INVESTIGATION OF FACTORS INFLUENCING GENERATION Y'S PURCHASE INTENTION ON FUNCTIONAL ENERGY DRINKS

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Investigation of Factors Influencing Generation Y's Purchase Intention on Functional Energy Drinks

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DECLARATION

I hereby declare that:

(1) This MKMA25106 Research Project is the end result of my own work and the due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.
(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institute of learning.
(3) The word count for this research project is 22, 348 words.

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ABSTRACT

INVESTIGATION OF FACTORS INFLUENCING GENERATION Y'S PURCHASE INTENTION ON FUNCTIONAL ENERGY DRINKS

Tan Chin Pang

In Malaysia's fortified/functional beverages market, sport drinks represent a large and growing functional energy beverage industry that marketed to adolescents. Given the growing numbers of sport drinks consumption, the aim of this study is to investigate the factors influencing Generation Y's intention to consume sport drinks, with a focus upon the belief held by Generation Y toward behavior of sport drinks consumption. In order to determine the reasons governing changes in a given behavior, Ajzen and Fishbein (1980) developed the Theory of Reasoned Action has been successfully applied to a wide range of behaviors. According to the Theory of Reasoned Action (Ajzen and Fishbein, 1980), the best predictor of behavior is intention to perform that behavior. Moreover, intention is determined by two components: attitude and subjective norm. In this study, investigations focus on the relationship between the independent variables (attitude and subjective norm) and its antecedent (beliefs), mediator (purchase intention/behavioral intention) and dependent variable (behavior, sport drinks consumption). Primary data were collected through survey questionnaire with 384 respondents who have consumed sport drinks. Subsequently through the Statistical Package for Social Science (SPSS) version 22.0 to perform the analyses and results are discussed in the form of table and chart. Hence, the relationship among the antecedents, independent variable, mediator, and dependent variable could be explained. All the variables tested are significant and normative element is more significantly influencing Generation Y's sport drinks consumption behavior. Lastly, managerial implications have been discussed to provide useful information to the sport drinks marketers. At the end of the project, the limitations and several recommendations will be addressed and presented in this study.

CHAPTER 1

INTRODUCTION

1.0 Introduction

In this particular chapter, background of study, problem statements, research objectives and research questions will be explained. Followed by theoretical framework, hypotheses development and significant of study will be discussed. At the end, a brief description of this particular chapter will be given.

1.1 Background of Study

Most studies concerned with the prediction of behavior from attitudinal and other variables are conducted within the framework of Theory of Planned Behavior (TPB) (Ajzen, 1991) and to a lesser extent the Theory of Reasoned Action (TRA) (Fishbein

& Ajzen, 1975). The factors that input into both theories are both consistent with the expectancy-value framework which posits that an individual's attitude toward a given behavior is a function of his or her beliefs about the behavior and the evaluative aspects of those beliefs (Fishbein & Middlestadt, 1995). The TRA and TPB models have been used in many domains and these studies have largely found support for the theories (Ajzen, 1991; 2001). In between, the TRA has a good track record in food and drink application. Example include table salt, snack foods and low fat milk (Shepherd, 1990); chocolate and meat (Sparks, Conner, James, Shepherd, & Povey, 2001); starchy foods (Studenitsky and Mela, 2000); Olive oil (Thompson, Haziris, & Alekos, 1994); wine consumption (Thompson & Vourvachis, 1995; Zanten, 2005). The TRA model also has good predictive power in relation to beverage consumption intention and behavior (O'Calaghan, Chant, Callan, & Baglioni, 1997; James and Christodoulidou, 2011).

Trade sources discovered that Malaysia has a sizeable functional energy drinks market niches within it very large fortified/functional beverages market, which is now valued at more than billion Ringgit Malaysia (RM) (Stanton, Emms & Sia, 2011). Moreover, there are not dedicated tariff codes for functional energy drinks as this beverage category are still not officially defined and not separately reported on by government or the food industry (Markovina, Cacic, Kljusuric, , & Kovacic, 2011; Stanton et. al., 2011; Tee, 2011). In general accepted understanding is that functional energy drinks are beverages that provide energy with extend individual physical performance (Shirreffs, 2003; Schneider and Benjamin, 2011) and retain health beyond basic thirst quench purposes (Tee, 2011). Sport drinks are the flavored beverages that often contain carbohydrates, minerals, electrolytes (sodium, potassium, calcium, magnesium), vitamins and other nutrients which aim to provide energy and rehydration before, during, or after exercise and other outdoor physical activities (Shirreffs, 2003; Schneider and Benjamin, 2011). Hence, sport drinks are represented the functional energy drinks in this research study.

1.1.1 Overview of Sport Drinks in Malaysia

FitMalaysia is an initiative which launched on September 2014 and directed by Ministry of Youth and Sport of Malaysia with aim to facilitate the adoption of healthy lifestyles amongst all Malaysians (http://www.thestar.com.my/Opinion/Columnists/The-Star-Says/Profile/Articles/2014/09/10/Clarion-call-for-malaysians-to-get-fit-and-healthy/). It is a nationwide initiative that includes activities such as running, cycling, martial arts and contemporary fitness programs (http://www.thestar.com.my/Metro/Scoreboard/2015/01/14/Collaboration-aims-to-transform-Malaysia-into-sporting-nation/). While exercise-induced dehydration has a negative impact on exercise performance and restoration of fluid balance must be achieved after exercise (Shirreffs, 2003; Schneider and Benjamin, 2011), sport drinks is ideally placed to fill both these roles (Shirreffs, 2003; The Star Online, January 14, 2015). The world No. 1 sport beverages, Gatorade and Revive Isotonic, one of the Malaysia's most popular functional isotonic drinks which formulated to revise up metabolism and provide energy to working muscles has signed on as two official sport beverages for FitMalaysia (The Star Online, January 14, 2015). This collaboration with the government initiative and sport beverage marketers is aims to facilitate the adoption of a healthy lifestyle among Malaysians (The Star Online, January 14, 2015).

According to Euromonitor International (2014a; 2014b) (as show in Figure 1.1), sport drinks are categorized as one of the soft drinks under fortified/functional beverages in Malaysia. This fortified /functional beverages market has continuously reported a positive growth from Ringgit Malaysia (RM) 1,644.6 million in Year 2008 increasing to RM 2,366.5 million in Year 2013. Meanwhile, the overall sales trend of each fortified/functional beverages category is presented in Figure 1.2. Sport drinks represent the significant growth segment in fortified/functional beverage market of Malaysia. Particularly mention the sport drinks' sales is reported continuous growth from RM 485.4 million in Year 2008 and to reach RM 883.5 million is Year 2013 (as show in Figure 1.1 and presented sport drinks significant growth trend in compare

with other categories in Figure 1.2). In Figure 1.3, the overall fortified/functional beverage market share which facilitates the data retrieved from Figure 1.1 (Euromonitor International, 2014a; 2014b) is presented. The pie chart particularly reveals the overall beverage market share in Year 2008 and Year 2013, Euromonitor (2014a; 2014b) further discovered that the market share for sport drinks have increase from 29.51% in Year 2008 to 37.33% in Year 2013. Over the 5 year period of time, sport drinks have taken place of plant-based and malted-based hot drinks which the biggest market share of beverage market in Year 2018 (37.88%) and represent the recent biggest market share in the Malaysia fortified/functional beverage market.

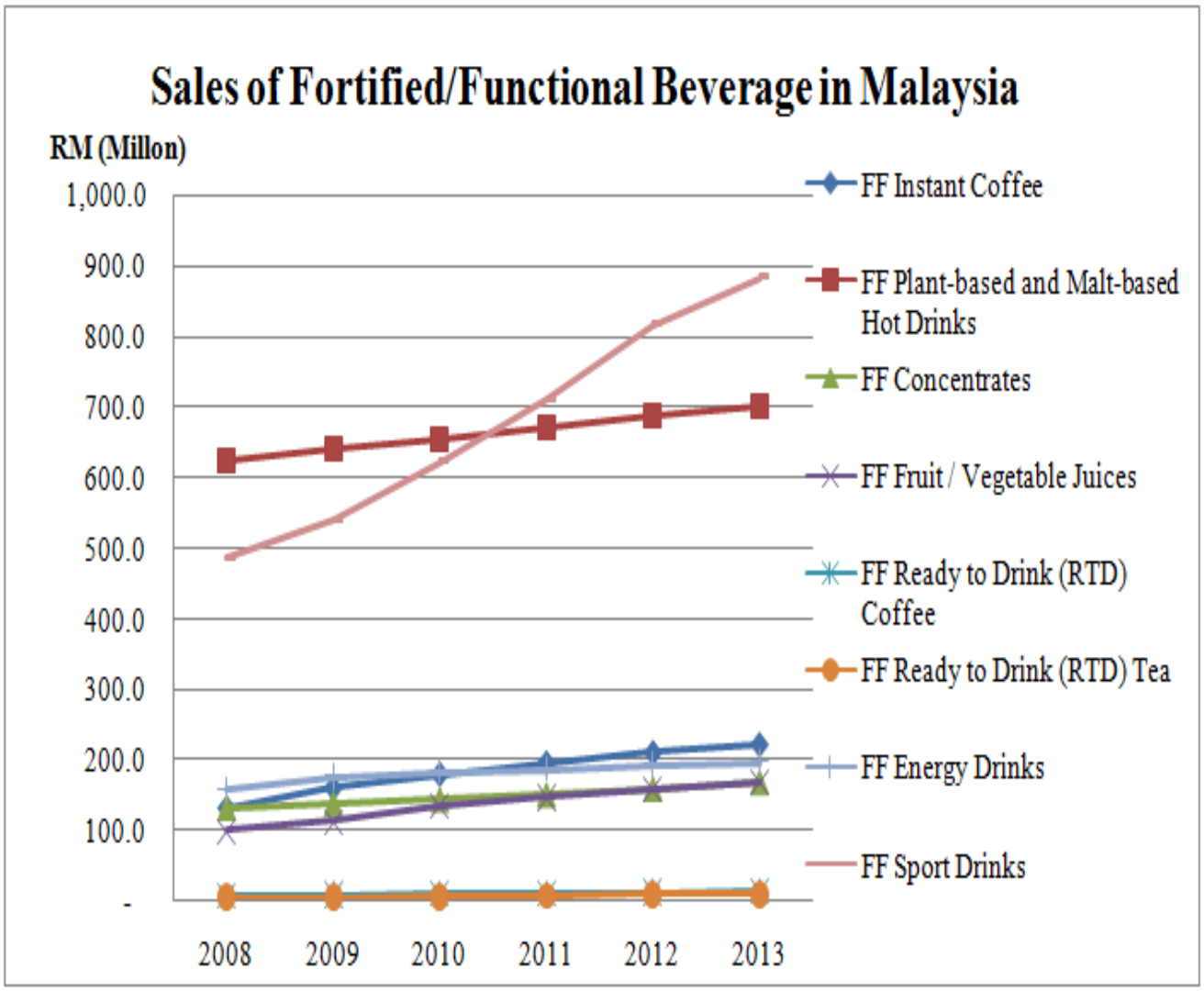
Figure 1.1: Sales of Fortified/functional Beverage in Malaysia

Sales of Fortified/Functional Beverages by Category: Value (MYR Million) 2008 - 2013

Category	Type	2008	2009	2010	2011	2012	2013
Fortified/Functional (FF) Hot Drinks	FF Instant Coffee	131.0	159.9	179.8	196.0	210.7	222.3
	FF Plant-based and Malt-based Hot Drinks	623.0	639.1	652.5	672.7	688.9	702.1
Fortified/Functional (FF) Soft Drinks	FF Concentrates	132.0	138.5	144.5	151.1	159.9	169.1
	FF Fruit / Vegetable Juices	100.7	113.6	135.6	147.2	159.2	168.1
	FF Ready to Drink (RTD) Coffee	8.1	9.4	10.3	11.3	12.6	14.2
	FF Ready to Drink (RTD) Tea	6.3	6.8	7.5	8.4	9.5	10.4
	FF Energy Drinks	158.1	176.3	183.2	187.0	192.6	196.9
	FF Sport Drinks	485.4	538.8	621.7	710.0	816.6	883.5
Total Sales Value (MYR Million) for Fortified/Functional Beverages		**1,644.6**	**1,782.3**	**1,935.0**	**2,083.7**	**2,249.9**	**2,366.5**
Fortified/Functional (FF) Hot Drinks		754.0	798.9	832.2	868.7	899.5	924.4
Fortified/Functional (FF) Soft Drinks		890.6	983.4	1,102.8	1,215.0	1,350.4	1,442.2
Fortified/Functional (FF) Hot Drinks %		45.8%	44.8%	43.0%	41.7%	40.0%	39.1%
Fortified/Functional (FF) Soft Drinks %		54.2%	55.2%	57.0%	58.3%	60.0%	60.9%

Source: Developed for research (adapted from Euromonitor International, 2014a, 2014b)

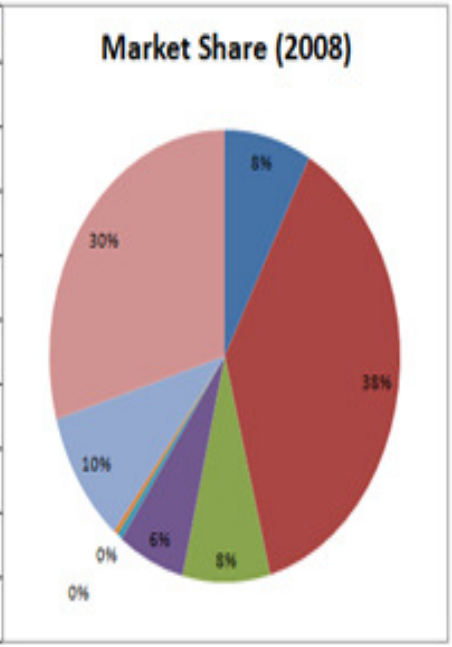
Figure 1.2: Sales of Fortified/Functional (FF) Beverage in Malaysia



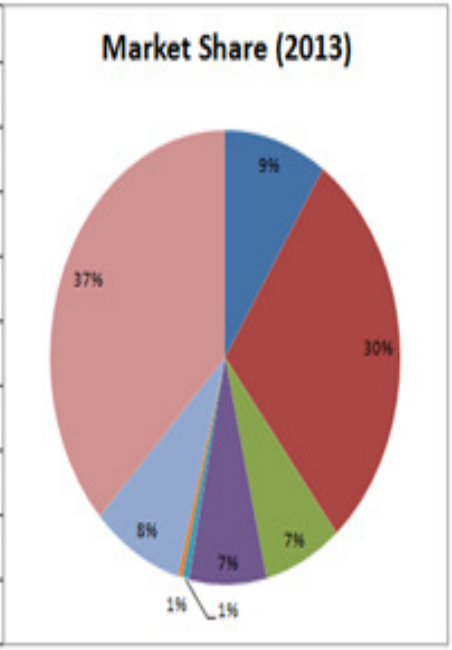
Source: Developed for research (adapted Euromonitor International, 2014a, 2014b)

Figure 1.3: Fortified/functional (FF) beverages Market Share for Year 2008 and Year 2013

Type	2008	Market Share (%)
FF Instant Coffee	131.0	7.97%
FF Plant-based and Malt-based Hot Drinks	623.0	37.88%
FF Concentrates	132.0	8.03%
FF Fruit / Vegetable Juices	100.7	6.12%
FF Ready to Drink (RTD) Coffee	8.1	0.49%
FF Ready to Drink (RTD) Tea	6.3	0.38%
FF Energy Drinks	158.1	9.61%
FF Sport Drinks	485.4	29.51%
Total	**1,644.6**	**100.00%**



Type	2013	Market Share (%)
FF Instant Coffee	222.3	9.39%
FF Plant-based and Malt-based Hot Drinks	702.1	29.67%
FF Concentrates	169.1	7.14%
FF Fruit / Vegetable Juices	168.1	7.10%
FF Ready to Drink (RTD) Coffee	14.2	0.60%
FF Ready to Drink (RTD) Tea	10.4	0.44%
FF Energy Drinks	196.9	8.32%
FF Sport Drinks	883.5	37.33%
Total	**2,366.5**	**100.00%**



Source: Developed for research (adapted from Euromonitor International, 2014a, 2014b)

Figure 1.4: Percentage of growth rate of fortified / functional beverages in Malaysia from Year 2008 to 2013

Sales of Fortified/Functional Beverages by Category: Value (MYR Million) 2008 - 2013 (% of current Value Growth)

Category	Type	2008	2009	2010	2011	2012	2013	2008 to 2013 growth rate	5 Year CAGR
Fortified/Functional (FF) Hot Drinks	FF Instant Coffee		22.0%	12.4%	9.0%	7.5%	5.5%	69.7%	11.15%
	FF Plant-based and Malt-based Hot Drinks		2.6%	2.1%	3.1%	2.4%	1.9%	12.7%	2.42%
Fortified/Functional (FF) Soft Drinks	FF Concentrates		4.9%	4.3%	4.6%	5.8%	5.7%	28.1%	5.07%
	FF Fruit / Vegetable Juices		12.8%	19.4%	8.6%	8.2%	5.6%	66.9%	10.79%
	FF Ready to Drink (RTD) Coffee		16.0%	9.6%	9.7%	11.5%	12.7%	75.3%	11.88%
	FF Ready to Drink (RTD) Tea		7.9%	10.3%	12.0%	13.1%	9.5%	65.1%	10.54%
	FF Energy Drinks		11.5%	3.9%	2.1%	3.0%	2.2%	24.5%	4.49%
	FF Sport Drinks		11.0%	15.4%	14.2%	15.0%	8.2%	82.0%	12.73%

Source: Developed for research (adapted from Euromonitor International, 2014a, 2014b)

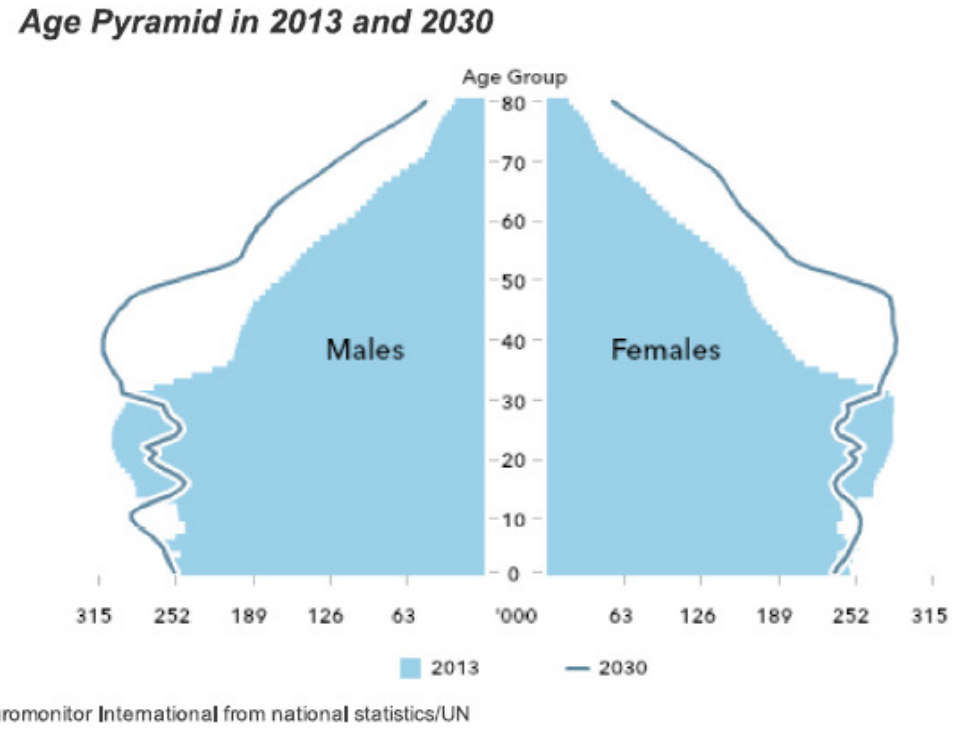
In Figure 1.4, annual growth rates of each fortified/functional beverages category which these figure are retrieved from data presented at Figure 1.1 (Euromonitor International, 2014a, 2014b). Simultaneously, the growth rate between 2008 and 2013 and the Compound Annual Growth Rate (CAGR) for each beverage category are being formulated in order to elaborate the market trend. In viewing of this study target segment, sport drinks sales are reported a numerous growth rate of 82.0% which compare the sales in Year 2008 to the sales in Year 2013, and represent the biggest market share in the fortified/functional beverages market. Meanwhile, a 5-year Compound Annual Growth Rate (CAGR) of 12.73% is reported over the period of Year 2008 to Year 2013, which implies that a constant growth rate of 12.73% in sport drinks sales is reported over the period of 5 years (Year 2008 to Year 2013). In compare to other categories in the fortified/functional beverages market, sport drinks market segment is reveals the biggest market growth trend.

Nowadays, sport drinks are a large and growing beverage industry and consist of the largest market share of total fortified/functional beverage sales in Malaysia (Stanton et. al., 2011; Euromonitor International, 2014a; 2014b). But there is lack of studies and researches to observe or investigate the factors influencing the Malaysian consumers' motivations and intentions to consume sport drinks. Thus it is important for this study to be carried out.

1.1.2 The Target Respondent – Generation Y

1.1.2.1 Overview of Generation-Y in Malaysia

Figure 1.5: Actual Age Pyramid in Year 2013 and Projected Age Pyramid for Year 2030 of Malaysian



Source: Euromonitor International, 2014c

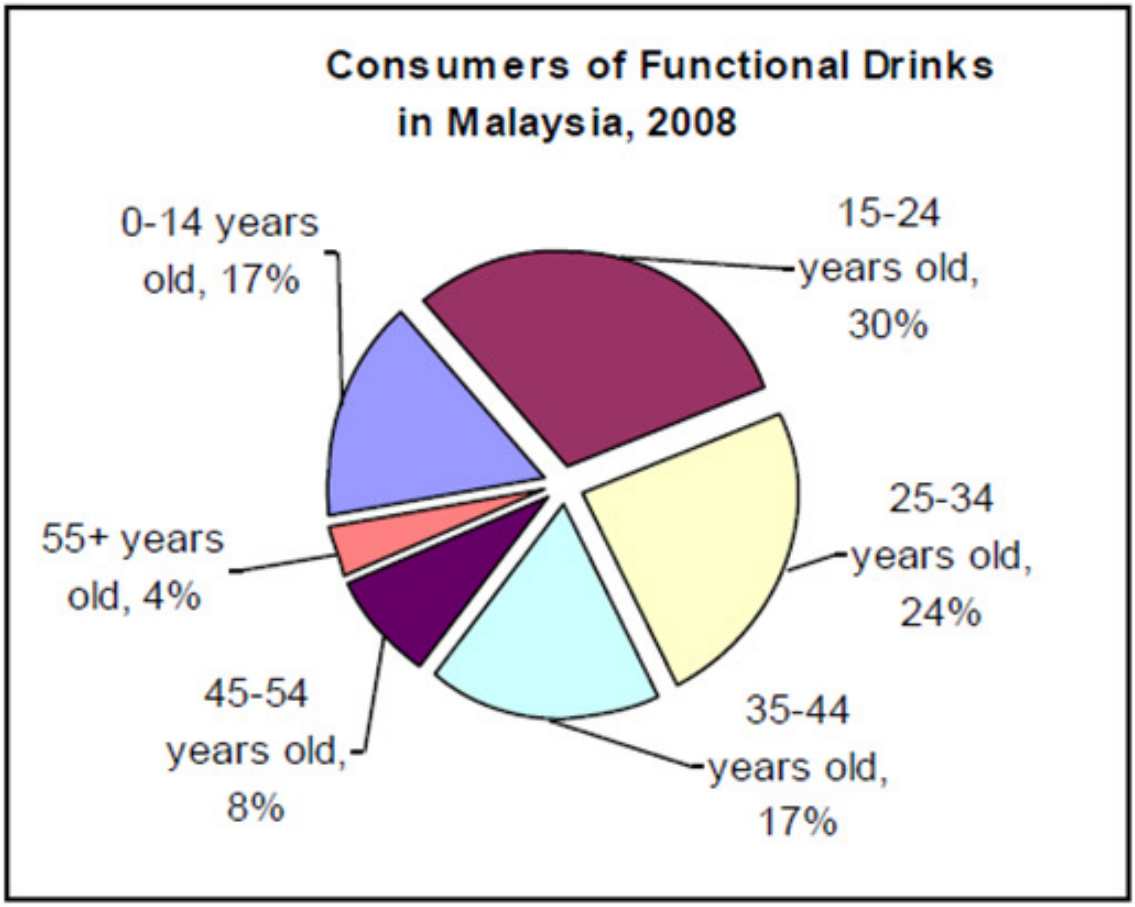
Krystallis, Maglaras and Mamalis (2008) observed that socio demographic attribute such as age is important factors that influence purchase intention and Zychowicz-Jezewska (2009) also cited that young consumers are particularly interesting demographic group as they are more likely to accept novel products. According to Euromonitor (2014c) and Agriculture and Agri-Food Canada, [AAFC] (2011; 2014), Malaysia is the 43rd most populous country in the world with an estimate 29.7 million people in Year 2013. The population is expected to reach 31.3 million by 2017 and then 32.4 million by 2020. Malaysia has one of the world's youngest populations (Agriculture and Agri-Food Canada [AAFC], 2011, 2014; Euromonitor International, 2014c). In Figure 1.5, it reveals the age pyramid of Malaysia for Year 2013 and projected age pyramid for Year 2030. Euromonitor (2014c) discovered that a median age of 27.6 years is reported in Year 2013 and the populations are highly distributed in the age group of 20 years old to 34 years old which usually address this particular generation as the generation Y (Robert and Manolis, 2000; Robert, 2012). Generation Y is the most common generation range which reflects the group of individuals who is born from the Year 1980 to Year 1999 (Robert et. al., 2000; Robert, 2012).

1.1.2.2 Generation Y – the major consumer group in sport drinks

Furthermore, the majority of the growth has been in the sport drink and most of the cohorts are from the young population (AAFC, 2011). For instance, according to Figure 1.6, most of the cohorts are from the age group between 15 to 24 years old (consist of 30% in Figure 1.6) and 25 to 34 years old (consist of 24% in Figure 1.6), that is Generational Y (Robert et. al., 2000; Robert, 2012). Shahzad, Khattak, Khattak, and Shadzad (2015) also discovered that most targeted segment of the soft drink consumption is Generation Y. While there is lack of studies or researches on

consumer consumption associate with their socio economic factors like this particular generation Y with the age range from 15 years old to 34 years old in Malaysia, thus it enlightened this study to be conducted on this particular generation.

Figure 1.6: Consumers of Functional drinks in Malaysia for the Year of 2008



Source: Agriculture and Agri-Food Canada [AAFC], 2011

1.2 Problem Statement

Sport drinks are related to oral rehydration solutions which aim to stimulate rapid fluid absorption, to supply carbohydrate as substrate for use during exercise, to speed rehydration, to reduce physiological stress of exercise and to promote recovery after exercise (Shirreffs, 2003). These beverages consisted of numerous market shares of the total functional / fortified beverages sales in Malaysia (Euromonitor, 2014a; 2014b; 2014c). Most of the marketers have recognized that sport drinks would become healthier soft drinks' choice with steady growth of market size (AAFC, 2011). Despite of the increasing healthy awareness in Malaysians' beverages consumption, very little research is available on association of the consumers' attitudinal and social elements to their drinking practices. Hence, it is important to gain an understanding of the factors that influence consumers' decisions to engage in consumption behavior in order to promote these behaviors (Aarts, Verplanken, & Van Knippenberg, 1998).

According to Theory of Reasoned Action (Fishbein & Ajzen, 1975), the best predictor of a behavior is the intention of the individual to perform said behavior. For instance, a behavioral intention like purchase intention can be used as good predictor on actual purchasing action (De Cannière, De Pelsmacker, & Geuens, 2009; Ramayah, Lee, & Mohamad, 2010). Thus, behavioral intention is an important element to investigate as it plays a role in the final decision making of a behavior. However, almost a little research explored is evident regarding mediating effect of behavioral intention toward sport drinks consumption.

In turn, behavioral intentions are influenced and affected by the attitudes and subjective norms (Ajzen & Fishbein, 1980; Thompson & Vourvachis, 1995; Zanten, 2005; James & Christodoulidou, 2011). According to Shahzad, Khattak, Khattak and Shahzad (2015), consumer consumption behavior is related to the emotional, multisensory and fantasy based aspects of the consumer product usage while most analyses have not look at the significance of hedonic and utilitarian consumption. In addition, consumer's attitudes and behaviors have strong impact on consumer

consumption but reflect major limitation in term of consumers' perceived social pressures and context differences (Shahzad, et. al., 2015).

At the root, however are the beliefs. Attitudes and subjective norms are considered to be a weighted sum of the appropriate beliefs (Ajzen & Fishbein, 1980). One's beliefs toward volitional behavior is a function of the attributes which links to one's behavior and whether those attributes are judged to be positive or negative (Hale, Householder, & Greene, 2002). In between, attitudes are determined by one's "salient beliefs about" a behavior and subjective norms are determined by normative beliefs which related to whether the individual believes others think they should or should not engage in a behavior (Ajzen and Fishbein, 1980). While there is limited research on the beliefs associated with the attitudinal and normative elements on the sport drinks consumption, whether it is dependent upon the inhibitory attributes of the consumers (Kubacki, Siemieniako, & Rundle-Thiele, 2011), the purpose of relaxation (Ulas & Arslan, 2006) or the sensory factors that contribute to the consumption of sport drinks is to be carried out in this current research.

1.3 Research Objectives

This study aim to examine the relationship among Generation Y's attitudinal and normative elements toward sport drinks consumption, to more specifically, the proposed study is:

1) To examine Generation Y's attitudinal elements toward behavioral intention on sport drinks consumption by multiplied their behavioral beliefs relate outcome evaluations on their sport drinks consumption.
2) To examine Generation Y's normative elements toward behavioral intention on sport drinks consumption by multiplied their normative beliefs relate motivation to comply on sport drinks consumption.
3) To examine Generation Y's attitudes and behavioral intention relationship on sport drinks consumption.
4) To examine Generation Y's subjective norms and behavioral intention relationship on sport drinks consumption.
5) To examine the mediation effect on behavioral intention toward Generation Y's sport drinks consumption.
6) To examine the Generation Y's behavioral intention and behavior relationship on sport drink consumption.

1.4 Research Questions

Six research questions for the proposed study as follows:

1) Do Generation Y's behavioral beliefs relate outcome evaluations by influencing their attitudinal elements toward behavioral intention on sport drinks consumption?
2) Do Generation Y's normative beliefs relate motivation-to-comply by influencing their normative elements toward behavioral intention on sport drinks consumption?
3) Do Generation Y's attitudes influencing their behavioral intention on sport drinks consumption?
4) Do Generation Y's normative elements influencing their behavioral intention on sport drinks consumption?
5) Does the mediating effect of behavioral intention influencing Generation Y's sport drinks consumption?
6) Does Generation Y's behavioral intention influencing their sport drink consumption behavior?

1.5 Hypotheses Development

1.5.1 Behavioral Beliefs relate outcome evaluations and Attitudes toward Behavior

According to Zanten (2005), behavioral beliefs- outcome evaluation components provides insight into what may really drive consumers' attitudes toward consumption behavior. Hence, the hypothesis will be postulated as:

H1: There is a significant relationship between Generation Y's behavioral beliefs relate outcome evaluations and attitudes toward their behavioral intention on sport drinks consumption.

1.5.2 Normative Beliefs relate motivation-to-comply and subjective norms

Moreover, individual belief-compliance component (normative beliefs-motivation to comply) is also the most predictive of consumers' overall perception of the social pressure in relation to one's consumption behavior (Fishbein and Ajzen, 2010). Thus the hypothesis will be proposed as:

H2: There is a significant relationship between Generation Y's normative beliefs relate motivation-to-comply and subjective norms toward their behavioral intention on sport drinks consumption.

1.5.3 Attitudes and Purchase Intention / Behavioral Intention

According to Theory of Reasoned Action (Ajzen & Fishbein, 1980), attitudes are one the predictor of a behavioral intention of an individual to perform a behavior. It helps to determine one's behavioral intention toward consumption behavior (Zanten, 2005). Hence, the hypothesis will be hypothesized as:

H3: There is a significant relationship between Generation Y's attitudes and behavioral intention toward sport drinks consumption behavior.

1.5.4 Subjective Norms and Purchase Intention / Behavioral Intention

Moreover, the perceived social pressures (subjective norms) are another predictor of behavioral intention on beverage consumption behaviors (Thompson & Vourvachis, 1995; Zanten, 2005; James & Christodoulidou, 2011). Thus, the hypothesis will be postulated as:

H4: There is a significant relationship between Generation Y's subjective norms and behavioral intention toward sport drinks consumption behavior.

1.5.5 Mediating effect of Purchase Intention / Behavioral Intention

According to Ajzen and Fishbein (1980), behavioral intention is the best predictor of the individual to perform a behavior. Moreover, various studies have discovered that behavioral intention play an important role in predicting consumption behavior (Thompson & Vourvachis, 1995; Zanten, 2005; James & Christodoulidou, 2011). However, one's intention is a function of one's personal dimension (attitude) and social dimension (subjective norm) (Fishbein & Ajzen, 1975; Ajzen, 1985). Simultaneously, intention is assumed to be casual antecedent relate to behavior and mediating attitudinal and normative elements toward perform a behavior (Ajzen & Fishbein, 1975; Fishbein & Ajzen, 1980; Ajzen, 1991; 2011). Hence, the hypothesis will be postulated as:

H5: There is a significant relationship on Generation Y's behavioral intention mediating their attitudes and subjective norms toward sport drinks consumption behavior.

1.5.6 Purchase Intention / Behavioral Intention and Behavior

According to the consumption behavior studies (Thompson & Vourvachis, 1995; Zanten, 2005; James & Christodoulidou, 2011), behavioral intention is affecting behavior to drink sport drinks. Moreover, intention is good predictor on actual purchasing behavior (De Cannière, De Pelsmacker, & Geuens, 2009; Ramayah, Lee, & Mohamad, 2010). Thus, the hypothesis will be postulated as:

H6: There is a significant relationship between Generation Y's behavioral intention and sport drinks consumption behavior.

1.6 Significance of Study

The major purpose of this study is to examine the variables of attitudinal and perceived social pressure that influence Generation Y's behavioral intention toward sport drinks consumption. At the root, beliefs served the important antecedent for both attitudinal and normative elements which affecting the consumption behavior. Hence, this study aims to investigate the correlation between one's antecedent (the sum of "behavioral beliefs" with "outcome evaluation" and "normative beliefs" with "motivation to comply" respectively), independent variables (attitudes toward behavior and subjective norms), mediator (behavioral intention) and dependent variable (sport drinks consumption) of Theory of Reasoned Action model (Ajzen & Fishbein, 1980).

This study will be significant and contributes to further research in terms of organizational and consumer perspective on the sport drinks consumption behavior. The certainty and reliability of the findings are able to act as a guideline for further research in Malaysia sport drinks industry.

In organizational perspective, this study helps sport drinks marketers to better understand the potential of the sport drinks industry through the responsive target respondents (which the Generation Y). Moreover, this study can assist the marketers to understand consumers' attitudinal and normative elements towards their consumption behaviors. It also can help to determine the contributing variable which the most influencing on Malaysia Generation Y's sport drinks consumption. Hence, it enables marketers to tailor their marketing strategies in order to increase their sales and revenues. In addition, marketers could precisely craft appropriate and effective campaign as further refining the target consumer group which most likely to respond to a marketing message revolving around perceived healthy lifestyle through sport activities. Simultaneously, beverage manufacturers should consider satisfying the market segmentation for health seekers.

In consumer perspective, participation in the sport activities organized by the government initiative could serve an initial towards one's healthy life. Consuming sport drinks is not about the thirst quench only but to extend the exercise performance. Moreover, the sedentary lifestyles should be changed in order to achieve healthy lifestyle. Marketers are able to obtain information about consumer's attitudinal and normative elements associated with consumers when they consuming sport drinks.

On the other hand, this study also could create a valuable reference for researchers in the future research. Researchers could employ other types of methodology such as qualitative method to examine the attitudinal and social pressures elements on the sport drinks consumption behavior. Besides that, researchers have in-depth understanding and knowledge on the consumer behavioral intention on sport drinks consumption may replicate similar studies involving cohorts and find out the differences in different area.

1.7 Conclusion

This chapter is the overview of this research project and describes the background of sport drinks in Malaysia, the target respondents- Generation Y, the issues on research problem questions, objectives, hypotheses development and the significant of study. In next chapter discussion on the past researchers' studies and identified the potential hypotheses and presented the theoretical framework that adopted for this research project.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

Literature review focus on discussion of various past studies by researchers. All the variables would be highlighted and elaborated in this chapter. Meanwhile, development of theoretical framework would be elaborated by providing the relationship between dependent variable, mediator and independent variables. Besides, hypotheses development would be discussed in this chapter by associating the relationship between the dependent variable, mediator and independent variables.

2.1 Attitudes toward Behavior

Attitudes have long been considered a central concept of social psychology and the initial definitions of attitude were broad and encompassed cognitive, affective,

motivational, and behavioral components. Early critique of the usefulness of attitudes in predicting behavior was given by LaPiere (1934) who aim to investigate the relationship between the attitudes and behavior. Meanwhile, a prominent psychologist, Gordon Allport (1935, as cited in Greenwald, 2014) described attitudes as the most distinctive and indispensable concept in contemporary social psychology. In fact, early researchers have defined social psychology as the scientific study of attitudes (Jung, 1971; Schwarz & Bohner, 2001). For instance, Allport (1935, as cited in Greenwald, 2014) defined an attitude is the mental and neural representation, organized through experience, exerting directive or dynamic influence on behavior; Krech and Crutchfield (1948, as cited in Schwarz & Bohner, 2001) defined an attitude as an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of the individual's world; Hockenbury and Hockenbury (2007) defined attitude as a learned tendency to evaluate people, issues, objects or events in the way of emotional, behavioral, and cognitive component; an attitude is also classified as one of the internal factors on the ecological behaviors of one's individual (Carrete, Castaño, Felix, Centeno, and González, 2012).

Furthermore, Wyer (1974, as cited in Albarracin, Johnson, & Zanna, 2014) defined attitude as perceived probability that the object social psychology is positive or negative; Eagly and 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. A psychological definition of attitude identified a verbal expression as behavior while a sociological definition of attitude look at verbal expression as an intention to act or to more specifically, the behavioral intention (Chaiklin, 2011).

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 et. al., 2007). Simultaneously, attitudes includes the judgments that individual form online (Schwarz et. al., 2001) as well as evaluative representations in memory (Fazio, 2013) or cognitive illusions which are constructed after the fact of behavior (Bem, 1967, as cited in Greenwald, 2014; Rink, 1998) or both judgments and memories at the same time (Albarracin, Johnson, & Zanna, 2014).

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, 1998). However in reality society, conscious cognitive deliberation of attitudes to enable choice between brands is believed by many to be an unrealistic consumer activity (Rink, 1998). In contrast, Raj (1982 cited in Rink, 1998) discovered that reinforcing existing positive attitudes of a brand was more effective in increasing consumption than trying to change the attitude of non-users. This supports the suggestion that influential attitude are formed as a result of usage (Rink, 1998). The common debate in the field of attitude-behavior relationship will be between cognitivism and behaviorism, and the nature of causality between attitude and behavior.

In fact, attitudes could be learned in variety of ways. For instance, advertisers employ classic conditioning (i.e. behaviorism) to influence one's attitude toward a particular product (Cherry, n.d). In a television commercial, people see young, energetic actors having fun on a tropical beach while enjoying a sport drink. This attractive and appealing imagery is tend to result in certain group of people (i.e. generation Y) to develop a positive association with this particular beverage. Thus an attitude towards the behavior is constructed and to more specifically that attitudes are defined as having a directive influence on behavior (Greenwald, Brock, & Ostrom, 2013).

By concluding all the definitions from different researchers, as for this study, attitude towards behavior is defined as function of an individual's beliefs towards a behavior

and a subjective evaluation of that behavior (Fishbein and 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 and Ajzen (1975)'s expectancy-value model, attitudes develop reasonably from the belief people hold about the object of the attitude. Previous researchers have discovered that people are more likely to behave according to their attitudes when (1) attitudes are the result of personal experience (Fazio, 2013 ;Hockenbury et. al., 2007); (2) individual is an expert in the subject; (3) individual is expect a favorable outcome; (4) attitudes are repeatedly expressed; (5) individual is stand to win or lose something due to the issue; Thus an individual is more likely to undertake particular behavior if he/she has a positive attitude toward that behavior (Ajzen, 1991) and it is extremely important to obtain deeper insight into one's attitude (especially consumer attitude) which the most relevant predictors of behavior (Chowdhury & Samuel, 2014). Numerous studies have revealed the correlation between attitudes and behavior, for instance, recycling attitude and behavior (Vining, & Ebreo, 1990; Oskamp, Harrington, Edwards, Sherwood, Okuda, & Swanson, 1991; Tonglet, Philips, & Read, 2004; kelly, Mason, & Leiss, 2006; Wan, Cheung, & Shen, 2012); online shopping attitude and behavior (Wu, 2003; Jayawardhena, 2004); attitude and behavior toward wine consumption (Thompson and Vourvachis, 1995; Zanten, 2005; James and Chrisodoulidou, 2011).

In contrast, some of the researchers also found that attitudes and actual behavior are not always perfectly aligned (LaPiere, 1934; Corey, 1937; Kutner, Wilkins, & Yarrow, 1952). According to LaPiere (1934), attitudes do not always predict behavior while cognitive and affective components of attitudes are not necessarily expressed in behavior. In the similar study, Kutner, Wilkins, & Yarrow (1952) also observed much discrepancy between people's reports of their attitudes and their actual behavior; In Corey (1937)'s study, the correlation between the students' attitudes toward cheating and actual cheating behavior was essentially zero which given that attitudes toward cheating did not in the least bit predict the actual cheating behavior; plenty of people support a particular candidate or political party and yet fail to go out and vote (Friese,

Smith, Plischke, Bluemke, & Nosek, 2012; Cherry, n.d) In addition, Wicker (1969) also concluded that it is considerably more likely that attitude will be unrelated or only slightly related to overt behaviors than that attitude will be closely related to actions.

Moreover, attitude has generally been found to be more predictive of behavior intention than has subjective norm (Trafimow & Fishbein, 1994). Alam and Sayuti (2011) also found that in more individualistic cultures like Western cultures, people perceived themselves as autonomous and independent of the group and prioritized personal goals over collective goals, which lead to a higher use of personal attitude versus subjective norm in behavioral decisions. This particular finding is consistent with the study in the context of British (Thompson et. al., 1995), Australia (Zanten, 2005) and Southern California (James et. al., 2011) where attitude revealed higher correlation with wine consumption behavior. However, it is important to alert that not all potential outcome of a behavior are expected to influence or predicting attitudes (Ajzen, 2011).

Equation 2.1

$$A \propto \sum_{i=1}^{n} boe$$

$$\text{Attitudes toward Behavior} \propto \sum \quad (\text{Behavioral Belief})(\text{Outcome Evaluation})$$

Develop for research (Note: adapted from Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*.)

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) which showed in the equation 2.1. Belief strength in this context refers to the estimated certainty that an attitude object has a certain attribute while outcome

evaluation refers to the subjective valence of the outcome (Ajzen, 2011). Depending on the strength of the behavioral beliefs, the attribute evaluations become associated with the attitude object and in a process of summation produce the overall attitude toward the object (Fishbein & Ajzen, 2010).

2.1.1 Behavioral Beliefs

Beliefs are defined as cognitions about the probability that an object or event is associated with a given attribute (Fishbein & Ajzen, 1975). According to Fishbein and Ajzen (1975), beliefs are underlying a person's attitude toward the behavior. 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). Newcomb (1943, as cited in Greenwald et. al., 2013) given that people tend to form beliefs based on their own experiences and by accepting information from others such as the media, friends, and family while beliefs may also be self-generated through inference processes. While Greenwald (2013) discovered that a belief component is able to capture an individual knowledge and perceptions about a certain behavior.

In psychological aspect, belief about desirable end state is defined as value (Schwartz, and Bilsky,1990). A value is the most fundamental element of an individual belief (Vaske and Donnelly, 1999). Personal value could be defined as beliefs relating to the desired behaviors or modes of conduct that guide an individual's actions (Hansen, 2008). Some of the studies also confirmed that personal value has a strong effect on environmental behavior (Grob, 1995; Thøgersen and Grunert-Beckman, 1997). While Stern, Dietz, Kalof, and Guagnano (1995) suggested that personal value influenced

the formation of attitude. According to Kim and Chung (2011), 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. In addition, a function of belief is always relevant to the behavior (Ajzen, 1991). People could hold a great many beliefs about any given behavior, but they could attend to only a relatively small number at any given moment (Miller, 1956 cited in Ajzen, 1991). It is these beliefs which are considered to be prevailing determinants of an individual's intentions and behaviors (Ajzen, 1991).

As for this study, a behavioral belief is defined as the subjective probability that the behavior will produce a given outcome (Fishbein & Ajzen, 1975); a behavioral belief is also defined as the subjective probability that an object has certain attribute (Fishbein and Ajzen, 2010). According to Fishbein and Ajzen (1975), behavioral beliefs in combination with the subjective values of the expected outcome are able to determine the prevailing attitude toward the behavior. Specifically, the evaluation of each outcome contributes to the attitude in direct proportion to the person's subjective probability that the behavior produces the outcome in question (Ajzen, 1991).

In the Theory of Reasoned Action model, researchers assumed respondents to hold multiple behavioral belief each links performance of the behavior to a difference outcome (Fishbein & Ajzen, 1975; Ajzen, 2011). In the similar structure of study, the behavioral beliefs derived from the studies are most often named in relation to beverage consumption behavior were, in order of importance: sociable (Thompson et. al., 1995; Zanten, 2005; James et. al., 2011; Li, Jia, Taylor, Bruwer and Li, 2011); goes well with food (Thompson et. al., 1995; Zanten, 2005; Barber, 2010; James et. al., 2011); good for my health (Thompson et. al., 1995; Zanten, 2005; Michealidou and Hassan, 2008; Thøgersen, 2009a; 2009b; James et. al., 2011; Song, 2011); better taste enjoyment (Thompson et. al., 1995; Zanten, 2005; Michealidou and Hassan, 2008; Thogersen, 2009a; James et. al., 2011; Shahzad, Khattak, Khattak and Shahzad, 2015); experience of a variety of taste and flavor (Thompson et. al., 1995; Zanten, 2005; James et. al., 2011) sense of satisfaction (Attila and Cakir, 2011; Uddin, 2011);

sake of relaxation (Ulas, 2011); sense of sophisticated (James et. al., 2011; Shahzad, et. al., 2015).

Meanwhile, according to Fishbein and Ajzen (1975)'s expectancy value model, only beliefs that are readily accessible in memory could determine the prevailing attitude toward behavior. This limits the number of beliefs that provide the basis for an observed attitude toward a behavior and it also implies that appropriate mean must be employed to identify the readily accessible beliefs (Ajzen, 1991). It is no sufficient, for example, to simply provide participants in a study with a list of belief statements constructed by investigator (Ajzen, 1991; 2011). Many of these statements may not represent beliefs that are readily accessible, and some accessible beliefs may be missing. Although responses to a priori set of belief statements can be used to infer underlying attitudes, it would be a mistake to assume that these responses necessarily provide information about accessible beliefs that provide the causal basis for the attitude.

2.1.2 Outcome Evaluation

In simple terms, an outcome is the end result of a process (Fairfield & Long, 1997). However, there are many different parties with an interest in outcome information and more importantly, many different perspectives of what constitutes an effective intervention and a good outcome (Fairfield et. al., 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). In the context of health and medical, an outcome is defined as attributable effect of an intervention which outcome measured is actually the result of a particular intervention or care process, and any statement of outcome requires a clear description of the process and evidence (Fairfield et. al., 1997).

There are various reasons why people have an interest in outcome information. These include: clinical decision making; research and education; policy setting; competitive advantage; monitoring and evaluating service delivery. Clinicians need outcomes to help manage individual patients and to audit their practice (Fairfield et. al., 1997); professional team may wish to establish the feasibility, effectiveness, and value of their individual contributions to overall care (Sonpal-Valias, 2009; Flagg, 2013). They may be required to provide outcome information as part of an accountability framework and performance monitoring (Green, Vandekerckhove, & Bessire, 2008; Shahzad, et. al., 2015). Policy makers may need information to assess progress toward national targets. Pharmaceutical companies need outcomes information on benefits to patients in the short and longer term to secure their competitive advantage, to add value to existing products and hence grow their business (Fairfield et. al., 1997).

Evaluation is refer to a process of systematic inquiry directed at collecting, analyzing, and interpreting information so that people could draw conclusion about the merit, worth, value, belief or significance about an individual, issue, object, event or whatever it is that is 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). Thus evaluation is not necessarily designed to produce universally valid information, but information that is valid and useful within the decision making context (Stufflebeam, Foley, Gpehart, Guba, Hammond, Merriman, & Provus, 1971 as cited in 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 (Sanpal-Valias, 2009). For instance, the outcome evaluation during the early development stages, to increase the

likelihood that final product will achieve it stated goals is defined as formative evaluation (Flagg, 2013). 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 (Sanpal-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). Ajzen (1991) given that 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. 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; 2011). Specifically, the outcome evaluations contribute to the attitude in direct proportion to the strength of the belief (Ajzen, 1991). At the end, the strength of each belief is combined in a multiplicative fashion with outcome evaluation of the belief's attribute and one's attitude is directly proportional to the summative belief index (Ajzen, 1991). Fishbein and Ajzen (1975) discovered that one's attitude's informational foundation could be elicited through assessing salient beliefs about the attitude object and subjective probabilities and values associated with different beliefs. Thus that is why outcome evaluation of the attitude object or behavior should come into place of consideration (Ajzen, 2011). In multiplied behavioral beliefs with outcome evaluation to predict attitude toward the behavior, each of the behavioral belief is associate with a measure range from "unimportant to me" to "important to me" (Thompson et. al., 1995; Zanten, 2005; James et. al., 2011). For instance, health concern is important to me when consume sport beverages; Sociability/fun is important to me when consume sport beverages; Compatibility with food is important to me when consume sport beverages; Taste/flavor enjoyment is important to me when consume sport beverages; the feeling of sophistication is important to me when consume sport beverages.

2.2 Subjective Norms

The subjective norms are one of the social factors use to determine behavior. A broad definition of subjective norm is defined as the perceived social pressure to perform or not to perform the behavior in question (Ajzen, 1991). While subjective norm is usually defined more specifically, as an individual's perception or opinion about what important others believe the individual should do (Finlay, Trafimow, & Moroi, 1999) – that is perform or not perform the behavior in a specific situation (Ajzen, 1991). With the very similar definition, Shek (2009) given that subjective norm is related to the perceived social influences or pressures to indulge or not to indulge in a given behavior. According to Fishbein and Ajzen (1975), subjective norms are informed by normative beliefs and motivation to comply, while it reveal distinct outcome which depend on the context. For instance, Lee, Murphy and Neale (2009) discovered that consumer have a loyalty intention when they enjoy mobile phone services; and vice versa, whereas in online auctions subjective norms have no influence on consumers' purchase intention (Huang, Wang and Boulanger, 2011).

In addition, subjective norms differ culturally and by gender regarding behavioral intention and toward the behavior. In the context of United States, subjective norm is significantly imply the effort to soft drink consumptions of young female (Kassem, Lee, Modeste, and Johnston, 2003; Kassem and Lee, 2004). In the context of India, subjective norms affect consumer view of new processed food regardless of the level of innovation (Choo, Chung, and Thorndike Pysarchik, 2004). In of context of China, subjective norms directly influence consumers' attitude toward customized products purchase but are differentiated between male and female purchase intention (Tang, Luo, and Xiao, 2011). In the context of Malaysia, subjective norm is significantly related to the behavioral intention of halal food purchasing (Alam and Sayuti, 2011; Karijin, Iris, Florence and Wim, 2007; Kamariah and Muslim, 2007). In collectivistic cultures such as the Muslim culture, people tend to perceive themselves as

interdependent with their group and tend to strive for in-group rather than personal goals (Karijin et. al., 2007; Alam et. al., 2011).

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. According to Trafimow and Fishbein (1994), they defined the reference group as behavior-specific referents who having greater or may be more effective influence on one's specific behavior. Important others have been measured as a single construct, with subjects, or respondents determining what this mean or whom it includes. 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). For instance, Shahzad et. al. (2015) discovered that Generation Y likes to consumption soft drink because their family, coworkers, friends, and peer are consuming these drinks. In between, parental and familial dynamics have been described as the major source of cultural transmission through which particular style of drinking are learned (Shahzad, et. al., 2015). On the other hand, Kim, Yang, and Lee (2009) also revealed that consumer socialization is a source of influence on drink behavior and has been emphasized in socialization theories which stress the primacy of drinking behavior and socialization and the critical roles of parents and culture. Besides that, other sources of socialization like social media has gain a lot much attention these days and act as catalyst to passed these social values to other group members (Nowak and Olsen, 2006).

Moreover, Lapinski and Rimal (2005) conclude that findings of the effect of subjective norm on behavior are mixed. A number of studies have found that attitude and subjective norms, together, to be predictive of behavior (Trafimow & Fishbein, 1994), including health behaviors (Finlay, et. al., 1999), consumer drinking (Henley, Raffin, and Caemmerer, 2011; Rault, 2011), wine consumption behavior (Thompson

et. al., 1995; Zanten, 2005; James et. al., 2011; Li, Jia, Taylor, Bruwer and Li, 2011; Jones and Reis, 2011), soft drink consumption behavior (Shahzad, et. al., 2015), and organic food consumption (Chen, 2007; Dean, Raats, and Shepherd, 2008; Thogersen, 2009b)

As for this study, definition of Fishbein and 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 norm is determined by the total set of accessible normative belief with concerning the expectation of important referents (Fishbein and Ajzen, 1975; Ajzen, 1991). The perception or opinion has been labeled as that individual normative belief, which is often then multiplied by motivation to comply (with the normative belief) (Fishbein & Ajzen, 1975). To more specifically, the strength of each normative belief is multiplied by motivation to comply with the referent in question, and the products are aggregated, as shown in the following equation:

Equation 2.2:

$$SN \propto \sum_{i=1}^{n} NBMC$$

$$Subjective\ Norm \propto \sum \quad (Normative\ Belief)(Motivation\ to\ Comply)$$

Develop for research (Note: adapted from Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*.)

When subjective norms has been measured by multiple items, behavior-specific referents (Trafimow & Fishbein, 1994) are included, the normative beliefs and motivation to comply for each would be summed (as stated in equation 2.2). While a regression weight could be calculated to reflect the relative influences of each behavior-specific referent.

2.2.1 Normative Beliefs

Normative beliefs are located within the subjective norms, but not identical to, the broader construct of social norms. While social norm is usually refer to a rather broad range of permissible, but not necessarily required behaviors, normative beliefs refer to a specific behavioral act the performance of which is expected or desired under the given circumstances (Ajzen & Fishbein, 1972). However, according to Hockenbury et. al. (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. In the context of social psychology, people cultivate beliefs by observing the people around them (Cherry, n.d). When people are admiring a specific individual greatly espouses a particular attitude, and then people are more likely to develop the same beliefs (Cherry, n.d.).

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 norm in the Theory of Reasoned Action model (Fishbein & Ajzen, 1975; Ajzen, 1991). Prior to the formation of Theory of Reasoned Action model, this belief is defined by Dulany (1962; 1968 cited in Ajzen, 2011) as an individual's subjective probability that a particular referent want that individual to perform a given behavior. Dulany's studies stipulate that the normative belief is weighted by one's motivation to comply with one particular referent's perceived expectation (cited in Ajzen, 2011). Derived from Dulany (1962; 1968 cited in Ajzen, 2011)'s studies, Fishbein and Ajzen postulate people could hold normative beliefs with respect to more than one referent individual or group (Ajzen, 2011). These commonly identified referents (Ajzen, 2011) are a person's close family (Thompson et. al., 1995; Zanten, 2005; Barber, 2010; Hall, 2011; James et. al., 2011), friends (Thompson et. al., 1995; Zanten, 2005; Barber, 2010; Hall, 2011 James et. al., 2011), and depending on the behavior under consideration, coworkers (Zanten, 2005;

Barber, 2010; Hall, 2011 James et. al., 2011). Thus it is important for these three referents extend to be employed as salient referents to measure normative belief in this study.

In general, researchers who measure normative beliefs also measure motivation to comply which how much individual wish to behave consistently with the prescriptions of important others or behavior-specific referents. Each normative belief about an important referent is multiplied or weighted by the respondent's motivation to comply (associated with the important referent) and the products are summed all of respondent's important referents in order to obtain a general measure that predict subjective norm (Fishbein & Ajzen, 1975; Ajzen, 1991).

Indeed, subjective norm is a predictor of intention to behave which, in turn, is a predictor of actual behavior. Thus, normative beliefs have two general uses. In the first place, normative beliefs aim in the prediction of other variables that is subjective norm, intention, and behavior. Secondly, for those who wish to perform interventions, the measurement of normative beliefs provides information about where intervention effort should be focused; efforts should be focused on those normative beliefs that the population of interest has and that are good predictors of subjective norm (and behavioral intention and behavior) rather than on beliefs that are not widespread in the population of interest or that are not good predictor of subjective norm.

Normative variables have been an important concept in social psychology for at least a century. For example, LeBon (1895 cited in Rutan, Stone, & Shay 2014) documented an effect he called contagion-that people in a crowd are strongly affected by the beliefs, emotions, and behaviors of others in that crowd. However, the specific concept of normative belief did not gain prominence until the advent of Fishbein's Theory of Reasoned Action (Fishbein & Ajzen, 1975).

There has been a considerable amount of controversy over whether normative are a concept that is distinct from behavioral beliefs (which mentioned above as belief about the consequences of a behavior). The controversy stems from a higher level distinction between attitudes and subjective norms that is an assumption not only of

the Theory of Reasoned Action, but of several other important theories too (Fishbein, 1980; Fishbein & Ajzen, 1975; Fazio, 2013). Moreover normative beliefs (together with motivation to comply) are presumed to determine subjective norms and behavioral belief (together with outcome evaluation) are presumed to determine attitude, if it could be shown that normative belief and behavioral belief are really different name for same construct, then this would constitute a strong argument against the distinction between attitudes and subjective norms and, by implication, the Theory of Reasoned Action would be undermined. In fact, all theories that depend on the distinction between attitudes and subjective norms would be cast into doubt.

In this vein, Miniard and Cohen (1981) showed that normative beliefs and behavioral beliefs are so similar to each other that they are really the same thing. For instance, consider the following two beliefs: "my father thinks I should go to college" and "if I do not go to college my father will disagree with me". According to the Theory of Reasoned Action (Fishbein & Ajzen, 1975), the former belief is a normative belief (it is a belief about what my father think I should do) whereas the latter belief is a behavioral belief (it is a belief about a consequence arising from my father's likely reaction to my behavior). Yet, it could be argued that the difference between the two beliefs is more a matter of the wording and sentence structure than about the content. If this is so, then the distinction between the above said two beliefs is artificial and should be discarded.

Throughout the 1980s this remained an unsettled issue and one that was usually argued on the basic of semantic arguments and correlations among Theory of Reasoned Action variables. While recently, evidence has been obtained from a variety of research settings, including experimental paradigms, which have converged to provide strong support for the validity of the distinction (Trafimow & Fishbein, 1994). At the present time, the distinction is widely accepted and normative beliefs have an important place in theories of behavior and to more specifically, the changes of behavior.

2.2.2 Motivation to Comply

According to Fishbein and 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 belief, "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 norm toward the behavior is managed to be predicted while a global measure of subjective norm 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. Empirical evidence is supportive of a correlation between an aggregate of normative beliefs on one hand and perceived social pressure or subjective norm on the other.

While according to Ajzen and Fishbein (1975), subjective norm is also measured as normative belief without including motivation to comply. Some research has concluded that it is not necessary to include motivation to comply, finding measures of motivation to comply to be unsatisfactory (Ajzen & Fishbein, 1975) or that including motivation to comply may even attenuate the correlation between subjective norm and behavioral intention (Ajzen & Driver, 1992). However, a number of investigators have reported that this correlation is attributable to the measure of normative belief strength and that taking motivation to comply into account does little to improve the correlation or may even lower it slightly (Ajzen and Driver, 1991; Budd. et. al., 1984 cited in Ajzen, 2011). One possible explanation of these findings is that people generally tend to be motivated to comply with their social referents and there is therefore relatively little meaningful variance in motivation to comply measures. Under these circumstances, multiplying normative beliefs by motivation to comply can do little to improve prediction of subjective norms.

2.3 Mediating effect of Purchase Intention / 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. Schiffman & Kanuk (2000) described purchase intention as the possibility of consumers buying a product where the higher consumers behavioral intention on make a purchase, the greater the willingness the one's behavior will happen. Moreover, purchase intention also referred to the outcome of attitudinal elements or behavioral elements of the consumers' willingness to make a purchase behavior (Jiradilok, Malisuwan, Madan, & Sivaraks, 2014) and the measurement of the purchase intention able to predict actual purchase behavior of consumers (Im & Ha, 2011). Pavlou (2003) discovered that appropriate measurement of the online purchase intention able to assess consumer behavior. While Jiradilok et. al (2014) found that not practical to examine and study on actual purchase behavior therefore suggested that purchase intention as the representative in order to predict actual purchase behavior.

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. In addition, the combination of interest, attending, and information lead to overall evaluation on the behavior thus it will have direct impact on the Generation Y's purchase intention as well as behavioral intention on sport drinks consumption (Hossein, 2011). 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 drinks consumption. Hence with the terms of behavioral intention and purchase intention will be used interchangeably.

Several models of the cognitive determinants of social and health behaviors, including the Theory of Reasoned Action (Fishbein & Ajzen, 1975), the Theory of Planned Behavior (Ajzen, 1991), the model of interpersonal behavior (Triandis, 1989),

and protection motivation theory (Rogers, 1985), propose that the most immediate, and important, predictor, mediator of behavior is the one's behavioral intention (Sheeran & Abraham, 2003). Behavioral intention is determined by a combination of attitude and subjective. As mentioned earlier, attitude 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. For example, people are more likely to ''perform a behavior when they evaluate it positively and when they believe that important others think they should perform it".

Moreover, intentions are assumed to be casual antecedents of corresponding behavior (Ajzen and Fishbein, 1975; Fishbein and Ajzen, 1980; Ajzen, 1991; 2011). The correlation nature of most empirical evidence show that intentions can indeed be used to predict behavior, but such evidence is not definitive proof of their causal impact (Ajzen, 2011). There is growing evidence, however for a causal effect of intentions on actions coming mainly for intervention studies.

According to Baron and Kenny (1986 as cited in Sheeran & Abraham, 2003) mediation could be said to occur when three conditions are satisfied: First, the independent variable should be associated with the dependent variable; second, the independent variables should be associated with the mediating variable; and third, in a regression of the dependent variable on both the independent variable and the

mediator, the independent variable should be reduce the non-significance, whereas the mediator should be significant. While according to Sheeran and Abraham (2003), behavioral intention is an important predictor of people ability to translate their intentions into action and mediates the effects of other moderators of the intention-behavior relationship. Moderation mediation or the conditioned indirect effect was mainly used in the behavioral studies. As cited in Preacher, Rucker, and Hayes (2007) study, moderated mediation analysis is important as it allows the analysis to explain how and when an effect has occurred. When a model is shown to have mediating effect, we cannot conclude that it is all applicable to all the participants.

However, when behavior is under the individual's control, intention could predict actual behavior with significant accuracy (Ajzen, 1988) but this does not mean that the measure of intention and behavior is in perfect correlation (Fishbein and Ajzen, 1975). The biasness of individuals is always exists which this overestimation and underestimation is believed to cause inconsistencies between intention and the actual behavior (Ajzen, Brown, and Carvahal, 2004). Moreover, behaviors and intention shows high correlation if the interval time between the intention and the behavior is low (Fishbein and Ajzen, 1981). Several studies also shown that the interval period between the intention and behavior correlates with the variance explained by the intention based model, for instance, voting for presidential candidate (Fishbein and Ajzen, 1981), choice of feeding method for newborn babies (Manstead, Proffitt, and Smart, 1983), reaction to system used in trial basis (Davis, Bagozzi, and Warshaw, 1989), perceived near-term usefulness (Chau, 1996) and condom use (Sheeran and Orbell, 1998; Albarracin, Johnson, Fishbein, and Muellerleile, 2001).

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 and Xavier, 2013). Therefore, the mediating effect of behavioral intention (as well as the

purchase intention) is tested as the mediator to find out possible attitudinal and normative elements that influence Generation Y's purchase intention (as well as behavioral intention) on functional energy drinks and to more specifically the sport drinks consumption.

2.4 Behaviors

Most of the people admit that human behavior could be and is a very complex matter and that any explanatory system developed to study behavior more realistically must itself be complex (Naylor, Pritchard, & Ilgen, 2013). There are many different classes of variables that could either influence or determine behavior. In addition, behavior is a composite or end product of a number of different psychological processes, such as learning, motivation, and perception (Naylor, et. al., 2013). 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 (Fazio, 2013). Accordingly to process model, the critical concern with respect to the attitude to behavior process is the extent to which the attitude influence one's definition of the event is occurring (Fazio, 2013). Moreover, behavior in the intention-based model is referred as 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 and Ajzen, 1975).

Those who hold to a psychological definition recognize that social structure is important in creating and maintaining social order. But researchers claim that if behavior is about to change, attitude change must come first (as cited in Chaiklin, 2011). Behaviors could also define as goal-directed and steered by conscious self regulatory process (Ajzen, 2011). In Reasoned Action model, intention and behavior

are guided by expected consequence of performing the behavior and by perceived normative pressure (Ajzen, 2011). Meanwhile Ajzen (2011) highlighted that a behavior has often been misinterpreted to mean that the theory posits an impassionate, rational actor who reviews all available information in an unbiased fashion to arrive at a behavioral decision. 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). Even if inaccurate, biased or otherwise irrational, our beliefs produce attitudes, intention and behaviors consistent with these beliefs (Geraerts, Bernstein, Merckelbach, Linders, Raymaekers, & Loftus, 2008). In addition, no all of the people carefully and systematically review all their beliefs every time they are about to perform a behavior (Ajzen, 2011).

On the contrary, Ajzen (2011) recognizes that most behavior in everyday life is performed without much cognitive effort. Consistent with contemporary theorizing in social psychology (Carver and Scheier, 2004; Chaiken and Trope, 1999; Petty and Cacioppo, 1992), it is assumed that the amount of information processing people engage in prior to performing a behavior varies along a continuum, from shallow to deep (Ajzen and Sexton, 1999). In depth processing is reserved from important decisions and behaviors in novel situations that demand careful consideration of the behavior's likely consequences, the normative expectations of significant others, and the obstacles that may be encountered. When it comes to routine, everyday behaviors like eating breakfast, taking one's vitamin supplements, going to work, watching the news on TV, and so forth, no careful deliberation is required or postulated. Attitude, subjective norms and perceptions of control as well as intentions in relation to these kinds of behaviors are assumed to guide behavior implicitly without cognitive effort and often below conscious awareness (Ajzen and Fishbein, 2000). Thus as for this study, behavior is defined as reasoned, planned, goal-directed and steered by conscious self regulatory process (Ajzen, 2011). In addition, how hard individuals are willing to try, the effort the individuals are planning to exert to perform the particular

behavior (Ajzen, 1991). Behaviors leading up to the attainment of goal are made up of intermediate goals with their own problem of executions (Ajzen, 2002).

However, the accuracy of behavior prediction will usually decline with the increase in time that intervenes between measurement of intention and observation of behavior (Ajzen, 1985). Moreover, Ajzen and Fishbein (2005) have identified four factors that leads to poor correlation between intention and behavior or the factors that influence the strength of behavior:

(1) Low intention-behavior relation;
(2) Stability of intention;
(3) Intention-behavior compatibility; and
(4) Literal inconsistency.

There would be very low correlation between the intention and behavior, if the time interval (stability of intention) between intention and behavior is high, there is lack of compatibility between measures of intention and behavior (intention-behavior compatibility), when individuals do not act on their stated intention (literal inconsistency) and there is low intention-behavior relation (Ajzen and Fishbein, 1980, 2005).

2.5 Theory of Reasoned Action

Theory of Reasoned Action (Fishbein & Ajzen, 1975) is essentially a series of linked concepts and hypotheses postulated and developed by social psychologists which aim to predict the human behavior. This theory is one of the expectancy-value models of human behavior and its terminology is consistent with the well established subjective expected utility model used by economist (Lynne, 1995). It is a sophisticated cognitive theory of human behavior which has been applied to study a wide variety of situation and is also regarded as one of the most influential theories about volitional human behavior (Trafimow and Filay, 2002). According to the theory, people usually behave in a sensible manner which is reasoned and planned (Fishbein & Ajzen, 1975; Ajzen, 1991) and take account of available information and implicitly or explicitly consider the implications of one's actions (Fazio, 2013). Theory of Reasoned Action postulates that an individual intention to a behavior is the immediate determinant of that action (Fishbein & Ajzen, 1975; Ajzen, 1991). When an individual encounter unforeseen events, he or she is expected to act in accordance with their intention (Ajzen, 1988).

The immediate antecedent of any behavior is the intent to perform it. The stronger the intention, the more the individual is expected to try and therefore the greater the possibility that the behavior will actually be performed, and thus the primary concern is with identifying the factors underlying the formation and change of behavioral intent (Fishbein & Manfredo, 1992). An individual intention to behave in a certain way is base on the variable which have discussed above, that is, attitude toward behavior in question and subjective norms. The relative contribution of attitude and subjective norms varies according to the behavioral context and individual involved. Attitudes are determined by the belief about the outcomes of performing the behavior and the evaluation of these expected outcomes. The subjective norm is dependent on

beliefs about how others feel the individual should behave and their motivation to comply with these referents (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980).

These relationships are summarized in equation 2.3:

$$A \propto \sum_{i=1}^{n} boe \text{ and } SN \propto \sum_{i=1}^{n} NBMC \text{ so that } B \cong BI = Aw_1 + SNw_2$$

Develop for research (Note: adapted from Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*.)

Where *A* is represent attitude toward behavior, *b* refer to behavioral beliefs, *oe* refer to outcome evaluation of the belief; while *SN* is represent subjective norms, *NB* refer to normative belief, *MC* refer to motivation to comply with relevant referent; Moreover, *B* is represent the behavior, *BI* is refer to behavioral intention, and w_1 and w_2 are the empirically determined weights.

The literature on behavioral intention to sport drinks consumption emphasizes on the idea from Theory of Reasoned Action (TRA) which deal with consumer social behaviors and it complexities. It is a process when consumer perceived values toward beliefs and behaviors changed continuously as time goes on (Shahzad et. al., 2015). It also refer a decision theory that elaborates motivation by emphasis the specific processes that individual use to make choices and explains different types of behavior on a continuum from broad to specific (Ajzen, 2011). The first is the attitude toward the behavior and refers to the degree to which an individual has a favorable or unfavorable evaluation or appraisal of the behavior in question (Ajzen, 1991). The second is the social factor called subjective norm which refers to the perceived social pressure to perform or not to perform the behavior (Ajzen, 1991). While this theory covers that the consumer's attitude and subjective norm where behavioral belief and outcome evaluation of belief has to corresponding to weighted one's attitude; and

normative belief and motivation to comply has to corresponding to weight one's subjective norm (Thompson et. al., 1995; Zanten, 2005; James et. al., 2011).

Fishbein and Ajzen (1975; 1980)'s Theory of Reasoned Action (TRA) is sophisticated in this study as an appropriate theory for measuring consumer behavioral intention for food consumption (Chen, 2007; Dean, et. al., 2008; Thøgersen, 2009a; 2009b) and drink consumption (Thompson et. al., 1995; Zanten, 2005; James et. al., 2011; Li, Jia, Taylor, Bruwer and Li, 2011; Jones and Reis, 2011; Shahzad et. al., 2015) related behavior. In the similar studies (Thompson et. al., 1995; Zanten, 2005; James et. al., 2011), Theory of Reasoned Action (TRA) is presented in a similar theoretical framework as show in Figure 2.1 where scanning the diagram from right to left the model predict behavior via the intention to perform that behavior, that is sport drink consumption. Behavioral intention is then decomposed into two components which described above, each of which is independently measured by attitude toward the behavior and subjective norm (Ajzen, 1991; 2011). Attitude toward the behavior is predicted by salient beliefs about the outcome of one's behavior, weighted by respondents' estimation of the likelihood that performing that behavior will result in a given outcome (Ajzen, 1991; 2011). Simultaneously, subjective norm is predicted by normative beliefs about what relevant salient referents would advise or influence, weighted by motivation to comply with the advice of those referents (Ajzen, 1991; 2011). The extent to which the theory succeeds in predicting behavioral intention is evaluated by means of linear multiple regression analysis (Thompson et. al., 1995; Zanten, 2005; James et. al., 2011).

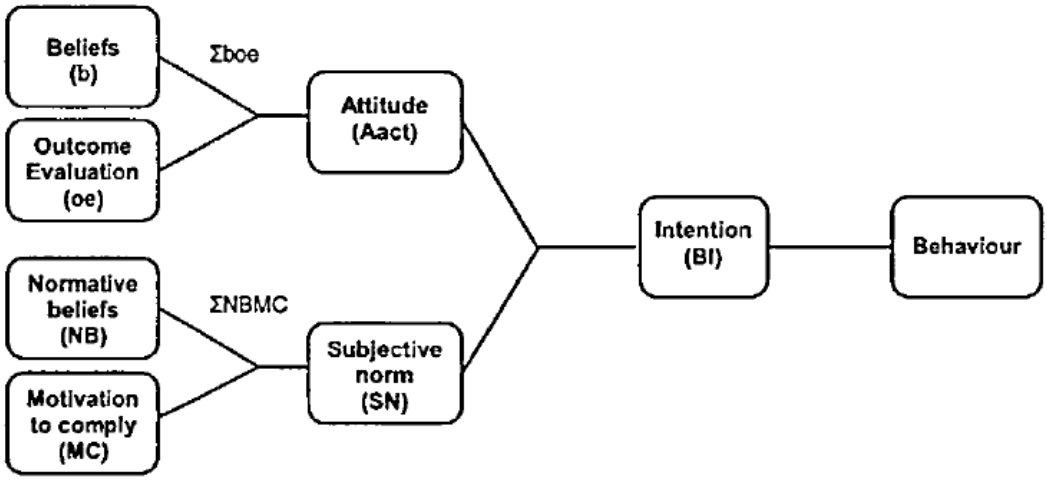
The Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) includes subjective norms and attitude toward the behavior as both influencing behavioral intention, which then directly influences behavior. On the other hand, the Theory of Planned Behavior (Ajzen, 1985; 1991) is an extension of the TRA model which included as an additional antecedent of intention the construct of Perceived Behavioral Control (PBC). PBC is an individual's perception that the behavior is within his or her control in which, when lacking, can help to explain failure to perform the behavior even when attitude and subjective norms are positive (Ajzen, 1991). Control is viewed as a

continuum with easily peformed behaviors at one end and behavior demanding specialized skills, opportunities and resources at the other (Connner, Warren, Close, & Sparks, 1999 as cited in Zanten, 2005). The additional of PBC allows for better prediction of behaviors that are not under an individual's complete volitional control (Ajzen, 1991). In the similar studies, PBC has been omitted from the research study as sport drink consumption is similar with wine consumption which is consider to be a behavior largely under volitional control (Thompson et. al., 1995; Zanten, 2005; James, et. al, 2011).

The Theory of Reasoned Action and Theory of Planned Behavior models have been used in many domains, and these studies have largely found support for the theories (Ajzen, 2001 as cited in Zanten, 2005). Particularly, the Theory of Reasoned Action has a good track record in food and drinks application. For instance, table salt, snack foods and low fat milk (Shepherd, 1990 as cited in Zanten, 2005); Chocolate and meat (Sparks et. al., 2001 as cited in Zanten, 2005); Starchy foods (Stubenitsky and Mela, 2000 as cited in Zanten, 2005); and olive oil (Thompson et. al., 1994 as cited in Zanten, 2005). The Theory of Reasoned Action model also has good predictive power in relation to alcohol consumption intentions and behavior (O'Callaghan, 1997 as cited in Zanten, 2005; James et. al., 2011).

2.6 Theoretical Framework

Figure 2.1: Correlation Between Components Of TRA Model To Investigate The Factors Influencing The Intention To Drink Wine



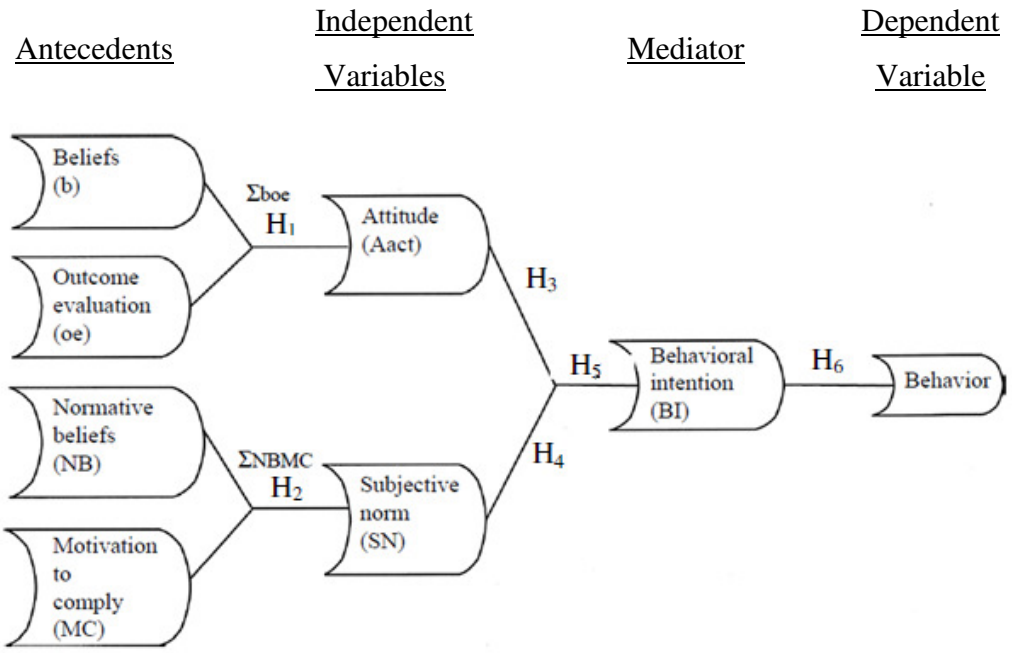
Note: from Zanten, R.V., (2005), Drink Choice: Factors Influencing the Intention to Drink Wine. *International Journal of Wine Marketing*, *17*(2), 49-61.

Theoretical framework of Figure 2.1 was regarding of the study of Zanten (2005) which 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. Theory of Reasoned Action (Fishbein and Ajzen, 1985) is employed in this study and having good predictive power in relations to alcohol consumption intentions and behavior.

The findings of Zanten (2005) indicated that attitudes are more predictive of the intention to drink wine than the subjective norm among the Australian consumer which is averse with the study reported by Thompson and Vourvachis (1995). However, the attitudes and normative influences are both claim to have adequately explain the intention to drink wine. Thus it is not surprising that the subjective norm plays a role in shaping wine drink behavior, together with attitude.

2.7 Conceptual Framework

Figure 2.2: Correlation Between Components Of TRA Model To Investigate The Factors Influencing The Behavioral Intention To Sport Drinks Consumption



Source: Developed for research (Note: adapted from Zanten, R.V., (2005), Drink Choice: Factors Influencing the Intention to Drink Wine. *International Journal of Wine Marketing*, *17*(2), 49-61.

The conceptual framework show in Figure 2.2 is developed based on the theoretical framework proposed by Zanten (2005). All the antecedents (beliefs and outcome evaluation; normative beliefs and motivation to comply), independent variables (attitude and subjective norm), mediator (behavioral intention) and dependent variable (behavior) are identified and proposed by researchers (Thompson et. al., 1995; James et. al., 2011) based on the reference of study (Zanten, 2005). Correlations between the TRA model components were carried out with the data manipulated according to the procedure as set out by Ajzen and Fishbein (1980) whereas belief and outcome evaluation item for each salient belief were multiplied

and the results summed (Zanten, 2005). Likewise, the normative belief and motivation to comply items for each salient referent were multiplied and then summed (Zanten, 2005).

2.8 Theory of Reasoned Action on Behavioral Intention to Sport Drink Consumption Link

Numerous studies adopt Fishbein and Ajzen (1975)'s Theory of Reasoned Action link framework and elicited strong correlation relationship between the underlying beliefs, attitudes, subjective norms and behavioral intentions toward a behavior (Ajzen, 1991; 2011).

The underlying beliefs in both attitudinal and social associated with the outcome evaluation and motivation to comply drive the level of customer behavioral intention toward sport drink consumption thus contribute the development of reactions that emphasize on factors influencing sport drink consumption.

The study of Zanten (2005) proved that an individual's attitude and subjective norms toward the behavior which derived from Ajzen and Fishbein (1980)'s TRA is able to predict the behavioral intention for wine consumption.

Therefore in this study, Theory of Reasoned Action (Ajzen and Fishbein, 1980) is extended to be employed entirely with corresponding of the antecedent of attitude and subjective norm to predict the factor influencing sport drink consumption.

2.9 Hypotheses Development

Hypotheses act as a guidance to structure theoretical framework and predicts the relationship between antecedents, independent variables and dependent variable. Thus, the indentified antecedents are referring to the underlying behavioral and social belief with associated with consequences and referents evaluation of the relevance beliefs; attitude and subjective norms are represented the independent variables while behavioral intention is serving as mediator toward the behavior, which is the dependent variable.

2.9.1 Behavioral Beliefs relate outcome evaluations and Attitudes toward Behavior

Thøgersen (2009) and Michaelidou and Hansen (2008) revealed that "belief" about the consequences (better taste, healthier, environmentally friendly) is instrumental in leading consumers toward organic food consumption. Roitner-Schobesberger et al. (2008) further stressed that health consciousness factor was one of the main driving forces in selecting organic food in Thailand. Moreover, belief component is most fundamental element (Vaske and Donnelly, 1999) and manage to capture one's knowledge and perception about perform a behavior (Greenwald, 2013). Simultaneously, beliefs influencing the formation of attitudinal element relate to behavior (Stern, Dietz, Kalof, and Guagnano, 1995; Kim and Chung, 2011; Ajzen, 1991). Therefore, hypothesis is postulate as follows:

H1: There is a significant relationship between Generation Y's behavioral beliefs relate outcome evaluations and attitudes toward their behavioral intention on sport drinks consumption.

2.9.2 Normative Beliefs relate motivation to comply and subjective norms

Several past studies (Thompson et. al., 1995; Zanten, 2005; Barber, Kuo, Bishop, & Goodman, 2012; Hall, 2011 James et. al., 2011) reveal those normative beliefs from the behavior-specific referents have significant positive relationship toward the subjective norm formation. These beliefs help to predict the subjective norm toward intention relate behavior (Fishbein & Ajzen, 1975; Ajzen, 1991). Moreover, normative beliefs relate motivation-to-comply are believed to determine subjective norm (Fishbein, 1980; Fishbein & Ajzen, 1975; Fazio, 2013). Therefore, hypothesis is postulate as follows:

H2: There is a significant relationship between Generation Y's normative beliefs relate motivation to comply and subjective norms toward their behavioral intention on sport drinks consumption.

2.9.3 Attitudes and Purchase Intention / Behavioral Intention

Attitude is a psychological tendency (Eagly and Chaiken, 1993). People is more likely to undertake a certain behavior if he/she has a positive attitude toward undertaking the behavior (Ajzen, 1985). Most studies support the positive relationship between consumers' attitudes and behavioral intentions for wine drinking in different culture (Thompson and Vourvachis, 1995; Zanten, 2005; Li, Jia, Taylor, Bruwer, and Li, 2011; James and Christodoulidou, 2011). Moreover, attitudinal element could be cultivated intention toward behavior (Fazio, 2013; Hockenbury & Hockenbury, 2007; Azjen, 1991). Therefore, hypothesis is postulate as follows:

H3: There is a significant relationship between Generation Y's attitudes and behavioral intention toward sport drinks consumption behavior.

2.9.4 Subjective Norms and Purchase Intention / Behavioral Intention

Subjective norm reflects one's perceived social pressure to perform certain behavior. If Generation Y believe that significant others think sport drinks consumption are good, consumer will have more intention to consuming these beverages. Subjective norm has a significant effect on behavioral intention in the context of behavior related to Halal food purchasing (Alam. and Sayuti, 2011), green consumer behavior (Jansson, Marell & Nordlund, 2010). Therefore, hypothesis is postulate as follows:

H4: There is a significant relationship between Generation Y's subjective norms and behavioral intention toward sport drinks consumption behavior.

2.9.5 Mediating effect of Purchase Intention /Behavioral Intention

In addition to direct and indirect effect of behavioral intention on Theory of Reasoned Action (TRA) elements, researchers anticipated that behavioral intention may also mediate the relationship between the variables in TRA. Moreover, Schiffman and Kanuk (2000) observed that the higher one's behavioral intention the greater the behavior will happen. While the function of attitude and subjective norm plays important role to actualize the behavior (Ajzen & Fishbein, 1975; Fishbein & Ajzen, 1980; Ajzen, 1991; 2011). Such mediation effects are of significant interest as they may reveal function importance of individual intentions which could enlighten researchers to further the relationship between variables in model such as the TRA. Past studies have also discussed about the indirect and the mediating effect of behavioral intention influence variables on TRA component in the context of Internet banking (Alsughayir & Albarq, 2013). Therefore, hypothesis is postulate as follows:

H5: There is a significant relationship on Generation Y's behavioral intention mediating their attitudes and subjective norms toward sport drinks consumption behavior.

2.9.6 Purchase Intention / Behavioral Intention and Behavior

The focal point of TRA is the individual's intention to engage in a certain behavior. TRA and Theory of Planned Behavior (TPB) are regarded as useful in envisaging a large variety of behavior. Several past studies related to beverage consumption (Thompson et. al., 1995; Zanten, 2005; James et. al., 2011; Li, Jia, Taylor, Bruwer and Li, 2011; Jones and Reis, 2011) is reveal significant positive relationship between behavioral intention and actual consumption behavior. Therefore, hypothesis is postulate as follows:

H6: There is a significant relationship between Generation Y's behavioral intention and sport drinks consumption behavior.

2.10 Conclusion

The literature regarding Ajzen (1991)'s Theory of Reasoned Action's components, that is the underlying attitudinal and social beliefs , attitude toward behavior, subjective norms, and behavioral intention were being review in this particular chapter. Moreover, the findings and relevant theoretical models by previous researchers are employed to support the hypotheses and relationship between the above said variable and mediator. In the next chapter, the explanation of research methodology of this study will be presented.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

This chapter is mainly describing research methodology of this study that includes research design, data collection, sampling design, research instrument, questionnaire, design, pilot test, data processing as well as method of analysis.

3.1 Research Design

A research design is the general plan on how to answer research questions (Saunders, Lewis and Thornhill, 2009). In addition, research design contains objectives derived from research question which specify the sources from which intend to collect data,

ethical issues and consideration of the constraints such as access to data, time, location and money (Saunders et. al., 2009).

Mainly inspired by the wine consumption behaviors (Thompson and Vourvachis, 1995; Zanten, 2005; Kim, Yang, & Lee, 2009; Li, Jia, Taylor, Bruwer and Li, 2011; Jones and Reis, 2011; James and Christodoulidou, 2011) the primary objective of the study is to investigate the factors influencing sport drinks consumption with the mediation roles of behavioral intention in Malaysia. In this research study, all items intended to measure the variables were adopted and modified from previous validated instruments - Zanten's (2005) study on factors that influence wine consumption behavior. With the similar methodology approaches employed in previous studies (Thompson et. al., 1995; Zanten, 2005; James et. al., 2011), quantitative research and causal research approach were again followed in this study for examine the hypotheses.

Simultaneously the application of the original theoretical framework that is Ajzen and Fishbein's (1975) Theory of Reasoned Action from previous literatures and tested data analysis was also extended and modified to be employed in this study. Likewise, numerous previous literatures could be found on Ajzen and Fishbein's (1975) Theory of Reasoned Action (Fishbein and Ajzen, 1980; Ajzen, 1991; Ajzen, 2005; Ajzen, 2011) and the relevance tested data analyses could be found in the study of Thompson and Vourvachis (1995), Zanten (2005) and, James and Christodoulidou (2011). As for this research study, research design was developed to target the consumers' attitudes and subjective norm towards sport drinks consumption with a focus upon the beliefs held by consumers towards sport drink consumption behavior.

Furthermore, descriptive and explanatory analysis will be used to support in this study where descriptive analysis is aim to describe the characteristics of the population (Saunders et. al., 2009) and explanatory analysis is aim to establish and explain relationship between variables (Saunders et. al., 2009).

3.1.1 Quantitative Research

Quantitative research is defined as the research that involves the use of structured questions in which the response options have been predetermined and a large number of respondents are involved (Burn & Bush, 2006) It is aim to set specific boundaries for a phenomena into measureable or common categories that could be applied to all of the subjects or wider and similar situation (Winter, 2000). In addition, the findings of quantitative research could be treated as conclusive and used to recommend a final course of action with usually descriptive in nature (Malhotra & Peterson, 2006). Moreover, the findings from the quantitative research could be predictive, explanatory, and confirming (Williams, 2011). it could generalize a research finding when it has been replicated on many different populations and subpopulations (Zikmund, W, Lowe, Winzar, & Babin, 2011). Simultaneously, it enable construct a situation which eliminates the confounding influence of many variables, allowing one to more credibly establish cause and effect relationship (Weisberg, Te'eni, & Arman, 2011). However, knowledge produced through quantitative research might be too abstract and general for direct application to specific local situations, contexts, and individuals (Malhotra & Peterson, 2006). This study used as questionnaire which the response options have been predetermined and 384 respondents were involved. Therefore, quantitative research is employed for this research study.

3.1.2 Causal Research

Causal research, as the name specifies, tried to determine the cause underlying a given behavior. This approach is mostly used to find and describe the cause and effect relationship between variables (Weisberg, Te'eni, & Arman, 2011). It required sharply defined problem (Zikmund, W, Lowe, Winzar, & Babin, 2011). It seeks to

determine how the dependent variable changes with the variations in the independent variables (Zikmund, Babin, Carr, & Griffin, 2012). As the problem of this research study has been narrowly defined,

- Whether the independent variables (attitudes toward behavior and subjective norm) influence the dependent variable (Generation Y's sport drinks consumption behavior);
- Whether the antecedents (behavioral belief, outcome evaluation, normative belief and motivation to comply) facilitate independent variable (attitude toward behavior and subjective norm) to influence the dependent variable (Generation Y's sport drinks consumption behavior);
- Whether the behavioral intention mediating independent variable (attitude toward behavior and subjective norm) and dependent variable (Generation Y's sport drinks consumption behavior).

Thus causal research is appropriate to be used in this research study.

On the other hand, descriptive research approach is a basic research method that examines the situation, as it exists in its current state (Williams, 2011). Moreover, descriptive research involves identification of attributes of a particular phenomenon based on an observational basis, or the exploration of correlation between two or more phonemena (Williams, 2011). Several research methods exist to conduct quantitative research. For instance in descriptive research method, correlational, developmental design, observational studies, and survey research are used (Williams, 2011). However, these research method may also used in various degrees with causal research (Williams, 2011).

3.2 Data Collection Method

In mentioned about the data collection, primary data and secondary data collecting method will be one of the most popular data collection methods and which extended to be employed in this research study. These data are collected solely for the purpose of conducting statistical analysis in fulfilling this research project on investigation of factor influencing the target respondents'(that is the Generation Y) sport drink consumption with a focus upon the behavioral and normative beliefs held by the target respondents towards the sport drink consumption behavior.

3.2.1 Primary Data Collection

One of the main primary data collection instruments in social research is through the survey questionnaire (Bowling, 2005) and primary data could be described as the data collected specifically for the research being undertaken (Saunder et. al., 2009). In this research study, primary data is collected through the self-administered type of questionnaire. According to Saunder et al. (2009), self-administered types of questionnaire could be administered electronically using Internet (Kim, & Kim, 2010; Aljukhadar & Senecal, 2011; Wang, Yu, & Wei, 2012), delivered questionnaire personally to each respondent (Sharma and Narang, 2011; Rose, Deros, & Rahman, 2013; Shahzad, Khattak, Khattak, & Shahzad, 2015) and collected later or posted to respondents who return them by post after completion (Hutchison, Fleischman, & Johnson, 2014).

While the method of questionnaire administered electronically using Internet has been selected as the most effective and convenience alternative to obtain the primary data in this research study (Shannon, Johnson, Searcy, & Lott, 2002). Solely because of

electronic survey is widespread with reduce processing cost (Hutchison, Fleischman, & Johnson, 2014; Shannon et. al., 2002).

According to Hox and Bojie (2005), a distinction that involves all primary data collection technique is that between data that are solicited and data that are spontaneous. In experiments, surveys and much qualitative research, stimulus (for instance, survey question or open question) will be taken place to elicit information for the research subjects (Hox & Bojie, 2005).

3.2.2 Secondary Data Collection

Secondary data refers to those data which has been collected by others for the purposes other than solving problems and this type of data could be obtained by accessing the secondary sources such as previous studies, official statistics, books and so forth (Tasić & Feruh, 2012). Secondary data analysis is able to provide a more in-depth view of the problems on hand and the future primary data that are to be collected (Smith, Ayanian, Covinsky, Landon, McCarthy, Wee, et. al., 2011).

EBSC Host, ProQuest, Emarald, Google Scholar, Euromonitor online databases were primarily used due to the nature of easy and low cost accessibility, and time saving. Moreover, Internet search engines such as Google and Yahoo were also used to obtain for secondary data. Besides, reference books are also used for support the theories and terminologies for this research study.

3.3 Sampling Design

In a sampling survey, the major statistical components are referred to as the sample design and include both the sampling plan and the estimation procedures (Levy & Lemeshow, 2013). While a sampling plan is the methodology used for selecting the sample from the population (Levy et. al., 2013) and the estimation procedures are the algorithms or formulas used for obtaining the estimates of population values from the sample data and for estimating the reliability of these population estimates (Levy et. al., 2013). Sampling is the data collection process from a manageable size of whole population which people are sharing common set of characteristic within the group (Saunders et. al., 2009; Levy et. al., 2013). Moreover, the sampling enable researchers to reduce the amount of data that need to collect and sample results obtained is represented as sub group from entire population (Saunders et. al., 2009) which is particular useful when there is impossible to collect all the data from the whole population due to constraint of time, budget and accessibility (Saunders et. al., 2009).

3.3.1 Target Population

On the other hand, the target population is referred to the entire set of individuals to which findings of the survey are to be extrapolated (Levy et. al., 2013) and a collection of elements about which researchers wish to make an inference (Scheaffer, Mendenhall, & Gerow, 2011). To more specifically, target population is indicated to the specific and complete group that related to the research study (Zikmund, 2003). As mentioned earlier in this study, 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 (Li et. al., 2011; Agnoli, Begalli, & Capitello, 2011; Fountain

& Lamb, 2011; Shahzad et. al., 2015) and organic food consumption (Thambiah, Khin, Muthaiyah, & Yen, 2015). Moreover, trade sources have discovered that the Generation Y is contributed the major growth of the sport drinks market (AAFC, 2011). Hence, Generation Y is being targeted as target population for this study.

3.3.2 Sampling Frame and Location

While to accomplish the goal of sampling, a list should be available from which the sample could be selected and such list is called sampling frame which also referred to a complete list of all the cases in the population from which the sample will be drawn (Saunders et. al., 2009; Levy et. al., 2013). A sampling frame does not have to list all elements in the population (Levy et. al., 2013) but the working population which eventually provides units involved in analysis must be catered (Bryman & Bell, 2011; Zikmund, Babin, Carr, & Griffin, 2012), thus a listing of Generation Y consumers is constructed as sampling frame for this research study. A total of 384 Generation Y respondents whose age range within 15 to 34 year-old were sampled from the population residing in Malaysia and questionnaires are randomly distributed.

3.3.3 Sampling Elements

Furthermore, the individual members of the population whose characteristics are to be measured are very important and this is what the researchers called sampling element (Scheaffer et. al., 2011; Levy et. al., 2013). In this research study, sampling element is referred to Generation Y consumers who have consumed sport drinks and manage

to provide evaluation of one's beliefs toward his/her sport drinks consumption behavior. Thus the research objective on the relationship between (both behavioral and normative) beliefs and behavioral intention of sport drink consumption in Malaysia is able to be examined.

3.3.4 Sampling Technique

In the similar studies (Ottman, 2007; Do Paço, Ferreira, Raposo, Rodrigues, & Dinis, 2011; Eze & Ndubisi, 2013), convenience sampling is selected for this study which is under the category of non-probability sampling technique (Saunders et. al., 2009; Henley, Raffin, & Caemmerer, 2011). A non-probability sampling technique is defined as sampling technique that provide a range of techniques to select sample according to personal own subjective judgment (Saunders et. al., 2009; Levy et. al., 2013) and convenience (Zikmund et. al., 2012). To more specifically, a non-probability technique like convenience sampling enables researchers the easiest and quickest way to obtain the sample size (Saunders et. al., 2009; Levy et. al., 2013). Even though, the findings of non-probability sampling technique may not be generalizable, numerous researchers have remarked that convenience sampling is an appropriate sampling method (Sekaran and Bougie, 2010; Malhotra, 2010).

3.3.4.1 Convenience Sampling

As the name suggests, convenience sampling refer to sampling by obtaining people or units that are conveniently available (Zikmund et. al., 2012). By employ this technique, researchers are manage to obtain a large number of completed questionnaires quickly and economically or when obtaining a sample through other

means is impractical (Zikmund, 2003; Zikmund et. al., 2012). Typically, this sampling technique is used by cross cultural differences in consumer behavior (Zikmund et. al., 2012) and this is particular important for a multi-racial country like Malaysia. Further adding to the convenience, cross cultural research often defines "culture" in term of nations, which are easier to identify and obtain statistic for, even though many nations included several cultures and some people (especially Generation Y) in a given nation may be more involved with international business or academic community than with a particular ethnic culture, hereby the use of convenience sampling limits how well the research represent the intended population (Zikmund et. al., 2012).

3.3.5 Sample Size

In relation to sample size, the constraint of time and budget need to be taken into the consideration when determine the sample size (Saunders et. al., 2009). A sample size is indicated to the number of respondents in this particular research study. According to Euromonitor (2014), Malaysia's population is growing rapidly and reached 29.7 million in year 2013 and this young population country is consist of numerous functional drink cohorts which reported more than half of its total population and cohorts' age is range from 15 to 34 year-old (AAFC, 2011). Therefore, the sample sizes of 384 respondents from population more than 10 million at the 95% confidence level (as shown in Table 3.1) is acceptable (Saunder et. al., 2009).

Table 3.1: Sample Sizes for Different Sizes of Population at a 95 Confidence level

Population	**Margin of Error**			
	5%	**3%**	**2%**	**1%**
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
200	132	168	185	196
250	151	203	226	244
300	168	234	267	291
400	196	291	343	384
500	217	340	414	475
750	254	440	571	696
1,000	278	516	706	906
2,000	322	696	1,091	1,655
5,000	357	879	1,622	3,288
10,000	370	964	1,936	4,899
100,000	383	1,056	2,345	8,762
1,000,000	384	1,066	2,395	9,513
10,000,000	384	1,067	2,400	9,595

Note: Adapted from Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students* (5th ed.). Prentice Hall: Financial Times.

3.4 Research Instrument

Research instrument like questionnaire is the most common used in various research studies (Malhotra, 2004). It aims to translate the precious information found in studies into a set of related questions, thus respondents will enable to answer it easily by their own (Rossi, Wright, & Anderson, 2013). Moreover, it is the quickest and cheapest way to collect specific and accurate data from large amount of respondents (Malhotra, 2004).

3.4.1 Questionnaire Design

In selecting the questionnaire design, self administered questionnaire is the most common method (Rossi, Wright, & Anderson, 2013) and been selected in this research study. A questionnaire is referring to a set of questions constructed to obtain primary source to be used in the descriptive and explanatory research (Zikmund, 2003; Saunders et. al., 2009; Levy et. al., 2013). It is crucial to ensure the questionnaire design is collecting workable responses from the respondents in order to answer the postulate research questions and then to achieve research objectives (Zikmund, 2003). While researchers also found that the questionnaire design will directly affect the performance of the research studies in term of response rate, reliability and validity of the data (Saunders et. al., 2009; Levy et. al., 2013). On the other hand, the questionnaire is employed closed-ended form which collected data could be easily transformed into statistical form for future analysis through Statistical Package of Social Science (SPSS) Version 22.0.

The questionnaire for this study is designed to find out the factors influence respondents' attitude and subjective norm toward sport drinks consumption. Moreover, it is also designated to find out the impact of beliefs held by respondents towards sport drinks consumption, and the mediating effect of behavioral intention

between attitudes toward behavior, subjective norms, and sport drinks consumption behavior.

For the purpose of this research study, all the questions stated in the questionnaire were developed based on the literature reviewed. The questionnaire was divided into two major sections where section A will focus on the demographic profiles of the participants that seek information regarding the participants' gender, age, race, education level and their frequency of consuming sport drinks.

Section B was subdivided into eight sections which include about the attitude toward action, (behavioral) beliefs, evaluation of outcomes, subjective norms, normative beliefs, motivation to comply, behavioral intention and behavior. All the construct measurements for each section will be examined. The questions for each section will be recorded separately in order to study the influence of attitudinal and social toward the target respondents' sport drinks consumption behavior. Five-point Likert scale (1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree) will be used to construct the questions in Section B as the response could be easily quantified for immediate analysis and respondents could easily answer the questionnaire through the degree of agreement.

Lastly the questionnaire will be pretested as to improve its quality and then distributed using non-probability sampling technique by convenience sampling (Saunders et. al., 2009; Levy et. al., 2013) through online.

Source of Questionnaire

Variables	Sample of items	Adopted from	original question
Attitudes toward behavior	My sport drinks consumption is **reasonable and practicable for me**.	Thompson & Vourvachis, 1995	my drinking wine in the next month is: foolish / **sensible**
		Zanten, 2005	my drinking wine in the next month is (will have) : foolish / **sensible**
		James & Christodoulidou, 2011	my drinking wine in the next month is: foolish / **sensible**
	My sport drinks consumption is **beneficial for me**.	Thompson et. al., 1995	my drinking wine in the next month is: harmful / **beneficial**
		Zanten, 2005	my drinking wine in the next month is (will have) : harmful / **beneficial**
		James et. al., 2011	my drinking wine in the next month is: harmful / **beneficial**
	My sport drinks consumption is **good consequence for me.**	Thompson et. al., 1995	my drinking wine in the next month is: bad consequence / **good consequence**
		Zanten, 2005	my drinking wine in the next month is (will have) : bad consequence / **good consequence**
		James et. al., 2011	my drinking wine in the next month is: bad consequence / **good consequence**

Source: Developed for research

Source of Questionnaire (Continue…)

Variables	Sample of items	Adopted from	original question
Behavioral Beliefs	Sport drinks is **good for rehydration**.	Thompson et. al., 1995	wine is **good for my health**.
		Zanten, 2005	wine is **good for my health**.
		James et. al., 2011	wine is **good for my health.**
		Shirreffs, 2003	Sport drink is **good for rehydration to retain healthy**
	Sport drinks **goes well with food**	Thompson et. al., 1995	Wine is **only accompany meals**.
		Zanten, 2005	wine **goes well with food**.
		James et. al., 2011	wine **goes well with food**.
	sport drink has **good taste/flavor**	Thompson et. al., 1995	wine has **better taste** than others drinks.
		Zanten, 2005	wine has **variety of taste/flavours**
		James et. al., 2011	wine **has good taste/flavor**.
	Consuming sport drinks is **extended my exercise performance.**	Thompson et. al., 1995	wine is **sociable**.
		Zanten, 2005	wine is **sociable.**
		James et. al., 2011	wine is **sociable/fun**.
		Shirreffs, 2003	Sport drink is **sociable** and **extended exercise performance**
	Consuming sport drinks is **sophisticated**.	Thompson et. al., 1995	wine is **sophisticated** for special occasions.
		Zanten, 2005	wine is **sophisticated** with better taste enjoyment.
		James et. al., 2011	wine is **sophisticated**.

Source: Developed for research

Source of Questionnaire (Continue…)

Variables	Sample of items	Adopted from	original question
Outcome Evaluation	When consuming sport drinks, **health concern is important for me.**	Thompson et. al., 1995	**Health concern** when drinking alcoholic beverage is: extremely unimportant to me/extremely important to me
		Zanten, 2005	**Health concern** when drinking alcoholic beverage is: extremely unimportant to me/extremely important to me
		James et. al., 2011	**Health concern** when drinking alcoholic beverage is: extremely unimportant to me/extremely important to me
	When consuming sport drinks, **taste/flavor enjoyment is important for me.**	Thompson et. al., 1995	**Taste/flavor enjoyment** when consume alcoholic beverages is: extremely unimportant to me/extremely important to me
		Zanten, 2005	**Taste/flavor enjoyment** when consume alcoholic beverages is: extremely unimportant to me/extremely important to me
		James et. al., 2011	**Taste/flavor enjoyment** when consume alcoholic beverages is: extremely unimportant to me/extremely important to me
	When consuming sport drinks, **compatibility with food is important for me.**	Thompson et. al., 1995	**Compatibility with food** when consume alcoholic beverages is: extremely unimportant to me/extremely important to me
		Zanten, 2005	**Compatibility with food** when consume alcoholic beverages is: extremely unimportant to me/extremely important to me
		James et. al., 2011	**Compatibility with food** when consume alcoholic beverages is: extremely unimportant to me/extremely important to me
	When consuming sport drinks, **extend exercise performance is important for me.**	Thompson et. al., 1995	**Sociability** when consume alcoholic beverage is: extremely unimportant to me/extremely important to me
		Zanten, 2005	**Sociability** when consume alcoholic beverage is: extremely unimportant to me/extremely important to me
		James et. al., 2011	**Sociability/fun** when consume alcoholic beverage is: extremely unimportant to me/extremely important to me
		Shirreffs, 2003	consuming sport drink **is extended exercise performance for sociability and fun.**
	When consuming sport drinks, **the feeling of sophistication is important for me.**	Thompson et. al., 1995	**The feeling of sophistication** when consume alcoholic beverage is: extremely unimportant to me/extremely important to me
		Zanten, 2005	**The feeling of sophistication** when consume alcoholic beverage is: extremely unimportant to me/extremely important to me
		James et. al., 2011	**The feeling of sophistication** when consume alcoholic beverage is: extremely unimportant to me/extremely important to me

Source: Developed for research

Source of Questionnaire (Continue…)

Variables	Sample of items	Adopted from	original question
Subjective norms	The trend of consuming sport drinks among people around me is signficance.	Zanten, 2005	The trend of drink wine among people around me is significance
	Most people who are important to me think I should consume sport drinks.	Thompson et. al., 1995	Most people who are important to me think that I should drink wine.
		Zanten, 2005	Most people who are important to me think that I should drink wine.
		James et. al., 2011	Most people who are important to me think that I should drink wine.
	People around me generally believe that sport drinks is good for rehydration.	Zanten, 2005	People around me generally believe drink wine is good.
Normative Beliefs	Most members of my family think I should drink sport drinks.	Thompson et. al., 1995	most members of my family think I should/should not drink wine in next month
		Zanten, 2005	most members of my family think I should/should not drink wine in next month
		Jame et. al., 2011	most members of my family think I should/should not drink wine in next month
	Most of my friends think I should drink sport drinks.	Thompson et. al., 1995	most of my friends think I should/should not drink wine in next month
		Zanten, 2005	most of my friends think I should/should not drink wine in next month
		Jame et. al., 2011	most of my friends think I should/should not drink wine in next month
	Most of my colleagues think I should drink sport drinks.	Thompson et. al., 1995	most of my colleagues think I should/should not drink wine in next month
		Zanten, 2005	most of my colleagues think I should/should not drink wine in next month
		Jame et. al., 2011	most of my colleagues think I should/should not drink wine in next month

Source: Developed for research

Source of Questionnaire (Continue…)

Variables	Sample of items	Adopted from	original question
Motivation to comply	I will follow / want to do what my family thinks I should do.	Thompson et. al., 1995	Generally speaking, I want to do what my family thinks I should do: not at all/very much
		Zanten, 2005	Generally speaking, I want to do what my family thinks I should do: not at all/very much
		Jame et. al., 2011	Generally speaking, I want to do what my family thinks I should do: not at all/very much
	I will follow / want to do what my friends think I should do.	Thompson et. al., 1995	Generally speaking, I want to do what my friends think I should do: not at all/very much
		Zanten, 2005	Generally speaking, I want to do what my friends think I should do: not at all/very much
		Jame et. al., 2011	Generally speaking, I want to do what my friends think I should do: not at all/very much
	I will follow / want to do what my colleagues think I should do	Thompson et. al., 1995	Generally speaking, I want to do what my colleagues think I should do: not at all/very much
		Zanten, 2005	Generally speaking, I want to do what my colleagues think I should do: not at all/very much
		Jame et. al., 2011	Generally speaking, I want to do what my colleagues think I should do: not at all/very much

Source: Developed for research

Source of Questionnaire (Continue…)

Variables	Sample of items	Adopted from	original question
Behavioral Intention	I am willing to consume sport drinks in the future	Zanten, 2005	Sometime in the next month I intend to drink wine: range from extremely unlikely to extremely likely
	I am willing to consume sport drinks in regular basic	Zanten, 2005	Sometime in the next month I intend to drink wine: range from extremely unlikely to extremely likely
	I would also recommend others to consume sport drinks	Zanten, 2005	I would also recommend others to drink wines.
Behavior	I usually consume sport drinks for my thirst quench purpose.	Zanten, 2005	frequency of wine drinking. Range from never/once a day
	I usually consume sport drinks when I am physically active.	Shirreffs, 2003	I usually consume sport drinks when I am physically active.
	I am often consume sport drinks for rapid rehydration purpose.	Shirreffs, 2003	I am often consume sport drinks for rapid rehydration purpose.

Source: Developed for research

3.4.2 Pilot Test

Pilot test will be conducted before the actual distribution of questionnaire to the respondents. The main reason of pilot test is to refine questionnaire that enable respondents do not have any problems when respond to questionnaire meanwhile to obtain some assessment of the questions' validity and reliability of the data (Saunders et al., 2009; Grimm, 2010). According to Saunders et al. (2009), the number of people in the pilot test are depend on research questions, objectives, sample size and other resources such as time and money. Meanwhile, researcher was able to gather some useful opinion regarding the design of questionnaire from target respondent. Moreover, the problem or error at the early stage is able to minimize through the pilot test. If there are any errors or problems from the questionnaire, correction will be taken after the pilot test, then only the modified questionnaire is distributed (to the target respondents). Hence, it is important to carry out the pilot test before the actual distribution of questionnaire survey.

In this research study, pilot test was conducted using 30 sets of questionnaire and were distributed for the reliability analysis purpose and reliability test were conducted by SPSS Version 22.0 software. Moreover, Cronbach's Alpha was employed in order to determine the reliability of the result of the pilot test. According to Sekaran and Bougie (2010), the result is reliable as the Cronbach's Alpha for each constructs measured is more than 0.6, which prove that there is a satisfactory internal consistency reliability.

Table 3.2 Cronbach Alpha for Pilot test

No.	Variable	Cronbach's Alpha	No of Items
1	Attitudes toward Behavior	0.808	3
2	Behavioral Beliefs	0.856	5
3	Outcome Evaluations	0.752	5
4	Subjective Norms	0.799	3
5	Normative Beliefs	0.935	3
6	Motivation to Comply	0.981	3
7	Purchase Intention / Behavioral Intention	0.854	3
8	Behaviors	0.864	3

Source: Developed for research

3.5 Measurement Scales

The aim of quantitative research is to obtain greater understanding of the relationship among the variables in populations (Ary, Jacobs, Sorensen, & Walker, 2013). Thus selecting appropriate and useful measuring instruments is critical to success of any educational research study (Zikmund et. al., 2012; Ary et. al., 2013). The most common of measurement scales will be Steven's Scale of Measurement which consists of four categories: nominal scale, ordinal scale, interval scale, and ratio scale (Boone & Boone, 2012; Ary et. al., 2013). While for the assessment of attitudes in this study, Likert scale which create an attitudinal measurement scale is necessary to be employed (Boone et. al., 2012).

3.5.1 Nominal Scale

A nominal scale is merely to differentiate the categories that comprise a given variable (Saunders et. al., 2009). In more specifically, nominal scale could simply be called label which used to labeling variables (Zikmund et. al., 2012). Nominal scales for example such as male or female, marital status, religion, race, and education, are common used in the research study (Saunders et. al., 2009). In this research study, nominal scale is used to differentiate the categories of gender, races, and one's education level.

3.5.2 Ordinal Scale

On the other hand, ordinal scales are typically measures of non-numeric concepts like satisfaction, happiness, discomfort and other (Zikmund et. al., 2012). Ordinal scales provide good information about the order of choices, such as in a customer satisfaction survey (Zikmund et. al., 2012; Ary et. al., 2013). The best way to determine central tendency on a set of ordinal data is to use the mode or median while the mean could not defined from an ordinal set (Ary et. al., 2013).

3.5.3 Interval Scale

In contrast, interval scales are numeric scales in which researchers are able to know only the order but also the exact differences between the values (Zikmund et. al., 2012; Ary et. al., 2013). In this research study, interval scale is used to measure age range and frequency distribution on sport drink consumption.

3.5.4 Ratio Scale

Besides, ratio scales are ultimate nirvana when it comes to measurement scales because researchers are being informed about the order and the exact value between the units, and they also have an absolute zero which allow for a wide range of both descriptive and inferential statistic to be applied (Zikmund et. al., 2012) In addition, ratio scales provide a wealth of possibilities when it comes to statistical analysis. These variables can be meaningfully ratio by added, subtracted, multiplied, divided (Zikmund et. al., 2012; Ary et. al., 2013).

3.5.5 Likert-type Scale

Lastly, the attitudinal scale that is Likert-type scale will be used to elaborate and determine individual's beliefs, attitude and behavioral intention toward specific abstract or concrete object or to be more specifically the sport drink consumption behavior in this research study (Balasubramanian, 2012). Likert-type scale is most popular form of attitude measurement which developed by Rensis Likert (1932) whose original procedure was designed to collect interval-level data (Balasubramanian, 2012). It is the most widely used method of scale construction because of its relative ease of construction, it use of fewer statistical assumptions, and no judges are required in compare with others scaling techniques (Balasubramanian, 2012; Ary et. al., 2013). However, Likert scales are a non-comparative scaling technique and are uni-dimensional in nature (Balasubramanian, 2012; Ary et. al., 2013). Respondents are asked to indicate their level of agreement with a given statement by way of an ordinal scale and usually on a four, five, six or seven point rating scale (Saunders et. al, 2009; Ary et. al., 2013). The point given for each response depend on whether the statement is positive or negative (Balasubramanian,

2012). The individual who strongly agrees with a positive statement get maximum points; one who strongly disagrees with a positive statement get the minimum point. (Balasubramanian, 2012). For the purpose of scoring, assign the numerical value of 5 to strongly agree, 4 to agree, 3 to neutral, 2 to disagree and 1 to strongly disagree (Balasubramanian, 2012). In this study, Likert-type scale will apply on the independent variables, mediator, and dependent variables in the questionnaire.

3.6 Data Processing

Data processing is defined as the process to convert the raw data into a format that suitable for analysis (Zikmund et. al., 2012). After collecting all questionnaires (that is 384 set of primary data), these precise quantitative data will be converted into an interpretive form by using several types of data analysis technique. Thus researchers are enabling to justify the hypotheses and further understand about the data through the result of data analysis from SPSS (Version 22.0).

3.6.1 Data Editing

Data editing is crucial to ensure the accuracy and consistency of collected information. It aim to monitor the problems such as inconsistency or illegible of questionnaire. Thus it is necessary to conduct before computerizing the data for data analysis (Zikmund et. al., 2012).

3.6.2 Data Coding

Data coding is the process which convert the data into categories of variables for computerized interpretation (Zikmund et. al., 2012). In this study, the category scales in questionnaire have been assigned by code such as numbers for analysis purposes

(Malhotra et. al., 2006). Moreover, pre-coding has been conducted to enhance the flow of data entry process.

3.6.3 Data Transcribing

Data transcribing is the process which researcher require inputting the coded data into the computer for conducting the data testing. This step is known as keypunching which used for drop off collected survey (Malhotra et. al., 2006).

3.6.4 Data Cleaning

At last, the data cleaning will be taken place which to check the consistency and legible of data. Thus, Statistical Packages of Social Science (SPSS) program version 22.0 being used to identify whether there is out-of-range value of the data and simultaneously reveal the respondents' code that required for checking (Malhotra et. al., 2006).

3.7 Data Analysis

Statistical Package for Social Science (SPSS) Version 22.0 is one of the sophisticated computerized data analysis softwares which used for conduct the analysis and create summary on the collected data. This computerized data analysis software enables researchers to analyze the quantitative data more efficiently and effectively.

According to Sekaran (2003), the objective of data analysis is aim to getting connection with the data, analyzing the goodness of data, and analyzing the hypotheses developed from the research. As for this research study, the types of

analysis methods will be used in conducting this research include both descriptive analysis and inferential analysis.

3.7.1 Descriptive Analysis

According to Saunders et al. (2009), descriptive analysis refers to the simple transformation of data in term of its basic characteristics such as central tendency, distribution and variability. Means, modes, median, variance and standard deviation are widely used in descriptive analysis (Zikmund et. al., 2012).

In this study, descriptive analysis is used to analysis the demographic data. The overall results of the descriptive analysis were presented with suitable tables and diagrams, thus it could be easily understand by the readers.

3.7.1.1 Frequency Distribution

In addition, the results of individual variable could be presented through frequency distribution (Saunders, et. al., 2009). Frequency distribution could be presented into the form of table, bar chart, histogram, pictogram, pie chart and others for the purpose of easier to interpret (Zikmund et. al., 2012). By doing descriptive analysis, researcher was able to identify the information of demographic respondents in the research study. Hence, a table of frequency distribution and its percentages were constructed for each variable.

3.7.2 Reliability Analysis

Table 3.3 shown four approaches in assessing reliability for a research study. The term of reliability is used to refer to the degree of variable error in a measurement.

Reliability is the extent to which measurement is free of variable errors (Saunders et. al., 2009; Balasubramanian, 2012). This is reflected when repeated measure of the same stable characteristic in the same object show limited variation (Saunder et. al., 2009; Balasubramanian, 2012; Ary et. al., 2013). Moreover, a reliability analysis is refer to the extent of which data collection technique or technique will yield consistent findings, similar observations would be made or conclusions reach by other researchers or there is transparency in how sense was made from raw data (Saunders et. al., 2009).

Simultaneously, reliability is also an important indicator of measuring internal consistency and reliability analysis by employing Cronbach's Alpha to determine the correlation among the items (Saunders et al., 2009; Balasubramanian, 2012; Ary et. al., 2013). Sekaran and Bougie (2010) indicated that Cronbach's Alpha range less than 0.60 consider poor; the range above 0.60 and of 0.70 indicate the range at the level of acceptable. Besides that, the range of reliabilities over 0.8 means there is 80% consistencies in the score and considers good correlation:

Cronbach's Alpha < 0.6, unsatisfactory internal consistency reliability

Cronbach's Alpha > 0.6, satisfactory internal consistency reliability

The coefficient alpha tends to increase with an increase in the number of scale items.

Table 3.3 Approaches to assessing reliability:

S. No	Approach	Description	uses
1	Test Re-test reliability	Applying the same measure to the same objects a second time	Used to assess the consistency of a measure from one time to another
2	Alternative form reliability/parallel form	Measuring the same objects by two instruments that are designed to be as nearly alike as possible	Used to assess the consistency of the results of two tests constructed in the same way from the same content domain.
3	Internal comparison reliability/ internal consistency	Comparing the responses among the various items on a multiple-item index designed to measure homogeneous concept	Used to assess the consistency of results across items within a test.
4	Scorer reliability/ inter rater	Comparing the scores assigned by two or more judges	Used to assess the degree to which different raters/observers give consistent estimates of the same phenomenon.

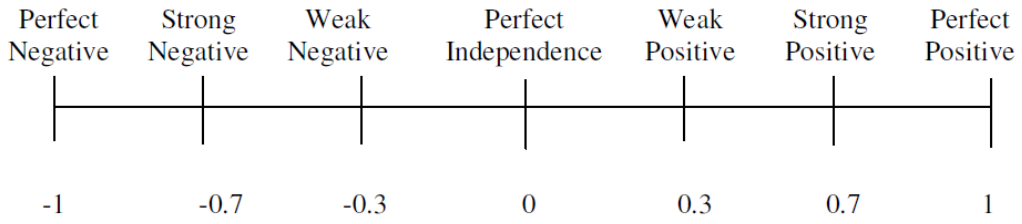
Note. Adapted from Balasubramanian, N. (2012). Likert Technique of Attitude Scale Construction in Nursing Research. *Asian J. Nursing Edu. and Research*, *2*(2), 65-69.

3.7.3 Inferential Analysis

3.7.3.1 Pearson Correlation Analysis

Saunders et al. (2009) stated that Pearson Correlation Analysis is enabled to quantify the strength of the linear relationship between two numerical or ranked variables. In this study, Pearson Correlation coefficient is used to analyze the relationship between each variable. The coefficient can take on any value between -1 and +1; the value of +1 represents a perfect positive correlation by contrast a value of -1 represents a perfect negative correlation (Saunders et al., 2009). The rules about the Pearson Correlation Analysis are shown in Figure 3.1:

Figure 3.1: Values of the Pearson Correlation Coefficient



Note. From Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students* (5th ed.). Prentice Hall: Financial Times.

In addition, the collected data is in the form of quantitative which is fulfilling the essential requirement of Pearson Correlation Analysis. Hence, Pearson Correlation Analysis is used in analyze the collected data from the questionnaire survey.

The analysis was conducted on the significance level, p value of 0.05 and:

If significance level, $p < 0.05$, reject null hypothesis (H0)

If significance level, $p > 0.05$, accept null hypothesis (H0)

3.7.3.2 Multiple Regression Analysis

Multiple Regression is described as the computing coefficient of multiple determination and regression equation using two or more independent variables or a measure of linear association that investigates a straight line relationship (Saunders et al., 2009; Zikmund, 2003). The relationship between independent variables and dependent variable can be determined using a linear equation. According to Saunders et al. (2009) and Zikmund (2003), the multiple regression equation is:

$$Y = a + bX_1 + bX_2 + bX_3 + \ldots\ldots\ldots + b_nX_n$$

Where: Y= Dependent variable

a= Constant value, the value of Y when the line cuts Y axis all X value =0

b= The slope, or change in Y for any corresponding change in one unit of X

X=Independent variables use to predict Y

Moreover, Zikmund (2003) indicated that coefficient of multiple determinations (adjusted R^2) shows the percentage of variation in Y (dependent variable) explained by variation of independent variables. Therefore, this research study will investigate the relationship between the independent variables (attitude and subjective norm) toward mediator (behavior intention) and dependent variable (sport drinks consumption). Through the analysis result, researchers are able to have better understanding of the factor influencing Generation Y sport drinks consumption.

3.8 Conclusion

In this chapter, researcher has described the detail of the methodologies such as research design, data collection, sampling design, research instrument and data processing method which applied in this research. Researcher will investigate the data obtained through the questionnaire from respondents and perform the results of data analysis.

CHAPTER 4

DATA ANALYSIS

4.0 Introduction

The data collected from target respondents through the questionnaire survey were analyzed in this chapter. These target respondents are Generation Y Malaysian who consuming sport drinks. The data were input and analyzed by using Statistical Package for Society Science (SPSS) program version 22.0. There are few parts will be discussed under this chapter, the first part will be descriptive analysis of target respondents' demographic profile, general information, consumption frequency, and central tendencies measurement of constructs. In addition, frequency tables and charts were developed which aims to explain and illustrate the statistic data collected. Besides that, the result of reliability test, Pearson Correlation and Multiple Regression will be presented in order to provide explanation and interpret on the hypotheses and lastly follow with a conclusion on the analysis.

4.1 Descriptive Analysis

4.1.1 Sport Drinks Consumption

As showed in Table 4.1 and Figure 4.1, there are 384 respondents who have consumed sport drinks participated in the questionnaire survey. In this section, there are total 4 questions will be asked under the demographic profile and these questions asked included gender, age group, race, and education level.

Table 4.1: Have you ever consume any sport drinks?

Have you ever consume any sport drinks?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	384	100.0	100.0	100.0

Source: Developed for research

Figure 4.1: Respondents (n = 384)

Source: Developed for research

4.1.2 Respondent Demographic Profile

4.1.2.1 Gender

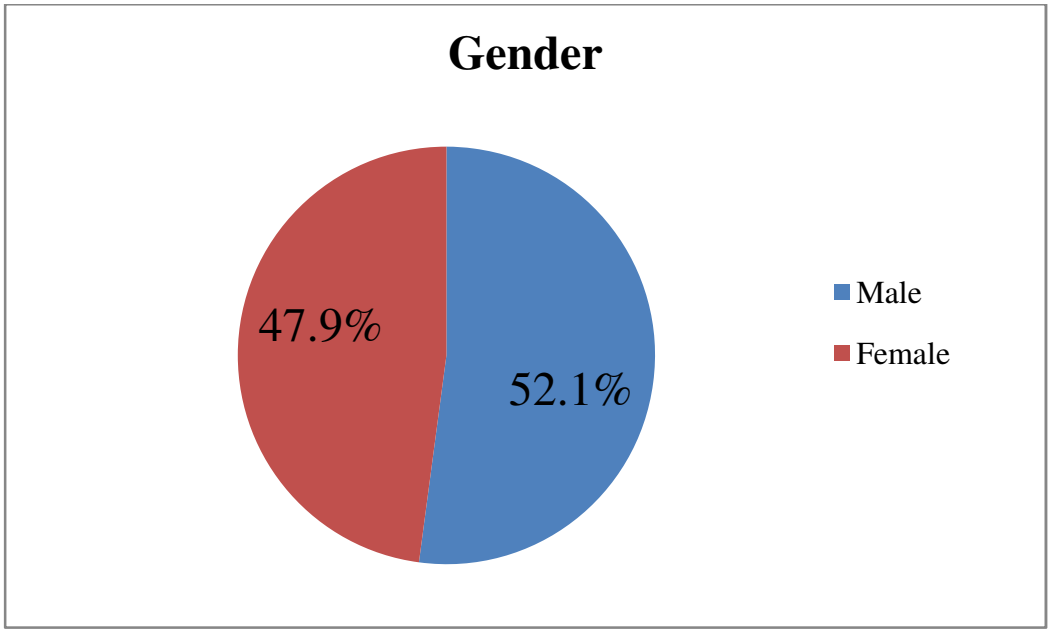
Table 4.2: Gender (n=384)

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	200	52.1	52.1	52.1
	Female	184	47.9	47.9	100.0
	Total	384	100.0	100.0	

Source: Developed for research

Figure 4.2: Gender (n=384)



Source: Developed for research

The proportions of male and female respondents were shown in the Table 4.2 and Figure 4.2. According to the table, it could be seen that most of respondents are males, which comprises of 200 respondents or 52.1% of the total sample. While the rest of the respondents are females and it comprise of 184 respondents or 47.9% of the total sample.

4.1.2.2 Age Group

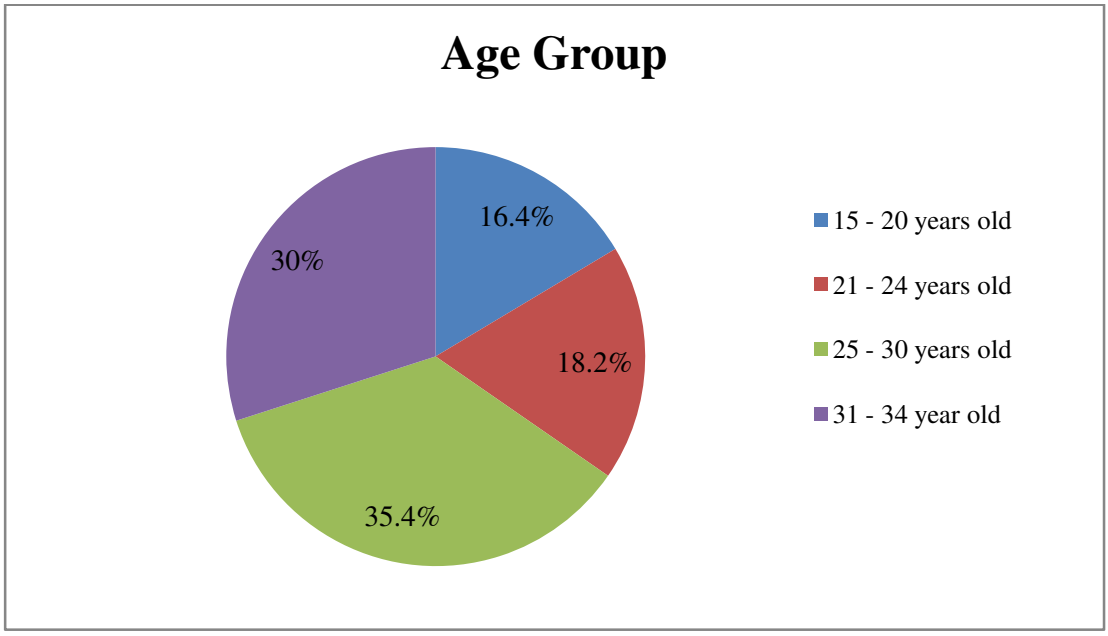
Table 4.3: Age Group (n=384)

Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 20 years old	63	16.4	16.4	16.4
	21 - 24 years old	70	18.2	18.2	34.6
	25 - 30 years old	136	35.4	35.4	70.0
	31 - 34 year old	115	30.0	30.0	100.0
	Total	384	100.0	100.0	

Source: Developed for research

Figure 4.3: Age Group (n=384)



Source: Developed for research

The result showed in the Table 4.3 and Figure 4.3 illustrates four age groups that fall within the age range of Generation Y. The respondents who are between 25 to 30 years old represent the highest proportion among the 384 respondents and that is 136 respondents or 35.4% of the total sample. Followed by the respondents whose age

group between 31 to 34 years old, is represent the second large age group who participate in this survey, which is 115 respondents or 30% of total sample. Furthermore, the respondents who are between 21 to 24 years old, is represent the third age group who actually participate in the survey and obtained 70 respondents or 18.2% of the total sample. Lastly, 63 respondents from the age groups between 15 to 20 years old obtained in the survey and their participation contributed 16.4% of the total sample which also represents the lowest proportion of the total sample.

4.1.2.3 Race

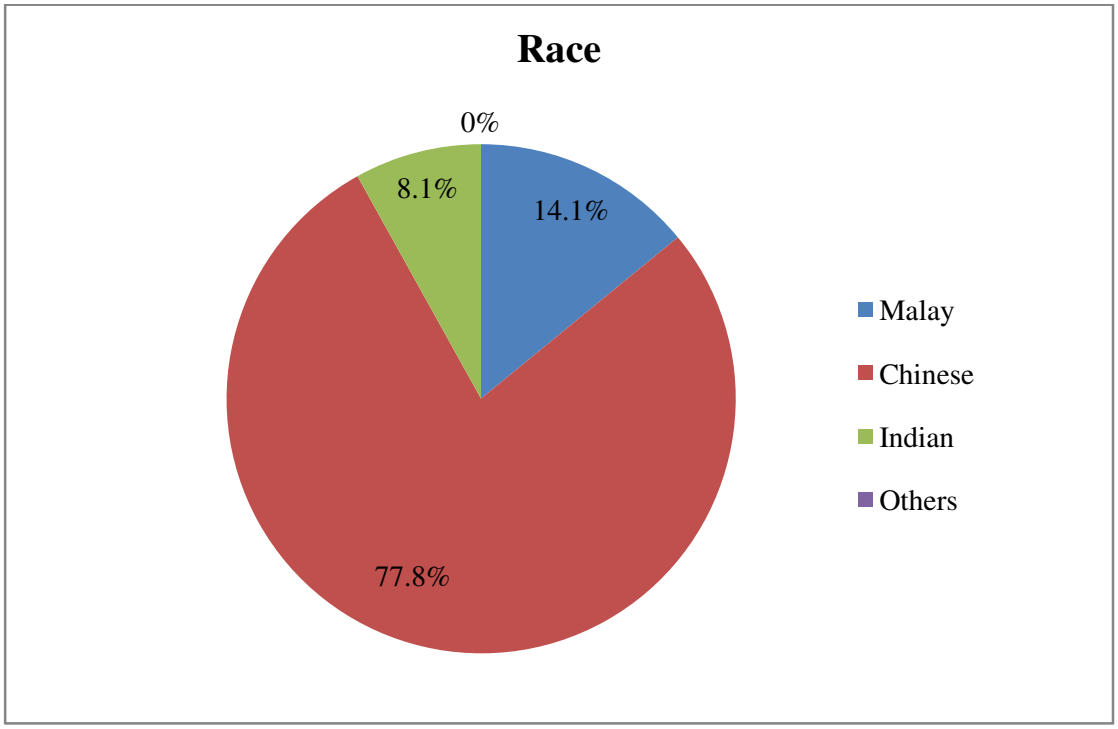
Table 4.4: Race (n=384)

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	54.0	14.1	14.1	14.1
	Chinese	299.0	77.8	77.8	91.9
	Indian	31.0	8.1	8.1	100.0
	Others	-	-	-	100.0
	Total	384.0	100.0	100.0	

Source: Developed for research

Figure 4.4: Race (n=384)



Source: Developed for research

The questionnaire survey is conducted online and provided four categories of race consist of Malay, Chinese, Indian and others. According to the result showed in Table 4.4 and Figure 4.4, there are 299 Chinese respondents, 54 Malay respondents, and 31 Indian respondents responded in this questionnaire survey. Among the sample collected, Chinese respondents represent the majority respondents who actually participate in this survey and comprise of 77.8% of the total sample. Subsequently, response obtaining from Malay respondents is 14.1% and 8.1% from Indian respondents overall.

4.1.2.4 Education Level

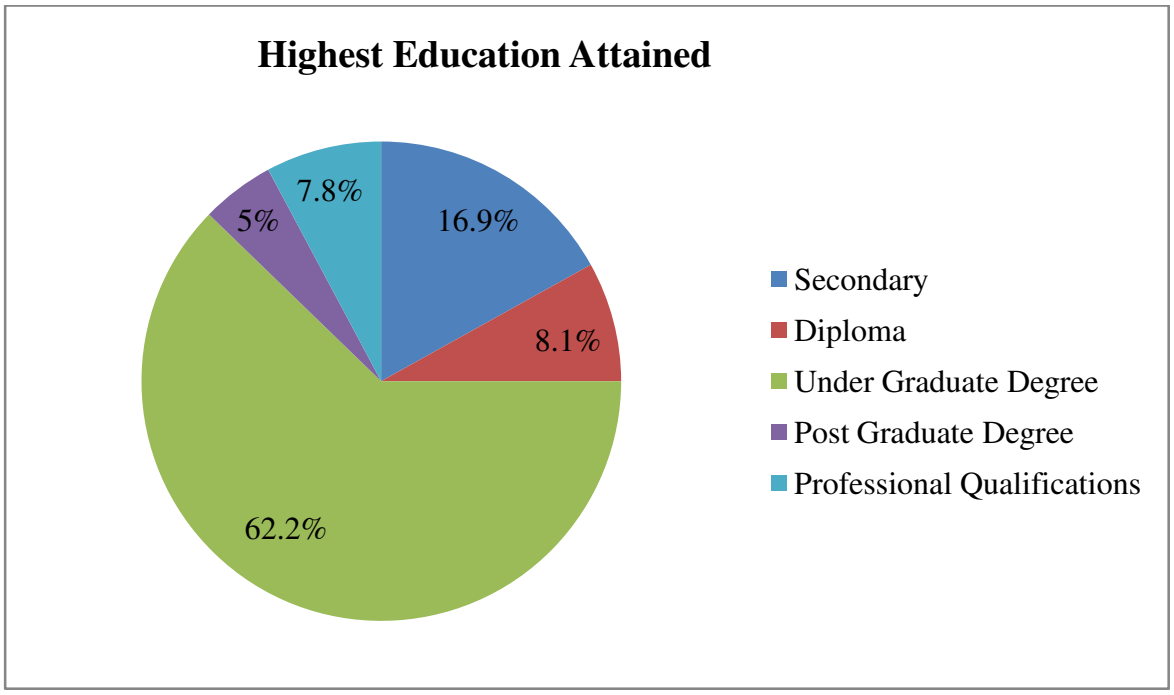
Table 4.5: Highest education attained (n=384)

Highest education attained

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary	65	16.9	16.9	16.9
	Diploma	31	8.1	8.1	25.0
	Under Graduate Degree	239	62.2	62.2	87.2
	Post Graduate Degree	19	5.0	5.0	92.2
	Professional Qualifications	30	7.8	7.8	100.0
	Total	384	100.0	100.0	

Source: Developed for research

Figure 4.5: Highest education attained (n=384)



Source: Developed for research

According to the result showed in Table 4.5 and Figure 4.5, all respondents have attained certain level of qualification. Out of the 384 respondents collected, there are 239 respondents have completed their undergraduate degree which comprise of 62.2% of the total sample. On the other hands, 16.9% of the total sample or 65 respondents have completed secondary school education. Subsequently, 31 respondents or 8.1% of the total sample have completed their diploma and 30 respondents or 7.8% of the total sample have obtained their professional qualifications. Lastly, 19 respondents or 5% of the total sample have completed their postgraduate studies.

4.1.2.5 Sport Drinks Consumption Frequency

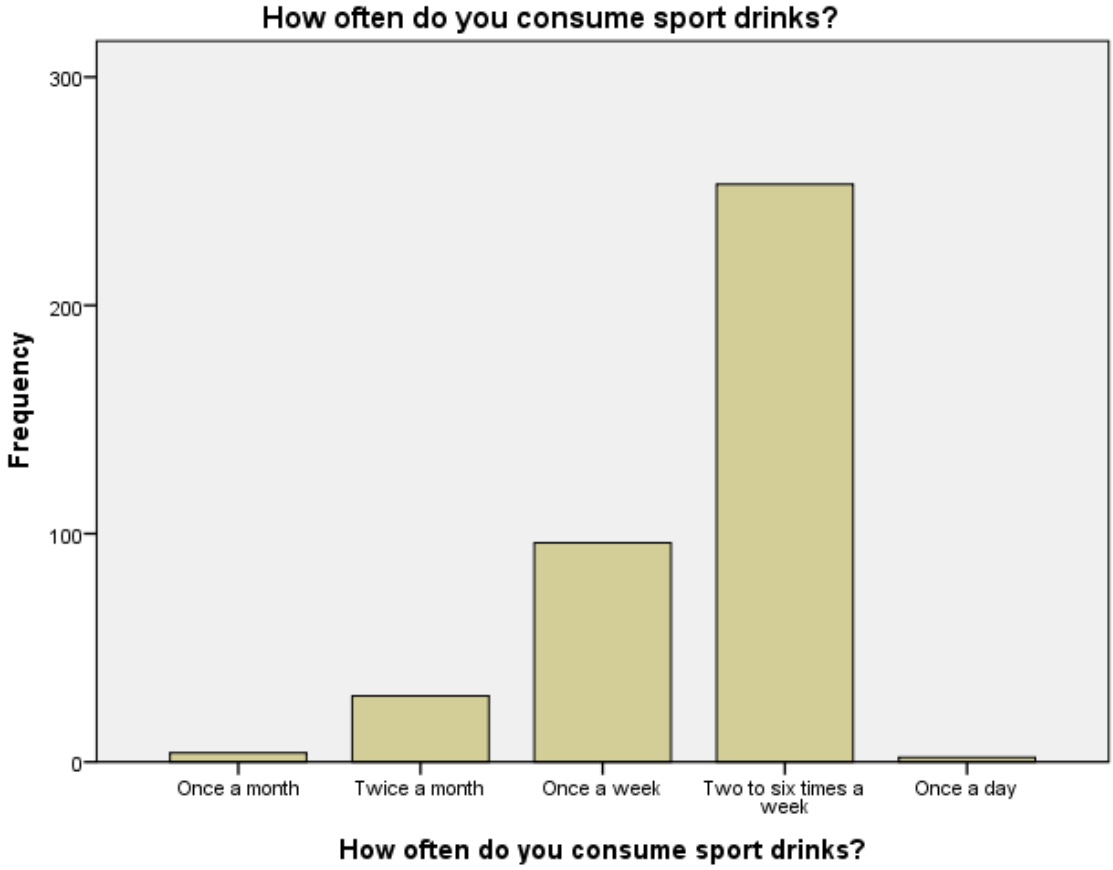
Table 4.6: Sport drinks consumption frequency (n=384)

How often do you consume sport drinks?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a month	4	1.0	1.0	1.0
	Twice a month	29	7.6	7.6	8.6
	Once a week	96	25.0	25.0	33.6
	Two to six times a week	253	65.9	65.9	99.5
	Once a day	2	.5	.5	100.0
	Total	384	100.0	100.0	

Source: Developed for research

Figure 4.6: Sport drinks consumption frequency (n=384)



Source: Developed for research

Table 4.6 and Figure 4.6 illustrate the sport drinks consumption frequency of the respondents. Most of the respondents agreed that they often consume sport drinks by two to six times a week and to more specifically, 253 respondents or 65.9% of the total sample are reported. On the other hand, 96 respondents given that they often consume sport drinks once a week and 29 respondents reported that they usually consume sport drinks twice a month. Moreover, 2 respondents answered that they consume sport drinks once a day. In contrast, there are 4 respondents replied that they only consume sport drinks once a month.

4.1.3 Central Tendencies Measurement of Constructs

The central tendency measurement is used to analyze the mean scores for all the interval scaled constructs. There are 28 items were analyzed and each of its mean score were obtained through the SPSS 22.0. All the constructs were tapped on five-point Likert Scales which range from (1) strongly disagree to (5) strongly agree.

4.1.3.1 Attitudes toward Behavior

Table 4.7: Central Tendencies Measurement of "Attitude toward Behavior" (n = 384)

Statement	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Standard Deviation	Ranking
My sport drinks consumption is reasonable and practicable for me.	-	-	4.90	64.60	30.50	4.26	0.54	1st
My sport drinks consumption is beneficial for me.	-	9.90	-	79.40	10.70	3.91	0.70	2nd
My sport drinks consumption is good consequence for me.	-	10.70	0.30	78.60	10.40	3.89	0.72	3rd

Source: Developed for research

(SD – Strongly Disagree; D – Disagree; N – Neutral; A – Agree; SA – Strongly Agree)

On the Table 4.7, the statement of "My sport drinks consumption is reasonable and practicable for me" scored the highest mean of 4.26 among the 3 statements. Moreover, 30.5% of the respondents strongly agree and 64.6% of the respondents agree with the statement. Subsequently, the 2nd rank statement is obtained 10.7% of respondents strongly agreed and 79.4% of respondents agreed. Simultaneously, the 3rd rank statement also obtained comparative high score which 10.4% of the respondents strongly agreed and 78.6% of the respondents agree with the statement.

4.1.3.1.1 Behavioral Beliefs

Table 4.8: Central Tendencies Measurement of "Behavioral Beliefs" (n = 384)

Statement	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Standard Deviation	Ranking
Sport drinks is good for rehydration.	-	-	-	86.50	13.50	4.14	0.34	1st
Sport drinks have good taste/flavor.	0.50	26.80	22.20	38.80	11.70	3.34	1.02	4th
Sport drinks goes well with food.	8.30	9.90	34.70	31.50	15.60	3.36	1.12	3rd
Consuming sport drinks is extended my exercise performance.	-	7.80	17.20	70.10	4.90	3.72	0.68	2nd
Consuming sport drinks is sophisticated.	-	50.30	25.00	24.70	-	2.74	0.83	5th

Source: Developed for research

(SD – Strongly Disagree; D – Disagree; N – Neutral; A – Agree; SA – Strongly Agree)

Table 4.8 shown that the statement of "Sport drinks is good for rehydration" is obtained a value of 4.14 for it mean and represent the highest ranking in "Behavioral Belief" which all the respondents are generally agree with the statement (13.5% with strongly agreed and the balance with agreed) . Subsequently, 2nd ranking statement is obtained mean value of 3.72 and 75% (70.1%+4.9%) of the respondents are generally agreed with; 3rd ranking statement is reported mean value of 3.36 and 47.1% (31.5%+15.6%) of the respondents generally agreed with; 4th ranking statement is achieved mean value of 3.34 and 50.5% (38.8%+11.7%) of respondents generally agreed with; Lastly, the 5th ranking statement is obtained mean value of 2.74 and only 24.7% of the respondents generally agreed with.

However, more than half (50.3%) of the respondents is disagreed with the statement that consuming sport drinks is sophisticated.

4.1.3.1.2 Outcome evaluation

Table 4.9: Central Tendencies Measurement of "Outcome Evaluation" (n = 384)

Statement	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Standard Deviation	Ranking
When consuming sport drinks health concern is important for me.	-	-	-	70.60	29.40	4.29	0.46	1st
When consuming sport drinks taste/flavor enjoyment is important for me.	3.90	29.95	31.00	29.95	5.20	3.03	0.98	5th
When consuming sport drinks compatibility with food is important for me.	-	7.50	12.50	64.60	15.40	3.88	0.75	3rd
When consuming sport drinks extended exercise performance is important for me.	-	4.95	13.80	62.24	19.01	3.95	0.72	2nd
When consuming sport drinks the feeling of sophistication is important for me.	4.95	4.95	15.40	59.60	15.10	3.75	0.94	4th

Source: Developed for research

(SD – Strongly Disagree; D – Disagree; N – Neutral; A – Agree; SA – Strongly Agree)

According to Table 4.9, the statement which the importance of health concern is achieved highest ranking in the "Outcome Evaluation" which the mean value is 4.29 and all the respondents generally agreed with the statement. Meanwhile, 81.25% (62.24%+19.01%) of the respondents given that "extended their exercise performance" is generally agreed by them and this statement has obtained mean value of 3.95 with 2nd position in the rank. Moreover, 80% (64.6%+15.4%) of the respondents replied that sport drinks is compatibility with food is important for them and the relevant statement has obtained mean value of 3.88 with 3rd position in the ranking.

Subsequently, 74.7% (59.6%+15.1%) of the respondents responded that the feeling of sophistication is important for them when they consuming sport drinks and this concern statement is reported a mean value of 3.75 with 4th position ranked among the other statement. Lastly, the statement of "when consuming sport drinks, taste/flavor enjoyment is important for me" is ranked the 5th position with a mean value of 3.03 and 35.15% (29.95%+5.20%) of the respondents are generally agreed with the statement.

4.1.3.2 Subjective Norms

Table 4.10: Central Tendencies Measurement of "Subjective Norms" (n = 384)

Statement	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Standard Deviation	Ranking
The trend of consuming sport drinks among people around me is significance.	6.30	5.50	5.70	62.20	20.30	3.85	1.01	2nd
My close friends and family members would appreciate if I consume sport drinks rather than soft drinks.	20.04	9.90	9.90	44.80	15.36	3.26	1.38	3rd
People around me generally believe that sport drinks is good for rehydration.	-	-	14.60	64.80	20.60	4.06	0.59	1st

Source: Developed for research

(SD – Strongly Disagree; D – Disagree; N – Neutral; A – Agree; SA – Strongly Agree)

In relation to Subjective Norms, Table 4.10 illustrated that the statement of "People around me generally believe that sports drinks is good for rehydration" is agreed by

85.4% (64.8%+20.6%) of the respondents and the reported mean value is 4.06. Subsequently, 82.5% (62.2%+20.3%) of the respondents agreed with the statement that "the trend of consuming sport drinks among people around me is significance" and the reported mean value for this relevance statement is 3.85. Lastly, 60.16% (44.8%+15.36%) of the respondents are generally agreed with the last statement in Subjective Norms – "My close friends and family members would appreciate if I consume sport drinks rather than soft drinks" and a value of 3.26 is represents its mean.

4.1.3.2.1 Normative Beliefs

Table 4.11: Central Tendencies Measurement of "Normative Beliefs" (n = 384)

Statement	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Standard Deviation	Ranking
Sport drinks is good for rehydration, thus most members of my family think I should drink sport drinks.	40.10	-	29.70	30.20	-	2.50	1.29	3rd
Sport drinks is good for rehydration, thus most of my friends think that I should drink sport drinks.	25.00	14.84	19.80	29.95	10.41	2.86	1.36	1st
Sport drinks is good for rehydration, thus most of my colleagues think that I should drink sport drinks.	25.00	19.80	19.80	25.00	10.40	2.76	1.35	2nd

Source: Developed for research

(SD – Strongly Disagree; D – Disagree; N – Neutral; A – Agree; SA – Strongly Agree)

The statements under Table 4.11 is aim to analyze "Normative Beliefs". The 1st ranking statement is illustrate that "Sport drinks is good for rehydration, thus most of my friends think that I should drink sport drinks" while the statement only obtained

40.36% (29.95%+10.41%) agreement from the respondents. Subsequently, 35.4% (25%+10.4%) of the respondents are generally agreed with 2nd ranked statement and 30% of the respondents are generally agreed with 3rd ranked statement. On the other hand, the reported mean value is 2.86 for 1st ranked statement, 2.76 for 2nd ranked statement and 2.5 for 3rd ranked statement.

In contrast, there is 40.1% of the respondents replied that they are strongly disagree with the relevant statement which "most members of my family think I should drink sport drinks". Moreover, one quarter of the total respondents also respond that they are strongly disagreed with both the 1st ranked and 2nd ranked statement.

4.1.3.2.2 Motivation to Comply

Table 4.12: Central Tendencies Measurement of "Motivation to Comply" (n = 384)

Statement	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Standard Deviation	Ranking
I will follow / I want to do, what my family think I should do.	15.10	14.84	24.74	34.90	10.42	3.11	1.23	2nd
I will follow / I want to do, what my friends think I should do.	15.10	14.84	9.90	49.74	10.42	3.26	1.27	1st
I will follow / I want to do, what my colleagues think I should do.	10.20	19.80	14.80	50.00	5.20	3.20	1.13	3rd

Source: Developed for research

(SD – Strongly Disagree; D – Disagree; N – Neutral; A – Agree; SA – Strongly Agree)

From Table 4.12, the mean values are 3.26 for 1st ranked statement, 3.20 for 2nd ranked statement and 3.11 for 3rd ranked statement. 60.16% (49.74%+10.42%) of the respondents generally agreed with 1st ranked statement and 45.32% (34.9%+10.42%) of the respondents generally agreed with 2nd ranked statement. Moreover, 55.2% (50%+5.2%) of the respondents is agreed with the 3rd ranked statement.

4.1.3.3 Purchase Intention / Behavioral Intention

Table 4.13: Central Tendencies Measurement of "Purchase Intention/Behavioral Intention" (n = 384)

Statement	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Standard Deviation	Ranking
I am willing to consume sport drinks in the future.	-	-	15.10	64.30	20.60	4.05	0.60	1st
I am willing to consume sport drinks on regular basis.	25.00	-	24.70	40.40	9.90	3.10	1.34	3rd
I would also recommend others to consume sport drinks.	20.10	9.90	19.80	39.80	10.40	3.11	1.31	2nd

Source: Developed for research

(SD – Strongly Disagree; D – Disagree; N – Neutral; A – Agree; SA – Strongly Agree)

The Table 4.13, the mean values could be found as 4.05 for 1st ranked statement, 3.11 for 2nd ranked statement and 3.10 for 3rd ranked statement. In addition, respondents are generally agreed with the statement under "Behavioral Intention" where 84.9% (64.3%+20.6%) of the respondents agreed with 1st ranked statement, 50.2% (39.8%+10.4%) of the respondents agreed with 2nd ranked statement and 50.3% (40.4%+9.9%) of the respondents agreed with 3rd ranked statement.

4.1.3.4 Behavior

Table 4.14: Central Tendencies Measurement of "behavior" (n=384)

Statement	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Standard Deviation	Ranking
I usually consume sport drinks for my thirst quench purpose.	-	-	15.10	64.30	20.60	4.05	0.60	1st
I usually consume sport drinks when I am physically active.	25.00	-	24.50	40.10	10.40	3.11	1.35	2nd
I am often consume sport drinks for rapid rehydration purpose.	19.80	10.20	19.50	40.10	10.40	3.11	1.30	2nd

Source: Developed for research

(SD – Strongly Disagree; D – Disagree; N – Neutral; A – Agree; SA – Strongly Agree)

According to Table 4.14, 84.9% (64.3%+20.6%) of the respondents agreed with the 1st ranked statement and the reported mean value is 4.05 for this statement. On the other hand, the balance two statements are achieved same value for their mean value that is 3.11. In between, the statement of "I usually consume sport drink when I am physically active" obtained 50.5% (40.1%+10.4%) agreement from the respondents and the statement of "I am often consume sport drinks for rapid rehydration purpose" is also achieved 50.5% (40.1%+10.4%) agreement by the respondents.

4.2 Reliability Test

Table 4.15: Results of Reliability Test (n = 384)

Category	Variable	Cronbach's Alpha	No of Items
Independent Variable	Attitude toward Behavior	0.793	3
Antecedent of Attitude	Behavioral Belief	0.674	5
	Outcome Evaluation	0.745	5
Independent Variable	Subjective Norm	0.808	3
Antecedent of Subjective Norms	Normative Belief	0.934	3
	Motivation to Comply	0.982	3
Mediator	Behavioral Intention	0.856	3
Dependent Variable	Behavior	0.856	3

Source: Developed for research

According to Saunders et. al. (2009), reliability test is an important indicator of measure for internal consistency and Cronbach's Alpha is represents one of the most popular approaches to determine the correlation among the variables. The Cronbach's Alpha below the value of 0.6 imply unsatisfactory internal consistency reliability, while above the value of 0.6 reflects there is a reliable internal consistency.

Based on the Table 4.15, the results reported that the internal reliability for each construct has ranged from 0.674 to 0.982. Cronbach's Alpha of 0.6 was set as the minimum criterion for this study. Hence, it is concluded that all items for each

construct provide satisfactory consistent result as all the constructs is reported Cronbach's Alpha more than the value of 0.6. The results has showed that the antecedent of the subjective norms had the highest Cronbach's Alpha score among all the category which "normative belief" reported 0.934 for its Cronbach's Alpha and "motivation to comply" obtained 0.982 for its Cronbach Alpha (the highest Cronbach Alpha among the all variables). Subsequently, followed by "behavioral intention" (0.856 for its Cronbach's Alpha), "behavior" (0.856 for its Cronbach's Alpha), "subjective norms" (0.808 for its Cronbach's Alpha), "attitude toward behavior" (0.793 for its Cronbach's Alpha), "outcome evaluation" (0.745 for its Cronbach's Alpha) and lastly the "behavioral beliefs" (one of the antecedent of "attitude toward behavior") is reported the 0.674 for its Cronbach's Alpha which represents the lowest among the variables.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

Table 4.16: Pearson Correlation Analysis

Correlations

		Attitude toward behavior	Behavioral Beliefs	Outcome Evaluation	Subjective Norms	Normative Beliefs	Motivation to Comply	Behavioral Intention	Behavior
Attitude toward behavior	Pearson Correlation	1	.296**	.314**	.465**	.319**	.525**	.484**	.486**
	Sig. (2-tailed)		0	0	0	0	0	0	0
	N	384	384	384	384	384	384	384	384
Behavioral beliefs	Pearson Correlation	.296**	1	.839**	.833**	.871**	.888**	.887**	.887**
	Sig. (2-tailed)	0		0	0	0	0	0	0
	N	384	384	384	384	384	384	384	384
Outcome Evaluation	Pearson Correlation	.314**	.839**	1	.892**	.850**	.802**	.824**	.823**
	Sig. (2-tailed)	0	0		0	0	0	0	0
	N	384	384	384	384	384	384	384	384
Subjective Norms	Pearson Correlation	.465**	.833**	.892**	1	.886**	.878**	.873**	.873**
	Sig. (2-tailed)	0	0	0		0	0	0	0
	N	384	384	384	384	384	384	384	384
Normative Beliefs	Pearson Correlation	.319**	.871**	.850**	.886**	1	.908**	.939**	.939**
	Sig. (2-tailed)	0	0	0	0		0	0	0
	N	384	384	384	384	384	384	384	384
Motivation to Comply	Pearson Correlation	.525**	.888**	.802**	.878**	.908**	1	.977**	.977**
	Sig. (2-tailed)	0	0	0	0	0		0	0
	N	384	384	384	384	384	384	384	384
Behavioral Intention	Pearson Correlation	.484**	.887**	.824**	.873**	.939**	.977**	1	.999**
	Sig. (2-tailed)	0	0	0	0	0	0		0
	N	384	384	384	384	384	384	384	384
Behavior	Pearson Correlation	.486**	.887**	.823**	.873**	.939**	.977**	.999**	1
	Sig. (2-tailed)	0	0	0	0	0	0	0	
	N	384	384	384	384	384	384	384	384

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

Source: Developed for research

Pearson's Correlation coefficient is employ in this research with aim to analyze the strength of linear relationship between two variables. Thus, the higher the correlation coefficient value, the greater the linkage between two variables. According to Table 4.16, correlation analysis of each variable is significant at the two tailed with 0.01 level ($p < 0.05$). Thus the results illustrated that there are positive relationship between the antecedents, independent variables, mediator and dependant variable. Simultaneously, Table 4.16 also indicated that "behavioral intention" is having strongest positive relationship with "motivation to comply" in which r = 0.977.

Subsequently, the results followed by "normative beliefs" (r=0.939), "behavioral belief" (r=0.887), "subjective norms" (r=0.873), "outcome evaluation" (r=0.824), and "attitude toward behavior" (r=0.484). On the other hand, "behavior" is also reported a strongest positive relationship with "motivation to comply" in which r = 0.977 and followed by "normative beliefs" (r=0.939), "behavioral belief" (r=0.887), "subjective norms" (r=0.873), "outcome evaluation" (r=0.823), and "attitude toward behavior" (r=0.486). Lastly, "behavioral intention" is illustrate a significant positive coefficient correlation (which r = 0.999) with "behavior".

4.3.2 Multiple Regression Analysis

4.3.2.1 Multiple Regression Analysis – Attitudes toward Behavior and its Antecedent

Table 4.17: Model of Summary –Attitudes toward Behavior and its Antecedent

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.273[a]	0.075	0.072	0.53490

a. Predictors: (Constant), ∑Boe (Behavioral Beliefs multiple by Outcome Evaluation)

b. Independent Variable: Attitude toward Behavior

Source: Developed for research

Note: ∑ means total

From the Table 4.17, R Square is 0.075 which reported that only 7.5% variance of the "Attitude toward Behavior" is explained by the variance of "Behavioral Beliefs" weighted by "Outcome Evaluation". While the balance 92.5% unexplained variance by the antecedent is required to be explored in future study.

Table 4.18: ANOVA for the relationship between Attitude toward Behavior and its Antecedent

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.808	1	8.808	30.783	0.000[b]
	Residual	109.299	382	0.286		
	Total	118.106	383			

a. Independent Variable: Attitude toward Behavior

b. Predictors: (Constant), ∑Boe (Behavioral Beliefs multiple by Outcome Evaluation)

Source: Developed for research

Note: ∑ means total

The ANOVA results illustrated in Table 4.18 could be interpreted that the research model stated that F value of 30.783 is significant at the level of less than 0.05 ($p < 0.05$).

Table 4.19: Coefficients for relationship between Attitude toward Behavior and its Antecedent

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.427	0.110		31.202	0.000
	∑Boe	0.009	0.002	0.273	5.548	0.000

a. Dependent Variable: Attitude toward Behavior

Source: Developed for research

∑Boe: Behavioral Beliefs (B) multiple by Outcome Evaluation (oe)

Note: ∑ means total

The standardized coefficient for "∑Boe" is 0.273 (at $p < 0.05$) which given that it is significant related to "Attitude toward Behavior". On the other hand, the unstandarized coefficients value indicated this antecedent (∑Boe) is contributing to the "Attitude toward Behavior". Therefore, relationship between this independent variable and its antecedent could be explained by the following equation:

Attitude toward Behavior = 3.427 + 0.009 (∑Boe)

4.3.2.2 Multiple Regression Analysis – Subjective Norms and its Antecedent

Table 4.20: Model of Summary – Subjective Norms and its Antecedent

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.874[a]	0.763	0.763	0.43273

a. Predictors : (Constant), ∑NBMC (Normative beliefs multiple by Motivation to comply)

b. Independent Variable: Subjective Norms

Source: Developed for research

Note: ∑ means total

Based on Table 4.20, R Square is 0.874 which reported that 87.4% variance of the "Subjective Norms" is explained by the variance of "Normative Beliefs" multiplied with "Motivation to Comply". While the remaining 12.6% unexplained variance by the antecedent is required to be explored in future study.

Table 4.21: ANOVA for the relationship between Subjective Norms and its Antecedent

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	230.541	1	230.541	1231.133	0.000[b]
	Residual	71.533	382	0.187		
	Total	302.074	383			

a. Independent Variable: Subjective Norms

b. Predictors: (Constant), ∑NBMC (Normative beliefs multiple by Motivation to comply)

Source: Developed for research

Note: ∑ means total

The ANOVA results stated in Table 4.21 could be interpreted that the research model stated that F value of 1231.133 is significant at the level of less than 0.05 ($p < 0.05$).

Table 4.22: Coefficients for relationship between Subjective Norms and its Antecedent

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.534	0.040		62.702	0.000
	∑NBMC	0.040	0.001	0.874	35.087	0.000

a. Independent Variable: Subjective Norms

Source: Developed for research

∑NBMC: Normative Beliefs (NB) multiple by Motivation to Comply (MC)

Note: ∑ means total

The standardized coefficient for "∑NBMC" is 0.874 (at $p < 0.05$) which given that it is significant related to "Subjective Norms". In contrast, the unstandarized coefficients value indicated antecedent (∑NBMC) is contributing to the "Subjective Norms". Therefore, relationship between this independent variable and its antecedent could be explained by the following equation:

Subjective Norms = 2.534 + 0.40 (∑NBMC)

4.3.2.3 Multiple Regression Analysis – Independent Variables toward mediating effect of Behavioral Intention

Table 4.23: Model Summary – Independent Variables toward Mediating effort of Behavioral Intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.878[a]	0.771	0.770	0.47954

a. Predictors: (Constant), Attitude toward Behavior, Subjective Norms

b. Mediator Variable: Behavioral Intention

Source: Developed for research

Model summary on Table 4.23 indicated variance of mediator explained by the variance of the independent variables. According to Table 4.23, R square is 0.771which illustrated that 77.1% variance of the "behavior intention" is explained by the variance of "attitude toward behavior" and Subjective Norms". While the rest of 22.9% unexplained variance by the independent variables is required to be explored in future study.

Table 4.24: ANOVA for the relationship between Independent Variables and mediating effect of Behavioral Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	294.657	2	147.329	640.682	0.000[b]
	Residual	87.613	381	0.230		
	Total	382.271	383			

a. Mediator Variable: Behavioral Intention

b. Predictors: (Constant), Attitude toward Behavior, Subjective Norms

Source: Developed for research

According to the results of ANOVA stated in Table 4.24, it could be interpreted as the research model stated that F value of 640.682 is significant at the level of less than 0.05. Meanwhile, it showed that there is at least one independent variable is able to predict behavioral intention of Generation Y's sport drinks consumption.

Table 4.25: Coefficients for relationship between Independent Variables and mediating effort of Behavioral Intention

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	- 0.763	0.180		-4.230	0.000
	Attitude toward behavior	0.180	0.050	0.100	3.605	0.000
	Subjective Norms	0.930	0.031	0.827	29.863	0.000

a. Mediator Variable: Behavioral Intention

Source: Developed for research

Table 4.25 illustrated the standardized coefficients for "attitude toward behavior" is 0.100 and "Subjective Norms" is 0.827 (at $p < 0.05$) which both are significantly related to "behavioral intention".

Unstandardized coefficients values indicated contribute of each independent variable to the behavioral intention. From the Table 4.25, both variables have positive relationship with behavioral intention. Therefore, relationship between independent variables and behavioral intention could be explained by the following equation:

Behavioral Intention = - 0.763 + 0.180 (Attitude toward behavior) + 0.930 (Subjective Norms)

4.3.2.4 Multiple Regression Analysis (Independent Variables toward Dependent variable)

Table 4.26: Model Summary for Independent Variables toward Dependent Variable

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.878[a]	0.771	0.77	0.47974

a. Predictors: (Constant), Independent Variables: Attitude toward Behavior and Subjective Norm

b. Dependent Variable: Behavior

Source: Developed for research

In Table 4.26, the R square value 0.771 indicates that 77.1% variance of the behavior has been explained by independent variables (Attitude toward Behavior and Subjective Norm).

Table 4.27: ANOVA for Independent Variables toward Dependent Variable

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	295.506	2	147.753	641.988	0.000[b]
	Residual	87.687	381	0.230		
	Total	383.193	383			

a. Dependent Variable: Behavior

b. Predictors: (Constant), Attitude and Subjective Norm

Source: Developed for research

According to Table 4.27, it could explain as significant and accepted based on the F value of 147.753 is significant at the level of less than 0.05. Therefore, attitude

toward behavior and subjective norm in the regression model could be used to predict Generation Y's sport drinks consumption behavior effectively.

Table 4.28: Coefficients for Independent Variables toward Dependent Variable

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	- 0.777	0.180		-4.303	0.000
	Attitude toward behavior	0.184	0.050	0.102	3.696	0.000
	Subjective Norms	0.930	0.031	0.826	29.845	0.000

a. Dependent Variable: Behavior

Source: Developed for research

Results presented on Table 4.28 indicated independent variables (Attitude toward Behavior and Subjective Norm) are statistically significant contribution to the equation. While standardized coefficients for "Attitude toward Behavior" is 0.102 and "Subjective Norm" is 0.826 respectively in which both independent variable is significantly related to "behavior" (the dependent variable) at p value less than 0.05. Moreover, Unstandardized coefficients values for both variable have positive relationship with behavior indicated contribute of each independent variable to the dependent variable. Therefore, relationship between independent variables and dependent variable could be explained by the following equation:

Behavior = - 0.777 + 0.184 (Attitude toward behavior) + 0.930 (Subjective Norms)

4.3.3 Simple Linear Regression (mediator toward sport drinks consumption behavior)

Table 4.29: Model Summary for Simple Linear Regression

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.999[a]	0.999	0.999	0.03788

a. Predictors: (Constant), Behavioral Intention

b. Dependent Variable: Behavior

Source: Developed for research

As shown in Table 4.29, the R square value 0.999 indicates that 99.9% variance of the behavior has been explained by behavioral intention.

Table 4.30: ANOVA for Simple Linear Regression

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	382.645	1	382.645	266622.388	0.000[b]
	Residual	0.548	382	0.001		
	Total	383.193	383			

a. Dependent Variable: Behavior

b. Predictors: (Constant), Behavioral Intention

Source: Developed for research

According to Table 4.30, it could interpret as highly significant and accepted based on the F value of 266622.388 is significant at the level of less than 0.05. Therefore,

behavioral intention in the regression model could be used to predict Generation Y's sport drinks consumption behavior effectively.

Table 4.31: Coefficients for Simple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.003	0.007		0.386	0.700
	Behavioral Intention	1.000	0.002	0.999	516.355	0.000

a. Dependent Variable: Behavior

Source: Developed for research

Results of the Table 4.31 showed that mediating effect of behavior intention is statistically significant contribution to the equation. Standardized coefficients value (Beta value=0.999) of behavioral intention indicated a significant positive contribution toward Generation Y's sports drink consumption behavior at the significant level of less than 0.05 ($p < 0.05$). Therefore, the relationship could be explained by the following equation:

Behavior = 0.003 + 1.000(Behavioral Intention)

4.3.4 Hypothesis Testing

Table: 4.32 Summary of Hypothesis Testing

Hypothesis		Results	
H1	There is a significant relationship between Generation Y's behavioral beliefs relate outcome evaluations and attitudes toward their behavioral intention on sport drinks consumption.	Beta value is 0.273 p=0.000	Supported
H2	There is a significant relationship between Generation Y's normative beliefs relate motivation-to-comply and subjective norms toward their behavioral intention on sport drinks consumption.	Beta value is 0.874 p=0.000	Supported
H3	There is a significant relationship between Generation Y's attitudes and behavioral intention toward sport drinks consumption behavior.	Beta value is 0.100 p=0.000	Supported
H4	There is a significant relationship between Generation Y's subjective norms and behavioral intention toward sport drinks consumption behavior.	Beta value is 0.827 p=0.000	Supported
H5	There is a significant relationship on Generation Y's behavioral intention mediating their attitudes and subjective norms toward sport drinks consumption behavior.	Beta value is: Attitude: 0.102 SN : 0.826 both p value =0.000	Supported
H6	There is a significant relationship between Generation Y's behavioral intention and sport drinks consumption behavior.	Beta value is 0.999 p=0.000	Supported

Coefficients are significant at p value is less than 0.05 ($p<0.05$)

Note: SN = Subjective Norm

Source: Developed for research

4.4 Conclusion

In conclusion of this chapter, descriptive analysis was employed to analyze the target respondents' demographic profile and general information. All the construct variables were tested by internal reliability test (Cronbach's Alpha) to ensure its reliability. Moreover, central tendencies measurement was conducted for all variables. On the other hand, the Pearson Correlation Analysis was used for interpret the strength which associate among the constructs. Multiple Regression Analysis was used for examine the significance level of independent variables influence dependence variable and the result from the Multiple Regression Analysis is useful in test the significance of the hypotheses. Based on these analyses, an in-depth discussion will be presented in next chapter.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.0 Introduction

Chapter 5 will discuss about the research results that obtained from data analysis in chapter 4. Research results will be further discussed with the possible implications. The limitation of the study will be identified and discussed in this chapter as well. Lastly, recommendation for further studies and conclusion of this study will also be provided.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

The demographic information of the target respondents was classified as gender, age group, race, and education background. In this research study, majority of the respondents were male which consist of 52.1% and the balance 47.9% were female. On the other hand, 35.4% of the respondents are from the age range of 25-30 years old, followed by 31-24 years old (30%), 21-24 years old (18.2%) and lastly is 15-20 years olds (16.4%). In between, the result exhibit that Chinese represent the largest race among the 384 respondents which comprise of 77.8%, followed by Malay with 14.1% and Indian with 8.1%. In relation to respondents' highest education attained distribution, 16.9% of the respondents is only accomplished their secondary school education, 8.1% of the respondents have completed their diploma, 62.2% of the respondents have achieved their undergraduate degree, 5% of the respondents have completed their post graduate degree and the rest of 7.8% respondents have accomplished professional qualifications.

5.1.2 Scale Measurement

Scale measurement is formed based on the internal reliability test. The Cronbach's alpha is applied to observe the reliability of all items that were used for measure all constructs. Among the construct, "Motivation to Comply" had the highest value of Cronbach's alpha (0.982). Subsequently, followed by normative Belief (0.934), behavioral intention (0.856), behavior (0.856), subjective norms (0.808), attitude toward behavior (0.793), outcome evaluation (0.745), and behavioral belief (0.674). Thus, all the variables tested are reliable.

5.1.3 Inferential Analysis

5.1.3.1 Pearson Correlation Analysis

Pearson Correlation Analysis is used to measure the relationship and also association impact of each variable. Among the independent variables, the mediator (i.e. behavioral intention) is shown positive correlation with attitude toward behavior (where coefficient value of 0.484, at the significant level of $p<0.05$) and the dependent variable (i.e. the Generation Y's sport drinks consumption behavior) is a reported another positive correlation with attitude toward behavior (where coefficient value of 0.486, at the significant level of $p<0.05$). On the other hand, subjective norms not only shown a stronger (in compare with attitude toward behavior) positive relationship with the mediator, Generation Y's behavioral intention but also reported another stronger positive relationship with the dependent variable, Generation Y's sport drinks consumption behavior (where its coefficient value of 0.873, at the significant level of $p<0.05$). Moreover, the mediator (behavioral intention) had the highest positive correlation the dependent variable (Generation Y's sport drinks consumption behavior) which the coefficient value of 0.999 is reported at the significant level of 0.01 ($p<0.05$). Besides that, one's antecedents are also reported positive relationships with the independent variable. For instance, behavioral beliefs and outcome evaluation (i.e. antecedents of attitude) are reported positive relationship with attitude toward behavior (i.e. independent variable) in which one's coefficient value is 0.296 and 0.314 respectively; normative beliefs and motivation to comply (i.e. antecedents of subjective norm) are reported significant positive relationship with subjective norms (i.e. independent variable) in which one's coefficient value is 0.886 and 0.878 respectively. All the results are significant at 0.01 level ($p<0.05$).

In overall, the results indicated that there were significant positive relationship and association between the antecedents, independent variables, mediator and dependent variable.

5.1.3.2 Multiple Regression Analysis (Independent Variables toward Mediator)

Multiple regression analysis is adopted for the purpose to examine the relationship among the independent variables (attitude toward behavior and subjective norms) toward Generation Y's behavioral intention on sport drinks consumption (the mediator). According to Table 4.23, it indicated that R square is 0.771 which means 77.1% variance of the Generation Y's behavioral intention (on sport drinks consumption) is explained by the independent variables (attitude toward behavior and subjective norms). Moreover, in Table 4.25 indicated that attitude toward behavior and subjective norms had significant influence on Generation Y's behavioral intention (on sport drinks consumption) which the p value is less than 0.05 ($p<0.05$). Lastly, based on Table 4.25, relationship between independent variables and Generation Y's behavioral intention (on sport drinks consumption) could be elaborated by the following equation:

$$\text{Generation Y's Behavioral Intention (on sport drinks consumption)} = -0.763 + 0.180\ (\text{Attitude toward Behavior}) + 0.930\ (\text{Subjective Norms})$$

5.1.3.3 Multiple Regression Analysis (Independent variables toward Dependent Variable)

Moreover, multiple regression analysis also employed for the function to examine the relationship and association among the independent variables (attitude toward behavior and subjective norm) toward Generation Y's sport drinks consumption behavior (the dependent variable). In Table 4.26, it showed that R square is 0.771 which implied 77.1% variance of the Generation Y's sport drinks consumption behavior is explained by both independent variables (attitude toward behavior and subjective norm). Simultaneously, Table 4.27 reported that attitude toward behavior and subjective norm had significant influence on Generation Y's sport drinks consumption behavior which one's p value is less than 0.05 ($p<0.05$). Lastly, based on Table 4.28, relationship between the independent variables and dependent variable could be explained by the following equation:

$$\text{Generation Y's sport drinks consumption behavior} = -0.777 + 0.184\ (\text{Attitude toward Behavior}) + 0.930\ (\text{Subjective Norms})$$

5.1.3.4 Linear Regression Analysis

Linear regression analysis is used to examine the significant relationship between the Generation Y's behavioral intention (mediator) and sport drinks consumption behavior (dependent variable). According to Table 4.30, 99.9% (R square is 0.999) variance of Generation Y's sport drinks consumption behavior has been explained by the mediator (Generation Y's behavioral intention). Moreover, based on Table 4.31, linear equation could be formed as:

$$\text{Generation Y's sport drinks consumption behavior} = 0.003 + 1.000\ (\text{Generation Y's Behavioral Intention})$$

In overall, Hypothesis (H6) was supported with significant level of p value 0.000 which is less than 0.05 ($p<0.05$).

5.2 Discussion of Major Findings

Table 5.1 Summary of Research Objectives, Hypotheses and results

Research Objective	Hypothesis	Results	
1) To examine Generation Y's attitudinal elements toward behavioral intention on sport drinks consumption by multiplied their behavioral beliefs relate outcome evaluations on their sport drinks consumption.	H1: There is a significant relationship between Generation Y's behavioral beliefs relate outcome evaluations and attitudes toward their behavioral intention on sport drinks consumption.	Beta value is 0.273 p=0.000	Supported
2) To examine Generation Y's normative elements toward behavioral intention on sport drinks consumption by multiplied their normative beliefs relate motivation-to-comply on sport drinks consumption.	H2: There is a significant relationship between Generation Y's normative beliefs relate motivation to comply and subjective norms toward their behavioral intention on sport drinks consumption.	Beta value is 0.874 p=0.000	Supported
3) To examine Generation Y's attitudes and behavioral intention relationship on sport drinks consumption.	H3: There is a significant relationship between Generation Y's attitudes and behavioral intention toward sport drinks consumption behavior.	Beta value is 0.100 p=0.000	Supported

(Continue on next page)

Research Objective	Hypothesis	Results	
4) To examine Generation Y's subjective norms and behavioral intention relationship on sport drinks consumption.	H4: There is a significant relationship between Generation Y's subjective norms and behavioral intention toward sport drinks consumption behavior.	Beta value is 0.827 p=0.000	Supported
5) To examine the mediation effect on behavioral intention toward Generation Y's sport drinks consumption.	H5: There is a significant relationship on Generation Y's behavioral intention mediating their attitudes and subjective norms toward sport drinks consumption behavior.	Beta value is: Attitude: 0.102 SN : 0.826 both p value =0.000	Supported
6) To examine the Generation Y's behavioral intention and behavior relationship on sport drink consumption.	H6: There is a significant relationship between Generation Y's behavioral intention and sport drinks consumption behavior.	Beta value is 0.999 p=0.000	Supported

Coefficients are significant at p value is less than 0.05 ($p<0.05$)

Note: SN = Subjective Norm

Source: Developed for research

Attitude toward Behavior and its Antecedents (Behavioral Beliefs and Outcome Evaluation)

Research objective: To examine Generation Y's attitude and intention relationship by multiplied their beliefs with relate outcome evaluations on sport drinks consumption.

Research Question: Does belief relate outcome evaluation by influencing Generation Y's attitude toward behavioral intention on sport drinks consumption?

H1: There is a significant relationship between Generation Y's behavioral beliefs relate outcome evaluations and attitudes toward their behavioral intention on sport drinks consumption

According to the results obtained from multiple regression analysis, p value for behavioral beliefs corresponding with outcome evaluation toward attitude was less than 0.05 (p=0.000). Therefore, hypothesis (H1) is accepted as behavioral beliefs relate outcome evaluations have significant relationship on Generation Y's attitude toward sport drinks consumption behavior.

Behavioral beliefs influence the formation of one's attitudes by guiding individual to look for objects which aim to satisfy one's beliefs (Kim and Chung, 2011). Moreover, the sum between the beliefs associate with the outcome evaluation of the relevance beliefs is strengthen that the function of beliefs is always relevant to the behavior and these beliefs will lead to be prevailing determinants of an individual's intentions and behaviors (Ajzen, 1991).

In this research based on the results obtained, it indicated that Generation Y's behavioral beliefs are the important antecedent for their attitudinal elements. As a conclusion, most of the Generation Y is based on their beliefs to react their attitudes toward the intention and behavior (Ajzen, 1991). Therefore, the hypothesis (H1) and the research objective is achieved and answer the research question.

Subjective Norms and its Antecedents (Normative Beliefs and Motivation to Comply)

Research objective: To examine Generation Y's subjective norm and intention relationship by multiplied their normative beliefs relate motivation to comply on sport drinks consumption.

Research Question: Does normative beliefs relate motivation-to-comply by influencing Generation Y's subjective norm toward behavioral intention on sport drinks consumption?

H2: There is a significant relationship between Generation Y's normative beliefs relate motivation-to-comply and subjective norms toward their behavioral intention on sport drinks consumption.

From the results obtained from multiple regression analysis, the p value for normative beliefs corresponding with motivation to comply toward subjective norms was less than 0.05 (p=0.000). Thus, hypothesis (H2) is accepted as normative beliefs relate motivation-to-comply have a significant relationship on Generation Y's subjective norms toward sport drinks consumption behavior.

In accordance to Hockenbury et. al. (2007), social roles and social norms has significance influence on Generation Y's intentions and behavior while the associate normative beliefs is highly affecting Generation Y to behave in purchase as well as consuming sport drinks.

In this study, normative beliefs is reported as the powerful factor which affecting Generation Y subjective norms toward purchase as well as consuming intention toward sport drinks. The sum associated with the motivation to comply of the normative beliefs is further identified that influential social roles of family members, friends and colleagues. Hence, hypothesis (H2) and research objective is accomplished and answer the research question.

Attitude toward Behavior and Purchase Intention / Behavioral Intention

Research objective: To examine Generation Y's attitudes and behavioral intention relationship on sport drinks consumption.

Research Question: Does attitude influencing Generation Y's behavioral intention on sport drinks consumption?

H3: There is a significant relationship between Generation Y's attitudes and behavioral intention toward sport drinks consumption behavior.

According to the result observed from multiple regression analysis, p value for attitude toward behavior toward behavioral intention was less than 0.05 (p=0.000). Hence, hypothesis (H3) is accepted as attitudes toward sport drinks consumption behavior have significant relationship with Generation Y's behavioral intention to consume sport drinks.

According to Fazio (2013) and Hockenbury et. al (2007), people are more likely to behave according to their attitudes which relevance to their results of personal experience and favorable outcome. Moreover, attitudes are repeatedly expressed. For instance, the Generation Y's attitudes toward purchase and consuming intention of sport drinks.

The finding of this study indicated that attitudinal elements have influence on the Generation Y's purchase and consumption intention toward sport drinks. Therefore, Hypothesis (H3) is achieved and answered the research objective and research question.

Subjective Norms and Purchase Intention / Behavioral Intention

Research objective: To examine Generation Y's subjective norms and behavioral intention relationship on sport drinks consumption.

Research Question: Does subjective norm influencing Generation Y's behavioral intention on sport drinks consumption?

H4: There is a significant relationship between Generation Y's subjective norms and behavioral intention toward sport drinks consumption behavior.

The results from the multiple regression analysis given that p value for subjective norms toward behavioral intention was less than 0.05 (p=0.000). Therefore, hypothesis (H4) is accepted as subjective norms have significant relationship Generation Y's behavioral intention to consume sport drinks.

According to Trafimow and Fishbein (1994), subjective norms have best predictive of intention and behavior. Moreover, it represents the perceived social pressure on influencing people to engage in a behavior (Fishbein and Ajzen, 1975).

As the result of this study responded that subjective norms as the normative elements of the Generation Y is strongly influence their purchase and consuming intention toward sport drinks. Thus, hypothesis (H4) and research objective is reached. In addition, research question is answered.

The mediating effect of Purchase Intention / Behavioral Intention

Research objective: To examine the mediation effect on behavioral intention toward Generation Y's sport drinks consumption.

Research Question: Does behavioral intention mediate attitude and subjective norms on Generation Y's sport drinks consumption?

H5: There is a significant relationship on Generation Y's behavioral intention mediating their attitudes and subjective norms toward sport drinks consumption behavior.

According to the results achieved from the multiple regression analysis, p value for both attitude toward behavior and subjective norm (independent variables) toward behavioral intention (mediator) was less than 0.05 (p=0.000). Moreover, p value for both attitude toward behavior and subjective norm (independent variables) toward sport drinks consumption behavior (dependent variable) is also reported less than 0.05 (p=0.0000). Thus, hypothesis (H5) is accepted as behavioral intention is mediating both attitude toward behavior and subjective norms toward Generation Y's behavioral intention toward sport drinks consumption.

According to Ajzen (1991), intentions are capture the motivational factors that influence behavior. Moreover, the best mediator of the behavior is one's behavioral intention (Sheeran & Abraham, 2003)

From the finding of this study, behavioral intention is effectively mediating Generation Y's attitudes and subjective norms toward sport drinks consumption. Therefore, hypothesis is achieved and answered the research question and research objective.

Purchase Intention / Behavioral Intention and Behavior

Research objective: To examine the Generation Y's behavioral intention and behavior on sport drink consumption.

Research Question: Does behavioral intention influencing Generation Y's behavior on sport drinks consumption?

H6: There is a significant relationship between Generation Y's behavioral intention and sport drinks consumption behavior.

From the results reported from linear regression analysis, it indicated that p value for Generation Y's behavioral intention toward sport drinks consumption behavior was less than 0.05 (p=0.000). Hence, hypothesis (H6) is accepted as there is significant relationship between Generation Y's behavioral intention and sport drinks consumption behavior.

According to Ajzen (2011), behavior is reasoned, intention-based, planned, goal-directed and guided by conscious self regulatory process.

In this research study, Generation Y's sport drinks consumption is driven by the intention based which their attitudinal and normative elements are contribute and motivate one's to perform the behavior. Hence, hypothesis (H6) is achieved and answered the research objective and research question.

5.3 Implications of the study

In order to gain numerous market shares, it is important to understand the factors influence consumers' attitudinal and social beliefs that contribute to one's sport drinks consumption. This research study tried to provide in depth measurement and understand the antecedent of attitude and subjective norms toward one's sport drinks consumption. Based on the research findings, several implications will be provided for beverage marketers.

5.3.1 Implications for Sport Drinks Market

This research study has suggested the following implications for the sport drinks marketers. Firstly, this study suggested sport drinks marketers should enhance their marketing strategy in term normative beliefs and motivation to comply because the results indicated that subjective norms had the significant relationship to Generation Y's behavioral intention and directly impact on their sport drinks consumption behavior (Zanten, 2005, . Sport drinks marketers should targeting cohorts' social aspects (Thompson, 1995; Zanten, 2005; James et. al., 2011) and promoting the health awareness (Zanten, 2005; James et. al., 2011). By further refining the target consumer group as reference group that is most likely to respond to a marketing message revolving around perceived rehydration benefits, marketers can more precisely craft appropriate and effective campaigns (James et. al., 2011).

Secondly, an attitude is a function of an individual's beliefs towards a behavior and a subjective evaluation of the behavior (Fishbein and Ajzen, 1975). This attitudinal element could not be underestimated although it has weaker impact on Generation Y's sport drinks consumption behavior in Malaysia compare to perceived social

pressure. Consumer choice could be affected by the marketing and advertising effort (Rink, 1998) and that is most effective way employed by the marketers. Moreover, several studies have given that attitude is influence on the intention beverage consumption (Thompson, 1995; Zanten, 2005; James et. al., 2011).

5.4 Limitations of the Study

There were some limitations have been discovered and identified in order to ensure quality improvement of future research. First, the sample size obtained from the respondents may not be representative of general population of the Generation Y's sport drinks cohorts. Most of the respondents in this study were Chinese compare to other ethnic group. Hence, analytical results presented here may tend to bias to certain ethnic group. Apart from that, in the similar study, it is noted that correlations were significant high and this may be due to the fact that many participants completed the survey in a group setting rather than individually. The influence of other participants may cause survey results to be very similar within a couples or groups (James et. al., 2011). On the other hand, the measurement instrument constructed might be the limitation in this study. The Generation Y's sport drinks consumption behavior is not completely explained where 92.5% variance of attitude toward behavior (one of the independent variables) is not yet explained by its antecedent (behavioral beliefs weighted by outcome evaluation). Thus, it is possible there are more predictors on the attitudinal factors to explain the undiscovered sport drinks consumptions behavior.

5.5 Future Studies

Several suggestions and recommendations could be included for future research study. Through this research, it is able to provide an in-depth understanding on contribution of attitudinal and social beliefs to measure sport drinks consumption.

Firstly, select the sample more representative of the population thus manage to provide macro view of entire Malaysian sport drinks consumption behavior. Secondly, there is only 7.5% of the attitude toward behavior is explained by the variance of behavioral belief multiplied with outcome evaluation and balance 12.6% variance of subjective norms is not yet discovered. Therefore, future research might consider constructing and developing more factors or predictors to enable richer coverage of the attitudinal, social, behavioral intention and the sport drinks consumption behavior. In addition, future research may replicate and elaborate more scale measurement of attitudinal and normative element, behavioral intention and sport drinks consumption behavior to observe different finding across different culture, ethnicity and cover more segment of the beverage industry. Besides that, future research could introduce some kind of moderation role of gender behavior in this model and could extend results of this study.

5.6 Conclusion

This study was conducted to provide in-depth investigation on factors that influence Generation Y's sport drinks consumption behavior. Moreover, this study presented a series of factors that help explain why consumers choose sport drinks over other soft drinks. Simultaneously, the findings of this study were indicted that most targeted segment of the sport drinks consumption is generation Y consumer because they scored high consumption and frequency in their sport drink consuming behavior. At the end, this research project had achieved the objectives to identify the variables or predictors of the attitudinal and social beliefs to examine the relationship toward Generation Y's sport drinks consumption behavior. Through the analytical results, it indicated that behavioral intention had significantly affected Generation Y's sport drinks consumption behavior. In addition, the research shows that subjective norms as perceived social pressure is somewhat better predictor of the intention to consume sport drinks than the attitudinal element.

As a conclusion, the outcome of this research project indicated that normative element (subjective norms) is the most important factors to influence Generation Y's sport drinks consumption in Malaysia. Nevertheless, attitudinal element (attitude toward behavior) should not be underestimated. In addition, implication, limitation and recommendations for future studies have been provided in this study as a guideline for sport drinks marketers to develop innovative marketing strategy and reference for future research to find out more coverage of sport drinks consumption behavior across the different culture, ethnic group and beverage segments.

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APPENDIX A

RESEARCH QUESTIONNAIRE

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

Research Topic: Investigation of Factors Influencing Generation Y's purchase intention on functional energy drinks.

Dear participant,

I am a postgraduate candidate of Master of Business Administration at Universiti Tunku Abdul Rahman (UTAR) who currently conducting my research project as a part of the requirement to complete my master degree program. The aim of this research project is to investigate the attitudinal and normative factors which influencing purchase intention / behavioral intention on functional energy drinks (sport drinks) and the corresponding relationship on attitude and subjective norms toward the consumer's purchase intention / behavioral intention.

Your cooperation and support is needed to complete the questionnaire, which takes about 15 minutes. Neither your personal information nor personal identity will be revealed. Your participation will be anonymous and all the information will be kept confidential and for academic purposes only.

If you have any questions or would like to have further information regarding this research study, please do not hesitate to reach me at the contact given below.

Thank you once again for your precious time and assistance.

Yours faithfully,

NAME	STUDENT ID	CONTACT NO.
TAN CHIN PANG	09UKM07946	019-7232631

Part A: Demographic Information

(Please tick "☑" only one answer in the relevant box for each of the following statements)

1. Have you ever consume any sport drinks (e.g. 100Plus, Revive Isotonic, Gatorade)?
   - ☐ Yes
   - ☐ No (Thank You for your participation, please return the questionnaire)
2. Gender:
   - ☐ Male
   - ☐ Female
3. Age group:
   - ☐ 15 – 20 years old
   - ☐ 21 – 24 years old
   - ☐ 25 – 30 years old
   - ☐ 31 – 34 years old
4. Race:
   - ☐ Malay
   - ☐ Chinese
   - ☐ Indian
   - ☐ If others, please specify _____
5. Highest education attained:
   - ☐ Primary
   - ☐ Secondary
   - ☐ Diploma
   - ☐ Under Graduate Degree
   - ☐ Post Graduate Degree
   - ☐ Professional Qualifications
   - ☐ If other, please specify _____
6. How often do you consume sport drinks?
   - ☐ Once a month
   - ☐ Twice a month
   - ☐ Once a week
   - ☐ Two to six time a week

☐ Once a day

Part B: Factors influencing behavioral intention on sport drinks consumption

Please indicate how strong you agree or disagree to each statement by placing a circle from 1 (Strongly Disagree to 5 (Strongly Agree), Where:

1	2	3	4	5
Strongly Disagree (SD)	**Disagree (D)**	**Neutral (N)**	**Agree (A)**	**Strongly Agree (SA)**

My sport drinks consumption is:

Attitudes toward Behavior	SD	D	N	A	SA
Reasonable and practicable for me.	1	2	3	4	5
Beneficial for me.	1	2	3	4	5
Good consequence for me.	1	2	3	4	5

Behavioral Beliefs	SD	D	N	A	SA
Sport drinks is good for rehydration.	1	2	3	4	5
Sport drinks have good taste/flavor.	1	2	3	4	5
Sport drinks goes well with food.	1	2	3	4	5
Consuming sport drinks is extended my exercise performance.	1	2	3	4	5
Consuming sport drinks is sophisticated.	1	2	3	4	5

When consume sport drinks:

Outcome Evaluations	SD	D	N	A	SA
Health concern is important for me.	1	2	3	4	5
Taste/flavor enjoyment is important for me.	1	2	3	4	5
Compatibility with food is important for me.	1	2	3	4	5
Extend exercise performance is important for me.	1	2	3	4	5
The feeling of sophistication is important for me.	1	2	3	4	5

Subjective norm	SD	D	N	A	SA
The trend of consuming sport drinks among people around me is increasing	1	2	3	4	5
My close friends and family members would appreciate if I consume sport drinks rather than other soft drinks.	1	2	3	4	5
People around me generally believe that sport drinks is good for rehydration	1	2	3	4	5

Normative beliefs	SD	D	N	A	SA
Most members of my family think I should drink sport drinks.	1	2	3	4	5
Most of my friends think I should drink sport drinks.	1	2	3	4	5
Most of my colleagues think I should drink sport drinks.	1	2	3	4	5

I will follow / I want to do:

Motivation to Comply	SD	D	N	A	SA
what my family thinks I should do	1	2	3	4	5
what my friends think I should do	1	2	3	4	5
what my colleagues think I should do	1	2	3	4	5

Purchase Intention / Behavioral Intention	SD	D	N	A	SA
I am willing to consume sport drink in the future	1	2	3	4	5
I am willing to consume sport drink on regular basis.	1	2	3	4	5
I would also recommend other to cosume sport drinks	1	2	3	4	5

Behavior	SD	D	N	A	SA
I usually consume sport drinks for my thirst quench purpose.	1	2	3	4	5
I usually consume sport drinks when I am physically active.	1	2	3	4	5
I am often consuming sport drinks for rapid rehydration purpose.	1	2	3	4	5

"Thank you for your participation. All response will be kept private and confidential."

APPENDIX B

PILOT TEST RESULTS

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

APPENDIX B-1: Attitudes toward behavior

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.808	.789	3

APPENDIX B-2: Behavioral Beliefs

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.856	.746	5

APPENDIX B-3: Outcome Evaluations

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.752	.768	5

APPENDIX B-4: Subjective Norms

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.799	.878	3

APPENDIX B-5: Normative Beliefs

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.935	.935	3

APPENDIX B-6: Motivation to Comply

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.981	.982	3

APPENDIX B-7: Purchase Intention / Behavioral Intention

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.854	.891	3

APPENDIX B-8: Behaviors

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.864	.871	3

APPENDIX C

Descriptive Analysis results

Frequencies

Statistics

Have you ever consume any sport drinks?

N	Valid	384
	Missing	0

Have you ever consume any sport drinks?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	384	100.0	100.0	100.0

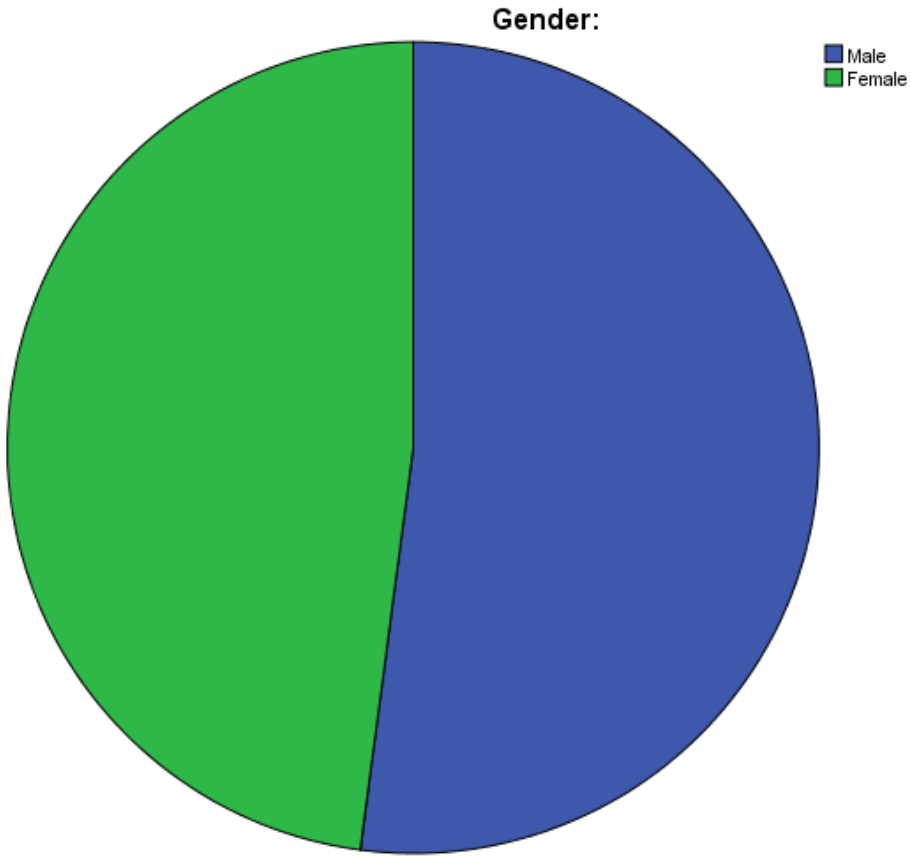
Statistics

Gender:

N	Valid	384
	Missing	0

Gender:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	200	52.1	52.1	52.1
	Female	184	47.9	47.9	100.0
	Total	384	100.0	100.0	



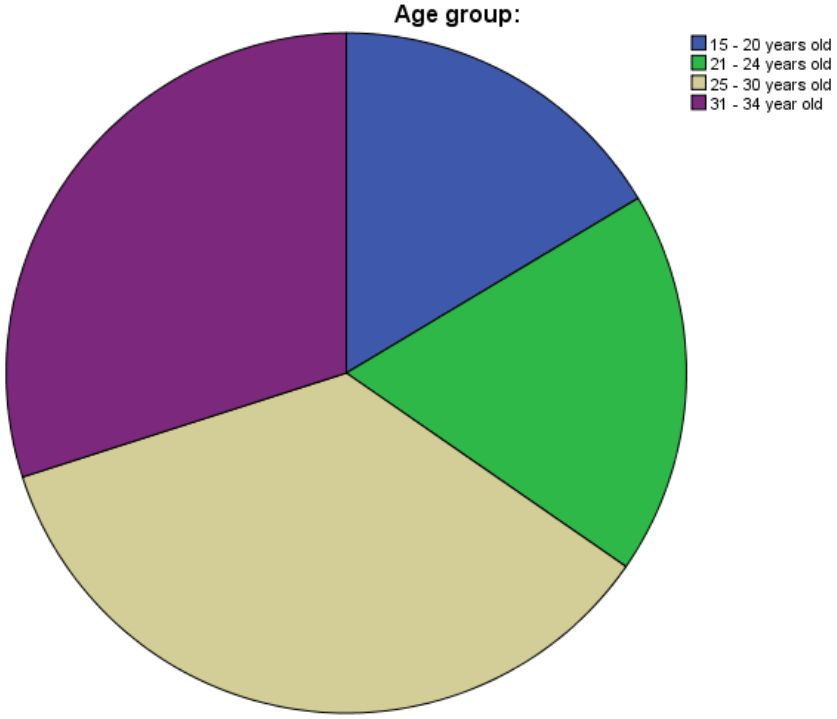
Statistics

Age group:

N	Valid	384
	Missing	0

Age group:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 20 years old	63	16.4	16.4	16.4
	21 - 24 years old	70	18.2	18.2	34.6
	25 - 30 years old	136	35.4	35.4	70.1
	31 - 34 year old	115	29.9	29.9	100.0
	Total	384	100.0	100.0	



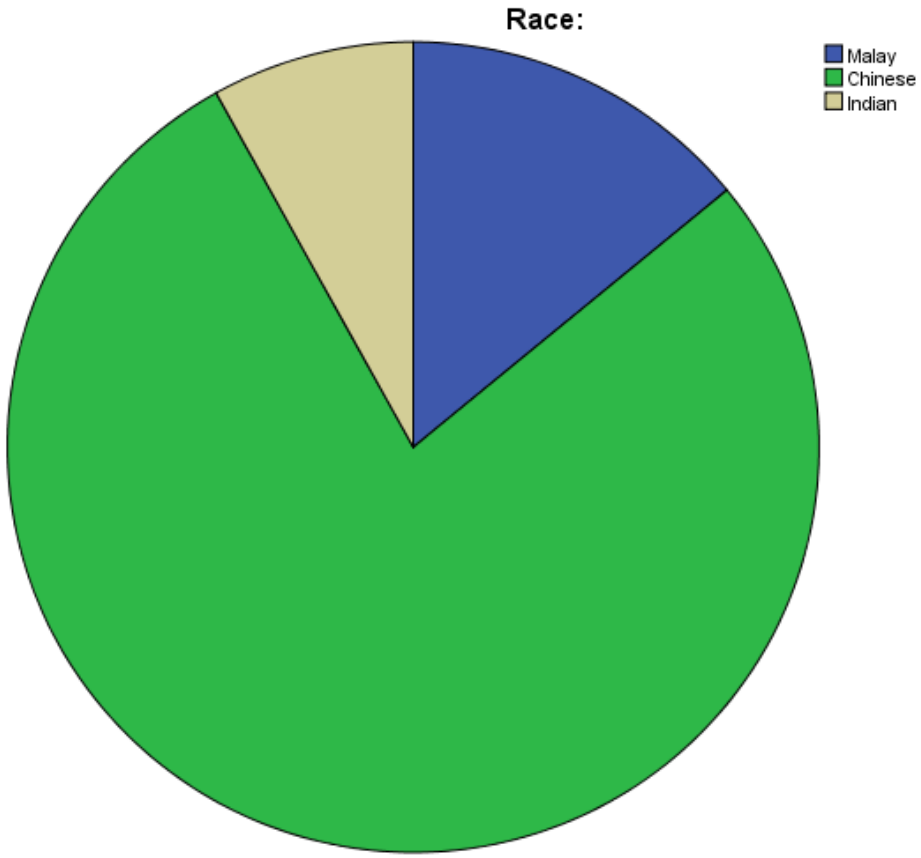
Statistics

Race:

N	Valid	384
	Missing	0

Race:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	54	14.1	14.1	14.1
	Chinese	299	77.9	77.9	91.9
	Indian	31	8.1	8.1	100.0
	Total	384	100.0	100.0	



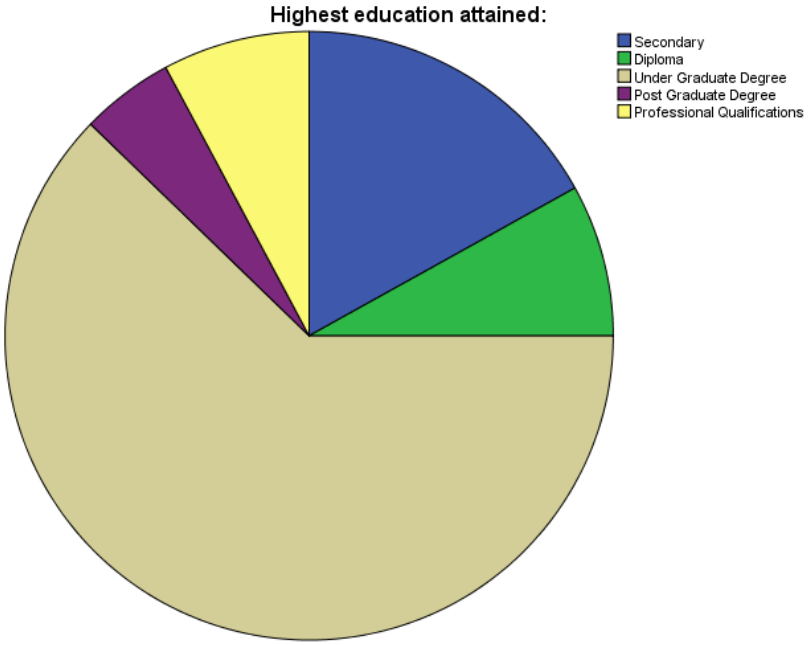
Statistics

Highest education attained:

N	Valid	384
	Missing	0

Highest education attained:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary	65	16.9	16.9	16.9
	Diploma	31	8.1	8.1	25.0
	Under Graduate Degree	239	62.2	62.2	87.2
	Post Graduate Degree	19	4.9	4.9	92.2
	Professional Qualifications	30	7.8	7.8	100.0
	Total	384	100.0	100.0	



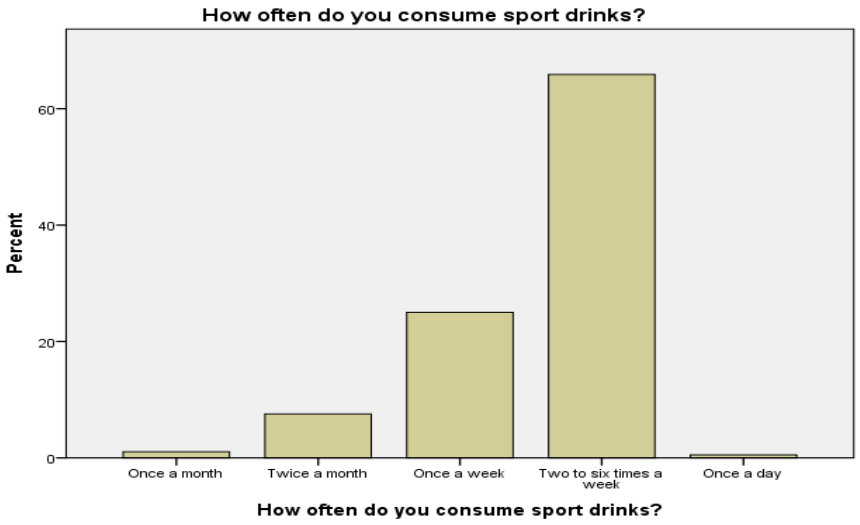
Statistics

How often do you consume sport drinks?

N	Valid	384
	Missing	0

How often do you consume sport drinks?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a month	4	1.0	1.0	1.0
	Twice a month	29	7.6	7.6	8.6
	Once a week	96	25.0	25.0	33.6
	Two to six times a week	253	65.9	65.9	99.5
	Once a day	2	.5	.5	100.0
	Total	384	100.0	100.0	



APPENDIX D

CENTRAL TENDENCIES RESULTS

APPENDIX D-1: Attitudes toward behavior

Statistics

		My sport drinks consumption is reasonable and practicable for me.	My sport drinks consumption is beneficial for me.	My sport drinks consumption is good consequence for me.
N	Valid	384	384	384
	Missing	0	0	0
Mean		4.2552	3.9089	3.8880
Median		4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00
Std. Deviation		.53832	.70398	.72296
Variance		.290	.496	.523
Range		2.00	3.00	3.00
Minimum		3.00	2.00	2.00
Maximum		5.00	5.00	5.00
Percentiles	25	4.0000	4.0000	4.0000
	50	4.0000	4.0000	4.0000
	75	5.0000	4.0000	4.0000

My sport drinks consumption is reasonable and practicable for me.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	19	4.9	4.9	4.9
	Agree	248	64.6	64.6	69.5
	Strongly Agree	117	30.5	30.5	100.0
	Total	384	100.0	100.0	

My sport drinks consumption is beneficial for me.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	38	9.9	9.9	9.9
	Agree	305	79.4	79.4	89.3
	Strongly Agree	41	10.7	10.7	100.0
	Total	384	100.0	100.0	

My sport drinks consumption is good consequence for me.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	41	10.7	10.7	10.7
	Neutral	1	.3	.3	10.9
	Agree	302	78.6	78.6	89.6
	Strongly Agree	40	10.4	10.4	100.0
	Total	384	100.0	100.0	

APPENDIX D-2: Behavioral Beliefs

Statistics

		Sport drinks is good for rehydration.	Sport drinks have good taste/flavor.	Sport drinks goes well with food.	Consuming sport drinks is extended my exercise performance.
N	Valid	384	384	384	384
	Missing	0	0	0	0
Mean		4.1354	3.3438	3.3620	3.7214
Median		4.0000	4.0000	3.0000	4.0000
Mode		4.00	4.00	3.00	4.00
Std. Deviation		.34261	1.01506	1.11562	.67631
Variance		.117	1.030	1.245	.457
Range		1.00	4.00	4.00	3.00
Minimum		4.00	1.00	1.00	2.00
Maximum		5.00	5.00	5.00	5.00
Percentiles	25	4.0000	2.0000	3.0000	3.2500
	50	4.0000	4.0000	3.0000	4.0000
	75	4.0000	4.0000	4.0000	4.0000

Statistics

		Consuming sport drinks is sophisticated.
N	Valid	384
	Missing	0
Mean		2.7448
Median		2.0000
Mode		2.00
Std. Deviation		.82865
Variance		.687
Range		2.00
Minimum		2.00
Maximum		4.00
Percentiles	25	2.0000
	50	2.0000
	75	3.0000

Sport drinks is good for rehydration.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	332	86.5	86.5	86.5
	Strongly Agree	52	13.5	13.5	100.0
	Total	384	100.0	100.0	

Sport drinks have good taste/flavor.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.5	.5	.5
	Disagree	103	26.8	26.8	27.3
	Neutral	85	22.1	22.1	49.5
	Agree	149	38.8	38.8	88.3
	Strongly Agree	45	11.7	11.7	100.0
	Total	384	100.0	100.0	

Sport drinks goes well with food.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	32	8.3	8.3	8.3
	Disagree	38	9.9	9.9	18.2
	Neutral	133	34.6	34.6	52.9
	Agree	121	31.5	31.5	84.4
	Strongly Agree	60	15.6	15.6	100.0
	Total	384	100.0	100.0	

Consuming sport drinks is extended my exercise performance.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	30	7.8	7.8	7.8
	Neutral	66	17.2	17.2	25.0
	Agree	269	70.1	70.1	95.1
	Strongly Agree	19	4.9	4.9	100.0
	Total	384	100.0	100.0	

Consuming sport drinks is sophisticated.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	193	50.3	50.3	50.3
	Neutral	96	25.0	25.0	75.3
	Agree	95	24.7	24.7	100.0
	Total	384	100.0	100.0	

APPENDIX D-3: Outcome Evaluation

Statistics

		When consuming sport drinks health concern is important for me.	When consuming sport drinks taste/flavor enjoyment is important for me.	When consuming sport drinks compatibility with food is important for me.	When consuming sport drinks extended exercise performance is important for me.
N	Valid	384	384	384	384
	Missing	0	0	0	0
Mean		4.2943	3.0260	3.8776	3.9531
Median		4.0000	3.0000	4.0000	4.0000
Mode		4.00	3.00	4.00	4.00
Std. Deviation		.45631	.98254	.75314	.72472
Variance		.208	.965	.567	.525
Range		1.00	4.00	3.00	3.00
Minimum		4.00	1.00	2.00	2.00
Maximum		5.00	5.00	5.00	5.00
Percentiles	25	4.0000	2.0000	4.0000	4.0000
	50	4.0000	3.0000	4.0000	4.0000
	75	5.0000	4.0000	4.0000	4.0000

Statistics

		When consuming sport drinks the feeling of sophistication is important for me.
N	Valid	384
	Missing	0
Mean		3.7500
Median		4.0000
Mode		4.00
Std. Deviation		.94219
Variance		.888
Range		4.00
Minimum		1.00
Maximum		5.00
Percentiles	25	3.0000
	50	4.0000
	75	4.0000

When consuming sport drinks health concern is important for me.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	271	70.6	70.6	70.6
	Strongly Agree	113	29.4	29.4	100.0
	Total	384	100.0	100.0	

When consuming sport drinks taste/flavor enjoyment is important for me.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	3.9	3.9	3.9
	Disagree	115	29.9	29.9	33.9
	Neutral	119	31.0	31.0	64.8
	Agree	115	29.9	29.9	94.8
	Strongly Agree	20	5.2	5.2	100.0
	Total	384	100.0	100.0	

When consuming sport drinks compatibility with food is important for me.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	29	7.6	7.6	7.6
	Neutral	48	12.5	12.5	20.1
	Agree	248	64.6	64.6	84.6
	Strongly Agree	59	15.4	15.4	100.0
	Total	384	100.0	100.0	

When consuming sport drinks extended exercise performance is important for me.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	19	4.9	4.9	4.9
	Neutral	53	13.8	13.8	18.8
	Agree	239	62.2	62.2	81.0
	Strongly Agree	73	19.0	19.0	100.0
	Total	384	100.0	100.0	

When consuming sport drinks the feeling of sophistication is important for me.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	19	4.9	4.9	4.9
	Disagree	19	4.9	4.9	9.9
	Neutral	59	15.4	15.4	25.3
	Agree	229	59.6	59.6	84.9
	Strongly Agree	58	15.1	15.1	100.0
	Total	384	100.0	100.0	

APPENDIX D-4: Subjective Norms

Statistics

		The trend of consuming sport drinks among people around me is significance.	My close friends and family members would appreciate if I consume sport drinks rather than soft drinks.	People around me generally believe that sport drinks is good for rehydration.
N	Valid	384	384	384
	Missing	0	0	0
Mean		3.8490	3.2552	4.0599
Median		4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00
Std. Deviation		1.01070	1.37963	.59066
Variance		1.022	1.903	.349
Range		4.00	4.00	2.00
Minimum		1.00	1.00	3.00
Maximum		5.00	5.00	5.00
Percentiles	25	4.0000	2.0000	4.0000
	50	4.0000	4.0000	4.0000
	75	4.0000	4.0000	4.0000

APPENDIX D-5: Normative Beliefs

Statistics

		Most members of my family think I should drink sport drinks.	Most of my friends think that I should drink sport drinks.	Most of my colleagues think that I should drink sport drinks.
N	Valid	384	384	384
	Missing	0	0	0
Mean		2.5000	2.8594	2.7604
Median		3.0000	3.0000	3.0000
Mode		1.00	4.00	1.00[a]
Std. Deviation		1.28863	1.36001	1.34607
Variance		1.661	1.850	1.812
Range		3.00	4.00	4.00
Minimum		1.00	1.00	1.00
Maximum		4.00	5.00	5.00
Percentiles	25	1.0000	1.2500	1.2500
	50	3.0000	3.0000	3.0000
	75	4.0000	4.0000	4.0000

Most members of my family think I should drink sport drinks.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	154	40.1	40.1	40.1
	Neutral	114	29.7	29.7	69.8
	Agree	116	30.2	30.2	100.0
	Total	384	100.0	100.0	

Most of my friends think that I should drink sport drinks.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	96	25.0	25.0	25.0
	Disagree	57	14.8	14.8	39.8
	Neutral	76	19.8	19.8	59.6
	Agree	115	29.9	29.9	89.6
	Strongly Agree	40	10.4	10.4	100.0
	Total	384	100.0	100.0	

Most of my colleagues think that I should drink sport drinks.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	96	25.0	25.0	25.0
	Disagree	76	19.8	19.8	44.8
	Neutral	76	19.8	19.8	64.6
	Agree	96	25.0	25.0	89.6
	Strongly Agree	40	10.4	10.4	100.0
	Total	384	100.0	100.0	

APPENDIX D-6: Motivation to Comply

Statistics

		I will follow / I want to do, what my family members think I should do.	I will follow / I want to do, what my friends think I should do.	I will follow / I want to do, what my colleagues think I should do.
N	Valid	384	384	384
	Missing	0	0	0
Mean		3.1068	3.2552	3.2031
Median		3.0000	4.0000	4.0000
Mode		4.00	4.00	4.00
Std. Deviation		1.22913	1.26717	1.12896
Variance		1.511	1.606	1.275
Range		4.00	4.00	4.00
Minimum		1.00	1.00	1.00
Maximum		5.00	5.00	5.00
Percentiles	25	2.0000	2.0000	2.0000
	50	3.0000	4.0000	4.0000
	75	4.0000	4.0000	4.0000

I will follow / I want to do, what my family members think I should do.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	58	15.1	15.1	15.1
	Disagree	57	14.8	14.8	29.9
	Neutral	95	24.7	24.7	54.7
	Agree	134	34.9	34.9	89.6
	Strongly Agree	40	10.4	10.4	100.0
	Total	384	100.0	100.0	

I will follow / I want to do, what my friends think I should do.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	58	15.1	15.1	15.1
	Disagree	57	14.8	14.8	29.9
	Neutral	38	9.9	9.9	39.8
	Agree	191	49.7	49.7	89.6
	Strongly Agree	40	10.4	10.4	100.0
	Total	384	100.0	100.0	

I will follow / I want to do, what my colleagues think I should do.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	39	10.2	10.2	10.2
	Disagree	76	19.8	19.8	29.9
	Neutral	57	14.8	14.8	44.8
	Agree	192	50.0	50.0	94.8
	Strongly Agree	20	5.2	5.2	100.0
	Total	384	100.0	100.0	

APPENDIX D-7: Purchase Intention / Behavioral Intention

Statistics

		I am willing to consume sport drinks in the future.	I am willing to consume sport drinks on regular basis.	I would also recommend others to consume sport drinks.
N	Valid	384	384	384
	Missing	0	0	0
Mean		4.0547	3.1016	3.1068
Median		4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00
Std. Deviation		.59557	1.33934	1.30736
Variance		.355	1.794	1.709
Range		2.00	4.00	4.00
Minimum		3.00	1.00	1.00
Maximum		5.00	5.00	5.00
Percentiles	25	4.0000	1.5000	2.0000
	50	4.0000	4.0000	4.0000
	75	4.0000	4.0000	4.0000

I am willing to consume sport drinks in the future.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	58	15.1	15.1	15.1
	Agree	247	64.3	64.3	79.4
	Strongly Agree	79	20.6	20.6	100.0
	Total	384	100.0	100.0	

I am willing to consume sport drinks on regular basis.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	96	25.0	25.0	25.0
	Neutral	95	24.7	24.7	49.7
	Agree	155	40.4	40.4	90.1
	Strongly Agree	38	9.9	9.9	100.0
	Total	384	100.0	100.0	

I would also recommend others to consume sport drinks.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	77	20.1	20.1	20.1
	Disagree	38	9.9	9.9	29.9
	Neutral	76	19.8	19.8	49.7
	Agree	153	39.8	39.8	89.6
	Strongly Agree	40	10.4	10.4	100.0
	Total	384	100.0	100.0	

APPENDIX D-8: Behaviors

Statistics

		I usually consume sport drinks for my thirst quench purpose.	I usually consume sport drinks when I am physically active.	I am often consume sport drinks for rapid rehydration purpose.
N	Valid	384	384	384
	Missing	0	0	0
Mean		4.0547	3.1094	3.1120
Median		4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00
Std. Deviation		.59557	1.34553	1.30493
Variance		.355	1.810	1.703
Range		2.00	4.00	4.00
Minimum		3.00	1.00	1.00
Maximum		5.00	5.00	5.00
Percentiles	25	4.0000	1.5000	2.0000
	50	4.0000	4.0000	4.0000
	75	4.0000	4.0000	4.0000

I usually consume sport drinks for my thirst quench purpose.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	58	15.1	15.1	15.1
	Agree	247	64.3	64.3	79.4
	Strongly Agree	79	20.6	20.6	100.0
	Total	384	100.0	100.0	

I usually consume sport drinks when I am physically active.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	96	25.0	25.0	25.0
	Neutral	94	24.5	24.5	49.5
	Agree	154	40.1	40.1	89.6
	Strongly Agree	40	10.4	10.4	100.0
	Total	384	100.0	100.0	

I am often consume sport drinks for rapid rehydration purpose.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	76	19.8	19.8	19.8
	Disagree	39	10.2	10.2	29.9
	Neutral	75	19.5	19.5	49.5
	Agree	154	40.1	40.1	89.6
	Strongly Agree	40	10.4	10.4	100.0
	Total	384	100.0	100.0	

APPENDIX E

Reliability Test Results

APPENDIX E-1: Attitudes toward Behavior

Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded[a]	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.793	.773	3

Item Statistics

	Mean	Std. Deviation	N
My sport drinks consumption is reasonable and practicable for me.	4.2552	.53832	384
My sport drinks consumption is beneficial for me.	3.9089	.70398	384
My sport drinks consumption is good consequence for me.	3.8880	.72296	384

Inter-Item Correlation Matrix

	My sport drinks consumption is reasonable and practicable for me.	My sport drinks consumption is beneficial for me.	My sport drinks consumption is good consequence for me.
My sport drinks consumption is reasonable and practicable for me.	1.000	.323	.308
My sport drinks consumption is beneficial for me.	.323	1.000	.965
My sport drinks consumption is good consequence for me.	.308	.965	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
My sport drinks consumption is reasonable and practicable for me.	7.7969	2.000	.319	.105
My sport drinks consumption is beneficial for me.	8.1432	1.053	.850	.932
My sport drinks consumption is good consequence for me.	8.1641	1.030	.833	.931

Item-Total Statistics

	Cronbach's Alpha if Item Deleted
My sport drinks consumption is reasonable and practicable for me.	.982
My sport drinks consumption is beneficial for me.	.456
My sport drinks consumption is good consequence for me.	.476

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.0521	2.775	1.66594	3

APPENDIX E-2: Behavioral Beliefs

Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded[a]	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.674	.602	5

Item Statistics

	Mean	Std. Deviation	N
Sport drinks is good for rehydration.	4.1354	.34261	384
Sport drinks have good taste/flavor.	3.3438	1.01506	384
Sport drinks goes well with food.	3.3620	1.11562	384
Consuming sport drinks is extended my exercise performance.	3.7214	.67631	384
Consuming sport drinks is sophisticated.	2.7448	.82865	384

Inter-Item Correlation Matrix

	Sport drinks is good for rehydration.	Sport drinks have good taste/flavor.	Sport drinks goes well with food.	Consuming sport drinks is extended my exercise performance.
Sport drinks is good for rehydration.	1.000	.001	.029	.051
Sport drinks have good taste/flavor.	.001	1.000	.844	.372
Sport drinks goes well with food.	.029	.844	1.000	.307
Consuming sport drinks is extended my exercise performance.	.051	.372	.307	1.000
Consuming sport drinks is sophisticated.	-.007	.393	.250	.082

Inter-Item Correlation Matrix

	Consuming sport drinks is sophisticated.
Sport drinks is good for rehydration.	-.007
Sport drinks have good taste/flavor.	.393
Sport drinks goes well with food.	.250
Consuming sport drinks is extended my exercise performance.	.082
Consuming sport drinks is sophisticated.	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
Sport drinks is good for rehydration.	13.1719	7.521	.022	.006
Sport drinks have good taste/flavor.	13.9635	3.565	.805	.763
Sport drinks goes well with food.	13.9453	3.577	.678	.722
Consuming sport drinks is extended my exercise performance.	13.5859	6.134	.325	.146
Consuming sport drinks is sophisticated.	14.5625	5.782	.304	.183

Item-Total Statistics

	Cronbach's Alpha if Item Deleted
Sport drinks is good for rehydration.	.727
Sport drinks have good taste/flavor.	.396
Sport drinks goes well with food.	.479
Consuming sport drinks is extended my exercise performance.	.664
Consuming sport drinks is sophisticated.	.676

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.3073	7.681	2.77142	5

APPENDIX E-3: Outcome Evaluations

Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded[a]	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.745	.701	5

Item Statistics

	Mean	Std. Deviation	N
When consuming sport drinks health concern is important for me.	4.2943	.45631	384
When consuming sport drinks taste/flavor enjoyment is important for me.	3.0260	.98254	384
When consuming sport drinks compatibility with food is important for me.	3.8776	.75314	384
When consuming sport drinks extended exercise performance is important for me.	3.9531	.72472	384
When consuming sport drinks the feeling of sophistication is important for me.	3.7500	.94219	384

Inter-Item Correlation Matrix

	When consuming sport drinks health concern is important for me.	When consuming sport drinks taste/flavor enjoyment is important for me.	When consuming sport drinks compatibility with food is important for me.	When consuming sport drinks extended exercise performance is important for me.
When consuming sport drinks health concern is important for me.	1.000	.041	-.070	.002
When consuming sport drinks taste/flavor enjoyment is important for me.	.041	1.000	.470	.508
When consuming sport drinks compatibility with food is important for me.	-.070	.470	1.000	.482
When consuming sport drinks extended exercise performance is important for me.	.002	.508	.482	1.000
When consuming sport drinks the feeling of sophistication is important for me.	-.096	.487	.785	.579

Inter-Item Correlation Matrix

	When consuming sport drinks the feeling of sophistication is important for me.
When consuming sport drinks health concern is important for me.	-.096
When consuming sport drinks taste/flavor enjoyment is important for me.	.487
When consuming sport drinks compatibility with food is important for me.	.785
When consuming sport drinks extended exercise performance is important for me.	.579
When consuming sport drinks the feeling of sophistication is important for me.	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
When consuming sport drinks health concern is important for me.	14.6068	7.696	-.036	.021
When consuming sport drinks taste/flavor enjoyment is important for me.	15.8750	4.491	.566	.334
When consuming sport drinks compatibility with food is important for me.	15.0234	4.958	.682	.626

When consuming sport drinks extended exercise performance is important for me.	14.9479	5.245	.615	.403
When consuming sport drinks the feeling of sophistication is important for me.	15.1510	4.202	.705	.674

Item-Total Statistics

	Cronbach's Alpha if Item Deleted
When consuming sport drinks health concern is important for me.	.823
When consuming sport drinks taste/flavor enjoyment is important for me.	.684
When consuming sport drinks compatibility with food is important for me.	.638
When consuming sport drinks extended exercise performance is important for me.	.665
When consuming sport drinks the feeling of sophistication is important for me.	.614

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.9010	7.813	2.79511	5

APPENDIX E-4: Subjective Norms

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.808	.878	3

Item Statistics

	Mean	Std. Deviation	N
The trend of consuming sport drinks among people around me is significance.	3.8490	1.01070	384
My close friends and family members would appreciate if I consume sport drinks rather than soft drinks.	3.2552	1.37963	384
People around me generally believe that sport drinks is good for rehydration.	4.0599	.59066	384

Inter-Item Correlation Matrix

	The trend of sonsuming sport drinks among people around me is significance.	My close friends and family members would appreciate if I consume sport drinks rather than soft drinks.	People around me generally believe that sport drinks is good for rehydration.
The trend of consuming sport drinks among people around me is significance.	1.000	.623	.789
My close friends and family members would appreciate if I consume sport drinks rather than soft drinks.	.623	1.000	.702
People around me generally believe that sport drinks is good for rehydration.	.789	.702	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
The trend of consuming sport drinks among people around me is significance.	7.3151	3.397	.719	.632
My close friends and family members would appreciate if I consume sport drinks rather than soft drinks.	7.9089	2.313	.687	.506
People around me generally believe that sport drinks is good for rehydration.	7.1042	4.663	.818	.695

Item-Total Statistics

	Cronbach's Alpha if Item Deleted
The trend of consuming sport drinks among people around me is significance.	.674
My close friends and family members would appreciate if I consume sport drinks rather than soft drinks.	.815
People around me generally believe that sport drinks is good for rehydration.	.745

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.1641	7.098	2.66427	3

APPENDIX E-5: Normative Beliefs

Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded[a]	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.934	.934	3

Item Statistics

	Mean	Std. Deviation	N
most members of my family think I should drink sport drinks.	2.5000	1.28863	384
most of my friends think that I should drink sport drinks.	2.8594	1.36001	384
most of my colleagues think that I should drink sport drinks.	2.7604	1.34607	384

Inter-Item Correlation Matrix

	most members of my family think I should drink sport drinks.	most of my friends think that I should drink sport drinks.	most of my colleagues think that I should drink sport drinks.
most members of my family think I should drink sport drinks.	1.000	.818	.707
most of my friends think that I should drink sport drinks.	.818	1.000	.947
most of my colleagues think that I should drink sport drinks.	.707	.947	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
most members of my family think I should drink sport drinks.	5.6198	7.129	.773	.713
most of my friends think that I should drink sport drinks.	5.2604	5.927	.957	.941
most of my colleagues think that I should drink sport drinks.	5.3594	6.377	.871	.911

Item-Total Statistics

	Cronbach's Alpha if Item Deleted
most members of my family think I should drink sport drinks.	.973
most of my friends think that I should drink sport drinks.	.828
most of my colleagues think that I should drink sport drinks.	.899

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.1198	14.111	3.75645	3

APPENDIX E-6: Motivation to Comply

Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded[a]	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.982	.983	3

Item Statistics

	Mean	Std. Deviation	N
I will follow / I want to do, what my family think I should do.	3.1068	1.22913	384
I will follow / I want to do, what my friends think I should do.	3.2552	1.26717	384
I will follow / I want to do, what my colleagues think I should do.	3.2031	1.12896	384

Inter-Item Correlation Matrix

	I will follow / I want to do, what my family think I should do.	I will follow / I want to do, what my friends think I should do.	I will follow / I want to do, what my colleagues think I should do.
I will follow / I want to do, what my family think I should do.	1.000	.960	.935
I will follow / I want to do, what my friends think I should do.	.960	1.000	.955
I will follow / I want to do, what my colleagues think I should do.	.935	.955	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
I will follow / I want to do, what my family think I should do.	6.4583	5.612	.959	.925
I will follow / I want to do, what my friends think I should do.	6.3099	5.379	.973	.948
I will follow / I want to do, what my colleagues think I should do.	6.3620	6.106	.954	.916

Item-Total Statistics

	Cronbach's Alpha if Item Deleted
I will follow / I want to do, what my family think I should do.	.973
I will follow / I want to do, what my friends think I should do.	.964
I will follow / I want to do, what my colleagues think I should do.	.979

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.5651	12.706	3.56454	3

APPENDIX E-7: Purchase Intention / Behavioral Intention

Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded[a]	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.856	.893	3

Item Statistics

	Mean	Std. Deviation	N
I am willing to consume sport drinks in the future.	4.0547	.59557	384
I am willing to consume sport drinks on regular basis.	3.1016	1.33934	384
I would also recommend others to consume sport drinks.	3.1068	1.30736	384

Inter-Item Correlation Matrix

	I am willing to consume sport drinks in the future.	I am willing to consume sport drinks on regular basis.	I would also recommend others to consume sport drinks.
I am willing to consume sport drinks in the future.	1.000	.631	.717
I am willing to consume sport drinks on regular basis.	.631	1.000	.857
I would also recommend others to consume sport drinks.	.717	.857	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
I am willing to consume sport drinks in the future.	6.2083	6.505	.699	.515
I am willing to consume sport drinks on regular basis.	7.1615	3.180	.839	.735
I would also recommend others to consume sport drinks.	7.1563	3.156	.887	.786

Item-Total Statistics

	Cronbach's Alpha if Item Deleted
I am willing to consume sport drinks in the future.	.923
I am willing to consume sport drinks on regular basis.	.702
I would also recommend others to consume sport drinks.	.638

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.2630	8.983	2.99714	3

APPENDIX E-8: Behaviors

Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded[a]	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.856	.893	3

Item Statistics

	Mean	Std. Deviation	N
I usually consume sport drinks for my thirst quench purpose.	4.0547	.59557	384
I usually consume sport drinks when I am physically active.	3.1094	1.34553	384
I am often consume sport drinks for rapid rehydration purpose.	3.1120	1.30493	384

Inter-Item Correlation Matrix

	I usually consume sport drinks for my thirst quench purpose.	I usually consume sport drinks when I am physically active.	I am often consume sport drinks for rapid rehydration purpose.
I usually consume sport drinks for my thirst quench purpose.	1.000	.634	.714
I usually consume sport drinks when I am physically active.	.634	1.000	.857
I am often consume sport drinks for rapid rehydration purpose.	.714	.857	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
I usually consume sport drinks for my thirst quench purpose.	6.2214	6.523	.699	.512
I usually consume sport drinks when I am physically active.	7.1667	3.168	.841	.735
I am often consume sport drinks for rapid rehydration purpose.	7.1641	3.182	.885	.783

Item-Total Statistics

	Cronbach's Alpha if Item Deleted
I usually consume sport drinks for my thirst quench purpose.	.923
I usually consume sport drinks when I am physically active.	.701
I am often consume sport drinks for rapid rehydration purpose.	.639

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.2760	9.005	3.00076	3