

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME**

**A STUDY ON CONSUMER ATTITUDE AND
BEHAVIORAL INTENTION TOWARDS ISOTONIC
SPORT DRINK CONSUMPTION OF GYM USERS**

SUBMITTED BY

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MBA II – 5

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YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
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Academic Year (2017 – 2019)

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This thesis is submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA).

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ACCEPTANCE

This is to certify that the thesis entitled "**Consumer Attitude and Behavioral Intention towards Isotonic Sport Drink Consumption of Gym Users**" has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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ABSTRACT

The study aims to study consumer attitude and behavioral intention towards isotonic sport drink consumption of gym users. A total of 120 gym users are asked by using structured questionnaire. The result of this study indicates that attitude towards behavior and subjective norms are positive effect on behavioral intention. Subjective norms is more significantly influence on behavioral intention. Behavioral intention is also significantly influence on consumption behavior of isotonic sport drink. The study concludes that marketers need to emphasize on new taste and flavor with natural and organic ingredients and they should promote gathering campaigns through references groups in order to enhance consumer attitude and behavior intention towards isotonic sport drink consumption of gym users.

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CHAPTER 1

INTRODUCTION

In today society, consumer behavior is changing especially among young and adults. Consumer behavior is the study of consumer's actions during searching for, purchasing, using, evaluation, and disposing of products and services that they expect will satisfy their needs (Schiffman & Wisenblit, 2015). Consumer behavior explains how individuals make decisions to spend their available resources (i.e., time, money, effort) on goods that marketers offer for sale. (Schiffman & Wisenblit, 2015).

Amid the recent market expansion in Myanmar, particularly in the beverage market, consumer behavior is changing, especially among youths. There is increasing segmentation and differentiation in the market now; consumers today can choose from carbonated soft drinks, flavored juice, sports drinks, among others, for various purpose (Jun, 2014). The beverage sector plays an important role in consumers' daily diet (Heng, House, & Kim, 2017). Consumers in Myanmar today tend to select their beverage depending on needs & occasions, unlike in the past when there were fewer choices on the market (Jun, 2014).

With growing interest in the importance of health, participation in leisure activities, participation rate in sport activities has increased (Jang & Choi, 2018). As the fitness industry has been growing rapidly, the number of fitness centers' customers has been continually increasing worldwide (Jang & Choi, 2018). This trend is seen in Myanmar where fitness centers have been steadily proliferating. The growth of fitness centers is one of the growth factors for the sports drinks market. It is expected to provide further opportunities to manufacturers.

This study finds out the consumer attitude and behavioral intention towards isotonic sport drink of gym users. Consumer Attitude is a learned predisposition to behave in a consistently favourable or unfavourable way toward a given object (Strydom, 2004). Attitude reflect either favourable or unfavourable evaluation of the attitude object and they motivate consumers to either buy or not buy particular products or brands. Attitude are relatively consistent with the behavior they reflect (Schiffman

& Wisenblit, 2015). Consumer buy products which they have favourable attitude, so marketers must ensure that consumer maintain positive attitudes to be loyal customers.

Within any setting, including consumer behavior, people are strongly influenced by how others think and behave (Schiffman & Wisenblit, 2015). References group are groups that serve as sources of comparison, influence, and norms for people's opinions, values and behaviors (Schiffman & Wisenblit, 2015). The perceived honesty, objectivity, expertise, and trustworthiness of reference groups make them highly credible sources (Schiffman & Wisenblit, 2015). Consumer perceive people whom they know personally as more credible than paid-for promotional message. People learn norms and values mostly from families and peers. They also imitate and adopt the values and habits of persons whom they respect or admire. The groups to which people belong influence their norms and behaviors (Schiffman & Wisenblit, 2015). This study finds out the consumer attitude and behavioral intention towards isotonic sport drink of gym users.

1.1 Rationale of the Study

Isotonic Sports drinks are gaining popularity among the individuals and athletes who are involved in the vigorous physical activity according to Global Sport Drink Market Report 2018-2023. First, the strains of modern daily living, busy hectic lifestyles and pressures of juggling a demanding job, family and a social life are unavoidable. Second, increased production of processed foods, rapid urbanization and changing lifestyle have led to a shift in dietary patterns (Yachin & Barak, 2019).

Thus, an increasing number of individuals are going to join Fitness Centers as to counter the side-effects of their hectic urban lifestyles (Jain, 2017). They join in gym to get fit, lose weight, improve their health because they afraid of overweight and obesity. The changing lifestyle is another major factor that is encouraging people to adopt healthy drink habits, especially among youth. And then, they are avoiding regular soft drink to reduce sugar and calorie intake from beverage consumption because of changing consumers' lifestyle and perceptions.

This study focuses on the consumer attitude and behavioral intention towards isotonic sport drink of gym users. The shift in the consumer trend is also encouraging the sports drink manufacturers to evolve new products that can be good for health.

1.2 Objectives of the Study

The Objectives of the study are as follow:

- To examine the effect of consumer attitude on behavioral intention of isotonic sport drink of gym users.
- To analyze the effect of subjective norms on behavioral intention of isotonic sport drink of gym users.
- To investigate the relationship between behavioral intention and consumption behavior of isotonic sport drink of gym users.

1.3 Scope and Methods of the Study

This study focuses on the factors influencing customer attitude and behavioral intention on isotonic sport drink of gym users. The sample size of the respondents is 120 respondents who are gym users at one downtown township (Pazundaung township) in Yangon because there are six downtown townships in Yangon and six fitness centers are located in Pazundaung township, namely YGN Gym, Music Gym, Lifetime Gym-3, Yangon Fitness Club-2, Unique Gym, Smart Gym and Body Fitness Center.

Simple random sampling method is applied to select sample size from targeted population. Data collection is undertaken during the month of June 2019. The research of the study uses both primary and secondary data. The primary data is collected from sample respondents by using structured questions. The secondary data is collected from relevant text books, previous research and internet, website, publish journal and international research paper. The collected data was analyzed by using analytical methods.

The study is conducted isotonic sport drink consumption behavior of gym users who exercise six fitness centers at Pazundaung downtown township in Yangon and it is difficult to generalize the results to isotonic sport drink consumption in other areas of the country or those of other countries. The factors influencing behavioral intention of isotonic sport drink of gym users included attitude towards behavior (psychological influences) and subjective norms (social influences). Other factors personal and situational influences are not consisted in this study. Therefore, future researchers

should consider and adopt other factors to analyze the isotonic sport drink consumption behavior of gym users.

1.4 Organization of the Study

This study is organized into five chapters. Chapter one is introductory which involves rationale of the study, objectives of the study, scope and method of the study and organization of the study. The theoretical background of consumer attitude towards behavior, subjective norms, its effect on behavioral intention and consumption behavior are presented in chapter two. Chapter three presents the effect of consumer attitude on behavioral intention of isotonic sport drink of gym users and the effect of subjective norms on behavioral intention of isotonic sport drink of gym users. Chapter four discusses the analysis of behavioral intention on consumption behavior of isotonic sport drink of gym users. Finally, chapter five involves the conclusion with the findings, discussions, suggestions and recommendation and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter intends to provide a critical analysis of significant literature related to the variables under consideration. This chapter involves theoretical reviews on key concepts such as consumer attitude towards behavior, subjective norms, and its effects on behavioral intention and consumption behavior of gym users. Formal definitions as well as empirical assumptions about the proposed relationship between these variables are also provided. Finally, conceptual framework is developed on the basis of theories and previous studies.

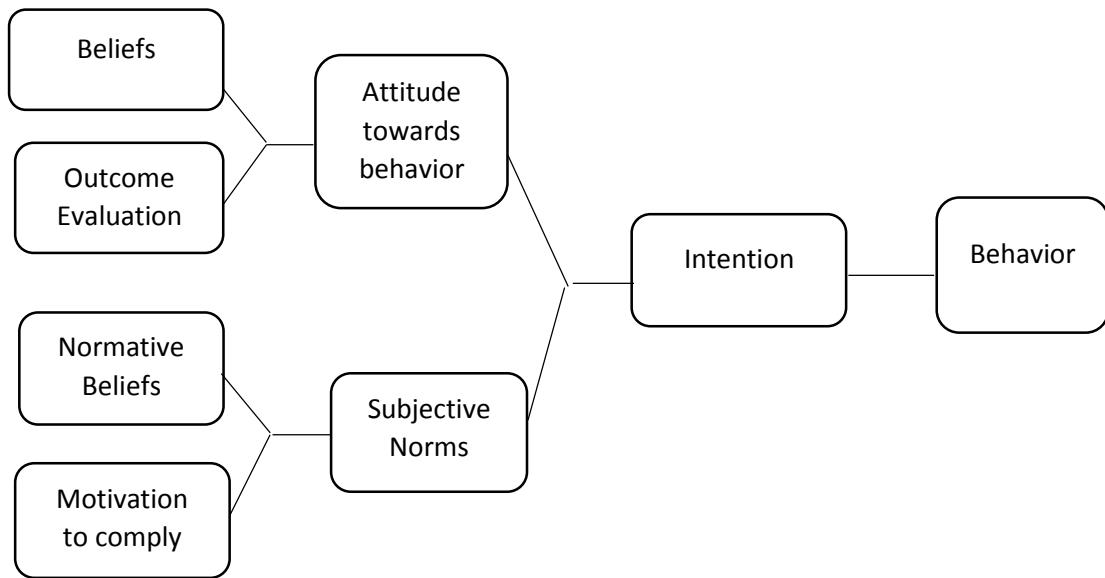
2.1 Theory of Reasoned Action

The theory of reasoned action states that consumers consciously consider the consequences of the alternatives and their consideration lead to an intention to engage in the most desirable behavior. Therefore, the behavioral intention serves as a predictor of actual behavior (Onkvisit & Shaw, 1994). This model includes attitude towards behavior and subjective norms as both influencing behavioral intention, which then directly influences behavior (Fishbein & Ajzen, 1975).

Attitude are the best way of predicting behavior to measure an individual's intention to purchase a product because attitudes impact on consumer's decision making. Two factors underlie in attitude towards behavior: behavioral beliefs (beliefs are performing a given behavior will lead to positively or negatively valued outcomes (Fishbein & Ajzen, 2010) and outcome evaluation (outcome evaluation given that each belief is links the behavior to a certain outcome, or to some other attribute such as the cost incurred by performing the behavior (Fishbein & Ajzen, 1975) ; (Ajzen, 1991).

Subjective norms are the person's feeling as to what relevant other (eg. family, friends, roommates, co-workers) the think of action the person contemplates. Two factors underlie subjective norms: normative beliefs (the individual attributes to relevant others) and motivation to comply (the preferences of relevant others) (Schiffman & Wisenblit, 2015).

Figure 2.1 Theory of Reasoned Action



Source: Schiffman, Leon G. and Leslie Lazar Kanuk, Consumer Behavior, 8th Edition, International Edition (2004)

The theory of reasoned action (TRA) has a good track record in food and drink application. For instance, table salt, snack foods and low milk (Shepherd, 1990); chocolate and meat (Sparks, 2001) and olive oil (Thompson, Haziris, & Alekos, 1994). The Theory of Reasoned Action also has good predictive power in relation to sport drink consumption intentions and behavior (Pang, 2015).

2.1.1 Consumer Attitude

Attitude is defined as an enduring organization of motivational, emotional, perceptual, and cognitive process with respect to some aspect of the individual's world by (Schwarz & Bohner, 2001). Attitude is defined as a learned tendency to evaluate people, issues, objects or events in the way of emotional, behavioral, and cognitive component (Hockenbury & Hockenbury, 2007)

Furthermore, attitude is defined as perceived probability that the object social psychology is positive or negative (Albarracin, Johnson, & Zanna, 2005); (Eagly & Chaiken, 1993) defined an attitude is a psychological tendency that is express by evaluating a particular entity with some degree of favor or disfavor. Thus, an attitude could be as positive (favorable) or negative (unfavorable) evaluation of people, objects,

events, activities, and ideas. It could be concrete, abstract or just about anything in one's environment but there is still a debate about precise definitions about attitudes.

On the other hand, it revealed that attitudes could also be explicit and implicit. Explicit attitudes are those that one is consciously aware of and that clearly influence one's behaviors and beliefs while implicit attitudes are unconscious and emerge with direct personal experiences or as a result of observation but still have an effect on one's behaviors and beliefs (Hockenbury & Hockenbury, 2007). Attitude towards behavior is defined as function of an individual's beliefs towards a behavior and a subjective evaluation of that behavior (Fishbein & Ajzen, 1975). As mentioned above, an attitude towards behavior is also consists of positive or negative evaluation of performing particular behavior (Ajzen, 1985).

According to (Fishbein & Ajzen, 1975) expectancy-value model, attitudes develop reasonably from the belief people hold about the object of the attitude. According to (Fishbein & Ajzen, 1975) expectancy-value model, as for this study, attitude are based on (behavioral) belief strength and outcome evaluation (of the belief). A common assumption made by most of the marketers is that consumer choice is affected by consumer attitudes which in turn could be affected by marketing and advertising efforts (Rink L., 1998).

(a) Behavioral Beliefs

According to Fishbein and Ajzen (1975), beliefs are underlying a person's attitude toward the behavior (Fishbein & Ajzen, 1975). Simultaneously, beliefs are performing a given behavior will lead to positively or negatively valued outcomes (Fishbein & Ajzen, 2010). Moreover, (Montano & Kasprzyk, 2008) given that beliefs are behavioral performance which is associated with certain attributes or outcomes. Beliefs are truly on its goal of explaining human behavior (Ajzen, 1991). While a belief component is able to capture an individual knowledge and perceptions about a certain behavior (Greenwald, Brock, & Ostrom, 2013).

Beliefs are influence the formation of an individual's attitudes by guiding him/her to look for objects which aim to satisfy his/her beliefs (Kim & Chung, 2011). Behavioral beliefs is also defined as the subjective probability that an object has certain attribute (Fishbein & Ajzen, 2010). According to Fishbein and Ajzen, behavioral beliefs

in combination with the subjective values of the expected outcome are able to determine the prevailing attitude toward the behavior (Fishbein & Ajzen, 1975).

(b) Outcome Evaluation

In simple terms, an outcome is the end result of a process (Fairfield & Long, 1997). In the most general level, outcome is defined as changes in individuals, organizations, communities, or governments, depending on the goal and reach of the activities being examined (Sonpal-Valias, 2009). Evaluation is also defined as the systematic collection of information for the purpose of informing decision to design and improve the object of attitude (Flagg, 2013). The purpose of evaluation is to delineate, obtain, and provide information is and highly particularistic and specific to a decision situation, rather than generalizable to many or all settings (Flagg, 2013).

Outcome evaluation, then, at its most general term, is defined as a systematic examination of the outcomes which resulting from a set of activities implemented to achieve a stated goal, and a systematic examination of the extent to which those activities actually caused those outcome to occur (Sonpal-Valias, 2009). The intent of outcome evaluation is to assess the feasibility and effectiveness of these activities with respect to the benefits achieved, suggest improvements and possibly provide direction for future activities (Sonpal-Valias, 2009); (Flagg, 2013).

In the case of more effectively predicting attitude toward the behavior, as for this study, outcome evaluation given that each belief is links the behavior to a certain outcome, or to some other attribute such as the cost incurred by performing the behavior (Fishbein & Ajzen, 1975) ; (Ajzen, 1991). The attributes that come to be linked to the behavior are already valued positively or negatively, an attitude toward the behavior will be acquired automatically and simultaneously (Ajzen, 1991). In the other word, favorable attitude toward behaviors is believed have largely desirable consequences while unfavorable attitude toward behaviors is associated with mostly undesirable consequences (Ajzen, 1991): (Ajzen, 2011).

2.1.2 Subjective Norms

The subjective norms are one of the social factors used to determine behavior. A broad definition of subjective norms is defined as the perceived social pressure to perform or not to perform the behavior in question (Ajzen, 1991). While subjective norms is usually defined more specifically, as an individual's perception or opinion about what important others believe the individual should do (Finlay, Trafimow, & Moroi, 2006) – that is perform or not perform the behavior in a specific situation (Ajzen, 1991). With the very similar definition, (Shek, 2009) given that subjective norms is related to the perceived social influences or pressures to indulge or not to indulge in a given behavior. According to (Fishbein & Ajzen, 1975), subjective norms are informed by normative beliefs and motivation to comply, while it reveal distinct outcome which depend on the context.

Simultaneously, subjective norms reveal the beliefs of individuals about how they would be viewed by their important reference group or referents if they perform a certain behavior (Fishbein & Ajzen, 1975); (Ajzen, 1991). According to McClelland (1988)'s Theory of Needs, people tend to have propensity to exhibit a behavior that is admired by their reference group as they are seeking relationships and group associations. In a more precise approach, specific referents within important reference group are selected (by the researcher) based on their relative strength in influence one's behavior in question (Trafimow & Fishbein, 1994).

As for this study, definition of (Fishbein & Ajzen, 1975) is being employed which subjective norm is perceived social pressure to engage or not to engage in a behavior. Drawing an analogy to the expectancy value model of attitude, it is assumed that subjective norms is determined by the total set of accessible normative beliefs with concerning the expectation of important referents (Fishbein & Ajzen, 1975); (Ajzen, 1991). According to (Fishbein & Ajzen, 1975) expectancy-value model, as for this study, subjective norms are based on (normative) belief strength and motivation to comply (of the belief).

(a) Normative Beliefs

According to (Hockenbury & Hockenbury, 2007), social roles and social norm could have a strong influence on attitudes and behavior while social role related to how

people expected to behave in a particular role or context and social norms involve society's rule for what behavior are considered appropriate. When people are admiring a specific individual greatly espouses a particular attitude, and then people are more likely to develop the same beliefs (Cherry, 2015). Normative beliefs refer to a specific behavioral act the performance of which is expected or desired under the given circumstances (Fishbein & Ajzen, 1972).

Normative beliefs and behavioral beliefs are so similar to each other that they are really the same thing (Miniard & Cohen, 1981). For instance, consider the following two beliefs: "my family thinks I should drink isotonic sport drink" and if I drink isotonic sport drink my family will appreciate to me". According to the Theory of Reasoned Action (Fishbein & Ajzen, 1975), the former beliefs is a normative beliefs (it is a belief about what my family think I should drink) whereas the latter beliefs is a behavioral beliefs (it is a belief about a consequence arising from my family's appreciation to my behavior).

For this research study, normative beliefs are defined as individuals' beliefs about the extent which other people who are important to them think they should or should not perform particular behaviors (Fishbein & Ajzen, 1975). This type of beliefs constitutes the underlying determinants of subjective norms in the Theory of Reasoned Action model (Fishbein & Ajzen, 1975); (Ajzen, 1991).

(b) Motivation to Comply

According to (Fishbein & Ajzen, 1975), "motivation to comply" is defined as motivation to do what salient referents think an individual should do. This variable contributes to subjective norms along with normative beliefs. With the similar effort like outcome evaluation to behavioral beliefs, "Motivation to Comply" to normative beliefs is constructed in order to determine an individual's motivation to comply with the referents in question (Ajzen, 2011).

Thus subjective norms toward the behavior is managed to be predicted while a global measure of subjective norms is usually elicited by asking the individual respondent to rate the extent to which "important other" would approve or disapprove of their performing a given behavior (Ajzen, 2011), that is consuming sport drink in this study.

2.1.3 Behavioral Intention

According to (Engel, Blackwell, & Miniard, 1995), purchase intention could be defined as the tendency or probability that consumers are willing to make a purchase behavior. Moreover, purchase intention also referred to the outcome of attitudinal elements or behavioral elements of the consumers' willingness to make a purchase behavior (Jiradilok, 2014).

According to (Ajzen, 1991), personal factors including interest, attending, information and evaluation are the factors that will influence consumers' behavioral intention as well as purchase intention. Subsequently, a study by (Irshad, 2012) defined purchase intention indicated one's motivation in sense of conscious plan for further effort to carry out the behavior which consumer consideration in purchasing after perceived performance (outcome) of the sport drink consumption. Hence with the terms of behavioral intention and purchase intention will be used interchangeably.

Behavioral intention is determined by a combination of attitude and subjective. Attitude is determined by behavioral beliefs and outcome evaluations of the belief whereas subjective norms are determined by normative beliefs associated with motivation to comply of important referents (Fishbein & Ajzen, 1975). To more specifically, intention are assumed to capture the motivational factors that influence behavior which they are indications of how hard people are willing to try, of how much of an effort they are planned to exert, in order to perform a behavior (Ajzen, 1991).

According to Theory of Reasoned Action (Fishbein & Ajzen, 1975) ; (Ajzen, 1985), intention is a function of two factors: a personal dimension and a social dimension. The personal dimension is the person's attitude (positive or negative) toward performing the behavior. The social dimension of intention is comprised of subjective norms, which are the person's perception of what significant others think about whether or not the person should engage in the behavior.

Purchase intention as well as the behavioral intention is known to change overtime, the greater the interval period between intention and behavior, the greater the likelihood of changes in intention (Ajzen, 1991). Functional energy drinks (or sport drinks) marketers have to pay attention on the factors that influence purchase intention as well as the behavioral intention among the consumers in order to promote the

occurrence of actual purchase and behavior from consumers (Thamizhvanan & Xavier, 2013).

2.2 Consumption Behavior

Consumption is the evaluation, buying, using and disposing of products and services (Webb, 1993). Behavior is a composite or end product of a number of different psychological processes, such as learning, motivation, and perception (Naylor, Pritchard, & Ilgen, 1980). Behavior are typically defined as the overt actions of an individual (Albarracin, Johnson, & Zanna, 2014). Behavior is largely a function of an individual's perceptions in the immediate situation in which the attitude object is encountered (Mitchell, 2016). Behaviors could also define as goal-directed and steered by conscious self- regulatory process (Ajzen, 2011).

Behavior in the intention-based model refers to a manifestation which is observable, single-act criterion which is performed with respect to a specific target in a given situation at a given point of time (Fishbein & Ajzen, 1975). In Reasoned Action model, intention and behavior are guided by expected consequence of performing the behavior and by perceived normative pressure (Ajzen, 2011). If behavior is about to change, attitude change must come first (Chaiklin, 2011).

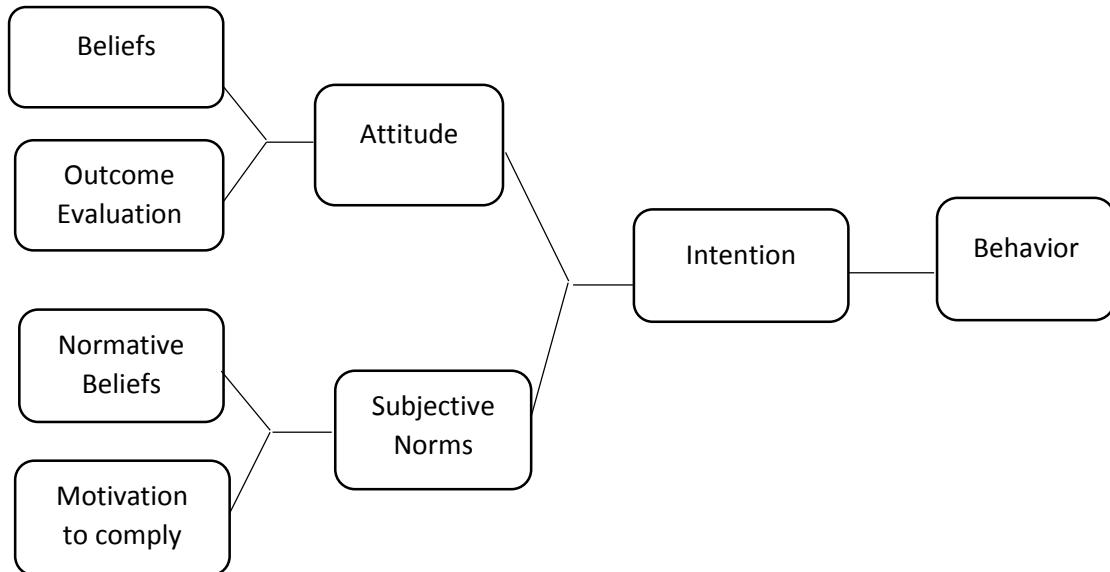
Consumption behavior refers to the buying behavior of the ultimate consumer (Negricea & Tudor). Thus, consumption behavior is people's buying attitudes and intentions.

2.3 Previous Studies

Investigation of factors influencing generation-Y's purchase intention on functional energy drinks is written by Tan Chin Pang (Pang, 2015), Universiti Tunku Abdul Rahman, Faculty of Accountancy and Management in April 2015 to investigate how the consumers' attitudinal and social elements to their drinking practices. The theoretical basis of the study is formed by the theory of reasoned action (TRA). In the empirical section of the study, the quantitative research approach was utilized. The target population for this research study is on the Generation Y which the group of respondents is the most targeted segment of the beverage consumption (Fountain &

Lamb, 2011) and organic food consumption (Thambiah, Khin, Muthaiyah, & Yen, 2015).

Figure 2.2 Conceptual Framework of Pang



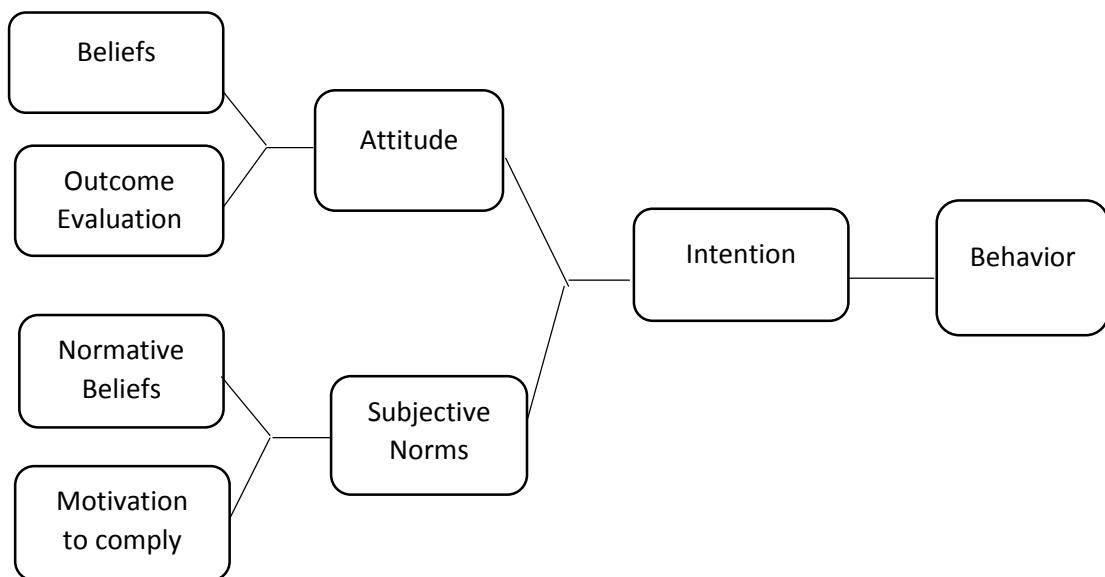
Source: Pang, 2015

A total of 384 Generation Y respondents whose age range within 15 to 34 years-old were sampled from the population residing in Malaysia and questionnaires are randomly distributed. Sampling elements is referred to Generation Y consumers who have consumed sport drinks and manage to provide evaluation of one's beliefs towards his/her sport drinks consumption behavior in this research. The findings of Tan Chin Pang (Pang, 2015) indicated that attitudes towards behavior and subjective norms had the significant influence on Generation Y's behavioral intention on sport drink consumption. But subjective norms had the most significant relationship to Generation Y's behavioral intention and directly impact on their sport drink consumption behavior. However, this attitudinal element could not be underestimated although it has weaker impact on Generation Y's sport drink consumption behavior in Malaysia compare to perceived social pressure.

Factors influencing the intention to drink wine is written by Zanten in 2005 (Zanten, 2005). The purpose of conducting the research is to investigate the factors influencing Australian consumers' intention to drink wine and with a focus upon the beliefs held by consumers towards the behavior of wine drinking. The findings of Zanten indicated that attitudes are more predictive of the intention to drink wine than

the subjective norms among the Australian consumer which is averse with the study reported by Thompson and Vourvachis (Thompson & Vourvachis, 1995). However, the attitude and normative influences are both claim to have adequately explain the intention to drink wine.

Figure 2.3 Conceptual Framework of Zanten



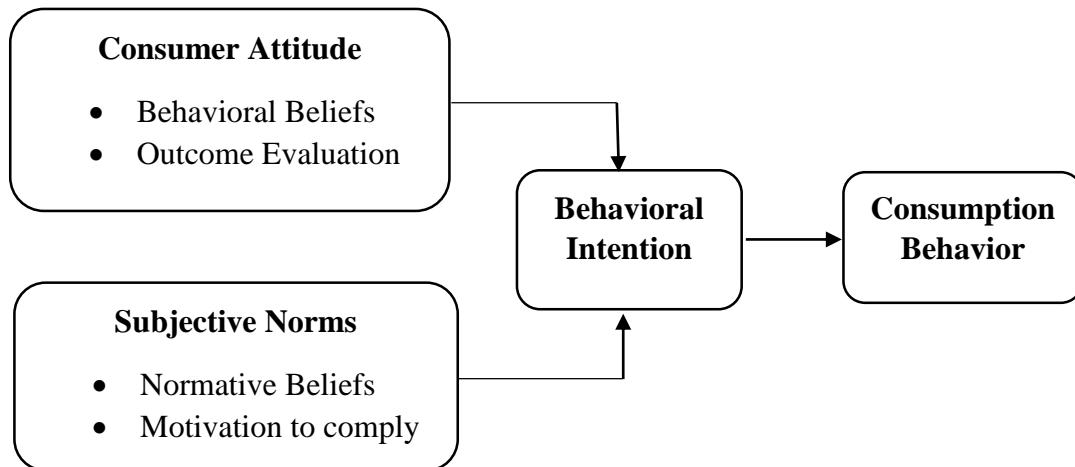
Source: Zanten, 2005

Theory of Reasoned Action is employed in these research papers and having good predictive power in relation to food and drinks consumption intentions and behavior.

2.4 Conceptual Framework of the Study

The conceptual framework of the study is developed based on previous studies and findings from different researchers. The study is aims to analyze the effect of consumer attitude on behavioral intention, the effect of subjective norms on behavioral intention and also behavioral intention can be effect on consumption behavior. The conceptual model of this study is shown in the following figure.

Figure 2.4 Conceptual Framework of the Study



Source: Own Compilation, 2019

According to consumer attitude and behavioral intention towards isotonic sport drink of gym users, which are mainly structured by four parts which involved attitude towards behavior such as behavioral beliefs and outcome evaluation in first part, subjective norm such as normative beliefs and motivation to comply in second part, behavioral intention in third part and consumption behavior in fourth part.

CHAPTER 3

PROFILE AND BEHAVIORAL INTENTION TOWARDS ISOTONIC SPORT DRINK

This chapter starts with general industry overview of isotonic sport drink in Yangon. It tracked the market and the different brands of isotonic sport drink in Myanmar. And then, it is followed by the research design of the study and the reliability test. Later part of the chapter included profiles of the respondents for the survey and means tables of attitude towards behavior, subjective norms, behavioral intention, and consumption behavior.

3.1 Market of Isotonic Sport Drink

Market demand is growing at an increasing pace and competition between local and foreign brands is fierce (Jun, 2014). There are hundreds of brands & products in the market as well- 100Plus, Blue Mountain, Coca Cola among others (Jun, 2014). Amid the recent market expansion in Myanmar, particularly in the beverage market, consumer behavior is changing, especially among youths.

There is increasing segmentation and differentiation in the market now; consumers today can choose from carbonated soft drinks, flavoured juice, sports drinks, among others, for various purpose (Jun, 2014). Myanmar Prosumers (Proactive Consumers) are also consuming less carbonated drink, which are thought to be detrimental to health, and pursuing nutritionally-enriched and healthier beverage choices (Jun, 2014).

In association with growing purchasing power, Myanmar consumers are increasingly demanding high quality products and more choices (Jun, 2014). They want to be healthier because the side effects of their hectic urban lifestyle. And then, climate change problems are face every person because of global warming effect. So, people are mostly likely to need rehydration because of very high temperatures. Young consumers in Myanmar today tend to select their beverage depending on needs & occasions, unlike in the past when there were fewer choices on the market (Engel,

Blackwell, & Miniard, 1995). With lifestyle options changing, more and more people want to try isotonic sport drink. Thus, there is upmarket trend for the isotonic or electrolytes beverage category in Myanmar.

The most popular different brands of isotonic sport drink in Myanmar are 100 Plus, Pocari Sweat, Aquarius and Royal D. 100 Plus is a brand of isotonic sport drink manufactured by Fraser and Neave Limited, a global food and beverage conglomerate headquartered in Singapore and has been around for more than 30 years till today. 100 Plus is well-known isotonic sport drink, as it contains uniquely combined electrolytes and carbohydrates for quick and efficient absorption, helping them to stay hydrated, and enhancing the body's overall performance capability. 100 Plus has a strong association with sport and active lifestyle. 100 Plus held 100 Plus Active Run event.

Pocari Sweat is a isotonic sport drink that contains electrolytes in the human body. It is quickly and easily replenishes the water and ions that human body needs. It is manufactured by Otsuka Pharmaceutical Co.,Ltd in Japan. It has been distributed through Myanmar Distribution Group (MDG) in Myanmar since 2015. Pocari Sweat held Pocari Sweat Run Myanmar since 2016 and Lose-to-Win program since 2017. The inaugural race in Yangon in 2016, attracted 3,000 race together. It support broadcasting sponsor in SEA Games 2019. It also create running club event for active and healthy lifestyle.

Aquarius is mineral isotonic sport drink manufactured by Coca Cola Myanmar in 2017. It contains eight vegetables, fruit extracts. It is created to target sports and health cautious consumers as there is a raise in health awareness as. It is an official isotonic sport drink for Olympics 1992 and 2012. Aquarius sought to satisfy consumers who have an active lifestyle and recognize the importance of keeping well hydrated.

Royal D is electrolyte beverage for those who lost energy such as hard workers, sport persons, athletes, heavy sweating people, and those who suffer from dehydration and hot climate. It is distributed by R Oasis Co.,Ltd Myanmar in 2017. It held U-14 Boys Royal D Football Cup to be healthy and active in sport for next generation. In this event, students in basic education of high schools were participated.

3.2 Research Design

Among the Gym Users, people who are between the age of 18-55 years old and know about the benefits of isotonic sport drink. A quantitative research method was followed to apply Theory of Reasoned Action (TRA) to behavioral intention and consumption behavior of Gym Users. The data collection was done through survey form and the respondents were from six fitness centers in Pazundaung township, Yangon namely YGN Gym, Music Gym, Lifetime Gym-3, Yangon Fitness Club-2, Unique Gym, Smart Gym and Body Fitness Center. The simple random sampling method is used to carry out this survey.

3.2.1 Questionnaire

The questionnaire consisted of 40 questions divided into three part: demographic information (questions 1-5) in Part One, usage pattern (6-10) in Part Two, and constructs of TRA (questions 11-40) in Part Three. Some of the questionnaire sections made up the constructs of the TRA: five-point Likert-type rating scales ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) were used for those questions. The questionnaire consisted of close-ended questions with some of them containing an “other” option to serve as open-ended questions. The questions contained category type and Likert scale.

3.2.2 Reliability Test

In this study, attitude towards behavior, subjective norms and behavioral intention have been indirectly measured. It is important to measure how much the questionnaires are internally consistent when a scale consistent when a scale consists of more than one. Cronbach alpha above 0.7 was considered as acceptable, one above 0.8 as good, and one above 0.9 as excellent (Stephanie, 2014). In this study, the reliability coefficients of six constructs were tested with 120 respondents through survey form.

Table 3.1 Reliability Test

Particulars	Cronbach's Alpha	No. of items
Consumer Attitude	0.801	10
Subjective Norms	0.794	10
Behavioral Intention	0.787	5
Consumption Behavior	0.832	5

Source: Survey Data, 2019

According to Table 3.1, it could be found that the attitude towards behavior, subjective norms, behavioral intention and consumption behavior have Cronbach's Alpha values of 0.7 or higher. Thus, it can be explained that the items have relatively acceptable internal consistency and the questionnaire is sufficiently reliable.

3.3 Profile of Respondents

To study the consumer attitude and behavioral intention towards isotonic sport drink of gym users, the first analysis is the demographic characteristics of the respondents. It defines such questions as gender, age, education, occupation and income. The questions are given multiple choices, out of which respondents have to choose the most relevant one. In this section, demographic profile of 120 respondents randomly collected from gym users of six fitness centers at one downtown township (Pazundaung) in Yangon and their usage pattern are presented. Table 3.2 presents the demographic data of the respondents.

According to the Table 3.2, the demographic profile of respondents is as follows. The number of male and female are 43.3% and 56.7%. Female is larger than male due to the place where the field survey was conducted in the Fitness Centers. The age group of 18-25 is the biggest 40%, the second group is 26-35 with 29.2%, the third group is 36-45 with 20%, and the smallest group is 46-years and above with 10.8% respectively.

In educational level of the respondents, it is found that almost nearly half of the respondents got Bachelor Degree with 39.2%, followed by 31% of the respondents who are studying in the universities. Respondents with high school education, those with Master Degree and those with other are 13.3%, 14%, and 2.5% respectively.

Table 3.2 Demographic Profile of Respondents

No	Particulars	Number of Respondents	Percentage (%)
1.	Gender		
	Male	52	43.3
	Female	68	56.7
2.	Age (Years)		
	18-25	48	40.0
	26-35	35	29.2
	36-45	24	20.0
	46 years and above	13	10.8
3.	Education		
	High School	16	13.3
	University/ College Students	37	31.0
	Bachelor Degree	47	39.2
	Master	17	14.0
	Other	3	2.5
4.	Occupation		
	Student	21	18.0
	Private Company Employee	38	32.0
	Government Staff	9	8.0
	Self-employed	23	19.0
	Retired	4	3.0
	Unemployed	17	14.0
	Other	8	6.0
5.	Monthly Personal Income(Kyats)		
	Less than 200,000	28	23.0
	200,001- 400,000	32	26.5
	400,001- 600,000	27	22.5
	600,001- 800,000	18	15.0
	800,001- 1,000,000	9	8.0
	More than 1,000,001	6	5.0
	Total	120	100.0

Source: Survey Data, 2019

For the occupation information, private company employee and self-employed are biggest with 32% and 19%. The number of student, unemployed, government staff and retired are 18%, 14%, 8% and 3%. 8 respondents 6% answered their occupation as other. They include Trainer .However, most respondents who chose other did not specify their occupation. There are five respondents who did not respond any answer for the occupation.

For monthly income information, the income group of 200,001-400,000 kyats, less than 200,000 kyats, 400,001-600,000 kyats, 600,001-800,000 kyats, 800,001-1,000,000 kyats and more than 1,000,001 kyats are 26.5%, 23%, 22.5%, 15%, 8% and 5%. Overall, a profile of average respondents is female, age 18-25 years old, with educational level was holding a Bachelor Degree and 200,001-400,000 kyats per months.

3.4 Usage Pattern of Gym Users' Isotonic Sport Drink

This section provides the answers of respondents regarding their usage patterns of gym users' isotonic sport drink in Table 3.3. To measure usage pattern, factors such as isotonic sport drink usage, the respondent were allowed to give more than one answer for the questions; isotonic sport drink brands. The results were put into the table according to their relatedness.

According to the Table 3.3, most of them who come to the fitness centers are once a week with 31.7%, 2-3times a week with 26.7%, daily with 21.6% and less than once a week with 20%. It is presumed that people come alone for working out but it found out that members come with friends to fitness centers.

Table 3.3 Usage Pattern of Gym Users' Isotonic Sport Drink

No	Item	Frequency	Percentage (%)
1	Frequency of Exercise		
	Less than once a week	24	20.0
	Once a week	38	31.7
	2-3times a week	32	26.7
	Daily	26	21.6
2	Accompany		
	With Friends	36	30.0
	With Colleagues	22	18.3
	With Family	8	6.7
	Alone	54	45.0
3	Consuming isotonic sport drink after exercising		
	Yes	109	90.8
	No	11	9.2
4	Consumption Habit of gym users		
	Sometimes	34	28.3
	Regularly	47	39.2
	Almost all times	21	17.5
	I can't without drinking	18	15.0
5	Frequency of drinking per day		
	One time	97	81
	Two times	14	11.7
	Three times	6	5.0
	Above three times	3	2.5
	Total	120	100.00

Source: Survey Data, 2019

Only 9.2% answered that they do not consume isotonic sport drink after exercising and other remaining respondents in this study; 90.8% consume isotonic sport drink after exercising. Most of the respondents consume isotonic sport drink regularly

and sometimes. And then, most of the respondents consume isotonic sport drink one times per day.

3.5 Behavioral Intention

As mentioned earlier, attitude is determined by behavioral beliefs and outcome evaluations of the belief whereas subjective norms are determined by normative beliefs associated with motivation to comply of important referents (Fishbein & Ajzen, 1975). Five questions are for behavioral intention of isotonic sport drink. The mean scores of each statements are as shown in Table below.

Table 3.4 Behavioral Intention of Isotonic Sport Drink

No	Description	Mean	SD
1	Willing to consume in future	3.20	0.73
2	Willing to consume on regular basis.	2.80	0.92
3	Willing to consume for long term health benefits	3.22	0.78
4	Willing to consume with diet plan	2.91	0.84
5	Recommendation to other	3.00	0.91
	Overall Mean	3.03	

Source: Survey Data, 2019

According to the Table 3.4, respondents answered that they will consume isotonic sport drink when they are willing to consume isotonic sport drink for long term health benefits with the highest mean score of 3.22. Because they first consider what benefits are get form consuming it. The lowest mean value is 2.80 for that respondents are willing to consume isotonic sport drink on regular basis because they are whether or not consume isotonic sport drink on regularly. They can't lose their body fluids daily and they don't need to drink every day. According to the Table 3.4, the overall mean value 3.03, it can be said that respondents have intention to consume isotonic sport drink in future. They have intention to drink it but this cannot be exactly explain actual consumption behavior or not.

CHAPTER 4

ANALYSIS OF BEHAVIORAL INTENTION AND CONSUMPTION BEHAVIOR ON ISOTONIC SPORT DRINK

This chapter includes the four sections. The first section is to analyze the effect of consumer attitude on behavioral intention of isotonic sport drink consumption of gym users. The second section is to analyze the effect of subjective norms on behavioral intention of isotonic sport drink consumption of gym users. The third section is to investigate the effect of attitude towards behavior and subjective norms on behavioral intention of isotonic sport drink consumption of gym users. The fourth section is the relationship between behavioral intention and consumption behavior of isotonic sport drink.

4.1 Analysis on the Effect of Consumer Attitude on Behavioral Intention

This section presents the ten survey questions to examine about attitude of isotonic sport drink and effect of consumer attitude on behavioral intention of isotonic sport drink.

4.1.1 Consumer Attitude

According to Fishbein and Ajzen (1975)'s expectancy-value model, as for this study, attitude are based on (behavioral) belief strength and outcome evaluation (of the belief). First five questions are for behavioral beliefs of isotonic sport drink. The mean scores of each variable are shown in Table below. This five questions mean that gym users' view on isotonic sport drink product in mind.

According to Table 4.1, the highest mean value is 3.61 for that isotonic sport drink is good for rehydration. This can be due to the most of the gym users believe the isotonic sport drink is good for rehydration and it can be replenish the lose moisture and ions in human body. The lowest mean score value is 2.61 for that isotonic sport drink have good taste and flavor because isotonic sport have little taste choices and flavor choices in reality. It has only one taste and flavor.

Table 4.1 Behavioral Beliefs of Isotonic Sport Drink

No	Description	Mean	SD
1	Good for rehydration	3.61	0.84
2	Good taste and flavor	2.61	0.87
3	Low calorie	2.96	0.82
4	Extending exercise performance	2.72	0.95
5	Feeling of Sophistication	3.25	0.93
	Overall Mean	3.03	

Source: Survey Data, 2019

As overall mean is 3.03 which can be said that most of the gym users are aware of isotonic sport drink is good for rehydration and most of the gym users know the health benefits are getting from consuming isotonic sport drink. This awareness positively influences on behavioral intention to consume isotonic sport drink.

Second five questions are for outcome evaluation of isotonic sport drink. The mean scores of each variable are shown in Table below. This five questions mean that what factors are important for gym users in mind if they choose the isotonic sport drink.

Table 4.2 Outcome Evaluation of Isotonic Sport Drink

No	Description	Mean	SD
1	Importance of health concern	3.09	0.84
2	Importance of taste/flavor enjoyment	2.94	0.91
3	Importance of low calorie	3.45	0.97
4	Importance of extending exercise performance	2.98	0.96
5	Importance of sophistication	2.94	0.91
	Overall Mean	3.09	

Source: Survey Data, 2019

According to the Table 4.2, the highest mean score is 3.45 for that respondents consider that low calorie is very important for them when consuming isotonic sport drink because they are gym users. They want to maintain their weight balance. The second is the respondents think that health concern is important for them with mean value 3.09. They are health conscious and they often choose sufficient nutritional value of food and drink and they are more aware of health problems such as obesity and

diabetes. The thirds is the respondents think that extended exercise performance is important for them.

Gym users know that good nutrition food and drink can enhance their exercise performance. They also know that isotonic sport drink is a good choice of fluid for athletes to help their performance and prevent dehydration. As the overall mean is 3.09, it can be said that the outcome evaluation about isotonic sport drink positively influences on behavioral intention to consume isotonic sport drink. Because gym users believe isotonic sport drink is good products for their health. And then, they also give priority that it contains low calorie ingredients, good for health and extending their performance if they choose isotonic sport drink.

4.1.2 Effect of Consumer Attitude on Behavioral Intention

In this study, the linear regression model is conducted to test the effect of consumer attitude on behavioral intention. Independent variable is attitude towards behavior (behavioral beliefs and outcome evaluation). Dependent variable is behavioral intention. The result are shown in Table 4.3.

As shown in Table 4.3, this regression shows that these two independent variables have the expected positive sign and one variable (outcome evaluation) is significant coefficient at 1% level and one variable (behavioral beliefs) is significant coefficient at 5% level. They are significant and positive in their relationship with behavioral intention. Among two predictors, outcome evaluation is the strongest predictor of intentions. This can be due to respondents are more likely to prefer what are important for them when consume isotonic sport drink. This implies that one-unit increase in outcome evaluation will lead to increase 0.287 unit in respondents' behavioral intention of isotonic sport drink consumption.

According to correlation coefficient R value, 0.508, behavioral intention of isotonic sport drink consumption and there have the attitude towards behavior and behavioral intention are correlated. There is no multicollinearity problem in this study because all VIF values are less than 10. The value of F test, the overall significance of the models, turned out highly significant at 1% level. According to the coefficient; beta, outcome evaluation is at the first place of importance for behavioral intention, behavioral beliefs is at the last place.

Table 4.3 Effect of Consumer Attitude on Behavioral Intention

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std. Error			
(Constant)	1.373	.269	5.113	.000	
Behavioral Beliefs	.253**	.090	2.809	.006	1.280
Outcome Evaluation	.287***	.076	3.753	.000	1.280
R				0.508	
R Square				0.430	
Adjusted R Square				0.423	
F-Test				20.379***	

Source: Survey Data, 2019

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

According to this study, it can be concluded that increasing outcome evaluation have positive effect on behavioral intention. The most of the respondents mainly consider what benefits are get from consuming isotonic sport drink because this consumption is related with their health. Thus, they exactly choose what ingredients are contained in it. They give first priority on low calorie, health benefits and extending their exercise performance and maintaining their weight balance because of gym users. They know that the feeling of sophistication is not important for them. They mainly consider the cause and effect of consuming isotonic sport drink. They do not consider taste and flavor of it because they have little choice on taste and flavor.

4.2 Analysis on the Effect of Subjective Norms on Behavioral Intention

This section presents the ten survey questions to examine subjective norms of isotonic sport drink and the effect of subjective norms on behavioral intention of isotonic sport drink.

4.2.1 Subjective Norms

According to Fishbein and Ajzen (1975)'s expectancy-value model, as for this study, subjective norms are based on (normative) beliefs strength and motivation to comply (of the belief). First five questions are for normative beliefs of isotonic sport drink. The mean scores of each statements are as shown in Table below. This five questions mean that reference groups influences and recommendations to gym users whether should or not drink the isotonic sport drink.

Table 4.4 Normative Beliefs of Isotonic Sport Drink

No	Description	Mean	SD
1	Family members' suggestions	3.07	0.90
2	Friends' suggestions	3.32	0.77
3	Colleagues' suggestions	2.74	0.81
4	Upcoming trend of consuming isotonic sport drink	3.26	0.83
5	Belief of other people on isotonic sport drink	3.45	0.97
Overall Mean		3.17	

Source: Survey Data, 2019

According to Table 4.4, the highest mean value is 3.45 for that surrounding persons (reference groups) believe that isotonic sport drink is good for rehydration. This can be due to the people around respondents generally believe the isotonic sport drink is good for rehydration and they also give priority healthy lifestyle. And then, they give first priority of their friends' suggestions to drink it. The lowest mean score value is 2.74 for that most of colleagues think I should drink isotonic sport drink because most of the respondents are students and they have no job. As overall mean is 3.17 which can be said that normative beliefs positively influences on behavioral intention to consume isotonic sport drink. They consider their reference groups' honest review on isotonic sport drink because their isotonic sport drink consumption is related to their health.

Second five questions is for motivation to comply of isotonic sport drink. The mean scores of each statements are as shown in Table below. This five questions mean that gym user want to choose or not isotonic sport drink in mind even if their reference groups influences and recommend to them.

Table 4.5 Motivation to Comply of Isotonic Sport Drink

No	Description	Mean	SD
1	Following family members' suggestions	3.00	0.80
2	Following friends' suggestions	2.99	0.79
3	Following Colleagues' suggestions	2.87	0.70
4	Acceptance of family members' appreciation	3.00	0.72
5	Acceptance of close friends' appreciation	3.21	0.83
Overall Mean		3.01	

Source: Survey Data, 2019

According to the Table 4.5, the highest mean value is 3.21 for that respondents would consume isotonic sport drink when their close friends would appreciate if they consume isotonic sport drink rather than other soft drink. Because most of the respondents consider their close friends recognition is very important to them and there is strong friendship between their close friends. They want to get their close friend appreciation and want to build good friendship between them. But the lowest mean score value is 2.87 for that the respondent will not follow what their colleagues think they should do because most of the gym users are students, they have no colleagues in work and then most of the people are not followed their colleagues' suggestions in reality. As overall mean is 3.01 which can be said that motivation to comply positively influences on behavioral intention to consume isotonic sport drink. Thus, they have behavioral intention to consume isotonic sport drink because of their reference groups' influences and appreciation.

4.2.2 Effect of Subjective Norms on Behavioral Intention

In this study, the linear regression model is conducted to test the effect of subjective norm on behavioral intention. Independent variable is subjective norms (normative beliefs and motivation to comply). Dependent variable is behavioral intention. The result are shown in Table 4.6.

Table 4.6 Effect of Subjective Norms on Behavioral Intention

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std. Error			
(Constant)	.999	.261	3.823	.000	
Normative Beliefs	.388***	.094	4.130	.000	1.260
Motivation to comply	.322***	.078	4.105	.000	1.260
R				0.589	
R Square				0.437	
Adjusted R Square				0.426	
F-Test				42.223***	

Source: Survey Data, 2019

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

As shown in Table 4.6, this regression shows that these two independent variables have the expected positive sign and significant coefficient at 1% level. They are significant and positive in their relationship with behavioral intention. Among two predictors, normative beliefs is the strongest predictor of intentions rather than motivation to comply. This can be due to respondents believe the opinions, values and behaviors of other people whom they respect or admire. They take consideration how others people think & behave when consume isotonic sport drink. This implies that one-unit increase in normative beliefs will lead to increase 0.388 unit in respondents' behavioral intention of isotonic sport drink consumption.

For motivation to comply, one-unit increase in motivation to comply will lead to increase 0.322 unit in behavioral intention of isotonic sport drink consumption. Respondents are believe that their close friends would appreciate if they consume isotonic sport drink rather than other soft drink. There is strong friendship between their close friends and they want to get their friends' appreciation to drink it.

Correlation coefficient (R) measures the linear relationship between two variables. According to the R value, 0.589, behavioral intention of isotonic sport drink consumption and the level predicted for them by normative beliefs and motivation to comply are correlated. All VIF values are less than 10. It shows that there is no multicollinearity problem in this case. According to the coefficient; beta, normative

beliefs is at the first place of importance for behavioral intention, motivation to comply is at the last place.

The respondents are more likely to prefer their reference groups' influences and suggestions to drink it. They tend to act and perform the suggested behavior as expected by their family members, friends and colleagues because they strongly believe on their references groups' suggestions. Thus, they perceived that their important ones think that they should engage in the behavior of consumption of isotonic sport drink. They also know the increasing trend of consuming isotonic sport drink. They want to be getting fit and losing weight because of healthy and active lifestyle. Thus, they take consideration strategic choice in purchasing for their health and wellness habits.

4.3 Analysis on Relationship between Behavioral Intention and Consumption Behavior

This section is the presents the five survey questions to examine consumption behavior of isotonic sport drink and the relationship between behavioral intention and consumption behavior of isotonic sport drink.

4.3.1 Consumption Behavior

In Reasoned Action model, intention and behavior are guided by expected consequence of performing the behavior and by perceived normative pressure (Ajzen, 2011). However, it is all about that behavior is said to be reasoned, no matter how people arrive at their behavioral and normative beliefs, their attitude toward the behavior and their subjective norm follow automatically and consistently from their beliefs (Ajzen, 2011). The mean scores of each statements are as shown in Table below.

According to the Table 4.7, respondents answered that they often consume isotonic sport drink for rapid rehydration purpose with highest mean score of 3.16 because they are gym user and they lose body fluids when working out. The lowest mean value is 2.82 for that respondents are willing to consume isotonic sport drink when they reduce stress because most of the respondents are students, they are very active and they regularly exercise in gym. Thus, they reduce their stress in this way.

Table 4.7 Consumption Behavior of Isotonic Sport Drink

No	Description	Mean	SD
1	Consuming when thirst quench	2.92	0.81
2	Consuming for physically active	2.99	0.74
3	Consuming for rapid rehydration purpose	3.16	0.82
4	Consuming for low calorie	3.15	0.85
5	Consuming for reducing stress	2.82	0.81
Overall Mean		3.01	

Source: Survey Data, 2019

According to the Table 4.7, the overall mean value 3.01, it can be said that most of the respondents consume isotonic sport drink for many purposes because their actual consumption behavior is consistent with their intention to drink it.

4.3.2 Relationship between Behavioral Intention and Consumption Behavior

In this study, the linear regression model is conducted to test the relationship between behavioral intention and consumption behavior of isotonic sport drink. Independent variable is behavioral intention. Dependent variable is consumption behavior of isotonic sport drink. The result are shown in Table 4.8.

As shown in Table 4.8, there is a positive relationship between behavioral intention and isotonic sport drink consumption behavior. This implies that one-unit increase in behavioral intention will lead to increase 0.630 unit in respondents' isotonic sport drink consumption behavior. It mean that most of the respondents have behavioral intention and their actual consumption behavior is consistent with their behavioral intention

According to the R value, 0.646, consumption behavior of isotonic sport drink and the level predicted for behavioral intention are correlated. The value of R square and adjusted R square are 41.8% and 41.3%. It can be said that the power of the models used to explain the variables expected to affect behavioral intention are strong. The value of F test, the overall significance of the models, turned out highly significant at 1% level. It shows that there is no multicollinearity problem in this case. This means that there is no correlation among independent variables.

sTable 4.8 Relationship between Behavioral Intention and Consumption Behavior

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std. Error			
(Constant)	1.102	.211	5.229	.000	
Behavioral Intention	.630***	.068	9.205	.000	1.000
R	0.646				
R Square	0.418				
Adjusted R Square	0.413				
F-Test	84.735***				

Source: Survey Data, 2019

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

The respondents are willing to consume isotonic sport drink for their long term health benefits and they often consume it for rapid rehydration, low calorie, physically active and consume it after working out because they lose electrolytes and dehydrated. It can refill sufficient amount of glucose and minerals to be refreshed, rehydrated and re-energized. According to the results, respondents' consumption behavior are strongly influenced by their behavioral intention. Thus, their behavioral intention reflect on the actual consumption behavior of isotonic sport drink.

CHAPTER 5

CONCLUSION

This chapter is included the findings and discussions of the previous chapter, the suggestions and recommendations of the study, and needs for further research. The purpose of this study is to examine consumer attitude and behavioral intention towards isotonic sport drink consumption behavior of gym users in Yangon downtown township (Pazundaung).

5.1 Findings and Discussions

This study examine the consumer attitude and behavioral intention towards isotonic sport drink consumption of gym users in Yangon. A total of 120 people with the age between 18 and 46 were participated in this study. Majority of respondents are hold bachelor degree and another most of the respondents are university students. In the study of consumption pattern of isotonic sport drink, most of the respondents come to fitness center once a week. Most of the respondents come alone for working out but other most of the respondents come with their friends. Most of the respondents drink isotonic sport drink after exercise. They regularly consume isotonic sport drink one times per day.

Regarding attitude towards behavior, most of the respondents know that isotonic sport drink is good for rehydration. They believe that they will be sophisticated when consume isotonic sport drink. They also know that isotonic sport drink is not good taste and flavor. Majority of the respondents mainly consider low calorie and health concern is very important for them when consuming isotonic sport drink. And then, extended exercise performance is also important for them.

Regarding subjective norms, most of the respondents think that their surrounding people believe isotonic sport drink is good for rehydration. They consider that most of their family members' suggestions to drink isotonic sport drink. And then, they also know the increasing trend of consuming isotonic sport drink among their surrounding people. They wish to consume isotonic sport drink because they first

priority to consider their friends appreciate to them when they consume isotonic sport drink than other soft drink.

For behavioral intention, most of the respondents are willing to consume isotonic sport drink in future for their long term health benefits. They will also recommend other people to consume isotonic sport drink. And then, they wish to consume isotonic sport drink according to diet plan. For consumption behavior, most of the respondents are often consuming isotonic sport drink for rapid rehydration purpose and low calorie. And also, they often consuming isotonic sport drink for physically active. The overall mean score of all variables are good for isotonic sport drink consumption behavior.

According to the analysis research, this study found out that there is a significant positive relationship between attitude towards behavior and subjective norms, behavioral intention and consumption behavior of isotonic sport drink. Among the variables, subjective norms are highly significant on behavioral intention. And then, behavioral intention is also positively significant on consumption behavior. Thus, it can be concluded that gym users' consumption behavior of isotonic sport drink are consistent with their behavioral intention.

5.2 Suggestions and Recommendation

Regarding consumption pattern of isotonic sport drink, most of the gym users are health conscious and willing to pay a premium for products that are better for them. They go to fitness centers at least once a week alone or with their friends. They regularly consume isotonic sport drink one time per day. Thus, marketers should give detail messages about health benefits of consuming isotonic sport drink. They precisely explain that isotonic sport drink helps to replace electrolytes, energy, and water before, during, or after a competition or training and it contains almost the same amount of sugar and salts as in the human body. Marketers create health awareness program for consuming isotonic sport drink.

Regarding attitude towards behavior, most of the respondents choose isotonic sport drink for their health benefits and low calorie. But they have little knowledge on isotonic sport drink is extended their exercise performance and it is not good taste and flavor. Marketers should give the message about isotonic sport drink is good for stamina

and extend exercise performance, relax and physically active. They should also emphasize on new taste and flavor with natural and organic ingredients (fresh fruits, vegetables, herbs). There is another consumer group (children) are opening up.

Regarding subjective norms, most of the respondents take consideration the attitude of their reference group (family members and their friends) on consuming isotonic sport drink. But they give first priority of their close friends suggestions and appreciation. Marketers should promote health awareness of drinking isotonic sport drink between their reference groups and advertise marketing message revolving around perceived rehydration benefits. And then, they also should arrange sport activities programs to participate together with their reference groups. These programs can be social bonding times between their references groups.

Regarding behavioral intention, most of the respondents willing to consume isotonic sport drink for their long-term health benefits and they also recommend other. They often consume isotonic sport drink for rapid rehydration, low calorie and physically active. Thus, manufacturers should add other benefits when consuming isotonic sport drink such as relax and fresh, active lifestyle, reducing stress, muscle recovery. They also should create message that isotonic sport drink goes well with food for their diet plan.

This study found out that there is significant positive relationship between attitude towards behavior (behavioral beliefs and outcome evaluation), subjective norms (normative beliefs and motivation to comply), behavioral intention and consumption behavior of isotonic sport drink. Regarding behavioral intention, subjective norms are strongest predictor of intention than attitude towards behavior. They should also focus the attitudinal elements on isotonic sport drink. Thus, marketers should create effective events and programs with various endorsement through social group (reference group) to be social bonding times.

Marketers should also maintain active run program, fun run program, lose-to-win program, zumba dance because these programs are very popular between young people and their family. By holding this event, it can create awareness and publicity, participants also get the chance to taste isotonic sport drink. They should also create sponsorship in sport activities, photo contest, game program, awarding on consumer review in social media. They should arrange counter stands in fitness centers because

of easily to buy isotonic sport drink after working out. They should create attractive packaging design and colors. They should also enhance the availability of isotonic sport drink by distributing various channels. They should advertise in television, sport events, health magazines. And then, celebrity endorsement is also needed because it will gain attraction and brand awareness on isotonic sport drink.

5.3 Needs for Further Research

This study only emphasizes the relationship between attitude towards behavior, subjective norms, behavioral intention and consumption behavior of isotonic sport drink of gym users at one downtown township (Pazundaung township) in Yangon. Furthermore, this research focuses only on gym users, not including other consumers such as athletes, exercisers, employees, civil servants, students, workers who lead active and healthy lifestyle. Different consumers in different area aren't the same attitude and behavior on isotonic sport drink. It should conduct in other area from different views on attitude and behavior of isotonic sport drink consumption. And then, further research might consider constructing and developing other factors such as personal influences, situational influences, advertising and branding.

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APPENDIX I

QUESTIONNARE

CONSUMER ATTITUDE AND BEHAVIORAL INTENTION TOWARDS ISOTONIC SPORT DRINK OF GYM USERS

This questionnaire aims to study the consumer attitude and behavioral intention towards isotonic sport drink of gym users in Yangon as a partial fulfilment of the requirements for the Degree of Master of Business Administration of Yangon University of Economics. Respondents are assumed of confidentiality of this questionnaire because it will only be used for academic purpose. Please kindly requested to participate this survey.

ISD = Isotonic Sport Drink (eg. 100Plus, Pocari Sweat, Aquarius, Royal D)

Section A: Demographic Profile

Please place a tick mark or fill in the blank for each of the following.

1. Gender

Male

Female

2. Age (Years)

18-25

25-35

35-45

45-55

55 years old and above

3. Education level

- High School
- University/ College Students
- Bachelor Degree
- Master
- Other, please specify.....

4. Occupation

- Student
- Private Company Employee
- Government Staff
- Self-employed
- Retired
- Unemployed
- Other, please specify.....

5. Monthly Personal Income (Kyats)

- Less than 200,000
- 200,001-400,000
- 400,001-600,000
- 800,001-1,000,000
- More than 1,000,001

Section B: Usage Pattern of Gym Users' Isotonic Sport Drink

1. How often do you exercise?

- Less than once a week
- Once a week
- 2-3 times a week
- Daily

2. How do you usually exercise?

- With Friends
- With Colleagues
- With Family
- Other, please specify.....

3. Have you ever consume any sport drink after exercising?

(eg. 100Plus, Pocari Sweat, Aquarius, Royal D)

- Yes
- No

4. How often do you consume isotonic sport drink?

- Sometimes
- Regularly
- Almost all times
- I can't live without drinkin

5. How often do you drink per day?

One time

Two times

Three times

Above three times

6. Which brand do you usually drink?

100Plus

Pocari Sweat

Aquarius

Other please specify.....

Section C: Factors Influencing on Behavior Intention of Isotonic Sport Drink

Please describe to what extent you agree with each of the following by using 5-point Likert scale where: 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree.

(A) Attitude Towards Behavior

No	Particulars	1	2	3	4	5
Behavioral Beliefs						
1	Isotonic Sport drink is good for rehydration.					
2	Isotonic Sport drink have good taste and flavor.					
3	Isotonic Sport drink have low calorie.					
4	Isotonic Sport drink goes well with food.					
5	Consumption isotonic sport drink is extended my exercise performance.					
6	Consumption isotonic sport drink is sophisticated.					
No	Outcome Evaluation	1	2	3	4	5
When consume isotonic sport drink:						
1	Health concern is important for me.					
2	Taste and flavor enjoyment is important for me.					
3	Low calorie is important for me.					
4	Compatibility with food is important for me.					
5	Extend exercise performance is important for me.					
6	The feeling of sophistication is important for me.					

(B) Subjective Norms

No	Particulars	1	2	3	4	5
	Normative Beliefs					
1	Most of my family members think I should drink isotonic sport drink.					
2	Most of my friends think I should drink isotonic sport drink.					
3	Most of my colleagues think I should drink isotonic sport drink.					
4	The trend of consuming isotonic sport drink among people around me is increasing.					
5	People around me generally believe that isotonic sport drink is good for rehydration.					
No	Particulars	1	2	3	4	5
	Motivation to comply					
	I will follow/ I want to do:					
1	what my family think I should do					
2	what my friends think I should do					
3	what my colleagues think I should do					
4	My family members would appreciate if I consume isotonic sport drink rather than other soft drink.					
5	My close friends would appreciate if I consume isotonic sport drink rather than other soft drink.					

Section C: Behavioral Intention

No	Particulars	1	2	3	4	5
1	I am willing to consume isotonic sport drink in future.					
2	I am willing to consume isotonic sport drink on regular basis.					
3	I am willing to consume isotonic sport drink for my long term health benefits.					
4	I am willing to consume isotonic sport drink according to my diet plan.					
5	I would also recommend other to consume isotonic sport drink.					

Section D: Consumption Behavior

No	Particulars	1	2	3	4	5
1	I usually consume isotonic sport drink for my thirst quench.					
2	I usually consume isotonic sport drink when I am physically active.					
3	I am often consuming isotonic sport drink for rapid rehydration purpose.					
4	I am often consuming isotonic sport drink for low calorie.					
5	I am often consuming isotonic sport drink when I reduce stress.					

APPENDIX - II

Regression Model (1)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.508 ^a	.430	.423	.51968	2.017

a. Predictors: (Constant), Outcome Evaluation Mean, Behavioral Beliefs Mean

b. Dependent Variable: Behavioral Intention Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.007	2	5.504	20.379	.000 ^b
	Residual	31.598	117	.270		
	Total	42.605	119			

a. Dependent Variable: Behavioral Intention Mean

b. Predictors: (Constant), Outcome Evaluation Mean, Behavioral Beliefs Mean

Coefficients^a

Model		Unstandardized Coefficients		Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	1.373	.269		5.113	.000		
	Behavioral Beliefs Mean	.253**	.090	.253	2.809	.006	.781	1.280
	Outcome Evaluation Mean	.287***	.076	.338	3.753	.000	.781	1.280

Dependent Variable: Behavioral Intention Mean

Regression Model (2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.589 ^a	.437	.426	.48774	1.928

a. Predictors: (Constant), Motivation to Comply Mean, Normative Beliefs Mean

b. Dependent Variable: Behavioral Intention Mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.771	2	10.049	42.223	.000 ^b
	Residual	27.834	117	.238		
	Total	42.605	119			

a. Dependent Variable: Behavioral Intention Mean

b. Predictors: (Constant), Motivation to Comply Mean, Normative Beliefs Mean

Coefficients^a

	Model	Unstandardized Coefficients		Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	.999	.261		3.823	.000		
	Normative Beliefs Mean	.388	.094	.346	4.130	.000	.794	1.260
	Motivation to Comply Mean	.322	.078	.344	4.105	.000	.794	1.260

a. Dependent Variable: Behavioral Intention Mean

Regression Model (3)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.646 ^a	.418	.413	.44637	2.212

a. Predictors: (Constant), Behavioral Intention Mean

b. Dependent Variable: Consumption Behavior

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.883	1	16.883	84.735	.000 ^b
	Residual	23.511	118	.199		
	Total	40.395	119			

a. Dependent Variable: Consumption Behavior

b. Predictors: (Constant), Behavioral Intention Mean

Coefficients^a

Model	Unstandardized Coefficients		Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1	(Constant)	1.102	.211		5.229	.000	
	Behavioral Intention Mean	.630	.068	.646	9.205	.000	1.000

a. Dependent Variable: Consumption Behavior