

The Relationship of Health Consciousness and Obesity Perception with Purchase Intention for Coca Cola Pakistan

Hina Sultan¹, Dr. Azeem Ahmad², Dr. Arshia Hashmi³

¹Department of Management Sciences, Barani Institute of Sciences, Sahiwal, Pakistan, Email: hinasultan17@gmail.com

²Assistant Professor, Department of Management Sciences, Barani Institute of Sciences, Sahiwal, Pakistan, Email: azeem@baraniinstitute.edu.pk

³Assistant Professor, Department of Management Studies, The University of Faisalabad, Pakistan, Email: arshia.hashmi@tuf.edu.pk

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ABSTRACT

In the vilest competitive market, the purchaser goods manufacturing industries pay devotion to purchasing intention to continue their market status and boost their goodwill. This research study was agreed out to clarify the factors affecting the purchase intention of Coca Cola. This study aims to observe the effect of the independent variable (Health Consciousness and Obesity perception) on the dependent variable (purchase intention). The study describes that the relation between the dependent variable has an insignificant relationship with Health Consciousness and Obesity Perception. This study is based on quantitative estimates, and the sample size of this study is 384. And 550 questionnaires were used for the collection of data. This study shows that health consciousness and obesity perception have an insignificant relationship with purchase intention. The results revealed from SPSS and PLS-SEM showed two out of two insignificant hypotheses, and the remaining are insignificant. Moreover, this study's results have key implications for the beverage sector as they strain the beverage industry's vital role.

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Corresponding Author's Email: hinasultan17@gmail.com

1. Introduction

The purpose of buying involves intending to buy a commodity (Dodds, Monroe, & Grewal, 1991). The goal is to purchase the commodity for yourself if you enter a market later on. Intention to purchase from Kotler (2000) is calculated as the intention to purchase from the consumer, as it determines why consumers choose and consume a safe brand and why they choose to buy their products or services Younus, Rasheed, and Zia (2015) Coca Cola is the industry leader in the consumer demand for drinks since it accounts for the market share of 48,6% (van Wijngaarden, Scholten, & van Wijk, 2012). According to recent figures. Yet Coca Cola faces a significant downturn in revenue, according to the current administration. The Coca Cola Corporation Younus et al. (2015) says that the biggest market decline is that the customer's buying level concerning the commodity fluctuates and varies. The speed of buying is strongly affected by the understanding of consumers on health and obesity. Few experiments have shown that health perception is the best way to clarify customers' purchasing decisions (Chrysochoidis, 2000; Rana & Paul, 2017; Tarkiainen & Sundqvist, 2009). The functional dilemma with the Coca Cola also relates to the customer's health tolerance. The business (Company, 2018) indicates that reduced sales of coca cola were a consequence of consumer health awareness, which thus affected the customer's buying intent. Healthcare is prepared to follow health initiatives (Baker, Donthu, & Kumar, 2016). Health consciousness refers to describing a technique in which a person recognizes his or her life's wellbeing. The health-care and purchasing intent connection is important as Meireles (2018) describes it as one of the most common reasons for consumers to buy because they believe that food is safe for them. Consumers are more susceptible to the

consequences of their dietary patterns as well as to the increased environmental sensitivity due to health-related issues such as obesity, Type 2 diabetes and coronary heart disease (Shaw, Shiu, & Clarke, 2000). Now that Goffman's book was published, other sociologists began to demonstrate that obesity in body weight is a trait linked to uncertainty and ultimately life chances (Maddox, Back, & Liederman, 1968).

Several classical experiments found that body weight maintained in a normal state and under control; subsequently, obese people were also considered lazy, self-indulgent, and desirous (DeJong, 1980; Maddox et al., 1968). Meireles (2018) stated that an understanding of obesity plays a significant role in buying food. The sales of Coca Cola Pakistan have decreased because of the intensive buying results (Company, 2018), which are the key source of information: people believe that by drinking carbonized beverages, they become obese. Coca Cola, which accounts for 48.6% of Pakistan's entire market, is the business supremacy in the soda industry as laid down in the latest figures (van Wijngaarden et al., 2012). Coca Cola's place in the beverages industry is a global market leader because of the food, consistency, service flexibility, and a large worldwide contact network. But estimates concluded that coca cola in Pakistan had experienced a catastrophic downturn in its markets over the past five years. Initial coca cola revenues in 2014 were 46B, and initial coca cola revenues were 31.7B by 2018. The principal target behind this downturn is consumer purchasing intention (Company, 2018). It is, therefore, necessary to examine the purpose of customers buying coca cola in Pakistan. Purchase intention was affected according to many research studies by consumer knowledge about health and obesity (Company, 2018). The practical problem posed about coca cola purchases also points to a substantial effect on customers' purchasing intentions on health awareness and obesity. In comparison, relatively few studies have found that fitness sensitivity and obesity belief are associated with consumers' intent for shopping. This relationship also needs to be explored so that it can be more easily defined.

In light of the practical and theoretical gaps mentioned above, the current research study has the following objectives To examine the relationship of health consciousness and purchase intention of the customer for coca cola Pakistan. To investigate the relationship between obesity perception and purchase intention of the customer for coca cola Pakistan. What is the relationship between health consciousness and purchase intention of the customer for coca cola Pakistan? What is the relationship between obesity perception and purchase intention of the customer for coca cola Pakistan?

Coca cola Pakistan is the market leader in the beverage industry of Pakistan but facing a severe sales downfall from the last few years due to the customer's purchase intention. The current study will provide directions to the top management of the coca cola Pakistan to take the necessary practical step to halt this disastrous sales downfall. Further, the current study will conclude in the existing body of behavioral literature by explaining the theoretical relationship of health consciousness and obesity perception with the customer's purchase intention. As the current study focuses on the beverage industry of Pakistan with a special focus on coca cola Pakistan, the study will cover all the sales problem faced by Pakistan's beverage industry. The current study will be conducted on all major cities of Pakistan, so the result of this study will be highly generalized, and the study's implication will be a waste.

The current study will be conducted on the purchase intention of the customer for coca cola Pakistan. Though the study has generalizability and large implications, there is a certain limitation also. First of all, the study will be conducted in a compact, given time duration with having budgetary constraints. So, the sampling was done only from the few cities of Pakistan. Future research may be conducted on a large scale by taking a large sample from Pakistan's more cities. The researchers may also conduct the same study using the qualitative method to explain this relation in a more exploratory way. Due to the compact time frame, the researcher was able to conduct only a few antecedents of purchase intention, whereas reports are pointing towards some other influential factors that can also influence coca cola customers' purchase intention. Future researchers may include some other potential predictors of customer purchase intention like customer value perception and demographic factors.

2. Literature Review

2.1. Purchase Intention

"Intention" refers to the actions of a person to accomplish such desirable potential objectives. It also notes when customers plan to follow such habits during the decision-making process. Described purpose as a conception of consumers of their future actions. Meireles (2018). This means users are more likely to perform such actions in the future if they have a greater expectation towards a certain activity. In Bendall-Lyon and Powers (2004), buying is an important way to forecast shopping. The buyer will be motivated by his desire if he agrees to buy the commodity in a specific market.

However, the effect of price, quality expectations, and interpretation of values can be altered in purchase intentions. Furthermore, customers can be disrupted during the buying process by individual desires and external conditions. Their behavior would be influenced by the hormonal stimulus that triggers their reaction to meet their needs in the retail store. The purpose is the immediate predecessor of the transaction (Sinha, Ghosh, & Mishra, 2019) with environmental and consumer factors. Thus, the online buying intent depends on the buyer's amount of desire and ability to buy a product on the online network, the Internet, in this case.

2.2. Health Consciousness and Purchase Intention

Health consciousness can be described as a measure that evaluates a person's willingness to make and maintain healthier choices. It is necessary to recognize persons with a high degree of health knowledge differently. First and foremost, diverse interventions are possible for populations with varying degrees of health literacy, thus growing health action feasibility. Secondly, according to Engel, Blackwell, and Miniard (1995). Persons with a high degree of health awareness are called "primary goal prospects" (p. 37, Spanish).

Studies have demonstrated that the perception of well-being is one of the main factors that affect buying it). However, the arguments contradict Gould (1988) that health knowledge could, at best, impact only indirectly on purchasing intent. Some scholars also show that the level of interest in health impacts diet attitudes (Forthofer & Bryant, 2000; Lee, Conklin, Cranage, & Lee, 2014). The effect of the health perception on behaviors and buying habits will be explored in the analysis.

In particular, because of contradictory results in the literature, e.g., Forthofer and Bryant (2000), we concentrate on health consciousness to understand the importance of attitudes and purchase intentions towards organic goods.

Based on the above arguments, the following hypothesis has been developed.

H1: Health consciousness has a significant relationship with the customer's purchase intention for coca cola Pakistan.

2.3. Obesity Perception and Purchase Intention

The awareness of obesity is a global concern with an elevated incidence of chronic Non-Communicable Disease (NCD), Premature mortality, and Illnesses in many nations, which are an increasing threat to people's health. In 2001, the Surgeon General set the first target: "To encourage the awareness of obesity as a major public health problem" in the United States, dubbed "The call for action to reduce and overweight and obesity."

In their research on better food products, (Chrysochoidis, 2000) tried empirically to decide whether increasing the use of better food products / low-calorie goods could allow industries to achieve higher efficiency and, at the same time tackling the obesity problem.

Michaelidou and Hassan (2008), presenting Nestlé's Programs in Diet, Wellbeing, and Fitness strategies to face the ever-increasing threat of global obesity, addressed the business industry's activities well-being and well-being campaigns by customers.

Based on the above arguments, the following hypothesis has been developed.

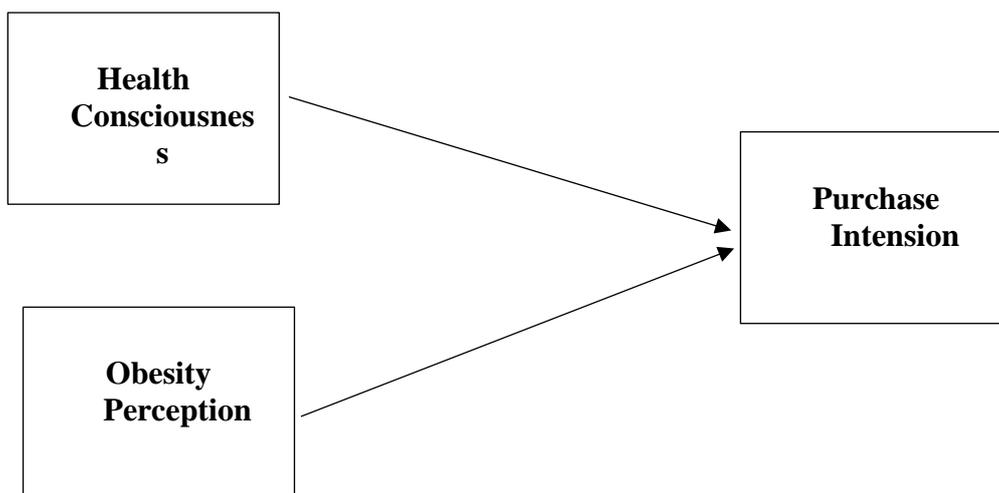
H2: Obesity perception has a significant relationship with the customer's purchase intention for coca cola Pakistan.

2.4. Underpinning theory

2.4.1. Theory of Planned Behavior (TPB)

The theory of expected actions (TPB) describes the desire to purchase food. The object is the cognitive interpretation of a person's readiness to pursue a certain behavior and the recent background. TPB is thus used to purchase beverages from the consumer's consciousness (health awareness) and opinion (obesity perception) of the substance. The customer's confidence and understanding of foods that they have accumulated over time depend on their attitude towards food items, be they positive or unfavorable. Consumers in Pakistan are becoming more interested in health-friendly products, such as organic food, raising the demand against a limited supply.

Conceptual Framework



3. Methodology

This research is descriptive. A quantitative research plan is used as its purpose is to firm up and vary data first increased in a mainly qualitative method, which is consistent with the research. A questionnaire was used in the research. In the present study, primary data will be used. We are following a Positivist Paradigm. The target population in the study is the coca cola customers in Pakistan. In this research, multistage cluster sampling will be used to meet the data. The sample size will be 384. The survey method is used, and the Likert scale is used in this section, which involves five scales.

Table 1
Operationalization and measurement of Variables

Variable	Items	Source	Type
Purchase Intention	I would try coca cola in the near future. I would buy coca cola.		Dependent Variable
Health Consciousness	I intend to buy coca cola within the next fortnight. I reflect on my health a lot. I'm very self-conscious about my health. I'm generally attentive to my inner feelings about my health. I'm constantly examining my health. I'm alert to changes in my health. I'm usually aware of my health. I'm aware of the state of my health as I go through the day. I notice how I feel physically as I go through the day. I'm very involved with my health.		Independent Variable
Obesity Perception	Being overweight is unhealthy, and it is your responsibility to do your best to become fit. Fat is harmful, and obesity should not be a badge of pride. For now, I think it's enough to remind you that most severely obese people are struggling with mental issues as well as physical ones. Obesity due to bad diet, not lack exercise. Calling obesity a disease causes obese people to be less motivated to lose weight and make healthy choices.		Independent Variable

4. Data Analysis

This chapter gathers and uses data derived from a survey with tentative caution to test the theory, as stated in chapter two. This chapter has made the information gathered from the study comprehensible and available by analyzing the details related to the study's problems and conclusions. In this analysis, the external (measurement) model and the internal (structural) model have been measured using SEM-PLS 3.0. The direct findings of this analysis were analyzed using SEM-PLS.

This chapter also contains two sections, descriptive study and measurement scale. It can be broken down into the demographic profile of the offender and tested assumptions in analytical research. Demographic description of the respondent concerns their gender, age, salary, jobs, marital status. Necessary tilt calculation of structures used for average, mode, and median designations. Another aspect is the scale; calculation of the scale is used to analyze the consistency and evaluate the inferential examination.

4.1. Analysis of Response rate Descriptive Analysis

The descriptive study aims to separate the inquiry into the summary and explanation data derived from the inspection (Michaelidou & Hassan, 2008). This segment is intended to evaluate and use the study to make general statements on the data such as gender, age group, salary, marital status, profession, etc. The respondents got from the survey.

The findings and exams resulting from the analysis will be included in this document. A total of 510 respondents received 384 responses for the 550 possible respondents selected, representing a 92 percent survey response rate. The survey answers were analyzed with the SEM-PLS embedded program platform.

Table 2
Summary of Questionnaire

No of Questionnaires	550
Questionnaires Received Back	510
Excluded Questionnaires	78
Total Response Rate	92%
Valid Response after data entry	

Table 3
Respondents Response Rate

	Frequency	Percent	Valid Percent
Age Group	419	100.0	100.0
Income	164	39.1	100.0

Source: Developed for the research

Figure 1: Age Group

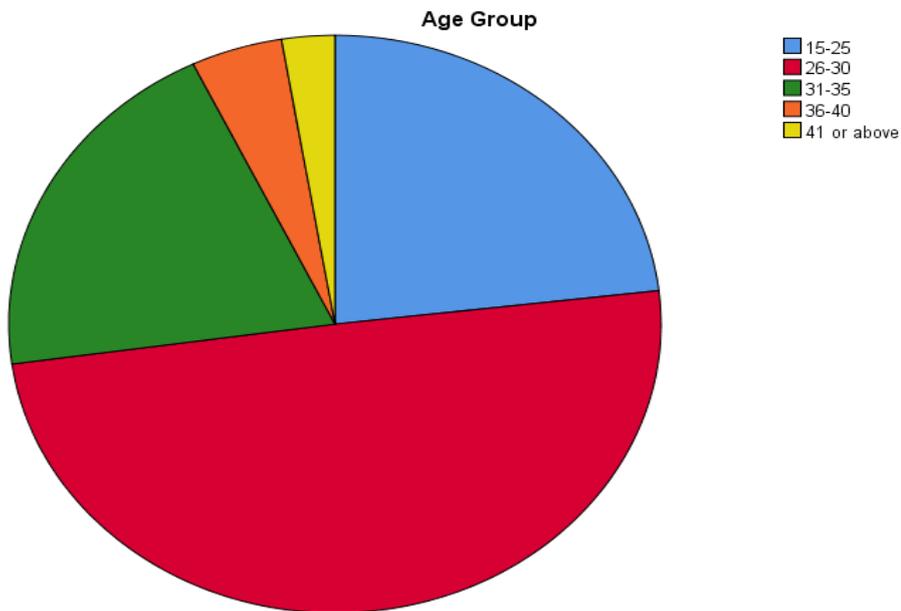
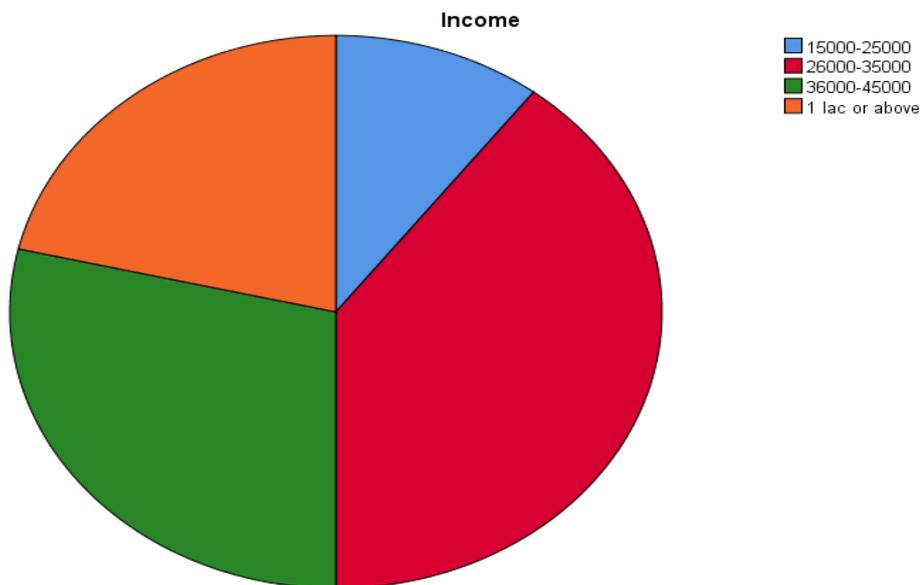


Figure 2: Respondents Income



Out of the 510 participants, 432 had answered all the questions, and 78 had left the survey halfway or chose not to answer any. The survey answers have been analyzed using the embedded platform SEM-PLS 3.0.

4.2. Scale Measurement

The PLS-SEM system is used for the authorization of philosophy, and the association can also be mentioned. However, the formula has been tested by the testing algorithm to preserve the reliability and validity of the test. Using Smart PLS 3.0 (Tarkainen & Sundqvist, 2009), the measurement scale's approximation has been thoroughly investigated. The assessment model was observed and intensively tested concerning the selective quality, durability, and convergent validity of building steps.

The two key metrics used in analyzing the PLS-SEM's external model are logic and reliability (Tarkainen & Sundqvist, 2009). The presumption that the suggested solution was based on the feasibility and efficiency of the methods between variables (inner model). The perfection of the external model can be calculated by detecting (1) the individual accuracy of individual objects, i.e., internal quality reliability and compatibility with the composite reliability indicators; (2) the convergent validity of the instrument connected with each component, by the use of an average change derived (AVE) (Cardello & Wolfson, 2013).

Figure 3: Measurement Model

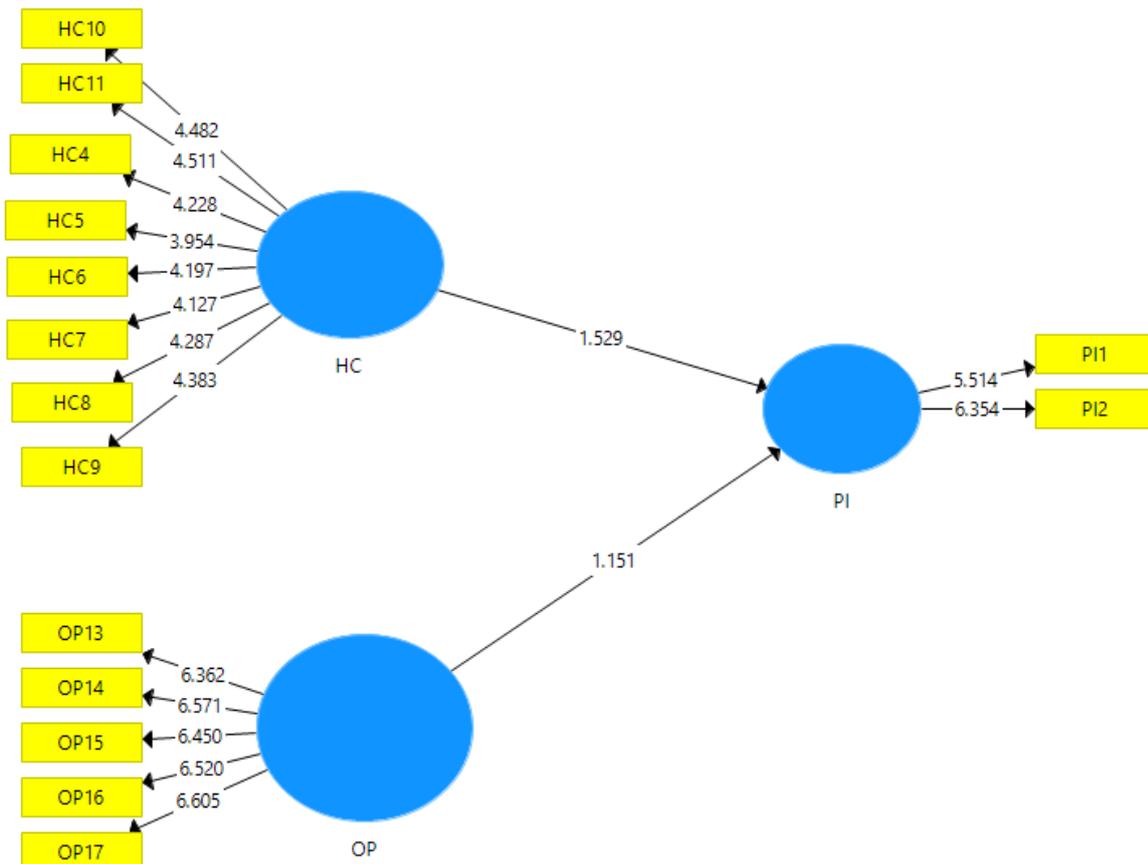


Table 4
Confirmatory Factor Analysis (CFA)

Construct	Items	Loadings	Alpha	CR	AVE
Health Consciousness	HC1	0.727	0.894	0.913	0.569
	HC2	0.735			
	HC3	0.794			
	HC4	0.747			
	HC5	0.732			
	HC6	0.745			
	HC7	0.768			
	HC8	0.782			
Obesity Perception	OP1	0.898	0.945	0.958	0.82
	OP2	0.939			
	OP3	0.915			
	OP4	0.889			
	OP5	0.884			
Purchase Intention	PI1	0.819	0.652	0.85	0.739
	PI2	0.898			

Table 5
Discriminant Validity (Fornell-Lacker)

	HC	OP	PI	
HC		0.754		
OP		0.45	0.905	
PI		-0.115	-0.102	
				0.86

Table 6
Discriminant Validity Cross Loadings

	HC	OP	PI	
HC10		0.768	0.401	-0.067
HC11		0.782	0.43	-0.108
HC4		0.727	0.254	-0.09
HC5		0.735	0.277	-0.035
HC6		0.794	0.352	-0.102
HC7		0.747	0.27	-0.048
HC8		0.732	0.303	-0.098
HC9		0.745	0.368	-0.087
OP13		0.436	0.898	-0.104
OP14		0.431	0.939	-0.106
OP15		0.37	0.915	-0.076
OP16		0.418	0.889	-0.082
OP17		0.37	0.884	-0.085
PI1		-0.095	-0.061	0.819
PI2		-0.103	-0.108	0.898

4.3. Structural Model assessment

PLS-SEM (called route analysis) was utilized to evaluate different consequences of a partnership (including mediation (resampling bootstrapping technique) or moderation (product predictor approach) to answer the research concerns and goals of the sample. In this sense, the findings of the analysis are present.

The Structural Model (regression) has been applied using Smart PLS 3.2.7 after following the calculation model parameters. The conceptual model discusses interaction dependency in the study's anticipated construct.

In PLS, the structural equation simulation, internal modeling, and analysis of the research variables' direct connection, even their t-values and direction coefficients, is done. The same

beta and path coefficient is similar in importance when we are concerned about regression analysis, as illustrated by (Green 2006). Besides, t-values are created to help the relationships appreciate their meaning.

Figure 4: Structural Model

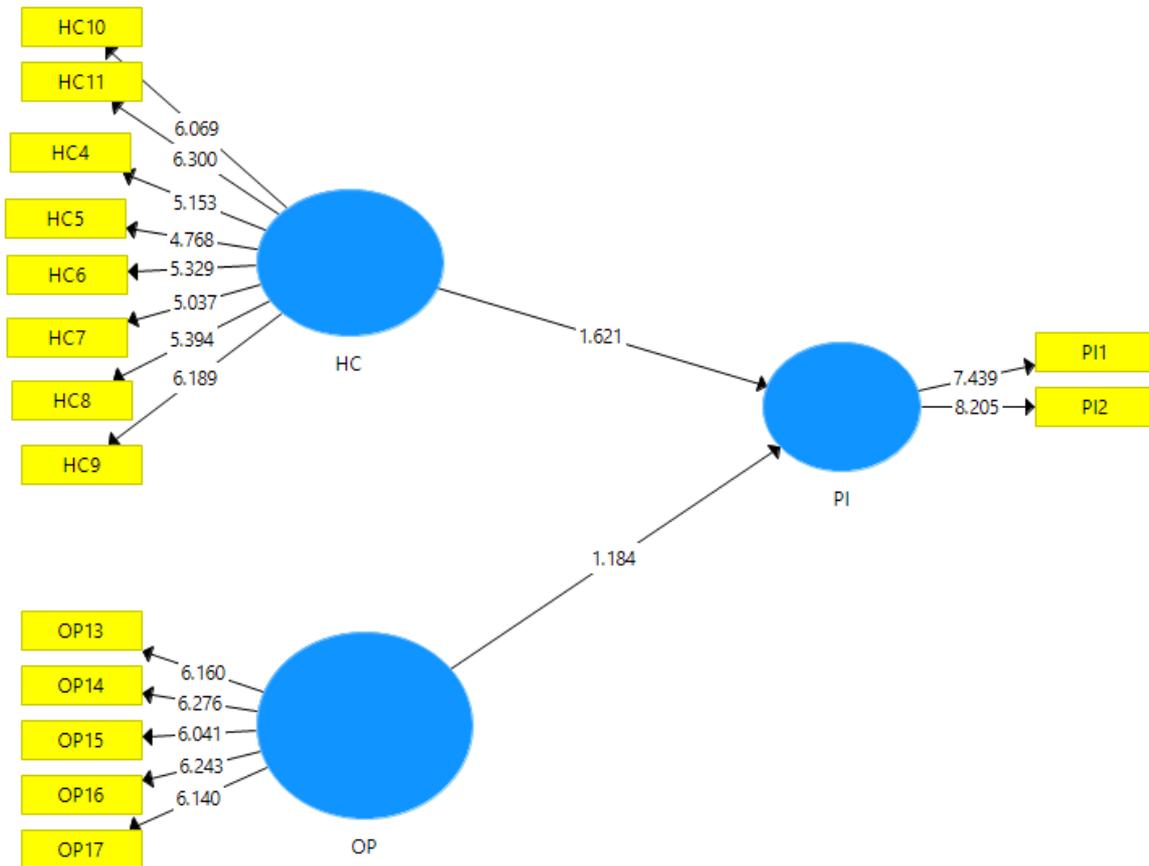


Table 7
Direct effect and hypothesis testing

Hypothesis	R/S	Sample	Mean	S.D	T Stats	P-value	Desion	R sq	F sq	q2
H1	HC->PI	-0.087	-0.114	0.053	1.641	0.101	Rejected	0.016	0.006	0.009
H2	OP->PI	-0.062	-0.062	0.054	1.153	0.249	Rejected		0.003	

5,000 repetitions were performed to determine beta values, the t-values, and the regression coefficient of the 432 answers. This research includes two basic relationship-based theories. After the study, theories were shown to be insignificant.

The R quadrature value derived from the Smart PLS (SEM) result shows that the propensity to influence all variables is to move them together.

On the other hand, more than 0 has been discovered, i.e., 0,009, which shows that the model is predictive. Finally, all F-square values are above 0, which indicates that each factor is part of the equation, but the values are listed in the limited impact size range.

4.4. Conclusion

The results and conclusions from the data collection for this analysis are summarized in this chapter. In addition to this inferential analysis, the research issues, and the importance of

this study's hypothesis are also explored and illustrated in this chapter. The following chapter addresses the main observations and summarizes this study.

5. Discussion and Conclusion

Based on the problem statement, two objectives were stated in the study. The finding of these objectives will provide a new direction to coca cola Pakistan's top management and provide a close view of the relationship between the described variable. Following objectives were stated in this study:

The first objective was to examine the relationship between health consciousness and purchase intention. The finding revealed that health consciousness has an insignificant relationship with the customer's purchase intention for coca cola Pakistan so, H1 is rejected.

These conclusions are dependable with some of the previous studies, e.g. However, some studies compete with these findings.) inductee that health and safety are not significant motorists for organic food purchasing, whereas) definite that environment responsiveness is equally not appropriate for the privilege that health consciousness has an insignificant relationship with purchase intention.

Considering the finding that health consciousness has an insignificant relationship with purchase intention may have some possible justification like the study was conducted in Pakistan which has the bad economic condition nowadays people are struggling with the issues of high inflation and low buying power furthermore country has the poverty rate and consist of lower-middle-class society. The recent studies revealed that health consciousness occurs mostly in the medium or upper-middle-class levels, so considering these area factors, studies results are purely aligned with Pakistan's contemporary scenario. Moreover, considering the findings that health consciousness has an insignificant relationship with purchase intention is because of some other intertwining variable between these relationships that may influence this relationship as the previous studies suggest that there may be some indirect relationship between these two variables.

The second objective was to investigate the relationship between obesity perception and purchase intention. The finding revealed that obesity perception has an insignificant relationship with the customer's purchase intention for coca cola Pakistan so, H2 is rejected.

The study was conducted in Pakistan, and the data was gathered from the malls of different cities of Pakistan in which the percentage of a male was 74%, and the female representation was only 26%, as the previous studies revealed. The theory also supports that obesity perception is highly gendered sensitive and a strong link with the female gender. The study's findings reveal that obesity perception has an insignificant relationship with purchase intention due to the respondent demographic.

Moreover, considering the findings that obesity perception has an insignificant relationship with purchase intention is because of some other intertwining variables between these relationships that may influence this relationship as the previous studies () suggest that there may be some indirect relationship between these two variables.

5.1. Limitations and Future recommendation

The current study was conducted on the purchase intention of the customer for coca cola Pakistan. Though the study has generalizability and large implications, there is a certain limitation also, first of all, a study conducted in a compact given time duration with having budgetary constraints. So, the sampling was done only from the few cities of Pakistan. Future research may be conducted on a large scale by taking a large sample from Pakistan's more cities. The researchers may also conduct the same study using the qualitative method to explain this relation in a more exploratory way. Due to the compact time frame, the researcher was able to conduct only a few antecedents of purchase intention, whereas reports are pointing towards some other influential factors that can also influence coca cola customers' purchase intention.

Future researchers may include some other potential predictors of customer purchase intention like customer value perception and demographic factors.

5.2. Contribution to the study

Coca cola Pakistan is the market leader in the beverage industry of Pakistan but facing a severe sales downfall from the last few years due to the customer's purchase intention. The current study will provide directions to the top management of the coca cola Pakistan to take the necessary practical step to halt this disastrous sales downfall. Furthermore, the current study concludes in the existing body of behavioral literature by explaining the theoretical relationship of health consciousness and obesity perception with the customer's purchase intention.

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APPENDICES

Dear respondents,

We are students of Business Administration and are conducting the survey for our class project. The topic of our project is to identify the relationship of health consciousness and obesity perception with purchase intention of coca cola Pakistan. Participation in survey is voluntary and if you are not willing to participate, please return it back.

It is requested to give Response to all questions because incomplete information (data) is useless to us. It is noted that there is no right or wrong answer, so please feel free to answer. We also assure you that the data would not be published anywhere and reported aggregate data only in research publications. Only principal investigator has the access to data. Thank you for sparing out time and for your cooperation! This will help us a lot with our project work.

In any case of any issue, please contact us through the email given below.

Sincerely,

hinasultan17@gmail.com

Thank you for your cooperation and participation.

Instructions:

There are TWO (2) sections in this questionnaire. Please answer ALL questions in ALL sections.

Completion of this form will take you less than 5 minutes.

He contents of this questionnaire will be kept strictly confidential.

Note: For each question please tick () in any one of the following five columns to reflect your option.

Section-A Demographic

Name _____

Age Group

15-25		26-30		31-35		36-40		Above	
-------	--	-------	--	-------	--	-------	--	-------	--

Gender

Male		Female	
------	--	--------	--

Occupation

Employees		Business Holder		Student		Other	
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Income (Optional)

15000-25000		26000-35000		36000-45000		1lac or above	
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Section-B

No.	Statement	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree
1	I would try coca cola in the near future.					
2	I would buy coca cola.					
3	I intend to buy coca cola within the next fortnight					
4	I reflect about my health a lot.					

5	I'm very self-conscious about my health.					
6	I'm generally attentive to my inner feelings about my health.					
7	I'm constantly examining my health.					
8	I'm alert to changes in my health.					
9	I'm usually aware of my health.					
10	I'm aware of the state of my health as I go through the day.					
11	I notice how I feel physically as I go through the day.					
12	I'm very involved with my health.					
13	Being overweight is unhealthy and it is your personal responsibility to do your best to become fit.					
14	Fat is harmful and obesity should not be a badge of pride.					
15	For now I think it's enough to just remind you that most severely obese people are struggling with mental issues as well as physical ones.					
16	Obesity due to bad diet not lack of exercise.					
17	Calling obesity a disease causes obese people to be less motivated to lose weight and make healthy choices.					