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## Marketing

Highlights

The Impact of Application Green Marketing

Active Learning and Critical Thinking

A Case Study in Northern Province

Green Marketing Criteria on the Marketing

Discovering Thoughts, Inventing Future

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# Active Learning and Critical Thinking in Marketing: Using "Exercises" to Better Comprehend Concepts and Solve Problems

By C. M. Sashi

*Florida Atlantic University, Unite states*

*Abstract-* This paper proposes using "exercises" (articles to spur Socratic dialogue), a pedagogical innovation to foster learning of critical concepts in marketing. Exercises enable students relatively unfamiliar with business and strategic decision making to learn marketing theory by applying concepts to better understand and solve current problems confronting an actual company. By allowing students to apply concepts in specific, feature-rich, real contexts, exercises stimulate critical thinking ability in the best traditions of the Socratic method. Exercises inspire understanding, analysis, and problem solving through reading, reflection, discussion, and application of marketing concepts. Learning from peers by sharing information and applying marketing concepts to generate insights about compelling problems helps enhance student retention of critical ideas.

*Keywords: active learning, experiential learning, critical thinking, marketing theory, marketing education, Socratic method.*

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# Active Learning and Critical Thinking in Marketing: Using "Exercises" to Better Comprehend Concepts and Solve Problems

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## I. Introduction

Teaching and scholarship are presumed to constitute the bedrock of higher education with teachers possessing a deep and scholarly understanding of their discipline that is shared with students. The training of marketing teachers emphasizes scholarship and research with little attention given to teaching itself (Bearden, Ellen, & Netemeyer, 2000; Burton, 2003). In recent years, doctoral students are increasingly being mentored in teaching and assigned classes to teach even if minimum measures of teaching performance are not used as criteria in awarding the degrees certifying their suitability for employment as teachers. In the initial years of a teacher's career, research productivity in terms of papers published vastly if not wholly overshadows excellence in teaching (see, e.g., Martinez, Toyne, & Menger, 2000) with reputable universities known to deny tenure to their best teachers who fail to satisfy research criteria (see Clayson & Haley, 2005). An inherent tension seems to exist between teaching and scholarship, particularly in terms of incentives and rewards. But for good scholarship to translate into good teaching, we must find fresh approaches to sharing the complex concepts that emerge from good scholarship with students in ways that foster learning and exemplify good teaching. Exercises represent a pedagogy that bridges the divide and facilitates student understanding of concepts and the ability to apply them to solve problems.

In order to make marketing decisions, students must learn and apply concepts that provide the deductive knowledge and analytical frameworks for making these decisions. A precise understanding of these concepts is essential for students to comprehend, analyze, and solve problems following Bloom's taxonomy (see, e.g., Frontczak, 1998). If, however, students fail to fully grasp the concept and have only an imprecise understanding of it, the concepts will be reduced to mere definitions that can be recalled and recited but not applied to solve problems. Making it easier to get a good grasp of the concept and its implications is essential for use by students in their future role as managers. Using exercises to practice use of a concept by applying it to real life situations in which the problems encountered by an actual company familiar to most students are described in a factual account rich in detail enables students to better understand the concept as well as develop proficiency in its use. An added advantage is that exercises make learning fun and help students remember complex concepts.

Using exercises to teach marketing can help resolve the implicit contradiction that some academics and practitioners perceive between theory and practice (see Finch, Nadeau, & O'Reilly, 2013; Tregear et al., 2010). Businesses often complain that graduates of business programs lack the skills required for entry-level jobs (see Schibrowsky, Peltier, & Boyt, 2002; Schlee & Harich, 2010). Traditionalists in education favor knowledge-based education while others argue that the emphasis should be on skills training (Pearce & Bonner, 2000). Universities may even equate the teaching of practical skills as vocational education that is at variance with their focus on research to discover and disseminate knowledge. Students are expected to learn concepts and theories essential for critical thinking, which become more important as students advance in their careers and move to higher level positions. However, education for professional careers in marketing must teach not

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only the concepts and theories required for decision-making but also the application of these concepts in practice (Hughes, Tapp, & Hughes, 2008; Schibrowsky, Peltier, & Boyt, 2002). Marketing education "must emphasize the development of foundational meta-skills through experiential methods that demonstrate application in unique marketing contexts" (Finch, Nadeau, & O'Reilly, 2013, p. 65). Learning marketing concepts and theories and applying them to solve problems in exercises featuring unique marketing situations helps students develop fundamental career skills.

Exercises enable active learning (also known as action learning) by allowing "students to talk and listen, read, write, and reflect as they approach course content through problem-solving exercises … which require students to apply what they are learning" (Meyers & Jones, 1993, p. xi). Characteristics that distinguish active learning from traditional learning are its focus on the task rather than the classroom, the group rather than the individual, output rather than input, active rather than passive learning, the present and future rather than the historic, return rather than cost, and learner led rather than teacher led learning (Cunningham, 1999). Active learning engages students (Prince, 2004), maximizes their participation in the learning process (Johnson & Malinowski, 2001), and helps "prepare students to be lifelong learners, adaptable team players, and critical thinkers" (Morgan et al., 2005, p. 20). By enabling students to make meaningful connections that improve both comprehension and retention of concepts (Bacon & Stewart, 2006), exercises can help achieve the potential of the Socratic method.

## II. Exercises to Learn Marketing Concepts

Scholars have long debated if marketing is an art or a science and attempted to push towards making the discipline more scientific by developing deductive frameworks for analysis. Despite considerable progress in the past few decades, marketing, like management education in general has relied on inductive models to provide students with an understanding of marketing problems and the ability to solve them. For example, marketing texts routinely use vignettes to introduce ideas at the beginning of chapters, use analogies to explain and reinforce concepts, and end with a short mini-case to illustrate the portent of the chapter. The intent is to improve understanding but terse analogies without counter-arguments, accompanied by highlighted terms could result in a simplistic understanding that might even trivialize concepts essential for marketing decisions. For instance, introductory texts in marketing present a more disaggregated view of marketing practice than the greater integration of marketing tasks and activities seen by practitioners (Dibb, Simoes, & Wensley, 2014).

In graduate classes a popular solution has been to use cases that are comprehensive descriptions of decision-making situations faced by a company that require careful reading to decipher problems, identify and evaluate alternatives, and recommend a strategy. Typically, cases are prepared by small groups prior to discussion in class and considerable time and effort has to be devoted to the analysis. Students must be highly motivated and possess the background and experience to appreciate and understand the situation depicted in the case. These requirements usually preclude the use of comprehensive cases to teach the introductory principles course to undergraduate students who are mostly young and inexperienced (see, e.g., Wheeler, 2008). Even in the case of older commuter students who hold jobs, work experience is at the lower rungs of the hierarchy with scant knowledge of the business or involvement in strategy. To introduce these students to the broad array of topics covered in the introductory marketing course, which for many will be their only course in marketing, it is important that they learn their lessons well and with sufficient depth that they are able to apply the concepts to better understand and solve problems when in the course of their careers the need for marketing decisions arises. A pedagogic approach that greatly facilitates the learning of critical marketing concepts by students relatively unfamiliar with marketing decisions is the use of exercises in the classroom and online teaching.

### *a) What are Exercises?*

When I first started teaching I would suggest to my students who were adult learners in continuing education classes or students in a part-time MBA program that they gain a better understanding of businesses and marketing by reading periodicals like Business Week, Forbes, and Fortune. I would also recommend reading the Wall Street Journal or the business section of the local newspaper. Soon it became clear that if I wanted students to heed my advice, I would have to recommend a particular publication and perhaps encourage them to subscribe by circulating forms for reduced rate subscriptions. Next, I selected articles with current news related to what we were discussing and read it aloud in class, expecting students would realize the relevance and value of the concepts taught. Subsequently, I started making copies of the articles and distributing them in class. When a student asked what they should do with the handout I was distributing, I was nonplussed. Wasn't it clear that I expected them to better understand the concepts we had covered by reading and reflecting on the situation described in the handout? That was when I realized that for students to benefit I had to be far more selective in my choice of articles, ensure that they



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tied neatly into the topic discussed, raised questions in the minds of students, and led to an engaged discussion that stimulated critical thinking and reflection. Better guidance was also required for the discussion to improve understanding of the concept and how it might be applied in practice. The idea of exercises was born.

Exercises are self-contained, well written, and easy to read articles authored by journalists that simply state the facts of a problem situation faced by actual companies after interviewing company personnel, competitors, buyers, suppliers, analysts, or other industry watchers. The article should focus on a specific issue germane to a particular concept covered in the course and illustrate how the concept might be utilized to comprehend and solve the problems faced by the company. It must not require other concepts that are learned later in the course for the analysis, an especially onerous requirement for exercises used early in course.

Unlike mini-cases at the end of chapters or short cases often found at the end of textbooks, the articles are not condensed versions of several articles rewritten by an expert in the field that prompt students to draw a specific conclusion. Any opinions expressed in the article are those of the key informants interviewed whose opinions are usually cited within quotation marks. Reporters are expected to desist from interjecting any subjectivity into the article and not slant the analysis towards a point of view. It is thus open to students to make of it what they will and the exercise becomes an opportunity for them to apply a concept they may have just learned to make sense of the situation and think through the possibilities.

By using the concept to make sense of the exercise, students are able to better understand the concept and reflect on it as well as develop the ability to apply the concept to solve problems indicated in the exercise. Justifying their analysis in the ensuing discussion with peers by relying on the concept helps students learn how to use the concept to sift through the options and make decisions. Exercises simulate reality, featuring real companies with real problems for students to practice problem solving virtually through interactive discussion using relevant marketing concepts. The brief cases from Harvard are probably the closest substitute but they lack the engaging immediacy and dynamism of current news and are more suitable for well-motivated undergraduates in elective classes rather than the novice learner in introductory marketing classes. Exercises represent a pedagogic approach that makes it possible to more fully realize the benefits of the Socratic method.

*b) How to Select Exercises*

Exercises are chosen from articles written by journalists that appear in the popular press or online media. They should be well written in straightforward prose that is easy to read, and report the facts pertaining to problems encountered by a particular company and the decisions it must make. The article must contain adequate detail for analysis but also be short enough to permit reading and reflection followed by discussion in class or online with the teacher as moderator. Over the years I have found that I prefer articles from the Wall Street Journal and the New York Times, which are usually two letter-size pages of newspaper columns. Students must be able to read the entire exercise in ten to fifteen minutes, think about it, and then discuss the situation in thirty minutes or less. The exercise must be intrinsically interesting, a compelling even exciting read, able to capture the student's attention, and stimulate critical thinking. Usually discussion of the concept to which the article relates immediately precedes the exercise and reading it should help clarify the concept as well as enable a better understanding of the situation depicted in the exercise. By applying the concept to identify and discuss possible strategies, exercises should allow students to reflect on the concept individually as well as refine their understanding of the concept by sharing information and learning from each other through discussion and debate.

Selecting exercises can follow the stages suggested for new product development (e.g., Kotler & Armstrong, 2014). The idea for an exercise may come from any article, which is screened for readability, clarity, length, and interest, then checked to see how well it illustrates a specific concept, before developing a strategy for its use, turning it into a prototype for discussion, testing in class, and deciding whether to adopt or not. For example, consider the potential for a new exercise based on news about the discovery of horsemeat in products like lasagna and meatballs supposedly made from beef sold in several countries in Europe. Of the many interesting articles on the subject, only a few survived screening for readability, clarity, and length, and only one appeared suited to teach a specific concept. An article in the Wall Street Journal entitled "IKEA's Iconic Meatball Drawn Into Horse-Meat Scandal" (Molin & Stoll, 2013) seemed to hold promise to teach consumer behavior using the information processing framework. It was well-written and easy to read, self-contained with adequate information for the analysis, and a good illustration of information processing concepts like selective attention, selective perception, and selective retention. However, it would replace another recent article about the redesign of ketchup packets for drive through customers of quick service restaurants by Heinz (Nassauer, 2011) that generates considerable discussion and has been a favorite of students. The new exercise has the advantage of being interesting as well as intriguing news that can be linked to other examples of food contamination and safety in the discussion, but had to test well for its adoption.



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*c) Using Exercises for Active Learning*

The key to the use of exercises as a pedagogic method is asking questions. Reading the exercise raises questions in the minds of students seeking to make sense of it. The concepts just learned in the course may assist in trying to understand and make sense of the exercise as well as improve understanding of the concept itself. Information from the critical thinking and reflection prompted by these questions is shared in the ensuing discussion with classmates, in turn raising more questions. Based on the analysis and opinions that emerge during a free-flowing and nonjudgmental discussion and debate, the teacher may pose additional questions to help better comprehend the concept as well as identify and evaluate possible solutions. The importance of insights from questioning and reflection are emphasized in active learning (Revans, 2011). Exercises represent a pedagogy that unites active and deep learning to teach problem solving skills in marketing courses (see Diamond, Koernig, & Iqbal, 2008), thereby improving retention of knowledge (Bacon & Stewart, 2006). For instance, an active learning class exercise in mental models was found to increase both understanding of the concept and retention of knowledge, suggesting that critical thinking skills were enhanced (Wilson, 2014).

Students become active partners in the learning process and contribute to their own learning (Clayson & Haley, 2005) and the education of others through interactive discussion (Frontczak, 1998). Exercises enable students to become involved participants and co-creators of value in learning, enhancing both their own learning and that of others. Involving students in the creation of value increases student engagement in marketing classes (Taylor et al., 2011). Students have to think on their feet and provide the supporting rationale for their arguments in peer-to-peer discussion using the concepts just learned. In turn, exercises improve understanding of the concept itself. Exercises, by enabling value co-creation through interactive discussion among peers, not only facilitate active learning and critical thinking but also improve student engagement.

The use of exercises for active learning in marketing can be modeled with the help of Revans' virtuous circle of learning (Cunningham, 1999) or Kolb's (1984) experiential learning cycle. Based on work with practicing managers, the virtuous circle of learning consists of the following stages (Cunningham, 1999):

1) Learn from experience
2) Reflect
3) Share the experience with others
4) Have them criticize and advise
5) Take their advice, reflect, and implement
6) Reflect and share the lessons learned

Exercises enable students to learn from the situation and experiences described in the exercise, reflect using the concepts learned, share information and insights with classmates, engage in critical discussion and obtain advice from peers, leading to further reflection and sharing of lessons learned. In terms of Revans' (2011) learning equation of $L = P + Q$, where L stands for learning, P for programmed knowledge, and Q for questioning insight, marketing concepts represent P and exercises represent Q.

An alternative approach to model the use of exercises for active learning in marketing is the experiential learning cycle. The four stages of the experiential learning cycle (Kolb, 1984) are:

1) Concrete experience
2) Reflective observation
3) Abstract conceptualization
4) Active experimentation

Students can complete all four stages of the learning cycle using exercises. In order to satisfy the requirements of the learning cycle, activities in marketing classes must provide concrete experience for students by encouraging their active participation and involvement, reflective observation by allowing students the opportunity to express their feelings, abstract conceptualization by assisting students understand the relevant marketing concepts and theories, and active experimentation by improving their ability to apply concepts learned to new experiences and marketing strategies (Frontczak, 1998). Figure 1 is a schematic representation of how exercises can be used to enhance the learning of marketing concepts by leading students through the four stages of the learning cycle.



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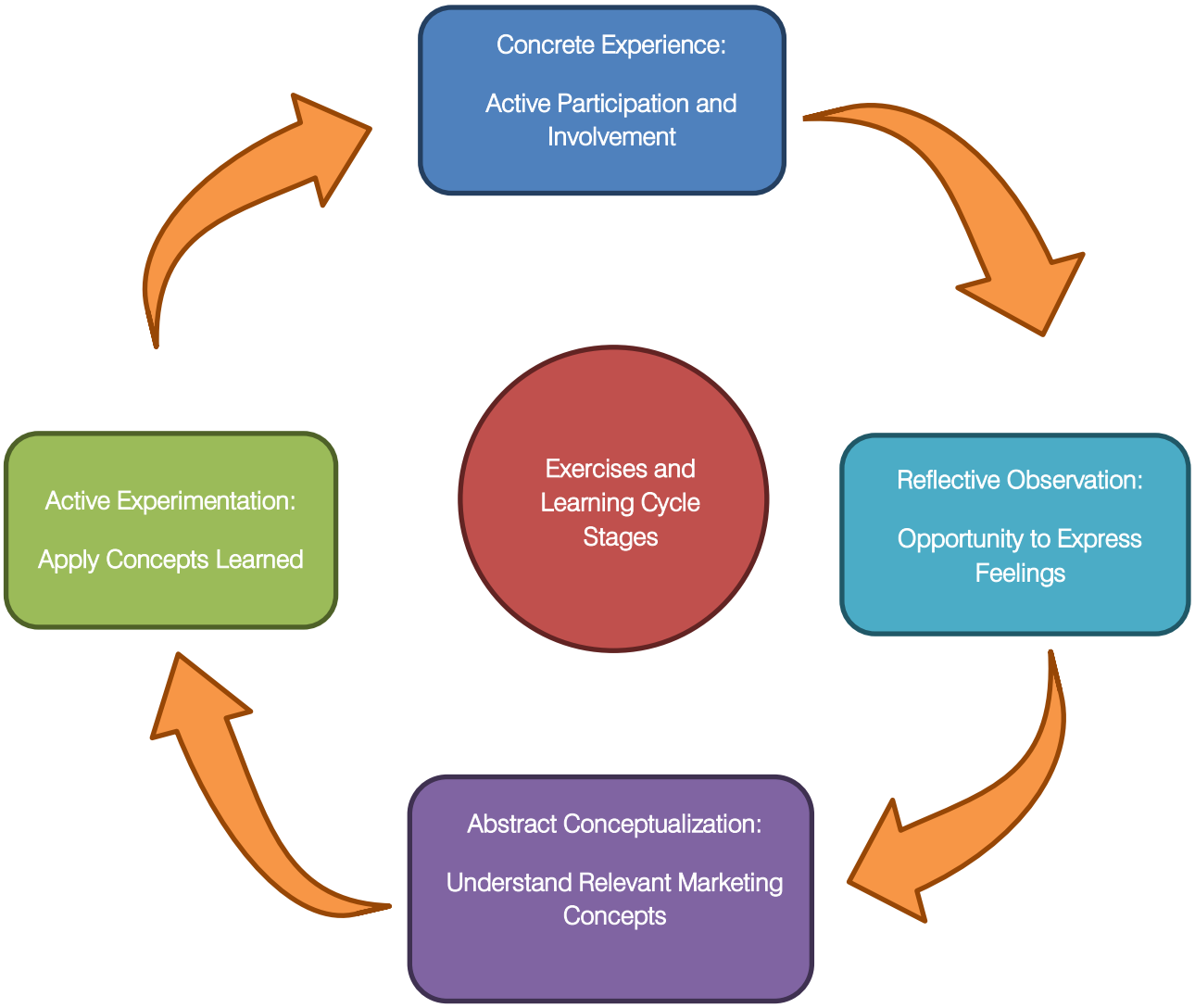


*Figure 1 :* Using Exercises to Enhance Learning of Marketing Concepts

Designing activities that explicitly incorporate all four stages and intrinsically motivate students "seem to be the foundation for stimulating the use of deeper cognitive learning processes and meaningful learning" (Young, Caudill, & Murphy, 2008, p. 36). Students who complete the four stages utilize a deeper approach to learning and perceive that they learned more (Young, Caudill, & Murphy, 2008). Active learning course designs – experiential and participative designs – are more effective than traditional passive designs and produce statistically superior student outcomes (Black, Daughtrey, & Lewis, 2014). Teachers and students can achieve learning goals through active learning (Graeff, 2010) by using exercises.

## III. Student Assessment of Exercises

In general students are engrossed in the exercise, reading it in silence immediately after the exercises are distributed. This is true in classes of varied size ranging up to 150 students. Instructors can read along with the class, pausing to observe their progress and check the time every so often. When most seem to be done reading, usually after ten to fifteen minutes, the instructor may begin the discussion and allow everybody who raises their hand to speak before intervening with questions related to the points made or issues that might have been neglected. Most students participate and are not reluctant to voice their analysis and opinions. A vigorous back and forth discussion



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ensues with some delighting in their ability to interpret the exercise using the concepts just learned. Students build on the points made by one another and through interactive discussion identify potential solutions using the concepts and theory learned immediately prior to the exercise. Many also add insights derived by applying concepts from previous classes as the discussion progresses.

Opinions expressed in person and by email during the course as well as at the end of the course and in student evaluations attest to the beneficial value of exercises in learning marketing. Students are vocal in their appreciation of exercises as a tool to make abstract theory more concrete, improve understanding of the concept as well as the ability to identify and evaluate alternative options in order to select a potential solution using the concept. A positive classroom experience with active learning exercises benefits both students and instructors and increases student learning, participation, and interest (Schee, 2012).

To confirm the qualitative evidence, survey data was gathered from students in two introductory marketing courses: (1) an undergraduate principles of marketing course, and (2) a foundations course in marketing for students entering the MBA program without an undergraduate business degree. The pedagogic value of exercises is assessed on several different dimensions (see, e.g., Li & Greenberg, 2009) using a 5-point Likert scale.

*a) Undergraduate Course*

Table 1 presents the means and standard deviations on 14 dimensions for 6 exercises used to stimulate action learning and critical thinking before the mid-term exam in the introductory marketing course for undergraduates.

*Table 1 :* Student Assessment of Exercises – Undergraduate Students

| Dimension | Introductory Undergraduate Course (n=52) | |
|---|---|---|
| | Mean | Std. Dev. |
| Exercises are fun | 3.83 | 0.88 |
| Exercises are interesting | 4.44 | 0.57 |
| Exercises are well written | 4.39 | 0.80 |
| Exercises are easy to read | 4.08 | 0.97 |
| Exercises are not too long | 3.96 | 1.01 |
| Exercises are a good use of class time | 4.25 | 0.74 |
| Exercises help me understand concepts | 4.19 | 0.97 |
| Exercises help me apply concepts | 4.14 | 1.07 |
| Exercises help me learn how to solve problems | 3.75 | 1.10 |
| Exercises help me learn marketing theory | 4.17 | 0.79 |
| Exercises help me learn from classmates | 3.75 | 1.19 |
| Exercises help me learn career skills | 3.69 | 1.15 |
| Exercises give me a sense of involvement | 4.12 | 1.08 |
| Exercises give me a sense of satisfaction | 3.79 | 1.05 |

The overall mean on all dimensions is 4.04 for undergraduates indicating that students in introductory marketing courses see exercises as a valuable pedagogy. The ratings ranged from a high of 4.44 for exercises are interesting to a low of 3.69 for exercises help me learn career skills. The difference between the high and low ratings is a mere 0.75 in the case of undergraduates.

*b) Graduate Course*

Table 2 presents the means and standard deviations on the same dimensions for 10 exercises used before the final exam in the introductory marketing course for graduate students.



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*Table 2 :* Student Assessment of Exercises – Graduate Students

| Dimension | Introductory Graduate Course (n=20) | |
|---|---|---|
| | Mean | Std. Dev. |
| Exercises are fun | 3.80 | 0.77 |
| Exercises are interesting | 4.60 | 0.50 |
| Exercises are well written | 4.20 | 0.70 |
| Exercises are easy to read | 4.15 | 0.67 |
| Exercises are not too long | 3.85 | 0.88 |
| Exercises are a good use of class time | 4.45 | 0.61 |
| Exercises help me understand concepts | 4.50 | 0.61 |
| Exercises help me apply concepts | 4.60 | 0.60 |
| Exercises help me learn how to solve problems | 3.85 | 0.81 |
| Exercises help me learn marketing theory | 4.30 | 0.57 |
| Exercises help me learn from classmates | 3.90 | 1.07 |
| Exercises help me learn career skills | 3.70 | 0.98 |
| Exercises give me a sense of involvement | 4.20 | 0.70 |
| Exercises give me a sense of satisfaction | 3.70 | 1.08 |

The overall mean on all dimensions is 4.13 for graduate students, indicating that graduate students also see exercises as a valuable pedagogy (slightly higher overall mean for graduate students in comparison to undergraduate students). The ratings ranged from a high of 4.60 for exercises are interesting and exercises help me apply concepts to a low of 3.70 for exercises help me learn career skills and exercises give me a sense of satisfaction. The difference between the high and low ratings is 0.90 for graduate students.

The high and the low mean scores for the two courses are both higher for graduate students than for undergraduate students. Interestingly, the mean score for involvement (exercises give me a sense of involvement), which is a requirement for the first stage of Kolb's (1984) learning cycle is high (> 4.0) in undergraduate as well as graduate introductory marketing courses.

In the opinion of undergraduate as well as graduate students in introductory marketing courses, exercises get a high rating (mean score > 4.0) on several dimensions. Students find exercises interesting, well written, easy to read, give a sense of involvement, help understand and apply marketing concepts and learn marketing theory, and a good use of class time.

## IV. Conclusion

Exercises represent a potent method to enhance learning and application of marketing concepts, especially in introductory marketing courses. By engaging students in real problem solving situations faced by real companies, exercises increase participation and involvement, reflection, understanding, and application of concepts to identify and select marketing strategies. Exercises encourage students to become active learners and co-creators of knowledge, share information through interactive discussion, make meaningful connections that improve retention, and help achieve the promise of the Socratic method. Exercises enable students to acquire both the practical skills required at the start of their careers and the critical thinking skills required for higher-level strategic decision making as their careers progress.

By enabling students to better comprehend marketing concepts as well as improving their ability to solve problems using these concepts, exercises provide a pedagogic method that heeds the call to align theory and practice in marketing (Reibstein, Day, & Wind, 2009). Exercises can help fill the gap between theory and practice "where critical reflection and knowledge of fundamental principles may be vital in dealing with contemporary business challenges" (Hughes, Tapp, & Hughes, 2008, p. 236). A review of the marketing education literature concludes that "Research is thus needed that helps students become independent thinkers and problem solvers, such as articles that focus on exercises and tools that help students solve the business problems they will encounter" (Gray, Peltier, & Schibrowsky, 2012, p. 233). This paper is a tentative step in that direction.



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# Consumer's Preference and Consumer's Buying Behavior on Soft Drinks: A Case Study in Northern Province of Sri Lanka

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*Abstract-* This study focused to find the consumer's preference effect consumer's buying behavior of all soft drinks which consumed by ordinary consumers in Northern Province. This study tested by using two main established variables which are consumer's preference include four sub variable such as perceived product, perceived price, perceived place, perceived promotion and consumer's buying behavior include four sub variable such as culture, Social factors, personal factors, psychological factors. The main objective was to evaluate the consumer's preference and buying behavior of soft drinks. This survey has been explored the level of influence of consumer's buying behavior. customer personal information which consists of gender, location of business, income level, brand, consuming period, preference and advertising media and also through research information which includes the dimensions of all variables. Information collected from 300 samples in the Northern Province for this study.

*Keywords: consumer preference, buying behavior, soft drinks, northern province.*

*GJMBR - E Classification : JEL Code : P36*

CONSUMERSPREFERENCEANDCONSUMERSBUYINGBEHAVIORONSOFTDRINKSACASESTUDYINNORTHERNPROVINCEOFSRILANKA

*Strictly as per the compliance and regulations of:*

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# Consumer's Preference and Consumer's Buying Behavior on Soft Drinks: A Case Study in Northern Province of Sri Lanka

V. Anojan [α] & T. Subaskaran [σ]

*Abstract-* This study focused to find the consumer's preference effect consumer's buying behavior of all soft drinks which consumed by ordinary consumers in Northern Province. This study tested by using two main established variables which are consumer's preference include four sub variable such as perceived product, perceived price, perceived place, perceived promotion and consumer's buying behavior include four sub variable such as culture, Social factors, personal factors, psychological factors. The main objective was to evaluate the consumer's preference and buying behavior of soft drinks. This survey has been explored the level of influence of consumer's buying behavior. customer personal information which consists of gender, location of business, income level, brand, consuming period, preference and advertising media and also through research information which includes the dimensions of all variables. Information collected from 300 samples in the Northern Province for this study. The responses were obtained through structured questionnaires. It was analyzed through SPSS package and results illustrated by tables. The results of the survey confirmed that Necto has an effective level and also Pepsi and Coca Cola have moderate level in the market. Given recommendations are useful to maximize the effectiveness of all variables in a positive way and also to eradicate the problems. I hope this research will be helpful to evaluate the consumer's preference effect consumer's buying behavior for all companies. Regression and correlation analysis confirmed that there is a significant relationship between consumer's preference and buying behavior and significant impact of consumer's preference on buying behavior.

*Keywords: consumer preference, buying behavior, soft drinks, northern province.*

## I. Introduction

This Research attempted to study consumer's preference and consumer's buying behavior on soft drinks in Northern Province's current market situation. Besides, this report also studies the customer feedback about the soft drinks in Northern Province. Thus it can be said that there are two broad goals of the research." to study the consumer's preference on soft drinks" as a whole and other to "consumer's buying behavior on soft drinks". The research work was done through the collection of primary data by a common questionnaire through the market survey technique. Consumer preference explains how a consumer ranks a collection of goods or services or prefers one collection over another. This definition assumes that consumer's rank goods or services by the amount of satisfaction, or utility, afforded. Consumer preference theory does not take the consumer's income, good or service's price, or the consumer's ability to purchase the product or service. Consumer buying behavior refers to the multi-step decision-making process people engage in and the actions they take to satisfy their needs and wants in the marketplace. However, there is no single standard of behavior. Individual consumers behave differently based on psychological factors like motivation, and also due to environmental and situational forces.

Today's business environment is highly competitive and rapidly changing. Therefore if firm wants to succeed in its goals it has to do a continuous observation of the consumer behavior and their preference because consumers are the kings in the business world. In earlier days soft drinks market in Sri Lanka was thin and had few varieties of soft drinks such as Elephant house and very few local unknown brand. But nowadays it is changed inversely and grown overtime. It consists of so many varieties of soft drinks in the market such as Elephant house, Coco cola, Pepsi, Ole, My cola and so on. Today soft drink has become a vital daily usage which no one can avoid. The usage differs according to age, sex, income, culture, and different models, different taste, different customer's style, different volume, and different smell, different verities of product(Ex- Elephant house: Necto, Orange barley, Orange Crash, Ginger Beer, Kick cola, Cream soda, Soda, Apple Soda and lemonade) which are available in the present market. It is therefore, important for the consumer who is described as the 'King' in a competitive marketing environment to identify those factors, which influence their buying behavior besides those who influence his/her buying behavior. In conclusion the consumer is the key factor. So first we must study the behavior of the consumer along with other things so that I have started to do a research study according to the consumer's preference and their buying behavior of soft drinks in Northern Province.

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## II. Statement of the Problem

The problem of this research is to find out the relationship of consumer preference and consumer buying behavior on soft drinks. Today the majority of soft drinks products target all kind of people such as children, adults, middle age and old age; however there is a need for a nutritional drink for the adult. The purpose of this study is to develop a better understanding of consumer preferences and buying behavior on soft drinks and find out which factors are more impact on consumer preference and buying behavior. It is one for the needful study because now every companies are running their business in high competitive market and ever changing environment due that customers life style is changing day to day so that every organization have to give more consideration on customer preferences and buying behavior because they are kings in the market. Soft drink sector of Sri Lanka is performing very well however they have to understand what is customer preference and buying behavior on soft drinks to capture huge market. Based on the research problem of the study the following research question (RQ) was formulated,

RQ1: Do the consumer preferences affect the consumers buying behavior of soft drinks product?

## III. Significance of the Study

The significance of this research expresses itself by being a helpful tool for marketers, bottlers and retailers of soft drinks to direct marketing campaigns in the right way. Moreover, there is no grounded research about the Surinamese soft drinks market and the consumers buying behavior toward the product. Also nowadays every sector are running their business in much competitive environment as well as soft drinks manufacturing companies are running their business in competitive environment due to new enters of soft drinks manufacturing companies, substitute product for soft drinks and well known branded soft drink product. So the researcher can sure that this study will help to who are going to enter in the soft drink products and who are trying to capture the huge market not only in Sri Lanka but also in globally by having more knowledge about consumer preferences and buying behavior on soft drink products.

The importance of the study to which obtain from this research, through this research the soft drinks products can come to know the customer's desires for designing the products. By easy segmentation of the customers, the producer can easily direct the products towards particular customers. It helps to know the relationship between the producer and customer. The Society through this research can identify the buying behavior and its characteristics. This research will be a guide and helpful to the future generation. This research explains the design and methodology of the researches. In case of doing higher studies it will help to attempt more researches. This study will help to marketing officers, marketing students, marketing researchers, authors, researchers and soft drink manufacturers on improving their knowledge about consumer's preference and consumer's buying behavior in the current world and which factors mostly influence in consumer's preferences and buying behaviors

## IV. Objectives of the Study

The main objective of this study was as to identifying the factors which influence the consumer buying behavior with regard to soft drinks products. The following objectives were as secondary objectives such as,

1. To find what are the changes that would be made in future based on the consumer's preference?
2. To identifying the factors which influence the consumer preference with regard to soft drinks products.

## V. Literature Review

The aim of marketing is to meet and satisfy target customers needs and wants. The field of consumer behavior studies how individuals and organizations select buy, use, and dispose of goods, services, ideas or experiences to satisfy their needs and desires. Understanding consumer behavior and "knowing consumers" are never simple. Customers may say one thing but do another. They may not be in touch with their deeper motivations. They may respond to influences that change their mind at the last minute. Small companies and huge corporations stand to profit from understanding how and why their customers buy

### *a) Consumer Behavior*

The starting point for understanding buyer is the stimulus response model. Marketing and environmental stimuli enter the buyer's consciousness. The buyer's characteristics and decision process lead to certain purchase decisions. The marketers taste is to understand what happens in the buyer's consciousness between the arrival of outside stimuli and buyer's purchase decision. A consumer's buying behavior is influenced by cultural, social, personal, psychological factors. Cultural factors exert the broadest and deepest influence

#### i. *Existing Findings*

According to the Debadutta (2012) connecting communities across continents have shrunken the world into the small desktop. Tremendous flows of information and revolution in communication technology have pivotal impact on the world community and global business. The conglomerates around the globe plugged into this information super highway in order to ensure their competitive edge in the global commerce. In this



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direction mobile handsets contribution is revolutionary. In this study, we mainly focused on identifying the factors which influence the consumer behavior while they intend to make their purchase decision of mobile handsets. This research put some light to peep in to the consumer's black box. Consumer behavior is an integral part of human behavior and cannot be separated from it. The present study is an empirical research based on survey method. Through simple random sampling 1200 samples were collected from the 11 coastal districts of Odisha, as majority of the mobile handset owners reside in these districts. The collected data were coded, calculated and analyzed with the help of statistical tools like percentages, chi-square test; Paired T-test model employed this study. From the study find out students outnumbered using the mobile phone services and also low income group people are attracted by mobile phones and they bought it by credit system. This push those into the debt trap.

Justin Beneke has done a study to examine the influence of perceived product quality, relative price and risk, respectively, on perceived product value and, ultimately, consumers' willingness to buy Fast Moving Consumer Goods. The particular context is that of store brand household cleaning products. Respondents were recruited through an in-store survey and the data analyzed using PLS path modeling. The results verify those proposed by Sweeney, Soutar & Johnson (1999). Strong relationships between perceived relative price and perceived product value, as well as between perceived product value and willingness-to-buy, were found to exist. A powerful negative relationship was observed between perceived product quality and perceived risk. The results indicate that establishing a value perception is critical in the buying process. Tangible cues exhibiting high quality (e.g. packaging, shelf space, media placement, etc) need profound attention. Furthermore, it is suggested that risk, which plays an important part in the consumer decision process, is minimized through optimal retail service quality and customer reassurances.

Bala, Kumar& Rao (2012) have done a study to analyze the existing buying behaviour of Instant Food Products by individual households and to predict the demand for Instant Food Products of Hyderabad city in Andra Padesh. All the respondents were aware of pickles and Sambar masala but only 56.67 per cent of respondents were aware of Dosa/Idli mix. About 96.11 per cent consumers of Dosa/Idli mix and more than half of consumers of pickles and Sambar masala prepared their own. Low cost of home preparation and differences in tastes were the major reasons for non consumption, whereas ready availability and save time of preparation were the reasons for consuming Instant Food Products. Retail shops are the major source of information and source of purchase of Instant Food Products. The average monthly expenditure on Instant Food Products was found to be highest in higher income groups. The average per capita purchase and per capita expenditure on Instant food Products had a positive relationship with income of households. High price and poor taste were the reasons for not purchasing particular brand whereas best quality, retailers influence and ready availability were considered for preferring particular brand of products by the consumers.

Xihao & Yang's study investigating the difference of reference group influences on consumer behavior in cell phone purchasing decisions between the cell phone users in the U.S. and China. Specifically, three types of reference group influence (informational influence, utilitarian influence, and value-expressive influence) are examined in this study. The data for this study are collected from a web-based questionnaire survey with over 200 participants in each country. The preliminary results indicate that there are significant differences in the cell phone consumer purchasing patterns in terms of those social reference group influences, due to differences in some fundamental cultural and social traditions between the U.S. and China. Based on the results of this study, managerial insights and practical implications for marketing strategies in the cell phone market are recommended accordingly.

*b) Consumer Preference*

Market provides a key to gain actual success only to those brands which match best to the current environment " imperative" which can be delivered what are the people needs and they are ready to buy at the right time without any delay. It is perfectly true but this also depends on availability of good quality products and excellent taste and services which further attract and add a golden opportunity for huge sales. This also depends on the good planning approach and provide ample opportunity plus sufficient amount of products for sales in the coming next financial year. This study involves study of consumer's preferences for soft drinks. After going through a detail analysis of market behavior and future prospect, it may also provide an opportunity to soft drinks Company to frame a good future plan to satisfy maximum needs of the customers and established its guiding role in the market of Northern Province and throughout the country as a whole. The study report will also provide an opportunity to delineate its market potential business areas, products & services are to be offered by the company to the customers. This study report also provides the various factors affecting the services. Marketing Division of Soft Drinks Company has to keep in mind various factors specially while preparing a plan for marketing its product or services. Detail description along with analysis of surveyed data is being presented in this report.



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i. *Existing Research Findings*

Today there is an increasing demand for healthy and nutritional products as a consequence of consumers being better educated and more demanding; which leads to a need for new products and a more differentiated food product assortment Linnerman et al., (1999). In fact, consumers want high quality products that also deliver specific benefits in terms of health, safety and environmental quality Van der Heuvel et al., (2007). How consumers perceive product attributes is a critical aspect in the food choice process Kupiec and Revell, (2001). Several studies have been conducted to examine how consumers evaluate different product attributes in numerous food products. Health, nutrition, taste, price, convenience are some of the criteria consumers use to determine which product is more attractive Bech-Larsem et al., (1999). Consumers' face many trade-offs in their food choices, for example between nutrition and price, nutrition and convenience Blaylock et al., (1999). The development of healthy food was rated as the most important area of research, followed by developing natural foods Katz, (2000). According to Baltas (2001), consumers give plenty of attention to their diets, and especially to the information that appears on the package label such as, nutritional and health claims. As a response to consumers demand for healthier and nutritious goods, producers should highlight these claims on the front label of their packages. Other characteristics such as organic production and locally produced might provide additional benefits to consumers who care about environmental preservation.

The sensory attraction of a food product and the visual appearance of its packaging are powerful influences on consumer acceptability Tuorila and Pangborn, (1988); Cardello (1994). Packaging attributes can persuade consumers to purchase the product, and sensory attributes will 7

Confirm if they like it. This process may be determined if the buyer will repeat the purchase Munrray and Delahunty, (2000). Packages and labels have only a few seconds to make an impact on the consumer's mind Dantas et al., (2004); during that time, it must catch the consumer's eye, and convince the shopper that it is the optimum option on the shelf Rowan (2000). Colour and graphics in fruit juice packages represent key elements of the total appearance in a package design. According to Hutchings (2003), intensifying the fruit colors could strengthen expectation for the juice flavour. Deliza (2003) suggested that package designers should consider consumer expectations about the product's sensory attributes when designing the labels. In order to reach consumers needs and be successful in the market, producers should try to understand the sensory and packaging characteristics of a food product Munrray and Delahunty (2000). Consumers usually don't choose the attributes one at a time; instead they choose the group of attributes that provide them the greatest utility.

Some literature has been devoted to consumer perception of labelling and packaging, and the role of information on consumer intention to purchase. For instance, in Roe, Levy and Derby (1999) study, nutritional and health claims presented on the front label were more important than back-label nutrition facts. Bond, Thilmany, Keeling (2007), noticed that health claims regarding a diet rich in fruits and vegetables, and the power of these products reducing the risk of coronary disease and cancer, proved to be the most effective claim when attracting consumers. Teisl, Bockstael, and Levy (2001) examined the effects of nutritional claims on front label for several grocery products, and determined that these claims tent to change consumer's behavior; however, they stated that the health alternative did not always increase market share. In a survey conducted by Cichon and Ucherek (1999), three hundred and eighty students 8 were asked which packaging attributes influence their choices when deciding which fruit juice to purchase. Results showed that functionality, shape, capacity, general look and ecological aspect were the most important attributes that determined consumer choice of packaging. Deliza et al. (2003) conducted a conjoint survey with one hundred and twenty five British consumers, to observe the expectations of packages of an unfamiliar fruit juice (passion fruit) using computer generated images. The respondents were presented with twenty four computer generated package images, on which six packaging factors were manipulated (background color, picture, information, brand, language and shape). According to the authors, significant effects were found for each attribute; however, background color and information were the most important.

More recently, Laboissiere et al. (2007), employed conjoint analysis to determine the effect of packaging attributes on consumer expected liking and purchase intention of passion fruit juice. One hundred and twenty consumers evaluated twelve prototypes for expected liking and purchase intention. The results suggested that information about benefits of processing technologies such as high hydrostatic pressure presented on the package played an important role on consumer intention to purchase. Deliza and Silva (2003), explored consumers perceptions about the information of high pressure in the fruit juice package using focus groups. Dantas et al. (2004) also used focus groups to obtain information on consumer's attitudes about minimally processed products. Results suggest that the main packaging characteristics observed by participants were "best before", brand and nutritional information. The results of these studies implied that giving consumer's information about food production had a positive impact on the perception. A



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similar approach conducted by Cardello, Schutz and Lesher (2007), addressed issues 9

Related to consumer attitudes and conceptions regarding food processed by emerging technologies He found that the perceived risk associated with this technology was the most important factor influencing consumer interest in their use.

The choice of the product can be heavily influence by the packaging material. Beverage packages are of particular interest, since they cannot be distributed without a container (Van Dam and Van Trijp, 1993). Since their creation in 1960, aluminum cans rank as today's most desirable, convenient, and environmentally friendly package. According to the Can Manufacturers Institute in the U.S. approximately 130 billion cans are used by Americans each year, creating an eight billion dollar industry, with 200 manufacturing plants in 38 states, which employ more than 35 thousand employees. Tetra-brick was created in 1950. According to a Global Marketing Information Data Base (GMID) in 2005, approximately 1.9 billion of tetra-packs were used for fruit and vegetable uses in the United Kingdom. Polyethylene Terephthalate (PET) was introduced in the market in 1970, and since then has been increasing its popularity among the beverage industry. In 2005, approximately 68 billion of units of PET bottles were used for beverage in the U.S., and this number is expected to grow by 87 billion in 2010 (GMID, 2006). A number of studies have examined consumer preferences for organic products (Loureiro et. al, 2001; Loureiro and Hine, 2002; Gil et al., 2000), most findings suggest that consumers are willing to pay a premium for organic products. The term "Locally produced" is gaining increasing importance in a variety of fields. Local food is produced and processed locally, and it is determined by the distance it has traveled. One factor that influence consumers consumption of local products is that this type of food is environmentally friendly (Lusk et al. 2007), because supermarkets are using less fuel to transport the food, and less preservatives to extend the shelf life.

People who prefer to eat local foods are sometimes called "locavores" or "localvores" (Roosevelt, 2006). Locavore is someone who eats food grown or produced locally or within a certain radius such as 50, 100, or 150 miles. This movement was created by Jessica Prentice from San Francisco, and promotes the practice of eating from food produced within an area of a 100 mile radius. The literature review suggests that determining which packaging and labeling attributes are most significant to the consumer is essential before launching a product. In the case of 100% fruit juices, packaging and labeling can predispose the consumer to buy the product. Features such as package and nutritional claims play a fundamental role on the purchasing decision. Information about the content and benefits for the consumer should be highlighted on the package. In order to get an advantage in this competitive market, producers should try to involve consumers in the creation of the products before actually introducing it into the market. Several studies have been carried out regarding package and label of fruit juice; however, few have examined the effect of lifestyle segmentation which incorporates consumer behavior and opinions about 100% fruit juices packages, to identified homogeneous consumer segments sharing similar patterns of social behavior.

Attributes in conjoint experiments should reflect the competitive environment of alternatives available in the market (Blamey et al, 2001). In most situations consumers know which attributes are more important when they look to purchase a product. Consumer perceptions of a product are based on more than one attribute, so it is fundamental to identify which attributes influence their intention to purchase. A series of focus groups and other qualitative technique could be used to obtain 13

Information about the attributes and levels Focus groups are particularly useful with new product concepts. A focus group session is a qualitative research tool designed to obtain perceptions of several individuals of a specific subject, and is frequently used in conjoint analysis studies. Focus groups interviews can be described as small groups in which the researcher guides a group discussion on the topic of interest (Harrison et al., 1998).

Deliza et al. (1999) used focus groups to find out which fruit juice package attributes Brazilian consumers prefer. In (2003) she used this information to created images of passion fruit juices packages in a conjoint study. Deliza et al. (2000), used focus groups to figure out which features of label affect the expected attributes of instant coffee.

Dantas et al. (2004), employed focus groups to obtain information on consumer attitudes and opinions about the package attributes when choosing minimally processed vegetables to figure what kind of information should be presented to contribute to a higher intention to purchase. Harrison and Mclennon (2004) used focus groups to obtain information regarding the consumer's general knowledge about biotechnology, and identify labeling attributes that contribute to the consumers' preference.

## VI. Hypotheses

The consumer preference and buying behavior are influence by a number of complex factors. According to the Kotler's model (2000) of the factors influencing a consumer's buying behavior, marketing mix highly determine the consumer preference.

*H1:* There is significant relationship between consumer preference and buying behavior on soft drinks in the Northern Province.



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*H2:* There is significant impact of consumer preference on buying behavior on soft drinks in the Northern Province.

*H3:* There is a significant association between price and buying behavior on soft drinks in the Northern Province

*H4:* There is a significant impact of price on buying behavior on soft drinks

*H5:* There is a significant association between promotion and the buying behavior of soft drinks.

*H6:* There is a significant impact of promotion on the buying behavior of soft drinks in the Northern Province.

## VII. Conceptual Frame Work

Based on the literature review, following conceptual modal was formulated to depict the consumer's preference and consumer's buying behavior.

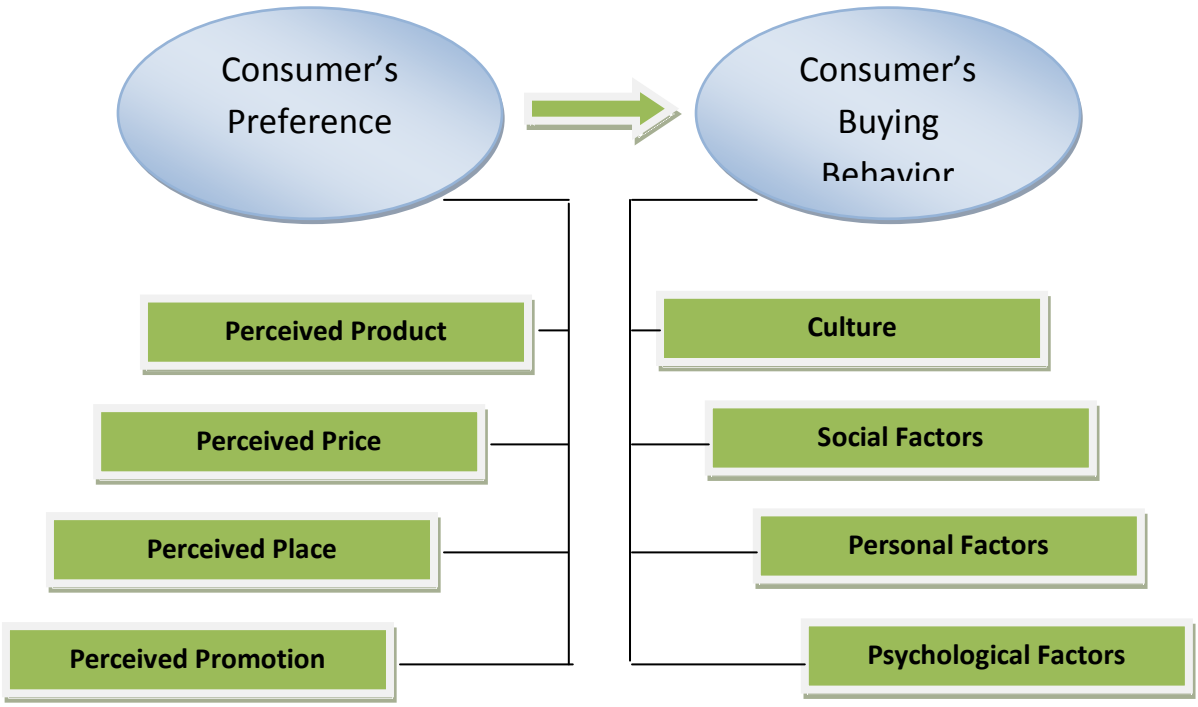


*Figure 1 :* Conceptualization Modal

## VIII. Operationalization

Two concepts are discussed in this study one is the consumer performance and other one is consumer buying behavior.

*Table 1 :* Operationalization

| Concept | Variable | Indicator | Measurement |
|---|---|---|---|
| Consumer Preference | Perceived Product<br>Perceived Price<br>Perceived Place<br>Perceived Promotion | Brand<br>Low/high<br>Rural area/urban area<br>Advertisements/public relations | Q1,Q2,Q3,Q4,<br>Q5,Q6,Q7,Q8<br>Q9,Q10,Q11,Q12<br>Q13,Q14,Q15,Q16 |
| Consumer Buying Behavior | Culture<br>Social Factors<br>Personal Factors<br>Psychological Factors | Ever changing world<br>Respect<br>Characteristic<br>Behavior | Q17,Q18,Q19,Q20<br>Q21,Q22,Q23,Q30<br>Q24,Q25,Q26,<br>Q27.Q28,Q29 |



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## IX. Research Methodology

*a) Data Sources*

Primary Source of data includes data and information which were obtained by

- Questionnaire
- Observation

Obtaining information through consumer, customer and sealers are major primary source of marketing data. Data collected from respondents by means of communication and observation. The communication method of data collection based on the questioning the questionnaire. Observation involved the recording of the respondent's behavior. In this research, the most of data obtained from questionnaire and observation.

i. *Questionnaire*

The most common data collection technique was the structured direct questionnaire through which the data collected for this research.

*b) Selection of Sample*

The study considered the entire five districts in the Northern Province. Soft drinks are security and health consumption purpose for the feet. Mostly one family drank the different brands of soft drinks. Because of it, generally total population is most important influencing factor over the soft drinks buying behavior in the every district. In the case of soft drinks, consumers generally very tremendously in keeping with income level and satisfaction level and these are the causes that the market and people who need soft drinks may not prefer the same varieties of soft drinks.

The samples selected from peoples of the Northern Province thus peoples of the Northern Province (Jaffna, Vavuniya, Kilinochchi, Mullaitivu and Mannar Districts) selected. The description of the districts of the peoples selected from each

*Table 2 :* Consumers samples of Northern Province

| District | Population (2012) | Respondents | Percentage |
|---|---|---|---|
| Jaffna | 583,071 | 162 | 55% |
| Vavuniya | 172,789 | 50 | 16.5% |
| Kilinochchi | 112,872 | 32 | 10.5% |
| Mullaitivu | 92,228 | 26 | 8.5% |
| Mannar | 99,063 | 30 | 9.5% |
| Total | 1,060,023 | 300 | 100% |

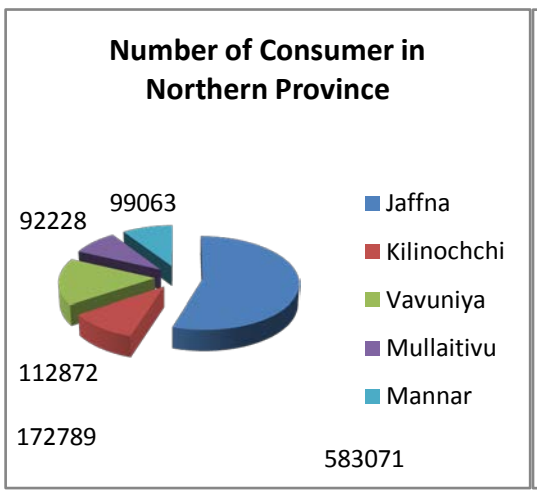


*Figure 2 :* Consumer of Northern

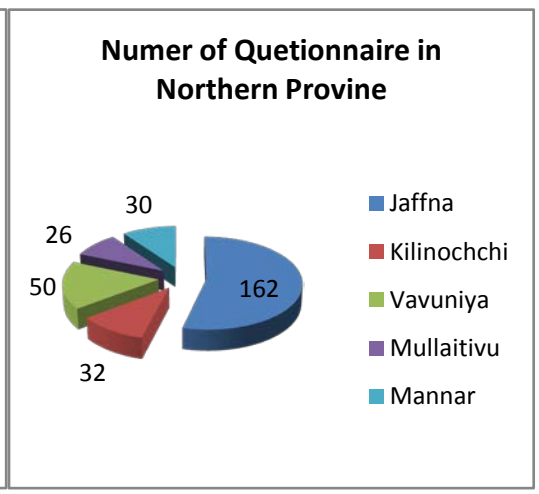


*Figure 3 :* Samples of Northern



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There are two methods of selecting sample from population, i.e. non random or judgment sampling and random or probability sampling. The probability sampling all the items in the items in the population has a chance of being chosen in the sample.

*c) Reliability and Validity of the Data*

Before finalized the research instrument (questionnaire), conducted the pilot study to reduce the language biasness and errors. In the pilot study, nine questionnaires were issued to final year management students, Faculty of Management Studies and Commerce, University of Jaffna. In the process of research instrument development, first, researcher developed the questions in the English version with the help of the standard questionnaire. Secondly, questions in the English version were changed into Tamil version. Then, both English and Tamil version questions were checked by the scholars who are in the management and Commerce academic field in the Faculty of Management Studies and Commerce. During the pilot study, some inconvenience words to the respondents were changed by the researcher with the help of the respondents of the pilot study. Researcher has also observed the responses of the respondents directly. Furthermore, Reliability was established with an overall Cronbach's alpha. It was compared our reliability value with the standard value of 0.7 advocated by Cronbach (1951), a more accurate recommendation (Nunnally & Bernstein's,1994) or with the standard value of 0.6 as recommended by Bagozzi & Yi's (1988).

*d) Methods and Measures*

In the quantitative approach, various statistical methods were employed to compare the data collected from the respondents. These methods included (1) descriptive statistics, which involved in collecting, summarizing and presenting data. This analysis had given the information for the data through the frequency distribution, central tendency, and the dispersion. (2) Inferential statistics, which involved in drawing conclusions about a population based only on sample data. It included correlation and multiple regression analysis.

*Multiple Regression Analysis* was used to find out the impact of consumer preference on consumer's buying behavior on soft drinks.

*Correlation Analysis* was used to find out the relationship between consumer preference and consumer's buying behavior on soft drinks in the northern province of Sri Lanka and also the data analysis for the proposed research was performed with the help of the latest SPSS computer package.

*e) Research Model*

To identify the impact of consumer preference on buying behavior on soft drinks in the Northern Province, a regression model (1) can be estimated as below.

$$Y = \beta o + \beta_{1\,X1} + \beta_{2\,X2} + \beta_{3\,X3} + \beta_{4\,X4} + \text{----------}\ \varepsilon_i$$

## X. Results and Interpretation

*a) Choice of Brands*

Here consumer made a firm decision which brand to buy. Advertisements create brand connection. Consumers do not from a strong attitude towards brand but select it because it is familiar. After the purchase they may not even evaluate the choice, because they are not highly involved with the product. So the buying behaviour is that brand beliefs are formed by passive learning followed by purchase, which may be followed by evaluation in every District and finally total result evaluation in Northern Province.

*a. Jaffna District*

*Table 3:* Choice of Brand in Jaffna District.

| Brand Names | Respondents | Percentage |
|---|---|---|
| Pepsi | 34 | 21% |
| Coca cola | 25 | 15% |
| Necto | 95 | 59% |
| Others | 8 | 5% |
| Total | 162 | 100% |

*Source: Survey Data*

According to this table 3 can be seen choice of brand in Jaffna district, 59% of consumers consumed Necto. Because its brand was impressed in the mind of the users due to its quality customary, practice, free availability, changes made over the product over time and different size such mega bottle , medium bottle and small bottle. 24% of consumers consumed Pepsi, 15% of consumers consumed Coca Cola and 8% of consumers consumed other brands may be due to the popularity gamed through advertisement, quality, different taste, sizes and interest in experimenting new products.



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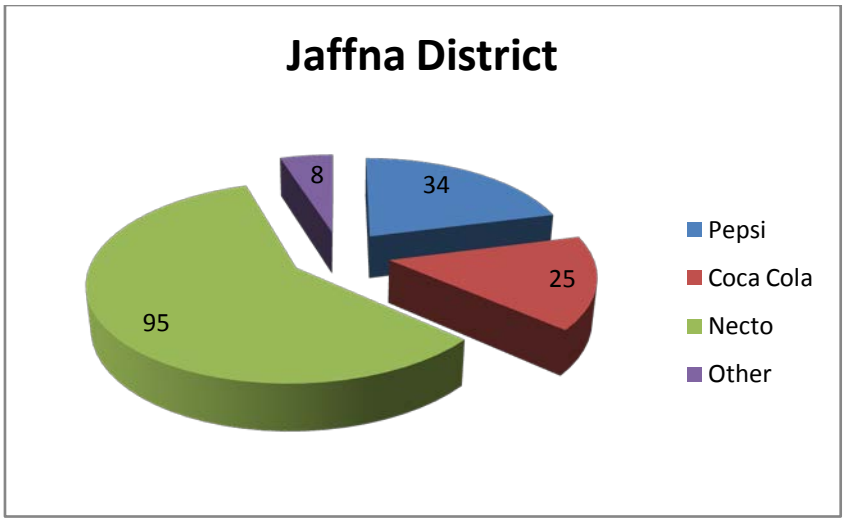


*Figure 4 :* Choce of Brand in Jaffna District

*Source: Survey Data*

*Kilinochchi District*

*Table 4 :* Choice of Brand in Kilinochchi District

| Brand Names | Respondents | Percentage |
|---|---|---|
| Pepsi | 4 | 12.5% |
| Coca cola | 4 | 12.5% |
| Necto | 20 | 62.5% |
| Other | 4 | 12.5% |
| Total | 32 | 100% |

According to the table 4 found that Kilinochchi district's brand choices, 62.5% of consumers consumed Necto. Same percent of 12.5% of consumers consumed Pepsi, coca cola, and other may be due to the popularity gamed through advertisement, quality, different sizes, tast and interest in experimenting new products.

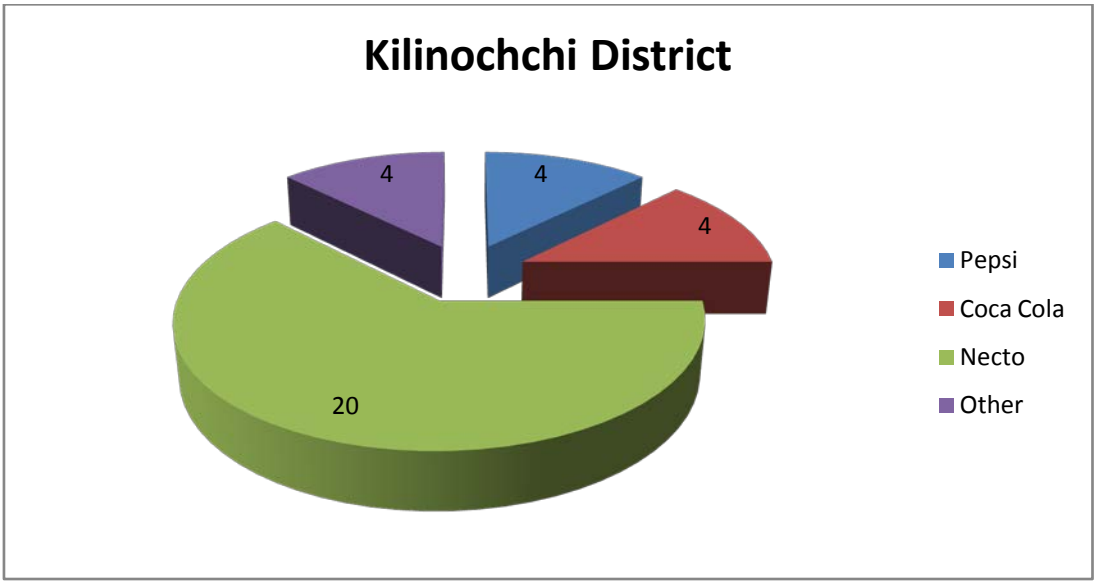


*Figure 5 :* Choce of Brand in Kilinochchi District



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*Vavuniya District*

*Table 5 :* Choice of Brand in Vavuniya District

| Brand Names | Respondents | Percentage |
|---|---|---|
| Pepsi | 11 | 22% |
| Coca cola | 10 | 20% |
| Necto | 25 | 50% |
| Other | 4 | 8% |
| Total | 50 | 100% |

*Source: Survey Data*

Table 5 revealed that choice of brand in Vavuniya district, 50% of consumers consumed Necto. 22% of consumers consumed Pepsi, 20% of consumers consumed coca cola and 8% of consumers consumed other brand.

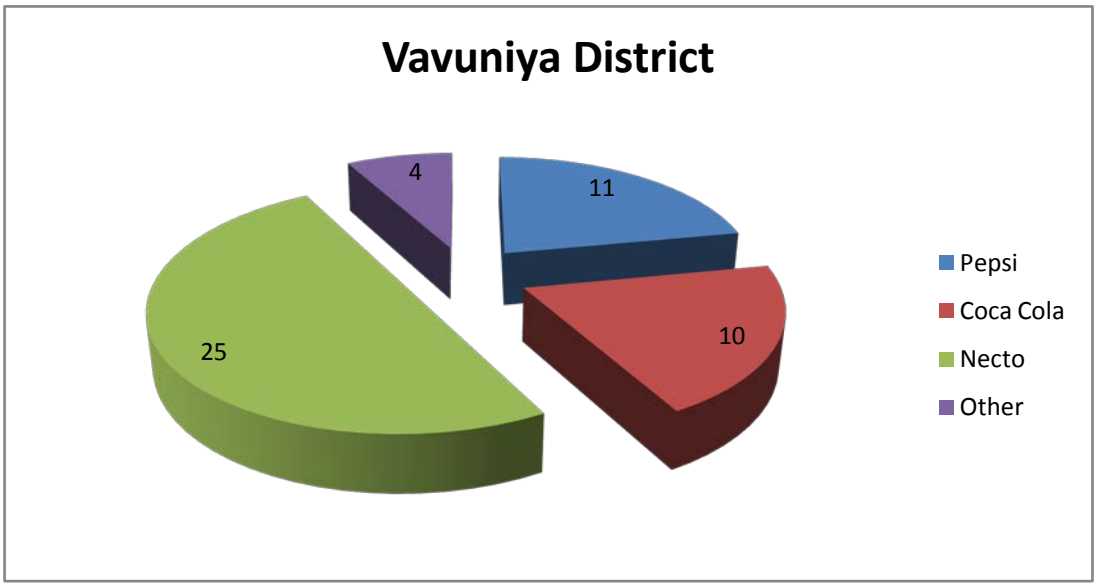


*Figure 6:* Choce of Brand in Vavuniya District

*Mullaitivu District*

*Table 6 :* Choice of Brand in Mullaitivu District.

| Brand Names | Respondents | Percentage |
|---|---|---|
| Pepsi | 6 | 23% |
| Coca cola | 5 | 19% |
| Necto | 12 | 46% |
| Other | 3 | 5% |
| Total | 26 | 100% |

*Source: Survey Data*

According to this table 6, choice of brand in Mullaitivu district, 46% of consumers consumed Necto. 23% of consumers consumed pepsi, 19% of consumers consumed coca cola and 5 of consumers consumed other brand may be due to the popularity gamed through advertisement, quality, different taste, sizes and interest in experimenting new products.



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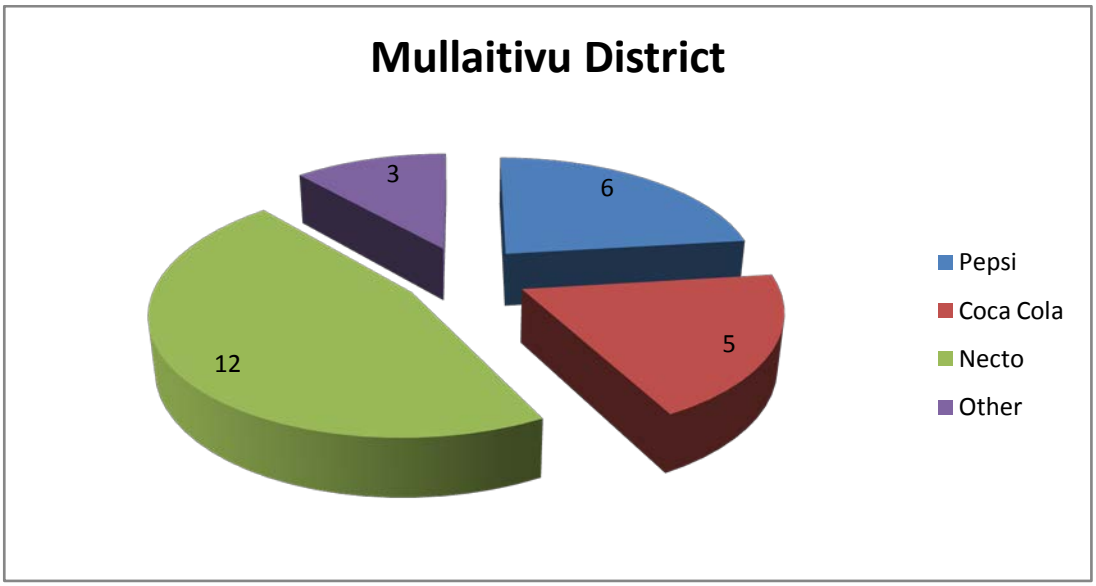


*Figure 6 :* Choce of Brand in Mullaitivu District

*Source: Survey Data*

*e. Mannar Disrict*

*Table 7:* Choice of Brand in Mannar District.

| Brand Names | Respondents | Percentage |
|---|---|---|
| Pepsi | 7 | 23% |
| Coca cola | 4 | 13% |
| Necto | 15 | 51% |
| Other | 4 | 13% |
| Total | 30 | 100% |

According to this table 7 can be seen that brand choices in Mannar district, 51% of consumers consumed Necto. 23% of consumers consumed Pepsi, Coca Cola & other brand are consumed at 13%.

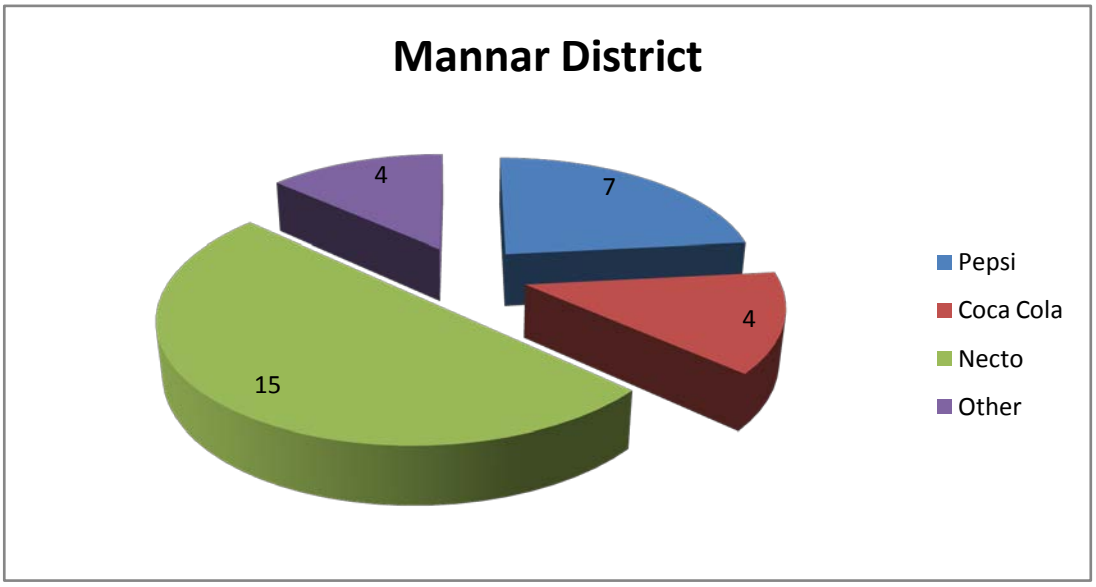


*Figure 7 :* Choce of Brand in Mannar District



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*f. Northern Province*

*Table 8 :* Choice of Brand in Northern Province.

| Brand Names | Respondents | Percentage |
|---|---|---|
| Pepsi | 62 | 20% |
| Coca cola | 48 | 16% |
| Necto | 167 | 56% |
| Other | 23 | 8% |
| Total | 30 | 100% |

*Source: Survey Data*

Table 8 reveals that Northern Province's brand choices, 59% of consumers consumed Necto. 20% of consumers consumed Pepsi, 16% of consumers consumed coca cola and 8% of consumers consumed other brand.

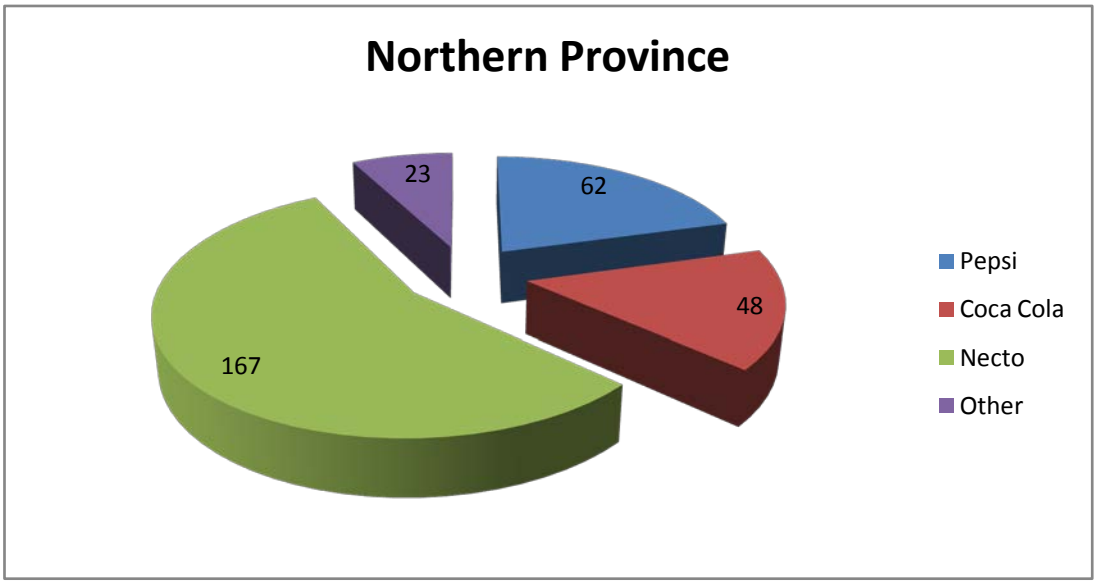


*Figure 8:* Choce of Brand in Northern Province

*b) Data Analysis*

i. *Data analysis method*

Various statistical methods have employed to compare the data which collected from 300 respondents. These methods include (1) descriptive statistics which involves in collecting, summarizing and presenting data, this analysis is given information for the data through the frequency distribution, central tendency, and the dispersion. (2) Inferential statistics which involves in drawing conclusions about a population based on sample data. It includes multiple regression analysis, independent sample and one-way Anova (t-test) analysis used.

ii. *Reliability*

The internal consistency of the research instrument should be tested by reliability analysis (Ndubisi, 2006). Nunnally (as cited in Ahsan et al., 2009) suggested that the minimum alpha of 0.6 sufficed for early stage of research.

*Reliability Statistics*

*Table 9 :* Result of Reliability statistics

| Cronbach's Alpha | N of Items |
|---|---|
| .841 | 30 |

*Source: Survey Data*

The cronbach's alpha in this study was much higher than 0.6, the constructs were therefore deemed to have adequate reliability. (Overall Cronbach alpha value was 0.841.)



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iii. *Descriptive Statistics & Normality of data*

*a. Descriptive Statistics*

*Table 10 :* Descriptive Statistics

| | Personal Factor | Product | Culture | Price | Social Factor | Place | Promotion | Psychological Factor |
|---|---|---|---|---|---|---|---|---|
| Mean | 3.4183 | 4.0550 | 3.9750 | 3.3033 | 3.4933 | 3.8317 | 3.5400 | 3.4133 |
| Median | 3.5000 | 4.0000 | 4.0000 | 3.3333 | 3.6667 | 4.0000 | 3.5000 | 3.6667 |
| Mode | 3.50 | 4.00 | 4.50 | 3.33[a] | 4.00 | 4.00 | 4.00 | 3.67 |
| Std. Deviation | .66882 | 61704 | 65189 | 62779 | .66858 | 67256 | .71888 | .69417 |
| Variance | .447 | 381 | 425 | 394 | .447 | 452 | .517 | .482 |
| Minimum | 1.00 | 1.00 | 1.50 | 1.00 | 1.33 | 2.00 | 1.00 | 1.33 |
| Maximum | 5.00 | 5.00 | 5.00 | 4.67 | 5.00 | 5.00 | 5.00 | 4.67 |

*a. Multiple modes exist.*
*b. The smallest value is shown*

*Source: Survey Data*

The above table shows the value of the personal factor have a range from 1.00 to 5.00.The mean of the personal factor is 3.4183, with a standard deviation of 0.66882 and shows the median level 3.5000 mode value is 3.50. The value of the product has a range from 1.00 to 5.00.The mean of the product is 4.0550, with a standard deviation of 0.61704 and shows the median level 4.0000 and mode value is 4.00.The value of the culture have a range from 1.50 to 5.00.The mean of the Culture is 3.9750, with a standard deviation of 0.65189 and shows the median level 4.0000 and mode value is 4.50. the value of the price have a range from 1.00 to 4.67,The mean of the price is 3.3033, with a standard deviation of 0.62779 and shows the median level 3.3333 and mode value is 3.33. The value of the social factor have a range from 1.33 to 5.00.The mean of the respect is 3.4933, with a standard deviation of 0.66858 and shows the median level 3.6667 and mode value is 4.00. The value of the available has a range from 2.00 to 5.00. The mean of the place is 3.8317, with a standard deviation of 0.67255 and shows the median level 4.0000 and the mode level is 4.00. The value of the promotion has a range from 1.00 to 5.00. The mean of the advertisement is 3.5400, with a standard deviation of 0.71888 and shows the median level 3.5000 and mode value is 4.00. The value of the psychological factors has a range from 1.33 to 4.67. The mean of the show is 3.4133, with a standard deviation of 0.69417 and shows the median level 3.6667 and mode value is 3.67.

iv. *Regression analysis*

The purpose of regression analysis is to find out the significant impact or influence of independent variable on dependent variable (Ndubisi, 2006).In this study, consumer's preference was considered as independent variable or predictor variable, and the consumer's buying behaviour was considered as dependent variable.

Regression analysis made to find out the equation, which describes the impact between these variable. From this analysis the dependent variable can be forecasted through the independent variable, regression line was Y= a + bx. Here the regression summary output was obtained through the statistical analysis.

*$H_2$: There is significant impact of consumer preference and buying behaviour on soft drinks in the Northern Province.*

*a. Model Summarya*

*Table 11:* Model Summarya Table in the Regression Analysis

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .588[a] | .345 | .336 | .40559 |

*a. Predictors: (Constant), place, Price, product, promotion*

*Source: Survey Data*

The specification of the four such as perceived product, perceived price, perceived place and perceived promotion variables in the model revealed the ability to predict buying behaviour. R adjusted value of 0.336 which are in the models denote that 33.6% of the observed variability in buying behaviour can be explained by the differences in both the independent variables namely product, price, place promotion Remaining 66.4% of the variance in behaviour related to other variable which did not explain, because they were not depicted in the model. R2 values of 34.5% indicate that there may be number of variables which can have an impact on buying behaviour that need to be studied. Hence this area is indicated as a scope for future research.



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*B. Anova[a]*

*Table 12 :* Anova[a] Regression Analysis

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 25.601 | 4 | 6.400 | 38.907 | .000[a] |
| | Residual | 48.528 | 295 | .165 | | |
| | Total | 74.128 | 299 | | | |

*a. Predictors: (Constant), Preference*

*b. Dependent Variable: Buying Behavior*

*Source: Survey Data*

An examination with ANOVA (F–value) indicates the most possible combination of predictor variables that could contribute to the impact of dependent variables. Results show significant impact of buying behaviour indicator. On the F- values of 38.907 (p = 0.000, < 0.05) for culture, social factors, psychological factors, personnel factor as Buying behaviour proxy , it clearly shows that there is a significant impact of the dependent variable (buying behaviour) and the independent variables (preference variables such as product, price. place and promotion)

*$H_2$: There is significant impact of consumer preference and buying behaviour on soft drinks in the Northern Province here hypotheses one (H2) is accepted.*

*c. Coefficientsa*

*Table 13 :* Coefficientsa Regression Analysis

| Model | | Un standardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.098 | .206 | | 5.330 | .000 |
| | Product | .201 | .041 | .249 | 4.893 | .000 |
| | Price | .217 | .040 | .273 | 5.375 | .000 |
| | Place | .116 | .037 | .156 | 3.094 | .002 |
| | Promotion | .143 | .036 | .206 | 3.913 | .000 |

*a. Dependent Variable. buying behavior*

*Sources: Survey Data*

The above table indicates the coefficient of regression impact of consumer preference variables on buying behaviour the coefficient of regression β is 0.201 for product. It indicates that if every product increased by one then buying behaviour increased by 0.201 amounts. The coefficient of regression β is 0.217 for price. It indicates that if every price increased by one then buying behaviour increased by 0.217 amounts. The coefficient of regression β is 0.116 for place. It indicates that if every place increased by one then buying behaviour increased by 0.116 amounts. The coefficient of regression β is 0.143 for promotion. It indicates that if every promotion is increased by one then buying behaviour increased by 0.143 amounts.

*$H_4$: There is significant impact of price on buying behaviour on soft drinks in the Northern Province*

*a. Model Summary[b]*

*Table 14 :* Model Summary[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .412[a] | .170 | .167 | .45438 |

*a. Predictors: (Constant), Price*

*Source: Survey Data*

The specification of the four such as perceived product, perceived price, perceived place and perceived promotion variables in the model revealed, ability to predict buying behaviour. R adjusted value of 0.167 which are in the models denote that 17.0%of the observed variability in buying behaviour can be explained by the differences in both the independent variable namely price. Remaining 83.0% of the variance in behaviour is related to other variable which did not explain, because they are not depicted in the model. R2



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values of 17.0% indicate that there may be number of variables which can have an impact on buying behaviour that need to be studied. Hence this area indicated as a scope for future research.

*B. Anova[b]*

*Table 15 :* ANOVA[b] Regression Analysis

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 12.602 | 1 | 12.602 | 61.037 | .000[a] |
| | Residual | 61.526 | 298 | .206 | | |
| | Total | 74.128 | 299 | | | |

*a. Predictors: (Constant), Price*

*b. Dependent Variable: buying behavior*

*Source: Survey Data*

An examination with ANOVA (F–value) indicates that explains the most possible combination of predictor variables that could contribute to the impact of dependent variables. Results show significant impact of buying behaviour indicator. On the F- values of 61.037 (p = 0.000, < 0.05) for culture, social factors, psychological factors, personnel factor as Buying behaviour proxy , it clearly shows that there is a significant relationship between the dependent variable (buying behaviour) and the independent variables (the preference variables price)

*$H_4$: There is significant impact of price on buying behaviour on soft drinks in the Northern Province here hypotheses four (H4) is accepted.*

*c. Coefficients[b]*

*Table 16 :* Coefficients[b] Table in the Regression Analysis

| Model | | Un standardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.495 | .141 | | 17.726 | 000 |
| | Price | .327 | .042 | . 412 | 7.813 | 000 |

*a. Dependent Variable: buying behavior*

*Source: Survey Data*

The above table indicates the coefficient of regression impact of price on buying behaviour the coefficient of regression β is 0.327 for product. It indicates that if every product increased by one then buying behaviour increased by 0.327 amounts.

*$H_6$: There is significant impact of promotion on the buying behaviour on soft drinks in the Northern Province*

*a. Model Summaryc*

*Table 17 :* Model Summaryc Table in the Regression Analysis

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .406[a] | .165 | .162 | .45583 |

*a. Predictors: (Constant), promotion*

*Source: Survey Data*

*b. Anova[c]*

The specification of the consumer's preference variable as perceived promotion in the model revealed the ability to predict buying behaviour. R adjusted value of 0.162which are in the models denote that 16.2%, of the observed variability in buying behaviour can be explained by the differences in both the independent variables namely product, price, place promotion. Remaining 83.8% of the variance in behaviour is related to other variable which is not explained, because they are not depicted in the model. R2 values of 16.5% indicate that there may be number of variables which can have an impact on buying behaviour that need to be studied. Hence this area indicated as a scope for future research.



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*Table 18 :* Anova[c] Table in the Regression analysis

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 12.208 | 1 | 12.208 | 58.755 | .000[a] |
| | Residual | 61.920 | 298 | .208 | | |
| | Total | 74.128 | 299 | | | |

*a. Predictors: (Constant), promotion*

*b. Dependent Variable: buying behavior*

An examination with ANOVA (F–value) indicates that explains the most possible combination of predictor variables that could contribute to the impact of dependent variables. Results show significant impact of buying behaviour indicator. On the F- values of 58.755 (p = 0.000, < 0.05) for culture, social factors, psychological factors, personnel factor as buying behaviour proxy , it clearly shows that there is a significant impact the dependent variable (buying behaviour) and the independent variables (the preference variables as promotion)

*H6: There is significant impact of promotion on the buying behaviour on soft drinks in the Northern Province here hypotheses six (H6) is accepted.*

*c. Coefficients[c]*

*Table 19 :* Coefficients[c] Table in the Regression Analysis

| Model | | Un standardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.580 | .132 | | 19.478 | .000 |
| | promotion | .281 | .037 | .406 | 7.665 | .000 |

*a. Dependent Variable: buying behavior*

*Source: Survey Data*

The above table indicates the coefficient of regression impact of consumer preference variables as promotion on the buying behaviour the coefficient of regression β is 0.281 for product. It indicates that if every product increased by one then buying behaviour increased by 0.281 amounts.

v. *Correlations Analysis*

Correlation analysis was carried out to identify consumer's preference and buying behaviour on soft drinks in Northern Province. The following tables reveal the association between the dependent and independent variables namely consumer's preference and consumer's buying behaviour.

In this research correlation analysis made to obtain relationship between variables. In this analysis, the researcher found, value of correlation co-efficient by using SPSS package. The correlation analysis focused on the overall relationship between consumer's preference and consumer's buying behaviour and it also tried to established relationship between each factor which influence internal both.

*$H_1$: There is significant relationship between consumer preference and buying behaviour on soft drinks in the Northern Province.*

*a. Correlation Analysisa*

In the samples consumer in Northern Province, it is observable that there is an overall relationship between consumer's preference and consumer's buying behaviour. But in deeply, as far as main two variables are concerned, the relationship.

*Table 20 :* Correlation analysis

| Variable | | preference | Buying behavior |
|---|---|---|---|
| preference | Pearson Correlation | 1 | .579** |
| | Sig. (2-tailed) | | .000 |
| Buying behavior | Pearson Correlation | .579** | 1 |
| | Sig. (2-tailed) | .000 | |

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

*Source: Survey Data*



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According to the table 20 it can be seen that, correlation value between consumer's preference and consumer's buying behaviour as 0.579 which has significant value 0.000 so it can be clearly stated that there is significant relationship between consumer preference and buying behaviour on soft drinks in the Northern Province. (P < 0.05), Then the H1 is accepted.

*b. Correlation Analysis (Overall)*

In the samples consumer in Northern Province, it is observable that there is an overall relationship between consumer's preference and consumer's buying behaviour. But in deeply, as far as eight individual factors are concerned, the relationship varies.

*Table 21 :* Correlation analysis[b] (Overall)

| | | Product | Price | Place | Promotion | Culture | Social factors | Personal factor | Psychological factors |
|---|---|---|---|---|---|---|---|---|---|
| Product | Pearson Correlation | 1 | .262** | .250** | .265** | .263** | .330** | .268** | .363** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| Price | Pearson Correlation | .262** | 1 | .058 | .316** | .339** | .317** | .232** | .336** |
| | Sig. (2-tailed) | .000 | | .317 | .000 | .000 | .000 | .000 | .000 |
| Place | Pearson Correlation | .250** | .058 | 1 | .306** | .297** | .211** | .131* | .244** |
| | Sig. (2-tailed) | .000 | .317 | | .000 | .000 | .000 | .023 | .000 |
| Promotion | Pearson Correlation | .265** | .316** | .306** | 1 | .197** | .330** | .308** | .366** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .001 | .000 | .000 | .000 |
| Culture | Pearson Correlation | .263** | .339** | .297** | .197** | 1 | .388** | .358** | .464** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .001 | | .000 | .000 | .000 |
| Social factors | Pearson Correlation | .330** | .317** | .211** | .330** | .388** | 1 | .412** | .466** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| Personal factor | Pearson Correlation | .268** | .232** | .131* | .308** | .358** | .412** | 1 | .318** |
| | Sig. (2-tailed) | .000 | .000 | .023 | .000 | .000 | .000 | | .000 |
| Psychological factor | Pearson Correlation | .363** | .336** | .244** | .366** | .464** | .466** | .318** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |

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

**. Correlation is significant at the 0.05 level (2-tailed).*

*Source: Survey Data*

According to the table 21 it can be seen that, correlation value between product and culture as 0.263 which has significant value 0.000 so it can be clearly stated that there is significant relationship between product and culture of soft drinks( P< 0.05), also correlation value between product and social factors is as 0.330 which has significant value 0.000 so it can be clearly stated that there is significant association between product and the social factors of soft drinks (P> 0.05) also correlation value between product and personal factors as 0.268 which has significant value 0.000 so it can be clearly stated that there is significant relationship between product and personal factors of soft drinks( P< 0.05), also correlation value between product and psychological factors is as 0.363 which has significant value 0.000 so it can be clearly stated that there is significant association between product and the psychological factor of soft drinks (P< 0.05)

And also correlation value between price and culture as 0.339 which has significant value 0.000 so it can be clearly stated that there is significant association between price and culture of soft drinks( P< 0.05), also correlation value between price and social factors is as 0.317 which has significant value 0.000 so it can be clearly stated that there is significant relationship between price and the social factors of soft drinks (P<



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0.05) also correlation value between price and personal factors as 0.232 which has significant value 0.000 so it can be clearly stated that there is significant association between price and personal factors of soft drinks( P< 0.05), also correlation value between price and psychological factors is as 0.336 which has significant value 0.000 so it can be clearly stated that there is significant relationship between price and the psychological factor of soft drinks (P< 0.05)

And also correlation value between place and culture as 0.297 which has significant value 0.000 so it can be clearly stated that there is significant relationship between place and culture of soft drinks( P< 0.05), also correlation value between place and social factors is as 0.211 which has significant value 0.000 so it can be clearly stated that there is significant association between place and the social factors of soft drinks (P< 0.05) also correlation value between price and personal factors as 0.131 which has significant value 0.023 so it can be clearly stated that there is significant relationship between place and personal factors of soft drinks( P> 0.05), correlation value between place and psychological factors is as 0.244 which has significant value 0.000 so it can be clearly stated that there is significant association between place and the psychological factor of soft drinks (P< 0.05)

And also correlation value between promotion and culture as 0.197 which has significant value 0.000 so it can be clearly stated that there is significant relationship between promotion and culture of soft drinks( P< 0.05), also correlation value between promotion and social factors is as 0.330 which has significant value 0.000 so it can be clearly stated that there is significant association between promotion and the social factors of soft drinks (P< 0.05) also correlation value between promotion and personal factors as 0.308 which has significant value 0.000 so it can be clearly stated that there is significant relationship between promotion and personal factors of soft drinks( P< 0.05), also correlation value between promotion and psychological factors is as 0.366 which has significant value 0.000 so it can be clearly stated that there is significant association between promotion and the psychological factor of soft drinks (P< 0.05)

*$H_3$: There is a significant association between price and buying behaviour on soft drinks in the Northern Province*

*$H_5$: There is a significant association between promotion and the buying behaviour of soft drinks.*

*c. Correlations Analysis[c]*

In the samples consumer in Northern Province, it is observable that there is a relationship between consumer's buying behaviour and price and also relationship between consumer's buying behaviour and promotion. But in deeply concerned, the relationship this varies.

*Table 22 :* Correlation analysis[c]

| Variable | | Buying behavior | Price | Promotion |
|---|---|---|---|---|
| Buying behavior | Pearson Correlation | 1 | .412** | .406** |
| | Sig. (2-tailed) | | .000 | .000 |
| Price | Pearson Correlation | .412** | 1 | .316** |
| | Sig. (2-tailed) | .000 | | .000 |
| Promotion | Pearson Correlation | .406** | .316** | 1 |
| | Sig. (2-tailed) | .000 | .000 | |

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

*Source: Survey Data*

According to the table 22 it can be seen that, correlation value between Price and buying behaviour as 0.412 which has significant value 0.000 so it can be clearly stated that there is significant association between price and buying behaviour of soft drinks( P< 0.05), also correlation value between promotion and buying behaviour is as 0.406 which has significant value 0.000 so it can be clearly stated that there is significant association between Promotion and the buying behaviour of soft drinks (P< 0.05) Then the H3 are H5 are accepted.

## XI. Hypotheses Testing

Summary of the data analysis is given below through the hypotheses testing.

*Table 23 :* Hypotheses Testing

| NO | Hypotheses | Results | Tools |
|---|---|---|---|
| $H_1$ | There is significant relationship between consumer preference and buying behaviour on soft drinks in the Northern Province. | Accepted | Correlation |



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| | | | |
|---|---|---|---|
| $H_2$ | There is significant impact of consumer preference on buying behaviour on soft drinks in the Northern Province | Accepted | Regression |
| $H_3$ | There is a significant association between price and buying behaviour on soft drinks in the Northern Province | Accepted | Correlation |
| $H_4$ | There is a significant impact of price on buying behaviour on soft drinks | Accepted | Regression |
| $H_5$ | There is a significant association between promotion and the buying behaviour of soft drinks. | Accepted | Correlation |
| $H_6$ | There is a significant impact of promotion on the buying behaviour of soft drinks in the Northern Province. | Accepted | Regression |

** Note: All are significant at 0.05 levels.*

## XII. Conclusion & Recommendation

As considered in the research with regard to consumer's preference and consumer's buying behavior on soft drinks: A case study in Northern Province of Sri Lanka the mentioned facts have been largely responsible for their buying behavior. The research reveals that in selecting soft drinks. The consumer seems to give top priority to factors which influence their buying behavior such as price, brand names, popularity and availability, a reputation of the manufacturer, usage, promotion and comfort to the user. Latest design, sellers' recommendations, discount facilities and so on. The research about consumer buying behavior on soft drinks further brings out a strange feature with regard to the consumers in the Northern Province. When we consider the factors influencing consumer buying behavior of these products, price is assumed to be the most important mix when considering the market mix of the same product, since this product falls within the low involvement category It is generally expected that this have Brand loyalty However; in truth it seems to have a great deal of brand loyalty, perhaps due to reputation of advertisement, which brings about familiarity.

Among the different advertising media the television seems to capture the forefront due to its frequent and attractive nature of giving publicity to a product. Promotional factors other than advertising are also responsible to some extant in determining the buying behavior and hence it becomes evident that the promotion takes the next place to price. The research reveals somewhat clearly that, although a minority of people is nonusers due to the dissatisfaction of the price of soft drinks in the market, a majority of people is users because they are satisfied with the present price level. This further observed that Necto variety is the market leader and Pepsi seem to be a challenger in the soft drinks market in Northern Province. This situation could be attributed to the special characteristics that the supper has and the comfortable nature in the case of Necto.

*a) Findings*

Based on the study carried out in Northern Province, the following findings are established. The main findings in this research are data presentation and data analysis. Data analysis included different ways such as gender distribution and choice of brand district wise in Northern Province and also data analysis included reliability statistics, descriptive analysis, regression analysis, correlation analysis and hypotheses testing.

*b) Consumer Preference*

- Necto becomes the first and it has brand loyalty among consumers for a long term.
- Pepsi becomes the second and a popular one among recently marketed soft drinks
- Consumers prefer the soft drinks because of their feet protection
- Brand, comfortable usage and advertisement are considered as second preference features..
- Most consumers are satisfied with the availability of many brands because they can increase their possibility of choice according to their purpose.



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*c) Consumer Buying Behavior*

- Most people buy particular brand based on their own consciousness.
- Some people are influencing by their spouse, parents, elders, friends and lovers
- Considerable number of people are influenced by friends
- Income level affects the soft drinks buying behavior of consumers to some extent.
- Consumers look into the healthy, tasty and specify the brand when they buy soft drinks.
- Many consumers use the same brand continuously.
- Consumers are ready to accept new arrivals in the soft drinks market (tasted drinks)

*d) Descriptive Analysis*

According to the descriptive analysis the mean value of the product is high level in the influence of the buying behavior of the customer in the Northern Province. They are loyalty customer for such brand due to that it has the high level influence on the buying behavior. And the mean value of the culture has the second high level mean value on influencing buying behavior on soft drinks in the Northern Province.

*e) Regression Analysis*

In terms of the regression analysis there is significant impact of consumer's preference on buying behavior of the soft drinks in the Northern Province. The consumers' preferences such as place, price, product, promotion have the great impact on the buying behavior on soft drinks in the Northern Province of the Sri Lanka. The predicts of the R square shows very strong level which 34.5 percentage of the customer's buying behavior impact or influence by customer's preferences in the Northern Province.

*f) Correlation analysis*

The main statistical analysis used in this research is correlation analysis. Therefore findings and recommendations are made using the result of this analysis. According to the correlation analysis following finding are made. There is significant relationship between consumer preferences and buying behavior on soft drinks in the Northern Province is 0.579. It is the high positive correlation therefore these two variables have strong positive relationship. The consumer preference includes the main four variable products, price, place, promotion. These variables are individually relating to the buying behavior's variable. There is a significant association between 4Ps and buying behavior's variables on soft drinks in the Northern Province are as follows

*g) Product*

- Product and Culture is 0.263 and significant result is 0.000
- Product and Social factors is 0.330 and significant result is 0.000
- Product and Personal factors is 0.26 and significant result is 0.0008
- Product and Psychological factors is 0.363 and significant result is 0.000

*h) Price*

- Price and Culture is 0.339 and significant result is 0.000 and significant result is 0.000
- Price and Social factors is 0.317 and significant result is 0.000
- Price and Personal factors is 0.232 and significant result is 0.000
- Price and Psychological factors is 0.336 and significant result is 0.000

*i) Place*

- Place and Culture is 0.297 and significant result is 0.000
- Place and Social factors is 0.211 and significant result is 0.000
- Place and Personal factors is 0.131 and significant result is 0.023
- Place and Psychological factors is 0.244 and significant result is 0.000

*j) Promotion*

- Promotion and Culture is 0.197 and significant result is 0.000
- Promotion and Social factors is 0.330 and significant result is 0.000
- Promotion and Personal factors is 0.308 and significant result is 0.000
- Promotion and Psychological factors is 0.366 and significant result is 0.000

correlation value between Price and buying behavior as 0.412 which has significant value 0.000 so it can be clearly stated that there is significant association between price and buying behavior of soft drinks ($P < 0.05$), also correlation value between promotion and buying behavior is as 0.406 which has significant value 0.000 so it can be clearly stated that there is significant association between Promotion and the buying behavior of soft drinks ($P < 0.05$) Then the H3 are H5 are accepted.

## XII. Conclusion

After the ending of the thirty years ethnic battle the Sri Lanka, Sri Lankan firms have the great opportunity to develop their business and capture the market over all in Sri Lanka. The soft drinks manufacturing companies are categorized under food,



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beverage and tobacco firms in Colombo Stock Exchange. Which firms are very fast growing firms in Sri Lanka and they are producing and supplying fast moving goods to the market. This study fully aimed Northern Province of the Sri Lanka which is seriously affected by past civil war so this study should be helpful for the selected sector firms to find out the actual scenarios about their product in the Northern Province. Based on the overall findings of the study as a researcher can conclude that there is the significant positive relationship between consumer's preference and buying behavior as well as there is the significant impact of the consumer's preference on buying behavior. The finally the researcher mentioned that the soft drinks manufacturers should consider their customers as well as people's preference on the soft drinks because which are impact very significantly on the buying behavior of the customers so the customer preference is the ultimate one to determining the buying behavior on soft drinks in the northern province.

*k) Recommendations*

The marketing managers must constantly study the marketing environment and find new opportunities to increase the marketing activities. He/ She must potential target of the market must be matched with marketing mixes and then best attractive strategies to be chosen for implementation. Thus it is recommend some remedies and suggestions for all brand of soft drinks based on the findings.

*l) Necto (Elephant House)*

Nowadays Necto is a market leader. To keep the position continuously Necto manufacturers have considered the following strategies.

- Necto manufacturer can innovate the products to the varieties, which would give taste and health for Necto consumer
- Make minor innovation over the product features such as colour taste packaging style, attractive shapes of containers and multi size for babies, younger and elders and also produce special varieties of shop drinks especially for sugar percent
- Make attractive advertisement continuously and find new ways of advertising.
- Manufacturer should concentrate on new technologies of easy to packing containers and easy to remove features of their products since most of the consumers like that.
- By increasing the promotion activities more consumers may be gained.

*m) Pepis*

Pepsi also one in the market and nowadays its market share is grown up. In this situation Pepsi manufacturers have to consider the following strategies

- Pepsi manufacturer can innovate further varieties which should be safety for health and special varieties of soft drinks
- Make attractive advertisement continuously and find new ways of advertising.

## XIII. Suggestion for the Future Research

Research concerns only limited are in Northern Province further researcher may concern other provinces Such as Eastern Province Southern Province, Western Province, North Western Province, South North Western Province (Uva), Central Province, Sabaragamuwa Province and North Central Province. Researchers selected only samples for this research. But this is not enough to measure the satisfaction because selected only 300 lower numbers of consumers so future researcher can consider a large number of customers in the future research.

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# The Impact of Application Green Marketing Criteria on the Marketing Performance

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*Abstract-* The green marketing is one of the most important strategies which business organizations operate in order to gain consumers confidence on one hand , governments and those who working to protect the environment on the other hand . The survival of an organization in the market depends on its commitment to the standards of environmental protection and consumer from the damage that may arise from its operations .

*Keywords: green marketing, marketing performance, the organization's culture.*

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THEIMPACTOFAPPLICATIONGREENMARKETINGCRITERIAONTHEMARKETINGPERFORMANCE

*Strictly as per the compliance and regulations of:*

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# The Impact of Application Green Marketing Criteria on the Marketing Performance

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*Abstract-* The green marketing is one of the most important strategies which business organizations operate in order to gain consumers confidence on one hand , governments and those who working to protect the environment on the other hand . The survival of an organization in the market depends on its commitment to the standards of environmental protection and consumer from the damage that may arise from its operations .

This study aims to identify the impact of application of green marketing standards on the marketing performance of the Rabigh Refining and Petrochemical *Company (Petro Rabigh) ,* in order to achieve this goal, a questionnaire was designed and distributed to the management of Refining and Petrochemical *Company (Petro Rabigh)* at its all levels ( upper, middle and lower ) to take their opinions , analyze them and extract the results of the study , the study has reached that the criteria of green marketing have a strong and directly relationship in achieving an effective marketing performance , with the exception of profitability where the relationship was weak, also the standard of social responsibility has the greatest impact on the marketing performance of Refining and Petrochemical Company (Petro Rabigh), however the least one was the standard of service , the study found that the impact of green marketing standards on the marketing performance with existence of the four variables of organization's culture were homogeneous and there were no differences in influence between them .

*Keywords: green marketing, marketing performance, the organization's culture.*

## I. Introduction

During the duration of this study, many of those who were interested on the marketing activities had believed that focusing on the sales volume standard as a success indicator of the marketing activities which seek to build a direct and strong relationship between the company and its customers, and perhaps the increasing of sales volume is what forms all the marketing policies that are used by the company and it represents an evidence for the company's success.

On this basis, many of the production and marketing companies have adopted different policies which consist a lot of inequity toward human and harming the environment, depending on the publicity of these ideas and not form the marketing culture for the consumer, as well as the lack of serious legal legislation, which can stand firmly to curb this trend However, the increasing of environmental problems during the past three decades caused an expansion of the environmental awareness , many problems such as the widening of the ozone hole in the atmosphere , global warming , forest sweeping, as well as acid rain and high levels of air and water pollution , and many of the climatic phenomena ,so that prompted many specialists and researchers to search solutions to these environmental phenomena , and one of these trends was the green marketing as a contemporary philosophical concept which seeks to create a state of suitability between the orientations of the production processes stakeholders and marketing in order to achieve a competitive advantage for projects that seek to apply the contents of green marketing philosophy , so this study comes to verify these environmental trends at the Refining and Petrochemical Company (Petro Rabigh) because it is one of the most productive companies therefore alos increase the hazard of the environmental pollution factors, which reflects the importance of applying the green marketing standards for it , and the role of its organizational culture in marketing performance that illustrated in increasing profitability and customer satisfaction , as a result the positive impression of their work and improving its reputation have a significant role in its survival in the market and work continuation .

## II. Study Problem

Green marketing is one of the most important and modern strategy which is strengthening the relationship between the organizations and the community on one hand, and between organization and environment protection institutions on the other hand, from this principle, the industrial organizations operating in Saudi Arabia do not provide a minimum of support for the various environmental efforts. So that clearly affects the organization's realization about social and moral responsibility towards the environment and society, so this study comes to answer the following questions:

A - Is there a trend from the Refining and Petrochemical Company (Petro Rabigh) to adopt mechanisms for environment and society protection and improve them?

B - Is there a possibility that Refining and Petrochemical Company (Petro Rabigh) will apply the standards of

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green marketing to improve its marketing performance or services which is provided to the community?

C - Is there a role of the organization culture which adopted by Refining and Petrochemical Company (Petro Rabigh) influence its trend to adopt green marketing strategy?

## III. Study Objectives

The objectives of study are:

- Identify the role of green marketing standards in achieving an effective marketing performance at the Refining and Petrochemical Company (Petro Rabigh).
- Understand the role of organization culture which adopted by Refining and Petrochemical Company (Petro Rabigh) , that illustrated by the (organizational culture , organizational values , organizational beliefs , organizational trends ), for adoption the green marketing strategy to improve its marketing performance
- Creating an action plan in order to reach to the culture of green marketing, which serves each of the company, the community and the environment.

## IV. The Importance of Study

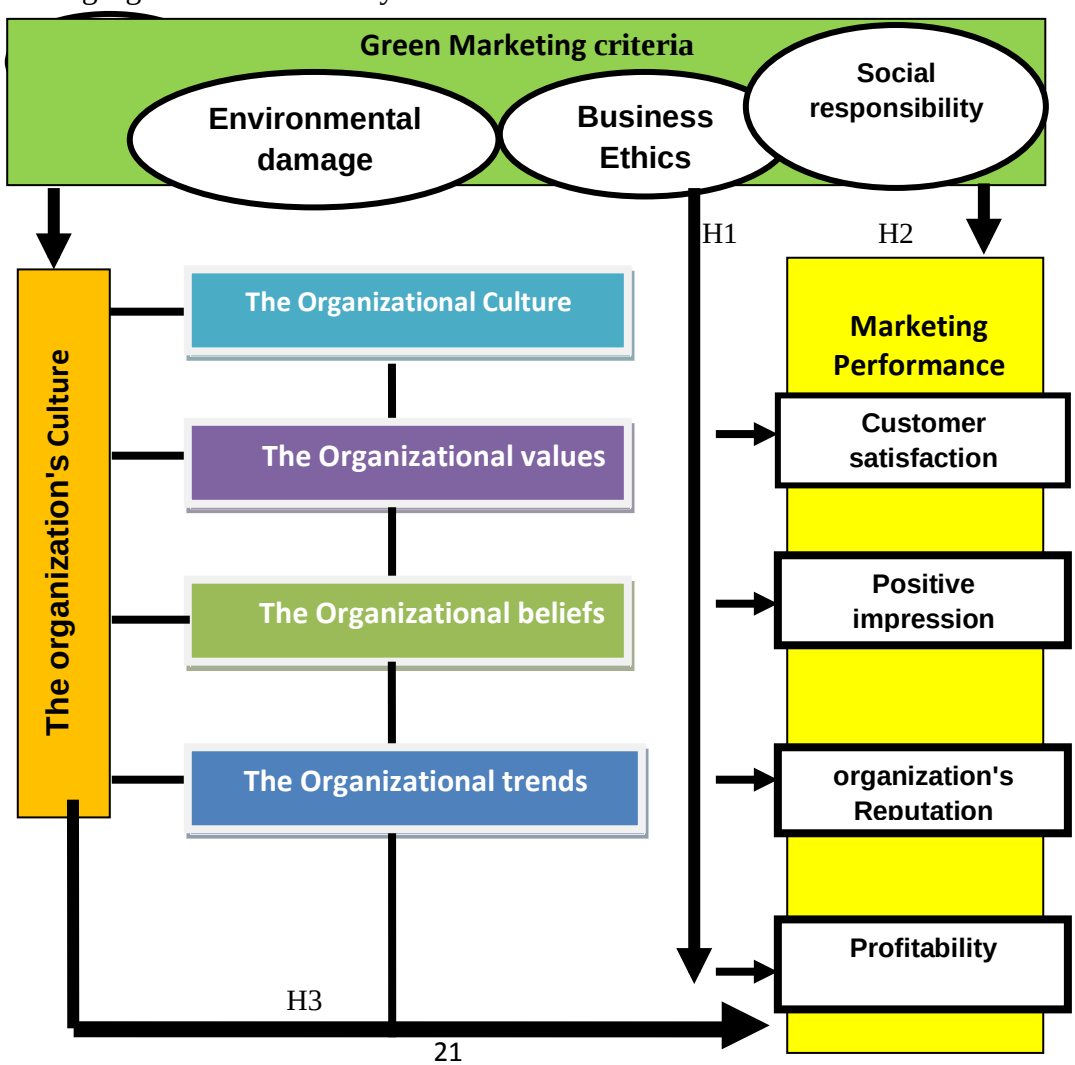
The importance of the study illustrated by following:

- The importance of applying the concept of green marketing as modern concept in Refining and Petrochemical Company (Petro Rabigh) .
- The Renewable international attention, through the organizations of consumer protection and environmental protection, in order to avoid all kinds of damage whether on the environment or humans

The green marketing principles and requirements form evidence can be guided by the Refining and Petrochemical Company (Petro Rabigh) to achieve the marketing performance which leads to satisfy its customer, improve its reputation and ultimately increase its profitability.

## V. The Study Model

The following figure shows the study Model





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## VI. Study Hypotheses

*a) The first Main hypothesis*

*H1:* There is a significant statistical relationship between green marketing criteria in combination (social responsibility, business ethics, environmental damage, services) and marketing performance.

*These sub- hypotheses are derived from the first Main hypothesis:*

*H1a:* There is a significant statistical relationship between green marketing criteria in combination (social responsibility, business ethics, environmental damage, services) and between customer satisfaction.

*H1b:* There is a significant statistical relationship between green marketing criteria in combination (social responsibility, business ethics, environmental damage, services) and between the positive impression.

*H1c:* There is a significant statistical relationship between green marketing criteria in combination (social responsibility, business ethics, environmental damage, services) and between organization's Reputation.

*H1d:* There is a significant statistical relationship between green marketing criteria in combination (social responsibility, business ethics, environmental damage, services) and between profitability.

*b) The second Main hypothesis*

*H2:* There is a significant statistical effect between green marketing criteria (social responsibility, business ethics, environmental damage, services) and marketing performance.

*These sub- hypotheses are derived from the second Main hypothesis:*

*H2a:* There is a significant statistical effect between social responsibility Crterion and marketing performance.

*H2b:* There is a significant statistical effect between business ethics Crterion and marketing performance.

*H2c* There is a significant statistical effect between environmental damage Crterion and the marketing performance.

*H2d:* There is a significant statistical effect between services Crterion and the marketing performance.

*c) The third Main hypothesis*

*H3:* There are significant statistical differences between green marketing criteria in combination and marketing performance, they are attributed to the organization's culture (organizational culture, organizational values, organizational beliefs, and Organizational trends)

## VII. Literature Review

*a) The concept of green marketing*

Green marketing is a philoophy and organized, integrated marketing thought that aims to create a positive impact in the customer preferences which motivate them towards request products are not harmful to the environment and develop.

Their consumption habits in line with it , and work to provide integrated marketing mix based on creativity, which lead to achieve the natural environment's preservation , consumer's protection and satisfaction, as well as to achieve the goal of profitability for the company in order to survive and continue , so the application of the green marketing concept is based on modifying use of natural resources and raw materials which is suitable with environment requirements and production processes modification to match the fundamental objectives of the green marketing (Kärnä ,Jari , (2003), on the other hand , the green marketing is a legitimate child of the social responsibility of marketing because it includes social and ethical considerations in how to highlight the positive effects of the organization and reducing their negative impact on society , both in the preservation of the environment and it's sustainability , or to provide products are not harm on consumer and the environment alike , a lot of marketing scientists and researchers have discussed the concept of green marketing and agreed mostly on the core implications of the green marketing concept, and differences illustrated in formal and verbal drafting of the green marketing concept ,( Henion & Kinnear, 1976) both noted that ecosystem marketing is an " interest in all marketing activities that contributed to create an environmental problems that could contribute to finding a cure for these problems ,Other wise (Peattie, 1995) has pointed to the environmental marketing concept as " the overall management process which responsible for identifying , anticipate and satisfy the requirements of customers and the community in a profitable manner, taking into account the principle of sustainability but (Walter, Coddington, 1993) defines the environmental marketing as " environmental practices led by environmental supervisor as a prove of the growth and progress of commercial process. (Stanton, William, et.al. 2007)) have pointed to the definition of green marketing as " a set of activities that can cause or ease any kind of transactions which aim to meet or satisfy human's need and requirments this without any harm on the natural environment (Pride & Ferrell, 2009) both has been identify green marketing as " the process of development, pricing and promotion of products that do not cause any damage to the natural environment Either ( Bakri,2006 ), has been known the green marketing as " an organised and integrated entrance aims to affect customer's Preferences which motivate



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them to demand products which are not harmful on the environment and modify their consumption habits in the line with it , and work to provide products satisfy this trend. so that the final outcome is the environment preservation, consumers protection and achieve the goal of profitability for the company (Stanton,2007) has defined it as " marketing activity relate to a specific organization , aims to create a positive impact or remove a negative one of a particular product on the environment , etheir (Charter & Polonsky, 1999) define it as: " the process of products marketing or promotion which based on their environmental performance that mean not harmful on the environment .

It is clear that all of these definitions are consistent with each other in their focus on the marketing activities performance within a strong environmental commitment and offering an eco-friendly goods, also to influence the consumer behaviors and their consumption habits in line with this trend, and not inconsistent with the profitable objective for the organization. Thus we can define green marketing (green marketing) as a translation of the social and ethical responsibility requirements for marketing, which came to light in response to the environmental challenges growing in recent years, this marketing approach comes in sync with the growing global interest in the consumer rights protection and emergence of organized environmental movements (environmentalism) aims to protect the rights of people to live in a clean environment.

*b) The Importance of green marketing*

The environmental awareness has been escalated in the most countries of the world , so in the result the organizations had to improve it's organizational culture and strategy to preserve the environment in all it's components , (Johri & sahasakmontri, 1988, 266) have pointed that there are many companies considering the environmental face as a long-term strategy rather than as a way to gain the consumers confidence in the short term , also (Mckenna, 1991,67) said that in order to create a long-term relationships with the customers of Organization ,the marketing administration must make a link between the organization capabilities and customer needs , so that making it available for suitable solutions for environmental problems through development of eco-friendly and green products , processes and services, also the organizations working to create an incomes and profits through transactions which go agree with social and environmental objectives within it's marketing strategy that environmentally committed (Menon, 1997, 54), studies have confirmed that the adoption of green marketing strategy works to reduce the costs and reap the benefits and advantages , and if the company breached it's environmental obligations , it will pay an additional costs and fines by the law which reduces it's competitive ability (Porter & Van der Linde, 1995, 130), Green marketing may achieve many significant benefits and gains for organizations that adopt this concept , the most important are:

A- Improving the organization reputation: The organization reputation is considered one of the developments which adopted by the group who deal with it, such as the owners, clients , suppliers, employees , banks, non-governmental organizations , consumers and government. .

The adoption of the green marketing philosophy makes the organization close to its customers , particularly those who have an environmental concern , (Bakri,2007) sees that the organizations that adopt the green marketing philosophy have a very strong support from the community at all, because of the compatibility between its objectives and gain new customers in the future , (Miles and Cavin,2000) have pointed that the good reputation of the organization arise as a result of adopting to a set of principles in the implementation of its various activities such as :

- The principle of credibility with investors , clients and suppliers;
- The principle of trust between the organization, all of the employees, clients and the community.
- The principle of dependency
- The principle of environmental , social and financial responsibility

When the Organization applying the green marketing concepts, dealing in high quality products ,using the honest advertising media , and dealing in socially and environmentally responsible way , it will have a good reputation in the market that help men marketing to make a good exploitation for available marketing opportunities and impact on the behavior of environmentally conscious consumer,that leading to increase the sales and rise in the market value of the shares , thereby maximizing its value and attract investors to invest in it.

B- Achieve competitive advantage: It is expected that green marketing approach opens new prospects and attractive market opportunities for Organizations which practised it, so that allowing them to adopt the traditional competition, and thus achieve a competitive advantage .

(Ottman, 1998) has pointed that green marketing helps to achieve competitive advantage through create a certain environmental values to the customers and then create eco-friendly market segments, this making it a forerunner organization over its competitors in the environmental term in market.

C- Profits: The use of high -efficiency production methods, which rely on fewer raw materials or recycled ones.



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Or saving the energy that would achieve cost savings and thus more profits

D- Increasing market share : In the light of increasing environmental problems, the consumers loyalty to the market brand will decline over time, and consumers will turn to buy an eco-friendly products and packaging, so there is an opportunity for organizations which adopt green marketing to increase its market share (Ottman,1998)

E- achieving safety in the products providing and operations management : The adoption of green marketing by organizations would make it

Always seek to provide what is the best for the green consumers, focusing on the production of safe and eco-friendly goods, through increasing its productivity operations efficiency, that means a reducing in the damage and environmental pollution levels which caused by production processes. .

F- the sustainability of activities, through it the green organization can avoid the legal prosecution and gain the community support, because of the general acceptance of its goals and philosophy, and Continue to provide eco-friendly products.

G- Personal motivations: green marketing offers opportunities and motivations for responsible managers in the organization to follow the modern and effective methods in providing eco-friendly products and this consider as personal contribution to the environment preserving..

also (Bakri,2006) added a number of benefits which resulting from green marketing practicing.

H- satisfying the owner's needs: It is expected that green marketing approach opens up a new horizons and attractive marketing opportunities to those organizations which practiced, at sequence achieving a competitive superiority in the market, that lead the organization to gain higher profits as well as gain a good reputation in the community and meet the needs of the owners-Th- achieving safety in the products providing and operations management : , focusing on the production of safe and eco-friendly goods, through increasing its productivity operations efficiency, that means a reducing in the damage and environmental pollution which caused by these proccess , as well as avoiding the legal prosecution which leads to pay the compensation to the affected people and provoke the associations of environment and consumer protection..

I- achieving social acceptance for organization : organization's environmental commitment Helps to gain a social support to it, consolidate its relations with current customers and gain new customers in the future-

J- the sustainability of activities,: when the green organization avoids the legal prosecution and gains the community support, because of the general acceptance of its goals and philosophy, that makes it able to Continue providing eco-friendly products,and supporting its operations and its business activities

*c) Second: the culture of the organization*

(Stadha,. 2009 ) has pointed that the culture of the organization has a great role in judging the behaviors and decisions and identifying the acceptable and non- acceptable ones across various levels within the organization , also it awards the organization its identity , in addition it affects the business performance way by influencing the employees behaviors and actions in line with the popular values and beliefs within the organization ( Abdullatif , jwdah.2010 , p 12)

One of the definitions of the organization's culture is " a pattern of beliefs and expectations which shared by members of the organization , and these beliefs and expectations create the criterions and shape the individuals and groups behavior in the organization ( Lok, Peter & Crawford ,John,2003) also ( Alter, 2002: p76) has gone to define the culture of the organization as common understanding about the relationships and practices which determine the behaviors of employees in the organization and the way of achieving works, it is a mixture of written and unwritten promises. (Johns & Saks 2005, p256) has explained that the culture of the organization include a set of values, beliefs and assumptions that shared between Organization's members

The Culture of organization includes the following:

1. Organizational culture: it is a set of values, beliefs, concepts and thinking ways which shared between management and employees in the organization, may be it is unwritten, but it is a cognitive ,and all members involves in its composition ( Abu Bakr, 2002, p 406 ), (Johns & Saks , 2005, p265) has indicated that the organizational culture determines the lifestyle for workers in the organization, and includes the values that describe the life of the organization, so they would be more easily to understand by employees
2. The organizational values , ( Dosari, 2007 ) has identified the organizational values as the common and agreed rules between the workers in the organization which work to determine the behavior of workers in the work environment , such as respect others, as well as the commitment with organization's regulations and laws , the respect of environment and it's all components is considered as apart of organizational values which the organization seeks to be included in the behavior of its employees
3. Organizational beliefs : they are the shared ideas among the employees in the organization which we determine through them the nature of work and social life in the work environment as well as determine how the job is done and divided among workers (Qawi , 2003) also the functional tasks, and



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the importance of involving employees in decision-making (al-Omian , 2010).

4. Organisational trends : ( Jawad , 2010 ) has pointed that it is the positive or negative response of the individual towards things, events or activities, according to what he learned from the rules and laws which used by the organization , also (Qaryouti,2000) has noted that the organisational trends and their role in guiding the individual to act in a certain way it come as a result of his acquisition to them during years of his growth and these trends are influenced by the reference group from his family and friends, etc. either( Jawad, 2010 ) has defined it as the individual's response to the surrounding environment whether individuals, groups or materials, and it depends on what he learned from the rules, laws and theories so in the end it forms his trends, whether they are positive or negative .

*d) The marketing performance*

*The concept of marketing performance*

The marketing performance , (Ambler, 2005) has defined it as the level of company's achievement to its objectives which set in the marketing plan , (Gharbaoui ,2007 )has indicates that marketing performance is " the marketing outputs or results , which marketing function seeks to achieve it during a particular period of time , while (Asiggbu, awa, & Ogbonna, 2011)have identified it as " the contribution of the marketing function to achieve the objectives of the organization , also it is the relationship between marketing activities and business performance (Clark & Ambler, 2001).

We can conclude from these definitions that marketing performance reflects the level of organization's success or failure, through its quest to achieve the objectives which illustrated in continuing and adapting the ever changing external environment, the fact that business organizations have become facing a rapidly changing environment in its resources, size of the demand and intense competition in the market, that making them seek to develop a new technologies to enable them to respond to the different variables and achieve thier aims, through using an objective and effective marketing performance standards .

## VIII. Test Hypotheses of the Study

*a) The first Main hypothesis*

Table (1) explains the following results:

A- All sub- hypotheses are accepted, as well as the first main hypothesis because the corporeal significance of all hypotheses came less than a statistical significance ($\alpha \geq 0.05$) .

B- There is a significant statistical relationship at the level of ($\alpha \geq 0.05$) between the green marketing criteria(in compination) and marketing performance variables ( customer satisfaction, positive impression, the organization's reputation, profitability).

C- on the other hand, through the results of study hypotheses test, a discrepancy in the correlation coefficient values is found between green marketing criteria (in compination) and each a variable of marketing performance, and this Indicates that there is a discrepancy of green marketing criteria's impact on each of them , and the range of this effect as follows:

- impact is Strong and there are correlation coefficients:( 0.914 ) ( 0.953 ) ( 0.899 ) ( 0.921 ), for each of the ( customer satisfaction , positive impression , reputation of the organization).
- weak impact and there is correlation coefficient ( 0.415 ) for the profitability variable.

*b) The second Main hypothesis*

table (2) explains that the simple regression test of the study variables has a corporeal significance at the level of statistical significance ($\alpha \geq 0.05$), and the value of (F calculated) is ( 37.336 ) , while ($R^2$) was reached ( 0.257) that means that the impact factors explains (26 % ) of marketing performance changes in the Refining and Petrochemical Company (Petro Rabigh)., if one unit of green marketing criteria increases, the marketing performance will also increase at a rate of (48,5% ), and the value of (T calculated) is (6.271), it is a corporeal at a significance level of ($\alpha \geq 0.05$) so there is a corporeal effect of green marketing criteria on the marketing performance. through these results, we can test the Sub hypotheses which derived from the second main one, and Table (3) explains the results of sub-hypotheses Test.

Table (3) explains all the results of simple regression , which represent the relationship between each criterion of Green marketing on one hand and marketing performance on the other hand, have an effect relation, based on the values of F-test which its corporeal significance levels to each of them are less than statistical significance level ($\alpha \geq 0.05$) . social responsibility criterion explains the highest rate (32.3%) , while services criterion explains the lowest percentages (10.9 %). That means social responsibility criterion has the most important effect on marketing performance from other criteria.)

Therefore, the final result indicates that the four alternative sub- hypotheses are accepted , which states (There is a significant statistical effect between green marketing criteria ( social responsibility, business ethics, environmental damage and services ) and marketing performance at the level of statistical significance ($\alpha \geq 0.05$).

*c) The third Main hypothesis*

In order to exmine the validity of this hypothesis; (One way anova) was used to test the effect of study variables.



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Table (4) explains There are No significant statistical differences between green marketing criteria in combination and marketing performance , there are attributed to the organization's culture , it does not have corporeal significance based on the value of statistical significance) Sig = 0.301( and its bigger than statistical significance (α ≥ 0.05) , so that the alternative hypothesis is rejected and the null hypothesis is accepted .

in addition, The results of (Levene) test indicate that there is homogeneity for the effect variance of the green marketing criteria on the marketing performance due to the organization's culture , the following table shows the result.

table (5) explains that there is homogeneity for the effect variance of the green marketing criteria on the marketing performance due to the variables of organization's culture (organizational culture, organizational values, organizational beliefs, Organizational trends) based on the value of statistical significance (Sig = 0.501), and its bigger than statistical significance (α ≥ 0.05).

## IX. Findings

- There is a strong correlation between each of the green marketing's criteria in combination and marketing performance variables (customer satisfaction , positive impression . The reputation of organization), in Refining and Petrochemical Company (Petro Rabigh).
- There is a weak correlation between each of the green marketing's criteria in combination and marketing performance variable (profitability) In Refining and Petrochemical Company (Petro Rabigh).
- There is a significant statistical reference between green marketing standards and marketing performance, and the impact of these standards was disparate as follows:
  - A-The standard of social responsibility explains a higher rate than the rest of the criteria which influence on the marketing performance values, it represented (32.3%), and thus the standard of social responsibility has the largest impact on the marketing performance of the other criteria.
  - B-The lowest interpretation percentage was the standard of services; it represented (10.9%).
- There are no significant statistical differences for green marketing standards in combination on marketing performance due to the culture of organization ( organizational culture , organizational values , organizational beliefs , organizational trends ) , and that the impact of green marketing standards on the marketing performance for the four variables of organization's culture is homogeneous .

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## X. Appendix

Tabel (1)

Test relationship between green marketing criteria in combination and marketing performance Variabels.

| Hypotheses | Marketing Performance Variables | R | $R^2$ | β | F Calculated | Sig. |
|---|---|---|---|---|---|---|
| H1 | The variables marketing performance in combination | .841 | .116 | .023 | .264 . | .009 |
| H1a | customer satisfaction | .914 | .836 | .274 | 3.187 | .010 |
| H1b | Positive impression | .921 | .848 | .357 | 3.137 | .000 |
| H1c | organization's Reputation | .899 | .808 | .526 | 3.430 . | .000 |
| H1d | Profitability | .415 | .181 | .517 | .443 | .014 |

Tabel (2)

| Independent variable | F Calculated | DF | $R^2$ | R | Simple linear Regression | | |
|---|---|---|---|---|---|---|---|
| | | | | | Sig | T Calculated | β |
| green marketing criteria | 37.336 | 1.84 | 0.257 | 0,543 | 0.000 | 6.271 | 0.485 |

The impact of green marketing criteria(in compination)on the marketing performance



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Table (3)

The effect of green marketing criteria on the marketing performance

| green marketing criteria | F Calculated | $R^2$ | R | DF | Regression coefficient | | |
|---|---|---|---|---|---|---|---|
| | | | | | Sig | T Calculated | β |
| services | 11.524 | 0.109 | 0.330 | 1.84 | 0.001 | 3.395 | 0.272 |
| environmental damage | 24.343 | 0.206 | 0.454 | | 0.000 | 4.934 | 0.356 |
| social responsibility | 44.873 | 0.323 | 0.568 | | 0.000 | 6.699 | 0.369 |
| business ethics | 14.925 | 0.137 | 0.370 | | 0.000 | 3.863 | 0.287 |

Table (4)

(One way anova) test to exmine the differences between green marketing criteria (in combination) and marketing performance , there are attributed to the organization's culture

| organization's culture | Source of variation | Sum of squares | DF | Average squares | F | Sig |
|---|---|---|---|---|---|---|
| Green marketing criteria (in combination) | Between groups | 0.833 | 2 | 0.417 | 0.693 | 0.301 |
| | Within the groups | 55.899 | 136 | 0.601 | | |
| | Total | 56.732 | 138 | | | |

Table (5)

(Levene) test

| | Sig | Df2 | Df1 | Levene |
|---|---|---|---|---|
| organization's culture | 0.501 | 136 | 2 | 0.348 |



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- Submit all work in its final form.
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- Fundamental goal
- To the point depiction of the research
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- Present a justification. Status your particular theory (es) or aim(s), and describe the logic that led you to choose them.
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- If use of a definite type of tools.
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- Simplify - details how procedures were completed not how they were exclusively performed on a particular day.
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Content

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Approach

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Approach:

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| Topics | Grades | | |
|---|---|---|---|
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| ***Methods and Procedures*** | Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads | Difficult to comprehend with embarrassed text, too much explanation but completed | Incorrect and unorganized structure with hazy meaning |
| ***Result*** | Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake | Complete and embarrassed text, difficult to comprehend | Irregular format with wrong facts and figures |
| ***Discussion*** | Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited | Wordy, unclear conclusion, spurious | Conclusion is not cited, unorganized, difficult to comprehend |
| ***References*** | Complete and correct format, well organized | Beside the point, Incomplete | Wrong format and structuring |

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