

Factors Influencing Consumer Purchase Intentions Of Soft Drinks: Case Study Of Spar Brands In Botswana

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Author's Notes

First and foremost I would like to give thanks to the Lord almighty that made all this possible. I furthermore dedicated my gratitude and thanks to my supervisors Prof. Huang Yupei, who worked with me tirelessly to ensure the success of this research by providing effective guidance, suggestions as well as positive criticism which built me.

I am also thankful to the Zhejiang Normal University community especially the lectures, professors and IMBA administrators for always providing the relevant assistance, resources and support throughout my postgraduate programme. Lastly I would like to give my thanks to my friends and family for always being supportive. I could not have achieved the success of this research if I wasn't for them.

Best wishes and regards are sent to all. Thank you.

13 July 2020

Abstract

Today's business environment is said to be highly competitive with high rapid change in consumer purchase trends and preference. There is a high needful study for continuous observation and monitoring of consumer purchase intention. The main purpose of this study is to identify and assesses the key factors which influence consumer purchase intentions of Soft drinks. The study identifies and assesses factors such as product packaging, Brand image, Price fairness, Perceived Quality and Taste which are considered as independent variables whereas the dependent variable is consumer purchase intention.

A quantitative method is applied for data collection. The researcher uses a sampling judgment to select participants of the study. A total of 200 questionnaires were distributed using online survey questionnaire and personal handout survey questionnaire to gather first hand information from Gaborone Spar soft drink brand consumers. The inferential statistical and descriptive analyses are used. The findings of the study showed that two independent variables- perceived quality and Product package have a positive significant influence with the consumer purchase intentions towards Spar soft drinks brands whilst the other three variables i.e price fairness, taste and Brand image depicted insignificant results. In conclusion the findings of this research, revealed that this study is to portray useful information to marketers to assist them in developing effective marketing strategies.

KEY WORDS: Botswana, Consumer Purchase Intention (CPI), SPAR Brand, Soft Drinks.

The Introduction

The soft drink industry consists of companies that produce carbonated mineral water, non-alcoholic or syrups for producing carbonated beverages. Soft drinks can be described as a beverage type that is made of water or carbonated water, a sweeter or what is normally referred to as a flavoring agent. The reason why this mixture liquid is called "soft drink" is because these drinks are construct of "hard drinks" which are popularly known as alcoholic beverages. Soft drink products have been accepted by consumers very well and this industry is slowly overtaking the hot drink industry which is considered a major beverage sector around the world. As the demand for the soft drink grows, the soft industry continues to face new opportunities and challenges. Due to changing consumer demand and preference, the industry needs new ways of attracting more customers and maintaining the old ones. Moreover, high rates of competition in this industry has forced marketing specialists or researchers to carry out a consumer research on factors that influence consumer decisions in order to improve consumer's needs and preference as well as to boost soft drinks sales. This is why this research was conducted.

Background of the study

Botswana soft drink industry

Over the past years the soft drink or beverages Industry in Botswana has been moving at a very slow pace, with only one company being the most dominant and competitive distributors of soft drink across the whole of Botswana. This company was famously known for distributing some of the world wide soft drink brands such as Coca-cola, Sprite, Fanta and others. However, retailers such as Spar, Choppies have changed today's soft drink industry by introducing their own soft drink brands. Thou, Spar retail store started initially by selling food (fresh groceries and wholesale long life food), it introduced its own soft drink brands as a market expansion plan

henceforth changing the beverage industry game in Botswana.

This had so much effect on the soft drink market causing high market competitiveness and affecting consumer's choice of buying and shifting consumers purchase intentions. For that reason, soft drink companies as Spar needs to know why consumers have any intentions of purchasing their brand. This is why it is important for soft drink producers or sellers to build long-term relationship with customers as it a necessity for company success and survival. In order to assist soft drink producers, seller or distributors as such Spar to continue having a profitable relationship with consumers and survive in competitive environment a research is carried out find out factors influencing consumer purchase intention of Spar soft drink brands. The main goal is to assist Spar in improving its marketing strategy leading to increase in profits and both product and brand loyalty. This research finds it fit to address this problem as there is lack of research on the soft drink industry particularly in Botswana.

Brand profile – Spar Soft drinks brand in Botswana

As outlined previously there are many soft drinks products being sold in Botswana however this research paper focus specially towards Spar Soft drink brands. Spar soft drink is a famous brand owned by a group of retailers called Spar Group Ltd originating in South Africa. The Spar Group Ltd offers retails merchandising and it is regarded as a retail store or distributor of goods or grocery. Additionally, due to high competition in retail industry and an opportunity to expand its business the company introduced its own brand called Spar brands where they produce and sell their own products.

The Spar brand consists of different categories such as the food brand category and Soft drink brand category which this research will be more focused towards. There is a wide range of product for Spar soft drink brands which are selected specially to provide customers with superior quality at a very competitive price. The Spar soft

drink product are categorized with various flavors including Carbonated Cola flavoured, Lemonade, Raspberry, Soda water, Tropical Fizz and other many more not mentioned.



Figure 1.1 Spar branded - carbonated Soft Drink
(Source: <https://www.spar.co.za>)

Figure 1.1 shows samples of Spar branded soft drink (Cocopine and Lemonade flavors, as indicated on the package of the product). The soft drinks are made out of carbonated mineral water, a sweetener and a flavoring agent which give each soft drink a distinctive taste. In most cases the sweetener may be sugar, high -fructose corn syrup or even sugar substitutes like the Spar carbonated soft drink sugar free cola flavour.

Statement of the Problem

Today's business environment is said to be highly competitive with high rapid change in consumer purchase trends and preference. To ensure that companies succeed in this competitive market there is a high needful study for continuous observation and monitoring of consumer purchase intention. This is because consumers are the drivers of the business world as such companies need to know and understand what would influence a consumer to take a step forward to purchase a bottle of soft drink.

As mentioned earlier the Botswana soft drink market has changed very much over previous years, the soft drink market has changed from having few variety of soft drinks producers or sellers to having many. Retailers such as Spar and Choppies have changed the game, shifting from being just distributors to introducing their own soft drink brands. Therefore, it is important for soft drink producers to identify those factors influence consumer purchase intentions in this competitive and changing marketing environment.

The problem of this research is to find out various factors that influences consumers purchase intention of Spar soft drinks brands or spar branded soft drinks in Botswana. This study provides an explanation on consumer's willingness or intentions to purchase Spar soft drink brand. The study establishes some of the main factors which influence consumer purchase intention henceforth spreading awareness and knowledge to companies on knowing the reason for the willingness of consumers in purchasing their products. Thereby, helping managers create better marketing strategies that will improve company's sales whilst ensuring that consumer needs and preference are met.

Research Objective

The main objective of this study is to identify and assess factors influencing consumer purchase intentions of Spar soft drinks brands.

The specific objectives of this dissertation are as follows:

1. To assess the influence of product packaging on consumer purchase Intention of soft drinks.
2. To examine the influence of brand image on consumer purchase intention of soft drinks.
3. To assess the influence of price fairness on consumer purchase intention of soft drinks.
4. To assess the influence of perceived quality on consumer purchase intention of soft drinks.
5. To assess the influence of taste on consumer purchase intention of soft drinks.

Research Questions

To ensure that the above objectives are achieved a study will be carried out with addressing the following research questions:

1. What are the major factors which influence consumer purchase intention of Spar soft drinks in Botswana?
2. What is the most influential consumer purchase intention factor for Spar soft drinks?

Significance of the study

This paper provide an overview and an fresh outlook of Spar soft drink brand's consumer purchase intention. Therefore, the findings and recommendations obtained from this study will be significant at various levels.

Theoretical Significance

This paper contribute to the non-existent and existing literature on factors influencing consumer Purchase intention towards soft drinks in Botswana's retail market. There is little or no information on why consumer's would intend or be willing to purchase Spar soft drink brand. Furthermore, the study will contribute to the body of knowledge in consumer purchase intentions in African countries, by being used as a reference point to researchers, students, and other interested organisations with interest in the study field of consumer purchase intentions toward.

Practical Significance

As mentioned early the soft drink industry is growing, becoming more competitive and there is a huge shift in consumer's demand as well as their purchasing intention. Therefore managers in the beverages industry including Spar managers and other stakeholders will benefit from this research as they will find it helpful when coming up and implementing new marketing strategies to attract new consumers and maintain the old ones. In addition, through this study the managers will know and understand exactly the factors that influencing consumer purchasing intention of soft

drinks. The information gathered through this study will equip various parties involved in the beverage industry with the relevant information to aid them with introducing product that are needed in the market by consumers.

IJSER

Literature review

The main idea towards the literature review is to provide a review on critical points of current knowledge as well as the substantive findings and theoretical concepts which contributes to the research topic in hand. This part of the research communicates ideas and knowledge that has been published on numerous topics regarding this paper's key terms. Critical evaluations of different author's opinion (strengths and weakness) are done and all areas of the arguments are recognized in the findings of the research.

Furthermore the purpose of the literature review is to find a missing gap in the current literature reviewed henceforth the development of the conceptual framework and hypotheses. This part of the dissertation will have three parts including the Definition of key terms, Theoretical Literature review and empirical literature review.

Definition of Key concepts

Consumers

Consumers are very important when it comes to soft drink industry. These are the people who are to buy and consume the soft drinks or any products that are sold in the market. In another words they can be referred to as "potential purchases" of products or services at any company making a sale (Somavarapu & Mubeena, 2017). Therefore without consumers product manufactures can never make sales or profitability. The term "consumer(s)" in academic writings can be referred as an individual or a group of people who buy/s goods or service for personal use according to their preference or taste. Lang et al (2014) highlights that there are many factors influencing consumers to make purchase decision. Consumers are affected by internal and external motivation during the buying process. Their behavior or attitudes will always be motivated by the psychological inspiration that stimulates their response which normally draws them back to stores to fulfill their needs (Gaur et al, 2015).

Concept of “Consumer Purchase Intention”

Several authors such as (Wang and Chen, 2016; Mirabi et al, 2015) have explained the concept of purchase intention in many ways but yet driving towards the same point or idea. Consumer purchasing intention is a decision making process that enlightens the motive of consumers in buying a particular brand (Mirabi et al, 2015). This concept is more related to why consumers will buy a certain product from a particular seller as compared to their competitors.

Song et al (2017) states that consumer purchasing intention is considered as a component of consumer attitudes and it is more related to behavior and perceptions of consumers. For this reason, the topic of consumer purchase intentions will always be linked to consumer attitude and consumer behavior (Shashirikiran & Behl, 2018). Consumer attitude can be defined as a feeling a consumer has towards a specific branded product and this attitude can either be favorable or unfavorable towards a product (Neger et al, 2019). Consumer behavior is related to emotional, mental and behavioral response of a consumer in relation to the purchase and use of a product or service. Consumer Purchase intention is mostly explained to be an effective tool to predict consumer buying process. Neema et al (2015) explains that consumer's purchase intentions are linked to consumer's willingness to have particular product. There is a greater willingness to purchase a product or service when the chances of buying it are higher (Wang and Chen, 2016). Assessing consumer purchase intention is very significant as it helps companies know their product's worth and behavior of the consumers relative to their product (Cong and zheng, 2017). Henceforth, this helps managers know if consumers are willing to purchase their products or not.

Several writers working on consumer purchasing intentions have covered fundamental research where they have highlighted the impact of key factors on purchase intention (zekiri and Hasini, 2015; Shashikiran and Behl, 2018). However,

these scholars failed to indicate clearly the link and significance of these factors to consumer purchase intention. There are many studies on purchasing intentions however there are few studies in soft drinks in a study carried out by Somasekar and Kumar (2017), the study concentrates on Indian consumers only. This researcher believes that factor such as taste, brand, price, advertisement, friend cycle, quality and availability has an effect of consumer purchasing intention.

However, Naeem et al (2015) carried a research on consumer 's brand purchase intention in emerging markets like Pakistan and this researcher's studies reveals that there are several important factors which have a huge contribution towards consumer purchase intention however brand image take a lead among this factors. The findings gathered by Naeem et al (2015) furthermore, suggests that factors such as perceived quality , brand awareness, brand image have proved to have a strong effect on consumer purchase intentions whereas factors as brand association and information acquisitions does not show any relation between consumer purchase intention.

Furthermore, Neger et al, (2017) has also covered the topic of factors that influence consumer purchase intentions however his studies are more concentrated on consumer purchase intentions towards the most well known or popular brands namely coca-cola and pepsi. Neger et al (2017) 's research was specifically carried out towards the consumers in Bangladesh and different attributes such as Price, Brand image, Taste, Availability, flavour, Advertisement, Packaging, Size variety were used to compare the consumer's opinion on different soft drink brands in Bangladesh.

Additionally other authors such Kim and James (2016); Kiriakidis (2015) believes and explains that the idea behind consumer purchase intentions is driven towards the theory of planned behavior, theory of reasoned action and theory of consumption. Henceforth, this is why these theories are to be discussed furthermore under theoretical literature review.

Review of Relevant Theoretical Framework

According to Kivanja (2018) Theoretical model or framework can be expressed as an arrangement and structure that supports a theory of a research study depending on the research topic. On the other hand, framework includes the introduction and description of the theory that clarify why the research problem under study exists (Imanda, 2014). Therefore, this study will be more focused on the few theories that explain why consumer purchases intention is of relevance to market specialists and soft drinks companies.

The theory of planned behavior (TPB)

Ajzen (1991) asserts that the theory of planned behavior is referred to as a model which is used to clarify intention of individual on why they portray specific behavior towards buying or not buying a specific product. According to the theory of planned behavior (Ajzen, 1991), human behavior is best verified and expressed by intentions and perceived behavioral control. Wong et al (2018), outlines theory TPB theory as the most efficient and successful theory to be used when predicting behavior. For this reason many scholars tend to use the TPB theory learning and understanding consumer decisions.

Theory of planned behavior furthermore, has a huge contribution towards consumer literature by identifies three factors which are liable for creation of behavioral intention and these factors includes subjective norms, perceived behavioral control and attitudes towards behavior in question (Tommasetti et al, 2018). Subjective norms are more used in examining the perceived social pressure with regards to the dilemma of not to portray or portray a particular behavior. Meanwhile, perceived behavior control is mostly connected with an individual's observation depending on the simplicity or complexity of the performance of the behavior of that person. Lastly, attitudes towards behavior in question are more related to a feeling or opinion of an individual towards a product (Ajzen, 1991).

The theory of planned behavior is always believed to be an extension of the theory of

reasoned action which was introduced on 1975 by Fishbein and Ajzen. The theory of reasoned action explains the measures of attitude and social normative perception's of a particular behavior that contribute to an intention of performing the behavior (Mohd Suki,2016; Rezai et al ,2017).

Therefore in summary according to theory of planned behavior and theory of reasoned action to predict whether a consumer intent to purchase a particular product, it is important to identify whether or not a consumer is in favour of buying the product (attitude), how much social pressure does the consumer have in order to purchase the product (subjective norms) and whether or not the consumer feels in control when purchasing that particular product (perceived behavioral control). The researcher asserts that when changing these factors, it increases the chance of a consumer intention to purchase a certain product thereby even leading them in actually purchasing the product. For this reason, this is why many scholars view this theory as important in consumer purchase intention.

The theory of Consumption value

According to Sheth et al (1991) theory of consumption value is most focused on elaborating and defending why consumers make decisions to purchase or not purchase a specific product, why consumer decide to purchase one product type against another or why a certain brand can be preferred over another. The theory of consumption value outlines five distinctive consumption values namely functional value, social value, and emotional values, epistemic and conditional values. Therefore, with these five distinctive consumption value we get to understand clearly why customers may intend to purchase a particular product or brand over another (Sheth et al., 1991).

Empirical Literature Review

The following section of study provides a literature review of factors influencing purchasing intentions of soft drinks and related titles conducted by various authors

and scholars. The factors influencing Consumer Purchase Intention are as follows:

Product Packaging

Mazhar et al (2015) suggests that the way in which a product is packaged creates uniqueness for most of the companies and it plays an essential position when it comes to a final stage of consumers purchase cycle. Naeem et al (2015) states that packaging is viewed as a representative of manufacturer and it's by this position it can be utilized as the carrier of purchase motivational tool and the holder of a company's brand. Product packaging is said to have an influence on consumer purchase intention due to the fact that consumers are influenced by appearance feature of product particularly its packaging in unplanned purchases (Bigoin-Gagnan & Lacoste-Badie, 2018).

Shashikiran & Behl (2018) outlines that Product packaging is mostly focus on the following attributes of a product:

Colour- this attributes is considered important as it help consumers during purchasing decision making process. In agreement Zekiri & Hasani (2015), Suggests that certain colors are known to be setting different moods and tend to attract buyers as they draw much attention. Furthermore, connections can be created between the consumer and his or her preference to the product by using primary and secondary packaging colour. Another similar observations are made by Vanhurley (2007) who indicates that bright colors as red and blue are mostly likely to boost consumers to purchase as compared to colour as yellow which according to this study is the least colour when it comes to inducing consumer purchases.

Package Design or shape- This attributes does not only make the product look unique it helps in highlighting the brand name of a company in the store where their product is sold alongside other brands. Additionally, the shape of the product decides the level of convenience it offers towards the product's consumption. In relation to soft drink purchasing, the way in a bottle of a drink is shaped will draw consumers with the exclusivity of the design or perhaps the convenience of its consumption (Chitturi et al, 2019).

Package labeling and product information- The way a product is label or written is the first attribute a potential consumer gets in contact with when seeing a product for the first time. In today's world consumers are more interested in knowing how healthy a product is therefore it is the duty of producers to include a clear product information in order to ease consumer's purchasing decisions (Raheem et al , 2014).

Creativity- more creativity is need in product packaging as it helps in increasing the product attention and ensuring that the product is not monotonous and boring for those intending to purchase it (Wong et al, 2018). Therefore soft drink companies should come with creative packs to draw the attention of consumers towards their products.

Brand Image

The study of Mirabi (2015) describes the term brand as a name or symbol which can be utilized in creating a positive image towards consumers. Positive brand image has positive impact on the purchase intentions of customers. When a company or product portrays a positive brand image consumers are forced to create positive and excellent image of a product in their minds hence dominating other competitive brands in the mindset of consumers. For this reason, a customer will have a possibility to decide which product to give preference and to purchase (Naeem et al, 2015). This will Create customer loyalty and retain the company's market share. Customers are normally loyal to brand, and they do provide recommendations of the brand to others. Several authors such as Naeem et al (2015) have highlighted that repeated a purchase of customers due to long-term loyalty leads to profitability and expansion of the company. Previous studies like (Chin & Harizan, 2017; Mirabi, 2015) have indicated that they are positive relationship between brand image and consumer purchase intentions. Therefore strongly showing that brand image has influence on consumer purchase intention. In addition, Toldos-Romero and Orozco-Gómez (2015) reveal that making consumers aware of brand leads to high

brand association in the minds of consumers. As a result there are high possibilities that brand awareness leads to an increase of consumer decision to buy that brand. Therefore, Haque et al, (2015) suggests that there is Positive or negative attitudes towards brand influence on purchase intention.

Price Fairness

Price can be defines as the money that consumers exchange in return of product or service. It is essential for companies to gain consumers who are willing to pay higher prices in exchange of product or services (Lien, 2015). Price has a relation with price fairness although they have different meanings. Price fairness is explained as a consumer's judgment linked to emotions of how reasonable and distinctive or not distinctive the price of the seller and the price of a comparative other party are. According to a study carried out by Setiawan et al (2016) price fairness is perceived as an essential element in consumer purchase. The study results reveal a positive relation between price fairness and purchase intention as it is relative to consumer satisfaction. In most cases consumer believe that a price is fair when is lower, whenever a consumer refer to price fairness they consider if the price is relative to meet their personal expectations (Konuk, 2018). On the other hand an unfair price is declared unreasonable when it goes against societal expectations Sometimes price fairness is also measure according to quality difference, affordability of the product to every member of the society and accurate product (Setiawan et al, 2016). Several authors such as Amir and Asad, (2018); Kareem Abdul, (2017) indicates that price fairness has an influence on purchasing decisions of consumers. This is because consumer's reaction on price unfairness can decline purchase intentions. More importantly a fair consumer's reaction can increase the chance of a consumer in purchasing a product.

Perceived Quality

Perceived quality is more about consumer's perception of general quality of a particular product or service (Cheng-Ping, 2017). This is more in relation to the

purpose of the product or service as compared to other alternative offered by the market. According to Saleem et al (2015) perceived quality is usually formulated on scope of product specification (reliability, performance and brand). Quality is a useful when it comes to creating competitive advantage. Product quality is regarded as a key factor when evaluating purchase intention. Asshidin et al, (2016) states that quality is seen as a continuous cycle of improvement and it continues to cause an increase in product performance and consequently meeting the consumer's needs. Therefore this is why it is important for marketers to study and know consumer's thoughts and perception towards a product's quality. Perceived quality is said to have positive influence on consumer's purchase intention. Thus the higher the perceived quality product possesses the more consumers are willing to purchase that product as opposed to lower quality products perceived (Yan et al, 2019).

Taste

The taste of a product plays a major influence when it comes to customers purchasing that product. Different authors like Machiel & Karnal (2016); Burton et al (2009) spoke highly of how taste influence consumer purchase intentions of both soft drinks and other products. When reporting on the topic of taste, Shahzad et al (2019) states that taste can be either sweet, sour, dry or any feeling that a consumer may express towards a product. According to Lee (2015) the way in which a product is process can lead to a pleasant taste appreciated by the consumer thereby becoming a determining factor in the purchase intention. The study of Nakmongkol (2009) highlights that soft drinks can be categorized according to their ingredients thus either carbonated or none carbonated. Hence, consumers get to distinguish and select or buy their preferred taste depending on these categories. Some consumers have intentions to purchase soft drinks because of their carbonated taste or non carbonated taste (Ubeja & Patel, 2014). Even though all the authors discussed in the literature review have provided their opinion about factors influencing consumer purchase intentions there seem to be lack of a clear overview of these factors and certain questions as what factors is the most influential towards consumer purchase

intentions still remain unaddressed. As a results , this paper aims to once again identify and fully examine factors influencing consumer purchase intentions and consequently, select the most influential factor that influence consumer purchase intentions.

Research gap

The above literature review was carried out as a way of exploring, assessing and understanding various factors which influence the consumer purchase intentions. After a clear literature review it is obvious that all authors were more concentrated on consumer purchase intentions towards a particular brand of soft drink or a particular product. Even though sufficient research has been carried out to measure factors that influence consumer purchase intentions or consumer attitude directed towards a country or a continent, there are no signs or any research that has been carried out on this topic based on the viewpoint of Botswana consumers. Therefore, this study closes this gap by carrying out a research on specifically factors influencing consumer purchase intention of soft drinks in Botswana. Additional, the study is based on the new arrivals to the soft drink industry (Spar) other than using the most popular brand like Coca - Cola and pepsi in the literature reviewed above. This study will be of help to the soft drink industry as it might be able to identify industry loopholes henceforth taking relevant decision towards improving the products attributes or services.

Research methodology

This section presents the methodology that the researcher will use in this study. The researcher's methodology explores the following; research design, Data collection method, sampling design, target population and Data analysis.

Research Hypothesis Construction

Based on the literature review previously discussed in chapter 2, there are five factors constructed, developed and used in examining this research. These include product packaging, Brand image, price fairness, perceived quality and taste. It is therefore estimated that these five factors are factors influencing consumer purchase intentions of soft drinks in Botswana. Consequently, this research assumes:

H1: Product packaging positively influences consumer purchase intentions of soft drinks.

This hypothesis is based on the assumption that the appearance of the product or the design of a product influence consumer's purchase intentions. This is to say if a product looks more appealing it triggers the consumer's behavior toward the product. Henceforth, the consumer will be likely willing or intending to purchase that product.

H2: Brand image positively influences consumer purchase intentions of soft drinks.

Previous studies as Mirabi (2015) have revealed that when companies make consumers aware about their brand its leads to high brand association, therefore there are high possibilities that brand awareness leads to an increase of consumer decision to buy that brand. Thus if the brand image of the company is well perceived, the consumer purchase intentions of the product is likely to be high. Therefore the researcher adopted this hypothesis based on the above concept.

H3: Price Fairness positively influences consumer purchase intentions of soft drinks.

It is essential for companies to gain consumers who are willing to pay fair prices in exchange of product or services. Therefore price is perceived as an essential element in consumer purchase. Price fairness is relative to consumer satisfaction. Lien (2015) indicates that price fairness has an influence on purchasing decisions of consumers. Thus when consumer is satisfied due to fair price, their purchasing intention behavior also changes. Normally, consumer perceives the price to be fair when is lower and this increase their intentions to purchase a product. As a result, the researcher based this study's hypothesis on these bases.

H4: Perceived quality positively influences consumer purchase intentions of soft drinks.

Perceived quality is more about consumer's perception of general quality of a particular product or service. This is more in relation to the purpose of the product or service as compared to other alternative offered by the market. Product perceived quality is regarded as a key factor when evaluating purchase intention. Consumers will be more inclined and go for more of the product they perceive to be of higher utility than products which offer them low utility. Utility is the satisfaction derived from the consumption of a good, there is a positive link between utility and quality. Based on the above literature review, this hypothesis was made.

H5: Taste positively influences consumer purchase intentions of soft drinks.

This hypothesis is developed and constructed on the assumption that consumers believe that Taste has a positive relationship consumer purchase intention of soft drinks. Because more literature asserts that consumer's have intentions to purchase a soft drink looking on whether the soft drink taste sweeter or sour or any taste that the consumer might prefer at that particular moment. Some consumers may prefer carbonated soft drink whereas some may prefer non-carbonated. This is because this two categorized soft drink portray different taste though they are all classified as soft

drinks.

Conceptual Framework

With reference to the constructed hypotheses above, this study suggest a conceptual framework (see figure 3.1 below) that picture consumer purchase intentions and factors that influence consumer purchase intentions. Imenda (2014) describe conceptual framework as a group of knowledge and principles gathered from related fields of examination and are utilized to set a layout of a research. Conceptual frameworks has been adopted from previous literature on consumer purchase intention topic as a way of addressing the research problem of this study and meet the goal set to it. The figure 3.1 below highlights relation between independent variables with the dependant variables. The independent variable in the research include Product packaging, Brand image, price fairness, perceived quality and taste. Whereas consumer purchase intention is regarded as dependent variable. Henceforth, this dissertation is carried out to find out the relationship between these variables and determine their degree of influence on Spar brand consumer purchase intention.

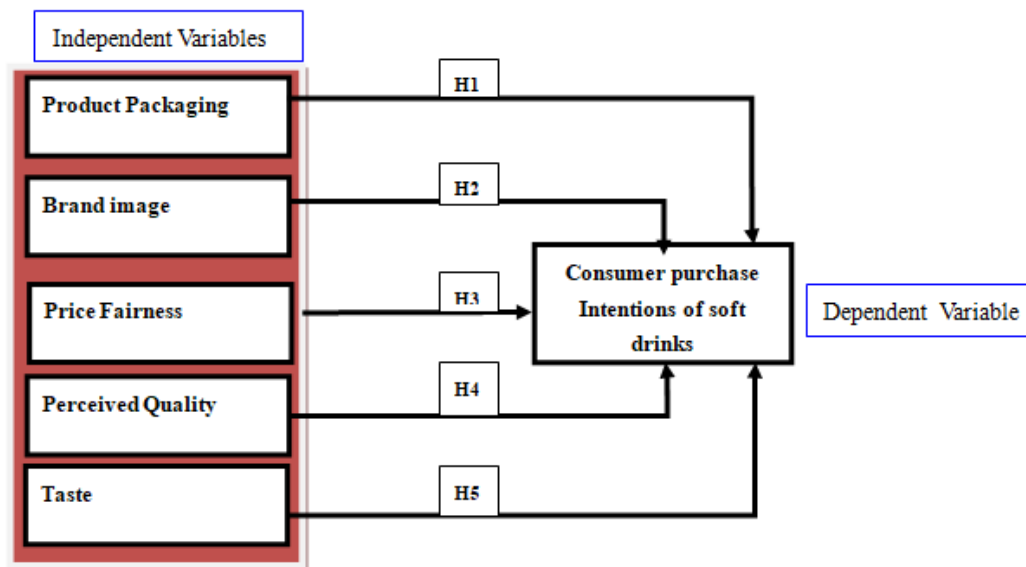


Figure 3.1 Proposed conceptual framework
(Source: Organized by the current thesis)

Research design

The study of Creswell (2014) describes a research design as an arrangement of explaining procedure on how a researcher intends to carry his or her research. Creswell (2014) outline qualitative, quantitative and mixed method approaches as the three types of research design available to researchers. In particular this study will focus on using quantitative method. The researcher finds quantitative method to be suitable for this particular paper, because this study is carried out with the primary aim of acquiring data that describes an on hand phenomenon by questioning consumers about their perception, attitude and purchasing intentions towards Spar soft drink brand. Through quantitative method the researcher is able to quantify, present and analyze the data collected from the consumers.

Source of Data

There are two major ways of classifying information namely primary or secondary data and there are various ways of collecting this data (Rai, 2011). This study aims to use both primary and secondary data.

Primary Data

Primary data is known to be the unique and original information which has been never published before and is mostly gathered for the first time to solve a specific research problem. This type of data has many methods which can be used to collect it. These includes; Observation, questionnaires, interview and many more. With regards to this study, primary data has been used to carry out the study as the main methods to instigate the factors influencing consumer purchase intentions of spar branded soft drinks. This study uses a survey questionnaire to collect the original data. To elaborate more all the relevant information about data collection procedure for this study are discussed below:

Secondary Data

Secondary data is considered to be the data that already exist and it's availed by other sources. It is known to be organized and developed by previous author and it is utilized for a purpose rather than solving an existing problem at hand.

Furthermore, this method of data collection can be used as reference point for the second writer. This dissertation has utilized this method as the literature review was formulated from different sources online provided by Zhejiang Normal University library which includes EBSCO and Web of science, emeralds, Google scholar, articles and Journals. However, majority of the secondary data used in this study are Journals and electronic Journals as they provided the researcher with recent and updated data related to the study topic of factors influencing consumer purchase intentions of soft drinks.

Data collecting Method

According to the study Rai (2011) to carry out Quantitative research requires a large number of sample sizes this is because is used to compare or correlate the population attributes so that the findings can be generalized to the population.

Thus the researchers normally use sample to estimate the whole population. Therefore this dissertation selects sampling as a method to acquire information to discover the accuracy of the data from the whole population.

Target population

The initial step is to identify the target population. With regards to this study the target population will be focused on all Batswana consumers of Spar branded soft drink in Gaborone. Participate in this study were chosen using a sampling judgment. This study does not need to survey every consumer in Botswana to get accurate results as a sample is considered equivalent to the whole population. This is why the researcher decided to adopt the concept of sampling. Through this concept the researcher will get suitable information corresponding with the purpose of the study.

Sampling frame and Sample size

The field of study was carried out with Spar branded soft drink consumers in Gaborone city as the second step. For this reason, Gaborone city is considered be the sampling location. Gaborone city is the largest capital city of Botswana which enables the researcher to collect enough and appropriate data of individual research. The researcher will therefore collect data from 200 target participants by distributing

online survey questionnaires and personal handouts survey questionnaires.

Sampling technique or method

Thirdly, the researcher identified a sampling method. With reference to the study, the researcher used one criteria of selecting participates called convenience sampling. This is a non- probability method which involves getting participants wherever you can find them and typically wherever is convenient for the researcher. Another reason for applying this method is because it is time and cost effective therefore fighting the limitations of time and funds. As such the researcher for this study distributed the survey questionnaires to any consumer of Spar soft drink brands who were readily available at that convenient time.

As outlined above, this research had 200 participates per respondents .This means that the sample size that is chosen by the researcher from the target population is considered to be 200.The 200 participates were asked to provide all accurate answers to the survey questions.

Data instruments and Questionnaires Design

This study uses online or personal handouts or printed out survey questionnaire as an instrument to collect data for this study. Firstly the researcher personally distributed survey questionnaires to consumers of Spar branded soft drinks. In addition, to reach out to more people and to allow easy convenience the researcher used an online survey questionnaire distribution. The use of the online survey questionnaire allowed the researcher to reach more respondents quickly and easily by sending links of the survey questionnaire through Facebook app. Through Google forms an online survey questionnaires was created (click on the link to view the questionnaire <https://forms.gle/DrhH268hfwFzaPuKA>). In about 3 weeks the researcher had successfully distributed and collected all the 200 answered questions from the personally print out survey questionnaires and online survey questionnaires. More data was obtained through printed out survey as opposed to online survey questionnaires.

The way in which a questionnaire is design is considered as the most important

element past data collection process. A well – designed survey questionnaire allows the researcher to collect accurate data that correspond with the purpose of the study. The survey questionnaire of this study begins with an introductory part which includes the name of the researcher and it explains the aims or motives of the research as well as providing assurances of confidentiality of information within the questionnaire. There are three different sections in the questionnaire that follows immediately after the introductory part .The first section of study namely section A provides five Demographic questions which gives basic information about the participants. This section includes questions about gender, age, monthly education as well as occupation of each participant.

The second part of the questionnaire (section B) consists of about five (5) questions concerning consumer’s purchasing habits towards Spar branded soft drinks. The last section of the questionnaire is section C providing questions about factors influencing consumer purchases of Soft drink (Spar) products. The section asks respondents questions related to the independent and dependant variables of this study. With regards to the kind of questions asked throughout the questionnaire, the survey used variety of type of questions. For instance closed-ended questions will be used for section A and B which provided multiple option but only one answer selected, As for section C, the researcher will apply a 5-point Liker scale ranging which will help in measuring factors influencing consumer purchase intentions of respondents with reference to the questions in the questionnaire and it will be designed as follows:

	<i>Variable measured e.g. Product packaging</i>	<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
PP1	Question text	1	2	3	4	5

Figure 3.2 Sample of Questionnaire design
(Source: Adapted from Boone & Boone (2012))

The questionnaire will simply provide an instruction to the respondents to indicate the extent to which they agree or disagree with each statement using 5 point liker scale as shown on the table below:

Table 3.1 Likert Scale as per Numerical measurement

Measurement	Numerical
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

(Source: Boone & Boone (2012))

Data analysis techniques

The most essential part of this dissertation is the data analysis and the determinant Or the influencer for the success of the data analysis is data analysis techniques. Computer software called SPSS will be used as an instrument analyzing the data in this study. The information obtained after data collection will be inputted into the SPSS for the computer software to assist the researcher with statistical analysis. The analysis procedures applied in this study include; reliability test, descriptive and inferential statistical analysis. Henceforth the details of this procedures and techniques are discussed below:

Descriptive analysis

Descriptive analysis is a term that quantitatively describes, shows or summaries a set of data that has been accumulated. This analysis technique helps researchers to describe, imagine and summarize a set of data in a meaningful way that ensures easier interpretation. Data description can be done generally in two statistical ways which include measurement of central tendency and measurement of spread. Measure of spread is the type of descriptive analysis that is used to describe the status of the spread out of the score towards a group of data. It can be demonstrated by the using a number of statistic including standard deviation, the range, absolute deviation, variance and quartiles. On the other hand, measure of centre tendency can be utilized when describing the central position of a frequency distribution for a set of data. Normally is shown by using a number of statistics such as mode, median

and mean. As a way of understanding and ensuring improvement in visualization of data for the viewers, graphs and chart can be used to demonstrate or show the information of the data collected. Descriptive analyses are made easy by the use of computer software called SPSS.

Inferential Statistical Analysis

As opposed to descriptive statistical analysis, the inferential statistical analysis is mainly used for to make inference of data obtained from a sample to more general conditions of a larger population. With regards to this dissertation, the inferential statistics is utilized to experiment the relationship between independent variable and dependent variables. The independent variable in this study is consumer purchase intention whereas dependent variables include price fairness, perceived quality, taste, brand image and product packaging. Most of inferential statistics comes from a general family of statistical model called general linear model. This may include t-test, analysis of Variance, and analysis of covariance, regression analysis and many more. However this study will be based on multiple linear regression analysis.

Multiple regressions are inferential technique used to learn more about the relationship between several independent variable and dependent variable. Since the purpose of this research is to find out and assess the strength of relationship between consumer purchase intentions and several factors as brand image, price fairness, perceived quality, taste and product packaging multiple regression analysis technique is said to be suitable for this study. It is very important to determine if the relationship between the independent variable and dependent variable is statistically significant or not. When assessing the possibility of the link between the independent and dependent variable the researcher will consider an important value referred to as p-value. This p-value is calculated in the multiple regressions.

The universal concept states that normally when the p-value is low thus less than

0.05, there is a statistical significant in between our variables. In construct, there is no significant relationship between independent variables and dependent variables if the p-value is greater than 0.05. A coefficient R value will be measured to determine the most influential factor towards consumer purchase intentions. If the r value is high it will have a strong impact on the dependent variable. This is done after determine which independent variable have a relationship with the dependent variable.

Reliability measurement

To measure reliability and internal consistent in this research Cronbach's alpha test will be used frequently. Cronbach's alpha is predicted to be an inferior bound but yet the simplest consistency of psychometric test (Tavakol & Dennick, 2011). There is a clear view that the alpha can be analyzed as the expected correlation of the two tests measuring similar construct. From definition, the researcher makes assumptions that the average correlation of a test of items is used as a correct estimation for the average correlation of all items pertaining to a specific construct (Taber, 2018). In many times the most recognized Cronbach's alpha's rule is explained in the table below:

Table 3.2 Cronbach's alpha rule

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

(Source: Adapted from Tavakol and Dennick (2011))

The value of Cronbach's Alpha ranges from 0 to 1, where 1 is regard as the highest reliable internal consistency whereas 0 is said to be the lowest internal constancy.

According to the analysis, there are possibilities of acceptable if the results of Cronbach's Alpha in the internal consistency test between variables exceed 0.7. Furthermore the reliability and consistency of survey question can be recognized only when it's larger than 0.7

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Findings / Results

This Chapter intends to provide an analysis of the data gathered through online survey and printed out questionnaires as mentioned earlier in Chapter 3 of the study.

Descriptive analysis of demographic and general information

As stated and discussed previously under the methodology chapter, the researcher has collected 200 respondents from spar branded soft drink consumers in Gaborone Botswana. The questionnaires were distributed personally by hand in a printed form and through online survey by the researcher. Therefore, below is a demographic profile of those respondents presented in a table and diagram.

a) Gender

Table4.1 Gender of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	85	42.5	42.5	42.5
Female	115	57.5	57.5	100.0
Total	200	100.0	100.0	

(Source: Organized by the current thesis)

Table 4.1 and Figure 4.1 Gender of respondents above demonstrate that from 200 respondents of the survey questionnaires, 85 people are males hence accounting for 42.5%, whereas 115 females responded , taking account for 57.5%. Even though there is a difference between the total number of males and females who responded, there is a close margin between the respondents. However it is worth noting that more female responded as compared to males.

a) Age

Table 4.2 Age of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 -30 years old	96	48.0	48.0	48.0
31 - 40 years old	57	28.5	28.5	76.5
41 - 50 years old	39	19.5	19.5	96.0
51 and above years old	8	4.0	4.0	100.0
Total	200	100.0	100.0	

(Source: Organized by the current thesis)

The table 4.2 Age of respondents above outlines the following; how many respondents are in each level of age category (Frequency) , the percentage of the level of that age category as well as the combined total frequency of each level of category at or below that level (Cumulative percent). Whereas the pie chart demonstrate the frequency of the age of respondents. These two figures specifically show that out of the 200 questionnaires that were distributed 96 respondents were recorded to be between the 18 to 30 years old. A recording of 57 respondents were obtained for 31 -40 years old; whereas 39 respondents were registered for age group of 41 - 50 years old. Lastly for the age group of 51 and above only 8 respondents were obtained.

b) Education

Table 4.3 Education level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than high school diploma	40	20.0	20.0	20.0
High school diploma	45	22.5	22.5	42.5
Undergraduate degree	92	46.0	46.0	88.5
Post graduate degree and above	23	11.5	11.5	100.0
Total	200	100.0	100.0	

(Source: Organized by the current thesis)

As illustrated from the table 4.3 and figure 4.3 Level of Education above, it can be seen that the highest respondents were obtained undergraduate degree category. The

percentage of this category is 46% with approximately 92 numbers of respondents (frequency). The category of High school diploma recorded 22.5%, which is equivalent to 45 number quantities of respondents. On the other hand, less than high school diploma and Post graduate degree and above categories received fewer respondents of 20% and 11.5 %. The Category of post graduate degree and above received the lowest number of respondents by 23 in quantity. Henceforth the majority of respondents in this survey are undergraduate degree group.

c) Current Occupation

Table 4.4 Current Occupation of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	54	27.0	27.0	27.0
Employed (Public or private administration)	47	23.5	23.5	50.5
Valid Self-employed	80	40.0	40.0	90.5
Unemployed	19	9.5	9.5	100.0
Total	200	100.0	100.0	

(Source: Organized by the current thesis)

Based on the table 4.4 and figure 4.4 Current Occupation an observation is made that, majority of respondents in this survey category is self employed individuals by 40%. This shows that most people who purchase spar soft drink brands are those who owned their own business. The highest second respondents are students with 27%. However from the table above it can be seen that there is little difference between numbers of student responded and employed respondents (27% comparison with 23.5%). Lastly, unemployed respondent quantity is 19 people with 9.5% in total.

d) Monthly income earned

Table 4.5 Monthly income earned by respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below 5000 pula	79	39.5	39.5	39.5
5001 - 10 000 Pula	58	29.0	29.0	68.5
10 001 - 15 000 Pula	39	19.5	19.5	88.0
15 000 - 20 000 Pula	14	7.0	7.0	95.0
Over 20 000 Pula	10	5.0	5.0	100.0
Total	200	100.0	100.0	

(Source: Organized by the current thesis)

The majority of the respondents in this survey earn below 5000 pula with 79 numbers of respondents which is equivalent to 39.5%. The second highest number of respondents are people who earn 5001 to 10 000 with 29% which is equivalent to 58 people. Following after this group is respondents who earn 10 001 -15000pula with 19.5 % and equivalent to 39 respondents. Only 7% respondents earn 15 000pula to 20 000 pula whereas the lowest respondents were from the group of Over 20 000pula with 5% (10 respondents). In general, it can be concluded that the participants taking part in the survey research are people who earn below 5000pula. With the aim of knowing the respondents purchasing behavior and habits and past experience towards Spar soft drink brand and to find out what kind they like most, the following general information questions were asked directly to the respondents:

Table 4.6 how often you consume Spar branded soft drinks.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Daily	94	47.0	47.0	47.0
Weekly basis	59	29.5	29.5	76.5
Monthly basis	47	23.5	23.5	100.0
Total	200	100.0	100.0	

(Source: Organized by the current thesis)

It can be seen from table 4.6 and figure 4.6 that the largest proportions of respondent

who drink Spar soft drink brands consume it daily with 47%, followed by those who drink it on weekly basis with a percentage of 29.5%. On the other hand, the percentage number of respondents who consume Spar soft drink brand in monthly basis is a bit low as compared to other consumption times by 23% with only 47 participants.

Table 4.7 Which Spar branded soft drink do you usually drink?

	Frequency	Percent	Valid Percent	Cumulative Percent
Carbonated Apple flavor	23	11.5	11.5	11.5
Cola Flavor	90	45.0	45.0	56.5
Valid Cream Soda	46	23.0	23.0	79.5
Ginger Flavor	24	12.0	12.0	91.5
Lemon Flavor	17	8.5	8.5	100.0
Total	200	100.0	100.0	

(Source: Organized by the current thesis)

The above table 4.7 demonstrate that out of the 200 questionnaire distributed about 90 respondents have declared Cola flavor to be most frequently consumed Spar soft drink brand with 45 percent. Therefore this flavor occupies a larger share of the pie chart. The second flavor that is consumed a lot is cream soda with 46 respondents thus 23%. Ginger Flavor follows with 24 respondents (12%) whereas Lemon is least flavor consumed with only 17 responds which equals to 8.5 % as shown on the pie chart above.

Table4.8 which size formats do you usually buy in Spar supermarket?

	Frequency	Percent	Valid Percent	Cumulative Percent
330ml can	94	47.0	47.0	47.0
Valid 2 liters bottle	60	30.0	30.0	77.0
440ml can	46	23.0	23.0	100.0
Total	200	100.0	100.0	

(Source: Organized by the current thesis)

Based on the above Table 4.8 and figure 4.8 it is clear that the most Spar soft drink brand that respondents buys a lot is 330ml can with 94 respondents therefore

equivalent to 47%. The next size format to be bought by respondents is the 2 little bottles with a percentage of 30 whereas 440ml can is the least size format that the respondents buy with 23 percent which is equivalent to 46 consumers.

Reliability test

Table4. 10 Results of Reliability test

Variable	No items	Alpha Cronbach's
DEPENDENT VARIABLE		
Consumer purchase Intentions	4	0.941
INDEPENDENT VARIABLE		
Product packaging	3	0.915
Brand Image	2	0.980
Price Fairness	3	0.903
Perceive Quality	3	0.919
Taste	3	0.873

(Source: Organized by the current thesis)

The reliability analysis is applied in this study to check the suitability of both the dependent variable and Independent variable (Tavakol and Dennick, 2011). According to the rule of thumb as explained in the methodology, the reliability test value is regarded to be poor when it is ranked 0.6 and below. On the other situation, a reliability test value that is 7.0 is said to be good acceptable and any of those above 0, 8 and 0.9 is said to be good and excellent.

Therefore, with this rule of thumb application, it is concluded that both our independent and dependent variable possess the reliability value that is good and excellent. That is with reference to table 4.3 analyses above, all the independent and dependent variable are in the acceptable level of internal consistency this is because their Cronbach's alpha figures are ranged between 0.8 and 0.9. The following are the reliability coefficient 0.941, 0.915, 0.980, 0.903, 0.919 and 0.873 Since all the numbers are closer to Cronbach's alpha value 1 a conclusion is made that there is a greater consistency.

Inferential Statistical Analysis

This study run and interprets the inferential statistical analysis to get a clear explanation of the relationship or influence that exists between depend variable and independent variable. Pearson Coefficient correlation and Multiple Regression are the inferential statistical analysis types that have been used to evaluate and interpret data in this study.

Pearson Correlation

To measure the degree of the linear influence between the independent variables and dependent variables, which include product package, brand image, price fairness, perceived quality, taste and consumer purchase intention the process of Pearson correlation coefficient is used respectively.

Table4. 11 Pearson Correlation output

		Consumer purchase intention	Product package	Brand image	Price fairness	perceived quality	Taste
Consumer purchase Intension	Pearson Correlation Sig.(2-tailed) N	1 200					
Product Package	Pearson Correlation Sig.(2-tailed) N	.372 .000 200	1 200				
Brand image	Pearson Correlation Sig.(2-tailed) N	.250 .000 200	.551 .000 200	1 200			
Price fairness	Pearson Correlation Sig.(2-tailed) N	.325 .000 200	.562 .000 200	.700 .000 200	1 200		
Perceived quality	Pearson Correlation Sig.(2-tailed) N	.474 .000 200	.516 .000 200	.533 .000 200	.610 .000 200	1 200	
Taste	Pearson Correlation Sig.(2-tailed) N	.231 .000 200	.459 .000 200	.388 .000 200	.424 .000 200	.437 .000 200	1 200

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

(Source: Organized by the current thesis)

The table 4.11 indicates Pearson correlation results between the independent variables; product packaging, brand image, price fairness, taste, perceived quality and dependent variable; consumer purchase intention. The results indicate that the independent variables are below 0.500 with a range between 0.231 and 0.474. This shows that our independent variables, weakly influence consumer purchase intentions of Spar soft drink brands among Botswana consumers. For instance, the correlation coefficient value between product packaging and consumer purchase intention is 0.372, brand image is 0.250, price fairness is 0.325, and perceived quality is 0.474 whereas taste is 0.231. This means that product packaging, brand image, price fairness, perceived quality and taste weakly influence consumer purchase intentions of Spar soft drink brands among consumers in Botswana.

Furthermore, the table shows that the significance levels of all our independent variables (product package, brand image, price fairness, perceived quality and taste) are recorded to be < 0.001 while less than alpha 0.05 thus p-value equals to 0.000. This indicates that the tests are significant meaning there is an influence or link between independent variable (product packaging, brand image, price fairness, perceived quality, taste) and dependent variable (consumer purchase intentions).

Even though proper results are obtained from the correlation analysis with regards to the relationship or influence between the dependent variable and independent variables, Multiple Linear regression analysis was still required to be performed. As it is used to show exactly how each independent variable influence the dependent variable and what level or degree it contributes to the overall influence as an individual value. This is why the researcher carries out the following area of study; multiple linear regression analysis.

Multiple linear Regression Analysis

Multiple Regression analysis is used in this research as it is believed to be the best and most important method to be utilized towards the quantitative data analysis. This method is known to be an extension of correlation analysis and its uses are to create a relationship or influence between a dependent variable and either one or more independent variables, in a model form (Pandis, 2016). Furthermore multiple linear regressions also helps to establish the significance of each independent variables and the way in which they affect the dependent variable (Anghelance & Sacala, 2016).The reason why this research uses a multiple linear regression is because the research aims to find out the influence between a response variable (y) and several explanatory variables (x^p). This method allowed an easy assessment of the influence of independent variable (product packaging, brand image, price fairness, perceived quality and taste) on consumer purchase intentions (dependent variable). Additionally, the key influential factor that influences consumer purchase intentions is identified through the multiple linear regression method.

Table4.12 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.502 ^a	.252	.233	1.01659

a. Predictors: (Constant), Taste, Brand Image, Perceived Quality, Product package, Price Fairness

(Source: Organized by the current thesis)

The summary model above is used in determining whether analyzing the predictors as group may or may not predict consumer purchase intentions of spar soft drink brands in Botswana. According to the Table Model summary, the R value =0.502, R Square = 0.252 and Adjusted R Square = 0.233. R Square = 0.252 indicates that taken as a set, predictors Taste, price fairness, perceived quality, brand image and product package accounts for 25.2 percent of the variance in consumer purchase intentions. Thus 25.2 % of consumer purchase intention of spar soft drink brands can be explained by taste, price fairness, perceived quality, and brand image and product

package. This furthermore indicates a weak positive influence or slightly fit between the dependent variable and independent variable as 74.8 % of the variance in consumer purchase intention stayed unexplained. Even through the results show a weak influence the researcher concludes that product package, perceived quality, brand image, taste and price fairness still influence consumer purchase intentions of Spar soft drinks brand. In conclusion showing that, this model is fit to explain the variation in dependent variable by the independent variables.

Table4.13 ANOVA in regression

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	67.602	5	13.520	13.083	.000 ^b
	Residual	200.492	194	1.033		
	Total	268.094	199			

a. Dependent Variable: *Consumer Purchase Intention*

b. Predictors: (Constant), *Taste, Brand Image, Perceived Quality, Price Fairness, Price Fairness*

(Source: Organized by the current thesis)

The researcher uses the ANOVA test in the table above to determine whether the R Square is significantly greater than 0. Additionally, it is important to focus on the F-statistic to determine whether the model is ideal for the data, this is used as a test of significance of R Square. Henceforth, much focus is directed towards the 'Sig' column of the table, which is shown to be 0.000. Since the sig = 0.000 which is below 0.05 all independent variables are said to be statistically significant to influence the dependent variable $F(5,194) = 13.083, P < 0.001$.

Table 4.14 Coefficients in multiple regressions

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.435	.348		4.127	.000		
1 PRODUCT PACKAGE	.248	.101	.203	2.470	.014	.572	1.750
BRAND IMAGE	-.113	.103	-.099	-1.090	.277	.466	2.148
PRICE FAIRNESS PERCEIVED	.045	.109	.040	.415	.679	.412	2.430
QUALITY	.416	.085	.406	4.876	.000	.556	1.797
TASTE	-.017	.071	-.018	-.246	.806	.722	1.385

a. Dependent Variable: Consumer Purchase Intention

(Source: Organized by the current thesis)

The last table coefficient indicates how the regression model is planned when detailing the value of multiple regressions to check if all the five independent variables are statistically significant to the dependent variables. This means that the output of the table 4.14 above conveys the likelihood of the relationship between factors that influence consumer purchase intentions and consumer purchase intentions. Furthermore the results also state the strength of influence toward its each factors and the dependent variable. Henceforth, the results of the test of significant are interpreted as follows:

Product packaging has a positive significant influence on consumer purchase intention.

From the table above 4.14 it is shown that product package has positive significant influence on consumer purchase intentions this is because its P-value is 0.014 lower than the significant level of 0.05 and its t-test is 2.470. In addition, the Beta value (standardized coefficient) for product packaging is 0.203 which express positive influence of product packaging towards consumer purchase intention of Spar Soft drinks. It is concluded that product package has positive significant influence on consumer purchase intention. Therefore, H1 is verified.

Brand Image has no significant influence on consumer purchase intention.

The results of table coefficient reads that second independent variable (brand image) has no significant influence on consumer purchase intention with the p-value of 0.277 (sig) , higher than 0.05 significant level and a t-test of -1.090. The negative sign in the t-test demonstrate a change of direction towards the impact of the subject being studied. Furthermore, Brand image carries a beta value of -0.099 thereby expressing negative influence instead of positive results as hypothesized. This concludes that Statistically Brand image has no positive significant influence on consumer purchase intentions of Spar soft drinks in Botswana. Hence, H2 is not verified.

Price fairness has no significant influence on consumer purchase intention.

Price fairness have been proven to have no significant influence on consumer purchase intention as it portrays a p- value = 0.679 (sig) higher than significant level 0.05 and t-test of 0.415. As seen in table 4.14 its beta value 0.040, expressing positive influence price fairness towards consumer purchase intention. Consequently, H3 is not verified.

Perceived Quality has a positive significant influence on consumer purchase Intention

The following factors to be considered to have a positive significant influence on consumer purchase intention is perceived quality with p-value is 0.00, which is lower than significant level of 0.05 and its t-test is 4.876. Besides, beta value (standardized coefficient) is 0.406 which express that the influence of perceived Quality on consumer purchase intention is positive. Consequently, verifying H4 as hypothesized by the researcher.

Taste has no positive significant influence on consumer purchase Intention

According to the table 4.14 shown in chapter 4, the Significant level of Taste is a recorded as p-value = 0.806 which is higher than significant value of 0.05 and t-test of

-0.246. The negative sign in the t-test demonstrate a change of direction towards the impact of the subject being studied. In addition, its beta value is -0.018 which express that the influence of Taste on consumer purchase Intention is negative. Therefore, confirming that H5 in not verified.

Variable with the largest impact or influence on consumer purchase intention

Apart from testing the Hypothesis of this research the multiple regression tables 4.14 above contributes towards meeting the objective of identifying the most influential consumer purchase intention factor towards spar soft drinks. Therefore, table 4.14 with standardized coefficients (Beta value) can be used to identify the most influential variable that is, the higher the beta of the variable the most influential or the larger the impact of a variable on consumer purchase intention. Therefore, a result show Perceived Quality as the most influential factor towards the influence consumer purchase intention because is carries a beta value of 0.406 and p -value of 0.00. While Product packaging is the second highest factor that influence consumer purchases intention with the beta of 0.203 and p- value 0.014. On the other hand, Taste is recorded to be the least with beta value of -0.018.

Based on the coefficients scores of model's predictors, conclusion is made that consumer purchase intentions for Spar soft drinks can be expressed by the following multiple regression equation as:

$$Y = A + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + B_5X_5$$

Whereas:

Y= Consumer purchase Intentions of Spar soft drinks

A = as constant, Value of Y when X become Zero

X= Dimension of consumer purchase Intention

B1= Product Package

B2= Brand Image

B3= Price Fairness

B4= Perceived Quality

B5= Taste

Henceforth, the multiple regression equation can be formed as: $Y = 1.435 + 0.203(B1) - 0.113(B2) + 0.045(B3) + 0.0416(B4) - 0.017(B5)$

Checking Multicollinearity in Regression

Accordingly, the coefficient table 4.14 can be used to detect a situation of Multicollinearity under the column Collinearity statistics (Tolerance and VIF). Multicollinearity is statistical situation in which two or more independent predictors (X1 and X2) are highly correlated with each other. This is a problem because in multiple regressions, an assumption is made that X-variables are independent of each other, therefore they contain a unique piece of information about Y. For this reason, an assumption is made that only Y may depend on X1 and X2. Whereas X1 and X2 (independent variables) are prohibited from depending on each other. To check the problem of Multicollinearity the researcher concentrate on Tolerance and VIF column (see table 4.14). According to this study all variables recorded VIF values less than 5 this concludes that the model used in this study does not suffer from Multicollinearity (product package= 1.750, Brand Image= 2.148, Price Fairness= 2.430 , perceived Quality = 1.797 and Taste = 1.385) .As the rule of thumb clearly states that Multicollinearity exists if VIF is more than 5. Tolerance results from table 4.14 shows that all variables are found to have values above 0.1 once more indicating no possibility of Multicollinearity.

Control Variables in Multiple regression

To obtain an unbiased estimate of a casual effect in multiple regressions, there is a need to ensure that the coefficient on the casual variables of interest does not suffer from omitted variable bias. Therefore, it is important for control variables to be added to the regression with the hopes of eliminating the Omitted variable biasness. Control variables can be defined as variables that the research is not particularly interested but they tend to correlate with some other explanatory variables and dependent variables. Adding control variable to regression is also of benefit as they

can enable us to perform data sanity check. This research analyze the effects of control variable age, gender, education, monthly income; daily consumption and Occupation of soft drink consumers on coefficient of independent variable when running multiple regressions (*see table 4.15 coefficients in multiple regressions with control variable*). Table 4.15 was performed to enable data sanity check and to resolve the problem of omitted variable biasness. These control variables were selected to be added to regression as they had possibility of correlating with independent variables and dependent variables (consumer purchase intention). For instance:

Age: According to Kumar and Ray (2018) age is defined to be an important demographic factor that is likely to have an effect on consumer purchasing intention of soft drinks depending on different individual consumer behavior. Consumer decision making and consumption are liable to be affected by their age, for instance soft drink market normally target young people aged 18 and 29 as they consume more soft drink than adults.

Gender: Female and males have different perception about different things and this affect their buying choice or intentions. Henceforth they have different decision making patterns. For instance a female are normally impulse buyers while males are not (Kumar and Ray, 2018).

Education/Occupation: Education or Occupation has an effect on how people view things around them and it also affect the level of carefulness or reasoning while intending to purchase a product. For instance Children of lower parental occupation or education status tend to consume more soft drink than those of higher parental occupation or education status. This is mainly because educated people have much knowledge about the health effects caused by soft drinks. Hence are more likely to make few purchases than uneducated parents.

Monthly income: Income is a very essential factor affecting the buying decision. Consumers fall under different income level and as such they have different product choice and buying patterns. For instance consumer with high income may prefer high priced soft drinks as high pricing is normally associated with quality.

Daily consumption: Consumption is also likely to affect buying decision of

consumers. For instance some consumers may intend to purchase soft drink everyday mainly because they take it as a substitute of alcoholic drinks or an after meal complement.

Table 4.15 Coefficient in mutple regression with Control Variable

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error				Beta	Tolerance
(Constant)	1.454	.599		2.425	.016		
Product packaging	.237	.102	.193	2.331	.021	.562	1.778
Brand Image	-.121	.104	-.107	-1.167	.245	.463	2.161
Price Fairness	.057	.111	.051	.515	.607	.401	2.491
Perceived Quality	.414	.087	.404	4.780	.000	.542	1.844
Taste	-.014	.072	-.015	-.198	.843	.700	1.428
Gender	.167	.150	.071	1.114	.267	.941	1.063
Age	-.111	.085	-.086	-1.306	.193	.901	1.110
Education	-.115	.095	-.093	-1.214	.226	.656	1.525
Monthly Income	.043	.066	.043	.657	.512	.911	1.098
Consumption	.076	.103	.053	.739	.461	.749	1.334
Occupation	.005	.096	.005	.056	.956	.588	1.700

a. Dependent Variable: Consumer purchase Intention

(Source: Organized by the current thesis)

Therefore, table 4.15 above demonstrates details of coefficient analysis for independent variables and control variables. The main purpose of this step is to analyze the effects of control variable (age, gender, education, monthly income; daily consumption and Occupation) on the independent variables of interest. This is to draw a conclusion of the impact of control variables on hypothesis result. According to results of table 4.15 above adding control variables to regression have impacts on the beta value and P- value (sig). However, as shown on table 4.15 the impact does

not change the direction of the coefficient recorded by table 4.14 (coefficient on regression on page 44). Meaning the hypothesis results remained the same after controlling for the variables mentioned earlier. For example, adding control variable to regression increase the p-value of product package from 0.14 to 0.21. On the other hand, the p-value for Brand Image, taste, price fairness decreased to 0.245, 0.607 and 0.843 while Taste remained constant with p-value 0.843. Even though independent variables on the new coefficient model experienced an increase, decrease and moderate change towards p-value (sig) , the status or results of the independent variables did not change as compared to the table 4.14 (before adding control variables). The Hypothesis results still holds the same. Thus, the second coefficient output shown by table 4.15 does not contradict the first coefficient output demonstrated on page 44 (table 4.14). Hence, this research concludes that control variable age, gender, education, occupation and others do not have a strong influence or impact towards independent variables and consumer purchase intention. This is because the research hypothesis still holds true after controlling for the variables mentioned above. A conclusion is made that regression results from table 4.14 do not suffer from omitted variable biases as demonstrated by regression results on table 4.15.

Discussion and Conclusion

This chapter provides a discussion of major findings as per each hypothesis and conclusion.

Product Package

According to the table 5.1 shown above ,H1 of this research indicates that product packaging has significant influence towards consumer purchase intention , this means that product packaging is supported or considered as a factor that influence consumer purchase intentions in the case of Spar soft drink brands. These results are in supportive with the existing literature reviewed in Chapter 1. Composition or attributes of a product package like color, bottle design, shape, and labeling and product information have an influence towards attracting consumer with purchasing soft drinks brand (Raheem et al 2014; Chitturi eta al, 2019). For instance the study of Zekiri and Hasani (2015) outlines that certain colors as red are known to set different moods and tend to attract buyers as they draw more attention. In agreement with the literature review Batswana consumer have proven to consider color, shape and information about the product before making a decision of purchasing a bottle of soft drink. Hence why this hypothesis is verified.

Brand Image

According to table 5.1 brand images has no influence with consumer purchase intentions henceforth cannot be supported as one of the factors that influence consumer intentions of Spar soft drink brand. Although this results goes against several authors who indicated a relation between brand image and consumer purchase intention, the results are in solid agreement with Saeed and Mukhtar (2013), this study explains that sometimes brand image may have a weak positive influence towards consumer purchase intentions which may lead to rejection of this hypothesis. Even though Saeed and Mukhtar (2013) results were more focused towards clothing industry it gives us a point that it is not always that brand image

may have a positive influence towards purchasing decisions of a product just as indicated by this study results. This simply implies that Spar soft drink consumers do not consider brand image of Spar as a factor that influence their purchase intentions. The researcher believes that Botswana consumer are mainly interest in the product (soft drink) rather that the image of the brand.

Price Fairness

The results of this study found out that Botswana consumer's view that price fairness has no significance influence on their intention to purchase Spar soft drinks. This implies consumer in Botswana don't consider price fairness as a means of making a decision to purchase a bottle of soft drink. This means Price fairness cannot be considered as a factor that influences consumer purchase intention of Spar soft drink. Hence, Hypothesis 3 is not verified. According to the research price fairness may not be considered as a factor that influence consumer purchase intention as a large population of consumers in Botswana proved to value the quality of soft drinks as opposed to the price. Thus most consumers in Botswana filled that feeling of satisfaction after drinking soft drink is more important than the price tag of a soft drink. Furthermore, due to high competition in soft drink industry, soft drinks companies in Botswana tend to use lower pricing strategy to attract more consumers. Henceforth Botswana consumer prefers using perceived product quality and product packaging rather than being tricked by the price tag. A reason why hypothesis 3 is not supported.

Perceived Quality

H4 reveals that perceived quality also has a positive influence towards consumer purchase intention of Spar soft drink brand and it is considered as a factor that influence consumer purchase intention of Spar soft drink brand. According to Cheng-Ping (2017); Saleem et al (2015) perceived quality has a positive influence towards consumer purchase intention. This author believes that a consumer's perception about the general quality of a particular product is very important as it

influence them whether to have intentions of purchasing a product or not. For instance, if consumers have higher or excellent perception about the quality of a product they are more likely to be willing to purchase that product as opposed to those who perceived the quality being poor. Therefore, the results of this study correlates with the literature reviewed on this hypothesis. In conclusion an implication is made that perceived quality indeed has an influence on consumer purchase intentions of Spar soft drinks brands in Botswana. This makes Hypothesis 4 to be accepted both with knowledge of previous literature and statistically.

Taste

Although the literature reviewed in chapter 1 stated that Taste has an influence towards consumer purchase intention. The results of this study has proven otherwise. This study found out that taste does not influence Botswana purchase intention toward soft drinks. Thus, taste is not considered as a factor that influences consumer purchase intention in relation to Botswana market. This is because Botswana consumers have proven to value the quality of soft drink over taste as recommendation from friends or family members of how a product taste might be misleading. The study of Nakmongkol (2009) highlights that soft drinks can be categorized according to their ingredients (carbonated or none carbonated) and different consumer have different preference. For example Ubeja & Patel (2014) outline that some consumers may have intentions to purchase soft drinks because of their carbonated taste while others prefer non carbonated taste Hence, the believe that this makes it difficult for Botswana consumers to use taste as a decision making measure of purchasing a bottle of soft drink. Leaving hypothesis 5 unverified.

Reasons why Perceived quality has the largest influence or impact on CPI in Botswana

As previously mentioned in the background of this study (chapter 1), Botswana soft drink market is highly competitive and soft drink producers use quality for competitive advantage strategy against their competitors. Therefore consumers are now alert and use quality as decision measure of choosing the best soft drink brand.

Quality is hence regarded as an important factor, in terms of what they expect from soft drink manufacturers and in comparison with how they perceive the quality of competing parties. Soft drink consumers now use how they perceive particular brand's quality as a measure of belief before making a decision to purchase a bottle of a drink. Furthermore, consumers in Botswana are very conscious when deciding to buy a bottle of soft drink due to many various soft drink brands. For this reason, they normally generate and evaluate information about the product quality elements before intending to purchase it. These elements include; performance, feature, reliability and availability. Through the evaluation of these elements, the consumers get to make a decision of how they perceive quality of that soft drink brand. These elements give the consumer the ability to decide to choose qualities over qualities of others. For instance, when we look at the element of performance the research discovered that soft drink consumers in Botswana intend to purchase a product that will be of value by fulfilling their consumer need satisfaction. Therefore, they normally intend to purchase products that satisfy their preference with minimum costs. Secondly, when it comes to product feature element, consumers consider the features and attributes of soft drinks which create a strong sense of preference in consumer mind. They also consider health aspect that comes with a particular soft drink brand. Lastly, Botswana consumers consider the availability of the soft drink and reliability of the soft drink producers to deliver. Through these elements discussed above consumers get to make their perception about the product's perceived quality and the decision to purchase soft drinks. Henceforth, these are the reasons why perceived quality is seen as the largest influencer of consumer purchase intention in Botswana.

Summary Findings

Table 14.16 Summary findings as per Hypothesis

Hypothesis	Significant	Conclusion
H1: Product packaging positively influences consumer purchase intentions of soft drinks	$\beta = 0.203$ $p = 0.014 < 0.05$	Supported
H2: Brand image positively influences consumer purchase intentions of soft drinks.	$\beta = -0.099$ $p = 0.277 > 0.05$	Not supported
H3: Price Fairness positively influences consumer purchase intentions of soft drinks.	$\beta = 0.040$ $p = 0.679 > 0.05$	Not Supported
H4: Perceived quality positively influences consumer purchase intentions of soft drinks.	$\beta = 0.406$ $p = 0.000 < 0.05$	Supported
H5: Taste positively influences consumer purchase intentions of soft drinks.	$\beta = 0.018$ $p = 0.806 > 0.05$	Not Supported

(Source: Organized by the current thesis)

Scientifically, instead of supported, this study indicates whether the hypothesis was accepted or rejected. Thus hypothesis written supported are scientifically accepted whereas those labeled not supported are rejected.

Table 14.16 on page 54 show a summary of the findings of this research, the influence between the independent variable (product packaging, brand image, price fairness, perceived quality and Taste) and dependent variable (consumer purchase intention). Based on table 14.16 an observation is made that two (2) independent variables matched the positive significant predictors of Botswana's consumer purchase intentions towards Spar soft brands. These include Product package and perceived quality. On the other hand, price fairness, taste and brand image were proven not to have any significant influence on consumer purchase intentions. Whereas perceived quality was discovered to be the most influential factor of consumer purchase intentions of Spar soft drink brands in Botswana.

Conclusion

In conclusion, this research has achieved its main objective of studying the factors that influence consumer purchase intention of Spar soft drinks brands in Gaborone, Botswana. Five factors which influence consumer purchase intentions are identified and examined in this study and these include product packaging, brand image, price fairness, perceived quality and taste. Meanwhile, among the entire hypothesis only two are supported (accepted) perceived quality and product package. Whereas price fairness, taste and brand image are the three variables which were not supported (rejected). Most importantly the variable of perceived quality is picked up to be the most influential factor of consumer purchase intentions of spar soft drink brands in Botswana. Furthermore, the researcher used the results analysis from the main findings to make suggestions and recommendation to marketers of Spar supermarkets and other companies in general mainly in the soft drink industry.

Recommendations

From the research results it can be established that perceived quality is the most key influential factor that Spar and other soft drinks companies should take note of when trying to improve consumer's purchase intentions towards their product. Marketers and Managers should invest much towards improving perceived quality if they want to increase consumer purchase intentions of soft drinks. This is with regards to Botswana soft drink market. However, other factors should not be sidelined. Perceived quality is often confused with actual quality; this is a huge mistake made by many. For this reason, it is very essential that marketers make the perceived product quality match the actual quality. This can only be done when the company is certain that consumers have accepted their product to be of good quality (actual quality). Here are three recommendations of how a Spar can make its soft drinks perceived quality match the actual product quality as a way of increasing consumer's intentions toward purchasing their soft drinks;

Spar should make sure that its soft drink quality information is communicated to

consumers continuously using different integrated marketing communication tools such as personal selling, advertising, public relations, sales promotions etc. Secondly, they should allow their soft drinks to speak for its self, thus even though the company's product may be of high-level quality, the company shouldn't boast too much about their soft drink quality as consumers may have high expectation before purchasing the product and may feel less dissatisfied after experiencing the product themselves. Lastly it is very important for a company to consider other factors that may affect the quality of its product like store image, advertising, brand image, price policy and warranty as these will affect perceived quality indirectly. These factors may cause change towards perceived quality either positively or negatively. For instance, Spar should not use the pricing strategy too much as it can decrease the perceived quality of their soft drink as consumers normally believes that extremely cheap products are associated with low-quality products. On the other hand, brand image may not be considered desirable. Apart from all these factors, it is very important that Spar select distribution channels that have well image as this will lead consumers perceiving their soft drinks to be of good quality. I believe that once Spar adopt this recommendation toward its soft drink, perceived quality will improve including profit margins, perceived value, market share gains and more importantly returns on investment and profitability.

Limitation and Direction for future research

Limited Geographical coverage and Small sampling size

During the process of carrying out this study several limitations were encountered although some limitation could be avoided they somehow existed. Firstly, the research utilized a convenience non-probability method which did not represent the whole population of Botswana. The research was carried out only in the capital city of Botswana Gaborone. Due to this the researcher attained a small sampling size of only 200 respondent and the results of the research was generalized only for the sample location used. However, it is notable that this sampling method was of much

benefit as it ensured successful data gathering by saving both the researchers time and money. Furthermore, this study focused more into only one brand, namely Spar soft drink brand. Hence, the results of factors influencing consumer purchase intentions might be different if another research is to be carried out in other industries in Botswana.

Limited Literature on the research topic

The second limitation is towards limited literature on the topic “factors that influence consumer purchase intention on soft drinks”. This forced the researcher to use the literature directed specifically towards a “single factors that influence consumer purchase intention” not “factors that influence consumer purchase intention”. For example influence of product packaging on consumer purchase intention. This lead to few number of independent variables used in the study as the researcher was now more focused on factors that seemed more important when analyzing the Botswana soft drink market. Apart from the five independent variables used in this study there are other factors which were not taken into consideration when mapping out the conceptual framework. This is because the researcher’s was more focused on factors that seem exceptional cited by many previous literatures and especially which seems relatable to soft drink industry of Botswana.

Lack of an important factor (Family/ peer pressure)

This research excluded an important factor of family /peer pressure under the theoretical framework. This is a huge limitation as consumer socialization which happens between family and peer has been well known to have an influence on the drinking behavior of consumers.

Respondents limited by the use of closed questions

Lastly, another limited observed was the way the questionnaire was designed especially the used of close questions. Thus, the use of closed questions didn’t not allow the respondents to fully answer the questions in their opinion but rather

indirectly force respondent to select a particular response category. This action might therefore have an impact in the accuracy and delicacy of the results.

Future research direction

This study is considered to be an opening act to future researchers and marketers to further adopt and develop future research of this study field. The first recommendation that is given to future researchers is to enlarge the population and engage more sampling size. This research was carried out only in Botswana with only 200 questionnaire sent out , hence future researchers can expand the research coverage by engaging more cities in Botswana like Francistown , Jwaneng, Selibe phikwe and other small villages surrounding Gaborone like Moshupa and Mogoditshane. This will help to increase the sampling size to higher numbers like 400 or 600. This action will eliminate the uncertainty of invalid data, un-return questionnaires and ensure successful research processes with accurate data collection. Additionally, future researchers can explore and consider other variables that influence consumer purchase intentions, specifically more Intrinsic factors which may include perceived value, perceived risk, social influences and status. Therefore from this intrinsic factors future researchers can construct a new frameworks. Furthermore, the researchers can extend their research by including relevant theories in their framework i.e theory of planned behavior.

Lastly, marketing is very broad and there is a high need in investigating and assessing consumer's behavior towards other products besides identifying factors that influence consumer purchase intentions of soft drinks. Therefore future researcher can investigate other consumer behavioral acts such as factors that influence impulsive buying, customer's satisfaction as well as consumer buying decision.

Appendix

Instrument 1: Questionnaire

COLLEGE OF ECONOMICS AND MANAGEMENT
CHINA- AFRICA BUSINESS SCHOOL
ZHEJIANG NORMAL UNIVERSITY

My name is Bame Onalethata Kgwatalala. I am student at Zhejiang Normal University, currently carrying out a master's thesis survey focusing on factors influencing consumer purchasing intentions of Spar soft drinks in Gaborone.

The information gathered through this questionnaire will be kept confidential and strictly used for academics purpose. Answers from targeted respondents are required to complete this survey. Therefore, it would be highly appreciable if you provide the accurate information in this regard. Completion of the questionnaire will be considered as consent to participate in the research.

Thanks for your time in filling out this survey.

*Required

ELEGIBILITY QUESTIONS TO SURVEY

If you answered "Yes" to the questions 1 below, please complete the whole questionnaire. Otherwise (if you answered "No"), stop filling the questionnaire.

1. Do you consume Spar branded soft drinks products? * place a tick in the box

a. Yes b. No

SECTION A: Demographic profile and General information

Please Mark your selected answer by ticking inside the box.

1. Gender

a. Male b. Female

2. Age bracket

A.18-30 b.31 - 40

C.41-50 d. 51 and above

3. Your current Level of education

- a. Less than high school diploma
- b. High school diploma
- c. Undergraduate degree
- d. Post graduate degree and above

4. Current occupation

- a. Student
- b. Employed (Public or private administration)
- c. Self-employed
- d. Unemployed

5. Monthly income

- a. Below 5 000 Pula
- b. 5,001 - 10,000 Pula
- c. 10,001 - 15,000 Pula
- d. 15,000- 20, 000 Pula
- e. Over 20 000 Pula

SECTION B

6. How often do you consume Spar branded soft drinks?

- a. Daily
- b. Weekly basis
- c. Monthly basis

7. Which Spar branded soft drink favour do you usually drink?

- a. Carbonated Apple flavored
- b. Cola flavored
- c. Cream Soda
- d. Ginger Beer flavored
- e. Lemon flavored

8. Which size formats do you usually buy in supermarkets?

- a. 330 can
- b. 2 L bottle
- c. 440 can

SECTION C: factors influencing consumer purchase intentions of soft drink (Spar)

Products

This section is seeking your opinion with regard to how various factors will influence consumer purchase intention on Spar Soft drink Brand. Please circle a number to indicate the extent to which you agree or disagree with each statement using 5 point Liker scale [(1) = Strongly Disagree; (2) = Disagree; (3) = Neutral; (4) = Agree and (5) = Strongly Agree].

	Product Packaging	SD	D	N	A	SA
PP1	I am attracted to different size when purchasing soft drinks.	1	2	3	4	5
PP2	I tend to purchase more products with colorful package.	1	2	3	4	5
PP3	The design or format of the bottle or Can influences attracts me into buying spar soft drink.	1	2	3	4	5
	Brand Image	SD	D	N	A	SA
B1	The image of a soft drink producer influences my attitude and commitment in purchasing spar soft drinks brands.	1	2	3	4	5
B2	I tend to purchase more of spar soft drinks due to its brand name.	1	2	3	4	5
	Price fairness	SD	D	N	A	SA
PF1	I consider and compare the prices of soft drink brands before making a purchase.	1	2	3	4	5
PF2	I purchase more of Spar soft drink at a discount price.	1	2	3	4	5
PF3	An increase in price changes my purchase intentions of Spar soft drink brand.	1	2	3	4	5
	Perceived Quality	SD	D	N	A	SA
PQ1	As a consumer , do you perceive quality to be a strong factor in all your purchase	1	2	3	4	5
PQ2	Quality affects my attitude and commitment in repurchasing soft drink choice	1	2	3	4	5
PQ3	As a Spar soft drink brand consumer, I believe that spar soft drinks are of better quality than other brands.	1	2	3	4	5
	Taste	SD	D	N	A	SA
T1	Spar soft drinks taste better when is sweet	1	2	3	4	5
T2	I consider flavour of soft drink before purchasing it.	1	2	3	4	5
T3	Spar soft drinks brands contain carbonic acid, which I prefer mostly.					
	Consumer Purchase Intentions	SD	D	N	A	SA
CPI 1	When intending to purchase a soft drink I consider its brand.	1	2	3	4	5
CPT 2	I often experience a sudden and spontaneous desire to purchase	1	2	3	4	5

	Spar soft drinks.					
CPI 3	I have intentions of purchasing Spar soft drinks brand in the future if the environment is beneficial (promotions, discount , special offers)	1	2	3	4	5
CP4	I am willingly to recommend Spar soft drinks brand to my friends to buy	1	2	3	4	5

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