FACTORS INFLUENCING CONSUMER BRAND CHOICE OF CORDIAL BEVERAGES: A CASE OF SPAKA CORDIAL DRINKS BRAND

BY

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DECLARATION

I, Sarah Shawa, do hereby declare that the work in this study is solely mine. I further declare that this research has not been previously submitted at any other University and that all referencing from other works has been acknowledged.

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APPROVAL

This dissertation by Sarah Shawa is approved as a fulfilment of the requirements for the

award of the degree of Master of Business Administration by the University of Zambia.

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ABSTRACT

Consumer choice is generally determined by various factors such as product attributes, social factors surrounding the consumer, as well as marketing factors. The objective of the study was to explore factors influencing consumer choice for cordial drinks, particularly focusing on SPAKA brand manufactured by Wanzana Processing Limited. 140 structured questionnaires were distributed to a cross section of consumers across Lusaka using a convenient, non-probability sampling method. Data was analyzed using the Statistical Package of Social Sciences (SPSS V.16). The analysis was both descriptive and analytical in nature as it sought to establish percentage rates and Pearson correlations between variables. The Findings revealed that majority of beverage consumers in excess of 65.4% were not aware of the existence of SPAKA drink. And even among those that are aware of it, none of them indicated that it was their favourite, while majority of them rated its quality as poor. The study further revealed that factors that significantly influenced the buying decision of consumers of cordial beverages were marital status, taste, brand name, advertising and packaging. The study concluded that manufacturers of drinks, particularly Spaka brand, should focus on the quality of their drinks. Specifically, there is need to advertise the drink more and attractively package it so that it is known to the public. The study recommended that manufacturers should continue to invest heavily in the cordial beverage industry as they are guaranteed a market for cordial beverages, since they are popular amongst Lusaka residents.

Key words: Consumer choice, cordial beverages, product quality

DEDICATION

To my parents Dr. Andrew Moses and Esther Shawa, you have been kept for me.
Long Life to you!!!

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TABLE OF CONTENTS

List of Tables

List of Figures

List of Appendices

Appendix	Title	Page No
Appendix 1	Questionnaire	87
Appendix 2	Student Introductory Letter	92

List of Acronyms and Abbreviations

COMESA	Common Market For Eastern and Southern Africa
CSO	Central Statistical Office
GDP	Gross Domestic Product
MCTI	Ministry of Commerce Trade and Industry
MSME	Micro, Small and Medium Enterprises
SADC	Southern African Development Community
SME	Small and Medium Enterprises
ZDA	Zambia Development Agency

Definition of Key Concepts

Consumer is any person engaged in the consumption process (Jisana, 2014)

Consumer behaviour means how individuals make decisions to spend their available resources like time, money, effort on consumption of different products and services (Jisana, 2014).

Consumer preferences are tastes, or liking that consumers show for particular brand at any one given time (Samuelson and Nordhaus, 2009)

Cordial drink is a non-alcoholic concentrated syrup used in beverage making. It is typically fruit-flavoured, made from fruit juice, water, and sugar or a sugar substitute. Modern cordials may also contain food colouring and additional flavouring. The drink is prepared by mixing one part concentrate with four or five parts water (depending on concentration and personal taste) in a glass or jug.

Product is anything that can be offered to a market to satisfy a need or want (Kotler and Keller, 2006).

Quality is defined as an evaluation of a product on its superiority and excellence (Kakiza 2015).

Pricing- the amount of money charged for a product or service, or the sum of the values that customers exchange for the benefits of having or using the product or service (Kotler and Armstrong, 2010).

Consumer buying behavior refers to the "selection, purchase and consumption of goods and services for the satisfaction of their wants"(Chandan, 2019).

Beverage refers to any alcoholic and non-alcoholic drinks, in this case non- alcoholic drinks including soft drinks and water**.**

CHAPTER ONE

INTRODUCTION AND BACKGROUND

1.0.Introduction

The development of Small and Medium Enterprises (SMEs) in Zambia is viewed as one of the sustainable ways of reducing the levels of poverty and improving the quality of life of households through wealth and job creation. The country's development can be stimulated through strengthening the local production sector as well as the basic industrial sector (AFDB and OECD ,2005). Understanding the consumer choices and demand behaviors within the operational market is therefore key to achieving this development.

Kotler (2003) defines consumer demand as the purchasing behavior of people and households who buy goods and services for personal consumption. Consumer demand has long been a subject of analysis by market researchers in the world over (Shaw and Jones, 2005) because of the crucial role it plays in the growth of business entities. It is therefore imperative that Small and medium enterprises, (SMEs) or any other investors, carefully study patterns in consumer's demand if they must make informed decisions before venturing into a given market to launch a product.

Particularly, the soft drink industry has expanded to include different flavors, healthier options and smaller manufacturers. However, this expansion has in turn brought increased competition, which threatens to push away smaller and weak enterprises in the industry. As such, there is need for business entities in this industry to examine the key triggers of consumer behavior to better understand the market they operate in, and stay above their operational costs. This study intends to establish the factors that influence the demand for SPAKA beverage, a drink manufactured by Wanzana processing Limited, in Zambia. Particularly, the study intends to focus on demographic, social, marketing as well as product attributes that influence the demand for this product.

1.1. Background of Study

There is increasing evidence worldwide that SMEs are playing a significant role in developing the economies of all countries by creating employment opportunities, innovation creation, and contribution towards increase in export levels, national GDP and poverty reduction. Globally, almost 90% of establishments constitute SMEs, which are responsible for 50%-60% of the world's workforce. As such, most people in the developing nations look to these SMEs for jobs and income (Mashal, 2017).

Zambia's indigenous companies, like in many developing countries, are facing stiff competition to produce goods and services of high quality and operate in conditions of scare resources and fluctuating currency markets. Technology levels in the country are still low with most of it being obsolete. The level of technology embedded in a machine tool is a major determinant of productivity performance in the manufacturing sector (Ministry of Commerce Trade and Industry, 2018).

Our manufacturing sector needs to be expanded, and the answer lies in strengthening of SMEs, which holds the bulk of the manufacturing. This can be achieved by improving their processes and change the attitude of SME owners to pay attention to aspects of consumer buying behavior, quality of their products as well as efficiency in productivity.

1.2. Statement of the Problem

Wanzana Processing Limited has produced the SPAKA range of drinks for over 10 years (Sichula, 2018). However, although the company has received capital investments from CEEC and Grofin to grow and expand the business, the brand has failed to make an impact on the Zambian market both in terms of consumer awareness and the actual sales. A company valuation report for 2010 revealed that in spite of the company getting loans in September 2009 and February 2010 for recapitalization of their business investment, its sales turnover kept on fluctuating. Further, operational profits over this period were persistently in the negative (Wanzana Valuation Report, 2010).

Literature has shown that consumer choice may be influenced by branding, packaging, labelling, marketing, quality and standardizing of products. Fessehaie *et al.*, (2015) suggests that a more detailed analysis is required at the product level, assessing key input costs, issues of quality and standards, linked investments such as in packaging, and branding and distribution in the growing footprint of supermarket chains. These issues should form part of a strategy to participate in supermarkets' value chain, expand in the region, and move to diversified and value-added products.

This study will explore factors influencing consumer-buying preference for cordial beverage brands, particularly for purposes of identifying relevant strategies that will boost the sales of SPAKA products so as to ensure quality and productivity improvement for Wanzana Processing Limited business, as well as increase their market access.

1.3. General Objective

To determine factors influencing the purchasing behavior for drinks among Supermarket shoppers in Lusaka, Zambia.

1.3.1. Objectives of the study

The study was conducted under following specific objectives

1. To establish the knowledge and awareness of the SPAKA cordial drink among shoppers within Lusaka.

2. To assess the individual consumer and social attributes that influence the consumer purchasing behaviour for cordial drinks among Lusaka residents.

3. To examine how product attributes, influence the consumer purchasing behaviour for cordial drinks among Lusaka residents

4. To recommend the marketing factors that influence the consumer purchasing behaviour for cordial drinks among Lusaka residents.

1.3.2. Research Questions

The study was conducted under the following research questions:

1. What is the extent of knowledge and awareness of the SPAKA cordial drink among shoppers within Lusaka?

2. What are the individual consumer and social attributes that influence the consumer purchasing behaviour for cordial drinks among Lusaka residents?

3. How do the product attributes influence the consumer purchasing behaviour for cordial drinks among Lusaka residents?

4. What marketing factors influence the consumer purchasing behaviour for cordial drinks among Lusaka residents?

1.3.3. Research Hypotheses

H_0: Individual consumer attributes have no influence on consumer purchasing behaviour for cordial drinks among Lusaka residents.

H1: Individual consumer attributes influence consumer purchasing behaviour for cordial drinks among Lusaka residents.

H_0: Social attributes have no influence on consumer purchasing behaviour for cordial drinks among Lusaka residents.

H2: Social attributes influence consumer purchasing behaviour for cordial drinks among Lusaka residents.

Ho: Product attributes have no influence on the consumer purchasing behaviour for cordial drinks among Lusaka residents?

H3: Product attributes influence the consumer purchasing behaviour for cordial drinks among Lusaka residents?

Ho: Marketing factors have no influence on the consumer purchasing behaviour for cordial drinks among Lusaka residents?

H4: Marketing factors influence the consumer purchasing behaviour for cordial drinks among Lusaka residents?

1.4. Significance of the study

The significance of the study was seen at different levels:

1.4.1. Wanzana Processing Limited Managers

The study will help Wanzana Processing Limited to know the extent of knowledge and awareness for SPAKA drinks among Lusaka residents. Additionally, the company will be able to understand the factors that customers of drinks in Lusaka consider when deciding to buy a product. The study will thus provide relevant information to understand consumer buying behaviour for selected brands in a particular brand category. This will further help the company formulate strategies for sustaining SPAKA drinks growth and competitiveness as well as how to overcome challenges.

1.4.2. Academicians

The theory of consumer choice is quite dynamic in a world where business competition is increasing and business techniques are evolving every day. As such, even though a number of studies have been carried out on this topic, such studies have not been exhaustive, and are not fully exploited in Zambia in general, and among business entities in particular. Findings of this study will help to cover this knowledge gap, by enhancing more understanding in the subject area, as well as help develop relevant theories in this subject area.

1.4.3. The Zambian Economy

It is generally agreed that SMEs are significant in economic growth for any country. As such, enhancing the productivity of these SMEs will ultimately translate into national development as SME performance, growth and sustainability provides opportunities for increasing their contribution to the Zambian economy.

1.5. Scope of Study

The study focus was on factors that influence consumer behaviour towards cordial drinks. Particularly the study analysed the demand for SPAKA fruit flavoured drink. Further the study was also interested in understanding the behaviour of consumers that are based in Lusaka who purchase their goods from large supermarkets within the country.

1.6. Limitations of the Study

Because the research was an academic study, it was limited in terms of time and sample size that was used. Further, because of limited time, the study only focussed on factors influencing the three top most preferred drinks. In an ideal situation, it would be desirable to establish factors that influence consumer preference for the other cordial drinks albeit having fewer consumers that preferred it.

The study was only confined to Lusaka and therefore may not represent characteristics of other consumers across the country given that sometimes preference of certain consumables may be specific for a type of geographical area, e.g. rural and urban differences.

Though the study involved some statistical tests, they were only limited to bivariate analysis. This meant that the study could only test the association of consumer choice on one hand, and the individual hypothesised factors of influence on the other. This could only enable the researcher to determine relationships of these factors and their significance levels, but not the magnitude of this influence. However, the study did not do a multivariate regression analysis that could have helped to determine further, extent to which these factors are influencing consumer preferences.

1.7. Organization of the Study

Chapter One, the Introduction and outlining of the background of the study, the statement of the problem, research objectives, research questions, significance of the study, the scope of the research and limitations of the study. Chapter Two, The Literature review, in terms of theory and empirical literature. Chapter Three, Methods (description of sampling and data, analytical approach and estimation techniques, limitations of the study, etc.) Chapter Four, Presentation, Analysis and Discussion of findings. The findings of the study were also presented in relation to

the reviewed literature. Chapter Five, Summary of the findings, Conclusions and Recommendations including suggestion areas of further research.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The following chapter is a review of literature that relates to the factors that influence consumer-buying behavior, particularly focusing on the influence of individual consumer and social characteristics, product quality as well as market strategies in influencing consumer choice of cordial beverage brand. To accomplish this, the chapter carried out a review of the theoretical and empirical literature that was conducted in other scholarly jurisdictions, in this particular thematic area. The chapter further endeavoured to draw lessons from theoretical frameworks developed by other scholars.

2.1 Theoretical Literature

Theories of consumer choice, consumer satisfaction, and business profit maximization are often interrelated. This is because customer choice and satisfaction are the prerequisite for improved market share and ultimately improved revenue and business profits.

Society is composed of a dynamism of customers' preferences and expectations, as well as life style and value systems, making it a highly competitive business marketplace. As such, business owners encounter new marketing challenges every day that require them to promote and define their market positions (Hutchinson *et al.*, 2015). This is all in a bid to satisfy their customers and continue to attract them towards their products and, to expand their market base.

2.2 The Theory of Consumer Demand

The concept of Consumer buying decision is rooted historically in personal, psychological, demographic, and social concerns of the consumer (Chandan, 2019). Thus, consumer choice or buying behavior is influenced by various non-homogenous factors. As the theory suggests, the consumers are usually choosing a brand that they recognize, and that which they have had an experience with. Generally, so many important elements might have strong influence on buying

decisions, which need to be considered to understand the consumers' buying decision making, particularly in situations where business is slow, or where there is low product awareness by the consumers.

A lot of controversies have risen among scholars as regards to whether consumer decisions are based on some attributes of the product like quality, price, brand credibility, or based on consumer attitude and intention, advertising, group influences, innovations, and brand loyalty, or the decisions are made on the ground of brand awareness (Chovanová, Korshunov and Babčanová, 2015). Further, it seems highly essential to differentiate between buyer's behavior toward a choice among various brands within the product category and the dimensions referring to reasons affecting choice of a buyer.

Pather (2014) argues that many choice situations occur outside of conscious awareness and with limited information search. There are evidences when sometimes non-conscious influences affect choice much more than are traditional concept. Whenever the unawareness on the part of consumer about the brands and the consumer is supposed to make a choice in that condition, then what factors or reasons are there which persuade a consumer to choose any brand from among the available brands?

According to Andihka, Yuliati and Kirbrandoko (2016), stiffly competitive business environment exposes consumers to a large number of product alternatives in the market. As a result, marketers are struggling to increase their brand preferences by customers, while at the same time trying to avoid competitors from grabbing these acquired customers mind. Thus, the biggest challenge facing every business is to find out the factors determining customers' preferences for the brands. Andihka, Yuliati and Kirbrandoko (2016), further argue that products vary in brand name, design of packaging, ingredients and taste and because of this, it is essential to understand what the consumer wants, for the survival and growth of the business. The company needs to attract and sell products to their customers, as competition is inevitable.

In many studies, marketers and researchers have recognized the effectiveness of the consumer buying factors that affect brand choice. Chandan (2019) identified physical characteristics of the brand, user's experience with the brand, packaging, price, premiums, guarantees, habits,

recommendation by friends, or experts, dealer's location, personal salesmanship, dealer services, advertising and display as influential factors in consumers choice.

The controversies about the concept of Consumer buying decision help in knowing and testing the impact of the dominant factors/reasons on the consumer buying decision in an awareness situation, where a consumer is lacking not any kind of information regarding the product category or/and about the available brands in that category of low involvement products.

The fierce competition in terms of product similarity in the beverage market have led marketers to study factors that are influential in consumers' brand choice decisions. Das (2012) suggests that its indispensable to deal with the competitors, changing product industry especially bottled water market. To improve the company's beverage market share, the marketers need to understand customers' insight, especially in today's marketing environment, where consumer preference is continuously changing and becoming highly diversified, where buyers were exhibiting diversified, unanticipated and surprising purchase behavior (Nakmongkol, 2009). In these circumstances' it becomes necessary for firms to ascertain these diversified needs, desires of consumers and produce the beverage product accordingly (Batra, 2015).

2.2.1   Background of Wanzana Processing Limited

Wanzana Processing Limited is a wholly Zambian owned small enterprise established in 2007, with a vision to build a brand in the food and beverage industry for Zambia, SADC region and COMESA. The company has a brand name SPAKA, which carries five flavours of cordial drinks under the brand SPAKA. The brands flavours are SPAKA Orange, SPAKA Pineapple, SPAKA Granadilla, SPAKA Strawberry, and SPAKA Cream soda. The National Standards Body, ZABS, certifies the SPAKA product. Further, Wanzana Processing Limited Company is a KAIZEN practicing organization, and was a one- time-beneficiary of funding from the Citizens Economic Empowerment Commission (CEEC) in 2011. The company currently has their product in major supermarkets such as PickNPay, Melissa, Choppies, Sana and also supplies kiosks (Tu Ntemba) around the communities in Lusaka. Their client base stands at approximately 500 clients currently.

One of the constraints faced by the company was financial capital constraints in order to grow the business. As a result of this, the company was unable to supply one of Africa's largest supermarket chains, Shoprite, and has also failed to grow its footprint beyond the Zambian market. A company valuation report for 2010 revealed that the company had to get loans in September 2009 and February 2010 in order to recapitalize the business investment. However, even with these loans, the sales turnover kept on fluctuating. Further, operational profits over this period were persistently in the negative. See figure 2.2.1 below.
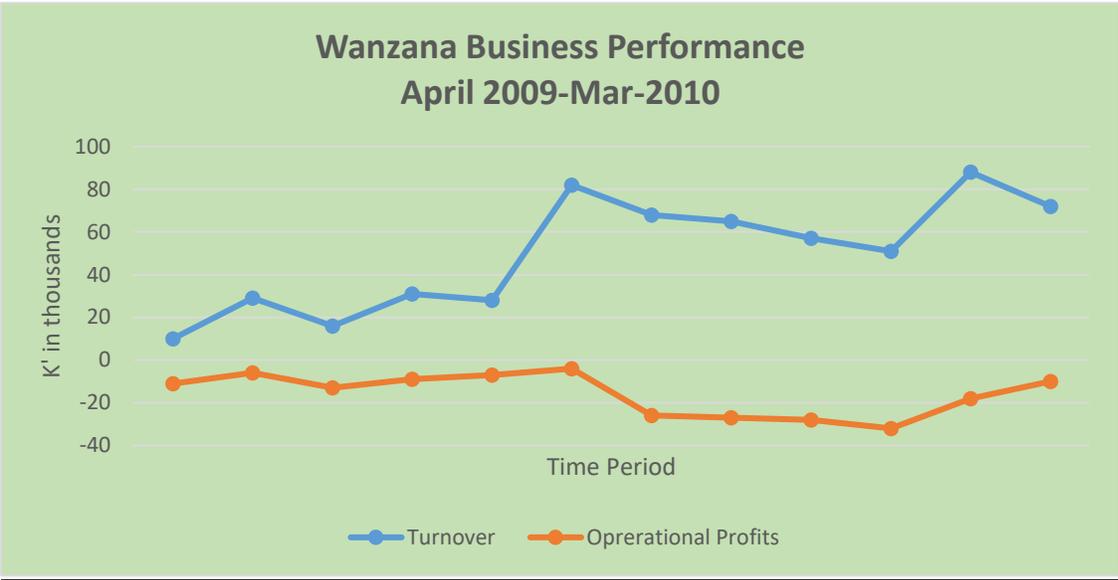
Source: Wanzana Company Valuation Report, 2010

The company's failure to meet the demand requirements of Shoprite stores was its low production capacity to meet the minimum stock level requirements of Shoprite. Thus financing from external sources such as CEEC and GroFin was necessary to enable the company procure machinery and equipment to expand the production capacity. It was expected that the capital investment would increase the company's current production capacity of 3,000 cases per month at 50% factory capacity to full factory capacity (Grofin, no date). This would enable Wanzana add Shoprite stores to their distribution list, and this would then translate into increased cash flow and stability of the business for the sustainability of the business. In addition, the increased revenue would create new jobs; while at the same time sustaining the existing workforce and thus contributing to poverty reduction. Nuwagaba (2015) contended that it

is important to know and understand how SMEs can operate cautiously and with efficiency and effectiveness in order for them to increase their chances of survival in the competitive business environment.

2.2.2 Understanding Consumer Behaviour

According to Jisana (2014), any person engaged in the consumption process is a consumer. Consumers are the individuals who buy for personal consumption or to meet the collective needs of the family and households needs. Consumer behaviour means how individuals make decisions to spend their available resources like time, money, effort on consumption of different products and services. It includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it. Thus, consumer choice expands on the theory of demand, and explains how buyers reconcile what they would like to do, as described by their tastes or preferences, and what the market will allow them to do, as described by their incomes and the prices of different goods (Begg *et al.*, 1991).

A consumer's decision to buy a product is dependent on what they know about the product and also the knowledge they have about competing products. Ballantyne, Warren and Nobbs (2006) argue that a consumer's attitude and purchase intention towards a brand is not only a product of their cognitive evaluations of that individual brand but are also determined by their perception of other competing brands within the consideration set. To choose a brand from among available brands of low involvement product category in a situation where a consumer does not know about the brands under consideration seems very critical, because most theories of consumer behaviour support the awareness as a dominant factor in consumer choice. There is no disagreement that everyone is faced with a choice and the attitude of the consumer plays an important role in decision making in a given situation.

Literature is therefore laden with information on a host of factors that influence consumer choice, ranging from product factors, consumer's environment and social factors, as well as product marketing factors.

2.2.3 Influential Effects of Product Factors

Product factors are such factors as price, availability and quality. These factors are assumed to influence the individual in demanding for a given product or not. Economics defines demand as a schedule indicating the amount of particular goods and services that consumers are willing and able to buy at each price, in a set of possible prices during a specified time and period (Begg, Fischer and Dornbusch, 1991). Thus, a fundamental characteristic of demand is the inverse relationship between price and quantity demanded. This relationship is commonly referred to as the law of demand (Rogers, 1971).

A number of studies have shown that even when a number of factors influence customer satisfaction and decision to purchase, pricing has often been found to have the highest impact on customer satisfaction (Hanif, Hafeez, 2010) and (Lui, 2012) . Furthermore, demand is not only influenced by the current prices, but also depends on consumer expectations about future changes in the price. Consumers will prefer buying the commodity now when the prices are relatively lower and demand for the commodity would thus increase.

Studies also shown that quality is one of the influential factors in consumer decision to purchase a given product. Quality assessment is very critical and may be viewed from different dimensions, particularly product attributes/features and its outlook, its colour and shape/design etc. Garvin (1987) as cited in (Kenyon and Sen, 2011) proposed that product quality could be captured in eight dimensions namely: performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. On overall, research seem to converge to the fact that price and quality remain very interrelated factors that affect collectively on the perception of a consumer toward a brand. This is because when purchasing a product, the consumer always expects a good quality product at reasonable price. Besides price and product, availability of a product determines whether the consumer will be drawn towards purchasing the product or not (Boadu, 2012). Thus, brand availability is a key performance driver for brand preference and ultimately brand loyalty (Srinivasan, Su Park , Chang *et al.*, 2005).

2.2.4 Individual & Social Factors

Consumer preferences are tastes, or liking that consumers show for particular brand at any one given time (Samuelson and Nordhaus, 2009). Such tastes do not change with time. Once a

consumer's tastes change it would mean that the commodity's rank in the consumer's scale of preference will also change.

Some of the personal characteristics of a buyer have a direct impact on their preference for certain products. These may include the buyer's age and stage in the life cycle, their occupation and economic circumstances, personality, self-concept and lifestyle and values (Kotler and Keller, 2009). This is largely because taste in food, clothes, furniture and recreation vary with age and social class.

Related to personal characteristics are the individual lifestyle and cultural values. Consumer demand behaviour is more heterogeneous because of cultural differences (Teimourpour and Hanzaee, 2011). This implies that because of cultural, environmental and social differences consumer choices would always be different among various members of society.

Kotler (2003) contended that such cultural factors exert the broadest and deepest pressure on individuals and societies, which in turn shapes their collective behaviour. Ali and Ramya (2016) agreed with this assertion, adding that the social class, or groups to which individuals belong determine consumer behavior. Further that this Social class is not determined by a single factor such as income, but by a combination of various factors, such as income, occupation, education, authority, power, property, ownership, life styles, consumption, pattern etc. These groups could be family, friends' neighbours and co-workers, religious, professional and trade union groups (Hawkins, Best and Coney, 1998).

2.2.5 Marketing Factors

Marketing factors are strategies employed by business owners in a bid to attract customers to buy their products. This achieved through packaging, advertising and brand name.

Packaging refers to all products made of any materials of any nature to be used for the containment, protection, handling, delivery and preservation of goods from the producer to the user or consumer (Hassan, Lee and Peng, 2012). Many products use packaging to create a distinctive brand image and identity. Packaging includes all the activities of designing and producing the container for a product. The package is the buyer's first encounter with the product (Kotler and Keller, 2012). Package attracts consumers' attention to a particular brand, enhances its image, and thus

influencing consumers' perceptions about the product. A successful packaging serves as an advert as well as branding.

Consumers subconsciously assign their preferred physical characteristics of basic material(s) used in the containers holding the product. Deliya and Parmar (2012) identified colour, background, image, packaging materials, font size, design of wrapper, printed information and innovation as attributes that consumers would attach to packaging. Kuvykaite, Dovaliene and Navickiene (2009) on the other hand classified packaging attributes in to verbal, as well as visual packaging attributes. In this case, verbal packaging traits consists of product information, producer, country of-origin, and brand, while visual packaging attributes have graphic, colour, size, form and material as attributes. Hassan, Lee and Peng (2012) argue that visual package elements play a major role, especially in low involvement, and when consumers are rushed.

Related to packaging is the branding. Manufacturers of products should strive to develop attractive brand names and adverts since brand names of these goods carry the value of their products. Studies show that brand name has significant positive relationship with consumers' choice for products (Oyedikachi et al., 2015; Ogbuji et al. 2011).

A stiffly competitive business environment exposes consumers to a large number of product alternatives in the market. As result, marketers struggle to increase their brand preferences by customers and trying to avoid competitors from grabbing of these acquired customers mind (Lema and Wadoje, 2018). These business entities therefore have to develop marketing strategies that will inform the general public of their business presence through effective advertising.

Advertisement has a positive impact on purchasing decision since purchasing decision is one of consumer choice decision so it directly affects consumer brand choices (Latif et al., 2012). Advertisement has an influential factor on beer consumers which is based on the fact of creativeness of the message, the contents and the use of spur in the development of marketable communications (Christian and Sunday, 2013).

2.3 Empirical Literature

2.3.1 Previous Studies

A number of studies have been done on the subject of factors that influence customer buying decision. In carrying out these studies, scholars have employed different study designs, and consequently got different findings.

Somasekhar and Kishore Kumar (2017) conducted a study examining factors with influence on the buying of soft drink products in Chittoor district of Rayalaseema region, Andhra Pradesh, specifically focussing on the Coco Cola brands such as Coco-Cola, Thumps up, Limca, Sprite and Maaza. A descriptive survey design in which Primary data collection was done on a sample of 224 customers using structured questionnaires. These respondents were selected using convenience sampling in which the researchers targeted the available and accessible respondents. SPSS v.16 was used for the analysis of data which enabled percentage analysis and Garrett Ranking. Taste, quality and the circle of friends one was found with significantly influenced findings of the study as revealed by the majority of respondents. The study concluded that companies manufacturing drinks needed to understand how consumers are opined, for them to be able to come up with appropriate strategies to attract them to their beverage products.

Nakmongkol (2009) carried out a similar study as that one done study Somasekhar and Kumar, (2017) in Pradesh, but with a slight difference in the dimension taken. Nakmongkol, (2009) focussed his study on consumer's attitudes and behaviour towards carbonated soft drinks in Thailand. The study was motivated by the evolution of health awareness in the country as well as the emergency of non-communicable diseases such as diabetes and obesity. In coming up with appropriate variables, the study combined Maslow's hierarchy of needs with six drivers of consumers namely health, thirsty, affordability, convenience, status as well as sociability of an individual. Primary data was collected using questionnaires. Results of the study revealed that in Thailand, attitudes and expectations were shaped by gender, age, as well as type of residence, namely urban or countryside. Majority of consumers of the drinks were young male in the age group of 15-30, with a consumption frequency of 2-3 times per week. Further, female consumers were more interested in carbonated fruit juices with lower sugar, ultimately, the study concluded that drink consumers in Thailand were influenced by healthier lifestyle aspirations. The study

recommended that manufacturers have a strategic opportunity to retain customers through branding and effective communication through advertising.

In Gondor City in Ethiopia, Lema and Wodaje, (2018) carried out a study, aimed at identifying factors that influence brand choice of the consumers of bottled water brands. Using descriptive and explanatory research design with cross-sectional survey strategy, the study collected data from a sample of 400 bottled water consumers by using self-administrated structured questionnaires. A combination of convenience and purposive sampling techniques were used in selecting the respondents to be used in the study. A multiple linear regression model was used to determine factors that significantly influenced consumer choice. The study established that packaging, product quality, price, brand name, brand availability, brand image and advertisement were significantly associated with consumers brand choice for bottled water products. However, the influences of brand image, brand name, packaging and price had more influence on the choice of the consumer compared to all other factors. This result proved the general law of demand which spells an inverse relationship between price and demand. Further, the findings went further to prove the importance of marketing strategies in capturing the interest of any consumer. Based on these findings, the study recommended that firms producing bottled water must create brand equity that can connect with customers emotionally and psychologically. Further, that such firms need to put attractive features on their packaging, as well as restructure their prices based on affordability and accessibility.

Kakiza, (2015), conducted a study based on the factors influencing buying decisions of consumers in Kinondoni District in Dar es Salaam City. Using a purposive sample to select 20 members of staff from the manufacturing companies, and a convenient sample to select 100 consumers, 120 questionnaires were distributed to the selected subjects. Descriptive statistics was used in analyzing the data and presented in tables and percentages. The study established that buying behavior of these individuals was influenced by individual demographic statistics, price, quality, and trust towards the purchasing environment. These findings were in conformity with (Lema and Wodaje, 2017) in Ethiopia in emphasizing the major role played by the product factors such as price and quality, as well as the marketing factors, which in this case were presented as the purchasing environment. The study recommended that companies should allocate its resources prudently and also that companies in this industry needed to structure their prices strategically.

Further, that Government should provide seminars and training to the consumers in order to look on the different factors affecting purchasing and not just focusing on prices as a single influencing factor.

In Kenya, Njoroge (2017) carried out a study whose main objective was to investigate on the consumer purchasing behaviour for malt soft drink among the USIU students in Nairobi, Kenya. The study was focusing on three specific objectives namely: The role of demographic factors, Product attributes as well as social factors in influencing consumer behaviour. A descriptive research design was adopted in which a total sample of 377 was selected using a stratified random sample. Interviews were conducted through structured questionnaires that were distributed to the selected respondents. Descriptive statistics in form of frequencies, mean, modes as well as percentages were used in analysing the data. Findings of this study revealed that Novida was the most preferred brand among the respondents compared to other soda drinks. It was revealed that majority of the respondents consumed malt soft drinks between once or twice in a week. Quite a large number of the respondents were enticed by the design of the bottle or cans of malt soft drinks, followed by the soft drink familiarity and printed ingredients. The implication of this finding was the importance of packaging and brand name of the drink.

Further, findings suggested that majority of respondents preferred a cheaper malt drink compared to the expensive ones suggesting that price of malt soft drinks was a major consideration in their decision. Regarding social factors, friends and colleagues, rather than parents, were found to play a major role in influencing majority respondents drinking of the malt drink. The study also revealed that the drinking of malt drink was driven more by packaging rather than nutritional value. However, few respondents attributed their consumption to any adverts or religion. Furthermore, the study did not find any significant relationship between gender and the consumption of soft drinks.

The study recommended manufacturers needed to deliberately to promote nutritional drinks, and that parents needed to do more in playing the role model function for their children who were in colleges in order to promote healthful beverage choices by young adults. The study however neglected a very important aspect of consumer behaviour, namely, the marketing aspect.

In Slovakia, Chovanová, Korshunov and Babčanová, (2015) carried out a study, specifically focussing on the impact of brand on consumer purchase decision to buy a product. The study was conducted between 2009 and 2014 through primary data collection from 1,250 respondents who were selected using a random sampling of retail chain customers aged more than 18 years. Chi Square test of independence was used in the analysis of data. The study objectives were divided into establishing the relationship between age and purchase of branded products on one hand, as well as testing the relationship between age and brand preference.

Findings of the study revealed that brand preference and buying of branded products is significantly related to the age of the consumer. The study concluded that brands are important because they provide information on the characteristics of a product and create overtones that leaves an impression on the consumer mind. As a way of promoting their products, the study recommended that manufacturers need to carry out research for them to create brand awareness among their consumers.

2.4 Theoretical Models for Consumer Buying Behaviour

Several models have been developed to explain factors that influence consumer behaviour. The study however drew valuable lessons collectively from the following consumer behaviour model.

2.4.1 Economic Models

Among the main consumer-behaviour models is the economic model in which consumers are motivated by their desire to maximize their marginal utility, while at the same time minimizing the cost of acquiring the commodity (Adam Smith, 1776; Alfred Marshall, 1890; Robins, 1932). However, this model focusses only on the characteristics of the product itself while ignoring the consumer characteristics of the buyer such as personality and socio-cultural factors.

2.4.2 Psychological Model

To address the shortfalls of the economic models, psychologists such as Abraham Maslow (1943), came up with the Maslow's hierarchy of needs in which he postulated that the behavior of an individual is determined by their strongest need at that particular time. As such, customers have the ability to rank their needs according to priority.

2.4.3 Pavlovian Learning Model

Russian Physiologist Ivan Pavlov (1890) developed the Pavlovian Learning model based on customer behavior that is driven by strong internal stimuli that ultimately drives an individual in to action to fulfil his desires. This strong drive can be inborn, resulting from psychological needs such as sex, hunger, thirst, or pain, etc. In consumer behavior, such stimuli are divided into indications, which activates the individual decision process to purchase a product, and the non-triggering indications that merely influence the individual customer. These are further divided into external stimuli, derived from the physical appearance of the product such as color, packaging, style, price etc. Alternatively, informational which provides information about the product mostly related to product marketing.

Largely however, the Stimulus-Response Model, also known as the Black Box Model, motivated the study.

2.4.4 Stimulus response model

The Stimulus Response Model presents consumer behavior in form of input, process and output format. In this case, product incentives act as an input, which stimulates the buyer and induces response in them. The consumer's response is called the output, while the process of decision-making, which takes place between the input and the response time, depends on the buyer's characteristics.

The Stimulus-response model states that, stimuli in the form of both the external environment and the elements of the marketing mix enter the buyer's 'black box', where they interact with the

buyer's characteristics and decision processes (Jisana, 2014). This in turn produces a sequence of outputs in the form of individual decisions to purchase a product. The task faced by the product owners is to understand how the consumer black box operates. This operation consists of two main principles. Firstly, factors surrounding the individual that influences their buying behaviour and, secondly, the processes that are used in decision making.

In this model, the product owner, or the marketer wants to understand how, the stimuli are changed into responses while inside the consumer's black box consisting of the two parts namely consumer characteristics that influences his perception so that he reacts to the stimuli, and the decision process that affects his behaviour.

Stimulus Response Model of Consumer Buying Behaviour
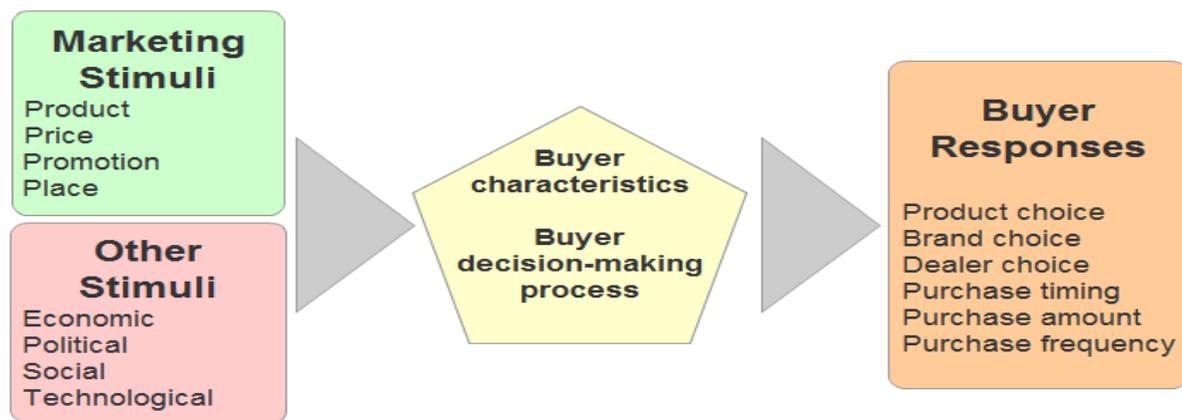
Figure 1: Model of Buying Behaviour

Source:(Kotler & Armstrong, 2011) Consumer Buying Behaviour

(i)   Decision making Process

According to the Stimulus-Response Model, the first step in the decision-making process is to identify a problem that necessitates the need for a particular product. It is triggered when a customer is exposed to either an internal or an external stimulus. The recognition of a need takes place when the existing state of the consumer significantly differs from desired state, and is often determined by the economic status or family affluence, or other social factors of the customer. If the consumer is convinced that he really needs to address this problem, then he starts to investigate claims made by those advertising such products (Pather, 2014).

(ii)   Consumer Information Search

Once the need for the product is identified, the consumer conducts a search based on the experience or introspective thoughts on the product that they are searching for. In a situation where the customer does not get the necessary and sufficient information that he was looking for, they will then engage external sources such as neighbours, friends, newspapers, advertisements or competing brands (Cavalcanti et al., 2013; Foxall, 2005) as cited in (Pather,2014). This stage of the process entails that consumer relies predominantly on social factors such as friends recommendations. However, whatever information the customer acquires at this stage does not automatically influence them to make a purchase decision. Only once the information is entrenched in the consumer's long-term memory is it likely to influence the consumer's purchases (Foxall, 2005) as cited in (Pather, 2014).

(iii)   Evaluation of Alternatives

Once the search has been conducted and preliminary findings on the product have been done, an assessment of the available optional products is done in order to decide the best fit for their identified need. During this stage, the perceptions, attitudes and beliefs about the product is formed by the output, and is what guides their selection of alternatives to evaluate; eventually leading to the decision to purchase a product (Foxall, 2010) as cited in (Pather,2014). Consumer decision at this stage is influenced by the quality of the product they intend to purchase as well as the extent of persuasion they get from seller based on the marketing strategies that are employed. As Kotler et al, (2012) contends, in certain situations the decision regarding alternatives is made on the consumer's brand preference (Kotler et al., 2012).

(iv)   Purchase Decision

To determine consumer's decision, all the information stored in the long term memory of the consumer is accessed to determine how they finally they reached the final decision to buy (Foxall, 2007). Information processing output is what eventually shapes the decision of a consumer to purchase the product and ultimately determines their purchase or consumption behaviour. (Foxall et al., 2004) as cited in (Pather, 2014). This purchase behaviour can also be influenced by purchase environment from which the consumer purchased the product, and is not only determined by the consumer's beliefs and attitudes towards a certain product (Deng, 2013) as cited in (Pather, 2014). This argument also supports Bennet (2017) who defines marketing mix is defined as a set of

actions, or tactics that a company uses to promote its brand or product in the market (Bennet Coleman, 2017). One of these strategies includes place from which a product is purchased.

The above model outline above describes the consumer decision process, identifies the factors influencing choice, and the stages at which they apply in the decision-making process. These factors range from individual, social and environmental characteristics, the product characteristics as well as the marketing strategies adopted by the people that supply these products.

(v)   Post-purchase behaviour

The final step in the decision-making process by the consumer is the known as the Post-purchase behaviour, also known as post-decisional evaluation (Foxall, 2005) as cited in (Pather, 2014). The consumer considers the first purchase as a trial purchase. Their assessment of the product after this assessment will determine their feelings towards, and ultimate view of the product. The consumers this forms their perception of the product based on their experience with it.

This stage of the decision-making process is very important, and according to Foxall (2005), Post purchase behaviour is formative in explaining the consumer's selection and switching of brands by the consumers as well as what companies need to do to entrench consumers on their products.

2.5 Gaps in Literature

There are numerous factors that influence the purchasing decision of consumers of beverages. The factors are affected by several combinations of factors including internal and external factors but not a single factor. Thus, this study was examining and describing the factors which were influencing the purchasing decision of consumers so as to fulfill the gap made by other scholars. In addition to that, this study was giving recommendations to be followed and taken so as to understand and control these factors which may lead to lack of market for cordial beverages. Several Scholars wrote to some degree on factors concerning this study but most of them put much of their effort on testing and researching only single factors of soft drinks, they did not research the relationships between the factors and consumer preferences which influence the purchasing decision of consumers.

2.6 Conceptual Framework

On the basis of literature review and previous studies, the following is the conceptual framework for the study.
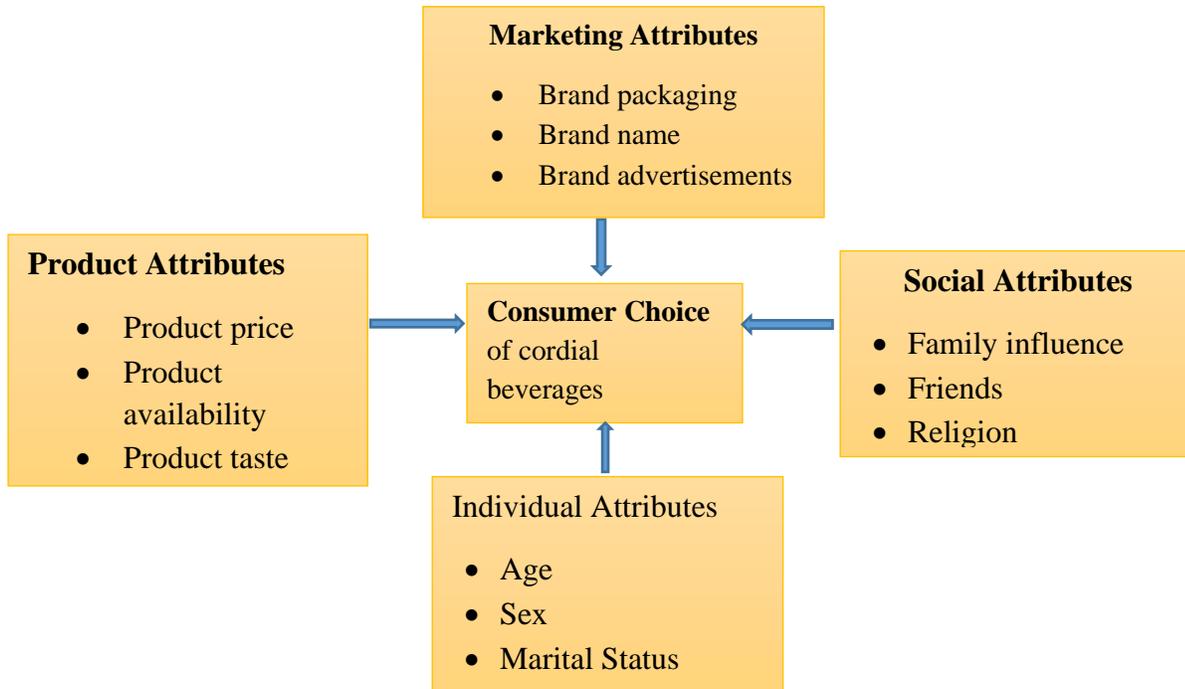
Figure 2: Factors influencing consumer buying decision
Source: Researcher's own design

The figure above is a framework of reflecting the link between the customer's brand choice of cordial beverages and factors that will influence their buying decision. These factors are the marketing attributes, product attributes, individual and social attributes that are often expected to influence customer buying decision of a particular brand at any given time.

2.7 Conclusion

This chapter reviewed literature from various scholars on factors that influence customer's decisions to purchase particular brands. The literature reviewed from the scholars was based on brand choices and factors contributing to the purchasing decision of the consumers. In view of both theoretical and conceptual frameworks, the chapter illustrated the variable relationships used in this study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

Research Methodology is defined as a combination of different techniques that are used by a researcher to investigate different situations (Smith et al, 2006). In this chapter, these different techniques were employed in an attempt to address the research objectives that were set out at the beginning of this study. The chapter has been organised according to the following structure: Research design, data collection and sources, population, sampling design and sample size, data analysis, data validity as well as ethical consideration.

3.1 Research Design

Albaum, Rooster and Smith (2014) defined research design as the specific methods and procedures used to acquire the information you need. The study conducted was both descriptive and analytical in nature, and sought to establish the experiences and preferences of the consumers of non-alcoholic soft drinks (cordials), as well as factors that influence their preference of a particular brand of cordial drink. Albaum, Rooster and Smith (2014) described descriptive study design as studies which allow a market researcher to understand the market and his customer by predicting relationships, results, or events.

3.2 Data Collection and Sources

The study mainly used primary data collection. The Primary data was collected using structured questionnaires that were distributed to different respondents. Questionnaires are an important tool for data collection. This is because they help to efficiently and effectively gather information within a short period of time and are easier to code and analyse the data collected (Greener, 2014). The questionnaires were tailored in such a manner that it solicited for information relating to

respondents' demographic and socioeconomic background, influencing factors drawn from the marketing mix, product attributes as well marketing factors.

Further, the questionnaire endeavored to collect both qualitative and quantitative data. To achieve this, the questionnaires contained both open and close ended questions to capture both quantitative and qualitative responses. The questionnaires were entered and analysed using the Statistical Package for Social Sciences (SPSS) version 16.

3.3 Population

The target population for this study were the residents of Lusaka, estimated at 1.747 million people (CSO, 2016). The study was particularly targeting the available and accessible respondents that frequently visit a set of shops such as Pick n Pay, Choppies, Melissa and Sana Super market within Lusaka, regardless of where they come from. These respondents were captured as they were leaving the shops and questionnaires distributed to them.

3.4 Sampling Design

3.4.1 Sampling Method

A total of 140 respondents were selected using a non-probabilistic method of sampling known as convenient sampling in which a deliberate selection of subjects was done based on their convenient accessibility and proximity to the researcher. The subjects were conveniently targeted and selected as they came for shopping. Others were however given to respondents during social interactions within the researcher's neighbourhood. This was necessary because of the nature of respondents who have no designated areas where they can be visited and interviewed. Thus, this form of sampling method was suiting the kind of environment where these respondents operate.

3.4.2 Sample size

The sample size for this study was guided by the literature reviewed in other studies of similar nature in (Nisar, 2014), (Nakmongkol, 2009) and (Kakiza, 2015) .Further, while time and resource

constraints restricted the researcher on the sample size, care was taken to ensure sample size was large enough so as not to compromise the reliability and validity of the study.

Based on the above sample, the subjects were proportionally selected from four shoppers. The table below indicates the sampled numbers for the study.

Table 1: Sample size proportions

Shopper	Sample
Pick n' Pay	40
Choppies	40
Melissa	30
Sana	30
TOTAL	**140**

Source: Author's own construction

3.5 Data Analysis and Interpretation

Upon collection, the raw data from questionnaires were coded to ensure compliance for entry into Statistical Package for Social Sciences (SPSS) version 16. Data was then cleaned and edited before analysis commenced.

Data analysis and presentation was done in two phases. The first being descriptive analysis, which merely deals with the frequency distribution of the sample. The purpose of descriptive analysis was to describe and illustrate the characteristics of the subjects in the sample as well as performing a univariate analysis of each of the variables in the objectives. This further helped to have a basic understanding of public behaviour and opinions regarding their behaviour towards non-alcoholic cordial drinks.

The second phase of analysis involved bivariate analysis meant to establish the relationships between consumer choice on one hand, and social factors, product attributes as well as marketing factors on the other hand. By so doing the study attempted to establish the actual factors that customers consider when deciding which brand to purchase from the shop.

3.6 Statistical Analysis Tool

The preferred Statistical tool to be used in this case is the Statistical Package for Social Sciences (SPSS Version 16) which was used for the entering, cleaning, analysis and interpretation of data for this study. SPSS was preferred for this study because of its simplicity for use as well as its robustness in performing functions ranging from data validation, descriptive analysis, as well as its ability of carrying univariate, bivariate and multivariate analyses, with statistical tests where necessary.

3.7 Validity and Reliability

To ensure that the findings of the study are valid and reliable, and to cast away any doubts about the findings, this study endeavored to provide quality checks at each stage of the research. Such checks ensured that research instruments used in the study such as questionnaires are not defective, and that they are in conformity with the objectives set for the study. This was done by doing a pretest of the questionnaire before distributing it to a larger sample. Further that the sampling method used is scientific and representative, and that data collection methods used are systematic, and from the right sources. To improve the response rate, a cover letter was included on the questionnaire explaining the research, why the research was important, why the recipients are selected and a guarantee of the respondents' confidentiality was provided. As questionnaires were being administered with the help of research assistants, respondents had an opportunity to ask questions and get clarifications where they were not clear. At the analysis and interpretation stage, the exercise was done using correct analytical tool with the appropriate features to carry out any scientific tests. This in turn ensured that the research findings were pragmatic, and can be generalized and used to solve practical problems.

3.8 Ethical Consideration

Right of privacy was prioritized in the process of administering the questionnaires to respondents. In this respect, respondents were made aware of the fact that their participation in the study was a voluntary exercise. Further that they did not have to indicate their names anywhere on the questionnaire. This ensured that they are protected from any possible infringement on their privacy.

3.9 Summary

This chapter reviewed the methodology of the research study from the research design, the research method, the research instrument used. The sample size and the location of the study were also described and the sampling and analysis method used.

Table 2: Summary of research methodology

Research Design	Descriptive research
Research Method	Survey method
Research Instrument	Structured questionnaire
Sample size	140
Sample area	Lusaka
Sampling method	Non-Probability-convenient sampling
Statistical Analytical tool	SPSS version 16

Source: Authors own construction

CHAPTER FOUR

FINDINGS AND DISCUSSION

4.0 Introduction

This chapter is a presentation of the findings of the study, analysis, as well as interpretation of these findings, using the data collected through self-administered questionnaires. The presentation of these findings was organized in four categories with the overall aim to effectively address the specific research objectives of the study namely; (i) To establish the knowledge and awareness of the SPAKA cordial drink among shoppers within Lusaka. (ii) To assess the individual consumer and social attributes that influence the demand behaviour for cordial drinks among Lusaka residents. (iii) To examine how product attributes influence the demand behaviour for cordial drinks among Lusaka residents. (iv) To recommend marketing factors that influence the demand behaviour for cordial drinks among Lusaka residents.

Thus, first category involved a descriptive analysis of the demographic characteristics of the respondents in the study. The second section was an attempt to determine the people's preferences of the cordial drinks as well as their awareness of the SPAKA drink in particular. The third section was dedicated to analyze factor relationships with consumer preferences as well as determining factors that statistically influence the individual choices for given brands of cordial drinks. The last section analyzes the findings of the study in relation to apriori expectations as well as other literature related to the study. Statistical Package for Social Sciences (SPSS Version 16) was used for data entry as well as for analysis and interpretation of the findings.

4.1 Descriptive Statistics

One hundred and forty (140) questionnaires were distributed to customers that frequented the big shoppers within Lusaka. These were conveniently targeted and selected as they came for shopping. Others were however given to respondents during social interactions within the researcher's neighbourhood. Out of the 140 questionnaires that were distributed among the various respondents, 107 of them were successfully filled in, representing a 76.4 percent response rate.

This sample of respondents comprised individual with varying characteristics as demonstrated from the following demographic analysis.

Table 3: General Characteristics of the Respondents

Characteristics of Respondents	Category	Frequency	Percentage
Sex	Male	63	58.9
	Female	44	41.1
	Single	31	29.0
	Married	59	55.1
	Divorced	4	3.7
	Widowed	4	3.7
Marital Status	No Response	9	8.4
	Below 26 years old	13	12.1
	26-30 years old	12	11.2
	31-35 years old	31	29.0
	36-40 years old	22	20.6
	41-50 years old	16	15.0
	50years and above	11	10.3
Age	No response	2	1.9
	Primary School Certificate	3	2.8
	Secondary School Certificate	9	8.4
	College Certificate	10	9.3
	College Diploma	38	35.5
	University Degree	37	34.6
	University Masters	9	8.4
Education	No Response	1	0.9

Employment Status	Formal Employment	81	75.7
	Business Person	11	10.3
	Unemployed	10	9.3
	Student	5	4.7
	Not Well off	4	3.7
	Struggling, but managing	26	24.3
	Modest	58	54.2
	Well off	18	16.8
Financial Status	No Response	1	0.9

Source: Field Data (2019)

4.1.1 Gender and Marital Status of Respondents

In order to obtain a balanced view of the opinions from the respondents, the study endeavoured to solicit answers from both the male and female folk that are within the age bracket that qualifies to be called adults. As demonstrated from the gender statistics in the results of the study, 58.9 percent of the respondents were male respondents while 41.1 percent of them were female. Gender was therefore fairly distributed within the sample selected and was not expected to negatively affect the findings of the study. The chart below represents the distribution of gender among individual respondents that were included in the study.
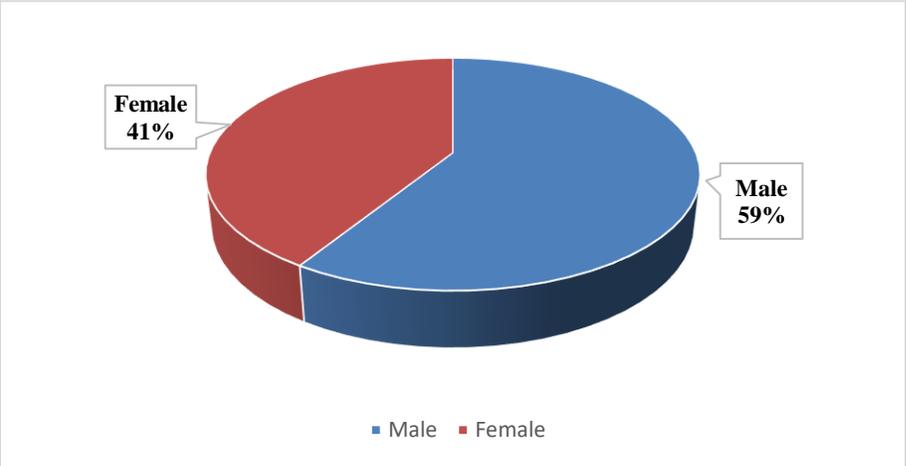
Fig 3: Gender Distribution of Respondents

In terms of marital status of the respondents, 29 percent of them were single while 55.1 percent were married. The rest of the respondents were either divorced, widowed or opted not to respond to the question of marital status. See table 4 below.

Table 4: Distribution of Marital Status among the respondents

Marital Status	Frequency	Percent
Single	31	29.0
Married	59	55.1
Divorced	4	3.7
Widowed	4	3.7
No response	9	8.4
Total	107	100.0

4.1.2 Age Distribution

In terms of age distribution, the majority of people interviewed in this study fell in the age category of "31-35" years', comprising of 29 percent, followed by the "36-40" year's category with 20.6 percent. The category with the least number of respondents was the "26-30" years and the "50 years and above category with 11.2 percent and 10.3 percent respectively. See the graph below showing the normal distribution of age among the selected respondents.
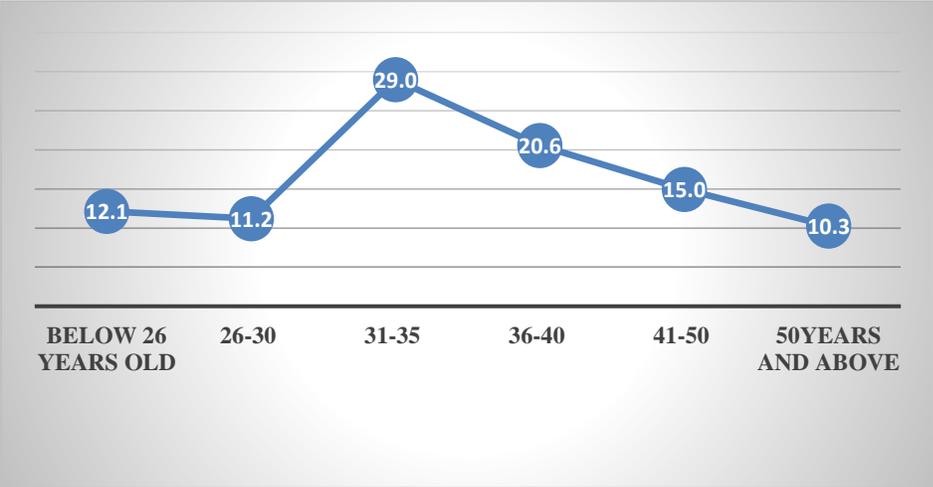
Fig 4. Age Distribution

4.1.3 Education Qualification, Employment & Financial Status

Individual affluence determined by their education levels, employment as well as financial status has likelihood of influencing the choice of drinks that they will buy in their home. As such, it was necessary to carry out an analysis of the respondents' demographic characteristics in relation to these three variables above. Results indicated that in terms of education level, the highest number of individuals interviewed were College diploma holders comprising of 35.5 percent of the sample, followed by University degree holders at 34.6 percent and college certificate holders at 9.3 percent. The lowest category of respondents was those Primary School certificate at only 2.8 percent followed by Secondary School Certificate holders and Master's Degree holders both with 8.4 percent respectively. See Fig 5 below.
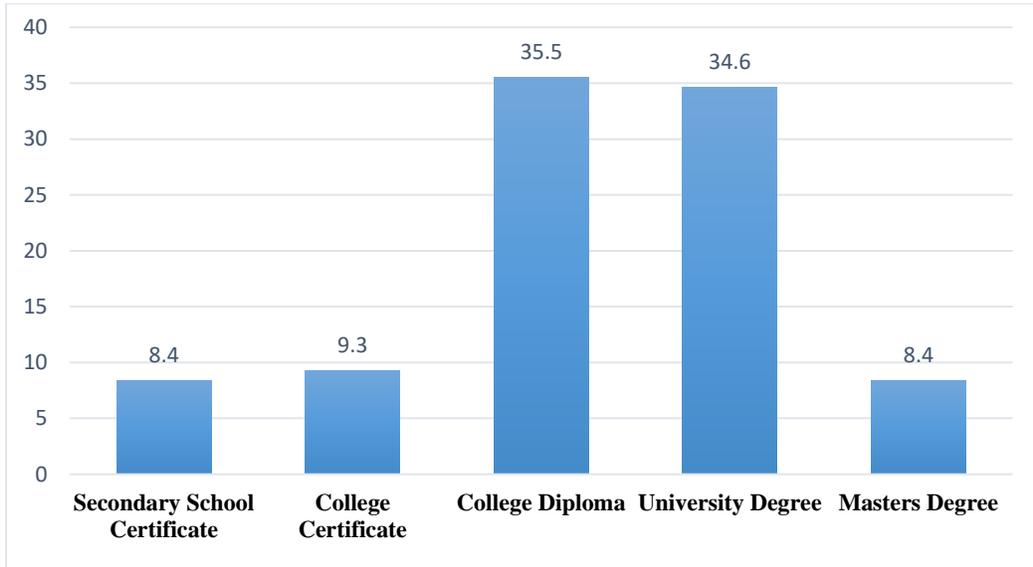
Fig 5: Education Distribution of Respondents

In terms of the socioeconomic standing of the respondents, 75.7 percent were in formal employment while 10.3 percent were in gainful business. Only 14 percent stated that they were either unemployed or were students. Thus, majority of the respondents were independent and had income to afford a decent living. This information was also supported by 54.2 percent of the respondents who described their lives as modest, and 16.8 percent, who indicated that they were well off. Though 24.3 percent of them were struggling, they indicated that they were managing. Only 3.7 percent categorically indicated that they were not well off at all.

4.2 Preferences of Cordial Drinks

Underpinning the understanding of factors that influence customer's choices, the study sought to establish generally the different preferences of cordial drinks among the different consumers. From the study findings, 95.3 percent of the respondents indicated that they do take beverages that fall in the category of cordial drinks such as Mazoe, Thirsty, Just Juice etc., while only 4.7 percent indicated that they did not consume such drinks. See table 5 below.

Table 5: Consumption of cordial or non-carbonated drinks

Consumption of Cordial Drinks		
Consumption	Frequency	Valid Percent
Yes	102	95.3
No	5	4.7
Total	107	100.0

Of the people consuming these types of drinks, 12.7 percent indicated that they consume it every day, while 12.7 percent of the consumers indicated that they consume it 5-6 times in a week. Further, 27.5 percent of the respondents indicated that they consume it only 3-4 times in a week, while majority in excess of 47.1 percent only consumed it once or twice a week.

4.2.1 Cordial Beverages Tasted Before

In terms of cordial beverages that the respondents have consumed, majority of the respondents in excess of 91.5 percent had tasted Mazoe before, followed by those that had Just Juice and Thirsty, both with 84.9 percent respectively. The least tasted cordial beverage was Spaka with only 10.4 percent of respondents indicating that they had tasted it before. Savanna had about 62.3 percent of the respondents who had tasted it while 38.7 percent of the cordial beverage consumers had tasted Lynx drink. See table 6 below for details.

Table 6: Cordial Drinks Tasted Before

Beverage Type		Responses		Percent of
		N	Percent	Cases
	Mazoe.	97	24.6%	91.5%
	Just Juice.	90	22.8%	84.9%
	Savanna.	66	16.7%	62.3%
	Thirsty	90	22.8%	84.9%
	Lynx	41	10.4%	38.7%
	Spaka	11	2.8%	10.4%
Total		395	100.0%	372.6%
a. Dichotomy group tabulated at value 1.				

4.2.2 Preferred Cordial Beverages

Among the drinks that people have consumed so far, the most preferred ones are Mazoe, Just Juice and Thirsty with 31.8 percent, 29 percent and 19.6 percent respectively. The least favoured drink among the respondents is Savanna with only 5.6 percent respondents preferring it, followed by Lynx drink at 8.4 percent. None of the respondents indicated Spaka as their favourite drink. Other drinks indicated as favorites by the respondents include Cabana, Fruit Tree, Go Fresh, Lime Cordial, Motts, Pure Joy and SOBO. See figure 6 below for further details of the preferred drink among respondents.
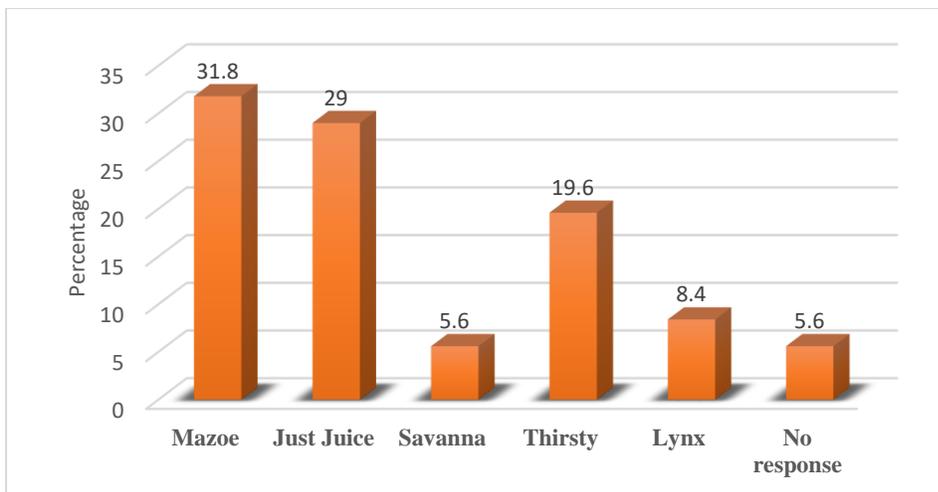
Figure 6: Favorite Drink

 4.3 Awareness of Spaka Drink

One of the major aims of this study was to determine the levels of awareness and knowledge among the customers in relation to Spaka juice. As such, specific questions were asked in relation to this objective. The illustration in Fig 4.3 below indicates that from the total sample of 107 respondents only 34.6 percent of the respondents were aware of the existence of this beverage on the Zambian market while the rest, in excess of 65.4 percent had no idea of this drink. See fig 7 below.
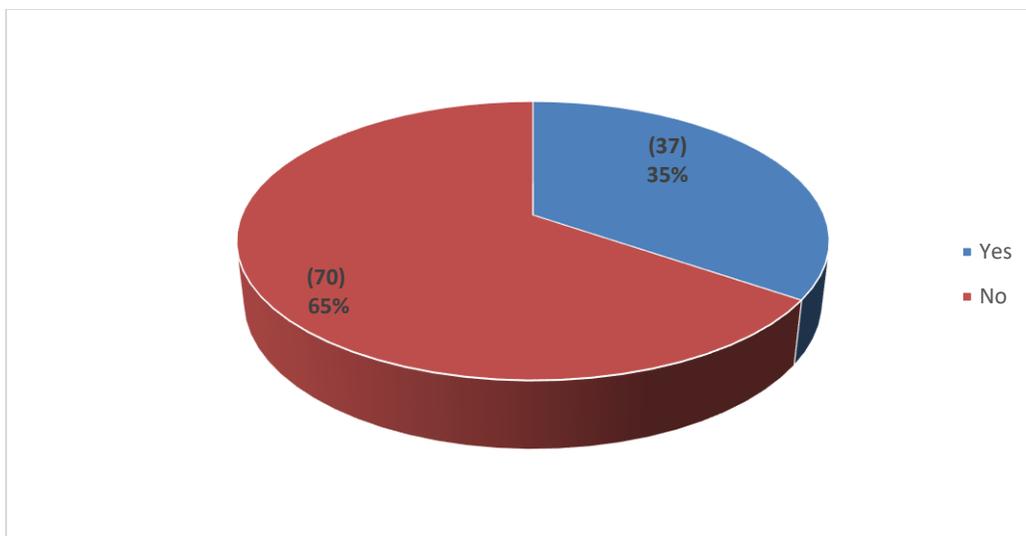
Fig 7. Awareness of Spaka Drink

Results of the study further revealed that Spaka drink is popular among female with 43 percent of them indicating that they were aware of it compared to only 28.6 percent of the males who indicated that they were aware of this drink. In relation to marital status, the drink was more popular among the divorced and widowed with 50 percent in each category indicating that they were aware of the drink, while only 35.5 percent of the single individuals and 32.2 percent of married people indicated that they were aware of the drink.

Further findings of the study indicated that the drink was least popular among the age groups 26-36years with only 25 percent of the age group 26-30 and 22.6 percent of the age group 31-35 indicating that they were aware of the drink. However, the drink was well known among the people

under the age group of 26 years old with a percentage of 53.8 percent, as well as those in the age group of 36 and above. Majority of these respondents that were aware were either unemployed (70 percent) or students (60 percent).

However, even though a number of respondents indicated that they were aware of this drink, not all of them who were aware of it had tasted it.

4.3.1 Tasted Spaka Drink Before

Findings of the study revealed that out of those that were aware of the existence of this drink, only 35.1 percent had tasted while 62.2 percent indicated that they had not even tasted it. See table 7 below for further details. Table 7 below indicates the number of those that had tasted it among those who were aware of it.

Table 7. Aware and tasted the drink

Comparison of Awareness and Tasted Spaka drink Before				
Tasted Spaka drink before				
Aware of Spaka Drink	Yes	No	Not Applicable	Total
Yes	13	23	1	37
	35.1%	62.2%	2.7%	100.0%
No	0	0	70	70
	.0%	.0%	100.0%	100.0%
Total	13	23	71	107
	12.1%	21.5%	66.4%	100.0%

4.3.2 Quality Rating of Spaka Drink

Consumers who had indicated that they had tasted SPAKA drink were asked to rate its quality based on their judgement on its taste, package, etc. Fig 8 below illustrates the results of the rating done by the respondents in this study. From the consumers who indicated that they had tasted the drink, none of the consumers rated the drink as very good. 30.8 percent of the consumers rated the

drink as good, while another 30.8 percent cumulatively rated it as either poor or very poor. 38.5 percent of the respondents rated it as average.
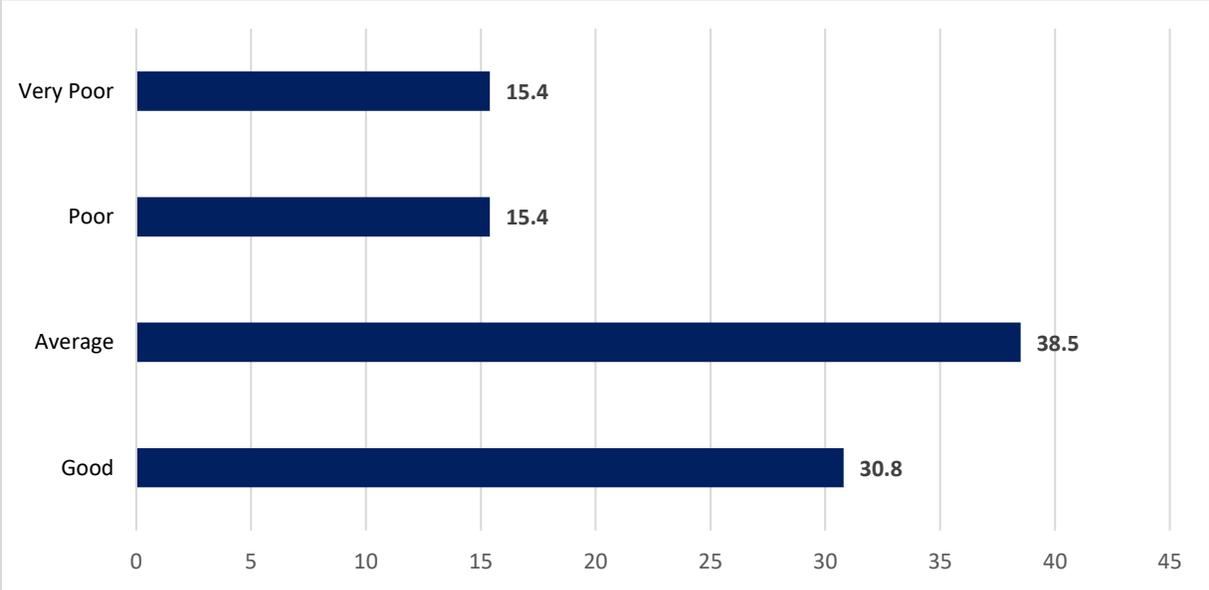
Fig 8: Quality Rating of Spaka Drink

4.4 Relationships Between Product, Marketing and Social Factors With the Choice of a Beverage Drink

To determine the relationships that exist between the various social, product and marketing factors with the individual preferences for the beverages, cross tabulations were conducted between each of the top three preferred drinks, and all the factors assumed to influence consumer choice. The top three preferred drinks were Mazoe, Just Juice and Thirsty drink. These were considered for this purpose in order to understand from the consumers' point of view, the dynamics and elements that drive them to prefer the given types of drinks. Nine factors considered for this study included price, product availability, consumer taste, family affluence, friends recommendations, religion, brand name, packaging and advertising. These factors were further categorised into either social, product or marketing factors. Below is a detailed analysis of these relationships.

4.4.1 Relationship between Product Price & Beverage Preference

A cross tabulation between beverage choice and price revealed that out of the respondents that indicated Mazoe as their favourite cordial drink, 52.9 percent of them stated that their decision to prefer Mazoe drink was influenced by the competitive price of Mazoe, while 47.1 percent revealed that price was not a factor in their decision to prefer Mazoe beverage. The study further revealed that of those that indicated that their preferred beverage was Just Juice, 48.4 percent of them were influenced by its price, while 51.6 percent indicated that their preference for Just Juice was not influenced by its price. Concerning respondents that preferred thirsty juice, 66.7 percent of them indicated that price for Thirsty Juice influenced their preference for the drink, while 33.3% indicated that their preference for Thirsty Juice was not influenced by its price. See table 8 (a) (b) and (c) below.

Table 8(a): Is Mazoe your favorite * Choice influenced by product price.
Cross tabulation

		Choice influenced by product price.		
		No	Yes	Total
Is Mazoe your favorite	No	30	37	67
		44.8%	55.2%	100.0%
	Yes	16	18	34
		47.1%	52.9%	100.0%
	No Response	4	2	6
		66.7%	33.3%	100.0%
Total		50	57	107
		46.7%	53.3%	100.0%

Table 8 (b) Is Just Juice your favorite * Choice influenced by product price.
Cross tabulation

		Choice influenced by product price		
		No	Yes	Total
Is Just Juice your favorite drink?	No	30	40	70
		42.9%	57.1%	100.0%
	Yes	16	15	31
		51.6%	48.4%	100.0%
	No response	4	2	6
		66.7%	33.3%	100.0%
Total		50	57	107
		46.7%	53.3%	100.0%

Table 8 (c): Is Thirsty your favorite * Choice influenced by product price.
Cross tabulation

		Choice influenced by product price		
		No	Yes	Total
Is thirsty your favorite drink?	No	39	41	80
		48.8%	51.2%	100.0%
	Yes	7	14	21
		33.3%	66.7%	100.0%
	No response	4	2	6
		66.7%	33.3%	100.0%
Total		50	57	107
		46.7%	53.3%	100.0%

4.4.2 Relationship between Product availability and Beverage Preference

An analysis of beverage preferences in relation to the availability of the beverage revealed that 58.8 percent of the respondents that preferred Mazoe were influenced by the fact that the beverage was available on the market while 41.2 percent indicated that their preference for Mazoe was not influenced by the mere availability of it on the market. Of those that indicated that Just Juice was their preferred drink, 71 percent of them stated that they preferred it because it was available on the market while 29 percent indicated that availability of the beverage on the market did not influence their preference for it. Further, with regard to thirsty juice, 66.7 percent of those that preferred it stated that they did so because of its availability on the market while 33.3 percent indicated that their preference for it had nothing to do with its availability on the market. See table 9 (a), (b) and (c) below for details.

Table 9 (a): Is Mazoe your favorite * Choice influenced by product availability. Cross tabulation

		Choice influenced by product availability		
		No	Yes	Total
Is Mazoe your favorite	No	20	47	67
		29.9%	70.1%	100.0%
	Yes	14	20	34
		41.2%	58.8%	100.0%
	No Response	4	2	6
		66.7%	33.3%	100.0%
Total		38	69	107
		35.5%	64.5%	100.0%

Table 9 (b): Is Just Juice your favorite * Choice influenced by product availability. Cross tabulation

		Choice influenced by product availability		Total
		No	Yes	
Is Just Juice your favorite drink?	No	25	45	70
		35.7%	64.3%	100.0%
	Yes	9	22	31
		29.0%	71.0%	100.0%
	No response	4	2	6
		66.7%	33.3%	100.0%
Total		38	69	107
		35.5%	64.5%	100.0%

Table 9 (c): Is Thirsty your favorite * Choice influenced by product availability. Cross tabulation

		Choice influenced by product availability		Total
		No	Yes	
Is thirsty your favorite drink?	No	27	53	80
		33.8%	66.2%	100.0%
	Yes	7	14	21
		33.3%	66.7%	100.0%
	No response	4	2	6
		66.7%	33.3%	100.0%
Total		38	69	107
		35.5%	64.5%	100.0%

4.4.3 Relationship between Consumer Taste and Beverage Preferences

An analysis of the relationship between choice of a given beverage brand and consumer taste revealed that out of the consumers that preferred Mazoe drink, 82.4 percent of them indicated that their choice was influenced by their taste, while only 17.6 percent did not consider taste as a determinant for this choice. Further that 80.6 percent of those that preferred Just Juice admitted that their choice for this particular drink was influenced by their taste while 19.4 percent were not influenced by taste in their choice for this drink. Concerning thirsty drink, the study revealed that 90.5 percent of those that preferred it were influenced by its taste while only 9.5 percent did not consider taste as an influential factor in their decision to prefer Thirsty drink. See table 10 (a), (b) and (c) below for detailed results.

Table 10 (a): Is Mazoe your favorite * Choice influenced by consumer taste. Cross tabulation

		Choice influenced by consumer taste			
		No	Yes	Not Applicable	Total
Is Mazoe your favorite	No	11	56	0	67
		16.4%	83.6%	.0%	100.0%
	Yes	6	28	0	34
		17.6%	82.4%	.0%	100.0%
	No Response	0	2	4	6
		.0%	33.3%	66.7%	100.0%
Total		17	86	4	107
		15.9%	80.4%	3.7%	100.0%

59

Table 10(b): Is Just Juice your favorite drink? * Choice influenced by consumer taste. Cross tabulation

		Choice influenced by consumer taste			Total
		No	Yes	Not Applicable	
Is Just Juice your favorite drink?	No	11	59	0	70
		15.7%	84.3%	.0%	100.0%
	Yes	6	25	0	31
		19.4%	80.6%	.0%	100.0%
	No response	0	2	4	6
		.0%	33.3%	66.7%	100.0%
Total		17	86	4	107
		15.9%	80.4%	3.7%	100.0%

Table 10 (c): Is thirsty your favorite drink? *Choice influenced by consumer taste. Cross tabulation

		Choice influenced by consumer taste			Total
		No	Yes	99	
Is thirsty your favorite drink?	No	15	65	0	80
		18.8%	81.2%	.0%	100.0%
	Yes	2	19	0	21
		9.5%	90.5%	.0%	100.0%
	No response	0	2	4	6
		.0%	33.3%	66.7%	100.0%
Total		17	86	4	107
		15.9%	80.4%	3.7%	100.0%

4.4.4 Relationship Between Family Affluence and Beverage Preferences

A cross tabulation between beverage choice and family affluence or individual socio-economic status revealed that 52.9 percent of the respondents that indicated Mazoe as their favourite cordial drink were influenced by their family affluence, while 47.1 percent revealed that family affluence was not a factor in their decision to prefer Mazoe beverage. The study further revealed that of those that preferred Just Juice as their most favourite, 45.2 percent of them were influenced by their family affluence, while 54.8 percent were not influenced by their family affluence, or financial status. Concerning respondents that preferred thirsty juice, 52.4 percent of them indicated that their family financial status or family affluence influenced their preference for the drink, while 47.6 percent indicated that their preference for Thirsty Juice was not influenced by their family affluence. See summary in table 11(a), (b) and (c) below.

Table 11 (a): Is Mazoe your favorite * Brand choice influenced by family affluence. Cross tabulation

		Brand choice influenced by family affluence		
		No	Yes	Total
Is Mazoe your favorite	No	34	33	67
		50.7%	49.3%	100.0%
	Yes	16	18	34
		47.1%	52.9%	100.0%
	No Response	4	2	6
		66.7%	33.3%	100.0%
Total		54	53	107
		50.5%	49.5%	100.0%

Table 11(b): Is Just Juice your favorite drink? * Brand choice influenced by family affluence. Cross tabulation

		Brand choice influenced by family affluence		
		No	Yes	Total
Is Just Juice your favorite drink?	No	36	34	70
		51.4%	48.6%	100.0%
	Yes	14	17	31
		45.2%	54.8%	100.0%
	No response	4	2	6
		66.7%	33.3%	100.0%
Total		54	53	107
		50.5%	49.5%	100.0%

Table 11 (c): Is thirsty your favorite drink? * Brand choice influenced by family affluence. Cross tabulation

		Brand choice influenced by family affluence		
		No	Yes	Total
Is thirsty your favorite drink?	No	40	40	80
		50.0%	50.0%	100.0%
	Yes	10	11	21
		47.6%	52.4%	100.0%
	No response	4	2	6
		66.7%	33.3%	100.0%
Total		54	53	107
		50.5%	49.5%	100.0%

4.4.5 Relationship Between Recommendation by Friends and Beverage Preferences

Respondents were further asked as to whether their choice of a given cordial drink was influenced by recommendations made by friends to them or not. Of those that had Mazoe as their preferred drink, 50 percent of them indicated that recommendations made by their friends had an influence on their choice for Mazoe drink while 50 percent equally indicated that recommendations made by their friends had no influence on their choice for it. As for Just juice, only 35.5 percent of the people that preferred it stated that recommendations made by their friends had influenced them to prefer this drink while 64.5 percent stated that recommendations by their friends was not a factor in their choice of the cordial drink. Further, of the total respondents that indicated thirsty drink as their preferred cordial drink, 47.6 percent stated that recommendations by their friends had influence in their choice for this drink while 52.4 percent indicated that their choice was not at all influenced by recommendations made by friends. See table 12 (a), (b) and (c) below.

Table 12(a): Is Mazoe your favorite * Choice influenced by friends' recommendations Cross tabulation

		Choice influenced by friends' recommendations		
		No	Yes	Total
Is Mazoe your favorite	No	41	26	67
		61.2%	38.8%	100.0%
	Yes	17	17	34
		50.0%	50.0%	100.0%
	No Response	4	2	6
		66.7%	33.3%	100.0%
Total		62	45	107
		57.9%	42.1%	100.0%

Table 12 (b): Is Just Juice your favorite drink? * Choice influenced by friends' recommendations cross tabulation

		Choice influenced by friends' recommendations		
		No	Yes	Total
Is Just Juice your favorite drink?	No	38	32	70
		54.3%	45.7%	100.0%
	Yes	20	11	31
		64.5%	35.5%	100.0%
	No response	4	2	6
		66.7%	33.3%	100.0%
Total		62	45	107
		57.9%	42.1%	100.0%

Table 12 (c): Is thirsty your favorite drink? * Choice influenced by friend's recommendations cross tabulation

		Choice influenced by friends' recommendations		
		No	Yes	Total
Is thirsty your favorite drink?	No	47	33	80
		58.8%	41.2%	100.0%
	Yes	11	10	21
		52.4%	47.6%	100.0%
	No response	4	2	6
		66.7%	33.3%	100.0%
Total		62	45	107
		57.9%	42.1%	100.0%

4.4.6 Relationship Between Religion and Beverage Preferences

The study also sought to establish whether religion had any influence on an individual choice of a cordial drink. A cross tabulation of the individual drinks and religion revealed that only 16.4 percent of respondents that preferred Mazoe drink stated that their religion had influence on their choice while the majority of them in excess of 83.6 percent indicated that their religion had no influence on this choice. Further, only 19.4 percent of those that preferred Just Juice indicated that their religion influenced their choice of this drink while 80.6 percent stated that religion did not influence their choice of the drink Just Juice whatsoever. Regarding Thirsty drink as a preferred drink, 90.5 percent of the respondents that indicated that they preferred it stated that their religion had no influence on their choice of this drink, while only 9.5 percent indicated that their choice of this drink was influenced by their religion.

Table 13 (a): Is Mazoe your favorite * Choice influenced by religion. cross tabulation

| | | Choice influenced by religion | | Total |
		No	Yes	
Is Mazoe your favorite	No	56	11	67
		83.6%	16.4%	100.0%
	Yes	30	4	34
		88.2%	11.8%	100.0%
	No Response	5	1	6
		83.3%	16.7%	100.0%
Total		91	16	107
		85.0%	15.0%	100.0%

Table 13 (b): Is Just Juice your favorite drink? * Choice influenced by religion. cross tabulation

		Choice influenced by religion		
		No	Yes	Total
Is Just Juice your favorite drink?	No	61	9	70
		87.1%	12.9%	100.0%
	Yes	25	6	31
		80.6%	19.4%	100.0%
	No response	5	1	6
		83.3%	16.7%	100.0%
Total		91	16	107
		85.0%	15.0%	100.0%

Table 13 (c): Is thirsty your favorite drink? * Choice influenced by religion. cross tabulation

		Choice influenced by religion		
		No	Yes	Total
Is thirsty your favorite drink?	No	67	13	80
		83.8%	16.2%	100.0%
	Yes	19	2	21
		90.5%	9.5%	100.0%
	No response	5	1	6
		83.3%	16.7%	100.0%
Total		91	16	107
		85.0%	15.0%	100.0%

4.4.7 Relationship Between Packaging and Beverage Preference

To establish the influence that product packaging has on consumers preference of a particular cordial beverage, an analysis was done on the relationship between choice of a beverage and packaging, through a cross tabulation. Findings revealed that out of the respondents that indicated that Mazoe was their preferred drink, the packaging of Mazoe influenced 58.8 percent of them, while 41.2 percent stated that packaging did not matter in their decision to prefer Mazoe. The study also revealed that out of those who preferred Just Juice, 71 percent of them indicated that its packaging influenced their choice of this drink while 29 percent stated that packaging did not influence their decision to prefer this kind of juice. Regarding respondents that preferred thirsty drink, 85.7 percent of them indicated that its packaging had an influence on their choice for it, but this packaging did not influence 14.3 percent. See details in table 14 (a), (b) and (c) below.

Table 14 (a): Is Mazoe your favorite * Choice influenced by brand packaging. Cross tabulation

		Choice influenced by brand packaging		
		No	Yes	Total
Is Mazoe your favorite	No	14	53	67
		20.9%	79.1%	100.0%
	Yes	14	20	34
		41.2%	58.8%	100.0%
	No Response	5	1	6
		83.3%	16.7%	100.0%
Total		33	74	107
		30.8%	69.2%	100.0%

Table 14 (b): Is Just Juice your favorite drink? * Choice influenced by brand packaging. cross tabulation

		Choice influenced by brand packaging		
		No	Yes	Total
Is Just Juice your favorite drink?	No	19	51	70
		27.1%	72.9%	100.0%
	Yes	9	22	31
		29.0%	71.0%	100.0%
	No response	5	1	6
		83.3%	16.7%	100.0%
Total		33	74	107
		30.8%	69.2%	100.0%

Table 14 (c): Is thirsty your favorite drink? * Choice influenced by brand packaging. Cross tabulation

		Choice influenced by brand packaging		
		No	Yes	Total
Is thirsty your favorite drink?	No	25	55	80
		31.2%	68.8%	100.0%
	Yes	3	18	21
		14.3%	85.7%	100.0%
	No response	5	1	6
		83.3%	16.7%	100.0%
Total		33	74	107
		30.8%	69.2%	100.0%

4.4.8 Relationship Between Brand Name and Beverage Preference

An analysis of the relationship between choice of a given cordial beverage and brand name of that particular beverage revealed that out of the consumers that preferred Mazoe drink, 67.6 percent of them indicated that their choice was influenced by brand name of Mazoe, while only 17.6 percent did not consider the brand name as a determinant for their choice. Further, 83.9 percent of those that preferred Just Juice admitted that their choice for this particular drink was influenced by the brand name while 16.1 percent were not influenced by the brand name in their choice for this drink. With regards to thirsty drink, the study revealed that 71.4 percent of those that preferred it were influenced by the brand name while only 28.6 percent did not consider brand name as an influential factor in their decision to prefer Thirsty drink. See table 15 (a), (b) and (c) below.

Table 15 (a): Is Mazoe your favorite * Choice influenced by brand name.
Cross tabulation

		Choice influenced by brand mane		Total
		No	Yes	
Is Mazoe your favorite	No	17	50	67
		25.4%	74.6%	100.0%
	Yes	11	23	34
		32.4%	67.6%	100.0%
	No Response	5	1	6
		83.3%	16.7%	100.0%
Total		33	74	107
		30.8%	69.2%	100.0%

Table 15 (b): Is Just Juice your favorite drink? * Choice influenced by brand name. Cross tabulation

		Choice influenced by brand name		
		No	Yes	Total
Is Just Juice your favorite drink?	No	23	47	70
		32.9%	67.1%	100.0%
	Yes	5	26	31
		16.1%	83.9%	100.0%
	No response	5	1	6
		83.3%	16.7%	100.0%
Total		33	74	107
		30.8%	69.2%	100.0%

Table 15 (c): Is thirsty your favorite drink? * Choice influenced by brand name. Cross tabulation

		Choice influenced by brand name		
		No	Yes	Total
Is thirsty your favorite drink?	No	22	58	80
		27.5%	72.5%	100.0%
	Yes	6	15	21
		28.6%	71.4%	100.0%
	No response	5	1	6
		83.3%	16.7%	100.0%
Total		33	74	107
		30.8%	69.2%	100.0%

4.4.9 Relationship Between Advertisement and Beverage Preference

As one of the hypothesised factors, advertisement was analysed to determine whether it had any influence on individual consumers' choice of a cordial beverage. Results revealed that out of those that indicated that Mazoe was their preferred beverage, 50 percent of them stated that adverts for Mazoe had influence on their choice for Mazoe, while another 50 percent indicated that advertising of Mazoe did not influence their preference for this drink. Further, out of those that preferred Just Juice, 71 percent of them indicated that the adverts for Just Juice had influenced their preference for it, while 29 percent stated that the adverts for Just Juice did not have any bearing on their choice for the drink. Results further revealed that for those that preferred Thirsty drinks, 76.2 percent indicated that adverts for the drink had an influence on their choice for this particular drink while 23.8 percent stated that adverts for this beverage did not have any bearing on their choice for Thirsty drink. See table 16 (a), (b) and (c) below for details.

Table 16 (a): Is Mazoe your favorite * Choice influenced by advertising.
Cross tabulation

		Choice influenced by advertising		
		No	Yes	Total
Is Mazoe your favorite	No	23	44	67
		34.3%	65.7%	100.0%
	Yes	17	17	34
		50.0%	50.0%	100.0%
	No Response	5	1	6
		83.3%	16.7%	100.0%
Total		45	62	107
		42.1%	57.9%	100.0%

Table 16 (b): Is Just Juice your favorite drink? * Choice influenced by advertising. Cross tabulation

		Choice influenced by advertising		
		No	Yes	Total
Is Just Juice your favorite drink?	No	31	39	70
		44.3%	55.7%	100.0%
	Yes	9	22	31
		29.0%	71.0%	100.0%
	No response	5	1	6
		83.3%	16.7%	100.0%
Total		45	62	107
		42.1%	57.9%	100.0%

Table 16 (c): Is thirsty your favorite drink? * Choice influenced by advertising. Crosstabulation

		Choice influenced by advertising		
		No	Yes	Total
Is thirsty your favorite drink?	No	35	45	80
		43.8%	56.2%	100.0%
	Yes	5	16	21
		23.8%	76.2%	100.0%
	No response	5	1	6
		83.3%	16.7%	100.0%
Total		45	62	107
		42.1%	57.9%	100.0%

4.5 Chi-Square Test for Independence

After establishing the relationships of the various factors with beverage choice, the study sort to establish factors that significantly influence the individual preference of a particular beverage. To achieve this, a Chi-Square test for independence between each of the preferred drinks and all the factors, assumed to influence consumer choice. Table 17 below is a summary table of the findings.

Table 17: Chi-Square Test Results

Attribute	Variable	Mazoe		Just Juice		Thirsty	
		χ^2-Value	P-Value	χ^2-Value	P-Value	χ^2-Value	P-Value
Individual Factors	Gender	2.890	0.236	4.758	0.093	0.558	0.757
	Marital Status	18.884	0.015**	23.790	0.002***	22.431	0.004***
	Age	19.277	0.082	15.450	0.218	16.098	0.187
	Education	11.846	0.458	11.975	0.448	10.895	0.538
Social Factors	Family Affluence	0.790	0.674	1.005	0.605	0.705	0.703
	Friends	1.358	0.507	1.121	0.571	0.475	0.788
	Religion	0.399	0.819	0.728	0.695	0.606	0.738
Product Factors	Price	1.062	0.588	1.677	0.432	2.603	0.272
	Availability	3.957	0.138	3.113	0.211	2.695	0.260
	Consumer Taste	70.119	0.000***	70.308	0.000***	71.161	0.000***
Marketing factors	Packaging	12.561	0.002***	8.248	0.016**	10.456	0.005***
	Brand Name	8.727	0.013**	11.030	0.004***	8.221	0.016**
	Advertising	6.717	0.035**	6.496	0.039**	7.158	0.028**
	*Significant Levels: ** P<0.05 *** P<0.01*						

4.6 Discussion of Findings

4.6.1 Individual/Demographic Attributes

Consumer individual attributes were operationally defined by gender, age, marital status as well as level of education. Findings from the study revealed P-Values for "gender", "age", and "education 'were all larger than 0.05 across all the three most preferred drinks. This result implied that the difference between those that were influenced by these demographic factors when deciding their choice of drink, and those who were not influenced by these factors, was not significant.

However, the P-Values for the variable "marital status" were 0.015 for Mazoe, 0.002 for Just Juice and 0.004 for Thirsty drink respectively. This result implies that the "marital status" of consumers was an important factor in influencing consumers' decision on the type of cordial drink they preferred to take.

In conclusion, the study neither completely rejected, nor failed to reject the null hypothesis regarding the individual attributes 'effects on consumer preferences. This is because, out of the four factors describing individual attributes, the study established that only "marital status" had a significant influence on one's choice of a cordial drink while the other three social factors namely: family, friends and religion were not significantly influential on consumer choice.

4.6.2 Social Attributes

The second hypothesis was the assumption that consumers Individual and social attributes have no influence on demand behaviour for drinks among the different consumers. Consumer social attributes were operationally defined by family affluence, recommendation by friends as well as religion.

However, the P-Values for "family affluence", "Friends", and "Religion 'were all larger than 0.05 for all the three most preferred drinks. This result implied that the difference between those that considered these factors when deciding their choice of drink, and those who indicated that they did not consider these factors, was not significant.

The results on social influence were inconsistent with studies by (Njoroge, 2017) ,regarding social factors, friends and colleagues, rather than parents. Social factors were found to play a major role in influencing majority respondents drinking of the malt drink. This was inconsistent with the

researcher's findings on family, friends and religion which had no significance on the influence of the choice of beverage. Further, the study findings were not consistent with various other theories on the influence of social factors on consumer preference. Kotler (2003) contended that cultural factors exert the broadest and deepest pressure on individuals and societies, which in turn shapes their collective behaviour. Ali and Ramya, (2016) agreed with this assertion, adding that the social class, or groups to which individuals belong determine consumer behavior. These groups could be family, friends' neighbours and co-workers, religious, professional and trade union groups (Hawkins, Best and Coney, 1998).

4.6.3 Product Attributes

The third hypothesis of this study was that product attributes have no influence on the demand behaviour for cordial drinks among consumers. In this case, product attributes were described and defined by the price of the product, its availability on the market as well as the taste of the product. Findings of the study revealed that in terms of the price, the P-values for Mazoe, Just Juice and Thirsty were 0.588, 0.432 and 0.272 respectively. Further, for product availability, the P-Values for the three beverages were 0.138, 0.211 and 0.260 respectively. All these P-values are absolutely larger than 0.05. The implication of these results is that for all the three most preferred beverages, price and availability of the product had no statistically significant influence on consumer preference for the product. In other words, the difference is not significantly big between the consumers who said product price or availability influenced their decision, and those who indicated that price or availability do not influence their decision.

However, the P-Values for the variable "Consumer taste" were 0.000 respectively for all the three cordial beverages under consideration. This implies that the difference between those who considered taste when choosing a drink and those who did not consider it was statistically significant. Thus "consumer taste" was an important factor for consumers in deciding the type of cordial drink they preferred to take.

The results on product influence were not consistent with theory that states that price is related to demand (Rodgers,1971). Further, the study contradicts various other findings on the influence of price (Hanif, Hafeez, 2010) and (Lui, 2012) in their study where pricing has often been found to have the highest impact on customer satisfaction. Further findings from (Njoroge, 2017), suggested

that majority of respondents preferred a cheaper malt drink compared to the expensive ones suggesting that price of malt soft drinks was a major consideration in their decision. The findings of (Lema and Wodaje, 2018) on price, availability were significant to influence consumer choice, whereas the researchers' findings on price and availability were insignificant. This result proved the general law of demand which spells an inverse relationship between price and demand.

In conclusion, therefore, the study neither completely rejected nor failed to reject the null hypothesis. This is because, of the three factors describing product attributes, only 'taste" was found to be significantly influencing consumer choice, while the other two, namely product price and availability had no significant influence on one's choice.

4.6.4 Marketing Factors

The fourth hypothesis of the study was that marketing factors have no influence on the demand behaviour for beverage among the various consumers. Factors under this attribute included Packaging, Branding and Advertising.

Concerning packaging, the chi-square P-values for Mazoe, Just Juice and Thirsty were 0.002, 0.016 and 0.005 respectively. Under branding, the Chi-Square P-values for Mazoe, Just Juice and Thirsty were 0.013, 0.004 and 0.016 respectively. Further, in the case of the factor "advertising", the chi-square P-values for Mazoe, Just Juice and Thirsty drinks were 0.035, 0.039 and 0.028 respectively.

The P-Values for all the marketing factors under the three most preferred beverages drinks were all less than 0.05. This imply that there is a significant difference between the consumers that indicated that they considered these factors when choosing cordial beverages, and those who did not. This difference was significant at 5 percent significant level. As such, these factors were all statistically significant in influencing consumer choice of a cordial beverage.

The results on the influence of marketing factors were consistent with various other findings on the influence of brand name, packaging and advertising. Findings from (Njoroge, 2017) , revealed that quite a large number of the respondents were enticed by the design of the bottle or cans of malt soft drinks, followed by the soft drink familiarity and printed ingredients. The implication of this finding was the importance of packaging and brand name of the drink. These results were also consistent with a study by (Lema and Wodaje, 2018) whose study established that packaging,

brand name, and advertisement were significantly associated with consumers brand choice for bottled water products. However, the influences of brand name had more influence on the choice of the consumer compared to all other factors.

In conclusion, the study rejected the null hypothesis stating that marketing factors have no significant influence on the consumer buying behaviour for cordial drinks among different consumers. This is because all the factors under marketing namely branding, packaging and advertising influenced consumer purchasing behaviour.

4.7 Summary

The results and findings of the study have been provided in this chapter. These results and findings were based on the data given out by the consumers of cordial drinks. The chapter provided analysis on the response rate, demographic information, product attributes, individual and social factors and marketing attributes on consumer purchasing behaviour. The next chapter provides the summary, discussion, conclusions and recommendations of the study.

CHAPTER 5

SUMMARY OF FINDINGS, CONCLUSIONS & RECOMMENDATIONS

5.0 Introduction

This chapter summarizes the main findings of the study, the implications based on these findings as well as the recommendations of the study. Further, the study proposes possible areas of further research.

5.1 Summary of Findings

Having identified the failure to make an impact on the Zambian market by SPAKA juice manufactured by Wanzana Processing Limited, both in terms of sales, as well as consumer awareness, this study set out to establish the factors that influence the purchasing behavior for drinks among Supermarket shoppers in Lusaka, Zambia.

This broad objective was further broken down into three main objectives namely: (i) To establish the knowledge and awareness of the SPAKA cordial drink among shoppers within Lusaka. (ii) To assess the individual consumer and social attributes that influence the consumer purchasing behaviour for cordial drinks among Lusaka residents. (iii) To examine how product attributes influence the consumer purchasing behaviour for cordial drinks among Lusaka residents. (iv) To recommend marketing factors that influence the consumer purchasing behaviour for cordial drinks among Lusaka residents.

In order to achieve this, a survey was carried out involving collection of primary data from various consumers of cordial juice from a cross section of society in Lusaka. Data was analyzed using the Statistical Package of Social Sciences (SPSS V.16). The analysis was descriptive in nature, and the results revealed that;

a) Majority of respondents in the excess of 95.3 percent were taking cordial beverages, while only 4.7 percent indicated that they did not consume such drinks. The most tasted beverage was Mazoe with 91.5% respondents indicating that they had tasted it before, followed by Just

Juice and Thirsty juice respectively. The least tasted cordial beverage of them all was Spaka Juice with only 10.4 percent of respondents indicating that they had tasted it before.

b) Equally, among the drinks that people have consumed so far, the most preferred ones are Mazoe, Just Juice and Thirsty with 31.8 percent, 29 percent and 19.6 percent respectively. The least favoured drink among the respondents is Savanna drink, followed by Lynx drink. None of the respondents indicated Spaka as their favourite drink. Other drinks indicated as favourites by the respondents include Cabana, Fruit Tree, Go Fresh, Lime Cordial, Motts, Pure Joy and SOBO.

c) On objective 1, establishing the knowledge and extent of awareness for SPAKA drink, one of the major aims of this study was to determine the levels of awareness and knowledge among the customers in relation to Spaka juice. Results revealed that a number of people were not aware of the existence of this beverage; with only 34.6 percent of the respondents indicating that they were aware of the existence of this beverage on the Zambian market. The rest had never heard about it.

d) Results of the study further revealed that among those who were aware of Spaka, it was more popular among female compared to the males. Further, the drink was more popular among the divorced and widowed compared to the single or married individuals. In terms of age, the drink was well known among the people under the age group of 26years old with a percentage of 53.8 percent, as well as those in the age group of 36 and above.

e) However, even among those aware of its existence, only 35.1 percent had tasted while 62.2 percent indicated that they had not even tasted it. Quality rating from the consumers that had tasted it revealed that none of the consumers rated the drink as very good. 30.8 percent of the consumers rated the drink as good, while another 30.8 percent cumulatively rated it as either poor or very poor.

f) On assessing objectives 2,3 and 4 of the study, the relationships that exist between the various individual, social, product and marketing factors with the individual preferences for the beverages, cross tabulations were conducted between each of the top three preferred drinks,

and all the factors assumed to influence consumer choice. The top three preferred drinks were Mazoe, Just Juice and Thirsty drink.

g) Further, on objective 2, in terms of individual and social attributes, only marital status had a significant influence while other attributes such as age, gender, education, religion, family and friends did not show any significant influence on consumer choice.

h) On assessing objective 3, among the product factors, findings revealed that only 'taste' of the beverage had a significant influence on consumer preferences, while price and availability did not have a significant influence on consumer preferences which was statistically proven.

i) Finally, from objective number 4, the findings revealed that all the marketing factors namely brand name, packaging and advertising were significantly influencing consumer preferences of cordial beverages.

5.2 Conclusions

This study established that cordial drinks are popular among the Zambian society, particularly Mazoe, Thirsty and Just Juice being the most preferred beverages. However, the study established that Spaka drink was least known, and preferred among the drinks, whose quality rating among the customers that knew about it being the lowest among all the beverage drinks. In terms of factors influencing consumer choice of such drinks were marital status, taste as well as marketing strategies such as advertising, packaging and brand name. The implication of these study findings is that generally, social attributes may not have a direct influence on consumer choices per se. However, social orientations among societies will often influence individual lifestyle and dispositions which are expressed in their activities, interests and opinions (Kotler and Keller, 2006). It is such dispositions that influence their perceptions of products. Therefore, manufacturers and producers can take advantage of such by understanding the homogenous societies tailoring their products to capture the individual characteristic markets.

5.3 Recommendations

Given the findings above, it is evident that the marketing strategies aimed at improving the quality and taste expectations of customers is relevant for improved sales of the cordial drinks. It is therefore recommended that producers of these cordial drinks, particularly manufacturers of Spaka drink focus on improving their marketing strategies if they must capture the Zambian market of beverages. Particularly, the following areas were identified:

- It is clear from the findings that cordial drinks are popular among Lusaka residents; as such, manufacturers should continue investing heavily in this industry as they are guaranteed of a sure market.

- Government should also promote investment in this area, as it is also a potential contributing market for economic growth.

- The top most preferred drinks in this market are Mazoe, Thirsty drink and Just Juice. Other manufacturers learn from these to help them improve their own brand. In the same vein, beverage manufacturers should continuously conduct marketing research for them to understand the needs of their consumers so that they can tailor their products towards their consumer needs.

- Regarding Spaka drink, it was evident from the findings that majority of beverage consumers are not aware of the drink. And even among those that are aware of it, a smaller number is compelled or attracted to drink it. Further, among those that have drank it, none of them indicated that it was their favourite, while majority of them rated its quality as poor. With such poor rating, Wanzana Processing Limited need to work on its marketing strategies. Specifically, there is need to advertise the drink more and attractively package so that it is known to the public.

- Further, in advertising and packaging, the company could use male agents, the married couples, as well those in the middle age of 26-30. This is because these are the demographic categories among which the drink is least popular.

- Besides improving on marketing strategies, manufacturers of drinks, particularly Spaka, should focus on the quality of their drinks in terms of ingredients used since taste seems to be one of the most significant factors that influences consumers.

- Through the above strategies, the Wanzana Processing Limited would have created a brand name for themselves.

- The researcher therefore suggests that a similar study could be carried out within the country, in which all other provinces across Zambia could be included. Further, in this study, improved methodology such as regression analysis could be used to determine the extent to which these factors influence the consumer choices for cordial drinks.

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Appendix 1: Questionnaire

Dear Respondent,

My name is Sarah Shawa. I am a Post Graduate student from the University of Zambia doing a study on Factors that influence consumer choice of cordial drinks among Lusaka residents. I am doing this as a partial fulfilment of the requirements of the Master of Business Administration (Management Strategy) Degree in the Graduate School of Business at The University of Zambia. The purpose of the survey is to learn about experiences and preferences of individuals in relation to their purchase behaviour, particularly focusing on non-alcoholic, non-carbonated cordial beverages from selected Shoppers within Lusaka City.

The responses will be confidential, and will only be used for the purpose of this study. I would greatly appreciate your participation in this survey, as it will help in marketing knowledge among manufacturers as well as improving the quality of products on the market. I therefore request that you answer all the questions to the best of your knowledge and as honestly as possible. You are not required to put your name or any form of identity on the questionnaire.

SELF-ADMINISTERD QUESTIONNAIRE

Questionnaire No.	
Date	

SECTION ONE – CUSTOMER BIODATA

1. **SEX**   Male ☐   Female ☐

2. **MARITAL STATUS**   Single ☐   Married ☐   Divorced ☐   Widowed ☐

3. **AGE:** Below 26 ☐   26 - 30 ☐   31 - 35 ☐
             36 - 40 ☐   41 – 50 ☐   50 and above ☐

4. **HIGHEST QUALIFICATION**

Primary School Certificate ☐   Secondary School Certificate ☐
College Certificate ☐   College Diploma ☐
University Degree ☐   University Masters ☐

5. **EMPLOYMENT STATUS**

Formal Employment ☐   Business Person ☐
Unemployed ☐   Student ☐

6. **How would you describe your Household's financial situation?**

Not well off ☐   Struggling, but managing ☐
Modest ☐   Well off ☐

SECTION TWO (AWARENESS & PREFERENCES)

A cordial drink is a non-alcoholic concentrated syrup used in beverage making. It is typically fruit-flavoured, made from fruit juice, water, and sugar or a sugar substitute. Modern cordials may also contain food colouring and additional flavouring. The drink is prepared by mixing one part concentrate with four or five parts water (depending on concentration and personal taste) in a glass or jug.

7. **Do you drink cordial or non-carbonated beverage drinks such as those produced by Californian beverages, DK Enterprises, Lynx Zambia and Wanzana limited?**

Yes ☐   ☐ No

8. **How often do you consume non-carbonated cordial beverage drinks?**

1-2 times a week ☐   3-4 times a week ☐   5-6 times a week ☐

Everday of the week ☐   Never ☐

9. **If yes to question 7 above, which of the following drinks have you tasted before? Tick all that are applicable.**

Brand	Yes	No
Mazoe		
Just Juice		
Savanna		
Thirsty		
Lynx		
Spaka Juice		

Other……………………………………………..

10. **Of those ticked in question 9 above, which one is your favourite? Tick only one.**

Brand	Response
Mazoe	
Just Juice	
Savanna	
Thirsty	
Lynx	
Spaka Juice	

Other…………………………………………………….

11. Are you aware of a beverage drink known as SPAKA?

Yes ☐   ☐ No

12. If yes to question 11, have you ever tasted it?

Yes ☐   ☐ No

13. Rate the quality of SPAKA drink using the following scale.

Very Good ☐   Good ☐   Average ☐   Poor ☐   Very Poor ☐

SECTION THREE (PRODUCT ATTRIBUTE)

14. In relation to your most favorite cordial beverage as indicated in question 10, indicate which of the following product attributes have influence on your decision to prefer this particular beverage

Product Attribute	No	Yes
Price of the cordial beverage		
Availability of the cordial beverage		
Taste of the cordial beverage		

SECTION FOUR (SOCIAL ATTRIBUTES)

15. In relation to your most favorite cordial beverage as indicated in question 10, indicate which of the following social attributes have influence on your decision to prefer this particular beverage.

Social Attributes	No	Yes
Family Circle Affluence		
Recommendations by friends		
My Religion		

SECTION FIVE (MARKETING ATTRIBUTES)

16. In relation to your most favorite cordial beverage as indicated in question 10, indicate which of the following marketing attributes have influence on your decision to prefer a particular beverage

Marketing Attribute	No	Yes
Packaging of the cordial beverage		
Brand Name of the beverage		
Advertising (Awareness of the product)		

17. Apart from the factors mentioned above, what other factors do you believe have a significant influence on your choice of a cordial beverage?

…………………………………………………………………………………………………
…………………………………………………………………………………………………
…………………………………………………………………………………………………

18. What recommendations would you give to beverage manufacturers in order to enhance their product sales, particularly cordial beverages?

…………………………………………………………………………………………………
…………………………………………………………………………………………………
…………………………………………………………………………………………………

End! Thank you for your valued participation.

Appendix 2: Student Introductory Letter

THE UNIVERSITY OF ZAMBIA

Telephone: +260 211 250871
Email: gsb@unza.zm
Tel/Fax: +260 211 290863

Graduate School of Business
P. O. Box 32379
Lusaka, Zambia

13th September, 2017

TO WHOM IT MAY CONCERN

RE: INTRODUCTORY LETTER FOR – SARAH SHAWA (GSB150041)

This letter serves to introduce Sarah Shawa (GSB150041) a bonafide student in our Master of Business Administration (Management Strategy) at the University of Zambia – Graduate School of Business (UNZA–GSB). In partial fulfilment of their Postgraduate studies, each student is required to undertake a dissertation (research) in the final year of study.

May you kindly assist the student in granting permission for her to collect data from your institution. The research is purely for academic purposes and the student is ethically bound to treat the provided information with strict confidentiality.

Should you have any queries or would like further information about the student, please contact the UNZA–GSB on the following e-mail address or phone numbers.

Yours faithfully,

Felix Masiye PhD
Acting Director – Graduate School Business

cc   Acting Associate Director – Academic
      Acting Associate Director – Operations and Executive Education