

FACTORS AFFECTING BRAND CHOICE OF THE CONSUMERS ON SPORTS DRINKS

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ABSTRACT

The growth of fitness centers in Indonesia has given a very good opportunity to the sports drink industry to grow. In general, a fitness center does not only provide services of sports facilities but also sell supplements and drinks to consumers for their exercises. The type of drinks highly in demand by consumers in the fitness center is sports drinks. The objective of this study was to identify the influences of brand positioning, brand image and perceived value on brand choices of sports drink products on the consumer fitness center. This study used a quantitative approach using a survey method to the customers of the fitness centers, and the data analysis method used was PLS (Partial Least Square). The results of the PLS analysis show that the perceived value, brand image and brand positioning have positive and significant influences on brand choice of drink sports drinks of the consumers of the fitness centers in Bogor.

Keywords: perceived value, brand image, brand positioning, brand choice, PLS, sport drink

ABSTRAK

Pertumbuhan fitness centre di Indonesia menjadi peluang yang sangat bagus dalam pertumbuhan industri sport drink. Pada umumnya pusat kebugaran tidak hanya menjual jasa fasilitas olahraga saja, namun juga disertai dengan penjualan suplemen dan minuman yang mendukung konsumen untuk berolahraga. Minuman yang paling banyak diminati oleh para konsumen di pusat kebugaran adalah sport drink. Tujuan dari penelitian ini adalah untuk mengidentifikasi pengaruh Brand positioning, brand image dan Perceived value terhadap Brand choice produk minuman sport drink pada konsumen pusat kebugaran. Penelitian pengaruh ini menggunakan pendekatan kuantitatif dengan menggunakan metode survey terhadap konsumen pelanggan pusat kebugaran. metode analisis data yang digunakan adalah PLS (Partial Least Square). Hasil analisis PLS menunjukkan Perceived value berpengaruh positif dan signifikan terhadap brand choice minuman sport drink pada konsumen pusat kebugaran Kota Bogor. Brand image berpengaruh positif dan signifikan terhadap brand choice minuman sport drink pada konsumen pusat kebugaran. Brand positioning berpengaruh positif dan signifikan terhadap brand choice minuman sport drink pada konsumen pusat kebugaran.

Kata kunci: perceived value, brand image, brand positioning, brand choice, PLS, sport drink

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INTRODUCTION

Lifestyle of the modern society is no longer limited to the use of products by consumers because the consumers can improve their physical appearance to be more attractive and healthier. The high level of stress of life in urban areas as a result of an exhausting daily routine contributes to the high level of demand for sports facilities. In addition to improving body health,

sports activities in public places often become a means of socializing and recreation for some consumers; therefore, the development of fitness centers in Indonesia has been rising.

Fitness center business in Indonesia has long existed but did not show any significant development from 2000 to 2010 (SWA, 2008). In general, the fitness center does not only sell services of sports facilities

but also sell supplements and drinks that support its consumers in their exercise. The type of drinks which is most in demand by the consumers in the fitness center is a sports drink. According to the National Standardization Body, Sports drinks are carbonated or non-carbonated soft drinks which can improve fitness since they contains sugar, citric acid, and minerals (Koswara, 2009). Some examples of sports drinks in Indonesia include Pocari Sweat, MIZONE, Vitazone, Powerade, Optima Sweat, Fatigon Hydro, Pro Sweat, X-Ion, and so forth. The community and members of the fitness centers are regarded as the largest segment of the industrial market of sports drinks. Based on the data from Aerobic Instructor Association, there are more than 500 fitness centers and gymnastics clubs (Julianti, Hartayo and Guhardja, 2008) in West Java Province. For this reason, this study focused on the consumers of the fitness centers in Bogor City.

The result of the pre-research shows that there are 12 fitness centers existing in Bogor. The number of visitors both on weekdays (Monday-Friday) and at weekends (Saturday and Sunday) is quite diverse ranging from 20 to 150 people. The width, sports equipment variation, and location of a fitness center are very influential in the number of daily customers visiting the center. Almost every gym at the center has a cafeteria that sells soft drinks including sports drinks. The result of the pre-research revealed that sports drinks most in demand by the members of a gym in the fitness center include MIZONE, L-Men water, Pocari Sweat and Hydro Coco. However, there are other soft drink brands which are chosen by the customers such as Florida, Panther, Extra Joss, Orange Water, Pulpy Orange, and You C 1000.

Berita Bisnis.com explained that Pocari Sweat still rules the market share of sports drinks with its Brand Index of 53.40%, followed by MIZONE of 38.70%, Vita Zone of 4.80%, Powerade of 0.60%, and Sweat Optima of 0.5%. It has been known that Pocari Sweat is a superior product of PT Amerta Indah Otsuka which has existed since 1989 and since 2005 it has a market control over the sport drink beverage in Indonesia. However, other beverage sports drinks began to gain their popularity such as MIZONE (Danone Aqua), Powerade (PT Coca Cola Indonesia), Vitazone (PT Mayora Indah Tbk.), Fatigon Hydro (PT Kalbe Farma Tbk.), Pro Sweat (PT Heinz ABC Indonesia), X-Ion (PT Dankos Laboratories), C1000 You of isotonic variant (PT Djojonegoro), and so forth .

There are many factors that influence the customers of the fitness centers in choosing their sports drink (brand choice) including brand positioning, image, and perceived value. Positioning is defined by Kotler and Liner (2007) as a positioning in the consumer's perspective as a result of the marketing conducted by a company on a product offered to consumers. Positioning according to Danibrata (2009) is an activity in forming or making an offer to the consumer so as to form a positive image in the minds of consumers. If consumers have a positive perception of a brand, they tend to choose the brand, and this will have an effect on repeat purchases by consumers. To increase sales of a product requires strategies in positioning it (Mustafa, 2009). Shim (2003) defines brand image as customer perceptions that arise when considering a particular brand. Kotler (2000) defines the perceived value is as a consumer assessment toward the perfectness entity or superiority of goods or services given to the consumers.

Brand is an important consideration in the purchase of a product or in the enjoyment of a service. Therefore, when making a purchase decision, consumers will first consider a brand (Sharma, 2012; Murba, 2014). Choosing a brand of a product and service is closely related to the purchase decision, indicating that if a consumer has already set to consume certain brands, they will generally conduct a purchasing decision behavior. Ehrenberg (1976) & Hawkins et al. (2004) also state that the brand choice decision is part of consumer's decision; therefore, choosing a brand becomes a very important consideration in the purchase of products and services.

The research conducted by Murba (2014) shows that Brand awareness and perceived quality significantly influence consumer purchasing decisions. Nursaman, et al. (2014) suggests that a consumer perception has an important role in building a brand. Saldy (2014) also reveals in his research that brand trust, Perceived value, and Customer Satisfaction have positive and significant effects on brand loyalty. Positive Brand Loyalty based on the perception of consumers will form positioning in their minds. Mayliana and Febriansyah (2014) explain that the positioning, differentiation, and Brand Equity have a direct correlation with purchasing decisions. Sujan, Mita and Bettman (1989) also describe that brand positioning can affect brand choice of the consumers. Therefore, it can be concluded that there are several factors that influence brand choice of consumers for

a product. By this, the objective of the research is to identify the influences of brand positioning, brand image and perceived value on brand choice of sports drinks of the consumers in the fitness centers so that the sports drink industry can define appropriate strategies in winning its market share in the sports drink businesses, especially in Bogor City.

The scope of this research is the consumer perception toward perceived value, brand image, and brand positioning of sports drinks sold at the fitness centers in Bogor City. To identify the consumer perception, a set of questionnaire on the influences of perceived value, brand image, and brand positioning on brand choice of sports drink products was distributed to a number of consumer respondents of the fitness centers in Bogor City.

METHODS

Data used in this study include nominal and ordinal qualitative data used to determine the perceptions of the respondents of the fitness center members on sports drinks they consume, and the perception is related to perceived value, brand image, brand positioning, and brand choice. The primary data of the research were obtained through a survey using a questionnaire instrument as a data collection tool. The questionnaire was drawn up with the model Likert scale of 1–5, where numbers 1, 2, 3, 4, and 5 respectively indicate strongly disagree, disagree, quite agree, agree, and strongly agree.

All of the costumers of fitness centers in Bogor became the research population in the study; therefore, it is necessary to identify the total number of the centers. In reference to the pre-research result obtained by the researcher, there are 12 fitness centers located in Bogor including Botanical Residence (KRR), 32 Gym in Jambu Dua plaza, BSD, Celfit (Celebrity Fitness), Bagus Fitness, Mawar, Yan's Fitness, Larasati, Lake Side, Arena Gym, Ada Fitness Center, and Cimanggu Villa. Based on the average visits to the respective fitness center, there were 1,023 visitors recorded in the pre-research result. Hence, the total of the samples in this study was 99.9, making it into 100 respondents from 12 fitness centers in Bogor.

The study is intended to explain the variable positions and relationship between one variable and another; in other words, to observe the relationship of the independent variables (perceived value, brand image and brand positioning) and the dependent variable (brand choice). A causality research aims to define a causal relationship among a number of situations described in variables, and thus, a general conclusion can be drawn in reference to the respective basis. The sampling technique used in this research is a non-probability sampling method i.e. the sampling is not likely to have an opportunity since all of the customers of the fitness centers have different probabilities to become respondents (Tanjung and Devi, 2013). The study used a quota sampling in which the population was divided into clusters of elements (groups) based on the fitness center groups to become the prospective respondents. Thus, each group will be selected by using a convenience sampling method to eventually obtain the respondents.

Partial Least Square (PLS) method was utilized as the data analytical tool in order to obtain a conclusion of causality between variables in the study, and the utilized PLS method aims to predict and develop theories. It is different from the covariance-based SEM as a tool to test the existing theories and provide confirmation. Meanwhile, PLS can also be utilized to predict endogenous latent variables or identify main variables in an exploratory research or an expansion of the existing structural theories (Sarwono, 2012). A structural model known as an inner model consists of two kinds of latent variables i.e. exogenous and endogenous latent variables. There are three exogenous latent variables utilized in this study i.e. perceived value, brand image and brand positioning, while brand choice is the only endogenous latent variable used. Moreover, the second model is a measurement model known as an outer model. It portrays the relationship between latent and manifest variables, or indicators. Within the framework of PLS, one indicator can only be associated with one latent variable using a box symbol. In line with the multiple linear regressions, the constructed equation within the framework of PLS towards the structural model is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Explanation:

- Y : Brand choice of energized and sport drink products
- a : Constanta
- b1, b2, b3, b4 : Regression coefficient
- X₁ : Perceived value
- X₂ : Brand image
- X₃ : Brand positioning
- e : error

The above equation was utilized to prove the proposed hypothesis as well as to determine the significant influences of perceived value (X1), brand image (X2) and brand positioning (X3) on brand choice of energized and sport drink products (Y). Subsequently, the testing was performed by using PLS method and PLS 3.0 program application. The framework of this study (Figure 1) examined the influences of brand image, perceived value and brand positioning variables on brand choice by the customers of the fitness centers in Bogor. By finding out the influences of the independent variables on the dependent variables, a recommendation will be provided to develop the strategies of the related companies.

Hypotheses constructed in this study can be elaborated as follows: H1: Perceived value has a positive and significant effect on brand choice of sport drink products at the fitness centers. H2: Brand image has a positive and significant effect on brand choice of sport drink products at the fitness centers, and H3:

Brand positioning has a positive and significant effect on brand choice of sport drink products at the fitness center.

RESULTS

General Characteristics of Respondents

In reference to the number of respondents selected by the researcher, 136 respondents were obtained based on the number of questionnaires returned from the 150 distributed questionnaires. The selection was based on their membership at one of the fitness centers in Bogor and their consumption on sports drink products in the previous month.

The most chosen brand of sports drink is Pocari Sweat with a number of reasons, one of which is that the respondents believe that the product is capable of refreshing their body, particularly after performing an exercise and other activities. In accordance with the tag line presented in every Pocari Sweat advertisement, this particular sports drink is beneficial as a substitute of body fluid loss after conducting an activity or waking up in the morning. Body fluid substitution becomes the most common reason stated by the respondents in choosing Pocari Sweat as a frequently consumed sports drink. The general characteristics of sport drink consumers studied included gender, age, status, profession, income/allowance, and educational level.

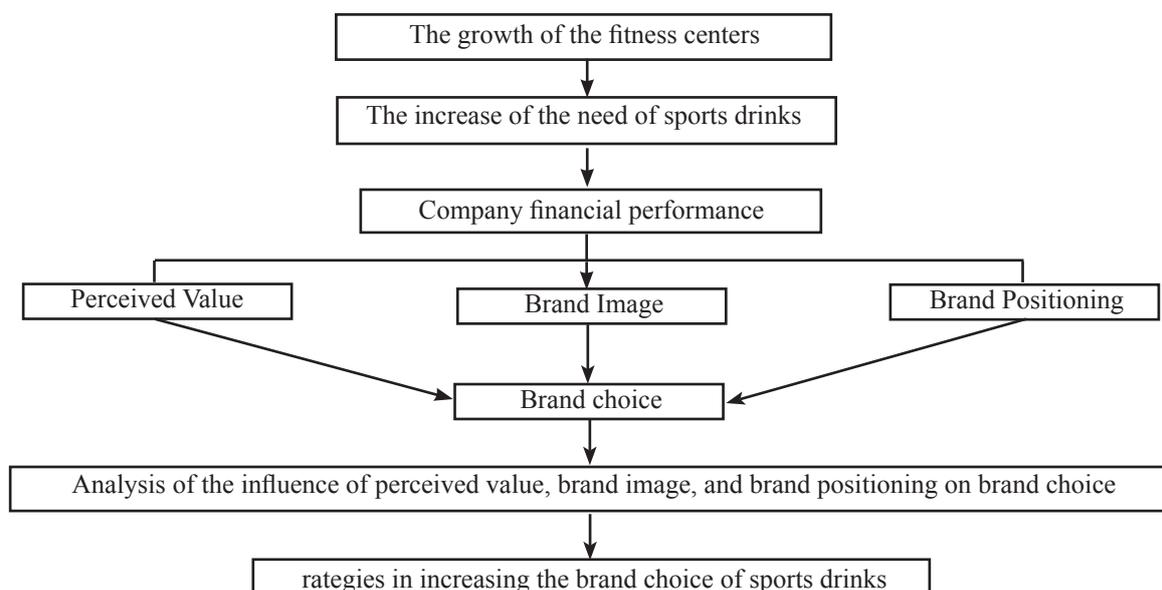


Figure 1. Research framework

Validity and Reliability Tests on the Questionnaires

In reference to the research variables utilized in this study, four types of instruments are established i.e. the scales of perceived value, brand image, brand positioning, and brand choice. These instruments were, then, tested to examine their validity and reliability. Based on the reliability test result presented above, the total of Cronbach's Alpha is 0.961 in which the results of all of the examined questionnaires in this study are considered to be reliable.

Meanwhile, the instrument validity testing can be seen from the figures of Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test. In reference to the validity test result, it indicates that all of the questionnaires are valid with a KMO value of 0.929 and significance value of 0.000. Validity test can also be seen from the analysis of each question item presented in the questionnaire.

In reference to the calculation of the validity test, it can be seen that all of the declarations in each variable are valid, for it has an anti-image correlation value above 0.7, while there are only two statement items considered to be invalid i.e. statements on Brand choice number 9 and number 10 because the anti-image correlation figure is below the requirement i.e. 0.7 (Priyatno, 2011). Both invalid statements were removed from the research questionnaire; therefore, they were not be used in the hypothesis analysis. Both invalid items included "you choose a particular brand of sports drink for your consumption because you want to try it," and "I have always tried several brands of sports drink".

Correlations among the Demography, Sport Type, and Brand Choice

In following, the analysis results of the correlations among the variables are presented i.e. gender and sport type, age and selected sport type, gender and brand choice of sports drink, age and brand choice of sports drinks, and sport and brand choice of sports drink. The correlation between the gender and sport type often performed by the respondents is that in the male category, most respondents choose Body Building as their type of preferred sport, followed by aerobics, boxing, yoga, and jogging. Similarly, the female category also prefers to choose body building, followed by a lighter sport activity such as aerobics, boxing and

yoga. Chi-square results indicate a total of 14.765 with a significance level of 0.005 or < 0.05 (5%). Hence, it can be concluded that there is a relationship between gender and performed sport type. Men tend to choose sports in a way that they can fit their body and shape their muscles. Subsequently, body building becomes the proper choice to form muscles, followed by boxing. In contrast, women prefer to choose body building to shape their body and reduce body fats; also, boxing becomes an option although it is not a priority.

Correlation between the age and sport type frequently performed by the respondents will also be explained. In the age category of 18–29 years, most of them choose the sport type of Body Building, followed by aerobics, boxing, yoga, and jogging. As for the age category of 30-39 years, they choose Body Building, followed by boxing, aerobics and yoga. As for the age above 40 years, they tend to choose Body Building, followed by boxing, aerobics and yoga.

The result of chi-square indicates the value of 13.147 with a significance level of 0.107 or > 0.05 (5%). Therefore, it can be concluded that there is no significant relationship between age and the performed sport type. More teenagers, adults and elders choose a sport body building compared with other types of exercise. The results of this study indicate that a person above 40 years does not necessarily choose Yoga and other soft types of sport, so the chosen sport type must be based on personal needs.

Furthermore, the correlation between gender and brand choice of sports drinks often consumed by the respondents is that both categories of genders of male and female prefer to choose Sport drink, as a complementary drink in performing their sport activity. This means that the sports drinks do not only target a single segment of gender since both male and female can consume sports drink in various activities. There are a number of respondents who mentioned that sports drinks are highly suitable to be consumed in any condition, not only after performing sport but also after other activities such as working, relaxing, and etc. The most preferred brand of sports drink by men is Pocari Sweat, followed by Mizone, while for the women; the most preferred brands of sports drink after Pocari Sweat are Gatorade, L-Men Water, and Mizone with no particular order.

Meanwhile, the explanation of the correlation between the category of age and brand choice of drinks often consumed by the respondents during the sport activity is that the entire categories of age prefer to choose sports drinks, thus indicating that the sports drinks are not targeted to one segment of age only because all age groups can consume sports drink.

Pocari Sweat, as the most preferred brand of sports drink, is not only greatly consumed by the teenagers or adults but also by the elders since it can be consumed safely. There are a number of respondents who mentioned that this drink is highly suitable to be consumed in any condition, not only after performing sport, but also for other activities such as working, relaxing, and etc. The second most preferred brand of sports drink by both age categories is Mizone

Subsequently, it can be concluded that the respondents of all types of sports frequently done including aerobics, weightlifting, body building, boxing, jogging, Muaythai, treadmills, and yoga prefer to choose sports drink to complement their activity. This indicates that the sports drinks are not only suitable for all conditions and activities but also for all kinds of sports fans. In reference to the information collected through the website of www.qimvo.com, the sport type which needs fluids the most is jogging (running). Running or jogging is a sport type that can be performed by young and old people of both genders more easily. In addition, jogging is one of the cheapest sports and only requires energy and few tools which can be obtained in the fitness centers, and the persons who do this activity can greatly sweat provided that they perform a warming-up activity. Therefore, based on the above correlation, it can be concluded that the most proper type of drinks to be consumed during sport activities is sports drinks.

The Results of Data Analysis using the PLS Approach

PLS is an alternative approach that shifts from a covariance-based SEM approach to variant based approach (Ghozali, 2006). Covariance-based SEM generally tests causalities while PLS is a more predictive model. The predictive modeling with a goal of prediction has the consequence that testing can be done without a strong theoretical basis, ignoring a number of assumptions and parameters, and accuracy of the predictive model can be seen from the determination coefficient (Jogiyanto and Willy, 2009). Testing of a

structural model in PLS is carried out using SmartPLS ver2 software for windows.

The initial step in PLS modeling is a model specification on the research to be conducted. Model specifications can be done by designing an inner or outer model. Inner model is a structural model which links the latent variables on a substantive theory i.e. from X variable X (exogenous) to Y variable (endogenous). The exogenous variables (X) in this study consisted of perceived value, brand image and brand positioning, and the endogenous variable (Y) included Brand choice. The flow chart of the results of the data processing using Smart-PLS software (Partial Least Square) in Figure 2.

Based on the result of path diagram constructed by PLS modeling, the next stage will be the elimination process by using the bootstrap technique. Moreover, the values of loading factor after the elimination process using a bootstrap technique can be seen in Table 1.

From the analysis of PLS modeling on brand choice of sports drinks in this study, it can be seen that all of the indicators used are in compliance with the rule of thumb of convergent validity where the loading factor values are above 0.5. Therefore, the model can be analyzed at a later stage.

Hypothesis Testing

The hypothesis testing was used to test the effects of exogenous variables (X) partially on the endogenous variable (Y) by looking at the t-values on each path. T-count value was obtained from the result of bootstrapping with a Smart-PLS Software. The testing with bootstrap also aimed to minimize the problems of abnormalities of research data. The coefficient value of the inner weight of the structural model is said to be significant on the condition that t count value > t-table i.e. 1.96/2.052 with a confidence level of 95%. The results of the hypothesis testing in Table 2.

Based on the results of the hypothesis testing on the effect of perceived value variable on brand choice of sports drinks consumed by the consumers in the fitness centers, a coefficient value of 0.236 with a t-count value amounted to 4.622 was obtained, and this means that there is significant influence of the perceived value on the brand choice as t-count score is greater than that of t-table; therefore, hypothesis 1 (H1) is accepted. The perceived value coefficient indicates a score of

0236, which means that every 1 percent increase in the perceived value of sports drinks will increase the coefficient of brand choice by 0.236 percent with a significance level of 4.622 ($t > 2.052$ (t table)); therefore, H0 and H1 are accepted, indicating that there is a positive and significant effect of perceived value on the brand choice of sports drinks consumed by the consumers of the fitness centers. If there is an increase in the perceived value of sports drinks, there is an increase in brand choice and vice versa. The results of this study are supported by the findings of previous studies in which Puspitaningrum (2006); Angriawan (2007); Proletarian (2014); Saldy (2014) explain that the perceived value has a significant and positive effect on brand choice.

The regression coefficient BI (Brand image) shows the score of 0.598, which means that every 1 percent increase in brand image of the sports drinks, brand choice will increase by 0.598 percent with a significance level of 3.644 ($t > 2.052$ (t table)); as a result, H0 is rejected and H1 is accepted. This indicates that there is a positive and significant effect on the brand image toward the brand choice of sports drinks consumed by the consumers of the fitness centers. If there is an increase in brand image of the sports drinks, there is an increase in brand choice by the consumers and vice versa. The results of this study are supported by the findings of previous studies in which Hoyer & Brown (1990); Leighton, Jane, Bird (2012); Septianie and Magdalena (2013); Proletarian (2014) explain that brand image has a significantly positive effect on brand choice.

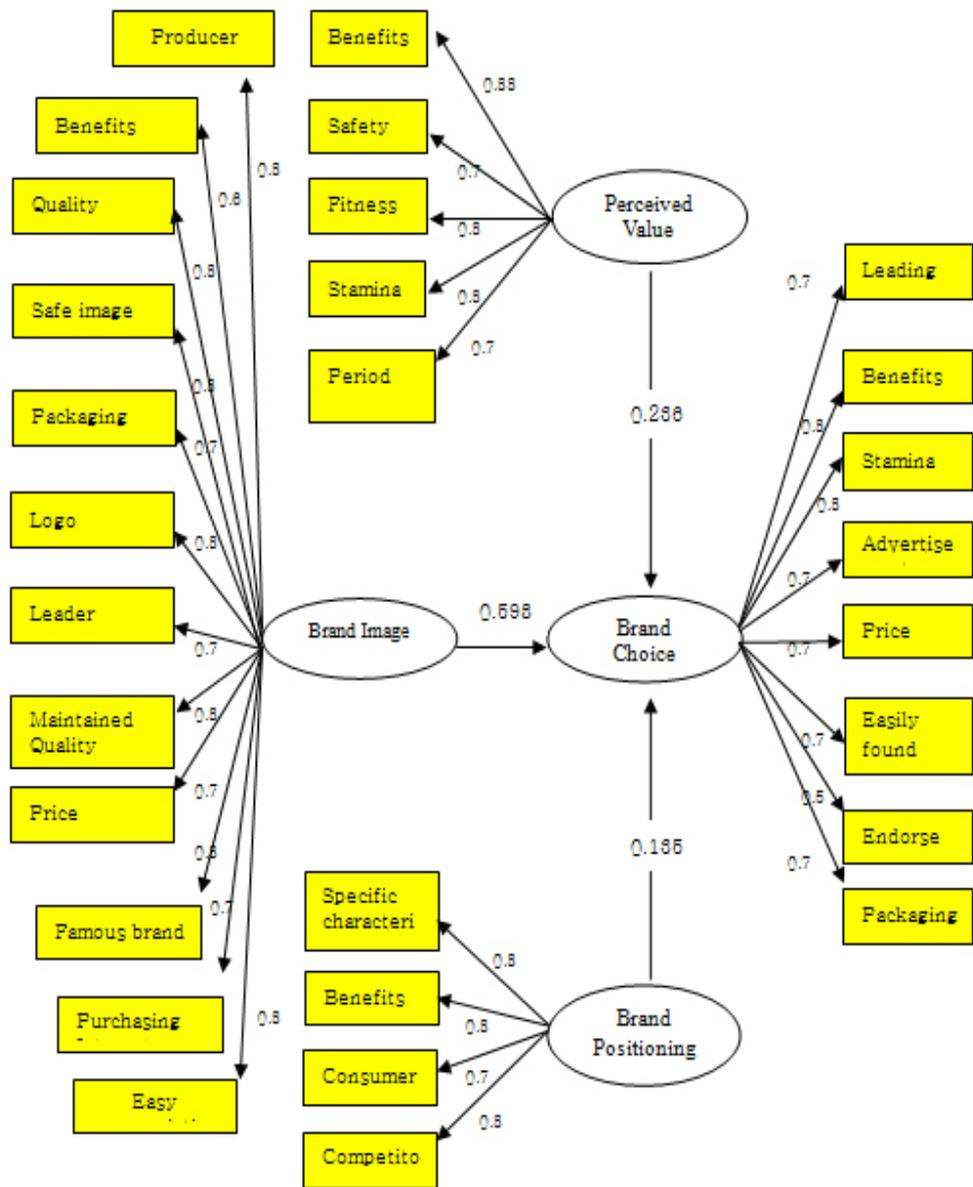


Figure 2. Path diagram constructions from the results of PLS modeling

Table 1. Values of loading factor after the elimination and the result of bootstrap indicators and latent variables

Variables	Indicators	After the Elimination	After the Elimination
Perceived value	Containing benefits after the product consumption	0.886	36.710
	Containing safe materials	0.726	8.392
	Containing benefits for body fitness	0.890	38.560
	Increasing stamina for exercise	0.886	36.695
	Being safe if consumed in a long term	0.725	11.162
Brand image	Having been produced by a trusted and leading company	0.830	19.939
	Having more benefits compared with the competitor products	0.651	9.347
	Having an International standard-based quality	0.843	16.741
	Having good image and safe products	0.750	21.483
	Easy to recognize the product through its packaging	0.818	12.281
	Easy to recognize the product through its brand and logo	0.792	18.416
	Leading in its industry	0.835	15.320
	Capable of maintaining its quality	0.703	20.035
	Offering affordable prices	0.830	11.986
	Having a famous brand	0.830	24.080
	Having a design attracting consumers to purchase the product	0.761	16.663
Brand positioning	Having a brand which is easily to pronounce, recognize and remember	0.830	17.993
	Having a specific or distinguished characteristic	0.801	18.236
	Having more health benefits than the other products	0.824	23.375
	Being consumed by all people not by the sport lovers only	0.764	12.783
Brand choice	Having great competitor in the industry market	0.820	14.971
	Trusted and popular brand	0.764	13.829
	A large number of benefits especially for health	0.803	17.643
	Recharging energy after the exercise	0.843	27.670
	Interesting commercials I	0.743	11.195
	Affordable prices	0.731	13.124
	Availability at any places	0.791	16.975
	Celebrity endorse used include Favorite artists	0.527	5.213
	Attractive packaging	0.740	11.920

Table 1. Results of hypothesis testing

Independent variables	Dependent variables	Coefficient of inner weight	t-count	Notes
Perceived value	Brand choice	0.236	4.622	H1 accepted
Brand image	Brand choice	0.598	3.644	H2 accepted
Brand positioning	Brand choice	0.135	2.283	H3 accepted

The regression coefficient of brand positioning indicates a score of 0135, which means that every 1 percent increase in brand positioning of sports drinks, there is an increase in brand choice of 0.135 percent with a significance level of 2.283 ($t > 2.052$ (t table)); as a result, H_0 is rejected and H_1 is accepted. This means that there is a positive and significant effect of brand positioning on brand choice of sports drinks consumed by the consumers in the fitness centers. If there is an

increase in brand positioning of sports drinks, brand choice by the consumers will also increase and vice versa. The results of this study are supported by the findings of previous studies in which Hoyer & Brown (1990); Mayliana and Danibrata (2009); Manhas (2010); Kosasih and Lisnawati (2011); Mustaniroh (2011); Suswardji et al. (2011); Leighton, Jane, Bird (2012); Febriansyah (2014) state that brand positioning has a significantly positive effect on brand choice.

Managerial Implications

This study has highly important implications for the decision makers, especially in improving sales performance and brands of the sports drinks. Based on these results, in order to increase brand choice on sports drinks, the company management may focus on increasing the perceived value, brand image, and brand positioning of the products. Consumers will find and choose the brands of sports drinks that have values especially in terms of having significant benefits to the body fitness, benefits obtained after drinking the products, and increased stamina for exercise. This is due to the fact that the respondents of the research were the members of a fitness centre in which they are very concerned about health aspects, especially drinks that can be consumed after exercise activities. These drinks may not only be beneficial to recover the consumers' physical fitness after exercise but also can increase their stamina during exercise.

Based on the findings of the prioritization of the perceived value indicators, the company management of sports drinks should always maintain the perceived value by maintaining the benefits contained in the sports drinks and by ensuring that the drinks are safe for consumption and made from high quality of selected materials. Another value the customers expect from sports drink products is that they can obtain special benefits when consuming the products after the exercise. Another expected value is that the products are able to maintain their fitness and stamina during or after exercise, and the drinks are safe for consumption in the long term.

The correlation between brands of sports drinks and sports activities is high; therefore, the government must also be concerned in supporting the increase of the total demand of sports drinks. A number of steps that can be done by the government include making sports drink market business as the main sponsors in sport activities organized by the Ministry of Youth and Sports at the local, national, and international levels such as the ASEAN GAMES and so on. The high level of demand for the sports drinks as well as high interest of the community members to exercise can bring fresh air for the development of the sport drink beverage industry, thus it can penetrate the local and national markets as well as the international markets.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the analysis of Partial Least Square (PLS) presented, it can be concluded that perceived value has a positive and significant effect on brand choice of sports drinks by the consumers. If there is an increase in the perceived value of sport drinks, the brand choice of the consumers will also increase and vice versa. The results of this study indicate that the assessment of the consumers of the fitness centers on the perfectness entity or superiority of sports drink products can increase the brand selection activity in sports drinks.

Brand image has a positive and significant effect on brand choice of sports drinks of the consumers of the fitness centers. If there is an increase in brand image of the sports drinks, the brand choice of the consumers will increase consumer and vice versa. The results of this study indicate that the assessment of the consumers of the fitness centers on the brand image of the products can enhance the brand selection activity of the consumers in sports drinks.

Brand positioning has a positive and significant effect on brand choice of sports drinks of the consumers of the fitness centers. If there is an increase in brand positioning of sports drinks, the brand choice of the consumers will also increase and vice versa. The results of this study indicate that the assessment of the consumers of the fitness centers on the brand positioning of sports drinks can enhance the brand selection activity of the consumers in sports drinks.

Recommendations

Due to the limitations encountered in this study, the following suggestions were made. Firstly, further research should be able to add a number of variables of factors that influence brand choice on sports drinks since the literature reviews indicate that there are more factors that influence brand choice of consumers. Secondly, further research should be able to add the total number of research samples, or it can extend the scope of the area studied. SEM (Structural Equation Modeling) can be used to emphasize the research model.

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