

UNIVERSITY OF SOUTHAMPTON

BRAND RELATIONSHIPS - A NEW APPROACH TO BRANDING

VOLUME 2 (OF 2 VOLUMES)

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P. Andreou

"The Philosophy of Brand
Loyalty"

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THE PHILOSOPHY OF BRAND LOYALTY

by Philios Andreou, BSc(Hons) MCIM AMIMC AIMgt

It would seem that the theme in a recession hit country must be to "achieve the highest degree of loyalty" from consumers. This is so because when times get tough then consumers become more tight with their money and off go impulse purchases, variety choices and tempting innovations. When the cash is limited, you don't risk. You play it safe and you buy the brand you always knew and trusted. You become more loyal and conservative.

It must be therefore reassuring for marketers to observe a repeat purchase on their brands since this must be signalling a high degree of loyalty. And if this can ensure an easier time through recession, then it could only mean smashing success when times are good. Or maybe not?

Could it be that consumers are satisfying rather than optimising at this point? and does this matter? Could it be that consumers are simply doing a repeat purchase rather than exhibiting loyalty? and what are the implications of something like that?

Loyalty is defined as " a connection that binds a person to something (or someone) " and in marketing terms this will result in the faithfulness of the consumer to the brand. However this "connection" is neither a tangible thing nor is it easy to observe. What marketers can see though through the eyes of quantitative market research is the resulting action (of a repeat purchase) and the consumer's evaluation of the brand at the time. The latter though will be biased from the performed action which means that effectively the marketers will only be guessing that based on the existence of the "effect" (the repeat purchase), the causal variable (the loyalty) is there.

Therefore the big question must be : can there be repeat purchase without loyalty and if so why does it exist and how can you identify it?

Unfortunately for the quantitativists it can exist. It exists because the consumers are at times forced to compromise. They have to live with brand X simply because brand Y is worse. Even more they may have to like brand X because that is the best alternative available or attainable. However this means they are not loyal but simply they are repeat buyers until something attainable, more exciting or something else becomes available. Early back in the 1960's George Day in an article about Loyalty in brands refer to this class of consumers as "spurious" consumers and stated that they may represent up to 30% of the total Loyalty group (based on his research in 965 households in the States.) However, any stated figures can be criticised for inaccuracy, especially since there might be variations in different markets and with the different definitions of the Loyal or spurious consumers. The important point for now is to note this existence of the two types of buyers for one's brands which although may exhibit the same effect, the causes and the possible future effects could vary widely. Aaker (1991) categorised the loyal buyers into five categories which ranged from the committed buyer who wants to be loyal and stick to a brand to the price conscious repeat buying person who is eager to switch brands when the chance for a better deal arrives. Jacoby et al (1973) attempted to differentiate these two concepts (of repeat buying and loyalty or commitment) by bringing out a conceptual definition of Loyalty that depended on the existence of six factors relating to the consumer's attitude and overt behaviour. However this has raised tremendous criticism from the academia in terms of the completeness or the testability and subsequently the type of definition they had arrived at (Operational Vs Conceptual.) It is therefore not my aim to attempt to define the concepts myself. What is of interest to me though, to explore in this article, is the underlying reasons for these types of behaviour and the different situations that may encourage either of them.

Before moving forward any further it is worth making a distinction for the cases where the consumers purchase repeatedly a brand due to habitual behaviour because there is not a great perceived difference between brands. Although this may mean that consumers have evaluated the total set of brands and have chosen brand X as the best (therefore simplifying the buying process by becoming 'loyal' to X) their feelings towards X may not be that strong and in certain cases they could even be very neutral, indifferent. This indifference then could disappear when a new brand appears to be significantly different than the existing ones or it seems to possess a characteristic (attribute) that the rest don't have. Peter Dickson (1987) refers to such a case as "demand Modification" where either the alternatives can trigger new attributes in the choice process or a new ideal combination could be communicated and accepted by the consumer. Many of the 'fashion' products could be included in this category, and this

extends to beverages as seen in two articles in Marketing Week entitled "Beer Group Pressure", and "Premium Bonds for trendy tipples". These articles describe the way some of the 'designer' beers managed to steal away the English market even though being overpriced, simply by adding insignificant attributes (like being served with a lime on the top of the characteristically 'long necked' bottle) and therefore acquiring a trendy image. However these types of brands (and perhaps product groups) have no long term loyalty future but they do manage to inflict the damage on the other long term established brands. And the problem is that they keep on coming, in different shapes and packages. The brand managers of all brands therefore need to know who is sticking with them in the tough times and who is likely to change, and even why and where, if they are to minimise danger in the short term.

How can one differentiate between the Loyalty and Repeat buying in research and what can be done to ensure a substitution of the former with the latter ? Unfortunately there is no answer 42. Qualitative research can claim to hold the key to the answer most of the time but that key doesn't always open the right door.

Qualitative research can search quite deep in the consumers minds with focus groups and in-depth interviews. So far the emphasis has been to ensure the brand presents the right 'personality' for the consumer and the right 'user image' so that the consumer can associate himself/herself with the brand and look at it either as an reflection of his/her self or a reflection of the self he/she is aspiring to be. The brand needed therefore to have the right image and appeal and consumers were thought to be observing this and became loyal. But as Max Blackston(1991) pointed out what one should manage is the total **relationship** the consumer has with the brand and this involves the analysis of the transactions between the brand and the consumer(or even the transactions of the brand with consumers from different segments.)

This relationship study should go beyond the one way communication process where the brand is transmitting a message and the consumer is then responsible for decoding it. A relationship will depend not only on how well party A (the brand) satisfies the needs, whether functional or representational, of party B but also on how the attitude of each party is against each other. This leads to what psychologists refer to as the study of meta-perception. It describes the study of the perception of a party (the consumers) on the attitude party B (the brand) has for them. As Blackston showed, no matter what the personality or image of the brand is, if it portrays the wrong attitude towards the consumers(note that this is a perceived attitude and may not be

what the marketer intend it to be) then the consumers will adapt their attitudes accordingly (and consequently their purchasing behaviour.) The relationship study can also look at the levels of Affiliation the consumer feels with a brand(i.e. any club type feelings between users and the brand) and the feelings of Reinforcement (that the consumer receives from the brand or the parent company.) In addition, it is key in any relationship to observe the Equity principle("Are you doing as much for me as I do for you?" type) and the consumers will need to know that the brand is trying as hard to reward them and appreciate their choice. All of the above variables will constitute this so talked about relationship and may need monitoring and maintenance at high levels.

These require one to look at the unconscious using techniques such as projective ones and most probably even psychotherapeutic techniques like Transactional Analysis and Neuro-Linguistics. The latter two techniques can reveal to the good analyst the actual state of the relationship between the consumer and the brand, provided the analyst knows what to look for. My experience would indicate that combining personal interviews with focus groups study would be very useful in looking at the state of the relationship. The sampled personal interviews can indicate to the researcher whether a particular segment(whether this is a loyalty , usage, socio-economic, age group, behavioural e.t.c) seems to be developing or holding a different type or level of relationship with the brand. Homogenous focus groups can then be held which can help to bring out (in the richness of the discussion) the causes of the problems in the communications of the brand towards them. This is a very important step in the right direction especially when done with a panel approach. The brand manager can then start to observe the direction of the transactions between consumers and brands which could be a result of the brand's communication to the consumer or in some times the brand's owner company actions themselves. Necessary action can then be immediately taken when things go astray.

Using techniques as the above to monitor the transactions and relationship could also enable the marketer to pre and post evaluate campaigns where the objective is not simply awareness or image building but feelings generation and ultimately keeping in touch and maintaining loyalty from the consumer, their consumer. This need arises because campaigns are a primary mean of the brand's communication with the consumer and if a message is not well received or is misunderstood by a crucial segment (e.g. the heavy buyers) then the brand can lose in popularity.

The difficult case is though when the consumers themselves are not aware of what they want, maybe because of latent or passive wants. Consumers may have never thought of certain attributes or functions of a product as important until these are pointed out to them by another brand. The whole scenario can then change and a 'demand modification' situation can arise. How can you then keep relationships that don't offer you what you want or now 'need', when this is offered next door ?

Again the answer must lie in the management of the relationship since, being faithful(or rather loyal) is a matter of the strength of the bond that exists. Consumers reasoning must be cultured to create the trust necessary in the relationship to overcome temptations. This can come from the consumers themselves in having their own cognitive dissonance as to the superiority of their brand or it come from the brand, transmitting the reassuring message of "don't worry, I'll take care of you; You can trust me to offer you the best; just keep on with me." Words however must be backed with actions and there can be no doubt that the stronger the relationship, the chances for switching will be minimised and this can only mean a secure profitable status for the brand and its owner.

Managing these relationships well could easily be the best anti-recession investment the company can ever make.

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.Appendices II & III.

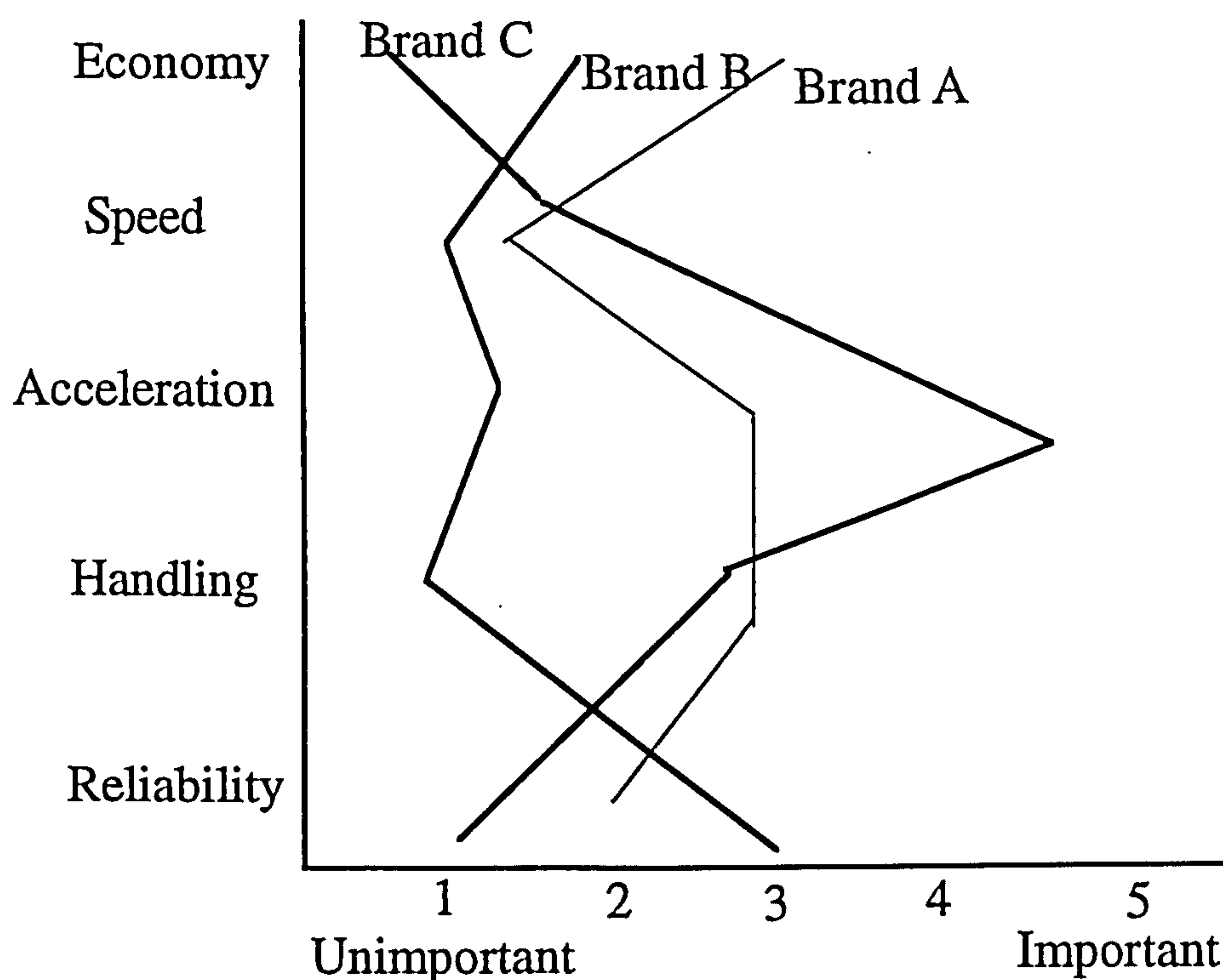
Market Techniques for
Brand Positioning Audit

MARKET TECHNIQUES FOR BRAND POSITIONING AUDIT

This section deals briefly with some prominent methods used in today's markets to see the position of the brand relative to the competition. This position could be in terms of the attributes or the total image including aspects of the personality.

One of the earlier methods for measuring and presenting the attributes was the Attribute Profile charts where the summary ratings (by respondents) for each attribute was shown on one axis while the attributes were given on the other axis. All brands in a competing category were then profiled. This can be seen in diagram III.1 below.

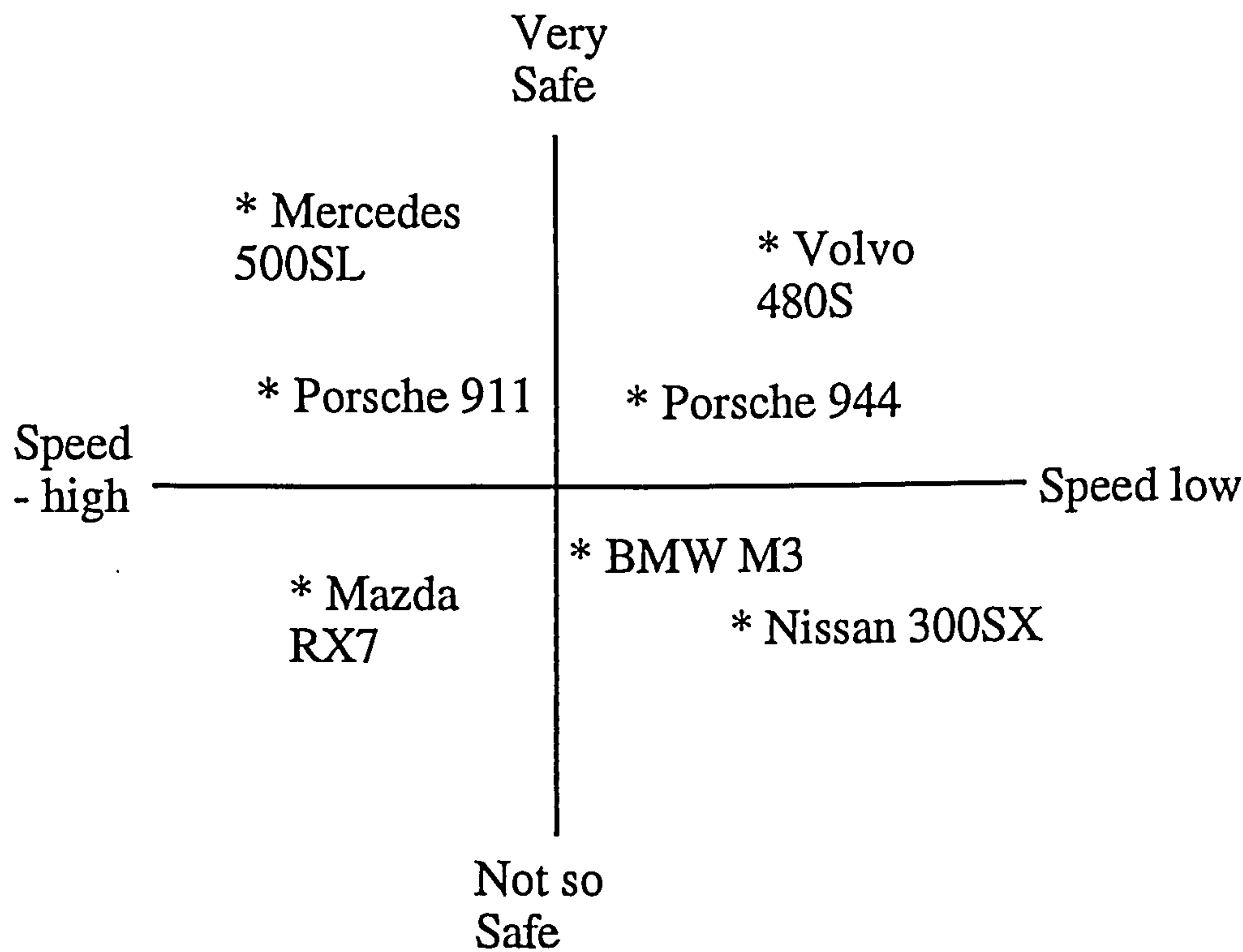
Diagram III.1 Multiattribute rating for Cars



The problem with this kind of model for positioning purposes is that when there are a number of brands then it becomes very complicated to read and also it is not easy to see the positioning of the brands. This is especially true when brands are better in some attributes and worse in others and this is true of most brands. Although this system is still used for both attribute and image profiling, the purposes for this tool is not to look at the position but rather to get an opportunity to examine one's brand and its deficiencies against the competition.

The early models for looking at the position of brands consisted of two dimensional representations of the position of all brands in the market. This meant taking two attributes at a time and attempting to see where each brand lay in relation to the rest of the competing brands. The two dimensions could have been two salient attributes (e.g. speed and safety) or they could have been aspects of the personality (e.g. dynamic and fun to be with.) One should note that in whatever case, it is the consumer's perceptions that are being graphed and not the actual performance. A company could also graph both, i.e. the actual laboratory evaluation and the consumer perceptions in order to see if there is any difference and therefore observe any weaknesses on the image side or on the physical side. An example of a two dimensional positioning graph is given below:

Diagram III.2 Two dimensional positioning diagram for the sports car market.



Obviously one of the problems of this way of viewing the brands position is that one needs to have all the two dimensional graphs with all the possible dimensions in order to get a clearer view since a brand's position is the sum of all the associations that can exist. However this method is a good method in terms of its simplicity and it is also the case that consumers maybe deciding on only two (salient) attributes (especially in the case of LPS purchases) in which case the graph would be informative enough. In the case of this, and in the case that the two salient dimensions are not strictly attributes but rather positions or personality

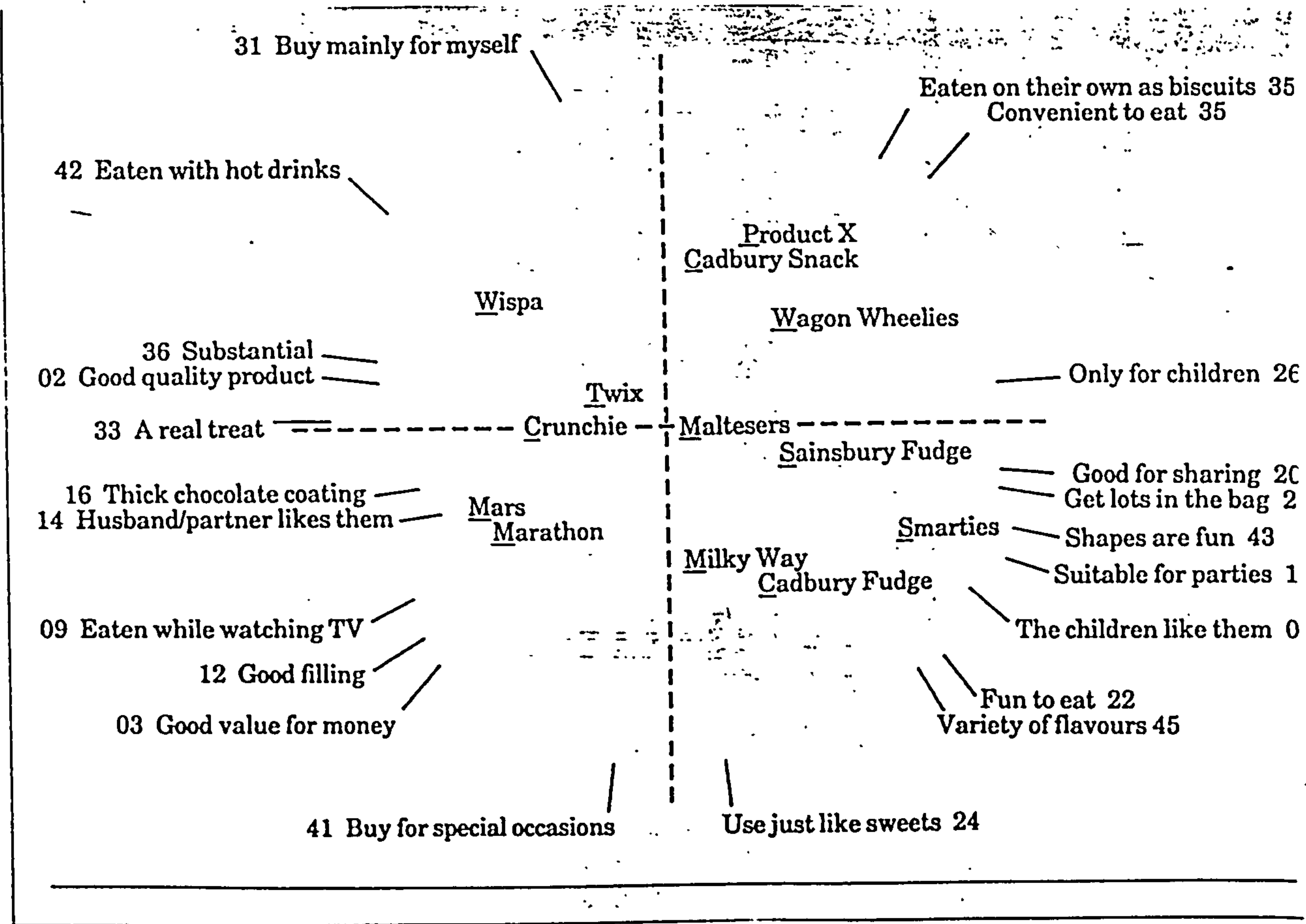
features the company could view the position from there and then try to investigate what aspects of the brand go in this evaluation of the consumer in order then to change something. If for example the brand is lacking in terms of "friendliness" then this could be because of the consumer's evaluation of the colours of the package or the celebrity endorsement or the communication strategy and so on (an example of the use of this strategy for product development or product improvement purposes see Hauser & Clausing 1988)

One more advance way is the use of mathematical tools like Multidimensional Scaling algorithms in order to compress the many dimensions on which a brand can be evaluated into a two dimensional graph or using factor analysis to derive which factors are important and how they affect choice. A number of papers and books (see Green & Wind 1975, Aaker 1971, Hodgkinson et al 1991, Green & Wind 1972, Green et al 1969, Wilkie & Pessemier 1973) have been written about the use of Multidimensional scaling, factor analysis and other methods for brands positioning. However in this section the aim is to give the reader a brief orientation to some of the tools used in the commercial world.

One such system is the Optima system of the Taylor Nelson where a model by MARCOS (Market Competition Studies Ltd) is used (Marchant et al 1990, Marchant & Hutchinson 1990). The model is based on two basic assumptions. The first one is the existence of a 'zone of viability' where all the viable products are situated. The middle of that zone is the consumers' optima and is densely occupied by the products as the market evolves. The second assumption is that choice will depend on the net value a consumer gets from the purchase and this is described by the average net value or mean utility (how much it is liked on average), a distinctiveness measure or standard deviation of utilities (measuring the polarisation of the positioning) and the 'relative competitiveness measure' or correlation between utilities (relative positioning and effect on the strength.) The input to the model comes from interview questionnaires with questions on the reasons of choice and on the brand preference of consumers. These are then fed into the model (which uses a multidimensional algorithm) which produces a two dimensional picture with all the brands in the market, the attributes or attitudes associated with choice and the relative importance of the attributes in choice (in brackets). An example is shown below taken from Marchant & Hutchinson (1990). The centre of the diagram is the optima while it can be seen that all brands sit on a zone of viability around the optima. It must be noted that a brand situated

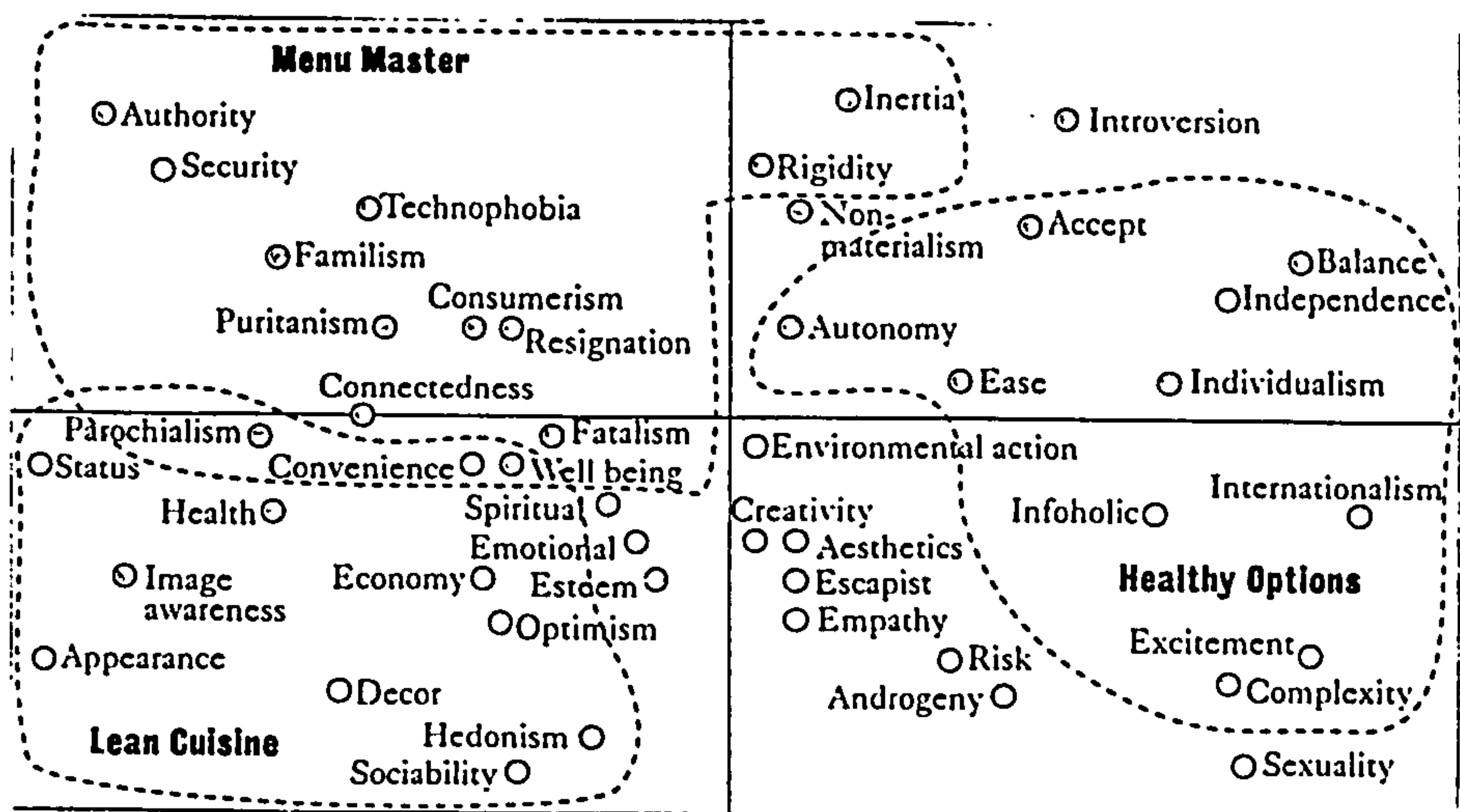
on the optima is not necessarily a good position. This is because more consumers may like it but if it does not have a distinctiveness then it might always end up being second or third choice. The model also produces the tables giving the three measures of net utility, distinctiveness and relative competitiveness.

Diagram III.3 Product Positioning - The Optima approach (from Marchant & Hutchinson 1990)



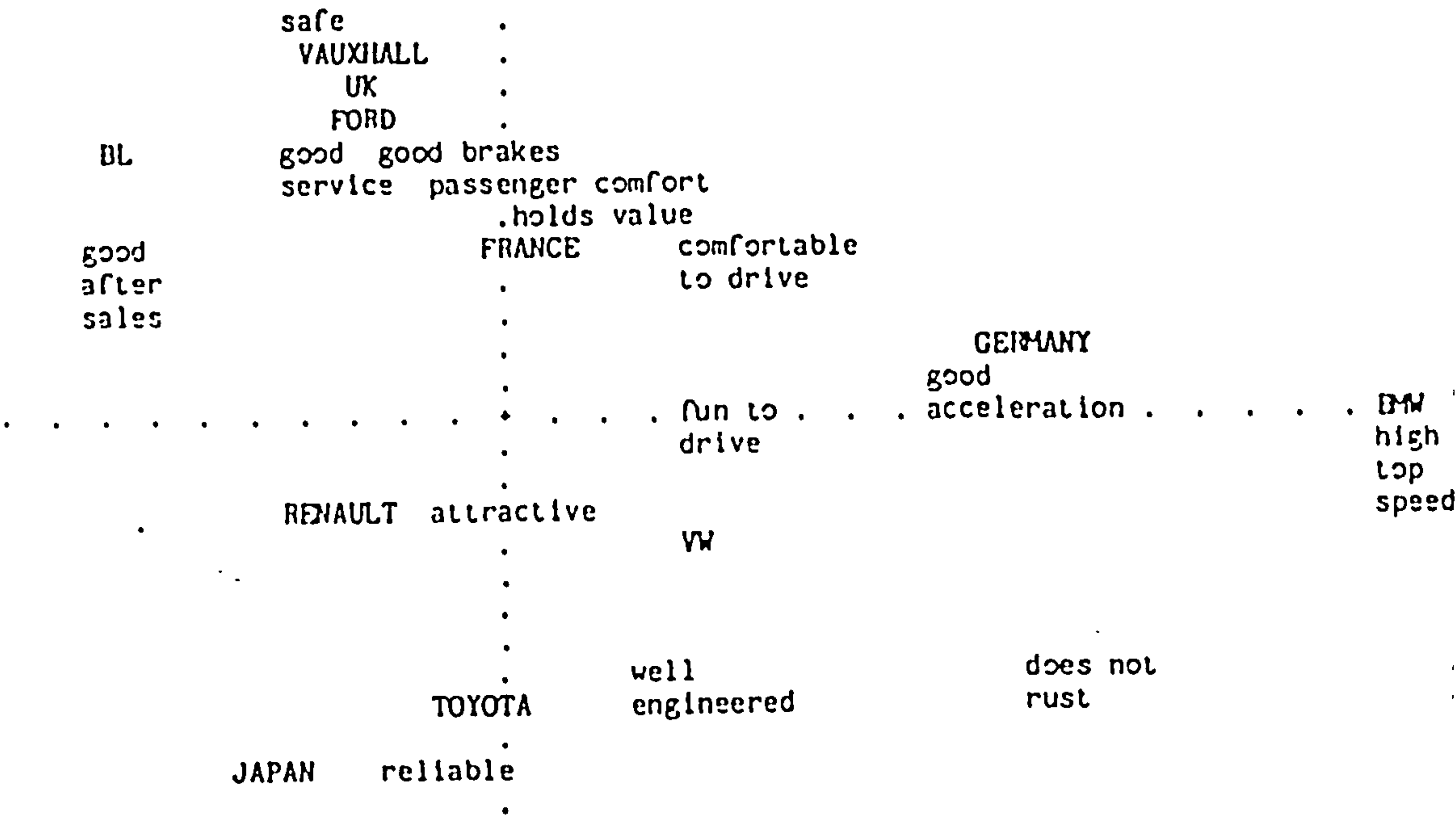
Another model is one developed by Applied Futures Ltd (Dade 1992). This uses a psychographic method looking at the changes in values of society from examining the motivations and beliefs of people. Altogether 46 trends are measured from a list of 700 questions, and these are represented on a two dimensional map (using again an algorithm to fit the many dimensions into the two dimensional map). The closer to the centre of the map the stronger the trend. The brands are then seen, not as points in the map but as parts that encompass a number of these values. Different brands will encompass different values, since their positioning is different, although there may be common areas. In the diagram below this map is given for the ready meals study, looking at the positioning of Menu Master, Lean Cuisine and Healthy Options.

Diagram III.4 A Psychographic method to positioning (from Dade 1992)



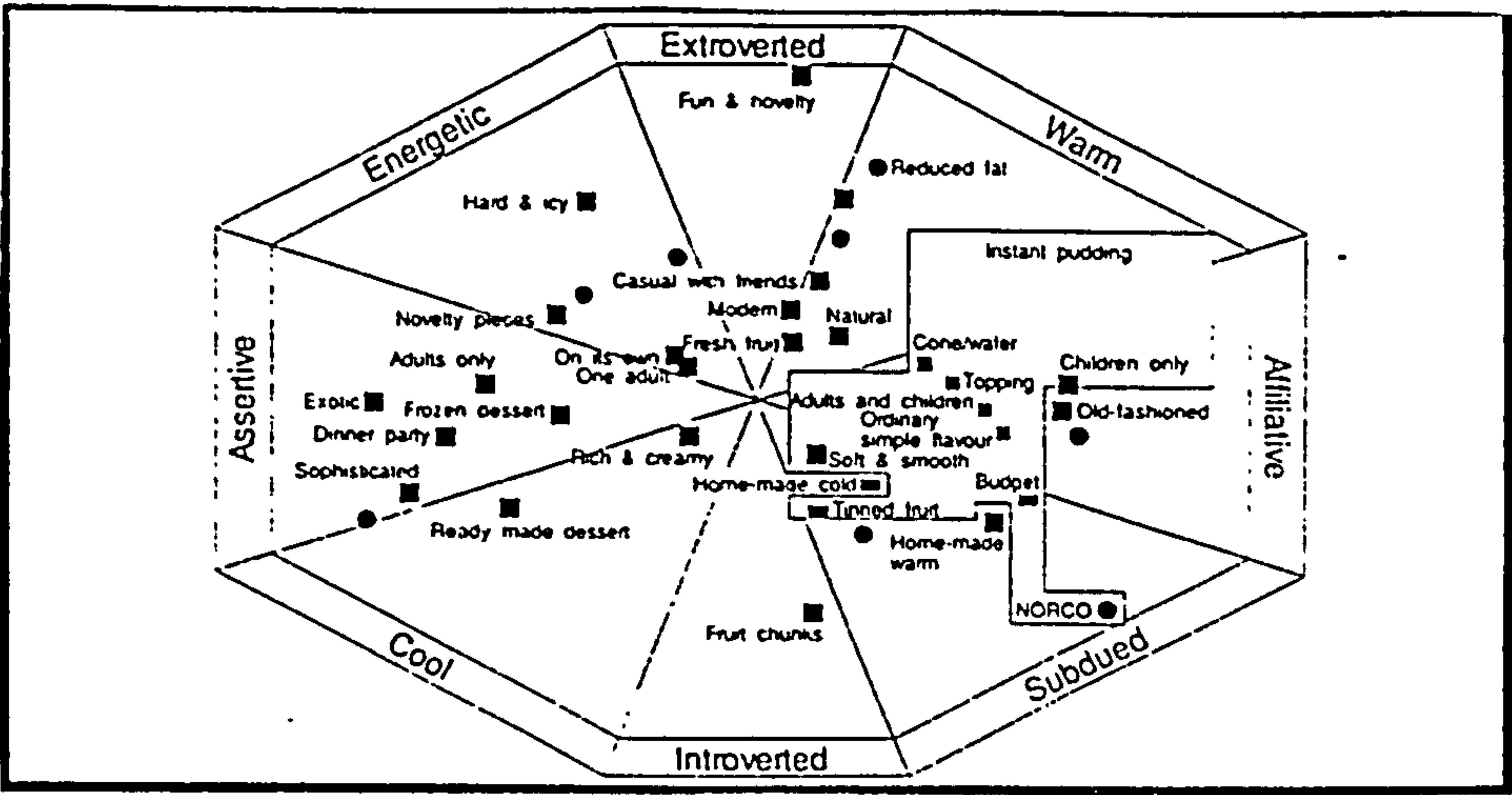
Another type of model is the Correspondence Analysis model by Probit Research Ltd (Robson 1989). This again uses data reduction algorithm based on factor analysis and then uses a multidimensional scaling technique to present a diagram with all the salient attributes and all the brands on it. The closer a brand is to an attribute (or a statement on the map), then the more the brand has of that attribute or the more that statement represents the brand. If any attributes appear close to the centre of the map then this means that these attributes do not work to discriminate brands and therefore can be discarded from further work. The map can also be used to include stereotypes like countries of origin of products or company behind brand in order to assess the effect of the corporate name or the country on the perception of the brand. An example can be seen below:

Diagram III.5 Correspondence analysis of UK Car market (Probit Research Ltd)



On a different note is the IMPMAP model by Infratest Burke (Simpson 1993) which attempts to deal with the Brand Personality positioning. This model looks at the implicit characteristics of the personality (i.e. the symbols that define the personality in which the individual achieves gratification via brands or symbols) and the explicit characteristics of the personality of the brand (i.e. how people verbalise their internal gratification). The implicit attributes also described earlier on, in the brand's personality section are: Energetic, Extroverted, Warm, Affiliative, Subdued, Introverted, Cool and Assertive. These implicit attributes are mapped into space and are constant for all product fields. Each brand is then positioned in the space and if it is positioned in the central area of the section the personality of the brand is clearly defined by the implicit attribute of the section. If it is at the edge of a section then its personality shares both characteristics but perhaps more of one than another depending on where it is closer to. Again the closer it is to the centre of the map, the clearer the personality is and is also universally recognised as such. The explicit attributes on the other hand, show the brand's identity and they will be different for each product category. The identity of the brand or the 'mental footprint' is given by a shaded area covering the brand and the explicit attributes that correspond to it (like in the Applied Futures system). An example of the map is given below for the Australian Ice cream market.

Figure III.6 IMPMAP study of the Australian ice cream market (from Sampson 1993)



One must note that there exist many more systems or models in the commercial area, dealing with the positioning aspect of marketing using advanced techniques. However, in this section presented a sample of them giving an idea of positioning in terms of brands and attributes (Correspondence Analysis by Probit research Ltd), positioning in terms of society values (Psychographic Analysis by Applied Futures Ltd), positioning in terms of consumer preferences and brands successes (Optima by MARCOS) and positioning in terms of brand's personality (IMPMAP by Infratest Burke).

.Appendix IV.

P. Andreou "Looking at
Brand Valuation"

LOOKING AT BRAND VALUATION

by Mr. Philios Andreou BSc(Hons), MCIM, AIMgt, AMIMC, Reg.Marketer *

In review process for publishing in Harvard-Deusto "Marketing & Ventas" Ediciones Deusto, in a spanish translation.

This article is to deal with the issue of brand evaluation for balance sheet purposes. The first part gives an overview as to why brand valuation is a useful exercise and then the second part examines the various ways and methods an organisation can use to evaluate a brand from a financial point of view in order to be able to include that value into the balance sheet (and/or take corrective action.)

One should, at this point, make the distinction between a brand audit which is a marketing audit for a brand and a financial evaluation which aims to determine a value for the future benefits of the brand. Although both techniques aim to look at the risks and the possibilities a brand has for surviving and making profits for the owners, the approach can be different. The brand audit is concerned more with the short term strengths and weaknesses, while the brand evaluation is concerned with the long term capabilities. That is not to say that a brand audit is a myopic tool. On the contrary it is a tool with which the owner looks at the present situation of the brand, its competitive position and possible developments in the near future in order to direct and adapt the brand to the changing environment. This may mean, building stronger defences against the competition and devising strategies with the objectives to strengthen up weaknesses and get closer to the consumer. On contrast a brand valuation from a financial point of view has a main objective to assess the future ability of the brand to bring in profits and to actually put a monetary value over this, that not only reflects the strength but also the risks of the brand. However the two concepts are usually seen much closer together. A brand audit can be used to give a monetary value to a brand, or a brand financial evaluation can be used to decide on strategy or to get to know the brand better. The ideal would have been, to be able to complete all the requirements a branding department may have, from a single evaluation. It is more common though that one would refer to a brand valuation as the general term for a financial evaluation due to the publicity and importance for the public these evaluations usually take.

Is Brand valuation necessary?

The first brand evaluation (formal financial evaluation for balance sheet purposes) was seen in 1984 when R. Murdock put a value of publishing titles in the balance sheet of

his Australian based "News Corporation" not as goodwill that could be written off, but as an asset. This increased the asset base and raised a number of questions, starting the debate over the issue of including brands in the balance sheet. The argument for this action at the time was based on the following three requirements that assets must comply with:

- Assets must produce revenues for more than a year in contrast with expenses that may produce revenue in a year. Murdock argued that the acquisitions he had made in terms of publishing titles were assets since he was expecting them to be generating revenues for a number of years.
- Assets are the identified investments that can produce sales for the future in their own right, (therefore brands could fall in that category.)
- Assets must be separable (i.e. can be transferred and keep on producing sales under the new ownership) which again was a requirement brands could satisfy.

This was then followed by a series of brand valuations, especially at the eves of hostile or unwanted take-overs. The result was the incredibly high figures paid for brands in the 1990's. Nestle buying Rowntree, paying a price made from over 83% goodwill, Grand Metropolitan paying a price comprised of 86% goodwill and Cadbury Schweppes paying a price of 75% goodwill to name a few .

The reasons for these brand evaluations have been mainly for balance sheet benefits as explained before, strengthening the asset base(lowering the gearing ratios) and raising the share or takeover bid value. These can be very important from an accounting point of view. The resulting ratios on both gearing and asset/liability can indicate a totally different picture for the finances of the company and enable the company to either obtain further gearing or increase in value which will be reflected in higher share prices. However a number of other benefits also exist for the evaluation such as:

- To provide a better financial information to the market. Since the stock investors are in effect buying their assessment of the company's future, it may be a crucial bid of information to know the strength of the brand in relation to the competition brands. Therefore this stresses the necessity of inclusion in the balance sheet to provide a more 'true and fair view' of the state of the company.
- Management information. The valuation of brands can be an essential tool to provide the management with better and more accurate information. This will enable the company to use other techniques like portfolio matrix approaches in order to decide on resource allocations and future strategy. From a recent study done by PA consulting in

the UK, it has been found that half of a client's brands were producing 150% of the profits with the other half eating up the excess 50% due to 'over enthusiastic marketing aiming for market share'. In addition to these, the valuation can provide information as to whether a brand extension would be possible, the needs of the company or brand in terms of its internationalisation process and it can be used to justify budgets.

- Brands can be used as separate financial entities. This will enable the company to sell the brands, license them or franchise them which opens up many growth possibilities for the brand owners. Brands can be placed as collateral on loans, or even used in sale and leaseback arrangements to achieve tax benefits.

- Internal management benefits. This is due to the fact that the brand valuation can give a sign to the people of a company about the health of the company and even give them a mission or inspire them to understand the company's ethos. In addition, the process of the brand valuation may bring together various company departments like marketing, legal, financial and so on, and this collaboration will allow them to see the real issues in branding. These are the facts that the intangible assets may be much more valuable than the tangible ones and that the prospect should be the capitalisation on the long term and not the annual evaluation.

- Mergers and acquisition. The information provided by the evaluation can assist a company in the setting out targets for mergers and acquisitions and in a sense eliminating some of the risk.

How do you measure the value of a brand?

A number of researchers have proposed different ways to look at the strength of brands, from a marketing point of view and this has added to the emerging concept of the need for evaluating the brands. However these methods or ideas about what composes a brand's strength on general, tended not to provide a concrete framework or methodology. A financial appraisal system was rather needed for evaluating a brand, like an asset, in order to include in the balance sheet or to compare its performance and act on investment decisions in relation to the rest of the brands or assets the company had. It is therefore the case that the marketing academia has, with a number of exceptions, abstained from this issue. It was only recently that some members of the academia began publishing their ideas on brand valuation methods, even though in reality what most of them did was to simply present the accounting methods for asset valuation. In the real world though, brands valuations are being carried out using methods devised by Branding and Accounting Consultancies, with the aim to integrate elements of marketing theory, the legal aspects and the financial

and accounting principles. The most well known one, is the Interbrand method devised by the Interbrand consultancy, probably the leading authority on brand valuations, in the UK as well as internationally. It is also estimated that the Big six accounting firms in the UK and many other consulting firms may have their own methodology for evaluating brands, although a number of their members may disagree with the idea of using this brand valuation for accounting purposes. This is especially true for the accounting based Consultancies since the Institute of Chartered Accountants of England and Wales (ICAEW) have referred to this notion as "highly unwise due to the basis of financial position" after a common research project with the London Business School on the use of brands in the balance sheet (see Barwise P, Higson C, Likierman A, Marsh P 'Accounting for Brands' report 1989 for ICAEW)

In this section the main theoretical methods will be briefly explained (as well as the Interbrand method.)

Historic Cost method. This calls to aggregating all the past expenditure on the brand and therefore treating this, as investment. This could be the promotional spend, the R&D, distribution and so on. If the brand has been recently acquired then that may be more straightforward but if the brand is an own brand of the company, then a number of problems are presented. The more serious problems involve the decision as to which expenses can be allocated and how this allocation can be done. The management time, the joint efforts of the company and the brand, the PR policy of the company, the corporate image expenditure and so on, have played a role in the value of the brand but how can this proportion be calculated. The quality of the efforts or spend on the brand is also sacrificed by the quantity and of course the Historic cost method has the major drawback that it does not reflect the current value of the brand in the market.

Current or Replacement cost. This refers to the idea that an asset must be valued at what it would cost the company to replace it, i.e. to buy it again. Since brands are not traded in the market frequently, this is a problem that requires a subjective evaluation based on very little information. In addition the different brands can have different strengths and so looking at the value of one may not give a lot of guidance as to the value of another one.

Realisation value. This calls to evaluating a brand in accordance to its market price, i.e. how much someone would be prepared to pay to buy it. However as noted

before since the trading of brands is not frequent and easy so that it will give a good basis for evaluations based on market prices.

Discounted cash flow. This calls for an attempt to calculate the future earnings or cashflow stream of the brand by extrapolating current earnings to the future and then discounting this to present values. However this assumption of future earnings does not take into account possible changes in the market, the capabilities of the brand's guardians(management and marketing personnel) and the problem of separability of the cash flow from the brand and the cash flow from other brands in the company that may be sharing the same distribution and promotion resources.

Price Premium method. This calls for a measure of the price premium a brand has over its competitor. This margin or premium then becomes the basis of the evaluation for the balance sheet. It is multiplied by the brand's volume of sales to obtain the turnover due to the brand. There is also the suggestion that the comparison product should be an unbranded one or a generic one, in order to see more clearly what the value of the brand is. However the problem is that it is very difficult to decide on the generic comparison of a specific brand like Chanel or Mars chocolate and also this may not be very accurate since the generic brands go for volume and not for margins which indicates that the price premium could be more a strategy question than an evaluation of the brand. Others discuss the use of blind tests instead of generic brands in the sense to see the difference in preference. However another problem applies both to this and the premium price method, in that these methods look at the situation(the strength of the brand) at the moment and not at the future(estimating the future earnings.)

Royalties method. This calls for an estimation of the royalties the owner could receive in a year if company could transfer the rights to use the brand under license. This figure could then be used to calculate the discounted cash flows over several years. However even in the cases that the brand owners do license the brand elsewhere this has a number of other strategic reasons behind it and thus the price is more a compromise to achieve those reasons like penetrations in foreign markets. Also the royalties figure include a number of other things like the training or transfer of tangible assets or simply a transfer of know-how.

The Sensitivity Method. This consists of looking first at the number of people recognising the brand, looking at how much they are influenced by it in terms of being

loyal and also the ability of the brand to be distributed in all or most places for the consumers convenience and point of sale influence. All the required information elements are collected from primary research from the company. Thus the awareness level is multiplied by the number who are sensitive to the brand, that is they are influenced by it and the easiness by the which the brand can be obtained(Autonomy). So the end formula is : $\text{Value} = \text{Sales} \times \text{Awareness} \times \text{Influence} \times \text{Autonomy}$.

Evaluation based on Stock price movements. Here the argument is that the stock market will adjust the price of the stock to reflect the future prospects of its brands. The stock price multiplied by the number of shares give the value of the company as a whole. Then the tangible assets values (Replacement cost) are subtracted and the rest are attributed to the value of the brand, the value of things like R&D and the value of the industry such as concentration factors and regulations. Although this method does look at the future capacity of the brand, it suffers from a number of drawbacks such as the fact that the stock price would reflect more the future capability of the present management with the companies resources than the specific brand, it can only apply to publicly listed company's and it is useful more to companies with one or with a very dominant brand.

Interbrand method. The Interbrand method looks for a multiplier on current earnings to give the present value of the brands. This multiplier is based on the brand's strength which in turn is based on an evaluation of a number of marketing and legal factors. Thus the method is based on three considerations namely how to get to the appropriate earnings figure for the brands sales, how to calculate the strength of the brand using both hard and soft information about the brand's performance in the market and how to arrive at a multiple.

Earnings figure. This is calculated by subtracting from the specific brand sales the following : Cost of Brand sales, marketing Costs, Variable and Fixed Overheads including Depreciation and Central Overhead allocations, Remuneration of Capital Charge (in the sense that the company must be getting a 5-10% rental charge on the replacement value of the capital employed) and Taxation.

Brand Strength. This is calculated by conducting an audit on the following factors:

- * **Leadership.** This looks at market share, awareness, positioning and competitor profile.
- * **Stability.** This looks at the longevity of the brand, its coherence in its identity and the different risks that can be present for the brands image.

- * Market. This looks at the stability of the market, the size of the market, the barriers to entry and the market dynamics.
- * Internationality. This looks at the geographical spread of the brand, its prestige and international positioning. This is based on the fact that an international brand is more valuable than a regional one and that as the global barriers are lowering a brand can not afford to be national or regional.
- * Trend. This looks at the projections for the brand by the company, the possible actions of the competition, the long term market share performance and generally an assessment of the brand in terms of its ability to remain relevant to the consumers.
- * Support. This looks both at the above and below the line spent and the consistency of the message and the spent. This is based on the premise that the brand names that receive consistent investment and focused support are considered more valuable than those who have not. The quality of the support is also important.
- * Protection. This looks at the strength of the trademark registration, any other conditions or strengths due to the common law and the outcomes of the litigation and disputes in the area.

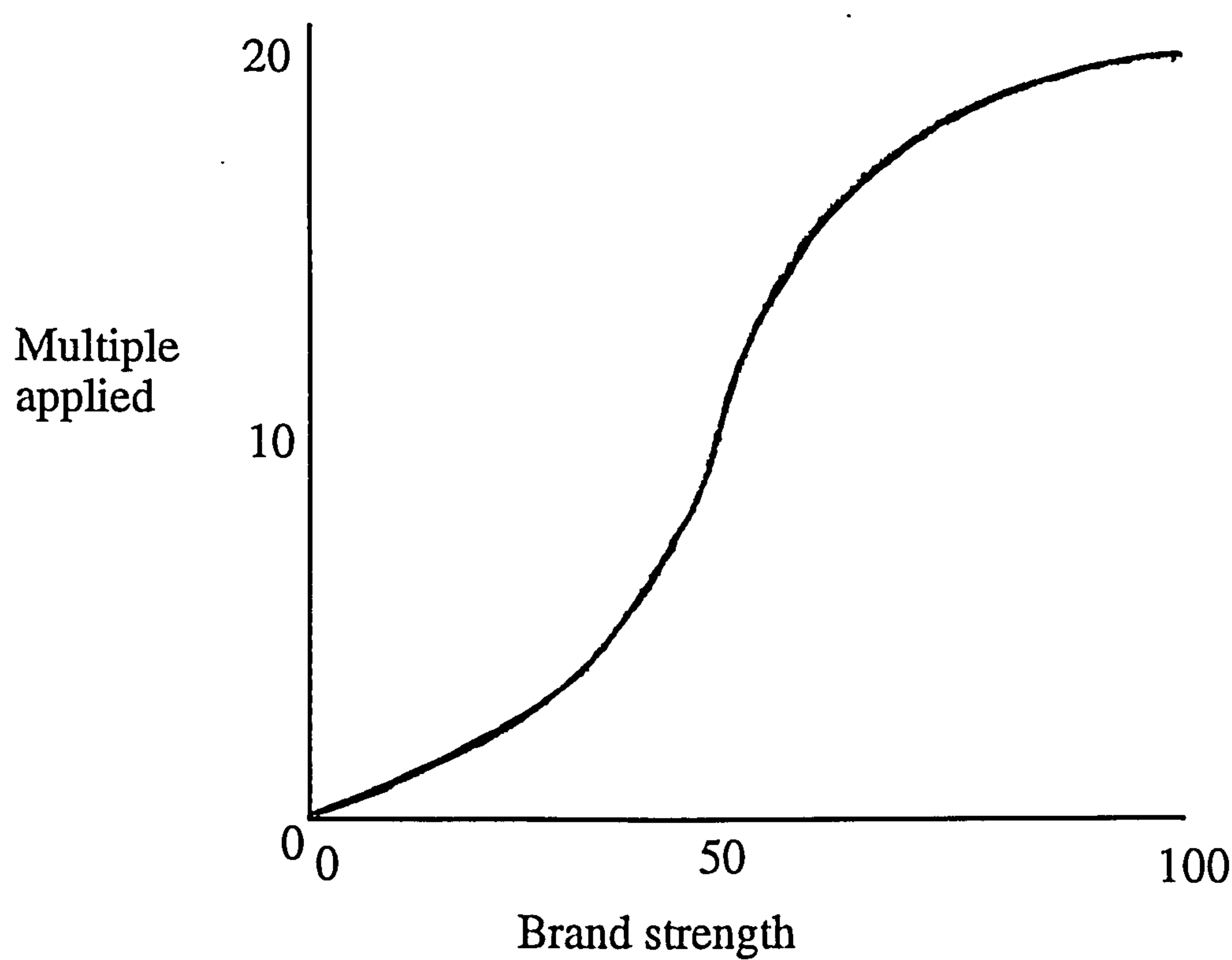
Each factor is assigned a maximum score out of a hundred as follows:

Leadership	25
Stability	15
Market	10
Internationality	25
Trend	10
Support	10
Protection	<u>5</u>
TOTAL	100

Each brand is then assessed in terms of these attributes and a final score is achieved. This score is then used to get the multiple. Usually weak national brands score around 20-40, strong national brands around 40-60, weak international brands 40-60 and strong international brands 60-90. (Marketing - Brand valuation Guide No 16)

The Multiplier. Interbrand have devised an S curve which can be used to convert this brand strength into a multiple or a discount rate. The stronger the brand, the higher the multiple and the lower the discount rate. This S curve then describes the relationship between brand strength scores and the multiple and this relationship is based on the Interbrand's experience in the area as well as on some factual information, for example the maximum multiple of 20 is given because one can compare it with other ways of investing money such as in fixed interest government bonds. Also the S shape is justified because additions either to a very weak or to a very strong brand should be able to only marginally change the evaluation at the first steps. An example of the S curve can be seen in figure 1.

Figure 1 Interbrand's S curve (from Marketing "Brand Valuation Guide" 1992)



The brands earnings are then multiplied by the multiple to give the valuation of the brand which can be put in the balance sheet. This idea of a multiple resulting from an evaluation of brand strengths and the multiplication of the current earnings has been adopted by others (e.g. see Aaker A. Managing Brand Equity, Free Press 1991) although the Interbrand method is much more known due to the experience they had and their own publications referring to the methodology (see Brands -An international review by Interbrand 1990)

A concluding note.

Brand evaluation as it was shown, can be done using a variety of methods either based on past or future earnings or even market based variables. However the most accepted method is the multiple variable method which looks to both isolate the earnings from the brand but also tries to look at the strength of the brand for the future. This variable method although it is believed to have originated from Interbrand is now being adapted and used by other Consultancies. The aspects on which it differs from one another have to do with the components of the brand strength and the methodology of arriving to the attributed profits to the firm. Aspects such as the extendibility of the brand(i.e. how far the name can be extended to other areas of interest of the company), the Loyalty factor (how committed are the customers to the brand - a brand may be the leader and yet be vulnerable to brand switching), the cultural element (the strength on a national or regional basis) and others, can be looked upon.

A number of companies today, are using consultants and accountants in order to arrive to an evaluation of their brands for one of the before mentioned reasons. However there is a note of caution. There is still a controversy in the accounting profession as to the role of accounting statements. This is in terms of the statements needing to be prudent and include only objective details of actual completed transactions or to depend more on the 'true and fair view' part and thus include subjective evaluations of the company's real economic value(i.e. including brands). As mentioned before the ICAEW has rejected the inclusion of brands in the balance sheet at this time due to insufficient evidence as to the basis of the evaluation. The Scottish Institute however, together with brand owners have disagreed strongly with some or all the conclusions of the report.

In addition to this debate the reader is reminded of three other limitations in the evaluation of brands. Firstly there is the issue of the different brand structures, in the sense that an endorsed brand is much different from an individual brand and from a company brand. The methods described so far may be well suited for an individual brand but may have difficulties in separating the brands from the company in terms of revenues, costs and attributable investments as in the case of endorsed brands or corporate brands. The brand can also have a value to its extensions. It can be thus claimed that the Persil washing powder is not only contributing to the company its sales, but also part of the sales of the Persil dish washing liquid and the Persil softener. Thus the profits from extensions need to be counted in but they maybe in different markets, trends and positions. Therefore a part may need to be attributed and

accounted for after agreement with the management. The third limitation is the fact that the brand evaluation may not serve all purposes. Thus an evaluation for balance sheet purposes may not be the best one for looking at the marketing strategy and so forth. The cost and the methodology may not be according to the company's acceptability criteria and the cost in time may be something the company can not afford, if the evaluation is simply done for information purposes on the value. Therefore the company may have to decide on the objectives for the evaluation and then assess the suitability of the different methods or even work (alone or with a consultant) on the development of its own brand audit method. This audit should clearly reflect the requirements of the company and should be designed in such a way as to be able to be used (with the necessary modifications) for a variety of purposes (trend setting, financial evaluation, problem solving.) The only way for this, is to involve the different departments of the company from the beginning of the system development, whether it is done internally or externally. A consultant may have the knowledge and experience as to the direction or as to the questions needed to be asked but the evaluation should not be an external problem solving, where the solution is presented to the direction in the end, situation. The more involved the members of the company, the more customised the solution and the more acceptable and suitable to the objectives. Furthermore, the learning experience from such an exercise and the bringing together of the different departments may be more valuable to the company for the future monitoring of the brand than the actual arithmetic number resulting from it.

** Mr Andreou holds a degree in Accounting and Economics with distinction from Southampton University, has been awarded the title Registered Marketer from the CIM and is now submitting his PhD thesis in Marketing Strategy and Branding. He has worked as a Consultant at the Anglo-Swiss Consultancy Abegglen & Partners in the UK and as a Director of Business Studies of the Centro VNP in Spain. He then joined INTERMEDIO Consulting in Spain where he is currently a Partner and senior consultant specialising in Corporate Identity studies, Brand Auditing and Strategic Marketing and Export consultancy. He is a Full Member of the Chartered Institute of Marketing and the Institute of Management Consultants. He can be contacted at 34 - 4 - 4275058.*

.Appendix V.

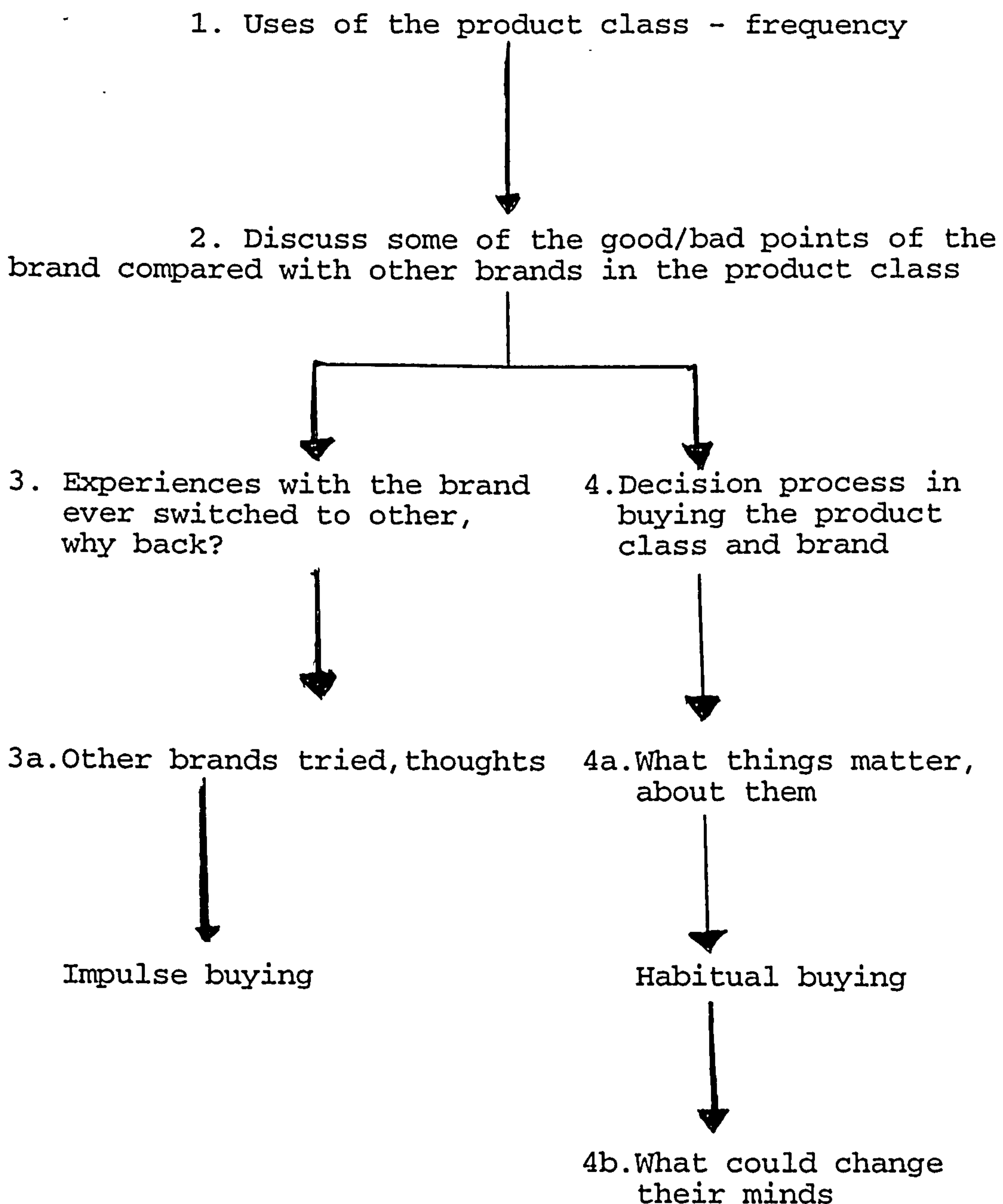
Question Route,
Moderator's Outline,
Cartoon,
Sifting Questionnaire,
Response Sheet &
Reminder Letter

QUESTION ROUTE FOR GROUP STUDY

MAJOR AIM

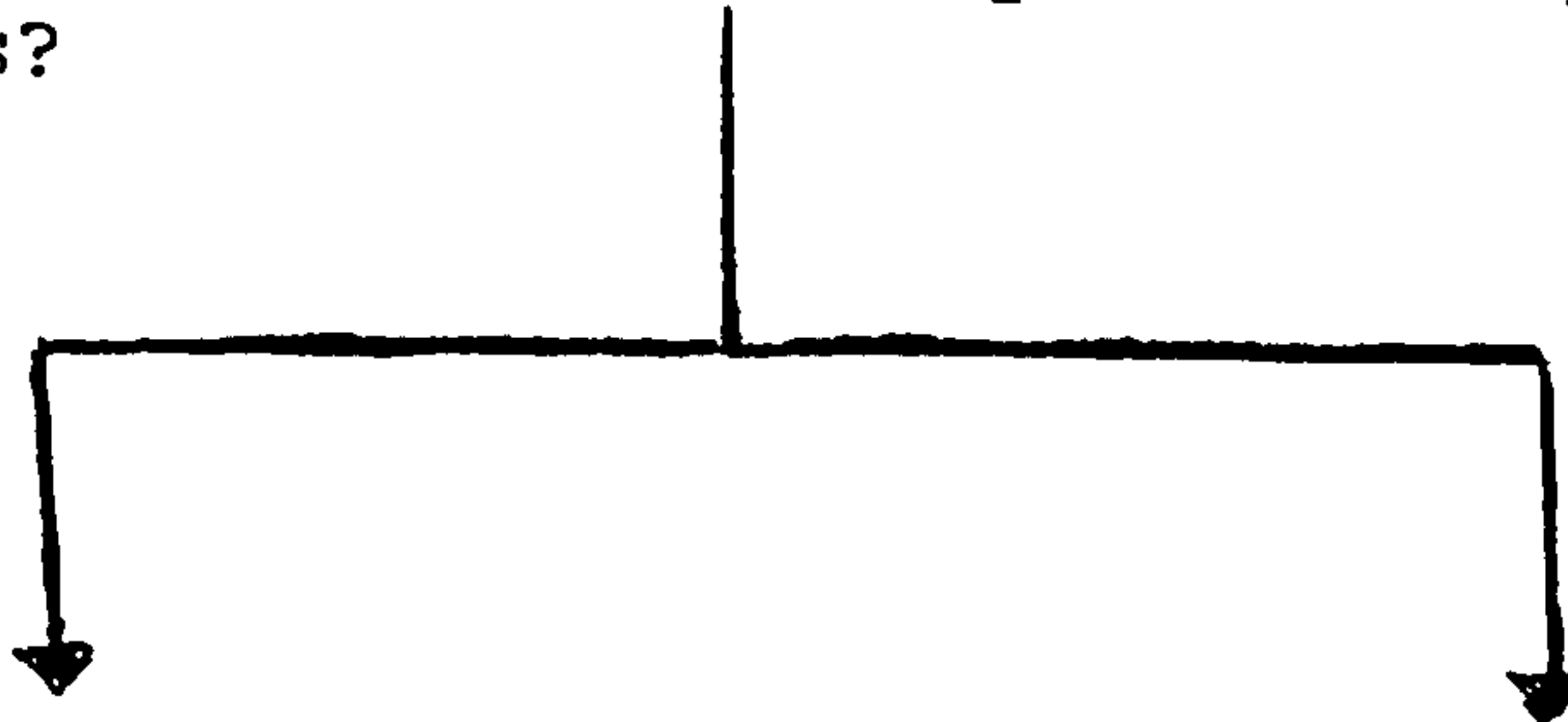
To learn more about relationships consumers form with brands, what encourages them and what are the consequences.

A. THE BRAND



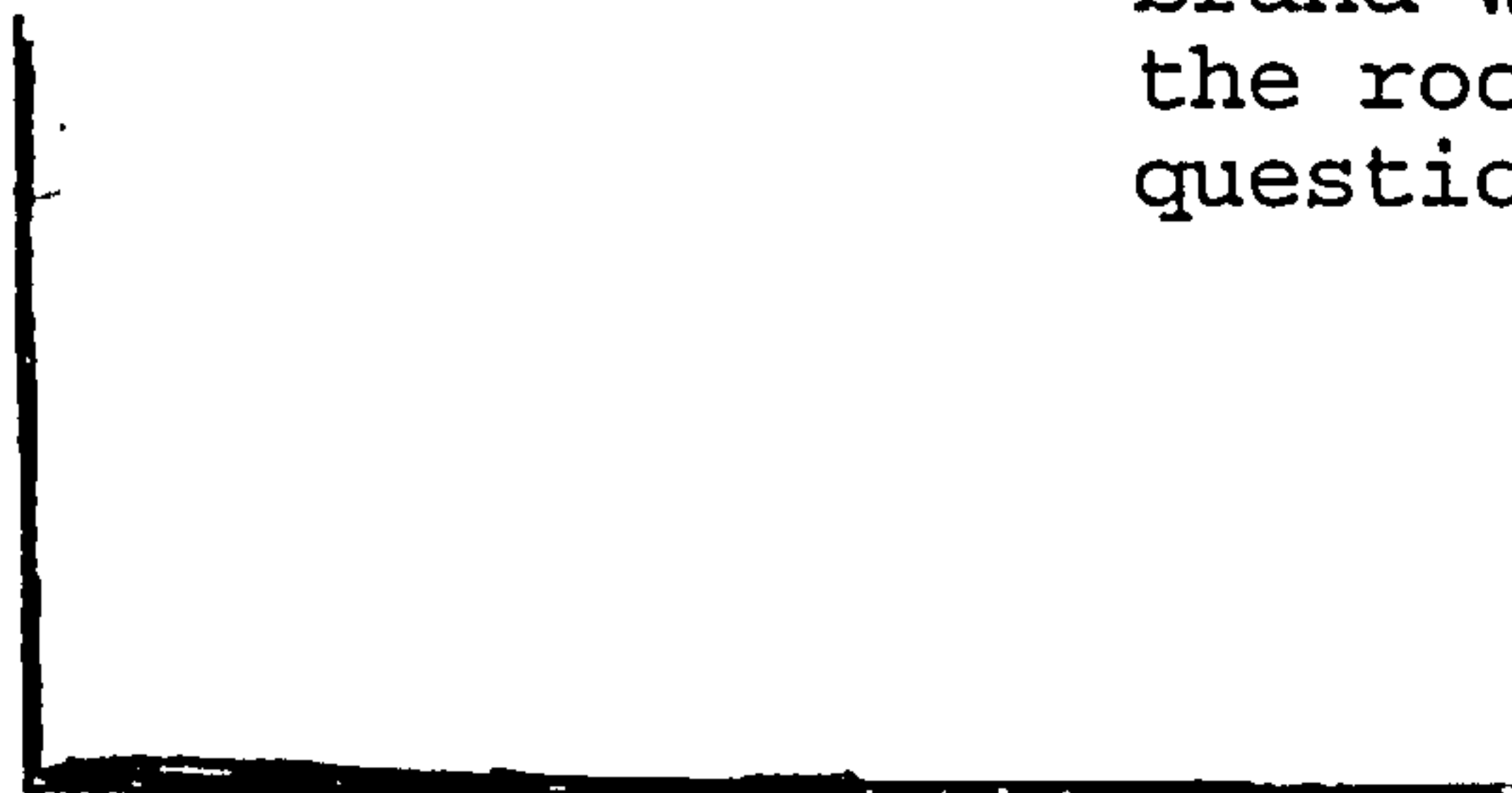
B. IMAGE - ATTITUDE - RELATIONSHIP

5. What does the brand represent to you? Any set of values, ideas?



6. Characteristics of typical user. "Shopping list" probe

7. Personification of the brand. "If the brand walked in the room" type question



8. Attitude of the brand: what would it say to you at point of purchase



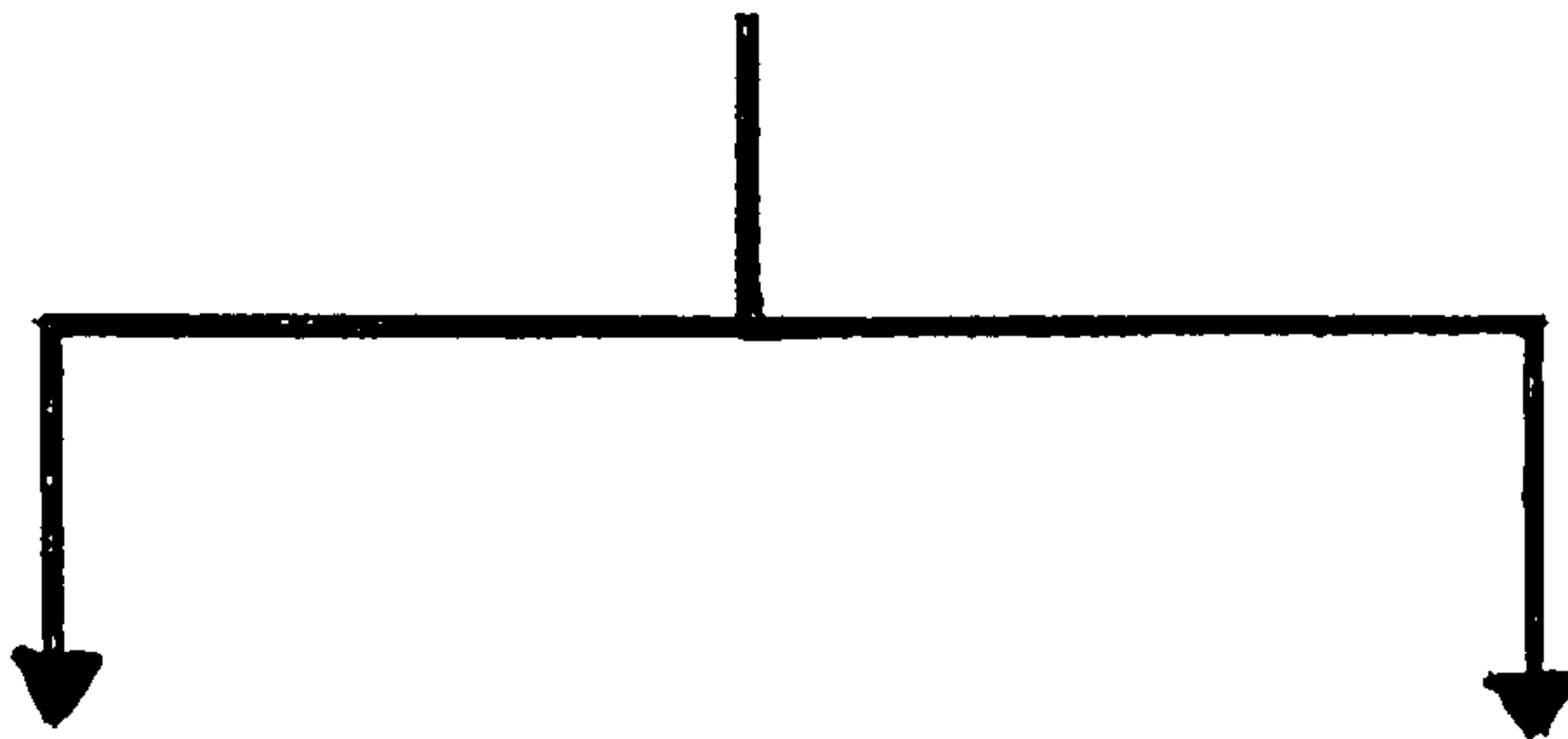
8a. What would it say to a non regular user, who considers it among other brands.



8b. What would it say to a non user of the brand thinking of buying it for the first time.

C. CAUSE & EFFECT

9. What do you remember about the brand's environment and attempts to communicate with the consumer? PROBE campaigns, publicity, promotions



10. In which media have seen the brand?

11. Do you ever discuss about the product, brand with friends? What about?



10a. What do you think about the advertisements, promotions, campaigns and use of media.



12. What are the characteristics (tangible and intangible) that fit/don't fit with the brand's image? PROBE package design, logo, size, advertising, media e.t.c.

OUTLINE OF MODERATOR'S PLANNED INTRODUCTION AND QUESTION WORDING

0. Welcome participants, explain the research aims and introduce the topic. Explain them why they have been selected for the particular group. Emphasise the confidentiality and provide details as to the process i.e. recording, moderators involvement, length of the discussion. Establish some ground rules like: one person speaking at a time, no side conversations, all encouraged to participate. Acknowledge that some may have different experiences or beliefs than the rest but all opinions are important and therefore encouraged. If someone agrees with what is said then again they must state so in their own words.

1. Start by asking each one to talk about themselves and their experiences with the brand and the product class. The first part will be an autobiographical note to help the forming of the group.

b) Ask them where they tend to get their supplies from and what they think of the distribution in the university.

2. What do you believe are the good and bad points of brand X?
PROBE compared with other brands in the market

b) When did you start using PEPSI/COKE/MARLBORO ? What were the first reasons to buy the particular brand? (friends, best name...)

c) Are the reasons still the same? Why do you buy now?

3. Have any of you ever switched to other brands, why, why did you come back to this one(*for loyal user groups)

4. What thoughts do you have about brand Y(*next student market leader) or any other brands you have tried.

5. What are your thoughts when you feel a need for consuming a brand in the product class?

PROBE do you evaluate alternatives? how do you reach the decision for purchase?

6. What things matter in the purchase decision?

PROBE impulse buying, planned purchase when running short

7. What things could make you change your mind about which brand to purchase?

----- Place the brand on the table so that it is visible to all-----

8. Now, let's go into another issue. What does this brand represent in your opinion ? Are there any set of values, images, cultures, countries, places, ideas that you can link with it ?

9. How do you imagine the typical user of brand X ? Let me put like this. If you are waiting to meet someone in their house and the only thing you have observed is that he has a number of X packets on the table, what inferences can you make at the time about the person ? What type of person could he be?

PROBE Try to think of the different conclusions you would have reached if there were a number of Y brands there.

Factual question : What do you think about the UK consumption of PEPSI/COKE/MARLBORO in respect to the competition? Has it changed through the years?

10. Let me go on to something different. The brand itself (PROBE point at the brand and/or hold it) what type of person would it be .. if it were a person. Suppose brand X was a student and he walked in this room now what would he/she be like and how would he/she behave?

11. Think of the brand now on the retailer's shelf or in the self-service machine. You go to purchase it and the brand (not the packet/can) talks to you. What could it be saying ? It has recognised you.

PROBE : Before answering, give them each a cartoon with a balloon to fill in the words of the brand towards them. When they do that continue the discussion.

12. What about if the person is a non regular user, a multibrand user would it recognise him/her and what would it say ?

13. What about if this is a first time buyer who never tried the particular brand before.

a) Do you think this attitude would have been different for the different ages? If for example the brand talked to a 10 year old what would the attitude be like? a 17 year old? A 28 year old?

14. Now let's come to the final part of the discussion. Think about the communication of the brand to the consumer. Do you remember seeing anything to do with the brand ? Any advertisements, promotions, publicity ? What were your feelings and reactions ? (If nothing was done then how do you feel about that?)

----- show them recent publicity, promotional material, video advertisements ----

15. What do you think about these? Do you remember seeing them ? Do you think they are good for the brand ? why? Is there anything that doesn't fit or something that fits well with what you have in mind about the image of the brand?

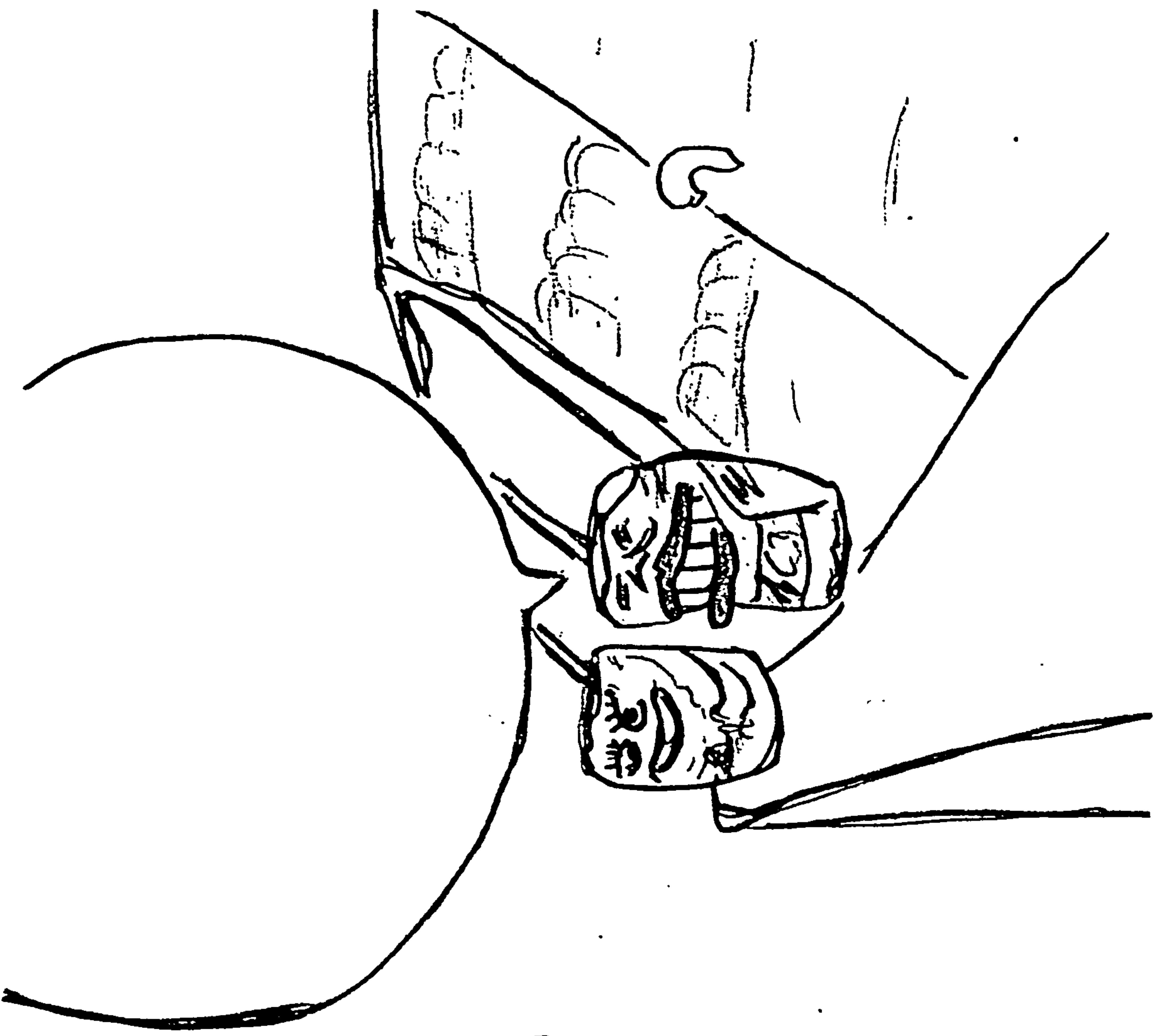
a) Did you take part in a promotion campaign (i.e. the Pepsi challenge, any competition)?

16. Do you ever engage into conversations about the brand with friends? In terms of what they smoke and why? Suppose you are about to consume it and you offer it to a friend but he/she tells you he prefers something else (another brand) what do you think? Do you say anything?

17. What characteristics of the brand (package, logo, name, distribution, price e.t.c) do you believe portray more the image/culture/lifestyle of the brand? Are there any conflicting messages ?

18. Finally I would like to hear any comments you want to make either as a summary or things that have not been mentioned.

19. Thank you all very much for your co-operation.



QUESTION SHEET

INTRO - Hello. We are from the Accounting and Management department and we are carrying out some research as to the buying habits of consumers, as it concerns the soft drinks/cigarette category. Could you spare us a couple of minutes to go through a few questions? Do you consume soft drinks and do you buy any? IF YES PROCEED.

1. SHOW CARD 1

Which soft drinks from the list have you consumed/bought recently? (in the last month)

IF NO PEPSI - STOP INTERVIEW AND THANK INTERVIEWEE.

2. Now thinking about the last 6 occasions when you bought/consumed a soft drink, how many of those were from the indicated ones.

IF CONSUMPTION OF OTHER SOFT DRINK IS MORE THAN FOUR THEN STOP AND THANK INTERVIEWEE.

3. Do you drink (a) 8 or more cans/glasses per week, (b) 7 or less?

4. Lastly could you have a look at this list of statements

SHOW CARD 2

and tell me which ones you believe apply to Pepsi?

Thank you very much for your cooperation. We are running a number of short group discussions on the buying of soft drinks and these are held over lunchtime or tea time so that people donot waste any time. There would be plenty of food and drinks provided . There are also a number of prizes to be won for every few people like bottles of wine, electronic games, restaurant vouchers and packets of cigarettes in a name draw for those attending. Could you please help us with that?

SHOW TIME CARD AND RECORD DETAILS

RESPONSE SHEET

1. SOFT DRINKS _____

2 / 3 .	PEPSI	OTHER	NONE
---------	-------	-------	------

8 OR MORE CANS/GLASSES A WEEK	A	STOP	STOP
-------------------------------------	---	------	------

LESS THAN 7 CANS/GLASSES A WEEK	B	STOP	C
---------------------------------------	---	------	---

4. Please circle those statements that apply to PEPSI

Thirst quenching	Sweet taste	For older people	Relaxing
Refreshing	For young people	Bitter taste	Trendy
Imageless	Exciting	An original soft drink	Cool
Popular	A good mixer		

INTERVIEW NOTES

The different groups:

A =MONDAY 12-2 MURRAY BLD 2ND FLOOR FACULTY OFFICE

=WEDNESDAY 12-2 MURRAY BLD 2ND FLOOR FACULTY OFFICE

=THURSDAY 6-8 ARTS 1 RM 105 2ND FLOOR-MEET AT NUFFIELD THEATRE

B =MONDAY 6-8 ARTS 1 RM 105 2ND FLOOR-MEET AT NUFFIELD THEATRE

=TUESDAY 6-8 ARTS 1 RM 105 2ND FLOOR- MEET AT NUFFIELD THEATRE

= FRIDAY 12-2 MURRAY BLD 2ND FLOOR FACULTY OFFICE

C =TUESDAY 12-2 MURRAY BLD 2ND FLOOR FACULTY OFFICE

=THURSDAY 12-2 MURRAY BLD 2ND FLOOR FACULTY OFFICE

=WEDNESDAY 6-8 ARTS 1 RM 105 2ND FL-MEET AT NUFFIELD THEATRE

Classification (inter.object): _____

Name: _____

Contact number: _____

Date/Time (sift interview) _____

Completed by: _____

Date/Time (group interview) _____

CARD A

COKE
PEPSI
TANGO
LILT
7 UP
SPRITE
FANTA

CARD B

THIRST QUENCHING
SWEET TASTE
FOR YOUNG PEOPLE
RELAXING
REFRESHING
FOR OLDER PEOPLE
BITTER TASTE
IMAGELESS
TRENDY
EXCITING
AN ORIGINAL SOFT
DRINK
COOL
POPULAR

REMINDER

Dear _____

I would like to remind you that you have given your name in for participating in a group discussion on _____ at _____. This is part of a research we have undertaken and you will be further informed at the time. There would be food and drinks there and the format will be very informal. The discussion will mainly be about different people's buying habits and will go on for roughly an hour and a half maximum.

It is very important for us to hear your opinion or views on the various themes that will be introduced and your attendance is vital. If for any reason you cannot attend, please call me at (0703) 677562. Those who will be attending will have the chance to put their name down for a draw with many prizes (bottles of wine, electronic games, cigarettes, shop vouchers and many others).

Looking forward to seeing you on the above date and thanking you in advance for your cooperation,

Yours sincerely,

Philios Andreou, Bsc(Hons), MCIM, MIMgt
Accounting and Management Department

.Appendix VI.

Information on Pepsi's
Campaigns

PEPSI-COLA

HISTORY

Pepsi-Cola started life over a century ago as "Brad's drink", named after its inventor, Caleb D. Bradham. In 1898, Bradham himself gave the drink the name of Pepsi-Cola and by 1902, the "Pepsi-Cola Company" was formed in North-Carolina, USA. By 1905, Pepsi had secured its first bottling franchise agreement. In 1934, Pepsi-Cola embarked on a period of international expansion which resulted in signing successful agreements worldwide. These included a bottling agreement with Schweppes in Britain, and in 1972, the introduction of bottling plants in the Soviet Union. Pepsi-Cola International is now particularly strong in certain Latin American and Middle Eastern markets, and is also determined to be Number One in Eastern Europe, the Soviet Union and China.

MARKETING STRATEGY

Presently, Pepsi-Cola International, a division of Pepsi Co Inc, is responsible for marketing soft drinks franchise agreements, including China and former Soviet-Union.

The first Pepsi advertising campaign was launched in 1902, with the theme "Aids Digestion". The Great Depression of the thirties helped Pepsi get off the ground, when it became known as the "Kitchen Drink". The key concept was the 12-ounce bottle that would sell for the same nickel that would buy only 6½ ounces of Coca-Cola. The idea was brought to life in 1939 with the advertising theme "Twice as much and for a nickel too". It was a remarkable strategy which hit the mark, especially with the young, for, when it comes to candy and cola, kids go for quantity rather than quality. This put Coca-Cola on the spot. They could not increase the quantity for it would go against the uniqueness of Coca-Cola's original 6½ ounce bottle.

This advertising theme introduced the first singing radio commercial to advertise a product. This was the beginning of Pepsi's association with music. In the affluent 60's, Pepsi started its famous Generation Campaign to coincide with the new youth culture. However, in 1970 Coca-Cola finally found the best defensive strategy for a leader. That is, leadership itself, brought up with the slogan "It's the real thing". This implied everything else is an imitation of Coca-Cola, which is exactly what the other colas are. By 1982, Coke had hit the bottom in insipidness with the advertising theme "Coke is it". Pepsi answered with the heavy sponsorship in the 1980's of internationally acclaimed rock stars such as Michael Jackson, Lionel Richie, Tina Turner, David Bowie and Madonna, who then took part in worldwide advertisements for Pepsi. This association of Pepsi with music was one of the brand's methods of keeping in touch with the youth - targetting the children of the baby-boom generation - and of adapting to changes in lifestyle and attitudes.

This also meant an increased emphasis on convenience purchasing, especially in the 90's. Certain measures were adopted in order to take advantage of impulse buying, and , consequently, to increase general purchases. These included the placement of chiller units in supermarkets, the location of cans at check-outs and in garage forecourts and the new emphasis on can-vending machines and their siting.

Furthermore, in order to keep in touch with the move towards health consciousness, Diet Pepsi was introduced in Great-Britain in the 1980's. This helped to increase the market target of Pepsi, especially in the 18-30 year old population.

To further the attack on Coca-Cola, the Pepsi Challenge campaign was launched in America in 1975 and spread worldwide. This involved a blind taste between Pepsi-Cola and Coca-Cola, resulting in 24 million people around the world taking the challenge and showing a marked preference for Pepsi. This led to a three million pound advertising campaign, "The Pepsi Revelation", which capitalised upon the Pepsi Challenge and emphasised the taste advantage. The sudden and public reformulation of Coca-Cola was generally seen as an admission of the Pepsi taste preference. This was the one thing the leader should not have done. Now the real thing was not the real thing anymore. In a rapidly changing world, the taste of Coke had been a constant that reassured consumers that they were not getting older. The loss of the Coke bottle had been bad enough. Now the formula had gone too. Less than three months after the introduction of "New Coca-Cola", it was announced that the real thing would return with a new name: Classic Coke. Changing the Coca-Cola formula had meant going against its real thing perception. Changing it back publicly was acknowledging the fact that the company had made a mistake. For the first time in history, Coca-Cola's leadership was at stake.

However, Pepsi's marketing division felt that the product's growth was being restricted by its design. This led to Pepsi launching its "new look" design - the worst radical change the logo has had in 30 years. Research on the new design shows three out of four Pepsi drinkers prefer it and because of its slicker, more streamlined look, the new Pepsi cans and bottles are much easier to spot on the shelf. The new logo also links Pepsi and Diet Pepsi more closely than before. The launch of the new look included a national TV campaign which has reached 85% of the UK population an average of seven times.

Although the taste remains the same, people trying the product made comments like "more Cola taste" and "more refreshing" just because of the new design and new packaging.

Another attempt to keep up with changing attitudes was the development of a more environmentally friendly package.

The latest Pepsi tactic is the advertisement of an offer of a wide range of prizes with special winning cans in a new TV commercial.

As a global brand, Pepsi is the worlds largest operator of restaurants, owning and licensing 14,000 units of Pisa Hut, Taco Bell, and Kentucky Fried Chicken. The monopoly of

Pepsi in the soft drinks offered in these restaurants led to the product becoming the leading soft drink in food stores in the US.

Whilst in the 80's, Coca Cola's sales declined faster than the falling soft drink market, Pepsi Cola has kept growing. This can be attributed to the marketing efforts in the teenage market and the success of its association with international rock stars.

UNIVERSITY LOCATIONS

Dominant soft drink is definitely Coke, owing to the many vending machines solely offering Coke (35p per can in the vending machines and 33p per can elsewhere). Pepsi can be found in the union shop, in both the refectories (33p per can) and on the first floor of the union (35p per can or 20p per glass).

PEPSI THROUGH THE YEARS

- * In 1902, 'The Pepsi Cola Company' was formed in North Carolina, USA. The first Pepsi advertising campaign was launched with the theme 'Aids Digestion' on a budget of \$1,888.
- * In 1905, Pepsi made its first bottling franchise agreement.
- * Following the First World War, sugar prices soared and continued rationing restricted pepsi Cola activity.
- * During the Great Depression, Pepsi became known as the 'Kitchen Drink'. The advertising theme was 'Twice as much and for a nickel too'.
- * In 1939, Pepsi introduced the first singing commercial and 'Pepsi and Pete' cartoon characters appeared in newspaper advertisements.
- * In the 1950's, Joan Crawford became a company director when she married the Pepsi Cola president, Al Steele.
- * In 1952, Pepsi signed a bottling agreement with Schweppes in Britain.
- * In the affluent Sixties, Pepsi started its famous Generation campaign to coincide with the new youth culture.
- * Pepsi signed an agreement with the Russian government in 1972 to introduce bottling plants in the Soviet Union.
- * In 1975, The Pepsi Challenge campaign began in America.
- * In 1982, The Pepsi Challenge arrived in Britain.
- * Diet Pepsi was the first major brand to introduce Nutrasweet to Britain in 1983.
- * In 1987, 'Diet Pepsi became the first diet cola with 100% Nutrasweet in Britain.
- * Pepsi business was re-franchised to Britvic Soft Drinks in 1987.
- * In 1987, Pepsi sponsored the Tina Turner Concert Tour.
- * In 1988 and again in 1992 Pepsi sponsored the Michael Jackson Worldwide Tour.
- * In 1992 Pepsi launched its New Packaging Design.



PEPSI AND MUSIC

- 1939 Pepsi Cola was the first product advertised using a singing radio commercial.
- 1968 Music from the successful Diet Pepsi "Girlwatchers" advertising campaign became a top-selling single record.
- 1984 Pepsi Cola sponsored the "Victory Tour" of USA by Michael Jackson and his brothers.
- Jackson appeared in Pepsi Cola commercials.
- Pepsi Colas sponsored the US tour by Lionel Richie.
- Lionel Richie appeared in Pepsi Cola commercials.
- 1985 Pepsi sponsored Tina Turner's US "Private Dancer" tour.
- Pepsi was a major sponsor of Brazil's "Rock in Rio" music festival featuring many international stars.
- 1986 Tina Turner appeared in international commercials for Pepsi, alone and paired with top performers from Thailand, Brazil, Mexico and The Philippines.
- Glen Frey, formerly of the popular group The Eagles, composed music for and appeared in a Pepsi commercial with actor Don Johnson.
- 1987 Pepsi sponsored Tina Turner's "Break Every Rule" European Tour.
- Pepsi sponsored Miami Sound Machine's international tour.
- David Bowie and Tina Turner appeared together in a commercial for Pepsi Cola.
- Pepsi sponsored David Bowie's US "Glass Spider" tour.
- Pepsi sponsored Michael Jackson's Japan and Australia tour.
- Michael Jackson appeared in two new pepsi commercials.

continued over....



THE PEPSI CHALLENGE

- * The Pepsi Challenge is a blind taste test between Pepsi Cola and Coca Cola.
- * Twenty-four million people around the world have taken the Challenge, showing a marked preference for Pepsi.
- * 350,000 people have taken the test in Britain since 1982, revealing a 60% preference for Pepsi.
- * In 1985, a £3 million advertising campaign, "The Pepsi Revelation" capitalised upon the Pepsi Challenge and emphasised the taste advantage.
- * The reformulation of Coca Cola was generally seen as an admission of the Pepsi taste preference.
- * In 1992 the Pepsi Challenge takes to the road with the Radio One Road Show.



BRITVIC SOFT DRINKS - THE FRANCHISOR

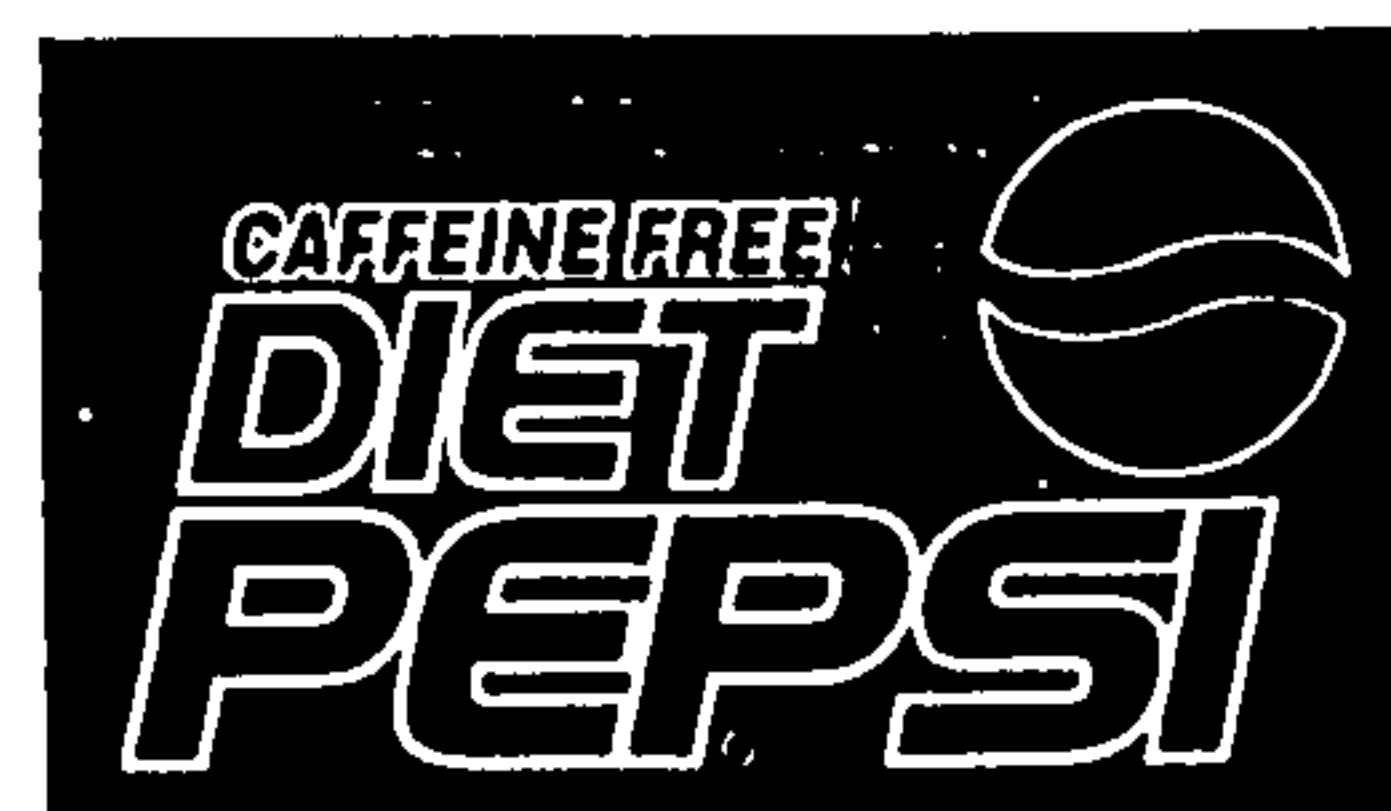
Britvic Soft Drinks Limited hold the UK franchise for Pepsi Cola products and your first question relating to the guarantee of a high quality standard to the customer can best be answered by illustrating the technical requirements under the franchise agreement.

1. Before any Britvic Soft Drinks factory was permitted to manufacture Pepsi Cola products a comprehensive site audit was carried out by Pepsi Cola Technical Management. The purpose of this audit is to ensure that each factory has the capability to meet Pepsi Cola International standards for production methods and finished product quality.
2. After approval is given to produce Pepsi Cola products each factory is subjected to further Technical Management Audits once per year to ensure that standards are being maintained.
3. Samples of finished product from each factory are submitted to the Pepsi Cola regional laboratory every month for analysis.
4. Samples of finished product are taken from trade outlets by an outside agency and sent to the Pepsi Cola regional laboratory for analysis.
5. All analytical data together with plant audit scores are combined to give an overall quality rating under the Pepsi Cola International Quality Award Scheme.
6. All raw materials used in Pepsi Cola production are purchased from Pepsi approved suppliers to agreed specifications.

The above points indicate how Pepsi Cola ensure that their franchise packers maintain the high quality standards expected by their customers. In addition Britvic Quality Assurance base together with individual factory quality departments under the control of a Factory Quality Manager.

Central Quality Assurance lay down the standards and specifications for all quality related parameters together with the analytical methods and required sampling rates. This operation covers packaging materials, ingredients, process conditions, finished products and handling methods in warehouse and distribution depots.

continued over.....



PEPSI

THE GLOBAL BRAND

- * Pepsi Cola International, a division of PepsiCo Inc, is based in Purchase, New York, and is responsible for marketing soft drinks franchise agreements in 149 countries including USSR and China.
- * It is number 44 in the Fortune 500 list of companies.
- * Pepsi Cola's current annual turnover is estimated to be \$11 billion.
- * In 1985, Pepsi became the leading soft drink in food stores in the US.
- * In Britain, Pepsi Cola International markets 6 brands: Pepsi, Diet Pepsi (the first diet cola to be marketed in Britain), Caffeine Free Diet Pepsi, 7Up, Diet 7Up and Cherry 7Up.
- * Frito-Lay, America's largest snack foods producer, is a division of PepsiCo Inc.
- * Pepsi is the world's largest operator of restaurants (even bigger than McDonalds), owning and licensing 14,000 units of Pizza Hut, Taco Bell and Kentucky Fried Chicken.

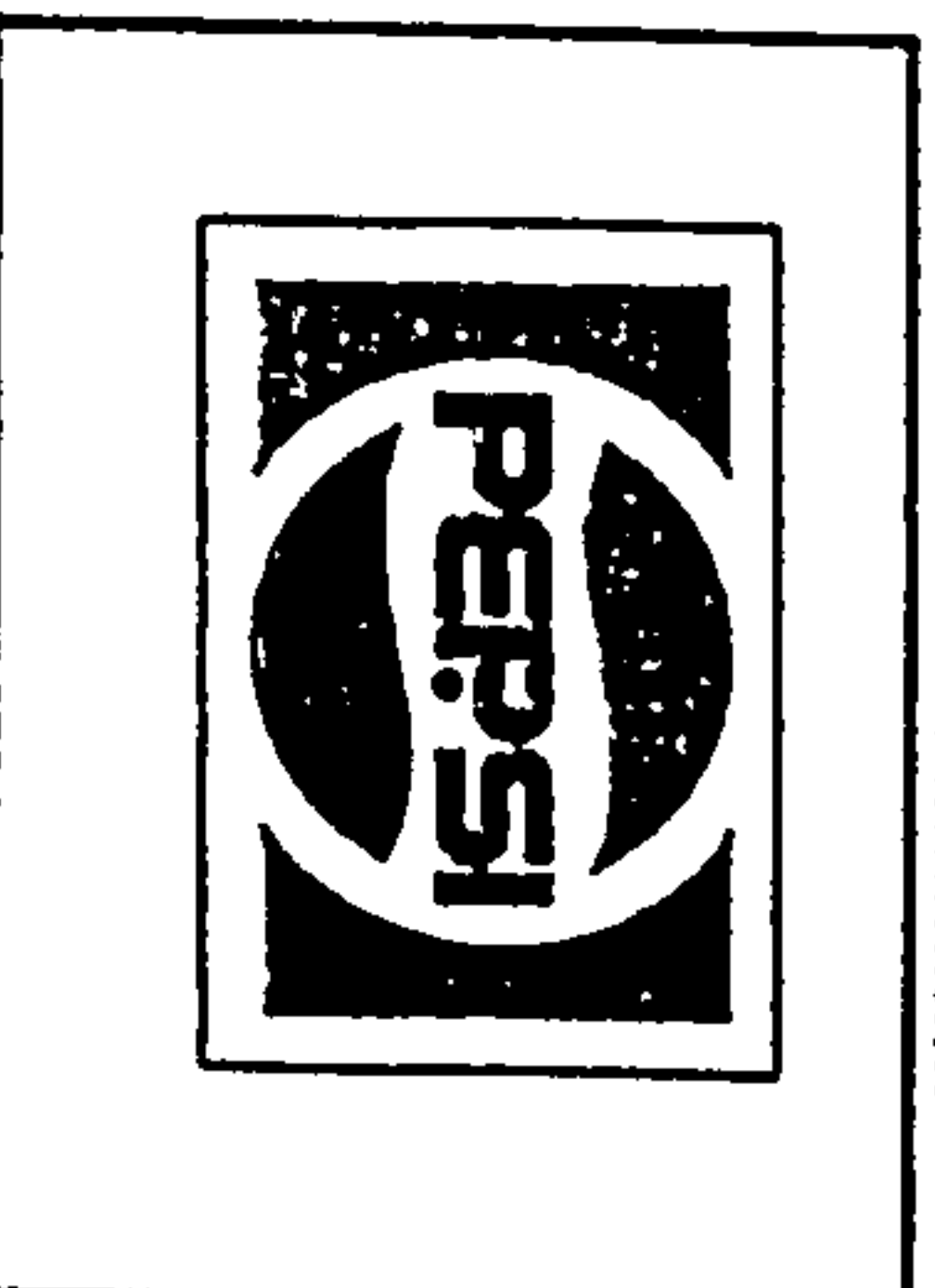
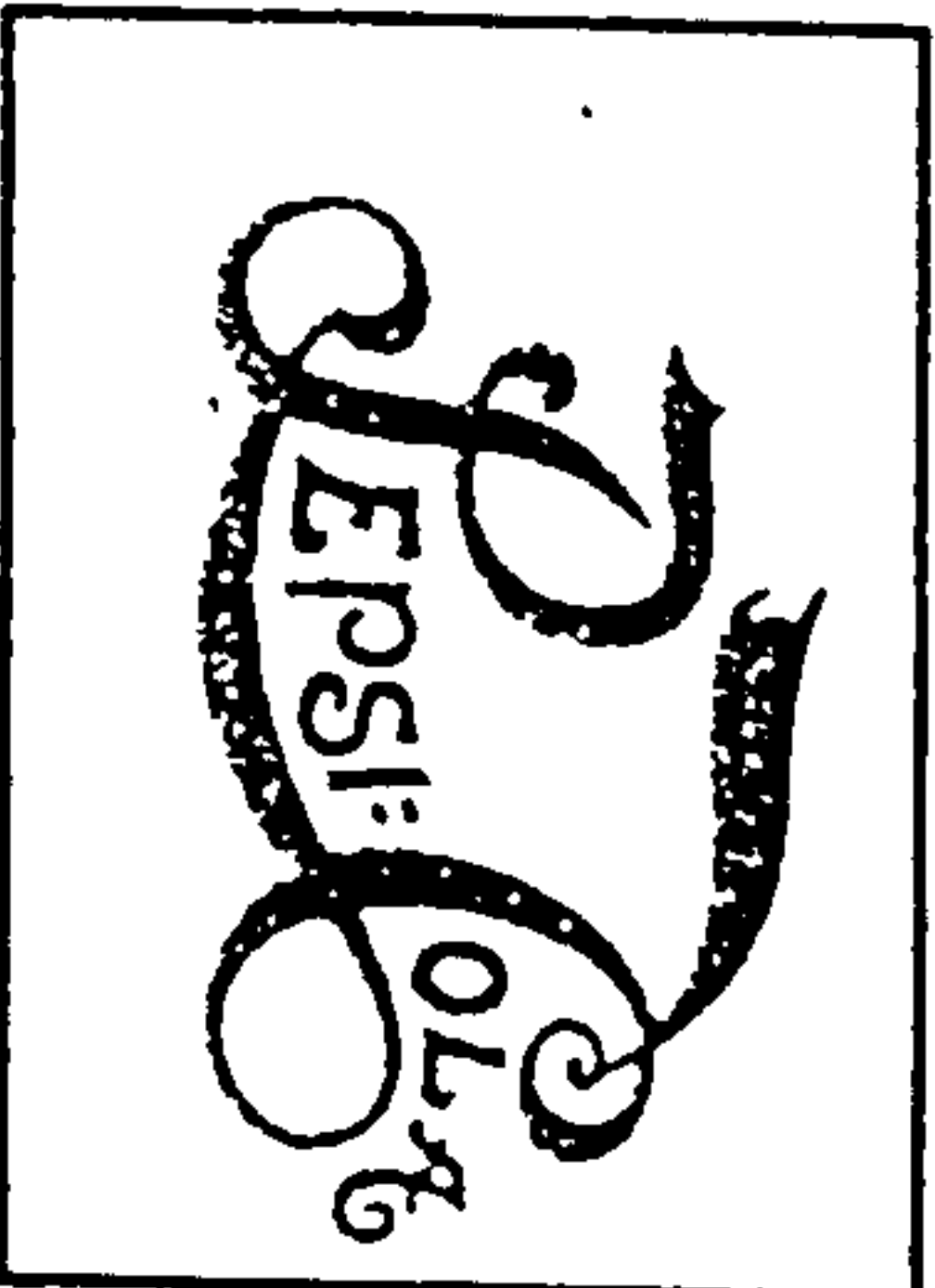
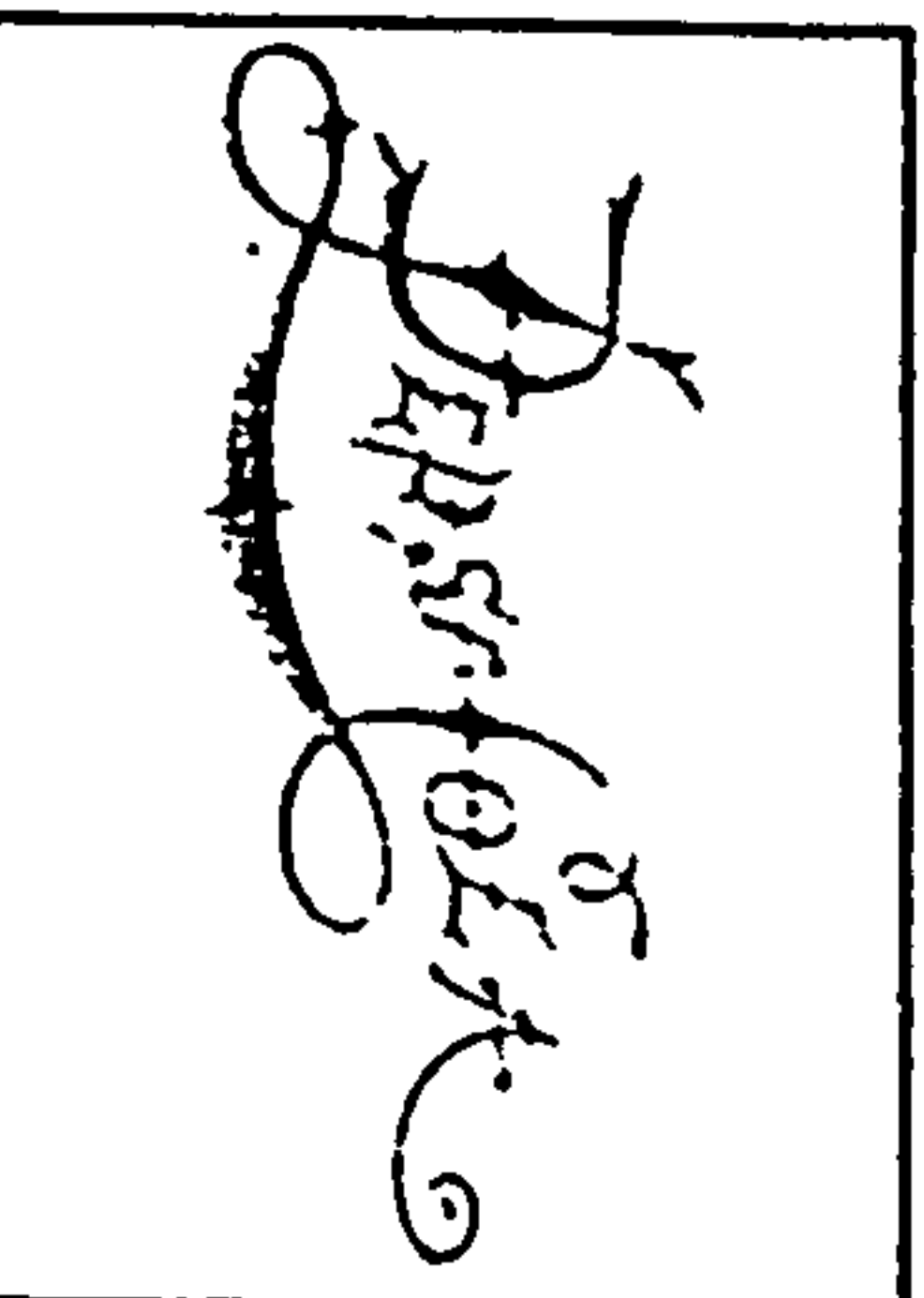
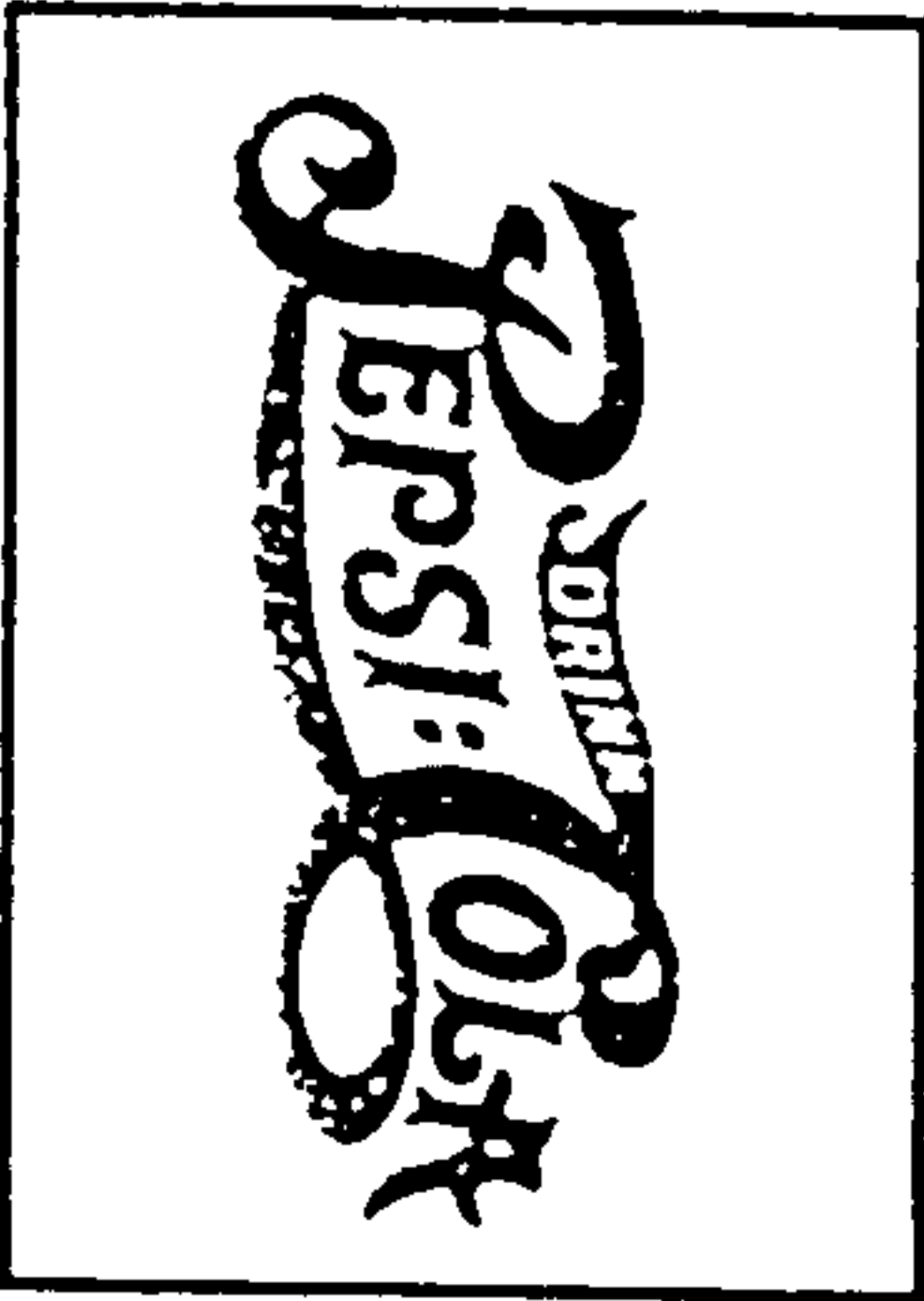
Over the years, Pepsi-Cola had undergone eight logo changes since Caleb Bradham first thought up the name for his drink.

Printed below are the eight logos and the years the changes took place.

Can you match up the correct years to the logos?

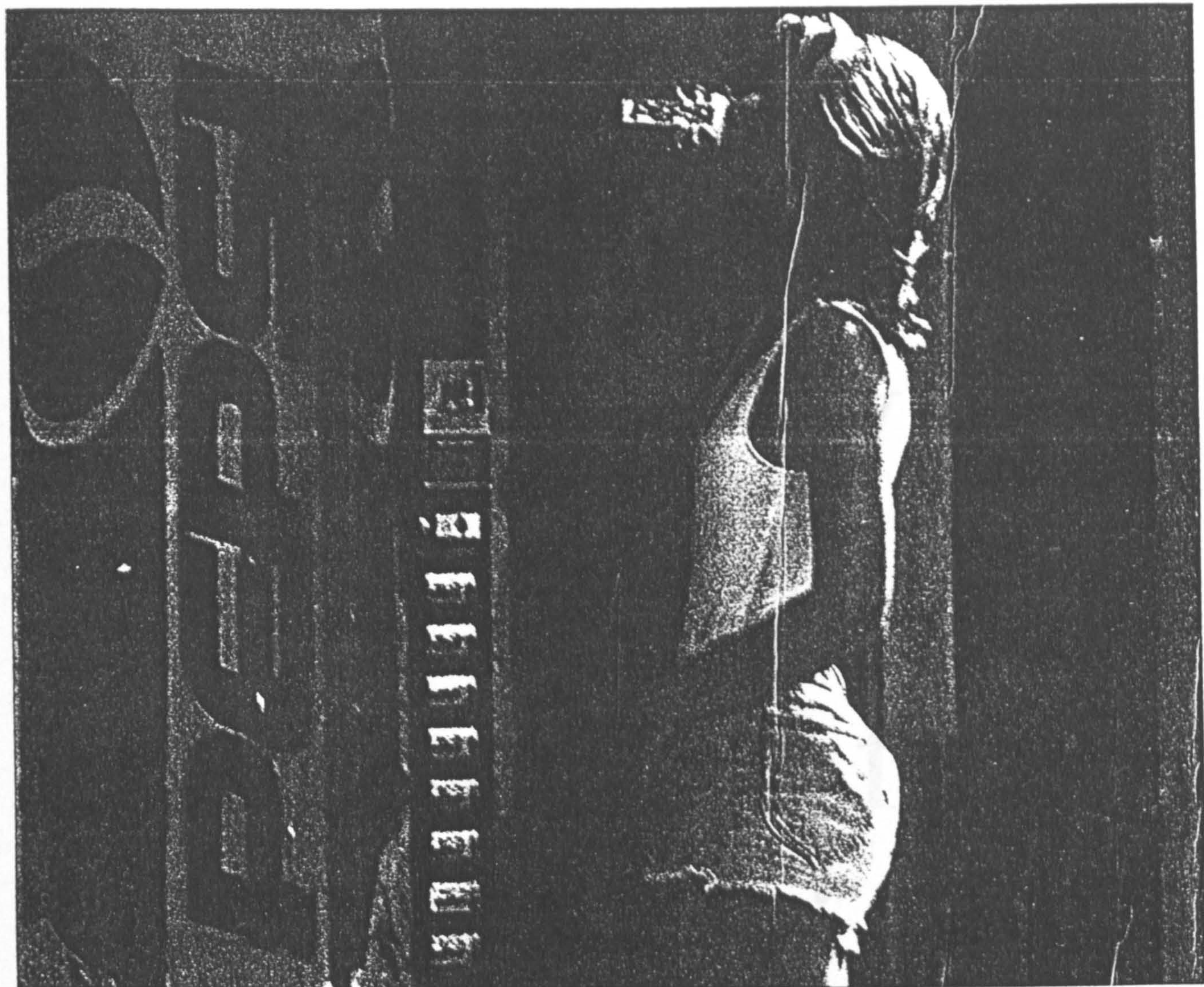
Answers at bottom of the page.

1898
1905
1906
1940
1950
1962
1987
1992



1940 8. 1987 7. 1905 9. 1950 5. 1962 4. 1981 3. 1992 2. 1906 1. *

A NEW LOOK



- National TV campaign starts May 1st
- Will reach 85% of UK population an average of 7 times
- Specific **NEW LOOK** promotional activity



NEW LOOK

SAME GREAT TASTE

.Appendix VII.

Transcripts for Groups :

A1 Loyal/Heavy,

A2 Loyal/Heavy,

B1 Loyal/Light,

B2 Loyal/Light,

C1 Non Loyal/Light &

C2 Non Loyal/Light

Transcript for group A1

I- Another thing, something I forgot to say is that some of you may have different experiences, with you know, some of you may be drinking much more than I mean. Again it could mean that you have different points of view. Again if you tell me about it. Okay?

Now the first thing although I said we were going to do one for the first five or six minutes what I want to do is each one to spend a couple of minutes and tell us sort of thing you have had to drink this year. Can you tell me where you buy it from, whether you buy cans or bottle, and whether you have it with lunch or if you have cans in the rooms or the houses where you live. Just a couple of things each so we can get the discussion rolling. So tell me, we can start with you.

F1- Uhm, I'm just trying to think. I tend to buy it in cans because if I get a bottle I'll drink it. I usually buy it in the refractory or in the shop. What other kind of things do you want to know.

I- That's fine.

M2- Uhm, well usually the same shops the refectory, machines and I will usually get a Pepsi. We also get it at home a lot, sort of crates of it. And I just got used to drinking it from there, and I continue now. And that's the reason I drink it.

M3- I usually buy bottles from supermarkets. If I buy cans, I don't buy Pepsi, I buy something else. When I buy bottles I buy Diet Pepsi

I- From supermarkets?

M2- Yeah.

F2- I just started drinking it, because they started giving it to us and that's the only drink we can have at work for free. I got use to drinking it there. But also, I can't drink the water at Glen in my room it's suppose to not be good for you, so I just keep a couple of cans at home. And that's it. *NEEDED A REASON?*

I- Okay. Now some of you did mention that the origins of when you started drinking it, I mean Rob said that he started because at home he use to get Pepsi or in you case because you get it at work. I'll be interested to see whether the reason that you keep on drinking that, you know the reasons are still the same, I mean obviously you had to start somewhere and whether now it is still the same reasons.

M1- Is this is really really really confidential.

I- Yeah.

M1- Well, my brother and I use to go out for sort of smokes and we used to bring a can of Pepsi with us. And we just sort of got into the whole thing of Pepsi, bring a pepsi. I guess it is sort of a good old days type of thing I'll always say come on get a Pepsi, I'll have a Pepsi today to celebrate the good old days. I think that's mostly it. *SITUATIONAL INFLUENCE - CONNECTION WITH EMOTIONS.*

F2- I used to Coke all the time. But then once I was forced to drink Pepsi, I think Pepsi is better for me anyway than Coke. I got the impression that Pepsi is better for you, I don't know why. *DISSONANCE PROVES TO BE A STRONG FACTOR IN LOYALTY LEVEL.*

M3- Well I never noticed a difference between Pepsi and Coke. I used to drink Coke before, well Pepsi was never my favourite drink but then I started dieting a little bit then and Pepsi was available in a diet form so I started drinking Pepsi then.

F1- Before I got addicted if is possible to say, I liked to drink one litre diet coke every day and in Belgium they don't do Diet Pepsi. I guess I can't get used to all the sugar or something in the drink. I buy Diet Coke and here Diet Pepsi is available I buy it.

I- Now it seems like quite a few of you have tried Diet Coke or Coke. Do you now try Coke every now and then? When you drink Pepsi, do you still like it more?

M2- I drink Coke, Lilt, anything just anyplace. Its just that Pepsi's got a special place in my heart.

F2- Once I start drinking something else, I stick to that for a while. You know you go through phases, eating and drinking one certain thing lasts for a while.

I- Preference of taste as well . Do you find sometimes you think 'I do prefer Pepsi because of the taste, now that I can try both.'

F2- It does have a different taste, that's for sure it's basically the same stuff but it's got a different taste. And I guess that's my preference to change from time to time. It's based on the same stuff. I just don't want to start on the Diet Coke again, so I'll take something else.

F1- Did you know that Diet Pepsi has saccharin that has been shown to cause cancer?

F2- Oh that's very helpful

M2- I'm sure that Diet Coke or if you get on some equal amount of whatever is harmful.

I- Okay, what do you think about Coke in the same lines?

F2- I used to really think Coke was the real thing, you know.

M2- I agree. I thought the same. I never like Pepsi before, but then after a little while I just started having it. I'm not really bother about Coke or Pepsi, but for some reason I tend to buy Pepsi more.

I- Now, are there any comments there?

M1- Well it comes to a question of Habit

I- When you do feel thirsty, let's take a situation in the refectory, yeah. You walk in there, you feel thirsty for a soft drink rather than thirsty for water type of thing. What are the thoughts.

F1- I scan all the drinks, but I think the Pepsi is starring at me, so I think okay, take something that I know what it is going to taste like.

M2- Pepsi get gets more attention than the others just because it's a familiar thing.

M3- One thing, I mean, when I come to think about it, if I'm really thirsty, I will go for something like Sunkist or Orange flavour. I like Pepsi with food or something.

I- So it it when you kind of take your tray from the refectory or sit down and prepare your meal or whatever and then, how do you feel what kind of soft drink, the brand, Pepsi, or, do you scan something and decide 'I'm going to choose that because, or'

F2- I think you can scan them all and if there is nothing really looking interesting or tasty, then I'll just go back to the one habit, which is pepsi. In the refectory there isn't much choice.

F1- It depends where you move and what you think is going to adapt to your mood is the main thing. I tend to think that Diet Pepsi is kind of, it's not bland, but it's kind of a sweet thing that you will have after your meal. Sometimes it's time you think of taking a Fanta or something and sometimes it is just a different thought. It brings about the thought to your mind.

I- Yes, and do you find that you can sometimes buy it, things without really planning it? Like a soft drink. Well sometimes you don't really think your going to buy it and then you see something there and you take it. Do you find that?

M3- Not me.

I- You open your fridge or cupboard door for something else and then you take a Pepsi or whatever.

M3- Well sometimes. I mainly drink it alone here or at the refectory, but outside the Ref I think you can drink Orangy soft drinks. *THE BRAND BECOMES A FRIEND OR A SYMBOL FOR LONERS/MASCULINITY.*

I- How about in bars? Do you

M3- Well, if I'm going and if I go to bar, I never ask for Pepsi, I ask for Coke.

M2- Yeah, you can't ask for Pepsi at a Pub, it's sounds weird.

F1- Yeah mixing it with alcohol.

M3- But I don't know that there is no Pepsi, I'm not sure. It's like Coke is the real name and Pepsi is a brand name of it. That is the impression.

I- Occassionally you will say okay and ask for a Coke and you want to say kind of 'can I have a Pepsi/Coke' but you know it is not really possible for them to store both. Usually all of them they either have Pepsi or Coke but still they will say yes and they will bring you what ever is there.

I- So do you sometimes say, 'Can I have a Pepsi' or 'Can I have a Coke?' wins?

M2- It is just automatic when it comes.

M1- Depends actually, because at home it's always like, okay let's have a Pepsi. But like in a bar or when you are in a restaurant or something, you just say 'Oh I'll have a Coke.'

F2- It's really strange because where I work it has actually got all Pepsi signs and we do sell Pepsi. But yet if anyone come up to me and says 'Can I have a Pepsi?', I'm like 'What?'. Even though there is a massive sign behind me.

I- Where do you work?

F2- At the pier.

I- So do they stock Coke?

F2- No just Pepsi.

I- Do some people ask for Coke ?.

F2- Most people do ask for Coke. So when they do say Pepsi it's surprising.

I- Okay. Do you think that Pepsi can represent any sort of culture, values, images, expressions? Can you associate it to anything?

M1- In general? or personally?

I- Yeah in general, I would like to hear your personal view, but I am also interested to hear about people in the street or you know in this sort of thing, what do you think they would associate with it.

F2- It really all has got an American background, hasn't it? You can't help but to think of the States.

M1- I have met a lot of people that won't drink Coke or won't drink Pepsi

because their Loyalty is too big to the other one. It's disgusting, I like both, and I can drink either, it's just Pepsi for me has that motivation.

I- What would you associate with it? Let me give you two things, Pepsi on one hand and Coke on the other. What can you associate them with different things.

F2- Since you said that, I think it's like that Coke advert when they are in the big ball, and with Pepsi you think why would Madonna or Michael Jackson do a Pepsi ad because it's all this money. There must be something more.

I- Do you think, I mean you said, you think that you would associate Pepsi with people that are a bit more famous?

F2- It must be. I mean Coke adverts have really actually got old, but the Pepsi ones are more recent.

I- Do you think that is to any particular association the Pepsi has, I mean this separation of ideas, that one can have older people and the other one can have distinct personalities.

M1- If I see the two and I see the adverts, I realize that Coke is the one that has been around all this time and basically if I think Coke it's subconsciously, it's going to remind me of people drinking Coke from way way back where as with Pepsi it is more like, a new part it seems more recent. Because one tends to think of when they use all these famous people and I think it is more recent to me.

I- Does the recent translate into something more. I mean, recent is fact, if that is consolidate to being modern for example.

M2- Yeah, it is sort of modern isn't it. Coke is traditional, I mean Coke came out a long time ago, but Pepsi came, in my mind, very recently.

M1- I used to not like them, only drunk orange juice but now I have changed, maybe is when you get older. Society has done this to me. *part of maturity*

F1- When you look at the presentations too I suppose. When you look at the new presentation that Pepsi gets, somehow it strikes better then Coca Cola.

I- Do you find that?

M2- Yeah, it is more attractive. The white. It is more eye catching. But as far as the TV advertisements are concerned, I don't really remember if Michael Jackson was in Coca Cola or Pepsi, you know it's all the same to me. I don't know which it is, I know it is either Coke or Pepsi, but I'm not sure, you know. But I know it wasn't one of the cheap colas safeways or Panda.

I- Do you think that they new logo and letters portray an new idea that is coming thru?

F1- It's suppose to be the 'choice of the new generation' as it you know, they

are trying to portray that presentation on the can. And I guess they have succeeded in a certain sense.

F2- More than, for myself, more than thinking that the Pepsi can is really right, I'll always drink diet, but I think that diet Coke is so awful. It is so horrible that I think Pepsi could put anything on there.

M2- That's true. The motto does look more attractive. Probably that's why I buy more Pepsi, because it is more eye catching.

I- With the three colours and the letter writing?

M2- Yeah.(all want Pepsi to drink)

i- You said about Pepsi being American, but is Coke American as well?

F2- Definetely.

M2- Yeah.

F1- Definitely

I- So would there be any other differences from the two?

F2- Well, I would definitely think it was Coke that is a beach drink, with all these surfers.

M2- Well, I feel like Coke 'is the real thing' and this Pepsi is sort of copied Coke, but now it has improved.

M1- I think too that Pepsi has copied Coke and I don't know the exact historical facts, and I don't respect that too much. But the fact that they have done so well it is a very good thing. I like that.

F1- I think that historically Coke was first, I don't know the figures but now Coke isn't more then Pepsi, I think it's just Coke has been more widespread than Pepsi.

I- I wouldn't have thought so in the States, but using Europe or U.K. Coke is still ahead probably .

F2- You know I get this weird feeling that, because when I was younger, I use to think 'Oh no.', I can remember thinking 'Oh no, I don't drink Pepsi, that's not the real thing.' I feel now that I'm older and wiser and I just drink Pepsi.

I- So if you think about the typical Pepsi user, if that could be, because that could be you. You are going to meet someone and your waiting for this person to turn up and you don't know anything, you don't about his behaviour, or how he looks or nothing, and the only clue that you can have is that this guy is drinking Pepsi or Coke a lot, and he is really you know following that pattern. It could be wrong or whatever, it could just be wild assumption. But can you think of something that these two may occur?

M1- I don't think that you can really say. It's like, I mean if that's all you

know about two people, right, that one drinks Pepsi and one drinks Coke, then I would say they were pretty similar kinds of people, because they both stick to the same brand.

M2- Yeah, I mean I can see the difference between Pepsi/Coke kind of fizzy drinks like Lilt and Fanta. I feel like they(Coke and Pepsi) are more masculine and Sunkist type more feminine. But i like that better..

I- It doesn't really mean that your thoughts should really be something about you behaviour.

F1- Yeah if I am with a couple of girls, I'd rather drink a Pepsi than Sunkist, I don't know why.

F2- I just don't know where I get this idea from, but if I saw someone drinking loads of Coke I would think they are really unhealthy. I wouldn't have thought the same with someone drinking Pepsi. Coke just has this bad image for me.

I- It is true that when Pepsi first came on the market, it was thought that it helps digestion. That was the first one of the key points that Pepsi was trying to put across.

M2- I mean I never trust those.

M1- I think Pepsi helps sometimes when like I'm on the boat and I'm sea sick or something. I mean like that, it helps set the stomach.

I- I thought we would move onto a different perspective now. If I could have you once again, put your mind into these imaginative questions. You can use all your creative initiative on this. If you just hear a knock on the door now and these two guys walk in or two girls, what ever it may be. And one of them is Mr. or Mrs. Pepsi and the other one is Mr. or Mrs. Coke. Would you, just looking at them, would they differ in any way in their clothes, in their behaviour, in their attitude, in the things they say.

F1- I would say that there is such a wide range of people that drink basically the same drinks that you couldn't really say that they would differ.

I- It's not too much about the people who drink . I'm more interested in seeing the way that the drink is portrayed.

M2- It's like the bottle, you know. I think that Pepsi is a bit more trendier and modern, more modern, more refreshing.

F2- I imaging that the Pepsi drinkers had tried the coke.

F1- Yeah, probably more modern.

M1- Would they be Mr. and Mrs. Producer or consumer.

I- Oh no, it would be more like Mr. and Mrs. Brand.

M1- Well, you know they would be more trendier.

F1- I think that the coke would be more neutral. *DOESN'T CARE*. Kind of trying to appeal to a larger and I think what is consider much wider age group of people. And Pepsi is aiming at the younger generation.

M1- Yeah, it's weird the way they have different adverts. Coke is just sort of like everyone having fun, just normal people having fun and like Pepsi it is the superstars singing on stage drinking lots of pepsi, which doesn't impress me.

I- Okay. I will give you some artistic impression. Now what you have here is this person is going into a shop to buy a can of something, Pepsi or Coke. This one here is a Pepsi can and next to it is a Coke can. Now you have to excuse a little creativity and originality put on these. When this Pepsi is actually talking to this guy, we are to think that this guy is a regular Pepsi drinker, so he always drinks Pepsi, you know, maybe a bit more than someone else. He doesn't really want to try something else. He is one of those as you said at the beginning, he doesn't want to hear about anything else. And he goes over to buy a Pepsi can and the Pepsi can can actually talk to him and he recognizes him. What do you think he would say at that point?

M1- I think he would say 'Pepsi, Pepsi, Pepsi, Pepsi, Pepsi, Pepsi' just like that. That is what it would say if it was me.

M2- I don't know, my mind is empty on this one.

I- I mean, again, let me give you a comparison then. What about if this guy was some times trying Pepsi, sometimes he liked Coke, he liked Fanta. So you know, he would buy a couple of Pepsi, a couple of Coke, couple of Fanta, couple of something else, he doesn't really care and he goes around and he has to choose. And there is a Pepsi can going to talk to him. Is the Pepsi can going to say, would you say the Pepsi can is going to say to him different things than to a guy who always drinks Pepsi?

M1- No. say Pepsi, . I keep getting my self in line with the first one. I'm more of the type of the second type of person. I'm not really hoping for Pepsi.

I- Anyone else.

F2- I'm just imagining the first situation, hay I don't know. You know that it would be sort of trying to convince him in the second situation.

I- What of the first one.

F2- Well, I mean what can you say if he is always drinking Pepsi then what.

I- What if he wasn't, then what would it say to him.

F1- Buy me. You're the new generation.

F2- Yeah. Instead of drinking that same old crap, try me.

- M1- The new Pepsi. The new can. They have said that for ages, the logo
- I- How about if this guy was like a 10 year old and he was a Pepsi can drinker.
- F2- I think that a 10 year old would be more likely to reach for a Coke than for a Pepsi. So the Pepsi can would say 'Come on. try something different'
- I- Would it stress anything.
- M2- I can't picture any picture of an older person drinking Pepsi. It's sort of more for young people.
- I- So what would it say to a young person, such as a 10 year old?
- M2- Drink the new generation. Nothing that special.
- I- You don't think it would make an effort?
- M2- Not a temporary comment.
- I- How about if this guy was a 28 year old and somebody who wanted to take the approach a little different. What would it say?
- M1- I think it would be Pepsi, because Pepsi has more of a sophisticated, yuppy image and all these people have made it all the way to the top, like these rock stars or whatever and advertising. Where as Coke is sort of teenager type that's what advertising shows.
- I- So you think it would stress that matter of the new generation.
- M2- Well, I feel like Pepsi is for teenagers and Coke is for the 28 year olds. That's the way I am. *DIFFERENT THAN BEFORE BUT STILL KEEP THE SELF CONCEPT.*
- I- Well, it could be as Rob said, it is valid in a sense. It is, he did say that a younger person would be the Pepsi generation. It more for the older group needing to be sophisticated, therefore, not allowing younger people to drink it.
- M2- But I think that Coke is sort of old and natural and Pepsi is sort of new and you know.
- M1- Yeah
- I- How would it be to an 18 year old or someone you know older who has gone through the first stage that when your really young and all you care is to be able to drink soft drinks. Because I think that is sort of the situation that when you're young you sort of think, Oh man, if I could have a soft drink, and you get on that thing at some point, because parents don't usually buy it for children. So you have gone through that stage and you can buy your own cans and you can choose your own brand. So when you are still in your teens, could it be more than, maybe you still want to look to this investigation. So what now would think

would be the attitude.

F2- You mean of the person buying?

I- Yeah, or of the can actually sort of trying to actually talk to the person.

M1- I can't just imagine the can talking.

I- Okay. I'll tell you what. What I'll need to do is at the end of the session is just to fill out this balloon. We would have said about Pepsi here. You can fill that out in the end. You will have time to think about it. What if that can was Coke that was talking. Do you think that he would try to say a different thing. I mean you can just use your imagination. You don't have to think hard or say the right thing. Would you think that the Coke would use a different approach?

F2- I think that the Coke would be more aggressive you know.

M1- Coke would be more aggressive.

F2- Yes. Mainly to get people to stick with what they know.

I- Defending in a sense. Anything else?

M2- I think that Coke knows that it is really established and you know and it doesn't, probably Coke feels like you know it doesn't have to say anything people already buy it sort of you know and Pepsi will have try harder.

I- So Pepsi would have to be more persuasive.

M2- Yeah.

F1- I don't know, I can just see Pepsi using any means to get the attention of people. Because I mean what bothers me in some of the adverts was that you actually saw all these famous people drinking Coke and going 'Ew, take me away' making fun and Pepsi gives them magic. You know like Ray Charles when I was about 17 being really desperate. I don't know, it's like using any means to capture the attention.*show of emotions for actions - critique*

I- So do you think that is unfair, or that it isn't true?

M1- It's business, it doesn't matter if it's good or bad, it's all money isn't it?

DEFENDING AT THIS POINT - I WOULD HAVE DONE THE SAME

I- Would you have like them better to not have done that?

M1- I think it's a bit tacky. I think it's very tacky. For them to say 'this isn't Pepsi' You have seen the advert when the lights all go out and you hear them say 'Oh this isn't Pepsi, go and get me a Pepsi' or something and the girl goes and get a Pepsi. You know it's all aimed at Coke, but they can't say anything because like they can't really advertise against other people. I don't know I just find it really really sort of petty and tacky.*EVEN THIS STRONG DISAPPROVAL SHOWS A NON APATHETIC STANCE SO THERE IS A RECIPROCITY OF FEELINGS.*

F2- I just find it quite funny.

M1- Yeah

F2- But I must admit when all the famous people are doing it you know, they have got all this money, and I know they will be getting more money, but I know there must be something else in it.

M1- Yeah, that's the thing. Like putting someone like Michael Jackson on an advert, right. When so many people are fans of Michael Jackson that they think that he advertises for Pepsi, so I must go out and buy Pepsi. I mean that is just really sad. I mean that is depth of sadness previously unreached. I think that is probably a cause, well not a cause, but I mean an effect of the death of religion, but maybe the crumbling of religion in society, and the death of moral society. I mean they are just doing it for the money. It's capitalism, blazing capitalism.- I mean shouldn't it, people should be brighter than that.

I- Yeah, so would you have preferred the Coke adverts?

M1- I'd rather none of them had these so famous people. Because famous people are just more people it makes me not want to drink Pepsi.

F1- I can only think of two adverts. One with Ray Charles and the older one with Michael J. Fox. I thought the more attractive one was the one with Michael J. Fox because a) he's younger and b) it's not aiming at addressing another brand with Ray Charles he's older and I don't think it would be lowering the image of that.

I- Okay. I'm looking to something different now. Not exactly different thought because we have been talking about it through. I want to hear about the advertisements in fact. You did mention about the ones that you remember with Michael Jackson and Michael J. Fox. Do you have any other that you particularly recall.

M1- You know that new advert where there are the two little kids looking over the fence and thinking, 'wow, this gorgeous girl just goes walking up to the drink machine and sort of going like that and then she puts the coin in and pulls out a can, and they think 'wow, did you see that new can of Pepsi'.

M1- Oh yeah, I like that one. It has a good sense of humour.

M2- I liked the advert that has good humour. The thing is, I can't remember if they are for Coke or for Pepsi you know.

I- So can you remember any for Coke?

F1- No.

M1- You see billions of people and they're all dancing and you can't beat the feeling. Coke makes you feel good that's what it does but not the advertising.

I- Okay, let me show you then. I don't think you will be surprised by this.

JINGLE - Just one look that's all it took ...

I- Okay, so that's the one you talked about. So how do feel about that.

F1- The girl was pretty nice.

M1- Its annoying to use another super model. Another famous face instead of just some non-famous good looking girl. They had to use Cindy Crawford. I find it really tacky and sad. I wasn't impressed at all.

M2- I think it would. It strikes you because it's Cindy Crawford and you have seen her face many times and I find it sad.

F2- It's a bit more convincing than like all these ordinary people drinking Coke and then going mad and dancing in the street.

M1- Well, at least it's got humour.

I- And what do you think?

M2- Well, I think that it satisfies the aim of advertising. I never get bored of these Coke and Pepsi advertisements. Not like other advertisements. You just close your eyes on the other advertisements.

I- Do you find that you do that?

M2- Oh yeah, I walk away sometimes. I get pretty tired of advertisements. But Coke and Pepsi advertisements, you it's interesting.

F1- I find the Coke adverts very boring. They're the same thing all the time. I don't know, I haven't watched that many Coke adverts. But those that I have seen they just all seem to be a group of people dancing around or having a great time, or having a party on the beach because of Coca Cola. Doing something really fun, all because of Coca Cola.

M2- I remember the Coca Cola theme, but I don't remember the Pepsi theme.

I- The theme?

M2- Yeah, the song. Is there a song for Pepsi?

I- Well, probably but they are different ones. I mean Coke probably has different ones, its just that some of them have been for so long that you remember them. Do you think that that's to an average age person, or to the person down the street or an average everyday housewife who is watching, do you think that it gives them a particular feeling.

F1- It's sort of the American feel good feeling isn't it. I mean when ever I think about it, three things come to my head and like Pepsi and Coke, Levis and Martini, they all use the same kind of feelings. Trying to take you elsewhere. It's

like mental association, that when you have had a drink because it's Pepsi, you're going to get that kind of feeling. So you are associating the two things. It's probably like in the State, they'll probably use pictures of people drinking Pepsi or Coke in Paris, you know so they are using the element of somewhere else like the Ferrari and stuff like that. It's all the image of what you can't get and what you are striving for even if you will never ever get it obviously.

I- Do you think that it is because that if you drink Pepsi you will get the Ferrari.

M1- No. I just think sort of to make you think. No that was just a joke obviously. It was just like the kids, everyone thinks 'Oh wow' or of course I'll see the car or the woman than the can.

- M2- All these adds sort of make you feel like Pepsi can -take you to a wonderful world, make you feel like more fun sometimes. But the Coke does the same all the time.

I- Was there any difference in them. Obviously they are very different.

M2- Yeah, but on the whole, both give the same impression. What one offers is similar to what the other offers. Unless you really stop noticing. I mean from now onwards, I will really be thinking about it. Before that, I didn't, it didn't make any difference. *NOTE HERE THAT ALL ASK FOR A PEPSI DRINK - M1 ASKS ONE SPECIFICALLY.*

- Okay. Let me show you another.

JINGLE Hi, got any Pepsi?

Nope. ...

I- What do you think of that?

M2- A fool. It gives a very negative impression in my mind. You know, that made you feel like you had to be a fool to drink Pepsi. It give a complete different image.

M1- It is like, I think, that gave the image that there were people out there who are trying to get people to buy other brands of like Coca-Cola type thing and I think they had Coca-Cola bottles there without the actual label they are like the bad guys the people who are at the station with the show down music, they were like the bad guys and you expect them to draw any second or do something horrible to him. They are trying to sell him Pepsi, which is just as bad or if not worse.

I- You mean something else?

M1- What? Oh yeah, yeah, I mean trying to sell him Coke or some kind of Coke. He's like the hero of the day, he is not going to let his principals be tarnished just because he is a bit thirsty and it's 75 miles to the other town. And like he is a real hero of the Pepsi generation.

F2- I think things like that are just so you know so unreal. Most people just can't help but laugh and just take it with a massive amount of salt.

M2- Yeah, that is the same impression that I got. It doesn't make you feel, you know, like it leaves you with a negative impression.

F2- To me though, I don't think it give a negative feeling, it just is ridiculous.

M2- Yeah, I think that is what I meant.

F1- When it first started off, I thought it would be a Coke advert, because the whole atmosphere you know he stops and he is on a motor bike, he is kind of old style and goes there and there are all these old old-timers sitting outside. I mean it is this incredible contrast. It is just incredible, here is this young guy in his T-shirt and his jeans typical young American and then there are these really boring sad people with no lives taking out on a Coke because it was a Coke bottle. It is so typical, sad.

I- I know obviously the advert won't tell you that that is exactly what you should do, like driving 75 miles for a Pepsi, but do you think that it will tell us something? Does it say anything? You did describe very well, how it looked, I mean the whole story.

M1- I think it is trying to build up an image of the Pepsi drinker thing, loyal to his brand. All you other people should be out there doing the same thing having seen an example of this cool dude.

F2- Yeah, but I still think it has a bit of irony in there you know whereas ads take things seriously. this takes the mickey out of it almost

M2- I mean, do you think if that's the impression they want to give you that you will do anything to drink Pepsi, do you think that you will drink, you know, its like make you sort of feel a fool. You know what I mean?

I- Would it be the case that one would go to the refectory you buy a can of Pepsi, but if the machine that was closest was not a Pepsi machine would you walk a few steps further to get over to the machine that had the Pepsi in it? I mean you would rather go 10 steps than 75 miles but it's the parallel of it.

M2- Yeah, but do you want anyone to know that kind of thing? You know that you would go miles away for it. You know I wouldn't want anyone to know that even if I were to that kind of thing I wouldn't want anyone to know that.

F1- Yeah, I wouldn't want anyone to know, keep it to my self.

I- To think that he really doesn't mind.

M2- Yeah, I would prefer to think that, or give the impression that I'm practical.

F1- That just made me think of one of the Coke adverts, where you get these guys in a plane and they start sky diving because there is no Coke left in the plane. And I don't know, out of the two I would have to say that I prefer the Coke advert. Because, I don't know, it's just a little bit more far fetched, you coming out of the plane, it's one step beyond.

I- Alright, then let's go on. We looked at the last one which was a 60 second advert, now let's look at a 30 second one. This is exactly the same advert, but just shorter

JINGLE

another JINGLE

- I don't think he is from around here.

- Let's watch the next one as well.

JINGLE

I- Okay. Let me first ask you, do you remember any of these, the last three, even the motorcycle guy? Do you remember? No. I mean have you ever seen it before on T.V.?

- You mean on T.V., I think I have.

- The one on the motorcycle?

- Yeah.

M2- The first two I have seen, but not the last one.

M1- No I have not seen the last one.

F2- I haven't seen any of them.

I- So what do you think about the last two?

M1- Well, Michael Jackson was just as obviously raise resting on Michael Jackson as far as I'm concerned is not good acting. Not good advert. It just relies on techniques that he uses on his videos, such as things turning into other things through just sort of special effects. It is using his own song, his own track for the Pepsi. And it's using his dancing, and again, there is the good looking woman. There is even the album cover, I mean all that sort of thing is brought

into it as well sort of thing. That one is just sort of crap basically.

F2- I only like the adverts that sort of use humour. But I like the first one, but I found the second one was interesting.

M2- I liked the first one. The last two were okay. Definitely not the second one.

I- How about the last two?

M2- It's effective, but not as effective as the first one. It kind of gives you something.

I- Does it give you the same kind of expression, does it get the same things through do you think?

F1- Early in that one. I find that maybe if Pepsi can improve Michael Jackson's sex life, then maybe it can improve mine.

M1- It's the same thing, I think the last two adverts were the same technique. You know it's like down ally ways and mysterious places and Michael Jackson's subliminal message in the background, who is it, who is it, you know and then, it's just the whole kind of mystery side to it and everything. You know, and I don't really go for that kind of stuff.

F1- I thought the alien one, was also along the laurels of the alien films, which I wasn't impressed with and it is sort of resting on the Bill and Ted's kind of thing. You know the two friends getting in all these situations, you know, it's like whoa power. Kind of resting on that, but at least it's sort of funny at the end. That the aliens are just after some Pepsi.

F1- It's a bit predictable though. Because you know what is going to happen anyway you know, he will find a Pepsi and give it to the alien to drink.

F2- Well, at least they(adverts) are a bit more interesting than just a bunch of people dancing about.

M1- Yeah, that is true, variety.

i- Do you know of any promotion that Pepsi did? Have you taken part in any type of promotion? When I talk about promotion, I mean, you know things like when you are asked to try it out or giving something free, or giving money away.

M1- I know there was a thing about Coca Cola giving away free away Coca Cola glasses.

F2- I am really getting annoyed with these Pepsi cans that are suppose to have this lucky number. I've ripped apart the whole can.

F1- You don't know what the competition is about. Where is the number?

F2- It is really getting frustrating.

I- That is a more recent one isn't it, on the Diet Pepsi. What about the Pepsi Challenge? Have you done it or have you seen that?

F2- I've seen it in the adverts, but I have never participated.

M1- It is just people trying it out isn't it, Pepsi and Coke or at least some type of other cola. Blind tests. I think it is just trying to see what the people based on their taste and if more people are preferring Pepsi based on supermarkets and things. It was real people trying it but not at all convincing.

F2- Yeah you never know whether they are showing you all the people or only a selection that suits them. It wasn't very realistic.. all these people preferring Pepsi.

I- Okay, I mean, with you back home, you share things in your house. Probably buying a soft drink would be one of the things you would share whether you live with your parents or your friends at the university. So it could be that you would prefer to drink something else. Do you get into some sort of situation where one would rather have Coke and you would rather have a Pepsi?

F2- Sometimes, my friends don't like anything Diet. I always try and buy cans of the either non-diet Coke or Pepsi. I wouldn't buy a bottle, because lots of people wouldn't like it.

I- Any other.

M1- We buy diet Pepsi because my mum likes it and she is into diets so we are in a way forced to drink Diet pepsi

M2- Everyone in our house drinks Diet Pepsi, so there is a couple of bottles in the fridge all the time.

F1- I only stopped drinking Diet Coke after I came back here after Christmas. Before that I drank Diet Coke. She wouldn't appreciate Diet Pepsi, so I didn't buy it.

I- So would you buy cans of it?

F1- Well, here it doesn't matter. You can get it everywhere and people don't mind. But at home some people can really appreciate the Diet Pepsi.

I- We have talked about all these things that Pepsi has tried to bring out. You have said something about American, we talked about modern people and we talked about being a younger person, or being a beautiful guy or beautiful models or the aliens, or who ever else. So it has all moving into a new direction, would you say a new packaging. Would you think that is perhaps is conflicting to this thing. Have you ever felt that all this is going there, but this part or this thing is really a conflict? Or do you think that everything fits into the same kind of ideas?

F2- I found it strange that in some of the adverts, you know like with the kids,

and the guy with the motor bike using like an old fashion image and with the other one with the model, they use a modern brand new car, it's the same.

F1- I think that they are also rejecting a whole part of like traditions, when they are trying to break away and still they are trying to get people to drink it and then, I don't know, it's like it's based on the future and everything, and this ultra-modern image. Then they are rejecting the before image. I don't know, it seems good.

M2- I prefer the more practical sort of one. I think, with Coke or Pepsi that one on the beach. Lots of people drink Pepsi while they are surfing and all that kind of thing. You know, more practical to me like. That alien one or the Michael Jackson one, it's not for me, I feel like it's not the drink for me. In that situation they will have to come to me.

F2- But I found at least they are referring to things in the future that most people recognize.

M2- Yeah, I know, I don't say it's bad, but I think that you know, that something happening at the moment, you know current.

I- So what you are saying now, in terms of, Pepsi doesn't really show a lot of association with food and lunch and dinner like Coke does. It usually goes on about things like the individualness and distinctiveness places. Sometime people think they should show more of the practical aspects ie with food and so on. Do you feel that that is sort of applying?

M2- For me, yes it will I think. I certainly enjoyed those advertisements, but if Pepsi wants to convince me that I should drink it they should maybe try something else.

I- Which is more towards what you would do?

M2- Yeah, what I will do, or what I can do.

M1- It won't happen, because you are use to seeing Pepsi with all these famous people, abstract and that. And if they just showed someone like eating Pepsi, you wouldn't rush out and buy it. Because it doesn't correspond to all their previous adverts. It seems so strange that I don't think it is right.

M2- I mean like my chances of meeting an alien and drinking a Pepsi is not really very serious.

F2- I don't think I would really associate you know, want to see any food or that sort of stuff, because you know the advert are so unreal, who wants to spoil them by bringing in anything that was real.

I- Yeah, any reality in them. Okay, now, I think that is mostly about it. The

only thing that I wanted to ask you was the last bit, was anything that you didn't mention that you wanted to mention before, because maybe I rushed into to take you to another part, or someone else said something and we didn't come back. I mean it can be anything we discussed so far. It could be something that you wanted to say that you didn't get the chance to.

M2- One thing about Diet Pepsi they advertise more is how many calories it contains, or how healthy it is. You know that would be my interest. One thing that Diet Coke mentions is that it contains only one calorie or something. That made me buy a couple of Diet Coke actually. Whereas Pepsi doesn't say how healthy it is or how many calories it has. I would definitely like that.

F1- I see one thing that has triggered off my curiosity is the question of Crystal Pepsi. I know that somewhere in the States where they have launched a Coke(*meaning a Pepsi*) that is just like the Tab Clear. I don't understand why they haven't launched it here yet.

I- Would you like that, as a new launch or for you to use?

M1- Yeah, because Pepsi only has Pepsi and Diet Pepsi, where as Coke has Diet Coke, Cherry Coke, Coke and Tab, etc.*LOYALTY FACTOR EXTENDS TO THE COMPANY- MY COMPANY CAN DO BETTER.*

F2- It feels a shame that they have Crystal Pepsi and they let Coke launch Tab clear first in the UK

F1- I think Coke rushed out Tab to the European market because pepsi launched Crystal in the States so they wanted to be first for the image.

M1- I have tried the Tab and is different but i wondered how the Crystal will be like. Pepsi Crystal sounds a lot better than Tab Clear.

- Okay, thank you very very much.

Transcript for group A2

I- We will start by each person telling me their first name and what soft drinks they consume; where they buy it and whether they buy bottles to consume at home or whether they have it with food. Just a couple of minutes each so that we get to know the names and we get to know the way we use the soft drinks.

F1- OK, my name is Louci. I prefer normal Coke if I have to choose between Coke and Pepsi; I choose Coke. And where I don't find Coke but I find Pepsi, I usually say no, because I find the taste of Pepsi is quite different from Coke, so I prefer to not drink Pepsi. I find Coke is very good with pizza and OK when I have been having a great time, enjoying myself I like Coke.

M2- My name is Antonio and usually I don't see any difference between the soft drinks. I prefer usually Coke, but when I cannot find Coke; just yesterday I drank Pepsi. So usually I prefer it in cans and not in bottles; I just have bottles when I'm at home.*SIMILARITY OF BRANDS*

F2- Hi, I'm Sam. I usually drink Diet Coke or Caffeine-Free Coke. I probably have two or three cans a day. I usually have lunch over in the Ref and I usually have one mid-morning and one when I get home. I buy them from the supermarket as well. I always buy cans when I go to the supermarket. I would always pick Coke if Pepsi and Coke were there, but if I was getting a can it is really irrelevant; I can't taste the difference really. *SIMILARITY OF BRANDS*

M4- My name is Stellios and normally I get Coke and I would like to make a distinction between Coke and Diet Coke; I hate Diet Coke. Certainly the taste is much more different from the normal Coke. On the other hand, Pepsi is quite different from Coke. Between the two I would certainly go for Coke. I wouldn't say no for Pepsi, but I would certainly say no for any other of the new brands of Coke.

M3- My name is George. I drink Coke from a can preferably. I don't drink anything else, but Coke. If I had to classify Coke on a scale of 1 to 10 I would classify it 10. And after that I would give 5 to the next soft drink like Pepsi, and 0

to Diet Coke.

I- Some other things that were coming up is that some people said they prefer Coke rather than Pepsi, but they wouldn't really mind because they don't taste the difference. So what are the differences between Coke and Pepsi? Or Coke and one of the other alternatives you find, e.g. Safeways cola?

F2- Safeways cola is horrible; it's disgusting. Pepsi's fine for me, but I have always just picked up Coke instead of Pepsi.

M1- Also, it's sometimes more common to find that Coke is more easy to get.

I- What about if you had the choice. Why would you still go for Coke do you think?

M1- Because I'm more aware of Coke.

I- When did you first start using Coke? Did you use Pepsi first and then Coke and then you preferred one for the taste, or have you always had Coke or another alternative and then you switched to Coke?

F2- I've always had Coke.

M1- I was given it when I was younger and so when we were teenagers and started drinking Coke, so we continued with that. Now Pepsi is common as well as Coke.

M2- When I was young I used to drink Coke, but then I stopped for four or five years because I found something in the bottle. I couldn't drink Pepsi anymore so switched to Coke.

I- Why, was it the taste?

M2- Yes, it was the taste. I think Pepsi as well as the other colas are too sweet. If you have Coke, and wait 10 minutes and then have it, that's when you taste like one of the others.

I- Any other comments?

F1- I don't think anymore of the alternative between Coke and Pepsi, because Coke has been easy to find, so I just ask for a Coke and always get it.

I- When you feel thirsty - let's take a situation when you are in the Refectory or at home, and you feel thirsty. How do you get to the choice of the soft drink? Would you go through alternatives that you might have and then choose, in your case Coke? Or do you think you go to than automatically before that? In George's case he said he would go directly to Coke; there is no question. How about others?

F2- I would go for Tango or Coke. I think it's Coke mostly because it's a bright red colour. I don't really have much in-depth thought about it. It doesn't really bother me.

I- So when you think you are thirsty, it doesn't really come automatically

that you are going to have a Coke?

M1- For me no, because Coke is too sweet, so I like something less sweet like Lemonade or something like that.

I- So how about when you have your tray from the Refectory, and you are walking through, does it happen that you might buy a can of Coke without really thinking about it before? As part of a habit?

F2- Yeah

M3- In the afternoon they don't have Coke; they only have Pepsi and that's unacceptable. *COMPLAINT NOT AGAINST COKE BUT THE RETAILER*

I- What do you do if you go there and there's Pepsi? Would you go outside and get it from the vending machines or ...?

F1- Maybe, or I might wait until the Coke was available.

F2- I would just take Pepsi.

I- Any other views on that one? OK. Now I want to go into something more into your imagination. How about if you think of two drinks, Coke and Pepsi, do you think they present themselves as cultures, values, ideas or countries, places? Can you associate them with anything? I mean, do you think people themselves would associate them with anything?

F2- I would say America. I probably associate it with young as well; sort of people our age and younger.

F1- The American style of life; young, sporty.

M1- Pepsi today are advertising Michael Jackson.

I- You said American. So would Pepsi not be American in a certain sense?

F2- Yes, that's what I think, but I would say Coke more though.

I- So, do you think there would be any difference in this set of values; any cultural differences or anything?

Between Pepsi and Coke?

I0- Yes. Could you associate any of the two with something different?

M1- Not really. More Coke with the fact that it is known everywhere, whereas Pepsi is more an American drink. Coke is all over the world.

M3- If we take into consideration places like Greece, for example, where drinks like Coke, Pepsi or whatever started getting there in the early 70's, you might find some people being a bit - expressing some hesitation in accepting it as a cultural thing. But in the case of Cyprus, for example, a country brought up with Coke and Pepsi, you won't find any protest against the cultural thing; it won't be considered as a cultural invasion of Americanism.

M2- What I would think that it's like, for example, Coke and Pepsi, they are two athletes on the tuck, the two most popular. Coke is always at the front and Pepsi is always trying to catch up with him. He is never able to. But maybe like two guys going after a girl and Coke is the one that gets there first.

F2- Coke gets more associated with women. I can see that, yes, but Coke being associated with being in front, I have never heard that before.

M2- It is like the advertising. You have the athletes drinking the Coke and everyone goes for Lucozade as well, because you think that that is what it will do for you as well.

M3- I think at the end of the day what really matters is the taste and when it comes to taste as the latins said 'el gusto en colores no es disputante'.

I- OK, could you give a translation for the tape?

M3- There is no discussion when it comes to taste and colours.

I- OK.

M3- And you can be led to try something but you can't be convinced to keep on using it. *This is my brand / taste*

I- Well, sure, you would go with the taste, but because the taste is sometimes very similar and obviously it does matter.

M3- I'm sorry but this shows ignorance, there is no similarity between Coke and Pepsi.
STRENGTH OF RELATIONSHIP

I- - I mean, it could be because of heavy usage, but it seems like a lot of people find it to be very similar, not in your case, but ... It is very interesting what Stellios has said about the two athletes and everything. If we take that a bit further and we say that we could actually see Coke and Pepsi being persons themselves. I mean, apart from the situation when one would be the winner and the other would be the follower, would there be any other differences in their behaviour; in their cultures? I mean, do you think that people would believe there is any difference?

F2- Yes, the Coke would be more colourful and a more fun person.

M3- I could imagine the coca-cola man as being a judge, to a begger in the Streets. But I couldn't imagine the Pepsi-cola one being a judge; he would be the young one with bright music and jeans, like that.

I- Any types of behaviour? Would it follow a pattern?

M3- Yes, coca-cola fits with everything. I can't say the same with Pepsi.

F1- About Pepsi I would think of a person who would always try to imitate another one without his personal activities - his own personality - and is always trying to imitate, to follow, what the person is trying to reach, has done before. .

M3- I think the Pepsi is fighting an endless war against Coke because it's as if someone is trying to create a substitute for milk. Once you have got milk, milk is the one and the only milk; the best of this, this and that. So, trying to produce

another, e.g. powder thing, to substitute milk is hopeless.

M2- I still think Pepsi as a woman. As a tall thin gorgeous woman. *IDEAL WHAT YOU WANT IN A WOMAN.*

I- How about - let me give you a nice diagram, we can have some fun with creativity here. It's an artistic impression. OK, what we have here is that we have two cans of soft drink there and we have this buyer, and he looks a bit surprised because it's the first time that the can talks to him. And what we will do is that at the end of the session, I will ask you to fill in the caption, OK? But first I want to hear some more opinions. How about if this can was Pepsi and this guy was a regular Coke drinker like yourself, what do you think that this Pepsi can would try and tell him to make him switch; to make him buy it?

F2- It's a bit of an odd scenario.

Well, yes.

M2- This is just a general idea, but I think the Pepsi can would be like on TV; trying to persuade people that it's better than others. *HOPELESS TO TRY TEMPTATION*

I- Yes, so what do you think he would have said?

M3- If I may take it a bit further, and say that these two cans were two ladies and he went to bed with both ladies, and he knew what he could expect from each one of them, nothing any of them could say to convince him that one of them was the best. He would know which one was the best, so he would go for the best.

I- OK, interesting! Tell me, in your opinion, if this soft drink that was talking was a Coke or a Pepsi, do you think they would have said different things to the individual?

F1- Coke was the first; started at coca-cola. He might say 'look at me, I was here first of all; I have more knowledge of what has been the market, how it has been difficult to start and how I have reached my pedestal and I know how to do

it, and Pepsi is a follower, a poorer quality'. What the Pepsi can could say is 'try me', but no more than that. Then I will leave the choice up to you and see if you can work it out.*PEPSI ARGUMENT = VERY WEAK/ COKE IS WELL SUPPORTED.*

I- Do you think that any of the two would try harder to get someone?

F2- Yes, Pepsi would try harder. Coke would be more laid back.

M1- The Coke would try to tell you something, thinking that the boys know already what is in the can. Pepsi would try to tell you something to know what was inside the can.

I- And that coming from the fact that Coke is more established?

M1- Yes. The Pepsi would try to change him and the coke would say something else, keeping to what he knows already.

M2- I would say that there wouldn't be a difference between how much effort they would put in because the Coke knows that if they were saying that if people stopped liking Coke then they would switch to Pepsi. I know I wouldn't because I think that the taste matters. It's a big show of people actually going to Coke, just because it's red, it's bright, it's Coke, and if Coke tops trying then it's going to lose a lot of market.*NEEDS EFFORT FAILS IT AS A PART OF A CLUB*

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I- OK, but how about if this guy was a non-regular user? He has a drink now and then; sometimes he has Pepsi, sometimes he has Coke, sometimes Tango, Lilt, etc. Do you think the Pepsi or the Coke can would act differently towards him, knowing that this guy is not one of theirs or not one of the opposition?

F1- Well, of course, Coke would try to speak out more than if it was speaking to a normal Coke buyer. It would say more about itself. It would change and say something more.

M3- I think the only chance of Pepsi getting more fans is by taking them from the side of Coke. So, Coke would have to promote the positive aspects of Coke and Pepsi would have to make a negative advert; a campaign against Coke to get the fans back from Pepsi. *AGAIN STRONG FEELING THAT PEPSI IS INFERIOR*

F2- They never advertise what they actually taste like. They say cool and refreshing, but that's just the taste we all like best. It's like an image that all companies obtain and say that these two cans; they won't say 'this is what I taste like'. I mean, like a woman in bed; what's she going to be like? It's sort of her appearance; what she's going to look like on your arm; this is what they are trying to project. *LOW EQUITY FOR PEPSI - HIGH COKE*

How good you are going to sell?

M3- Yes, that's exactly what I said, because that's the concept when you are going to bed with a woman. The way you feel; not the way you look.

F2- I know, but that's when you are going to enjoy the can.

M3- Not that you are going to enjoy the can; whether you are going to enjoy what's in the can.

F2- Yes, that's what I said. They don't say how well you are going to enjoy the thing that's in the can. They are giving you an image like Michael Jackson, and going out and they are projecting an image. They are just saying what you will look like with the can and you just assume what it tastes like.

I- I mean, after all, with this drink for most people where taste is not such a distinct thing. You know you are not choosing one of the other because of the distinctiveness in the taste; then it's going to be image or whatever you thing; the associations you can make with it. That's probably why most advertisements have to do with associations and the way people drink or the way beautiful people advertise one product or another.

M2- Well, Coke using the phrase 'feel the taste', it is always there. It does advertise about the taste, while Pepsi does not. The thing is that Coke is there;

Coke is at the top and to stress there it must advertise the taste factor 'I feel the taste'.

I- Do you think from this diagram, if this guy was of a younger age, say a 10 year old, that Pepsi would have talked to him differently; tried to take him on their side. I mean, comparing with if this guy was a 20 year old?

F2- Well yes, they would definitely associate them with different things. Perhaps certain characters or film characters for the 10 year old, and probably more with an image for 20 year olds, or a life style. I mean, you are more grown into your own life rather than looking at films and stuff.

M3- I think the difference in talking to a 10 year old and a 20 year old, in the first case they would try to advertise Pepsi, for example, by showing the advertisement on TV and the thing that 10 year old has in mind, what he wants to become in the future. And he cannot say the same thing to the 20 year old because he has a completely different concept; he is a bit confused at that age. *PEPSI IS NOT OFFERING ANYTHING TO GROWN UPS. HE GOES WITH TASTE.*

I- OK, I mean, coming back into what the can would actually say. Try to take away the advertisement bit. I mean, obviously anything we might think the can would say to him would be as a result of advertisements or promotions or the company, the actions. But moving that aside, how would the attitude be of Pepsi or Coke towards people if the can could actually talk. Would there be any difference in the attitude with which they would talk? Would it be the same? Obviously, they may use different arguments - one would say 'I'm the real thing'; the other would say 'try me, I'm new' or whatever. But would they have a difference in attitude as well?

M3- I think Coke would go for the more conventional way of trying to appeal to all generations and would have more conventional use of language, whereas Pepsi would go for the new generation image. something like 'you man'

F2- Coke would be definitely more arrogant than Pepsi. *NOT TO SURE ABOUT LOYALTY BELONGING TO THE CLUB.*

F1- PEPSI might be more charming. *PEPSI SEEN AS A TEMPTATION*

I- Anything else under that? OK. What we will do is at the end it would be good if we can fill out the caption and we can assume that this guy's about 20 years old and the can talking is Pepsi. So he is talking to him. And the other can is Coke. So this guy is going there to choose and he is one of those guys who doesn't really make up his mind - so you will talk to him. So what about the communication of the two brands to the consumer. Do you remember some of the adverts that they show on the TV, or in cinemas?

M1- I remember one shown here in England with the Christmas tree and the lights and so it appears more familiar and it keeps in mind the major theme of Christmas and the family and everything, and the one thing that everybody can drink. And with Pepsi I remember more movement with Michael Jackson with the song and it's trying to appeal to the younger, and not to everybody.

I- Anything else?

F2- Pepsi with the Ferrari or Lamborghini or whatever it is and she gets out and the guys are saying 'wow, look at that new car'. The Coke one with the song; buying the world a Coke, Coke is it.

M2- And the one with the Coke when they jump in the sea, it is a bit old.

i- Anything else? Any other promotions? Have you seen any promotions being done - giving away any money or coupons or anything, or any of the two?

F2- There is a thing with a number underneath the can at the moment for Pepsi. I can't think of anything for Coke. You can get your money back with pepsi I think.

M1- You could win the car of the year with Coke, imagine a car for 35 pence, isn't it great? I don't remember any Pepsi.

F2- You could win a mountain bike as well, with something on the base. Was that Coke?

I- What are your feelings when you see these advertisements? Do you have different feelings with the ones for Coke and the ones for Pepsi? I mean, what do you think?

F1- I think they are the best advertisements you can get on TV. They give you a feeling out of what they are really advertising. They give you a feeling about life, about having a good time, having fun.

I- Is that for both of them or ...?

F1- Both of them, but Coke has still got an edge over Pepsi.

M1- I think that the adverts that you see on the TV are very very nice and they always try to use the known, like Michael Jackson and the Lamborghini; people or things that you associate with something that you care about. *AGAIN PEPSI IS SEEN AS A GOOD RIVAL.*

I- So, do you think that makes a more favourable impression?

F2- I think the one about liking the song, because it went into the charts, it got into your mind, so I think that was a very good advertisement, because you were always thinking about it. But I think the one with the girl was a funny advert as well.

I- The Pepsi one?

F2- Yes.

I- When you see an advertisement, do you get a feeling of wanting to consume a soft drink?

F2- It's funny, last night when you came down our corridor and you were asking us to come with this meeting, we got the feeling that we wanted to have a Coke. But we had to wait until tomorrow .

I'll show you all a video now (Cindy Crawford one).

So what did you think about that advertisement?

F1- It's quite good. The two guys are really funny.

I- What do you think they are trying to say?

M3- They trying to alter the foundations of our society (*IRONIC*)

F1- They are trying to say that the new can of Pepsi is great.

M2- Ithink it makes a big difference. You see it with friends and you like it and you say it is a great advertisement a good looking woman.

F2- You notice the can as well. From seeing the girl you tend to notice the can as well. It attracts your attention to the TV and then they put on the can.

M1- The advertisement is active because it places her in a kind of desert in the country, so you see a small house and you can see the Pepsi.

M5- So you can sse Pepsi everywhere - the Ferrari, Cindy Crawford - a new generation of things.

I- OK, so do you think it actually persuades people?

F2- Yes.

(Agreements).

I- How do you feel about it from your personal viewpoint?

F1- It's clever, but what you have got at first is a ravishing woman, yes? But they don't advertise the woman, or a product for a woman, but advertise a can. But the way they promote it as a way of avoiding the product. They present this woman, so you think of the woman and something linked with her, but then they say we are promoting the can, not what you think.

M1- Yes, you associate the woman with the can.

I- So would you have changed a bit in your mind about Pepsi after seeing

that?

M1- Yes, I think so. *WEAK LOYALTY*

F2- Yeah

F1- No, but I'm not fussy; I would rather say it's a very good try for Pepsi. OK, it could have been just a first step from Pepsi, but I wouldn't change. Good try, but I wouldn't change. *STRONG RELATIONSHIP WITH COKE*

M3- Whatever advertisements for Coke or Pepsi, I always try to find what they are trying to put forward. So, inside I'm saying 'that's bullshit'; I know which one's the best, so let me try and find what the catch is. And I always enjoy adverts for Pepsi and Coke because they are trying, especially in the States, when they can accuse directly. I think in our case, when you are dealing with the taste, the percentage of the people who will be convinced by the advertisement to keep on drinking a particular soft drink is more than 5-10%, because I can understand that the percentage to be convinced to try it would be higher, but not that they would keep on drinking it.

I- So, I mean, what about Coke in itself? Because this argument would go on to say, well if Coke is only going to lose 10% if it doesn't advertise or promote, then you could be looking at a different way. Do you think Coke should advertise? Do you think that Coke adverts are better?

F2- They don't advertise that much anymore really. You don't really see much because there is no current Coke adverts.

M3- Take the basis of this to be that whichever of the two you learn first, that will be the base on which you will compare others. Maybe that's why they want to advertise so much, because OK Coke knows for sure that the people in the whole world are for Coke, so they believe that this is what will be taught to the next generation. But Pepsi tries to fight this them because I think in the States the first sale is now Pepsi.

I- Yes, probably quite close.

M3- So, if it's taken for granted that Pepsi is something to be taken seriously and Coke is the rival one. Then people are saying 'I want Pepsi'. *COKE'S NEEDS TO START TRYING.*

I- What do you think about the new logo or the new Pepsi sign? Did you observe that changing?

M1- No, I didn't observe that.

I- Because they were advertising the new logo; the new look.

F2- Pepsi's written up the can instead of across. Is that the only difference?

I- Yes, the letters are bigger. I have it here. That's the latest one and this is now the new one. Do you think it makes much of a difference?

M2- They are trying to say that it's new. It's like a rival of Pepsi. The new can; the new logo.

M3- You can see the history of Pepsi through this. You can see they were always trying to imitate Coke until today's logo; they have changed it. All the previous ones were trying to imitate Coke. *NEAF COKE IS BEST PEPSI FOLLOWS*

I- So, Coke hasn't really tried to change it's logo?

ALL- No.

I- Do you think that that's a good thing?

M3- I also associate Coke with a long lived political party, that's been there for centuries, but Pepsi with a party that's just created now with new politicians trying to influence people. The first party's obviously trying to influence people using tradition as a weapon and the other side using innovation as a weapon.

I- But would you prefer this tradition to be kept?

M3- Yes, I think I would.

I- Would you have preferred if Coke had moved with the times and changed its logo as well?

F2- You can't say without seeing the logo. I think they have got a good logo at the moment and it would have to be good to get it better. I think that one's actually better; I think the other one's better than the Pepsi one.

I- So, you think it portrays part of the image they are trying to show of Pepsi. The new logo moves through the same ideas.

F2- They keep changing it so I can't say whether I prefer it, cause Coke haven't changed there's, so I don't know.

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Let me show you some more videos (75 miles one).

OK, what are your thoughts about this kind of advert?

M2- It is directly against Coke. You see it and you know the bottle the guy takes out of the fridge is Coke. They are trying to compare it and say it's 'the new generation'.

F1- According to what I said earlier, if I can't find Coke at the place where I am, then I search for Coke somewhere else. I can see myself like that guy.

I- So do you think that stands for Pepsi?

F1- No, I associate it with Coke personally, still a good advertisement.

I- Do you think the same?

M3- Well, I think whether they are drinking Pepsi and doing that if they were drinking Coke, they might say the same thing, possession with Pepsi?

I- So, you would think that would have applied more to Coke?

M3- Yes.definetely.

I- So, do you think it's got something that you think Pepsi are trying to capture from Coke; some of the feelings or the Loyalty or whatever?

M3- I believe that it has nothing to do with trying to steal something from Coke. I believe it has to do with the fact that Pepsi are appealing to the new generation and that the younger generation is demanding, and whatever it demands it demands it absolutely. So they are saying 'I want this and I want it now'. There's no compromise when it comes to the new generation and that's what it wants to show.*AGAIN NOT FOR ME TYPE.*

F2- I think they are trying to set a role model and if you want to be like that, which presumably you are meant to, then you have just got to have Coke, I mean Pepsi, and that's what they are trying to say.

M3- I do remember an advert of Pepsi on the beach.

I- In the old ones?

M3- Yes. This guy, he has the speakers in his car and he opens a can of Pepsi. That kind of advert has nothing to do with what Pepsi stands for and I don't think you can go for a soft drink because you are thirsty; just because you are thirsty. Because you can just go for water or whatever. Another advertisement of, I don't know the name of the soft drink, it was a white one. Anyway, he goes in a bar and he says he needs some kind of crisps and he comes in from the desert and he asks for a pack of crisps and the barman thinks he is nuts. He takes one out of his bag and he pours it into a glass and drinks it and he then says what thirst. What drink's that?

I- So, do you think that that does not apply?

M3- No, I don't think it applies.

I- So, Coke or Pepsi would be something more for an occasion rather than a

satisfaction?

M3- Yes. The advertisements for coca-cola are associated with food. You have some in Greece, and in Italy they show Coke with pizza and spaghetti and lasagne and then in Greece with Moussaka and souvlaki and in Japan they show it with Japanese food, sushi or whatever. Sort of showing it with the local meal.

I- So you think that was good?

M3- Yes.

I- OK, do you think Coke does adverts like this with that sort of story line, or do they not need to do it. Is it not part of the culture of the company?

F2- I can't really think of the recent Coke advert.

M3- They show that they are appealing to the tradition and all that, because this young boy with his father on Christmas Eve and they stop at a gas station because there's something wrong with the car, so they are trying to find out what the trouble was. And Santa Claus stops next to them with his sleigh and the kid goes 'Dad, look, Santa Claus!'. So dad turns and he sees the Santa Klaus figure on the coke bottle, but the kid was actually referring to the real one who by that time had gone. So they were trying to appeal to people. *NOTE THAT THEY STRESS ALL GOOD VALUES, FAMILY, OCCASIONS IDEALISTIC.*

I- So, do you think they don't need to do these kinds of advertisements with Coke?

F1- I would say in a way no, because when Pepsi do those kind of advertisements we receive it as Coke advertisements. It's typical. It's quite funny. So, I also would say no, because Pepsi do it for Coke.

M2- It's subconscious. There's something which tells you I'm going to choose this from this, there is something attractive about it. Because of course, now you may take these adverts as presentation of Coke rather than Pepsi. But, in time, if Pepsi keeps on doing this and Coke does not, then I think that Coke

will lose out. *SIGNS OF CONCERN. NEED TO TRY MORE.*

M3- No matter how many adverts you might see of Pepsi, there's no way they will change the way Pepsi tastes when it's in your mouth. Let me ask you something; have you ever been to Mac Donalds? The reason I ask is because there's no way i go there because they are selling that stupid black thing they put on as Coca-cola; I don't know what they advertise, pretending that this was Coke or whatever, as if any black soft drink was the same as another and this is the reason I don't go there and probably a lot of other people too. .

M2- Yes, actually Pizza Hut is owned by Pepsi and Kentaky is owned by Pepsi.

M3- Of course if you go to Burger King you get your Coke!!

OK, let me show you two last videos (Michael Jackson and Aliens).
So what do you think about those two?

F1- I think those two are more Pepsi than the other two, with motorbike and Ferrari. *THE OTHER TWO THEY LIKED SO THEY PREFER TO ASSOCIATE THEM WITH COKE.*

I- So these two look more like Pepsi?

F1- Yes. It's about the new generation; it's very modern.

F2- It's of future times.

M1- They want to show in the years that are coming there will be just this choice.

M2- They are trying to capture the imagination of the kids and what he likes to see. 15-16 years old can associate this with what they read in the comics.

I- So, do you think it was good?

F2- Yes, I think they are good adverts. I agree that they are more Pepsi

though.

M3- There is the one with Madonna with the young boy in an assembly and they are saying a prayer or whatever. When he hears the song he jumps up because he thinks that when he is listening to that song he is dancing with Madonna. And the teacher is Madonna. Have you seen that?

F1- No, is that Pepsi?

I- So, do you think that's more like Pepsi as well?

M3- Yes.

I- OK, again, you did say that the first two did not look much like Pepsi; they could have easily have been Coke.

M2- The first two give you a good feeling, a clever story, a joke. The other two, with Michael Jackson, it's nothing special. It's just that you see Michael Jackson there and previously you see Cindy Crawford with the Pepsi and you are interested in seeing just Michael Jackson there.

I- So, if in the first two it was advertising Coke, would it have seemed strange? So, in the last two, if it was advertising Coke you would have thought it strange?

M1- Yes, I would expect something more traditional.

F1- The logo isn't quite what's traditional for us.

I- OK, so it would take the two ones with Pepsi and Coke. Do you think they are making any mistakes with the message they give out? Do you think they give any conflicting message? You did say that the logo is more modern. It symbolises modernism. So therefore the last two advertisements were more futuristic so that fits in a certain sense.

M3- I think that Pepsi is dividing people between 10 years old and 16 years old, because they are trying with different people to put a different advertisement.

But Coke is always trying to appeal to the whole of the population and I think that that is why Coke is having a more well known appeal. Especially because Pepsi is trying so absolutely to keep a different class. They are appealing to people who listen to Michael Jackson saying here is your God and he drinks Pepsi, so should you. And right after that they are appealing to cool guys who would usually listen to Eric Clapton or something like that I would suppose.

M1- Really the advertisements of Coke are more also for the family; for someone who buys soft drinks for the family; for the children. So they appeal to them through Christmas and something familiar. Otherwise, I think my mother wouldn't like the advertisements of Pepsi; maybe she doesn't know Pepsi at all.

I- Would you prefer to start seeing more Coke adverts like Pepsi, or would you rather Coke keep to the same advertisements and promotions and logo, etc?

M1- I would prefer the same kind of promotion.

F2- I would be happy for Coke to do the first two types of advertisement.

M3- I think we should stick to the Coke logo and the 'can't beat the real thing'.

M2- I would still go for Coke. I look at ads and say some people may change but not Me. *starting to divide into two types of loyal buyers.*

I- OK.

M2- I would maybe be less aggressive towards Pepsi, but I wouldn't switch to it.

I- I think you have covered most of the stuff. In this last minute I would like you to make any comment that you couldn't make because I stopped you or someone else started speaking or whatever. Anything that we have left out or anything that you think you might have liked to say. So if each one takes a couple of minutes.

F2- I think Coke are being more innovative by putting out the caffeine free ones and the diet Cokes. I think they had Diet Coke before Pepsi and so they are

like their normal cans, whereas Pepsi are changing their can, chopping it around.

M3- I think that as far as Coke is concerned each country should try to promote Coke; not as a global sort of thing. When I was in Greece two years ago when they participated so strongly with Atlantas as the place for the next Olympics, and she made a lot of enemies in Greece because of that. And they also make a lot of enemies when it comes to the American country because many people are not so pro American. They should try to come on locally not global.

OK, thank you very much. If you could fill out these forms now.

Transcript for group B1

I: OK, as I said to you, we will talk, or bring up subjects you can discuss, or if you think of something else, do tell me. When you do start your discussion, then you don't have to wait for your turn to come. So if you think of something, just say it, as long as you're not interrupting someone. At the beginning, if we could have each one to tell us something in relation to soft drinks. For example, how much you drink. If you can just tell me whether you're having trouble finding it at the University or whether you bought it at the supermarket, or whether you buy it in cans. Something simple like that, for a couple of minutes each.

M1: I buy Pepsi . I usually buy a can with every meal and I usually have a bottle around the house. Can't get it at the coffee bar, obviously, and I hate it when it's warm.

M2: I'm another Pepsi drinker, surprise, surprise. I take them in cans, usually in the Union, lunchtime. I find that's when usually; like when I'm at home, St Mary's, I don't really drink at all there. It's only at the University, only cola lunchtime, or after doing some sport, that's when I have it, at home not much really.

I: Do you have something else at home?

M2: Well, usually I just have water. I don't know, it's just one of these crazy ideas I have.

F1: I'm about the same really. I only drink at the Union, out of cans. At home it's just tea or coffee mostly.

F2: I have cans at the Union, at the complex, and stuff. I buy it in cans at the supermarket. It goes flat in bottles, especially as I don't drink that much.

I: What do you think is the difference between Pepsi and something like Coke? Do you find there are differences?

M1: Yes, I think Pepsi tastes a lot better than that; it's a lot sweeter; goes well with the food.

M2: There's a lot more gas in Coke; it fills you up, strangely enough. I can't have Coke with a meal because I really get full. Pepsi is the opposite, which is probably why I switched; because I like Coke, but I realise I can't have it with my meals, so I thought I would try Pepsi. It seems to go well, and since then, seems to have good meals.

F1: I don't think there's that much difference. I think Pepsi is sweeter, yes, which is why I like it more, but I can't see that much difference really.

F2: I think Coke is sweet; all the other kinds of Coke like (C block A 1's) they are really sweet.

I: So, are there any other differences you find. You have got 2 points; someone said sweetness, although we have Timmy Romez here and he says gas, and the other thing.

M1: No, not really. Coke is usually more available I find. Yes, everywhere; it's a shame I like Pepsi.

M2: It's only recent that you can buy cans in machines, like Pepsi. Availability seems to be a problem, that's probably why I now wish to drink Pepsi.

I: I want to come to something. Did you used to drink Coke before?

M2: Yes, then I switched to PEPSI. Not that anyone seems to have noticed. Most people, or some people I know, they say "they both give you gas". They both really fill you up; you can't have Pepsi, but it doesn't seem to work with me, and of course the usual thing, it tastes good. That's the main thing.

F1: I don't really drink it with a meal, mostly like in the summer to cool down, very refreshing.

M2: Thirst, that's true, quenched thirst.

I: OK, any other things you can think of? Have you ever, were you ever, interested in something else, and then did you drink something else, and then you

switched because you preferred that better?

M1: No.

F1: No.

M2: It's not probably a question of what it goes with, like some people have it with shots and things like that. You can't have something like liquor and Fanta; desperation time. That's probably one other reason (I'm not saying I'm a drunk or anything) but I always have it with a gin before going out or something, but occasional time.

I: Do you find that when you ask sometimes at bars, they don't really discriminate, do they?

M1: No they don't.

I: So you say, can I have a Pepsi. If they give you Coke, they give you Coke. If they have Pepsi they give you Pepsi. If they have their own stuff, they give you their own stuff.

M2: Yes, true.

M1: You find it when not thinking about it, and you want a Coke drink. Whether Coke, Pepsi, or any other Cola, I think most often you ask for a Coke, whether you're likely to get Pepsi or not.

M2: Yes. Coke was here before and it's easier to say Coke.

F1: Yeah it is easier to say.

I: Well I mean, it could be that Pepsi's deal is trying to capture that main marketing Coke. Coke is only a short name isn't it? For commercial reasons, but it's so well known that intends too, so ... Let me put you into a situation when you feel thirsty or something, yes? What do you think of then. You feel thirsty and you think what?

M2: Water.

I: Oh good, water. So how do you feel when you want to drink Pepsi. You feel thirsty for a soft drink?

M2: Yes.

M1: Yes, like I say a Pepsi please. I just say it in my mind, it just crops up.

I: Is it the same sort of pattern for all of you? Do you tend to think that the soft drink as a product, rather than one of the alternatives. You don't think, "Oh, I'm thirsty. I need a Pepsi"?

F1: No, I think of it as one of many. When I go to a machine, I don't necessarily just go for Pepsi. I might go to another.

I: What would govern this choice do you think for you?

F1: I don't know. I mean, I don't know. Different days, depends on the mood,

F2: Depends what's available.

M1: I usually think I need to feel cooler, rather than Pepsi or Coke. But like I said, when Pepsi's available, I prefer Pepsi. There are times when I think soft drink; I sometimes go for Fanta and it's inviting.

I: So, you mean in the sense that you think I want a black cola?

M1: Aha.

I: Therefore, the two things would be Coke or Pepsi, or even an orange, and therefore the options would be Tango or Fanta, or whatever.

M1: Yes, most of the time. Usually it's, for me personally, between Fanta and black Cola.

I: Is it more like taste, or feelings of the day?

M1: Yes.

F1: Yes.

F2: I suppose it turns out to be more Pepsi.

M2: Yes, more than something else.

I: How about if it's not when you're thirsty. Obviously you need to be at a certain point to consuming. Let's say you are taking your tray from the Union at lunchtime. You might not have thought before, "Oh, yes, I'm thirsty; I need a cola, or therefore there is Coke and Pepsi, and I'll take Pepsi". So you have taken your food and as you pass through, you see the cans there and it happens that you buy there. Why do you start feeling thirsty at that point, rather than having done before entering the refectory?

M1: I think whenever I have food, it becomes automatic.

F1: Yes.

M2: It's just like on that particular day, there's a favourite meal on display you just go for it. You don't think I prefer that to the other one. I don't really think; I just know when you have a fork and knife and you have a drink of Pepsi, you just go for it.

M1: It's just part of the routine.

I: How about when you have, is there anything that is something that is iced; a nice cool place that would intrigue you to get one, in case that you wouldn't consume it.

M1; Yes.

I: You don't really want a soft drink with your food. Then you see it there on display, a really nice chilled one.

M2: Yes.

M1: Work up an appetite.

M2: Curiosity. If, as you say, "it's on display", and it's just come up, out of curiosity I want to have it. That's what you're saying, isn't it? I think curiosity plays a relevant part.

I: Curiosity? In what sense? Because you have tried that before?

M2: If I had it before, I wouldn't go on the curiosity factor, but if it just came out. I'm sure when Pepsi came out for the first time, everyone was curious what it was like and everyone went for it.

M1: I went and bought Tab and hated it.

F1: It's like they change the can; oh, that's different, but you still buy it.

M2: If they had a new can, new Pepsi, extra this and that, go for it. Probably the same thing, but it's the can on display. More caffeine.

I: Have you tried new Tab?

M2: No.

F1: No.

I: Would you have tried it do you think when it comes out, or would you still rather go for the ones you have already had?

F2: I haven't tried or seen it actually.

F1: Probably try it.

M1: Yes.

F2: Try someone else's; have a sip and give it back.

I: Do you think if Pepsi had changed you would have switched to something else (apart from the taste, of course) if the taste changed, then obviously you would go to something else. Suppose Pepsi was 5p more expensive than Coke from tomorrow. Would (drift off)?

M1: I'd probably switch.

F1: Yes.

M2: These days, being end of term especially.

I: Well, at the beginning of term?

M2: That's difficult.

F1: We would probably still buy Pepsi.

M2: Yes, the price goes up for everything these days. The price of a newspaper goes up by 10p. You still get it, because there's nothing you can do. Eventually you get used to the fact that it's a bit more, but if it's still more expensive than the others, and the others are at standard price, I suppose I would still go for it, as you're getting value for money. Depends how desperate your financial security is really.

I: It probably does make a difference in the long term, but in the very short term, when you buy it doesn't make that much of a difference. What about if they made the can black or something?

F1: Wouldn't make no difference.

M1: No

I: What about if Pepsi was not cold enough? Do you think that would affect you buying it?

M2: Yes.

F1: It's much better cold.

I: So you would rather have a cold something else?

M1: If they have a Coke say, it depends on your meals.

M2: For example, in the summer you tend to obviously have more things like Pepsi. But in the winter, I'm not saying that in the winter not to have one, or have a warm Pepsi, but if it wasn't cold it wouldn't really ... I'd change drinks. During the winter I wouldn't be drinking more Pepsi than things like tea. I tend to be more on the move in the summer; it does change things.

I: OK, let's switch to something slightly different. If we talk about Pepsi, the brand, do you think it represents any sense of values or cultures or images, or country or places, or anything you can associate with anything, at least the people can associate it?

M1: Yes, you do associate with the States but more with Coke.

M2: And Coke also is a bit more worldwide. In the adverts you see them drinking them in many different countries. Whereas Pepsi, for me, is single hearted of America, and of course for me, some singers do promotions like MC Hammer and Michael Jackson did a Pepsi advert. Those are American singers; Pepsi means America to me.

F1: You associate it with younger people as well

M1: Yes.

I: So how, if you compare that with Coke for example, would you say that you associate with something different from the other. As I'm coming onto this, as you did say America, then you said Coke, we'll associate it with the States.

M1: I think Coke is more associated with the States. Just a feeling.

I: OK, so how would Pepsi ...; what differences as in terms of, if you take a number of people in the street, would you have thought that they (would they associate Pepsi or Coke with the differences?).

M1: They would be BIG companies.

I: OK. But, I mean, both are big companies, but is there anything else so in the mind of younger people, or professionals, or students, or whatever, they would associate differently than the names?

M2: Yes, I also associate Coke with sporting issues as well. I have seen some adverts, where some athletes have just been running, seen downing a Coke, and they do sponsor songs, sports and things. I think it would very probably depend on the particular person. Maybe if he's into music, maybe Michael Jackson, "my hero", he drinks Pepsi, rather than the sports thing. They probably think that the sporting side of Pepsi is Coke.

F1: I don't think people think about that much. It's the type of thing when you're at school, it's trendy to drink Coke and things out of a can; just carrying on a tradition doing it.

I: Is it Coke out of a can, or Pepsi, you refer to? Did you really mean Coke or cola?

F1: Cola, yes. I don't think there's a great deal between Pepsi and Coke. It's just the thing about cans.

M1: I think it's related to things at home. I don't see myself or anybody else drinking a can of Coke because it's really cool.

F1: The image we get on telly is of young Americans going to school with their cans. I think it's got a trendy image.

M1: I think people nowadays are not thinking about it much.

F1: You don't drink it because it's trendy. It's got a trendy image is what I'm saying; you don't get older people drinking it so much.

I: Put yourself in to younger people's shoes, our age, they would be in a sense affected by everything that happens around them and the way they would see a lot of things. On one side, you're saying it probably would be perfected, but you may think it's trendy. On the other hand, there would be people who will say another tastes better.

M2: You're going for the taste, not for the image, when you drink Pepsi. I think, for instance, if there was another can that stood out in a really horrible way, maybe a dodgy name, and people say "Oh, he drinks that", then maybe people can say that people do take drinks with being trendy, or not standing out negatively. I don't think that really happens at all.

I: I want to see your opinion on how different messages that are given affects people. You have experience of dealing with people I presume? You see people back home and people in school. From their point of view; what if I had two students entering a room. You can imagine that is very stupid, but one was Mr Pepsi and the other Mr Coke. Would you think that, in the eyes of people, they would look differently?

M1: No.

M2: No

I: Would they behave differently? Again, that is coming from messages that have been given, rather than from your own objective though. We are talking about things that they tell you, although you may not be in a sense eliminated. Would you not try to give them a different meaning?

M1: I don't think so.

M2: I don't think so

F1: I think they try the same sort of image really.

I: So you find it roughly the same?

F2: Yes, you might associate with more a person with just a Coke, because Coke is more widely available.

I: So what do you mean; I'm sorry, you might associate ...?

F2: Well, I think Coke has got an all widespread than Pepsi has.

I: What do you mean by that?

M1: You think cola, you think Coke first. If you had a Pepsi and a Coke in front of you, just a Coke would be more recognisable at first. To the average man maybe.

I: OK.

M2: You have got coca cola people wearing Coke caps and things like that.

I: So, do we see any distinctiveness with Mr Pepsi in a sense? Problems that could be more recognisable because of small widespread, does it?

M2: I think that could probably be because it's more widespread than Pepsi. I don't know when Pepsi was introduced to the UK, but obviously after Coke. I think that's definitely the fact that it's not as widespread as Coke.

F1: Pepsi may be a bit more modern.

I: Tell me about the characteristics of it, of what is different that makes people either drink one or the other. Although some people drink both, you do have some people who will only drink one or the other. So there must be something that makes them prefer one to the other.

M1: Other than the taste?

I: The taste, yes.

M1: Image wise? I think Coke is more traditional, classic. But still the taste would matter.

I: Yes, but the taste could be a factor once you are on a certain level where you can really tell the difference isn't it? You can tell if it's taste, but if you get a 10 year old and an 18 year old, and they only drink Pepsi, then would it be fair to say that sweet we've tried both of them and they have been ascertaining the taste?

M2: I doubt it. It depends on how much you appreciate a good drink. I don't think there are that many people who can tell the difference.

I: There is a difference in taste, I take that, but it may take you to think more about it. If you could say "well, that's sweeter", or "I prefer that than that", simply because all these people have been drinking it for a long time, and if we tried both of them, would it give a different taste?

M1: No.

I: If you had the brand there ? a cute picture of an impression of two cans of soft drinks. The one who speaks, say Pepsi can, the other one, say Coke can. The fact that there is a difference is simply because the artist tried to be creative in the way of how they look, and the consumer is going to purchase one. That sounds a bit imaginative. Also, the can can talk back. Thinking about it, would you have thought the cans would have said different things. Let's take the first can. Let's say that this one says he's a heavy drinker and drinks Pepsi, and only Pepsi, and there he goes to buy and he recognises the Pepsi can. What would he say, or is it up to him? Do you want to compare that with what he would say to someone, or he doesn't really mind, and he drinks both Coke and Pepsi or something.

M2: He would probably encourage the regular drinker by saying yes, you're doing the right thing. Whereas, the indecisive one would probably say, "you don't know what you're missing if you don't try".

M1: I can't help but associate with the commercial slogans. Pepsi can saying "I'm the choice of the new generation", Coke can saying "can't beat the thing". That's all that comes into my mind, just seeing the two cans talking.

I: OK. Do you agree with him?

F1: Yes, but "I just taste better."

M2: I suppose, just be plain and get to the point, real trendy words to say "I'm better than him, go away".

F2: If he was a Pepsi drinker, ... he is used too and wouldn't try for something different, just in case he doesn't like it, so he's going to go for what he's used to.

I: Yes, what would he tell him that you can differentiate; what would be recognisable to him?

F2: Stick to the usual I think.

I: How about if this guy who doesn't really go for a soft drink, doesn't really try much for Pepsi, what would you say that is different?

M2: "Doesn't hurt to try."

M1: "Give it a go."

M2: I think it would be similar to a regular drinker who tries to encourage, or maybe not, because a regular drinker doesn't need, but with a new person, he would put a lot more effort to try to think of something that really stands out, as he's new, and the regular one, even if I say something not too good, he's still going to be really addicted.

I: Would you have thought that these things would have changed Coke, what if it was Pepsi, if it was the other way round, if you had a Coke can take the last case.

M2: I don't think the Coke can would try as hard.

F1: Be more passive.

M1: Yes, it would be more relaxed, because the Coke can has been there far

longer. More assured.

M2: More assured, yes, more worldwide.

I: OK, what I will do, I will leave you with that now, and at the end of the session, you can feel doubt in your own words, OK? So you don't have to think hard. Do you think that it would have been a different thing, if the person was of a different age?

M2; Do you mean asking the message would be different?

I: Yes, let's say if it was a 10 year old person or a 28 year old, do you think the message would be different?

M1: Yes, cans say different things definitely. For the young person it would say, "be really cool, have a can".

I: That's the Pepsi? or Coke?

M2: Whichever. To the older person I think the can would try to talk to them, reasoning on how it's a good digestive.

I: Funnily enough, when Pepsi first came, a big campaign was has regarding it helping indigestion. I think it does. It came out to me in comparison with Coke, which used to be thirst and everything.

M1: You associate, I think, a list of drinks with digestive, especially like 7UP or Stripe.

I: If it was true that Pepsi did come up with some idea with actually helping? So what do you think about the different ages?

F1: About the same really.

M2: I think that with a child, they have their heroes when they are watching cartoons. So I think a can would also associate ... when the Teenage Mutant Turtles came out, children would really follow that, so if Michaelangelo drinks

Pepsi, "so can you". I think they would fall into that trap.

F2: Yes, because before they would drink out of those pop things. So now a can to them, Pepsi or Coke, would seem more grown up.

F1: Yes, because it's trendy, younger, it's what their friends are drinking. As you get older, you get the taste.

M2: Yes, it is a part of growing up, isn't it? Getting to have a taste of your own.

M1: You find also that parents don't like the kids drinking Pepsi or Coke because of the caffeine, and all that stuff. It's mainly for the kid, "Oh, yeah, a can of Pepsi is a big thing" (I'm old enough to look after my own).

I: So would you have thought that Pepsi or Coke would behave differently, or say different things, to different ages? So if you said to so-and-so, if he was an ??? person, he would try and say "who will follow me". Michael Jackson drinks me. Obviously with Michael Jackson it's Pepsi as that is what is shown, so do you think that Coke adverts should be different in that respect?

M2: I think they should be the same.

F2: They try to achieve the same thing.

I: But do they have a different attitude towards it?

F2: No, I don't think so, only the different people they get on the adverts.

M1: There again Coke could be more relaxed?

M2: You mean for confidence?

F1: Yes. It wouldn't have to push as hard.

I: The other thing is, how would a communication, the advertisement, do you remember any advertisement for Pepsi?

F1: Yes.

I: You mention the ones with the MC Hammer and Michael Jackson concerts.

M2: Yes.

F1: The Pepsi Challenge.

M1: I remember one with a big Pepsi can that walks around, and it goes to a vending machine which has Coke written all over it. It goes all over the road and they start to kick it about. I think, I saw it in a movie premier.

M2: I saw the one where the large truck hangs over the cliff about to fall. They ask the driver what cola is in the truck. He doesn't say Pepsi cola, he just says cola. Then the other chap says "is it Pepsi cola?". He shakes his head and you see the truck fall down. Then you see a lady drinking Pepsi. It's something like "Nothing like Pepsi".

I: You mention the Pepsi Challenge. What do you think that was trying to show in the promotion about the part?

F1: It tastes better than Coke or other colas.

I: Do you think it came across well?

F2: It was to stop people in the street to see if they could tell the difference. The street was packed.

I: What did they prefer?

F2: Well obviously people that they showed preferred Pepsi.

M1: "I don't like Pepsi"; cut that one.

F1: They are just trying to show that there is no other cola; that Pepsi is the only one.

F2: They are trying to change the people who drink Coke to drinking something new.

I: How many people you know have been in the Pepsi Challenge?

M2: Nobody.

I: I think what has happened here, that they were talking to people in supermarkets, trying to say "try this", to see if more people would prefer Pepsi. Mind you, it was a blind test wasn't it? So that you wouldn't know which one was Pepsi. Do you think it reinenforces in anything?

F2:No.

M1: No

F1: Mind you, they did have people on the street as well, so you saw it.

I: Did you take part?

F1: No I didn't, because if you saw Pepsi everywhere, even if you didn't know what the outcome was, you just remember it, so in that way it worked, as Pepsi was always on the telly and on the streets.

(Showing a video).

I: What do you think about that? Do you remember that?

M1: I think it's pretty good.

F1: Also, it appeals to blokes more doesn't it?

M1: The idea is pretty good.

F2: It's stupid.

I: Why do you think it is silly?

F2: It's going on about cans are beautiful, so I'm going to drink Pepsi now just because the can's different. Yet the taste is exactly the same.

M1: No, I think the guys look at the can of Pepsi more than they did at the Lamborghini or at Cindy Crawford.

M2: It reinforces the idea of people, or kids, drinking, taking Pepsi. They remember who's been taking it before, or as I said before, you drink Pepsi because Michaelangelo takes it. So, I think those kids see a really nice woman and they see how beautiful that is. When they next go to the shop, they see the can and probably picture the lady.

I: Do you remember the logo of the letters changing? Do you remember how it used to be before they changed it?

F1: I can remember it used to be different.

M1: I remember not the logo before this, but the one before that, the really old one, with the really horrible colour blue, very light blue.

I: Do you think anything has changed? Did they change it for any reason?

M1: The can does look better. I can't remember what the last can looked like, but I remember my impression when the new ones came out.

M2: Yeah.

F1: It used to get people's attention; more modern.

F2: More modern, streamline, yeah.

I: Do you mean in the letters? Do you think that's a plus.

F2: It goes with something.

I: Like Coke hasn't really changed, just a bit maybe.

F2: I suppose they rely on people buying it out of habit, whereas Pepsi is relatively new.

M1: They got the other name that's associated with Coke; it's called Classic Coke, so they keep it maybe the same way to keep the Classic.

M2: Staying original, staying to their own brand, probably be a plus point for that, but Pepsi have changed it just once. And if they were to change it again, and Coke still stayed the same, it maybe an advantage. I think it's best if it's left. I don't know.

F2: It's a disadvantage to change it too much. If you go in a shop and you don't recognise it as a can of Pepsi.

I: Sure, sure. I think that those are more to direct attention to the new.

M1: Yes, but that promotes the drink that is changing all the time, basically staying up-to-date, so it's taste might not change, but to modernise it.

M2: Yeah.

VIDEO

I: What do you think about that?

M1: Crap.

M2: It was trying to show you how it captures you. Pepsi, once you have tried it, you can't get out of it, you always want it, you would go through anything to get it, at 75m, I'll still go for it, which maybe true but not to that extent.

F2: Once you try it you will never be satisfied with anything else.

M2: Rather than say you have an alternative, it's Pepsi or nothing. As much as people go for Pepsi, I don't think they can get that addictive really.

I: So, probably, it's a much lesser sense

M2: There again, it is an advert. It has a certain humour.

I: Yes, what do you think about it?

F1: It's meant to be funny. I don't seriously think someone would go 5 miles to get a can of Pepsi.

I: So what if he went to a shop that didn't sell Pepsi; would he be happy about walking a further 10 steps to another shop to get a Pepsi?

M2: Yes, I can see someone doing that.

I: Do you think that the advert is good?

M1: I don't think that.

F1: No woman there is there? (Laughing)

M1: Seriously, I have worked in advertising, and I don't think that's a very good advert. I don't think it effective.

I: From your point of view, you're a Customer

M1: I think the other advert, makes you giggle at the end, which makes it more memorable to you, whereas this one ok you get the point but....

I: Have you seen that before?

M1:No. I just saw it now.

F1: I think like the jeans adverts; it's the same; a certain kind of advert as being out, isn't it lately?

F2: It's just the way the adverts are going at the moment, so perhaps that's why Pepsi used the same idea.

M2: I don't think it's a very good advert really. As I said before this brings out the addiction factor; only one Pepsi, in a situation where you may have to have an alternative. It rules out that factor and it makes me just go one half Pepsi, but it depends really.

F1: I think the first advert was trying to say it's got the same taste, even though it's a different can. It wasn't just a normal advert, it was trying to say the can has changed, but that one was a normal advert.

I: Seeing that, and you drink Pepsi?

F1: Yes.

I: Obviously it is all for Pepsi. Do you think, "yes, it makes you feel a bit better", or does it not affect you?

F1: No, it doesn't affect me.

I: People who drink Pepsi?

F1: Yes, it could be to bring your attention to it.

F2: If there were more adverts on telly for Pepsi than there was Coke, probably sales of Pepsi might go up that week, just because someone might go into a shop and say "Oh, yes, Pepsi" and remember the advert, or even they may not remember what the advert was about. They just remember hearing it.

I: Do you think they would use something like a storyline like a Prince. Obviously, as you said, the name's a problem, as people remember first Pepsi, then Coke. Then we go to ... (drift off). We have to decide which would be better in remembering a name, which would make more of an impact or (drift off).

M2: First one. Actually it's like all the other adverts really. If I see an advert for beer, they have so many different ones, you tend to remember the name, because they will always say it; they always say something like "Pepsi" after the

advert, so you hear that name. They won't just show the advert. Having said that, I'm not too sure they actually mention (you know when he was driving off to ??? Pepsi, some trendy, they always mention the name or the particular thing at the end, just like brute force after the funny bit.

F1: I remember the Coke adverts when they sang that song.

M2: With all the children.

F1: Yes, you probably remember that because Coke is one of the words they used; it's probably more memorable. They all sit there drinking Coke.

I: Have you seen any Coke adverts recently?

M1: Yes, they go through stages.

I: Do you remember promotional things for Pepsi. I mean Pepsi Challenge, as with us, it was a couple of years ago. Do you know of any new ones, that they give something away?

M2: Oh, I see. Yes,

M1: yes, Diet Pepsi, on the top of the can, you get something, is it Pepsi, or Coke? I'm sure it's Pepsi.

F1: Yes

F2: Yes I have seen the advert. It is Pepsi, yes, because there's something about a woman in a car, and she throws the can away.

M1: Yes.

M2: It is Pepsi.

I: Here comes the same video but in a shorter version , enjoy it.

VIDEO

I: What do you think? I presume that guy, when he comes back in, he takes something else of more interest.

M2: I saw that, yes. It looks suspiciously like Coke actually.

M1: Coke should sue Pepsi.

F1: But they didn't keep it on there long, because you can just see the guy with the Coke bottle; you just see the bottle, but it did look familiar.

M1: Yeah you don't see the trademark.

I: So do you think he was trying to say (drifts off).

M2: I think so, because you look at it and you think Coke really, coca-cola.

TWO MORE VIDEOS.

I: What do you think of those two?

F2: Prefer the other two.

M2: The last one, there were so many scenes, so many flashy things, there was not one true story. The first one was plain and simple, about an alien who gives them the can then goes away. The Michael Jackson video had so many things in it. I was more into seeing loads of animals and that, than just a quick flash of a woman drinking Pepsi. Sometimes I think Michael Jackson's advert was more for his new album rather than for Pepsi. (Laughing)

M1: I think the first advert was more preferable.

I: Has anyone seen these adverts?

F1: No,

F2: no.

M2: Maybe after the second advert, but no unless you have seen a Coke advert, see someone drinking it chilled, or at bar-be-ques, you just go and grab a drink.

I: Coke drink, or Pepsi?

M1: I would personally go for my Pepsi, but it reminded me of Pepsi. But I think the second advert had more of that effect, rather than the first advert, although I think the first advert was a bit drab really.

I: A bit mastermind?

M1: Yes.

M2: I don't think any Pepsi adverts where you see the actual person eating and having it with a meal. I remember the Coke one, you see the person - if we say spaghetti, spaghetti bolognese, cheese, this, this and Coke. It goes with all the nationalities. Whereas, the Pepsi ones don't seem to associate it with meals much. Coke has the upper hand in that aspect.

F1: I think with all the Pepsi ones you look at what's happening, you could even place it for Pepsi. As we couldn't remember what the Pepsi advert was back years ago, they just have Pepsi written down in the corner of the screen. I don't think they are effective at all.

F2: I think the second one mentioned Pepsi a lot. It had Pepsi written all over the place.

F1: Yes, yes.

M1: That's why I thought "yes, OK, I'll go to the refectory and grab a pepsi".

I: Was it this advert you remember with Michael Jackson?

M2: No, not as far as remembering. I just remember it being clearer, more direct, more basic. This other one seemed to have so many different scenes, so many bits of clips from his album.

F1: But I think the second one was more like Pepsi. I think the first one was as well.

F2: The first one had the Pepsi machine in it as well.

M2: Yes, in the first one, they advertised the Pepsi towards the end of the advert, full beginnings, just the alien thing, but in the second one they had Pepsi from the beginning and throughout the advert.

M1: I think the way to put it was the first one was a punchline and the second one more commercial.

I: Do you all live in houses?

F1: Yes,

F2: YES

M2: yes.

I: Do you share things in the house, or do you buy all separate things with your partners?

F1: Yes, we share sometimes.

F2: Yeah

I: Do you share soft drinks?

F2: We don't share soft drinks.

M2: No, no, we don't really have soft drinks in the house. No-one really does. You tend to have something to dilute like orange squash, as they seem to last longer.

M1: Personally, we don't share, but if we had some soft drink we would share.

I: What I mean is, if you're out and they say, "shall we buy a Coke", would

you say, "no, I prefer Pepsi"? Do you ever run into a situation like this.

F1: No.

F2: No. If it was there and someone wanted a drink, then if pepsi or not there wouldn't be a problem.

I: So you have never had a problem buying one for the house?

M1: Except when I was at home. My brother liked Coke and I always liked Pepsi.

I: So did you ever buy two?

M1: Sometimes, yes. Or whoever went first to the supermarket would buy it.

I: We have seen the adverts and they are probably trying to do X,Y,Z, as you have all said. In the adverts, do they seem to be conflicting. Do they one minute seem to be going one way, and the next another?

M1: In one of them they had Michael Jackson doing it, a big star, and in the other one an alien. Although he was different, he still preferred Pepsi.

M2: They should do another Pepsi advert, with meals, although I have not seen one, as whenever I go to lunch I like a soft drink because some of the adverts for Pepsi are more to quench your thirst. Like when you see the lady downing a Pepsi, she must have been thirsty, and the alien one does as well. Whereas they should bring out the image that you can drink it just casually slowly with a meal. Then there's the one with a motorbike. They make it a hot environment. They have brought out that there is a thirst factor, but not the fact you could just have it with a meal, or like meeting someone, you could just have a Coke.

M1: Even the thirst factor, I think they could portray it better.

I: Do you mean just drinking it in a more casual way?

M1: Like the guy who is sweating in the desert and he looks at the poster with

the Coke on it, and he looks at it, grabs it out of the poster and drinks it and he doesn't care about missing his bus.

M2: The other thing I seem to remember about the Coke adverts is that they have the bottles. You can see the Coke and you can see the water condensed. I mean the bottle is all wet and the bottle is all cold. It brings out the feeling the bottle is cold, but with a can, you don't really get that feeling. And with the bottle they throw their heads back and you can see the Coke going down and down, that shows more the feeling. When they use the can, when the lady was drinking it, she held it up high, but it didn't create the same feeling, whereas you have visual proof with Coke in the bottl. You can see they are drinking it.

F1: I don't know really. They seem very consistent with their adverts.

F2: Yes, perhaps they should change and be more like Coke, then they would be more popular. Coke adverts certainly appeal to more people, whereas Pepsi adverts are more rubbish.

F1: Yes, Pepsi needs to try harder, because Coke has got a bigger market. Because Coke has been around longer. When you were younger, you started to drink Coke, and unless you were unhappy with Coke, you probably wouldn't try Pepsi.

M2: And people may also think they are trying to copy Coke because the drink looks the same. I just feel if Pepsi wasn't dark brown, it might be OK. It might help. It's just that it's brown and people say there is only one coca-cola and nothing else tastes the same.

F1: I guess with other drinks, you don't compare this rebena with other but maybe it is because Coke has been around longer.

M1: There aren't many competitive brands really, just Pepsi and Coke.

I: Although there are a lot of brands on the market, you wouldn't really rate Sainsburys or Tesco's own make. The last bit I would like to say, is there any final comments, or has there been anything un-said, or final summary?

M2: I think if it was the other way around and Pepsi came before Coke, then Coke would be in the same situation by trying to prove themselves, and I think this is a definite factor.

M1: Someone said Pepsi should be more like Coke in their advertising, but I don't think this would be good for them.

F1: Basically, if Pepsi's adverts became more like Coke's, then people will say they are copying,

M1: so they should stick with this, or come up with something better than they have already got.

M2: Maybe they could bring out a part where it is associated with meals, as that's one of the reasons people use it, just to have with a meal. That will bring out the appeal of the drink so that it's not just associated with the thirst. They could do this in a different way, maybe compromise?

M1: Or sort of like coke, get people thirsty.

I: Any other comments?

M2: yes, what they should do is make Coke do the running. Also, they don't have many adverts with older people drinking Pepsi, with just a young lady and two little boys, and the advert with Michael Jackson. But if they could include the older generation, but this is the new generation thing.

F2: but they could have more sophisticated adverts that would appeal to older people. As you look at that it seemed to be on the gameboy side, like little monsters running after little kids. There is a very small range of people that appeals to.

I: What about people our age? Hope you don't mind you referring to you people "our age". Do you think they are more suitable for people our age?

M1: No, no I don't think so.

M2: They are not childish, but the one with the motorbike in is funny, and the one with the lady and small boys is funny.

M1: If you get two kids that like the drink, maybe you can get them to nag their parents.

M2: Well maybe you are then embarrassed to drink it, if kids do...

I: OK, any other comments before you leave?

No thank you.

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Transcript for group b2

I: It is important for me for you to tell me what you think. You don't have to take it in turns to speak; you don't have to wait for one person to finish speaking before you do. Just at the beginning. If at the beginning we could have each person tell us about the consumption of soft drinks, i.e. where do you drink it?, do you buy it in bottles or cans?, do you drink it with food or not with food?, what soft drinks do you prefer? Each person for just a few minutes or so. I can have an introduction of names, etc.

m1: I am Greg and I don't drink Pepsi that often, but when I do I usually drink it before or after doing some sport. Normally, I'll drink it a few hours before and possible straight after, probably for the energy beforehand, just because it's thirst quenching. I have it in cans and I buy it once or twice a week. What else is there?

I: Do you buy it in bottles at all?

M1: No, I don't buy it in bottles, because I don't drink it quickly. It would just go flat.

M2: Right, I'm Matthew. I drink few soft drinks, probably only two or three cans a week. I am fairly inconsistent with what I drink, but Pepsi is about the most popular, but I'll drink almost anything.

I: Hello, are you Catherine.

F2: Yes, sorry I'm late.

I: No problem. Sit over here. OK, I'll take your details later. What is said here I am recording, but that's simply for me to keep as a record, so it's nothing personal. We have drinks; I'll make you a drink. We have food here and this is just going to be a discussion. So whatever you say, it is important for me, even if you agree or disagree with someone, I would like to hear it. There is no right or wrong. You're going to be right, because it's your opinion. Well, what else can

I say? That's probably about it. I want to hear as many comments as possible.

(Then Matthew repeated his comments).

M3: Right, I'm John. I usually drink a can a day; usually at lunch, and it's mainly Pepsi. I've tried other varieties and it depends on the mood I'm in and how I feel. I never buy bottles; I only ever buy it with a meal.

I: OK.

F1: Hi, I am Elena. I don't usually drink soft drinks, but when I do it's Pepsi and I drink it mostly in the summer time. In the winter, I drink it sometimes in the afternoon with a sandwich; never in the evenings and never in the mornings. I never buy bottles because I don't consume that often.

I: OK.

F2: Hello, I'm Catherine. I drink Pepsi. I never buy a bottle. I never drink it with meals; I drink it in between meals. I buy a can sometimes.

I: I wanted to ask you, as you all seem to have a preference for Pepsi, could you think of any good or bad points you can think of about Pepsi and say any other makes on the market that make you prefer Pepsi more?

M1: Well, myself, I like Coke with lemon, as you say ice and lemon! Great! Pepsi tastes like it has lemon in it, whereas the others don't. There is just a slight distinction.

M2: I think it's probably less bitter than some of the other colas, particularly Coke. They seem to have more of a bitter taste, especially Coke. It seems to have more of a bitter taste; Pepsi is probably sweeter.

M3: Yeah. It seems to be less fizzy than coca cola; it doesn't froth in your mouth, especially the diet brands as well. Diet Coke seems harsh; it's not the same, kind of light.

F1: I find it lighter.

f2: It's not got such a bad after-taste as some of the diet ones.

I: What would you say about say Safeway's or Sainsbury's cola?

M1: They're just disgusting;

M2: they just taste of sugar.

F1: I have never tried it.

I: So you think there is a big distinction in taste.

M1: Yeah. Pepsi and coca cola are the two outstanding brands.

M2: YEAH

I: When did you first start having soft drinks? Ha, probably a long time ago.

M2: I think a lot of families try to keep you away from soft drinks up to a certain age. I think it's mainly at birthday parties and things like that that you start drinking it; it's just carried on from there really.

F1: And when you start going out. At home in the house we never buy it, because my parents try not to buy this. We drink usually orange juice or lemon, those kinds of drinks. Here you get to buy them more because you're on your own.

F2: I was going to say, it's also not alcohol; it's for people like my brother who doesn't drink.

I: You mentioned parties and families. Obviously there you don't have a choice, do you? Though you may with the family, because you can ask for a particular brand. Obviously, when you go to parties and things like that it was whatever the host used to buy. How do you think you started to get the preference for this

particular one?

M3: I think it's just, having tried several, you just start to know what you like to have at certain times. If I go to a bar, I just ask for a Coke. I don't mind if it's Pepsi or Cola. I won't say 'Can I have a Pepsi?' or something.

I: Do you think that comes too strong?

M3: I think it sounds very American to say that.

I: It is much easier to ask for a Coke. I mean, they would serve you whatever they have anyway. They rarely give you what you ask for.

M3: Usually they only have one or the other anyway, don't they? Or their own stuff.

F1: Notice, sometimes they use the name Coke, without wanting coca cola. It's just that's the brand name, because coca cola is so famous. You may prefer Pepsi, but it's easier to ask for Coke.

M1; Yeah, it's easier to use.

m2: Or You are in a pub and you ask for Coke but really want Pepsi, you just accept it.

M3 : Yeah, I allways do.

I: So you wouldn't complain if you went to a restaurant?

M1: No, not really. If you ask for a Pepsi, you're making a definite choice. If you ask for a Coke you take whatever they're offering.

F1: Yeah, sometimes they don't tell you they don't have Pepsi, they just bring you a Coke;

M2: They assume you want any and they bring you what they have.

I: Can you tell the difference between Coke and Pepsi? If it is in a glass, is this Coke or Pepsi?

M2: I don't think I could unless I had them side by side.

I: OK. Did you ever drink something else and then you switched to Pepsi? Did you ever drink quite a lot of Coke and then say you preferred the taste?

F1: Yeah

M2: Yes, I just assumed that Coke was better. I think it was because it was more publicised, and then I tried Pepsi.

I: Did you go straight to Pepsi, or something like Diet Pepsi?

F2: No, I went from Coke to Pepsi. Some people say that they drink Coke, but prefer Diet Pepsi to Diet Coke.

M2: I think diet Coke is disgusting.

I: You said earlier that you used it for different purposes - for after sport, in the afternoon, in the summer time, with food. I mean, do you think of the alternatives you have, and you choose this one, or does it come automatically, or because it is there.

M1: Well, if I am playing football on Wednesdays, I go to Safeways on Tuesday. They have a wide range of soft drinks and I always choose Pepsi.

I: So you plan beforehand?

M1: Yeah.

I: So, what if you were in the refectory and they had all these different ones on the shelves. Do you think, what do I fancy today?

M2: I think it's probably easier to pick Pepsi, because that's what you want to pick. You don't even look at the alternatives.

F1: Maybe you look at the alternatives when you are between orange juice awnd soft drinks.

M3: I usually think about it if there is something new I haven't tried before. If there's not, I usually just go for Pepsi again. Recently some people tried Tab. I tried it a few times, and I don't like it.

F1: Did you try it? Tab is sugar free.

M1: It is nice, I like it. But there aren't many places that sell it around here. The Ref doesn't sell it. There are other drinks I like as well, like the flavoured Lilt is it? No, Tango, Lemon Tango, things like that. You don't see them around very often, but they're nice as well.

I: Do you think you'd start buying that on a regular basis, or is it just a change?

M1: No, I would buy this on a regular basis, or maybe for a few days, as the same drink all the time gets boring. *VARIETY SEEKING*

I: So, Tab is a new one, is it?

M2: No, it's been out for a while; it's by Coke.

I: OK. Have you tried it?

F1: No, I haven't.

I: Do you find yourself buying on impulse rather than preplanned, as you know you're going to need a Pepsi and so the day before you go and buy one. Sometimes you buy it with food, you know, you're going to eat and get thirsty. Do you sometimes just walk by and think, ha, feel something you haven't before?

F2: Yeah, especially as I as I don't drink that much I usually go for a hot drink

and then I think yeah , let's have a PEPSI.

I: So what makes it more attractive?

F2: Well, to me, a can, PEPSI cools you down I suppose.

I: Does it make it more attractive if it's chilled?

M2,F2: Yeah.

M1: It's got to be chilled.

i: How about if it's placed on a shelf and not in a fridge?

M1: It is certainly easier if I don't have to look for it, if it's just there.

M2: Yeah

I: OK.

F2: I think it's better from a fridge.

M1 : It's got to be chilled

I: Do you prefer it in bottles, the way it used to be?

F1: Cans are more convenient,

F2: you can carry them.

I: What do you think would make you change, apart from the taste. Say, if Pepsi was 5p more expensive. Would you have bought something else?

M1: Probably

M2: It's pretty tempting. Once the price is different,

I: OK, say 10p.

m2: I would buy the other.

M1: It's so marginal the difference that if the price became different it would tell you where to go.

I: So you wouldn't mind sacrificing a bit of the taste?

M1 : I can be bought.

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I: What do you think of Pepsi as a brand itself? Does it conjure up any ideas, cultures, places. When do you think about it? Can you associate it with anything?

M2: America

F1: America

M1: Yeah.

M3: Probably with TV adverts.

M1: I don't associate it with any at all really. Nothing that would change my life or make me think differently.

I: No, sure. OK. In a different light, I didn't mean anything to change your behaviour; buy it or not buy it. What do you think is the image it gives? If I asked 100 people in the street, what would 90 people say they can associate it with? I would have thought American would be one of the things that would come up a lot.

F1: Youth!

M2: Yeah.

I: What about if you think about Pepsi and Coke?

F2: I really think that Coke is more standard. Pepsi, I don't know, it gives you a different feeling - .

M1: Coke - does it conjure up all sorts of images for me. I can remember the TV adverts. I don't remember the new Pepsi adverts. I can just remember the Pepsi challenge. They were really awful.

M2: But with coffee adverts I immediately think I want a PEPSI

F2: Oh, yeah. Michael J Fox does the new Pepsi one and there is a lorry one too. To me it gives the idea of being really popular in America, more so than Coke.

M1: What Pepsi, yeah.

I: It probably is a little more so than in England and Europe. Coke would still be more dominant. In the States, Pepsi is probably a bit more popular.

F2: In terms of adverts, Pepsi has more variety than Coke. Coke adverts are all the same.

I: What thing separates Pepsi and Coke in the minds of the people? What things would you say are different between the two?

M1: They have a very similar image.

M3: Yeah

M1: Pepsi comes across as slightly more brash, prominent and straight to the point. The cans are plain, whereas Coke tries to look a bit more original. Even the way coca cola is written on the can. Perhaps they are trying to make the point of being the original one.

I: OK, let me take you away to the image world. Bear with me. So, you go to visit someone that you don't really know and you wait for him to turn up, you wait in the kitchen. The only thing you know is that there is a crate of Pepsi or a crate of Coke at his place. I know this is far fetched, but is there a single comment you can make about this person. Would it be different if he had Pepsi as opposed to Coke?

M1: No, a ver similar type of person.

M3: Yeah

M2: Yes, the fact they have a crate of either. It's like having ten pints of milk or lots of cans of beer, or something, it's going to be very different.

F1: Well, he would probably be a type of person because he has soft drinks, but not just between Coke and Pepsi.

M2: That's right.

I: How about the way Pepsi and Coke are portrayed. As a large company/big establishment, you probably read of them in newspapers every now and then. All these help to communication a certain kind of image. So, if the cans came alive, and Mr Pepsi or Mr Coke came into the room, what would we associate with these two people? What would most people see them like?

M1: Americans, they are always trying to portray Americans.

F2: The Coke one will be more traditional, more typical american whereas Pepsi is more classic.

F1: Pepsi more modern, simple, coke is more traditional.

M2: I have this picture of the Pepsi can being a guy from one of the Rocky films (Apollo) when he comes on the stage in all his thousand stripes..

M1: Yeah, that's the image I get.

I: OK, so how would they behave if they had just walked in? Do you think they would behave differently? Both speak with an American accent? Or would one speak with a stronger accent; a more international English accent? Do you think they would behave differently?

F1: Coke may be more arrogant.

F2: Yeah, definetely, they always seem to be picking up girls in the advert and dancing with them.

M2,M3: Yeah

I: It could be Mrs Pepsi and Mrs Coke then, if you feel more comfortable about telling us about Miss, OK.

M3: Yeah Coke could be very pretentious, doing things the right way and so on. Pepsi would be more free.

I: Let me help you. Here is a diagram. We are in a supermarket or whatever. A chap goes to buy a can of soft drink. The two cans of soft drink come alive and speak to him. So, at the end of the session, please write what you think they say. Say the can is a Pepsi can, as opposed to a Coke can. This guy is a person who doesn't really mind what he drinks, sometimes Coke, Pepsi, Lilt, or whatever. What do you think the Pepsi can would say in comparison to the Coke can? OK, it doesn't mean you would have seen this happening. Use your imagination.

M2: I think the Coke can would be putting across the idea that drinking Coke is going to change your life. You're going to be able to go out, get a nice tan, good looking girlfriend, live in California, get a nice car, that's the image it's trying to push.

F2: Pepsi is going to say the taste is better, isn't it? *FUNCTIONAL LIKING*

M3; Yeah, it's the taste, no that's PG Tips isn't it?

I: Anything else they would be different in saying? OK. What if this guy is a regular drinker of one of the two; let's say he was a regular Coke drinker, and the Pepsi can saw him and he could recognise he's not a Pepsi drinker.

M1: Pepsi is always trying to say/portray that it's similar to Coke, whereas Coke is always saying it's different. So, Pepsi would continually try to be as close to the Coke as it could be, whereas Coke would be distinctive.

I: OK, if this guy is drinking Coke on a regular basis, how would Pepsi try to change his mind?

M2: May try to appeal to his youth, as Pepsi is always saying it's for the young generation. They get Michael Jackson doing adverts, and if you're young and cool then you should be drinking Pepsi.

M3: Yeah more if you want to be like MJ

I: So, it could be there would be a difference in the way they would speak to this person. If he was a 10 year old, or a 20 year old, the Pepsi would say different things, trying to drink it.

F1: I think it would be easier to get a young person to go for Pepsi?

M3: Yeah

I: With what arguments?

F2: By saying new generation - Michael Jackson -cool and just hope he is an MJ fan.

I: How about an older person?

f1: You can say, I know you have always drank Coke, but have you ever tried Pepsi? Saying it is better. Break tradition by trying something different.*pepsi is smooth talking*

I: How about someone who doesn't really mind and drinks a bit of everything? Any messages that would have come either from Coke or Pepsi? Or wouldn't they bother?

M2: It's hard when someone drinks a bit of everything to try and get them to drink just one thing. Probably the best way would be to give one can free when you buy six.

I: So you would be loyal in this sense because of the savings?

F1: Yeah. Or if he drinks a bit of everything, maybe you try and get him to drink more Pepsi when he goes to buy Pepsi or Coke.

I: What I mean is, would there be any difference; would the Pepsi can talk to him in a different way if he was a buyer of everything, rather than preferring one or the other?

M1: Only in the same way as we said for the previous situations. The Pepsi again would be appealing to the youth side of it. Coke the more traditional side.

I: Do you think the Coke can would try too hard, or would the Pepsi can try harder?

M2: I think the Pepsi would try harder, because Coke still thinks it's the original; it's the best. *ARROGANT/HYPOCRITICAL*

I: So the Coke can would have a laid-back attitude?

M1: not really laid-back, but if you believe you're number one, then you don't have to sell yourself so much. You assume the person buying the drink would know that the original is the best. Pepsi would have to do a better selling job.

F2: going for taste, youth and association with some of the people in adverts.

I: OK, what if someone was a bit older, say 28. Do you think they would still go

for him; talk to him?

M3: No, 28 is getting on a bit. You lose the 'well, this is a fantastic drink'. Look, the youth generation is just looking for a satisfying drink; not the best taste.

I: How about if taste is similar for some people and a big difference for others? Then taste would be a big factor, although you could still prefer one or the other. But do you think someone, say, 30 years old, would detect a difference strong enough to stick to one?

M3: No, they would probably pick up the first one on the shelf,

F1: if it's in a bar then it would be the easier one to say - Coke.

M2: Yeah

I: Any more comments?

No.

I: Let's talk about the adverts.

F1: You remember the Pepsi ones because they use famous people like Michael Jackson and Michael J Fox.

M1: I have trouble remembering Pepsi ones. Coke ones make more of an impact on me. Maybe they advertise more than Pepsi.

I: Which Coke ones do you remember?

.

M1: The feeling with the Chinese girl.

M2; He drinks coke, sunshine, everyone falls for it. Sport hero. I think it's the song they have.

I; What's the image, the feeling you get from Coke adverts?

M1; Sun, beach,

M2: Baywatch style, enjoy.

I: How about the Pepsi?

M3; Humour. Lorry falling over the side of a cliff; 10,000 cans of cola, not Pepsi, so off the lorry goes. The Mj Fox One .Then you get a 3 minute Madonna one.

M2: It was only shown once. Everybody saw it ,it was a big thing. It was on between Coronation Street, wasn't it? It was a big thing. I was at school when it came out.

I: So, do you think that Pepsi has a different image?

M2; Yes, by appealing to the young. I mean, we're young, aren't we? Just by using Pop stars, Michael J Fox, Michael Jackson.

I: So you don't associate some things as with coke. Sand, beach, no. Do they have a more distinct appeal?

F1: More international appeal , I think

M2; Pop stars, stressing product. Whereas Coke, stress, a whole way of life, yeah. The ideal way of life; change your life style. *YOU MUST CONFORM TO THAT*. Whereas the whole point with Pepsi is saying it's better than Coke.

I: When you watch them do you like both, but you remember the Coke adverts more without anything in particular?

F1: I hate Coke adverts. (M1:???. F1: No) They try to portray everyone would be happy if they drank Coke; have a certain way of life; (M2: Yeah)drive open-top cars.

M3: Pepsi adverts are more intimate.

M2; YEAH

F2: Coke adverts never seem to change. *BORING*

M2; Yeah, annoying, they really get to me

.

M1: they are easy to see through every in California on the beach having fun - it's what people want to see.

M2: I think for the amount of advertising they do and the money they pay, they come out with some pretty poor adverts, compared to say beer adverts. They come out with more original ideas. *HAVE TO TRY HARDER*

I: So you would like them to be original?

M2; Yeah. They are just aimed at such a low level.

M3; Everyone sees through it. I mean, have you seen the Iron Bru adverts to separate adverts taking the mickey out of the Coke and Pepsi adverts. That was the whole point of it. It was really funny.

I; Someone said before about the Pepsi Challenge. Do you remember it?

M3: How could we forget.

M1; That was when Pepsi was quite new; trying to introduce it to people. They were emphasizing the taste, then they were asking people to taste the difference between one watered down can and one ??? Pepsi, then they were so surprised they chose Pepsi.

i: Have you tried that?

M1: No.

I: Do you think that it was good?

M1: Well, it got a point across, but you thought, yeah, yeah. One of the colas is going to be like Panda or Safeway's own and the other one a decent one and they are using adverts today in the same way.

M2: Take one - take this unmarked one - see which one is better.

M3: It didn't change my opinion.

F1: It's like the washing powders ads, not realistic.

I: Do you think it changed anyone's?

M1: Probably yes

M2: I don't know, it may have.

~

(Video) - Cindy Crawford -

M1: OH yeah

(F1,F2 laughter)

M2: That video was about the design on the new can. The wonderful new design that changed so much the old one

M1: Male kind of things, go for a car- ferrari, and this really good looking girl and all these kids could say is what a great Pepsi can. I think it's mickey taking a bit, but it applies to men more than women.

M3: It is a good advertisement

I: Do you agree?

F2: Yes, even though it's a mickey take, having a beautiful woman in it it's still going to apply to men - attract attention first, then make you laugh. But it is good, because it still makes you laugh.

I: Do you think the new logo has made a difference?

M1: Yeah, yeah, I can see a difference.

M2: I was reading this in the paper the other day, cos they're bringing out the new Pepsi makes to compete with Coke - no caffeine, free calories, and it is said to have spent 15 million pounds on this can logo, and all they did was put little silver lines round the edge.

I: Do you think it suits the company?

F1: Yeah.

M1: This change of image, yeah.

F2: Perhaps it's not changed enough though. It's not very striking or interesting.

M2: I would have like to have got £15,000,000 for doing it.

I: OK, yes. What do you think that portrays?

F1: For Pepsi?

M2: Modern, has a fast flight, sort of on the move

M3: with go faster stripes down the side.

I: Do you prefer the new one?

M1: Yes, the old one was pretty awful.

F1: I mean Coke has not changed its slogan at all.

I: Is that good or bad?

F2: I don't really think you need to a lot about Coke cans. Didn't they put the stripes on theirs?

M1: They have still got them, haven't they? If it was to change there would probably be a huge uproar. *TRADITIONAL*

F1: If they change now it will be like they have copied Pepsi. They are also very proud of their logo. It's part of history.

M1: Personally, I think Coke cans look better than Pepsi cans. Pepsi cans are quite boring. Actually, it's almost tacky. It looks like it should be all new and nice - American -whereas the Coke looks a bit classier.

F2: Yeah

F1: I like the Pepsi ones more; it's more modern, dynamic.

I: Which one is more noticeable?

M1: Coke, yeah.

F1: Coke, yeah

M2; They are brighter red. The white letters stand out.

F1: I think it's the only soft drink that has this way of writing on.

I: OK, let me show you another.

(Video) - Thirsty Rider -

F1: I like this one.

I: What do you think?

F2: It is good.

M1 : Yeah

I: What do you think it is generally trying to say?

M1: Pepsi drinkers stick with that drink; they will not change.

F2: And he is really cool as well.

M1; I'd like it better if there was a girl on the bike. See, I didn't like that one because it didn't have a girl in it.

M2; They do all seem to go for the all American image - gas station and the roughed up Levi's.

I: Do you think that it is more like Pepsi or do you think, does it fit with the?

F2; Yeah, cos Coke is always the rich America and this is like more average, like us.

I: Could they have done this for Coke instead of Pepsi? Would it fit?

M1: No.

M2: No, as there was no singing and dancing like Coke ads.

M3: With Coke, maybe you seem to need to be dressed a bit better - better car - .

I: So the question was do you think that this fits with the image it's trying to portray?

F1; Yeah.

M2: the little caption at the end chose of a new generation.

(Two more videos). - Michael Jackson & Alien -

I: What did you think about those two? Have you seen them before?

M1: No.

F1: It's not the American way of life.

F2: It is very imaginary - futuristic.

M2: Good images and effects - abstract.

M3; That was the last one, yeah.

M1: What about the alien one - probably shown during Alien 3 movie. It was original that one; I liked it.

I: So do you think this goes together with the image of Pepsi?

M1: Yes, they are trying to be individual and different, yeah.

F1: Different, modern, Yeah

M2: The advert is working on sales through association with Michael Jackson - star front-man for their product. If the stars drink it, people will want to drink it. That's what they are obviously thinking.

I: OK.

F1; It is more for the young.

M2; The gas station one was probably aimed at more our age. It's on the line of the Levi ads from the past couple of years. More of a 90s image for teenagers.

I: Still, you think it fits the same image? Even though they were much different, we have the one with the Ferrari and the one with the thirsty rider, which are totally different and based on reality. Whereas the last two were futuristic.

M1: They still keep a coherent image. Pepsi.

F1: Yeah, it's the new generation, but the new generation doesn't only have to be futuristic.

M2: I really preferred the first two. If you think about it, you get a connection between the last two which are very futuristic and 90s. You're talking about the 20th century. Probably appealing to different people as well, yeah. I would have though the reason I hadn't seen it before was they advertised on kids times.

I: You wouldn't watch TV or films for kids, would you?

M2: They put it in between Coronation Street, Last of the Summer Wine, OK.

I; Do you all live in houses?

---Only one lives in halls.---

I; So do you share the drinks, or do you buy individually?

F1: individual

M2: Mmmm.

I; So you would not have a problem in terms of someone buying soft drinks for everyone. If you share, do you tell them you prefer a certain brand? If you went to a friend's house and they had Coke, would you still drink it no problem?

M1: Yes.

I: Do you think you can associate with the thirsty rider? Not driving 75 miles, but maybe you go to the refectory and they don't have Pepsi there. Do you go to the

shop or the vending machine and get it there?

M2: Yeah. I actually did that the other day. I went to the shop and they didn't have a chilled Pepsi, so I went to the bar.

M1: Well, I'll just go with whatever's there as long as it's cold. I know I'll like it. I wouldn't normally go out and look for Pepsi if it wasn't there or if it wasn't chilled

F1: Not unless you really wanted Pepsi.

I: Do you think because some of you don't mind, or would it seem a bit over the top for that? Do you feel with friends if you have to go somewhere else to get what you really want?

F2: Yeah , it doesn't really look good.

M2: Well, the other day I was at the coffee bar and they didn't have anything I fancied. But I couldn't be bothered to go anywhere else, so I just - I mean, I don't think I don't want to seem weird to my friends. I just go with what's there.

F1: But if you really, really want Pepsi you would go for example last week It wasn't Pepsi I wanted, it was a brand of chocolate. It wasn't in the refectory, so I went outside and bought it. If it was between Pepsi and Coke, and I really preferred Pepsi, I wouldn't bother on that occasion.

M2; I don't find soft drinks that much of an issue in my life to go out of my way to get them.

M1: Yeah, not worth the time and effort.

I: I don't mean to make a big issue of it, just maybe sometimes you think for a minute before you buy the other one. If you take Pepsi, for example, do you know of any other promotions.

M3: Yeah, there is a good one at the moment. A number on a ring pull, but there

is never any number there. I haven't figured that one out, but it's the only one I can think of.

I: So having seen all these things, do you think of anything that doesn't quite fit, any conflict anywhere. So they seem to say that, but when you see they seem to say something else?

F2: I like the way two sets of adverts were very different. They are trying to portray different moods; they go through different channels to get there.

I: So would you say they are conflicting or are they going different ways reaching the same point at the end?

F1: If Pepsi did Coke's image of advertising, then it wouldn't fit. With all those people singing.

I: OK. Last comment. Could you say something they think we haven't mentioned?

M1; Not really.

M2; Just that Pepsi have been quite famous for getting stars to do adverts: Madonna, Michael Jackson and others. But for me that kind of style doesn't really connect. I much prefer the ad with the bike and that sort of thing. That hit me as funny and it is one I would take notice of. If it came on the TV I would sit down and watch it. Some adverts are worth watching: a lot of the beer adverts. Carling Black Label and Castlmaine XXXX adverts are two of the funniest, when they pay millions to get these stars to do it. It doesn't seem worth it. They just really want the star's name, that's it. The adverts don't mean anything to me.

I; Does it give the company attributes?

M1; No, it means they have money to throw around.

M2; The sums quoted for Michael Jackson seem ridiculous. Even the most ardent fan can't believe they go out and buy Pepsi just because he's on there.

M3; I bet they paid 5 or 10 million for doing it - probably the same with Madonna.

M1; The difficulty with soft drink adverts is that it has a wider age group to appeal to. With beer they're really only aiming at 18 or over in this country. They're not worried about children so much.

M2; Most soft drinks are consumed by teenagers, or say 13-25 year olds. If you get stars to do your advertising, it will appeal to the younger age group.

I; Well, we're talking about the bottom end of that range.

M2; But, it could still give you - well, the adverts they have now will not affect whether I drink Coke or Pepsi. What is going to affect me is the taste of it.
FUNCTIONAL?

F1; When you're a kid of 6, 7, 10, Michael Jackson or Madonna would affect the kid buying it.

M1: But Coke is coke, I don't know.

M3; If Michael Jackson buys it or drinks it, they will want it as well.

M2; Yeah, that's what it's like.

I: So as far as you're concerned, if Pepsi gets this guy singing, this image of Pepsi - the company itself may be arrogant or extravagant. If the task is not that different and the ads continue along these lines, then I don't want to support them. If it goes in such a direction is it an issue?

F1; No, but I

I; So as long as the taste is different. There's not so much of a problem?

M1; If it comes to that, I would buy the one that's most convenient. First one on

the shelves.

I: You wouldn't mind the position of the company itself?

F1; Even if you compared it, it would have certain causes.

M2; Yes.

M3; I think the different types of ads they do make a change. You know they do a wide range of ads and it's like good. Whereas coke ads are along the same lines. Seen one, you've seen them all. Pepsi ones are all very different, they're distinct.

I: Well, at the other end of the scale, Pepsi make ads for you among other groups, whereas Coke ads are more general. Do you think it creates a better feeling for most people? Unlike a blanket approach.

M1; Yeah.

M2; I liked all the adverts they're OK probably in different ways, yeah.

M3; It made a change to so many different ways to advertise the same product. They all bring up different emotions in you. That's a good thing.

Any other comments?

No.

Thank you.

Transcript for group C1

I: Right, just so that everybody knows, if you say something, can you just make sure that one person is talking at a time so that we can have it on the tape. We have basically explained why we are doing this, so if we can start out by just going round everybody and saying what soft drinks you buy and where you tend to get hold of them within the University, or outside, when you go to supermarkets and stuff like that. So, if we start off here with what drinks do you tend to buy and drink?

M1: I like the orange flavoured drinks quite a bit. I drink quite a few of the cola flavoured drinks. I have not really been loyal to anything, just whatever catches my eye first. I don't normally buy them from supermarkets, I just buy them from shops. I do quite a bit of sport, so I buy a can before I go, or while I am there. At the University I don't really buy them much. If I get that thirsty, I will drink from the water fountain. That's about it. *NEG. THIRST-WATER NOT THIRST QUENCHING.*

F1: I am not a really massive drinker of soft drinks. If I do buy them I tend to buy Coke or Pepsi, or maybe Lilt. Down here I tend to buy them in the Ref when I am having lunch and maybe from an off-licence or something during the day.

M2: If anything I would only get them from the Union or somewhere where there is a vending machine. I wouldn't actually go out to buy it. *(NOT DESERVES THE EFFORT)* The product is usually whatever catches my eye first.

M3: Definitely a Cola man! Not specifically Coke or Pepsi; I drink the others. But I stay away from Lilt and tropical fruit type drinks. I drink them anywhere really. I don't drink that many, but there are a lot of lectures here in the Murray Building and there is a vending machine downstairs, so wherever is convenient.

I: Do you find it easy to find what you are looking for with regard to soft drinks? Do you find if you want something specific you can actually get hold of it?

M1: Yes, I think so.

F1: I don't really know, because I don't really mind which soft drink I drink.

M2: We are spoilt for choice now. They are just there and there are so many.

I: Which one shall it be today?

M3: The Coke buttons are always bigger aren't they? You can't miss it, can you?
PRETENTIOUS

M2: When you have had a bad night before, it makes it easier to hit the button!

I: So, if you take say Pepsi cola, what do you think are the good things about Pepsi? Like taste and packaging, etc.?

F1: I think the good thing is that it gives you energy because it is got sugar in it, and the bad thing is that it is really bad for your teeth. I think it is supposed to be really bad for your teeth; the worst thing you can drink?

I: Have you always drunk soft drinks, or is it something you started when you came to University, or did you used to drink them before?

M1: It's always been soft drinks. I used to drink a lot more before I came here.

M2: Yeah, if anything it has decreased since I came to University.

F1: I didn't used to drink all that much because when I was at home my mum wasn't that keen and used to discourage me from drinking it, and I used to drink apple juice or orange juice instead.

M2: When you are really young that's what you drink, soft drinks. As soon as you start drinking alcohol, etc., then I think your tendency to drink them decreases to a great extent.

I: You mean you are replacing it with alcohol?

M2: Virtually, yes. Exactly, really, apart from when you are driving!

I: When you come to a stage when you are thinking, 'I feel a bit thirsty', and you think 'I'm going to go and get a drink', is it a conscious thing that 'yes, I am going to get a drink, going to buy Coke, or Pepsi', or do you sit there and think, 'I fancy maybe Tango, maybe Lilt', and actually go through the different alternatives, or do you have something you automatically choose?

M3: It's just a feeling of thirst. I just go to the machine and it's whatever's there. Quite often I find that where they have got the really big Coke button, I don't press it because I think it's just an advert. It's too big to actually relate it to the other buttons. So, I quite often might fancy Coke, but for that very reason I will get something else.

M2: I have a serious nightmare when I get to things like that. I go to the fridge and I will just be staring for ages, because I don't know what to choose. It's the same with games and things like that, I have trouble choosing!

F1: I tend to go for Coke or Pepsi, probably because they are advertised more and I am more familiar with them rather than the other ones like Lilt and Tango; they're not quite as familiar. *NEAF.POSITIVE*

M2: The can's nicer as well.

I: You prefer the cans? Do you ever find that you try to get hold of the bottles, especially with something like coke or Pepsi?

M2: Really you don't see them much anymore in this country, do you? The old glass bottles are out now. But abroad you can get hold of them quite easily, and I like the bottles. *REINF.NEG*

I: Do you find sometimes if you are going in for lunch, or whatever, into the Ref or coffee bar, do you go in there and think 'I am hungry' or 'I'm going for something to eat', and because you are going in to have lunch you, on the way through, pick up a can as well? Does that tend to happen? Do you tend to impulse buy?

ALL: Yes (all round).

F1: Especially since they have got nearer the till.

I: So you think it's quite important where they are placed?

M2: Yes, if the drink was right at the beginning, you would forget about it. You would go right past it.

M3: Well, if you were eating, you would actually want something to drink after it anyway, and so, if it's right there, it is easy to say 'I'll have a can', or whatever.

I: If, for example, you went into the shops and you saw all the different brands, what would make you, if you were going to buy one brand in particular, if you were thinking 'I'm going to buy Pepsi'; what would make you change your mind and not buy that drink? For example, perhaps if you saw someone else drinking it that you don't get on with, or don't like, or if it was 10 pence more expensive? Would that detract you from buying a particular brand?

M3: If it was going to be 10 pence more expensive, if Pepsi was 45 pence instead of 35 pence, and Coke was 35 pence, I would have the Coke, because the difference isn't strong enough between the two to qualify that. *ALL ARE THE SAME FOR ME. NEG,EQUITY - DOES NOT DESERVES THE TROUBLE. (ALSO BELOW)*

F1: I would definitely not buy the more expensive drink if it was 10 pence more expensive.

I: It makes quite a difference doesn't it?

M2: But then there are very cheap colas that you can get, which then again I think I would pay the extra 10 pence because they are such a bad copy.

F1: Yes, I think there is quite a difference between the supermarket brands and Pepsi.

M2: Yes.

I: There is quite a lot of difference between the two?

M3: Definitely, yes.

I: What about between Pepsi and Coke? Do you think there is a lot of difference between the two?

M3: There is a definite difference because you do the Pepsi Challenge and Pepsi is sweeter than Coke or whatever, but I don't think I would ever prefer Pepsi as opposed to Coke particularly. *ALL THE SAME/CONFUSION*

F1: Yes, I don't think I drink Pepsi or Coke enough to really recognise the difference.

M1: I think there is a difference, but I don't think it would make me buy one more than the other. I don't think the taste's better for one brand, I just know there is a difference there.

I: Now, this is going into a slightly difference area. We have just been going into your experiences. We are going to go into something more image related. Let us take looking at Pepsi in particular. Is there something that you think is there: culture, a set of values, or images, perhaps a particular country or place or idea, that you think is perhaps associated with buying a Pepsi, or with Pepsi cola the drink?

M1: The advertisers like to try and make us think there is, but I wouldn't say it has ever had that effect on me. I wouldn't visualise a can with a value. Looking at it now, I wouldn't say that I visualise a can of Coke with America, but I suppose that is a visualisation of it, but that is only because they are trying to push that on to you, purely through the advertising. *image*

M2: Definitely Americanised I think, but then I think that the way they sell Pepsi and the way they sell Coke is very sort of similar, that sort of Americanised, young, sad, the because you don't drink Pepsi for the ideal. The colours as well; the red, white and blue of the Pepsis, it is all part of it I think.

(Someone enters the room late).

This is James here.

I: We are just generally talking about what we think the image is of drinks, particularly Pepsi and Coke. Just to continue on with this slightly. Do you think there is any difference between the image that is portrayed by Pepsi and say by Coke? Do you think that there is a set of values that you would associate with them? Is there any difference between the two?

F1: I don't think so, (*SIM WITH COKE*) but I always think of Coke as coming first and then Pepsi, so I still would maybe go for Coke rather than Pepsi just because it was the original one. I do associate Coke as being the original one and Pepsi as being the sort of take-off of it almost.

M3: Yes, I agree.

M2: Yeah.

M1: Also, Coke seems to advertise a lot more widely than Pepsi. Pepsi have got their big image of Michael Jackson or whatever. With Coke, you see all around the world and everywhere, in sports or whatever. They try and advertise themselves in every sphere of excellence, so you can associate it with excellence.

I: Do you sort of see a difference in the drink at all?

M4: Yes, I used to always think that Pepsi was struggling to keep up. I always get the impression that they are putting up a struggle when you see the adverts on telly. That is how it comes across to me.

I: If you had a friend who was a friend of a friend and you were going around to their house for the first time, and you really didn't know a lot about them, and you walked into the house and you saw that they had a whole pile of Pepsi cans on the sideboard, would you have a certain view as to what that person was like?

M1: Not at all. I would think they had a sweet tooth!

F1: I would think it was a bit weird that they had collected all that Pepsi!

I: But do you think that, maybe not just yourselves, but do you think there is a type of person that you associate with drinking Pepsi?

M2: Not really, no.

M3: No.

M4: Only that they would be the type of person that drinks soft drinks.

I: Right. What would you say for Coke? Is that the same. Would you be able to see a particular type of person that would perhaps drink Coke?

M4: If I saw a crate of really cheap cola, I would perhaps think 'mmm', but I wouldn't see any difference between Pepsi and Coke.

I: So, it would make a difference if it was a cheap supermarket brand, but not if it was a big brand name?

M4: It wouldn't really affect me. I wouldn't have a conscious thought that I wouldn't talk to this person because they have got that, but I would note it more possibly, the difference between that, a cheap brand, than between Pepsi and Coke.

M3: I don't really think it is that much of an issue in that people drink soft drinks and, I mean, everyone generally likes the taste of a cola drink and so to see cans of cola in someone's house, I would think 'big deal'.

I: Again, something just slightly different. Just bear with me and think about it as we go along, because I am just trying to get a general idea. If you, or somebody else in the street, were looking at the can, if it came alive almost, you actually bring out the personification of a Pepsi can or of a Coke can, what type of person would you imagine that person to be, or do you think that other people would imagine that person to be? What kind of clothes would they wear, or would they speak with a certain accent, or would they perhaps be a certain age group?

F1: I always associate little children with coca-cola and teenagers with Pepsi. I don't know why? I suppose they just would be very American looking.

M3: I would see them as the adverts try and represent them, as i.e. the young, American teenager, all this grinning, perfect teeth. *IDEALISTIC VIEW OR TOO PERFECT.*

M2: Really happy about life.

M4: Yes, exceptionally happy. Jumping up and down with a perfect set of teeth sort of thing.

I: So, you have to be happy drinking Pepsi or Coke?

M4: Yes, definitely. A Coke and a smile!

M2: Not for long if you keep on drinking it. *THE REINFORCEMENT FROM THE COMPANY DOESNOT SEEM TO HAVE BEEN SUCCESFUL*

I: Anything else that you perhaps associate with it.

M2: I think the American accent.

M3: American, yes.

I: How about if we compare the two? If you had the Pepsi guy and the Coke guy, would you see any differences between the two? When you said American, I suppose you were talking more generally, applying to both?

M4: I imagine the Coke one would be a bigger person, because it has a bigger reputation.

M1: The Coke person would be even more sickening than the Pepsi person!

M3: Yes, I think so.

M2: The Pepsi one would be trying to catch up!

F1: Yes.

I: And do you think there would be any difference in the way they would be dressed?

M4: The Coke one would be in slightly better clothes. More classic.

M1: I don't think so.

F1: I don't think there would be a difference really; I think they would look very similar. *SIMILAR VIEW OF THE BRANDS.*

M2: If there was a difference, that would be because they don't want to be associated with each other, so that would be a difference because they have both got basically the same ideas; I think it is basically the same kind of drink. They want to appeal to everyone, so if they got an idea, it is probably going to be the same between the Coke can and the Pepsi can.

M4: I think they would both be quite loud-mouthed and American because that is what they are like in the adverts.

I: Any particular place in the States that they would be from?

M3: California.

F1: Yes.

M1: Yes.

F1: I suppose you imagine that they would always be slim, with good figures, and quite attractive looking. You don't imagine they would be big or anything, they are very modelly. *WITH THE STAFF BELOW THERE SEEMS TO BE A CONFUSION AS TO THE IMAGE.*

I: Typical sort of standard, American looking image?

F1: Yes.

M3: Surfboard under their arm!

M2: I can actually see a fat Coke man! Any kind of Coke would be fat.

I: But happy?

M2: Yes!

I: I think this is going towards the Tango guy, happy guy. Right, this is a little cartoon I am going to show you. The idea is that the cans have basically come alive and they are speaking to the guy, which is why he is looking slightly surprised. The cans are speaking and they are trying to persuade the guy to buy a can of Pepsi. What do you think they would say? How do you think they would try and persuade them to buy?

M3: It has got a big grin for a start.

F1: They might say, 'throw away the can you have got in your hand, because it is not as good as us', or something. *ARROGANCE*

M1: Are you asking us for an actual caption?

I: Yes, you are going to have to fill these in at the end, but don't worry. We collect these in and muddle them around so we can't associate them with you.

M2: You will have to give me a few minutes to think of something.

I: Yes, well, you can fill them in at the end, but just to get everybody thinking about it.

M2: When I saw that can it's whops!! and the way it is looking at the guys, all I could think was 'I drink you big boys' (laughter). Because that is what it says to me basically.

M4: But then I am not sure with Pepsi if that's the sort of thing it would say. It is not the sort of...

M2: Yeah but when I saw the can and I thought Coke... However both would

just say about the taste and how refreshing they were.~~~~~

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I: Do you think there would be a difference in what a Coke can says against a Pepsi can?

M3: There would be a difference, but only because they are trying to differentiate themselves.

M4: But then I think the emphasis is the same. I think the Coke can might emphasise that it is the real thing again.

I: When inspiration strikes, the idea is that it's somebody who perhaps doesn't have any particular preference: the guy who is looking slightly surprised and that it's actually a Pepsi can that's talking to the guy most of the time and not the Coke.

M3: When you said about the real thing, there's two lines of argument. Because they are so similar, the Coke is trying to emphasise that they are the original; they are the real thing. And you've got the Pepsi who are trying to emphasise that they are the new generation's choice. So they are trying to step ahead of Coke; they always lack originality.

I: If you saw that person there, would you think that attitude would be different if it was someone younger, say a 10 year old, and again would you think it would be different if it was a younger teenager, say a 17 year old, or a 28 year old? Do you think there would be a difference in what that Pepsi can would be saying to them?

M4: I think the younger you are, the more influenced you are going to be by them. The older you get, you just don't really care. *NEG.EQUITY IT IS NOT WORTH IT.. THEY ARE VERY SIMILAR..NOTHING IS AS YOU.*

M2: Yes, I agree.

I: Could you imagine somebody who was a lot older, could you imagine them going to a vending machine for a drink? What image do you imagine that they

have?

M3: I think by our age you are more or less stuck in your ways to a certain extent. And that if your tastes are different, they will continue to be different, but if you are a fan of a particular brand, you will continue to use that brand.

M4: Right.

M1: Plus, I think you grow cynical of the image behind the drink and it just becomes the drink that is selling itself. The older you get, if you like the taste, you buy the drink.

I: So, the older you get, the more aware you get of what the advertisers are trying to portray?

M1: Yes, I think when you are in your early teens, you look at the Coke, you look at the advert, you look at the image and then you buy the whole package. Then, from the comments that have been flying around, you reach our sort of age and you look at the adverts and you are grimacing that we are still buying the drink. *DISSONANCE ABOUT AGE AND THE INFLUENCE ON YOU.*

I: Yes, if you saw a particular advertising campaign and you didn't like it, would that take you away from buying the brand?

M3: I must admit, when they started doing the Coke adverts and that stupid song they used to sing all the time, I used to get upset about it and not want to buy Coke.

M4: There is one particular campaign I remember. It might be the same one. Where it would like start out with one kid and then there would be a whole family.

M2: I'd like to buy the world a Coke?

M4: Yes, that's the one. When I saw that hill, that's revolting that one. That one put me off.

I: This is slightly off course, but there is the Irn Bru one where they do the take

off.

M4; That actually endeared me to Irn Bru because that's the advert they were taking off that put me off Coke in the first place, but I think they probably realised that, which is why they did it.

I: Yes.

M2: Yes, it was quite good, but I don't like Irn Bru, so ...

M3: Pepsi or Coke could come up with an advert that would attract people of our sort of age group by completely taking the mick out of every advert they have done prior to that. *AGAIN NO DIFFERENTIATION BETWEEN THE TWO.*

M1: But I don't think they would do that. They take themselves too seriously for a start.

M3: And if they did that, then all the kids that were buying Coke, they wouldn't be able to cope with the two contrasting unities, so I think by the time they get round to us, they are literally hoping that we drink whatever it is on its own merit. *KIDS VS US DIFFERENCE IN INFLUENCE. COULD ALSO INDICATE THAT THERE IS A NEGLECT ON THE C/P BEHALF AS FAR AS THE OLDER TEENAGERS ARE CONCERNED.*

I; Can we just go back to that diagram? Would there be any difference if it wasN'T someone like you and it was someone who drinks loads of Pepsi, and only Pepsi, so he goes around and the can talks to him?

M2; So this is a Pepsi can talking to someone who drinks Pepsi all the time?

I: Yes, all the time, and he recognises him or someone who drinks some Pepsi and some Coke, or someone who doesn't drink any Pepsi. Would you think the things that the can would say would be different in any way?

M2: The other thing is the can would just be able to stand there in all the other cans and he would be able to find it first. It wouldn't need to say anything because that's what he would be looking for.

M3: It would recognise him and say hello (*ironic tone*)

M2: Yeah say I have missed you.(laughter)*GENERALLY A FEELING THAT THERE IS NO NEED FOR AFFILIATION OR SIMPLY THERE IS NO AFFILIATION.*

I: What about if he wasn't a regular user?

M2: Try to sell itself.

M3: He would try to put forward his qualities or the images he was trying to portray, which is what we said before; choice or whatever.

F1: Yes.

I: Moving on slightly; going back to advertising. Looking at Pepsi in particular, what campaigns do you remember? Do you remember any promotional material that you have seen for Pepsi?

M1: Michael Jackson.

M2: Michael Jackson. The only choice for the new generation. I watch this commercial pretty well.

M3: I think you only remember the most recent campaign.

M2: What about the truck one; wasn't that a Pepsi one? Where the truck is going over the side of the cliff.

M1: Oh, yes. Yes, Pepsi were quite clever in those days, when it was the concept of who can pick anything else; it was just the can of ordinary coca-cola.

M2: Yes, you would rather lose your whole truck of cola for a can of Pepsi. *GROUP C SHOWS A LOT OF RECALL FROM ADVERTISEMENTS ON BOTH SIDES COMPARED WITH OTHER GROUPS. MAYBE TRYING TO FIND SOMETHING TO MATCH THEMSELVES??*

I: Any more you can remember?

M3: Two kids watching the girl arriving at the garage. They are sitting behind the fence and are saying that she's got the Pepsi.

M3: Isn't there one at the moment? Some guy drives into a garage and says he wants Pepsi, and the nearest stockist is about 70 miles down the road or something. Yes, that advert is very much in the style of the Levis adverts.

F1: Appealing to the same age group.

M3: Yes, generally I think that Pepsi ads are probably slightly better than the Coke, because the Coke adverts are just ....

M1: Nauseating?

M3: Yes.

M2: But then there is still not much difference between them, I think.

M1: Coke is bad

M2: YeAh

M1: What am I saying?(laughter)

I: I think one of those is actually coming up (shows video, Cindy Crawford one).

M2: Down goes Coke. Yeah

I: So, do you remember seeing that?

m2: No, I would remember that!

I: I get the feeling that if you had seen it you would remember it! Does that

change your perception? What do you think they were trying to say?

M1: They weren't pushing the drink really, they were pushing the marketing concept behind it. I mean, they spent millions designing the new Pepsi design, didn't they? God knows why.

I: Can you tell the difference between the new one and the old one?

M1; I can't remember what the old one looked like. It was more red or something, wasn't it?

I: Do you remember a time when you consciously noticed the change?

M1: I remember noticing it was different.

M4: I didn't even notice it had changed.

M3: The Coke did the same thing as well, didn't they? *CONFUSION MAYBE BECAUSE OF THE SIMILARITY IN THE MIND.*

I: There is a lot of different ones there, but if you looked at that, which one would you say was the present one and which one did they change it for?

M2: The present one would be that one, and that was the old one.

M1: Is it?

M2; Yes.

M3: That looks like it.

I: Would you have known which was the present logo?

M1: How much did they spend on that?

I: Does it make any difference to you?

M3: It doesn't affect why I buy the drink, but I can see what they are trying to do

with it. With the new one, the impression I get is that it is more streamlined and fast and more exciting, if you can take it from an emblem, but I think that is what they are trying to push.

M4: It is sort of slanted forward slightly; go faster stripes!

I: Do you think it would make any difference to younger children?

M3: Yes, I think children are more impressionable. The old emblem was very staid and completely static. There was nothing going on on it. You think, 'well, that's Pepsi'. The other one was trying to push the actual atmosphere of the drink across.

M1: Yes, that's definitely the sort of Pepsi image; young and fast, etc., but if I was buying Pepsi, I would prefer the old classic emblem, but then I think that's typical of our age group.

M3: Yes, I think I would go for one of the much older ones.

I: Are there any other promotions that you associate with Pepsi that you remember seeing?

M2: The Pepsi Challenge.

M1: Oh yes, the Pepsi Challenge.

I: What do you think they were trying to do there?

M2: Just to prove that there was a difference and that Pepsi was better than Coke.

M3: I can't remember anything except television advertising for Pepsi. Whereas with Coke advertising you can think of so many different examples, from billboards to sport, to anything like that. REINFORCEMENT FROM COKE.

M1: But then, the fact that Pepsi posed the challenge in the first place means that they, it says to me, they think of themselves as being inferior to Coke.

M2: Yes.

M3: It's not Coke who posed the challenge, so they see themselves as the premier coca-cola and they don't have to challenge anyone.

M2: Pepsi was the new thing that came round. Coke was the original and it's got the reputation. They think they are inferior, but they just let them prove to people that they are there.

I: Do you think that it's different in this country than it would be in the States?

M4: Yes, I think that something like the Pepsi Challenge just completely falls down on a country like this, because people don't buy it as much. they look at it and say it's nonsense, and in the States they might be a bit more gullible. I'm not sure about that. A great percentage of people would be like that.

I: Do you think there are more brands to be popular in the US?

M2: I would feel that in England it's definitely coca-cola that's the predominant brand, but in America I get the impression that Pepsi has 30% of the market and Coke would have 50% and the others would have the rest. Whereas in England, it could be 80%/20%.

Here's another video. I think this is one that came up in discussion (video, 75 miles for a drink one).

M2: How cool is that!!

I: Do you remember seeing that one?

M4: Yes, it is like a cross between Castlemaine XXXX and a Levis advert really.

I: Who do you think they are trying to aim that at? Do you think it is aimed at older people particularly?

M4: Yes, 17-22 ish.

M3; Yes, it's like the other one showed before; the same age group I think. Because we are expected to know, not necessarily who the model was, but the fact that this is a supermodel, and the kids blatantly disregard it, and I think that's aimed at a small age group. *FACTUAL ATTITUDE*

I; With that one, what do you think they are trying to get across?

M4: People would go a long way. Do anything for Pepsi.

I: Do you think that is true? Do you think people would actually do that? If you went into somewhere, say the Ref, and they didn't have any Coke left, would you go into the shop and buy it?

M4: Not 75 miles!

I; Across the concourse?

m3; No, I would just grab the other one.

M2: It just depends how you feel. If you really, really want a can of Pepsi, you would go perhaps across the concourse.

I: If you had been playing sport, say you go down to level 1 and they only have Pepsi, would you go up if you thought Coke was more refreshing; would you go upstairs to get it?

M1: No

M4: Well, we are a group of people who are indifferent to it anyway. The sort of people who preferred and always drank Pepsi would go from the ground floor to the top floor to get it.

M2; There is a lot of stairs though!

(Another video - Michael Jackson one).

M2: Bad line oh not again

M1: Heres comes Miky

M3: This is from his video. I thought they wanted to advertise Pepsi and not his new album but it's just Michael Jackson.

I: Do you remember seeing either of those?

No.

No.

M1: I think I have seen that, but I might have just seen the videos of the songs; that's all it is, isn't it? Purely just a promotional video for his album.

M2: I have seen both of them before.

M3: On the first two adverts I was reasonably impressed. I was thinking how bad those Coke adverts were and thinking 'yes, Pepsi are better', but I am afraid I have been let down.

I: Well, do you think the first two were aimed at different ages?

M3: Yes, their aimings are different. It wouldn't surprise me if the first two were shown after the watershed and the others were shown during children's television, because that last one is definitely trying to get the teenyboppers, because they see Michael Jackson and they would associate Pepsi with him, because they like Michael Jackson, and they like Pepsi.

I: Do you think they are trying to come across with a different image to different people?

M3: Yes, definitely.

M1: The first one is trying to come across as the cool image or whatever; the later ones are aiming at the fun side of it.

I: When you think of Pepsi or Coke perhaps, and you are thinking of the logo, the whole concept, the whole thing you think they are trying to portray, the image they are trying to give over, the logo, the name, where you get it, the price, etc. Are there any conflicting messages that come across? Do you think there is something they are trying to portray and that you feel that this is what they are trying to portray, and it's not quite getting across?

M3: They do get the message across, but maybe it's not the message I want to hear. Those last two adverts I hated. I can see what they are trying to get across, but it doesn't appeal to me.

M1: But then, any company that's trying to appeal to the masses will have to direct its campaigns at various target areas, so I think the general consensus was that we liked the first couple of ads, but we hated the second. But then obviously we are being targeted, so you are obviously going to get that conflict with any mass campaign. *AVERAGE REINFORCEMENT - LOGICAL*

I: With any big brand?

M1: Yes.

M4: I think it's what the advert leaves in your mind afterwards that is the important thing. When they say it's brilliant, amazing, and everything, and nobody actually believes it when they are watching it, but it does leave something. Some of it sticks sometimes, subconsciously, like when you go into a shop, you go for a certain brand of something because something sticks somewhere, or you avoid something because you don't like their adverts.

M2: The message that has just been put through in the commercials there, between Coke and Pepsi, seeing the commercials and seeing the message, I don't think it's better at all. The other day I saw the Tab Clear commercial, and because of the advert I actually consciously went out and bought a can. I was out on a site and I actually bought a can because of the commercial and I liked it. That's the only time I can consciously remember doing that. Other times it's just, I am there, I am thirsty, and whatever I see first, whatever catches my eye, I will take it. Commercials don't really have much effect on me.

M3: That advert for the Tab drink is totally different than the regular Coke ad.

M2: IT is very alcohol type advert.

M3: From what I can see from the drink itself, it is not necessarily particularly new, apart from the fact that it's clear, meaning that you have caffeine free Coke, Diet Coke and these sort of things. So maybe in the Tab Coke, they are targeting it as a different sort of group. That's reflected in the campaign, that fact that you wouldn't expect a kid to buy it. So it's just that they have bought a new product to target in different areas, so they don't detract from their original coke or whatever.

M1: Is Tab actually made by coca-cola anyway?

M3: Yes.

M1: So, maybe all they are trying to do is actually diminish the market from Pepsi and whilst doing that, maintain their Coke market, and their Tab market, and make more of a profit.

I: Is there anything that we haven't covered that you think Pepsi as a brand ...?

M3: It's interesting that we have concentrated purely on the colas. I don't think 'I'm going to have a cola to drink', I think 'I'm going to have a soft drink'. And I think that's very much more the issue, the soft drinks, not the colas, and that Pepsi just happens to be a certain taste. Lilt is very distinct from Tango. But Tango is very similar to Fanta.

I: Do you think there is a different image coming over on the other soft drinks? Do you think they are trying to portray a different image?

M3: It's a much lighter image.

M2: Colas know they have got their market. They have been the same for some time and everyone has drunk cola and knows what colas are like, and most people do like colas. The two big cola companies know they have got the market and

they are just competing. But other soft drinks, you might not have tried them; some of them are new, different flavours; so I think they can take a different track.

M4: Yes, they're not in direct competition with any other particular one, they are just with everyone, so it's a lighter sort of thing. They are just promoting themselves and not putting everyone down so much.

M1: I think Pepsi and Coke have got far too much at stake to be able to make it all that light-hearted, and they are probably pushed by the management to make it very intense. Where the others are small companies or subsidiary companies and they can take the risks; if the product fails, no-one will tread on them.

M4: Yes, it's worse in States where they are actually allowed to use the brand name, isn't it?

I: Is there a selling of attitudes?

M3: The other drinks, like Tango, Fanta, Lilt, tend to sell the tropical sun atmosphere, the beach.

M2: Sunkist; drink it in the sun!

M3: Yes. Whereas, the colas don't. That's not what they are portraying, even though you are just as likely to drink Coke on the beach as you are any of the others, but they don't really need to get into that area I don't think.

I: Is there any difference in attitudes?

M3: I think of things like the colas as more all year drinks, whereas the others I would think of as, say Lilt, when it was sunny like I would have had Lilt yesterday but not today.

M2: It's seasonal.

M3: Yes.

I: Well, the thing is with Coke, you also have the clear ones, like Sprite and 7UP, and you also have the orangey ones. Maybe unconsciously you group them as the colas and others?

M4: Yes.

M1: Yes, all the others are by and large fruit derivatives, lemony, orangey, that sort of mix of various tropical fruits or whatever, but colas are like a different area altogether I think.

M4: The Tango ones are interesting, because I think they work quite well.

M3: But I think the adverts for Tango only work well here. I can't imagine them working well in America.

M4: Yes, I was going to say that.

M3: Because that's like typical awful English sense of humour.

M2: So you find that funny!!

M1: Yes, hilarious!

I: Something that came up other times. When you go to a bar, do you actually have any inhibitions in ordering any of these; do you actually prefer to order one or another.

M1: As opposed to a soft drink or an alcoholic drink?

I: No, any particular brand of soft drink rather than another brand? So would you rather say Coke or Pepsi?

M1: They would end up probably giving you whatever they have anyway.

M2: Yes, you do normally say 'can I have a Coke?', and you actually don't mind if someone gets you a Pepsi. You just say 'I'll have a Coke'.

I: Do you order a tango or a lilt or whatever?

M1: I usually go into a pub and I'm driving and I know I will just have a Coke or Lemonade. I won't think of anything else.

Yes, definitely.

M2: if you are not going to drink alcohol and you are buying, you will say 'I'll just have a Coke'.

M4: When you order orange sort of things, orange and lemonade, I don't drink anything else like Coke and that.

M3; I never think I will have a Lilt or things, probably because they won't have it.

M4: No, not the brand name. I wouldn't use the brand name.

M2: That's right.

M3: You feel silly if you use them.

M2; If you want a cola drink, you would say Coke. It is something inside you that says it.

M1: Yes, and in saying coke you would think it was more likely to be coca-cola rather than Pepsi.

M4: And they often ask 'we've only got Pepsi, is that OK?', and you wonder why they say that. They think you really wanted Coke.

M1: Yes.

M4: Because you used the word Coke.

I: Can you tell Pepsi and Coke apart?

M3: I have never actually done the Pepsi Challenge and I don't think I could

necessarily tell the difference really.

M2: I think I probably could, but you don't really think about it. If you are drinking Coke you think 'I am drinking Coke' and if you are drinking Pepsi you think 'I am drinking Pepsi'.

I: You don't really concentrate on it?

M4: I think if I did it 100 times, I could get it right maybe 55. I have detected a difference, but it's difficult, it's marginal.

I: Do you think there is more of a difference when it gets down to the Diet level of colas?

M1: I have never had Diet Pepsi.

M3: The Diet drinks are foul.

M1: I have only ever come across Diet Coke, not Diet Pepsi, for a start.

M2: I have seen more Diet Pepsi than I have Diet Coke.

M4: What about Cherry Coke?

M2: It's gone out now, hasn't it?

M4 : No, it's still around. I have had them occasionally, for a change.

M2: Yes, it's a novelty isn't it?

M4: yes, I quite like it, but it gets a bit sickly after a while.

Yes.

Anything else that hasn't been covered. Would you like to expand your feelings on Pepsi or Coke or any of the others?

## Transcript for group C2

I- OK, if we have someone speaking, we have one person at a time so we can understand and hear what they say. If I can just ask you in turn a couple of things. To tell us whether you drink soft drinks, which ones, where you get them from, things like that, just a couple of things.

M1- Well, I drink most of them really I suppose. I prefer diet drinks. I don't really drink orange drinks, fizzy orange. I don't drink stuff like Irn Bru and Tizer. I don't really like that very much. I buy it from anywhere I can get hold of it: drinks machines, supermarkets. I prefer them cold. If it's in the fridge I will buy it then definitely. I tend to buy it in small quantities, like one can when I want it, rather than six cans and stick them in the fridge. *FEAR OF COMMITMENT* I buy cans instead of bottles as bottles go flat. I stick with the main brands I suppose. I don't like small brands like Panda cola. I prefer real Coke, decent coke. I don't really like Coke anyway; I like Diet Coke. But I don't really go for the Tescos and Waitrose brands unless it's lemonade. I think lemonade is alright because it tastes pretty much the same whoever makes it. That's about it. *NEAF BUT WITH BRANDS IN GENERAL NO SPECIFIC CHOICE - SIMILARITY OF THE BRANDS IN MIND*

F1- I only drink Diet Coke or Pepsi, not the cheap ones. And Diet Tango I drink, and I tried the new Tab and I thought that was disgusting. I only buy them when I'm really thirsty so if it's in between lectures or something, I get them in the canteen.

F2- I drink more or less all of them sometimes. Usually Coke in preference to Pepsi. I only ever drink Diet Coke or Pepsi. I wouldn't drink Diet of any of the fruity drinks at all. I have about one can in the week at the most and I would probably get that from one of the machines in the Union. I rarely buy it from supermarkets and I probably buy it in a bottle about once every two months.

F3- I drink mainly Coke or Pepsi; the occasional Lilt or Tango; but generally main brands and more Diet drinks than non-Diet drinks. I only buy between lectures or when I'm thirsty; I don't really go for it otherwise. I buy a bottle once every three weeks or something. I prefer squash in that respect.

F2- Can I just say I prefer a little carton of orange juice or something a bit more healthy if it's available, rather than sugary canned drink.

I- OK, so when you are actually thirsty, do you seem to prefer anything else than a soft drink?

F1- No, I think a soft drink lasts longer and it's more thirst quenching for some reason.

F2- Something cold.

F3- Yes, usually because it has been in the fridge.

I- One thing is interesting. When you actually feel thirsty and you want to drink something, do you actually think of all the alternatives that you might have, or do you tend to focus on one. Like 'I would really like a Coke now', or 'a Pepsi'?

F3- Occasionally it's like that, but like if I was in the Union and I wanted a drink, I would go along to where the drinks are and see what was there and see what I fancied out of those. *MOODS*

M1- What you like at the time?

F1- Yes, what they have got. In places like that though there is usually Coke and Pepsi.

I And how do you choose between Coke and Pepsi. Those are both black and assuming you are not going to take an orange juice.

F2- If I am not going to go for a Diet one, I would have Coke, because I prefer that to ordinary Pepsi, but if I was having a Diet one, I would have Diet Pepsi because I prefer that to Diet Coke.

M1- I just take it in turns. If I haven't had Diet Pepsi for a while I will have that instead of Diet Coke.

F3- I can't tell the difference. If I did the Pepsi Challenge I would go for different ones all the time.

I- OK. So have you ever been using one of them for some time, or has it always been whatever?

F2- I drink generally Pepsi or Diet Pepsi rather than Coke. I think it's a softer taste.

M1- I don't go for a long run having just one drink. I have lots of different stuff during the week.

F1- I just stick to Diet Coke or Diet Pepsi.

I- OK.

F3- I change sometimes. If I go and buy a drink in the Union, it's usually a Pepsi machine, so they don't have Coke in there, so I only have Pepsi then. But if I was buying it in a supermarket, I would probably have Coke.*INFLUENCE OF DISTRIBUTION*

I- So basically, if you see them as very close together, their availability is a critical issue if it's a vending machine? You take whatever is there? If you have the choice then whatever comes first? OK. What would have made you, if someone said try Diet Pepsi or normal Coke, different to what you normally drink. So if you went to the Union now and you have seen the different choices and you have got Pepsi and Coke and Tango or whatever, what would have made you go for one of those? Price?

M1- They are all more or less the same price though all those things, aren't they?

F2- Oh, they are yes. If there was a special offer say saving three pence, I might go for it then.

F3- If you have seen it advertised you might try it.

F1- I would go for the taste of it if they were all the same price.

M1- Yes.

I- What about if one was 10 pence or 15 pence higher? If Coke was 15 pence higher?

F1- Go for Pepsi then.

F2- I would probably not buy it then.

F3- You get some special drinks that are 10/20 pence more and you might go for those just occasionally for a treat or something, but not all the time.

I- I wanted to go into talking about a particular brand, so if we talk about Pepsi. Do you think that the name and the brand itself represents anything: values, images, cultures, countries, maybe not for you, but you may be able to see it's presenting that for a number of people, or the average person in the street.

M1- Yes, it does. It's sort of an American image. If you were to label it to a specific age it would be teenagers, 17-20 year olds. Quite exciting.

F1- Yes, I would say the same. Americanism. If you go over to Eastern Europe or somewhere, you see these photos of the advertisements of Coke and it's always got some American looking way of life.

F2- The same. I don't think pepsi really so American as Coke though, looking at that as well.

F1- Yes, that's right.

M1- It's weird, because they try to give us this worldly image where everyone in the world enjoys Pepsi, but it doesn't really come across; it's more like the Americans enjoy it. But it doesn't stop us from drinking it really. We have got these pictures with Michael Jackson singing and stuff and it does bring you attention to the name quite well.

F2- I always get the impression that it's always Coke that Pepsi are following though. Naturally there is a lot of competition between the two firms, but I always get the impression that Coke are number 1 and Pepsi number 2. Probably because of the advert; the Challenge and everything.

F3- Yes, I do as well.

F1- That's the impression I get.

I- So, if I talk to you about Coke and Pepsi, do you think there would be any difference? You say American, but then Coke is still American.

F3- Pepsi is more modern, isn't it?

F2- Yes.

F1- Because Coke was the first one.

M1- People even say Coca Cola and Pepsi Cola. It's not called Pepsi Cola is it? But that's because they are so similar. Because they are two drinks and if they had to compete in a different way and market their drinks in a different way, they would probably lose a lot of their market to other drinks. Because they are a bit of a monopoly really; they are not a monopoly, but they have got a big market.

F2- I find when you go up to a bar, when you go up to them at the bar, and you don't know what to have, you can always say Pepsi if you can't decide rather than Coke. It's as if it's been so well advertised. I OPPOSITE FINDING THAN OTHER GROUPS - PEPSI IS MORE COMMON - SHOWS NO PREFERENCE?

M1- Yes, and it's always available as well. If you are in a pub and you want a drink and you're stuck, you either have Coke or Lemonade.

F1- Although sometimes they will tend to serve you whatever is there. You say I'll have a Coke and they will give you whatever's there; Coke, Pepsi, Safeways, or whatever.

M1- That's another point actually. You go into a pub and say you want some Coke and they give you Pepsi because they don't even recognise the difference.

F2- Or they give you their own stuff out of the squirter.

I- OK. Is there anything else that differentiates the two in terms of the way people can see them? The taste is quite similar so is there anything else? Any other respects in mind?

M1- Obviously, the colour of the can I suppose. They give different impressions don't they. I don't think that really matters. I think the advertising structures how you look at the can itself.

F3- But you are saving the world if you drink it.

F1- Yes.

F3- Like Michael Jackson. That's Pepsi. There was saving the world for Coke three or four years ago. But now there is Michael Jackson singing about saving the world for Pepsi. *LIGHT HEARTED APPROACH.*

I- What does the advertising, how does that affect the people that see the adverts?

F2- There is the advert where, I can't remember, I think it is Coke, there is a lot of young people, quite attractive, in the sun or whatever, and having a really good time, and I suppose the advertising is supposed to get it across to you that you will be like this if you drink Coke or whatever and it is quite influential. Obviously, you wouldn't be as stupid as that, but it makes you think they are trying to associate that with youngsters.

I- Gives you a good feeling?

F3- Well, I don't think the advertising does much for me really. I think things like Coke and Pepsi have already established themselves. Well, as far as I am concerned they have anyway. I mean, just seeing one of those adverts just makes

me feel sick really. It's just all these gorgeous American teenybopper kids. *WANTS TO BE SIMILAR - ENVY?*

M1- It makes me feel cool when I drink it! *SELF CONCEPT WITH THE BRANDS BUT STILL NO SPECIFIC BRAND.*

F3- I think God, I don't want to be like that!

M1- And I think also the advertising for them is more the image of the can. They haven't got any more slogans like the others. It says it's the taste, but when you think of the advertising, you think of massive crowds of people. And you occasionally think of the cinema one where there is an ice cold bottle of Coke and it looks really nice and they pour it in. Cause with Tango you think of 'you've been Tangoed' and with Lilt you think of the songs and everything; it's sort of a different approach to advertising.

I- Do you have different sentiments to them?

M1- It makes me want to go and drink Coke.

I- OK, if I put something a different way. Let's suppose that the only thing you knew about someone - that you went to meet someone at his house or a person went to meet someone, and you sat there waiting in the house for that person and you knew nothing about this person. And the only thing that you could see is that his house was full of Pepsi or full of Coke. You start to think how would she or he look now. I have got to go out and talk to them; will they be happy people or will they be young, old, modern, old fashioned, conservative or whatever. Maybe if they drink Pepsi or Coke, could you give me a different message?

M1- It wouldn't make any difference at all.

F2- Now it is almost like a household thing, (*SIMILAR BRANDS AGAIN*) that if you see I don't think anyone would think anything of it, because so many people drink it.

F1- Generally, you want to get the impression that they are younger rather than older.

I- You think any of them mean older?

F1- No, either.

I- Either, just the fact they drink soft drinks you mean?

F1- Yes.

M1- Because there is a different market for adult drinks isn't there. The sort of things that are advertised like Perrier or whatever.

I- Yes, OK. Now I am coming back to something that you have said before about the image they tend to give to people. Do you think that in their attempt to give this image, I think you mentioned that sometimes they overdo it?

F1- Yes.

I- So, do you think the brand itself might start having a bad attitude towards certain people because it is overdoing it, not being so accessible any more, but being a bit of a snob or whatever. Giving a different image than they want to give in the end which instead of attracting people it starts turning them away.

F2- It depends how much people are influenced by advertising really. I mean, older people might think Coke or Pepsi are just for younger people, but I don't think people would think like that. You tend to think they are advertising it for young people so you are not allowed to drink it because you are too old.

I- I mean, the housewife in the street, probably the thought processing whatever would be simpler, so you see an advert and think 'Radion powder cleans better, so I'll buy Radion this time' or whatever, and therefore it may be that when they see this advert, do you think they would have different effects for different age groups, or different kinds of people?

M1- Yes, it is weird but probably you(parent) would not buy it(Pepsi);

basically, if you buy it it's like spoiling a little kid. That's how you associate it, you associate it as a kids' drink that your kid would want. So, instead of buying Pepsi you might buy something else, like Lemonade, rubbish Lemonade. *VIEWS THE BRAND AS A LUXURY THAT CAN BE SUBSTITUTED SO AT AN OLDER AGE YOU TAKE CONTROL OF YOUR LIFE AND DECIDE TO HAVE IT. PART OF GROWING UP.*

I- Why is that?

M1- Because the image that you have got of this drink is that it is a real children's drink; it's like the in toys. And instead of buying in toys, you would buy the cheaper toy, the sort of toy we would have played with when we were younger. I am not speaking from my point of view, I am just saying the parents' position. But, you might not buy it for the sake of not spoiling the kid. *AGAIN OBSERVE THAT HE IS TALKING FOR PEPSI AND COKE AS ONE.*

I- How about the personal consumption? Say someone who is 10 years old, someone who is 17 years old, someone who is 28 years old. Will they all tend to look at it from a different perspective?

F2- I think maybe for the older people, maybe Pepsi or Coke is a mixer drink rather than a drink you would buy. If I saw an adult in the supermarket with a trolley full of Pepsi or Coke, I would think 'Oh, they've got children', not that they would be consuming it for themselves.

F1- Well, they may buy it for a mixer drink, yes?

F2- Yes.

M1- I would say that people our age drink it to quench thirst as well. *OBSERVE THE THIRST QUENCHING FACTOR AGAIN* If you do get older people drinking it, they would probably drink it to enjoy it.

F1- Yes, I can't imagine my grandparents drinking Pepsi or Coke. That's probably because they didn't have it when they were young.

I- How about younger people, sort of 10-20?

F3- They might drink it cause it's a sort of trendy drink to be seen with and Michael Jackson advertises it.

M1- I think especially when you are 10-14, it's quite a thrill to buy a can of drink anyway when you are that age, and so you are going to go for the trendy looking one.

I- So you would associate it with that?

M1- Yes, you could associate it with being trendy I suppose. IMAYBE PROBLEM SINCE THEY DON'T WANT TO BE ASSOCIATED WITH KIDS.

I- Would that mean that when you were moving out of this age, that you might be moving out of the drink as well?

M1- No, because you drink for a different reason. You would still drink it, but for a different reason.

F2- It's not very sophisticated to drink it. If you went into a pub and asked for a Pimms and Lemonade or something, it would be no Pepsi.

I- So, it would be more a home consumption?

M1- Yes, that's right. Perrier's a sort of sophisticated drink; Pepsi's not.

I- You would think that something like Perrier would have the disadvantage of being too sophisticated and maybe a pretentious image. You might not feel pretentious by ordering it, but you might feel other people think you are.

M1- Yes, that's probably true, but it's a drink that you can't really afford when you're younger anyway. It's an older persons' drink and the cost goes with the image as well.

F1- It's sort of the availability of it as well. It's not as readily available as Coke or Pepsi. AVAILABILITY IS LINKED WITH EXCLUSIVITY/MAYBE

*REASON FOR NON LOYALTY IS THE COMMON USE FO BOTH COKE AND PEPSI?*

I- Do you all live in student houses?

ALL- Yes.

I- So, you have got house maintenance and everything, so do you buy all your own stuff or do you share?

ALL- Buy my own.

I- So, you haven't got any influence as to when you buy a bottle and you might have an influence because all the other people in the house drink Pepsi so buy Pepsi, or all the others drink Coke so you buy Coke? Or you just buy for yourselves?

F2- Yes, there is one girl in our house who just buys crates of Diet Pepsi every week and she doesn't seem to influence anyone else. I think she drinks it because there's caffeine in it and when she's working late at night she drinks cans all the time.

I- Do you every ask her why is there so much loyalty to Pepsi or Coke?

F2- No, but she always gets Diet Pepsi.

I- Sometimes you get accustomed to something and you just keep on buying it. It's more costly to switch.

F3- Well, my boyfriend doesn't drink Coke or Pepsi, so if I'm with him and I fancy sharing a can, it's always Lilt, so I'm drinking Lilt all the time when I would usually have Coke if I was on my own.

I- But because you don't really mind you drink that?

F3- Yes.

I- If I give you one of these nice cartoons. Now what happens is that this guy's going to buy a soft drink so those two nice looking things there are cans of drink. So it's Pepsi and one of the cans is saying something to him. I was wondering if you can think about it and then say what you think the can would say to this bloke. Do you think that he would have said different things if this bloke always bought Pepsi? So, it's a Pepsi can and it actually can talk. So this guy always buys Pepsi and this can is there and they can communicate and they recognise that he must buy Pepsi. Do you think they would talk to him differently then if this guy didn't really mind what he bought, or someone that bought Pepsi but not so regularly - once a month or whatever?

F2- Well, if he was someone who always bought Pepsi, then the can would have to be less persuasive to make him buy Pepsi again, but the would want to make sure that he would buy the Pepsi rather than changing his mind for a change and going for something different.

M1- So, if there was the can of Pepsi and he is an accustomed pepsi buyer and he thinks about buying something different, he might tick him off for even thinking about it.

I- Is that if he was a dedicated Pepsi drinker?

M1- Yes.

I- But what about if he wasn't? What was you going to say?

F2- I was going to say you can associate sitting down if you drink it regularly, then you tend to drink it when you have got a break, so he would appeal to his 'I'm a can of Pepsi, come and drink me because it's your break' sort of thing.

I- A nice time.

F3- Have a break, have a Pepsi! Like Kit-Kat!

I- So what about if this guy was someone who wasn't drinking Pepsi, rather preferred Coke, sometimes drank Pepsi, and then he goes up to this can of Pepsi and talks to him. What would he say?

F2- I get the impression from this that the can that was talking to him is like a lad, a bloke. And the other one with eye-lashes is a woman. And he would say something that is very sexist 'stick with the lads, you don't want to go off with the woman', or whatever, so buy me.

I- So try and persuade him to stick with Pepsi?

F1- Yes, pressure or whatever. If the taste was similar of the two drinks, then they would probably go for something else like one was environmentally friendly, or drink me because I have got a special offer on, rather than something to do with the taste of the drink.

M1- I don't think you could persuade someone who drank Coke to switch to Pepsi.

I- Why?

M1- Because, apart from the price, a) they are so similar, and Coke is the drink anyway. Coke is a more trendy drink anyway and it's a more established drink. It's like trying to persuade someone to change a British car for a Japanese car; the Japanese car maybe a bit more reliable and a bit well advertised, but because he is so accustomed to drinking his Coke, it's like driving your Rover or whatever.

F1- People don't like change either do they?

F2- No.

I- You said about Coke being more trendy?

M1- Not so much trendy. It's not more trendy. Coke's sort of like the grey suit. Let's try and compare it with someone wearing a suit. You try and persuade someone to buy a green suit instead of a grey suit. You are not going to succeed unless they are young and trendy, looking to be a bit of a rebel and a bit different. If you try and persuade a businessman in London or something to change his suit, then you won't. It's the same sort of thing. Coke isn't more trendy, but it's more established and it's more the image.

I- So, would you think that that would be because people don't like to change, or they maybe scared that 'well, why should I change'. If everyone else hasn't then it means that there is something there that I should stick to.

M1- I think they are just complacent. I am totally happy as I am thank you very much. I donot have any problems, I am very happy in my grey suit so why change? *PEPSI DOESN'T OFFER ANYTHING MORE TO TRADITIONAL PEOPLE. IF YOU BELONG SOMEWHERE STAY.*

I- It could be though that they knew of something better. They would never know would they? So it could be that green suits maybe more nice to see and in effect it could be a new trend or whatever?

M1- Yes, and they wouldn't realise that. Yes, it's quite possible.

I- OK. Shall I leave that with you until the end, or do you want to try and fill that in now? We will leave it to the end. Now this is the last part. I wanted to ask you about advertising and the communication, e.g. you have got the Pepsi Challenge. And you have got distribution, for example, in the University. In the refectory you have only got Pepsi, but in the vending machines you have only got Coke. So all this could be part of the communication of the company to the consumer. Do you remember any of the advertisements or promotions being done recently?

F1- The Tango advert. Yes, I think that was really good. And virtually used it in the medics review. They actually did it better in the review though. They increased my awareness of Tango and made it more trendy, but I still don't drink it really that much.

I- How about any of the Pepsi ones?

M1- . Only Michael Jackson and Tina Turner sort of thing.

F2- And the one where there was a lorry full of Pepsi hanging over a cliff.

F1- And the Pepsi Challenge.

I- Do you remember any promotion stuff, like going into a supermarket or seeing any posters or anything saying they are giving money away, or whatever?

ALL - No, I don't think so.

(Shows video - Cindy Crawford one).

I- Do you remember seeing that?

ALL- Yes, I do.

I- So what do you think?

F2- They are actually advertising the woman rather than the Pepsi aren't they?

F3- Yeah

I- Yes, there is a nice book called 'Are they Selling Their Lips'. It is about lipstick and this is shown so much, the lips, that the little kid said to the mother 'are they actually selling her lips'! So what do you think?

F1- I think it shows someone a bit older actually buying the can of Pepsi.

M1- I think that advert is directed completely at 18 and under really. Well, no, maybe a bit older. Anyone younger than that woman really.

F2- It could appeal to young girls associating themselves with Cindy Crawford who think 'Oh, she drinks it, I will drink it'.

I- That doesn't change any of the image of the brand?

F1- It sort of gives me bad feelings against them for advertising in that way; I think it's sexist that sort of thing. It does give me that sort of feeling, but it would not influence me buying it.

M1- It makes Pepsi into a really important person's drink and you drink it to be

in with the cool people; in with the rich people; and I suppose that is it, but that conflicts with all the other adverts really, doesn't it? So there is two boys who are actually going to go out and buy a can of Pepsi after she has finished. Anyone who was looking on would have done. And it's only because she drank it and she was beautiful and she was more important than everyone else.

I- What about the new logo? Do you think it's changed anything?

F1- I didn't notice it.

F2- No.

M1- I noticed it to start off with but you get used to it. I think it has changed. For the better; I reckon it's better.

I- Yes, and that's the new one. Do you think there is a lot of comparison with the old one?

F1- Can't remember the old one. I don't know when it changed or anything.

I- Have you compared the packaging? This is the old and this is the new. If you compared that with a Coke can, do you think that's any different?

F1- Coke stands out more for some reason. It's just the red colour that you associate it with. I know the colours are the same, but it sort of stands out more.

F2- A Coke can is a very unique thing. Everybody recognises it and knows that that's Coke and Pepsi's not quite so strong. *NEEDS TO TRY HARDER.*

M1- Red's the ultimate colour for catching now anyway isn't it? All the sports cars are red.

I'll just show you another one (video - 75 miles one).

What do you think about that one?

F1- I like that one. It's a bit better; nice man. It's more of a mini film though

isn't it?

F3- Yes.

I- So what do you think they are trying to do there, and how do you think that people would receive this?

F2- It's unique. It says there's nothing like it.

f1- Yes, and people will go long distances obviously to get that, rather than choose something more available.

M1- Yeah

I- Did you remember that at all?

M1- Yes, it's a bit like the one when they are in the cafe and the bloke says he can eat everything on the menu and he gets down to the last and it's a glass of cola and he says it's not Pepsi, and the guy lets him off, even though he doesn't drink the stuff that's not Pepsi.*SEEM TO REMEMBER MANY MORE ADVERTS THAN OTHER GROUPS.*

I- So, do you think that could have an effect?

M1- Yes, it really puts down the other brands doesn't it? Panda cola - no-one could drink that, no way. There's a real stigma attached to those. But it wouldn't affect Coke though. You look on Coke in a different sort of light anyway. When you went to that garage you wouldn't think that they were offering him a can of Coke, because you would have expected him to accept that, but anything else *...INTERESTIN PERCEPTION OF EVENTS - STILL NO OBSERVED DIFFERENCE IN BRANDS.*

I- So, as you said, if I go there, if it's Coke or Pepsi then it's OK, but if it's Safeways cola, then you would rather drive, not 75 miles, but go to another shop and buy a Coke or a Pepsi?

M1- Yes, it does do that. The other thing is that when you buy another drink, a

Panda cola or whatever, you make a point of thinking about what it tastes like and you realise that it's not very nice anyway. *NEAF TO THE TWO BRANDS*

F1- That's right, and because we are expecting it not to be as nice, it isn't as nice.

M1- Yeah, you are expecting it not to be nice so it is not.

Another video (Michael Jackson).

i- So what did you think about those two?

f1- It's trying to say that it's universal and for the future.

I- So, do you think they were good as far as you are concerned?

M1- No, because I didn't really concentrate on watching them really. They are the sort of thing that you see on TV and you see Michael Jackson. A lot of the adverts that you have seen on TV they have finished and you can't remember what they have been advertising. You remember maybe it was for Pepsi but not the story. I didn't understand the story line, especially the first one.

f2- Yes, I think the last one was very confusing, but I get distracted easily.

M1- It's as if it's another Pepsi and they are so common place anyway.

F1- Yes, it just makes me think they don't really need to advertise, because they are so well established anyway.

M1- It's a bit of a reminder of the drink.

I- Are all these aimed at younger people or what?

F1- I didn't like monster it wasn't very nice. It would scare kids.

F2- I think the one with Michael Jackson, younger kids are going to be quite influenced by it. Because it's Michael Jackson and he's a superstar and

everything and it wouldn't apply to people like us really.

M1- I think their adverts aren't really aimed at anyone. I mean, the second one was probably aimed at younger people, but they are not really aimed at anyone, or achieving anything. Like the two we saw first of all. All they are aimed at really is reminding us about the drink; reminding us that it's still about and that it's still cool. You see that it sticks in your mind; you don't really sort of listen to the plot; you don't take any notice of what's going on. You see a few lights and you link it with the name.

F3- They are also trying to say, like with the caption they have had on every single advert, the choice of the new generation'. They are saying that they want to get away from the old traditional idea, like Coke for example, and everyone around this time wants to drink Pepsi. *BATT CONFUSED?*

I- Do you think they are doing that well?

M1- Yes, I think they are doing it really well, and it's so obvious that they are doing it as well. Because the old Pepsi, I mean, what was the purpose of the Pepsi Challenge anyway? Was that trying to say that they were different, or they were not different?

F2- They are not different? Weren't they trying to say that you couldn't tell the difference between the brands?

M1- Yes, they are basically trying to say drink Pepsi because it's so like Coke.

F1- I thought they compared it to Coke though as well?

F2- Yes, and it was meant to taste nicer than Coke, or taste nicer than anything else. Or people preferred it.

M1- But I thought that everyone got the Pepsi Challenge wrong which would only imply that they are very similar. Because the point that was made was that everyone took it that they were cool and they knew the difference, and that they didn't. And that was really sort of like a supermarket advert; like washing powder, something like that rather than a trendy drink.

I- And did those adverts appeal?

F1- I think the first two did, but I think the second two were just sort of adverts. The first two stood out, they had things to make you watch. And that Michael Jackson one; it could have just been sort of Michael Jackson on Top of the Pops and I would have taken just as much notice then.

F2- They are trying to appeal to different ages as well on the different adverts.

I- Yes, and do you remember any of the Coke adverts?

F2- There's just a lot of kids singing on the top of mountains.

M1- Yeah singing around

I- Do you think there has been any change in the last couple of years, between Coke and Pepsi?

F2- I think it's gone from being an American thing to something that everyone drinks; it's universal. Just the fact that they showed what looked like aliens.

M1- I reckon that Coke's gone to being universal and Pepsi's to being completely American. I reckon that Pepsi is so American.

I- So you have got some ideas as to what they are trying to say and what they are trying to make people believe. So on the one hand, you have got those. On the other hand, you have got the actual advertisements; things like the Pepsi Challenge, and you have got the new logo that Pepsi itself. Do you think there is any complete conflicts there? Do you think that they are trying to say this, but I believe that there is a complete conflict there because they are doing that? You said a nice one when you said what was the point of doing the Pepsi Challenge when they are trying to say that they are different, but no-one can tell the difference between the two. So that could have been a conflict. If they are trying to say we are different from Coke so have us, and then the Pepsi cola says that most people can't tell the difference, then probably something is conflicting. Do you think there is anything else that you feel is conflicting?

M1- I suppose you could say that it can't be a universal drink if they are advertising it with Michael Jackson, but I don't really think that that applies anyway. When I said that it was an American drink, I don't imagine that it is being drunk in America only and it is a dominated market in America. Just that it has got an American image and that's the selling point of it. And that's why the people here buy it.

I- Do you think there are any conflicting messages with this and anything else they do?

M1- There is a conflict from now as they are comparing now to two or three years ago. But there's not at the moment.

F3- I think they are changing the environment and politics and everything from nationalism to trans-nationalism and that the whole world is inter-related and then we have got Michael Jackson singing about children all over the world, isn't that the advert, all the different cultures, and I think that's reflected in the advertisement.

I- What about things like the packaging?

M1- Yes, there's a conflict, but it's a weird conflict, because the adverts for Pepsi and Coke are different, but you imagine the drinks as being the same. You see an advert and you can't remember if it was for Coke or if it was for Pepsi often. And they also like conveying different messages to them and they sort of get mixed up with each other a bit. So it's a bit ironic, but it's a problem but not sort of a real problem.

I- I'm coming to the end now so we just have a bit of time left if you want to make a comment on anything, or want to add to any of the points that we discussed.

F1- Is Coke the leading brand?

I- It probably is, yes; in the world it is and probably in the UK. In the States it could be very similar. But in the UK Coke is the bigger one. Both of them own

their own chains of restaurants so that's why you see they've only got them there, e.g. Pizza Hut and Kentucky Fried Chicken are owned by Pepsi. In others you can only get Coke.

F3- Can I just say something that illustrates maybe that different countries go for the image that they portray. In Iran they are allowed to sell Coke, but they weren't actually selling the right product; they were making their own stuff and putting it in bottles. So people were actually going for the image of Pepsi or Coke, I don't know which one it was, but weren't actually drinking it. Apparently, it was really horrible. It is only now that they are actually allowed to sell the real thing.

I- Still, they still had it even though it was horrible?

F3- Yes, they were still having it because it was Pepsi or Coke, not because of the taste.

I- Anything else?

F1- Well, in Latvia I actually lived on Pepsi. I was there for two months and you couldn't drink the water, so all there was was Pepsi. You could get Coke in high currency shops in Cannes, but they made their own stuff in bottles and you couldn't actually tell if it was proper Pepsi or not. But Coke was not available.

OK, do you want to fill out these forms.

So we are trying to tell this bloke to buy Pepsi?

Whatever you want.

If you want him to be a dedicated buyer or, let's have him to be a non-dedicated buyer, someone that buys everything, he doesn't really mind, and the can is Pepsi OK. And the other one next to it is Coke, so let's make it easier OK.

How old is this bloke?

You can have him whatever age you want. If you want him to be a certain age

just put the number on top of his head.

F1- Actually, it's probably easier to advertise things for kids isn't it?

F2- They are influenced easier.

I- Yes.

M1- I don't know. I think that adults are influenced much more easily.

F1- Oh, yeah, but not as much as kids.

M1- But it's trendy to make your parents buy it as well. But you are influenced though.

I- Yes, probably in certain respects.

M1- I reckon every time you buy something really, unless you are influenced by the price. Do you tend to go for the established brands?

I- Yes, they offer you a sense of security.

M1- But that's only because of the advertising.

I- Yes, and consistency. It's a small risk trying something new out. You miss out on the opportunity of drinking what you want to drink. Unless it's better of course.

# .Appendix VIII.

Document sent to Pepsico  
( 16 August 1993 )

Mr Philios Andreou  
A125 South Hill Complex  
Glen Eyre Road, Bassett,  
Southampton, SO2 3ZA

Mr Andrew Fennel  
Senior Brand Manager  
Britvic House, Broomfield Road,  
Chelmsford, Essex CM1 1TU

16 August 1993

Dear Mr Fennel

I am a research (PhD) student at Southampton University and I contacted you earlier this year in February requesting some information on Pepsi which you kindly provided for me.

My research has been on the types of relationships consumers form with brands, their components and the variations of these depending on the Loyalty and usage level exhibited by the consumer. To explore this I have used focus groups of Pepsi consumers.

I have now completed the Fieldwork and I am analysing the results. In doing so, I have noticed an interesting pattern arising as it concerned consumers responses on the Pepsi Challenge Promotional Campaign. I am enclosing a report I have prepared for you with the findings.

Although this is not part of my research area (I am looking for general concepts on brands and consumers rather than specific cases) I would be very interested to hear from your thoughts on my report. I can assure you of every confidentiality on this and any correspondence will be treated in a strictly professional manner.

I hope you will find the report interesting and I will be looking forward to both your confirmation of receiving it and your comments.

Until then I remain,

sincerely yours

Mr Philios Andreou

BSc(Hons) AIMgt MCIM

# REPORT ON RESEARCH FINDINGS FOR PEPSICO

## ON THE PEPSI CHALLENGE PROMOTION

### 1.0 BACKGROUND AND OVERVIEW

The research objectives were to explore the relationships that exist and are being developed between consumers and brands and to further identify any differences between these relationships as held by Loyal or non Loyal consumers(to a specific brand in a category) and also by heavy or Light Users of the actual category.

The field research was scheduled for February, March and April 1993. The whole of February was used for planning and preparing the resources available. The different research methods that could have been used were evaluated and the method of focus groups discussion was selected. The end of February also saw the first pilot interview and the subsequent revisions of the question route and moderator's script documents.

In the first three weeks of March, the sift questionnaire was administered to approximately 600 students of Southampton University and about 100 were selected for sixteen focus groups. At the end twelve focus groups interviews were held in March and April with 55 participants.

### 2.0 SCOPE OF THE RESEARCH.

The first step was the taking of a decision as to what the product class will be and subsequently what brands will be used.

It was felt to be important for the product class to have the following characteristics:

- (a) Absence of intense price competition amongst brand leaders.
- (b) High level of loyalty by brand users.
- (c) Users being the same people as buyers.
- (d) Brands in the product class being promoted and subsequently differentiated on representational values rather than functional values.
- (e) Low involvement decision making in the purchase.

(f) Purchases representing only a small proportion of general consumer expenditure.

The reasons for the above came as a result of a short research project performed at the university at an earlier stage by the author. Students were asked to state a planned purchase (both product and brand) and the following week they were asked about their actions concerning the purchase. It seemed that where the purchase involved brands with great price differentiation then students would go for the cheaper brands (due to economical way of life) and the level of loyalty was very low. Even the store loyalty was not high, where students would buy the cheapest own-brand of the store they happened to be near to. Where students bought things for their house or for others, then the purchase was done on guidelines set by the other members or based on simple rules i.e. again buy the cheapest. Thus it was decided to go for products that were bought and used by the person coming to the group discussion. Where products tend to be promoted on functional rather than representational values, then a double jeopardy effect is seen. Firstly the decision process is more geared to features evaluation and secondly the respondents try very hard to prove that no subjective preference was involved in the decision process by quoting facts and figures. This is also observed in high involvement decisions where another problem seemed to come up; namely that students don't make many such purchases let alone making a consecutive set of buys to determine the loyalty level.

The product classes chosen were : Soft Drinks and Cigarettes. These conformed to the above set guidelines and were also extensively used by students at the university. This meant that the availability was good and vending machines were seen spread around the campus.

In the soft drinks class, it was decided to go for Pepsi Cola because it is a brand that has been targeting the younger consumers ( with its "New Generation" campaign) and it would be interesting to see the level of relationship it has managed to achieve. Pepsi cola is also one of the market leaders in the product category in the UK with 21% (BRITVIC 1992 Soft Drinks industry report) of the cola market and can be found in most places in the university. One of drawbacks was that Coca cola apparently had a monopoly on the vending machines that could create a false "loyalty" measure amongst light users or even indifferent users. Thus care needed to be taken in the recruiting so that loyal users were really the ones that preferred one drink to another and not ones that were "forced" to

consume the one because of availability under time pressure (Vending machines can be found in most university buildings and students tend to consume soft drinks during 10 minutes breaks between lectures.) It was decided to consider the extensions (Diet Pepsi and Caffeine free diet Pepsi) as the brand itself and to group their loyal customers together with the core brand's ones.

### *2.1 Representativeness of a student population*

There was the obvious argument against using students, that they would not be representative of the general population of all consumers and also there were concerns as to whether the methods adopted for the selection of the groups would enable the gathering of a representative sample of that population. After discussions with members of the Accounting and Management Science department it was concluded that the first argument in this case couldn't hold for the following reasons :

- (a) The theoretical background for the study (i.e. all the previous research findings and theories used) apply to all consumer groups and doesn't suggest students should be excluded from such findings. Moreover the research as explained below was straightforward and the brands chosen were brands that the main consumers (i.e. the greater spent) was seen in these age groups.
- (b) The choice of the product classes and the brands to be used was done after careful thought and analysis, (based on a pilot questionnaire), to accommodate the peculiarities of a student population.

Now as to the representativeness of the groups sample to the population study the following two points were made:

- (a) The segmentation and therefore the selection of respondents was done on a quota basis using behavioural variables (loyalty and usage) and there is no indication that consumer - brand relationships differ with the status or socio-economic position of the consumer

(Farley 1963-4, Frank et al 1965.) The members of the groups were all selected using the controls of the Sift questionnaire and were therefore subject to the same entry requirements. The sample population was homogenous in all other respects and so the participants didn't differ in terms of age, occupation and place of residence(as long as they are students.)

(b) The research, being of a qualitative nature and for exploratory purposes, doesn't really require the drawing representative samples.

### 3.0 METHODOLOGY

#### *3.1 Defining the Groups*

Calder (1977) discusses the issue of whether groups need to be homogeneous or not and concludes that if a shared perspective is studied then it cannot emerge if the groups are heterogeneous. Since this study is trying to ascertain the differences, if any, between the relationships formed by the different groups then homogeneity was necessary.

At the beginning four groups were planned :

- A - Loyal uses and heavy users
- B - Loyal users and light users
- C - Non loyal users and Light users
- D - Non loyal users and Heavy users

However as the recruiting began it became obvious that group D was almost non existent. This was not surprising as heavy users were most likely to have a preference in the product class from their experience with the product. Since the two product classes were also highly representational in outlook it was inevitable that consumers would tend to associate more with a particular brand and thus being drawn away from the others (given that differentiation existed) the more they used the brands. The only observed cases of group D were group A variety seekers that wanted a bit of change for a limited time before returning to their usual drink. Thus it was decided to drop group D under the assumption that it didn't exist.

All the subjects were to be recruited from the university campus area and the recruiters were positioned in all places where vending machines were situated and also in central points in the university where the pedestrian traffic was heavy. Each recruiter had a quota for each particular group and time ensuring a good mix of subjects. There was no quota as to socio-economic or behavioural variables since this was not shown to have had any relevance (ARF 1964, Farley 1963-64, Frank et al 1965) and the main segmentation was in the particular types of groups. In many of the other respects(i.e. age, occupation, general behaviour e.t.c) the groups were very similar due to the characteristics of the population. The recruiters though had quotas as to the sex of participants to ensure a good mix.

### 3.2 *Measure of Loyalty and rate of use*

It was decided to use the same measure of loyalty for the two product classes and this was set at four or more of the last six purchases or consumption being of the particular brand (>AAA\*\*, in whatever order, where A is a particular brand and \* is any other brand in the product class) The rest of consumers(i.e. those with no such brand preference) were classified as non loyal users. To cope with the problem of availability the interviewer at the sifting process had the liberty to select or discharge respondents at the border (exhibiting a AAAAA\* or AAA\*\*) from their statements during the interview and their answers to consequent probing.

The definitions for the rate of usage were more difficult to structure. In the Soft Drinks class, it was decided to use an average of eight glasses or six to seven cans a week. Any consumers that consumed that or more per week were classified as heavy users and the rest as light users. The glasses measure was introduced to deal with the problem of one and two litres bottles being purchased for use in their houses.

### 3.3 *Procedures*

As discussed before, this was be a two-phase research where in the first phase a simple questionnaire was administered and the sifting took place. In the second phase a number of group interviews( four of each particular type of group) took place.

By the end of the research phase there were 12 tapes ready to be transcribed and those tapes represented the following focus groups:

4 A type groups (i.e. Loyal/Heavy)

4 B type groups (i.e. Loyal/Light)

4 C type groups (i.e. Non Loyal/Light)

The turn up was not very good (55%) and this was the reason only twelve out of the planned sixteen groups were held. However the group discussions that were held were very successful and it was decided that twelve groups will suffice. In terms of males/females a very good spread has been achieved in the end :

|                    |            |
|--------------------|------------|
| Group A: Males:12  | Females:7  |
| Group B: Males: 11 | Females: 9 |
| Group C: Males: 7  | Females: 9 |

i.e. Males 54% females 46%

However only six of these interviews were for soft drinks and this report will be dealing only with these six. The length of each focus group was between 75 and 90 minutes.

### 3.4 *Analysis of transcripts*

In the first part, repeated patterns of brand relationships were compiled across the three categories by looking at the similar groups. This was done by looking across each type of groups one by one (i.e. examining patterns between the three groups) and by looking at combinations of groups. This was in an attempt to identify patterns for one variable analysis using other variables as controls. For example:

Comparing group A(Heavy/Loyals) with groups B(Light/Loyals) and C(Non Loyal/Light) put together to determine whether differences are due to Usage levels.

Comparing group C(Non Loyal/Light) with groups A(Heavy/Loyals) B(Light/Loyals) put together to see whether differences could be attributed to Loyalty levels.

These patterns of behaviour, attitude and perceptions would be arranged in such way to provide a theoretical platform from where researchers can choose items for explanatory or application research.

#### 4.0 PEPSI CHALLENGE PROMOTIONAL CAMPAIGN FINDINGS

Note: In this analysis there wasn't an observed difference between the Heavy and the Light consumers and these distinctions were therefore disregarded( i.e. both A and B group participants were thought as Loyals only.)

One of the surprising patterns that was emerging was the difference in attitude as it concerned the Pepsi Challenge campaign in the UK by the Loyal and Non Loyal groups. The Loyal group had clearly been having negative feelings about the campaign whilst the Non Loyal people were indifferent and sometimes quite positive about it. [The notation that will be used throughout the report is: The first two characters indicate the group from where the quote is taken(i.e. A1, A2, B1, B2, C1 or C2) while the next two indicate to whom the quote belongs to (i.e. M = male and F= female and the number indicates which M or F when there are more than one in the group.) The page number and the characters number are indicating where the passage is taken from and correspond to the text file of the transcript.]

A1 M2 page 3 char.7260 - 7934

*"..it was real people trying it but not at all convincing."*

A1 F1 page 3 char. 7260 - 7934

*" Yeah you never know whether they are showing you all the people or only a selection that suits them. It wasn't realistic... all these people preferring Pepsi"*

B2 M3 page 2 char 11088 - 11125

*The moderator asks if they remember the Pepsi challenge and M3 answers in an ironic manner:*

*"How could we forget!!"*

B1 F2 page 2 char 6557 - 7745

*"..It was to ...see if (people) could tell the difference. The street was packed....Obviously people that they showed, preferred Pepsi."*

B1 M1 page 2 char 6557 - 7745

*"I don't like PEPSI' cut that one."*

There was also a consensus amongst Loyal users that the campaign had not reinforced anything for them. When this is contrasted with comments from people from the C groups (Non Loyals) it is apparent that their attitude is less hostile and has fewer negative aspects.

C1 M2 page 2 char 9637 - 10124

*" (the aim) was to prove that there was a difference and that Pepsi was better than Coke"*

C1 M4 page 2 char 10212 - 10524

*" I think that something like the Pepsi Challenge just completely falls down on a country like this, because people don't buy it as much."*

C2 F3 page 1 char 3636 - 3741

*" I can't tell the difference. If I did the Pepsi Challenge I would go for different ones all the time."*

It was very interesting to also note the different perceptions people from different groups had as to what the other drink (apart from Pepsi) in the Challenge was and how this influenced their way of thinking as to the campaign's objectives. The comments from the Loyals indicated that they believed Pepsi was trying to deceive the people by using a 'Cheaper' Cola or a watered down version which would obviously make people choose Pepsi in the Challenge.

B2 M1 page 2 char 11150 - 11958

*"..they were asking people to taste the difference between a watered down can and one Pepsi, then they were so surprised they chose Pepsi!"*

B2 M2 page 2 char 11150 - 11958

*"..take this unmarked one - see which one is better."*

B2 M1 page 2 char 11150 - 11958

*"..One of the Colas is going to be like Panda or Safeway's own and the other own a decent one"*

A1 M2 page 3 char 7260 - 7934

*"It is just people trying it out isn't it, Pepsi and some type of other Cola.."*

The above comments were not surprising since there was a general feeling of respect for Coke from the Loyal groups and it was indicated in many instances during the discussions that Coke was the original and leading brand in the soft drinks sector. Thus, despite their preferences, the Loyals believed Coke is comparable to Pepsi and couldn't criticise directly or indirectly people who preferred it over their own choice. In contrast the other Colas were looked down upon and were clearly thought of as inferior. Examples of this 'respect' were:

B1 F2 page 1 char 14685 - 14944

*" ..I think Coke has got an all widespread than Pepsi has.."*

B1 M1 page 1 15685 - 15944

*" You think Cola, you think Coke first. If you had a Pepsi and a Coke in front of you, Coke would be more recognisable at first. To the average man maybe."*

A1 M2 page 1 char 9647 - 10047

*" ..I realise that Coke is the one that has been around all this time...where as with Pepsi ..it seems more recent."*

The C group's responses were different in the sense that the Pepsi Challenge was seen as being directed towards Coke and that although they seemed to have understood what the campaign was showing, there was a lot of confusion as to the reasons behind it and subsequently the logic of it. They seemed to be thinking that Pepsi was doing it because it felt inferior to Coke and was trying to prove to itself (and not to them, since they felt both were really the same and had no preferences) it was better. They were not clear as to whether the aim was to show that there was a difference between Coke and Pepsi or that they were so similar, you couldn't tell which was which.

C2 M1 page 3 char 2400 - 2700

"...they are basically trying to say drink Pepsi because it's so like Coke"

C1 M2 page 2 char 9637 - 10124

*" (the aim) was to prove that there was a difference and that Pepsi was better than Coke"*

C1 M3 page 1 char 3467 - 4230

*" There is a definite difference (between Pepsi and Coke) because you do the Pepsi Challenge and Pepsi is sweeter than Coke or whatever."*

C2 M1 page 3 char 2099 - 3096

*" What was the purpose of the Pepsi Challenge anyway? Was that trying to say that they were different or that they were not different?"*

C2 F2 page 3 char 2099 - 3096

*" They are not different? Weren't they trying to say that you couldn't tell the difference between the two brands?"*

During the discussion it was pointed out that they didn't have a preference over the two brands and that they drink them either in turns or depending on which one is colder or more eye catching at the time. They were therefore assuming that the reason Pepsi would do something like the Challenge was simply to prove themselves, feeling inferior to Coke.

C1 M1 page 2 char 9637 - 10124

*" But then, the fact that Pepsi posed the challenge in the first place means that they ....think of themselves as being inferior to Coke"*

C2 F2 page 1 char 6602 - 6946

*" ...Naturally there is a lot of Competition between the two firms but I get the impression that Coke are number 1 and Pepsi number 2. Probably because of ..the Challenge and everything"*

## 5.0 ANALYSIS OF BRAND PERCEPTION

A certain peculiarity seemed to be arising from the analysis of the transcripts when searching for patterns between the different groups. Looking through the total attitude the different consumers had about the brands and the relationships they had with them, Loyal groups exhibit a theme of individuality of Pepsi that runs through the interviews. Loyal drinkers saw Pepsi as an individualistic drink for the few. They saw Pepsi as a drink that you learn to enjoy through time, whereas Coke is a drink for everyone and is accepted by everyone. This could well be attributed to the personality aspect of the brand in combination with the general image of the User. This was something that wasn't apparent for the Non Loyal group while for the Loyal groups participants it was shown in forms extending from functional (twist of lemon in Pepsi, gas filling) to abstract (generally taste, image) as seen below:

B1 F1 page 2 char 4493 - 4917

*"As you get older, you have your own taste...(Pepsi)"*

A1 F1 page 1 char 2553 - 3323

*"I think Pepsi is better for me anyway than Coke"*

B2 M1 page 1 char 2773 - 3418

*"..well myself, I like Cola with lemon as you say ice and lemon...and Pepsi tastes like it has lemon in it whereas others don't. There is just a slight distinction."*

B1 M2 page 1 char 1792 - 2139

*"There's a lot more gas in Coke; it fills you up, strangely enough...Pepsi is the opposite which is probably why I switched.... not that anyone else has noticed. Most people..say they both give you gas..but it seems to work with me.."*

B2 M2 page 1 char 4576 - 5578

*"Pepsi is more individual..like Apollo in Rocky IV"*

B2 M2 page 2 char 9847 - 10574

*"Coke stresses a way of life; Pepsi is more intimate"*

On the same lines the communication of the brand (Pepsi) to the consumer seems to have evoked the same feelings. Participants again stressed the individualistic element in

describing the advertisements and different campaigns. The comparison and antithesis with the campaigns for Coke is also interesting.

A1 M3 page 1 char 5290 - 5980

*"Pepsi portrays that it is the choice of the New Generation "*

B2 M2 page 2 char 7531 - 7895

*"....no singing and dancing like Coke ads....(it would not be Pepsi's style.)"*

B2 F1 page 3 char 9087 - 10087

*"if Pepsi did Coke's way (of advertising) it wouldn't fit"*

The same fact that Pepsi adverts uses named, famous stars seems to bring up the same issue of individuality. Participants were sometimes critical of this fact (one cannot ignore here the fact that dissonance behaviour - I am not influenced by seeing M. Jackson drinking Pepsi; I am a big boy/girl now- could well have been behind this) but the message was coming through; Pepsi would say to the consumer :

B2 F1 page 2 char 6290 - 6464

*"Break the tradition..drink Pepsi"*

A1 M1 page 2 char 3389 - 4247

*"You are the New Generation; buy me"*

## 6.0 CONCLUSION

The problem could have therefore been that the Pepsi drinkers wanted the drink because it was **individualistic**; (B2 M2 "Pepsi is more individual..like Apollo in Rocky IV") **only for them**;(B1 M2 Most people..say they both give you gas..but it seems to work with me.." ) for the **few**; for the ones who have earned it because they **know** the taste(B1 F1 "As you get older, you have your own taste...(Pepsi)") or they belong to the "Pepsi Generation" (whereas Coke was accepted, it was for everyone ; note here that in the interviews Coke was never being denigrated as a drink - it was unanimously accepted as a 'good' soft drink unlike other colas.. and unlike the Coke's drinkers' perception

about Pepsi.) In interviews of Coke drinkers they have argued very strongly that Coke is the original and classic and traditional drink that everyone shares and can enjoy whereas Pepsi is seen as a copy rival that lacks in quality and generally taste. Although they were exhibiting themselves a kind of club attitude for Coke followers they were never indicating that to like Coke you needed to have a particular taste(A2M5 "Coke knows for sure that people in the whole world are for Coke ....they believe this ... will be taught to the next generation.") On the contrary they well supported the view(also of the Pepsi Loyals) that Coke club is for everyone to join in and everyone or most people do.

But as far as the campaign is concerned, the whole essence of the Pepsi Challenge (as perceived by the Loyal groups - A1F1 "It wasn't realistic... all these people preferring Pepsi") was to show exactly the opposite i.e. that Pepsi was everyone's favourite drink, anyone in the street would have the taste for Pepsi, and anyone who said so can be included in the 'club.' This was against their beliefs and maybe their construction of the world of images. If the campaign was successful and a good move from the company then they(the Loyal people) were not 'special', 'demanding', 'individual'(B2M1 "well myself, I like Cola with lemon....and Pepsi tastes like it has lemon in it...") They were simply common, average and the closed club would become an open door club where people with different tastes, ideas, beliefs would be part of.

The whole idea of being modern and belonging to a New Generation would cease to exist because if it is proved that everybody prefers it and everybody can be a part of it then there is no old generation or old fashion. In the eyes of the Loyals the campaign seemed to be showing that the reasons for preferring Pepsi were in danger and thus the solution was to disregard the campaign and outvote it (B2M1 " I can just remember the Pepsi Challenge [advertisements]. They were really awful!")

As for the Non Loyals, the campaign seemed to show one of two things. For some it showed that Pepsi was the same as Coke, something that they had preached for a long time with their exhibited non preference (C2M1 "I just take it in turns. If I haven't had Diet Pepsi for a while then I will have that instead of Diet Coke" C2F1 "I can't tell the difference") and to others it showed that Pepsi was simply trying to prove a point feeling inferior to Coke( C1M1 "the fact that Pepsi posed the challenge in the first place means

that they ....think of themselves as being inferior to Coke") which again didn't matter for them since they never believed one was better than the other.

It may therefore not be surprising the promotion did not appear to be well received, at least by my sample.

# .Appendix IX.

Questionnaire used in  
Quantitative Study

# QUESTIONNAIRE

Please fill in or delete as appropriate.

## 1. Personal details

a). AGE: \_\_\_\_      b). SEX: M/F      c). NATIONALITY : British / Other

## 2. Consumption details:

a)How many cans/glasses of soft drink do you consume in an average week? Circle one:

0-2      3-4      5-8      >8      (Note: if you buy softdrinks in litre bottles at home, circle the number of glasses.)

b) Preferred/occasional soft drink: \_\_\_\_\_ (Note:if you do not have a preferred drink then name one you drink occasionally and delete the word preferred.)

c) Out of the last ~~six~~/seven purchases/consumption how many were of this drink? Circle one:

0-4

4+

### 3. Questionnaire

Please complete the questionnaire below by **circling** the number in the scale given, which most accurately represents your feelings regarding statements about the brand you have named in question 2b. The letter X is used where your brand name should appear.

**Scale 1...7 (with 1=I do not agree at all      7= I agree totally)**

1. X has a(some) distinct characteristic(s) which is what I prefer. 1 2 3 4 5 6 7

2. If X was a person we would have a lot of interests/activities in common.

3. If there were any things about X or the communication of X that annoyed me, I would have liked the company to change them to make me feel better. 1 2 3 4 5 6 7

4. If the price of X was increased slightly I would not switch because I believe the brand offers a very good deal(value for money).

5. I feel good when X brings out a new succesful campaign or promotion that will outperform the competition'.

6. I get everything I want from X so it would be difficult to be actually persuaded to change.

1234567
7. The support(in general) I am given as a customer of X is excellent.

1234567
8. As you are growing up, you get to have a taste of your own, and for me this is X.

1234567
9. If I had to make an effort to get hold of X, I would not mind because  
X deserves it.

1234567
10. X reflects a lot of the values I believe in.

1234567
11. I would have preferred X's company to have given me a bit more support(either more promotions I  
like or more advertisements targeted towards me)

1234567
12. I feel that X is very similar to me(it or its image reflects how I am/feel).

1234567
13. I believe I have something in common with people who also like X.

1234567
14. Company's X support is much better than its rivals'

1234567
15. If the brand was stocked in certain places only, I would prefer to go there than in others(all other things being equal.)

1234567
16. If the brand were to talk to me when I was thinking about choosing a drink, its attitude towards me would be:

1. Arrogant(e.g. I really can't believe you think about this. I am the best and if you are clever you will choose me)

1234567

2. Pushy (e.g. Don't be stupid and choose anything else other than me)

1234567

3. Pretentious/Hypocritical (e.g. so you look a bit sad and your clothes are terrible but in my world even you could be cool.)

1234567

4. Complacent (e.g. It's your choice, think about it)

1234567

5. Confident/cool (e.g. Why don't you choose the best, pal?)      1   2   3   4   5   6   7

6. Friendly/Inviting (e.g. Come on try me!!)                              1   2   3   4   5   6   7

*Thank You very much for your co operation.*

# .Appendix X.

Spreadsheets for  
Quantitative Study,  
Deviations Analysis &  
Graphs,  
Formulas,  
T Test & Chi Square  
Summary Graphs

Spreadsheet for the analysis

LOYALS

|      | P1 | p2 | p3 | p4 | p5 | p6 | p7 | p8 | p9 | p10 | p11 | P12 | P13 | P14 | P15 | P16 | P17 | P18 | P19 | P20 | P21 | P22 | P23 | P24 | P25 |
|------|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Q1   | 4  | 4  | 7  | 7  | 6  | 6  | 6  | 6  | 7  | 7   | 6   | 5   | 7   | 5   | 5   | 7   | 1   | 4   | 6   | 7   | 6   | 6   | 5   | 6   | 4   |
| Q2   | 5  | 5  | 1  | 3  | 4  | 3  | 4  | 5  | 7  | 5   | 3   | 6   | 2   | 4   | 3   | 5   | 1   | 1   | 5   | 1   | 4   | 5   | 5   | 4   | 4   |
| Q3   | 1  | 6  | 4  | 4  | 5  | 2  | 3  | 2  | 7  | 3   | 2   | 5   | 2   | 2   | 1   | 6   | 4   | 1   | 1   | 1   | 4   | 7   | 7   | 5   | 5   |
| Q4   | 5  | 2  | 2  | 5  | 6  | 3  | 2  | 2  | 7  | 7   | 1   | 6   | 7   | 3   | 3   | 4   | 6   | 4   | 5   | 7   | 5   | 5   | 6   | 5   | 7   |
| Q5   | 6  | 3  | 2  | 1  | 5  | 4  | 1  | 2  | 1  | 7   | 2   | 7   | 5   | 7   | 2   | 6   | 3   | 3   | 2   | 4   | 1   | 3   | 4   | 5   | 4   |
| Q6   | 4  | 2  | 3  | 5  | 7  | 4  | 2  | 2  | 7  | 6   | 6   | 5   | 4   | 3   | 5   | 7   | 5   | 7   | 5   | 7   | 4   | 2   | 1   | 5   | 3   |
| Q7   | 4  | 3  | 1  | 4  | 2  | 4  | 6  | 4  | 1  | 6   | 4   | 4   | 6   | 3   | 6   | 5   | 1   | 3   | 4   | 6   | 3   | 3   | 5   | 4   | 4   |
| Q8   | 4  | 3  | 6  | 5  | 5  | 6  | 5  | 5  | 7  | 6   | 6   | 4   | 6   | 2   | 2   | 6   | 1   | 3   | 5   | 5   | 3   | 2   | 5   | 2   | 4   |
| Q9   | 3  | 2  | 1  | 5  | 4  | 3  | 4  | 3  | 7  | 6   | 5   | 3   | 2   | 2   | 3   | 7   | 3   | 5   | 4   | 7   | 4   | 3   | 3   | 4   | 3   |
| Q10  | 2  | 3  | 1  | 4  | 6  | 3  | 1  | 4  | 2  | 6   | 1   | 7   | 4   | 6   | 2   | 4   | 6   | 3   | 3   | 1   | 3   | 4   | 3   | 5   | 4   |
| Q11  | 3  | 3  | 6  | 4  | 5  | 3  | 2  | 6  | 2  | 7   | 4   | 4   | 3   | 5   | 2   | 5   | 2   | 2   | 3   | 1   | 6   | 4   | 4   | 6   | 3   |
| Q12  | 4  | 4  | 1  | 3  | 3  | 3  | 4  | 3  | 6  | 5   | 4   | 6   | 2   | 5   | 4   | 6   | 5   | 3   | 2   | 1   | 3   | 3   | 3   | 5   | 4   |
| Q13  | 3  | 4  | 1  | 1  | 3  | 4  | 1  | 5  | 1  | 5   | 4   | 6   | 2   | 5   | 5   | 6   | 5   | 3   | 2   | 1   | 2   | 5   | 3   | 4   | 4   |
| Q14  | 2  | 5  | 6  | 2  | 7  | 6  | 1  | 2  | 3  | 4   | 5   | 5   | 6   | 5   | 6   | 4   | 2   | 5   | 4   | 7   | 3   | 4   | 2   | 4   | 4   |
| Q15  | 4  | 2  | 5  | 4  | 5  | 4  | 5  | 4  | 7  | 6   | 7   | 5   | 5   | 4   | 4   | 7   | 3   | 6   | 1   | 7   | 5   | 4   | 3   | 6   | 5   |
| Q16  | 20 | 9  | 17 | 18 | 6  | 21 | 12 | 13 | 21 | 14  | 16  | 12  | 14  | 11  | 21  | 18  | 18  | 21  | 9   | 21  | 16  | 9   | 7   | 12  | 15  |
| Q16f | 13 | 9  | 8  | 7  | 2  | 10 | 11 | 11 | 6  | 14  | 8   | 13  | 7   | 14  | 2   | 10  | 8   | 8   | 10  | 8   | 10  | 9   | 4   | 10  | 7   |

|      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| SIM  | 3.8 | 3.8 | 4   | 4.8 | 5.3 | 4.5 | 4   | 5   | 5.8 | 6   | 4   | 5.5 | 4.8 | 4.3 | 3   | 5.5 | 2.3 | 2.8 | 4.8 | 3.8 | 4   | 4.3 | 4.5 | 4.3 | 4   |
| AFF  | 3.5 | 3   | 3   | 2.5 | 4   | 4   | 3   | 4.5 | 4   | 5.5 | 5.5 | 5.5 | 3.5 | 4.5 | 4.5 | 6.5 | 4   | 4.5 | 1.5 | 4   | 3.5 | 4.5 | 3   | 5   | 4.5 |
| EQUI | 4   | 2   | 2   | 5   | 5.7 | 3.3 | 2.7 | 2.3 | 7   | 6.3 | 4   | 4.7 | 4.3 | 2.7 | 3.7 | 6   | 4.7 | 5.3 | 4.7 | 7   | 4.3 | 3.3 | 3.3 | 4.7 | 4.3 |
| REIN | 4   | 3   | 1   | 4   | 2   | 4   | 6   | 4   | 1   | 6   | 4   | 4   | 6   | 3   | 6   | 5   | 1   | 3   | 4   | 6   | 3   | 3   | 5   | 4   | 4   |
| ATTf | 6.6 | 3.8 | 4.8 | 4.8 | 1.5 | 6   | 4.8 | 4.9 | 5   | 5.8 | 4.7 | 5.3 | 4.1 | 5.3 | 4   | 5.5 | 5   | 5.5 | 4   | 5.5 | 5.2 | 3.8 | 2.2 | 4.5 | 4.3 |
| TOTf | 22  | 16  | 15  | 21  | 18  | 22  | 20  | 21  | 23  | 30  | 22  | 25  | 23  | 20  | 21  | 29  | 17  | 21  | 19  | 26  | 20  | 19  | 18  | 22  | 21  |
| MEAN | 4.4 | 3.1 | 2.9 | 4.2 | 3.7 | 4.4 | 4.1 | 4.2 | 4.6 | 5.9 | 4.4 | 5   | 4.5 | 4   | 4.2 | 5.7 | 3.4 | 4.2 | 3.8 | 5.3 | 4   | 3.8 | 3.6 | 4.5 | 4.2 |

|       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| SEX   | F  | M  | M  | F  | M  | F  | F  | M  | F  | M  | F  | F  | M  | F  | F  | F  | M  | F  | F  | F  | F  | M  | M  | F  | F  |
| AGE   | 18 | 18 | 19 | 20 | 19 | 19 | 18 | 19 | 25 | 23 | 21 | 20 | 21 | 21 | 21 | 21 | 20 | 20 | 22 | 20 | 20 | 20 | 21 | 20 | 20 |
| NATIB | B  | B  | B  | B  | B  | B  | B  | B  | O  | B  | O  | O  | O  | O  | O  | B  | B  | O  | B  | B  | B  | B  | B  | B  | B  |
| H     | L  | L  | H  | L  | H  | H  | H  | H  | H  | H  | H  | L  | H  | H  | H  | H  | H  | H  | L  | H  | H  | H  | H  | L  | L  |

Spreadsheet for the analysis

| NON LOYALS |     | P1  | p2  | p3  | p4  | p5  | p6  | p7  | p8  | p9  | p10 | p11 | P12 | P13 | P14 | P15 | P16 | P17 | P18 | P19 | P20 | P21 | P22 | P23 | P24 | P25 |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Q1         | 2   | 1   | 3   | 4   | 3   | 4   | 3   | 5   | 3   | 6   | 1   | 4   | 4   | 2   | 4   | 1   | 3   | 4   | 1   | 4   | 1   | 5   | 6   | 5   | 4   | 3   |
| Q2         | 3   | 2   | 2   | 1   | 3   | 2   | 3   | 5   | 2   | 4   | 1   | 1   | 6   | 1   | 3   | 2   | 3   | 2   | 1   | 1   | 4   | 3   | 6   | 5   | 4   | 3   |
| Q3         | 1   | 7   | 6   | 6   | 7   | 7   | 7   | 1   | 7   | 7   | 6   | 6   | 6   | 1   | 6   | 1   | 5   | 5   | 3   | 5   | 2   | 1   | 4   | 7   | 5   | 3   |
| Q4         | 4   | 1   | 1   | 2   | 1   | 1   | 2   | 3   | 1   | 5   | 1   | 7   | 7   | 2   | 3   | 1   | 1   | 1   | 1   | 1   | 1   | 3   | 6   | 1   | 2   | 4   |
| Q5         | 2   | 6   | 6   | 7   | 1   | 1   | 6   | 2   | 2   | 4   | 4   | 1   | 1   | 2   | 7   | 1   | 2   | 2   | 1   | 1   | 2   | 1   | 4   | 2   | 4   | 2   |
| Q6         | 2   | 1   | 2   | 2   | 2   | 2   | 2   | 2   | 1   | 4   | 2   | 1   | 1   | 1   | 1   | 1   | 2   | 3   | 1   | 1   | 2   | 4   | 4   | 2   | 2   | 2   |
| Q7         | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 6   | 1   | 3   | 2   | 1   | 1   | 2   | 3   | 4   | 1   | 1   | 6   | 3   | 4   | 2   | 4   | 5   | 1   | 3   |
| Q8         | 4   | 1   | 4   | 3   | 2   | 2   | 5   | 4   | 1   | 5   | 1   | 1   | 1   | 1   | 3   | 1   | 1   | 3   | 2   | 2   | 1   | 3   | 3   | 2   | 2   | 2   |
| Q9         | 3   | 1   | 2   | 2   | 1   | 1   | 1   | 3   | 1   | 4   | 1   | 1   | 1   | 1   | 3   | 2   | 2   | 3   | 1   | 1   | 2   | 5   | 2   | 2   | 4   | 4   |
| Q10        | 2   | 2   | 2   | 3   | 2   | 2   | 3   | 3   | 1   | 3   | 1   | 1   | 5   | 1   | 5   | 4   | 2   | 2   | 2   | 1   | 2   | 2   | 2   | 3   | 3   | 2   |
| Q11        | 2   | 1   | 1   | 1   | 2   | 2   | 7   | 6   | 7   | 7   | 6   | 2   | 2   | 3   | 7   | 2   | 3   | 1   | 3   | 2   | 4   | 2   | 2   | 4   | 2   | 2   |
| Q12        | 3   | 6   | 6   | 6   | 7   | 6   | 7   | 1   | 1   | 2   | 2   | 2   | 2   | 1   | 6   | 4   | 2   | 2   | 1   | 3   | 1   | 2   | 3   | 4   | 4   | 2   |
| Q13        | 2   | 2   | 1   | 1   | 1   | 1   | 2   | 4   | 1   | 1   | 1   | 1   | 1   | 1   | 6   | 2   | 1   | 2   | 1   | 2   | 1   | 4   | 4   | 2   | 2   | 2   |
| Q14        | 4   | 6   | 6   | 2   | 6   | 5   | 5   | 1   | 1   | 7   | 5   | 2   | 2   | 1   | 2   | 1   | 2   | 1   | 4   | 2   | 3   | 4   | 4   | 6   | 2   | 2   |
| Q15        | 1   | 1   | 2   | 2   | 3   | 1   | 4   | 6   | 1   | 4   | 1   | 1   | 1   | 1   | 1   | 1   | 1   | 2   | 1   | 1   | 2   | 4   | 2   | 2   | 2   | 2   |
| Q16        | 19  | 8   | 19  | 17  | 10  | 12  | 15  | 6   | 8   | 12  | 19  | 15  | 16  | 16  | 18  | 21  | 18  | 18  | 16  | 14  | 9   | 18  | 17  | 4   | 16  | 17  |
| Q16        | 11  | 12  | 5   | 12  | 2   | 10  | 10  | 12  | 9   | 11  | 5   | 6   | 6   | 6   | 12  | 5   | 5   | 6   | 8   | 9   | 8   | 8   | 11  | 7   | 8   | 8   |
| SIM        | 2.8 | 1.5 | 2.8 | 2.8 | 2.5 | 3.5 | 3   | 4.3 | 1.8 | 4.5 | 1   | 2.5 | 1.3 | 4.5 | 2.3 | 2.3 | 2   | 2.3 | 1.5 | 2.8 | 1.3 | 3.3 | 4.3 | 3.8 | 3.3 | 2.5 |
| AFF        | 1.5 | 1.5 | 1.5 | 1.5 | 2   | 1.5 | 3   | 5   | 1   | 2.5 | 1   | 1.5 | 1   | 3.5 | 1.5 | 1   | 1   | 2   | 1   | 1.5 | 1   | 2   | 4   | 2   | 3   | 2   |
| EQUI       | 3   | 1   | 1.7 | 2   | 1.3 | 1.3 | 2.3 | 2.7 | 1   | 4.3 | 1.3 | 3   | 1.3 | 2.3 | 1.3 | 1.7 | 1.7 | 2.3 | 1   | 1.3 | 1   | 2.7 | 5   | 1.3 | 2   | 3.3 |
| REIN       | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 6   | 1   | 3   | 2   | 1   | 2   | 3   | 4   | 1   | 1   | 1   | 6   | 3   | 4   | 2   | 4   | 5   | 1   | 3   |
| ATTE       | 5.9 | 4.3 | 4.4 | 5.8 | 2.2 | 4.5 | 5   | 4   | 3.6 | 4.8 | 4.4 | 4   | 4.2 | 6   | 4.8 | 4.3 | 4.3 | 2.7 | 4.7 | 4.6 | 3.5 | 5   | 5.6 | 2.4 | 4.7 | 4.8 |
| TOT        | 16  | 11  | 13  | 15  | 11  | 14  | 15  | 22  | 8.3 | 19  | 9.8 | 12  | 9.8 | 19  | 14  | 9.9 | 9.9 | 10  | 14  | 13  | 11  | 15  | 23  | 15  | 14  | 16  |
| MEAN       | 3.2 | 2.3 | 2.7 | 3   | 2.2 | 2.8 | 3.1 | 4.4 | 1.7 | 3.8 | 2   | 2.4 | 2   | 3.9 | 2.8 | 2   | 2   | 2.1 | 2.8 | 2.6 | 2.2 | 3   | 4.6 | 2.9 | 2.8 | 3.1 |
| SEX        | F   | M   | M   | F   | M   | F   | F   | M   | M   | F   | M   | F   | M   | F   | F   | F   | F   | M   | F   | F   | F   | M   | M   | M   | F   | F   |
| AGE        | 18  | 18  | 19  | 20  | 19  | 19  | 18  | 19  | 25  | 23  | 21  | 20  | 21  | 21  | 21  | 21  | 20  | 20  | 22  | 20  | 20  | 20  | 20  | 21  | 20  | 20  |
| NATIB      | B   | B   | B   | B   | B   | B   | B   | B   | O   | B   | O   | O   | O   | O   | O   | B   | B   | B   | O   | B   | B   | B   | B   | B   | B   | B   |
| H          | L   | H   | H   | L   | H   | H   | H   | H   | H   | H   | H   | L   | L   | H   | H   | H   | H   | H   | H   | L   | H   | H   | H   | H   | L   | L   |

T ANALYSIS - LOOKING AT THE VECTORS

| Ind/vectors |     | P1  | P2  | P3  | P4  | P5  | P6  | P7  | P8  | P9  | p10 | p11 | P12 | P13 | P14 | P15 | P16 | P17 | P18 | P19 | P20 | P21 | P22 | P23 | P24 | P25 |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| SIM         | 1   | 2.3 | 1   | 2   | 2.8 | 1   | 1   | 0.8 | 4   | 1.5 | 3   | 3   | 3.5 | 0   | 0.8 | 3.5 | 0   | 1.3 | 2   | 2.5 | 0.8 | 0   | 0.8 | 1   | 1.5 |     |
| AFF         | 2   | 1.5 | 1.5 | 1   | 2   | 2.5 | 0   | -1  | 3   | 3   | 4.5 | 4   | 2.5 | 1   | 3   | 5.5 | 2   | 3.5 | 0   | 3   | 1.5 | 0.5 | 1   | 2   | 2.5 |     |
| EQUI        | 1   | 1   | 0.3 | 3   | 4.3 | 2   | 0.3 | 0   | 6   | 2   | 2.7 | 1.7 | 3   | 0.3 | 2.3 | 4.3 | 2.3 | 4.3 | 3.3 | 6   | 1.7 | -2  | 2   | 2.7 | 1   |     |
| REIN        | 1   | 0   | -2  | 1   | -1  | 1   | 4   | -2  | 0   | 3   | 2   | 3   | 4   | 0   | 2   | 4   | 0   | -3  | 1   | 2   | 1   | -1  | 0   | 3   | 1   |     |
| ATTE        | 0.7 | -1  | 0.4 | -1  | -1  | 1.5 | 0   | 0.9 | 1.4 | 1.1 | 0.3 | 1.3 | 0   | -1  | -1  | 1.3 | 2.3 | 0.8 | -1  | 2   | 0.2 | -2  | 0   | 0   | -1  |     |
| D           | 5.7 | 4.2 | 1.3 | 5.9 | 7.4 | 8   | 5.1 | -1  | 14  | 11  | 12  | 13  | 13  | 13  | 0.4 | 7.3 | 19  | 6.7 | 6.9 | 5.8 | 16  | 5.1 | -4  | 3.5 | 8.5 | 5.4 |
| d2          | 32  | 17  | 1.6 | 35  | 55  | 64  | 26  | 1.4 | 208 | 112 | 154 | 167 | 167 | 167 | 0.2 | 54  | 345 | 44  | 48  | 33  | 240 | 26  | 16  | 12  | 72  | 29  |
| d average   |     | 6.7 |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
| H           | L   | L   | H   | L   | H   | H   | H   | H   | H   | H   | H   | L   | L   | L   | H   | H   | H   | H   | H   | L   | H   | H   | H   | L   | L   |     |
| L           | L   | L   | F   | F   | F   | L   | L   | F   | L   | F   | L   | L   | L   | L   | L   | L   | F   | F   | L   | L   | L   | L   | F   | L   | L   |     |
| Dh/I        | -1  |     | -6  |     | 0.6 | 1.2 | -2  | -8  | 7.6 | 3.8 | 5.6 |     |     |     | -6  | 0.5 | 12  | 0   | 0.1 |     | 8.7 | -2  | -11 | -3  |     |     |
| DI          |     | -4  |     | -2  |     |     |     |     |     |     | 5.1 | 5.1 |     |     |     |     |     |     | -2  |     |     |     |     | 0.7 | -2  |     |
| DH2         | 1.4 | 0   | 31  | 0   | 0.3 | 1.4 | 3.1 | 64  | 58  | 14  | 31  | 0   | 0   | 41  | 0.3 | 138 | 0   | 0   | 0   | 75  | 3.1 | 117 | 11  | 0   | 0   |     |
| DL2         | 0   | 14  | 0   | 3.7 | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 26  | 26  | 0   | 0   | 0   | 0   | 0   | 0   | 4.4 | 0   | 0   | 0   | 0   | 0.4 | 5.9 |
| DLE         | -2  | -3  |     |     |     | 0.5 | -2  |     | 6.9 |     | 4.9 | 5.4 | 5.4 | -7  | 0   |     |     |     | -1  | -2  | 8   | -2  | -12 |     | 1   | -2  |
| DFO         |     |     | -5  | 0   | 1   |     |     | -8  |     | 4.2 |     |     |     |     |     | 12  | 0.3 |     |     |     |     |     | -3  |     |     |     |
| DLE2        | 3.5 | 11  | 0   | 0   | 0   | 0.2 | 6   | 0   | 47  | 0   | 24  | 29  | 29  | 51  | 0   | 0   | 0   | 0   | 0.4 | 3.2 | 64  | 6   | 133 | 0   | 0.9 | 4.5 |
| DFO2        |     | 0   | 27  | 0.2 | 1   | 0   | 0   | 57  | 0   | 17  | 0   | 0   | 0   | 0   | 0   | 0   | 148 | 0.1 | 0   | 0   | 0   | 0   | 0   | 8.5 | 0   | 0   |
| EQU         | -1  | -1  |     |     |     | 0   | -2  |     | 4   |     | 0.7 | 0   | 1   | -2  | 0.4 |     |     |     | 2.4 | 1.4 | 4   | 0   | -4  |     | 0.7 | -1  |
| EQF         |     |     | -2  | 1.2 | 2.5 |     |     | -2  |     | 0.2 |     |     |     |     |     |     | 2.5 | 0.5 |     |     |     |     |     | 0.2 |     |     |
| EQ2         | 1   | 1   | 0   | 0   | 0   | 0   | 2.7 | 0   | 16  | 0   | 0.5 | 0.1 | 1   | 2.7 | 0.1 | 0   | 0   | 0   | 5.6 | 1.8 | 16  | 0.1 | 13  | 0   | 0.5 | 1   |
| EQF2        |     | 0   | 2.3 | 1.3 | 6.2 | 0   | 0   | 4.8 | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 6.2 | 0.2 | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   |

Spreadsheet for the analysis

|      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| EQH  | -1  | -2  | 2.5 | 0.1 | -2  | -2  | 4.1 | 0.1 | 0.8 |     | -2  | 0.5 | 2.5 | 0.5 | 2.5 | 4.1 | 0   | -4  | 0.1 |     |
| EQL  |     | -1  | 0.9 |     |     |     |     |     | 0   | 0.9 | -2  |     | 1.2 |     |     |     |     |     | 0.6 | -1  |
| EH2  | 0.7 | 0   | 2.3 | 0   | 2.3 | 4.8 | 17  | 0   | 0.7 | 0   | 2.3 | 0.2 | 6.1 | 0.2 | 6.1 | 17  | 0   | 12  | 0   | 0   |
| EQL2 |     | 1.2 | 0   | 0.8 | 0   | 0   | 0   | 0   | 0   | 0.2 | 0.8 | 3.1 | 0   | 0   | 0   | 1.5 | 0   | 0   | 0   | 0.3 |
| 1.2  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     | 1.2 |
| AFH  | 0   | -1  | 0   | 0.4 | -2  | -3  | 0.9 | 0.9 | 2.4 |     | -1  | 0.9 | 3.4 | 0   | 1.4 | 0.9 | -1  | -2  | -1  |     |
| AFL  |     | 0   | -1  |     |     |     |     |     | 2.5 | 2   |     |     |     |     | 1.5 |     |     |     | -1  | 0   |
| AH2  | 0   | 0   | 0.3 | 0   | 4.3 | 6.6 | 0.9 | 0.9 | 5.9 | 0   | 1.1 | 0.9 | 12  | 0   | 2.1 | 0   | 0.3 | 2.5 | 1.1 | 0   |
| AL2  |     | 0   | 0   | 0.3 | 0   | 0   | 0   | 0   | 0   | 6   | 3.8 | 0   | 0   | 0   | 0   | 2.1 | 0   | 0   | 0   | 1.1 |

Spreadsheet for the analysis

|     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | P34 | P35 | P36 | P37 | P38 | P39 | P40 | P41 | P42 | P43 | P44 | P45 | P46 | P47 | P48 | P49 | P50 | P51 |
| 5   | 4   | 3   | 6   | 3   | 5   | 5   | 6   | 5   | 6   | 5   | 7   | 6   | 1   | 2   | 4   | 5   | 7   | 5   | 4   | 4   | 5   | 3   | 6   | 5   | 6   |
| 4   | 2   | 4   | 3   | 4   | 5   | 5   | 5   | 7   | 4   | 5   | 5   | 4   | 2   | 3   | 5   | 2   | 5   | 5   | 4   | 4   | 2   | 3   | 3   | 4   | 7   |
| 6   | 3   | 2   | 5   | 6   | 5   | 5   | 3   | 3   | 5   | 6   | 2   | 4   | 4   | 5   | 2   | 4   | 5   | 6   | 3   | 3   | 2   | 3   | 3   | 2   | 5   |
| 3   | 3   | 6   | 5   | 5   | 2   | 6   | 2   | 1   | 2   | 3   | 5   | 6   | 2   | 2   | 5   | 4   | 1   | 6   | 3   | 5   | 2   | 4   | 5   | 3   | 1   |
| 2   | 4   | 5   | 6   | 2   | 6   | 6   | 5   | 2   | 3   | 3   | 7   | 4   | 6   | 3   | 3   | 3   | 5   | 6   | 6   | 6   | 3   | 2   | 6   | 7   | 5   |
| 3   | 6   | 1   | 2   | 1   | 2   | 7   | 5   | 2   | 3   | 4   | 2   | 5   | 1   | 3   | 3   | 3   | 5   | 4   | 6   | 6   | 1   | 6   | 6   | 6   | 5   |
| 3   | 6   | 5   | 5   | 5   | 6   | 6   | 3   | 2   | 3   | 7   | 3   | 4   | 2   | 3   | 5   | 4   | 5   | 4   | 3   | 5   | 3   | 4   | 6   | 2   | 4   |
| 4   | 5   | 5   | 4   | 2   | 6   | 6   | 2   | 4   | 3   | 4   | 5   | 6   | 1   | 4   | 5   | 5   | 3   | 4   | 4   | 6   | 4   | 5   | 4   | 7   | 5   |
| 4   | 3   | 5   | 2   | 6   | 3   | 5   | 3   | 3   | 3   | 4   | 5   | 5   | 1   | 1   | 5   | 3   | 3   | 5   | 4   | 2   | 4   | 5   | 6   | 4   | 4   |
| 4   | 2   | 4   | 5   | 6   | 5   | 6   | 2   | 5   | 2   | 5   | 4   | 4   | 1   | 1   | 5   | 6   | 4   | 4   | 2   | 4   | 1   | 3   | 3   | 4   | 3   |
| 4   | 2   | 5   | 3   | 6   | 7   | 5   | 3   | 2   | 2   | 4   | 1   | 2   | 2   | 2   | 2   | 3   | 3   | 5   | 4   | 4   | 4   | 4   | 5   | 7   | 3   |
| 5   | 2   | 5   | 3   | 7   | 6   | 6   | 4   | 2   | 2   | 6   | 6   | 5   | 5   | 2   | 4   | 3   | 3   | 5   | 5   | 4   | 4   | 5   | 5   | 6   | 2   |
| 4   | 4   | 3   | 5   | 6   | 5   | 5   | 4   | 3   | 3   | 4   | 4   | 5   | 1   | 4   | 5   | 4   | 5   | 4   | 6   | 4   | 6   | 4   | 6   | 4   | 4   |
| 4   | 2   | 4   | 5   | 6   | 5   | 6   | 3   | 5   | 2   | 5   | 4   | 4   | 1   | 1   | 5   | 6   | 4   | 4   | 2   | 4   | 1   | 3   | 3   | 4   | 3   |
| 5   | 2   | 5   | 3   | 7   | 6   | 5   | 3   | 2   | 2   | 4   | 1   | 2   | 2   | 2   | 2   | 3   | 3   | 5   | 4   | 4   | 4   | 4   | 5   | 7   | 3   |
| 4   | 4   | 3   | 5   | 6   | 5   | 6   | 2   | 3   | 3   | 4   | 5   | 5   | 5   | 2   | 4   | 3   | 3   | 5   | 5   | 4   | 4   | 5   | 6   | 2   | 2   |
| 2   | 2   | 6   | 3   | 7   | 6   | 5   | 4   | 6   | 2   | 7   | 4   | 4   | 4   | 1   | 5   | 4   | 5   | 4   | 5   | 4   | 6   | 3   | 5   | 6   | 4   |
| 2   | 4   | 3   | 5   | 6   | 6   | 5   | 4   | 6   | 2   | 6   | 4   | 3   | 2   | 1   | 5   | 5   | 2   | 4   | 3   | 5   | 7   | 6   | 2   | 4   | 2   |
| 1   | 4   | 2   | 4   | 4   | 5   | 5   | 3   | 4   | 2   | 5   | 4   | 3   | 2   | 1   | 3   | 3   | 6   | 3   | 5   | 5   | 7   | 6   | 4   | 6   | 1   |
| 5   | 6   | 3   | 6   | 4   | 3   | 5   | 5   | 5   | 2   | 6   | 7   | 4   | 1   | 3   | 2   | 2   | 6   | 2   | 5   | 2   | 6   | 6   | 4   | 6   | 9   |
| 9   | 19  | 4   | 17  | 18  | 15  | 11  | 18  | 14  | 15  | 12  | 19  | 19  | 14  | 21  | 13  | 14  | 7   | 18  | 18  | 16  | 15  | 14  | 15  | 18  | 9   |
| 10  | 11  | 11  | 12  | 8   | 13  | 11  | 8   | 12  | 8   | 10  | 14  | 12  | 6   | 9   | 9   | 8   | 7   | 9   | 9   | 12  | 10  | 11  | 11  | 13  | 10  |
| 4.3 | 3.3 | 4   | 4.5 | 3.8 | 5.3 | 5.5 | 3.8 | 5.3 | 3.8 | 5.5 | 4.8 | 5   | 1.3 | 2.5 | 4.5 | 4.5 | 4.8 | 4.5 | 4   | 4.3 | 3.3 | 4.3 | 4.3 | 6   | 4.8 |
| 3.5 | 4   | 4.5 | 4.5 | 5.5 | 4.5 | 5   | 4.5 | 5.5 | 2   | 6.5 | 5.5 | 4   | 3   | 2   | 4   | 2   | 5.5 | 3   | 5   | 3   | 6   | 4.5 | 3.5 | 6   | 1.5 |
| 3.3 | 4   | 4   | 2.3 | 4   | 2.3 | 6.3 | 4.3 | 3   | 3.3 | 4.3 | 5.3 | 5.3 | 1.3 | 1.3 | 4.3 | 3.3 | 3   | 5   | 4.3 | 4.3 | 2.3 | 5   | 5   | 5   | 4.7 |
| 3   | 6   | 5   | 5   | 5   | 6   | 6   | 3   | 2   | 3   | 4   | 2   | 4   | 2   | 3   | 5   | 4   | 5   | 4   | 3   | 5   | 3   | 4   | 6   | 2   | 4   |
| 4   | 5.9 | 3.4 | 5.8 | 5   | 5.8 | 4.6 | 5   | 5.3 | 4.5 | 4.5 | 6.7 | 6.2 | 3.8 | 5.8 | 4.4 | 4.3 | 2.9 | 5.3 | 5.3 | 5.7 | 5   | 5.1 | 5.3 | 6.3 | 4   |
| 18  | 23  | 21  | 22  | 23  | 24  | 27  | 21  | 21  | 17  | 25  | 24  | 25  | 11  | 15  | 22  | 18  | 21  | 22  | 22  | 22  | 22  | 20  | 24  | 25  | 19  |
| 3.6 | 4.6 | 4.2 | 4.4 | 4.7 | 4.8 | 5.5 | 4.1 | 4.2 | 3.3 | 5   | 4.9 | 4.9 | 2.3 | 2.9 | 4.5 | 3.6 | 4.2 | 4.4 | 4.3 | 4.5 | 3.9 | 4.6 | 4.8 | 5.1 | 3.8 |

|     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 4.3 | 3.3 | 4   | 4.5 | 3.8 | 5.3 | 3.8 | 5.5 | 4.8 | 5   | 1.3 | 2.5 | 4.5 | 4.5 | 4.8 | 4.5 | 4   | 4.3 | 3.3 | 4.3 | 4.3 | 6   | 4.8 |
| 3.5 | 4   | 4.5 | 4.5 | 5.5 | 5.5 | 4.5 | 2   | 5.5 | 4   | 3   | 2   | 4   | 2   | 5.5 | 3   | 5   | 3   | 6   | 4.5 | 3.5 | 6   | 1.5 |
| 3.3 | 4   | 4   | 2.3 | 4   | 2.3 | 4.3 | 4.3 | 5.3 | 5.3 | 1.3 | 1.3 | 4.3 | 3.3 | 3   | 5   | 4.3 | 4.3 | 2.3 | 5   | 5   | 5   | 4.7 |
| 3   | 6   | 5   | 5   | 3   | 2   | 3   | 4   | 2   | 4   | 2   | 3   | 5   | 4   | 5   | 4   | 3   | 5   | 3   | 4   | 6   | 2   | 4   |
| 4   | 5.9 | 3.4 | 5.8 | 5   | 5.8 | 4.6 | 4.5 | 6.7 | 6.2 | 3.8 | 5.8 | 4.4 | 4.3 | 2.9 | 5.3 | 5.3 | 5.7 | 5   | 5.1 | 5.3 | 6.3 | 4   |
| 18  | 23  | 21  | 22  | 23  | 24  | 27  | 21  | 24  | 25  | 11  | 15  | 22  | 18  | 21  | 22  | 22  | 22  | 20  | 23  | 24  | 25  | 19  |
| 3.6 | 4.6 | 4.2 | 4.4 | 4.7 | 4.8 | 5.5 | 4.1 | 4.2 | 4.9 | 2.3 | 2.9 | 4.5 | 3.6 | 4.2 | 4.4 | 4.3 | 4.5 | 3.9 | 4.6 | 4.8 | 5.1 | 3.8 |

|    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| F  | F  | M  | M  | M  | M  | M  | M  | M  | M  | M  | M  | M  | M  | M  | M  | F  | F  | F  | M  | M  | M  | F  |
| 20 | 22 | 21 | 20 | 20 | 21 | 22 | 20 | 22 | 22 | 20 | 20 | 22 | 21 | 20 | 19 | 21 | 20 | 21 | 20 | 21 | 20 | 18 |
| B  | O  | B  | O  | B  | B  | O  | B  | O  | O  | B  | O  | B  | B  | B  | B  | B  | B  | B  | B  | B  | O  |    |
| H  | H  | H  | L  | H  | H  | H  | L  | L  | L  | H  | L  | L  | H  | H  | L  | H  | L  | H  | H  | H  | H  |    |

Spreadsheet for the analysis

|     | P26 | P27 | P28 | P29 | P30 | P31 | P32 | P33 | P34 | P35 | P36 | P37 | P38 | P39 | P40 | P41 | P42 | P43 | P44 | P45 | P46 | P47 | P48 | P49 | P50 | P51 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 4   | 4   | 6   | 6   | 6   | 1   | 2   | 5   | 2   | 6   | 4   | 3   | 1   | 2   | 2   | 2   | 5   | 6   | 2   | 4   | 2   | 2   | 3   | 2   | 6   | 5   | 6   |
| 5   | 5   | 4   | 4   | 2   | 5   | 4   | 4   | 2   | 3   | 2   | 3   | 5   | 1   | 3   | 2   | 3   | 3   | 3   | 5   | 2   | 2   | 2   | 3   | 3   | 1   | 2   |
| 5   | 5   | 3   | 3   | 2   | 6   | 5   | 4   | 2   | 1   | 3   | 6   | 6   | 2   | 4   | 2   | 2   | 3   | 7   | 6   | 1   | 2   | 7   | 4   | 3   | 2   | 1   |
| 2   | 2   | 5   | 5   | 4   | 2   | 2   | 5   | 4   | 2   | 3   | 1   | 1   | 1   | 1   | 1   | 3   | 3   | 1   | 6   | 1   | 2   | 1   | 2   | 1   | 1   | 1   |
| 4   | 4   | 3   | 5   | 3   | 2   | 3   | 5   | 2   | 1   | 2   | 2   | 2   | 2   | 5   | 2   | 3   | 3   | 5   | 5   | 1   | 3   | 1   | 2   | 2   | 6   | 7   |
| 3   | 3   | 3   | 3   | 3   | 1   | 3   | 5   | 2   | 2   | 2   | 2   | 1   | 1   | 1   | 1   | 4   | 4   | 1   | 4   | 1   | 2   | 1   | 3   | 2   | 2   | 4   |
| 5   | 5   | 4   | 3   | 2   | 3   | 3   | 3   | 5   | 1   | 3   | 3   | 3   | 4   | 5   | 3   | 5   | 3   | 3   | 4   | 1   | 2   | 1   | 2   | 6   | 3   | 3   |
| 4   | 4   | 4   | 4   | 2   | 1   | 2   | 4   | 2   | 2   | 3   | 3   | 1   | 3   | 1   | 1   | 4   | 2   | 2   | 3   | 1   | 1   | 1   | 2   | 1   | 4   | 4   |
| 3   | 3   | 2   | 3   | 2   | 6   | 1   | 2   | 2   | 1   | 2   | 2   | 1   | 1   | 1   | 1   | 3   | 2   | 1   | 4   | 1   | 1   | 2   | 2   | 2   | 3   | 3   |
| 4   | 4   | 2   | 3   | 2   | 1   | 1   | 2   | 2   | 1   | 1   | 2   | 1   | 2   | 1   | 1   | 4   | 2   | 1   | 3   | 1   | 1   | 1   | 2   | 1   | 2   | 2   |
| 3   | 4   | 2   | 4   | 2   | 4   | 4   | 2   | 2   | 1   | 1   | 4   | 5   | 2   | 1   | 2   | 3   | 2   | 3   | 4   | 1   | 2   | 2   | 2   | 2   | 2   | 2   |
| 6   | 6   | 4   | 5   | 2   | 7   | 6   | 4   | 5   | 7   | 1   | 5   | 2   | 2   | 3   | 1   | 2   | 3   | 7   | 5   | 2   | 3   | 4   | 6   | 6   | 7   | 7   |
| 5   | 5   | 2   | 4   | 3   | 4   | 4   | 2   | 2   | 1   | 1   | 3   | 4   | 2   | 2   | 2   | 3   | 3   | 3   | 4   | 1   | 2   | 2   | 2   | 1   | 3   | 3   |
| 3   | 3   | 3   | 5   | 4   | 3   | 2   | 2   | 3   | 2   | 1   | 4   | 1   | 2   | 3   | 1   | 4   | 2   | 1   | 1   | 2   | 3   | 3   | 3   | 2   | 2   | 2   |
| 6   | 6   | 4   | 2   | 3   | 2   | 1   | 3   | 6   | 1   | 1   | 4   | 1   | 3   | 7   | 3   | 5   | 2   | 1   | 2   | 2   | 2   | 1   | 2   | 6   | 5   | 1   |
| 4   | 4   | 5   | 2   | 3   | 1   | 1   | 2   | 3   | 1   | 1   | 1   | 1   | 1   | 1   | 1   | 2   | 3   | 1   | 2   | 1   | 1   | 1   | 2   | 1   | 1   | 1   |
| 12  | 20  | 16  | 21  | 6   | 9   | 12  | 10  | 10  | 15  | 21  | 19  | 11  | 15  | 18  | 21  | 17  | 17  | 9   | 18  | 19  | 14  | 15  | 9   | 19  | 8   | 19  |
| 10  | 12  | 11  | 11  | 11  | 11  | 11  | 7   | 8   | 10  | 6   | 8   | 6   | 5   | 6   | 9   | 8   | 6   | 10  | 8   | 8   | 9   | 9   | 8   | 5   | 9   | 12  |
| 4.3 | 4   | 4.5 | 3   | 2.8 | 3   | 3.8 | 3   | 2   | 3   | 2.5 | 3.3 | 3   | 2   | 1.8 | 1.8 | 3.8 | 3.3 | 2.5 | 4   | 1.5 | 1.8 | 2   | 2.3 | 3.3 | 2.3 | 3.5 |
| 3.5 | 4   | 3.5 | 3.5 | 2   | 3.5 | 2   | 3   | 3   | 1.5 | 1   | 2.5 | 2   | 1.5 | 2   | 1   | 3   | 2.5 | 1   | 1.5 | 1   | 2   | 2   | 3   | 2.5 | 1.5 | 1.5 |
| 2.7 | 3.3 | 3.7 | 3   | 3   | 3   | 2   | 4   | 2.7 | 1.7 | 2.3 | 1.7 | 1   | 1   | 1   | 1   | 3.3 | 3   | 1   | 4.7 | 1   | 1.7 | 1.3 | 2   | 2.3 | 1.7 | 2.7 |
| 5   | 4   | 3   | 2   | 3   | 3   | 3   | 3   | 5   | 1   | 3   | 3   | 3   | 4   | 5   | 3   | 5   | 3   | 3   | 4   | 1   | 2   | 1   | 4   | 2   | 6   | 3   |
| 4.5 | 6.3 | 5.4 | 6.3 | 3.8 | 4.3 | 3.8 | 3.8 | 3.7 | 5   | 5   | 5.2 | 3.3 | 3.8 | 4.5 | 5.8 | 4.8 | 4.3 | 4   | 5   | 5.2 | 4.6 | 4.8 | 3.5 | 4.4 | 3.6 | 6.2 |
| 20  | 22  | 20  | 18  | 15  | 16  | 17  | 16  | 16  | 12  | 14  | 16  | 12  | 12  | 14  | 13  | 20  | 16  | 12  | 19  | 9.7 | 12  | 11  | 15  | 15  | 15  | 17  |
| 4   | 4.3 | 4   | 3.6 | 2.9 | 3.2 | 3.3 | 3.3 | 3.3 | 2.4 | 2.8 | 3.1 | 2.5 | 2.5 | 2.9 | 2.5 | 4   | 3.2 | 2.3 | 3.8 | 1.9 | 2.4 | 2.2 | 3   | 2.9 | 3   | 3.4 |
| F   | F   | M   | M   | M   | M   | M   | M   | M   | F   | M   | M   | M   | M   | M   | M   | M   | F   | M   | M   | F   | F   | F   | M   | M   | M   | F   |
| 20  | 22  | 21  | 20  | 20  | 21  | 22  | 20  | 20  | 22  | 22  | 20  | 20  | 22  | 22  | 21  | 20  | 19  | 21  | 20  | 21  | 20  | 21  | 20  | 20  | 20  | 18  |
| B   | O   | B   | O   | B   | B   | O   | B   | O   | O   | O   | B   | O   | B   | O   | B   | B   | B   | B   | B   | B   | B   | B   | B   | B   | B   | O   |
| H   | H   | H   | H   | H   | H   | H   | H   | H   | H   | L   | L   | H   | L   | L   | L   | H   | H   | H   | H   | H   | L   | H   | H   | H   | H   | H   |

## Spreadsheet for the analysis

[illegible]

Spreadsheet for the analysis

|     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| -1  | -1  | -2  | -3  |     | -2  | 0.5 | 0   | -1  |     | 2.5 |     | -1  | -2  | -1  | 0.1 | -2  | 1.5 |     | -1  | 1.1 | 0.8 | 1.5 | 0.1 |
|     |     |     |     | -1  |     |     |     |     | -1  | 0.6 | 2.2 | -2  | -2  |     |     |     |     | 0.6 |     |     |     |     |     |
| 1.4 | 1.4 | 2.3 | 6.4 | 0   | 2.3 | 0.2 | 0   | 0.3 | 0   | 0   | 6.1 | 0   | 0   | 0   | 0   | 2.3 | 2.2 | 0   | 0.7 | 1.3 | 0.7 | 2.2 | 0   |
| 0   | 0   | 0   | 0   | 1.2 | 0   | 0   | 0   | 0   | 1.2 | 0.3 | 0   | 5   | 3.1 | 3.1 | 0   | 0   | 0   | 0.3 | 0   | 0   | 0   | 0   | 0   |
| -2  | -2  | -1  | -1  |     | -1  | 0.9 | -1  | 1.9 |     | 1.4 |     |     |     | -1  | 2.4 | -1  | 1.9 |     | 1.9 | -1  | -1  | 2.4 | -2  |
|     |     |     |     | -1  |     |     |     |     | 2   | -1  | 1.5 | 0.5 | -1  | -1  |     |     | 2   |     |     |     |     |     |     |
| 4.3 | 4.3 | 1.1 | 1.1 | 0   | 1.1 | 0.9 | 0.3 | 3.7 | 0   | 0   | 2.1 | 0   | 0   | 1.1 | 0   | 5.9 | 0.3 | 3.7 | 0   | 3.7 | 0.3 | 1.1 | 5.9 |
| 0   | 0   | 0   | 0   | 1.1 | 0   | 0   | 0   | 0   | 3.8 | 1.1 | 0   | 2.1 | 0.2 | 1.1 | 0   | 1.1 | 0   | 0   | 3.8 | 0   | 0   | 0   | 0   |

Spreadsheet for the analysis

|    | P52 | P53 | P54 | P55 | P56 | P57 | P58 | P59 | P60 | P61 | P62 | P63 | P64 | P65 | P66 | P67 | P68 | P69 | P70 | P71 | P72 | P73 | P74 | P75 | P76 | P77 |
|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 7  | 6   | 6   | 6   | 6   | 4   | 4   | 7   | 6   | 6   | 3   | 7   | 7   | 4   | 3   | 3   | 7   | 4   | 4   | 3   | 6   | 3   | 6   | 4   | 5   | 2   | 4   |
| 3  | 4   | 5   | 3   | 3   | 5   | 5   | 4   | 3   | 3   | 4   | 7   | 3   | 3   | 6   | 7   | 6   | 3   | 3   | 3   | 6   | 6   | 3   | 2   | 4   | 4   | 4   |
| 2  | 4   | 7   | 1   | 1   | 7   | 1   | 7   | 1   | 1   | 7   | 1   | 7   | 7   | 1   | 7   | 7   | 7   | 1   | 1   | 7   | 7   | 1   | 7   | 7   | 1   | 1   |
| 7  | 5   | 5   | 5   | 5   | 2   | 2   | 5   | 3   | 3   | 6   | 7   | 3   | 2   | 5   | 5   | 4   | 3   | 5   | 5   | 6   | 3   | 5   | 4   | 4   | 3   | 3   |
| 4  | 1   | 3   | 3   | 4   | 2   | 7   | 1   | 3   | 6   | 5   | 1   | 4   | 2   | 1   | 6   | 1   | 2   | 1   | 2   | 4   | 6   | 1   | 7   | 2   | 7   | 6   |
| 7  | 4   | 2   | 2   | 4   | 4   | 2   | 5   | 4   | 4   | 3   | 7   | 4   | 3   | 4   | 6   | 4   | 4   | 4   | 3   | 5   | 3   | 4   | 4   | 3   | 4   | 4   |
| 6  | 3   | 3   | 3   | 6   | 4   | 3   | 4   | 4   | 4   | 2   | 3   | 3   | 4   | 3   | 4   | 5   | 6   | 4   | 3   | 4   | 4   | 6   | 3   | 4   | 4   | 5   |
| 6  | 3   | 2   | 2   | 4   | 4   | 3   | 4   | 6   | 4   | 5   | 7   | 4   | 4   | 5   | 6   | 6   | 3   | 3   | 3   | 5   | 5   | 5   | 5   | 5   | 5   | 5   |
| 5  | 4   | 3   | 3   | 5   | 3   | 2   | 5   | 4   | 3   | 4   | 7   | 5   | 3   | 3   | 4   | 5   | 4   | 3   | 4   | 6   | 4   | 4   | 3   | 4   | 4   | 5   |
| 7  | 3   | 4   | 4   | 4   | 2   | 3   | 4   | 4   | 3   | 5   | 4   | 3   | 5   | 4   | 3   | 7   | 5   | 5   | 3   | 5   | 3   | 5   | 4   | 4   | 4   | 5   |
| 4  | 6   | 4   | 3   | 7   | 6   | 6   | 1   | 2   | 4   | 6   | 7   | 7   | 7   | 1   | 2   | 1   | 6   | 2   | 7   | 6   | 4   | 2   | 7   | 1   | 1   | 7   |
| 3  | 3   | 3   | 3   | 6   | 4   | 7   | 7   | 1   | 1   | 6   | 1   | 7   | 1   | 1   | 1   | 7   | 7   | 1   | 1   | 2   | 1   | 6   | 7   | 6   | 7   | 7   |
| 4  | 2   | 5   | 5   | 7   | 3   | 4   | 1   | 4   | 4   | 3   | 4   | 4   | 4   | 4   | 4   | 5   | 3   | 2   | 3   | 6   | 2   | 4   | 6   | 6   | 4   | 4   |
| 7  | 3   | 4   | 4   | 7   | 6   | 7   | 7   | 6   | 7   | 7   | 6   | 1   | 2   | 2   | 7   | 7   | 6   | 7   | 2   | 6   | 1   | 1   | 6   | 6   | 2   | 1   |
| 7  | 5   | 4   | 4   | 6   | 4   | 2   | 4   | 4   | 4   | 5   | 7   | 5   | 4   | 5   | 3   | 6   | 2   | 4   | 5   | 6   | 3   | 4   | 4   | 4   | 3   | 4   |
| 21 | 16  | 9   | 18  | 18  | 20  | 9   | 18  | 21  | 21  | 6   | 21  | 20  | 21  | 15  | 14  | 20  | 16  | 18  | 15  | 20  | 14  | 17  | 13  | 15  | 12  | 16  |
| 8  | 10  | 9   | 12  | 12  | 13  | 9   | 7   | 10  | 10  | 2   | 6   | 12  | 8   | 7   | 11  | 13  | 12  | 14  | 6   | 13  | 10  | 12  | 8   | 10  | 7   | 9   |

|     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 5.8 | 4   | 4.3 | 4.3 | 3.8 | 3.8 | 3.8 | 5   | 4.5 | 4.5 | 3.8 | 6.3 | 4.3 | 4   | 4.5 | 4.8 | 6.5 | 3.8 | 3.8 | 3   | 5.5 | 4.3 | 4.8 | 3.5 | 4.5 | 3.8 | 4.5 |
| 5.5 | 3.5 | 4.5 | 6.5 | 3.5 | 3.5 | 3   | 2.5 | 4   | 4   | 4   | 5.5 | 4.5 | 4   | 4.5 | 3.5 | 5.5 | 2.5 | 3   | 4   | 6   | 2.5 | 5   | 4   | 5   | 3.5 | 4   |
| 6.3 | 4.3 | 3.3 | 4.7 | 4   | 4   | 2   | 5   | 3.7 | 3.3 | 4.3 | 7   | 4   | 2.7 | 4   | 5   | 4.3 | 3.7 | 4   | 4   | 5.7 | 3.3 | 4.3 | 3.3 | 3.3 | 3.3 | 4   |
| 6   | 3   | 3   | 6   | 4   | 4   | 3   | 4   | 4   | 4   | 2   | 3   | 3   | 4   | 3   | 4   | 5   | 6   | 4   | 3   | 4   | 4   | 6   | 3   | 4   | 4   | 5   |
| 5.5 | 5.2 | 3.8 | 6   | 6.6 | 3.8 | 3.8 | 4.8 | 6   | 6   | 1.5 | 5   | 6.3 | 5.5 | 4.3 | 5.1 | 6.6 | 5.7 | 6.5 | 4   | 6.6 | 4.8 | 5.8 | 4.2 | 5   | 3.8 | 4.9 |
| 29  | 20  | 19  | 27  | 22  | 22  | 16  | 21  | 22  | 22  | 16  | 27  | 22  | 20  | 20  | 22  | 28  | 22  | 21  | 18  | 28  | 19  | 26  | 18  | 22  | 18  | 22  |
| 5.8 | 4   | 3.8 | 5.5 | 4.4 | 4.4 | 3.1 | 4.3 | 4.4 | 4.4 | 3.1 | 5.4 | 4.4 | 4   | 4.1 | 4.5 | 5.6 | 4.3 | 4.3 | 3.6 | 5.6 | 3.8 | 5.2 | 3.6 | 4.4 | 3.7 | 4.5 |

|    | F  | F  | F  | F  | M  | M  | M  | F  | M  | F  | F  | F  | M  | M  | F  | F  | M  | M  | F  | M  | M  | F  | M  | M  | M  | M  |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 20 | 20 | 21 | 20 | 20 | 20 | 20 | 22 | 21 | 22 | 24 | 21 | 20 | 18 | 19 | 19 | 20 | 20 | 20 | 20 | 22 | 21 | 22 | 20 | 20 | 19 | 20 |
| B  | O  | B  | B  | B  | B  | B  | B  | O  | B  | B  | O  | O  | B  | B  | O  | B  | B  | B  | B  | B  | B  | B  | B  | B  | B  | B  |
| L  | H  | H  | L  | L  | H  | H  | H  | L  | L  | H  | L  | H  | L  | L  | L  | H  | H  | L  | L  | H  | H  | L  | H  | L  | L  | H  |

Spreadsheet for the analysis

| P52 | P53 | P54 | P55 | P56 | P57 | P58 | P59 | P60 | P61 | P62 | P63 | P64 | P65 | P66 | P67 | P68 | P69 | P70 | P71 | P72 | P73 | P74 | P75 | P76 | P77 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 5   | 4   | 2   | 4   | 6   | 5   | 6   | 3   | 1   | 4   | 5   | 5   | 3   | 2   | 2   | 6   | 3   | 4   | 3   | 5   | 1   | 5   | 2   | 4   | 1   | 3   |
| 4   | 2   | 4   | 3   | 3   | 2   | 3   | 4   | 4   | 3   | 3   | 1   | 1   | 6   | 5   | 5   | 2   | 3   | 3   | 3   | 5   | 2   | 1   | 3   | 3   | 2   |
| 1   | 2   | 2   | 2   | 1   | 6   | 6   | 6   | 1   | 5   | 6   | 6   | 1   | 6   | 1   | 2   | 2   | 6   | 1   | 6   | 7   | 7   | 2   | 7   | 2   | 7   |
| 1   | 5   | 1   | 5   | 3   | 6   | 3   | 1   | 2   | 5   | 3   | 1   | 1   | 5   | 3   | 2   | 2   | 5   | 4   | 2   | 2   | 4   | 3   | 2   | 1   | 1   |
| 7   | 1   | 1   | 5   | 1   | 5   | 2   | 6   | 6   | 7   | 7   | 2   | 1   | 2   | 2   | 1   | 3   | 5   | 2   | 2   | 1   | 6   | 6   | 7   | 6   | 6   |
| 4   | 2   | 1   | 1   | 2   | 4   | 3   | 2   | 1   | 1   | 1   | 2   | 2   | 3   | 2   | 2   | 4   | 3   | 3   | 2   | 2   | 3   | 2   | 1   | 2   | 1   |
| 3   | 3   | 3   | 1   | 5   | 2   | 5   | 3   | 5   | 4   | 4   | 1   | 3   | 1   | 2   | 4   | 6   | 3   | 2   | 3   | 3   | 6   | 1   | 1   | 3   | 3   |
| 5   | 1   | 1   | 1   | 3   | 4   | 2   | 3   | 1   | 1   | 3   | 2   | 2   | 1   | 4   | 3   | 2   | 1   | 3   | 4   | 3   | 4   | 2   | 2   | 1   | 4   |
| 3   | 1   | 3   | 2   | 5   | 3   | 2   | 2   | 1   | 1   | 2   | 4   | 1   | 2   | 4   | 3   | 3   | 2   | 2   | 3   | 1   | 2   | 1   | 2   | 3   | 1   |
| 2   | 1   | 1   | 1   | 5   | 2   | 1   | 2   | 1   | 2   | 2   | 3   | 3   | 3   | 2   | 5   | 4   | 4   | 2   | 4   | 4   | 5   | 2   | 2   | 2   | 3   |
| 7   | 2   | 1   | 2   | 1   | 2   | 1   | 6   | 5   | 3   | 6   | 6   | 7   | 6   | 4   | 4   | 2   | 1   | 6   | 7   | 7   | 6   | 7   | 5   | 5   | 2   |
| 3   | 1   | 1   | 2   | 1   | 4   | 5   | 6   | 6   | 2   | 1   | 6   | 2   | 2   | 6   | 2   | 1   | 7   | 7   | 5   | 7   | 7   | 5   | 1   | 5   | 5   |
| 1   | 1   | 2   | 2   | 2   | 1   | 4   | 3   | 3   | 2   | 2   | 2   | 2   | 3   | 2   | 4   | 3   | 1   | 2   | 5   | 1   | 3   | 2   | 5   | 2   | 1   |
| 5   | 5   | 3   | 6   | 6   | 7   | 1   | 2   | 2   | 2   | 7   | 5   | 6   | 6   | 3   | 2   | 2   | 1   | 1   | 3   | 1   | 6   | 7   | 1   | 2   | 5   |
| 1   | 2   | 3   | 4   | 1   | 2   | 1   | 1   | 1   | 1   | 6   | 1   | 1   | 3   | 1   | 3   | 1   | 2   | 2   | 5   | 1   | 4   | 2   | 2   | 1   | 1   |
| 15  | 15  | 10  | 18  | 4   | 12  | 9   | 14  | 9   | 15  | 6   | 16  | 21  | 10  | 7   | 18  | 17  | 17  | 6   | 20  | 14  | 12  | 9   | 13  | 8   | 8   |
| 2   | 5   | 5   | 11  | 6   | 11  | 6   | 8   | 10  | 5   | 5   | 8   | 5   | 6   | 11  | 12  | 11  | 9   | 7   | 12  | 9   | 11  | 7   | 8   | 5   | 6   |

|     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 4   | 2   | 2   | 2.3 | 4.3 | 3.3 | 3   | 3   | 1.8 | 2.5 | 3.3 | 2.8 | 2.3 | 3   | 3.3 | 4.8 | 2.8 | 3   | 2.8 | 4   | 3.3 | 4   | 2.3 | 2.8 | 1.8 | 3   |
| 1   | 1.5 | 2.5 | 3   | 1.5 | 1.5 | 2.5 | 2   | 2   | 1.5 | 4   | 1.5 | 1.5 | 3   | 1.5 | 3.5 | 2   | 1.5 | 2   | 5   | 1   | 3.5 | 2   | 3.5 | 1.5 | 1   |
| 2.7 | 2.7 | 1.7 | 2.7 | 3.3 | 4.3 | 2.7 | 1.7 | 1.3 | 2.3 | 2   | 2.3 | 1.3 | 3.3 | 3   | 2.3 | 3   | 3.3 | 3   | 2.3 | 1.7 | 3   | 2   | 1.7 | 2   | 1   |
| 3   | 3   | 3   | 1   | 5   | 2   | 5   | 3   | 5   | 4   | 4   | 1   | 3   | 1   | 2   | 4   | 6   | 3   | 2   | 3   | 3   | 6   | 1   | 1   | 3   | 3   |
| 3   | 3.8 | 2.9 | 5.8 | 2.2 | 4.8 | 3   | 4.3 | 4   | 3.8 | 2.3 | 4.7 | 4.8 | 3.2 | 3.9 | 6   | 5.6 | 5.1 | 2.8 | 6.3 | 4.6 | 4.8 | 3.3 | 4.2 | 2.6 | 2.8 |
| 14  | 13  | 12  | 15  | 16  | 16  | 16  | 14  | 14  | 14  | 16  | 12  | 13  | 14  | 14  | 21  | 19  | 16  | 13  | 21  | 14  | 21  | 11  | 13  | 11  | 11  |
| 2.7 | 2.6 | 2.4 | 2.9 | 3.3 | 3.2 | 3.2 | 2.8 | 2.8 | 2.8 | 3.1 | 2.5 | 2.6 | 2.7 | 2.7 | 4.1 | 3.9 | 3.2 | 2.5 | 4.1 | 2.7 | 4.3 | 2.1 | 2.6 | 2.2 | 2.2 |

| F  | F  | F  | F  | M  | M  | M  | F  | M  | F  | F  | F  | M  | M  | F  | F  | M  | M  | F  | M  | M  | F  | M  | M  | M  | M  |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 20 | 20 | 21 | 20 | 20 | 20 | 22 | 21 | 22 | 24 | 21 | 20 | 18 | 19 | 19 | 20 | 20 | 20 | 20 | 22 | 21 | 22 | 20 | 20 | 19 | 20 |
| B  | O  | B  | B  | B  | B  | B  | O  | B  | B  | O  | O  | B  | B  | B  | O  | B  | B  | B  | B  | B  | B  | B  | B  | B  | B  |
| L  | H  | H  | L  | L  | H  | H  | L  | L  | H  | L  | H  | L  | L  | L  | H  | H  | L  | L  | H  | H  | L  | H  | L  | L  | H  |

Spreadsheet for the analysis

|     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| P52 | P53 | P54 | P55 | P56 | P57 | P58 | P59 | P60 | P61 | P62 | P63 | P64 | P65 | P66 | P67 | P68 | P69 | P70 | P71 | P72 | P73 | P74 | P75 | P76 | P77 |
| 1.8 | 2   | 2.3 | 2   | -1  | 0.5 | 2   | 1.5 | 2.8 | 1.3 | 3   | 1.5 | 1.8 | 1.5 | 1.5 | 1.8 | 1   | 0.8 | 0.3 | 1.5 | 1   | 0.8 | 1.3 | 1.8 | 2   | 1.5 |
| 4.5 | 2   | 2   | 3.5 | 2   | 1.5 | 0   | 2   | 2   | 2.5 | 1.5 | 3   | 2.5 | 1.5 | 2   | 2   | 0.5 | 1.5 | 2   | 1   | 1.5 | 1.5 | 2   | 1.5 | 2   | 3   |
| 3.7 | 1.7 | 1.7 | 2   | 0.7 | -2  | 2.3 | 2   | 2   | 2   | 5   | 1.7 | 1.3 | 0.7 | 2   | 2   | 0.7 | 0.7 | 1   | 3.3 | 1.7 | 1.3 | 1.3 | 1.7 | 1.3 | 3   |
| 3   | 0   | 0   | 5   | -1  | 1   | -1  | 1   | -1  | -2  | -1  | 2   | 1   | 2   | 2   | 1   | 0   | 1   | 1   | 1   | 1   | 0   | 2   | 3   | 1   | 2   |
| 2.5 | 1.4 | 0.8 | 0.3 | 4.4 | -1  | 1.8 | 1.7 | 2   | -2  | 2.8 | 1.7 | 0.8 | 1.1 | 1.2 | 0.6 | 0.1 | 1.4 | 1.3 | 0.3 | 0.3 | 1.1 | 0.9 | 0.8 | 1.2 | 2.1 |
| 15  | 7.1 | 6.8 | 13  | 5.6 | 0   | 5.1 | 8.2 | 7.8 | 1.5 | 11  | 9.8 | 7.3 | 6.8 | 8.7 | 7.3 | 2.3 | 5.3 | 5.5 | 7.1 | 5.4 | 4.7 | 7.5 | 8.8 | 7.5 | 12  |
| 238 | 50  | 46  | 163 | 31  | 0.1 | 26  | 67  | 60  | 2.3 | 127 | 97  | 54  | 46  | 75  | 54  | 5.1 | 28  | 30  | 50  | 29  | 22  | 56  | 77  | 56  | 134 |
| L   | H   | H   | L   | L   | H   | H   | L   | L   | H   | L   | H   | L   | H   | L   | H   | H   | L   | H   | H   | H   | L   | L   | H   | L   | H   |
| L   | L   | F   | L   | L   | L   | F   | L   | L   | F   | L   | F   | F   | L   | F   | F   | L   | L   | F   | L   | F   | L   | L   | L   | L   | L   |
| 0.3 | 0   | 0   | 4.9 | -2  | -7  | -2  | 0.3 | 0   | -5  | 3   | 0   | -1  | 0   | 0.8 | 0.5 | -5  | -1  | -2  | 0.3 | -1  | -2  | 1.9 | 0   | 0   | 4.8 |
| 7.6 | 0   | 0.1 | 0   | 0   | 51  | 3.1 | 0   | 0   | 28  | 0   | 9   | 0   | 0   | 0   | 0.3 | 21  | 2.2 | 0   | 0.1 | 2   | 4.7 | 0   | 3.7 | 0   | 23  |
| 57  | 0   | 0   | 24  | 5.1 | 0   | 0   | 0.1 | 0   | 0   | 12  | 0   | 0.3 | 0   | 0.7 | 0   | 0   | 0   | 5.5 | 0   | 0   | 0   | 0.1 | 0   | 0.1 | 0   |
| 7.9 | 0   | 0   | 5.2 | -2  | -8  | 0   | 0.6 | 0.2 | 3.7 | 0   | 3.4 | 0.9 | -1  | 2.3 | 0.9 | -5  | -2  | -1  | 0   | -1  | -3  | 0   | 1.2 | 0   | 4.1 |
| 62  | 0.2 | 0   | 27  | 3.8 | 62  | 0   | 0.4 | 0   | 0   | 14  | 0   | 0   | 0.6 | 0   | 0   | 28  | 4.8 | 0   | 0.2 | 0   | 8.2 | 0   | 1.5 | 0   | 16  |
| 0   | 0   | 0.1 | 0   | 0   | 0   | 1.8 | 0   | 0   | 24  | 0   | 12  | 0.8 | 0   | 5.1 | 0.8 | 0   | 0   | 0.8 | 0   | 1   | 0   | 0   | 0   | 0   | 0   |
| 1.7 | 0   | 0   | 0   | -1  | -4  | 0   | 0   | 0   | 0.2 | 3   | 0   | -1  | -1  | 0.2 | 0.2 | -1  | -1  | 1.4 | -1  | -1  | -1  | 0   | -1  | 1   | 1   |
| 2.9 | 0.1 | 0   | 0   | 1.7 | 19  | 0   | 0   | 0   | 0   | 9.1 | 0   | 0   | 1.7 | 0   | 0   | 1.7 | 1.7 | 0   | 1.8 | 0   | 0.4 | 0.4 | 0.1 | 0.4 | 1   |
| 0   | 0   | 0   | 0   | 0   | 0   | 0.2 | 0   | 0   | 0   | 0   | 0   | 0.3 | 0   | 0   | 0   | 0   | 0   | 0.7 | 0   | 0   | 0   | 0   | 0   | 0   | 0   |

Spreadsheet for the analysis

|     |   |   |    |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|-----|---|---|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1.6 | 0 | 0 | -4 | 0.5 | 0   | 0.1 | 2.9 | 0   | 0.1 | -1  | -1  | -1  | 1.5 | 0   | -1  | 0   | 1.1 |
| 0   | 0 | 0 | -1 | 0   | 0   | 0   | -1  | 0   | 0   | -1  | -1  | -1  | -1  | -1  | -1  | -1  | -1  |
| 0   | 0 | 0 | 0  | 18  | 0.2 | 0   | 0   | 0   | 0   | 1.4 | 1.4 | 0   | 2.2 | 0   | 0.3 | 0   | 1.3 |
| 2.4 | 0 | 0 | 0  | 2.1 | 0   | 0   | 0   | 8.4 | 0   | 0.6 | 0   | 0   | 1.2 | 0   | 0   | 0.6 | 0   |
|     | 0 | 0 | -1 | -2  | 0.4 | 0.9 | -1  | -1  | 0   | -2  | -1  | -1  | -1  | -1  | -1  | -1  | 0.9 |
| -2  | 0 | 0 | 0  | 1.5 | 0   | 0.5 | 1   | -1  | 0   | -1  | -1  | -1  | -1  | -1  | -1  | -1  | -1  |
| 0   | 0 | 0 | 0  | 0   | 0.2 | 0   | 0.9 | 0   | 0   | 2.5 | 0.3 | 0   | 1.1 | 0.3 | 0.3 | 0   | 0.9 |
| 4.2 | 0 | 0 | 0  | 2.1 | 0   | 0   | 0.2 | 0   | 0   | 0   | 0   | 0.3 | 0   | 0   | 0   | 0.3 | 0   |

Spreadsheet for the analysis

| P78 | P79 | P80 | P81 | P82 | P83 | P84 | P85 | P86 | P87 | P88 | P89 | P90 | P91 | P92 | P93 | P94 | P95 | P96 | P97 | P98 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 5   | 3   | 2   | 3   | 4   | 7   | 2   | 4   | 6   | 4   | 5   | 6   | 7   | 7   | 6   | 6   | 5   | 3   | 4   | 3   | 6   |
| 6   | 6   | 3   | 2   | 5   | 7   | 2   | 4   | 4   | 4   | 5   | 4   | 5   | 5   | 3   | 7   | 5   | 2   | 4   | 2   | 4   |
| 7   | 1   | 1   | 7   | 1   | 7   | 7   | 1   | 7   | 7   | 5   | 4   | 2   | 1   | 3   | 2   | 1   | 1   | 1   | 2   | 5   |
| 4   | 3   | 3   | 2   | 4   | 6   | 4   | 5   | 5   | 7   | 2   | 6   | 5   | 5   | 4   | 3   | 6   | 2   | 4   | 2   | 6   |
| 6   | 1   | 2   | 6   | 7   | 6   | 2   | 5   | 2   | 4   | 6   | 4   | 7   | 5   | 2   | 7   | 2   | 1   | 2   | 2   | 2   |
| 4   | 4   | 3   | 2   | 3   | 6   | 5   | 5   | 5   | 3   | 6   | 5   | 6   | 5   | 6   | 6   | 5   | 3   | 2   | 3   | 4   |
| 5   | 4   | 3   | 2   | 3   | 7   | 4   | 5   | 4   | 4   | 6   | 4   | 2   | 5   | 4   | 2   | 6   | 4   | 5   | 5   | 5   |
| 4   | 6   | 5   | 2   | 3   | 6   | 4   | 3   | 5   | 4   | 6   | 6   | 3   | 3   | 5   | 7   | 4   | 5   | 4   | 3   | 4   |
| 5   | 4   | 5   | 3   | 5   | 7   | 3   | 6   | 4   | 3   | 3   | 5   | 5   | 4   | 5   | 6   | 4   | 5   | 3   | 3   | 4   |
| 6   | 3   | 4   | 2   | 4   | 5   | 3   | 6   | 5   | 4   | 5   | 4   | 4   | 4   | 3   | 4   | 5   | 6   | 5   | 1   | 4   |
| 1   | 7   | 4   | 3   | 6   | 7   | 1   | 2   | 6   | 6   | 6   | 7   | 1   | 2   | 1   | 7   | 6   | 5   | 1   | 2   | 6   |
| 7   | 6   | 2   | 1   | 2   | 1   | 2   | 1   | 1   | 4   | 2   | 7   | 6   | 7   | 7   | 6   | 7   | 6   | 4   | 1   | 5   |
| 4   | 3   | 5   | 2   | 4   | 5   | 5   | 7   | 5   | 4   | 7   | 5   | 4   | 5   | 6   | 6   | 7   | 6   | 3   | 2   | 6   |
| 2   | 6   | 1   | 1   | 6   | 7   | 7   | 7   | 2   | 1   | 2   | 3   | 4   | 7   | 6   | 2   | 7   | 2   | 1   | 1   | 7   |
| 5   | 4   | 4   | 4   | 6   | 7   | 3   | 4   | 6   | 5   | 6   | 5   | 7   | 6   | 6   | 6   | 6   | 5   | 4   | 4   | 7   |
| 17  | 19  | 10  | 8   | 20  | 21  | 15  | 12  | 12  | 15  | 15  | 19  | 19  | 16  | 14  | 18  | 20  | 10  | 15  | 12  | 20  |
| 11  | 13  | 10  | 7   | 11  | 14  | 8   | 8   | 10  | 7   | 13  | 12  | 14  | 9   | 11  | 13  | 12  | 11  | 10  | 6   | 11  |
| 5.3 | 4.5 | 3.5 | 2.3 | 4   | 6.3 | 2.8 | 4.3 | 5   | 4   | 5.3 | 5   | 4.8 | 4.8 | 4.3 | 6   | 4.8 | 4   | 4.3 | 2.3 | 4.5 |
| 4.5 | 3.5 | 4.5 | 3   | 5   | 6   | 4   | 5.5 | 5.5 | 4.5 | 6.5 | 5   | 5.5 | 5.5 | 6   | 6   | 6.5 | 5.5 | 3.5 | 3   | 6.5 |
| 4.3 | 3.7 | 3.7 | 2.3 | 4   | 6.3 | 4   | 5.3 | 4.7 | 4.3 | 3.7 | 5.3 | 5.3 | 4.7 | 5   | 5   | 5   | 3.3 | 3   | 2.7 | 4.7 |
| 5   | 4   | 3   | 2   | 3   | 7   | 4   | 5   | 5   | 4   | 6   | 4   | 2   | 5   | 4   | 2   | 6   | 4   | 5   | 5   | 5   |
| 5.6 | 6.4 | 4.2 | 3.1 | 6.1 | 7   | 4.5 | 4   | 4.5 | 4.3 | 5.8 | 6.2 | 6.7 | 4.9 | 5.1 | 6.3 | 6.3 | 4.4 | 5   | 3.5 | 6.1 |
| 25  | 22  | 19  | 13  | 22  | 33  | 19  | 24  | 25  | 21  | 27  | 26  | 24  | 25  | 24  | 25  | 29  | 21  | 21  | 16  | 27  |
| 4.9 | 4.4 | 3.8 | 2.5 | 4.4 | 6.5 | 3.9 | 4.8 | 4.9 | 4.2 | 5.4 | 5.1 | 4.9 | 5   | 4.9 | 5.1 | 5.7 | 4.3 | 4.2 | 3.3 | 5.4 |
| F   | F   | M   | M   | F   | F   | F   | M   | M   | F   | F   | M   | F   | M   | M   | M   | M   | F   | M   | F   | M   |
| 21  | 20  | 20  | 19  | 20  | 21  | 20  | 21  | 23  | 21  | 20  | 21  | 20  | 21  | 20  | 20  | 19  | 18  | 19  | 21  | 22  |
| O   | O   | O   | B   | B   | O   | B   | O   | B   | B   | B   | O   | O   | B   | B   | B   | B   | B   | O   | B   | B   |
| H   | H   | H   | H   | L   | H   | L   | L   | H   | H   | H   | H   | L   | H   | H   | H   | H   | H   | H   | H   | H   |



Spreadsheet for the analysis

| P78 P79 P80 P81 P82 P83 P84 P85 P86 P87 P88 P89 P90 P91 P92 P93 P94 P95 P96 P97 P98 |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     | 147.25   | SIMIL |
|-------------------------------------------------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----------|-------|
| 2.8                                                                                 | 0.5 | 1   | -1  | 2   | 3.8 | 1.8 | 1.5 | 3   | 0   | 2.8 | 2   | 0.5 | 0.5 | 2.5 | 2.8 | 0.8 | 1.5 | 2.3 | -1  | 2.3 | 202      | AFFIL |
| 3                                                                                   | 1.5 | 2   | 0.5 | 2   | 5   | 1   | 3   | 3   | 0   | 3   | 3   | 3   | 3.5 | 3.5 | 1.5 | 3   | 2.5 | 1.5 | 0.5 | 4   |          | EQUIP |
| 2                                                                                   | 2   | 2   | 0   | 3   | 5   | 2.3 | 4   | 2.7 | 0   | 2   | 3.3 | 3.3 | 3.3 | 3   | 0.7 | 1.3 | 2.3 | 2   | 1   | 2.7 | 189.333  | REINF |
| 2                                                                                   | 1   | 1   | 0   | 2   | 5   | 0   | 4   | -1  | 0   | 3   | 1   | -1  | 2   | 1   | -1  | 1   | 1   | 2   | 1   | 4   | 95       | BRAN  |
| 1.7                                                                                 | 1.4 | 1.3 | -1  | 1.9 | 1.8 | 0.8 | 0.6 | 0.8 | -2  | 1.3 | 2.3 | 2.8 | 0.3 | 1.8 | 1.2 | 1.3 | 2.8 | 0.4 | 0   | 0.9 | 66.3333  |       |
|                                                                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |          |       |
| 11                                                                                  | 6.4 | 7.3 | -1  | 11  | 21  | 5.8 | 13  | 8.5 | -2  | 12  | 12  | 8.7 | 9.7 | 12  | 5.1 | 7.4 | 10  | 8.2 | 1.8 | 14  | 699.917  | SUM   |
| 130                                                                                 | 41  | 54  | 1.4 | 119 | 424 | 34  | 171 | 72  | 3.1 | 144 | 136 | 75  | 93  | 138 | 26  | 55  | 103 | 67  | 3.1 | 191 | 7108.59  | SUM   |
|                                                                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |          |       |
| H                                                                                   | H   | H   | H   | L   | H   | L   | L   | H   | H   | H   | H   | L   | H   | H   | H   | H   | H   | H   | H   | H   |          |       |
| F                                                                                   | L   | F   | L   | F   | L   | L   | F   | L   | F   | L   | L   | L   | L   | L   | L   | L   | L   | F   | L   | L   |          |       |
| 4.6                                                                                 | 0   | 0.5 | -8  | 14  |     | -2  | 5.2 | 1.7 | -9  | 5.2 | 4.8 | 2.8 | 4.9 | -2  | 0.6 | 3.3 | 1.3 | -5  | -5  | 7   | 6.22333  | SUM   |
|                                                                                     |     |     |     | 3.1 |     |     |     |     |     |     |     | 0.8 |     |     |     |     |     |     |     |     | 0.58333  | SUM   |
| 21                                                                                  | 0.2 | 0.3 | 64  | 0   | 189 | 0   | 0   | 2.8 | 74  | 27  | 23  | 0   | 8   | 24  | 3.1 | 0.3 | 11  | 1.8 | 26  | 49  | 1580.03  | SUM   |
| 0                                                                                   | 0   | 0   | 0   | 9.4 | 0   | 4.1 | 27  | 0   | 0   | 0   | 0   | 0.7 | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 460.243  | SUM   |
|                                                                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |          |       |
| -1                                                                                  | -9  |     |     | 13  | -2  |     |     | 1   |     | 4.5 | 4.1 | 1.1 | 2.1 | 4.2 | -2  | 0   | 2.6 |     | -6  | 6.3 | 16.61    | SUM   |
| 5                                                                                   | 0.9 |     |     | 4.5 |     |     | 6.7 |     | -8  |     |     |     |     |     |     |     |     | 1.8 |     |     | -9.09133 | SUM   |
| 0                                                                                   | 1.2 | 0   | 76  | 0   | 170 | 2.9 | 0   | 0.9 | 0   | 20  | 17  | 1.3 | 4.6 | 18  | 6   | 0   | 7   | 0   | 33  | 40  | 1294.07  | SUM   |
| 25                                                                                  | 0   | 0.8 | 0   | 20  | 0   | 0   | 45  | 0   | 67  | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 3.1 | 0   | 0   | 710.935  | SUM   |
|                                                                                     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |          |       |
| 0                                                                                   |     | -2  |     | 3   | 0.4 |     |     | 0.7 |     | 0   | 1.4 | 1.4 | 1.4 | 1   | -1  | -1  | 0.4 |     | -1  | 0.7 | 2.11567  | SUM   |
| 0.2                                                                                 | 0.2 |     |     | 1.2 |     |     | 2.2 |     | -2  |     |     |     |     |     |     |     |     | 0.2 |     |     | -0.13133 | SUM   |
| 0                                                                                   | 0   | 0   | 3.9 | 0   | 9.1 | 0.1 | 0   | 0.5 | 0   | 0   | 1.8 | 1.8 | 1.8 | 1   | 1.7 | 0.4 | 0.1 | 0   | 1   | 0.5 | 155.62   | SUM   |
| 0                                                                                   | 0   | 0   | 0   | 1.3 | 0   | 0   | 4.6 | 0   | 3.4 | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 51.6084  | SUM   |



ITEM ANALYSIS ( AVERAGE & DEVIATIONS )

|     |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|
| P45 | 4 | 4 | 3 | 3 | 3 | 6 | 3 |
| P46 | 5 | 2 | 2 | 5 | 6 | 6 | 5 |
| P47 | 3 | 3 | 5 | 2 | 3 | 1 | 3 |
| P48 | 6 | 3 | 3 | 4 | 2 | 6 | 4 |
| P49 | 5 | 4 | 3 | 5 | 5 | 6 | 6 |
| P50 | 6 | 7 | 2 | 3 | 7 | 6 | 2 |
| P51 | 6 | 5 | 1 | 5 | 7 | 5 | 4 |
| P52 | 7 | 3 | 2 | 7 | 4 | 7 | 6 |
| P53 | 6 | 4 | 4 | 5 | 1 | 4 | 3 |
| P54 | 6 | 5 | 7 | 5 | 3 | 2 | 3 |
| P55 | 6 | 3 | 1 | 5 | 4 | 4 | 6 |
| P56 | 4 | 5 | 7 | 5 | 2 | 4 | 4 |
| P57 | 4 | 5 | 1 | 2 | 7 | 2 | 3 |
| P58 | 7 | 4 | 7 | 5 | 1 | 5 | 4 |
| P59 | 6 | 3 | 1 | 3 | 3 | 4 | 4 |
| P60 | 6 | 3 | 1 | 3 | 6 | 4 | 4 |
| P61 | 3 | 4 | 7 | 6 | 5 | 3 | 2 |
| P62 | 7 | 7 | 1 | 7 | 1 | 7 | 3 |
| P63 | 7 | 3 | 7 | 3 | 4 | 4 | 3 |
| P64 | 4 | 3 | 7 | 2 | 2 | 3 | 4 |
| P65 | 3 | 6 | 1 | 5 | 1 | 4 | 3 |
| P66 | 3 | 7 | 7 | 5 | 6 | 6 | 4 |
| P67 | 7 | 6 | 7 | 4 | 1 | 4 | 5 |
| P68 | 4 | 3 | 7 | 3 | 2 | 4 | 6 |
| P69 | 4 | 3 | 1 | 5 | 1 | 4 | 4 |
| P70 | 3 | 3 | 1 | 5 | 2 | 3 | 3 |
| P71 | 6 | 6 | 7 | 6 | 4 | 5 | 4 |
| P72 | 3 | 6 | 7 | 3 | 6 | 3 | 4 |
| P73 | 6 | 3 | 1 | 5 | 1 | 4 | 6 |
| P74 | 4 | 2 | 7 | 3 | 7 | 4 | 3 |
| P75 | 5 | 4 | 7 | 4 | 2 | 3 | 4 |
| P76 | 2 | 4 | 1 | 3 | 7 | 3 | 4 |
| P77 | 4 | 4 | 1 | 3 | 6 | 4 | 5 |
| P78 | 5 | 6 | 7 | 4 | 6 | 4 | 5 |
| P79 | 3 | 6 | 1 | 3 | 1 | 4 | 4 |
| P80 | 2 | 3 | 1 | 3 | 2 | 3 | 3 |
| P81 | 3 | 2 | 7 | 2 | 6 | 2 | 2 |
| P82 | 4 | 5 | 1 | 4 | 7 | 3 | 3 |
| P83 | 7 | 7 | 7 | 6 | 6 | 6 | 7 |
| P84 | 2 | 2 | 7 | 4 | 2 | 5 | 4 |
| P85 | 4 | 4 | 1 | 5 | 5 | 5 | 5 |
| P86 | 6 | 4 | 7 | 5 | 2 | 5 | 5 |
| P87 | 4 | 4 | 7 | 7 | 4 | 3 | 4 |
| P88 | 5 | 5 | 5 | 2 | 6 | 6 | 6 |
| P89 | 6 | 4 | 4 | 6 | 4 | 5 | 4 |

ITEM ANALYSIS ( AVERAGE & DEVIATIONS )

|       |          |          |          |          |          |          |          |
|-------|----------|----------|----------|----------|----------|----------|----------|
| P90   | 7        | 5        | 2        | 5        | 7        | 6        | 2        |
| P91   | 7        | 5        | 1        | 5        | 5        | 5        | 5        |
| P92   | 6        | 3        | 3        | 4        | 2        | 6        | 4        |
| P93   | 6        | 7        | 2        | 3        | 7        | 6        | 2        |
| P94   | 5        | 5        | 1        | 6        | 2        | 5        | 6        |
| P95   | 3        | 2        | 1        | 2        | 1        | 3        | 4        |
| P96   | 4        | 4        | 1        | 4        | 2        | 2        | 5        |
| P97   | 3        | 2        | 2        | 2        | 2        | 3        | 5        |
| P98   | 6        | 4        | 5        | 6        | 2        | 4        | 5        |
|       |          |          |          |          |          |          |          |
|       |          |          |          |          |          |          |          |
|       | Q1/LOYAL | Q2/LOYAL | Q3/LOYAL | Q4/LOYAL | Q5/LOYAL | Q6/LOYAL | Q7/LOYAL |
| DEV.  | 1,543    | 1,476    | 2,316    | 1,600    | 2,045    | 1,654    | 1,335    |
| AVER. | 4,990    | 4,082    | 3,786    | 4,296    | 3,765    | 4,133    | 4,010    |
| % D/A | 30,926%  | 36,164%  | 61,189%  | 37,252%  | 54,308%  | 40,016%  | 33,301%  |
|       |          |          |          |          |          |          |          |
|       |          |          |          |          |          |          |          |
|       |          |          |          |          |          |          |          |

ITEM ANALYSIS ( AVERAGE & DEVIATIONS )

| Q8 | Q9 | Q10 | Q11 | Q12 | Q13 | Q14 | Q15 |
|----|----|-----|-----|-----|-----|-----|-----|
| 4  | 3  | 2   | 3   | 4   | 3   | 2   | 4   |
| 3  | 2  | 3   | 3   | 4   | 4   | 5   | 2   |
| 6  | 1  | 1   | 6   | 1   | 1   | 6   | 5   |
| 5  | 5  | 4   | 4   | 3   | 1   | 2   | 4   |
| 5  | 4  | 6   | 5   | 3   | 3   | 7   | 5   |
| 6  | 3  | 3   | 3   | 3   | 4   | 6   | 4   |
| 5  | 4  | 1   | 2   | 4   | 1   | 1   | 5   |
| 5  | 3  | 4   | 6   | 3   | 5   | 2   | 4   |
| 7  | 7  | 2   | 2   | 6   | 1   | 3   | 7   |
| 6  | 6  | 6   | 7   | 5   | 5   | 4   | 6   |
| 6  | 5  | 1   | 4   | 4   | 4   | 5   | 7   |
| 4  | 3  | 7   | 4   | 6   | 6   | 5   | 4   |
| 6  | 2  | 4   | 3   | 2   | 2   | 6   | 5   |
| 2  | 2  | 6   | 5   | 5   | 5   | 5   | 4   |
| 2  | 3  | 2   | 2   | 4   | 5   | 6   | 4   |
| 6  | 7  | 4   | 5   | 6   | 6   | 4   | 7   |
| 1  | 3  | 6   | 2   | 5   | 5   | 2   | 3   |
| 3  | 5  | 3   | 2   | 3   | 3   | 5   | 6   |
| 5  | 4  | 3   | 3   | 2   | 2   | 4   | 1   |
| 6  | 7  | 1   | 1   | 1   | 1   | 7   | 7   |
| 3  | 4  | 3   | 6   | 3   | 2   | 3   | 5   |
| 2  | 3  | 4   | 4   | 3   | 5   | 4   | 4   |
| 5  | 3  | 3   | 4   | 3   | 3   | 2   | 3   |
| 2  | 4  | 5   | 6   | 5   | 4   | 4   | 6   |
| 4  | 3  | 4   | 3   | 4   | 4   | 4   | 5   |
| 4  | 4  | 4   | 5   | 4   | 2   | 1   | 5   |
| 5  | 3  | 2   | 2   | 4   | 2   | 4   | 6   |
| 5  | 5  | 4   | 5   | 3   | 6   | 2   | 3   |
| 4  | 2  | 5   | 2   | 5   | 3   | 4   | 6   |
| 2  | 6  | 6   | 1   | 7   | 7   | 4   | 4   |
| 6  | 3  | 5   | 7   | 6   | 6   | 5   | 3   |
| 6  | 5  | 6   | 5   | 6   | 5   | 5   | 5   |
| 2  | 3  | 2   | 3   | 4   | 4   | 3   | 5   |
| 4  | 3  | 5   | 2   | 6   | 6   | 4   | 5   |
| 3  | 3  | 2   | 2   | 2   | 2   | 2   | 2   |
| 7  | 4  | 5   | 4   | 6   | 7   | 5   | 6   |
| 3  | 5  | 4   | 1   | 6   | 4   | 4   | 7   |
| 6  | 5  | 4   | 2   | 5   | 4   | 3   | 4   |
| 1  | 1  | 1   | 2   | 5   | 5   | 2   | 1   |
| 4  | 1  | 1   | 1   | 2   | 1   | 1   | 3   |
| 4  | 5  | 5   | 2   | 4   | 5   | 5   | 3   |
| 5  | 3  | 6   | 3   | 3   | 2   | 3   | 2   |
| 3  | 3  | 4   | 3   | 5   | 5   | 6   | 6   |
| 4  | 5  | 4   | 6   | 5   | 4   | 3   | 2   |

ITEM ANALYSIS ( AVERAGE & DEVIATIONS )

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 6 | 4 | 2 | 3 | 4 | 5 | 3 | 5 |
| 6 | 2 | 4 | 3 | 4 | 4 | 5 | 2 |
| 6 | 4 | 1 | 4 | 4 | 6 | 7 | 6 |
| 5 | 5 | 3 | 4 | 5 | 3 | 6 | 6 |
| 5 | 4 | 3 | 5 | 5 | 3 | 5 | 4 |
| 7 | 6 | 4 | 7 | 6 | 6 | 2 | 6 |
| 5 | 4 | 3 | 3 | 2 | 2 | 4 | 1 |
| 6 | 5 | 7 | 4 | 3 | 4 | 7 | 7 |
| 3 | 4 | 3 | 6 | 3 | 2 | 3 | 5 |
| 2 | 3 | 4 | 4 | 3 | 5 | 4 | 4 |
| 4 | 5 | 4 | 7 | 6 | 7 | 7 | 6 |
| 4 | 3 | 2 | 6 | 4 | 3 | 6 | 4 |
| 3 | 2 | 3 | 6 | 7 | 4 | 7 | 2 |
| 5 | 5 | 4 | 1 | 7 | 1 | 7 | 4 |
| 6 | 4 | 3 | 2 | 1 | 4 | 6 | 4 |
| 6 | 3 | 3 | 4 | 1 | 4 | 7 | 4 |
| 5 | 4 | 3 | 6 | 6 | 3 | 7 | 5 |
| 7 | 7 | 4 | 7 | 1 | 4 | 6 | 7 |
| 4 | 5 | 3 | 7 | 7 | 4 | 1 | 5 |
| 4 | 3 | 5 | 7 | 1 | 4 | 2 | 4 |
| 5 | 3 | 4 | 1 | 1 | 4 | 2 | 5 |
| 6 | 4 | 3 | 2 | 1 | 4 | 7 | 3 |
| 6 | 5 | 7 | 1 | 7 | 5 | 7 | 6 |
| 3 | 4 | 5 | 6 | 7 | 3 | 6 | 2 |
| 3 | 3 | 5 | 2 | 1 | 2 | 7 | 4 |
| 3 | 4 | 3 | 7 | 1 | 3 | 2 | 5 |
| 5 | 6 | 5 | 6 | 2 | 6 | 6 | 6 |
| 5 | 4 | 3 | 4 | 1 | 2 | 1 | 3 |
| 5 | 4 | 5 | 5 | 6 | 5 | 6 | 5 |
| 5 | 3 | 3 | 2 | 7 | 4 | 1 | 4 |
| 5 | 3 | 4 | 7 | 6 | 6 | 6 | 4 |
| 5 | 4 | 4 | 1 | 7 | 4 | 2 | 3 |
| 5 | 5 | 5 | 1 | 7 | 4 | 1 | 4 |
| 4 | 5 | 6 | 1 | 7 | 4 | 2 | 5 |
| 6 | 4 | 3 | 7 | 6 | 3 | 6 | 4 |
| 5 | 5 | 4 | 4 | 2 | 5 | 1 | 4 |
| 2 | 3 | 2 | 3 | 1 | 2 | 1 | 4 |
| 3 | 5 | 4 | 6 | 2 | 4 | 6 | 6 |
| 6 | 7 | 5 | 7 | 1 | 5 | 7 | 7 |
| 4 | 3 | 3 | 1 | 2 | 5 | 7 | 3 |
| 3 | 6 | 6 | 2 | 1 | 7 | 7 | 4 |
| 5 | 4 | 5 | 6 | 1 | 5 | 2 | 6 |
| 4 | 3 | 4 | 6 | 4 | 4 | 1 | 5 |
| 6 | 3 | 5 | 6 | 2 | 7 | 2 | 6 |
| 6 | 5 | 4 | 7 | 7 | 5 | 3 | 5 |

ITEM ANALYSIS ( AVERAGE & DEVIATIONS )

|          |          |          |          |          |          |          |          |
|----------|----------|----------|----------|----------|----------|----------|----------|
| 3        | 5        | 4        | 1        | 6        | 4        | 4        | 7        |
| 3        | 4        | 4        | 2        | 7        | 5        | 7        | 6        |
| 5        | 5        | 3        | 1        | 7        | 6        | 6        | 6        |
| 7        | 6        | 4        | 7        | 6        | 6        | 2        | 6        |
| 4        | 4        | 5        | 6        | 7        | 7        | 7        | 6        |
| 5        | 5        | 6        | 5        | 6        | 6        | 2        | 5        |
| 4        | 3        | 5        | 1        | 4        | 3        | 1        | 4        |
| 3        | 3        | 1        | 2        | 1        | 2        | 1        | 4        |
| 4        | 4        | 4        | 6        | 5        | 6        | 7        | 7        |
|          |          |          |          |          |          |          |          |
|          |          |          |          |          |          |          |          |
| Q8/LOYAL | Q9/LOYAL | Q10/LOYA | Q11/LOYA | Q12/LOYA | Q13/LOYA | Q14/LOYA | Q15/LOYA |
| 1,445    | 1,335    | 1,474    | 2,050    | 2,037    | 1,618    | 2,089    | 1,512    |
| 4,480    | 3,990    | 3,816    | 3,888    | 4,071    | 4,041    | 4,163    | 4,592    |
| 32,251%  | 33,471%  | 38,618%  | 52,738%  | 50,032%  | 40,033%  | 50,182%  | 32,922%  |
|          |          |          |          |          |          |          |          |
|          |          |          |          |          |          |          |          |
|          |          |          |          |          |          |          |          |

ITEM ANALYSIS ( AVERAGE & DEVIATIONS )

| Q16 | Q16' |
|-----|------|
| 20  | 13   |
| 9   | 9    |
| 17  | 8    |
| 18  | 7    |
| 6   | 2    |
| 21  | 10   |
| 12  | 11   |
| 13  | 11   |
| 21  | 6    |
| 14  | 14   |
| 16  | 8    |
| 12  | 13   |
| 14  | 7    |
| 11  | 14   |
| 21  | 2    |
| 18  | 10   |
| 18  | 8    |
| 21  | 8    |
| 9   | 10   |
| 21  | 8    |
| 16  | 10   |
| 9   | 9    |
| 7   | 4    |
| 12  | 10   |
| 15  | 7    |
| 9   | 10   |
| 19  | 11   |
| 4   | 11   |
| 17  | 12   |
| 18  | 8    |
| 15  | 13   |
| 11  | 11   |
| 18  | 8    |
| 14  | 12   |
| 15  | 8    |
| 12  | 10   |
| 19  | 14   |
| 19  | 12   |
| 14  | 6    |
| 21  | 9    |
| 13  | 9    |
| 14  | 8    |
| 7   | 7    |
| 18  | 9    |

ITEM ANALYSIS ( AVERAGE & DEVIATIONS )

|    |    |
|----|----|
| 18 | 9  |
| 16 | 12 |
| 15 | 10 |
| 14 | 11 |
| 15 | 11 |
| 18 | 13 |
| 9  | 10 |
| 21 | 8  |
| 16 | 10 |
| 9  | 9  |
| 18 | 12 |
| 20 | 13 |
| 9  | 9  |
| 18 | 7  |
| 21 | 10 |
| 21 | 10 |
| 6  | 2  |
| 21 | 6  |
| 20 | 12 |
| 21 | 8  |
| 15 | 7  |
| 14 | 11 |
| 20 | 13 |
| 16 | 12 |
| 18 | 14 |
| 15 | 6  |
| 20 | 13 |
| 14 | 10 |
| 17 | 12 |
| 13 | 8  |
| 15 | 10 |
| 12 | 7  |
| 16 | 9  |
| 17 | 11 |
| 19 | 13 |
| 10 | 10 |
| 8  | 7  |
| 20 | 11 |
| 21 | 14 |
| 15 | 18 |
| 12 | 8  |
| 12 | 10 |
| 15 | 17 |
| 15 | 13 |
| 19 | 12 |

ITEM ANALYSIS ( AVERAGE & DEVIATIONS )

|          |           |
|----------|-----------|
| 19       | 14        |
| 16       | 9         |
| 14       | 11        |
| 18       | 13        |
| 20       | 12        |
| 10       | 11        |
| 15       | 10        |
| 12       | 6         |
| 20       | 11        |
|          |           |
|          |           |
| Q16/LOYA | Q16'/LOYA |
| 4,227    | 2,860     |
| 15,367   | 9,918     |
| 27,503%  | 28,834%   |
|          |           |
|          |           |
|          |           |

ITEM ANALYSIS ( AVERAGE & DEVIATIONS )

| NON    |    |    |    |    |    |    |    |
|--------|----|----|----|----|----|----|----|
| LOYALS | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 |
| P1     | 2  | 3  | 1  | 4  | 2  | 2  | 3  |
| P2     | 1  | 2  | 7  | 1  | 6  | 1  | 3  |
| P3     | 3  | 2  | 6  | 1  | 6  | 2  | 3  |
| P4     | 4  | 1  | 6  | 2  | 7  | 2  | 3  |
| P5     | 3  | 3  | 7  | 1  | 1  | 2  | 2  |
| P6     | 4  | 2  | 2  | 1  | 6  | 2  | 3  |
| P7     | 3  | 3  | 7  | 2  | 6  | 2  | 2  |
| P8     | 5  | 5  | 1  | 3  | 2  | 2  | 6  |
| P9     | 3  | 2  | 7  | 1  | 2  | 1  | 1  |
| P10    | 6  | 4  | 7  | 5  | 2  | 4  | 3  |
| P11    | 1  | 1  | 6  | 1  | 4  | 2  | 2  |
| P12    | 4  | 3  | 5  | 7  | 1  | 1  | 1  |
| P13    | 2  | 1  | 1  | 2  | 2  | 1  | 2  |
| P14    | 4  | 6  | 6  | 3  | 7  | 1  | 3  |
| P15    | 1  | 3  | 1  | 1  | 1  | 1  | 4  |
| P16    | 3  | 2  | 5  | 1  | 2  | 2  | 1  |
| P17    | 4  | 1  | 3  | 1  | 1  | 3  | 1  |
| P18    | 1  | 1  | 5  | 1  | 1  | 1  | 6  |
| P19    | 4  | 4  | 2  | 1  | 2  | 2  | 3  |
| P20    | 1  | 1  | 1  | 1  | 1  | 1  | 4  |
| P21    | 5  | 3  | 2  | 3  | 1  | 3  | 2  |
| P22    | 6  | 6  | 4  | 6  | 4  | 4  | 4  |
| P23    | 5  | 5  | 7  | 1  | 2  | 1  | 5  |
| P24    | 4  | 4  | 5  | 2  | 4  | 2  | 1  |
| P25    | 3  | 3  | 3  | 4  | 2  | 2  | 3  |
| P26    | 4  | 5  | 5  | 2  | 4  | 3  | 5  |
| P27    | 6  | 4  | 3  | 5  | 3  | 3  | 4  |
| P28    | 6  | 4  | 3  | 5  | 5  | 3  | 3  |
| P29    | 6  | 2  | 2  | 4  | 3  | 3  | 2  |
| P30    | 1  | 5  | 6  | 2  | 2  | 1  | 3  |
| P31    | 2  | 4  | 5  | 2  | 3  | 3  | 3  |
| P32    | 5  | 4  | 4  | 5  | 5  | 5  | 3  |
| P33    | 2  | 2  | 2  | 4  | 2  | 2  | 5  |
| P34    | 6  | 3  | 1  | 2  | 1  | 2  | 1  |
| P35    | 4  | 2  | 3  | 3  | 2  | 2  | 3  |
| P36    | 3  | 3  | 6  | 1  | 2  | 2  | 3  |
| P37    | 1  | 5  | 6  | 1  | 2  | 1  | 3  |
| P38    | 2  | 1  | 2  | 1  | 2  | 1  | 4  |
| P39    | 2  | 3  | 4  | 1  | 5  | 1  | 5  |
| P40    | 2  | 2  | 2  | 1  | 2  | 1  | 3  |
| P41    | 5  | 3  | 2  | 3  | 3  | 4  | 5  |
| P42    | 6  | 3  | 3  | 3  | 3  | 4  | 3  |
| P43    | 2  | 3  | 7  | 1  | 3  | 1  | 3  |

ITEM ANALYSIS ( AVERAGE & DEVIATIONS )

|     |   |   |   |   |   |   |   |
|-----|---|---|---|---|---|---|---|
| P44 | 4 | 5 | 6 | 6 | 5 | 4 | 4 |
| P45 | 2 | 2 | 1 | 1 | 1 | 1 | 1 |
| P46 | 2 | 2 | 2 | 2 | 3 | 2 | 2 |
| P47 | 3 | 2 | 7 | 1 | 1 | 1 | 1 |
| P48 | 2 | 3 | 4 | 2 | 2 | 2 | 4 |
| P49 | 6 | 3 | 3 | 2 | 2 | 3 | 2 |
| P50 | 5 | 1 | 2 | 1 | 6 | 2 | 6 |
| P51 | 6 | 2 | 1 | 1 | 7 | 4 | 3 |
| P52 | 5 | 4 | 1 | 1 | 7 | 4 | 3 |
| P53 | 4 | 2 | 2 | 5 | 1 | 2 | 3 |
| P54 | 2 | 4 | 2 | 1 | 1 | 1 | 3 |
| P55 | 4 | 3 | 2 | 5 | 5 | 1 | 1 |
| P56 | 6 | 3 | 1 | 3 | 1 | 2 | 5 |
| P57 | 5 | 2 | 6 | 6 | 5 | 4 | 2 |
| P58 | 6 | 3 | 6 | 3 | 2 | 3 | 5 |
| P59 | 3 | 4 | 6 | 1 | 6 | 2 | 3 |
| P60 | 1 | 4 | 1 | 2 | 6 | 1 | 5 |
| P61 | 4 | 3 | 5 | 5 | 7 | 1 | 4 |
| P62 | 5 | 3 | 6 | 3 | 7 | 1 | 4 |
| P63 | 5 | 1 | 6 | 1 | 2 | 2 | 1 |
| P64 | 3 | 1 | 1 | 1 | 1 | 2 | 3 |
| P65 | 2 | 6 | 6 | 5 | 2 | 3 | 1 |
| P66 | 2 | 5 | 1 | 3 | 2 | 2 | 2 |
| P67 | 6 | 5 | 2 | 2 | 1 | 2 | 4 |
| P68 | 3 | 2 | 2 | 2 | 3 | 4 | 6 |
| P69 | 4 | 3 | 6 | 5 | 5 | 3 | 3 |
| P70 | 3 | 3 | 1 | 4 | 2 | 3 | 2 |
| P71 | 5 | 3 | 6 | 2 | 2 | 2 | 3 |
| P72 | 1 | 5 | 7 | 2 | 1 | 2 | 3 |
| P73 | 5 | 2 | 7 | 4 | 6 | 3 | 6 |
| P74 | 2 | 1 | 2 | 3 | 6 | 2 | 1 |
| P75 | 4 | 3 | 7 | 2 | 6 | 1 | 1 |
| P76 | 1 | 3 | 2 | 1 | 7 | 2 | 3 |
| P77 | 3 | 2 | 7 | 1 | 6 | 1 | 3 |
| P78 | 4 | 3 | 1 | 2 | 2 | 2 | 3 |
| P79 | 3 | 5 | 2 | 1 | 4 | 2 | 3 |
| P80 | 1 | 2 | 1 | 2 | 4 | 2 | 2 |
| P81 | 4 | 1 | 2 | 1 | 2 | 2 | 2 |
| P82 | 2 | 3 | 7 | 1 | 3 | 1 | 1 |
| P83 | 2 | 1 | 7 | 2 | 4 | 1 | 2 |
| P84 | 1 | 1 | 5 | 1 | 6 | 3 | 4 |
| P85 | 3 | 4 | 5 | 1 | 5 | 1 | 1 |
| P86 | 1 | 4 | 7 | 3 | 7 | 2 | 6 |
| P87 | 6 | 4 | 1 | 6 | 1 | 3 | 4 |
| P88 | 4 | 2 | 7 | 1 | 2 | 3 | 3 |

ITEM ANALYSIS ( AVERAGE & DEVIATIONS )

|       |           |           |           |           |           |           |           |
|-------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| P89   | 4         | 5         | 7         | 2         | 1         | 2         | 3         |
| P90   | 6         | 4         | 7         | 2         | 1         | 2         | 3         |
| P91   | 6         | 3         | 1         | 2         | 6         | 1         | 3         |
| P92   | 2         | 2         | 2         | 4         | 6         | 1         | 3         |
| P93   | 3         | 4         | 2         | 5         | 1         | 4         | 3         |
| P94   | 4         | 5         | 2         | 5         | 1         | 4         | 5         |
| P95   | 2         | 1         | 6         | 1         | 1         | 1         | 3         |
| P96   | 2         | 3         | 7         | 1         | 1         | 1         | 3         |
| P97   | 2         | 5         | 1         | 1         | 1         | 2         | 4         |
| P98   | 2         | 2         | 7         | 1         | 1         | 3         | 1         |
|       |           |           |           |           |           |           |           |
|       |           |           |           |           |           |           |           |
|       | Q1/N.LOYA | Q2/N.LOYA | Q3/N.LOYA | Q4/N.LOYA | Q5/N.LOYA | Q6/N.LOYA | Q7/N.LOYA |
| DEV.  | 1,637     | 1,351     | 2,321     | 1,611     | 2,071     | 1,014     | 1,366     |
| AVER. | 3,418     | 2,990     | 3,949     | 2,408     | 3,204     | 2,112     | 3,031     |
| % D/A | 47,880%   | 45,180%   | 58,786%   | 66,888%   | 64,627%   | 48,013%   | 45,062%   |

ITEM ANALYSIS ( AVERAGE & DEVIATIONS )

| Q8 | Q9 | Q10 | Q11 | Q12 | Q13 | Q14 | Q15 |
|----|----|-----|-----|-----|-----|-----|-----|
| 4  | 3  | 2   | 2   | 3   | 2   | 4   | 1   |
| 1  | 1  | 2   | 1   | 6   | 2   | 6   | 1   |
| 4  | 2  | 2   | 1   | 6   | 1   | 6   | 2   |
| 3  | 2  | 3   | 1   | 6   | 1   | 2   | 2   |
| 3  | 2  | 1   | 2   | 6   | 1   | 6   | 3   |
| 5  | 1  | 3   | 7   | 7   | 2   | 5   | 1   |
| 4  | 3  | 2   | 7   | 6   | 2   | 5   | 4   |
| 4  | 3  | 3   | 6   | 1   | 4   | 1   | 6   |
| 1  | 1  | 1   | 7   | 1   | 1   | 1   | 1   |
| 5  | 4  | 3   | 7   | 2   | 1   | 7   | 4   |
| 1  | 1  | 1   | 6   | 2   | 1   | 5   | 1   |
| 1  | 1  | 2   | 2   | 2   | 2   | 2   | 1   |
| 1  | 1  | 1   | 3   | 1   | 1   | 1   | 1   |
| 3  | 3  | 5   | 7   | 6   | 6   | 2   | 1   |
| 1  | 2  | 4   | 2   | 4   | 2   | 1   | 1   |
| 1  | 2  | 2   | 3   | 2   | 1   | 2   | 1   |
| 3  | 3  | 1   | 1   | 2   | 2   | 1   | 2   |
| 2  | 1  | 2   | 3   | 1   | 1   | 4   | 1   |
| 2  | 1  | 1   | 2   | 3   | 2   | 2   | 1   |
| 1  | 1  | 2   | 3   | 1   | 1   | 3   | 1   |
| 3  | 2  | 2   | 4   | 2   | 2   | 2   | 2   |
| 3  | 5  | 2   | 2   | 3   | 4   | 4   | 4   |
| 2  | 2  | 3   | 4   | 4   | 2   | 6   | 2   |
| 2  | 2  | 3   | 4   | 4   | 4   | 2   | 2   |
| 2  | 4  | 2   | 2   | 2   | 2   | 2   | 2   |
| 4  | 3  | 4   | 6   | 5   | 3   | 6   | 4   |
| 4  | 2  | 2   | 4   | 2   | 3   | 4   | 5   |
| 4  | 3  | 4   | 5   | 4   | 5   | 2   | 2   |
| 2  | 2  | 2   | 2   | 3   | 4   | 3   | 3   |
| 1  | 6  | 4   | 7   | 4   | 3   | 2   | 1   |
| 2  | 1  | 4   | 6   | 4   | 6   | 2   | 1   |
| 4  | 2  | 2   | 4   | 2   | 2   | 3   | 2   |
| 2  | 2  | 2   | 5   | 2   | 3   | 6   | 3   |
| 2  | 1  | 1   | 7   | 1   | 2   | 1   | 1   |
| 3  | 2  | 1   | 1   | 1   | 1   | 1   | 1   |
| 3  | 2  | 4   | 5   | 3   | 4   | 4   | 1   |
| 1  | 1  | 5   | 2   | 4   | 3   | 1   | 1   |
| 3  | 1  | 2   | 2   | 2   | 2   | 3   | 1   |
| 1  | 1  | 1   | 3   | 2   | 3   | 7   | 1   |
| 1  | 1  | 2   | 1   | 2   | 1   | 3   | 1   |
| 4  | 3  | 3   | 2   | 3   | 4   | 5   | 2   |
| 2  | 2  | 2   | 3   | 3   | 2   | 2   | 3   |
| 2  | 1  | 3   | 7   | 3   | 1   | 1   | 1   |

ITEM ANALYSIS ( AVERAGE & DEVIATIONS )

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 3 | 4 | 4 | 5 | 4 | 1 | 2 | 2 |
| 1 | 1 | 1 | 2 | 1 | 1 | 2 | 1 |
| 1 | 1 | 2 | 3 | 2 | 3 | 2 | 1 |
| 1 | 2 | 2 | 4 | 2 | 3 | 1 | 1 |
| 2 | 2 | 2 | 3 | 3 | 4 | 3 | 2 |
| 2 | 2 | 2 | 6 | 2 | 3 | 2 | 2 |
| 1 | 2 | 2 | 6 | 1 | 2 | 6 | 1 |
| 4 | 3 | 2 | 7 | 3 | 2 | 5 | 1 |
| 5 | 3 | 2 | 7 | 3 | 1 | 5 | 1 |
| 1 | 1 | 1 | 2 | 1 | 1 | 5 | 2 |
| 1 | 3 | 1 | 1 | 1 | 2 | 3 | 3 |
| 1 | 2 | 1 | 2 | 2 | 2 | 6 | 4 |
| 3 | 5 | 5 | 1 | 1 | 2 | 6 | 1 |
| 4 | 3 | 2 | 2 | 4 | 1 | 7 | 2 |
| 2 | 2 | 1 | 1 | 5 | 4 | 1 | 1 |
| 3 | 2 | 2 | 6 | 6 | 3 | 2 | 1 |
| 1 | 1 | 1 | 5 | 6 | 3 | 2 | 1 |
| 1 | 1 | 2 | 3 | 2 | 2 | 2 | 1 |
| 3 | 2 | 2 | 6 | 1 | 2 | 7 | 6 |
| 2 | 4 | 3 | 6 | 6 | 2 | 5 | 1 |
| 2 | 1 | 3 | 7 | 2 | 2 | 6 | 1 |
| 1 | 2 | 3 | 6 | 2 | 3 | 6 | 3 |
| 4 | 4 | 2 | 4 | 6 | 2 | 3 | 1 |
| 3 | 3 | 5 | 4 | 2 | 4 | 2 | 3 |
| 2 | 3 | 4 | 2 | 1 | 3 | 2 | 1 |
| 1 | 2 | 4 | 1 | 7 | 1 | 1 | 2 |
| 3 | 2 | 2 | 6 | 7 | 2 | 1 | 2 |
| 4 | 3 | 4 | 7 | 5 | 5 | 3 | 5 |
| 3 | 1 | 4 | 7 | 7 | 1 | 1 | 1 |
| 4 | 2 | 5 | 6 | 7 | 3 | 6 | 4 |
| 4 | 1 | 2 | 7 | 5 | 2 | 7 | 2 |
| 2 | 2 | 2 | 5 | 1 | 5 | 1 | 2 |
| 1 | 3 | 2 | 5 | 5 | 2 | 2 | 1 |
| 4 | 1 | 3 | 2 | 5 | 1 | 5 | 1 |
| 1 | 3 | 2 | 2 | 7 | 1 | 2 | 2 |
| 5 | 2 | 3 | 2 | 7 | 2 | 6 | 2 |
| 4 | 1 | 3 | 2 | 1 | 2 | 7 | 3 |
| 4 | 4 | 3 | 1 | 7 | 1 | 1 | 4 |
| 1 | 1 | 2 | 2 | 6 | 2 | 7 | 4 |
| 3 | 1 | 4 | 1 | 3 | 1 | 7 | 1 |
| 1 | 1 | 1 | 1 | 2 | 4 | 4 | 2 |
| 2 | 2 | 2 | 6 | 6 | 4 | 5 | 1 |
| 1 | 1 | 2 | 1 | 6 | 3 | 2 | 2 |
| 2 | 4 | 4 | 7 | 7 | 6 | 2 | 3 |
| 2 | 1 | 2 | 7 | 1 | 2 | 7 | 5 |

ITEM ANALYSIS ( AVERAGE & DEVIATIONS )

|          |          |           |           |           |           |           |           |
|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 2        | 2        | 1         | 1         | 7         | 1         | 2         | 3         |
| 3        | 2        | 4         | 2         | 7         | 4         | 1         | 1         |
| 3        | 1        | 5         | 3         | 7         | 3         | 4         | 1         |
| 1        | 1        | 2         | 2         | 4         | 4         | 4         | 1         |
| 3        | 4        | 3         | 2         | 5         | 5         | 5         | 4         |
| 3        | 2        | 4         | 4         | 6         | 4         | 4         | 3         |
| 4        | 1        | 3         | 3         | 6         | 3         | 3         | 3         |
| 2        | 1        | 1         | 5         | 7         | 3         | 6         | 1         |
| 2        | 2        | 2         | 3         | 1         | 4         | 3         | 1         |
| 3        | 2        | 2         | 2         | 1         | 3         | 3         | 2         |
|          |          |           |           |           |           |           |           |
|          |          |           |           |           |           |           |           |
| Q8/N.LOY | Q9/N.LOY | Q10/N.LOY | Q11/N.LOY | Q12/N.LOY | Q13/N.LOY | Q14/N.LOY | Q15/N.LOY |
| 1,219    | 1,100    | 1,142     | 2,141     | 2,132     | 1,302     | 2,012     | 1,264     |
| 2,439    | 2,082    | 2,480     | 3,745     | 3,622     | 2,490     | 3,500     | 1,990     |
| 49,983%  | 52,838%  | 46,048%   | 57,170%   | 58,864%   | 52,302%   | 57,473%   | 63,527%   |

ITEM ANALYSIS ( AVERAGE & DEVIATIONS )

|     |      |
|-----|------|
|     |      |
| Q16 | Q16' |
| 19  | 11   |
| 8   | 12   |
| 19  | 5    |
| 17  | 12   |
| 10  | 2    |
| 12  | 10   |
| 15  | 10   |
| 6   | 12   |
| 8   | 9    |
| 12  | 11   |
| 19  | 5    |
| 15  | 6    |
| 16  | 6    |
| 18  | 12   |
| 21  | 5    |
| 18  | 5    |
| 7   | 6    |
| 16  | 8    |
| 14  | 9    |
| 9   | 8    |
| 18  | 8    |
| 17  | 11   |
| 4   | 7    |
| 16  | 8    |
| 17  | 8    |
| 12  | 10   |
| 20  | 12   |
| 16  | 11   |
| 21  | 11   |
| 6   | 11   |
| 9   | 11   |
| 12  | 7    |
| 10  | 8    |
| 15  | 10   |
| 21  | 6    |
| 19  | 8    |
| 11  | 6    |
| 15  | 5    |
| 18  | 6    |
| 21  | 9    |
| 17  | 8    |
| 17  | 6    |
| 9   | 10   |

ITEM ANALYSIS ( AVERAGE & DEVIATIONS )

|    |    |
|----|----|
| 18 | 8  |
| 19 | 8  |
| 14 | 9  |
| 15 | 9  |
| 9  | 8  |
| 19 | 5  |
| 8  | 9  |
| 19 | 12 |
| 15 | 2  |
| 15 | 5  |
| 10 | 5  |
| 18 | 11 |
| 4  | 6  |
| 12 | 11 |
| 9  | 6  |
| 14 | 8  |
| 9  | 10 |
| 15 | 5  |
| 6  | 5  |
| 16 | 8  |
| 21 | 5  |
| 10 | 6  |
| 7  | 11 |
| 18 | 12 |
| 17 | 11 |
| 17 | 9  |
| 6  | 7  |
| 20 | 12 |
| 14 | 9  |
| 12 | 11 |
| 9  | 7  |
| 13 | 8  |
| 8  | 5  |
| 8  | 6  |
| 13 | 7  |
| 12 | 12 |
| 8  | 6  |
| 12 | 8  |
| 13 | 8  |
| 16 | 10 |
| 12 | 7  |
| 10 | 7  |
| 10 | 8  |
| 21 | 10 |
| 18 | 6  |

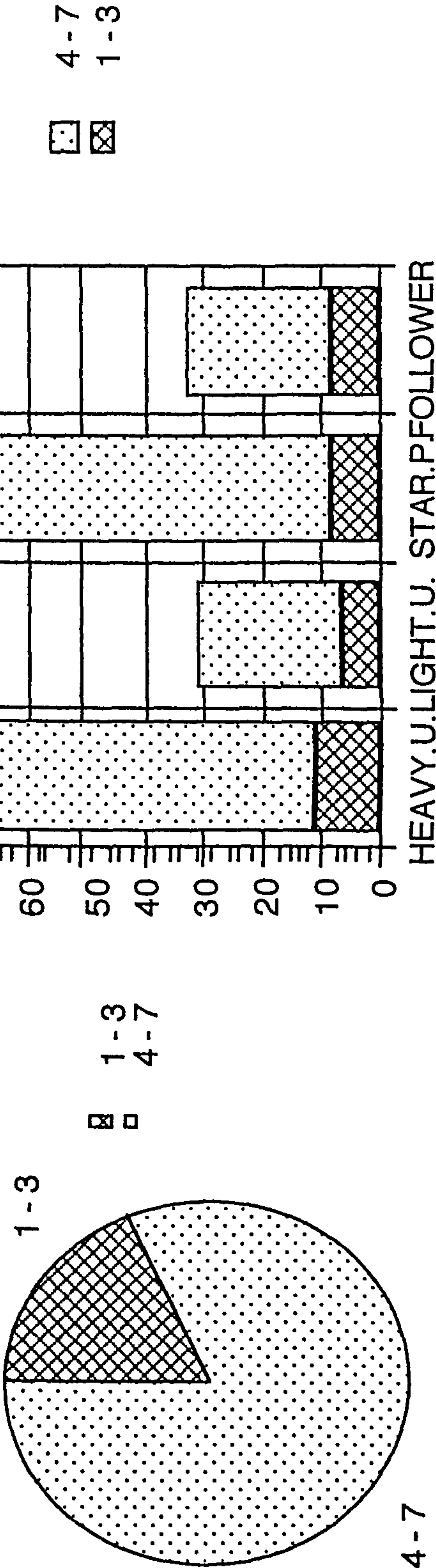
ITEM ANALYSIS ( AVERAGE & DEVIATIONS )

|          |           |
|----------|-----------|
| 11       | 8         |
| 14       | 6         |
| 17       | 7         |
| 8        | 8         |
| 17       | 9         |
| 18       | 8         |
| 5        | 3         |
| 14       | 9         |
| 12       | 7         |
| 19       | 8         |
|          |           |
|          |           |
| Q16/N.LO | Q16'/N.LO |
| 4,579    | 2,410     |
| 13,714   | 8,082     |
| 33,390%  | 29,820%   |

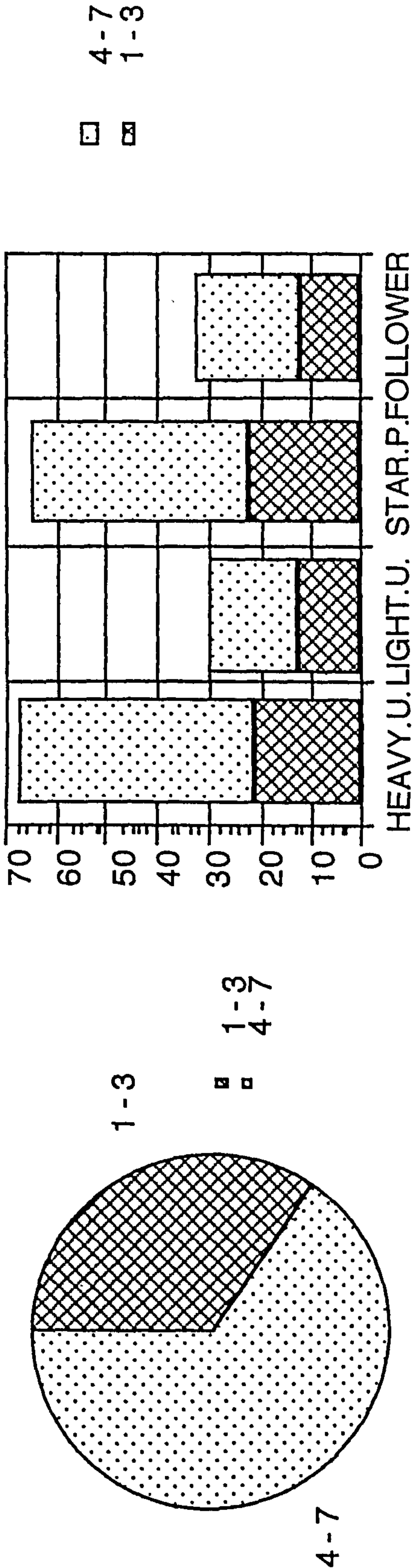
# ANALYSIS OF QUESTIONS

## LOYALS

**QUESTION ONE**      If the price of x was increased slightly I would not switch because I believe the brand offers a very good deal ( value for money)

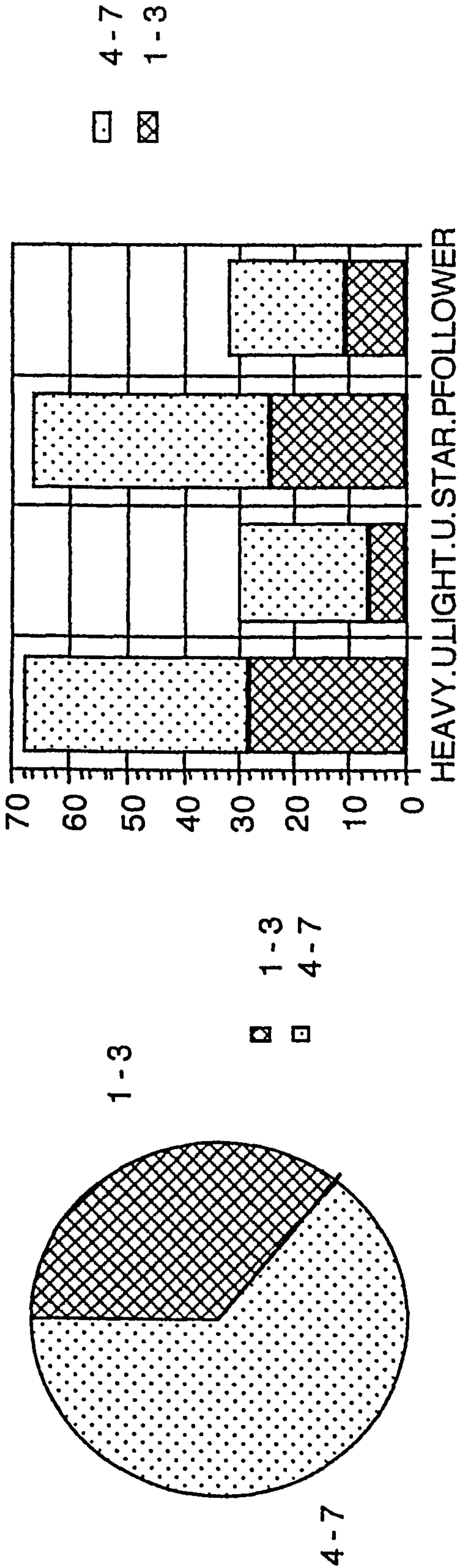


**QUESTION TWO**      If x was a person we would have a lot of interests/activities in common

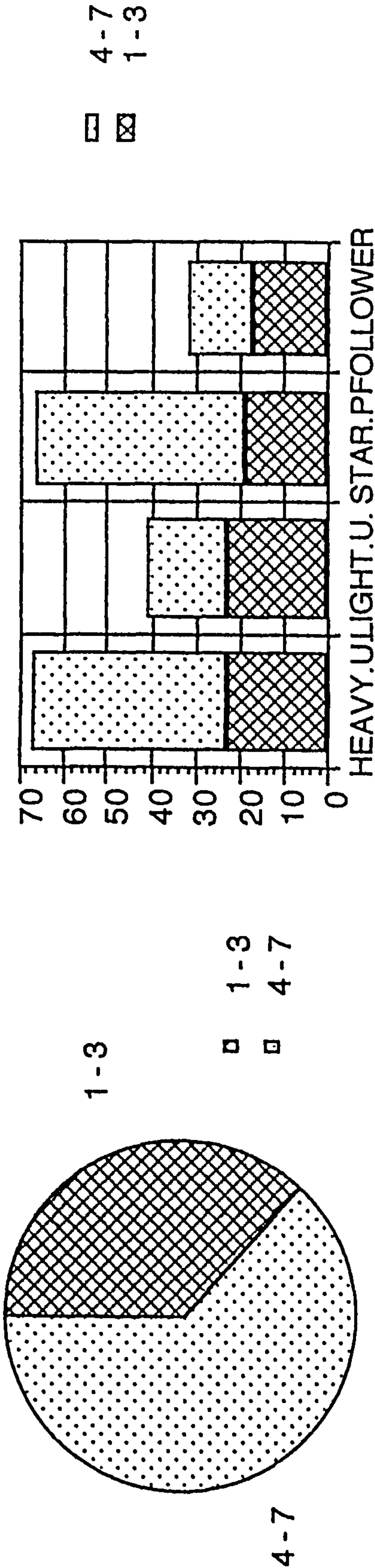


# ANALYSIS OF QUESTIONS (Cont'd.)

QUESTION FOUR    X has a ( some ) distinct characteristic(s) which is what I prefer

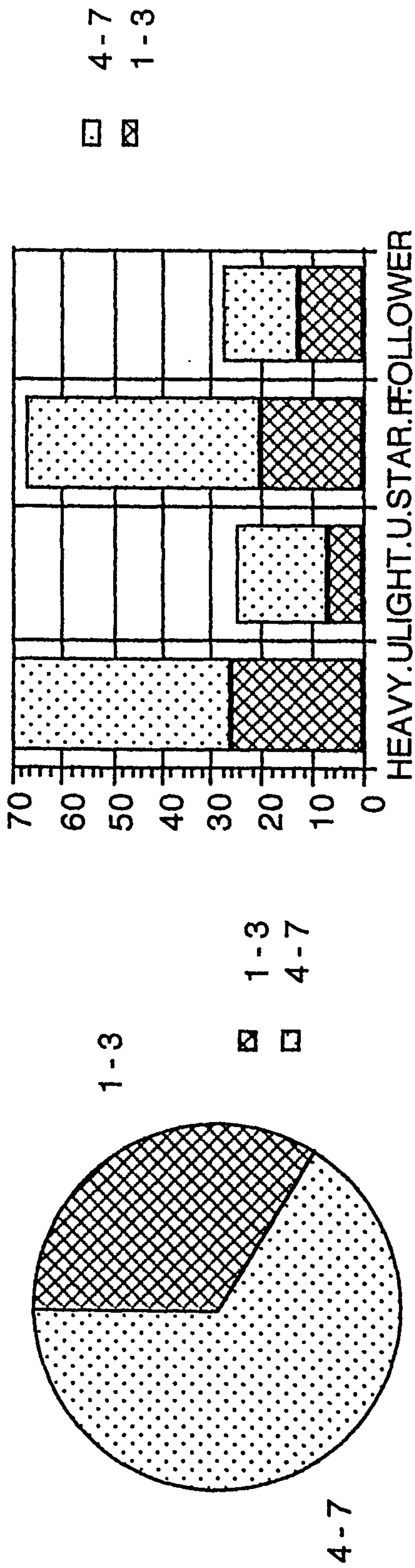


QUESTION SIX    I get everything I want from X so it would be difficult to be actually persuaded to change

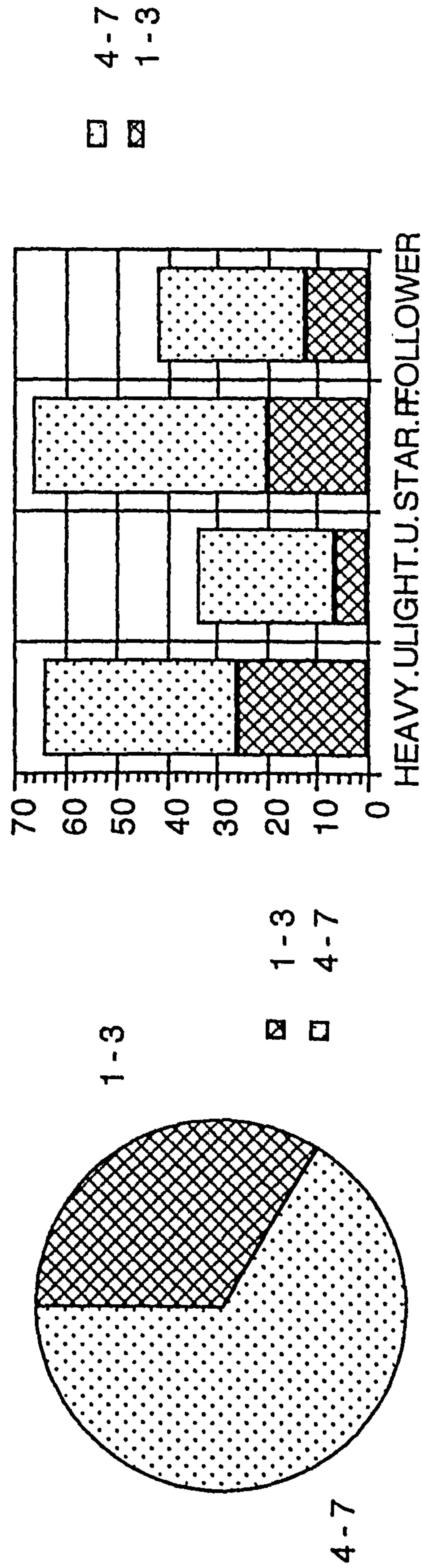


# ANALYSIS OF QUESTIONS (Cont'd.)

QUESTION SEVEN      The support I am given as a customer of X is excellent



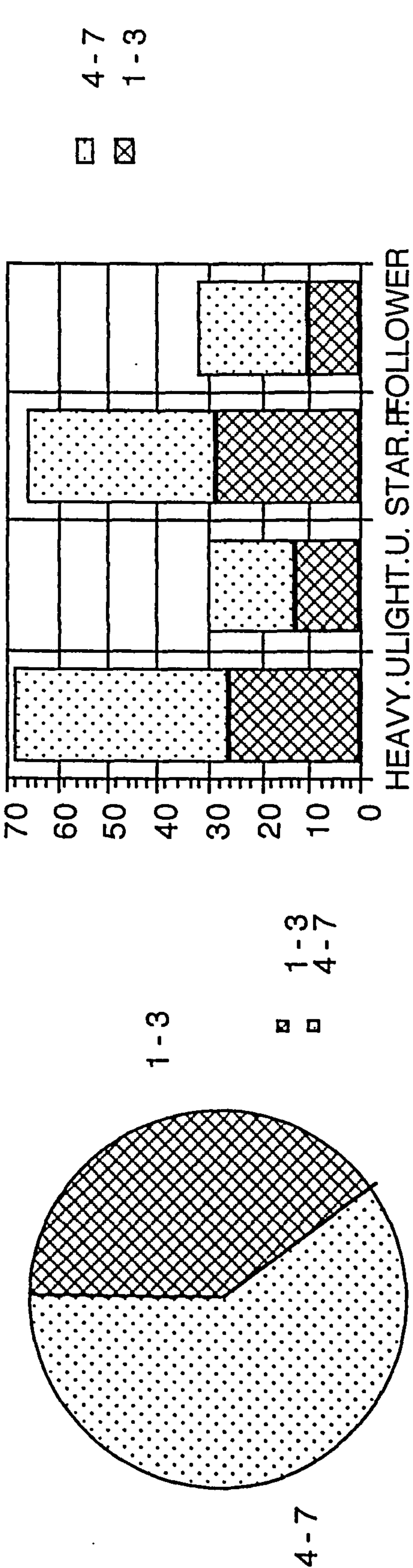
QUESTION EIGHT      As you are growing up, you get to have a taste of your own, and for me is X.



# ANALYSIS OF QUESTIONS (Cont'd.)

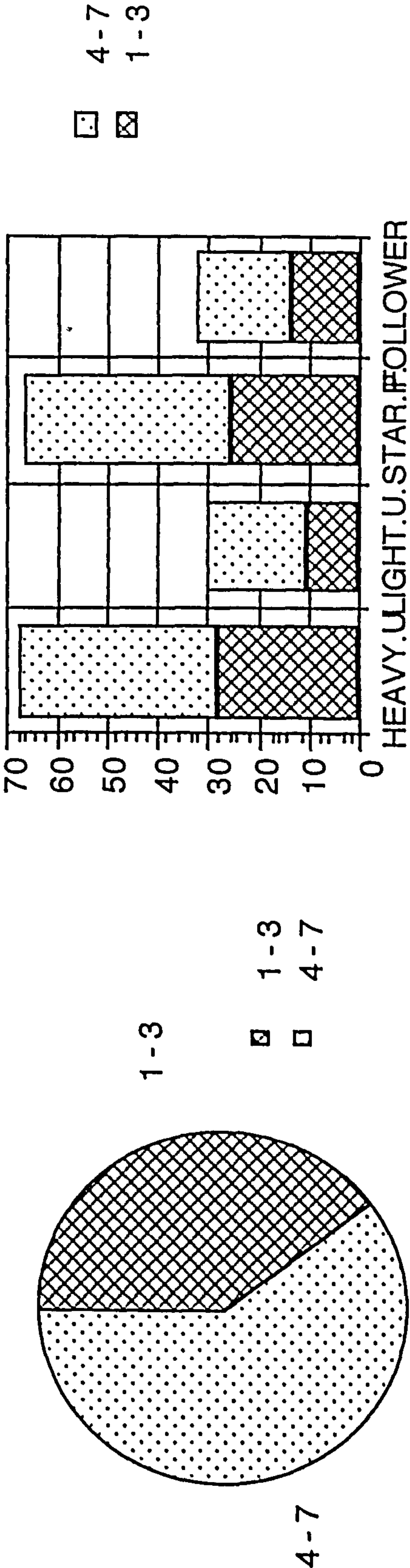
QUESTION NINE

If I had to make an effort to get hold of X, I would not mind because X deserves it



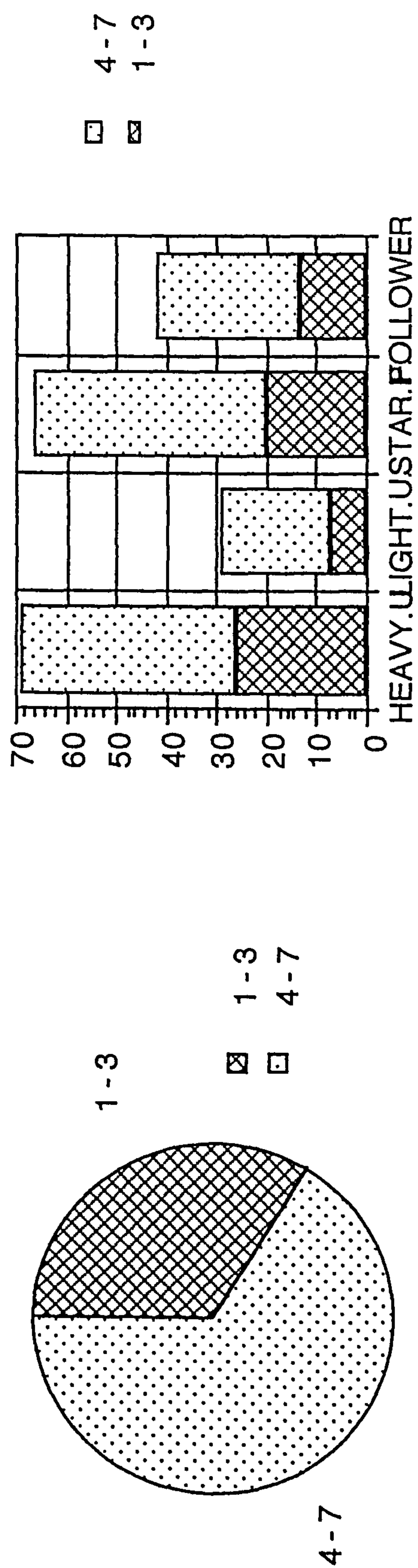
X reflects a lot of the values I believe in

## QUESTION TEN

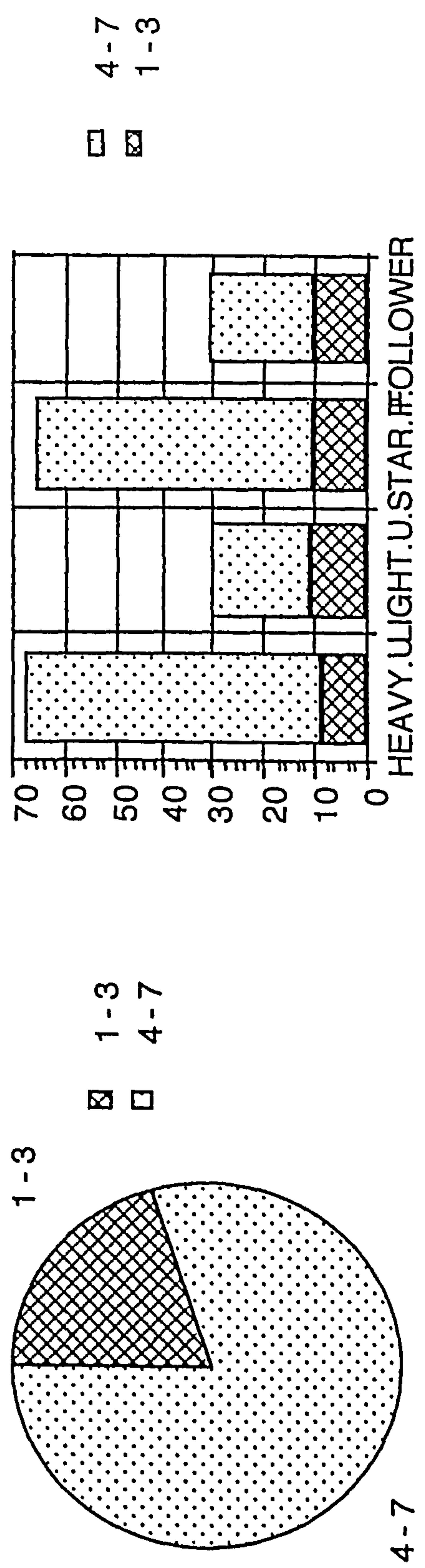


# ANALYSIS OF QUESTIONS (Cont'd.)

QUESTION THIRTEEN      I believe I have something in common with people who also like X



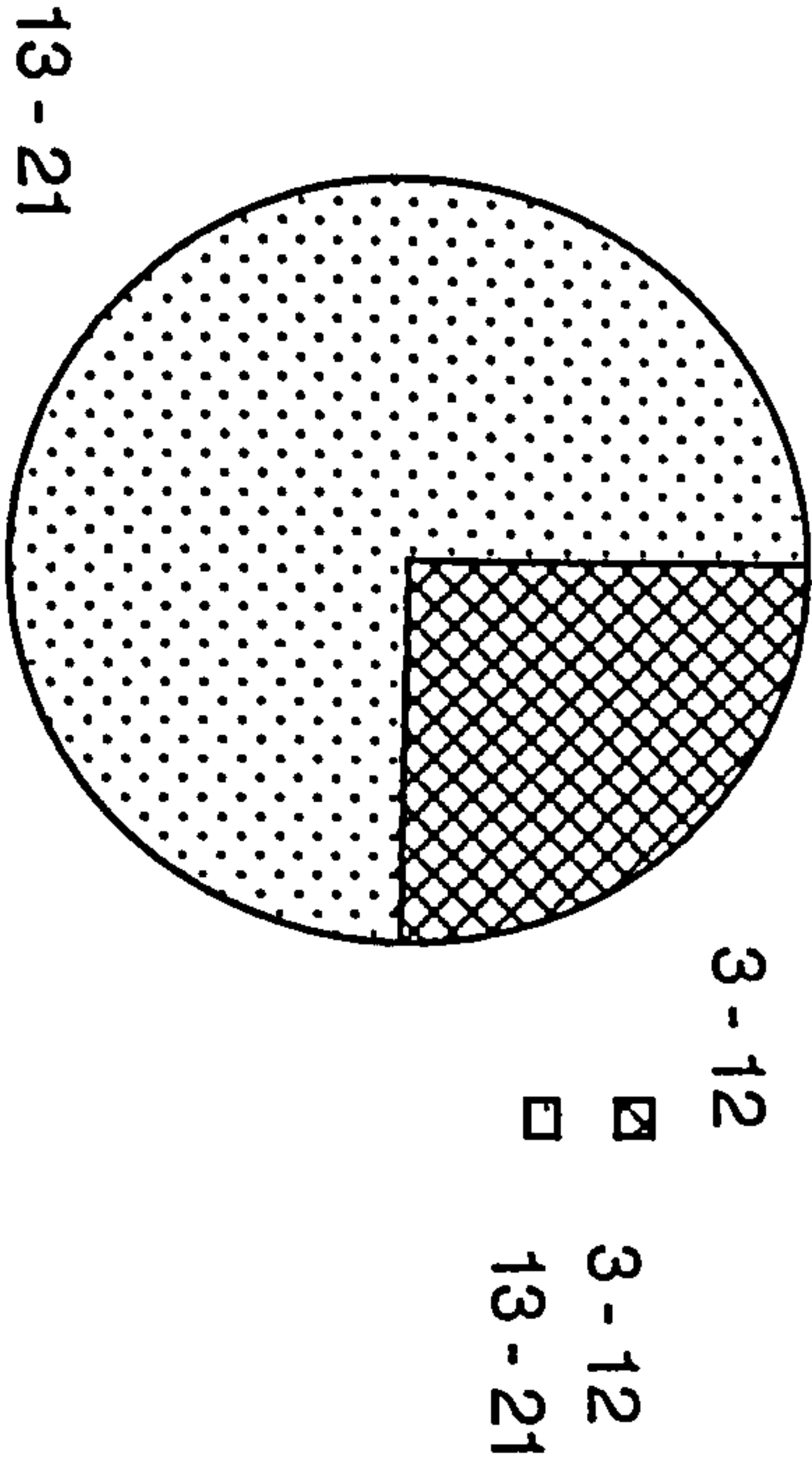
QUESTION FIFTEEN      If the brand was stocked in certain places only, I would prefer to go there than in others ( all other things being equal )



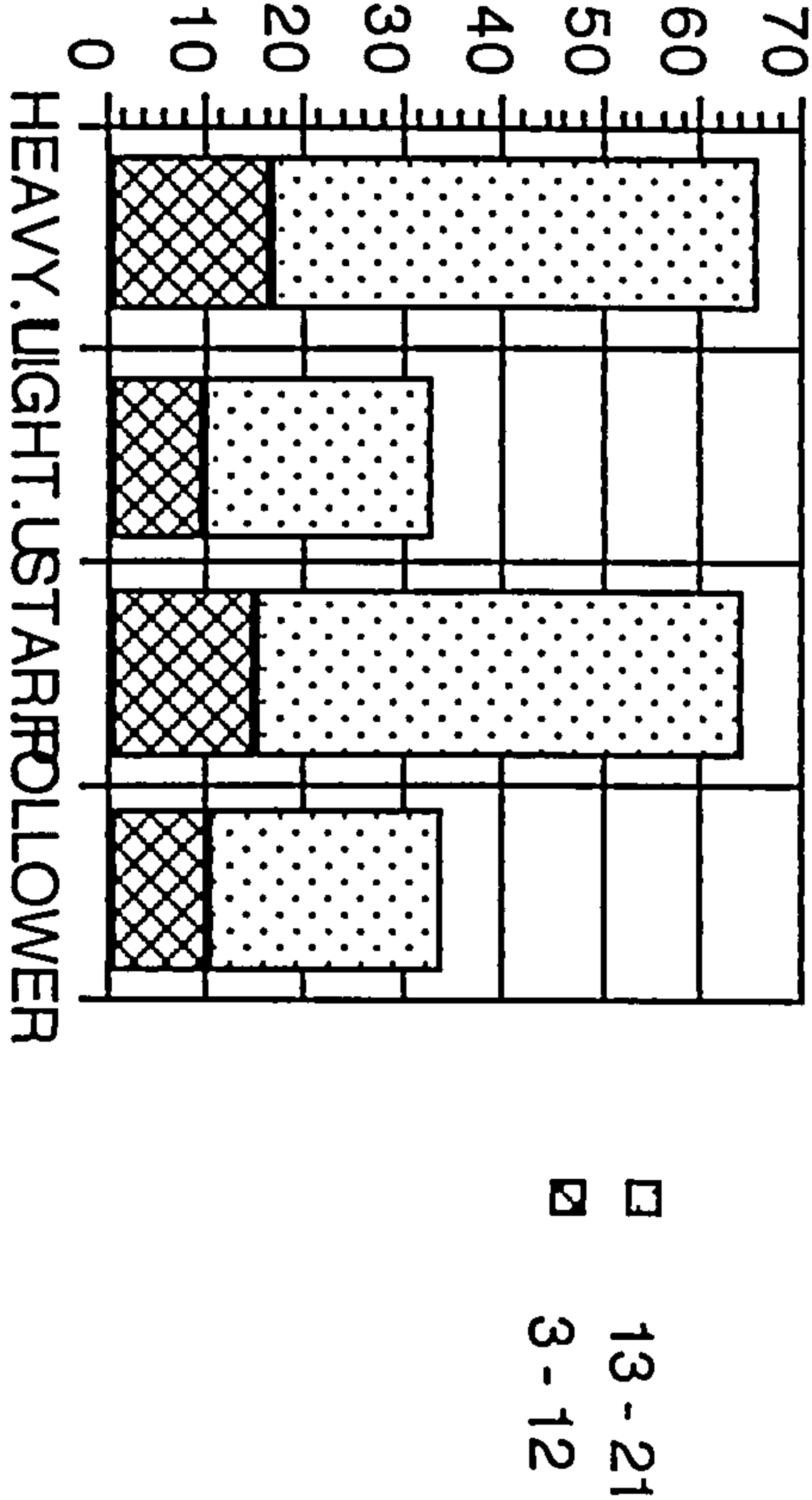
# ANALYSIS OF QUESTIONS (Cont'd.)

## QUESTION SIXTEEN A

If the brand were to talk to me when I was thinking about choosing a drink , its attitude towards me would be :

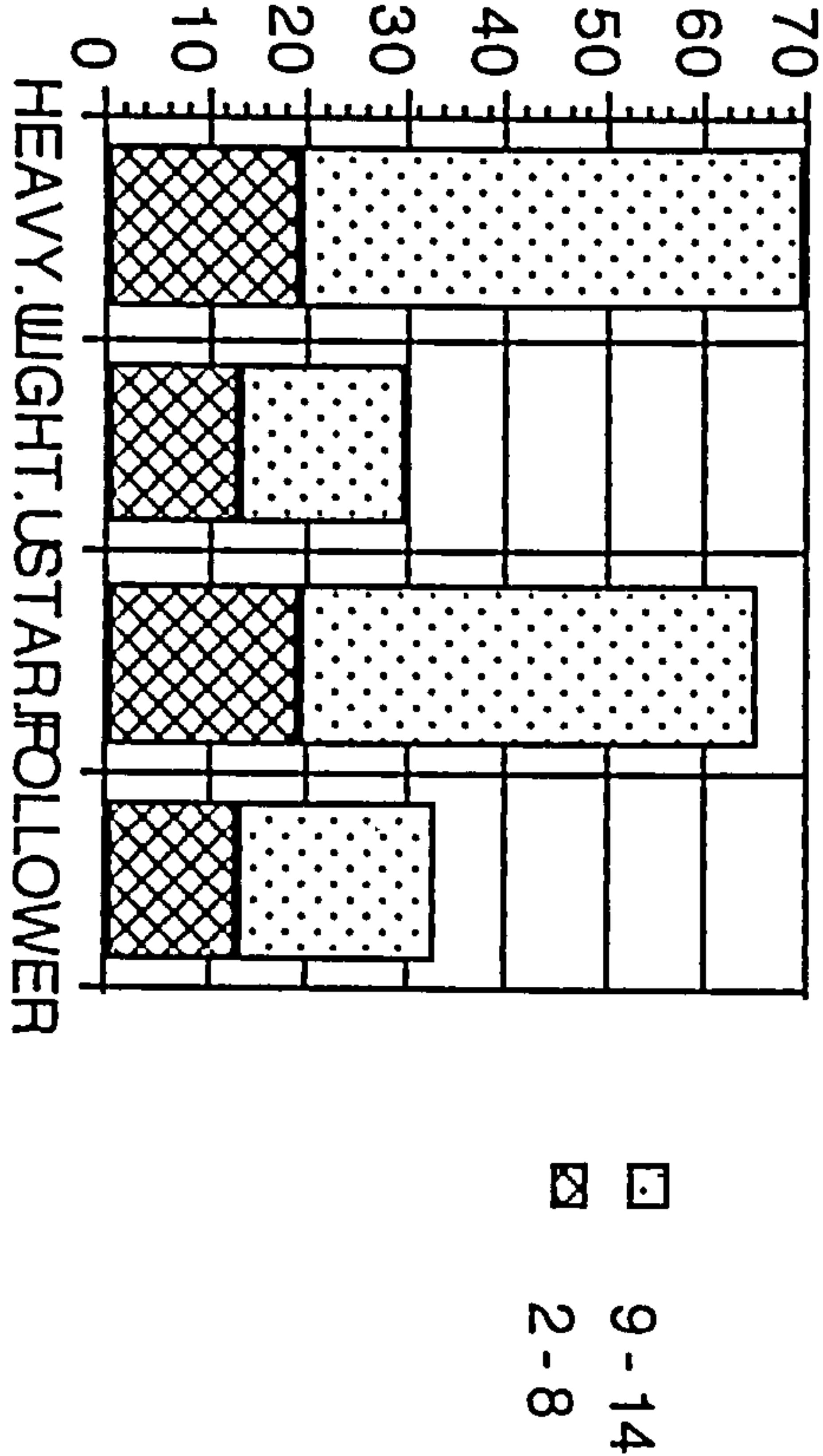
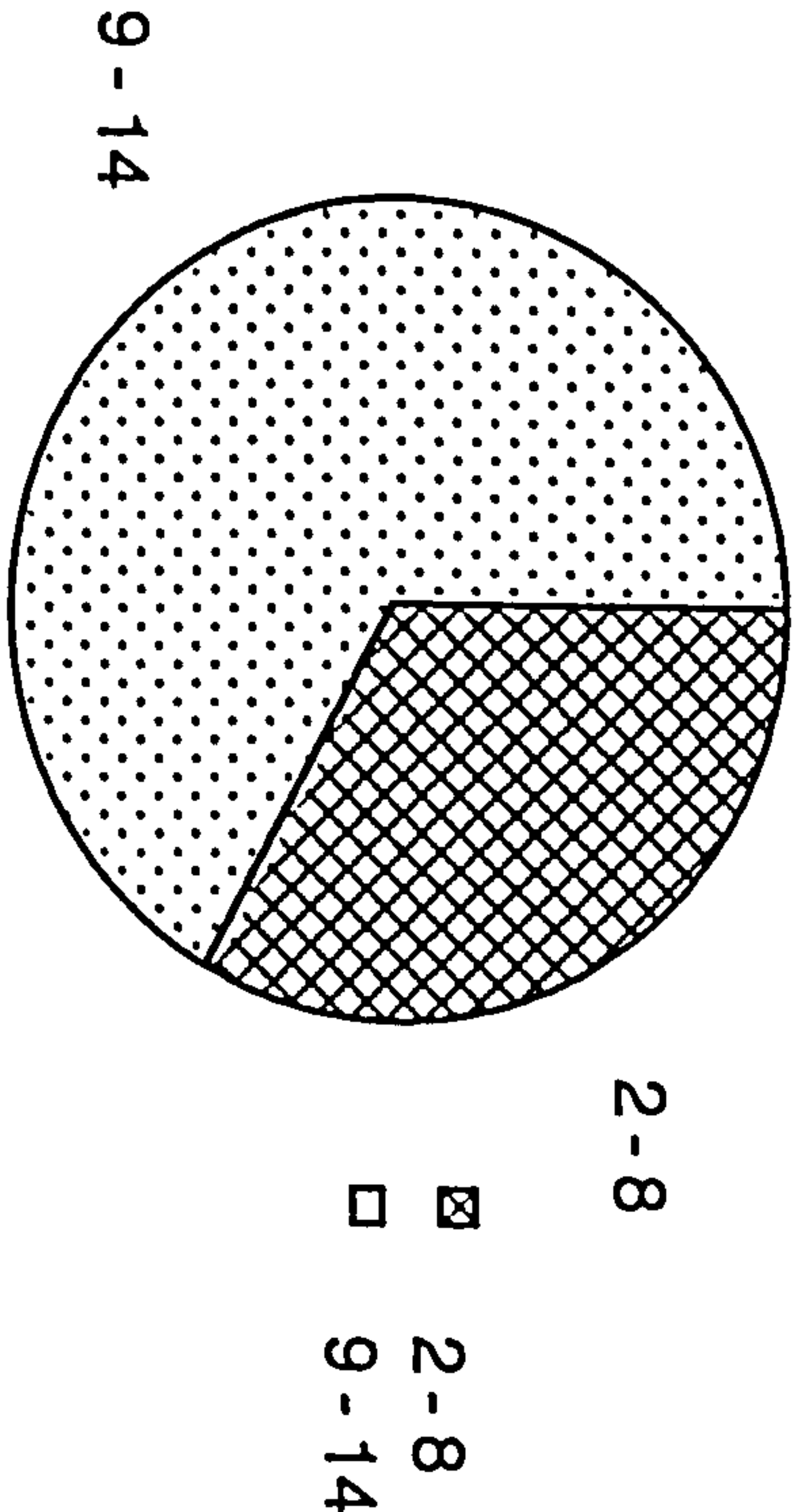


Arrogant, pushy, pretentious/hypocritical.



## QUESTION SIXTEEN B

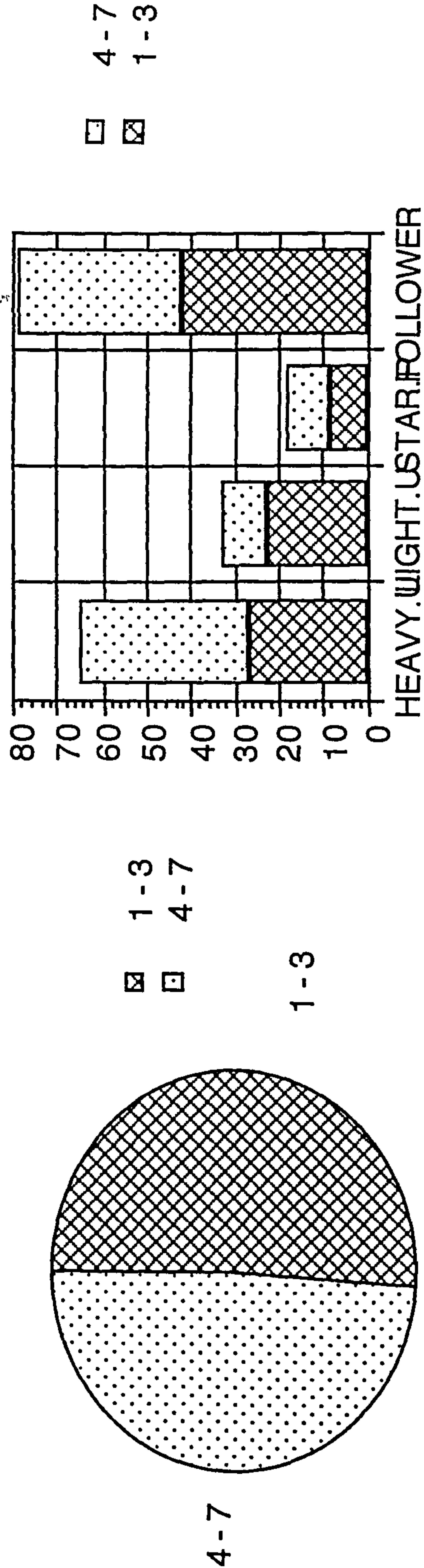
Complacent, confident/cool, friendly/inviting.



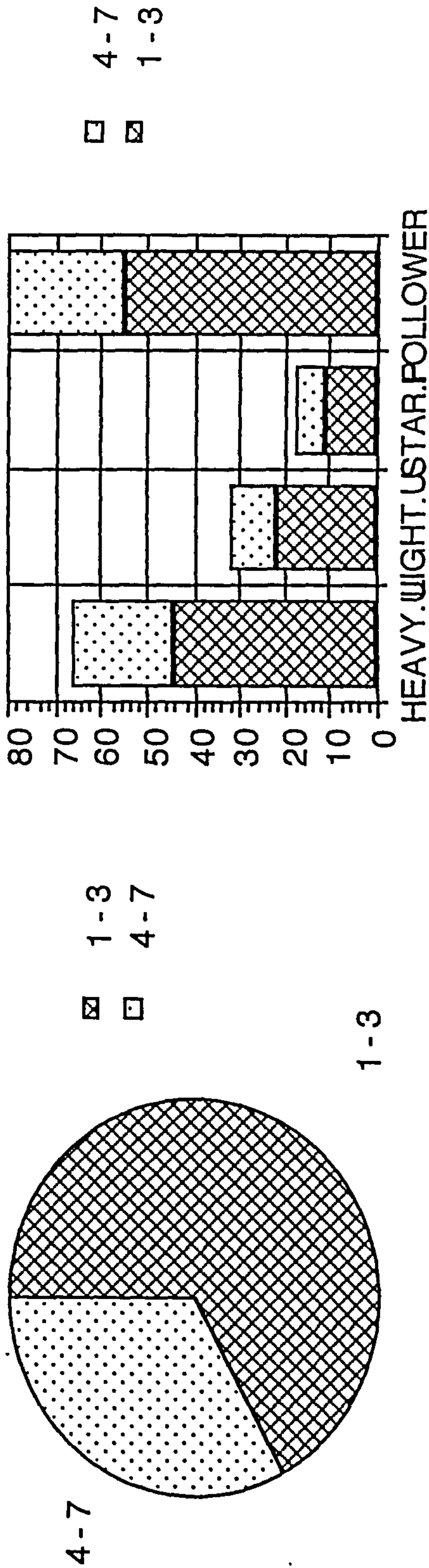
# ANALYSIS OF QUESTIONS ( Cont'd. )

## NON LOYALS

QUESTION ONE      If the price of X was incrcased slightly I would not switch because I believe the brand offers a very good deal ( value for money )

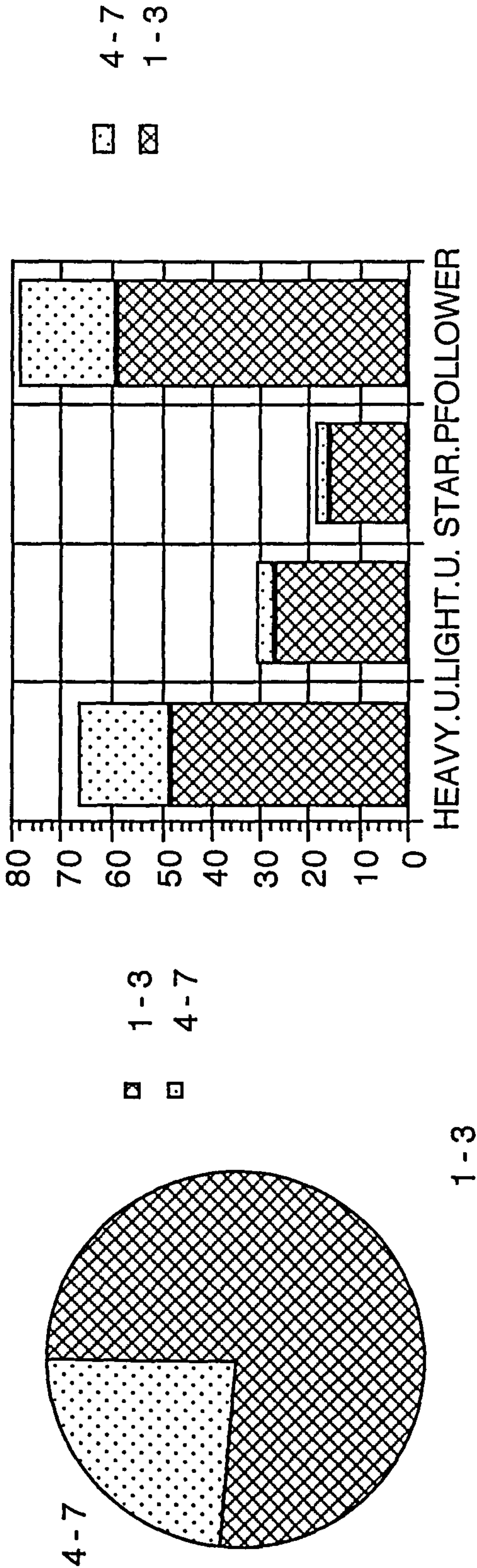


QUESTION TWO      If X was a person we would have a lot of interests/activities in common

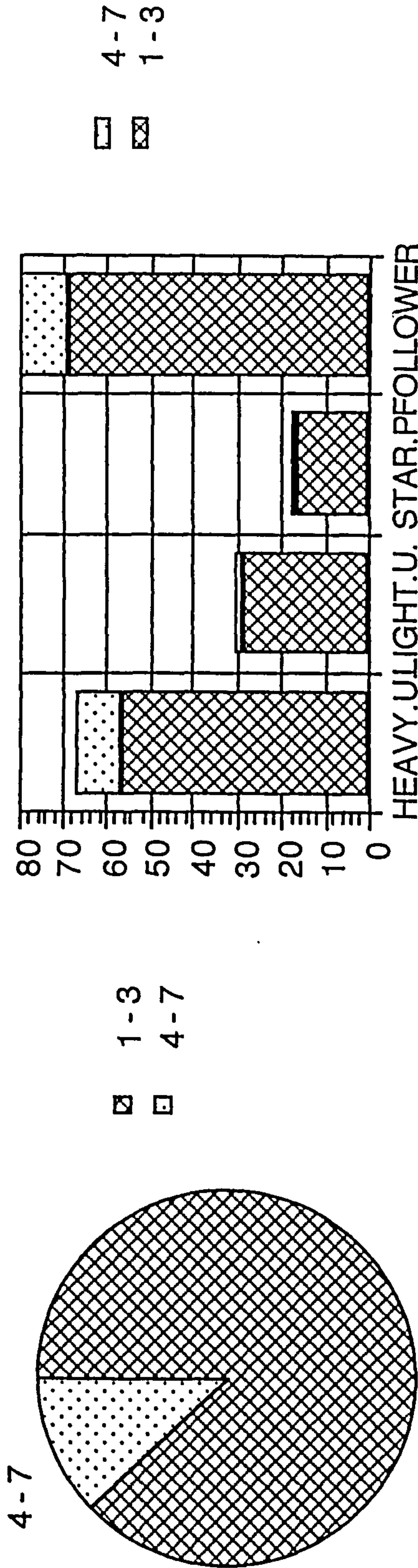


# ANALYSIS OF QUESTIONS ( Cont'd. )

QUESTION FOUR      X has a ( some ) distinctive characteristic( s ) which is what I prefer

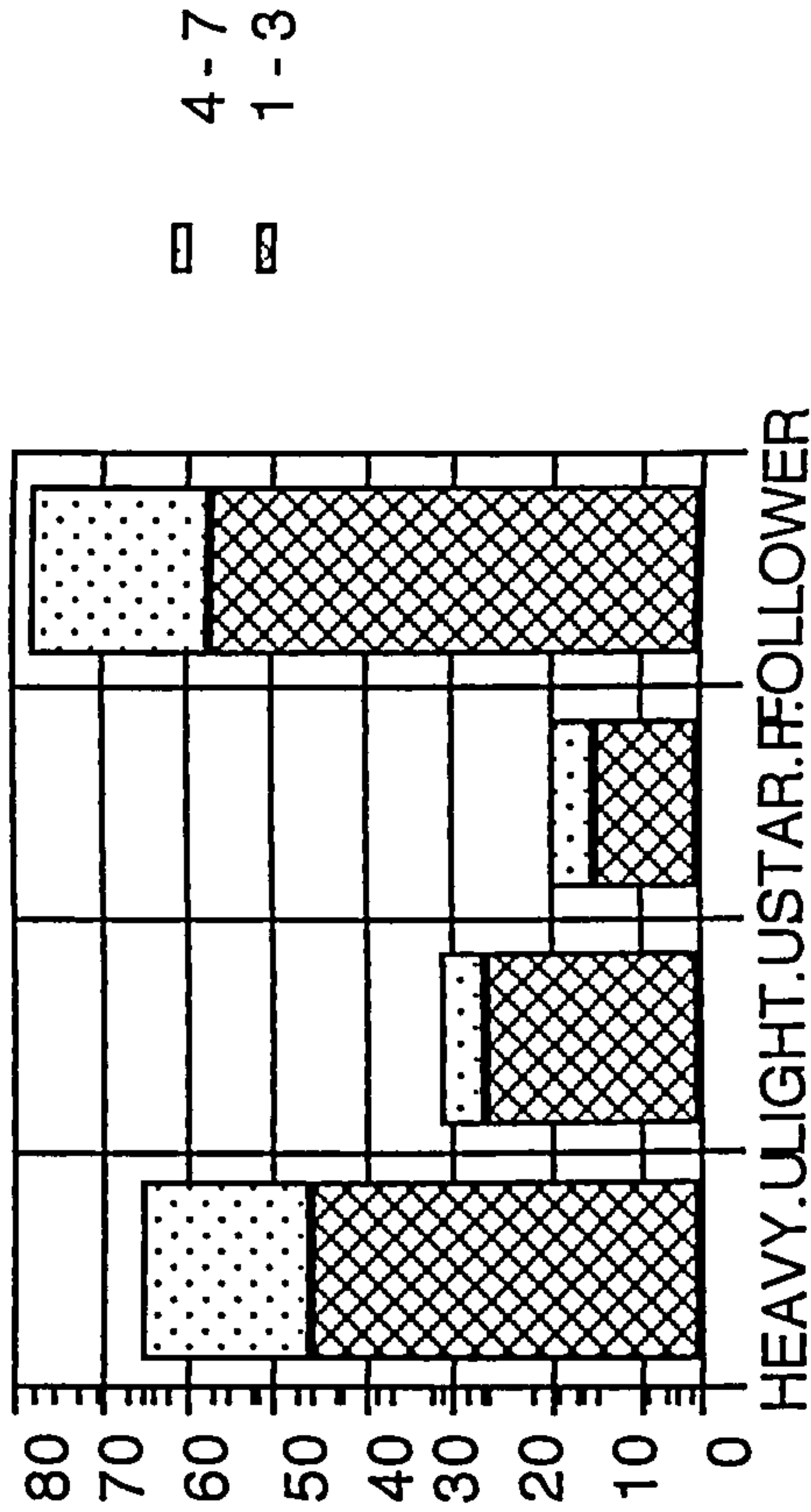
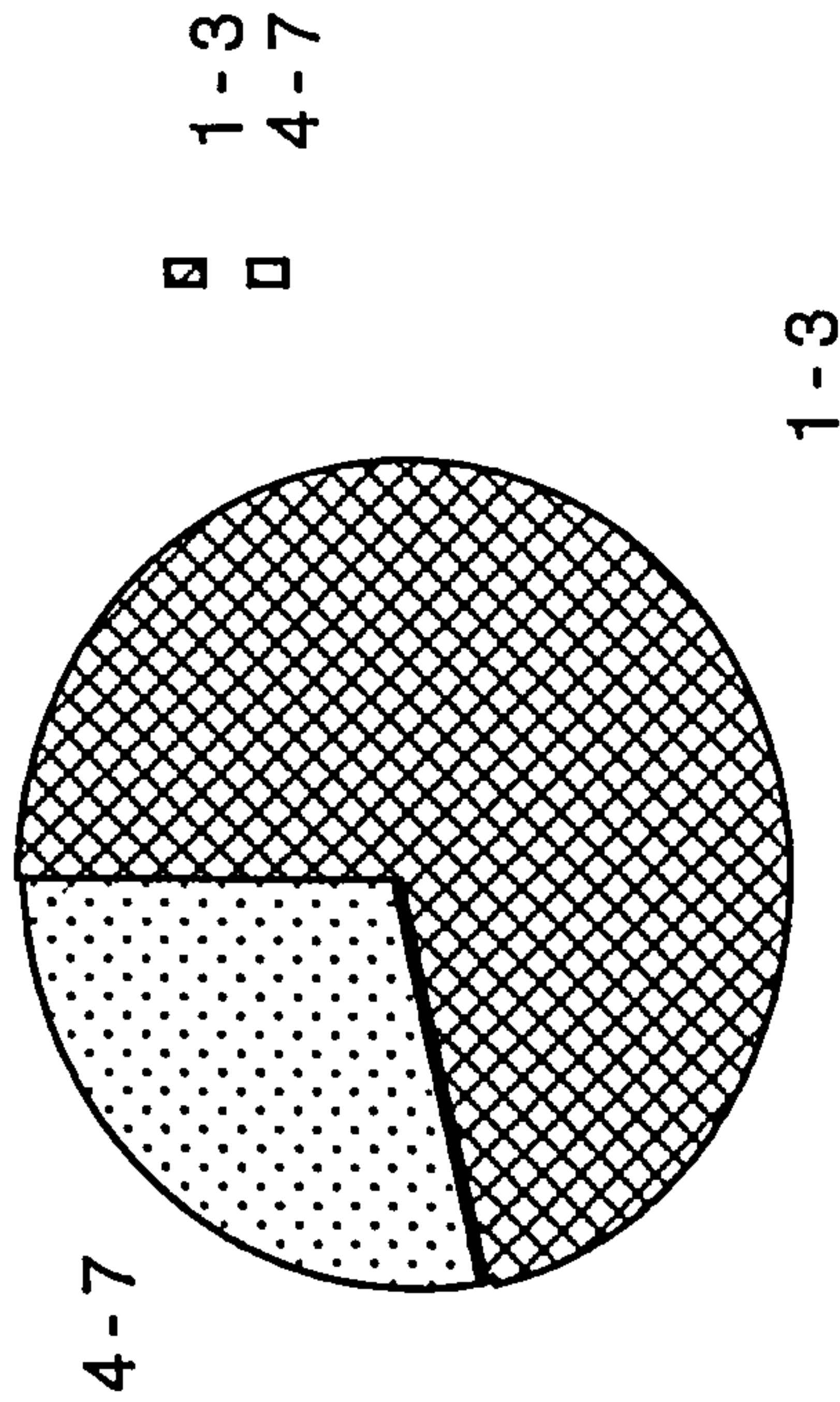


QUESTION SIX      I get everything I want from X, so it would be difficult to be actually persuaded to change

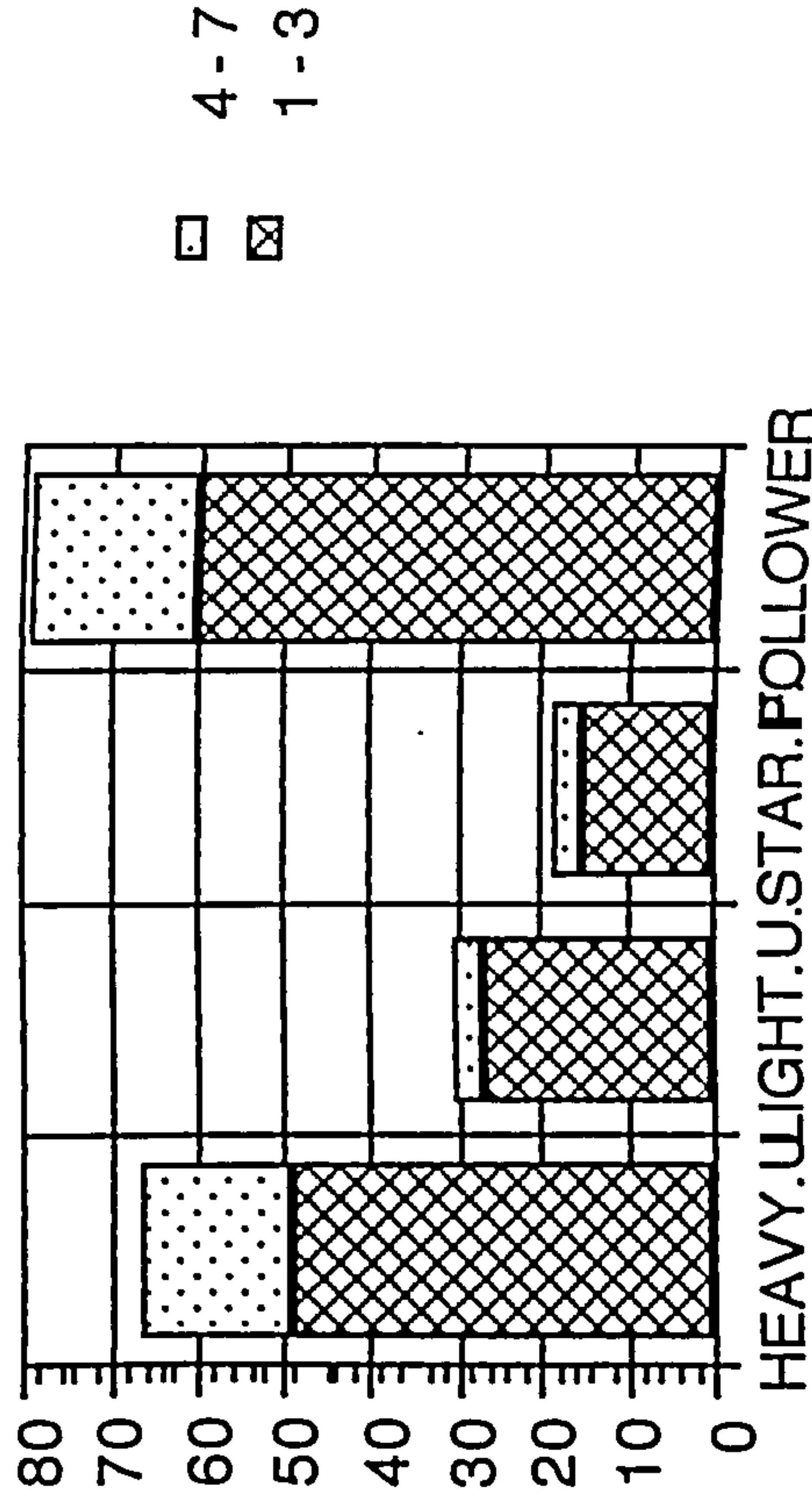
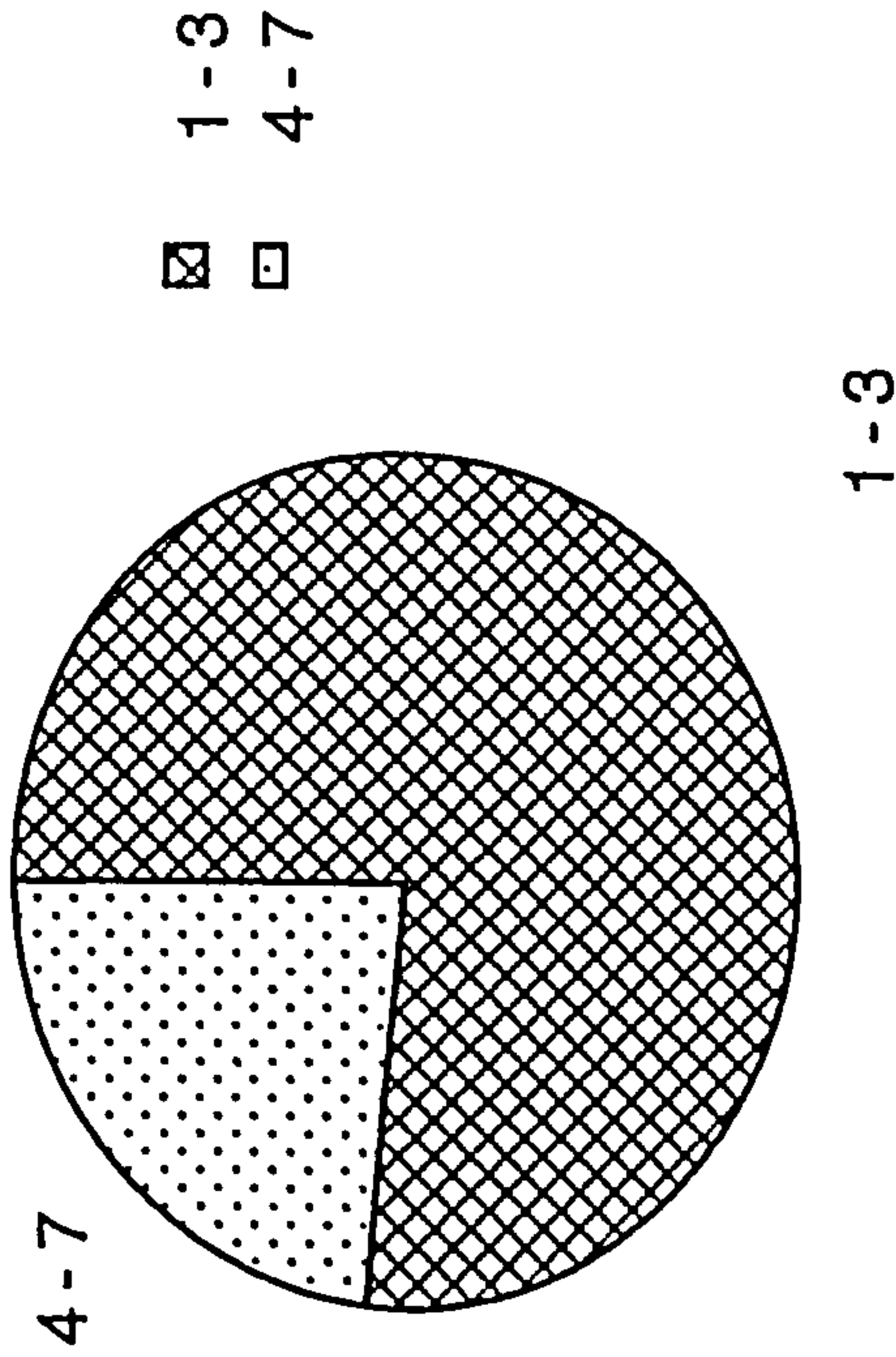


# ANALYSIS OF QUESTIONS ( Cont'd. )

QUESTION SEVEN      The support I am given as a customer of X is excellent



QUESTION EIGHT      As you are growing up, you get to have a taste of your own, and for me this is X

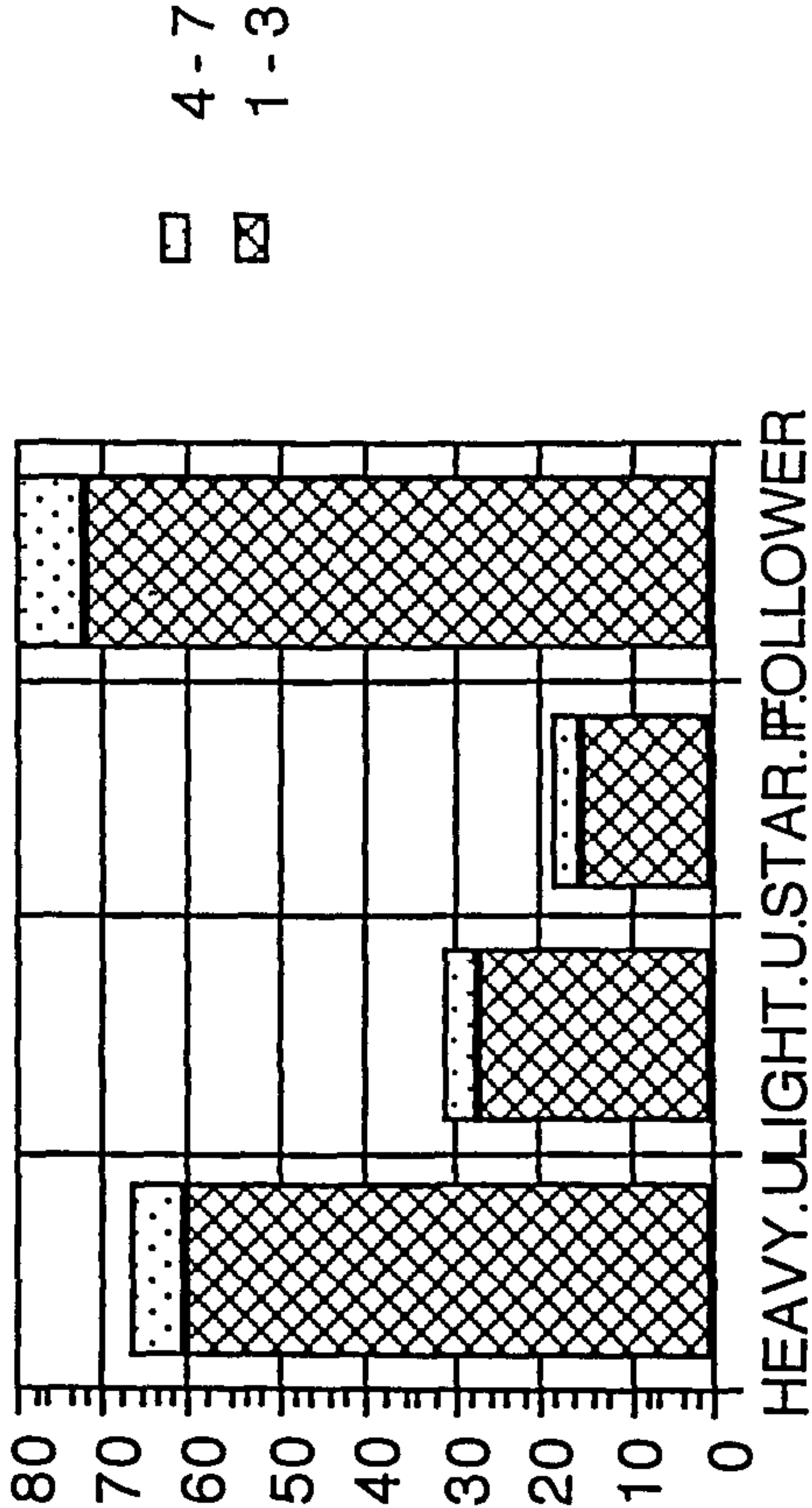
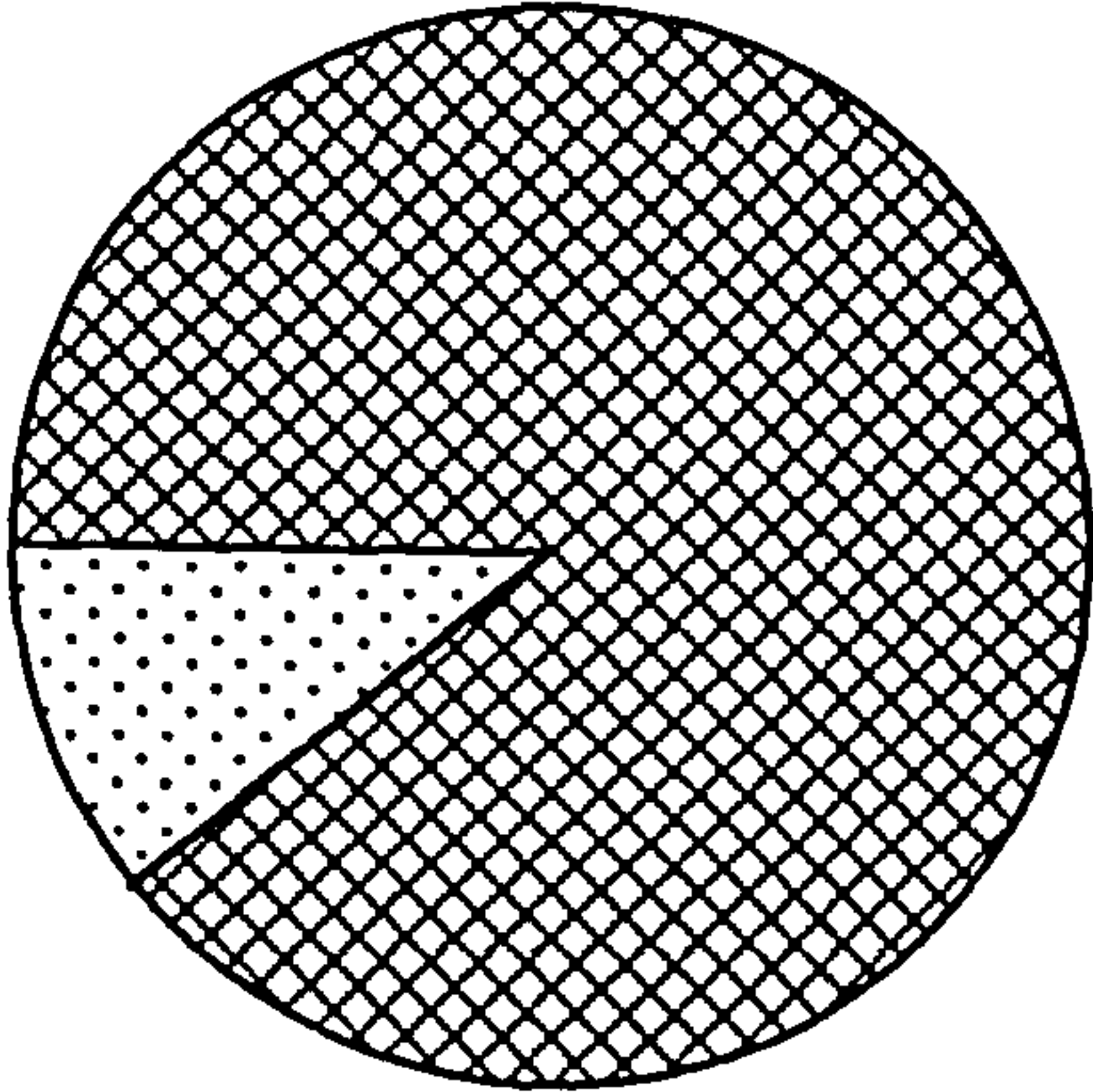


# ANALYSIS OF QUESTIONS ( Cont'd. )

## QUESTION NINE

If I had to make an effort to get hold of X, I would not mind because X deserves it

4 - 7

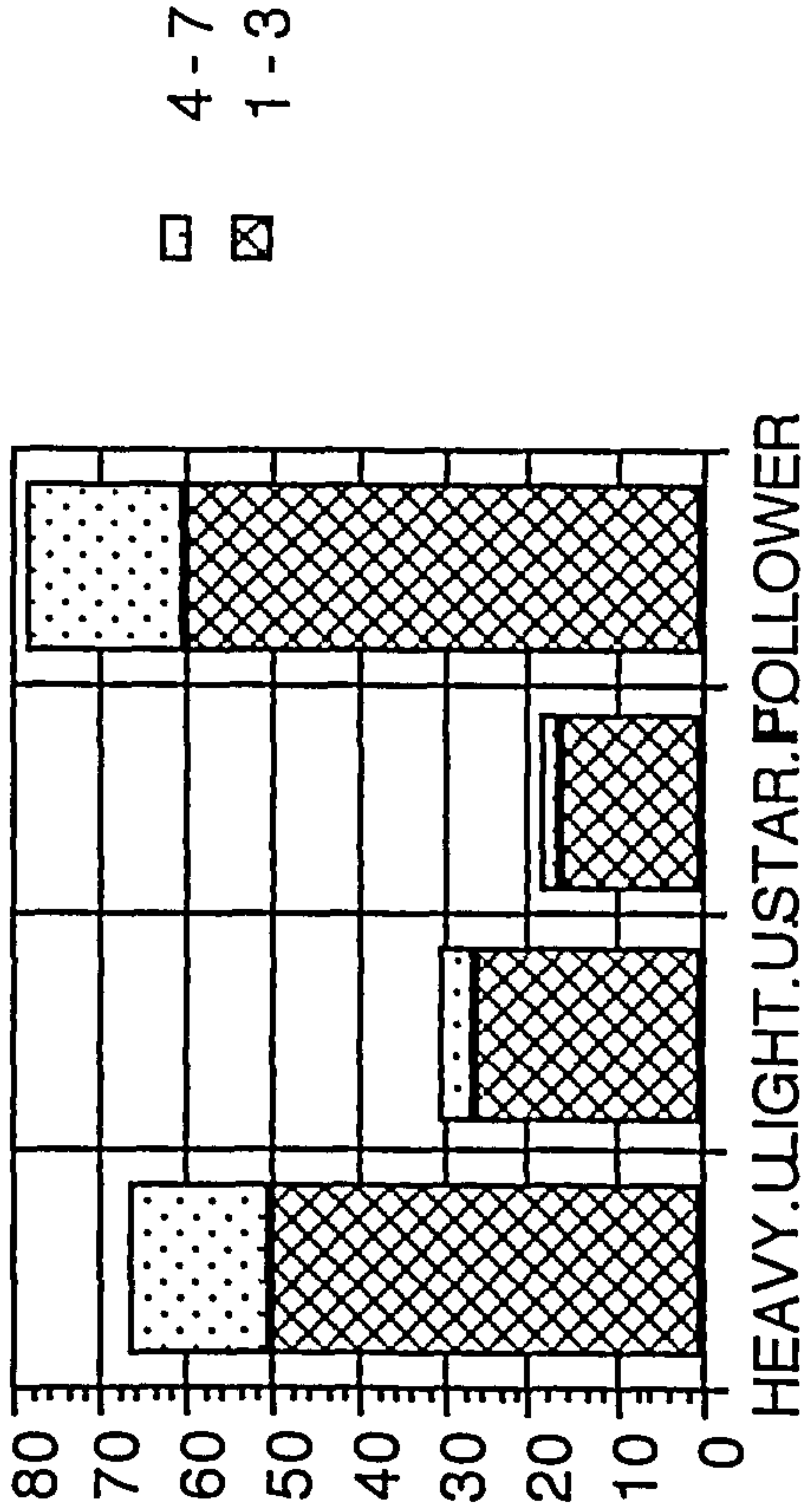
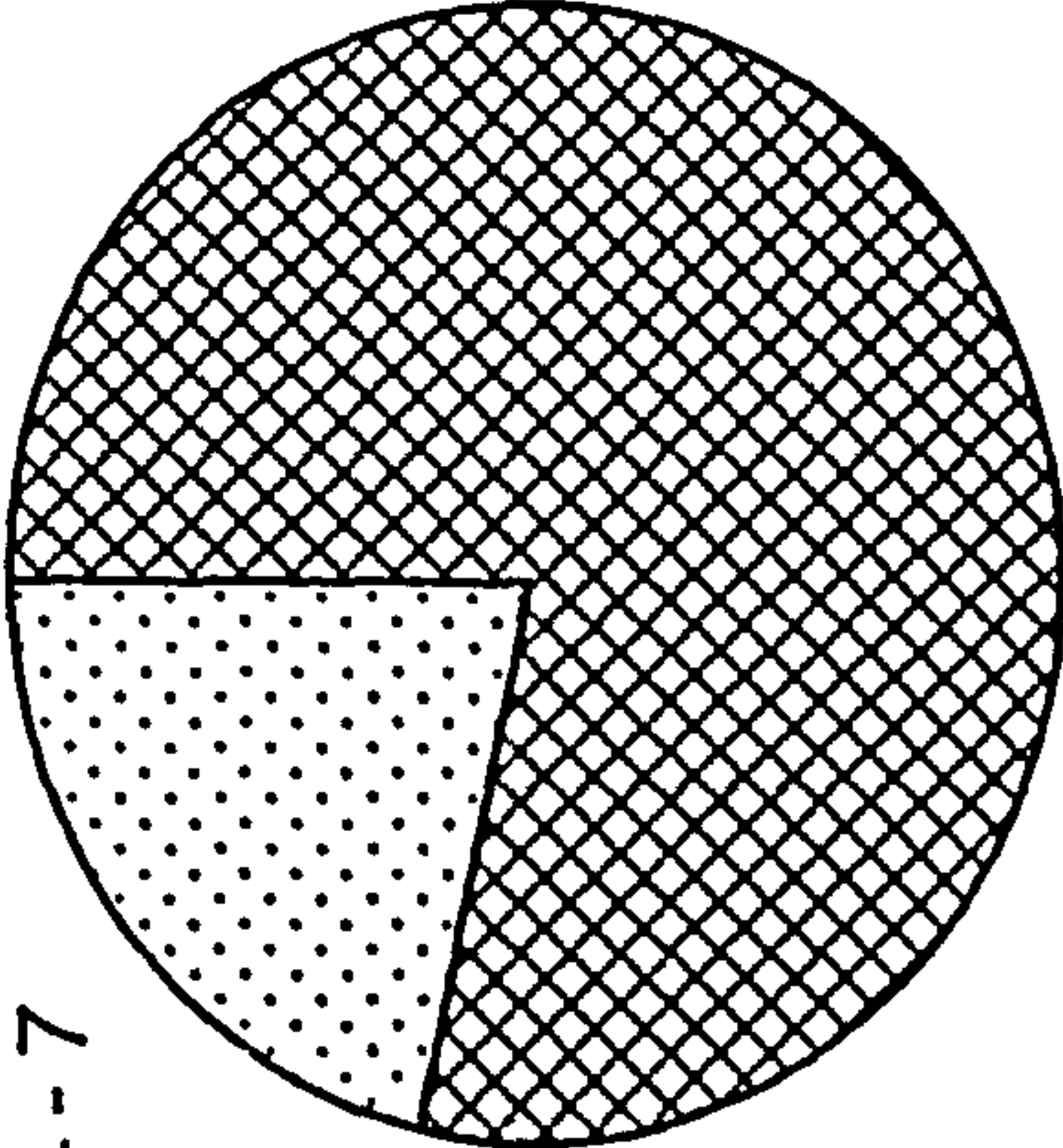


1 - 3

## QUESTION TEN

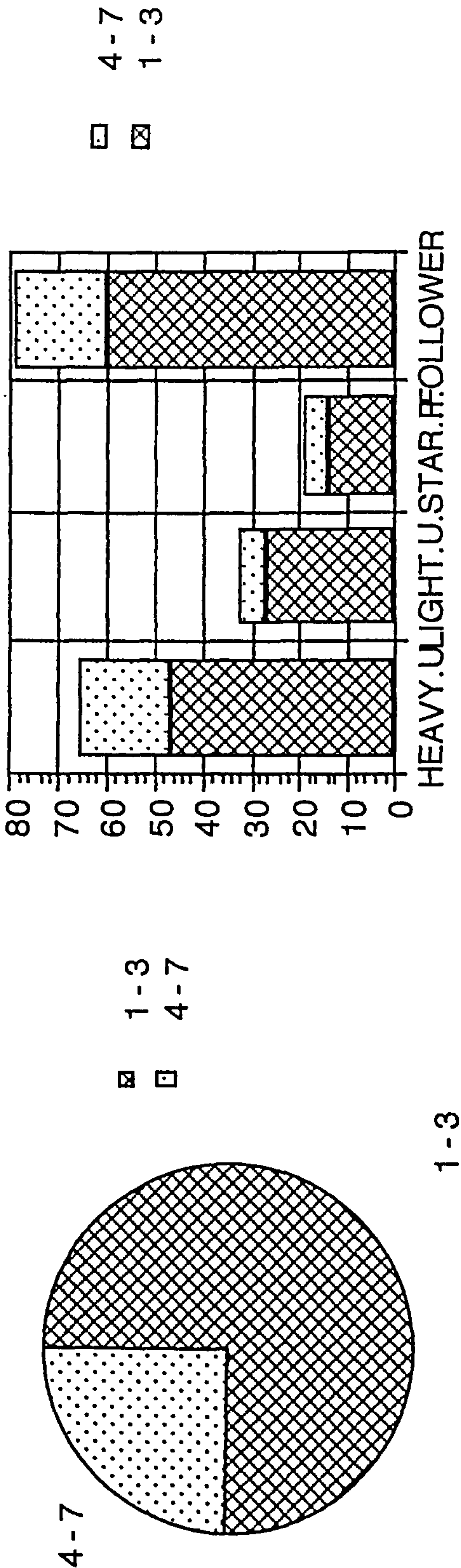
X reflects a lot of the values I believe in

4 - 7



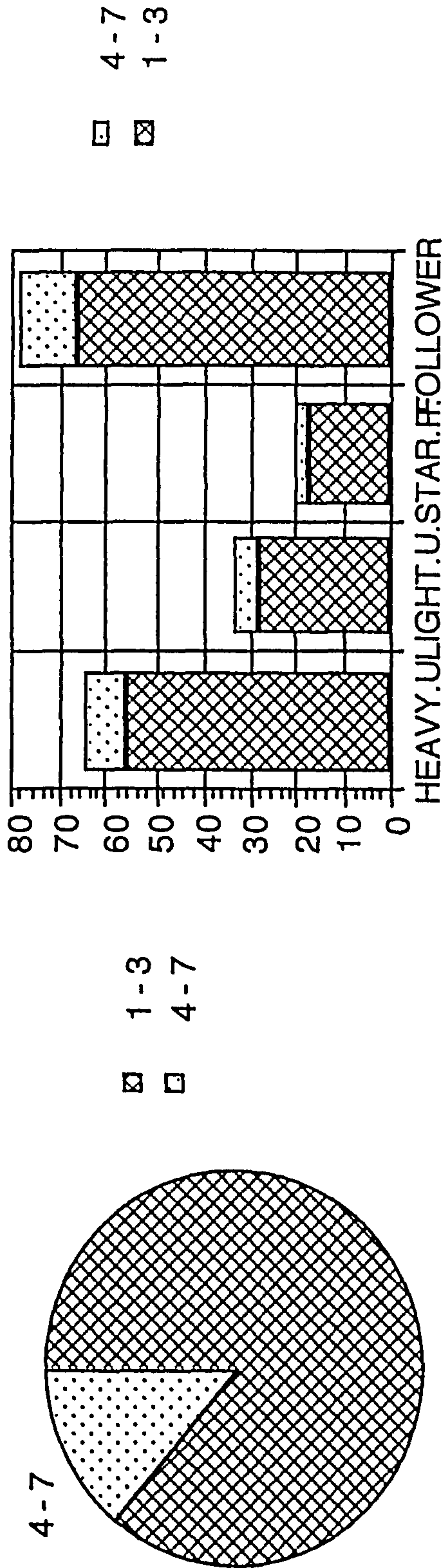
# ANALYSIS OF QUESTIONS ( Cont'd. )

QUESTION THIRTEEN I believe I have something in common with people who also like X



1 - 3

QUESTION FIFTEEN If the brand was stocked in certain places only, I would prefer to go there than in others ( all other thing being equal )

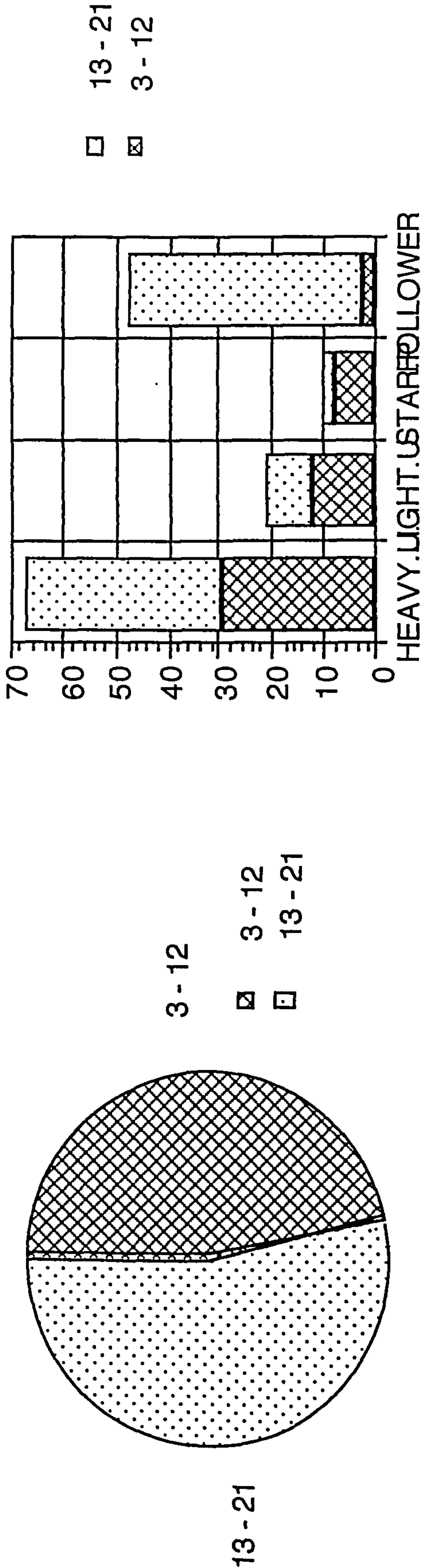


# ANALYSIS OF QUESTIONS ( Cont'd. )

If the brand were to talk to me when I was thinking about choosing a drink, its attitude towards me would be :

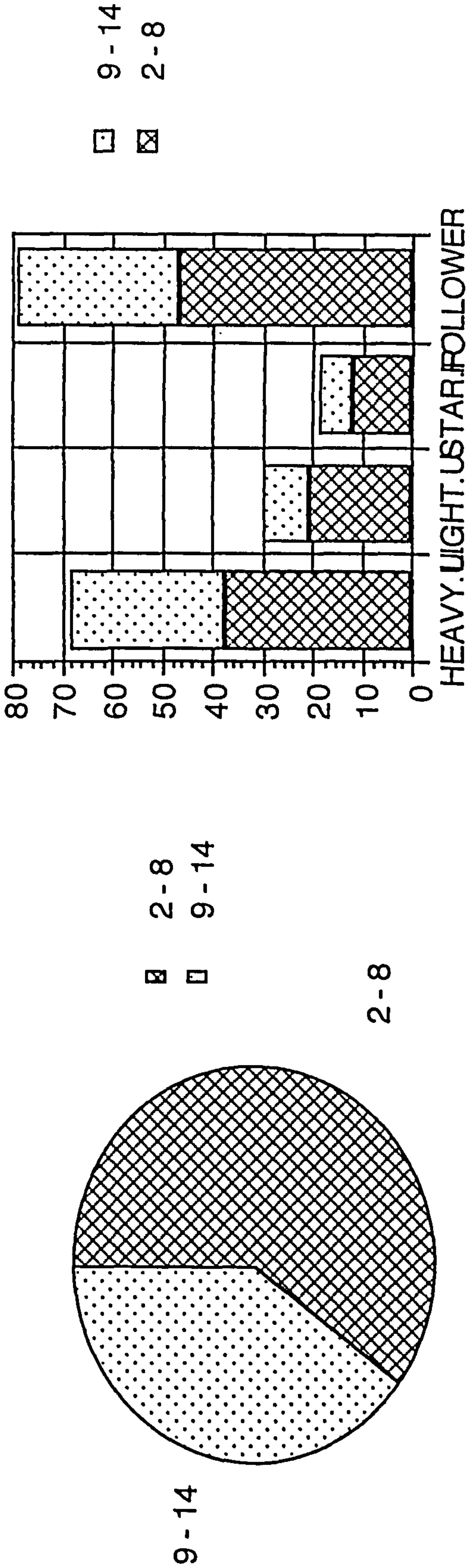
## QUESTION SIXTEEN A

Arrogant, pushy, pretentious/hypocritical



## QUESTION SIXTEEN B

Complacent, confident/cool, friendly/inviting



## FORMULAS USED FOR THE RESEARCH

### CHI SQUARE

| <u>X</u>    | <u>X1</u> | <u>X2</u> |
|-------------|-----------|-----------|
| <u>/Y ?</u> |           |           |
| <u>Y1</u>   | 72        | 26        |
| <u>Y2</u>   | 12        | 86        |

The null Hypothesis( $H_0$ ) is that the outcomes from the analysis are independents of each other i.e. the number of X1 or X2 is not dependent on Y1 or Y2. This will be the method followed in each theme and so the detailed version will be given only at this first analysis.

1. Assuming independence the bivariate probabilities are:

|       |       |
|-------|-------|
| 0.215 | 0.285 |
| 0.215 | 0.285 |

2. The expected frequencies  $E = nP_{ji}$

where  $E$  = expected number of respondents giving a particular answer when the outcome is randomly determined i.e. ( $P_{ji} = P_i \times P_j$ ),  $n$  = total population studied i.e. 196 and  $P_{ji}$  = probability of a member of X group answering a Y answer(1 or 2).

3. The deviations were ( $O - E$ ) where  $O$  = Observed frequency.

|     |     |
|-----|-----|
| 30  | -30 |
| -30 | 30  |

4. The level of discrepancy  $(O - E)^2/E$

5. The overall measure of discrepancy was therefore

$X^2 = \sum \sum (O - E)^2/E = \text{Chi square measure for independence :}$

### T TEST (PAIR COMPARISONS)

$$t = d_{av} / S d_{av}$$

where

$$Sd_{av} = Sd / \sqrt{n}$$

$$Sd = \sum d^2 - nd_{av}^2 / (n-1)$$

and  $d$  = total difference for all the pair of answers of each respondent( Thus the scores of each individual were taken for each of the five vectors. Then the two scores, loyal and non loyal brand, were subtracted from one another to give the difference and the five differences were added together to get the total difference,  $d$ .)

$n$  = number of participants

$d_{av}$  = mean of the total differences

$$H1 - Sd = 71.08.59 - (98 * 51.008)/97 = 21.751 \quad Sd_{av} = 2.197$$

$$t = 7.142/2.197 = 3.251 \quad d.f. 97$$

### T TEST INDEPENDENT

$$T = (d_{av} i - d_{av} j) / (s / \sqrt{n})$$

where  $d_{av} i$  = mean of differences in group/sample  $i$  e.g. heavy user sample.

$n$  = sample size and

$$s = \sum (d_{ri} - d_{av})^2 + \sum (d_{rj} - d_{avj})^2 / [(n-1) + (n-1)]$$

where  $d_{ri}$  = difference in scores in respondent  $r$  (of  $i$  group)

WILCOXON TEST (PAIR COMPARISONS)

Formulas used to get W equal to Z and therefore calculate the p value (Wonnacott & Wonnacott 1985.):

$E(W) = 1/2 \ n_1(n_1+n_2+1)$

$SE = \sqrt{[1/12 \ n_1n_2(n_1+n_2+1)]}$

where n<sub>1</sub> is the size of the smaller sample whose ranks sum to W.

To standardise the critical value of W =-62, using the mean and standard error:

$Z= \frac{W-E(W)}{SE} = \frac{-62 - 297}{67.5} = -5.319$

$Pr(W\leq -62) = Pr(Z\leq -5.319)$   
 $= 0.0000000287$

FISHER'S EXACT TEST

The Fisher's Exact test for a 2x2 table gives the probability for independence (p) as :

$p = \frac{(a+b)!*(c+d)!*(a+c)!*(b+d)!}{a!*b!*c!*d!*N!}$

where a! is the product of a and all whole numbers less than it down to unity i.e.

$5! = 5*4*3*2*1 = 120$

N = Sample size

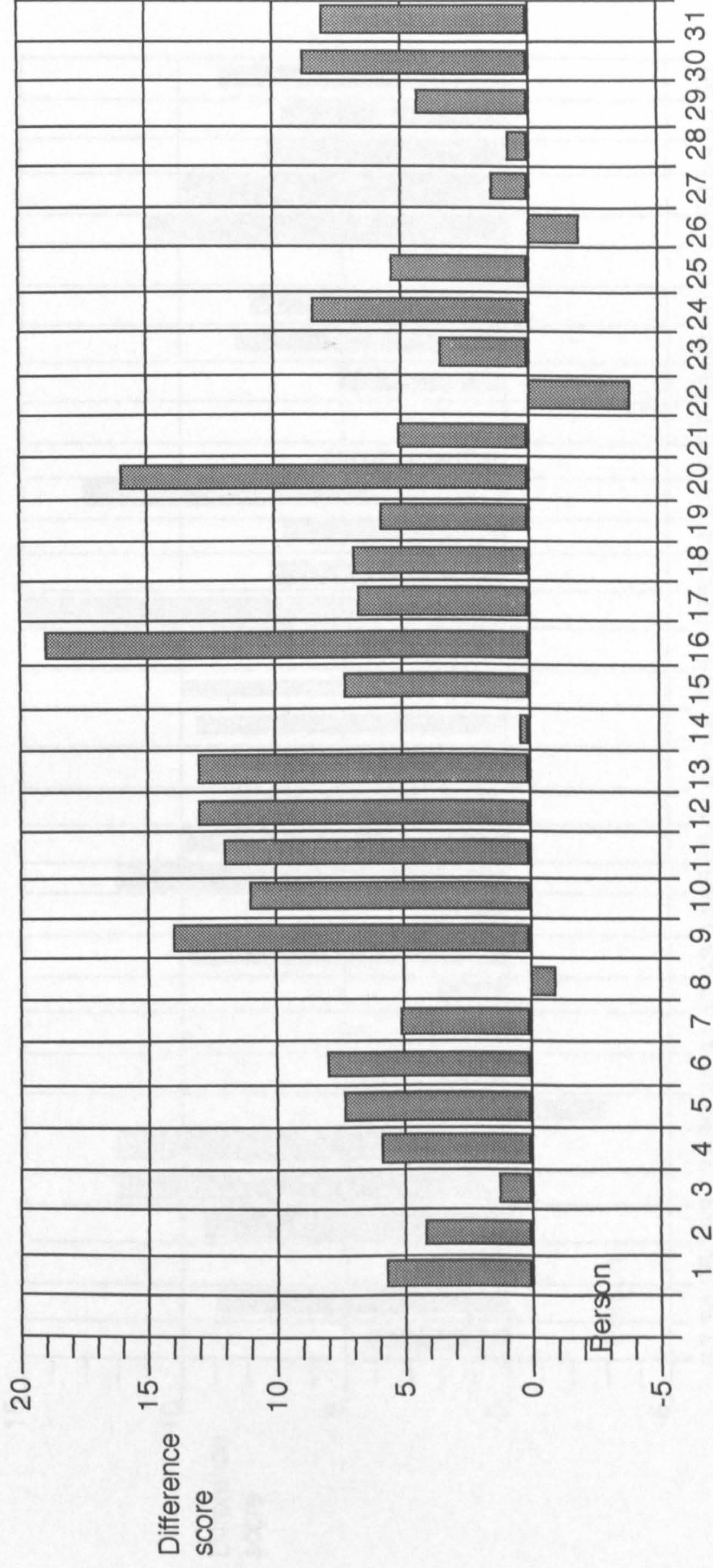
and the table is seen as :

|     |     |     |
|-----|-----|-----|
| a   | b   | a+b |
| c   | d   | c+d |
| a+c | b+d |     |

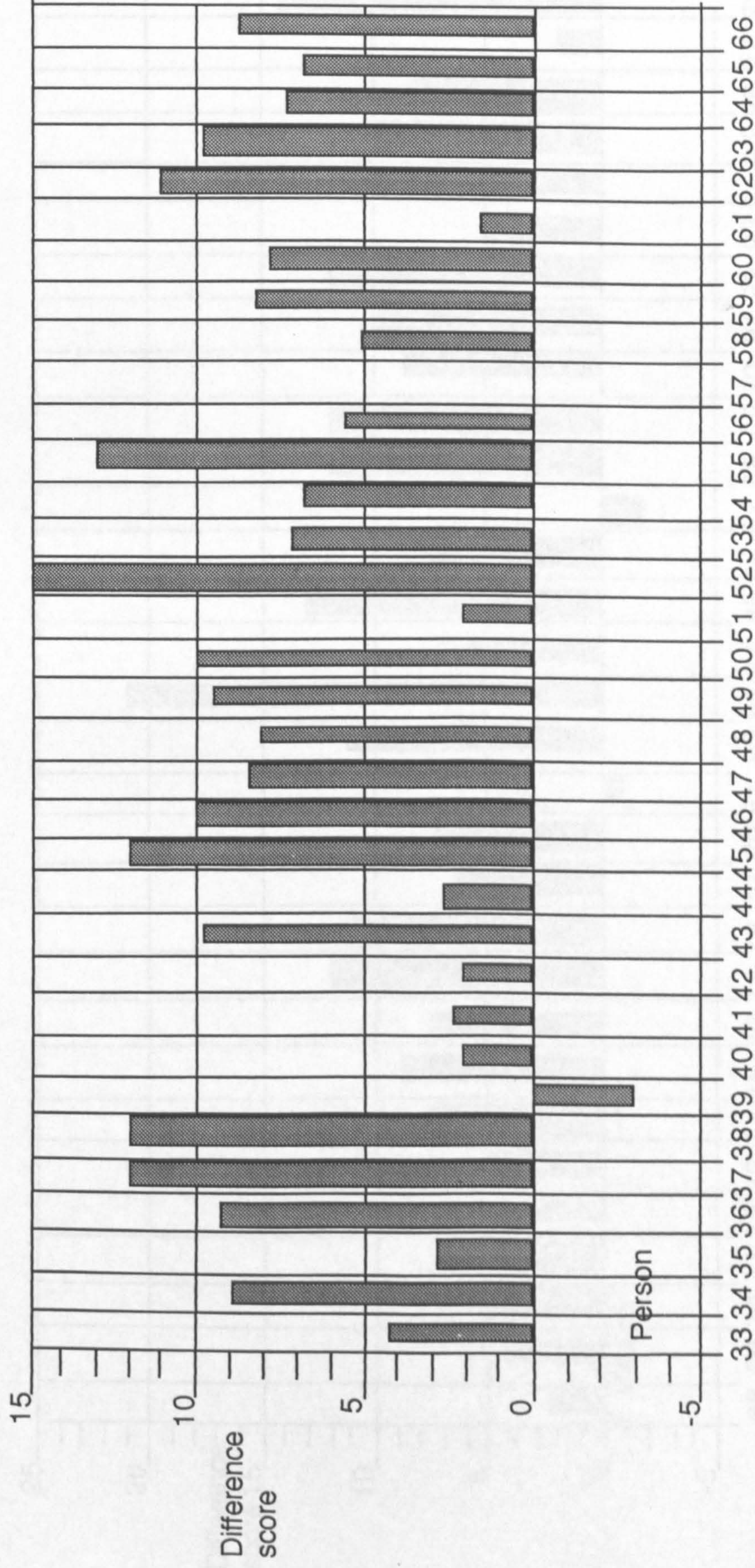
$H6 - p = 18!*80!*73!*25!/16!*2!*57!*23!*98! = 0.000085$

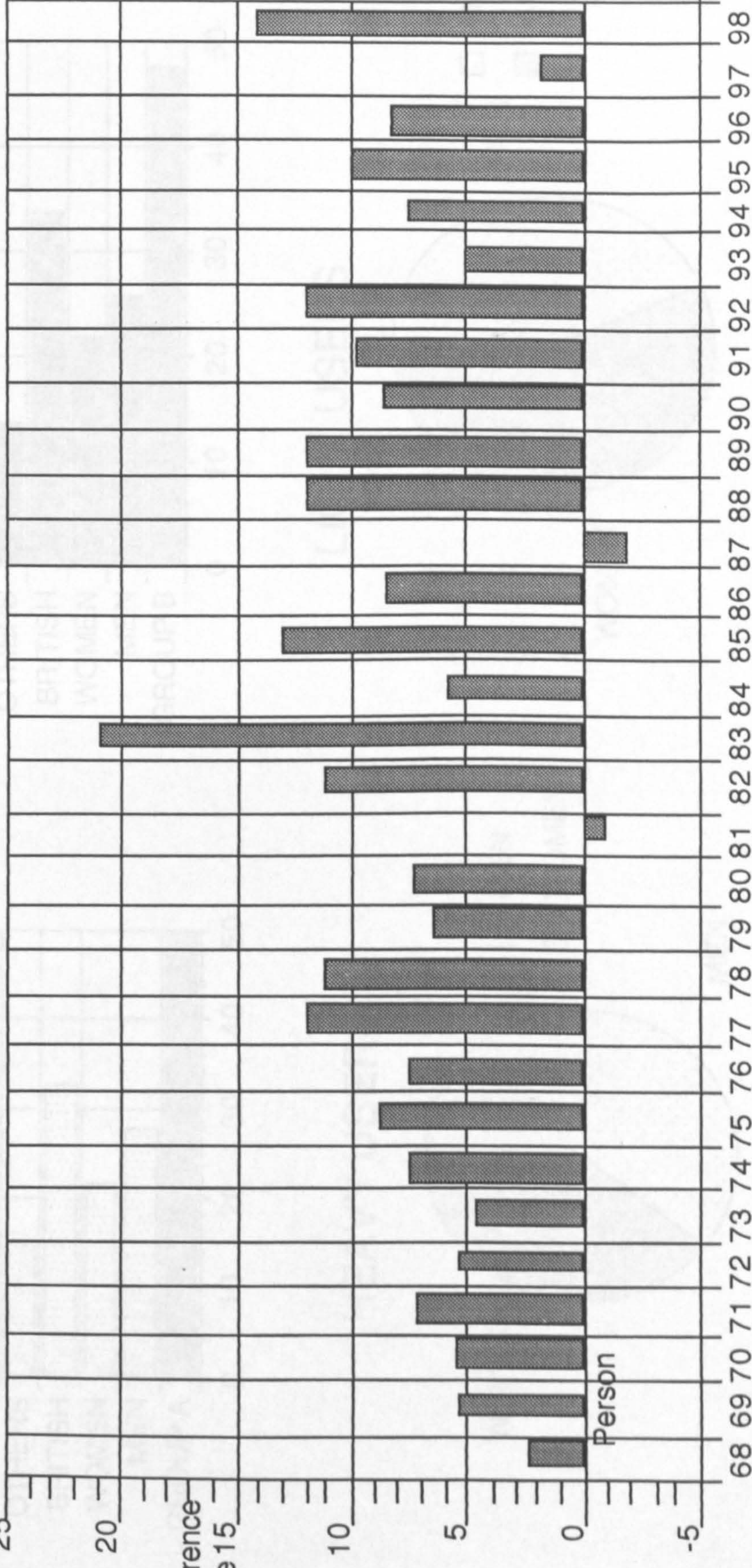
$H7 - p = 7!*91!*63!*36!/5!*2!*57!*34!*98! = 0.295$

# T TEST ANALYSIS - PLOTTING THE DIFFERENCES



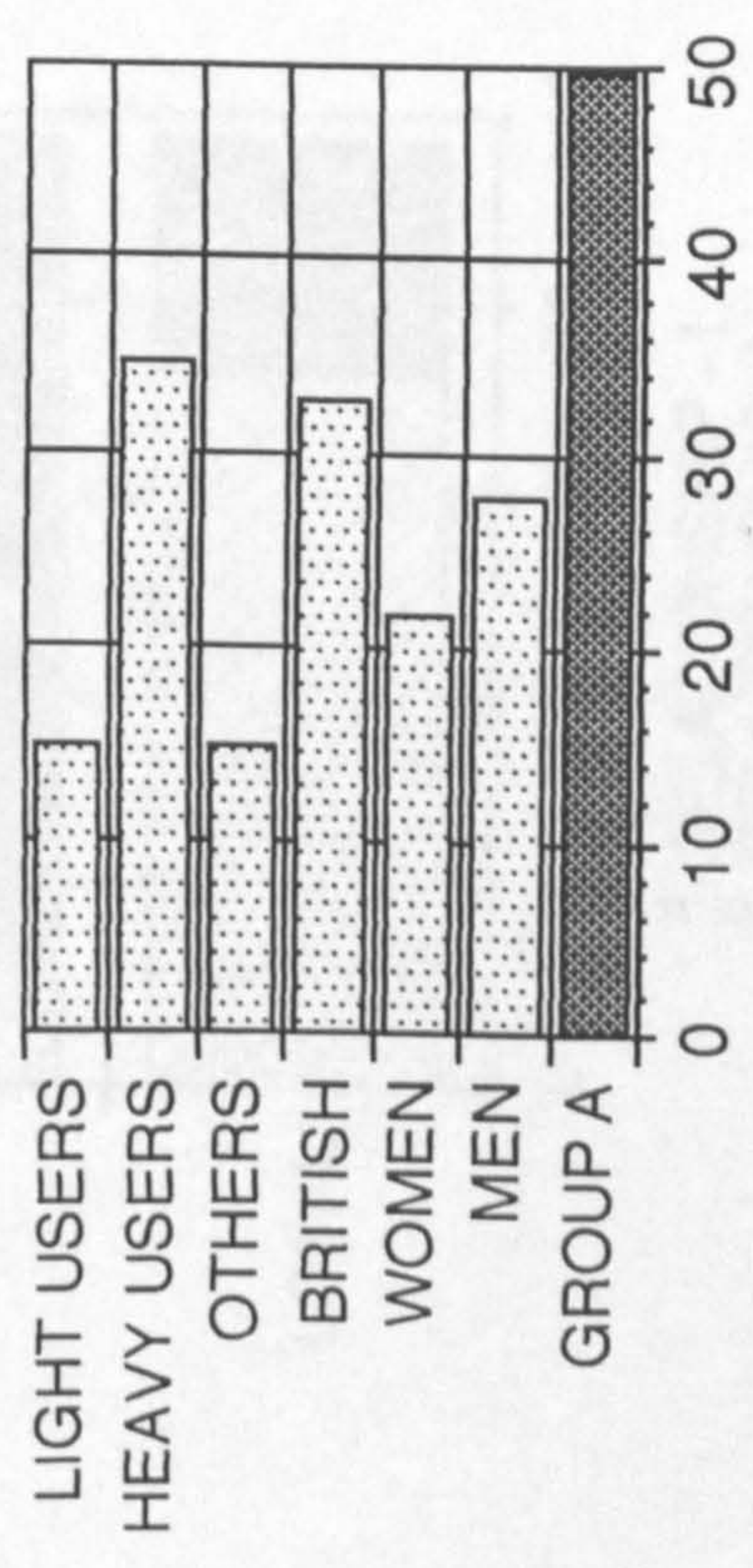
# T TEST ANALYSIS - PLOTTING THE DIFFERENCES ( CONT'D. )



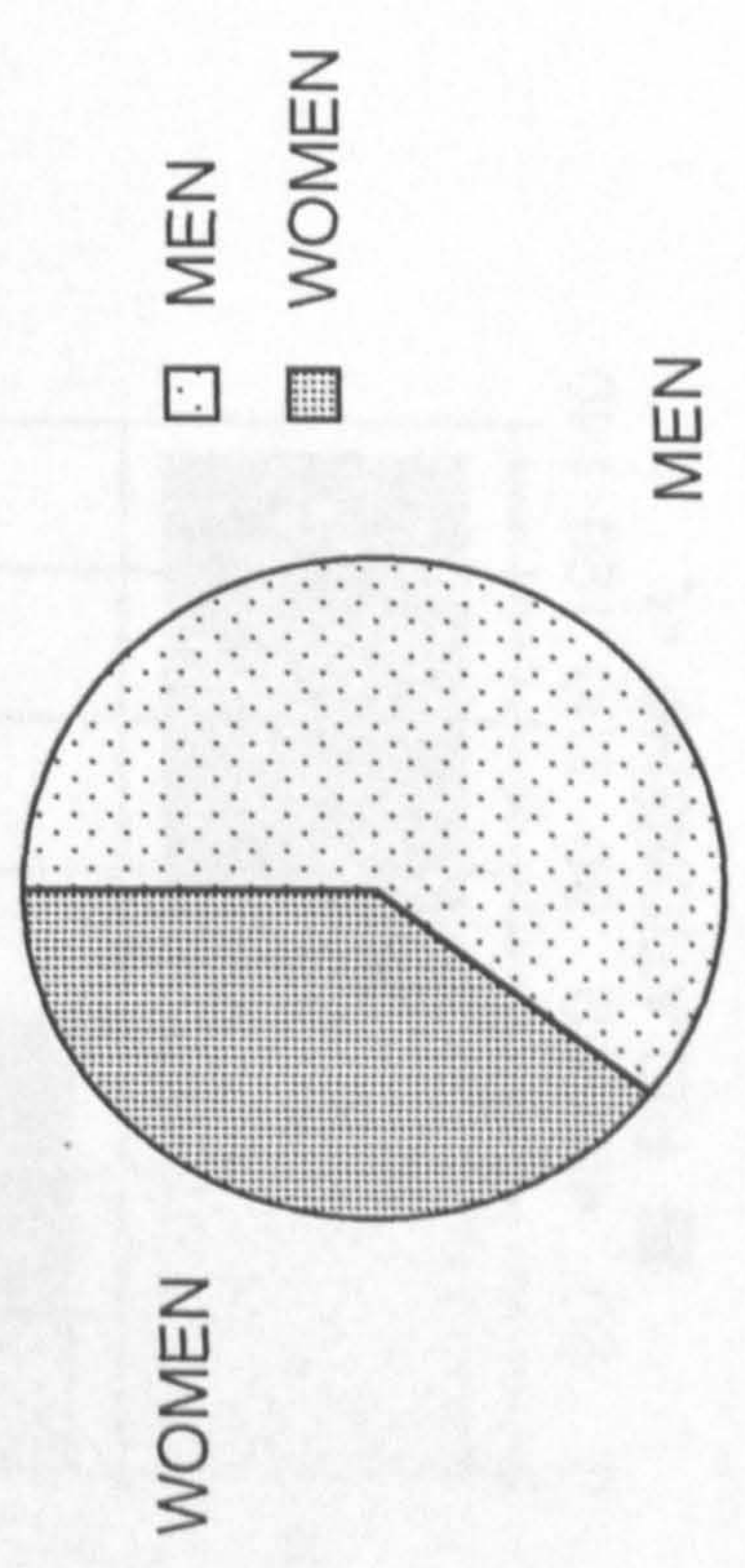


# GENERAL STATISTICS

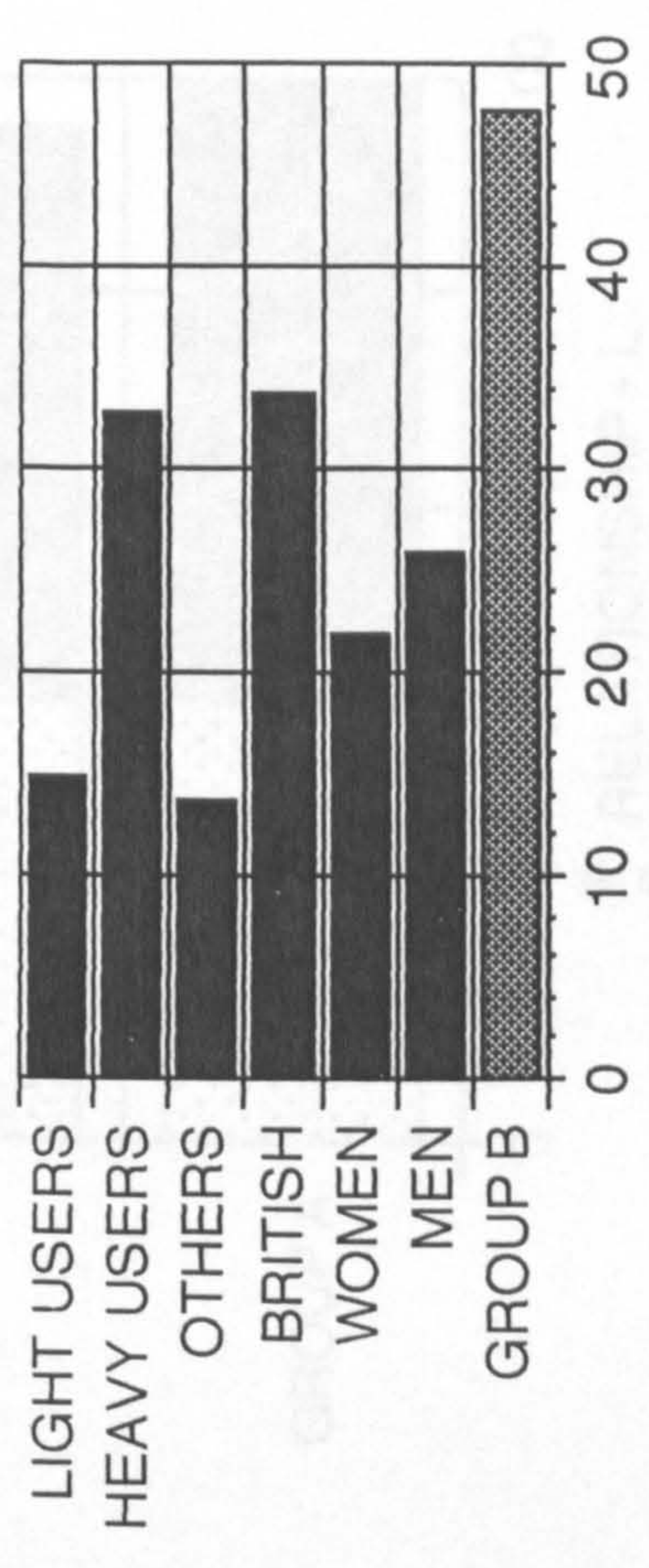
GROUP A



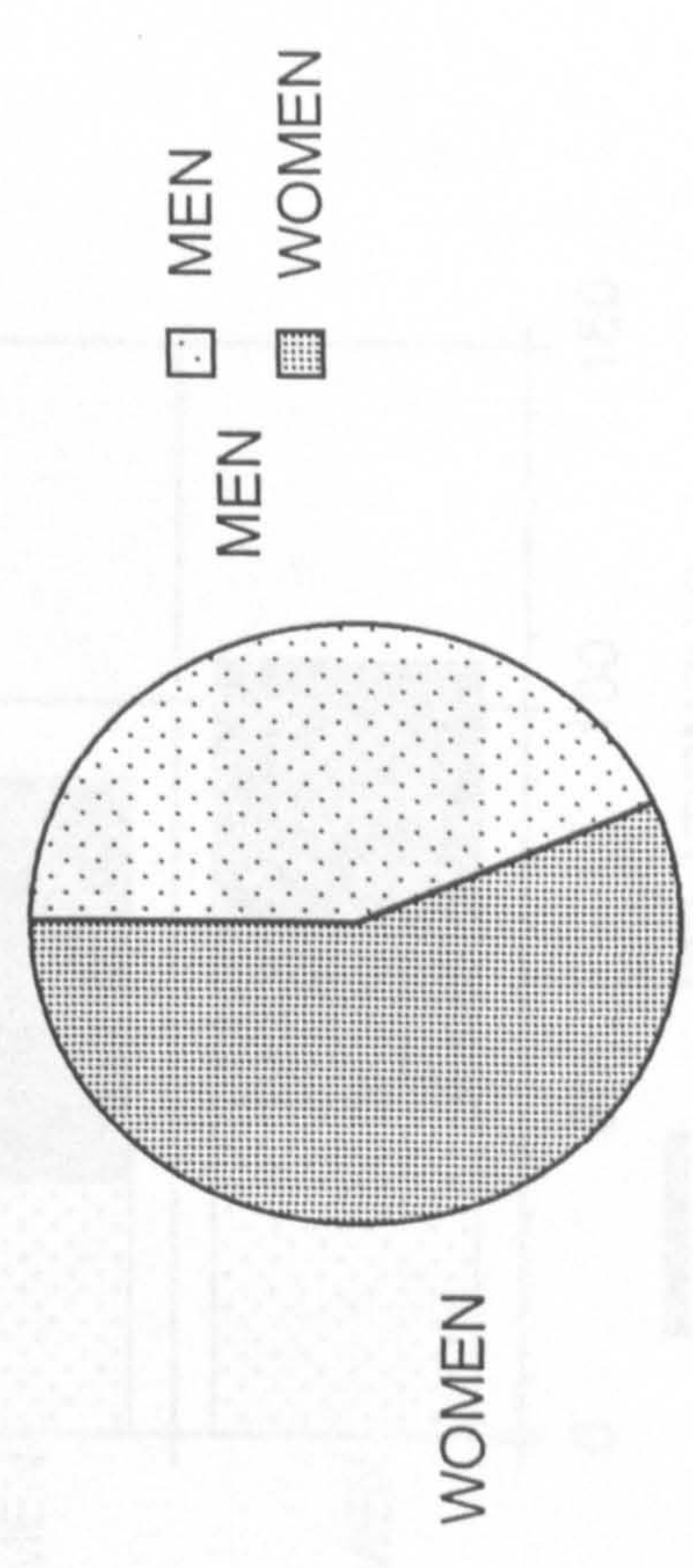
HEAVY USERS



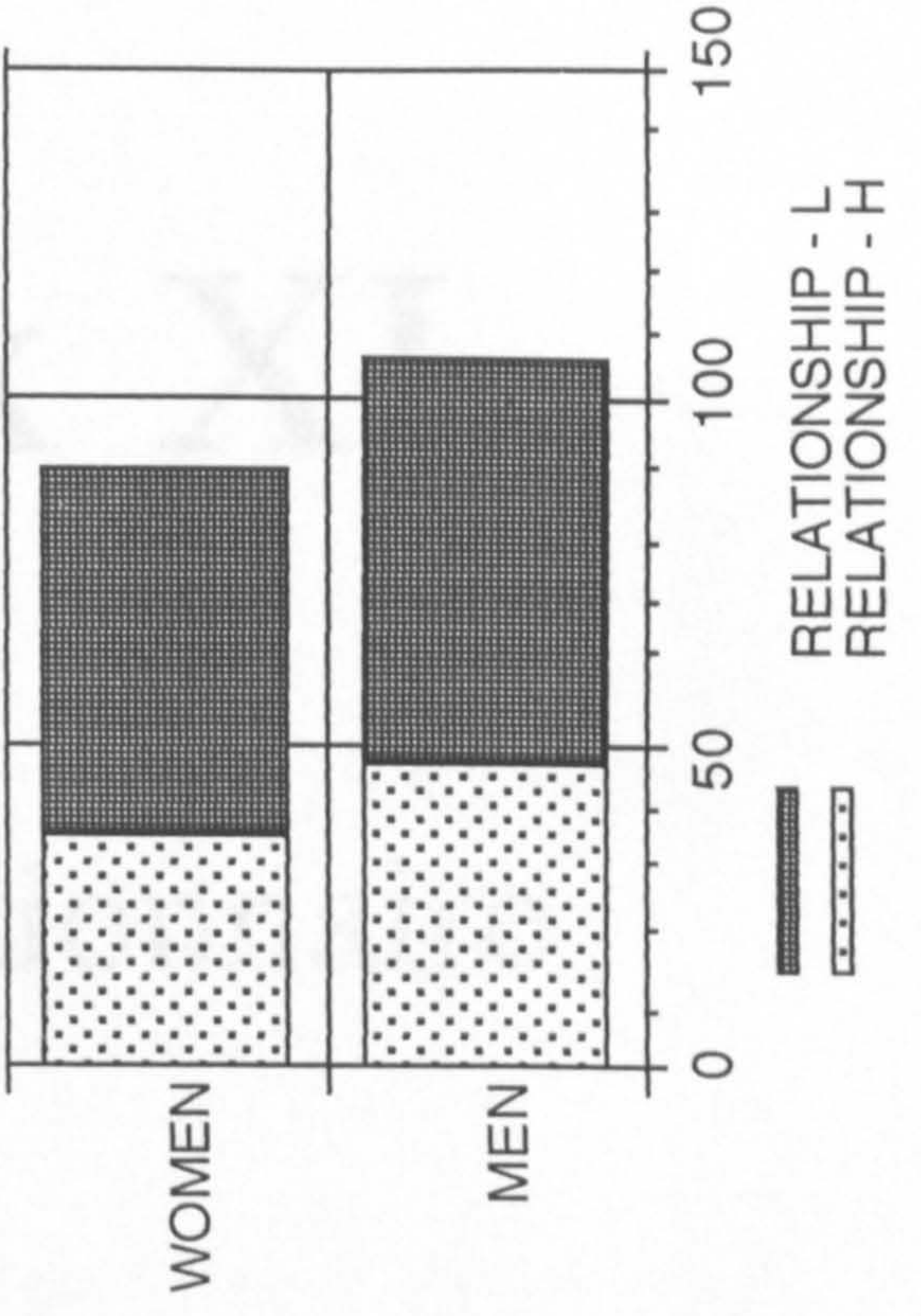
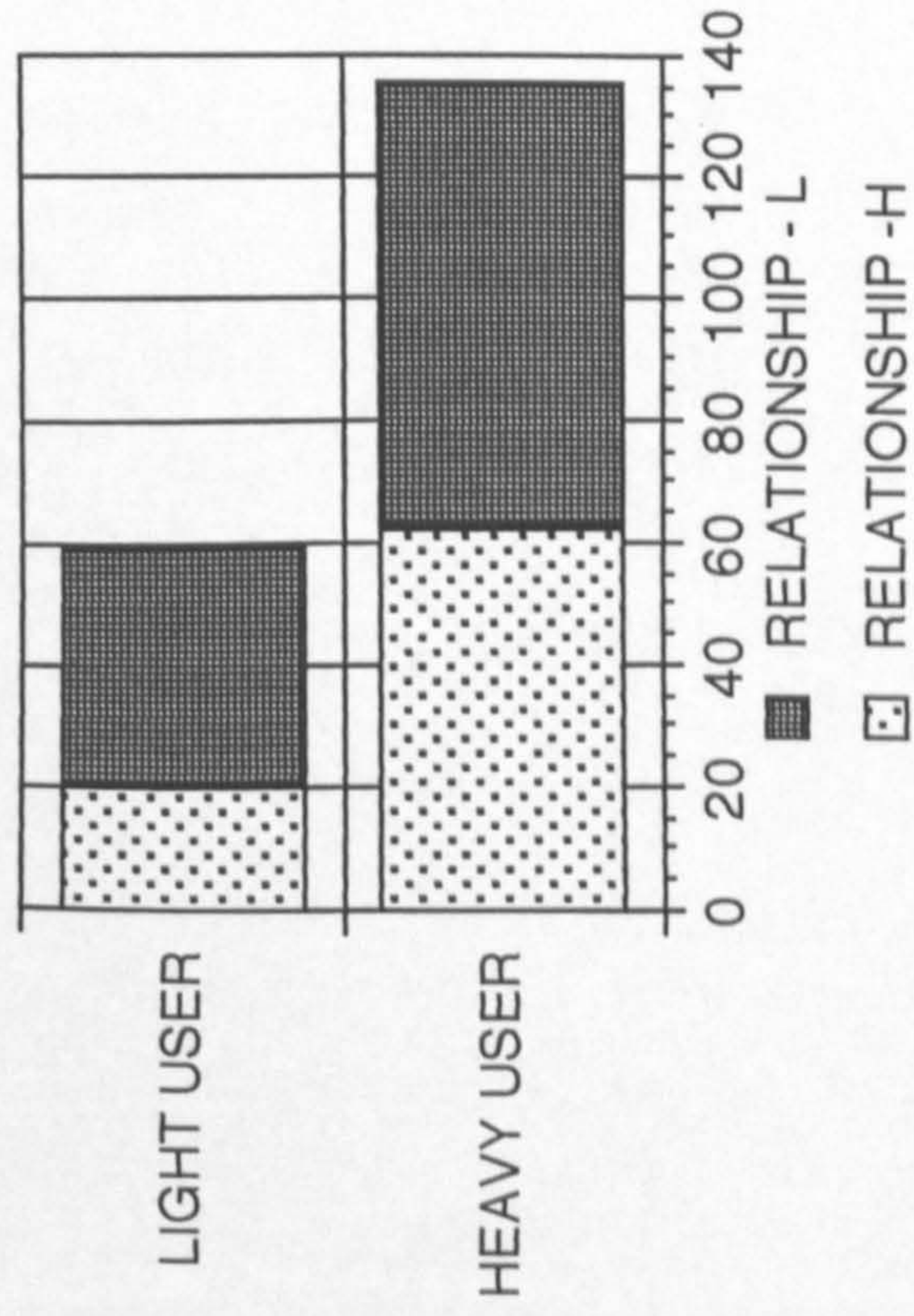
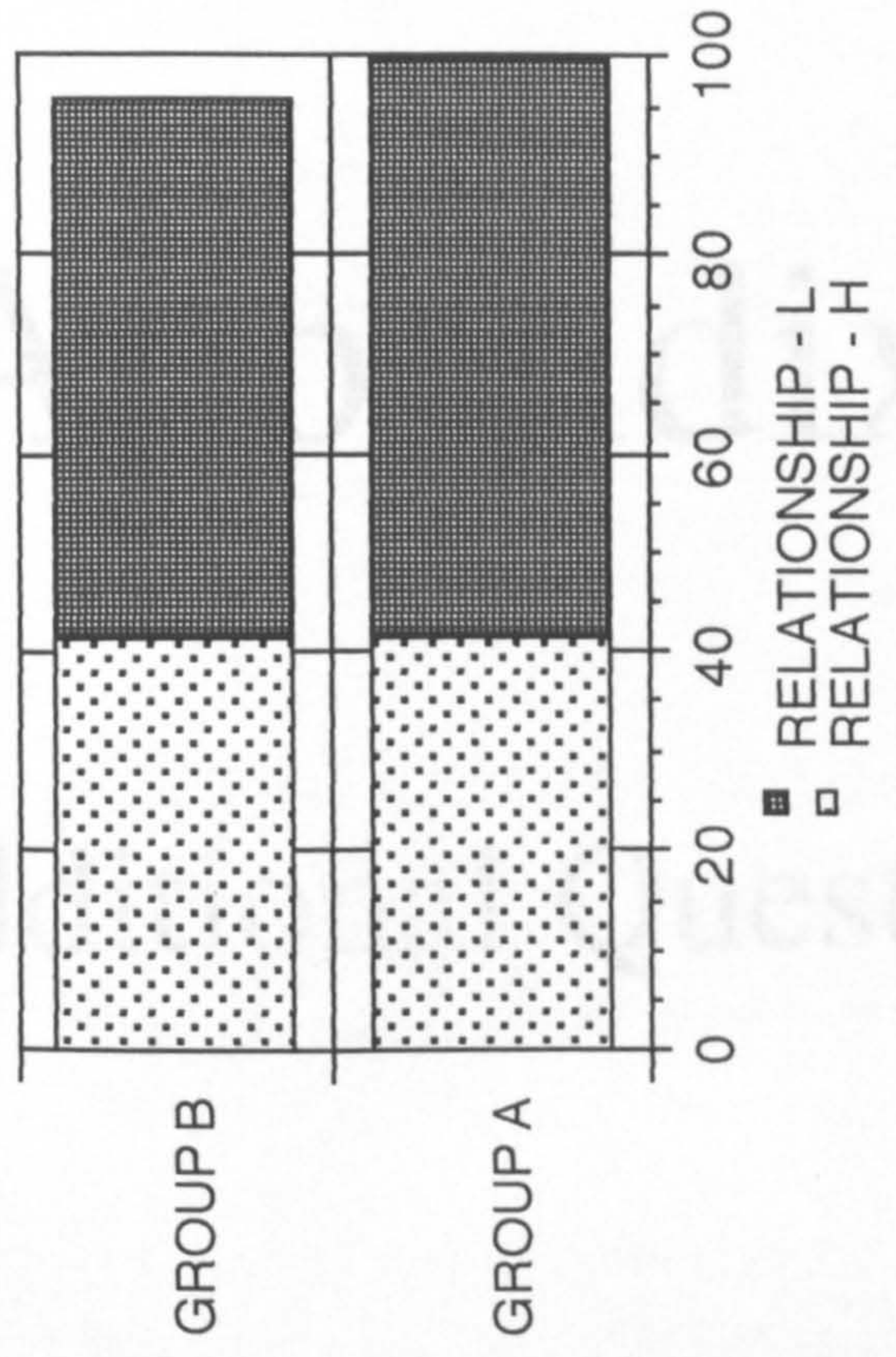
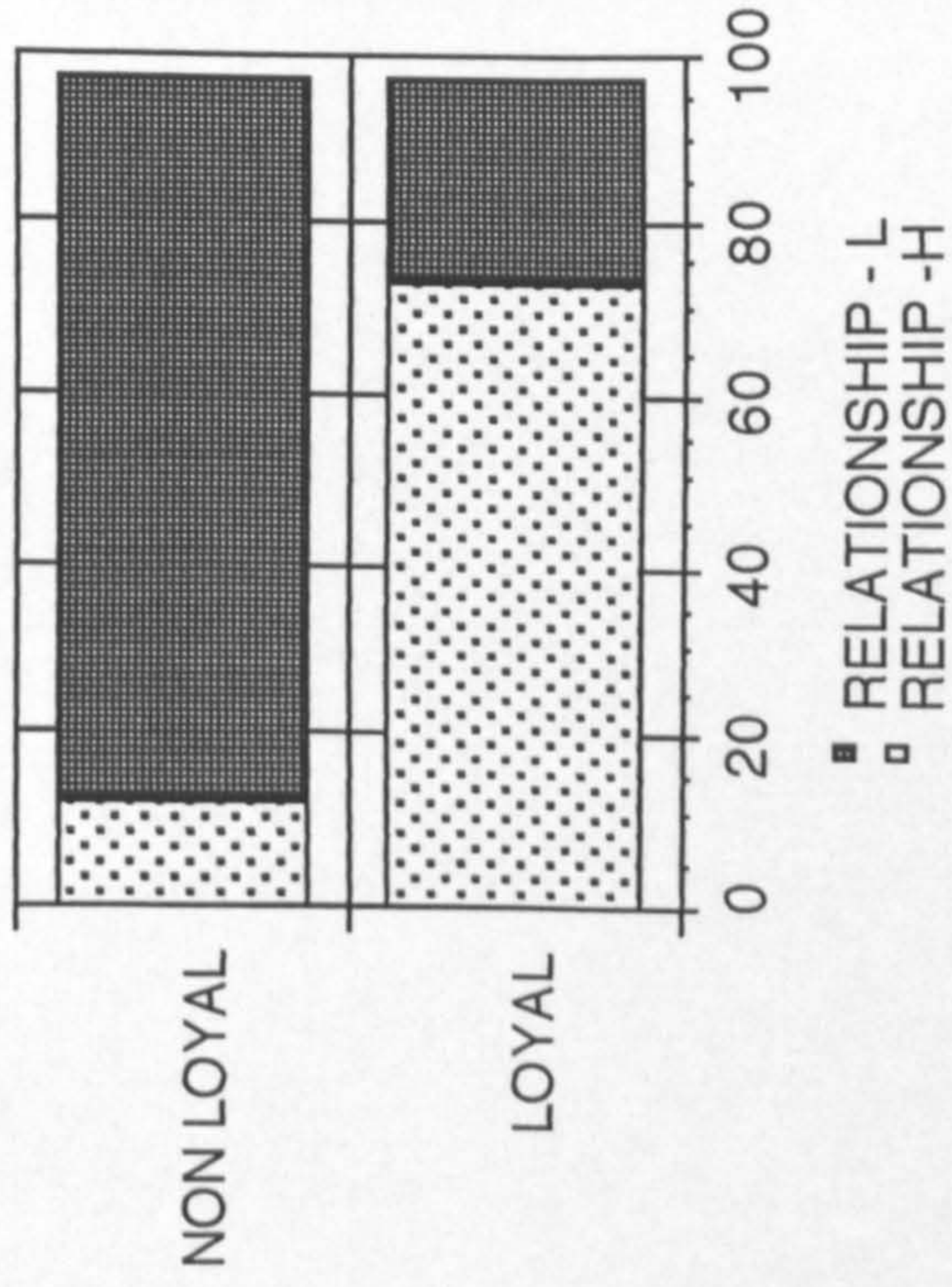
GROUP B



LIGHT USERS



# CHI SQUARE ANALYSIS



1. Do you consider yourself a loyal buyer?

Yes

No

# .Appendix XI.

## Additional Questionnaire

(a) The extent to which a brand image has with the service the person has received  
1 2 3 4 5 6 7

(b) The extent to which the company related to brand supports the customer  
through channels and products. 1 2 3 4 5 6 7

(c) The extent to which the brand is identified as an association with a group of other  
people. 1 2 3 4 5 6 7

(d) The extent to which the brand image is favorable through communication  
to the particular person. 1 2 3 4 5 6 7

(e) The extent to which the brand offers better service than the other brands  
the effort the customer puts in. 1 2 3 4 5 6 7

1. Do you consider yourself a loyal buyer ?

Yes

No

2. What is your reason for the above answer ?

3. If you are not a loyal buyer, put yourself in the shoes of one and indicate on the following list , which items would make someone be loyal to a brand.

- (a) The extent to which a brand image fits with the image the person has or would like to have. 1 2 3 4 5 6 7
- (b) The extent to which the company behind the brand supports the customer through schemes and promotions. 1 2 3 4 5 6 7
- (c) The extent to which the brand is signalling an association with a group of other people. 1 2 3 4 5 6 7
- (d) The extent to which the brand seems approachable (through communication) to the particular person. 1 2 3 4 5 6 7
- (e) The extent to which the brand offers benefits perceived as equal or more than the effort the consumer puts in. 1 2 3 4 5 6 7