

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
MASTER OF MARKETING MANAGEMENT**

**PROMOTION MIX, PURCHASE INTENTION AND
CONSUMPTION BEHAVIOR TOWARDS CARABAO
ENERGY DRINK AT CENTURY BEVERAGE CO., LTD**

WINT THIRI HTET

MMM II - 43

MMM 3rd BATCH

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**A thesis is submitted to the Board of Examiners in partial fulfillment of the
requirement for the degree of Master of Marketing Management Programme
(MMM).**

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ABSTRACT

The objective of this study is to analyze promotion mix, purchase intention and consumption behavior toward Carabao energy drink at Century Beverage Co., Ltd. Independent variables which are advertising, sales promotion, public relations, personal selling, and digital marketing campaigns. The research method employed in this study was descriptive. The data utilized was both primary and secondary. For primary data, quantitative and structured questionnaire were utilized. Using Cochran (1977) sampling formula to an unknown population with a sample size of 385 respondents. The application of regression analysis is essential for determining promotion mix, purchase intention and consumption behavior. The research finds that personal selling and sales promotions are found as the most influential factors driving purchase intention. Regression analysis further found that purchase intention significantly influences on consumption behavior, highlighting the strong linkage between consumers' intent to buy and actual product use. However, advertising, public relations, and digital marketing campaigns were not very influential on purchase intention. As a result, it would be reasonable to defend that Carabao would allocate more resource into improving its personal selling and sales promotion activities, through in-store promotions, points of sale participation, sample testing, and loyalty programs, which have been demonstrated will happen to impact consumers' purchase intentions and actual consumption.

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CHAPTER 1

INTRODUCTION

Globalization of energy drinks has turned the whole industry into a very dynamic and competitive worldwide market with high consumer demand, aggressive marketing, and extensive distribution network. The energy drink gained popularity in Asia and was introduced by products such as Lipovitan-D in Japan during the 1960s; it was popularized globally through commercialization by Red Bull, which was produced in Austria during 1987 and was introduced to global markets during the later part of 1990s, early 2000s, (Heckman, Sherry & Gonzalez de Meji). Since then, the energy drink industry modernized rapidly with large brands such as Red Bull, Monster, and Rockstar expanding their products to Europe and North America, Asia and Africa.

Global trade growth, cultural exchange, and international marketing opened up opportunities for energy drink companies to target different segments of consumers such as young adults, athletes, or students. The energy drinks are marketed as energy, performance, and youth culture products, typically through sponsorship of a global sport event or through a music festival or social media influencers (Buchanan et al., 2017). Rising urbanization, increased discretionary income, and Western lifestyle influences have merged to boost the growth of energy drinks in most developing countries (Smith, 2013). Myanmar's market for energy drinks has been expanding robustly in the last few years owing to urbanization, a youthful population, and increasing health consciousness among people. The market was valued at approximately USD 100.06 million in 2023 and is expected to reach USD 150.54 million by 2032, at a compound annual growth rate (CAGR) of 4.65% during the forecast period (Astute Analytica, 2024).

One of the major trends in Myanmar's energy drinks market is the growing demand for health-oriented products. Over 60% of the urban population is prioritizing health and wellness, which has led to a 35% growth in sales of energy drinks formulated with natural ingredients and reduced sugar levels. Additionally, herbal infusion, such as ginseng and guarana, has gained popularity, with 65% of new customers having a penchant for such varieties (Astute, 2025).

As Astute Analytica (2025) noted, the growing demand for health-oriented products such as energy drinks that have natural ingredients, reduced sugar, and herbal extracts is indicative of a change in consumer values. To effectively influence purchase intention and consumption behavior, companies such as Century Beverage will have to design their advertising messages, online marketing, and public relations campaigns to

push these health advantages. By aligning the promotional mix to coincide with consumer trends, companies are more likely to build trust, prompt trial, and ultimately increase market share in the health-aware energy drink category (Kotler & Keller, 2016).

Century Beverage Co., Ltd is a leading FMCG distributor in Myanmar, established in 2010 and based in Yangon. They have a range of products in their distribution, such as whisky, wine, dairy, and ready-to-drink items. They have over 50,000 outlets in their network and have over 1,000 staff. They even possess an in-house marketing and creative department. The company is known for its significant investments in technology, supply chain management, and ground marketing operations in order to build and develop its brands. In 2015, the company was also appointed the exclusive distributor of the popular CARABAO energy drink.

Advertising is a non-personal, paid message via media such as television, radio, print, and digital media with the aim of informing and persuading people (Belch & Belch, 2018). Sales promotion includes short-term incentives such as discounts, coupons, contests, and free samples that are designed to stimulate immediate sales (Shimp & Andrews, 2013). Personal selling is the face-to-face interaction between a salesperson and a potential buyer, allowing tailored communication and feedback, typically used in business-to-business or high-involvement product contexts (Kotler & Keller, 2016). Public relations seek to create and maintain a positive image of the company through unpaid or earned media coverage, press releases, events, and crisis management (Fill & Turnbull, 2019). Lastly, direct marketing targets individual customers or segments with customized messages via emails, text messages, or social media, calling for an instant response or sale (Armstrong & Kotler, 2017).

Therefore, advertising generates awareness and exposes the energy drink to potential purchasers. Promotions like discounts, coupons, free samples, or contests trigger on-the-spot buying decisions. Trained salespeople can explain the product's goodness, suggest usage occasions (e.g., sports or studying), and build rapport with the consumer. Sponsorship of local events, sports teams, or health promotion initiatives as PR activities create goodwill for the brand. Social media websites like Facebook, Instagram, TikTok, and YouTube allow interactive promotions to reach young consumers. As a result, the promotion mix has significant influence on why and when people choose to use energy drinks with a view to affecting purchase intention and consumption behavior.

Therefore, this study is mainly focused on promotion mix, purchase intention and consumption behavior of energy drink products in Century Beverage Co., Ltd.

1.1 Rationale of the Study

Century Beverage Co., Ltd is Myanmar's leading FMCG business, headquartered in Yangon. It started business all the way back in 2010 and has expanded extremely rapidly to become one of Myanmar's most recognized names in the beverage industry. Century Beverage is an independent distributor and brand developer with a strong portfolio that includes both house brands and international agency brands. Its product portfolio includes whisky, rum, wine, energy drinks, ready-to-drink, wine coolers, and milk. The firm has a direct selling network with 50,000 plus retail points across Myanmar, with operations based in Yangon. Century Beverage has over 1,000 employees, in specialized teams in sales, marketing, creative services, and supply chain. Technology and logistics infrastructure investments have enabled efficient operation and increased market coverage.

Promotion mix plays a crucial role in the energy drink market due to the fact that the market is highly competitive and brand-oriented. Via advertising, sales promotion, public relations, personal selling, and internet marketing, organizations are able to inform people about their products, differentiate among their products, and create demand. In the energy drink segment, where the customers are young, active, and brand-sensitive, an efficient promotional scheme can help drive purchase decisions and brand loyalty (Kotler & Keller, 2016). Advertising aids in brand building and awareness, whereas value-added promotions such as discounts, sampling, and price bundling stimulate trial and repeat purchases. Sponsorships, especially youth event and sport sponsorships, as well as public relations, support brand social reputation and credibility (Fill & Turnbull, 2019). Personal selling and point-of-sale promotions also increase brand presence in the store environment. Moreover, influencer and social media campaigns are particularly strong at cultivating younger consumers and viral brand awareness (Chaffey & Ellis-Chadwick, 2019). Therefore, the promotion mix will be very important for energy drink businesses not only to keep customers and gain new customers but also to compete successfully in a fast-evolving consumer market.

Promotion mix covers the activities essential to the success of marketing for energy drinks at Century Beverage, especially in a competitive and fast-evolving market like Myanmar. Mixing the advertising tools, sales promotion tools, public relations tools, personal selling tools, and direct marketing tools in the promotion mix can trigger Century Beverage brand awareness, stimulate purchase intention, and make the product unique compared to its competitors in the local and international markets. Promotion across media

such as TV, social media, and influencer promotion gains mass coverage of the audience and thus constructs itself in a strong brand image by communicating unique benefits of the product, i.e., energy stimulation and natural ingredients (Belch & Belch, 2018).

Promotions such as promotions, free trials, and competitions are most effective for Myanmar's youth market where shoppers are price-inelastic and enjoy the ability to experiment with the product. These activities are most likely to generate quick peaks in demand and drive first-buying behavior (Shimp & Andrews, 2013). Personal selling plays a significant role at Century Beverage to building distribution channels and shelf presence in retail outlets, convenience outlets, and neighborhood tea houses. Public relations initiatives, such as sponsoring sporting events or joining public programs, reinforce the brand image and emotionally connect consumers, equating the product with living and desirable lifestyles (Kotler & Keller, 2016). Moreover, using SMS promotions and social media platforms like Facebook, which is very popular in Myanmar, Century Beverage can send targeted messages and promotional offers to targeted consumer segments (Armstrong & Kotler, 2017).

Although promotion mix practices are successful, Century Beverage has a variety of problems with implementing and sustaining these practices in Myanmar's dynamic and competitive energy drink market. The greatest concern is the penetration advertising has in terms of cost and fragmented media consumption. While traditional channels like TV and billboards work well in city markets, their potency is lost in rural markets where there is minimal media access. In addition, because more consumers are moving online, Century Beverage is challenged to optimize its online marketing efforts, especially with reference to reaching a specific segment and measuring campaign success (Belch & Belch, 2018).

Sales promotion fatigue also exists. According to Shimp & Andrews (2013), repeatedly unnecessary discounts, promotions, and contests become a means to generate short-term spiking sales, and the consumer is most likely to rely on such offers in the long term and purchase less at the everyday price, thus devaluing brand equity and profitability. Other sales issues confronted by Century Beverage include a personal selling function that is highly critical yet not adequately trained and high levels of sales personnel turnover; this also interferes with consistency of messages and with distributors and retailers relations (Kotler & Keller, 2016).

Public relations are still a problem through inadequate media contact and absence of planning. The limited public relations framework makes it quite difficult for the organization to manage its brand image against health matters associated with the

consumption of energy drinks. Coordination between elements of the promotion mix is sometimes inadequate, resulting in disjointed campaigns that cannot deliver a precise brand message and that, therefore, compromise the total campaign effectiveness in integrated marketing communication (Armstrong & Kotler, 2017).

Promotion mix activity is a key driver of purchase intention and consumption behavior among Century Beverage energy drink consumers, particularly in a brand-conscious and competitive market like Myanmar. By synergizing promotion mix activities, there can be stronger consumer loyalty and stronger brand preference, ultimately influencing both purchase behavior and behavioral intent (Armstrong & Kotler, 2017). By making full use of all the elements of the promotion mix complementarily, Century Beverage can successfully drive consumption behavior in an energy drink competitive market.

Therefore, with those to Century Beverage, this study is mainly focused on promotion mix, purchase intention and consumption behavior towards energy product at Century Beverage Co., Ltd Yangon.

1.2 Objectives of the Study

The objectives of this study are as per the following:

- To identify the promotion mix at Century Beverage Co., Ltd
- To analyze the effect of promotion mix on purchase intention at Century Beverage Co., Ltd
- To examine the effect of purchase intention on consumption behavior at Century Beverage Co., Ltd

1.3 Scope and Method of the Study

The promotion mix attributes, purchase intention, and consumption behavior towards Carabao energy drink products in Century Beverage Co., Ltd were examined in this study. Both primary and secondary data were used for research. With regard to primary data, a quantitative methodology was adopted in the form of questionnaires, and these were administered using a five-point Likert scale. Since it was not known what is the population size, sample size was worked out using Cochran's formula (1977) that can be used for undefined populations. Accordingly, the sample size for the research work was 385

respondents, and stratified random sampling was used. Secondary data were also gathered from applicable reports, trade journals, and other scholarly literature to provide data on current trends and effectiveness of selection standards. The data were processed using SPSS and depicted through frequency tables, descriptive statistics, correlation, and multiple regression analyses to examine the impact of promotion mix on purchase intention and consuming habits towards energy drinks in Yangon.

1.4 Organization of the Study

There are a total of five chapters in this study. Chapter one presents about introduction, reason behind the study, aims, limit and methodology of the study and structure of the study. Chapter two exhibits about theoretical background which include definitions, related theories, concepts, past studies and conceptual framework of the study. Chapter three talks about profile of Century Beverage and their promotion mix activities at Century Beverage. Analysis of Consumption Behavior Towards Carabao Energy Drink at Century Beverage, and Purchase Intention are addressed in chapter four. Areas for further research, recommendations and conclusion are addressed in chapter five.

CHAPTER 2

LITERATURE REVIEW

This chapter provides a comprehensive review of relevant literature to support the investigation of how the promotion mix influences purchase intention and consumption behavior towards Carabao Energy Drink at Century Beverage Co., Ltd. By exploring previous research, this chapter aims to clarify the relationships between promotion mix, purchase intention and consumption behavior in the energy drink sector.

2.1 Concept of Promotion Mix

The promotion mix is a combination of various communication tools and techniques that marketers use with the objective of attaining their marketing objectives and influencing consumer behavior. It is a key component of the marketing mix, playing a great role in informing, persuading, and reminding target markets about a product or a brand.

The promotional mix has evolved significantly over the decades as marketing adapted to changing consumer behavior and communications technology. The promotion mix, or marketing communications mix, is the combination of promotional tools that organizations use to communicate with target markets, influence consumer behavior, and execute marketing objectives (Kotler & Keller, 2016). The traditional promotion mix in marketing includes advertising, sales promotion, public relations, personal selling, and direct marketing. In the past couple of years, digital marketing has also been added as a basic component due to the rise of internet-based mediums and social media.

Conventionally, the promotion mix was derived from the overall marketing mix concept introduced by McCarthy (1960), which is made up of the four Ps: Product, Price, Place, and Promotion. Promotion was regarded as the most significant function that had the role of informing and persuading potential customers. Every element of the promotion mix developed its own practices and media over the years. One of the most noticeable and earliest developments to emerge was advertising that rode on the mass media of radio, newspapers, and television (Belch & Belch, 2018). Sales promotion gained popularity during the 20th century as a means of stimulating immediate consumer response founded on discounts, samples, and limited-time offers.

When mass media grew in the mid-20th century particularly radio, television, and print, advertising emerged as an efficient way of communicating with masses. This was a

shift from personal to non-personal communication with an emphasis on brand identification and product positioning. The traditional promotion mix began evolving during this period because marketers believed that they needed to balance multiple promotional tools to influence consumer decisions (Kotler & Armstrong, 1989).

With the development of digital technology in the late 20th and early 21st centuries, direct and digital marketing gained greater significance, driven by the advent of the internet, email, social media, and mobile marketing. These newer tools allowed marketers to more precisely target audiences and measure campaign effectiveness in real time, transforming how the promotion mix was applied in practice (Belch & Belch, 2018). Today, the promotional mix is no longer viewed as a set formula but as a versatile array of tools to be adapted based on the needs of brands, markets, and shifting consumer behaviors.

The integration of these tools into a coherent and synergistic strategy popularly referred to as integrated marketing communications (IMC) has become significant in creating uniform brand messages through a range of channels (Percy, 2018). As the marketplace continues to fragment and customers demand personalized experiences, a well-balanced promotion mix is now essential for firms, including energy drink companies, to successfully target and retain their target markets.

2.2 Promotion Mix

In the highly competitive fast moving consumer goods (FMCG) industries like energy drinks in particular, a promotion mix is critical to consumption behavior. The promotion tool includes advertising, sales promotions, public relations, personal selling, and digital marketing campaigns through which brand awareness can be created to encourage trial purchases and long-term relationships with consumers. Each of these aspects depends on purchase intention and consumption behavior.

2.2.1 Advertising

Advertising is one of the most powerful tools within the promotional mix and plays a crucial role in shaping consumer perceptions, creating brand awareness, and influencing purchase decisions. It involves the use of various paid media channels such as television, radio, print, outdoor, and digital platforms to communicate persuasive messages about products, services, or brands to a target audience (Belch & Belch, 2018). In the context of fast-moving consumer goods (FMCGs) like energy drinks, advertising helps companies

like Carabao differentiate their brand in a competitive market and position their products in the minds of consumers.

Advertising is still the most important promotional mix element for energy drinks, driving consumer preferences and brand awareness. It is very much used via several media such as television, billboards, radio, and social media (Kotler & Keller, 2016). Therefore, energy drink brands invest massively on televisions and also in digital ads to ensure high product exposure and value communication like energy enhancement, endurance, and mental alertness (Buil, De Chernatony, & Martínez, 2013). On top of that, social media advertising, like Facebook and TikTok, is vital in the approach of younger consumers since it enables the use of interactive videos, influencer marketing, and targeting promotions (Mangold & Faulds, 2009). With the developed digital opening, brands are focusing their marketing needs increasingly on online advertising to more satisfy customers and so, usually encourage purchase usage.

Scholars have long emphasized the strategic importance of advertising in driving consumer behavior. According to Kotler and Keller (2016), effective advertising goes beyond mere product promotion; it builds emotional connections with consumers and reinforces brand identity. This is especially relevant in the energy drink sector, where lifestyle, aspiration, and performance enhancement are key motivators. Emotional appeals, celebrity endorsements, sports sponsorships, and youth-oriented messaging are commonly used advertising strategies in this segment (Fill & Turnbull, 2016).

The impact of advertising on purchase intention and consumption behavior is well-documented in academic literature. A study by Kaur and Singh (2020) found that informative and entertaining advertisements significantly increased consumers' intention to purchase energy drinks among young adults. Similarly, Alalwan et al. (2017) highlighted those engaging advertisements, particularly on digital platforms like social media, enhance consumer interaction and brand engagement, which in turn boosts purchase likelihood.

2.2.2 Sales Promotions

Sales promotions are short-term marketing strategies designed to stimulate immediate consumer interest, trial, or purchase of a product or service. They include tools such as discounts, coupons, free samples, loyalty programs, and limited-time offers, which create a sense of urgency and perceived value among consumers (Kotler & Keller, 2016). According to Belch and Belch (2018), sales promotions are particularly effective in influencing consumer behavior when combined with other elements of the promotional

mix, such as advertising and personal selling. However, some scholars warn against overreliance on sales promotions, as it may lead to brand devaluation or create expectations of constant deals (Buil, De Chernatony, & Martínez, 2013).

The primary objective of sales promotion is to induce product trial, accelerate purchase decisions, and increase the volume of sales, particularly during promotional periods (Blattberg & Neslin, 1990). For brands like Carabao, commonly used tactics such as buy-one-get-one-free (BOGO) offers, bundling with snacks, and promotional events at retail points are especially effective in driving consumption behavior. Research has shown that these promotional techniques not only increase short-term sales but can also positively affect brand awareness and brand switching behavior (Ndubisi & Moi, 2005). Energy drink consumers, particularly youth and working adults, are often influenced by the perceived value added through such offers, thereby reinforcing the importance of promotional timing and design.

Sales promotion also plays a strategic role in enhancing purchase intention, particularly when aligned with consumer needs and product positioning. A study by Mardikyan et al. (2012) found that promotional deals and free samples significantly increased consumers' willingness to purchase energy drinks in emerging markets. Furthermore, Ailawadi et al. (2009) argue that well-executed promotions not only attract deal-prone consumers but can also foster brand loyalty when combined with personalized and experiential elements, such as in-store tastings or promotional events.

2.2.3 Public Relations

Public relations (PR) is a vital component of the promotion mix that focuses on creating and maintaining a positive image and fostering goodwill between a company and its various stakeholders, including consumers, media, and the general public (Grunig & Hunt, 1984). Unlike advertising or sales promotion, PR does not involve paid media space but instead relies on earned media and strategic communication efforts to build trust and credibility. In the context of consumer goods like energy drinks, public relations strategies can significantly influence brand perception, customer loyalty, and long-term purchasing behavior.

Public relations will almost always be the strategic communication work that aims to cultivate a brand for its positive reputation and the trust of its consumers. The energy drink industry PR activities include sponsoring sports events, engaging communities, and issuing press releases that feature brand accomplishments (Harris & Whalen, 2006). Such

events increase credibility and forge emotional ties with their target audience (Cornwell, Weeks, & Roy, 2005). PR strategies include CSR initiatives that will accentuate environmental sustainability and support for local charities, augmenting the corporate image for a brand while gaining customer loyalty in the process.

Harris & Whalen (2006) found that public relations activities contribute to both attitudinal and behavioral outcomes among consumers. According to Kitchen and Papasolomou (1997), public relations helped humanize brands, allowing consumers to form emotional connections and develop loyalty over time. Moreover, CSR-related PR efforts have been shown to improve purchase intention, as consumers increasingly value ethical and socially responsible companies (Du, Bhattacharya, & Sen, 2010). In the competitive energy drink market, this emotional bond can serve as a differentiating factor, especially when product offerings are relatively similar across brands.

Furthermore, PR plays a critical role in crisis communication, brand recovery, and enhancing credibility, especially in a digital age where brand reputation can be easily impacted by consumer feedback and viral media content. The integration of digital platforms into PR strategies such as using social media for real-time engagement or publishing impact stories can significantly broaden outreach and enhance message effectiveness (Theaker, 2021).

2.2.4 Personal Selling

Personal selling is a critical element of the promotional mix that involves direct, face-to-face interaction between sales personnel and potential buyers, aiming to persuade them to make a purchase or strengthen their relationship with the brand (Kotler & Keller, 2016). This interpersonal communication allows for immediate feedback, tailored messaging, and trust-building making it especially effective in high-involvement purchase decisions or competitive markets like the energy drink industry. Unlike impersonal promotional tools, personal selling emphasizes relationship marketing by addressing customer needs and concerns directly, thereby increasing customer satisfaction and long-term loyalty (Ingram et al., 2014).

Empirical research supports the effectiveness of personal selling in shaping both short-term buying behavior and long-term brand perception. Spiro and Weitz (1990) argue that the interactive nature of personal selling allows salespeople to adapt their communication style to the customer's decision-making process, making it one of the most persuasive promotional tools. Moreover, personal selling is often used in conjunction with other promotional strategies, such as sales promotions or digital campaigns, to reinforce

messages and close the sale. When personal selling is combined with value-added services like explaining health benefits or offering bundled deals its impact on consumer behavior increases significantly (Jobber & Lancaster, 2015).

According to Kotler and others, 2019, personal selling is a method of persuasion and is quite active in the promotional mix, especially in modern trade (supermarkets, convenience stores) and also in older retail arenas (street vendors, small shops). Energy drink companies are putting their salesmen and brand ambassadors to task, where they activate potential customers at point-of-sale with free samples, demonstrations, and promotional incentives. This sells differently because it communicates product benefits, contrasts one brand from the other, or addresses consumer questions (Weitz & Bradford, 1999). Another benefit of the personal-selling interaction is that brands get to forge an even closer relationship with their consumers, thereby increasing the chances of purchasing.

2.2.5 Digital Marketing Campaigns

Digital marketing campaigns have become a cornerstone of modern promotional strategies, offering firms the ability to reach targeted audiences efficiently and interactively. Digital marketing encompasses various channels such as social media, email, search engines, websites, and mobile applications to engage customers and influence their purchasing behavior (Chaffey & Ellis-Chadwick, 2019). In contrast to traditional media, digital platforms provide measurable, real-time data that allow businesses to refine their strategies and improve return on investment (Ryan, 2016). The evolution of digital media has empowered brands to create personalized content, implement data-driven campaigns, and foster two-way communication with consumers, which is particularly relevant in highly competitive sectors like the energy drink industry.

Digital transformation is in the phase of making online campaigns the mandatory most important way to promote their products in the energy drink industry. It is through social media marketing, influencer marketing, search engine advertisement, and email marketing that critical penetration can be achieved among tech-savvy and younger generations (Dwivedi, Kapoor, & Chen, 2015). The brands are using Facebook ads, Instagram ads, and YouTube ads to showcase product benefits and limited-time offers, as well as to enable consumers interactively engage with the brands (Jin & Phua, 2014). In addition, brands send consumers personalized promotions, loyalty rewards, and product updates through email and mobile marketing instances, and these further increases engagement and repeat purchases.

Ryan (2016) also found that digital campaigns significantly enhance brand awareness, purchase intention, and consumer loyalty. According to Tiago and Veríssimo (2014), digital marketing tools such as influencer marketing, search engine optimization (SEO), and online advertising play a crucial role in shaping customer attitudes and decision-making. The ability to micro-target users based on behavior, location, or interests is a significant advantage of digital campaigns over mass marketing (Kingsnorth, 2019). Therefore, Brands like Carabao can leverage platforms like Facebook, YouTube, and Instagram to deliver visually engaging content, celebrity endorsements, or user-generated challenges, all of which drive engagement among younger demographics.

2.3 Purchase Intention

Purchase intention refers to a consumer's plan or likelihood to buy a particular product or service in the future, often influenced by various psychological, social, and marketing factors (Dodds, Monroe, & Grewal, 1991). It is considered a crucial predictor of actual buying behavior and is widely used in marketing research to evaluate the effectiveness of promotional strategies (Ajzen, 1991). Several studies have emphasized that purchase intention is shaped by a combination of product awareness, perceived value, trust, brand attitude, and prior experience (Dodds, Monroe, & Grewal, 1991). In the context of fast-moving consumer goods like energy drinks, where consumer choices are frequent and competitive, understanding what drives purchase intention becomes essential for brand positioning and campaign design.

Purchase intention comes to the fore as a major indicator of consumer behavior that reflects an individual's likelihood of buying a product according to her perceptions of benefits, promotions, and brand positioning (Ajzen, 1991). In turn, these promotions shape consumer attitude, brand awareness, and ultimately purchasing behavior (Kotler & Keller, 2016).

In the energy drink market, purchase intention is often linked to perceived product benefits, such as increased energy and alertness, taste preference, and trust in brand image (Pendergast, Ho, & Strongman, 2016). Effective promotion mix elements, including advertising clarity, persuasive sales promotions, and credible endorsements, positively influence the consumer's cognitive and emotional response, increasing their likelihood of making a purchase (Belch & Belch, 2018). Moreover, digital marketing allows brands to create targeted, personalized messages that can significantly improve purchase intention through enhanced relevance and engagement (Tiago & Veríssimo, 2014).

Of all promotion elements, advertising and digital marketing enable purchase intention by creating brand recall and emphasizing product benefits including increased energy, improved focus, and endurance (Buil, De Chernatony, & Martínez, 2013). According to research, consumers are much more likely to develop a strong intention towards purchase if the brand is well promoted continually according to their needs and lifestyle preferences (Keller, 2009).

Sales promotions offer discounts, BOGOF or buy-one-get-one-free promotions, and coupons and serve as critical facilitators of consumer purchase intention, especially for price-sensitive consumers (Chandon, Wansink & Laurent, 2000). Sales promotions instill urgency and perceived value that create impulse purchases and trial consumption. Furthermore, customers satisfied with the product promotion will likely advance to fill the role of repeat buyers, thus reinforcing the relationship with the brand (Grewal, Monroe & Krishnan, 1998).

Within the energy drink segment of the FMCG industry in Yangon, purchase intention is heavily influenced by every element of the promotion mix: advertising, sales promotions, public relations, personal selling, as well as digital marketing campaigns. In Yangon, energy drink brands aggressively promote advertisements through social media, TV commercials, and influencer marketing to connect with young consumers, especially students and professionals. They are heavily reliant on energy drinks to help them optimize their productivity and performance.

All in all, the marketing decision to purchase energy drinks is various interrelated promotional activities creating consumer awareness, enhancing perceived value, and building trust. In other words, these promotional activities will create some initial purchase and contribute toward brand preference and loyalty subsequently. Understanding the factors that shape purchase intention may help energy drink companies in Yangon create a more targeted and impactful marketing strategy, enhancing their market position and consumer engagement.

For brands like Carabao, integrating various promotional strategies such as influencer campaigns, in-store promotions, and public relations efforts can create a coherent brand message that reinforces consumer motivation and leads to higher purchase intention. These strategies, when well-coordinated, can bridge the gap between brand awareness and actual consumption behavior, making purchase intention a key indicator of marketing success.

2.4 Consumption Behavior

Consumption behavior refers to the decision-making processes and actions of consumers when selecting, purchasing, using, and disposing of products and services and influenced by a range of psychological, social, cultural, and economic factors (Schiffman & Kanuk, 2010). In the context of energy drinks, consumption behavior is shaped by consumer motivations such as the desire for increased alertness, stamina, or social image, particularly among younger demographics (Pendergast, Ho, & Strongman, 2016). Consumption decisions are not only driven by physiological needs but also by lifestyle trends, brand perceptions, and marketing stimuli.

Consumption behavior relates to the way a consumer chooses to make up his mind, buys, and makes post-purchase decisions in relation to products or services (Schiffman & Wisenblit, 2019). These behaviors in consumption are molded by factors psychological, social, marketing-related-dimension such as promotion mix strategies of advertising, price promotions, public relations, personal selling, and digital marketing concerning the communication of this information to the consumers within the FMCG context and such factors act upon perceptions, preferences, and purchasing behaviors that affect the amount and frequency of energy drink consumption (Kotler & Keller, 2016).

According to Solomon et al. (2012), consumer behavior is dynamic and involves both rational and emotional factors. The frequent consumption of energy drinks like Carabao can be attributed to convenience, perceived performance enhancement, and taste preferences. Peer influence, social media, and advertising also contribute to consumption behavior, especially when products are positioned as part of an active or aspirational lifestyle (Kotler & Keller, 2016). Furthermore, consumption patterns may vary by context; for instance, consumers may prefer energy drinks during study sessions, gym workouts, or social gatherings, which demonstrates the situational dependency of behavior (Blackwell, Miniard, & Engel, 2006).

The increased demand for functional beverages that enhance mental alertness, physical stamina, and relieve stress is one of the factors in energy drink consumption behavior (Heckman, Sherry, & Gonzalez de Mejia, 2010). Young consumers, specifically students and working professionals, consume energy drinks as performance enhancers to help them stay awake, concentrate, and work more productively (Higgins, Tuttle, & Higgins, 2010). The advertising and digital marketing of these drinks have reinforced these perceived benefits; brands cleverly position energy drinks as fundamental to maintaining

an energetic lifestyle, with the help of celebrity endorsements, influencer partnerships, and social media campaigns (Patterson, 2016).

Further influences on behavior have been perceived risks and health issues of energy drink consumption. Some individuals may restrain intake because of worries surrounding caffeine, sugar levels, and possible health consequences, while others may try to look for sugar-free or organic variants (Breda et al. 2014). Marketing tactics that are focused on the safety of the product, natural ingredients, and following regulations will help mitigate these concerns and maintain the trust of consumers (Grasser, Yep, & Pivarnik, 2016).

Marketing strategies, including promotions, advertising, and public relations, play a crucial role in shaping consumer attitudes and behaviors. For example, persuasive advertising campaigns can lead to increased consumption frequency, while loyalty programs and bundled offers can encourage brand switching or reinforce brand loyalty (Belch & Belch, 2018). In the case of energy drinks, branding and perceived health implications also influence consumption behavior. While some consumers perceive energy drinks as performance-enhancing, others may be deterred by health concerns, highlighting the importance of targeted marketing and transparent communication (Heckman, Sherry, & Gonzalez de Mejia, 2010).

Therefore, consumption of energy drinks in Yangon is a result of various factors: functional need, promotional influence, brand image, and health benefits. Therefore, one can bring energy drink brands to attract, retain and grow a consumer base as part of the communication mix, which will eventually reap benefits in this competitive FMCG market.

2.5 Related Theories

The study of the influence of promotion mix, purchase intention and consumption behavior towards energy drink is grounded in several marketing, psychological, and economic theories. These theories help explain how advertising, sales promotions, public relations, personal selling, and digital marketing campaigns shape purchase intention, and consumption behavior.

2.5.1 The Hierarchy of Effects Model

The Hierarchy of Effects Model is a foundational theory in advertising and consumer behavior, describing the sequential steps a consumer goes through before making a purchase decision. Originally developed by Lavidge and Steiner (1961), the model proposes that marketing communications lead consumers through a series of cognitive (thinking), affective (feeling), and conative (doing) stages. Specifically, the model identifies six stages: awareness, knowledge, liking, preference, conviction, and purchase. This step-by-step framework suggests that effective marketing strategies must first generate awareness and knowledge about a product, then build positive feelings and preferences, and finally encourage consumers to take action and make a purchase.

The model has been widely used to evaluate the effectiveness of promotional activities, especially in relation to advertising campaigns. According to Belch and Belch (2018), the hierarchy of effects helps marketers understand the psychological processes consumers undergo and tailor messages accordingly. For instance, in the early stages (awareness and knowledge), promotional tools such as advertising and digital marketing play a key role in delivering brand information. In contrast, tools like sales promotions and personal selling are more effective in the later stages, where the goal is to convert intention into actual purchase behavior.

Despite its wide acceptance, the model has been critiqued for its linearity and assumption that consumers move through all stages in a fixed order. Modern researchers argue that consumer decision-making can be non-linear and influenced by factors such as brand loyalty, peer influence, or impulse buying (Barry, 1987; Vakratsas & Ambler, 1999). Nevertheless, the model remains a valuable framework for understanding how promotional mix elements influence consumer behavior in a structured way.

The Hierarchy of Effects model proposed by Lavidge and Steiner (1961) describes how consumers pass through various stages awareness, knowledge, liking, preference, conviction, and purchase before finalizing a buying decision. The model is applicable to the energy drink industry in that advertising and promotional campaigns create awareness

of a brand, nurture favorable attitudes toward the brand, and convert potential buyers into repeat purchasers (Barry & Howard, 1990). For instance, aggressive advertising and event sponsorships employed by Red Bull and Monster Energy drive brand recall as well as affect the consumer preferences in Yangon market.

2.5.2 AIDA Model (Attention, Interest, Desire, Action)

The AIDA model is one of the earliest and most influential frameworks in marketing and advertising, describing the stages a consumer goes through from first encountering a marketing message to taking action. Developed by Elias St. Elmo Lewis in the late 19th century, the model outlines four key stages: Attention, Interest, Desire, and Action (Strong, 1925). The underlying premise is that effective promotional communication must first capture the consumer's attention, then spark interest in the product, cultivate a desire for ownership, and finally lead to a purchasing action.

The AIDA model-devised by Lewis in 1898-provides an insight into how promotional methods capture consumer attention, stimulate interest, gain desire, and translate it into action (purchase decision). In energy-drink marketing, attention is captured by means of the digital marketing campaign, celebrity endorsement, and promotional tools, while consumer engagement is maintained. Sales promotions, loyalty programs, and in-store displays help bridge the gap from interest to desire and action (Kotler & Keller, 2016).

The AIDA model remains widely used in modern marketing due to its simplicity and clear sequence of psychological steps. It provides a practical guide for designing promotional materials such as advertisements, website content, and sales pitches. According to Kotler and Keller (2016), each stage of the AIDA process aligns with specific elements of the promotional mix. For instance, advertising and digital marketing campaigns are particularly effective in generating attention and interest, while sales promotions, personal selling, and public relations are more influential in converting desire into action. This staged approach allows marketers to strategically develop communication plans that move consumers progressively toward a purchase.

Despite its popularity, the AIDA model has faced criticism for oversimplifying consumer decision-making and failing to account for post-purchase behavior or feedback loops (Barry & Howard, 1990). Contemporary scholars argue that consumer behavior is not always linear and may involve repeated exposures, external influences, and emotional factors that AIDA does not fully address (Blythe, 2013). Nevertheless, AIDA's enduring relevance lies in its utility as a foundational model for understanding how marketing

communication impacts consumer behavior, especially in fast-moving consumer goods (FMCG) sectors like energy drinks.

2.5.3 Uses and Gratifications Theory (UGT)

The Uses and Gratifications Theory (UGT) provides a valuable framework for understanding how and why individuals actively seek out specific media to satisfy various personal needs. First introduced by Katz, Blumler, and Gurevitch (1973), UGT represents a shift from traditional mass communication theories that viewed audiences as passive recipients, instead portraying them as active participants who selectively use media based on their motivations. The theory identifies several core categories of media gratification, including information seeking, personal identity, integration and social interaction, and entertainment (McQuail, 2010). Over time, UGT has been extended to examine how consumers engage with digital platforms, social media, and advertising content.

Blumler and Katz's Uses and Gratifications Theory (UGT) (1974) helps to elaborate on why consumers, depending on their own needs, would relate to marketing content with entertainment and social influence. For the energy drink market, consumers find brand content more engaging and entertaining through social media, influencer marketing, and eventually event sponsorship. The basic principles in which energy drinks are marketed are through forms of social media advertising, whereby the sponsorship of e-sports and lifestyle branding are linked to consumer self-image and aspiring needs that drive engagement and purchase behavior (Ruggiero, 2000).

UGT is particularly useful in studying purchase intention and consumption behavior in the energy drink sector. Consumers not only use media to gather product information but also to affirm lifestyle choices or express individual preferences (Whiting & Williams, 2013). Promotional campaigns that are aligned with audience gratifications such as high-energy visuals, influencer endorsements, or cause-related marketing can effectively stimulate consumption behaviors. For Carabao at Century Beverage Co., Ltd., understanding consumers' motivations for engaging with its promotional messages allows the company to tailor its marketing strategies more effectively. For instance, targeting gratifications like social acceptance, performance enhancement, or status signaling can improve campaign resonance and drive brand loyalty.

2.5.4 Kotler's Theories on Digital Marketing Campaigns

Philip Kotler, widely recognized as the "father of modern marketing," has extensively contributed to the conceptual foundation of digital marketing. His evolving theories, especially through his works in Marketing 3.0, Marketing 4.0, and Marketing 5.0,

provide a structured approach to understanding and executing digital marketing campaigns in the modern, tech-driven era. Kotler emphasizes the transition from product-centric marketing (1.0) to customer-centric (2.0), human-centric (3.0), digital-centric (4.0), and technology-assisted marketing (5.0), highlighting how marketing campaigns must adapt to shifting consumer expectations and behaviors in the digital age (Kotler, Kartajaya, & Setiawan, 2017).

In Marketing 4.0, Kotler introduces the concept of the customer path or “5A’s” framework; Aware, Appeal, Ask, Act, and Advocate which guides how consumers engage with brands in a connected digital world. Digital marketing campaigns, according to Kotler, must be strategically designed to support each of these stages. For example, the "Aware" phase may involve high-reach strategies like search engine marketing or social media advertising, while the "Act" phase requires well-optimized websites and user-friendly purchase funnels. The final stage, "Advocate," emphasizes creating content and experiences that encourage customers to recommend brands online, thereby amplifying campaign reach through word-of-mouth (Kotler et al., 2017).

Kotler also stresses the importance of Omnichannel Marketing, where digital campaigns are no longer confined to a single platform but are integrated across web, mobile, social media, and physical touchpoints. He argues that consumers expect seamless experiences across channels, and any inconsistency can erode brand trust. Campaigns that harmonize email marketing, influencer outreach, content marketing, and mobile apps are more likely to drive brand loyalty and conversions (Kotler & Keller, 2016).

Another core principle is Value Creation in the Digital Age, where Kotler highlights the need for campaigns to deliver not just functional value, but also emotional and social value. For instance, digital campaigns must reflect social issues, personalization, and storytelling to emotionally connect with the audience. In Marketing 3.0, he argues that modern consumers are values-driven and expect brands to stand for a purpose beyond profit, which must be reflected in digital communication strategies (Kotler, Kartajaya, & Setiawan, 2010). Campaigns that align with ethical, social, or environmental causes tend to resonate more deeply with today's socially aware consumers.

Furthermore, Data-Driven Marketing is central to Kotler’s digital marketing framework in Marketing 5.0. He advocates for the use of AI, big data, and analytics to tailor digital campaigns to individual preferences and behaviors. By leveraging machine learning and predictive analytics, marketers can segment audiences more precisely and create hyper-personalized campaigns that significantly increase engagement and ROI

(Kotler et al., 2021). This reflects a shift from traditional mass marketing to highly customized digital engagement models.

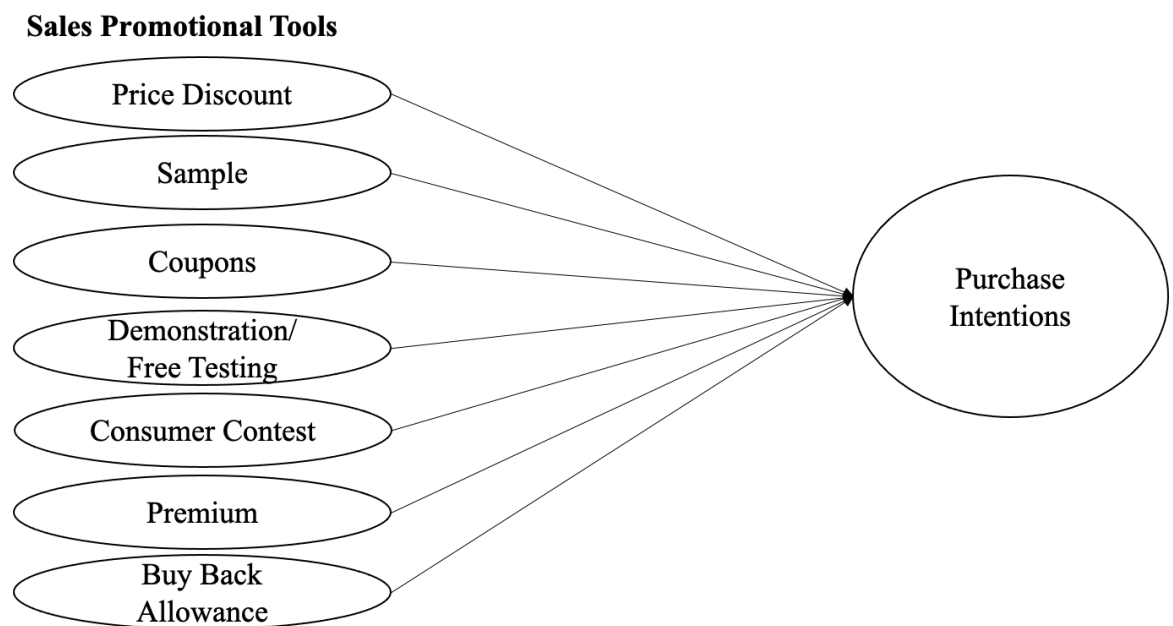
2.6 Previous Studies

Previous studies are important because they provide a foundation of knowledge, highlight proven marketing strategies, and identify gaps in existing research. They have shown that promotion mix elements like personal selling, sales promotion, advertising, public relations, and digital marketing influence consumer purchase intention and behavior.

(a) The Effectiveness of Sales Promotional Tools towards Purchase Intention

For the first study, the effectiveness of sales promotional tools towards purchase intention by Themina et.al (2021) is presented. This research intends to empirically test the relationships of sales promotional tools. Price discount, samples, coupons, demonstration/free tasting, consumer contest, premium and buy back allowance are towards consumer purchase intention. The research also imparts guidance to FMCG marketers on the optimal effective tool among others that should be considered while developing marketing strategies. The research is quantitative in its paradigm and the overall research design extends towards literature review whereas data collection has been done through a field survey based on FMCG respondents-consumer in IMTs and LMTs of Lahore, Pakistan. A technique of data analysis used is Structural Equation Modeling (SEM) using ADANCO 2.0.1.

Figure (2.1) The Effectiveness of Sales Promotional Tools towards Purchase Intention



Source: Themina et. al (2021)

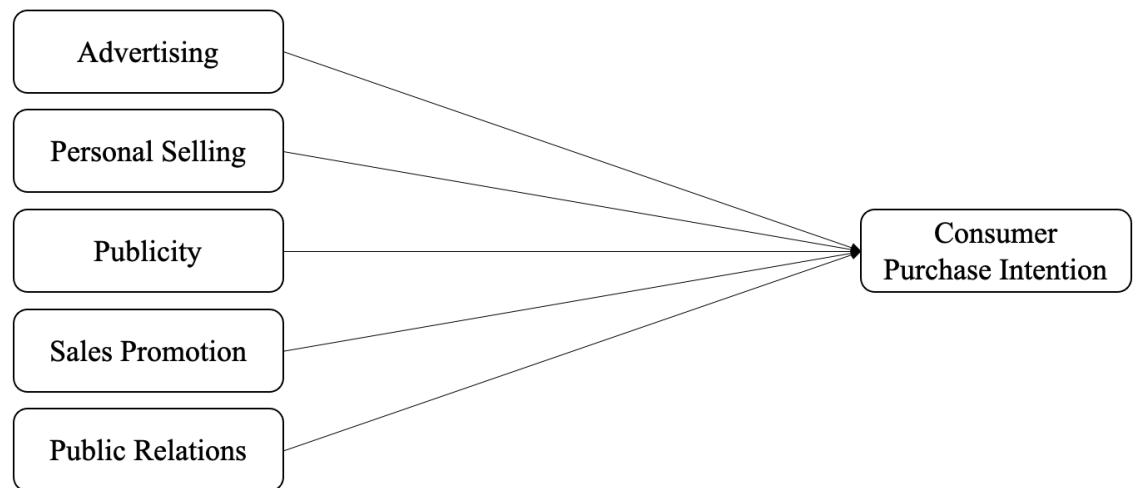
The results imply that all seven promotional tools positively correlate to consumer purchase intention with price discount being the strongest. This research adds to and extends the breadth of the current conceptual framework of sales promotional tools. As a context-specific contribution, the following three elements have been appended after exploring theoretical grounds and empirical testing: sample, demonstration/free tasting and coupons.

(b) Impact of Promotional Mix on Consumer Purchase Intention

The second study is about the impact of promotional mix on consumer purchase intention which was researched by Dr. D. et. Al., (2017). The examiner aimed to evaluate the influence that promotional activities exert on the purchasing behavior of FMCG items. The statistics to be used in this particular study were acquired from two sources: The primary was the existing literature, research, and previous studies; while the second was the field study. The populations of the study underwent assessment. For this assessment, a pre-designed questionnaire was administered to a purposive sample of 50 clients in the buying shops.

Figure (2.2) Impact of Promotional Mix on Consumer Purchase Intention

Promotion Mix



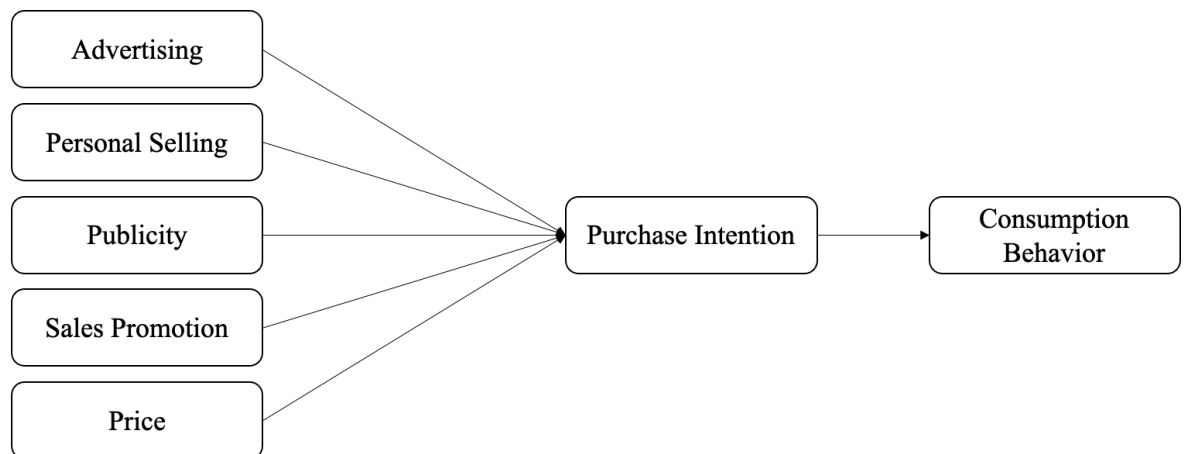
Source: Sucharutha, D & Shirisha, M. (2017)

The findings presented that there was statistically significant effect advertising, personal selling, and sales promotion on consumers in FMCG companies. There was no statistically significant effect of the Publicity, and public relations in FMCG companies on consumers' purchase intentions.

(c) Exploring Consumers' Purchase Intention on Energy-Efficient Home Appliances: Integrating the Theory of Planned Behavior

Extensive energy consumption has incurred global environmental problems such as climate change. Home appliances are highly used products and consume large amounts of energy. When widely applied, energy-efficient home appliances promote energy efficiency and reduce carbon emissions. Therefore, people's intention to purchase these home appliances merits research attention. In this study, a comprehensive model was developed using the theories of planned behavior, perceived value, and environmental awareness.

Figure (2.3) Exploring Consumers' Purchase Intention on Energy-Efficient Home Appliances: Integrating the Theory of Planned Behavior



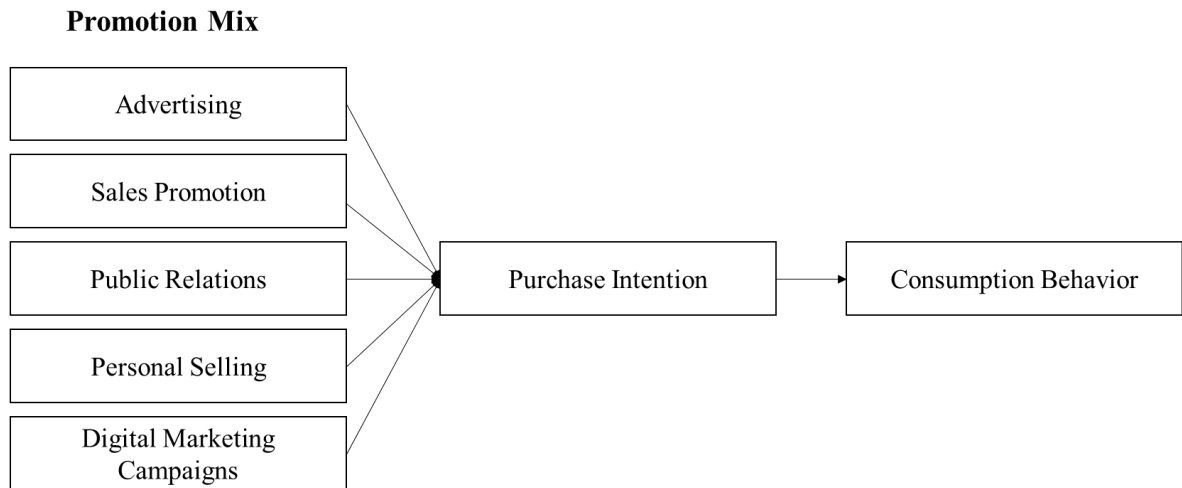
Source: Chien-Chi Lin & Chih-Ming Dong (2023)

Data were collected through a questionnaire survey, to which 448 valid responses were returned, and analyzed using partial least squares. The results indicated that consumers' intention to purchase energy-efficient home appliances was positively affected by their attitude toward purchasing the appliances. Such attitude was significantly and positively affected by functional value, price value, environmental value, and environmental awareness. However, consumers' attitudes toward purchasing these appliances were not significantly affected by emotional value or social value. Suggestions were proposed on promoting consumer intention to purchase these home appliances according to the research results.

2.7 Conceptual Framework of the Study

This framework illustrates the relationship between key independent variables (promotion mix), and dependent variables (purchase intention and consumption behavior) towards Carabao energy drink at Century Beverage Co., Ltd.

Figure (2.4) Conceptual Framework of the Study



Source: Own Compilation (2025)

The conceptual framework of this study illustrates the relationship between the promotion mix, purchase intention and consumption behavior towards Carabao Energy Drink at Century Beverage Co., Ltd. The independent variables in this study are advertising, sales promotion, public relations, personal selling and digital marketing campaigns. The dependent variables are purchase intention and consumption behavior. Therefore, this framework provides a structured basis for analyzing promotion mix, purchase intention and consumption behavior for Carabao Energy Drink at Century Beverage Co., Ltd.

Working Definitions

- **Advertising:** Advertising is when Century Beverage pays to show messages on TV, social media, or billboards to let people know about their energy drinks.
- **Sales Promotions:** Sales promotions are special offers like discounts or buy-one-get-one-free deals which Century Beverage use these to attract more customers quickly.
- **Public Relations:** Public relations is all about building a good image for the company. Century Beverage does this through events, charity work, or news stories.

- **Personal Selling** Personal selling is when salespeople from Century Beverage talk directly to shop owners or distributors to explain the product and encourage them to sell it.
- **Digital Marketing Campaigns:** Digital marketing is when Century Beverage uses social media platforms like Facebook to promote their drinks online.
- **Purchase Intention:** Purchase intention means how likely consumers would like to buy an energy drink from Century Beverage. If they see good ads or cool promotions, they feel more interested and more likely to try it.
- **Consumption Behavior:** Consumption behavior refers to the patterns, preferences, and decision-making processes exhibited by consumers when selecting, purchasing and using Carabao products at Century Beverage Co., Ltd.

CHAPTER 3

PROFILE AND PROMOTION MIX ACTIVITIES OF CENTURY BEVERAGE COMPANY LIMITED

This chapter mainly compose with profile of Century Beverage Company Limited, management structure, promotional activities which are used at Century Beverage towards Carabao Energy Drink, and reliability analysis.

3.1 Profile of Century Beverage Company Limited

Century Beverage Co., Ltd., established in late 2010, has emerged as a prominent player in Myanmar's fast-moving consumer goods (FMCG) sector. Headquartered in Yangon, the company has expanded its operations across the nation, maintaining branch offices in key cities such as Mandalay, Mawlamyine, Taunggyi, Myitkyina, and Myeik.

With a workforce exceeding 1,000 employees, Century Beverage has invested significantly in technology to enhance its sales management systems and supply chain operations. The company's direct sales force services over 50,000 retail outlets nationwide. Complementing its distribution capabilities, Century Beverage boasts in-house marketing, creative, and media planning teams dedicated to brand development and consumer engagement.

The company's product portfolio encompasses a diverse range of food and beverage items, including whisky, rum, wine coolers, premium wines, ready-to-drink teas, juices, energy drinks, condensed milk, and evaporated milk products. Century Beverage manages several house brands, such as GLAN MASTER whisky, KINGDOM whisky, CAPTAIN rum, and ZENO ready-to-drink beverages. Additionally, it serves as the exclusive distributor for renowned international brands, including CARABAO energy drink, FULL MOON wine cooler, Penfolds (Australia), Cono Sur (Chile), Martini (Italy), Bardinet (France), Sandara (Spain), OISHI beverages, and Friesland Campina's condensed and evaporated milk products.

Century Beverage's growth trajectory is marked by strategic partnerships and product diversification. In 2012, the company signed a memorandum of understanding for contract manufacturing of Bagpiper Whisky with United Distillery (India) and introduced Kingdom Whisky to cater to the economy segment. By 2014, the company expanded its portfolio to include Full Moon sparkling wine cooler from Thailand and ZENO drinks from Vietnam. The subsequent years saw the addition of premium wines from Penfolds and Cono Sur, as well as Martini sparkling wine and vermouth. In 2018, Century Beverage

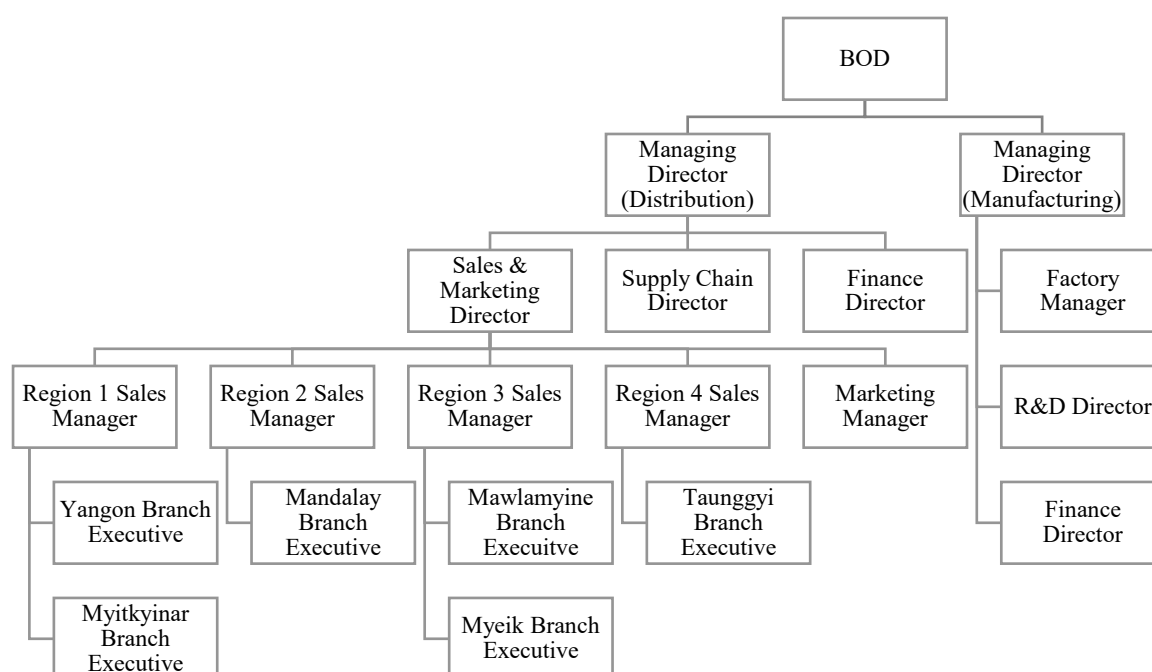
launched Captain spiced rum and, in 2019, entered the dairy market with products from Friesland Campina.

Century Beverage’s vision is to be the best FMCH distribution and brand building company in Myanmar with largest coverage, great servicing and innovation. Its mission is building the best team, continuously investing in technology for the whole supply and always keen for quality and innovation.

3.2 Organization Structure of Century Beverage Company Limited

The organization structure of Century Beverage Company Limited typically includes several key departments and roles to manage various aspects of the business effectively.

Figure (3.1) Organization Structure of Century Beverage Company Limited



Source: Century Beverage Profile (2023)

The management structure of Century Beverage Company Limited is organized into a dual-directorate model under the supervision of a Board of Directors (BOD). This structure comprises two main operational arms: Distribution and Manufacturing, each led by a dedicated Managing Director.

Under the Managing Director (Distribution), the company’s core commercial operations are overseen through several key departments, including the Sales & Marketing Director, Supply Chain Director, and Finance Director. The Sales & Marketing Director manages four regional sales divisions, each headed by a Region Sales Manager who, in

turn, supervises branch executives across major cities such as Yangon, Myitkyina, Mandalay, Mawlamyine, Myeik, and Taunggyi. This regional segmentation ensures comprehensive market coverage and efficient management of local operations. Additionally, the Marketing Manager works alongside the Sales & Marketing Director to implement brand-building and promotional strategies.

The Managing Director (Manufacturing) oversees the production and quality control operations, which include the Factory Manager, R&D Director, and another Finance Director. This division focuses on product innovation, research and development, factory operations, and financial oversight specific to manufacturing activities.

This structured and hierarchical management system enables Century Beverage Co., Ltd. to effectively coordinate its distribution and production processes, ensuring smooth operational flow, regional efficiency, and strategic decision-making across all levels of the organization.

3.3 Promotion Mix Activities at Century Beverage Co., Ltd. Towards Carabao Energy Drink

Carabao is a popular energy drink brand originally from Thailand, known for its distinctive branding and association with strength, endurance, and vitality. Named after the Filipino word for water buffaloes a symbol of hard work and resilience; Carabao was co-founded by renowned Thai rock star Aed Carabao in 2002. The beverage is formulated to boost physical energy and mental alertness, making it a favored choice among students, laborers, and professionals with demanding schedules. It typically contains ingredients such as caffeine, taurine, B vitamins, and inositol, which are commonly found in energy-enhancing beverages.

Carabao is available in multiple flavors and packaging formats, including cans and glass bottles, and has a strong presence not only in Thailand but also in international markets like the United Kingdom and Myanmar. In Myanmar, Century Beverage Company Limited serves as the official distributor of Carabao, contributing to the brand's growing popularity through widespread availability and strategic marketing efforts. The brand's dynamic image, coupled with its affordability and functional benefits, has helped it gain traction in the competitive energy drink segment.

(a) Advertising

Carabao Energy Drink employs a multifaceted advertising strategy in Myanmar, focusing on sports sponsorships, music events, and youth-oriented marketing to enhance brand visibility and appeal. Distributed exclusively by Century Beverage Co., Ltd. since 2015, Carabao has leveraged its association with the Thai rock band Carabao to establish a strong presence in the market. Notably, the band performed in Yangon as part of a promotional campaign, with proceeds supporting Myanmar's hosting of the SEA Games, thereby intertwining brand promotion with national pride.

In alignment with its global marketing approach, Carabao emphasizes sports marketing to resonate with younger demographics. While specific sports sponsorships in Myanmar are not detailed, the brand's international partnerships, such as its sponsorship of the English Football League's Carabao Cup, suggest a consistent strategy of associating with popular sports to boost brand recognition.

Carabao also targets the youth segment through music and cultural events. The brand organizes concerts and collaborates with local artists to create engaging experiences that align with the energetic and dynamic image of the product. These events not only entertain but also serve as platforms for product sampling and direct consumer engagement, fostering brand loyalty among younger consumers.

Furthermore, Carabao's marketing in Myanmar includes the use of vibrant packaging and localized advertising campaigns that reflect the cultural preferences and lifestyles of the target audience. By combining global branding strategies with local cultural elements, Carabao effectively positions itself as a relatable and preferred energy drink choice among Myanmar's consumers.

(b) Sales Promotion

Carabao Energy Drink employs a dynamic sales promotion strategy in Myanmar, focusing on engaging the youth market through a combination of product giveaways, event sponsorships, and digital campaigns. Distributed by Century Beverage Co., Ltd., Carabao has established a strong presence in the country by aligning its promotional activities with the interests and lifestyles of its target consumers.

One of the key promotional tactics includes offering free merchandise such as umbrellas, helmets, and raincoats with bulk purchases of Carabao products. These practical giveaways not only add value for consumers but also enhance brand visibility in everyday settings. While specific details about such promotions in Myanmar are limited,

similar strategies have been effectively utilized in other markets, suggesting a consistent approach across regions (Scribd, 2023).

Carabao also leverages event sponsorships to boost brand recognition. The brand has been involved in sponsoring music concerts and sports events, creating opportunities for direct consumer engagement and product sampling (Bangkok Post, 2013). For instance, the Carabao band performed in Yangon as part of a promotional campaign, with proceeds supporting Myanmar's hosting of the SEA Games. Such events not only entertain but also serve as platforms for reinforcing the brand's energetic and youthful image.

Through this multifaceted sales promotion approach combining tangible incentives, experiential marketing, and digital engagement Carabao Energy Drink effectively strengthens its market position in Myanmar, appealing to the aspirations and preferences of its target demographic.

(c) Public Relations

Carabao Energy Drink has implemented a multifaceted public relations (PR) strategy in Myanmar to enhance its brand visibility and foster positive community engagement. A notable initiative was the "SEA Games 2013 Fund-Raising Carabao Concert" held in Yangon, where the Thai rock band Carabao performed. Proceeds from this event supported Myanmar's hosting of the 2013 Southeast Asian Games, demonstrating the brand's commitment to local cultural and sporting events (Nation Thailand, 2013).

In addition to event sponsorships, Carabao has engaged in product sampling during concerts and public gatherings, allowing consumers to experience the product firsthand. This approach not only increases product awareness but also associates the brand with energetic and lively events, reinforcing its image as a beverage that complements active lifestyles (Century Beverage Co., Ltd., 2024).

Furthermore, Carabao's PR efforts in Myanmar are complemented by its partnership with Century Beverage Co., Ltd., the exclusive distributor in the country. Century Beverage's extensive distribution network and marketing capabilities have been instrumental in executing localized PR campaigns that resonate with Myanmar's diverse consumer base.

(d) Personal Selling

Carabao Energy Drink employs a comprehensive personal selling strategy in Myanmar, leveraging the extensive distribution network of its exclusive distributor, Century Beverage Co., Ltd. With a direct sales force covering over 50,000 outlets

nationwide, Century Beverage ensures that Carabao products are readily available across urban and peri-urban regions, facilitating direct engagement with retailers and consumers alike (Carabao Group, 2024).

A key component of Carabao's personal selling approach involves brand ambassadors, often referred to as "Carabao Girls" or "Sao Bao Dang." These ambassadors play a pivotal role in connecting with consumers through grassroots marketing activities, including in-store promotions, product sampling, and participation in local events. Their presence not only enhances brand visibility but also fosters personal relationships with consumers, reinforcing brand loyalty (Scribd, 2023).

Additionally, Carabao integrates promotional incentives into its personal selling tactics. For instance, consumers may receive branded merchandise such as t-shirts, umbrellas, or helmets with the purchase of Carabao products. These tangible rewards serve to entice purchases and create a memorable brand experience, further solidifying consumer engagement.

(e) Digital Marketing Campaigns

Carabao Energy Drink has strategically embraced digital marketing in Myanmar to engage with the nation's youthful and digitally connected population. Leveraging the widespread use of social media platforms such as Facebook and TikTok, Carabao has implemented campaigns that resonate with local audiences.

On Facebook, Myanmar's most popular social media platform, Carabao has launched interactive campaigns featuring contests and giveaways. These initiatives encourage user participation and foster a sense of community around the brand. By sharing user-generated content and engaging directly with consumers, Carabao enhances brand loyalty and visibility (Statista, 2024).

Recognizing the growing influence of TikTok among Myanmar's youth, Carabao has also ventured into short-form video marketing. By creating engaging and culturally relevant content, the brand taps into viral trends and challenges that appeal to younger demographics. This approach not only increases brand awareness but also positions Carabao as a modern and relatable energy drink choice for the younger generation (Carabao Group, 2024).

Furthermore, Carabao collaborates with local influencers and content creators to amplify its digital campaigns. These partnerships enable the brand to reach wider audiences and build trust through authentic endorsements. By aligning with personalities that resonate with Myanmar's consumers, Carabao effectively humanizes its brand and

strengthens its market presence. Through a combination of interactive social media campaigns, engaging content creation, and influencer collaborations, Carabao Energy Drink effectively utilizes digital marketing to connect with Myanmar's consumers and reinforce its brand identity in the competitive energy drink market.

CHAPTER 4

ANALYSIS OF PROMOTION MIX, PURCHASE INTENTION AND CONSUMPTION BEHAVIOR TOWARDS CARABAO ENERGY DRINK AT CENTURY BEVERAGE CO., LTD.

This chapter is presented about demographic, reliability, descriptive, and regression analysis for the promotion mix, purchase intention and consumption behavior towards Carabao energy drink at Century Beverage Co., Ltd.

4.1 Research Design

This study adopts a quantitative research design to investigate the impact of promotion mix elements namely advertising, sales promotion, public relations, personal selling, and digital marketing campaigns on purchase intention and consumption behavior toward Carabao energy drinks. The research design is structured to collect, analyze, and interpret numerical data using a structured survey instrument to test predefined hypotheses and establish relationships between variables. A descriptive and explanatory approach is employed: the descriptive component provides a statistical summary of consumer perceptions, while the explanatory component examines causal links using inferential statistics such as regression analysis.

To ensure representativeness and reduce sampling bias, the study uses a stratified random sampling method. Yangon is administratively divided into several townships, and to maintain diversity across geographic and demographic lines, the entire population of 100 registered energy drink distributors was stratified based on their township of operation. From this population, 10 townships were randomly selected to serve as sampling strata. Within each of these selected townships, each 3rd person were randomly chosen, resulting in a total sample of 385 respondents. Data were collected through a self-administered questionnaire comprising close-ended items measured on a 5-point Likert scale, ranging from strongly disagree to strongly agree. The questionnaire was pre-tested for clarity and reliability, with Cronbach's Alpha values exceeding the recommended threshold of 0.70 for all constructs, indicating strong internal consistency.

The data analysis process involved the use of descriptive statistics (mean, standard deviation) to summarize respondent characteristics and responses, and inferential statistics such as multiple linear regression to determine the significance and strength of the relationships among the promotion mix variables, purchase intention, and consumption behavior.

4.2 Reliability Analysis

Reliability analysis is a crucial step in assessing the consistency and stability of the measurement instruments used in the study of Promotion Mix, Purchase Intention and Consumption Behavior towards Carabao Energy Drink at Century Beverage Co., Ltd. In the context of this study, reliability was assessed using the most common measure: Cronbach's alpha coefficient. This coefficient evaluates the internal consistency of the survey items within each scale, with a value of 0.70 or higher generally accepted as indicative of acceptable reliability. Additionally, reliability analysis ensures that any variations in responses are more likely attributed to actual differences in participant perceptions rather than inconsistencies or flaws in the measurement tool itself.

Table (4.1) Reliability Analysis

Sr. No.	Factors	Number of items	Cronbach' Alpha
1	Advertising	7	0.887
2	Sales Promotion	7	0.881
3	Public Relations	7	0.852
4	Personal Selling	7	0.837
5	Digital Marketing Campaigns	7	0.871
6	Purchase Intention	7	0.886
7	Consumption Behavior	7	0.882

Source: Survey Data (2025)

The reliability analysis of the study on Promotion Mix, Purchase Intention and Consumption Behavior towards Carabao Energy Drink at Century Beverage Co., Ltd. was conducted using Cronbach's Alpha, a measure of internal consistency. The results indicate that all factors used in the study exhibit high reliability, as their Cronbach's Alpha values exceed the generally accepted threshold of 0.70, confirming the reliability of the questionnaire.

The reliability analysis using Cronbach's Alpha reveals strong internal consistency across all seven factors in the study, each measured with seven items. **Advertising** ($\alpha = 0.887$) and **Purchase Intention** ($\alpha = 0.886$) demonstrate the highest reliability, indicating that the items effectively measure their respective constructs. **Sales Promotion** ($\alpha = 0.881$), **Consumption Behavior** ($\alpha = 0.882$), and **Digital Marketing Campaigns** ($\alpha = 0.871$) also show excellent reliability, suggesting that the related survey items are consistently aligned. **Public Relations** ($\alpha = 0.852$) and **Personal Selling** ($\alpha = 0.837$), while

slightly lower, still fall within the acceptable to good range, confirming their measurement adequacy. Overall, the Cronbach's Alpha values above 0.80 across all factors indicate that the instrument is highly reliable for assessing the influence of promotion mix on purchase intention and consumption behavior toward Carabao energy drinks at Century Beverage Co., Ltd.

4.3 Demographic Profile of Respondents

Demographic analysis is the study of a population's characteristics to understand its composition, behavior, and trends. It involves collecting and analyzing data about factors such as age, gender, education, and more. This analysis helps businesses, governments, researchers, and marketers make informed decisions and tailor their strategies to the target audience. In Table (4.2), the demographic results for Carabao Energy Drink are shown.

Table (4.2) Demographic Profile

Category	Option	Count (385)	Percentage (%)
Gender	Male	212	55.1
	Female	166	43.1
	Gay	4	1.0
	Lesbian	3	0.8
Age (Years)	Under 18	19	4.9
	18-24	154	40.0
	25-34	116	30.1
	35-44	58	15.1
	45-54	31	8.1
	55 and above	7	1.8
Education	High School or Lower	58	15.1
	Diploma	77	20.0
	Bachelor's Degree	193	50.1
	Master's Degree or Higher	57	14.8
Occupation	Student	135	35.1

	Employed (Private Sector)	116	30.1
	Employed (Government)	39	10.1
	Business Owner	31	8.1
	Unemployed	46	12.0
	Other	18	4.7
Monthly Income (MMK)	Less than 200,000	96	24.9
	200,000 – 399,999	173	44.9
	400,000 – 599,999	77	20.0
	600,000 – 799,999	19	4.9
	800,000 and above	10	2.6
	Prefer not to say	10	2.6
Frequency of Energy Drink Consumption	Daily	96	24.9
	2–3 times a week	115	29.9
	Once a week	77	20.0
	Occasionally	58	15.1
	Never	39	10.1

Source: Survey Data (2025)

The demographic profile of the 385 respondents indicates that Carabao energy drinks appeal predominantly to young adults aged 18–34, with a relatively balanced gender distribution. The majority are educated with at least a bachelor’s degree and are students or employed in the private sector. The income levels suggest that Carabao’s market primarily includes lower to middle-income consumers. Consumption frequency data reveals that a significant portion of this demographic uses energy drinks regularly, demonstrating a strong potential consumer base for Carabao within these groups.

4.4 Descriptive Analysis of Promotion Mix, Purchase Intention and Consumption Behavior towards Carabao Energy Drink at Century Beverage Co., Ltd.

According to Best (1977), the mean values of five-point Likert scale items are interpreted as follows:

The score among 1.00 – 1.80 means strongly disagree.

The score among 1.81 – 2.60 means disagree.

The score among 2.61 – 3.40 means neutral.

The score among 3.41 – 4.20 means agree.

The score among 4.21 – 5.00 means strongly agree

Standard deviation (S.D.) is a measure that is used to quantify the amount of variation or dispersion of a set of data values. A low standard deviation indicates that the data points tend to be close to the mean of the set, while a high standard deviation indicates that the data points are spread out over a wide range of values (Bland & Altman, 1996). The standard deviation is commonly used to measure confidence in statistical conclusions.

4.4.1 Advertising

The first variable promotion mix (advertising) characteristics are computed as follows. The respondents have to answer seven statements. And then, mean values and overall mean towards this dimension are presented in Table (4.3).

Table (4.3) Advertising

Sr. No.	Characteristics	Mean value	Standard Deviation
1	Frequent television appearances of Carabao energy drink advertisements.	4.56	.66
2	Clarity and memorability of Carabao's advertising message.	4.53	.62
3	Visual appeal of Carabao advertisements that captures audience attention.	4.56	.67
4	Effective communication of product features and benefits in Carabao ads.	4.49	.70
5	Increased likelihood of product trial due to exposure to Carabao advertisements.	4.56	.67
6	Perception of creativity and engagement in Carabao advertisements.	4.51	.68
7	Strong brand recall maintained through frequent advertising of Carabao.	4.44	.72
	Overall Mean		4.52

Source: Survey Data (2025)

According to the results of Table (4.3), the **overall mean score of 4.52** (on a 5-point Likert scale) suggests that participants generally perceive Carabao's advertising efforts very positively. The **highest mean values (4.56)** are observed in three items: *frequent television appearances*, *visual appeal*, and *increased likelihood of product trial*, demonstrating that visibility and attractiveness of advertisements are particularly influential. The *clarity and memorability of the advertising message* (mean = 4.53) and the *perceived creativity and engagement* (mean = 4.51) also received strong agreement, highlighting the effectiveness of the messaging content. Meanwhile, *effective communication of product features and benefits* (mean = 4.49) and *strong brand recall* (mean = 4.44) were slightly lower but still favorable. The **standard deviation values**

range from 0.62 to 0.72, reflecting a relatively low level of response variability and suggesting a consistent perception among respondents. Overall, these findings indicate that Carabao's advertising strategy is impactful, memorable, and plays a key role in influencing consumer attitudes and behaviors.

4.4.2 Sales Promotion

The second variable of promotion mix (sales promotion) characteristics are computed as follows. The respondents have to answer seven statements. And then, mean values and overall mean towards this dimension are presented in Table (4.4).

Table (4.4) Sales Promotion

Sr. No.	Characteristics	Mean value	Standard Deviation
1	Influence of discounts or promotions (e.g., buy-one-get-one) on purchase decisions toward Carabao.	4.47	.69
2	Increased willingness to try Carabao due to free samples or giveaways.	4.56	.63
3	Utilization of limited-time offers from Carabao by consumers.	4.54	.68
4	Preference for energy drink brands offering loyalty programs or redeemable coupons.	4.49	.71
5	Enhanced purchase appeal through bundling of Carabao with snacks or merchandise.	4.55	.65
6	Active search for Carabao promotions during energy drink purchases.	4.54	.63
7	Encouragement of more frequent purchases through special discounts on Carabao.	4.45	.68
	Overall Mean	4.51	

Source: Survey Data (2025)

According to Table (4.4), sales promotion factors influencing Carabao energy drink purchase decisions reflect strong positive perceptions among respondents, with an overall mean score of 4.51 on a 5-point scale. The highest mean values are observed for increased willingness to try Carabao due to free samples or giveaways (4.56) and enhanced purchase appeal through bundling with snacks or merchandise (4.55), indicating that promotional tactics involving free trials and product bundling are particularly effective. The utilization of limited-time offers (4.54) and active search for promotions (4.54) also

scored highly, demonstrating that consumers are both responsive to and actively seek out promotional deals. Other factors such as preference for loyalty programs or redeemable coupons (4.49) and the influence of discounts on purchase decisions (4.47) further confirm the positive role of sales promotions. The standard deviations, ranging from 0.63 to 0.71, suggest moderate consistency in responses. Overall, these findings highlight the significant impact of various promotional strategies on encouraging consumer trial, repeat purchase, and brand preference for Carabao.

4.4.3 Public Relations

The third variable of promotion mix (public relations) characteristics are computed as follows. The respondents have to answer seven statements. And then, mean values and overall mean towards this dimension are presented in Table (4.5).

Table (4.5) Public Relations

Sr. No.	Characteristics	Mean value	Standard Deviation
1	Visibility of Carabao's participation in community or CSR activities to the public.	4.53	.68
2	Positive public perception of the Carabao brand image.	4.53	.65
3	Strengthening of brand trust through Carabao's public relations efforts.	4.48	.72
4	Contribution of news and media coverage to the formation of public opinion about Carabao.	4.57	.70
5	Positioning of Carabao as a socially responsible brand through sponsorship of sports and community events.	4.37	.75
6	Enhancement of Carabao's brand image through charitable or social initiative engagement.	4.56	.61
7	Improvement in brand perception due to Carabao's public relations initiative	4.50	.61
	Overall Mean	4.51	

Source: Survey Data (2025)

Based on Table (4.5), the findings regarding Carabao's public relations reveal a strong and favorable public response, with an overall mean score of 4.51. Respondents perceive the visibility of Carabao's participation in community and CSR activities and the

positive public perception of the brand image both at a mean of 4.53, indicating high awareness and approval. The contribution of news and media coverage received the highest mean value of 4.57, suggesting that media plays a crucial role in shaping public opinion about Carabao. Other aspects such as the enhancement of brand image through charitable initiatives (4.56) and the improvement in brand perception through public relations efforts (4.50) also show strong agreement, reflecting the effectiveness of these strategies in building trust.

4.4.4 Personal Selling

The fourth variable of promotion mix (personal selling) characteristics are computed as follows. The respondents have to answer seven statements. And then, mean values and overall mean towards this dimension are presented in Table (4.6).

Table (4.6) Personal Selling

Sr. No.	Characteristics	Mean value	Standard Deviation
1	Recommendations by store staff or retailers for Carabao.	4.63	.59
2	Influence of in-store presentations of Carabao on purchasing decisions.	4.52	.62
3	Encouragement of purchases through product guidance from sales representatives.	4.54	.64
4	Impact of in-store demonstrations or tastings on the purchase decision for Carabao.	4.57	.64
5	Increased trust in Carabao resulting from detailed product information provided by sales personnel.	4.40	.73
6	Trust-building through interaction with knowledgeable staff.	4.57	.58
7	Enhanced understanding of Carabao's unique qualities through direct interaction with sales teams.	4.54	.58
Overall Mean		4.54	

Source: Survey Data (2025)

According to Table (4.6), the analysis of personal selling factors toward Carabao energy drinks reveals a strong positive impact, with an overall mean score of 4.54, indicating general agreement among respondents. The highest-rated item is

recommendations by store staff or retailers (mean = 4.63), suggesting that word-of-mouth from frontline personnel plays a crucial role in shaping purchase decisions. Although slightly lower, increased trust due to detailed product information (4.40) still reflects a favorable response.

4.4.5 Digital Marketing Campaigns

The fifth variable of promotion mix (digital marketing campaigns) characteristics are computed as follows. The respondents have to answer seven statements. And then, mean values and overall mean towards this dimension are presented in Table (4.7).

Table (4.7) Digital Marketing Campaigns

Sr. No.	Characteristics	Mean value	Standard Deviation
1	Active presence of Carabao on social media platforms such as Facebook.	4.56	.66
2	Influence of online reviews and influencer opinions on public perception of Carabao.	4.44	.66
3	User engagement with Carabao's digital advertisements and promotions.	4.51	.67
4	Brand engagement driven by online campaigns, including contests, giveaways, or hashtag challenges.	4.45	.78
5	Perceived trustworthiness of information about Carabao shared through digital media.	4.44	.72
6	Frequent appearance of Carabao promotions on social media platforms like Facebook.	4.55	.60
7	Effect of online content, such as influencer reviews or sponsored posts, on brand perceptions of Carabao.	4.54	.59
Overall Mean		4.50	

Source: Survey Data (2025)

Based on Table (4.7), the analysis of digital marketing campaign characteristics for Carabao energy drink reveals a highly positive consumer perception, with an overall mean score of 4.50, indicating strong agreement across all items. The active presence of Carabao on social media platforms like Facebook received one of the highest mean scores (4.56), highlighting the brand's strong digital visibility. Although slightly lower, the influence of

online reviews and influencer opinions (4.44) and the perceived trustworthiness of digital information (4.44) still indicate generally favorable responses.

4.4.6 Summary of Promotion Mix

The following table presents about the summary of overall mean value for each variable which are under promotion mix which are being used towards Carabao Energy Drink.

Table (4.8) Overall Mean Value of Promotion Mix Factors

Sr. No.	Factors	Overall Mean
1	Advertising	4.52
2	Sales Promotion	4.51
3	Public Relations	4.51
4	Personal Selling	4.54
5	Digital Marketing Campaigns	4.50

Source: Survey Data (2025)

According to Table (4.8), the overall mean scores for the five promotion mix factors indicate a generally high level of agreement among respondents regarding their effectiveness in influencing consumer attitudes toward Carabao energy drinks. Among the factors, Personal Selling received the highest mean score of 4.54, suggesting that direct interaction with sales staff, in-store demonstrations, and personalized communication play a crucial role in shaping consumer perception and encouraging purchase decisions.

4.4.7 Purchase Intention

After promotion mix, purchase intention characteristics are computed as follows. The respondents have to answer seven statements. And then, mean values and overall mean towards this dimension are presented in Table (4.9).

Table (4.9) Purchase Intention

Sr. No.	Characteristics	Mean value	Standard Deviation
1	High likelihood of future purchase of Carabao.	4.52	.66
2	Top-of-mind brand status of Carabao in energy drink selection.	4.48	.66
3	Perception of Carabao as a recommendable brand to friends or family.	4.52	.66
4	Increased purchase intention for Carabao due to promotional efforts.	4.50	.71
5	Continued purchase consideration of Carabao despite slightly higher pricing than competitors.	4.49	.71
6	Likelihood of Carabao selection in the next energy drink purchase.	4.54	.62
7	Purchase consideration triggered by promotions or advertisements for Carabao	4.53	.60
	Overall Mean	4.51	

Source: Survey Data (2025)

According to Table (4.9), the analysis of purchase intention factors toward Carabao energy drinks indicates a strong and favorable consumer inclination to buy the product, as reflected by the overall mean score of 4.51 on a 5-point scale. The highest-rated characteristic is the likelihood of Carabao selection in the next energy drink purchase (mean = 4.54), followed closely by purchase consideration triggered by promotions or advertisements (mean = 4.53), suggesting that both habitual preference and marketing stimuli play key roles in influencing future buying behavior. Promotional efforts also show a notable impact, with a mean score of 4.50 for increased purchase intention.

4.4.8 Consumption Behavior

After purchase intention, consumption behavior characteristics are computed as follows. The respondents have to answer seven statements. And then, mean values and overall mean towards this dimension are presented in Table (4.10).

Table (4.10) Consumption Behavior

Sr. No.	Characteristics	Mean value	Standard Deviation
1	Regular purchase behavior of Carabao energy drinks.	4.52	.63
2	Consumption of Carabao during work or study sessions for alertness maintenance.	4.50	.60
3	Brand preference for Carabao due to its preferred taste.	4.55	.59
4	Variation in energy drink choice based on promotions or product availability.	4.54	.63
5	Strong brand loyalty to Carabao despite competitive promotional efforts.	4.52	.66
6	Typical consumption of Carabao prior to physical or mental activities.	4.55	.62
7	Selection of Carabao over other brands due to alignment with daily routines and lifestyle preferences.	4.53	.63
	Overall Mean	4.53	

Source: Survey Data (2025)

From Table (4.10), the analysis of consumption behavior related to Carabao energy drinks reveals a consistently strong positive response from consumers, with an overall mean score of 4.53, indicating high agreement across all behavioral aspects. The highest-rated characteristics are brand preference due to preferred taste and typical consumption prior to physical or mental activities, both with mean scores of 4.55, suggesting that taste and functional use (e.g., for energy and focus) are key drivers of consumption. The

consumption of Carabao during work or study sessions (4.50) underscores its perceived utility for maintaining alertness.

4.5 Correlation Analysis of Promotion Mix, Purchase Intention and Consumption Behavior towards Carabao Energy Drink at Century Beverage Co., Ltd.

Correlation is the statistical technique that can show whether and how strongly pairs of variables are related. Correlation coefficient ranges from -1.0 to +1.0. If the value is positive, it means that as one variable gets larger, the other gets larger. If the value is negative, it means that as one variable gets larger, the other gets smaller. The results of the correlations of the measured variables are shown in both Table (4.11) and (4.12).

Correlation is an effect size and it can describe the strength of the correlation using the guide and suggests like that

The absolute value of r among 0.1 - 0.4 means weakly correlated

The absolute value of r among 0.5 - 0.7 means moderately correlated

The absolute value of r among 0.8 - 0.9 means strongly correlated

Table (4.11) Correlation Analysis of Promotion Mix and Purchase Intention towards Carabao Energy Drink

No.	Description	Pearson Correlation (r)	P-Value
1	Advertising	.069	.112
2	Sales Promotion	.717***	.001
3	Public Relations	.070	.174
4	Personal Selling	.796***	.000
5	Digital Marketing Campaigns	.100	.097

Source: Survey Data (2025)

The Pearson correlation analysis reveals that Personal Selling has the strongest and most significant positive correlation with purchase intention ($r = 0.796$, $p < 0.001$), indicating that as personal selling efforts increase, consumers' intention to purchase Carabao energy drinks also increases. Sales Promotion also shows a significant moderate positive correlation ($r = 0.717$, $p = 0.001$), suggesting that promotional offers, discounts, and giveaways are effective in influencing purchase decisions.

In contrast, Advertising ($r = 0.069$, $p = 0.112$), Public Relations ($r = 0.070$, $p = 0.174$), and Digital Marketing Campaigns ($r = 0.100$, $p = 0.097$) show weak and statistically insignificant relationships with purchase intention. This implies that although

these promotional tools may contribute to general brand awareness, they do not strongly or directly influence consumers' intentions to buy the product in this context.

Table (4.12) Correlation Analysis of Purchase Intention and Consumption Behavior towards Carabao Energy Drink

No.	Description	Pearson Correlation (r)	P-Value
1	Purchase Intention	.803***	.000

Source: Survey Data (2025)

Based on Table (4.12), the correlation analysis between purchase intention and consumption behavior toward Carabao energy drinks reveals a strong positive relationship, as indicated by a Pearson correlation coefficient of $r = 0.803$ with a p-value of 0.000. This statistically significant result ($p < 0.001$) suggests that as consumers' intention to purchase Carabao increases, their actual consumption behavior also increases correspondingly. In practical terms, individuals who express a strong desire or willingness to buy Carabao are highly likely to follow through and consume the product regularly. This finding supports established consumer behavior theories, such as the Theory of Planned Behavior, which posit that intention is a key predictor of actual behavior. Therefore, strengthening consumers' purchase intention through effective marketing strategies is likely to result in increased product usage and brand loyalty for Carabao.

4.6 Multiple Regression Analysis of Promotion Mix, Purchase Intention and Consumption Behavior towards Carabao Energy Drink at Century Beverage Co., Ltd.

The multiple regression analysis is performed to find out promotion mix, purchase intention and consumption behavior towards Carabao energy drink at Century Beverage Co., Ltd. In multiple regression models, purchase intention and consumption behavior are used as the dependent variable. There are five variables for promotion mix. The result of SPSS output analyzing promotion mix, purchase intention and consumption behavior towards Carabao energy drink at Century Beverage co., Ltd. is shown in both Table (4.13) and (4.14).

Table (4.13) Multiple Regression Analysis of Promotion Mix and Purchase Intention towards Carabao Energy Drink

Dimensions	Unstandardized coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std. Error	Beta			
(constant)	.127	.161		.791	.429	-
Advertising	.020	.042	.020	.472	.637	1.724
Sales Promotion	.144***	.051	.145	2.798	.005	2.056
Public Relations	.025	.059	.024	.418	.676	1.893
Personal Selling	.717***	.060	.629	11.864	.000	2.437
Digital Marketing Campaigns	.063	.050	.061	1.262	.208	1.982
R ²	0.674***					
Adjusted R ²	0.670***					
F	156.796***					

Source: Survey data (2025)

Notes: *** significant level at 1%, ** significant level at 5%, significant level at 10%

The regression analysis results provide insight into the relationship between various promotion mix dimensions and purchase intention toward Carabao energy drinks. Therefore, the regression coefficients can be interpreted with confidence. The coefficient of determination ($R^2 = 0.674$) shows that approximately 67.4% of the variance in purchase intention is explained by the combined influence of the five independent variables: advertising, sales promotion, public relations, personal selling, and digital marketing campaigns. The adjusted R^2 (0.670), which accounts for the number of predictors in the model, confirms the model's robustness and generalizability. This indicates that

multicollinearity is not a concern in this model, and the independent variables do not have strong linear relationships with one another. The F-statistic of 156.796 with a significance level ($p < 0.001$) further indicates that the overall regression model is statistically significant and that the predictors collectively explain a meaningful portion of the variance in purchase intention. The VIF values for all independent variables range between 1.7 and 2.4, which are well below the commonly accepted threshold of 10.

Personal selling emerges as the most influential variable with a Beta coefficient of 0.717, a t-value of 11.864, and a significance level of $p = 0.000$, indicating a very strong and statistically significant impact on purchase intention. This suggests that direct interaction with sales staff and in-store recommendations significantly influence consumers' decisions to purchase Carabao.

Sales promotion also shows a statistically significant and positive impact on purchase intention, with a Beta value of 0.144, $t = 2.798$, and $p = 0.005$. This implies that promotional strategies such as discounts, giveaways, and limited-time offers effectively encourage consumers to buy the product.

In contrast, advertising (Beta = 0.020, $p = 0.637$), public relations (Beta = 0.025, $p = 0.676$), and digital marketing campaigns (Beta = 0.063, $p = 0.208$) do not have a statistically significant effect on purchase intention in this model. Although these activities contribute to brand awareness and engagement, their direct influence on purchase decisions appears to be limited compared to personal selling and sales promotions.

In summary, the regression analysis indicates that while all five promotion mix elements play a role in influencing purchase intention, personal selling and sales promotion are the most significant drivers for encouraging consumers to purchase Carabao energy drinks. This insight can help marketers prioritize resources toward interpersonal selling efforts and attractive promotional deals to maximize impact.

Table (4.14) Multiple Regression Analysis of Purchase Intention and Consumption Behavior towards Carabao Energy Drink

Dimensions	Unstandardized coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(constant)	1.600	.156		10.234	.000
Purchase Intention	.650***	.034	.694	18.865	.000
R ²	0.482***				
F	355.876***				

Source: Survey data (2025)

Notes: *** significant level at 1%, ** significant level at 5%, significant level at 10%

The regression analysis results illustrate a strong and statistically significant relationship between purchase intention and consumption behavior toward Carabao energy drinks. This makes interpretation straightforward and reliable. The coefficient of determination ($R^2 = 0.482$) reveals that 48.2% of the variance in consumption behavior can be explained by purchase intention alone, which is considerable given that only one predictor is used in the model.

The model is highly statistically significant, as evidenced by the F-value of 355.876 and a p-value of 0.000, which confirms that the regression model as a whole is a good fit for the data. More specifically, the unstandardized coefficient (B) for purchase intention is 0.650, with a standard error of 0.034, and a t-value of 18.865, which is statistically significant at the $p < 0.001$ level. This indicates that for every one-unit increase in purchase intention, there is an expected increase of 0.650 units in consumption behavior.

In summary, the regression analysis clearly shows that purchase intention has a significant and positive impact on consumption behavior. Marketers and brand strategists can leverage this insight by focusing on strategies that increase purchase intention such as attractive promotions, in-store engagement, and brand messaging knowing that such efforts are likely to translate directly into increased product consumption.

CHAPTER 5

CONCLUSION

This chapter mainly presents about findings and discussions, suggestions and recommendations and needs for further research about promotion mix, purchase intention and consumption behavior towards Carabao energy Drink at Century Beverage Co., Ltd.

5.1 Findings and Discussions

Firstly, the study aims to identify and evaluate the key components of the promotion mix implemented by the company, which includes advertising, sales promotions, public relations, personal selling, and digital marketing campaigns. Secondly, the research seeks to analyze the influence of these promotion mix elements on consumers' purchase intentions, thereby assessing which tools are most effective in motivating potential buyers. Lastly, the study endeavors to examine the impact of purchase intention on actual consumption behavior towards Carabao Energy Drink at Century Beverage Co., Ltd.

The demographic analysis shows that most Carabao consumers are young adults aged, with a majority being male and students. Most respondents hold a bachelor's degree, and nearly earn low range salary monthly, indicating a price-sensitive but educated segment. In terms of consumption, the respondents drink energy drinks at least once a week, with consuming daily, suggesting a strong and regular user base. These findings highlight that Carabao's core market consists of young, educated, and cost-conscious individuals, making targeted promotions essential for engagement and loyalty.

The reliability analysis of the questionnaire constructs, measured using Cronbach's Alpha, shows strong internal consistency across all variables. Each factor Advertising, Sales Promotion, Public Relations, Personal Selling, Digital Marketing Campaigns, Purchase Intention, and Consumption Behavior has an alpha value well above the acceptable, indicating that the items used to measure each construct are highly consistent and reliable. This suggests that the survey instrument is statistically sound and suitable for evaluating the impact of promotional mix elements on purchase intention and consumption behavior toward Carabao energy drinks.

The overall mean scores indicate that Personal Selling is the most influential promotional factor for Carabao energy drinks, closely followed by Advertising, Sales Promotion, and Public Relations. Digital Marketing Campaigns also perform well but slightly lower. Both Purchase Intention and Consumption Behavior have high mean

scores, showing that the promotional mix effectively drives consumer interest and actual product use. This suggests that Carabao's marketing efforts, especially direct personal selling, play a key role in encouraging customers to buy and regularly consume the product.

The correlation analysis reveals that Personal Selling and Sales Promotion have strong, statistically significant positive relationships with purchase intention toward Carabao energy drinks. This suggests that direct sales efforts and promotional offers greatly influence consumers' willingness to buy. In contrast, Advertising, Public Relations, and Digital Marketing Campaigns show weak and non-significant correlations, indicating these factors have less impact on purchase intention in this context.

Furthermore, there is a strong and significant positive correlation between purchase intention and consumption behavior confirming that higher purchase intention translates into increased actual consumption of Carabao energy drinks. Overall, the findings highlight the critical role of personal selling and sales promotions in driving consumer purchase decisions and underline the importance of converting purchase intention into consistent consumption behavior.

The multiple regression analysis examining the impact of the promotion mix on purchase intention reveals that Personal Selling and Sales Promotion are significant positive predictors, indicating that these two elements strongly influence consumers' intention to purchase Carabao energy drinks. In contrast, Advertising, Public Relations, and Digital Marketing Campaigns show no significant effect on purchase intention in this model. The overall model explains a substantial amount of variance in purchase intention, with an adjusted R^2 of 0.670, suggesting that 67% of the variation in purchase intention is accounted for by the promotion mix factors included.

The second regression analysis shows a strong, significant relationship between purchase intention and consumption behavior, explaining the variance in consumption behavior. This finding confirms that a higher intention to purchase Carabao energy drinks strongly predicts actual consumption behavior. The model's high F-value indicates good overall fit and significance.

In conclusion, this study shows that among the various elements of the promotion mix, personal selling and sales promotion are the most effective tools in influencing consumers' purchase intentions toward Carabao energy drinks at Century Beverage Co., Ltd. The research highlights that these two components significantly drive consumers' willingness to buy, which in turn has a strong and positive effect on their actual

consumption behavior. In contrast, advertising, public relations, and digital marketing campaigns were found to have limited impact on purchase intention within this specific market context. The demographic findings further emphasize that Carabao's primary consumer base consists of young, educated, and price-sensitive individuals, suggesting that targeted, cost-effective promotions are essential for maximizing engagement and loyalty. The statistical analyses, including correlation and regression, confirm the robustness of the findings, with the promotion mix model explaining 67% of the variance in purchase intention, and purchase intention accounting for nearly half of the variation in actual consumption. Therefore, it is evident that enhancing personal selling efforts and offering attractive promotional deals are crucial strategies for strengthening Carabao's market position and encouraging consistent product usage.

5.2 Suggestions and Recommendations

Based on the findings of this study, several key suggestions and recommendations can be made to help Carabao enhance its marketing effectiveness, strengthen purchase intention, and boost consumer consumption behavior in a competitive market.

Firstly, since personal selling was found to be the most influential factor driving purchase intention, it is recommended that Carabao invest more strategically in in-store marketing efforts, such as employing well-trained and knowledgeable sales personnel who can actively engage with customers. This includes offering product demonstrations, providing detailed information about health benefits and ingredients, and making personalized recommendations based on customer needs. Retail staff should be empowered with product knowledge and equipped with persuasive selling techniques, as their direct interaction with consumers significantly builds trust and encourages immediate purchases.

Secondly, sales promotions should be continuously utilized and innovated. The study showed that strategies such as buy-one-get-one offers, free samples, giveaways, bundling with other products, and loyalty programs positively influence purchase behavior. Therefore, Carabao should implement time-sensitive promotional campaigns to create a sense of urgency and reward repeat customers through exclusive deals or point-based rewards systems. These tactics not only attract new customers but also foster brand loyalty among existing ones.

Thirdly, although advertising, public relations, and digital marketing campaigns did not show a statistically significant effect on purchase intention in the regression analysis, the high mean scores in the descriptive analysis suggest they play a supportive role in building brand awareness, visibility, and positive perception. Therefore, Carabao should continue to strengthen its digital presence on platforms such as Facebook, Instagram, and YouTube, leveraging influencer partnerships, user-generated content, and targeted ads to keep the brand relevant and visible. Moreover, public relations efforts, including community involvement, CSR activities, and event sponsorships, should be actively publicized to enhance the brand's reputation as socially responsible.

Additionally, the study confirms that purchase intention directly influences consumption behavior, accounting for a significant portion of the variation in actual product use. This means that all marketing strategies should ultimately aim to create strong emotional and functional connections with the brand, as consumers who intend to buy Carabao are highly likely to consume it regularly. Carabao should focus on consistent messaging that highlights not only the product's energy-boosting capabilities but also its alignment with daily routines, fitness goals, and mental alertness attributes that match consumers' lifestyle preferences.

Finally, ongoing consumer feedback and market research are essential. Carabao should routinely gather data from target audiences to assess the effectiveness of its promotional strategies and make data-driven adjustments. This could involve regular surveys, social media sentiment analysis, and pilot testing of new campaigns.

Together, these results suggest that while multiple promotional tools contribute to shaping purchase intention, personal selling and sales promotions are the most effective strategies in influencing consumer intent. Furthermore, strong purchase intention is a key driver for actual product consumption, highlighting the importance of fostering intent through targeted promotional activities to encourage repeat purchase and brand loyalty.

Therefore, to maximize market penetration and brand loyalty, Carabao should prioritize personal selling and sales promotions, while continuing to refine its digital and public relations strategies to support long-term consumer engagement. By aligning marketing efforts with consumer behavior insights, Carabao can build a more responsive, impactful, and consumer-driven brand strategy.

5.3 Needs for Further Research

This study provides valuable insights into the impact of promotion mix elements on purchase intention and consumption behavior toward Carabao energy drinks at Century Beverage Co., Ltd., there are several areas where further research needs to study. Firstly, the study was limited to a specific brand, so future research could explore whether similar patterns exist across different energy drink brands or other beverage categories to enhance generalizability. A longitudinal study could assess how sustained promotion efforts influence consumer behavior over time, offering more strategic insights for brand managers aiming to build long-term loyalty. These future research directions would contribute to a more comprehensive understanding of consumer decision-making and marketing effectiveness in industry.

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APPENDICES

APPENDIX A: QUESTIONNAIRE

Topic: Promotion Mix, Purchase Intention, and Consumption Behavior Towards Carabao Energy Drink at Century Beverage Co., Ltd.

Dear Respondents,

I am the student who is studying Master of Marketing Management at Yangon University of Economics. The title of this study is Promotion Mix, Purchase Intention and Consumption Behavior towards Carabao Energy Drink at Century Beverage Co., Ltd. All information you provide will be treated with strict confidentiality and used for academic research only. Your identity will remain anonymous and no personal data will be disclosed.

Thank you for your participation!

Section A: Demographic Information

1. Gender

- ☐ Male
- ☐ Female
- ☐ Gay
- ☐ Lesbian

2. Age

- ☐ Under 18
- ☐ 18–24
- ☐ 25–34
- ☐ 35–44
- ☐ 45–54
- ☐ 55 and above

3. Education Level

- ☐ High School or lower
- ☐ Diploma
- ☐ Bachelor's Degree
- ☐ Master's Degree or higher

4. Occupation

- ☐ Student
- ☐ Employed (Private Sector)
- ☐ Employed (Government)
- ☐ Business Owner

☐ Unemployed

☐ Other: _____

5. Monthly Income (in MMK)

☐ Less than 200,000

☐ 200,000 – 399,999

☐ 400,000 – 599,999

☐ 600,000 – 799,999

☐ 800,000 and above

☐ Prefer not to say

6. How often do you consume energy drinks?

☐ Daily

☐ 2–3 times a week

☐ Once a week

☐ Occasionally

☐ Never

Section B: Promotional Mix Factors

Please indicate your level of agreement with the following statements using this scale:

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

No.	Statement	1	2	3	4	5
	Advertising					
1	Carabao energy drink advertisements frequently appear on television.					
2	Carabao's advertising message is clear and memorable.					
3	The visual appeal of Carabao advertisements attracts audience attention.					
4	Product features and benefits are effectively communicated in carabao ads.					
5	Exposure to Carabao advertisements increases the likelihood of product trial.					

6	Carabao advertisements are perceived as creative and engaging.					
7	Frequent advertising helps maintain strong brand recall for Carabao.					
	Sales Promotion					
1	Discounts or promotions (e.g., buy-one-get-one) influence purchase decision towards Carabao.					
2	Free samples or giveaways increase the willingness to try Carabao.					
3	Limited-time offers from Carabao are often utilized by consumers.					
4	Energy drink brands offering loyalty programs or redeemable coupons are generally preferred.					
5	Bundling Carabao with snacks or merchandise enhances purchase appeal.					
6	Shoppers actively search for Carabao promotions during energy drink purchases.					
7	Special discounts on Carabao encourage more frequent purchases.					
	Public Relations					
1	Carabao's participation in community or CSR activities is visible to the public.					
2	The brand image of Carabao is viewed positively by the general public.					
3	Trust in the Carabao brand is strengthened by its public relation efforts.					
4	News and media coverage contribute to shaping public opinion of Carabao.					

5	Sponsorship of sponsors and community events position Carabao as a socially responsible brand.					
6	Engagement in charitable or social initiatives enhances Carabao's brand image.					
7	Public relations initiatives by Carabao lead to a more favorable brand perception.					
	Personal Selling					
1	Carabao is often recommended by store staff or retailers.					
2	In-store presentations of Carabao influences purchasing decisions.					
3	Product guidance provided by sales representatives encourages purchases.					
4	Demonstrations or tastings conducted in stores impact the choice to purchase Carabao.					
5	Detailed product information from sales personnel increases trust in Carabao.					
6	Speaking with knowledgeable staff increases trust in Carabao.					
7	Direct interaction with sales teams enhances understanding of Carabao's unique qualities.					
	Digital Marketing Campaigns					
1	Carabao maintains an active presence on platforms such as Facebook.					
2	Online reviews and influencer opinions shape perceptions of Carabao.					
3	Carabao's digital advertisements and promotions receive user engagement.					

4	Online campaigns like contests, giveaways or hashtag challenges drive brand engagement.					
5	Information shared about Carabao through digital media is considered trustworthy.					
6	Promotions for Carabao frequently appear on social media platforms like Facebook.					
7	Online content such as influencer reviews or sponsored posts affects brand perceptions of Carabao.					

Section C: Purchase Intention

Please indicate your level of agreement with the following statements using this scale:

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

No.	Statement	1	2	3	4	5
	Purchase Intention					
1	There is a high likelihood of Carabao being purchased in the near future.					
2	Carabao ranks among the top choices when choosing an energy drink.					
3	Carabao is considered a brand worth recommending to friend or family.					
4	Promotional efforts have increased the likelihood of choosing Carabao.					
5	Carabao remains a purchase consideration even when priced slightly higher than competing brands.					
6	Carabao is likely to be selected during the next energy drink purchase.					

7	Promotions or advertisements for Carabao frequently trigger purchase consideration.					
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Section D: Consumption Behavior

Please indicate your level of agreement with the following statements using this scale:

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

No.	Statement	1	2	3	4	5
	Consumption Behavior					
1	Carabao energy drinks are purchased on a regular basis.					
2	Carabao is consumed during work or study sessions to maintain alertness.					
3	Carabao is chosen over other brands due to its preferred taste.					
4	The choice of energy drink may vary depending on promotions or product availability.					
5	Brand loyalty to Carabao remains strong despite promotional efforts from competing brands.					
6	Carabao is typically consumed prior to engaging in physical or mental activities.					
7	Carabao is selected over other brands because it aligns well with daily routines and lifestyle preferences.					

APPENDIX B: OUTPUT

Output File

Reliability Statistics

Cronbach's	
Alpha	N of Items
.887	7

Reliability Statistics

Cronbach's	
Alpha	N of Items
.881	7

Reliability Statistics

Cronbach's	
Alpha	N of Items
.852	7

Reliability Statistics

Cronbach's	
Alpha	N of Items
.837	7

Reliability Statistics

Cronbach's	
Alpha	N of Items
.871	7

Reliability Statistics

Cronbach's	
Alpha	N of Items
.886	7

Reliability Statistics

Cronbach's	
Alpha	N of Items

.882	7
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Descriptive Statistics

	N	Mean	Std. Deviation
A1	385	4.5636	.66280
A2	385	4.5299	.61641
A3	385	4.5584	.67108
A4	385	4.4883	.70007
A5	385	4.5636	.67061
A6	385	4.5117	.67738
A7	385	4.4364	.72293
AM	385	4.5214	.52113
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
SP1	385	4.4701	.69953
SP2	385	4.5558	.63132
SP3	385	4.5351	.68041
SP4	385	4.4935	.70754
SP5	385	4.5506	.65204
SP6	385	4.5403	.62838
SP7	385	4.4494	.67943
SPM	385	4.5133	.51127
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
PR1	385	4.5299	.68066
PR2	385	4.5325	.65321
PR3	385	4.4805	.72188
PR4	385	4.5688	.69677
PR5	385	4.3740	.74676

PR6	385	4.5584	.61010
PR7	385	4.4961	.60863
PRM	385	4.5056	.49146
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
PS1	385	4.6338	.59372
PS2	385	4.5169	.61691
PS3	385	4.5403	.64069
PS4	385	4.5688	.64231
PS5	385	4.4026	.72636
PS6	385	4.5714	.58248
PS7	385	4.5351	.58134
PSM	385	4.5383	.44641
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
DMC1	385	4.5610	.65910
DMC2	385	4.4442	.66350
DMC3	385	4.5143	.66960
DMC4	385	4.4494	.72755
DMC5	385	4.4442	.71634
DMC6	385	4.5481	.60243
DMC7	385	4.5429	.58972
DMCM	385	4.5006	.49773
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
PI1	385	4.5195	.66164

PI2	385	4.4753	.66147
PI3	385	4.5247	.65752
PI4	385	4.4961	.71488
PI5	385	4.4857	.70742
PI6	385	4.5429	.61564
PI7	385	4.5325	.59914
PIM	385	4.5109	.50873
Valid N (listwise)	385		

Descriptive Statistics

	N	Mean	Std. Deviation
CB1	385	4.5247	.62503
CB2	385	4.5039	.60433
CB3	385	4.5481	.59372
CB4	385	4.5351	.63282
CB5	385	4.5221	.65761
CB6	385	4.5481	.61526
CB7	385	4.5325	.62883
CBM	385	4.5306	.47625
Valid N (listwise)	385		

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin - Watson
						F Change	df 1	df2		
1	.821 ^a	.674	.670	.29233	.674	156.796	5	379	.000	1.748

a. Predictors: (Constant), DMCM, AM, SPM, PSM, PRM

b. Dependent Variable: PIM

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
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1	Regression	66.995	5	13.399	156.796	.000 ^b
	Residual	32.388	379	.085		
	Total	99.383	384			

a. Dependent Variable: PIM

b. Predictors: (Constant), DMCM, AM, SPM, PSM, PRM

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.127	.161		.791	.429
	AM	.020	.042	.020	.472	.637
	SPM	.144	.051	.145	2.798	.005
	PRM	.025	.059	.024	.418	.676
	PSM	.717	.060	.629	11.864	.000
	DMCM	.063	.050	.061	1.262	.208

a. Dependent Variable: PIM

Model Summary ^b										
		R	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin - Watson
Model	R									
1	.694 ^a	.482	.480	.34333	.482	355.876	1	383	.000	1.706

a. Predictors: (Constant), PIM

b. Dependent Variable: CBM

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.949	1	41.949	355.876	.000 ^b
	Residual	45.146	383	.118		
	Total	87.095	384			

a. Dependent Variable: CBM

b. Predictors: (Constant), PIM

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.600	.156		10.234	.000
	PIM	.650	.034	.694	18.865	.000

a. Dependent Variable: CBM