

A Study on Dimension of Consumer Behavior in the Context of Mojo Cola

Masuma Akter

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Approval of the Institute of Graduate Studies and Research

Prof. Dr. Serhan iftiođlu
Acting Director

I certify that this thesis satisfies the requirements as a thesis for the degree of Master of Arts in Marketing Management.

Assoc. Prof. Dr. Mustafa Tümer
Chair, Department of Business Administration

We certify that we have read this thesis and that in our opinion it is fully adequate in scope and quality as a thesis for the degree of Master of Arts in Marketing Management.

Assoc. Prof. Dr. Mustafa Tümer
Supervisor

Examining Committee

1. Prof. Dr. Cem Tanova
2. Assoc. Prof. Dr. Mustafa Tümer
3. Asst. Prof. Dr. Ilhan Dalci

ABSTRACT

Soft drinks or beverages sector in Bangladesh is one of the faster growing markets and also has potential to future growth. Bangladesh has a huge population and it is challenging for the marketers and owners to meet the need and test of these populations. Soft drinks industry in Bangladesh is growing annually. Consumer behavior is more complex and important for marketers now a day. The objective is to understand the main factors that effect on consumer behavior toward the soft drinks. The survey was conducted to the study of consumer behavior toward Mojo Cola in Dhaka. Sample was included 100 mall shoppers and they were helpful and active during the survey. The survey was done by a structure questionnaire.

Some factors were included that is satisfaction, price and availability relaxation and refreshment on celebration, brand choice, reliability and taste. Consumer behavior also related to the economic factor such as personal income and lifestyle. This study will help marketers and manufacturers to understand the consumer behavioral factors. Which brand is more preferable by the customers of Dhaka city and to understand various customer segments, cultural, social, personal factors and demographic factors.

Keywords: Consumer behavior, Culture, Consumer Preference, Soft Drink.

ÖZ

Alkolsüz içki sektörü, Bangladeş'te potansiyeli yüksek ve çok hızlı büyüyen sektörler arasında yer almaktadır. Bangladeş'in 2014 yılındaki nüfusu 156 milyonu aşmış ve özellikle alkolsüz içki sektöründeki işletmelerin faaliyetlerini artırmıştır. Günümüz dünyasında tüketici davranışının anlaşılması, tüketicilerin nasıl davrandığı yönündeki çalışmalar artan rekabet ortamında yoğunlaşmıştır. Çalışmamızın amacı bu sektördeki tüketicileri etkileyen etmenleri tespit etmek ve karar vericilere yardımcı olmaktır. Tüketicilere yönelik hazırlanan anket soruları literatürden uyarlanmıştır. Tüketicilere yönelik çalışma Bangladeş'in Dhaka kentinde 100 kişi ile kolayda örneklem yöntemi kullanılarak yürütülmüştür.

Müşteri memnuniyetini etkileyen fiyat ve alkolsüz içkiye yönelik algılamalar olmuştur. Tüketici davranışı kişisel gelir, ekonomik etmenler ve yaşam tarzı tarafından etkilenmektedir. Çalışma sonucunda ürünü pazarlayan karar vericiler ile üreticilerin tüketicilerin davranışını etkileyen etmenleri anlamada yardımcı olacaktır. Çalışma ayrıca Dhaka şehrindeki tüketicilerin Pazar bölümlerini, kültürel, sosyal, kişisel ve demografik etmenlerin anlaşılmasına katkı sağlayacaktır.

Anahtar Kelimeler: Tüketici davranışı, Kültür, Tüketici Tercihi, Alkolsüz içecek

I am dedicating to my Husband, Father, Mother and entire family.

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LIST OF ABBREVIATIONS

AFBL	Akij Food and Beverage Limited (Bangladesh)
UK	United Kingdom
BDT	Bangladeshi Taka (Currency of Bangladesh)
FMCG	Fast Made Consumer Goods
IJMSSR	International Journal of Management and Social Sciences Research
PSCB	Prestige seeking consumer behavior.

Chapter 1

INTRODUCTION

Consumers are human beings who are involved in activities related to consume of products and services. Psychology of consumer deals with some issues in general affect and emotion, judgment and decision making, group dynamics and psychological literature to explain the behavior of the consumer. Consumer behavior means act of buying certain product and services. Consumer behavior also related to search of information which is relevant to purchase decision, selection of service provider. Behavior is related to choice and then takes actions. Aizen & Fishbein (1966, 1980). Finally consumer decides a particular brand and purchase. In every country culture, consumers and their preferences are different from others. People have freedom to choose their own products. Consumers are making choice among several of products, goods, soft drinks. Many European, American and South Asian countries people they prefer soft drinks and now it is becoming culture and habit. Among these people they are making choice to have world famous soft drinks like Coca cola, Pepsi, Seven Up and Fanta.

During the past century most of the companies were small and were not able to serve a group of people. But now managers and sales people picked up marketing information through survey their products. By being with them marketing people gather information by asking several of questions and observing them. However, many marketing factors have increased in terms of consumer needs and preferences.

Mass producers use more complex marketing approach and facing huge competitions. In order to make timely and proper decisions they always collect more up to date information's about the current market situations. (Nelson, 1970). Limitations of consumer information about the quality of varies products that effects upon market structure. Only few brand of goods that creates monopoly power for a consumer goods that would be greater when the consumers are able to know about the quality of products. Soft drinks are getting more popular in over the world. And the consumer behavior toward the soft drinks is different from other products. When any business firm want to achieve customer satisfactions they need to carry out marketing analysis, strategies, planning, implementing and control. In order to get customer behavior about soft drinks or any other products need information about customer, competitors and other issues in the market place. In this Thesis the topic is "Study on dimensions of consumer behavior in the context of Mojo Cola" soft drinks based on one of the largest beverage industry in Bangladesh. Advertising and inventory are affected by the consumer and they are ignoring the quality of brands. Consumer behavior is related to information. And information about quality differs from information about prices because consumer prefers best quality products. In Bangladesh soft drinks Mojo Cola is maintaining good qualities and can buy every level of people. Mojo Cola has strong brand name and strong advertisement policies that attract young people. For this thesis, I have collected lot of information directly from the consumers and domestic organizations based on geographic segmentations. Consumer behavior is also related to cultural factors.

1.1 Problem Statement

Most of the citizens of Bangladesh do not have enough education. Most of the educated people do not have proper knowledge to make better decisions. As results, unemployment occurred. In these circumstances, people need to involve productive work. They can join in the native company to improve their local productivity. “AKIJ food and Beverage Ltd” is one of our local groups and have potential to make economic development in our country where more than thousand employees are working whole around the Bangladesh, and introducing with Mojo Cola in our country.

1.2 Background of the Study

Meet the need of people are not enough today. Many companies are paying attention to observe their strong competitors in order to understand consumer behavior. A company should compare their services, price and promotion with their competitions. One of the profitable company “Fast Made Consumer Goods (FMCG)” firm AFBL also maintain competition carefully. Quality is the first in case of home marketing. Need to publish or telecast regular attractive and informative advertisement in the newspapers and satellite channels. (<http://www.akijgroup.com/corporate-profile/>)

Chapter 2

PROFILE OF THE MOJO COLA SOFT DRINKS

Akij Food & Beverage has been established at Krishnapura which is situated in Dhamrai of Dhaka. It has introduced the best food & beverage in Bangladesh. There are many types of drink. Mojo is the brand name of cola and it's a soft drink. After the introduction of this soft drinks brand it became very popular among its all level of consumer because of the high quality and intensive distribution of the country. Most of AKIJ raw materials come from various foreign countries in the world. The quality of the mojo cola is strictly controlled and maintained. At every production and management stage, non-standard products are rejected by the company. (www.akij.net)

2.1 Corporate Profile of Akij Food and Beverage Ltd

History of Akij companies started from forties. The company started their business with trading of jute which was called as the golden fiber for Bangladesh and earned huge amount of foreign currency from jute trading. (www.akij.net). Akij Group's is giving efforts with strong management and support from their numerous customers that can lead Group in diversifying with its business activities. Akij Group started producing handmade cigarettes that is known as bidis. From cigarettes sector Akij group has earned profit and made a substantial contribution to government exchequer. With the current phase of the Group it started new ventures and 15 units of industries are related to Akij, like cigarettes, handmade cigarettes, printing & packaging, textiles, hand board, pharmaceutical, leather processing and real-estate

business are in operation and catering jobs are serving for 32,000 people in various categories. (www.akij.net)

Akij Group has established plan for new and exclusive projects. Projects are already in progress. Many foreign investors are interest to joining with Akij as joint ventures. This joint venture creates job opportunities to various professionals as a result the nation's GDP and economy growth would be increased. Akij Group is concern about socio-cultural activities. Akij Group is maintaining a large orphanage at free of charge. Akij Group is also running a modern mother and children hospital (UK). (www.akij.net)

2.2 Mojo Cola has Achieved Popularity among other Soft Drinks

The launching of the AKIJ Groups soft drink has been achieved popularity among all carbonated water consumers. Teenaged people and children are true lover of this Mojo Cola. The popular and favorite brand name Mojo achieved popularity within a very short period of time. Presently the company is introducing some new products. AFBL started their business officially on July 2006. They had three products during that time, but within three year, company has launched many products and soft drinks. (<http://www.akijgroup.com/akij-food-beverage-ltd/>). The products which are offering by the AFBL Company are given below:

Table 1: The Beverage name of the AFBL including Mojo Cola

Product Category	Brand Name	Store keeping unit
Cola (CSD)	MOJO	150ml can, 250ml pet & can, 500ml pet, 1-liter & 2-liter pet

Cloudy Lemon (CSD)	Lemu	150ml can, 250ml pet and can, 500ml pet, 1-liter pet, 2-liter pet.
Clear Lemon (CSD)	Clemon	250ml pet and can 500ml pet, 1-liter pet, and 2-liter pet.
Energy Drink	Speed	250ml pet and can
Mineral Drinking Water	Spa	500ml pet, 1 liter pet, 2 liter pet

Sources: From the market survey of Mojo

2.3 Business Philosophy of Mojo Cola

Akij Group introduced their business in Food & Beverage industry because the supply of food and drinks are not enough for people now in Bangladesh we have near about 156 million people. It is quite challenging to serve food continually for the population. Akij food & beverage try to serve quality drinks for their consumers. Bangladesh has many local & foreign companies who are producing different types of soft drinks. Akij is giving effort to be local unique soft drinks producer and can maintain the same quality of foreign company.

The strong slogan of AFBL is “Brings Quality in Life”. AFBL has marketing department in Mafij chamber. The activities of the marketing and sales department are huge and dynamic. Major activities are performed by this department are:

- Development of product
- Raw material sourcing
- Create market for its product
- Standard level of price set up

- Packaging development
- Organizing communication facilities
- Analyzing sales forecast
- Maintaining sales
- Keeping record of sales and stock
- Analysis of competitors' information

2.4 Mojo Cola Carbonated Soft Drinks or Non- Carbonated

Soft drinks can be made by mixing dry ingredients or fresh ingredients such as orange juice and lemon with the water. These types of drinks can be produced at home. Soft drinks can be carbonated and non-carbonated. Soft drinks do not contain alcohol or any harmful materials while producing. Carbonated soft drinks are known as soda, soda pop, pop, coke in the World. The name "soft drink" is different from "hard drink" because hard drinks contain alcohol. Soft drinks such as colas, flavored water, iced tea, ice coffee and lemonade are most common types of soft drinks and hot chocolate, hot tea, coffee, milk, tap water, juice and milkshakes do not fall into this classification. Some carbonated soft drinks are very popular. Some parts of the United States and Canada, flavored carbonated drinks are known as "pop"; in other parts known as "soda"; and rest of the parts known as "coke" it depends on people and their preferences. For the advertisements, in England the people called "fizzy drinks"; in Ireland "minerals". One study mentioned in 2006 that most of the carbonated "soft" drinks contain a little alcohol while producing. (<http://www.todayifoundout.com/index.php/2011/07/why-carbonated-beverages-are-called-soft-drinks/>)

2.5 Competition Market for Mojo Cola

Mojo is facing huge level of competition from many Brands, local and international brand. The current market situation that shows that, Mojo is becoming the top local brand in Bangladesh. But Mojo Cola is competing against the international brands. The main competitor of Mojo Cola is 7up, Coca Cola, Pepsi, Fanta, 7up and RC Cola. But Mojo Cola is famous for its unique tests and more preferable for consumers. In every country consumer want new products.

Consumption Statistics of Mojo Cola:

In year 2013

Highest Sales Achievement: 54%

Total Sales (Bangladesh): 52 Corers BDT

Total Sales (Dhaka): 52%-54% (approx.)

2.6 Target Market of Mojo

Soft drinks normally follow an undifferentiated marketing strategy. It helps to determine target customer. To get the information about Mojo's target market we conducted a sample survey from different place of Dhaka by selecting random sample. According to this survey we are going to analyze the target market based on sample group.

2.7 Demographic Factors

Age

Age is the major factors of targeting the consumers. Mojo focuses the culture and attracting the youth. From survey, we have found out that Mojo is very popular between the age group 20-25 years. However, the age groups between 25-35 years and 35-45 years are less interested group.

Gender

People buy soft drinks for thirst. Male and female both consumers buy soft drinks but male are more interested to consume Cola than female. Among the male consumer students consume more because it's a refreshing and enjoying.

Occupation and Income

Occupation and income are one of the major factors. Purchasing decisions or pattern are depending on the consumer's occupation and income. The target respondents were determined by their income or who are taking pocket money from parents. Mojo is available and reasonable for all classes of consumers. Mojo is consuming by the student, business persons, and service personals.

2.8 Marketing Mix for Mojo

For any product marketing mix should be implemented. Without marketing mix companies cannot get profit. So, launching any product marketing mix is needed. Major four marketing mix for Mojo is as follows:

Product

Product is tangible and can touch .Before starting or launching any business the product should be strong quality. Product plays an important role in any business. Product should be differentiate, unique and good quality. Mojo cola is available with the following variations in the market:

- 250 ml bottle
- 500 ml bottle
- 1000 ml or 1 liter bottle
- 150 can

The Mojo Cola is made with a high technology and formula. So, the taste of Mojo is different. The Mojo drinks contain a strong taste and quality as a result it can compete with the strong brand Coca-Cola, Pepsi and RC cola.

Price

Price is important of any business to get profit. Low price can complete with the other brands. Consumers always want low cost product which will fulfill their needs. Mojo has three different sizes and their price is different. The prices of Mojo Cola are given below:

- 250 ml bottle = 12 BDT
- 500 ml bottle = 20 BDT
- 1 liter bottle = 35 BDT
- 150 ml can = 12 BDT

Above prices are for consumers. But the Mojos wholesalers price is 0.5 BDT-1.5BDT and for retailers 2.00-2.5 BDT as profit. If we compare Mojo to the other products, the price of Mojos is low enough that encourage the target market to shift their brands towards Mojo.

Place

Marketers should know what place should be preferable for the consumers or which place is comfortable for the consumers to buy products. By which way the marketers can able to reach their product to the consumers. It can be retailer, wholesaler, mail order, internet, direct sale or can be multi-channel. Mojo marketers use retailer, wholesaler, direct sale and multi-channel. But internet and mail order service are not active yet.

Promotion

The Mojo Cola always targeting the young generation who is fun loving and maintain own culture. Profit depends on promotion. Another meaning of promotion is communicating with the customers. Launching of a product promotion is needed. For product promotion media can be great influenced. Most of the people in a society are strongly affected by media. Promotional activities can be:

- Television • Poster & Billboards • Street/road Show & Music Concerts
- Newspaper • Radio Today & Radio Furti

Mojo offering to win contest to get many gifts .Every year Mojo marketers use to go many Universities for recruiting talented people. Mojo had innovative idea during the World Cup Cricket. The company made the world's largest cricket bat (70 feet), which was a unique attraction for the target customers.

2.9 Consumer Demand about Soft Drinks

The soft-drink industry producing nonalcoholic beverages and carbonated mineral waters for the manufacture of carbonated beverages. Soft drinks like Mojo Cola have been well accepted by consumers as the biggest beverage sector in Bangladesh and many countries. In Bangladesh the rapidly growing soft drinks demand and industries create new opportunities and challenges. Consumer demands and preferences require new policies of maintaining present customers and attracting new and future customers. (Ubeja & Ranjana, 2014) .Consumer demand that increasing competition, soft drink companies offer good quality products, properly distribute products, ensure customer safety and keep prices low and creating strong market by launching new products. Consumers' demand and preferences indicate that they need to develop new products. However, soft drink companies always give effort to create new product in terms of consumer needs and demand.

2.10 Consumer Preferences about Soft Drinks

Every consumer should have preferences to select his or her own product. Consumer preferences is used that mean to choose an option among several of products in order to satisfy his/her needs or desires and that has a greatest anticipated value . The consumer preference is results of their behavior what they show during searching, purchasing and disposing the products and services. (Ubeja & Ranjana, 2014). Consumer preferences can be said as tastes and measured by utility of various bundles of products. Ability to buy goods that does not mean that consumers like or dislike the product. In other words, consumers can have different preferences over the different types of products that are defined by the set of commodity bundles. The level of satisfaction can be measured by consumer preferences that can obtain from various combinations of goods. Consumer preferences are providing the strong level of satisfaction as they define it. Consumer constraints are defined by the consumer's income, life style and the prices that they pay for the goods. Their choices are constrained. (Ubeja & Ranjana , 2014).

2.11 Color and Flavor Rule of Consumer Preferences

Donnelly has said that intensity of colors and flavors are the main drivers of the consumer preferences of soft drinks. (Donnelly, 1995). The labeling is not key to consumer acceptance under the findings that has published in the journal of food quality and preference. Study focuses how important of adopting a 'sensory marketing approach'. It has said the researchers from French research organization Adriant the University of Rennes.

French researchers said when any company wants to build leadership position they need to develop innovative product. They also said that when market face challenges

that need to create innovative products that will attract and satisfy consumers. Study has also focused the flavor and color while consumer selects new products. So, soft drinks like Mojo Cola have given effort on its packaging. Mojo Cola's packaging is most attractive than any other Cola. The flavor of Mojo Cola is refreshing.

Chapter 3

THEORITICAL BACKGROUND OF THE STUDY

Consumer behavior related to satisfaction, dissatisfactions and complaining behavior. Consumer satisfactions interest of buying products. Organizations identification and how they manage the customer dissatisfaction is very critical if the firm want to minimize the negative effects. (Fornell &Wernerfelt, 1987). Defensive marketing is able to lower customer turnover by reducing customer exit or switching of other brands. Defensive marketing strategy can play a strong role that satisfaction and loyalty can be restored by appropriate complaint management. (Goodman& Malech, 1986).

3.1 Consumer Complaining Behavior and Importance

When consumer buys product and that s make his or her dissatisfied as a result of complaining behavior. Most of the consumer does not take any actions while they face any problem. (Andreasen & Best, 1977). Failure to complain make consumer dissatisfied. The consumer complaining behavior cannot fully control the extent of consumer dissatisfaction. So, organization must research complaining behavior about dissatisfaction.

3.1.1 Consumer Satisfaction and Complaining Behavior

Not only dissatisfaction but also satisfaction is also related to the complaint behavior. Some complainers can include satisfied customers who are getting benefits and complaining to the manufacturer. In addition who gives report they are satisfied but still complaining about small issues if the organization is reputed then they handle

the complaint quickly. (Day & Landon, 1977). Oliver (1987) noted that, 'not all dissatisfied customer complain nor are all dissatisfied complainers dissatisfied' (P, 221).

3.1.2 Brand Awareness Effects on Consumer Decisions and Consumer Behavior

The important goal of marketing that is brand awareness that should be generate and maintained. Brand awareness is important in low involvement situations where consumers are involved in little activities and searching for information to aid choice. Brand awareness argued it has strong effects on consumer decision making by influencing consumer buying behavior. (Macdonald & Sharp , 1996).

Consumer behavior theory is important for both marketing and economic. It has intended to see product choice and high involving problem solving process. (Foxall, 1992). Brand plays an important role in consumer buying decisions. Strong brand influences consumer to buy more products.

3.2 Dimensions of Consumer Behavior about Brand Personality

The research of the consumer behavior, it needs to give attention about brand personality which related to a set of persons characteristic associated with a particular brand. Consumers may choose their product on different way and that will depend on branding. Consumers familiar about many brands from their past experiences and they gather experiences that which brand satisfy them. (Kotler, 2012). Researchers always try to focus on how brand personality of a particular brand helps consumers to select his or her own self. (Journal of marketing research)

In many countries, if turning of century, consumers are increasing their spending power, and globalization, and new communication capabilities and changing the

rules in terms of international retailing. But at the 20th century the global retailing are trying to focus on similarities of consumers across borders and now in the 21st century retailing is becoming Challenging to understand the differences among consumers across borders. (Mooij & Hofstede, 2002).

3.3 Consumer Values, Product Benefit: A Consumption Behavior Approach

Most of the marketing strategists agreed that creating customer value is core for profitable and nonprofit organizations. Creating of a customer value is a fundamental condition for a company in order to control competitive environment, and can gain leadership position in the market (Day, 1990). Porter suggested that (1980), a company can follow two generic routes to compete in a market that is differentiation and low-cost product. "Value" means the marketing literature between marketing strategy and consumer behavior. "Customer value" focuses on when buyers' select product at the time of buying. (Day, 1990)

3.3.1 Consumption Behavior and Marketing Strategy

Researchers analyzed consumption behaviors that are the fundamental basis for creating customer value for consumers (Day 1990; Boyd and Levy 1963; Treacy and Wiersema 1993; Norman and Ramirez 1993).

They mean that marketing policies should be planned and active according to the customer's needs and behavior patterns. Soul thing of an effective marketing plan is focusing on the consumers "consumption system". There are two systematic critical concepts. Systematic view focuses on purchasing behavior of buyers and the using behavior of consumers. There can be many reasons people are purchasing a specific product that are rooted in how they use product, and how it serves and the use to

which they put it (Boyd & Levy 1963, p. 130). Lastly, systematic view concern on the dynamic interrelations between the products that comprise a consumption system.

3.4 Major factors influence on consumer behavior for buying of products

The motivation for consuming soft drinks or cola is common scenario. There is no specific motivation to consume cola. Consumers consume soft drinks to enhance self-esteem, thirst, or for habit. Most of the soft drinks companies are offering almost same types of cola, but consumer want new brand. Consumers always find taste, price and quality. Now Mojo is trying to give its consumers with standard quality product at low price. Mojo is promoting their customers in order to build loyal customers based on cultural and nationality.

Cultural factors play an important role for the consumption pattern of any goods and product. If the product does not match with the culture that the marketers cannot select target market as a result the consumers of that culture would be not interested to buy the product. However, the purchasing pattern of a person depends on their living in a culture which influenced by the language, life style, demographics, values and non-verbal communication (cultural factors).

3.5 Relevant Cultural Values of Mojo Cola

People are independent to buy product and service, how they use, how they think about the product or service and how the consumer feels about it. From the popularity of Mojo- Cola we were able to know that people are having Mojo Cola only for fun and enjoy. Some other consumer thinks differently about Mojo Cola. Status effects the consuming of any people of any culture. Mojo Cola is less expensive soft drink than any others brands in Bangladesh. Mojo Cola is targeting

people who aged 20-35. Most of the consumer think that Mojo Cola is not a prestigious soft drink but who are the loyal customer of Mojo Cola they believe that it is a prestigious soft drink. Mojo Consumers are believed in tradition. The labels of Mojo showing enjoy and tradition. Mojo Cola is interested in using colors like white, red, blue, pink and other color in its logo because Bangladeshi people like colors. Colors reflect traditions. People buy drinks for themselves when they make party together or when any guests come.

3.6 Developing a Consumer Behavior Model Focuses and the Factors of Consumer Behavior

First of all we have to understand what the meaning of consumer behavior is. Consumer behavior means how people buy, what consumer buy, when consumer buys and why consumers buy. It is a subpart of marketing and combining from psychology, sociology, anthropology and economics.

These help to know the buyer decision making process. It can be individually or can be groups. Individual consumer's characteristic such as demographics, psychographics, and behavioral variables that help to know consumer wants. It is influencing consumer from groups such as family, friends, reference groups, and society in general (Kotler, 2012).

When people make buying decision they need information about the product what they want to buy. They evaluate that product when they are influence by the product as a result of purchase. Consumer purchases product in terms of their need and income. If we look at the consumer behavior model that is given below then we can

see that, how a consumer are influenced by many factors that change their buying behavior.

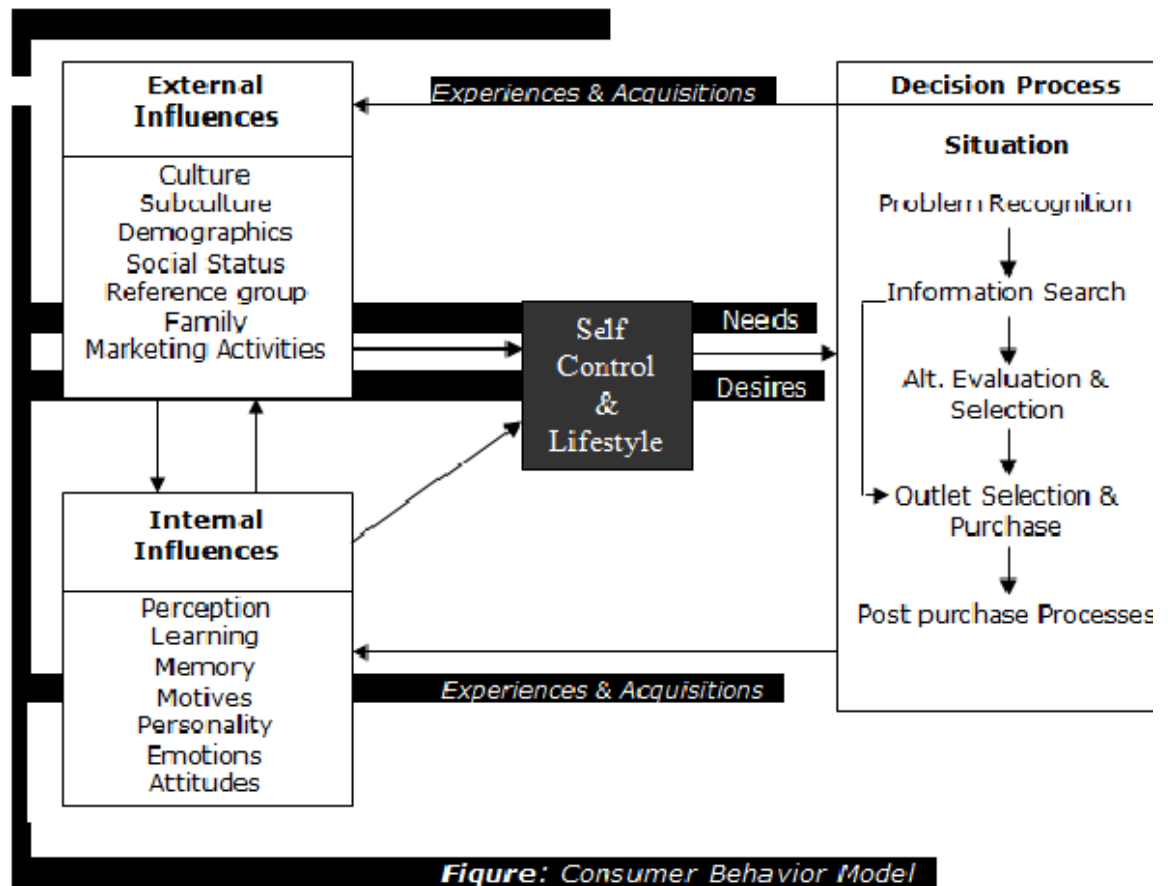


Figure1: Consumer Behavior Mod

Sources: Marketing Management book by Philip Kotler (2012), 14th edition.

3.7 Factors that Influence Consumer Behavior

(1) External Factors

Culture

Culture is the core of individual's needs and behavior. When a baby growing up in a society he or she is exposed to values such as achievement and success, activity, efficiency and practicality, progress, material comfort, individualism, freedom, external comfort, humanitarianism, and youthfulness. (Kotler, 2012)

Hofstadter Five Dimensions of National Culture Effectiveness in marketing that means Adapting Cultural Values

Hofstede's five dimensions of national culture are important and related to motives for consumer buying products and services. Many consumption differences can easily be predicted by analyzing what is the relationship between consumption and scores on Hofstede's dimensions of national culture. For example, culture shows how it influences the volume of mineral water and soft drinks consumption by different types of consumers. Not only soft drinks but also they have preferences for cars, ownership of insurance, use of internet and also interested in consumption of fresh food, chocolates, frozen food and other products and services. (De Mooij 1997, 1998, 2000, 2001).

Hofstede has explained about five dimensions of national culture. More than 116,000 questionnaires have been administered in about 72 countries in 20 languages between 1967 and 1973. Study was on 40 cross cultures by Hofstede (2001).

Power Distances

Power distance refers to which less powerful member and they accept this fact and where the power is distributed unequally in the society. In high power distance culture there should be respect for senior citizens. In less power distance culture people try to look after or take care of their children or younger. Malaysia's score is 104 which is very high and Mexico's score is 81. Mooij de, M. (2002).

Individualism versus Collectivism

In individualist cultures, people only think of themselves and their immediate family only. But in collectivist cultures, people are belonging to a group and care of each other. United States score 91 and Germany's score 67. Mooij de, M. (2002).

Masculinity versus Femininity

In masculine cultures performance and achievement are important to get success. Masculinity is a dominant culture. In feminine culture orientation and status are not very important. Japan scores 95 and United States scores 62. Mooij de, M. (2002)

Uncertainty Avoidance

In uncertainty avoidance society, people are feeling threatened by uncertainty and ambiguity and will try to avoid them. Greece scores 112 and Mexico with 82. Mooij de, M. (2002).

Long-Term Orientation versus Short-Term Orientation

Long-term orientation is extent to which a society exhibits a pragmatic future-oriented perspective (East Asia, China) rather than a conventional historic or short-term perspective (Western World). (Mooij, 2002)

Culture influence on consumption or consumer behavior

Leeflang & Van Raaij (1995) suggested that, the developments in service categories in Europe they found the percentage of consumer consumption located to leisure and entertainment diverged between the periods of 1986 to 1996. The power distance has a negative correlation. In high power distance culture people spend free time with their family members and relatives. Small power distance people are more interested to spend their time on organized leisure activities. In individualism culture they dedicated to food consumptions and have a negative correlation. In Europe collectivism culture people consume and purchase food because food plays an important role in social functions. When any guests come they provide food and soft drinks that increases social values. In collectivism culture people spend more time to prepare food and purchasing soft drinks. In uncertainty avoidance culture, percentage of consumer expenditure on clothing, footwear, house hold, food and soft drinks is

less than other culture. Lastly, the long term orientation culture that is promotional activities those offer long term saving opportunities. In long term orientation culture they are saving stamps, and build relationship with a retailer, brand and soft drinks. (Mooij & Hofstede , 2002)

Subculture

Culture is related to subculture which gives more specific identification for members. Categories are related to the subcultures such as Ethnic, Religious, Regional, Age, Singles, Gender, Occupation and Social Class. (Kotler, 2012)

Social Class

Social Class has many characteristics. First, Person in one social class and their behavior are different from other social classes. Second, person can achieve superior positions according to their social class. Third, a person's social class relate to occupation, income, wealth, education, and value orientation. Fourth, people can move from one social class to another during their lifetime. (Kotler, 2012)

2) Social Factors

A consumer behavior has a great influence. In society people are living together. People are belonging to reference groups, family, and social roles and statuses. It has direct or indirect influence on individual's behavior. Direct influence on person that family, friends' neighbors and co-workers. When a person grow up in a family from the child hood he or she use to see which brand or which product their family are using. From the beginning of their life they are able to know about products that full fill their need. Most of the family uses a limited number of brands that they know from their family as loyal customers. Family always influence on buying that which product is good and which has a quality and traditional. Not only that sometimes people are influenced by the friends and neighbors. When they are satisfied by any

product they use to say about those products as a result of consuming. Religion also influences on buying. In some Muslim culture they prefer tea or cola instead of beer or alcohol. Professionals also buy product related to their professions. For example students prefer mojo cola because it's refreshing and enjoying.

3) Personal Factors

Consumer purchasing decisions are influenced by personal characteristics. It depends on buyer age, occupation, economic circumstance, personality and self-concept. Some factor can direct effect on consumer behavior. People buy different goods to maintain their daily life. Habit of food, drinks, clothes, style and recreation are related to age. Occupation is influencing buying patterns, for example organizational personnel will purchase official shirt, shoes and a company's director will purchase air ticket for business trip and country club memberships. Consumers behavior also depend on economic circumstances, income, saving and assets. If the earning of a people is low then they may change behavior from buying luxury products. Personality and self-concept also influence on buying behavior. Personality can help to analyzing consumer brand choices. Motivation influence that initiates all our consumption behaviors and consumers can have multiple motives to buy products People may be from same subculture, social class and occupation but they spend different lifestyle. Lifestyle is individual's living style and related to activities, interests and opinions.

We have to understand the role of attitudes in consumer behavior for buying. It can be said that attitude refers to what a person feels or believes about something. However, attitude focuses on how a person acts based on his or her believes. An attitude is difficult to change. Consumer may have negative attitude for a particular

issue that would be difficult to change what they believe. Learning refers to the changing in one's behavior that is caused by information and experience and it requires memory. Learning is the effect of direct and indirect experiences on future behavior. (Kotler, 2012)

3.8 Mojo Consumers Buying Behavior

Mojo Cola launched in 14th April, 2005 on the Bangladeshi New Year for the youth who follows Bangladeshi trends and culture. The mission of Mojo was to provide quality product. At the time of launching, there were three strong competitors in the market. As we know Coca-Cola was leading and ruling the market because of its strong brand image and quality product. Pepsi was competing in the market with its strong marketing strategy. RC Cola show challenges and threatening the market leaders with its root distribution channel, sales promotion and innovation. Soft drinks market was totally established. In these circumstances it was challenging to establish with the new brand Mojo. At 2005 to 2007 it challenges the market leaders. After that Mojo has established strong position in the market and people are becoming loyal and buy the Mojo. Cultural factors strongly influence young people to consume Mojo. Mojo marketers always involve in attracting consumers for buying. Culture is the strong indication of a person's background. When baby growing up he or she learns many set of values, preferences, norms culture and customs. Some culture like to drink tea, coffee , fruit juice and some culture like alcohol, beers, wines and some culture like both. It depends on which a person's belongs to or which culture. However, in Bangladeshi culture the people prefer to have tea, coffee and soft drinks like Mojo cola. Drinking cola or tea is symbol of status. Bangladeshi people are interested in gossiping, chatting and like to eat. So in Bangladeshi culture drinking of soft drinks is a habit. When they watch television

then they like to drink because they enjoying a lot to have it. Bangladeshi people start their day with having a cup of tea or coffee.

3.9 Customer Satisfaction Influence on Consumption

Fornell (1992) argued that, customer satisfaction is the measurement of customer experience after the consumer behavior which is directly related to consume of any product and services and drive by decision making process before and after. Customer satisfaction requirements related to customer awareness and customer acceptance of its services, including product, service, quality, and price. If increases the customers' satisfactions then can increase purchasing behaviors. Howard and Sheth (1969) said that satisfaction means consumers can achieve appropriate compensation after buying products. East (et al. 2008) strongly thinks that customers' satisfaction is emotional response that comes from product expectations, products performance and quality. When any consumer buying any product and he or she is satisfied with that product that occurs satisfactions. Customer satisfaction can be created by customers purchasing. When any consumer consuming of a product they are always aware of the product performance and the quality when they satisfied they purchase more. The consumer satisfaction related to collecting data on consumer complaints and repurchases of the product. These are important for the consumer and firm. Satisfaction increases the purchasing of a product and the firms need to produce more and as a result they can achieve more profit. However, running a successful business consumer satisfaction is needed.

3.10 Customer Switching Behavior influence on Buying

When customers are not satisfied with the product as a result they are switching. Customer switching behaviors can damages market share and profitability. Aitzaz Saeed et al (2007) defined the customer switching behavior that is a negative

outcome of the customer decision-making process. Customer implementations of the decision in regard with a specific product or service selection. Consumer purchasing are following by some steps can be said post-purchase dissonances.

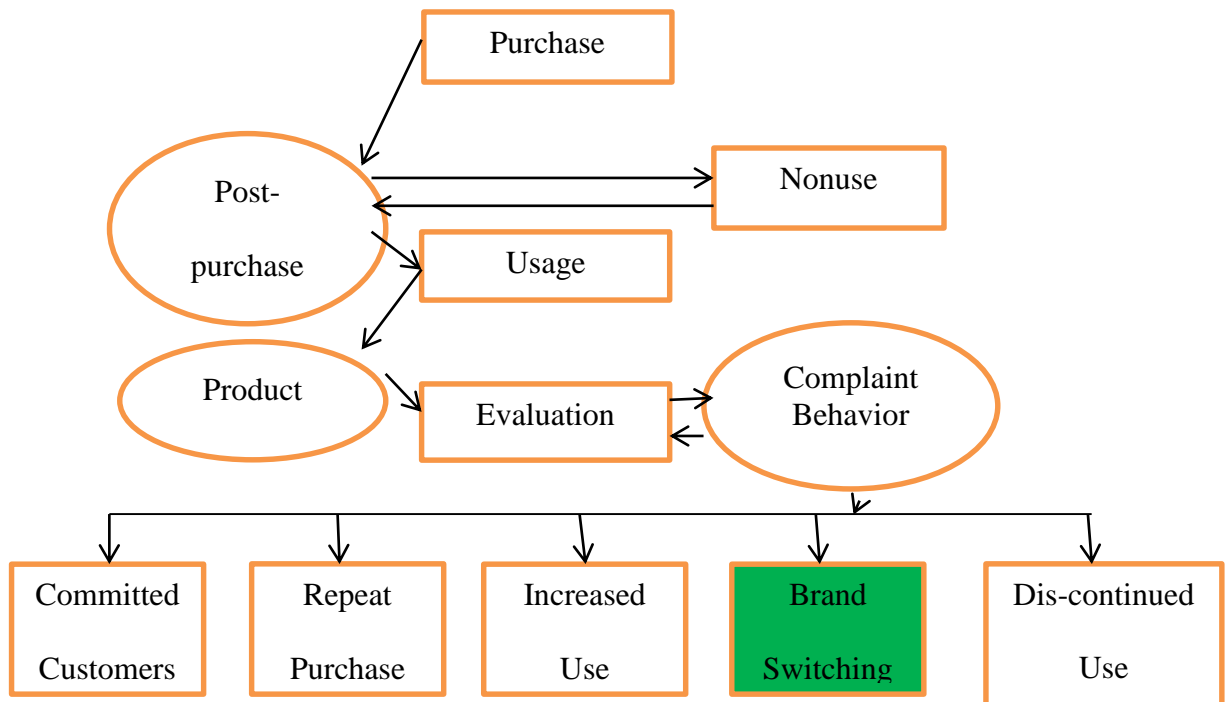


Figure 2: Post purchase Consumer Behavior
 Source: Del I Hawkins, Roger J Best, Kenneth A Coney & Amit Mukherjee,
 Consumer Behavior ,Building Marketing Strategy, 2007

These occur when consumers feel doubt the wisdom of buy that they have made. Other consumer purchases are following by nonuse. Nonuse means the consumer will keep or will return the products without using the product. (Hawkins, Coney & Mukherjee , 2007).

However, most of the purchasing of a product is followed by use of a product, even if some post purchase dissonances are present. The purchasing process and product can be evaluated by the customers and it can be during and after using of the products. The unsatisfactory customer evolutions may create complains by those

consumers, and as a result of customer switching behavior that can be played in this stage. If the firms response quickly they can maintain the initial dissatisfactory among those people who complained. As a result of strong level of satisfaction and create loyal and committed customers. They will repurchase, or will switch brands or discontinues using the product category. (Hawkins, Coney & Mukherjee , 2007).

3.11 Importance of Families and Households on Consumer Behavior

Marketers should be careful while analyzing consumer behavior. Consumers are often turning down for winning. Managers believe, they properly understand consumers and buyer decisions. But what is irrational behavior to a manager is completely rational to the consumer. Buying behavior of consumer is complex. It can affect many factors and essential task of marketing management.

People are having different lifestyles according to their ability. Individual's economic positions can effect on product choice and decision for purchasing of a product. During recessions consumers usually cut back on restaurant meals, entertainment, and vacations. Marketers should know the trends in personal incomes, savings, and interest rates. (Chandrasekhar, 2013)

3.12 Structural Variables Affecting Families

It includes to the age of main family member, marital status, number of children, and employment position. When children's brought up in a family and have demand for clothing, food, furniture, homes, medical care and education, and sometimes reducing demand for expensive things such as car, expensive restaurants, and expensive cloth. Marketers need to understand family decisions by observing the sociological dimensions of how families make their consumption decision. Three

sociological variables will describe how families function is shown in Figure III.
(Chandrasekhar, 2013)

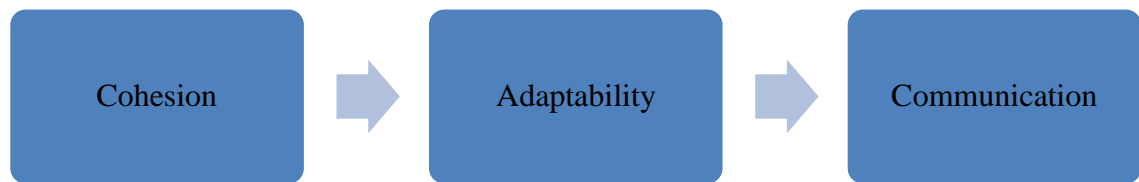


Figure 3: Function of a Family

Sources: International Journal of Management and Social Sciences Research (IJMSSR)

Cohesion

Is the emotional attachment between the family members and measures how family members are closed at an emotional level .Cohesion focuses on particular sense that how much they are connected or separated from other family.

Adaptability

Measures buying power of a family and how can change its power structure, role relationships, and relationship rules in response to situation. Adaptability shows how a family can meet the challenges that presented by changing situations.

Communication

Is the dimension of facilities and critical to move on other two dimensions. It has positive communication skills such as empathy, listening, support arguments and changing needs of the people relate to cohesion and adaptability.

3.13 Family Decision Making

Each of the members of a family plays different roles in decision making. Some are information gatherers, who find information about products of relevance. They have a great deal of power because they have information. Influencers do not have the

power to decide between alternatives, but they can make their wishes by asking for specific products or if their demands are not met. (Chandrasekhar, 2013)

The decision makers have the power to select issues such as:

- Whether to buy the product.
- Which product has to buy?
- Which brand would buy?
- Where to buy the product and
- When have to buy.
- Decision maker has to select what kind of product they have to buy, but not which brand
- Buyer can make substitution if the desire brands are not available in their stock;

We have to note that, family decisions are often subject and can create conflict. Reality is some families are rich enough and they do not have tension between demands on the family's resources. Housewives believe that it is important to save money or property for the children's future.

3.14 Nature of Family Purchase

Initiators(s)

Which family member is identifying or feeling the need of product and will start purchase process.

Information gatherer(s)

Family member who expert and has interest in a particular product purchase. Family member seek information at the time of product purchase.

Influencer(s)

Who will influence or consider for the final choice of a products.

Decision maker(s)

Member of the family who makes the final decision of buying the product .Of course, joint decisions can be occurred.

Purchaser(s)

Family member who has responsibility to purchases the product. This is for an adult or teenager.

User(s)

User who use products .For many products there can be multiple users. It depends on users. (Chandrasekar, 2013)

3.15 Consumption and Happiness influence on Buying of Products

We all live in a society and belong to family. Our living is based on a Western capitalist model. If we want to keep economic growth, the capitalist model has a structural need to maintain consumption's demand. Adallah et al. (2009). The patterns of current consumption is increased based on the World Bank database .The purchasing decisions that consumers make for one product over another one that are based on several personal factors. One most important factor that influences consumers is advertising. Every day, we are watching advertisements on television, internet, and radio, which try to reach consumers personal wishes and needs, in order to influence them to buy some products. According to Adallah et al. (2009) explain "we are constantly bombarded with messages from advertisers and marketers, all pushing the idea that buying this or that new product will make us happier". But we should think that consumption is making our lives in fact better or happier? Through this paper, I will give a short overview about the relationship between consumption and happiness.

3.16 Consumption and Happiness how they are related

Consumption and happiness are related to each other. The Oxford Dictionary of Economics explains consumer consumption is the “spending for survival or enjoyment, as opposed to providing for future production”. Consumption is the driving forces of an economy that provides people with the incentive to expend their time and energy to get more and better things (Dutt, 2006). However, Paul Ekines (Fide Assadourian, 2010) that he explained the different concept of consumerism as a cultural orientation. Consumers use an increased number of goods and services to be happy and successful. Concept of happiness is subjective. I have chosen, Easterlin 1 among many scholars, because he was one of the first economists, who explained the factors that contribute to happiness. In 1974, he has described the Paradox of happiness. This explains on a national level, if compare consumer happiness within a country as the standard economists view would expect, consumer who is having higher income is happier than those are having lower incomes. If we compare on an international level the result vary, between the rich and poor countries there is no relevant difference on their average happiness levels. However, positive variations on income that do not always lead to more happiness. Hagerty and Veenhoven (2003) and Stevensons and Wolfers (2008) they were opposite conclusion regarding the aforesaid relationship. People or consumers who are with higher incomes they do not always tend to consume more, but in some countries where consumerism is high in the culture, people who are having higher incomes they have tendency to consume more, even those with an environmental awareness (Pacala, 2008 fide Assadourian, 2010).

Whether happiness affects consumption or not that the Guven (2009) reversed this question. From his findings, he has described that the consumer behavior of happy people differ from unhappy people. People do not like to have debts and they like to take more time to make their decisions. A recent study has shown that material goods and money both are explaining a low percent of people’s happiness.

For instance, Figure 4: are showing that money and financial situation influences on a 7% the subjective of happiness, 47% of ‘Partner and family relationships. Similarly to these findings, around 10% of subjective happiness in western countries is explained by income. Lyubomirsky et al. (2005)

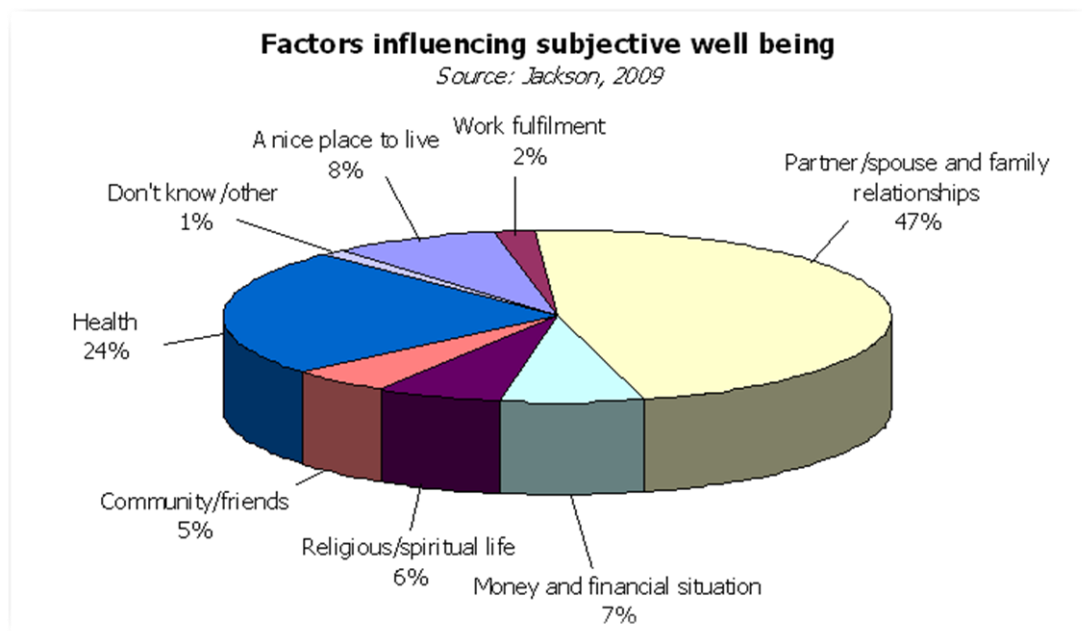


Figure 4: Factor influencing Subjective Well-beings (Happiness)
Sources: Jackson, 2009

We can think about Maslow’s Hierarchy of Needs. Figure IV describes how the needs of a human can be organized as a pyramid in this pyramid each step represents a group of needs. In Maslow’s hierarchy of needs there are five steps: physiological, safety, love/belonging, esteem and self-actualization. Maslow (1943) explained a

new need emerges when the previous need is completed or partially satisfied. In 1962, depending on his theory and he has recognized that the first four needs as deficiency needs (D-Needs) and the last one need is as being needs (B-Needs). Maslow has explained “D-Need gratifications can come only from outside of the person, not from within”. The B-Needs or self-actualization needs are related to the person’s life such as purpose of life that can fulfill people’s potential. Maslow’s has mentioned that “what a man can be, he must be” to be ultimately happy. According to Maslow’s theory, people can climb upwards the pyramid and people will meet their first need and then the next.

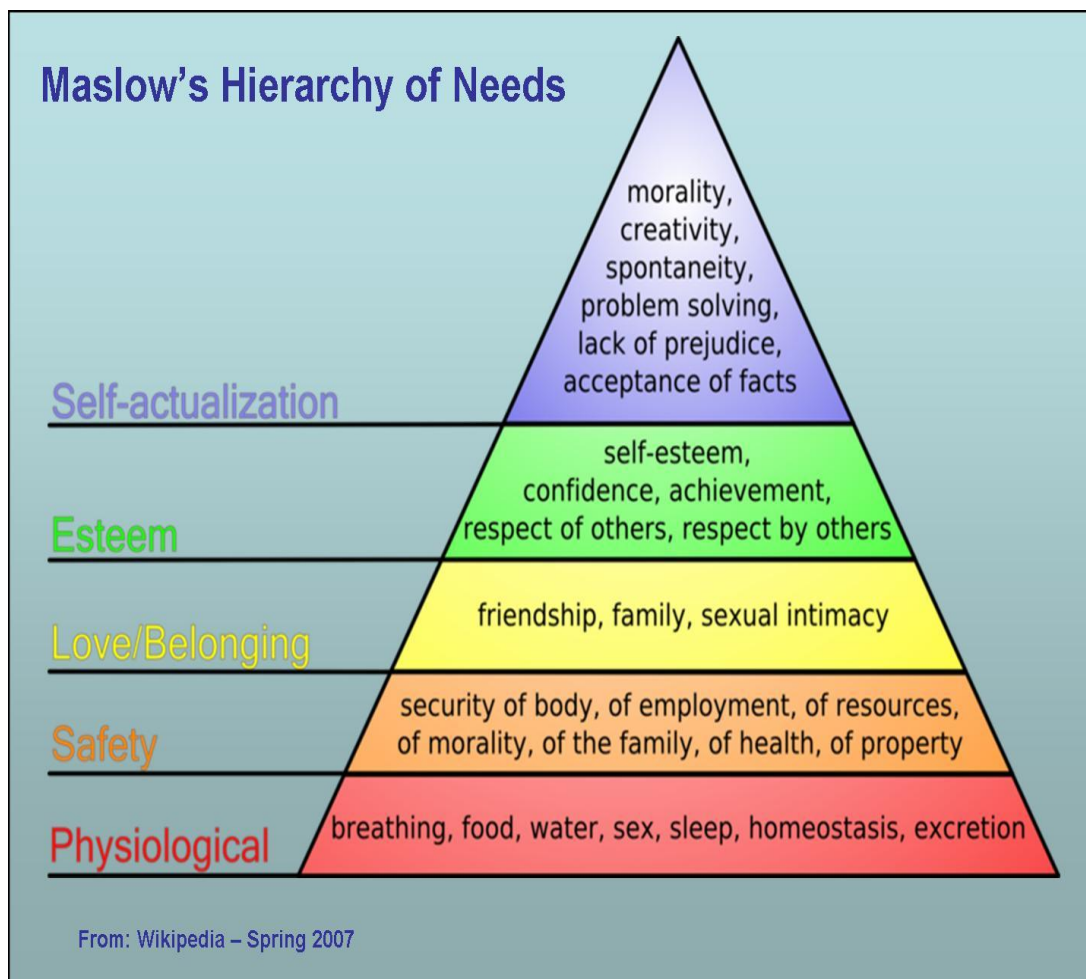


Figure 5: Maslow’s Hierarchy of Needs

In 1943 Maslow has proposed his theory, when consumption patterns were totally different from now a days. However, we could re-interpret his theory from a high consumption perspective. For example, a person instead of buying/eating only what is necessary for him or her, they will buy/eat also exotic/exclusive product instead of having a normal house for living, they will have a safer one, instead of cultivating his or her relationships with time or love, they will buy phone or laptop to be connected to his or her friends; instead of getting respect by his or her achievements will purchasing more products that will show his or her luxury or status. The final goal of a human life is self- actualizations that can get a certain number of people.

3.17 Consumer behavioral basis of consumer brand choice

An aggregate study of choice is showing that most consumers use multi- brand purchasing, selecting among a small ‘repertoire’ of the brands that compose the product category (Ehrenberg, 1988). The patterns of brand choice have identified in these aggregate studies and investigated at the level of the individual consumer in the context of brand and product choice.

Brand Choice

The sequential brand choices that are built by a typical consumer of a product category such as chocolate bars or canned mushrooms follow pattern .The category is selected apparently haphazardly over a series of purchase occasions. Two type of brands, A & B, can be chosen in the sequence AABABAAABBABAB, for instance on successive shopping trips. These types of consumers are typical. They are evincing multi-brand purchasing. A small group of purchasers of the product category are loyal to a single brand over a period. The period can be quarter and each of the brands in the category try to attract its own buyers. (Foxall & James, 2001).

The consumer's repertoire and the sequence of brand choices reflect concurrent marketing and promotional campaigns. Concurrent marketing and promotional campaigns are differing from shopping trip to shopping trip. The augment for the sales the promotions time period based on price or provision of extra units.

The current brand users who may not interested to buy promoted brand for some time and encourage to purchase more units (Ehrenberg et al, 1994), and the price premiums in competitive product- markets when the over-priced brand is highly differentiated from its rivals (Ehrenberg, 1986). However, price is not systematically related to brand purchasing. But the small price differentials that competing brands are normally distinguished and often affect established patterns of brand choice . (Foxall & James 2001).

Lastly, every consumer has freedom to purchase their own product what can satisfy them and full fill their needs. Consumers are strongly believed in choice of a brand and create loyalty. Brand choice is time consuming and removes confusions to buy any product.

3.18 The Consumer Perspective on Brand Choice

Brand equity from any consumer perspective is reflecting by the increase in attitude strength for goods that they use the brand. Three elements are essential we are going to discuss below

Positive Brand Evaluations

Quality is the heart of a strong brand. Organization should have quality product and give superior performance to the customer that makes a positive effect of the brand. Three types of brand evaluations control customer's memory. Affective responses

related to emotions and feelings about the brand. Cognitive evaluations are made by beliefs toward the brand. Behavioral intentions can be developed from habits about the brand. Positive evaluation is important for building a strong brand. (Herr & Fazio, 1988). Marketing managers and marketers need of a tactics to create attitudes, strength and unfavorable attitudes. A positive attitude is not sufficient to influence upon consumer behavior. Advertiser is not concerned to create positive attitude toward the brand.

Accessible Brand Attitude

Attitude accessibility is second element while building a strong brand. Accessibility means how quickly an individual can retrieve something that stored in memory. It retrieves from memory in two ways. Automatic activation occurs from memory by observing attitude objects. The process of automatic activation is effortless. Controlled activation needs active attention to retrieve a previously stored evaluation of the attitude object. (Herr & Fazio, 1988). The more likely product that attitude will guide product perceptions and it influences consume behavior. In building a strong brand attitude accessibility is must. A positive evaluation cannot be enough if it is not readily retrieved from consumer's memory. Direct behavioral experience is more accessible than attitude that are formed from indirect no behavioral experience. (Herr & Fazi ,1988). Product trial is much more effective advertising. Repeated attitudinal expression increases attitude accessibility. Three tactics can be followed. First, marketers should encourage consumer to imagine their feeling to use and buy the branded products. Second evaluate and use the multiple statements in advertising copy to strengthen the brand associations. Third, appropriate time consumer to access their attitudes while purchase.

Consistent Brand Image

Last element of building a strong brand is consistent brand image. David Ogilvy (1983) explains the importance of consistency and brand image. Image means personality. Advertisements should reflect the thought of as a contribution to the brand image. A brand personality can make different the product. Consistency of the brands image is managing the relationship between the brand and consumer. When the consumer purchase it develops the relationship between personality of a brand and personality of a consumer. (Berry, 1988)

3.19 Leveraging Brand Equity

If we want to get brand equity we have to maintain three ways: build it, borrow or buy it. Brand equity can build 1) by creating positive brand evaluations with good quality of products. 2) By fostering accessible brand attitudes and it has great impact on consumer buying behavior and 3) by developing a consistent brand image to form a relationship with the consumer. (Herr & Fazio, 1988)

3.20 Borrowing Brand Equity

Some companies borrow on equity in their brand names by making longer to other product. It can help to make difference between two types of brand extensions. For example the brand name Coca Cola related to Classic Coke, Diet Coke, Caffeine free Coke, Cherry Coke and other soft drinks. (Ogiba, 1988). Leveraging a brands equity through extensions that creates new categories, it has also risk and new opportunities. The opportunities create the firm's potential growth in the new category. When any products fail then the risk arises.

3.21 Extending Brand Equity to New Categories

According to the Schoenfeld (1985) 'Not long ago extending a brand name has seen as prescription for failure of a brand'. After launching many products failure as a

result some brands lose brand equity. Three factors need to extend a brand to a new category (Tauber, 1981). If the firm have brand plan and guide decisions about brand extensions they can gain success. When any products fail, it effects on the reputation of parent brands. Brand extensions are used to offer 'repeated attitudinal expressions' they are powerful tool.

3.22 Buying Brand Equity

Acquisition of an organization, and brand and it is a result of buying brand equity. The simple approach is licensing that gives the rights to use someone else's brand on the organizations products. For example Lipton was holding the license for Sunkist fun fruits and Sunkist juice drinks. (Kesler, 1987)

3.23 Managing Brand Equity

Lastly, we can say that brand equity has three stages. Introducing a brand is involved with the quality of product then builds a strong brand image. Brand image creates positive evaluation in consumer mind. The major strategy is how the brand can use as a platform for new product. Another stage is elaboration. One think have to keep in mind that favorable attitudes alone cannot influence consumer behavior. In these circumstances, the goal should be at this stages is foster attitude accessibility in the mind of consumers. The second goal should be increased brand equity through encouraging direct behavioral experience and repeated attitudinal expressions by consumers. It needs to maintain the relationship between consumer and brand.

Last stage of the brand equity is fortification. The strategy of this stage is to leverage ones equity by extending the brand to other products. When any company want successful brand that brand extensions need competitive leverage, perceptual fit, and benefit transfer. Licensed brand can help to protect brands, opening new distribution

channels and create potential customers for the core product. When any brand has dilution of brand equity results of brand confusion, product failure and negative associations.

3.24 The Value of a Brand Depends on Customer

One most important thing is customers should understand the value of a brand. A customer can be tired of a brand. They are independent of how other customers are responding to a brand. Marketing managers are speaking about the value of a brand and brand is solid and monolithic. The managers measure brand equity and the perfect example of a brand that called the 'flaw of averages'. Many marketing decision proceed from believes of a managers and what is the strength of a brand. Some managers believe that the value of their brand is intrinsic that means like a diamond in a necklace.

3.25 The importance of Customer Loyalty and Employee Loyalty that Effect on Consumer Behavior

Loyalty can drive a business to the success and helps to build up the business career. When people are convinced the company offer inferior value. In that time no amount of advertising; public relations will prop up pricing new customer acquisitions. No business can progress without employee loyalty in order to get customer loyalty. Organizations concern with employee loyalty and it's related to investor loyalty. If owner of an organization not reliable. Loyalty is the heart of any business. Those organizations have created sustainable improvements in their performance it abled to build sustainable improvements in value creations. Cutting of the pay and increasing price can boost earning that creates the negative effects on customer and employee's loyalty. Study is explaining how can customer loyalty influence the relationship between customer satisfactions and repurchase intension of customer. Consumers are

spent time and after consume they can get experience about the product. Some studies have shown that the customer satisfaction and repurchase intentions link are totally different between low loyalty and high loyalty customers. (Yi & La, 2004)

This part is going to review the consumer behavior about soft drinks. First we have to understand what consumer behavior is. This study will help to get idea about the total scenario of the Beverage industry, the current market scenario and the internal situation. How consumer behavior is influenced by the many factors and how the loyalty and which products are influence consumer to buy more products. It also included that how different factors that affect customer to switch from loyalty to switching intentions.

There are many studies on consumer behavior and preferences but one study has done by Dube (2004), which was on supermarket product categories like soft drinks, canned soup and cookies. Consumers purchase various. (Adriant & Beverly , 1998) said that, the relative contributions of taste and health that are considering on consumer liking and purchase intent of cola drink. Chia-Hsien Chu, (2000), Taiwan, and article investigated factors of marketing such as communications and consumer characteristics that has also reminder impulse of buying behavior.

3.26 Conceptual Definition of Consumer Behavior

Consumer behavior refers to behavior that consumer are showing in seeking, purchasing, using, evaluating and disposing of product that will satisfy personal needs. (Kotler, 2005 &2012).

Consumer behavior is the study of how consumer makes decision to expense their money, time and effort on their products and service.

When consumer is selecting their product they are face varying problems that related with acquiring products to sustain life. Consumer should take specific decisions to get necessary products. Consumer buying process is complex, and have to take decisions about what, why, when, where and how often to buy products. Understand consumer behavior is important for profitable and non-profitable organization.

3.27 A Review of Prestige's Seeking Consumer Behavior

This study is discussing the consumer behavior dealing with aspects of prestige, and this conceptual framework is useful tools for analyzing of prestige-seeking consumer behavior (PSCB). Some consumers always want to get distinction between prestige brands and non-prestige brands. Major five issues we are going to discuss.

1. Consumers change their behavior because they think if they consume prestige brands that is a symbol of status and wealth. Price will expensive by normal standard (perceived conspicuous value). (Vigneron & Johnson , 1999)
2. If consumer owns a particular brand then according to the definition it is not prestigious (perceived unique value).
3. Social value of prestige brands can be stronger tools while making decisions to buy. (Perceived social value).
4. Which brand will satisfy an emotional desire such as a prestige brand, a product has subjective and intangible benefits? (Perceived hedonic value).
5. Prestige can operate from high technical and extreme care that takes place at time of production process.

According to the marketing terms, consumer builds prestige that is meanings for brands and based on interactions with the people (e.g., peer reference group), object properties (e.g., best quality), and hedonic values (e.g., sensory beauty). Prestige-

seeking behavior is coming from multiple motivations. (Vigneron & Johnson, 1999). Consumer may seek to consume goods for the status and depends on their income and social class level.

3.28 A Literature Review and Gender Identity in Consumer Behavior

Consumption process is associated with sex and gender. Consumer researchers often examine the effects of these variables on consumer behavior. Major thing is consumer sex, gender and how it effects on buying and consuming activities. Gender identity related to an individual's psychological sex and its fundamental to make sense of one's maleness or femaleness" (Spence 1984, p. 83). Sometimes gender is derived by culture; gender identity is core to understandings of culture. What it means to be masculine or feminine (Firat 1991; Lerner1986). Consumer behavior researchers have recognized long ago that some men were more feminine than masculine while some women were more masculine than feminine. In postmodern culture that now we are living and separation of gender from sex is even more apparent. Previous review of gender identity research in consumer behavior (Stern, 1988), is updated review which is necessary.

3.29 Effect of Price, Brand Name and Store Name on Consumer Behavior of Product Quality

Consumer's tendency to know price that indicates quality products. Some studies examined the price and quality relationship. Various qualitative review of the evidence has concluded that there is a positive relationship between price and perceptions of quality for certain products.

(Rao & Monroe, 1989). Product pricing that is not only elements influencing the consumer expectations. The retail promotion has an important effect on consumer choice behavior. Consumer expectations about promotional activities will help to understand the consumer choice behavior as consumer expectations of price. Store name that indicates what types of product they are offering.

Chapter 4

RESEARCH METHODOLOGY

4.1 Main Purpose of the Study

Main purpose of the study is known about consumer behavior about soft drinks. This study shows that the consumers are expecting unique flavor. The purpose of the study is consumers prefer high quality and low prices products. Lastly, understanding how different culture influence on consumer behavior and consumption.

4.2 Objective of the Study

Broad Objective

Broad objective of this study is finding out the consumer behavior pattern and build a strong marketing strategy for Mojo Cola. The study measures the consumer needs, perception, lifestyle, tastes and motivation of consumers of Mojo Cola and presents a marketing strategy for Mojo Cola relating these factors.

Specific Objectives

The specific objective of this thesis is to understand the various consumers' perceptions about soft drinks Mojo Cola and the difference between the Mojo Cola and other soft drinks. To show how the culture, brand choice, personal, social and switching behavior and many other factors influence the consumer behavior. To understand how the teenage groups are affected by the Mojo Cola.

4.3 Scope of the Study

The study is based on my observation and studies. I have covered the different parts of this thesis by doing survey. And the research work is covering the specific Bangladeshi soft drinks Mojo Cola because average people of Bangladesh are affected by various soft drinks. The scope of this study is that, it covers the Bangladeshi soft drinks structure, background, and objectives, functional, policies. This thesis paper is a comprehensive study of the consumer's belief about Mojo Cola. The study focuses on consumers' belief, perception, and lifestyle and presents a marketing strategy for Mojo Cola.

4.4 Research Design

A quantitative research technique was used for the research. The research tools are the consumers or users of soft drinks. The mode was the collection information from respondents was through questionnaires that were being administered. It helped to achieve the particular aim of the research.

4.5 Population for the Research

The population for the research has focused on Capital of Bangladesh. Dhaka is a very large city in Bangladesh. Nonetheless, six areas were selected; Tejgaon, Lal-Bugh , Mirpur, Gulshan, Dhanmondi and Uttara. Many reasons played an important role for the choosing of these cities for the purpose of our research.

4.6 Data Collection

Data collection in survey is usually individuals. However, it is necessary to get different individuals as respondents because people working in different roles and at different types of level of the hierarchy and they have differing experiences and perceptions of the technology .Choosing of data collection method, such as mail questionnaire, telephone interviews, or face to face interviews, is important of the

data collected. (Malhotra, 2010). In this study, I am using both observation and personal interview to collect important data from the consumer and the officials of the AFBL. Most of the data will be primary data and other will be secondary data.

4.7 Limitation of the Study

1. The study was limited for the author, because the author had to work with limited materials.
2. Negative aspects of the research technique of personal interview like, personal bias and errors might have affected of the data collection.
3. Time was the greatest limitations. Time is the biggest obstacle in reaching certain respondents that would full fill the survey plans.
4. Deficient comprehension of the respondents was another problem.
5. The author is not well experienced about this research.
6. In many cases up to date information is not published.
7. Large-scale research was not possible due to time constraints.
8. One of the main barriers while preparing this thesis was the confidentiality of data.

4.8 Hypotheses

Hypothesis is a tentative proposition that is formulated for imperial testing. It is a declarative statement combining the concepts. It is tentative answer to a research question because of its varsity can be evaluated only after it has been tested imperial. Statement may or may not be true, about a population on equivalent. We want to test on the basis of evidence from the random sampling. From the survey following research hypotheses are formulated. So many factors come into play in preparing the hypothesis, factors such as the issue of consumer income, preference and purpose, thus necessitating the development of the hypothesis.

H1: Income of the consumers is positively correlated with how often consumer consumes soft drinks.

H2: Enjoying of soft drinks is strongly associated with the enjoying of Mojo Cola

H3: Enjoying of soft drinks is positively correlated with the reason of buying soft drinks.

Chapter 5

ANALYSIS AND DISCUSSION OF THE STUDY

Cross-tabulation is important and useful analytical tools and it helps to main-stay of the market research industry. A cross-tabulation can be two (or more dimensional table and recording the number or frequency of respondents. For the research we are using Cross tabulation table. In every country people are consuming soft drinks. (<https://www.qualtrics.com/wp-content/uploads/2013/05/Cross-Tabulation-Theory.pdf>)

From the table 2, it also revealed the income level of the respondents with those that earn 5,000 and less are taking place at top and who buy regularly, occasionally and never ratings is total 100% and who often consume soft drinks their rating is 62% .

Respondents who have monthly income 5,000 to 10,000 BDT and consume as regularly occasionally and never or non-users is 100% and who often consume soft drinks according to the income level rating is 14%.

The monthly income of the consumer between 10,000- 15,000 BDT as a regularly occasionally and never is 100% and which consumers often consume soft drinks is 14%. While who are earning 20,000 BDT and above as a regular, occasional and non-user their rating is 100% while who often consume soft drinks response rate is 10% and total count of respondents for regular user is 58%, occasional is 37% and never

or non-user is 5% which is total 100%. So it is believed to a large extent that a great number of the Bangladeshi respondents actively consume soft drinks.

Table 2: Cross Tabulation between income level and consume of soft drinks

Income Level	Description	How often do you consume soft drinks			Total
		Regularly	Occasionally	Never	
5,000 BDT and less	% of income level	50.0%	46.8%	3.2%	100.0%
	% of How often do you consume soft drinks	53.4%	78.4%	40.0%	62.0%
	% of Count	31.0%	29.0%	2.0%	62.0%
5,000-10,000 BDT	% of income level	92.9%	7.1%	0.0%	100.0%
	% of How often do you consume soft drinks	22.4%	2.7%	0.0%	14.0%
	% of Count	13.0%	1.0%	0.0%	14.0%
10,000 - 15,000 BDT	% of income level	64.3%	21.4%	14.3%	100.0%
	% of How often do you consume soft drinks	15.5%	8.1%	40.0%	14.0%
	% of Count	9.0%	3.0%	2.0%	14.0%
20,000 BDT and above	% of income level	50.0%	40.0%	10.0%	100.0%
	% of How often do you consume soft drinks	8.6%	10.8%	20.0%	10.0%
	% of Count	5.0%	4.0%	1.0%	10.0%
Total Count	% of income level	58.0%	37.0%	5.0%	100.0%
	% of How often do you consume	100.0%	100.0%	100.0%	100.0%

	soft drinks				
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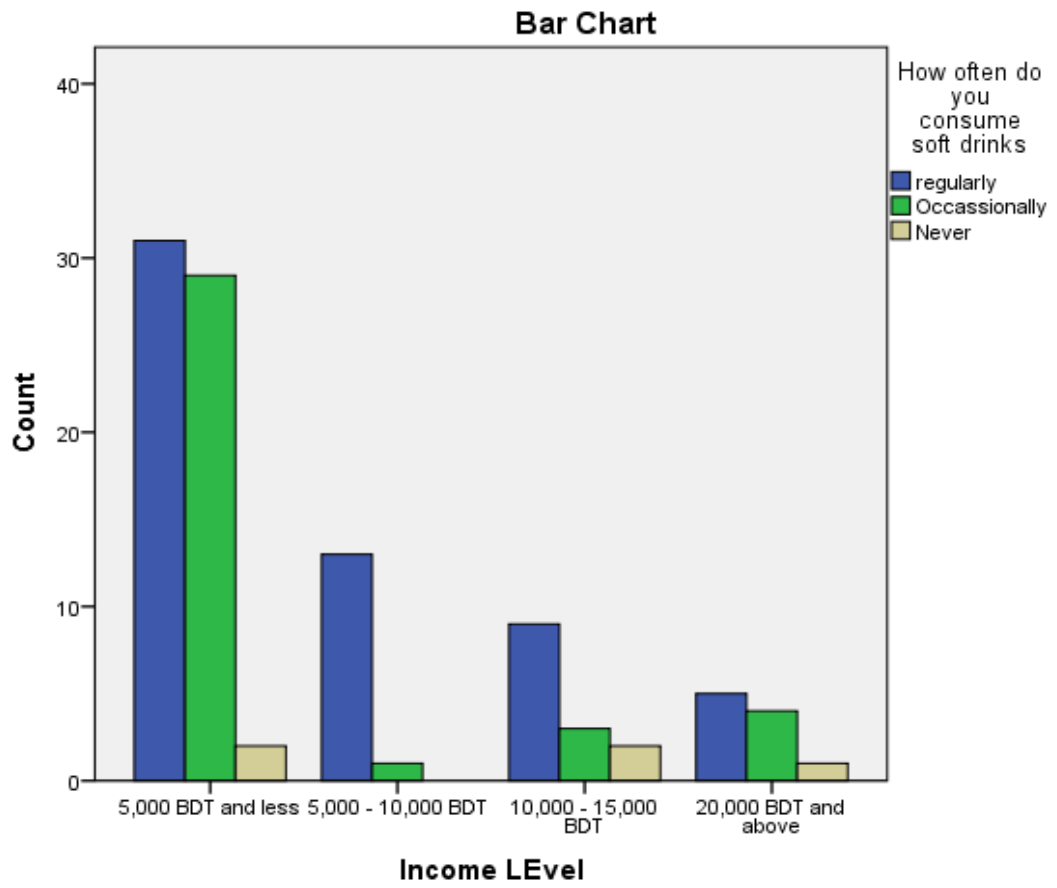
Table 3: Results of the Hypothesis of income level and consume of soft drinks

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.743 ^a	6	.033
Likelihood Ratio	14.887	6	.021
Linear-by-Linear Association	.019	1	.892
N of Valid Cases	100		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .50.

From the Chi Square table, we found that the chi-square value is 13.743, which is statistically significant (p = .033). This indicates a statistically significant relationship between income and consumption of soft drinks. Here, we have two variables: income and consumption of soft drinks, and the variables are related to each other. Then, the results of the statistical test show a statistically significant relationship between income and consumption of soft drinks, and we are able to reject the null hypothesis. So, we can conclude that there is a strong association between the variables.

Chart 1: Income level and consume of soft drinks



This cross tabulation table is showing the relationship between the enjoying drinking soft drinks and enjoying the Mojo Cola advertisement's on TV. In this table we, can see that respondents are responding on the basis of Yes No answers. The respondents who enjoy drinking soft drinks and enjoying Mojo Cola advertisements on TV and their total response rate 100%. A respondent who does not enjoy drinking and does not enjoy Mojo Cola advertisements on TV their rate is 100%. It means total count is 50% for both Yes and No.

Table 4: Cross Tabulation between enjoying Soft Drinks and Mojo Cola Advertisements on TV

Do you enjoy drinking Soft Drinks?	Description	Do you enjoy Mojo Cola Advertisements on TV		Total
		Yes	No	
Yes	% of Do you enjoy drinking Soft Drinks?	79.0%	21.0%	100.0%
	% of Do you enjoy Mojo Cola Advertisements on TV	98.0%	26.0%	62.0%
	% of Total Count	49.0%	13.0%	62.0%
No	% of Do you enjoy drinking Soft Drinks?	2.6%	97.4%	100.0%
	% of Do you enjoy Mojo Cola Advertisements on TV	2.0%	74.0%	38.0%
	% of Total Count	1.0%	37.0%	38.0%
Total	% of Do you enjoy drinking Soft Drinks?	50.0%	50.0%	100.0%
				100.0%

	% of Do you enjoy Mojo Cola Advertisements on TV	100.0%	100.0%	
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Table 5: Results of the Hypothesis of enjoying Soft Drinks and Mojo Cola Advertisements on TV

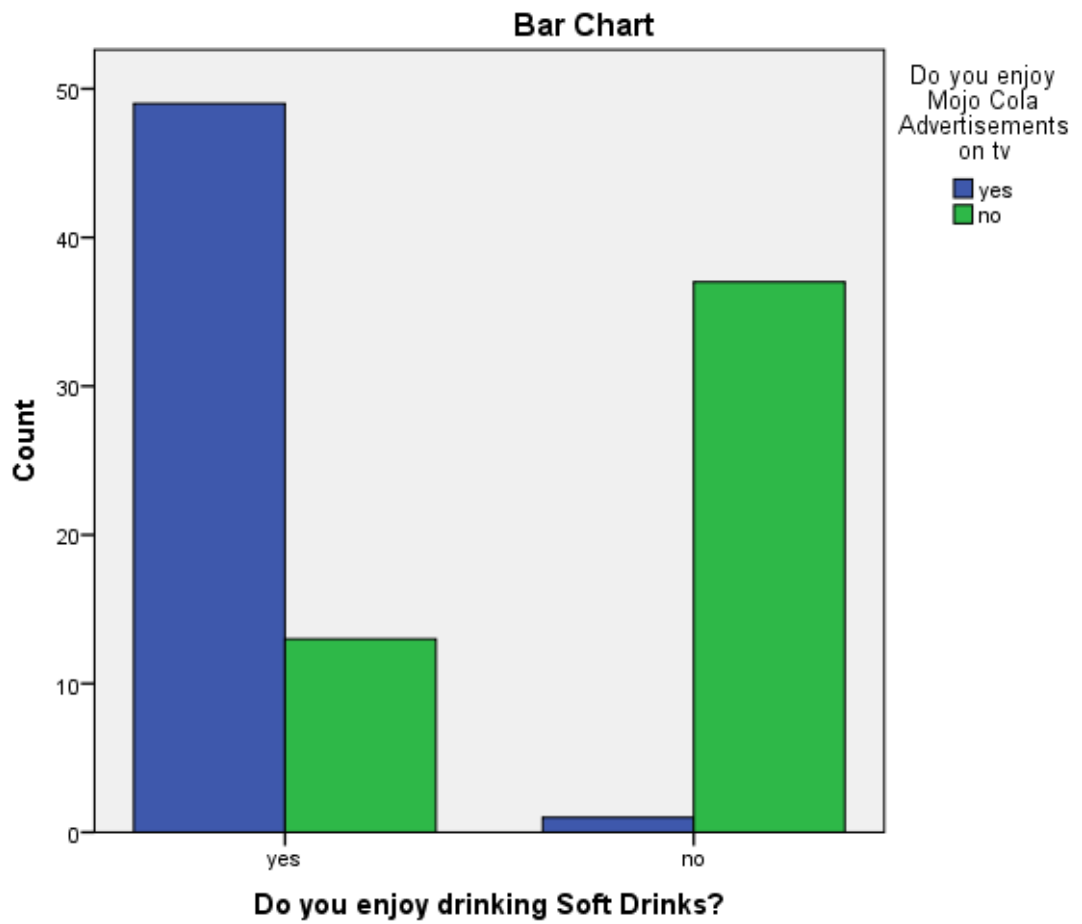
Chi-Square Tests					
	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	55.008 ^a	1	.000		
Continuity Correction ^b	51.995	1	.000		
Likelihood Ratio	65.703	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	54.458	1	.000		
N of Valid Cases	100				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 19.00.

b. Computed only for a 2x2 table

Chi-square is primary statistic and are using for testing the statistical significance of the cross-tabulation table.(<http://math.hws.edu/javamath/ryan/ChiSquare.html>).From the Chi-square table we, see that has expected count less than 5 and the minimum expected count is 19. Here, we have two variables that are consumer enjoying drinking soft drinks and enjoying Mojo Cola Ad on TV and the variables are related to each other and the results of the statistical test will be statistically significant and we can reject the null hypothesis. So, we can conclude that is association between the variables

Chart 2: Enjoying Soft Drinks and Mojo Cola Advertisements on TV



The respondents who like or enjoy soft drinks we ,found from three options that 35.5% are buying for family, 37.1% are for parties and least one is 27.4% and buying for official use. 62% people have reason for buying soft drinks. Some of respondents who do not like to drink soft drinks their rating is 52%, 39.5% and 7.9% according to three options. 38% respondents do not have reason to buy and total count of respondents is 42% from family, 38% from parties and 20% of official users.

Table 6: Cross Tabulation between enjoyment's and reasons of buying soft drinks

Do you enjoy drinking Soft Drinks?	Description	Reason why do you buy soft drinks for			Total
		Family use	Parties	Official use	
Yes	% of Do you enjoy drinking Soft Drinks?	35.5%	37.1%	27.4%	100.0%
	% of reason why do you buy soft drinks for	52.4%	60.5%	85.0%	62.0%
	% of Total Count	22.0%	23.0%	17.0%	62.0%
No	% of Do you enjoy drinking Soft Drinks?	52.6%	39.5%	7.9%	100.0%
	% of reason why do you buy soft drinks for	47.6%	39.5%	15.0%	38.0%
	% of Total Count	20.0%	15.0%	3.0%	38.0%
Total	% of Do you enjoy drinking Soft Drinks?	42.0%	38.0%	20.0%	100.0%

	% of reason why do you buy soft drinks for	100.0%	100.0%	100.0%	100.0%
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Table 7: Results of the Hypothesis of enjoyment's and reasons of buying soft drinks

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.175 ^a	2	.046
Likelihood Ratio	6.793	2	.033
Linear-by-Linear Association	5.488	1	.019
N of Valid Cases	100		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.60.

From the Table we see that has expected count less than 5 and the minimum expected count is 7.60. Here, we have two variables consumer are enjoying to drink soft drinks and reason or purpose of buying soft drinks. These variables are dependent to each other because if any consumer likes soft drinks they will have reason to buy and the results of the statistical test is statistically significant and we are able to reject the null hypothesis. So, we can conclude that there is some relationship between the variables.

Chart 3: Enjoyment's and reasons of buying soft drinks

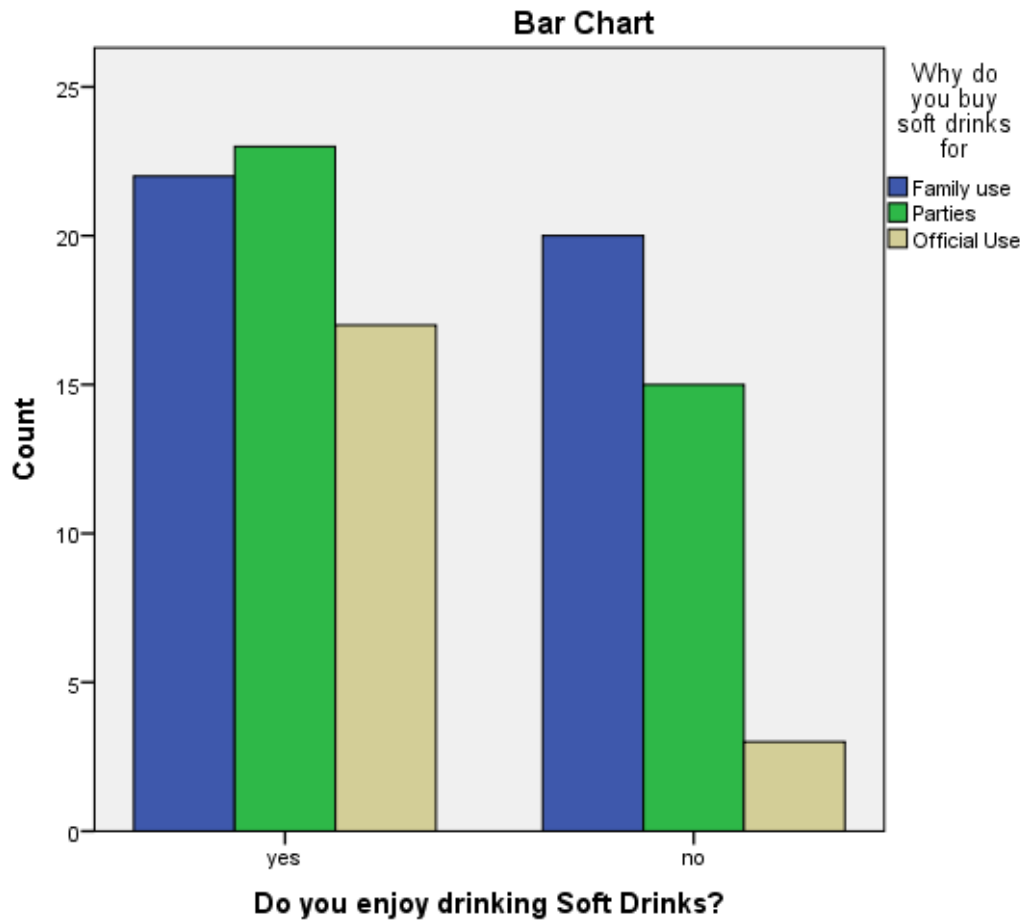


Table 8: Hypothesis Test Summary

Hypothesis	Remark
H1: Income of the consumers is positively correlated with how often consumer consumes soft drinks.	Significant
H2: Enjoying of soft drinks is strongly associated with the enjoying of Mojo Cola	Significant
H3: Enjoying of soft drinks is positively correlated with the reason of buying soft drinks.	Significant

Chapter 6

CONCLUSION

The research of consumer behavior has created a consciousness of many factors that indicates the customer's attitude and behavior of soft drinks in Bangladesh. With the help of the consumer's behavior model and research to lime light different influential factors that increases the customers aim to keep consuming soft drinks Mojo Cola in the future in Bangladesh. The author an opinion that perceived usefulness and perceives ease of use cannot be enough to understand the customer's behavioral intention to consume soft drinks. Statistical analysis can give the some factors not every factor that was to analyze and understanding consumer behavior of soft drinks and have grate influence on the consumption. The results have crystallized the fact that consumer is finding perceived usefulness can be strong motivating factors in the intent to consuming soft drinks. Cross tabulation and Chi- square test have given some clear picture of research. Cross-tabulation tables provided strong information about the relationship between the variables.

Available data indicates a clear picture between soft drink consumption and increased energy intake. Soft drinks offer energy with some harmful ingredients, and are linked to several key health conditions such as diabetes. Soft drink can increase fat in human body. Intake of soft drinks is also associated with lower intakes of milk, calcium, and other nutrients. Soft drinks company need to take care of people's health and which ingredients can be harmful should avoid that. Mojo Cola spending

huge money for advertising and campaign it can be threat to it. So their budget should be lower and should maintain it. Mojo Cola can produce diet or low fat Cola or organic Cola and they can charge little money for it. The target customer should be those consumers who have higher level of income. Not only these my suggestions is Mojo Cola should concentration on their new product and healthy drinks for the children such as chocolate drinks, fruit juice that should be free from harmful color and preservative. They are only targeting adults not children's so my opinion is to expand their target market .Lastly, consume of a soft drinks is a fun and that meet the customer needs. But they should take care of their health while consuming and can avoid harmful soft drinks and need to check the nutrition information before buying.

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APPENDIX

Appendix: Questionnaire for the Analysis

Aim of the study is to analyses consumer behavior toward Mojo Cola and other soft drinks. Please, fill up the boxes below as applicable to your responses in the questions below:

Q1 Gender

- Male
- Female

Q2. Please mention your Age

- 20-25
- 25-35
- 35-45
- 45-55

3. Occupation

- Student
- Service
- Businessman
- Other

4. Monthly personal Income Level (Please Specify)

- 5, 000 BDT and less
- 5,000BDT – 10,000BDT
- 10,000BDT – 15,000BDT
- 20,000BDT and above

Q5. Which of these soft drinks do you consume for pastime?

- Mojo Cola
- Coca- Cola
- Fanta
- 7Up

Q6. How often do you consume soft drinks?

- Regularly
- Occasionally
- Never

Q7. Which brand would you say is popular among the consumer?

- Mojo Cola
- RC-Cola
- Other

Q8. Have you ever tried the product (Mojo Cola)?

- Yes
- No

Q9. Do you enjoy the soft drinks?

- Yes
- No

Q10. Do you enjoy Mojo Colas advertisement's on TV?

- Yes
- No

Q11. Why do you buy soft drinks for?

- Family use
- Parties
- Official use