

Determinants of Consumer Attitude for Nutritional Drinks: Evidences from Pakistan

Muhammad Ibrahim Ansari

Lecturer, SMBB Medical University Larkana

Email: cadetcl@yahoo.com

Mansoor Mumtaz

Sindh University Campus Larkana, Sindh

Email: mansoorsmro@gmail.com

Niaz Hussain Buriro

Mehran University, Jamshoro

Email: Niazburiro01@gmail.com

DOI Link: <http://dx.doi.org/10.6007/IJARBSS/v7-i2/2609>

Published Date: 01 February 2017

Abstract

Mal Nutrition has been a one of the biggest issues in the world over the last years. The prime purpose of this study is to explore the influencing factors of consumer attitude towards nutritional drinks. This study has taken into account the factors that influence consumer attitude as it is of immense importance for any company. This study is basically revolves around Nutritional drinks market of Karachi. The variables included in the research are Word of mouth (WOM), advertisement, celebrity endorsement, price and perceived risk. A Likert-scale questionnaire is distributed to the consumers. The questionnaire consists of the questions related to the dependent variable i.e. consumer attitude and predictors i.e. Word of mouth (WOM), advertisement, celebrity endorsement, price and perceived risk. Once the questionnaire is filled by the 350 customers, statistical tools are applied to the data. Reliability test, factor analysis and regression analysis are applied. The finding of the analysis reveals that word of mouth, advertisement, and perceived risk are positively affecting the customer attitude. From findings it becomes evident that word of mouth and perceived risk are the two most influential factors effecting customer attitude in Karachi. Nutritional drinks industries can increase customer attitude through getting product/brand endorsed by authentic certified organization, customer research, and differentiation strategy.

Keywords: Consumer Attitude, Word of Mouth, Advertisement, Celebrity Endorsement, Price, Perceived Risk.

1.1 Introduction

In this competitive environment it is very dynamic for the organization to focus maximum on their customer by providing them hygienic products. Particularly to educate customers about health and increase sale or profit it is mandatory to invest more on marketing and advertising. This will not only be counted as a corporate social responsibility (CSR) but also lead organization to yellow bricks road and ultimately there business will be in marathon race. Provide more hygienic product so that customers become satisfied and loyal. Perceived risk perception which is significant must be reducing. So that customers become their brand ambassador because positive mind customer is good for maximization of profit of the organization. Moreover, there are many milk vendors but the most valuable and competitive are those who not only focus on their customer but also focus on their competitive strategy in order to get their goal. The Nutritional drinks companies also need to train their staff and make them according to customer requirement and get customer loyalty.

In this today's busy lifestyle, nutritional drinks have become an important commodity utilized in our daily lives. Nutritional drinks basically means a healthy diet (e.g. Milo, ensure, Horlicks, Compline, and Milk). Which include absorption, assimilation, biosynthesis, catabolism and excretion. Actually it's a method that preserves nutrients from oxidation heat and reduces the risk of food borne illnesses. Children (age 1-11 years), adolescents (age 12-18 years), or adults (aged above 18 years) (Pearson, 2011). Children and adolescents are inspired to get pleasure from a wide variety of nutritious drinks and to confine use of drinks which have a high number of sugar and fat, collectively referred as "junk" or unhealthy foods. In nutritional drinks choice psychological factor has more weight as compare to physical properties of a product (Rozin *et al.*, 2011). Psychological factors usually based on perception, motivation, learning, belief and attitude. Since we know that perception is based on target, situation, background, education and experience. When people try new products/services they may have new experience and synchronously change is taking place in their behavior. They become more aware about the product. Actions are results of belief and attitude. This affects the purchasing behavior of the prospective customer. Nutritional drink not only makes us energetic but also keeps us active, fit and healthy which ultimately increases our work efficiency. In developed countries the number of obesity and overweight is significantly increased over recent decades. For example In Australia, children ratio of obesity is 1 is to 5. Certainly, an obese child will become an obese adult in future (Whitaker, 2011). Tucker (2008) has instituted that effective advertisement plays a vital role in educating and developing the prospective customer positive perception, belief and attitude. Dietz and Gortmaker (2009), in four US National longitudinal survey shows that a positive relationship between corpulence and advertisement viewing between children and adolescents have been found. Especially TV viewing in advertisement affects energy intake and expenditure. We can say that content of food advertising shown on TV is conducive to these dietary effects. For promoting healthy behavior media research suggest that counter advertising can be prolific. Applying counter-advertising strategy to food advertising requires that advertisement for Nutritional food (anti-junk food) ads must directly confront the message of junk food ads just like "anti-smoking ads". Junk food advertisement has pull condemnation for promoting unhealthy dietary practices. This is very much detrimental especially for obese consumer (Scully *et al.*, 2012). Chronic diseases like type II diabetes, obesity, stroke, cardiac disease, some cancers, metabolic syndrome, elevated blood pressure, osteoporosis, and high density cholesterol are all consequences of high energy dietary practices and low physical activities (World health organization, 2008). Effective advertisement plays a vital role in educating and

developing the prospective customer positive perception, belief and attitude (Tucker, 2008). Celebrity's credibility may impact how consumer reacts to the endorsement done by the celebrity on a particular product or services (Morin, Wory & Tubbs, 2012). Word of mouth or viral marketing is a huge way of making your brand famous and this is the reason practices of making referrals is being followed by the modern day marketers (Ferguson, 2008). It has strong impact on consumer decision making and they influence the consumer attitude especially in food industry. For average consumers price is the most important factor to be considered and plays a huge role in selection or switching of a brand, consumer who are highly loyal to their preferred brand are willing to pay a premium price and their buying pattern is not easily influenced by the price or its promotion (Cadogan and Foster, 2008). In nutritional drinks choice psychological factor has more weight as compare to physical properties of a product (Rozin *et al.*, 2011). Food safety is a major issue of public attention in the Pakistan, for example, actual production is 18 billion liters per year but due to high surge in demand more than double of quantity is adulterated, diluted, mix with baser substance and contaminated milk is consumed in the country. In the form of unpacked and packed milk Pakistanis is fetching white poison. Multinational companies do not maintain the same quality standards they do maintain in America, Europe and Africa, because in Pakistan they have captive consumers and weak enforcement of law and regulation on food adulteration. Government laboratories had found that milk companies are adulterating it with baser substance like urea, bleaching powder and muddy water and the milk supplied by none of the companies was fit and suitable for human usage (Dawn 2010). Now a day's public paying lot of attention to food safety and it's become as a major policy issue, technological and chemical processes are perceived as a risk of food safety. So to extend previous studies, there is a need for observer studies that further systematically evaluate the amount and type of drinks ads perception, exposure, beliefs, attitudes and behavior. This is likely to be affected by advertisement. Till now many studies has concentrated on possible negative effects of junk food advertising with comparatively given little attention to potential TV counter-advertising strategies for encouraging healthy eating practices among prospective consumers.

Research Objective:

The research objective is to study the impact of word of mouth, celebrity endorsement, advertisement effectiveness, price and perceived risk on consumer's attitude towards nutritional drinks in Karachi.

Hypotheses

H₁= Word of mouth has positive impact on the consumer attitude towards nutritional drink.

H₂= Celebrity endorsement has positive impact on the consumer attitude towards nutritional drink.

H₃= Advertisement has positive impact on the consumer attitude towards nutritional drink.

H₄= Price has positive impact on the consumer attitude towards nutritional drink.

H₅= Perceived risk has positive impact on the consumer attitude towards nutritional drink.

Scope Of The Study

Nutritional food is an important ingredient in our daily life. But many people due to physiological and personal reasons do not have it and tend to face a problem like "scurvy" (deficiency of vitamin c), osteoporosis (deficiency of calcium and vitamin D) and tissue damage which leads toward hindrance in their work of daily routine. So it is beneficial for the

food companies to educate more and more people and provide them complete relevant information of their product in order to get customer attention and improve their attitude and preference. Eventually, this will leads towards the better profitability. The need for choosing Karachi market is that there is special need for nutritional food due to luxurious life style and absence of daily exercise; more ever male and female are selected for the survey questionnaire because of the difference in terms of attitude. This research intend to help food companies to capture the attention of the consumers, market trend adopted by the marketers and analyze the competitors' weaknesses and come up with strong strategies to compete with them.

Model Hypotheses were developed earlier than collection of the data. Then we planned the studying order to get efficient proof that is behind and supporting or not supporting the initial hypotheses.

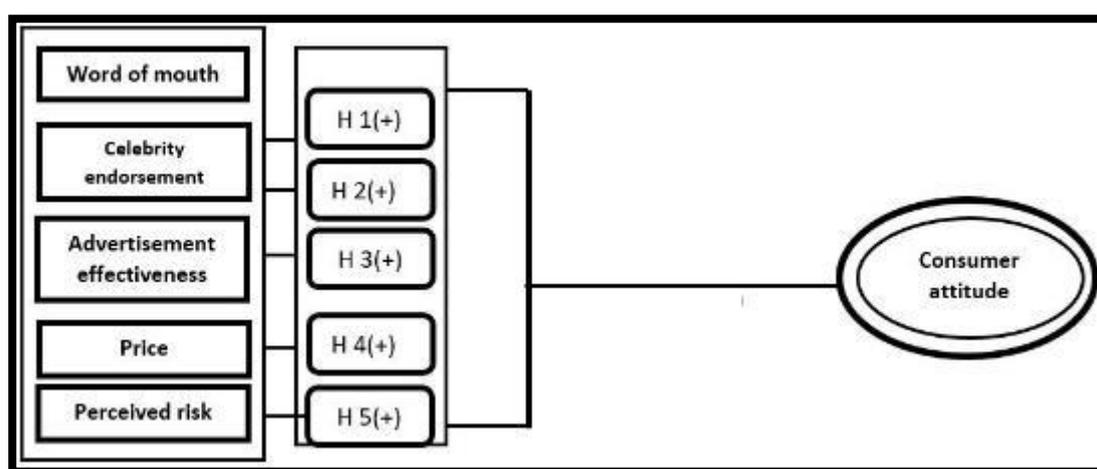


Figure No. 1. Conceptual frame work

This research has been organized in order to search the relationship between word of mouth, celebrity endorsement, advertising effectiveness, price and perceived risk (independent variables) with consumer attitude (dependent variable). There have been six variables are used in this study to find relation. This study reveals that the positive and negative impact of independent variable on dependent variables. All variables were played a comprehensive part in consumer attitude in nutritional food.

Consumer Attitude

Malik and Sudharkar (2014) studies the consumer attitude for product/brand positioning through celebrity endorsement. The hiring of celebrities in communication of marketing has become the effective tool of the major companies in the emplacement of the product/brand in the mind of consumers. Companies are making huge investments in use of a celebrity for positioning of products with endorser qualities such as expertise trustworthiness, and attractiveness. Result reveals that the variables sports celebrity endorsement has influence on consumer attitude.

Cabuk *et al.* (2014) studies the attitude and the intention to purchase were affected by health consciousness, environmental concern and food safety concern. It also states that the attitude plays a primary role both in terms of the direct impact on the intention to purchase and the indirect effect as a mediator on how the health consciousness, environmental

concern and food safety concern impact the purchase intention. Santonen (2007) states that he logistic analysis has been used. Finding has states that customer attitude is influenced by the price, word of mouth communication, sensitivity, and complaining behavior.

Celebrity Endorsement

Roy *et al.* (2013) investigates the film celebrity endorsement is more influential for prospective costumer comparative to sports celebrity endorsement; while nature and type of brand/product also has impact toward marketing personnel to make advertising campaigns accordingly. However, this research is confine to India. But, framework is available for further expansion of a celebrity endorsement. Poong *et al.* (2012) says that celebrity endorsement has a positive impact of on consumer attitude. He further states that further, research can be done with other industries and with different brands. Jain *et al.* (2011) explores that consumer attitude in high involvement product has an insignificant effect by celebrity on the other hand low involvement product like food and non-food has positive impact by the human celebrity through brand and advertisement on teenagers. Most importantly, celebrity endorsement is required to be handled carefully.

Price

Kaura (2013) defines in an investigated Antecedents of customer attitude and preference that the effect of price, service quality, equality, and service convenience have significant impact on customer attitude and preference. So it is needed to appreciate the role of trust as a mediator factor between employee behavior and customer attitude and preference. The dependency among price, service quality, and service convenience needs practical study for further expansion. Lymperopoulos *et al.* (2012) defines the existing customer “intentions to switch banks” are exaggerated by the intensity of their “price satisfaction”. “satisfaction of price” opportunity is influenced definitely by “transparency”, “relative price”, “price quality ratio”, “reliability” and “price fairness”. Banks must provide current information and take care for their pricing procedure, in order for bank employees to enrich customers’ experience with respect to price clearness.

Word of Mouth (WOM)

Jailiv and Samie (2012) say that viral marketing/word of mouth plays a very vital role on online costumer communities and this factor is efficiently important in costumer buying attitude. O’Relly and Marx (2011) state that word of mouth (WOM)/viral advertisement play significant part in developing consumer attitude, reducing risk and enhancing the self-worth. Researcher advices to further explore the credibility of word of mouth (WOM)/viral advertisement. Ng, David and Dagger (2011) has found the driving consumer attitude about quality relationship, functional quality and technical quality of product/brand is very important and this can be improved with the word of mouth advertisement. Longart (2010) describes that that word of mouth (WOM) is directly or indirectly associated with the consumer buying attitude.

Perceived Risk

Katos (2012) describes that the perception of risk is significantly positively linked by information apprehension Moreover, negatively linked by belief. Furthermore, Xu *et al.* (2010) confirms that risk perception influence the purchasing attitude of customer. Furthermore, Ha (2008) defines a perceived risk factor is closely related to customization of information to each customer due to this information feels negative to the customer there,

so there will be a failure of interest in information of the product. Such modified information is greatly facilitated by the relationship between the company and customer. Cunningham (2007) indicated that financial risk, physical, social, and performance are linked to risk perception at certain levels of the consumer attitude and preference.

Advertisement Effectiveness

Ehrenberg (2010) study about Repeat buying account, a high sales volume of regularly buying. Advertising main impacts should not only be limited in seeking the consumer attitude. Relatively advertising effectiveness is the processes of responses needs to be studied because there is no concrete intimation to identify the long term consequences from the reinforcement. customer inspired by advertisement always buy those products which has a proper promotion and advertising campaign, if customer have knowledge of products he may have switch to that product in order to experience new buying. Advertising effectiveness plays a main and crucial role in attainment of a high sale volume. Akhter (2009) has found that the bivariate relation among the consumer buying behavior and the marketing strategies. Also they give suggestion to the customer more affects from pricing.

Research Purpose

The reason behind conducting this research is to have better understanding of customers' attitude towards nutritional drinks. So there is a need for researcher studies that further systematically evaluate determinants of Nutritional drinks ads word of mouth (worm), advertisement, celebrity endorsement, price and perceived risk. Consumer attitude is likely to be affected by these determinants. So that we can educate and develop to potential TV counter-advertising strategies for encouraging healthy eating practices among prospective consumers.

Problem Statement And Research Gap:

Junk food advertisement has pull condemnation for promoting unhealthy dietary practices. This is very much detrimental especially for obese consumer (Scully *et al.*, 2012). Chronic diseases like type II diabetes, obesity, stroke, cardiac disease, some cancers, metabolic syndrome, elevated blood pressure, osteoporosis, and high density cholesterol are all consequences of high energy dietary practices and low physical activities (World health organization, 2008). Effective advertisement plays a vital role in educating and developing the prospective costumer positive perception, belief and attitude (Tucker, 2008). Celebrity's credibility may impact how consumer reacts to the endorsement done by the celebrity on a particular product or services (Morin, Wory & Tubbs, 2012). Word of mouth or viral marketing is a huge way of making your brand famous and this is the reason practices of making referrals is being followed by the modern day marketers (Ferguson, 2008). It has strong impact on consumer decision making and they influence the consumer attitude especially in food industry. For average consumers price is the most important factor to be considered and plays a huge role in selection or switching of a brand, consumer who are highly loyal to their preferred brand are willing to pay a premium price and there buying pattern is not easily influenced by the price or its promotion (Cadogon and Foster, 2008). In nutritional drinks choice psychological factor has more weigh as compare to physical properties of a product (Rozin *et al.*, 2011). Food safety is a major issue of public attention in the Pakistan, for example, actual production is 18 billion liters per year but due to high surge in demand more than double of quantity is adulterated, diluted, mix with baser substance and contaminated

milk is consumed in the country. In the form of unpacked and packed milk Pakistanis is fetching white poison. Multinational companies do not maintain the same quality standards they do maintain in America, Europe and Africa, because in Pakistan they have captive consumers and weak enforcement of law and regulation on food adulteration. Government laboratories had found that milk companies are adulterating it with baser substance like urea, bleaching powder and muddy water and the milk supplied by none of the companies was fit and suitable for human usage (Dawn 2010). Now a day's public paying lot of attention to food safety and it's become as a major policy issue, technological and chemical processes are perceived as a risk of food safety. So to extend previous studies, there is a need for observer studies that further systematically evaluate the amount and type of drinks ads perception, exposure, beliefs, attitudes and behavior. This is likely to be affected by advertisement. Till now many studies has concentrated on possible negative effects of junk food advertising with comparatively given little attention to potential TV counter-advertising strategies for encouraging healthy eating practices among prospective consumers.

Research Methodology

This study is a quantitative base study in order to this we used convenience sampling technique to collect data through public with the help of questionnaire survey based on Likert scale which is systematic to analyze the result of the research . We have also used statistical techniques to make our data more efficient and get logical evidence. So, we consider this study in order to improve our outcome of the research.

Sample Size And Design

The sample size for this study is 320 people, and survey questionnaire technique is used to get response of them. It also focuses on some demographic aspects like age, gender, qualification, profession and income. This quantitative research includes six variable one is dependent and rest of them are independents .The regression technique was used to study the relationships between these predictors. Moreover first we got Pre-Information gathering then developed hypothesis. The reason behind sample and design of this research is to have better understanding of customers' attitude towards nutritional drinks.

Secondary Data Collectiion

Secondary data in this study has taken from documents, books, advertisements, research publication and websites which are presented virtually as well as tangibly.

Primary Data Collection

This study is based on primary data that has been collected through survey. The Primary data has been collected through questionnaires from different places and areas where the target audience could be easily accessible. The questionnaire has been adapted from existing literatures.

Analysis And Findings

This chapter outlines the data analysis over the sample size of predictors as mentioned above, for all statistical analysis and results SPSS, a data analysis software program was used.

Pilot Testing

Pilot study means that we use finding and testing our data initially in order to check, our research instrument before conducting final research. In our study we have collected initial

data from 30 respondents and there are six variables used in this study one is dependent and remaining five are independent variables. After applying reliability analysis it is identified that the pilot testing data contain reliable information. Therefore it is concluded that these variables have good enough reliability to produce a good result.

Variables	No. of items	Cronbach's Alpha
Consumer attitude	6	0.778
Word of mouth	6	0.813
Celebrity endorsement	6	0.73
Advertisement effectiveness	6	0.805
Price	6	0.812
Perceived risk	6	0.652

In this study reliability, exploratory factor analysis and multiple linear regression have been performed for data analysis.

Survey Response

The data is collected through convenient sampling as shown in table # 4.2 below. Most of the respondents are in the age bracket of 18-25 years i.e. 47.40% followed by age bracket of 26-35 years i.e. 43.40%. Majority of the respondents are male 59.10% while 40.80% are female. According to qualification stats highest ratio is of under graduate 48.90% followed by Master as 36.3%. Students among respondents were found high as 49.10%. Whereas monthly income up to Rs, 15,000 – Rs, 29000 was found high as 68.9%. The Most preferred brand among respondents is Horlicks which is 31.40% followed by Ensure (25.10%) and Complian (18.06%).

Table 1.
Demographic Profile of respondents

Particular	frequency	percentage
Gender:		
Male	207	59.1%
Female	143	40.8%
Age:		
18-25	166	47.4%
26-35	152	43.4%
Above 35	32	9.1%
Qualification:		
Under Graduate	171	48.9%
Master	127	36.3%
Ms/PhD	42	12.0%
Other	10	2.9%
Profession:		
Student	172	49.1%
Professional/business	121	34.6%
Unemployed	43	12.3%
Other	14	4.0%
Monthly Income:		

Less than Rs, 14,999/=	124	35.7%
Rs, 15000 – Rs, 29,999/=	119	34.3%
Rs, 30,000 – Rs, 59,999/=	72	20.7%
Rs, 60,000 & above	32	9.2%
Preferred Most:		
Milo	30	8.6%
Ensure	88	25.1%
Horlicks	110	31.4%
Compline	65	18.6%
Other	57	16.3%
Total	350	100%

Reliability:

Reliability of the data is compulsory for applying the above stated statistical analysis. It helps to determine the significance of the collected data to derive concrete analysis. In this study, thirty six questions or variables have been considered, including dependent and independent variables were tested; SPSS was used to apply the reliability and following analysis.

Variables	No of item	Cronbach's Alpha
Consumer attitude	4	0.639
Word of mouth	6	0.654
Celebrity endorsement	5	0.601
Advertisement effectiveness	4	0.656
Price	4	0.727
Perceived risk	4	0.643
over all	27	0.801

After applying reliability analysis it is identified that the collected data (320). Contain reliable information. Therefore it is concluded that these variables have good enough reliability and we can move further for exploratory factor analysis (EFA) and regression.

Exploratory Factor Analysis:

It is technique of reducing variables by grouping them based on similarities of variables. So, the exploratory factor analysis has been applied to evaluate the thirty six items of the consumer attitude questionnaire. The information that the items were designed to guide six constructs: consumer attitude (dependent variable) while the other are word of mouth, advertising effectiveness, celebrity endorsement, price and perceived risk (predictors). The value of Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (0.649) shows that the sample is adequate or fit enough to apply factor analysis. Furthermore, a significant result of Bartlett's Test of Sphericity ($p < 0.05$) indicates that matrix is not an identity matrix. So it reveals that these six components do relate to one another enough to run a significant and meaningful factor analysis.

Table 1: below shows KMO and Bartlett's Test results.	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.649
Bartlett's Test of Sphericity Approx. Chi-Square	1508.841
Df	231
sig.	0.000

According to the condition the value of alpha should be less than 0.50. Since we observe that in the above table value of Cronbach's alpha reveal the reliability of data and result also represent the values of alpha for both dependent and independent variables is less than 0.50. While for the value of KMO, the results show that the value of KMO of independent variable is 0.649 which shows 64.9% of variance. On the other hand, these six components explained over 53.556 Cumulative percent of the total variance.

Table 2: below shows Rotated Component Matrix results.						
Rotated Component Matrix						
Component						
	1	2	3	4	5	6
consumer attitude			0.6			
ca2			0.663			
ca3			0.708			
ca4			0.689			
word of mouth		0.574				
wom2		0.723				
wom3		0.72				
wom4		0.619				
wom6		0.474				
ae3						0.783
ae4						0.827
ae5						0.652
Celebrity Endorsement					0.567	
ce3					0.403	
ce4					0.784	
ce5					0.777	
Price	0.629					
pc2	0.806					
pc3	0.8					
pc4	0.684					
pr2				0.789		
pr3				0.719		
pr4				0.767		

In order to evaluate the underlying structure of thirty Items related to the consume attitude of Nutritional drinks factor analysis with vari max rotation was conducted. The system generated six factors automatically but in order to get the loading three factors were generated (Hui et al, 2001).

Hypothesis Testing (Regression):

After fulfilling basic necessary requirements, linear regression is applied to find. A) What is the size of the overall relationship among the variables influencing on consumer attitude (dependent variable); and B) How much every of the independent variables (i.e. word of mouth, advertisement effectiveness, celebrity endorsement, price and perceived risk) solely conducive to predict consumer attitude of nutritional drinks in Karachi.

Tables 3

determine the results of hypothesis testing through linear regression technique for predicting consumer attitude for nutritional drink in Karachi.

Hypothesis	Predictors	B	Std. Error	t	Sig.	Remarks
	(Constant)		.287	7.887	.000	
H1	Word of Mouth	.131	.055	2.441	.015	Supported
H2	Advertisement Effectiveness	.130	.045	2.440	.015	Supported
H3	Celebrity Endorsement	.052	.058	.951	.343	Not Supported
H4	Price	.098	.047	1.842	.066	Not Supported
H5	Perceived Risk	-.118	.041	-2.220	.027	Supported

The comprehensive results of regression analysis shows that three out of five determinants (word of mouth, advertisement effectiveness and perceived risk) have a significant positive relationship with consumer attitude (with exception of celebrity endorsement and price). The statistical results relate that the Word of mouth is the most important predictor of advertisement of nutrition drink. Word of mouth or viral marketing is a huge way of making our brand famous and this is the reason that practice of making referrals is being followed by the modern day marketers. Advertisement is to find out lesser or greater memory retention among the consumers. Customer always purchases those products which has a proper promotion and advertising campaign. In nutritional drinks choice psychological factor like price has more weigh as compare to physical properties of a product (Rozin *et al.*, 2011) and customer tend to believe that higher the price higher will be the quality of product reducing risk perception. Perceived risk is an ambiguity in purchase environment, hygiene risk, environmental risk, Food safety risk must be reduced to maximum. However, perceived risk can be minimized by getting brand or product certified from authentic organization/governmental body.

Managerial Implication:

The results shown in the research is very significant and helpful for the Nutritional drinks companies to get competitive advantage. In this competitive environment it is very vital for the organization to focus maximum on their customer by providing them hygienic products. Particularly to educate customers about health and increase sale or profit it is mandatory to invest more on marketing and advertising. This will not only be counted as a corporate social responsibility (CSR) but also lead organization to yellow bricks road and ultimately there

business will be in marathon race. Provide more hygienic product so that customers become satisfied and loyal. Perceived risk perception which is significant must be reducing. So that customers become their brand ambassador because positive mind customer is good for maximization of profit of the organization. Moreover, there are many milk vendors but the most valuable and competitive are those who not only focus on their customer but also focus on their competitive strategy in order to get their goal. The Nutritional drinks companies also need to train their staff and make them according to customer requirement and get customer loyalty.

Conclusion

The study examined five dimensions of factors including word of mouth, celebrity endorsement, advertisement effectiveness, price and perceived risk, being consumer attitude independent. The study was explanatory, since it measure the relationship between the variables and identify experience of different people on the basis of these variables. Regression results show that three determinants i.e. word of mouth, advertisement effectiveness and perceived risk, are significant affecting consumer attitude towards nutritional drinks in Karachi. The statistical result reveals that the Word of mouth is the most important predictor of advertisement of nutrition drink. In fact, the celebrity endorsement and price are not supported to consumer attitude because there value is insignificant.

Area of Future Research:

Below are the some constraints of the research study, by working on these constraints the research would be more comprehensive source of knowledge for the prospective people.

- Study is conducted in only few areas of Karachi due to limited time. More constituencies' even whole country can be studied for having a broader picture of the determinants of consumer attitude for nutritional drinks.
- Moreover, many other mode of research can be adopted like longitudinal survey(study over period of time) to study the change occurred over the period of time other one can be exploratory survey(qualitative technique) to conduct a interview from registered nutritionist to have their expert opinion.
- No of sample size can be increased to have accurate and prime factor of the required study.

Only selective variables have been focused and hypothesis as determinant. Various other factors can be considered like (service quality, Quality information, and Sales promotion) to name only few.

Recommendation

It is to be recommended that the consumer attitude for nutritional drinks most influence on advertisement of the product, While word of mouth and perceived risk also play a vital role to predict the consumer attitude. Therefore, it is recommended that the all nutritional drink companies should modify their advertising strategies in such way that they not merely focus on profit but also think to improve the customer health and reduce their prevailing problems in Karachi, so that their consumer remain satisfied and loyal in a marathon race.

- Word of mouth in the recent decades has been seen as an ongoing trend and this technique is followed by big and small brands. Ads on YouTube and Face book posts are two of the most famous ways of viral marketing or word of mouth advertising and firms should focus on it.

- Advertisement effectiveness is significant and positive in nutritional drinks because for consumer message deliver is solution to prevailing problems, So it can be recommended to use advertising as a source for educating the masses to get a desired result. Therefore company must research to know the consumer problems. Advertising is the best to communicate to the customer, advertisements provide information to the consumer about the product and features, let the consumer know which type of variety of products are available in the market.
- Perceived risk is an ambiguity in purchase environment, hygiene risk, environmental risk, Food safety risk must be reduced to maximum. Reducing the risk perception in the mind of the consumer by providing superior quality product and deliver it on time because time is money so their customers remain loyal to them and may become a positive source of advertisement.

References

1. Ahmad, W., & Mahmood, Z. (2011). An empirical investigation of the association between creative advertising and advertising effectiveness in Pakistan. *International Journal of Marketing Studies*, 3(2), p32.
2. Beerli, A., & Santana, J. D. M. (2009). Design and validation of an instrument for measuring advertising effectiveness in the printed media. *Journal of Current Issues & Research in Advertising*, 21(2), 11-30.
3. Beaudoin, C. E., & Hong, T. (2011). Health information seeking, diet and physical activity: an empirical assessment by medium and critical demographics. *International journal of medical informatics*, 80(8), 586-595.
4. Bridson, K., Evans, J., & Hickman, M. (2008). Assessing the relationship between loyalty program attributes, store satisfaction and store loyalty. *Journal of Retailing and consumer Services*, 15(5), 364-374.
5. Çabuk, S., Tanrikulu, C., & Gelibolu, L. (2014). Understanding organic food consumption: attitude as a mediator. *International Journal of Consumer Studies*, 38(4), 337-345.
6. Coon, K. A., Goldberg, J., Rogers, B. L., & Tucker, K. L. (2008). D'Esopo, M., & Almquist, E. (2007). An approach to mastering the marketing mix. *Business Strategy Series*, 8(2), 122-131.
7. D'Esopo, M., & Almquist, E. (2007). An approach to mastering the marketing mix. *Business Strategy Series*, 8(2), 122-131.
8. Deckelbaum, R. J., & Williams, C. L. (2012). Childhood obesity: the health issue. *Obesity research*, 9(S11), 239S-243S.
9. Dixon, H. G., Scully, M. L., Wakefield, M. A., White, V. M., & Crawford, D. A. (2011). The effects of television advertisements for junk food versus nutritious food on children's food attitudes and preferences. *Social science & medicine*, 65(7), 1311-1323.
10. Dietz, W. H., & Gortmaker, S. L. (2009). Factors within the physical environment associated with childhood obesity. *The American journal of clinical nutrition*, 39(4), 619-624.
11. Ehrenberg, A. S. (2010). Repetitive advertising and the consumer. *Journal of Advertising Research*, 40(06), 39-48.
12. Ferguson, R. (2008). Word of mouth and viral marketing: taking the temperature of the hottest trends in marketing. *Journal of Consumer Marketing*, 25(3), 179-182.

13. Fang, C. H., Lin, T. M., Liu, F., & Lin, Y. H. (2011). Product type and word of mouth: a dyadic perspective. *Journal of Research in Interactive Marketing*, 5(2/3), 189-202.
14. Gounaris, S., Dimitriadis, S., & Stathakopoulos, V. (2010). An examination of the effects of service quality and satisfaction on customers' behavioral intentions in e-shopping. *Journal of services marketing*, 24(2), 142-156.
15. Hsu, C. K., & McDonald, D. (2004). An examination on multiple celebrity endorsers in advertising. *Journal of Product & Brand Management*, 11(1), 19-29.
16. Haidt, J., McCauley, C., & Rozin, P. (2009). Individual differences in sensitivity to disgust: A scale sampling seven domains of disgust elicitors. *Personality and Individual differences*, 16(5), 701-713.
17. Ha, H.-Y. (2008). *The Effects of Consumer Risk Perception on Pre-purchase Information in Online Auctions: Brand, Word-of-Mouth, and Customized Information*. Manchester: Manchester School of Management.
18. Jain, V., Roy, S., Daswani, A., & Sudha, M. (2011). What really works for teenagers: human or fictional celebrity?. *Young Consumers*, 12(2), 171-183.
19. Longart, P. (2010). What drives word-of-mouth in restaurants?. *International Journal of Contemporary Hospitality Management*, 22(1), 121-128.
20. Yeung, R. M., & Morris, J. (2001). Food safety risk: Consumer perception and purchase behaviour. *British Food Journal*, 103(3), 170-187. (Q)*
21. Malik, A., & Sudhakar, B. D. (2014). Brand Positioning Through Celebrity Endorsement- A Review Contribution to Brand Literature. *International Review of Management and Marketing*, 4(4), 259-275.
22. Ng, S., & David, E. M, & S. Dagger, T.(2011). "Generating positive word-of-mouth in the service experience". *Managing service quality*, 21(2), 133-151.
23. Osiro, S., Gielecki, J., Matusz, P., Shoja, M. M., Tubbs, R. S., & Loukas, M. (2012). August Forel (1848–1931): a look at his life and work. *Child's Nervous System*, 28(1), 1.5.
24. O'Reilly, K., & Marx, S. (2011). How young, technical consumers assess online WOM credibility. *Qualitative Market Research: An International Journal*, 14(4), 330-359.
25. Pearson, N., & Biddle, S. J. (2011). Sedentary behavior and dietary intake in children, adolescents, and adults: a systematic review. *American journal of preventive medicine*, 41(2), 178-188.
26. Podoshen, J. S., Li, L., & Zhang, J. (2006). Materialism and conspicuous consumption in China: A cross-cultural examination. *International Journal of Consumer Studies*, 35(1), 17-25.
27. Roy, S., Jain, V., & Rana, P. (2013). The moderating role of consumer personality and source credibility in celebrity endorsements. *Asia-Pacific Journal of Business Administration*, 5(1), 72-88.
28. Steven Podoshen, J. (2006). Word of mouth, brand loyalty, acculturation and the American Jewish consumer. *Journal of Consumer Marketing*, 23(5), 266-282.
29. Smith, R. E., MacKenzie, S. B., Yang, X., Buchholz, L. M., & Darley, W. K. (2007). Modeling the determinants and effects of creativity in advertising. *Marketing science*, 26(6), 819-833.
30. Santonen, T., Kaivo-oja, J., & Antikainen, M. (2007). National open innovation systems (NOIS): defining a solid reward model for NOIS. *International Journal of Innovation and Regional Development*, 3(1), 12-25.
31. Silvera, D. H., & Austad, B. (2006). Factors predicting the effectiveness of celebrity endorsement advertisements. *European Journal of marketing*, 38(11/12), 1509-1526.

32. Tantisenepong, N., Gorton, M., & White, J. (2012). Evaluating responses to celebrity endorsements using projective techniques. *Qualitative Market Research: An International Journal*, 15(1), 57-69.
33. Till, B. D., & Busler, M. (2005). The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of advertising*, 29(3), 1-13.
34. Whitaker, R. C., Wright, J. A., Pepe, M. S., Seidel, K. D., & Dietz, W. H. (2011). Predicting obesity in young adulthood from childhood and parental obesity. *New England Journal of Medicine*, 337(13), 869-873.
35. World Health Organization (Ed.). (2008). *International Classification of Functioning, Disability, and Health: Children & Youth Version: ICF-CY*. World Health Organization.
36. Xu, B., Lin, Z., & Shao, B. (2010). Factors affecting consumer behaviors in online buy-it-now auctions. *Internet Research*, 20(5), 509-526.

About The Authors:

Mr. Mohammad Ibrahim Ansari is working as lecturer in Shaheed Mohtarma Benazir Bhutto University, Larkana. Mohd: Ibrahim is independent scholar in the field of medical and occupational psychology. Mr. Mansoor Mumtaz is working as visiting lecturer in Sindh University Campus Larkana, as well as an independent research scholar in the field of occupational psychology. Mr. Niaz Hussain Buriro has completed M.S degree in the field of Human resources management from Mehran University of Jamshoro, now he is also an independent research scholar in the field of HRM and Occupational psychology.