8

Table 3. Demographic representation of sample

4.3. Empirical findings
4.3.1. *Brand preference*

Respondents were asked about the brands of juice you have consumed in the past month.
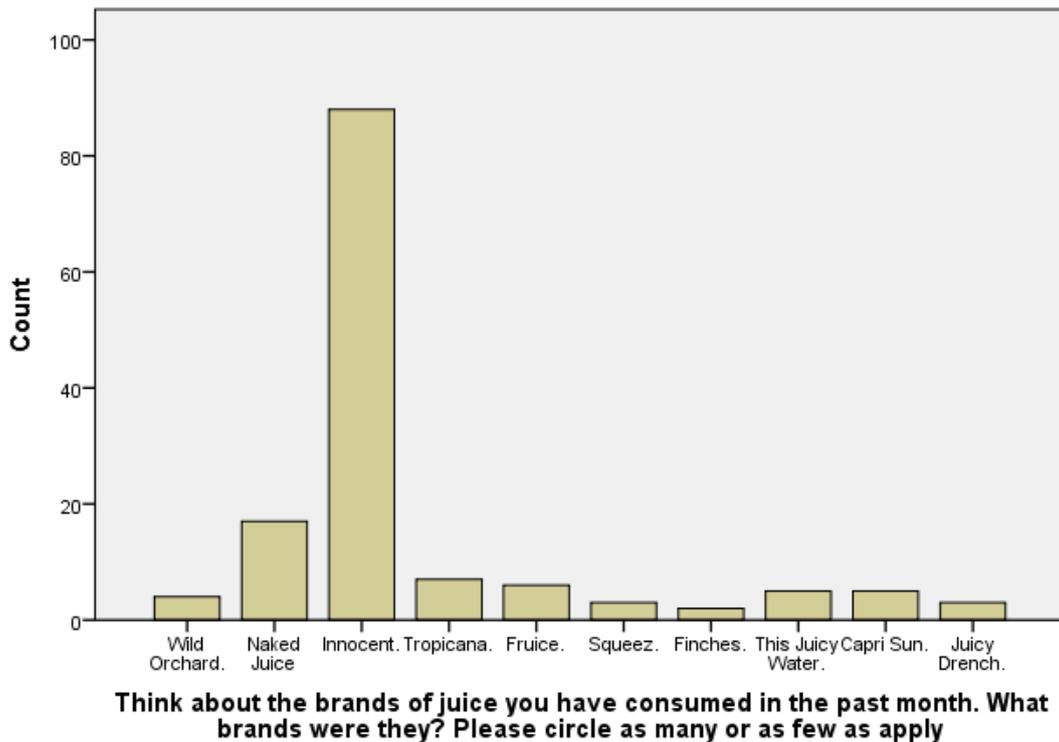
Fig 5. Brand Consumption

As it is clear in the bar chart above, majority of the respondents said they had consumed "Innocent". 88 consumers said they had consumed Innocent, making it the highest consumed juice in the sample. It accounted for 62.85% of the sample population. It had the highest number of consumers by far and the second highest consumed juice by the sample, "Naked Juice" was not even $1/4^{th}$ of Innocent. 17 respondents said that they had consumed "Naked Juice" over the past month making it the second highest juice by consumption and accounted for 12.15% of the sample population. "Tropicana" was the third most popular brand and 7 respondents said that they had consumed "Tropicana" in the past month and accounted for 5% of the sample size. Tropicana was followed by "Fruice" with 6 respondents ticking "Fruice" and accounting for 2.89% of the sample. Equal amount of respondents said that they had consumed "This Juicy Water" and "Capri Sun" with respondents for each and they jointly accounted for 7.14% (3.57% each). This was followed by homegrown Irish brand "Wild Orchard". 4 respondents said that they had consumed "Wild Orchard" in the past month and accounted for 2.85%. "Sqeez" and "Juicy Drench" was consumed by equal

amount of respondents getting 3 respondents each. They jointly accounted for 4.29% (2.145% each). Only two respondents said they had consumed "Finches in the last month" making it the least popular amongst all the brands and accounted for only 1.42% of the sample.

The data above shows that "Innocent" juice is the most popular brand amongst the sample and it was consumed by 62.85% of the respondents. Although far behind, "Naked Juice" was the third most popular brand and was consumed by 12.15%. It was followed by "Tropicana" with 5% respondents acknowledging its consumption in the past month. Therefore the top 3 most popular juice brand among consumers was, in order of their popularity, "Innocent", "Naked Juice" and "Tropicana".

4.3.2. *Consumption pattern*

On average how many days a week do you drink juice (place a circle around the appropriate number)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.1	2.1
	2	8	5.3	5.7	7.9
	3	11	7.3	7.9	15.7
	4	7	4.7	5.0	20.7
	5	53	35.3	37.9	58.6
	6	12	8.0	8.6	67.1
	7	46	30.7	32.9	100.0
	Total	140	93.3	100.0	
Missing	99.00	10	6.7		
	Total	150	100.0		

Table 4 Consumption Pattern

Respondents were asked how many days a week they drink fruit juice. The highest number of respondents, 53, said on average they consumed fruit juice 5 days a week. Therefore, 35.3% of respondents said that they consumed fruit juice 5 days a week. 46 respondents said that on average they consumed fruit juice all 7 days and accounted for 30.7% of the sample size. 3 and 6 days had a roughly equal distribution of respondents with 11 and 12 respondents ticking 3 and 6 respectively, jointly accounting for 15.3%. Respondents that consume fruit juice only 2 days a week accounted for 5.7% and respondents that consume fruit juice 4 days a week accounted for 4.7% of the sample population. Only 3 respondents said that on average they consumed juice only 1 day a week. Therefore respondents that on average consumed fruit juice more than 5 days a week accounted for 74% of the sample population. 10 respondents did not answer this question.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One Bottle (12 oz.)	83	55.3	59.3	59.3
	Two Bottles (24 oz.)	57	38.0	40.7	100.0
	Total	140	93.3	100.0	
Missing	99.00	10	6.7		
	Total	150	100.0		

Table 5. How much juice on average do you drink (one drink = 12 oz. bottle and/or pouch) in one occasion? (Please do not include mixed drinks or other drinks that are not considered 'juice' for your answer)

Respondents were asked on average how many bottles they consume in one occasion. Majority of the respondents, 83, said they consumed only 1 bottle and accounted for 55.3%. 38% of respondents said they consumed two bottles on a single occasion. The remaining 10 respondents, that said they did not drink fruit juice, did not answer this question.

4.3.3. *Situational Factors*

Respondents were asked to rate the likelihood of juice consumption across different situations on a 7-point Likert scale, with 1 being extremely unlikely to 7 being extremely likely.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	3.3	3.6	3.6
	2	3	2.0	2.1	5.7
	3	5	3.3	3.6	9.3
	4	7	4.7	5.0	14.3
	5	43	28.7	30.7	45.0
	6	47	31.3	33.6	78.6
	7	30	20.0	21.4	100.0
	Total	140	93.3	100.0	
Missing	99.00	10	6.7		
	Total	150	100.0		

Table 6. Situational factor 1; In a Juice bar with Friends

120 respondents ticked 5, 6 and 7 stating that it was likely for the sample population to go to a juice bar with their friends and consume juice. They together accounted for 80% of the sample population. 7 respondents (4.7%) ticked 4 stating an equal possibility of them consuming or not consuming fruit juice in the given situation. Only 8.3% respondents ticked 1, 2 and 3. 10 respondents didn't answer this question.

Therefore for 80% of the respondents it is extremely likely for them to consume fruit juice at a fruit juice bar.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.1	2.1
	2	5	3.3	3.6	5.7
	3	5	3.3	3.6	9.3
	4	6	4.0	4.3	13.6
	5	26	17.3	18.6	32.1
	6	44	29.3	31.4	63.6
	7	51	34.0	36.4	100.0
	Total	140	93.3	100.0	
Missing	99.00	10	6.7		
	Total	150	100.0		

Table 7. Situational factor 2; While Shopping

121 respondents ticked 5, 6 or 7 stating that 80.6% of the respondents are likely to consume fruit juice while shopping. 13 respondents ticked 1, 2 or 3 stating it was extremely unlikely for 8.3% of the sample to consume fruit juice while shopping. 10 respondents didn't answer this question. Therefore the likelihood of juice consumption while shopping is high.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	61	40.7	43.6	43.6
	2	33	22.0	23.6	67.1
	3	25	16.7	17.9	85.0
	4	11	7.3	7.9	92.9
	5	3	2.0	2.1	95.0
	6	5	3.3	3.6	98.6
	7	2	1.3	1.4	100.0
	Total	140	93.3	100.0	
Missing	99.00	10	6.7		
	Total	150	100.0		

Table 8. Situational factor 3; At a sporting event.

There was a negative trend when respondents were asked to state the likelihood of juice consumption while at a sporting event. 79.4% respondents ticked 1, 2 or 3 stating that it juice consumption was unlikely while at a sporting event. Only 6.3% of the respondents stated that

it juice consumption was likely to happen while at a sporting event. Therefore majority of the respondents said that it was unlikely that they would consume juice at a sporting event.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	8.0	8.6	8.6
	2	6	4.0	4.3	12.9
	3	37	24.7	26.4	39.3
	4	35	23.3	25.0	64.3
	5	30	20.0	21.4	85.7
	6	16	10.7	11.4	97.1
	7	4	2.7	2.9	100.0
	Total	140	93.3	100.0	
Missing	99.00	10	6.7		
Total		150	100.0		

Table 9. Situational factor 4; Family Events

Respondents were asked about their likelihood of consuming juice at family events. The maximum respondents ticked 3, 4 and 5 stating that 68% of the respondents there was their probability of consuming juice at family events was equally divided.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	4.0	4.3	4.3
	3	11	7.3	7.9	12.1
	4	23	15.3	16.4	28.6
	5	30	20.0	21.4	50.0
	6	25	16.7	17.9	67.9
	7	45	30.0	32.1	100.0
	Total	140	93.3	100.0	
Missing	99.00	10	6.7		
Total		150	100.0		

Table 10. Situational factor 5; At breakfast

100 respondents said that it was likely for to consume fruit juice at breakfast. They jointly accounted for a total of 66.7% of the sample population. 0 respondents said that it was extremely unlikely for them to consume fruit juice at breakfast. Therefore majority of respondents said that the possibility of consuming fruit juice at breakfast was high.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	59	39.3	42.1	42.1
	2	41	27.3	29.3	71.4
	3	22	14.7	15.7	87.1
	4	8	5.3	5.7	92.9
	5	6	4.0	4.3	97.1
	6	4	2.7	2.9	100.0
	Total	140	93.3	100.0	
Missing	99.00	10	6.7		
Total		150	100.0		

Table 11. Situational factor 6; Party with friends at home

Respondents exhibited a negative trend in this situation. Adding up respondents that ticked 1, 2 and 3, they accounted for 87.1% who were unlikely to consume fruit juice at party with friends at home. The fact that 88 (62.85%) of the sample is student can be a considered as a direct cause for this trend.

Alone at home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	4.7	5.0	5.0
	2	3	2.0	2.1	7.1
	3	5	3.3	3.6	10.7
	4	5	3.3	3.6	14.3
	5	33	22.0	23.6	37.9
	6	40	26.7	28.6	66.4
	7	47	31.3	33.6	100.0
	Total	140	93.3	100.0	
Missing	99.00	10	6.7		
Total		150	100.0		

Table 12. Situational factor 7; Alone at home

A high number of respondents acknowledged the high possibility of juice consumption when they are alone at home. 33 respondents ticked 5, 40 respondents ticked 6 and 47 respondents ticked 7 and they jointly accounted for 85.71% of the sample population. Only 15 respondents ticked on 1, 2 and 3 stating that it was unlikely for them to drink fruit juice when

they are alone at home. Therefore, by the data present by the sample, it can be concluded that the probability of consumers drinking fruit juice when alone at home is high.

4.4.1 Research Objective:

To describe the effect of environment, health, price, quality and product category involvement on consumers attitude and intention with regards to juice consumption.

H1a: Consistent quality of juice results in increased juice intake.
H1an: Consistent quality of juice does not result in increased juice intake.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	4.0	4.3	4.3
	3	11	7.3	7.9	12.1
	4	23	15.3	16.4	28.6
	5	30	20.0	21.4	50.0
	6	25	16.7	17.9	67.9
	7	45	30.0	32.1	100.0
	Total	140	93.3	100.0	
Missing	99.00	10	6.7		
Total		150	100.0		

Table 13. Consistence in quality

Respondents were asked to answer how strongly they believed that the juice consumed by them consistent quality. 66.7% of the respondents said that they agreed with the fact that the juice they consumed had consistent quality. 0 respondents said that they strongly disagreed with the statement that juice consumed by them did not have a consistent quality.

			Do you drink fruit juice more than once in a single day?	It has consistent quality
Spearman's rho	Do you drink fruit juice more than once in a single day?	Correlation Coefficient	1.000	.846[**]
		Sig. (2-tailed)	.	.000
		N	140	140
	It has consistent quality	Correlation Coefficient	.846[**]	1.000
		Sig. (2-tailed)	.000	.
		N	140	140

Table 14: Spearman's Test Between Daily Consumption and Consistent Quality

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

As given in the Spearman's correlation coefficient table above, the two variables have a directly proportional relation. With increase respondent's perception that fruit juice has consistent quality, the consumption of juice increases as well. As the correlation coefficient value is .846, it can be concluded that the strength or the degree to which consumer's perception about juice's consistent quality is extremely high. Therefore hypothesis H1an will be rejected in favor of hypothesis H1a.

H2a: Value for money increases fruit juice intake.
H2an: Value for money does not increase fruit juice intake.

It offers value for money.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.1	2.1
	2	8	5.3	5.7	7.9
	3	22	14.7	15.7	23.6
	4	34	22.7	24.3	47.9
	5	52	34.7	37.1	85.0
	6	10	6.7	7.1	92.1
	7	11	7.3	7.9	100.0
	Total	140	93.3	100.0	
Missing	99.00	10	6.7		
Total		150	100.0		

Table 15. Value for money.

In order to determine respondent's attitude towards the value for money factor of fruit juice, they were asked to rate how according to them fruit juice good value was for money one a scale of 1 to 7, with 1 being the lowest and 7 being the highest. Maximum numbers of the respondents were concentrated between 3 5 and accounted for 77.1%. Therefore the majority of respondents didn't think that the fruit juice consumed by them was exceptionally good value for money nor did they think it was exceptionally poor value for money.

			Do you drink fruit juice more than once in a single day?	It offers value for money.
Spearman's rho	Do you drink fruit juice more than once in a single day?	Correlation Coefficient	1.000	.008**
		Sig. (2-tailed)	.	.000
		N	140	140
	It offers value for money.	Correlation Coefficient	.008**	1.000
		Sig. (2-tailed)	.000	.
		N	140	140

Table 16. Spearman's Test Between Daily Consumption and Value for money

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

The spearman's correlation coefficient table above shows that although the two variables have a positive relation, the degree of dependence is negligible. By the data collected from the sample population, it showed although majority of respondents who consumed juice did not believe that it was an exceptional value for money. Therefore it can be concluded that value for money is not the primary criteria behind juice consumption and with juice becoming a better value for money will increase juice consumption only at a negligible degree. Therefore hypothesis H2an will be rejected in favor of H2a.

H3a: Acknowledgement of health benefits increases fruit juice intake.
H3an: Acknowledgement of health benefits does not increase fruit juice intake.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	4.0	4.3	4.3
	2	10	6.7	7.1	11.4
	3	8	5.3	5.7	17.1
	4	11	7.3	7.9	25.0
	5	23	15.3	16.4	41.4
	6	38	25.3	27.1	68.6
	7	44	29.3	31.4	100.0
	Total	140	93.3	100.0	
Missing	99.00	10	6.7		
Total		150	100.0		

Table 17. Health benefits.

74.9% of the respondents agreed to the fact that juice comes with lots of health benefits. Only 17.1% of the respondents disagreed with this statement. The table above shows that majority

of respondents believed that juice had lots of health benefits and had a positive perception towards the same.

			Do you drink fruit juice more than once in a single day?	It comes with lots of health benefits.
Spearman's rho	Do you drink fruit juice more than once in a single day?	Correlation Coefficient	1.000	.714[**]
		Sig. (2-tailed)	.	.000
		N	140	140
	It comes with lots of health benefits.	Correlation Coefficient	.714[**]	1.000
		Sig. (2-tailed)	.000	.
		N	140	140

Table 18. Spearman's Test Between Daily Consumption and Health Benefits

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

The Spearman's correlation coefficient table above shows that the correlation coefficient value of 0.714 as shown in the table above clearly shows the directly proportional relation between the two variables. According to the data in the table above the more consumers believe that juice comes with health benefits, the more will be the consumption of fruit juice by them. 0.714 shows the degree of dependence is very strong and consumer's perception towards health benefits of juice will bring a strong and direct change in the consumption of fruit juice. Therefore hypothesis H3an will be rejected in favor of hypothesis H3a.

H4a: Environment friendly production of juice results in increased fruit juice intake.
H4an: Environment friendly production of juice does not result in increased fruit juice intake.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	4.7	5.0	5.0
	2	14	9.3	10.0	15.0
	3	28	18.7	20.0	35.0
	4	29	19.3	20.7	55.7
	5	26	17.3	18.6	74.3
	6	19	12.7	13.6	87.9
	7	17	11.3	12.1	100.0
	Total	140	93.3	100.0	
Missing	99.00	10	6.7		
Total		150	100.0		

Table 19. Environmental Impact

Respondents were asked whether they agreed or disagreed to the statement that the juice consumed by them is made without polluting the environment. They were asked to state the degree to which they agreed with this statement on a scale of 1 to 7. 32.7% of the respondents disagreed to this statement. 41.3% agreed to this statement and believed that juice consumed by them was made without polluting the environment. 19.3% of the respondents neither agree nor disagree to this statement. 10 respondents did not answer this question. Therefore the number of people who believed fruit juice was made without harming the environment formed the majority but were only marginally higher in number that those who didn't agree with this statement.

			Do you drink fruit juice more than once in a single day?	It is made without polluting the environment.
Spearman's rho	Do you drink fruit juice more than once in a single day?	Correlation Coefficient	1.000	.144[**]
		Sig. (2-tailed)	.	.000
		N	140	140
	It is made without polluting the environment.	Correlation Coefficient	.144[**]	1.000
		Sig. (2-tailed)	.000	.
		N	140	140

Table 20.Spearman's Test Between Daily Consumption and Environmental Factors

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

As stated in the table above, consumer's positive perception towards juice's environment friendliness increases juice consumption but only marginally as the value of Spearman's correlation coefficient is only 0.144. Therefore with increase in consumer's that believe that juice has a positive or no impact on the environment and does not damage it, there will be an increase in juice consumption as well, but only marginally. Therefore hypothesis H4an will be rejected in favor of H4an.

4.4.2. Research Objective:

To examine how subjective norms affect intention and behaviour with regards to juice consumption

H5a: Juice consumption results in social acceptance and in turn increases fruit juice intake.
H5an: Juice consumption does not result in social acceptance and in turn does not increase fruit juice intake.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.0	2.1	2.1
	2	5	3.3	3.6	5.7
	3	8	5.3	5.7	11.4
	4	7	4.7	5.0	16.4
	5	33	22.0	23.6	40.0
	6	38	25.3	27.1	67.1
	7	46	30.7	32.9	100.0
	Total	140	93.3	100.0	
Missing	99.00	10	6.7		
Total		150	100.0		

Table 21. Social Norms

Respondents were asked whether they felt that juice consumption improves the way they are perceived by the society. They were asked to rate, according to them, how much improvement they had gained in being perceived by the society by consumption of juice on a scale of 1 to 7, with 1 being the lowest and 7 being the highest. 46 respondents ticked 7 and accounted for 32.9% of the sample size. 38 respondents ticked 6 and accounted for 27.1% of the sample size. 33 respondents ticked 5 and accounted for 23.6% of the total sample size. Therefore respondents who agreed with this statement put together accounted for 83.6% of the total sample population. Only 11.4% of the sample size disagreed to this statement.

			Do you drink fruit juice more than once in a single day?	It improves the way I am perceived.
Spearman's rho	Do you drink fruit juice more than once in a single day?	Correlation Coefficient	1.000	.827**
		Sig. (2-tailed)	.	.000
		N	140	140
	It improves the way I am perceived.	Correlation Coefficient	.827**	1.000
		Sig. (2-tailed)	.000	.
		N	140	140

Table 22. Spearman's Test Between Daily Consumption Social Norms

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

The Spearman's correlation coefficient table above shows the positive relation between the two variables. The data in the table above shows that increase in one variable will result in increase in the second variable and a correlation coefficient value of 0.827 is extremely high; therefore as more and more consumers will start believing that juice consumption helps the way they are socially perceived, there will be an increase in juice consumption. Therefore hypothesis H5an will be rejected for hypothesis H5a.

H6a: Emotional benefits from juice increase fruit juice intake.
H6an: Emotional benefits from juice does not increase fruit juice intake.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	6.0	6.4	6.4
	2	11	7.3	7.9	14.3
	3	8	5.3	5.7	20.0
	4	9	6.0	6.4	26.4
	5	33	22.0	23.6	50.0
	6	36	24.0	25.7	75.7
	7	34	22.7	24.3	100.0
	Total	140	93.3	100.0	
Missing	99.00	10	6.7		
Total		150	100.0		

Table 23. Emotional Norms

In order to measure the involvement and influence of emotional factors in juice consumption, respondents were asked whether juice consumption made them feel good, and to what degree. A 7 Likert scale was used with 1 being the lowest and 7 being the highest. 34 respondents ticked 7 and accounted for 24.3% and had the second highest number of respondents

classifying themselves to this category. 36 respondents, the highest number of respondents ticked 6 and accounted for 25.7. 33 respondents ticked 5 and accounted for 23.6%. By the data given above, it can conclude that respondents that ticked 5, 6 and 7 jointly accounted for 73.6% of the sample size. 20% of the respondents however did not agree to this statement. They did not acknowledge receiving any form of emotional benefit from fruit juice consumption.

			Do you drink fruit juice more than once in a single day?	It makes me feel good.
Spearman's rho	Do you drink fruit juice more than once in a single day?	Correlation Coefficient	1.000	.734**
		Sig. (2-tailed)	.	.000
		N	140	140
	It makes me feel good.	Correlation Coefficient	.734**	1.000
		Sig. (2-tailed)	.000	.
		N	140	140

Table 24. Spearman's Test Between Daily Consumption and Emotional Reasons

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

As given in the spearman's correlation coefficient table above, there is a positive relation between the two variables compared. With increase in number of consumers that believe fruit consumption gives them emotional benefits or makes them good, there will be an increase in fruit consumption. As the Spearman's correlation coefficient value is 0.734, the strength of emotional benefit variable "it makes me feel good" is high and changes in this variables will directly increase fruit consumption with increase in consumers acknowledgement of emotional benefits derived from fruit juice consumption and will decrease with consumers not associating any emotional benefit from juice consumption. Therefore hypothesis H6an will be rejected in favor of hypothesis H6a.

4.5. Conclusion

With the aid of secondary data, various factors that affect consumer attitude and intention were highlighted in the literature review. Based on these factors a questionnaire survey was constructed to collect primary data and determine the effect of these factors on juice consumption.

Before linking the data analysis for answering the research objectives, it is important to keep in mind the demographic specifications of the sample. 150 respondents answered the questionnaire out of which 58% of the respondents were female, therefore it should be noted that females consume fruit juice more than males. 71.34% of the respondents were young and belonged to the age group of 20-30 years and 58.67% of the respondents were students. It is important keep in mind that only 17.34% of the respondents were living alone, therefore for

the rest of respondents, juice consumption could be a result of purchase decision made by them or purchase decision made by their roommates, spouse, partner or parents. Respondents were asked to answer juice brand consumed by them in the past month and Innocent had the highest consumption and was consumed by 62.85% of the respondents. Respondents were asked on average how many days a week they consume juice. 37.9% of the respondents said they consumed fruit juice 5 days a week and 32.9% said they consumed fruit all 7 days. 59.3% respondents also said that they had only one bottle fruit juice at one occasion and the remaining 40.7% said that they consumed 2 bottles.

The questionnaire then answers situational factors that affect consumer attitude towards juice consumption. They were presented a number of situations and were asked to rank the likelihood of them consuming juice in various situations of 7 point Likert scale. 80% of the respondents said that they were extremely likely to consume fruit juice at a fruit juice bar with their friends and 80.6% of the respondents said that they were likely to consume fruit juice while shopping. The same trend continues with situational factors like breakfast (71.4% respondents stating it were likely for them to consume fruit juice in this situation) and when they are alone at home (85.71% stating they would consume fruit juice in this situation). However, 85% of respondents were not likely to consume fruit juice while attending a sporting event. It was the same case when the respondents were asked the likelihood of juice consumption while at party with friends with 87% of the respondents said that they would not consume fruit juice in this situation. Respondents stated there was an equal chance of them consuming fruit juice or not consuming fruit juice while attending family events.

In order to answer the effect of environment, health, price, quality and product category involvement on consumers attitude and intention with regards to juice consumption, respondents were asked to give weightage to these aspects and then using Spearman's correlation coefficient, date acquired was used to find its effect on juice consumption. These factors are presented in order of their strength to affect juice consumption. It was observed that respondents who believed juice consumed by them was a quality product and exhibited craftsmanship and a consistent quality consumed more fruit juice and it can concluded that quality of fruit juice is a directly related to fruit juice consumption. Fruit juice quality had a correlation coefficient value of 0.846 which is extremely high and it shows that better quality results in higher fruit juice consumption. The second strongest factor increasing fruit juice consumption was respondent's attitude towards health benefits attached to fruit juice consumption. With a Spearman's correlation coefficient value of .714, it can concluded that health benefits of fruit juice leads to direct increase in fruit juice consumption. An interesting discovery made while analysis of primary data was that respondents were not very interested in the environmental impact production of fruit juice has. Fruit juice that were made without harming the environment was not a very strong determinant for fruit juice consumption, i.e. a very few number of respondents considered the environmental impact of production of fruit juice as the correlation value in respect to increased fruit consumption was of a low 0.144. Price or value for money surprisingly had the least impact on consumer's attitude towards juice consumption. It was observed that a low number of respondents consumed fruit juice

because it was a good value for money package and any minor reduction or increase in price was unlikely to alter fruit juice intake.

In order to examine how subjective norms affect intention and behavior with regards to juice consumption, two parameters were used; emotional and social. Respondents were asked to answer to what extent does juice help them in improving how they are socially perceived. It was discovered that an extremely high number of respondents consumed fruit juice because it improved the way they were perceived. Data analysis shows that there was a directly proportional relation with correlation coefficient value of 0.827 between juice consumption and social image benefit provided by consumption of fruit juice. Respondents were asked if juice consumption provided them with any emotional benefit. A majority of respondents acknowledged that juice consumption provided them with emotional benefits. Majority of respondents said that juice consumption made them feel better and relaxed and Spearman's correlation coefficient test showed that there was a direct relation and had a correlation coefficient value of 0.734 and respondents who felt that fruit juice consumption gave them emotional benefits consumed more fruit.

As mentioned above from the data collected answers the first research question that quality is the most important factor which effects juice consumption. This is the reason why people also prefer juice brand Innocent as it recommended for high quality. From the overall observation it can be said that Irish consumer's do consider various factors before juice consumption. Their attitude is favorable towards known brands as well.

4.6. Limitations and Recommendations

A recommendation to be made for future studies on this topic would be to expand the sample on terms of age groups. More information could be gained if people in the age group of 40 to 55 were considered for this research. Another recommendation would be to include places like Cork, Galway and Limerick apart from Dublin where there are a lot more of international students. It would be more beneficial to conduct this study over a wider time period as the researcher had to gather important information in less than three months. It would be a valuable addition if purchase decision made by the roommates, spouse, partner or parents of the respondents would be considered and their effect on consumption.

Chapter 5 Self-Reflection

5.1. Introduction

In this chapter I will give an overview of what I have learned from both this research paper and the Masters in Business Management as a whole. This section will highlight the key learning methods adopted by me in during my MBA Course. I will also highlight my personal and professional development over the last year and the utilization of my skills in the future to enhance my professional career.

5.2. Learning Style

Learning style is an individual's natural or habitual pattern of acquiring and processing information in learning situations. A core concept is that individuals differ in how they learn. (James and Gardener, 1995, p.67). There are different learning styles proposed by researchers. Dr. Anthony F. Gregorc is the developer of the Gregorc Style Model in 1984 which is applicable for my study. In this model, there are two perceptual qualities and two ordering abilities

5.2.1. Perceptual qualities

5.2.1.1. <u>Concrete</u> –
Concrete perceptions involve registering information through the five senses. Information acquired directly through the senses: sight, smell, touch, taste, and hearing. The concrete ability is associated with the obvious, the "here and now" as opposed to hidden meanings or interpretative relationships.

5.2.1.2. <u>Abstract</u> –
Abstract perceptions involve the understanding of ideas, qualities, and concepts which cannot be seen. The ability to visualize, conceive ideas, to understand and contemplate that which you cannot actually experience through the senses. Abstract quality is associated with intuition and imagination; beyond the obvious.

5.2.2. Ordering abilities

5.2.2.1. <u>Random</u> –
Information tends to be organized by chunks, in no particular order. This may mean skipping steps, starting something in the middle or working backwards from the end, acting on intuition and impulse rather than a specific plan.

5.2.2.2. <u>Sequential</u> –
Information is organized in a linear, step-by-step manner. This means following a logical train of thought, having a plan and following it rather than acting on impulse.

Both of the perceptual qualities and both of the ordering abilities are present in each individual, but some qualities and ordering abilities are more dominant within certain individuals.

There are four combinations of perceptual qualities and ordering abilities based on dominance.
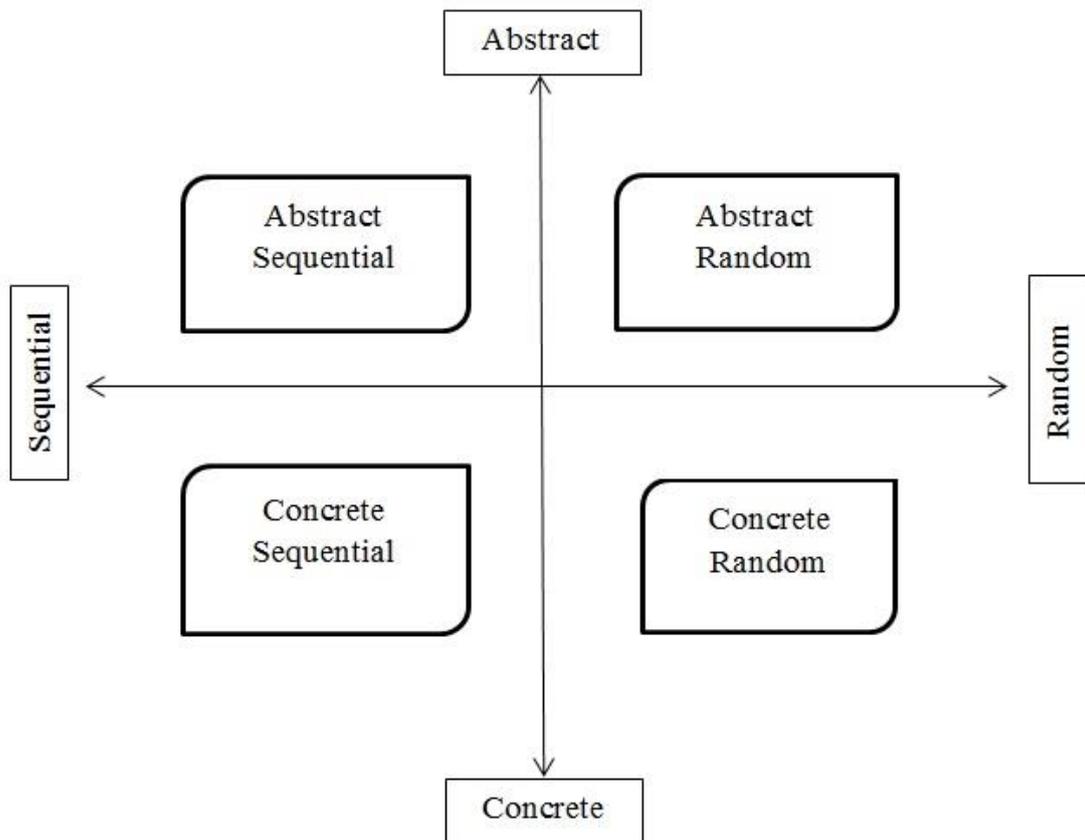

Fig.6 Learning Styles. Gregorc Style Model, (1984)

Abstract Sequential –
They are voracious readers with long term memory who use logic to grasp situations. They approach activities one at a time and do not like distraction while studying. More importantly they prefer an authoritarian teacher or guide as a mentor

Concrete Sequential –
They learn only with hands on experience and practice. Follow things in order and sequence. For example read the manual before assembling something.

Abstract Random –
They prefer to receive information in an unstructured manner and usually learn best when the experience is innovative or different. These students need time to assimilate information. Usually prefer a busy work environment with people around them.

Concrete Random –
They have the ability to work on intuition. They are extremely structured and get the gist of ideas quickly. Learn well in problem solving or creative situations.

These theories say that most of people follow either of these learning styles and emphasize on the fact that different learning styles could be adapted depending on the nature of activities. Moreover the theories state that learners who know their predominant learning styles will be more able to judge how likely an activity is helpful to them.

I belong to the Abstract Sequential Category. Throughout my school and college I have focused on doing one thing at a time. For this dissertation I started my research well in advance exclusively by reading journals from the college library. Also having a strict and well-coordinated mentor like Luciana Lolich helped me throughout. The only problem with my learning style is that I view things only in black and white. There are no grey areas which made it a little difficult dealing with people for my questionnaire. Barring this, the learning style has been useful even at my work place.

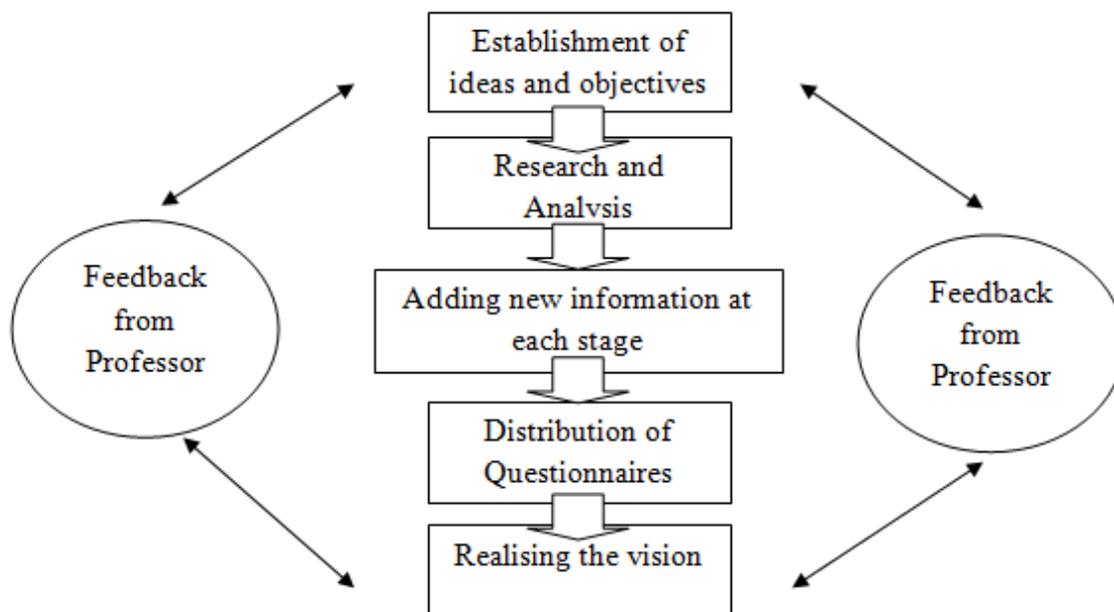This is a flowchart of how I organized the content.

Fig 7. Flowchart of organizing study material

5.2. Personal Achievements

When I came to DBS in January 2013, I had no idea how things would work out over the next two years. It started with getting distinction in HR in my first semester and getting appreciation for my Personal Development Portfolio by my Research Skills Analysis professor Nicole Gross.

A summer job with HCL worked out well and I continued it the next semester juggling weekday classes and weekend shifts. I am proud of the fact that coming miles away from home I have not only managed my MBA but also taken keen interest in tourism in Ireland.
I have scored distinction in International Business Management and Trade in my second semester.

Also as a part of our group project around the launch of a new product we managed to sell smoothie as an adult drink involving sex appeal in our campaign. It is one of my most endearing moments to make the professor and my classmates believe and buy the concept of a smoothie being 'For Adult' drink.

5.3. Obstacles

Throughout my term at DBS I had plenty of time to study as well as spend quality time with friends. My job started in May and during the second semester I was only working on Saturday and Sunday. However the only thing I missed which I do not actually see as an obstacle was that there wasn't much communication in our class. Students preferred to keep to themselves and there was more of a competition rather than team work on group assignments. Fortunately we had excellent professors throughout the term.

5.4. Skills Obtained

Throughout my course in MBA I polished the following skills which I already had:

5.4.1. Time Management

Though I started on my research beforehand, a lot of changes were made in my work after I met my guide. I had to reframe my research objectives and I wasn't getting the questionnaire right. This was when I realized for the first time that deadline was close and I did not have much time to redo my work. I learnt that sometimes I have to take a break from fun activities. It was then I channelized my study according to Pomodoro Techinque. It states that frequent breaks make the user more productive as long as they stay committed to the work and don't allow themselves to be distracted. The Pomodoro Technique is very simple. I was working on weekends 10 hours a day, which meant I had the remaining 5 days to myself. I used to decide and measure what part I was going to finish for the day and accordingly I divided it into 25-minute intervals. Each 25-minute interval is measured as one "Pomodoro" and between each Pomodoro there is a short break (usually 5 minutes). (Cirillo, 2013). After done 4 "Pomodoros" I took a longer break.

5.5. Soft Skill
5.5.1. Dedication

I was working back home before I came to Dublin for my MBA. I have been level headed and focused when it comes to making decisions. This is why I made it a point to work on my dissertation beforehand. I also made sure that I met my guide a couple of times and incorporated all the valuable assistance I got from her. It required a lot of patience to convince unknown people to fill out the questionnaires for this dissertation. Some people were quite skeptical about my work. Nevertheless I never gave up in tough times and now I have more confidence in my abilities.

5.5.2. Flexibility and Multitasking

I have managed to work in a foreign land and get excellent grades at the same time. I have juggled academics, job, co curricular activities [swimming], hobbies [baking] and travelling all in a short span of one and half year. I am open to change and I adapt different cultural values. While working on group projects I adjusted my calendar according to the convenience of my team mates to avoid personal clashes. Also while working on out HR group assignment I took the initiative to regularly travel to Kilkenny [HCL Office] as our topic was 'Organizational Strategy, Organizational Culture and HRM' and I was able to discuss and gather information from my seniors.

5.6. Reliability

This is evident from the fact that I have always overdone my part in the group assignments. For example completing my part way before deadline or travelling at my own expense for group research.

5.7. Transferable Skills
5.7.1. Oral and Written Communication Skills

I have won accolades in debates, elocutions and presentations. Having scored band 7.5 in IELTS [International English Language Testing System] I can proudly say that I am extremely confident when it comes to communicating with new people. My Marketing presentation and all written exams are a proof to it. This dissertation has not only increased my vocabulary but also made me understand research related jargons. Harvard Referencing is a whole new chapter in my academic career and I am sure it will be useful in my future career assignments.

5.7.2. Research Planning and Organizing

The words say it all. If there is anything I have learnt through this dissertation it has been how to plan, how to research and how to organize the research. This skill became more prominent when I started framing my questionnaire. I had to plan as to where exactly I was going to distribute it apart from my college and workplace. I organized my diary in a way that I could spend at least 10 minutes with every respondent interested in my questionnaire. At my workplace I am in charge of making work schedules and assisting in projects as my planning skills are accurate.

5.7.3. Leadership

I have been a go getter all my life. The learning experience at DBS has made me even more confident, patient and level headed. Through a host of assignments I have come to figure that I have what it takes to be in charge.

5.7.4. Working with a team

As mentioned before I was working back in my home country. I am adapted to a huge office environment comprising of people from different backgrounds. I blend well with the crowd. This skill is evident from all my group assignments, projects and presentations in DBS. I collaborate with my teammates which makes our work enjoyable.

5.8. Technical Skills
5.8.1. Systems

Having worked with airlines previously I am apt with two complex operating airline database systems. This knowledge has helped me with the use SPSS software, Spearman's Correlation Coefficient, [over Pearson's Correlation Coefficient as my research contained Non Parametric data] and Descriptive Statistics.

5.8.2. Customer Support

Working with HCL in the customer service department has made me understand one major rule 'the customer is always right'. Having learnt that rule, I try to respect the opinion of my colleagues and classmates as well. Also I have learnt to be calm and composed in difficult situations, which is why I was undeterred when some respondents who unfortunately are my colleagues mocked my questionnaire.

5.9. Conclusion

When I joined DBS my family told me that it is a new beginning and no matter how difficult the times are 'this too shall pass'. Keeping this faith I have completed my course with honour and dignity. In my opinion the overall experience of completing the MBA course with good grades has been my biggest achievement till date. The fact that I managed to do a lot of other things, with my MBA as I was a full time student, has matured me over the year. The connections with reliable teaching staff have been a blessing on the whole. My current part time job will be full time after my course completion allowing me to start a full-fledged career in Dublin. One of the most valuable assets the MBA experience has given me is to accept change. Being surrounded by smart and competitive people, with various backgrounds and skill sets has served as a great personal benchmark, to identify my strengths, qualities and weaknesses, and in the process, identify my career goals in specific development areas I needed to focus in order to achieve those goals. I was never aware of my learning style but this course has awakened me to a new learning sphere. I have learnt new concepts like global intelligence which understands skills related to cross cultural/ cross national issues and have become technological savvy. I look forward to a bright and promising future.

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Chapter 7. Appendices

7.1. Questionnaire

Questionnaire
Question 1: Do you drink fruit juice?
1) Yes
2) No

Question 2: Brand Choice
> 2. Think about the brands of juice you have consumed in the **past month**. What brands were they? Please circle as many or as few as apply.

1) Wild Orchard
2) Naked Juice
3) Innocent
4) Tropicana
5) Fruice
6) Sqeez
7) Finches
8) This Juicy Water
9) Capri Sun
10) Juicy Drench

Question 3: Consumption behavior

On average how many days a week do you drink juice (place a circle around the appropriate number)?

    0   1   2   3   4   5   6   7

Question 4: Situational Factors

> 3. Please indicate by circling how likely you are to drink **juice** in the following **situations** (place a circle around a number for each situation).

	Not Very Likely Very Likely
a) In a Juice bar with Friends	1 2 3 4 5 6 7
b) While Shopping	1 2 3 4 5 6 7
c) At a sporting event	1 2 3 4 5 6 7
d) Family events	1 2 3 4 5 6 7
e) At Breakfast	1 2 3 4 5 6 7
f) Party with friends at home	1 2 3 4 5 6 7
g) Alone at home	1 2 3 4 5 6 7

Question 5: Consumption behavior

4. How much **juice** on average do you drink (one drink = 12 oz. bottle and/or pouch) in one occasion? (Please do not include mixed drinks or other drinks that are not considered 'juice' for your answer)

The following questions ask about your perceptions and attitudes regarding the juice you prefer the most. Please answer them to the best of our knowledge.

Question 6: Quality / Performance Benefits

Please indicate the extent of your agreement with the following statements about the **quality** of Juice you prefer the most (place only one circle for each statement).

	Strongly Disagree	Strongly Agree
a) It has consistent quality.		1 2 3 4 5 6 7
b) It is well made.		1 2 3 4 5 6 7
c) It has good craftsmanship.		1 2 3 4 5 6 7

Question 7: Health Benefits

Please indicate in the blanks below all the health benefits from the juice you drink that you can think of.

Question 8: Price / Value for Money Benefits

Please indicate the extent of your agreement with the following statements about the **pricing** of Juice that you prefer the most (place only one circle for each statement).

	Strongly Disagree	Strong Agree
a) It is reasonably priced.		1 2 3 4 5 6 7
b) It offers value for money.		1 2 3 4 5 6 7
c) It is a good product for the price.		1 2 3 4 5 6 7
d) It is economical.		1 2 3 4 5 6 7

Question 9: Normative / Personal (Social) Benefits

Please indicate the extent of your agreement with the following statements about the **social impact** or **subjective norm** of Juice that you prefer (place only one circle for each statement).

	Strongly Disagree	Strong Agree
a. Drinking juice helps me feel acceptable.		1 2 3 4 5 6 7
b. It improves the way I am perceived		1 2 3 4 5 6 7
c. It makes a good impression on other		1 2 3 4 5 6 7
d. It gives its consumer social approval.		1 2 3 4 5 6 7

Question 10: Emotion Benefits

Please indicate the extent of your agreement with the following statements about your **attitudes** and **enjoyment** of Juice that you prefer (place only one circle for each statement).

	Strongly Disagree	Strong Agree
a) It is a product that I would enjoy.		1 2 3 4 5 6 7
b) Things about this juice make me want to use it		1 2 3 4 5 6 7
c) This juice makes me feel relaxed.		1 2 3 4 5 6 7
d) It gives me pleasure.		1 2 3 4 5 6 7
e) It makes me feel good.		1 2 3 4 5 6 7

Question 11: Environment Benefits

Please indicate the extent of your agreement with the following statements about the **environmental impact** of Juice you prefer (place only one circle for each statement).

	Strongly Disagree	Strong Agree
a) It is produced in an environmental friendly way.		1 2 3 4 5 6 7
b) It is made without polluting the environment.		1 2 3 4 5 6 7
c) It is made by people who care for the environment.		1 2 3 4 5 6 7

Question 12: Health Benefits

Please indicate the extent of your agreement with the following statements about the **health implications** of drinking the Juice you prefer (place only one circle for each statement).

	Strongly Disagree	Strong Agree
It comes with lots of health benefits.		1 2 3 4 5 6 7
It promotes one's health when enjoyed in moderation.		1 2 3 4 5 6 7

Question 13)
Think about the brands of Juice that you plan to consume in the **next month**. Please rank the following brands of Juice by placing '**1**' next to the brand of Juice that you are most likely consume in the next month, '**2**' next to the brand you feel the next likely to be consumed, through the next listed options (including Other). If you do not plan to consume any of the following brands, then please circle 'None of the above'

1) Wild Orchard
2) Naked Juice
3) Innocent
4) Tropicana
5) Fruice
6) Sqeez
7) Finches
8) This Juicy Water
9) Capri Sun
10) Juicy Drench
Other Please Specify ---------------------------
None of the Above

Question 14)
What is your gender?
1) Male
2) Female

Question 15)
What is your current age (write in number in years)?
20-25
25-30
30-35
35-40

Question 16)
What is your current occupation?
1) Student
2) Service (Full time / Part time)
3) Business
4) Unemployed
5) Other Please Specify ------------

Question 17)
 Please circle your current living situation?
1) Live with Parents
2) Live alone (Apartment or House)
3) Live with partner / spouse
4) Live with roommate(s) (Apartment or House)
5) Other Please Specify ------------

7.2. Social Norms

Drinking juice helps me feel acceptable.