CONSUMER BEHAVIOUR

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1- Introduction

In the first chapter of the paper the research background will be introduced and followed by the research problem, purpose and demarcation, and will be presented with reference to the area of the study.

1.1 Background:

Nowadays, there are so many companies that manufacture goods that can satisfy a determinate need of the consumer. When someone wants satisfy a primary necessity, for example hunger or thirst, they have a wide variety of similar products to choose. This variety made the customers more demanding when they go to buy something. For this reason, when a company wants to introduce a new product in an existing market and reach a market share, this company need to offer something different or to create a product that the clients perceive like different, because the product makes feel the consumers different when they using it.

Companies are competing to maximize their market share by penetrating existing markets. Marketing communication is therefore a very crucial and necessary tool that enables companies to get to their customers, increase brand awareness, strengthen the brand image, and build up customer loyalty. In consumer marketing, brands often provide the primary points of differentiation between competitive offerings, and as such they can be critical success factors for companies.

According to George E. Belch¹, before the companies make marketing campaigns, it is very important for the companies to know some aspects about the part of the population that they consider is going to be their target market. Some of these characteristics can be; how these consumers think, what they need, if they are influenced by their environment, their motivation for buy different products. The whole of this aspects and characteristics form the consumer behaviour.

¹ Advertising and promotion :An integrated marketing communication perspective. E. Belch (1997) pg. 237
Consumer behaviour can be defined as “the dynamic interaction of affect and cognition, behaviour, and environmental events by which human beings conduct the exchange aspects of their lives”\(^2\)

According to Klaus G. Gurnet and Jerry C. Olson, there are three important concepts in this definition.\(^3\)

The first one is “dynamic”, this means that the consumer behaviour is constantly changing. For this reason the companies need to study their target audience frequently because it is common that the profile of their consumers change with the passage of the time.

The second one is “involve interactions”. There are certain aspects that are necessary study in the consumer behaviour. Some of these aspects are:
What the consumer think, what the consumer want or what environmental events can influence in their behaviour.

The last one is “involve exchanges”, between human beings.

For example: consumers will sometimes be persuaded more by logical arguments, or more by emotional or symbolic appeals. Understanding these issues helps the companies to adapt their strategies by taking the consumer into consideration.

But in spite of this, often the perspective that a company has of a product can change due to the behavior of the consumers. There are several reasons that can influence the consumers so that they decide to use a certain product. One reason is the desire the product offers (it satisfies the consumer necessities), and another reason is the fashionable one, that the consumers use to appear in a certain way by the society.

In short, the company should study and create the marketing campaign for their target group. But during the product life cycle, the image, target audience or function of this product can change in due to the consumer behaviour.

\(^2\) Peter D. Bennett, Dictionary of Marketing Terms (American Marketing Association, 1989) pg. 40
Consumer behaviour is complex and can change depending on the type of product that makes a company. Because is not the same purchasing process when a consumer wants to buy a car or if they need to buy a soft drink. But in general, there are many factors that influence these actions, like social and psychological aspects.

1.2 Problem:

The purpose of this paper is to understand the behavior of each consumer has to satisfy his own different necessities. So it has to consider that each consumer is different from the rest consumers and that the companies have to try to know their own requirements. To succes the companies have to take into account differents aspects, to be able to make their marketing strategies with they are going to be explained in the theoretical part. How a company’s producers used their already existent potential to achieve a success without any advertising and why this company has an incredible increase in their sales figures.

Therefore the raised question in this essay is:

**Which factors can influence the consumer behavior in order to decide to choose a certain product?**

At the begining this product that is going to be study (Aquarius) was created as a drink for sportsmen but over the time the target audience have change and nowadays more people (non sportsmen) are buying and consuming this product as a soft drink.

1.3 Purpose:

The aim of this work is to understand the consumer behaviour. The research is going to be focus on the factors that influence the consumers. The purpose of this paper is to know the different aspects that the consumers have into account when they decide to use a certain product.
In this chapter we stated our specific research questions and demarcation in order to focus on our defined research purpose. The following chapter will present the theory adopted from previous researchers.

1.4 Delimitations:

The topic of the paper is consumer behaviour because nowadays it is a very important aspect that influence all companies. But consumer behaviour is a general concept that can have so many different perspectives. In this thesis the factors that influence this consumer behaviour are the most important part of the main theory. The study is going to be focus on the consumers’ perspective. The influence factors are going to be study in order to understand the population. For this reason, it is not important to know other aspects like advertisement, price or the strategy that the company used for this product. The study is going to be focused in Coca Cola Spain, especially in the energetic drink “Aquarius”.
2- Theoretical Framework

This chapter will present the theories pertaining to our stated research purpose and research question. This chapter will end with the conceptual framework and the frame of reference.

2.1 Why companies study the consumer behaviour?

According to Kotler, study the consumer behaviour is a task that every year has a large influence in the marketing decision process of the companies. Years ago, the daily experience was enough to understand the buyer behaviour. Nowadays, the market have grown in size and the companies have lost direct contact with the consumers. For this reason, it is very important for the companies to study the consumers in order to understand their behaviour. Depending on the beliefs, needs or characteristics of the target market, the companies are going to have a different marketing campaign. Companies need to answer some key questions like; who buys? And why do they buy?.

Figure 1. Model of buyer behaviour


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4 Principles of marketing. Kotler, Amstrong, Saunders and Wong. [2001]
In this model the first aspect that the companies need to take into account is the external stimuli. The external stimuli is divided in two different parts. The first one, marketing stimuli, consists of the four Ps: Product, price, advertising and distribution. Those are the most important features of the product and the companies can influence and change them in order to rise a large percentage in the market. The second group, environmental stimuli, are unconnected with the company and also with the consumers. This group consist of economic, technological, political and cultural aspects. For example, in the economic field, the increase of the inflation or the development of new technology can have a large influence in the buying behaviour. But those are events in which the company does not has an influence like on the first ones.

The external stimuli have influence in the buyer’s black box. (see figure 1 page 8) This box consists of the buyer characteristics and the buyer decision process. The buyer characteristics can be divided in four parts. Cultural, social, personal and psychological factors. These aspects are internal of each person so it is very difficult for the company to have information or to influence them. Those factors are going to be explained in detail in the second part of this theory. The other part of this black box is the buyer’s decision process. This part consists out of all factors explained before such as the external stimuli and the characteristics of the buyer. Depending on those factors, the consumers are going to have different needs and different steps and preferences in the decision process. It is also important to take into account that this process also depends on the product.

For example, if the consumer needs to buy a expensive and durable good this process is going to be longer and more difficult than if he/she needs to buy just food or clothes.

According to Rik Pieters, the last part of the process is the buying decision. In this part, the consumer needs to decide which product satisfies his/her necessities in a better way. The buyer needs to make a choice in some aspects like the product, brand or dealer. The companies try to study the external stimuli and the buyer’s black box in order to influence this last step. With a good information of the consumer’s preferences and a

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5 The Theory of Buyer Behaviou, John A. Howard and N. Sheth. [1969]
good marketing stimuli the companies can achieve their main purpose. Being chosen by the consumers instead of their competitors.

2.2 Characteristics that Affect the Consumer Behaviour

The second part in the model of the buying behaviour is the buyer’s black box (Figure 1). This box consists of the buyer’s characteristics and the buyer’s decision process. Those factors have a large influence in the buyer’s decision process. (P. Kotler, 2001)

According to Armstrong, consumer purchases are influenced by cultural, social, personal and psychological factors or characteristics that can not be controlled by companies.

**Figure 2. Factors influencing behaviour**

![Diagram of factors influencing behaviour]


For some authors, cultural and social factors are defined and explained like only one group. For this reason the main theory is going to be explained taking into account this second definition. So, there are three groups of factors that can influence the consumer behaviour. This process is categorized by three aspects: environmental influences (culture, social class, personal influence, family, and situation), individual differences (consumer resources, motivation and involvement, knowledge, attitudes, personality,
lifestyle, and demographics) and psychological processes (information processing, learning, and attitude and behavior change).

Figure 3. Influences on consumer behaviour

In each group there are different characteristics that are going to be explained in this theoretical part. Those different characteristics are:  

1. **Personal or individual factors**

Personal factors are unique to a particular person. Some of them can be family situation, work, marital status, age, demographic, sex or the experiences one your life and all of them can influence the decision of the purchase. It is also important to know, who in the family is responsible for the decision making, because sometimes only one member in the family make the decisions but other times the decisions can be made by consensus. Young people purchase things for different reasons than older people. (Paul W. Miniard – 2002)

2. **Psychological factors**

This group can be divided in different categories like: motive, perception, ability and knowledge, attitudes (positive or negative feelings) or personality and lifestyle.

1. Motive, it is the internal feeling that make the people buy a certain product in order to satisfy a necessity. This can be relationated with the Maslow´s hierarchy of needs.

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7 K:\articulos aquarius\Chapter 6_ Consumer Buying Behavior Notes.mht
8 Abraham H. Maslow, Motivation and Personality [1970] pg. 80
Depending of the phase in which a person it is, they need different products for satisfy they needs, and the needs can have a different motive. First people need to satisfy the basic things, like hungry or thirsty and after satisfy this neccesities they are going to try to reach others like safety needs or self steem. 

Sometimes people want to buy something that they do not need, only because they want to appear in a certain way or because they feel better with this product. For example there are many people who never practise sports but they usually get dressed in sports clothes (brands like Nike, Adidas or Puma). The sports clothes can make them have a younger look, or make them to appear like athletics or make them feel comfortable.

2. Perception, this can be relationed with different concepts like taste, smell or touch. People have a sensation when they try a certain product, this perception depending of the experiences that people had with the products and also of the knowledge.(G. Armstrong. 2001)

3. Ability and knowledge, the knowledge or opinion that people have about a product can be influenced by the company. With new information or free sample the companies can manipulated the image of a product. They can use this when they want to introduce a new product in the market and also if they want to change the image or the concept of one existing product.

4. Attitudes and feelings, people can have a positive or negative feeling about a product. This feeling can be consequence of their personal experiences or
because of the interaction with other people. For example; you try a hamburger and if you have a successful experience (taste good, good price) the next time you are probably going to buy the same hamburger. (J. Saunders 2001)

5. Personality and lifestyle, in order to decide use or not a certain product, the personality have a large influence. It is very important for the companies to know the mind of their target market in order to influence them. It is also important to know the type of life that they prefer, it is not the same people that like natural and healthy lifestyle than people that like fast food and the citylife.

3. Social or environmental factors

Consumer wants, values or beliefs are influenced by the opinion of leaders, person's family, reference groups, social class and culture.

Reference groups and opinion leaders have a large influence in the consumers behaviour. Sometimes, companies use famous people to attract consumers. For example in the advertising of makeup they use famous girls (singers, actress) in media, because famous girls makes the “normal” girls desire them. ⁹

According to Bearden, some criteria that companies can use to divide the population in the different social class can be; occupation, education, income, wealth, race, ethnic groups and possessions. Social class determines to some extent, the types, quality, and quantity of products that a person buys or uses. Culture refers to the set of values, ideas, and attitudes that are accepted by a homogenous group of people and transmitted to the next generation. Culture also determines what is acceptable with the product advertising. Culture determines what people wear, eat, reside and travel. Occasionally religious groups will influence consumers’ behaviour, usually because a religion may set certain standards—e.g., some religions do not allow the consumption of alcohol.

In short, it is very important for the companies to know all of this factors that influence the consumers behaviour, for example when they want to be able to make

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⁹ “Reference group influence on product and brand purchase decisions”. O. Bearden and J. Etzel. (1992) pg. 185
forecasts on how the market responds to certain new products or to evaluate the positioning or perception of existing products on the market. (Bearden, 1992)

2.3 The Essential Elements of Consumer Analysis

With the study of this theoretical model, companies going to know that it is necessary to understand and analyze the next concepts if they want to develop a successful strategy and influence in the purchase of the consumers.

Figure 5. Three Elements of Consumer Analysis

1. Consumer affect and cognition
2. Consumer behaviour
3. Consumer environment

Source: Consumer behaviour and marketing strategy. P. Peter, C. Olson. [1999] pg. 17

1. Consumer affect is related with the feelings about events, people can like or dislike a product. Can be favourable or unfavourable and include emotions. Consumer cognition is related with the beliefs about a particular product. Mental structures, knowledge or beliefs that consumers have developed from their memories and experiences. (Grunert, 1999)

2. Consumer behaviour is related with the physical actions or consumers that can be directly observed and measured by others. Can include behaviours like, shopping at stores, buying a determinate product or using a credit card.

3. Consumer environment is related with everything external to consumers that influences what they think, feel or do. People can be influence for different groups like culture, reference group or family. This is very important for all marketing strategies because it is the medium to stimuli and influence consumer.
It is also important to know that these three elements have a strong relationship between them. If then consumer have a bad experience or feeling in one of this areas it is possible that this beliefs affect in a negative way in the other areas. This change in the consumer behaviour can be an advantage for other companies.

### 2.4 Influencing the Consumer Behaviour

When the types of consumer behaviours are measured and pointed out, it becomes possible to specify and control strategies to influence these behaviours.

The following steps can be a general model to influence the consumers behaviour:

**Figure 6. A General Model of Approaches to Influencing overt consumer behaviour.**

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Source: Consumer behaviour and marketing strategy. Peter, Olson and Grunert.[1999] Pag 234-235
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According to Olson, first the company must obtain information about consumers affects, believes and behaviour related to the service, product or brand. When the company knows all this information, it is easy to design a specific marketing mix plan with the purpose to stimulate the target market. The company can use methods like
coupons, price tags or packaging to influence the consumer’s affect and cognition in positive ways. The last part in this model is to measure the changes in the consumers behaviour in order to know if the strategy of the company was or was not successful. With all of this information, the company must create a data base that can be useful when this company wants to launch a new product or influence further consumer behaviours.

According to this book; there are four strategies designed to influence the Consumer Behaviours.  

1. Affective: this strategy is designed to influence in consumer affective responses. It is focused in the consumers’ emotions, feelings or moods.

2. Cognitive: in this case the strategy is designed to influence in consumers’ cognitive responses. It is focused the consumer knowledge, meaning, and beliefs.

3. Behavioural: this strategy is designed to influence in the consumer behaviour directly. The company usually use this strategy in order to create desire for their products by the consumers.

4. Combined: In this strategy, the company tries to influence the consumer in all of the previous concepts.

Each company must choose the strategy that they consider more adequate for their products but all of them have the same purpose, influence overt consumer behaviours.

10 Consumer bahaviour and marketing strategy. European Edition. Peter, Olson and Grunert.[1999]
3- Methodology

In this chapter, the methodology of the study is going to be presented. A plan for collecting, organizing and integrating the data so that at the end the purpose can be reached. The research process are illustrated and the methods are presented and explained before. Thereafter, comes a description of the data collection and analysis. The research purpose, method of data collection was already discussed in former chapters.

3.1 Research method:

The research approach consists of the inductive or deductive way of drawing conclusions, and the qualitative or quantitative method of investigating information. The different approaches are going to be described and choices, made in this paper, are going to be justified. According to Holme and Solvang (1991), the two approaches that a researcher can choose between when conducting a study are inductive and deductive. An inductive approach is oriented towards discovery and is signified by the researcher constructing theories based on empirical studies and conclusions. A deductive approach is descriptive and enables the researcher via theory to study and empirical situation and to determine the theory’s validity.

For this study quantitative method is going to be used, because it can be found the most suitable mean of the research of this study purpose, which can lead us a better understanding of the research problem. To understand the main idea, it can be very helpful to use statistical analysis to determine the facts that it gives to Coca-Cola Company to make such a big distinction of another companies and the correlations between facts, that this decision has lead. The quantitative research is also going to be used in order to provide the fundamental connection between empirical observation and mathematical expression of collected data.
According to Yin, Robert K (1989) the process of collecting data is very hard because the theoretical part is based in this data. This research must be able to answer the main questions of the thesis with the one the data is obtained. For this work this is a crucial task because otherwise the collected data does not represent the purpose of the study that is showed in this paper.

The data information can be collected from two different sources. The sources that are going to be presented in this part are the primary and secondary data.

Primary data: Consists of material collected by the researcher. The sources can be direct observations, like each person that could see the new product “Aquarius” when it was launched to the market, surveys made through the life of the product, interviews and questionnaires. Eriksson L. T. & Wiedersheim- Paul F, p 65-66, 1997.

Secondary data: Consists of a previously collected material from the institute of statistic of Spain, in which it can be easily to search for information and statistics that can be used to work on the research problem. Sources can be statistics, articles, books and economy news in the newspapers and the Internet sources etc. (Eriksson L.T. & Wiedersheim-Paul F, p65-66, 1997). “The central advantage of secondary data is savings in cost and time in comparison with primary data.” (Kinnear, Taylor, p176, 1996).

The used data collection method for this case study is mostly primary data.

3.2 Type of research:

According to Russell K. Schutt, Exploratory research; it is an adequate method when the research problem it is badly understood. This method may be used to gain insights, ideas, clarification, it is important to try to obtain as much information as possible. Exploratory research’s primary objective is to provide insights into and comprehension of the problem situation confronting the researcher. The type of research that is more adequate for this paper is exploratory. The main problem or idea of the consumer behaviour and the purpose is to comprise there behaviour. With questionaries and articles on internet and news papers.
The choice of strategy depends on several factors, for example, the form of the research question, the need for control over behavioural events and so on. There are different research strategies that can be used and each strategy has its own advantages and disadvantages. The different strategies can be: cases studies, experiments, interviews and analysis of archival by the government or the nation.

The aim of this research is to see “What factors can influence the consumer behaviour in order to decide to choice a product?”. This is relationated with the factors that influence the consumers behaviour. Is enough to study the case of only one country; Spain. Because with this interviews it can see what the people think and want. Since the company made changes that we can not directly see in the advertisements, but indirectly the image of the product changed attracted more people.

After deciding on making the choice to do this case study, it had to be thinking what kind of target group is going to be interview. The most difficult task of the research was finding the right questions to be asked about the product because it was far away from the people who were going to be interviewed.

There are two main criteria for making the interviews in our research. Firstly, the interviews should be held in Spain. And secondly, the interviews should show to understand the purpose of this work.

**3.3 Population sampling**

The population are young and adult Spanish consumers. And the sample is 200 people from 16 to 40 years old, in Spain (Navarra and Zaragoza). But, they are going to be divide in different target groups: people from 16 years old, young people between 16 and 26, another group between 26 and 30 and the last group until 40. Spain is one of the countries where most of the people practice or play some sports, especially young people. The choice of this groups was because they use our good for several reasons. One of the advantages of choosing this different groups is that the ability is created to use, and find, a lot of different evidence and motivations to find the answer.
for our main problem. However, there is also critique to be given to several case studies. First, the case studies have been criticized for being easily manipulated by the researcher to meet the goals and purposes for the study better. To avoid this, the researcher has always to be focused on the problem and purpose of the study. The researchers wanted to know the average amount of consumers who use the Aquarius or similar kind of products. Also, the factors that make their behaviour change when they perceived a new product in the market. Like the new kind of drink that Coca-Cola Company launched to the market called Aquarius. For some sort of reason they were attracted, because the demand of the product increased significant.

People in general they want to look good, and be in the meaddle of the fashion, wearing nice and expensive close to look always good that is why they always try to eat, drink or wear the last product launghed to the market. But to be more focus young people always try to be ‘up to date’ of the latest fashion and trends.

3.4 Data collection:

In this part of the paper the evidence comes from four different sources: documents, archival records from the INE (National Institut of Stadistics in Spain), interviews and direct observation. It is important for this research to use multiple sources of data to get a most possible wide view about this specific case.

It had get 200 surveys in order to have information. The contact with them was by e-mail and our family members collect the information that they give them, and send to the researchers.

“The process of collecting data enables you to use the data you collect to improve all segments of you communications program. If you data does not do that, you are collecting the wrong data” (Daniel S. Janal, p 180, 2000).

There are two general forms of data, as explained before. “Secondary data have the advantages of being relatively cheap and quick to obtain, and can also be reliable and accurate. This data will often tell you how many customers buy each competitors offering but will not tell you why. Secondary data vary dramatically in quality, from
country to country. Primary data research, is undertaken where the secondary sources can not provide the detail of information required to solve a particular problem or to aid sufficiently the decision making. Primary research involves the collection of new data, often directly from customers, or distribution intermediaries” (Graham J. Hooley, 1998).

The most common way of collecting primary data is through interviews it can be speaking, by internet or different kinds of questions. Primary data also guarantees that the information is relevant from a certain time.

The data that is going to be use to describe the case of Aquarius is primary data collected mainly from the mentioned target groups before. The questions from the survey are base on some aspects that on consumer affect too much. That is why their behaviour can change very rapid from choosing one product or another. That is the more important reason to make this survey. The questions will be to know which aspects like personal, psychological or social influence more in the consumer behaviour. Additional information and opinions are gathered by our own observations from magazines, articles and etc.

3.5 Validity and reliability:

Regardless of data of our collection method, the information has to be carefully examined in order to determine its validity and reliability of our work. Validity can be made by establishing a correct operational measures for the concepts that are going to be studied. A questionnaire can be the source to be able to get required data. The questions are often difficult done and studies are made, in order to minimize the misunderstanding of the target group and problems to the respondents. Furthermore, statistical testing can be used to analyze the answers of the questions, also called empirical data. Which can help the researcher to analyze the outcomes of the research, and can result in a higher the validity of the study.
In this chapter the methodology of the study has been presented. The research process was illustrated and also the choice that was chosen for the method was presented and explained in the pages before. The method of this thesis consists of: research method, type of research, data collection, population sampling and the validity and reliability of the results. The next chapter that is going to be presented in this work, will be the presentation of the empirical study.
4- Empirical Data

4.1 History of the product “Aquarius”

Coca Cola Spain (services’ and fresh drinks’ producer) with a headquater in Madrid, subsidiary of Coca Cola Company, has been established in Spain since 1953. This company has a large range of products in the Spanish market, some of those products are soft drinks, tea, energetic drinks, juices and water. Coca Cola is one of the most international well known brands in Spain. Beside that, according to some studies, it is also one of the most favourite brands used by young people. In 2006 Coca Cola was chosen as the most reliable global company. Studies have shown that it is also one of the most prefered companies to work at. During the last years, Coca Cola Spain has been making a diversification process in order to adapt its products to a changing and competitive market. In 1953, this company produced only Coca-Cola. But nowadays, it offers 42 different products. Since 2000 the company has been launching over 25 products but the most relevant product for this dissertation is Aquarius.

In 1992, Aquarius was produced for the first time by Coca Cola Company as a energetic drink (drink provided especially for people who practice sports regularly). In this year, Aquarius became also the official drink for the Olympic Games held in Barcelona. Although Aquarius was presented in various European markets, but this drink has only a significant presence in Spain, Belgium and The Netherlands.11

In 2003 Coca Cola decided not to advertise Aquarius on television but despite this, the sales of this product grew. The commercial success opened the debate of the effectiveness of marketing communication. Aquarius had shown that advertising is not always necessary and that changes in marketing can be very unpredictable.

The most important event in the life cycle of Aquarius, is the study that the “Sra. Rushmore” realised in 2003.12 With this study, they discovered that the target audience

11 http://www2.conocecocacola.com/conoce.cfm?id_seccion=474
12 http://www.tupatrocinio.com/noticia.cfm?noticia=50
of their product had changed. The drink was designed for sportsmen, but nowadays a large percentage of non practising sport consumers use Aquarius as a soft drink.

In 2005, when the demand of Aquarius like a soft drink increased, Coca Cola Spain decided to reform the image of the product. In order to transform the image of Aquarius, the company developed new sizes to satisfy the new consumers’ necessities. Until this time, Aquarius was only manufacturaded in cans, but the company decided to make glass bottles. The new format was really successful for the hotel and catering sector where Aquarius had roughly 25% of the total sales. Spain has a 70% of the brand profits in all Europe.

An average of 114 millions of liters of isotonic drinks are consumed every year by the Spanish population. According to some studies, 75% of those consumed drinks have the same name, Aquarius. In the last year, 2007, the sales of the company have grown 38% in relation to a 32% in 2006. Comparing with years ago the increase is much bigger, for example in 2002 the growth was only 10%. With this figures, it is clear that Aquarius is not only an energetic drink and nowadays competes with the soft drinks.13

4.2- Summary of the life cycle of this product

- 1992; Aquarius was produced for the first time as a drink for sportmen
- 1997; a new flavor was created, Aquarius orange.
- 2003-2005; the sales of the product grew in a large percentage and is consumed for different types of the population as a soda.
- 2005 Aquarius renewed its image and developed new formats to enable

13 K:\articulos aquarius\Aquarius gana cuota de mercado gracias al boca a boca - CincoDias_com.mht
consumers to enjoy aquarius both in the food and catering channel.

- 2006; a new flavor was created; Aquarius V3 (cola).

Nowadays; Aquarius is still in the stage of growth.

The following chapter will present empirical study that has been collected by using a questionnaire. All numerical data has been calculated basing on 120 interviews. There are (68) 56.67% male, blue color in the graphs and (52) 43.33% female, red color in the graphs. A separation between genders/sexes has been made because men tend to be more interested in practising sports than women.
4.3- Aquarius Questionnaire

In the survey that it has been done the answers are of 120, because the other ones were sports people, so that ones it can not be acount in here.
The first question of the survey it was if the people know Aquarius. The options that they have to chose were, if Yes (a), or No (b).
On question the main point is to know how they know this product, from an Advertisement in television is the (a option), The Olympic Games (b), from a Mouth-to-mouth recomendation (c), or the last option (d) In the supermarket or bars.
The people link Aquarius with, a drink for sports people (a), a soft drink (like Coca-Cola, Fanta...) is the second (b)option, or a refreshing drink (c).
The fourth question is to know how often they drink Aquarius. The options that they have to chose was, if they like to drink always (a), normally (b), often (c) or if they do not use to drink this product never (d).
In this question the respondents have the opportunity to say what kind of taste they like more. There are three tastes, original, orange or coke. So, they can choose with one they prefer more. The options were (a) for the original, (b) for the orange and (c) for coke.
There are different aspects that it can be taking into account when you buy a drink product. The respondents have to punctuate from 1 (worst) until 4 (best) the aspects that are more important for them. The first aspect is “Easy product to find” if when they go to a supermarket or a bar is easy to get it. The second aspect is the “Side of the drink easily adaptable” this depends because if you are a sports people may be you need a bottle more small to carry on with you or to grave it. The third option is “Accessible price” if is not to costly get one drink of this brand or yes. The fourth is if the drink is has a “Good quality”, and the last option is if they think that the bottle or can is “Adequate full”.

![Punctuation](image1)

![Punctuation by gender](image2)
When the respondents buy this product it can be for a lot of reason, and in this question the point is to know why they consume Aquarius. They have three options. Because they like the taste of the drink (a), Because they think that is a refreshing drink (b) or just Because they think is healthy and benefical for their bodies (c).
For this survey is also very important to know the age of the respondents. People can be from 16 years old (a), another group is from 16 to 26 (b), the third group is from 26 to 30 (c), and the last group from 30 until 40 (d).
The last question from the survey is sex gender. They have (a) for man, and (b) for woman.

In this chapter, our empirical data has been presented by graphics put as the same order as questions stated in the questionnaire. In the next chapter, we will continue with empirical analysis basing on the numerical data information that has been collected.
5- Empirical Analysis

This chapter will present our empirical analysis which we done by our structured questionnaires. The analysis follows the order of questions listed in the questionnaire with a general description of the findings and also with a separate description based on the gender groups.

The sample has been divided into two groups which are male and female. Male constitute 56.67% of our respondents whereas 43.33% of our respondents are female. We also took into consideration answers from those people who do not play sports at all. This is because the real goal is to understand why and how the behaviour of the people drinking this product has changed. The respondents are mostly 16-26 years old.

The first question was if the respondents know the product and then how they got to know it or, more precisely, when did they start to know it. In general, 95% of our respondents know this product. By contrast, only 5% of the respondents revealed that they do not know the product.

According to most people’s choice of this question, it can be draw a conclusion that people know this product.

The 35% of our respondents said that they know this product from advertisements that they saw on television when the campaign of launching this product to the market started. Another 31.6%, finding is that people also start to know the product by “mouth to mouth” recomendation - someone tasted this product at the beggining and he or she recommended it to his/her friends and then almost everyone at least tried it. Also, 33.3% got to know Aquarius product in the supermarkets or in the bars. When they went to do shopping and they saw this new product next to the common ones, they just wanted to try it because it was something new and maybe because they hoped to find an alternatively different taste or have different qualities than of those they used to drink. It could also have been just a matter or curiosity. The relevant in this question, that we are surprised of is that almost none of interviewees
choose the second answer (The Olimpic Games); noone knew this product because of the Olimpic Games that were in Barcelona in 1992. Generally speaking, there are no obvious differences between the male and the female group.

However, the collected data shows that the study group knows the product mostly from the TV advertisement that Coca Cola Company made. But it is also very important the position that this product have been in the supermarkets and the recemendation of the other people (including doctors). The differences of percentages in this three options are really small, so peplo knew Aquarius in a different way and it is very difficult draw a clear conclusion.

In general, 45,83% of our respondents related Aquarius with the refreshing drinks. They do not think that Aquarius it is a drink for consume only if they practise sport, they use it when they are thirsty or hot. The ones that have not used before of the answers are divided between sportman and soft drink. 25% of the respondents reveled that aquarius is a drink specially for people who practise sports and 29,16% revealed that they also think that it can be treated as a soft drink without gas. Most of the respondents, however, think that the drink can be related more with refreshing drinks. This thinking may exist because the taste it is very fresh and perfect for drink in everymoment. It is also very important to remember that is a drink without gas, this can be also other characteristic that made Aquarius a perfect drink for all population.
The most important part of this question is that only 25% of the population relate Aquarius with a sportman drink. It is a small percentage because it is an energetic drink adecuate to consume after the sports and also because in the logo of this product you can see a man running.

According to the findings, 74,16% of our respondents like to drink Aquarius very often. This was the result within expectation. Because they are not used to tribe sports everyday or just practice, they think that this product is appropriate to drink when they are tired after doing anything that requires a lot of energy, like work, sports, or when the atmosphere is really hot. Besides, 19,17% of those respondents like to drink it normally like a normal drink, instead of coke or Fanta they just consume this one, because of the taste and also because it is similar to other ones and
helps to bring you more energy. 5.83% of the respondents never used to drink this product. They know it but they prefer another kinds that they used to drink for a long period of time. Those respondents do not want to try different or new products and prefer to stay with the ones that they know and like. Therefore, we noticed that favourite drinks of the respondents convey certain feeling to them as consumers.

On the other hand, rarely people chose to always drink Aquarius – only 0.84% of our respondents said that they always drink this product. This can be because this product replace all the energy that people loose while you are excising and if these people do not practice sports at all they do not need it then.

Therefore, the reason why our respondents rarely do not choose to always consume this drink or that they have never tried it before is simply because the attributes do not match with them. However, most of our respondents drink this product very often because of the value that the drink transmits to the consumers.

Different kinds of taste and colours that the drink has is an important element used to attract consumers. Different tastes along with different colours have different functions when it is designed on a drink product. Different colour fit different products, therefore we would like to see which appropriate taste along with the different colour fits to drink products.

Generally speaking, 84.16% our respondents prefer to stay with their original taste regardless of another different taste, which proves that the original taste loyalty does have an influence on their loyal customer to ignore other tastes. 19 answers of our respondents, whose percentages are show next, show that they usually do not take much time to choose a different taste of the product and this group of people may either stay with their original taste or often emotionally pick up a different taste, like orange (11.67%) and coke (4.17%). The respondents tell that they would like to check out another different kind with unique taste if it says that the product is described as “New” or “Improved”, which can tell us that this group of people expects the functional benefit from product tasting. Therefore, it is conclude that the taste does have an influence on people’s emotions and tasting to induce them to approach the unique tasted products.

The male group shows us that 26.67% of the male respondents usually do not take time to choose one taste or another, this is because there is not differences in their
choose of orange or coke, in a way; it also proves the typical young male’s characteristic - “laziness and unconcerned”. 30% of them would like to stick to their original taste. Meanwhile the female group surprised us by showing that 33,33% of them are stick to their original taste regardless of another different tastes. But 10% of them show (7,5% orange – 2,5% coke) that the willingness to check out another taste with a “New” or “Improved” recepture.

Therefore, the main difference between the male and the female group regarding this question is that tasting is more effective to attract female once it conveys that they will have better tastility benefits. The common characteristic for these two groups is that they both have high taste loyalty.

The purpose of this question is to know which aspects of the product are more taking into account for the consumer when they decided to buy the drink. According to our findings, the two highest average scores for importance of the drink’s attributes is the good quality that the drink has (you can feel the real taste if it is original, orange or coke) and the amount of sugar and another ingredients that the product contains. This is considered as important issue to gain and retain consumer trust and loyalty. Also, it is because people expect to be served as promised. Follow with adequate full the bottle or the can. Those two are considered as important features when people differentiate between drinking products. Another important feature is that the drink should have a good and accesible price, just the right price as stated. This is becasue too many companies at the begining start with very low prices and then, when they attract people, they increase the amount of money that the product costs. Followed by those three features stated above, our respondents, more male than female because the female group they do not car about the side at all, also consider the side of the drink is easily adaptable to the bottle or can are important features. This links to the facility of the product to be easy to find in the supermarket, or in different market places. Economic use and convenience to consumers are also considered as important features.

Taking a look at the different gender groups, this study found out that the female group had more needs of the good quality and adequately full of the drink than the male group, and this can be easily understood due to their physical difference. They take into account more requirements when they want something. By contrast,
males act more because of their instinct and to satisfy their needs more easily and quickly. Need on adaptable and right full of the drink are also more important to males than to females. In addition, the female group takes more into account the amount of money that the drink costs than the male group.

To sum up the analysis of this question, it is conclude that females have more ergonomic needs for drink products than males due to their physique and behavior when they are drinking these products.

In general the opinion of the people when they have to say why they consume this product, most of them said because is a refreshing drink or because they like the taste. The 29,16% of the respondents consume Aquarius because they like the taste of the product (specially the original taste like was studied in the question 5) while 48,33% of the respondents drink it is a refreshing drink. For all of those consumers this is a type of drink that they can drink in every moment (specially in summer when they are more thirsty and need a refreshing drink), without practise sports.

22,5% of the sample population drink it because they thing that it is a healthy product, sometimes also recomended by doctors if people have some stomach problems. [Coca-cola Company and Berbés Asociados are working together in a campaign in order to “give advises about the use and the recomendation of Aquarius in the moisturizing process and the recovery of the body” according with the director of Berbes Asociados. Berbes Asociados it is a company that work with scientific societies, pharmacies or Hospitals, all directly related to the medicine field.]

Therefore, it can say that people decide to drink Aquarius specially because it is a refreshing drink and also because they like the taste.

In this chapter the empirical data has been analyzed. It has been taking the data from the surveys that have been collected. In order to find the similarities and differences between our responders on how they have described the change in the focus that Coca Cola Company has made on their target group. This empirical analysis will lead to draw our conclusions for this research study; those will be outlined in the next chapter.

14 http://www.prnoticias.es/content/view/10006599/
General analysis of the questionary

The differences between man and woman answers are not very important, for this reason the general analysis is going to be described for people among 16 and 26 years (without specifying if they are male or female).

The most relevant answers are going to be compared with the three different groups of factors that can have an influence in the consumer behaviour and were explained in the theoretical framework of this dissertation.

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<tr>
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<th>Personal factors</th>
<th>Psychological factors</th>
<th>Social factors</th>
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<tr>
<td>Age of the consumers</td>
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<tr>
<td>How they knew it</td>
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<td>The image of the product</td>
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<td>Taste of the product</td>
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- Looking at the first group of the three different factors (PERSONAL FACTORS) it is clear that the age of the consumers have a large influence. Because there are a large percentage of people that consume Aquarius and are between 16 and 26 years. An other personal factor it is the sex, but in this case the difference between man and woman is not relevant for this study.
The second group (PSYCHOLOGICAL FACTORS) have a large influence on the consumers who drink Aquarius. In this group are different factors which are described in the theoretical part. The image, taste and characteristics of the product are important features for people in order to decide to consume one, or to take an other drink.

1. According to question number 3, if they relation aquarius with a refreshing, sport or soft drink. The answer depends on the feeling and knowledge that this people have about the product. The knowledge about the opinion or image that people have about a product can change in the different phases of the product life cycle and can also be manipulated by the company. All companies can change the opinion that people have about their products, but they need to invest an important quantity of money and time. The feeling is something more personal and can not be changed or manipulated by the company. The feeling is the sensation that consumers have when they use one product, this feeling can be positive or negative. For example, in this case, the people who relationed aquarius with a refreshing drink have this opinion because of the positive feeling that they had when they drank it. The feelings can also change during the pass of time. Consequences of new products can make existing products less attractive, or consumers can have negative experiences with the product which can change their opinion about the product.

In short, the image that consumers have about a certain product is made up of two concepts. The knowledge that this consumers have because of the information that the company offer to them, and the feelings that they have after use the product.

2. According to the question number 7, that give the reason for which they decide to consume Aquarius, some of the respondents afirm that they do it because only because they like the taste. There are some aspects that can influence in the consumers specially when they going to buy a drink or food. Some of those aspects that create the perception that consumers have about a product are taste, smell, or hearing. In this case the aspect that have a large influence is the taste. And according to the question number 5, the consumers have a clear opinion about it because almost 85% prefer the same flavour.
3. According to the question number 6, in which the consumers had to evaluate some characteristics of the product, there are different aspects which have a large influence in the consumers and can create positive feeling or a good perception about the product.

The first one is the adaptability of the product, in the case of Aquarius the consumers have a positive feeling about it. This can be a consequence of the different packaging that they can find in the market. This variety makes Aquarius a product to drink while you practise sport (plastic bottle), in a bar or restaurant (cans) and there are also big bottles that can be used at home when more than one member of the family decide to use it like a soft or refreshing drink. This facility can create a positive feeling on the people among the product.

The second one is the quality, Aquarius is not a cheap product so if the company wants to have a loyalty consumers they need to offer good quality to them. The quality of the product can be based in some different characteristics that have a different importance depending on the people. Some of those aspects that make a product have a good quality are taste, benefits that it offers, if it is adequate for full or if it is easy to find. In general the respondents have a positive image about the quality of Aquarius because they gave a high punctuation for this concept.

4. According to question number 7, there are some respondents that decide to consume Aquarius because they think that it is a healthy product. This can be related with another psychological factor, lifestyle. In this case people decide to use it because they think that it is healthier to drink Aquarius instead of other soft drinks. They give more importance to this feature and not to others like taste or price.

− The third group is composed for SOCIAL FACTORS. Those factors can be related with the questions number 2 and 6.

1. In question number 2 respondents explain how they knew the product. In this case the mouth to mouth (opinion that other people have about the product) and the position of Aquarius in supermarkets and bars have a large influence. The first one it is depending on the family influences and also the reference groups
that people have. If one member of the family drink Aquarius is more easy that other members start to consume it because they have the opportunity to try it and also a positive information about it. The social class is also important because Aquarius is a product that can be find in some supermarkets (not low cost). For this reason people that have a low salary and go normally to low cost supermarkets have a less percentage of know or see this product and decide to consume it.

2. In question number 6 one of the features that people needed to evaluate was the price of the product. In this case the consumers gave a low punctuation, this mean that the product have a high price in comparison with other drinks. For this reason the social class have again a large importance in order to decide buy Aquarius. People that have problems or need to save some money are going to choose other drinks that have a more accesible price.

In short, there are some interntal factors which influence the people in order to decide if they are going to consume or not Aquarius. The most important factors in this case are: Knowledge and feelings about the product, the perception that consumers have after taste or smell it, the lifestyle that they have or want to have, the social class and the influence of the family and referent groups.
6- Conclusion

In this chapter, we will draw our conclusions based on theory and our empirical data; meanwhile, our research questions will be answered according to our research findings and conclusions.

The main research question of this dissertation is:
Which factors can influence the consumer behavior in order to decide to choose a certain product?

It is not common that a energetic drink, create to use after the physical exercise, be using like a soft or refreshing drink. For this reason, the case of “Aquarius” was study, in order to know why people decided to consume this product.

The companies study the population and create products in order to satisfy their needs. All products were created with a purpose and the companies try to transmit this image to the target market. But sometimes it is very difficult to change or influence the consumers mind, because this depend not only of the campaigns, there are beliefs that people have and are difficult to influence. This case “Aquarius” is a clear example which shows how factors that are independents to the company have a large influence in the consumers.

According with the theory, there are three factors that can influence the consumer behaviour (personal, psychological and social factors). After analysed the data and according to our empirical analysis it can be confirmed the influence of those factors, specially psychological and social factors. For those consumers, there are some aspects very important in order to decide to buy Aquarius. For example, the taste, feeling or benefits that the product give to them, accesibility and adaptability or quality. All of this aspects form the image that people have about one product and this image can be different to the concept that the company want to create. In this case, all of those factors or emotions make people use a energetic drink like a soft drink.
According with the questionaries, almost all sample population know the product (it is very important to remember that they are non sport people). And the percentage of consumers it is high in comparison with other energetic drinks like Powerade or Isostar.

With the obtained results, can be affirmed that it is true the information that the company gave. Many people do not practise sports and consume Aquarius. The profile of those consumers can be defined like:

They are mostly young people between 16 and 26 years (without distinguish man and woman). This sample affirms that they consume Aquarius often and the favourite taste is the original one (lemon). The product was knew in three different ways which have the same importance because the percentages where very similar among them. This ways are advertising in television, “mouth-to-mouth” and in the supermarket or bars. After study the results, it is clear that they do not related Aquarius with sports. Most of them consume it because it is a refreshing or soft drink and because they like the taste.

There are some internal factors that make the people drink Aquarius. The companies can study the target market in order to create a strategy but there are several aspects that influence the consumer decision and there are impossible to measure. Feelings, lifestyle, taste and smell or the family influences are some of them.

In short, companies can invest a lot of time and study the target market in order to create the best strategy for their product. But there are feelings and beliefs that people have and are very difficult to change or measure. For this reason, it is true that the campaigns of the products are important and can influence the consumer behaviour. But the internal beliefs and feelings are more important and the consumer is who decide how and when use a certain product.
7- Implications

This dissertation has been brought to the end after the conclusions drawn above. Here the implications will be outlined based on what it has been found during the research study. Hopefully our advices will be helpful for the related industry and companies as well as further research regarding to packaging.

According to the research it has not been found many differences between male and female respondents about their behaviour, this might because of the product category that it had been choosen, but more differences between genders’ perception on tasting could be discovered by further research. Besides, it might be the truth that the high education of the people the more they are expecting the social benefits delivered by the product, this could be show by further research.

Further research could be carried on by researching the different aging groups. Due to the fact that the age group that is studying was 200 people from 16 to 40, not only young. They can have more pursuing functional and emotional benefits rather than social benefits from their behaviour. Also, older people may have a different expectation about the benefits from this drink.

Another implication it can be drawn from this research is that, different kind of products should delivery different benefits to the consumer behaviour. In this paper the example it was the Aquarius drink as the study product, but it would probably come out different results if for instance it chose another different products, alcohol product for instance, which probably links associated with more social benefits to the consumer behaviour. Therefore, it is difficult to standardize how consumers perceive a product.

Finally, it has to be mention that culture difference does have an impact on companies’ initiatives to design the design of the product, for instance, during our research; the choices of advertising and design are quite different between the North and South of Europe. It is important for international companies to take a consideration of the culture differences that it can be when you launch another product in another country or they design the product.
In this last chapter, it has been draw the conclusions which were based on the theory and empirical data. Simultaneously, the research questions have been solved with the research findings and conclusion. Finally, there are some implications with our views.
8- Appendix

8.1 Questionnaire

The questionnaire’s information is only for university studies. All data will be used only for statistics studies and will be saved and treated with professionalism. It means that the data will not be made available to anybody else. The questionnaire is anonymous.

1. Do you practise sports often?
   a) Yes
   b) No

2. Do you know Aquarius?
   a) Yes
   b) No

3. How did you know it?
   a) Advertisement in television
   b) The Olympic Games
   c) Mouth-to-mouth
   d) In the supermarket or bars

4. You link Aquarius with:
   a) A drink for sports people
   b) A soft drink (like Coca-Cola, Fanta...)
   c) A refreshing drink

5. How often do you drink Aquarius?
   a) Always
   b) Normally
   c) Often
   d) Never
6. What taste do you like more?
   a) Original
   b) Orange
   c) Coke

7. Please, punctuate from 1 (worst) until 4 (best) the following aspects:
   a) Easy product to find
   b) Side of the drink easily adaptable
   a) Accessible price
   b) Good quality
   c) Adequate full

8. Why do you consume Aquarius?
   a) Because I like the taste
   b) Because it is a refreshing drink
   c) Because it is healthy and beneficial

9. My age is?
   a) From 16
   b) 16-26
   c) 26-30
   d) Until 40

10. Sex
   a) man
   b) woman
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