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CONSUMER BRAND CHOICE AND CATEGORIZATION PROCESSES IN A POST SOVIET COUNTRY: KAZAKHSTAN

Lola Askarova

A Thesis

In

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Abstract

Consumer Brand Choice and Categorization Processes in a Post-Soviet Country: Kazakhstan

Lola Askarova

Two multi-brand models of consumer brand choice behavior have emerged and have been tested over the years and in a number of countries. The Brisoux-Laroche brand categorization model permits one to predict consumer brand choice by knowing the focal brand's location in a certain category or set in the consumer's mind. The competitive vulnerability model allows prediction of consumer's brand choice by knowing his or her cognitions of, attitudes and intentions toward, and confidence in evaluation of the focal brand as well as competing brands.

The net utility analysis is yet another approach to forecasting changes in the consideration set membership. Bliemel's (1984) price-quality evaluations framework sheds more light on the brand categorization process and assists in understanding consumers' brand choice behavior from a perspective of the net utility concept.

In this study we test the Brisoux-Laroche categorization model, price-quality framework and the Laroche's competitive vulnerability model in a setting new to the North American tradition of consumer behaviour research, a post-Soviet country with a transitional economy, Kazakhstan.

Testing all three frameworks in this study is led by a general goal – to understand how Kazakhstan consumers arrive at their purchase decisions. It was hypothesized that three frameworks would be useful in explaining brand choice and categorization behaviors of Kazakhstan consumers.

The Kazakhstan beer market serves as a subject of study. The study is concluded with interesting managerial implications that could be useful to manufacturers, brand managers and other marketing practitioners working in Kazakhstan beer industry.

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Mom, Dad, this is for you.

And everybody, welcome to Almaty,

the city of beautiful nature, beautiful people, entertainment, fun and good beer!

Almaty, I love you.

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CHAPTER I

INTRODUCTION

The area of research on consumer brand choice behavior has been traditionally dominated by oversimplistic single-brand models, which considered consumer brand choice in the context of one brand only. According to these models, the choice of a focal brand i could be predicted by the attitude toward the same brand i and purchase intention toward the same brand i.

However, several researchers, such as John A. Howard, Arch G. Woodside, Michel Laroche and their colleagues, have been advocating for the multi-brand models of brand choice, which considered competitive effects across different brands, thus allowing for significant improvement of the consumers' brand choice prediction.

In the past two decades, extensive research has been conducted on how consumers make their brand choice decisions in multibrand situations.

Two models of consumer brand choice behavior that considered competitive effects have emerged and have been developed and tested over the years and in a number of countries. The Brisoux-Laroche brand categorization model lets one predict consumer brand choice by knowing the focal brand's location in a certain category or set in the consumer's mind. The competitive vulnerability model allows prediction of consumer's brand choice by knowing his or her cognitions of, attitudes and intentions toward, and confidence in evaluation of the focal brand as well as competing brands.

Research shows that consumers have effective strategies for dealing with brand proliferation and information overload (Laroche et al 1989; Laroche and Toffoli 1999;

Laroche 2002). These simplification strategies allow consumers to filter out information that does not meet their needs while retaining the information that is important.

"When a buyer considers making a purchase, the number of alternatives that come to mind are probably less than the number that is objectively available" (Howard 1963). Miller (1956) places this number at "seven plus or minus two". The initial research conducted by Howard on the concept of the consideration set "has spawned a rich stream of research currently known as "brand categorization". This has become a major research stream in the field of consumer behavior" (Laroche et al. 1988).

The Brisoux-Laroche (1980) brand categorization model has been developed to explain how consumers make their choices when faced with a large number of brands in a product category and is presently the most complete paradigm of the brand categorization process, which incorporates the essential elements of both Howard (1963) and the Narayana-Markin (1975) paradigms. It has been tested and confirmed with a large number of products and services (Brisoux and Laroche 1986, 1989; Laroche et al 2001; Laroche, Kim and Matsui 1991; Laroche and Toffoli 1999).

The net utility analysis is yet another approach to forecasting changes in the consideration set membership. Bliemel's (1984) price-quality evaluations framework sheds more light on the brand categorization process and assists in understanding consumers' brand choice behavior from a perspective of the net utility concept.

If the Brisoux-Laroche paradigm and Bliemel's framework are concerned more with *what* brand choice is made and *why*, the Laroche's competitive vulnerability model explores the brand choice process from a more dynamic perspective of *how* the choice is made.

Testing all three frameworks in this study was led by a general goal – to understand how Kazakhstan consumers arrive at their purchase decisions for a specific product – beer.

Kazakhstan is a setting new to the North American tradition of consumer behaviour research, as this is a former USSR country with transitional economy actively building market structures so that to make a transition from socialist to market economy.

Markets in Kazakhstan are emerging and are still in the phase of formation, however, this process is mostly chaotic as there is no relevant research that could assist in understanding market structure, nature, and dynamics. There is no established tradition of academic research on consumer behavior, there is no open access to the market data, and marketers' efforts are mostly guided by field research, which sometimes is as secret as the military information.

The Kazakhstan beer market is one of the rapidly developing and growing markets. Kazakhstani consumers are faced with a plethora of domestic and foreign beer brands and are exposed to promotions by various beer manufacturers (Semykina 1999; Zhundibayeva 2001). The competition in the industry is getting even fiercer, as beer manufacturers are increasing their production capacities. Accordingly, when purchasing beer, Kazakhstan consumers are faced with multibrand choice.

This study fills the void by testing the Brisoux-Laroche categorization model, price-quality framework and the Laroche's competitive vulnerability model in the reality of The Kazakhstan beer market.

The major idea is to gain insights into the Kazakhstani consumer brand choice processes in the beer sector while at the same time to validate the aforementioned

models, which are predicted to be characteristic of a general consumer behavior, and hence, generalizable. To our knowledge, no research of such nature has been officially conducted on the post-Soviet territory.

It's hypothesized that three frameworks will be useful in explaining brand choice and categorization behaviors of Kazakhstan consumers.

However, we do not reject the possibility of existence of some interfering factors that may influence the way Kazakhstan consumers select brands (one of such factors that we consider may be culture). Hence, one of the objectives of this study is to investigate these factors and come out with valuable propositions for future research.

Another critical objective is to provide marketing practitioners working in Kazakhstan with marketing tools helpful in understanding and predicting consumers' brand choice behavior. As Kazakhstan is a member of the Commonwealth of Independent States (CIS) and may be considered to be representative of post-Soviet countries to a certain degree, conclusions of this study may provoke interest in and provide the basis for future research on these countries.

Hence, the major objectives of this study are to: (1) Test for the first time and validate the Brisoux-Laroche brand categorization model, Bliemel's price-quality evaluations framework and the Laroche's competitive vulnerability model in a post-Soviet country (Kazakhstan); (2) Explore Kazakhstan's score on Individualism/Collectivism dimension; (3) Gain more insight into the nature of consumer decision-making processes in Kazakhstan, provide valuable ideas and solutions for marketing managers at both multinational and national, local companies and assess the actual market situation from the scientific and objective point of view, features, which

field research often lacks; and (4) Suggest several directions for future research in order to make contribution to the consumer brand choice theory.

CHAPTER II

Brand Choice Processes: Theoretical Background

2.1. Brand Categorization Models

In today's highly competitive marketplace consumers face a large assortment of purchase alternatives even within one product category. Because there are many brands in some product categories, and due to their limited cognitive capacity, consumers can't process all of the brands they are aware of completely. According to Miller (1956), the maximum number of stimuli that an individual can handle is seven, plus or minus two. Faced with multiple alternatives, consumers tend to categorize brands, i.e. to assign them to different categories, or sets, in their minds.

Research shows that the final purchasing act is a multi-stage process: first, the consumer selects brands among which to make the final selection (forms a consideration set), and only then makes his/her choice (Laroche and Toffoli 1999).

Two fundamental questions relative to the phenomenon of the consideration set can be defined as: (1) why consumers tend to simplify brand choice process and limit the number of brands, (2) how consumers do this (how they form their consideration sets).

There is a large body of research addressing the first question, such as Miller (1956) and Wallace (1961) arguments that the consumer limits the number of brands and/or attributes in consideration due to limited cognitive capacity, and Stigler's (1961) concept of the economics of information (Howard and Sheth 1969).

As for the second question, the process of consideration set formation has been viewed as a two-stage choice process, with consideration set formation being its first stage (Laroche and Brisoux 1981).

In the first stage of the two-stage choice model, the consumer decides which brands to consider for purchase, i.e. forms a consideration set. The consumer uses a conjunctive decision rule by eliminating those brands that do not meet some critical level on one or more evaluative criteria (Laroche and Brisoux 1981). In the second stage, when a purchase situation arises, the consumer compares remaining brands in order to make a choice.

Howard (1963) was the first to introduce the concept of the consideration set (proposed by March and Simon in 1958) to the field of consumer behavior. Based on the research in the fields of anthropology and psychology (Miller 1956; Wallace 1961), he argued that when making a choice, consumers tended to consider only a few alternatives instead of the total brand set available. Howard divided the large total (available) set into awareness and an unawareness set. He then defined the consideration set as "the subset of brands that a consumer considers buying out of the set of brands that he or she is aware of in a given product class" (Howard and Sheth 1969).

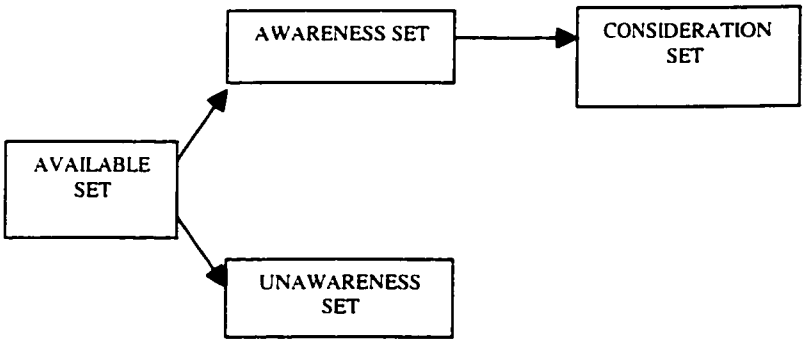


Figure 1. Howard's Brand Categorization Process

Narayana and Markin (1975) further expanded the Howard's paradigm by identifying three subsets of the awareness set: consideration, inert and inept (Figure 2). All brands in the consideration set are evaluated positively by consumers and actively participate in the purchase consideration process. Brands in the inept set are negatively evaluated by consumers and are rejected from purchase consideration.

Brands in the inert set are neutral – they are neither accepted nor rejected. Narayana and Markin (1975) suggest that a consumer is "aware of them, but he may not have sufficient information to evaluate them one way or the other (in other words he holds no attitude about them). Or, he may have enough information, but he does not perceive them as better than the brands in his consideration set (i.e., low attitude). In other words, the consumer has not perceived any advantage in buying them".

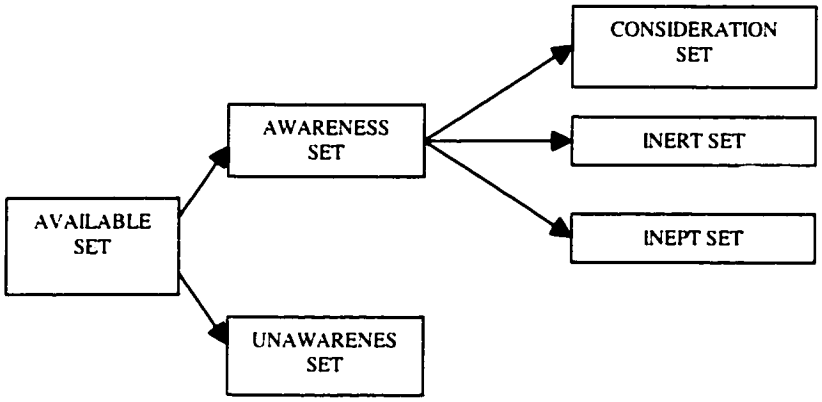


Figure 2. Narayana and Markin's Paradigm

The idea of these sets was based on the "Social Judgement-Involvement Approach" developed by Sherif et al (1965). They defined three latitudes for attitude assessment: positions of acceptance, rejection and non-commitment.

2.2. The Brisoux-Laroche Brand Categorization Model

In 1980, Brisoux and Laroche expanded the concept of the awareness set by dividing it into a processed set and an unprocessed (foggy) set (Figure 3).

Traditional economic theory assumes that consumers have complete information about products in the marketplace. In the market reality, however, this is not true.

There is a large number of brands the consumer is aware of, but not all of them get processed due to the consumer's limited cognitive capacity (Miller-Wallace argument). Consumers evaluate (process) the brands in the processed set on at least one salient attribute and then form their opinions (attitudes, confidence levels, and purchase intentions) about these brands.

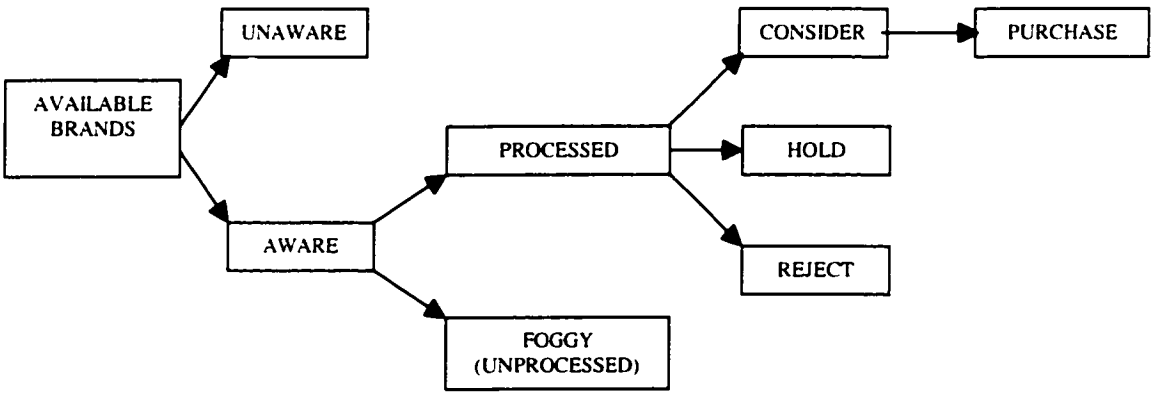


Figure 3. The Brisoux-Laroche categorization model

The foggy (unprocessed) set includes brands that the consumer is aware of and can relate to a certain product class, but which have not been processed on any important attribute. Consumers can recognize them with or without aided recall, but would not

consider them for purchase, as they have no clear opinion on and attitude about them (Laroche and Toffoli 1999).

The reasons why a brand may be included into the foggy set may be as follows (Brisoux and Laroche 1980):

(1) The consumer may have "not seen any advertisement about them or does not remember seeing any, or if s/he does, it was not informative enough to allow him/her to judge the brand";

(2) "S/he has not tried some of these brands or if s/he had the personal experience it was inconclusive";

(3) "S/he does not remember whether anybody has mentioned it, consumed it or ordered it".

Brisoux and Laroche framework (1980) differentiated the consideration, hold, reject and foggy sets in terms of quantity of information processed, attitudes, confidence in brand evaluation, and intentions. These variables were used as they are considered to be critical elements in most consumer decision models (Howard 1963; Howard and Sheth 1969).

Unlike the foggy set brands, those included in the processed set have all been processed by the consumer on at least one attribute. According to Laroche and Brisoux (1981), there are three sets within the processed set: consideration set, hold set, and reject set. The concepts of these sets are somewhat similar to the concepts of consideration, inert, and inept sets introduced by Narayana and Markin (1975).

The consideration set consists of brands, which are considered as purchase alternatives. Quantity of information processed by the individual, confidence in evaluation with respect to these brands, attitudes and purchase intentions are expected to be the highest for these brands as opposed to brands in the other sets.

Hence, we hypothesize that:

H1: Cognitive evaluation and confidence in the evaluation of a focal brand i, and attitude and intention toward a focal brand i are the highest for the consideration set as compared to other categorization sets.

In the reject set, brands are considered as unacceptable purchase alternatives and consumers hold negative attitudes toward them, so attitudes and intentions are expected to be at their lowest for these brands. It is hypothesized that confidence and information will be lower for brands in the reject set as compared to brands in the consideration and hold sets, but higher than for brands in the foggy set, as brands in the reject set were processed by consumers on at least one salient attribute.

H2: In the reject set attitude and intention toward a focal brand i are the lowest among all categorization sets, while brand cognition and confidence are average.

The hold set includes brands that may have positive, negative or neutral attitudes associated with them, and that are not considered as purchase alternatives. This is in contrast to Narayana and Markin paradigm of the inert set, which contains those brands that are neither accepted nor rejected, and about which neither positive nor negative attitudes are held.

As opposed to foggy set brands, brands in the hold set have been evaluated on at least one of the salient attributes. This is one of the major contributions of the Brisoux-

Laroche paradigm, as it clarifies the inconsistencies inherent in the Narayna-Markin paradigm (Laroche et al. 1988).

Brisoux and Laroche (1980) outline reasons why a brand might get in the hold set:

- An attitude toward the brand may be positive, but still the brand is not included in the consideration set because it may be perceived as inadequate for the consumer's needs, not appropriate for the consumption situation, over-priced or it may not be consumed by a reference group.
- The consumer might neither like nor dislike those brands in the hold set, i.e. s/he is neutral toward them.
- The consumer may have a somewhat negative attitude toward a brand in a hold set but may not reject it because its price is low enough or it is suitable for other situations, e.g. emergencies or limited choice.

Rationales for the inclusion of brands in the hold set under different attitudes have been borrowed from Emery's mapping model (1969) in which price and quality factors could act as restraining influences against outright acceptance or rejection of the brand (Laroche et al 1983). They also mentioned the appropriateness of a brand to the immediate consumption situation and the dynamic nature of the model (brands may be recategorized into other sets over time).

A brand from the hold set may be moved into the consideration set or reject set as the consumer collects new information on this brand, or it may be moved into foggy set as the consumer forgets about it.

Quantity of information processed by the consumer, attitudes, confidence levels, and purchase intentions are expected to be higher for brands in the hold set as opposed to those in the reject and foggy sets, yet lower than for brands in the consideration set.

Thus, we hypothesize that:

H3: In the hold set attitude toward a focal brand i is average, while cognitive evaluation, confidence and intention are average to low.

Quantity of information processed and confidence are expected to be the lowest for the foggy set brands, as these brands were not evaluated on any salient attribute. Attitudes will be lower for brands in the foggy set as compared to those in the hold and consideration sets, but higher than those in the reject set. Intentions are expected to be low relative to the consideration and hold sets, but possibly higher than for brands in the reject set.

H4: In the foggy set, cognitive evaluation and confidence in the evaluation of a focal brand i are the lowest; attitude is low to average and intention is low.

Our hypotheses are summarized in Table 1.

Table 1. Summary of hypotheses for the Brisoux-Laroche model

Variable	Consideration set	Hold set	Reject set	Foggy set
Information	Highest	Average to Low	Average	Lowest
Attitude	Highest	Average	Lowest	Lower than Average
Confidence	Highest	Average to Low	Average	Lowest
Intention	Highest	Average to Low	Lowest	Low

2.3. Brand Net Utility: The Bliemel's Price-Quality Framework

The brand categorization model is concerned with the outcome of consumers' categorization process. It helps identify brands distribution among the categorization sets and assess consumers' levels of information, attitudes, confidence, and purchase intention toward each brand.

However, brands are not evaluated on these dimensions only. Price and quality play very important role in brand evaluations. A brand's price and quality may affect a consumer's brand choice to a significant degree.

The price-quality evaluations concept introduced by Bliemel (1984) and expanded by Laroche et al (1989), is concerned more with the process leading to the brand choice. This model adds an additional critical dimension to the brand categorization process by including each brand's price-quality characteristics or the subjective (net) utility of the brands and emphasizing its importance in the brand choice decision.

According to Bliemel, consumers map objective price and quality scores of each brand into subjective value space, similar to the concept of utility space in economics. Establishing a price-quality function allows consumers to simplify their decision task under the condition of information overload by providing a choice criterion – net utility of the brand. Consumers consider buying those brands, which provide higher utility than the value of money spent on them.

In their 1989 paper, Laroche et al demonstrated the importance of the net utility concept in the brand categorization process. Net utility is a product of "subtracting the utility of foregone value measured by price from the perceived utility of the product"

(Laroche et al 1989). Consumers assign net utility scores to each brand and then choose among those brands that exhibit the positive net utility.

Laroche et al (1989) suggested and proved that the formation of brand categorization sets proposed by Brisoux and Laroche (1980) was influenced by price-quality evaluations. The net utility scores of brands in the consideration set were shown to be the highest, decreasing for the hold set and becoming negative for both reject and foggy sets (Laroche et al 1989).

Both the Brisoux-Laroche brand categorization model and Bliemel's price-quality evaluations framework are approaches to forecasting changes in the consideration set membership. Although the understanding of brand categorization processes is critical, it's not enough to just know what set the brand is in. It is also critical to understand how the consumer arrives at her/his purchase decision and what may be the factors affecting the final choice.

The Laroche's competitive vulnerability model (Laroche et al 1980) provides insights into how the consumer's purchase decision is taken by linking such important consumer behavior variables as brand cognitions (quantity of information about the brand), attitudes toward the brands, confidence in brand evaluation, and intention to purchase.

2.4. The Brand Choice Process from the Perspective of Single-Effect Models

Traditionally, the attitude-intention relationship had been explained by single-effect models, most of them variations of the Fishbein and Ajzen (1975) model (Fishbein and Ajzen 1975; Reibstein 1978; Ryan and Bonfield 1975; Farley and Ring 1970). The latter assumes that intention can be used as a proxy for behavior and is a function of the consumer's attitude toward performing the behavior and a subjective norm. Other models predict behavior by considering it to be a function of consumer's attitudes over several product attributes.

The traditional treatment of the attitude-intention relationship is expressed mathematically as:

$$I_i = \alpha_i A_i + \beta_i$$

Where I_i is intention toward brand i,

A_i is attitude toward brand i,

α_i, β_i are scaling parameters

This formulation was criticized for being highly simplistic and unrealistic for several reasons:

(1) It appears to be treating all brands equally, which is contrary to the findings of brand categorization studies (e.g., Brisoux and Laroche 1980) that proved the existence of several different categorization sets. In particular, the attitude-intention relationship is assumed to hold whether or not the brand is in the consideration set, despite of the fact that only brands in the consideration set were shown to have a highly positive purchase intention, while brands that are not in

the consideration set were shown to have zero or close to zero intention (e.g., Brisoux and Laroche 1980).

(2) It appears to be treating all consumers equally, whereas different consumers' needs, beliefs and amount of information, and different decision-making processes lead to the formation of different consideration sets.

(3) It considers a brand choice behavior in one brand context only, which is unrealistic as in reality consumers do not form their attitudes toward a focal brand in isolation from competing brands. Laroche and Brisoux (1981) have demonstrated the importance of consideration of competitive effects in brand attitudes and intentions formation after they developed and successfully tested the multiple-effect model of attitudes and intentions.

(4) The relationship between A_i and I_i is probably non-linear.

More specifically, the Fishbein and Ajzen (1975) model has been criticized for its major flaws: (1) due to the specifics of the model, intentions should be so globally defined that it may not be appropriate to use this model in a brand-specific situation, and (2) subjective norm and multi-attribute measures are difficult to measure and usually require a large amount of data to be gathered in order to predict behavior, besides a consumer may not be aware of all the reference groups.

However, the major criticism of the single-effect models has been their ignorance of competitive effects. The proponents of these models argued that by measuring attitude directly, one may capture the end result of a complicated process when processing of information for all brands is done prior to the formation of attitudes. In other words, it

was argued that single-effect models implicitly assumed indirect competitive effects through attitude. However, as the consideration set was not modeled, and captured effects were related to all brands, rather than those in the consideration set only, the validity of single-effect models was seriously questioned.

2.5. The Laroche's Competitive Vulnerability Model

In 1974, Woodside and Clokey demonstrated that a consumer's beliefs toward competing brands partially impact his/her attitude toward a focal brand and in turn determine his/her intention to buy that brand.

They introduced the multi-attribute multibrand model, which included effects of competition on the choice of a focal brand and demonstrated significant improvement in brand choice prediction when compared with single-effect models (Laroche 2002).

However, Woodside and Clokey considered competitive effects at the stage of attitude formation only, and did not directly measure or model the consumer consideration set preferring to test only a few popular brands (Laroche and Brisoux 1986).

Laroche and his colleagues demonstrated that inclusion of the consideration set concept and consideration of competitive effects significantly improved the predictive power of brand choice models (Laroche 2002). They developed and tested the competitive vulnerability model (the term was originally introduced by Howard in 1989), or the multibrand model of intentions (Laroche, Bergier, and McGown 1980; Laroche, Hui, and Zhou 1994; Laroche and Sadokierski 1994; Laroche and Brisoux 1986, 1989; Laroche et al. 2001; Laroche 2002; etc.).

The major proposition of the model is that intentions are formed based on the distribution of attitudes rather than on a single attitude value, and hence, competitive effects need to be considered when modeling a consumer's brand choice.

"However, the behavioral questions used in market research field projects... fail to recognize that consumers are by no means always single-brand buyers. Here the consumer decision-process concept of a *repertoire of brands*... might provide more precise behavioral data" (Lunn 1974).

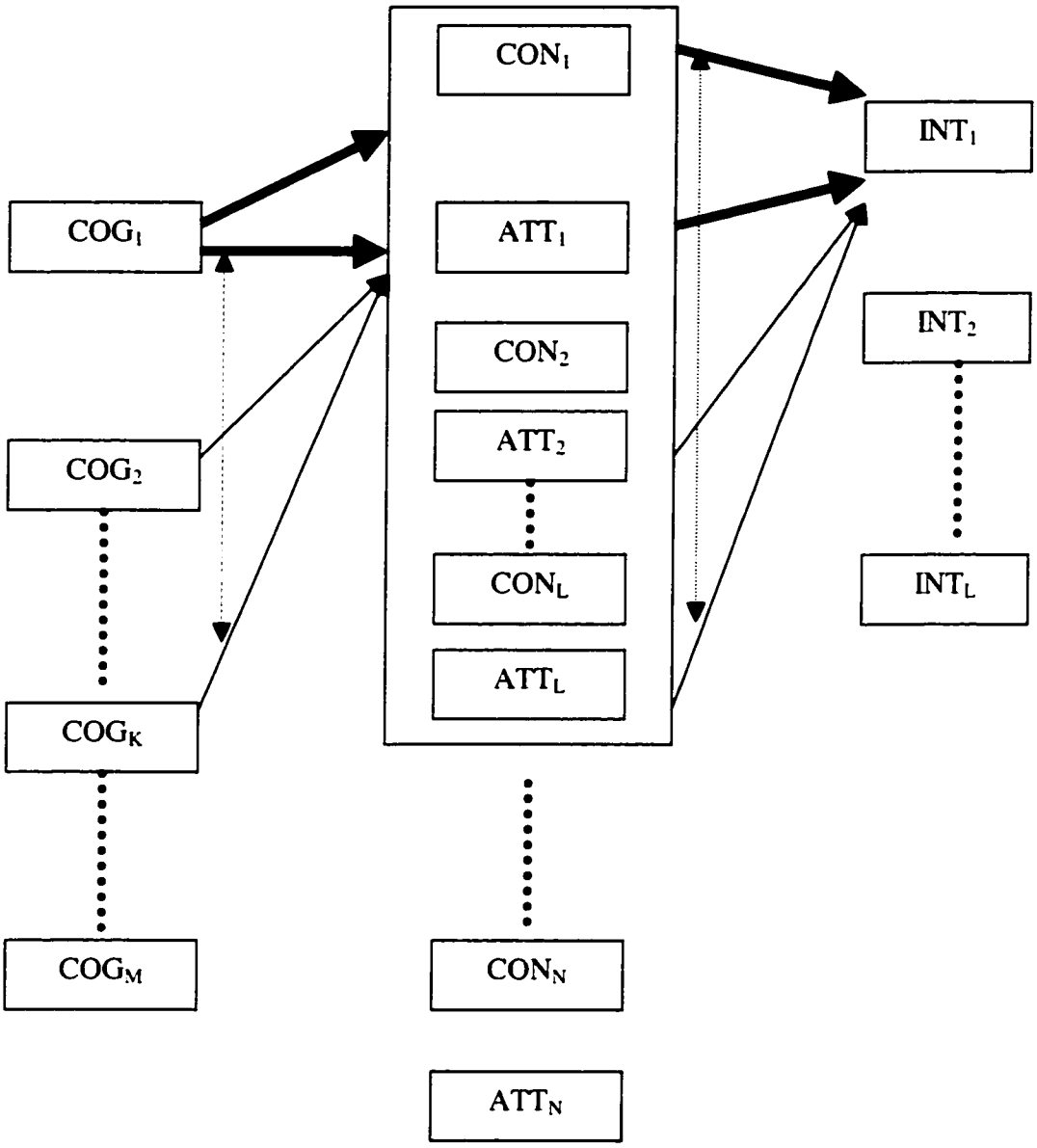
Alternative mathematical interpretation for the model as opposed to single-effect models was as follows (Laroche 1985):

$$I_i = \sum_{j=1}^{N} a_{ij} \epsilon_j A_j + b_i$$

Where N is the number of brands in the awareness set; a_{ij} and b_i - scaling parameters; ϵ_j - a dummy variable for the consideration set; $i \neq j$; and $a_{ij} \leq 0$ for $i = 1, ..., N$.

Figure 4 provides the illustration of the Laroche's competitive vulnerability model. It is a two-stage choice model.

Figure 4. The Laroche's Competitive Vulnerability model.



LEGEND:

COG_1 = Cognition of Brand 1

ATT_1 = Attitude toward Brand 1

CON_1 = Confidence toward Brand 1

INT1 = Intention toward Brand 1

→ = Single effect model

First salient attributes are learned through goal-relevant information from several brands and sources, and then *some* brand cognitions are developed. This is consistent with the concept of consumers dealing with information overload and the assumption of consumers' decision-making process based on incomplete information (Laroche 2002).

After *some* cognitions are developed, *some* brands are evaluated on *some* dimensions, which leads to brand categorization. In the process of evaluation only few brands are selected to form a consideration set.

The consideration set is an important concept ("consideration must always be considered", Laroche 2002). Its inclusion into the model has been shown to improve the predictive power of the model by as much as 60% (Laroche 2002).

According to the cognitive approach to attitude formation (Laroche et al 2001), attitudes develop from the beliefs that people hold about an object. An individual assigns a positive or negative valence to each salient attribute associated with the object and all beliefs accumulate to form her/his attitude vis-à-vis the object. In addition, her/his prior beliefs of other competing brands may also simultaneously influence her/his attitude toward the focal brand.

Laroche and his colleagues (Laroche, Hui, and Zhou 1994; Laroche, Kim, and Zhou 1996; Laroche et al 2001) empirically demonstrated that an individual's cognitive evaluations of a focal brand as well as other brands determine his/her attitude toward the focal brand and that cognitive evaluations of the focal brand positively impact consumer's attitude toward the same brand and negatively impact their attitudes vis-à-vis the competing brands.

Hence, our first two hypotheses may be stated as follows:

H5: Cognitive evaluations of a focal brand i are positively related to attitude toward the brand i

H6: Cognitive evaluations of a focal brand i are negatively related to attitudes toward the competing brands in the consideration set

Information about *some* brands leads to the formation and redistribution (change) of global attitudes for all the brands within the consideration set.

In their 1984 study, Gresham et al questioned the effectiveness of multi-attribute attitude measures in predicting consumers' brand choice. Global and multi-attribute attitude measures were tested as predictors of purchase intentions, and the former ones were found to be superior to the latter in their predictive power. Results made authors conclude: "It's a consumer's global affect that ultimately leads him to purchase, so use this as a predictor of purchase intentions or behavior" (Gresham, 1984).

A multiple-effect model of attitudes and intentions developed by Brisoux and Laroche (1980) utilizes global attitude measures. In this study we also used global attitude measures due to their superiority in predicting the purchase intention.

Parallel to the process of global attitudes formation and change for the same brands in the consideration set is the process of confidence formation.

The confidence construct was first proposed by Howard and Sheth (1969) as one of the determinants of purchase intentions.

In the 1970's confidence have been defined as "one's perceived ability to judge product alternatives within a category" (Howard and Ostlund 1973) and more specifically – "the buyer's subjective certainty – his state of feeling sure – in making his judgment of the quality of a particular brand" (Howard 1974). A more recent definition states that

confidence is "the buyer's degree of certainty that his (or her) evaluative judgment of the brand is correct" (Howard 1994).

This definition suggests that confidence relates to the buyer's overall belief in a particular brand as well as involves the buyer's ability to evaluate the attributes of the brand. Consumers who know a brand's attributes, the importance of such attributes, and the performance of the brand on such attributes can discriminate among these brands easily and confidently in a given product category. Researchers have confirmed that confidence in a particular brand is a function of familiarity with the brand (Laroche, Kim and Zhou 1996; Laroche et al 2001). At low levels of familiarity, consumers are not able to adequately discriminate among the available brands. Conversely, experienced consumers rely on their prior knowledge of the attributes of various brands to confidently make an appropriate choice.

The more the consumers know about a focal brand (brand cognition), the higher their confidence in the focal brand is. At the same time we may expect the reverse relationship between cognitive evaluations of the focal brand and levels of confidence in the competing brands.

H7: Cognitive evaluations of a focal brand i are positively related to confidence in the focal brand in the consideration set

H8: Cognitive evaluations of a focal brand i are negatively related to confidence in the competing brands in the consideration set

Howard and Sheth (1969) suggested that confidence in the focal brand is positively related to intention. Evidence of a positive relationship between confidence

and intention has been provided by several consequent studies (e.g., Howard 1974; Laroche and Sadokierski 1994; Laroche et al 2001).

Same studies have also shown that competitive effects affect the confidence-intention link. The more the consumer is confident in his/her evaluation of the focal brand, the higher the chances of this brand to be purchased, and accordingly the lower the chances to be purchased for other competing brands. Hence, we may suggest that:

H9: Confidence in a focal brand i is positively related to purchase intentions toward the focal brand i in the consideration set

H10: Confidence in a focal brand i is negatively related to purchase intentions toward the competing brands in the consideration set

Laroche et al have demonstrated that inclusion of confidence construct into a brand choice model improves its explanatory power, and that confidence may affect intention in both direct and indirect ways, i.e. either directly or through attitude construct (Laroche et al. 1994; Laroche 2002). Laroche, Kim and Zhou (1996) have shown that influence of confidence on purchase intention is explained by a multiple (combination of direct and indirect) process.

Based on this discussion, we may hypothesize that:

H11: The addition of the confidence to the model improves its predictive power

Attitude is considered as a means of altering consumer confidence in brand evaluations, whereas confidence is seen as one of the several strength-related attitude properties (Laroche et al 2001). It is likely that higher or lower attitudes toward a

particular brand lead to higher or lower confidence levels in evaluating that brand. Similarly, higher or lower confidence levels in a specific brand increase or decrease attitudes vis-à-vis the same brand.

H12: Consumers' attitudes toward and confidence in a focal brand i in the consideration set are positively correlated

Based on confidence levels and the distribution of global attitudes, purchase intention is formed. Depending on the intention level as well as other situational variables (e.g., availability of the brand, whether it is on a promotion, etc.) purchase decision is taken and brand choice is made.

Purchase intention is defined as probability of making a purchase of a particular brand (Laroche et al 2001). The concept of intention to purchase a brand is considered to represent an intermediate link between attitude and purchase.

In the field of consumer choice behavior, researchers have long established a significant positive relationship between brand attitude and intention (Abe and Tanaka 1989; Fishbein and Ajzen 1975). Reibstein (1978) indicated that behavioral intention, as measured by a constant sum scale, can predict the probability of brand choice on an individual basis. Similar evidence on this link has been reported by Ryan and Bonfield (1975), Farley and Ring (1970) and Laroche and Howard (1980).

Laroche and Brisoux (1989) in their study on the development of the multi-effect multibrand model of attitudes and intentions showed that the direct/competitive effect positively/negatively affects intention toward the focal brand. Therefore, a consumer's

purchase intention toward a focal brand is determined not only by his/her attitude toward the same brand, but also by his/her attitudes toward other brands.

We can then propose the following hypotheses:

H13: Attitudes toward a focal brand i are positively related to purchase intentions toward the focal brand i in the consideration set

H14: Attitudes toward a focal brand i are negatively related to purchase intentions toward the competing brands in the consideration set

And finally, according to Laroche et al (Laroche and Brisoux 1986; Laroche 2002), the inclusion of the competitive effects to the model should increase its predictive power. The following hypothesis is a consistency check for the superiority of the multi-effect multibrand model over single-effect models:

H15: The inclusion of the competitive effects (addition of all attitudes toward and confidence in the competing brands) to the model improves its predictive power (a multi-brand model allows for better prediction than a single-brand model)

CHAPTER III

The Individualism/Collectivism (I/C) Dimension

Post-Soviet countries served as an inspiration for this study. Highly socialist (collectivist) in the past and now independent for more than 10 years already, post-Soviet countries are becoming more and more individualist. Socialist past and increasingly individualist present pose questions of where post-Soviet countries are nowadays in terms of cultural dimensions and whether consumer behavior models developed in the North America and tested mostly in the developed countries could be of use in predicting the post-Soviet consumers' purchase behavior and choice. In other words, do the post-Soviets take purchase decisions in a mode similar to their Western counterparts, or not? And if there are evident departures from the tested models, then what factors contribute to the phenomenon?

In behavioral sciences, culture is considered one of the important constructs since culture is "the dominant primary norms of learned behavior developed, shared, and transmitted among members of a particular society" (Howard and Ostlund, 1973), or "socially transmitted beliefs, behavior patterns, values, and norms of a collection of individuals identifiable by their rules, concepts, and assumptions" (Cai, Wilson, and Drake, 2000). The underlying cultural values affect an individual's behavior, and since culture represents shared values (Cai, Wilson, and Drake, 2000), the impact of culture on the behavior of a whole society or nation may be significant.

There is some evidence that different cultures may use different processing styles in searching and using information to make decisions (Yates et al 1998; Laroche 2002).

Although the Brisoux-Laroche brand categorization model and the Laroche's competitive vulnerability model have been tested and confirmed in both individualist and collectivist cultures, we were interested in testing them in the transition economy/transition culture country.

Most probably, the post-Soviets are assumed to be as collectivistic as they were under the Soviet regime. However, Fernandez et al. (1997) in their study on Hofstede's country classifications in 9 countries have shown that as the time passes by and with the influence of certain factors, environmental changes may force any given country to shift from one culture type to another on one or more dimensions.

There are some cultural studies on post-Soviet countries (Elenkov 1997; Ardichvili 2001), however there is an obvious lack of the systematic scientific cultural research on these countries.

One of the objectives of this study was to assess the cultural dimensionality of the country of interest, to highlight certain trends and to make tentative conclusions for the future research in this field. For this purpose we used I/C construct, one of the Hofstede's dimensions of culture.

In his study of more than 117,000 IBM employees in 66 countries, Hofstede (1980) found four "ecological" dimensions of cultural variation: power distance, uncertainty avoidance, individualism, and masculinity:

- Power distance: "the extent to which members of a society accept (as legitimate) that power in institutions and organizations is distributed unequally" (Hofstede 1983).

- Uncertainty avoidance: "the degree to which the members of a society feel uncomfortable with uncertainty and ambiguity, which leads them to support beliefs promising certainty and to maintain institutions protecting conformity".
- Masculinity/femininity: "a preference for achievement, heroism, assertiveness, and material success as opposed to... a preference for relationships, modesty, caring for the weak, and the quality of life" (Hofstede 1980).

The dimension of individualism (I/C construct) captured particular interest of cross-cultural psychologists as this construct provided structure for the rather fuzzy construct of culture. It provided a theoretical framework for a field that had been unable to operationalize the concept of culture. Consequently, I/C construct proved to be a more concise, coherent, integrated and empirically testable dimension of cultural variation (Kim et al 1994).

"Individualism pertains to societies in which the ties between individuals are loose: everyone is expected to look after himself or herself and his or her immediate family. Collectivism as its opposite pertains to societies in which people from birth onwards are integrated into strong, cohesive ingroups, which throughout people's lifetime continue to protect them in exchange for unquestioning loyalty" (Hofstede 1980).

According to Hofstede (1980), individualist societies emphasize "I" consciousness, autonomy, emotional independence, individual initiative, right to privacy, pleasure seeking, financial security, need for specific friendship and universalism. Collectivist societies, on the other hand, stress "we" consciousness, collective identity,

emotional dependence, group solidarity, sharing, duties and obligations, need for stable and predetermined friendship, group decision, and particularism.

It is considered by many to be a bipolar dimension, with individualism on one end and collectivism on the other. Individualism is very high in the United States and generally in the English-speaking countries (Hofstede 1980). The United States, Canada and Western European countries were found to be high on the individualist end of this dimension, while Asian, Latin American and African nations were found to be highly collectivist countries.

All of us carry both individualist and collectivist tendencies; the difference is that in some cultures the probability that individualist selves, attitudes, norms, values, and behaviors will be sampled or used is higher than in others. Individualism was shown to be a consequence of such factors as the number of available groups; affluence; social mobility; and geographic mobility (Triandis 1994).

The utility of the I/C construct is increasingly becoming clear. It assists in predicting attitudinal, value and behavioral results for a given culture and making cross-cultural comparisons. I/C construct is widely used in marketing.

The issue of post-Soviets' score on the I/C dimension once addressed could be very instrumental in understanding the cultural shifts taking place in this region and could potentially be used by marketing practitioners present and interested in the Commonwealth of Independent States (CIS), or post-Soviet territory.

CHAPTER IV

The Context of the Study: The Country and The Product

4.1. The Country: Kazakhstan

Although both the Brisoux-Laroche brand categorization model and the Laroche's competitive vulnerability model have received significant attention in marketing research, they have never been academically tested in the Eastern Europe and/or Central Asia. This is true for the North American research tradition overall - post-Soviet countries remain largely unknown and unexplored, despite of the growing presence of North American companies in that region.

Most countries of the Eastern Europe and Central Asia are post-Soviet countries that formed the USSR in the past. All of them were communist-socialist countries and have got their independence after the split of the USSR, in 1991. Now some of these countries form the Commonwealth of Independent States or the CIS.

One of the CIS countries, second largest (after Russia) with its vast territory and second active foreign investment attractor in the CIS, is the Republic of Kazakhstan.

The Republic of Kazakhstan borders Russia, China, Uzbekistan, Kyrgyzstan, and Turkmenistan. Its area is 2,717,300 sq km, which takes the country to the top 10 largest countries in the world; this area is comparable to that of Western Europe – approximately half that of the continental United States. The population of Kazakhstan is slightly over 16,000,000; 50% of the whole population is made up by Kazakhs, 40% by Russians, and 10% are represented by other nationalities, such as Ukrainians, Koreans, Uygurs, Belarussians, Tatars, etc. There are more than 100 nationalities represented in

Kazakhstan. Official language is Kazakh, but majority of the population speaks Russian as well. Major Kazakhstani cities include Almaty, Astana (the capital), Karaganda, Shymkent, Atyrau, Aqtau, Pavlodar, etc.

Kazakhstan's history dates back to the famous tribes of *sakhs* and *hunnu*, and to the great *turks*. Although the Kazakhs have a long history, it is an accepted belief in a historic tradition to relate the actual establishment of Kazakhstan to the 15-16th centuries. In the 20th century Kazakhstan has been part of the USSR for almost 70 years. With the split of the USSR, Kazakhstan gained independence, and this year the Republic is celebrating its 10th year of sovereignty.

With the world's third largest oil reserves – after the Persian Gulf and Siberia – Kazakhstan is the third largest industrial power in the CIS. In terms of natural resources, per capita, Kazakhstan is perhaps the richest in the world (Dana 2002).

During the early 1990s, there were doubts as to whether the republic would embrace a Western-style market system. The September 1991 issue of *The Economist* suggested that conditions could lead to Islamic fundamentalism. Instead, Kazakhstan became an example of successful transition to a relatively open, capitalist economy, consistent with the traditional cultural values of the Kazakh people. O'Driscoll, Holmes & Kirkpatrick (2001) found less government intervention in this country, than anywhere else in Central Asia. Recently, the US Ministry of Trade officially recognized Kazakhstan as "the country with a market economy". The EU did it earlier, in 2000 (Kazakhstan Today, 28/03/2002).

Facing numerous challenges, Kazakhstan is committed to building a market economy.

Since 1991, Kazakhstan government has undertaken a number of measures designed to stimulate business development of the country: privatisation of state enterprises, introduction of a new Kazakh currency (the tenge), intensive governmental program stimulating the attraction of the foreign capital to the republic, legalization and stimulation of entrepreneurship, and so forth.

Today, high oil and non-ferrous metal prices and rising foreign investment, "generate a powerful growth momentum behind the Kazakhstan economy expected to post 13 per cent GDP growth fuelled by a 32% rise in investment this year, the highest in the fast-recovering post-Soviet economic world" (FT, Robinson 2001).

Foreign investment remains the biggest stimulus. Over the first half of 2001 foreign direct investment rose 90% to USD $2.13 billion, of which 81% or USD $1.72 billion went to the oil and gas sector. Domestic investment, which rose to USD $3bn last year, is also rising fast (FT, Robinson 2001).

The FDI, or foreign direct investment, currently amounts to 9% of the country's GDP, with US being the biggest source, at nearly 47% of the total volume. Foreign investors now have direct access to the president through the Foreign Investment Council (FT, Robinson 2001).

All the above is not to suggest, however, that Kazakhstan is without problems. High crime rates and racketeering, government corruption, poverty and unemployment are still the issues. However, emerging new generation of Kazakhs, well-educated, entrepreneurial, more liberal, with values and attitudes totally different from those propagated by the Soviet regime, signals the birth of a new era in Kazakhstan development.

Kazakhstan suffered a lot from Soviet heritage. Aral sea and sites for nuclear tests are just few examples. But "while some of the other formerly Soviet republics are blaming their present on the past, Kazakhstan is focusing on the future. In contrast to the situation elsewhere, local cultural values in Kazakhstan are compatible with capitalism and with the re-emerging entrepreneurial spirit. As other republics may look at religious fundamentalism for leadership, and yet others yearn for a return to power of the Communist Party, Kazakhstan is keen on entrepreneurship, innovation and change" (Dana 2002).

Some statistical macroeconomic data on Kazakhstan is provided in Table 2.

Table 2. Macroeconomic snapshot of Kazakhstan economy

	1999	2000	2002 (est)
Total GDP ($bn)	17.0	18.3	20.5
Real GDP growth (annual % change)	2.7	9.6	10.0
GDP per head ($)	1,107	1,196	1,345
Inflation (annual % change in CPI, end year)	17.8	9.6	7.0
Agriculture output (annual average, %)	21.6	-3.3	n.a.
Industrial production (annual % change)	2.2	14.6	n.a.
Unemployment rate (annual average, %)	6.3	6.0	n.a.
Broad money growth, M3 (annual % change, end year)	84.4	45.0	n.a.
Gross reserves exc gold ($m)	1,479	1,594	2,088
General government balance (% of GDP)	-5.0	-0.8	2.5
External debt (% of GDP)	71.8	68.6	n.a.
Current account balance ($m)	-233	1,073	460
Merchandise exports ($m)	5,989	9,615	10,500
Merchandise imports ($m)	5,645	6,850	8,200
Trade balance ($m)	344	2,765	2,300
Net foreign direct investment ($m)	1,584	1,244	2,000

Source: FT, Kazakhstan Survey 2001

As a result of these developments, local companies are facing significant growth as well as a growing competition from both other local and foreign companies. Understanding the consumers' decision-making processes becomes a critical issue to both

the survival of local companies and the market success of their larger foreign competitors. Market research plays a very important role in this process.

Unfortunately, due to many structural and situational factors, commercial information is not open to the public, which makes any market research a challenging and expensive task. Due to this fact even larger foreign companies rely mostly on their field research.

Field research, however, may prove oversimplistic creating unrealistic picture of the marketplace. It may also be unreliable and even biased. Foreign companies may have certain stereotypes, which may be no longer true, and a cultural factor may also play a role. Local companies often lack managerial and marketing knowledge and don't have resources for extensive market research.

As CIS countries are trying to build the market economy, they shift from socialist principles of managing economy to more market-oriented standards. Still, it remains unknown whether CIS consumers are getting more individualistic or are staying as collectivistic as they were during the Soviet regime. Finding out which is more true might be crucial for the marketing practitioners in the CIS region as it would save them money and would make their marketing effort more efficient.

4.2. The Product: Previous Research

The product has been chosen so that to comply to the guidelines outlined by Laroche (2002): (1) the product category has to have a large number of competing brands, (2) involvement in the product category should be medium to high, and (3) there should be active advertising by many companies.

Previous research has demonstrated that beer is a product suitable for such kind of a study. More specifically, a number of studies used beer as a product (Laroche and Brisoux 1986, 1989; Laroche 2002).

The Kazakhstan beer market

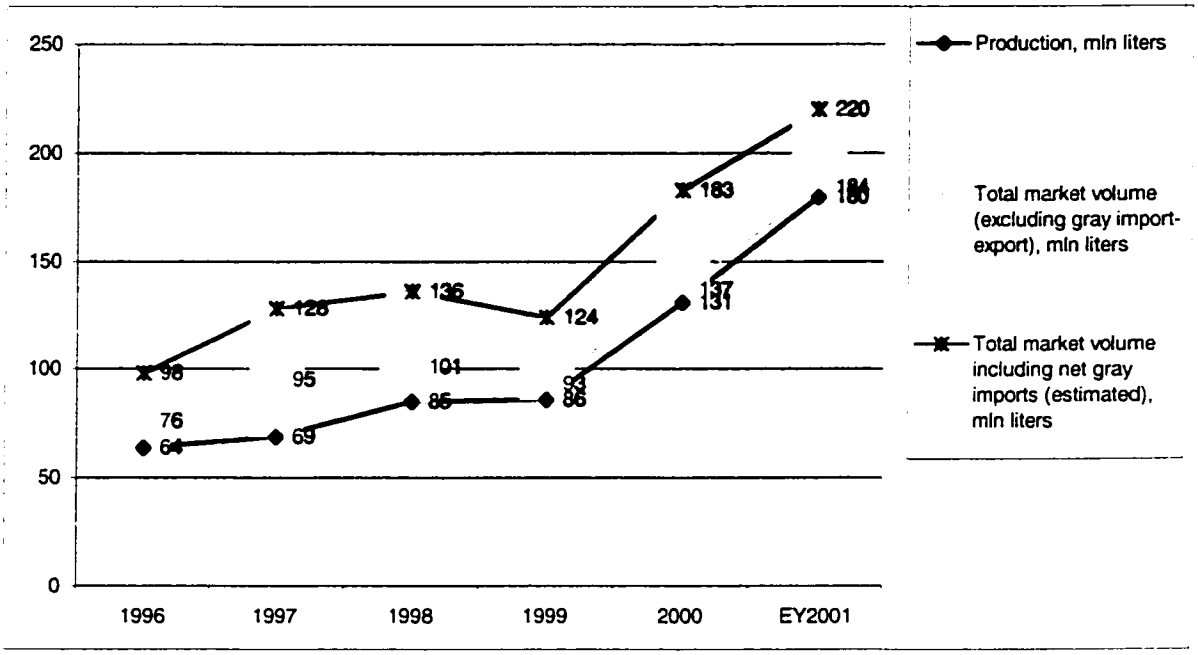
Domestic consumption of beer in Kazakhstan is growing at double-digit rates driven by rising standards of living, shift in consumers' preferences away from hard liquors, shift towards "pub culture", quality enhancement of beer and massive advertising (ABN Amro Bank of Kazakhstan 2001).

Table 3. Beer Production/Consumption in Kazakhstan (1996-2001)

Year	1996	1997	1998	1999	2000	2001*
Production, mln liters	64	69	85	86	131	180
Growth rate, %	Base	9%	23%	1%	52%	37%
Total consumption (excluding net import), mln liters	76	95	101	93	137	184
Total consumption (including estimated net gray import), mln liters	98	128	136	124	183	220
Estimated per capita consumption, liters	6	8	9	8	12	15

** - AABK Estimate*

Figure 5. Volume of beer production in Kazakhstan



However, the per capita consumption still remains at low 15 liters, three times less than in neighboring Russia and 8.5 times less than in Germany.

Table 4. Beer consumption in Kazakhstan as opposed to other countries

Country	Liters per capita
Czech Republic	162
Germany	127
Ireland	124
Austria	108
Denmark	108
Australia	84
USA	84
Russia	40
Moscow City	47
Kazakhstan	15
Almaty City	18

The Kazakhstan beer market consists of a small number of nation-wide producers, subsidiaries of foreign breweries, microbreweries, and distributors of imported beer. Imports gradually lose market share, as quality and distribution capacity of domestically produced beers improves (ABN Amro 2001).

Table 5. Import and export trends in The Kazakhstan beer market

Year	1996	1997	1998	1999	2000	2001*
Production, mln liters	64.0	69.0	85.0	86.0	131.0	180.0
Imports (official) , mln liters	12.0	26.0	16.0	7.0	6.0	4.0
Total estimated imports (including grey imports), mln liters	22.0	33.0	35.0	31.0	46.0	39.0
As % of total production	34%	38%	41%	36%	35%	22%
Export (official)	0.2	0.0	0.1	0.1	0.7	2.5

** - AABK Estimate*

In 1998, Kazakhstan beer production started a phase of steady growth when many large beer producers invested significant amounts into reconstruction and renovation of their facilities, equipment and methods of production, and many newcomers to industry emerged. Major Kazakhstan producers of beer today are as follows:

Table 6. Top 10 brewers in Kazakhstan

Company	% of total capacity
Vostok-Pivo	39.8%
Shymkent-Pivo	11.9%
Almaty Pivzavod №1	6.6%
Efes Karaganda	6.6%
Susyndar	5.8%
Dinal LLP	5.0%
Rosa	5.0%
Arai	2.5%
Arasan Rudnyi	2.2%
Ak-Nar	1.7%
Other	13%

AABK, current capacity 2001

As a result of Russian ruble devaluation after the Russian crisis of 1998, Kazakhstan consumers became exposed to a large number of Russian beer brands. Also, as Russian beer market reaches saturation, expansion into Kazakhstan is likely (ABN Amro Bank of Kazakhstan 2001).

There are over 50 beer brands in the Kazakhstan market including local beer brands and beer brands imported from Russia and European countries, and the number of beer brands is steadily increasing (Semykina 1999). Within each brand there is a number of variations (with different tastes, different alcohol levels, dark/medium/light). A number of regional brands are produced locally by microbreweries.

During 2001, close to 270 million liters of capacity was added to the already existing 330 million. Over the course of 2002 another 180 million liters will be added bringing total domestic capacity to 52 liters per capita (ABN Amro Bank of Kazakhstan 2001).

Competition is fierce, as existing producers increase their planned capacities and more foreign beer brands enter the market. Competitive focus is shifting from adding capacity to efficiencies in production and distribution and differentiation through assortment, branding and advertising.

CHAPTER V

METHODOLOGY

The data for this study was collected from several samples: students, medical employees and representative population residing in Almaty, Kazakhstan, by means of a self-administered questionnaire.

5.1. The Questionnaire

Structure

The questionnaire included four parts and consisted of eight pages.

In order to decrease the possibility of fatigue at the respondents' side and to alter the possible perception of a questionnaire being too long, questions and pages have not been numbered, and the questionnaire was printed out so that two pages fit on one page. The readability of the questionnaire was tested in the pretest.

The questionnaire was translated into the Russian language and then back translated into English by two bilingual translators in order to eliminate potential interpretation bias.

The questionnaire started with the cover letter where the participant was briefed on the nature and purpose of the survey as well as its importance and significance. Participants were then made aware of the anonymous and confidential character of the study and were provided with the researcher's contact information (email).

Measures

In order to increase the credibility of the survey, the cover letter was printed on the John Molson School of Business overhead and signed by both thesis supervisor and the researcher. Their full names and titles were also provided.

Part I contained seven measures of constructs of Brisoux-Laroche brand categorization model: awareness, foggy, consideration, hold, and reject sets. Measures were developed based on the literature review.

The awareness set was measured by asking respondents to select from the list of twelve beer brands (aided recall) those brands that they have heard of (were aware of). The "Other, please indicate" option allowed participants to mention beer brands that they were aware of but that were not on the list (unaided recall).

The consideration set was measured by asking respondents (1) to indicate their first choice from the beer brands list provided, and (2) to indicate other brands which they would consider selecting if the first choice was not available.

The reject set was measured by asking respondents to indicate the beer brands they would definitely not consider purchasing.

In order to measure the foggy set, we asked respondents to indicate the beer brands, which they have not formed opinion of and therefore could not say whether or not they would be willing to purchase them.

And finally, the hold set was measured by asking respondents to indicate the beer brands that they have formed an opinion of, but still could not say whether or not they would be willing to purchase these brands.

We should note here that in the original study by Brisoux and Laroche (1980) the hold set was inferred rather than specifically asked. In our study we specifically asked respondents – the method, which was shown to be superior to the original one due to its ability to capture the complexities of consumer brand categorization processes (Laroche and Brisoux 1986, 1989; Laroche et al 2001; Laroche 2002).

Previous research has suggested and elaborated a number of measures for different constructs within the competitive vulnerability model, which are under investigation in the present study.

Two variables (items) were used to form the cognition construct: "knowledge" and "information". Each variable was measured with a 7-point semantic differential scale. The following measures were used for "knowledge" and "information" correspondingly: (a) "With respect to the brands that you have heard of, to what extent do you feel you are sufficiently knowledgeable to make an informed judgment about whether or not to make a selection?" (Not Knowledgeable At All/Very Knowledgeable) and (b) "With respect to the brands that you have heard of, to what extent do you feel you have enough information to make an informed judgment about whether or not to make a selection?" (No Information/A Lot of Information).

To measure attitude, we developed a four-item scale. The four items - "satisfaction", "likeability", "opinion" and "favorable attitude" – were measured with a 7-point semantic differential scale. Respondents were asked the following questions: (a) "With respect to the brands, which you have heard of, please indicate the degree of your satisfaction with each brand" (Very Unsatisfactory/Very Satisfactory); (b) "With respect to those brands, which you have heard of, please indicate the degree to which you like

them" (Dislike Very Much/Like very Much); (c) "With respect to the brands which you have heard of, please indicate your opinion about each brand" (A Very Bad Brand/A Very Good Brand); (d) "With respect to the brands, which you have heard of, please indicate how favorable you feel toward each brand" (Very Unfavorable/Very favorable).

We measured confidence with two items – "confidence" and "certainty" – on a 7-point scale anchored with Not Confident At All/ Very Confident and Very Uncertain/ Very Certain. The questions that we asked respondents were: (a) "With respect to the brands, which you have heard of, please indicate how confident you are about your evaluation of each brand", and (b) "With respect to the brands, which you have heard of, please indicate the degree of your certainty about each brand".

Intention was measured with two items – "intention" and "purchase" – on a 7-point scale and by asking respondents to indicate "the strength of your intentions if you were to make a selection" (Would Definitely Not Intend To Buy/Would Definitely Intend To Buy) and "how strongly you feel about purchasing those brands" (Would Definitely Not Purchase/Would Definitely Purchase).

Additional information on the attributes (taste: mild/harsh, light/heavy), quality, and subjective price was gathered.

Part III of the questionnaire contained measures of culture variable.

Triandis (1994) advocates the multi-method approach to I/C measurement. Analogously, Chan (1994) uses three different collectivism measures in his study on collectivism measures: social content of the self ("I am" statements), attitude items similar to Triandis's attitude items (Triandis et al 1988), and Schwartz's (1987) value items.

For our study we used attitude items similar to those developed by Triandis (1988). Respondents were asked to indicate their level of agreement with 25 statements on a 7-point scale. Two thirds of these measures (16) could be classified as collectivistic, such as the items loading on the Family Integrity factor (e.g., "I have a close relationship with my relatives and friends"), while one third (9) were individualistic, such as items loading on Self Reliance factor (e.g., "What happens to me is my own doing").

Part IV of the questionnaire contained demographic variables.

5.2. Beer Brands

A database on the market shares of both local and imported beer brands based on the reported consumption were obtained from Gallup Media Asia, one of the leading market research companies in Kazakhstan.

The database contained information on over 60 brands of both local and imported beer and was created based on the results of an extensive survey that was conducted in Almaty in the fall of 2001.

Based on the previous research (Laroche and Brisoux 1986, 1989; Laroche et al 2001), only twelve beer brands with leading market shares were selected for the inclusion into study.

Table 7. Twelve leading beer brands

	Universe	%
	590.5	100.00%
Zhigulevskoe	401.7	9.32%
Tian Shan	383.3	8.89%
Yuzhnaya Stolica	341.8	7.93%
Karagandinskoe	288.4	6.69%
Derbes	231.6	5.37%
Irbis	196.9	4.57%
Sem Bochek	170.6	3.96%
Baltika	165.9	3.85%
Corona Alatau	165.7	3.84%
Kazakhstanskoe	154	3.57%
Shymkentskoe	136.3	3.16%
Bavaria	134.8	3.13%

Source: Gallup Media Asia

The descriptive information on these beer brands and their brief profiles are provided below.

Zhigulevskoe is a beer that has been around for a long time as it was brewed under the Soviet regime, and hence is highly familiar to Kazakhstan consumers. The popularity of this beer resulted in several manufacturers producing it under the same trademark (it became generic).

Tian Shan brand was launched in 1999. It's produced with Dutch technology, and quality control is implemented by Heineken. Tian Shan is one of the most advertised brands among Kazakhstan beer brands.

Yuzhnaya Stolica also was launched in 1999 and is also among heavily advertised beer brands.

Karagandinskoe is produced by Efes, a large Turkish brewer.

Derbes (brewed with German know-how) and Sem Bochek are relatively new players in the Kazakhstan beer market but seem to be quite successful partly due to intensive advertising.

Corona Alatau, Kazakhstanskoe and Shymkentskoe have been in the scene for some time, and are mostly niche brands.

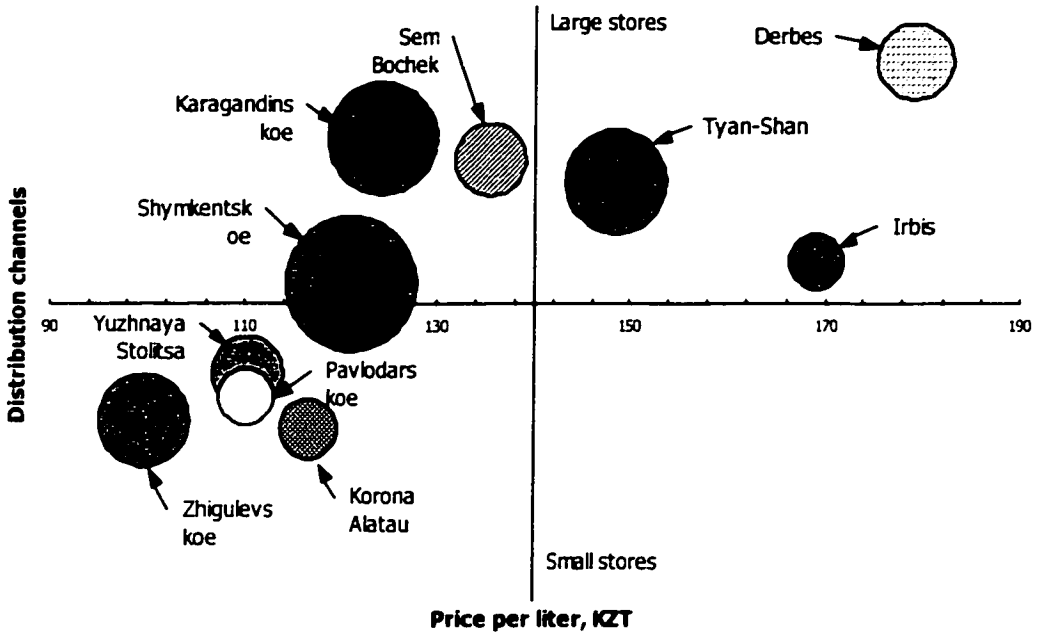
Irbis also is a niche brand produced by a small brewery. However, it's different from aforementioned three brands as Irbis producers position it as a high-quality relatively expensive beer.

Baltika is a Russian beer brand that is produced by a large Russian brewery and has strong presence in the Kazakhstan market.

Table 8. Information on twelve leading beer brands.

Brand	Manufacturer	Alcohol	Price
Zhigulevskoe	Almaty, "Pivzavod №1"	4%	50
Tian Shan	Almaty, "Dinal" LLP	5%	58
Yuzhnaya Stolica	Almaty, "AO Susyndar"	4.9%	53
Karagandinskoe	Karaganda, "Efes"	4.4%	60
Derbes	Almaty, "Ak Nar" Brewery	5.2%	59
Irbis	Brewing Company "Irbis"	5.5%	70
Sem Bochek	Vostok Pivo	4.5%	50
Baltika	St Petersburg, Russia, "Brewing Company Baltika" Inc		90
Corona Alatau	Almaty, "Pivzavod №1"	5.6%	65
Kazakhstanskoe	Almaty, "Pivzavod №1"	16%	55
Shymkentskoe	Shymkent, "Shymkentpivo"	5%	60
Bavaria	Netherlands	5%	152

Figure 6. Prices and distribution channels of some Kazakhstan beer brands



5.3. Pretest

Prior to the data collection, the questionnaire was pretested in order to detect any potential problems with its structure and translation. The questionnaire was electronically administered to "Bolashak" program students originally from Almaty, Kazakhstan, currently studying in Canada, and several Kazakhstani citizens residing in Almaty.

A few minor modifications in terms of translation and wording of the questions followed. The order of the questions was randomized so that to distribute items measuring the same construct evenly throughout the questionnaire and hence to decrease the possibility of participants' confusion and boredom.

5.4. Sample

A sample size was determined in the process of the literature review (Laroche et al 1989; 1994; 2001). A sample of 200 was considered to be desirable in order to make research valid and reliable.

There were two sampling methods involved: students in their classes were approached and surveyed, which provided us with a student sample, and snowball method was used to obtain a more representative sample.

The snowball sampling method was selected in order to: (a) boost credibility of the study and to get a higher response rate (to overcome a suspicious attitude of respondents toward giving away the information, which is a result of non-familiarity with academic research and its ethic standards as well as the influence of the past); (b) get easier access to a more representative sample (highly regulated information sector in Kazakhstan resulted in a lot of limitations on research involving large samples and made organizations much less willing to assist in the research); and (c) to stimulate the participants to respond despite the absence of reward (non-compensatory nature of the research could have significantly decreased the response rate).

It was expected that due to the aforementioned specifics of the country, the snowball method would yield a good response rate.

Based on such expectations, a response rate was estimated to be 50% and thus 400 questionnaires were distributed.

5.5. Questionnaire Distribution

In obtaining the student sample, three universities have been approached: Al-Farabi Kazakh State University, Kazakh Agrarian University, and American University of Kazakhstan.

Prior to distributing the questionnaire, the researcher introduced herself to the audience. Participants then were briefed by the researcher on the nature and significance of the study, and made aware that their participation was voluntary. Information confidentiality and the right to discontinue at any time were also brought to their attention.

Two questions on beer consumption ("Do you drink beer?" and "Have you consumed beer in the last 6 months?") were used to screen out those respondents who were not regular beer consumers. This resulted in the sample of 86 students. The questionnaire was administered among consenting individuals. Filled out questionnaires were consequently collected by a researcher. Participants were thanked and debriefed.

All efforts were made to obtain a representative sample. As a result of employing a snowball sampling technique, the remaining 314 questionnaires were distributed by means of networking.

The distribution of questionnaires took place from December 15 to January 15, 2001. A total of 400 questionnaires were administered.

5.6. Response rate

The student sample yielded 68 filled out questionnaires (response rate of 79%). Three questionnaires were not filled out properly and did not contain information

sufficient for the analysis, so they were discarded, which produced a total of 65 usable questionnaires.

The representative sample had a lower response rate. Out of 314 questionnaires distributed 136 questionnaires were returned (43% response rate). Out of 136 questionnaires returned nine were blank, thirteen did not contain sufficient information, and so they were discarded, which produced a total of 114 usable questionnaires.

A low response rate may be explained by the fact that survey took place during winter holiday period. Due to this fact, the response rate was lower than initially expected.

Hence, we managed to obtain 179 usable questionnaires (45% response rate).

5.7. Sample Demographics

Tables 9 through 15 provide data on sample distribution with regards to gender, age, marital status, education, occupation, employment, and income.

The gender distribution in the sample (Table 9) is fairly equal, with female respondents (58.1%) slightly prevailing over males (41.9).

Table 9. Sample distribution: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	104	58.1	58.1	58.1
Male	75	41.9	41.9	100.0
Total	179	100.0	100.0	

In terms of gender our sample was different from that used in previous studies by Laroche et al (e.g., Laroche and Brisoux 1986) where only male beer drinkers were responding to the questionnaire. However, the purpose of our study was different, as we

tried to test the applicability of the two models to the post-Soviet marketplace. Hence, we believed that representative sample, in terms of gender as well, would produce more precise snapshot of the marketplace and would give a clearer idea on the market.

The fact that students comprised a significant part of the sample contributed to the "less than 20 years" and 20 to 29 years groups together accounting for 63.2% of the sample. However, in Kazakhstan a typical student attends university in his/her 16-21 years, besides, most of the full-time students manage to match their studies with work, so even those in 20-29 years old group may be considered to be a representative population.

Those in 30-49 years old group accounted for 28.4% of the sample, and those in 50-59 and "above 60 years" old groups for 8.4% of the sample correspondingly.

Table 10. Sample distribution: Age

	Frequency	Percent	Valid Percent	Cumulative Percent
<20	52	29.1	29.1	29.1
20-29	61	34.1	34.1	63.1
30-39	23	12.8	12.8	76.0
40-49	28	15.6	15.6	91.6
50-59	13	7.3	7.3	98.9
>60	2	1.1	1.1	100.0
Total	179	100.0	100.0	

In terms of marital status, 54.7% of the respondents were not married, 38% were married or were living together, 6.1% were divorced and 1.1% widowed.

Table 11. Sample distribution: Marital status

	Frequency	Percent	Valid Percent	Cumulative Percent
Unmarried	98	54.7	54.7	54.7
Married / Together	68	38.0	38.0	92.7
Divorced	11	6.1	6.1	98.9
Widow	2	1.1	1.1	100.0
Total	179	100.0	100.0	

Due to high literacy rate in Kazakhstan (97.5%, The UN Human Development Report on Kazakhstan, 1997), we were expecting a significantly skewed education distribution. However, the significant proportion of students in the sample leveled-off the effect. Most of respondents were holding Bachelor's degree (49.2%) and Master's degree (21.2%), and some had completed school (16.2%) or graduated from college (13.4%).

Table 12. Sample distribution: Education

	Frequency	Percent	Valid Percent	Cumulative Percent
School	29	16.2	16.2	16.2
College	24	13.4	13.4	29.6
University / Bachelor	88	49.2	49.2	78.8
University / Master	38	21.2	21.2	100.0
Total	179	100.0	100.0	

The occupations of respondents were categorized in nine categories. Representative occupations together accounted for 63.7% of the sample, while students accounted for 36.3% of the sample. In the representative part of the sample, medical employees and white-collar workers were the largest categories and accounted for 20.1% and 22.9% correspondingly.

Table 13. Sample distribution: Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	65	36.3	36.3	36.3
Medical Employee	36	20.1	20.1	56.4
White Collar Worker	41	22.9	22.9	79.3
Blue Collar Worker	14	7.8	7.8	87.2
Self-Employed	5	2.8	2.8	89.9
House Wife	7	3.9	3.9	93.9
Vendor	9	5.0	5.0	98.9
Sportsman	1	.6	.6	99.4
Unemployed	1	.6	.6	100.0
Total	179	100.0	100.0	

Table 14. Sample distribution: Employment

	Frequency	Percent	Valid Percent	Cumulative Percent
Work >30 hrs	90	50.3	50.3	50.3
Work <30 hrs	16	8.9	8.9	59.2
Housewife	7	3.9	3.9	63.1
Student	65	36.3	36.3	99.4
Unemployed	1	.6	.6	100.0
Total	179	100.0	100.0	

In terms of income, 5.6% of the sample could be categorized as poor (less than CND $90 of monthly family income), 65.4% as medium class (CND $90 – CND $550), 15.1% as higher medium income group (CND $550 – CND $1100) and 14% as relatively rich (above CND $1100).

Table 15. Sample distribution: Income

	Frequency	Percent	Valid Percent	Cumulative Percent
< T2,000	1	.6	.6	.6
T2,000 - T8,000	9	5.0	5.0	5.6
T8,000 – T20,000	54	30.2	30.2	35.8
T20,000 - T50,000	63	35.2	35.2	70.9
T50,000 - T100,000	27	15.1	15.1	86.0
> T100,000	25	14.0	14.0	100.0
Total	179	100.0	100.0	

We may conclude that overall we managed to obtain a representative sample.

CHAPTER VI

DATA ANALYSIS

6.1. Data Transformation

First step in the data analysis consisted of preparation and transformation of the data for the analysis.

Four outlying observations (responses) were excluded.

Brand 10 (Kazakhstanskoe) and Brand 11 (Shymkentskoe) were excluded from the analysis due to significantly smaller amount of observations as compared to other brands under study. Thus, only ten brands were considered for further analysis.

In order to screen out data related to other sets, measures for each set were used as a multiplicative dummy variable (0/1).

The two cognition scales had high internal consistency for each of the ten beer brands (coefficient alphas ranging from .82 to .92) so their mean was used as the cognition score.

The four attitude scales had also high internal consistency for each of the ten beer brands with coefficient alphas ranging from .91 to .96; so their mean was used as the attitude score.

The two confidence scales had high consistency for each of the ten beer brands, so their mean was used as the confidence score. Coefficient alphas ranged from .79 to .85.

Each of the two intention measures was converted into a probabilistic measure ranging from 0 to 10. The coefficient alphas for the two measures for each of the ten beer brands ranged from .89 to .96, so their mean was used as the intention score.

In each set, the responses were coded as a series of dummy variables with 1 meaning the brand was mentioned for this particular set, and 0 meaning it was not.

For each brand in each set, the corresponding cognition, attitude, confidence, and intention scores were calculated by multiplying each brand dummy variable by the corresponding brand measurement for each of the above variables, obtaining thus 40 scores for each one of the variables.

6.2. Data Analysis Method

We conducted a two-step analysis in order to test the models of interest. We first performed ANOVAs to examine the differences in brand cognition, attitude, confidence, purchase intentions and net utilities across four categorization sets. We then ran a series of stepwise multiple regressions to test the model of competitive effects between the twelve most popular brands in consumers' consideration sets.

Finally, we ran a series of factor and cluster analyses on the culture variables in order to explore the cultural dimensionality of the country of interest.

CHAPTER VII

FINDINGS

7.1. Brand Profiles

Table 16 demonstrates the percentage of brand responses in each of the categorization sets.

Three first brands had the highest awareness levels, however, of those three only Tian Shan held a relatively strong position in the consideration set.

Derbes, Baltika, Tian Shan, Bavaria, Zhigulevskoe and Irbis were the brands most often (by more than 30% of respondents) considered for the purchase. However, Zhigulevskoe had relatively high levels in the hold and reject set as well.

Derbes and Tian Shan were the two brands least often mentioned in the hold set (7.3% and 9.5%).

Baltika, Irbis, and Derbes were the least often rejected brands, whereas Zhigulveskoe, Sem Bochek, Kazakhstanskoe, Yuzhnaya Stolica, Shymkentskoe and Corona Alatau were the brands rejected most often.

Table 16. Beer Brands Membership in the Categorization Sets

Beer Brands	Percent of Brand Responses in Each Set				
	Awareness	Foggy	Consideration	Hold	Reject
Zhigulevskoe	98.3%	6.7%	31.3%	14.5%	29.6%
Tian Shan	94.4%	9.5%	44.7%	9.5%	11.2%
Yuzhnaya Stolica	93.3%	8.9%	27.4%	14.5%	22.9%
Karagandinskoe	87.7%	14.0%	17.3%	17.3%	14.5%
Derbes	88.3%	11.2%	51.4%	7.3%	8.9%
Irbis	87.7%	14.0%	29.6%	14.0%	8.4%
Sem Bochek	86.0%	27.4%	12.3%	14.0%	29.6%
Baltika	87.2%	10.1%	40.3%	12.8%	7.8%
Corona Alatau	75.4%	22.3%	13.4%	13.4%	21.2%
Kazakhstanskoe	76.0%	20.1%	8.4%	12.3%	27.9%
Shymkentskoe	77.7%	26.8%	8.9%	14.5%	22.9%
Bavaria	89.4%	15.6%	32.4%	14.0%	11.7%

Interestingly, in terms of processed set, certain brands seemed to follow certain patterns. For example, Zhigulevskoe, Tian Shan and Yuzhnaya Stolica were brands with the highest awareness levels, among those mentioned most often in the consideration set, and were mentioned least in the foggy set. However, both Zhigulevskoe and Yuzhnaya Stolica were among the brands most often mentioned in the reject and hold sets. In other words, although consumers had enough information on these two brands, knew them well and considered them at the purchase decision, significant part of the consumers put these brands in their reject and hold sets.

Tian Shan followed a pattern different from that of Zhigulevskoe and Yuzhnaya Stolica. It was put in hold set and reject set less often. Overall, most of the consumers seemed to like this brand. This is consistent with a proactive marketing by the Tian Shan manufacturer, Dinal LLP. Specifically, Tian Shan seems to be one of the most advertised Kazakhstani brands in The Kazakhstan beer market.

Derbes was a brand similar in its profile to Tian Shan. In terms of consideration Derbes was a leader among all twelve brands, it was least mentioned in the hold and reject sets. The only difference of Derbes from Tian Shan is that its awareness level is not that high. This is also the reason why Derbes is mentioned in foggy set more often as compared to Tian Shan. However, Derbes is a "younger" brand as compared to Tian Shan.

Irbis and Baltika were similar to Derbes in their profiles, the only concern being that they were mentioned in the hold set more often. In other words, larger part of consumers classified these brands as hold. Analysis of their mean scores for attitudes

(Table 17), information, price and quality suggests that this may be due to high perceived price for both brands and insufficient amount of information for Irbis.

Bavaria was a case on its own. It was similar in its pattern to Irbis and Baltika, however, larger part of consumers seemed to reject it. Although lack of information was the reason that this brand was put in the hold set, price seemed to be the major factor when rejecting this particular brand. Actually, among all brands that participated in this survey Bavaria was the most expensive.

Sem Bochek, Shymkentskoe, Corona Alatau and Kazakhstanskoe were among brands with low levels of consideration. Corona Alatau, Kazakhstanskoe and Shymkentskoe were also the brands with lowest awareness levels and not surprisingly the most mentioned brands in the foggy set. They were among the most rejected brands and were often mentioned in the hold set.

It seems that these brands were rejected more because of a low perceived quality and due to insufficient amount of information rather than price, as they were among the cheapest brands (except Corona Alatau which is a medium-priced brand).

Sem Bochek held the same pattern but enjoyed higher awareness and lower hold levels. However, this was the brand highest in the reject and foggy sets. Our analysis of the mean scores suggested that this was due to the high price and low perceived quality, which resulted in the lowest net utility score for this particular brand. Sem Bochek seemed to be the least liked brand of all twelve brands under the study.

Karagandinskoe was among less popular brands, with its medium awareness, foggy and reject levels, low consideration level and high hold position.

Table 17. Mean Attitudes For Twelve Major Brands In The Consideration and Hold Sets*

Beer Brand	Consideration set			Beer Brand	Hold set		
	Mean	S.E.	N		Mean	S.E.	N
Baltika	8.27	1.22	70	Bavaria	6.39	2.37	24
Bavaria	7.76	1.69	57	Irbis	5.91	2.57	25
Derbes	7.67	1.72	92	Derbes	5.65	2.72	13
Tian Shan	7.65	1.74	79	Baltika	5.65	2.57	20
Irbis	7.42	1.78	52	Yuzhnaya Stolica	5.05	2.03	26
Yuzhnaya Stolica	7.32	1.93	49	Karagandinskoe	4.83	1.41	30
Shymkentskoe	7.20	1.68	16	Tian Shan	4.75	1.83	17
Corona Alatau	7.15	2.12	24	Shymkentskoe	4.65	2.28	24
Zhigulevskoe	7.13	2.02	54	Kazakhstanskoe	4.37	2.27	21
Karagandinskoe	6.63	1.82	31	Zhigulevskoe	4.24	2.30	25
Kazakhstanskoe	6.55	2.50	15	Corona Alatau	3.33	1.85	23
Sem Bochek	6.35	2.97	22	Sem Bochek	3.12	1.87	25

Table 18. Mean Attitudes For Twelve Major Brands In The Reject and Foggy Sets

Beer Brand	Reject set			Beer Brand	Foggy set		
	Mean	S.E.	N		Mean	S.E.	N
Bavaria	4.14	2.40	19	Bavaria	5.38	2.32	27
Tian Shan	3.74	2.60	17	Baltika	5.27	2.28	17
Karagandinskoe	3.59	1.75	24	Derbes	4.95	1.94	19
Yuzhnaya Stolica	3.28	1.98	37	Irbis	4.25	2.24	23
Derbes	3.18	2.44	14	Karagandinskoe	4.21	1.62	21
Shymkentskoe	3.15	1.80	39	Zhigulevskoe	3.73	2.72	11
Corona Alatau	3.01	1.66	35	Kazakhstanskoe	3.73	1.70	29
Kazakhstanskoe	2.98	1.81	49	Shymkentskoe	3.73	1.67	41
Baltika	2.86	1.52	11	Tian Shan	3.67	1.48	16
Sem Bochek	2.85	1.84	51	Sem Bochek	3.49	1.64	46
Irbis	2.80	1.30	12	Corona Alatau	3.34	1.95	30
Zhigulevskoe	2.63	1.64	49	Yuzhnaya Stolica	3.22	1.53	15

* Brands in the Tables 17 through 23 are put in the descending order corresponding to their mean scores on this particular variable.

Table 19. Mean Quality For Twelve Major Brands

In The Consideration and Hold Sets

Beer Brand	Consideration set			Beer Brand	Hold set		
	Mean	S.E.	N		Mean	S.E.	N
Baltika	8.19	1.30	70	Bavaria	7.3	2.18	23
Bavaria	7.87	1.93	56	Irbis	6.48	2.74	25
Derbes	7.57	1.98	89	Baltika	6.40	2.95	20
Tian Shan	7.38	2.07	78	Derbes	5.77	2.68	13
Corona Alatau	7.38	2.06	24	Karagandinskoe	4.93	1.58	29
Shymkentskoe	7.38	1.82	16	Shymkentskoe	4.87	2.18	23
Irbis	7.27	1.94	51	Kazakhstanskoe	4.84	2.59	19
Yuzhnaya Stolica	7.10	2.14	49	Tian Shan	4.71	1.61	17
Zhigulevskoe	6.96	2.33	54	Yuzhnaya Stolica	4.69	2.15	26
Kazakhstanskoe	6.73	2.19	15	Zhigulevskoe	4.04	2.49	25
Karagandinskoe	6.71	1.64	31	Corona Alatau	3.18	1.99	22
Sem Bochek	6.33	3.10	21	Sem Bochek	3.08	2.40	25

Table 20. Mean Quality For Twelve Major Brands In The Reject Set

Beer Brand	Reject Set		
	Mean	S.E.	N
Bavaria	4.95	2.91	19
Karagandinskoe	4.09	1.88	23
Shymkentskoe	4.05	2.34	37
Irbis	3.92	2.63	13
Tian Shan	3.65	3.06	17
Kazakhstanskoe	3.43	2.04	46
Derbes	3.36	2.73	14
Corona Alatau	3.12	1.65	33
Yuzhnaya Stolica	3.05	2.11	37
Baltika	3.00	1.70	10
Zhigulevskoe	2.86	2.13	49
Sem Bochek	2.74	1.76	50

Table 21. Mean Information For Major Twelve Brands

In The Consideration and Hold Sets

Beer Brand	Consideration set		
	Mean	S.E.	N
Baltika	7.60	2.14	70
Tian Shan	7.34	2.33	79
Corona Alatau	7.19	2.29	24
Derbes	7.14	2.21	92
Yuzhnaya Stolica	6.91	2.42	49
Irbis	6.79	2.55	52
Shymkentskoe	6.63	2.51	16
Zhigulevskoe	6.56	2.81	54
Karagandinskoe	6.45	2.43	31
Kazakhstanskoe	6.43	2.33	15
Bavaria	6.08	2.40	57
Sem Bochek	5.20	2.71	22

Beer Brand	Hold set		
	Mean	S.E.	N
Yuzhnaya Stolica	5.77	2.39	26
Baltika	5.67	3.12	21
Zhigulevskoe	5.42	3.27	25
Kazakhstanskoe	5.33	2.91	21
Karagandinskoe	5.27	2.58	31
Irbis	4.85	2.57	24
Derbes	4.81	3.11	13
Tian Shan	4.74	2.77	17
Sem Bochek	4.70	2.72	25
Shymkentskoe	4.44	2.48	25
Corona Alatau	4.35	2.59	23
Bavaria	4.21	2.50	24

Table 21. Mean Information For Major Twelve Brands In The Reject Set

Beer Brand	Reject set		
	Mean	S.E.	N
Yuzhnaya Stolica	5.91	2.44	38
Tian Shan	5.79	2.73	17
Zhigulevskoe	5.57	3.33	50
Sem Bochek	5.38	2.67	52
Bavaria	4.83	2.76	20
Kazakhstanskoe	4.60	2.51	49
Corona Alatau	4.34	2.60	37
Karagandinskoe	4.28	2.57	25
Shymkentskoe	3.54	2.44	39
Irbis	3.38	2.21	13
Derbes	3.33	2.77	15
Baltika	2.77	2.22	13

Table 22. Mean Price For Major Twelve Brands In The Consideration and Hold Sets

Beer Brand	Consideration set		
	Mean	S.E.	N
Bavaria	6.66	2.89	56
Baltika	5.93	2.61	69
Irbis	5.04	2.28	51
Sem Bochek	5.00	2.56	22
Karagandinskoe	4.45	2.16	31
Derbes	4.13	2.25	91
Tian Shan	4.12	2.27	78
Yuzhnaya Stolica	3.65	2.00	49
Corona Alatau	3.63	1.58	24
Kazakhstanskoe	3.60	1.80	15
Zhigulevskoe	3.50	2.45	54
Shymkentskoe	3.38	2.06	16

Beer Brand	Hold set		
	Mean	S.E.	N
Bavaria	6.75	2.89	24
Derbes	5.85	2.70	13
Irbis	5.56	2.40	25
Baltika	5.33	2.58	21
Sem Bochek	5.24	2.54	25
Corona Alatau	4.45	2.56	22
Tian Shan	4.35	2.18	17
Kazakhstanskoe	4.15	1.98	20
Shymkentskoe	4.04	1.88	25
Karagandinskoe	3.73	1.95	30
Yuzhnaya Stolica	3.56	2.00	25
Zhigulevskoe	3.16	2.61	25

Table 23. Mean Price For Major Twelve Brands In The Reject Set

Beer Brand	Reject set		
	Mean	S.E.	N
Baltika	7.10	2.33	10
Bavaria	6.17	2.85	18
Derbes	5.36	2.56	14
Sem Bochek	5.08	2.51	50
Corona Alatau	4.56	2.54	34
Irbis	4.45	2.88	11
Karagandinskoe	4.38	2.32	24
Tian Shan	4.18	2.48	17
Shymkentskoe	4.14	2.57	37
Kazakhstanskoe	4.04	2.50	47
Yuzhnaya Stolica	3.30	2.05	37
Zhigulevskoe	2.60	2.01	50

7.2. The Brisoux-Laroche Brand Categorization Model

We ran several ANOVAs to determine differences in the set size, brand cognition, attitude, confidence, and intention between the four sets. Mean scores for information, attitude, confidence, and intention for each set are presented in Table 24. They strongly support Brisoux and Laroche paradigm.

Table 24. Mean Information, Attitude, Confidence, and Intention for The Foggy, Consideration, Hold, and Reject Sets*

	F (p)	Consideration set	Hold set	Reject set	Foggy set
Size**	23.38 (0.00)	3.27 [abc] (0.13)	2.04 [a] (0.11)	2.32 [b] (0.11)	2.20 [c] (0.12)
Brand Cognition	36.22 (0.00)	6.82 [ab] (0.18)	4.96 [a] (0.22)	4.76 [b] (0.20)	4.12 [a] (0.21)
Attitude	182.75 (0.00)	7.63 [a] (0.11)	5.07 [a] (0.17)	3.10 [a] (0.15)	4.28 [a] (0.17)
Confidence	40.84 (0.00)	7.63 [ab] (0.13)	5.84 [a] (0.21)	5.57 [b] (0.20)	4.97 [a] (0.20)
Intention	164.97 (0.00)	7.71 [a] (0.12)	4.98 [a] (0.21)	2.70 [a] (0.16)	4.14 [a] (0.20)

* Pairs of means with the same superscript are significantly different at the 0.05 level
** Standard error in parentheses

The sizes of hold, reject and foggy sets were not significantly different, while the consideration set size was significantly different from other three sets.

The consideration set measures of brand cognition, attitude, confidence, and intention were all significantly higher than those in the other three sets. Respondents had

more cognitive evaluations, held more positive attitudes, had more confidence in their brand evaluations, and had higher intentions to purchase the brands in their consideration sets than the brands in the other three sets.

The mean values of brand cognition, attitude, confidence, and intention in the hold set were higher than in the reject and foggy sets. The average values of attitude and intention in the hold set were significantly different from those in the reject set, while brand cognition and confidence in judging the brands were not significantly different between the two sets. The hold set was also found to be significantly different from the foggy set.

The profile of the reject set was consistent with the hypothesized profile for the set. The attitude and intention scores were the lowest for this set, consistent with its profile, as brands in the reject set are not considered for the selection.

In the foggy set, both attitude and intention scores were significantly higher than those in the reject set, but significantly lower than those in the hold set. Information and confidence scores for the foggy set were lower than those for the reject set, however the difference was not significant. As predicted, cognition and confidence scores were the lowest for the foggy set.

In general, the results support the hypothesized profiles of each of the four sets. Compared to other three sets, the consideration set exhibits the highest ratings for all four measures. In the hold set, the ratings are slightly lower than in the consideration set as a result of positive, negative and/or neutral attitudes toward the brands. Attitudes and intentions are the lowest for brands in the reject set since respondents do not consider them as alternatives in purchase decision. Cognitions and confidence in judging the

brands in the foggy set are the lowest of all the sets since respondents have less experience with the brands and do not feel confident in judging them. Overall, our findings validate four categorization sets proposed by Brisoux and Laroche (1980).

7.3. The Bliemel's Price-Quality Framework

Table 25 shows the results of the mean overall quality and price ratings, raw Q-P scores and adjusted net utility Q-P after normalization with the hold set, which is set as zero.

Table 25. Differences in net utility for four categorization sets

	Consideration	Hold	Reject	Foggy
OVERALL QUALITY (Std. Error)	7.554 (0.13)	5.193 (0.20)	3.222 (0.16)	4.642 (0.19)
PRICE RATING (Std. Error)	4.486 (0.16)	4.650 (0.21)	4.382 (0.18)	4.699 (0.20)
Q-P RAW SCORE OF NET UTILITY (Std. Error)	3.073 (0.22)	0.531 (0.30)	-1.135 (0.25)	-0.074 (0.29)
ADJUSTED SCORE	2.542	0	-1.666	-0.605

The normalization procedure, according to which value for the hold set is set to zero and values for other sets are adjusted correspondingly, was implemented for two reasons: (a) by definition the net utility of the hold set brands equals zero, and (b) it can't be assumed that 7-point subjective representation of price and quality are equivalent in absolute value.

Just as hypothesized, the net utility of brands in the consideration set is highest, decreases for the hold set and becomes negative for both foggy and reject sets.

We were interested, however, in narrowing down our analysis. In order to do this, we divided our twelve beer brands in 3 subgroups using percentile method. We did this according to Bliemel and Laroche (1984) suggestion that categorization sets could be expanded by splitting them into low, intermediate and high share brands.

Tian Shan, Derbes, Baltika, and Bavaria formed a high-share brands category; intermediate share brands category was made up by Zhigulevskoe, Yuzhnaya Stolica, Karagandinskoe, and Irbis; and Sem Bochek, Corona Alatau, Kazakhstanskoe, and Shymkentskoe formed a low share brands category.

We then obtained net utility scores for the three subgroups in the consideration, hold, reject, and foggy set correspondingly. Results of the analysis are presented in the Table 26.

Table 26. The net utility analysis for the low, intermediate, and high share brands in four categorization sets.

	EVOKED			HOLD			REJECT			FOGGY		
	Leading	Inter-mediate	Low	Leading	Inter-mediate	Low	Leading	Inter-mediate	Low	Leading	Inter-mediate	Low
OVERALL QUALITY (Std Error)	7.73 (0.14)	7.21 (0.17)	7.16 (0.29)	6.37* (0.30)	5.10 (0.26)	3.98* (0.30)	4.00 (0.38)	3.15 (0.22)	3.30 (0.19)	5.43* (0.26)	4.46 (0.26)	4.15 (0.21)
PRICE RATING (Std Error)	4.87 (0.19)	4.02 (0.19)	4.06 (0.27)	5.69* (0.34)	4.06 (0.27)	4.43 (0.28)	5.48* (0.38)	3.41* (0.23)	4.46 (0.23)	5.75* (0.30)	4.08 (0.35)	4.58 (0.23)
RAW NET UTILITY SCORES (Q-P) (Std Error)	2.86 (0.25)	3.19 (0.30)	3.15 (0.46)	0.72 (0.45)	1.00 (0.36)	-0.56 (0.45)	-1.57 (0.53)	-0.25 (0.29)	-1.13 (0.31)	-0.27 (0.43)	0.35 (0.48)	-0.45 (0.33)
ADJUSTED SCORE (Zero Net Utility for Overall Mean of the Hold Set)	2.33	2.66	2.62	0.19	0.47	-1.09	-2.1	-0.78	-1.66	-0.8	-0.18	-0.98

* This mean differs significantly ($p<0.05$) from the other two means for this dependent variable

As we may see, leading brands are consistently scoring higher than intermediate and low share brands in terms of quality (significant difference in the foggy and hold set). However, interestingly enough, the subjective price of the leading brands is also perceived to be higher, which translates into substantially lower net utility scores than might be expected. Adjusted net utility scores demonstrate this phenomenon: in the evoked set leading brands score lower than intermediate and low share brands; in the hold set leading brands have net utility scores higher than those for the low share brands, but lower than for the intermediate brands; in the reject set leading brands score the lowest; and in the foggy set they score very low.

Overall, it seems that in all sets intermediate brands are evaluated more positively in terms of their net utility than leading and low share brands. This finding may have potentially interesting implications for the marketing practitioners in Kazakhstan beer market.

These findings show that although the leading brands (Tian Shan, Derbes, Baltika, and Bavaria) are perceived as high-quality products, they are also perceived as being high-priced, which significantly decreases their potentially high net utility scores, while providing intermediate share brands (Zhigulevskoe, Yuzhnaya Stolica, Karagandinskoe, and Irbis) with significant competitive advantage.

The net utility analysis at the brand level (Table 27) provided further support to this statement. Although high-quality brands were the ones preferred, when their quality scores got adjusted for price and became the net utility scores, those brands moved from top of the list to its end.

Table 27. Net utility scores for each brand

	Quality	Price	Q-P
Zhigulevskoe	5.14	2.91	2.23
Tian Shan	6.29	4.05	2.24
Yuzhnaya Stolica	5.24	3.41	1.83
Karagandinskoe	5.33	3.96	1.37
Derbes	6.76	4.40	2.36
Irbis	6.47	4.72	1.75
Sem Bochek	4.49	5.06	-0.57
Baltika	7.18	5.68	1.50
Corona Alatau	5.03	4.10	0.93
Kazakhstanskoe	4.51	3.91	0.60
Shymkentskoe	5.00	3.91	1.09
Bavaria	6.99	6.27	0.72

7.4. The Laroche's Competitive Vulnerability Model

The Brisoux-Laroche brand categorization model and Bliemel's price-quality evaluations framework are useful in understanding and predicting the brand set membership (and hence, market share). However, it is equally critical to understand how a brand choice is made and what stages and components the consumer's decision-making process includes.

We have previously in this study developed several hypotheses testing specific links between major constructs of the Laroche's competitive vulnerability model such as brand cognitions, brand attitudes, confidence, and purchase intentions. We ran a series of multiple regressions to test these links.

Cognitive evaluations of a focal brand i were hypothesized to be positively related to attitude toward the same brand and negatively related to the competing brands in the consideration set (H1 and H2). Similarly, hypotheses H3 and H4 suggest positive/negative relationship between cognitive evaluations and confidence toward the focal brand i / competing brands.

The results of the analysis presented in Tables 28-29 strongly support all of our four hypotheses. All of the diagonal coefficients are positive and significant, while all of the off-diagonal coefficients are negative (except one coefficient in Table 29).

Hence, higher levels of information (brand cognitions) about the focal brand increase attitude toward this particular brand, while decreasing attitudes toward the competing brands. Analogously, higher levels of information about the focal brand increase confidence levels toward this particular brand, while decreasing consumer's confidence in the competing brands.

Table 28. The Cognition-Attitude Link

Attitude	Cognitive Evaluations										Constant	Adjusted R-square (F)
	Derbes B5	Baltika B8	Bavaria B12	Tian Shan B2	Irbis B6	Yuzhnaya Stolica B3	Karagandinskoe B4	Zhigulevskoe B1	Corona Alatau B9	Sem Bochek B7		
Derbes B5	**0.102* (19.69)**			-0.009** (-2.07)	-0.008*** (-1.42)				-0.009*** (-1.40)		n/s	0.715 (108.32)
Baltika B8		**0.102* (30.22)**				-0.009* (-2.4)					0.032** (1.66)	0.849 (485.25)
Bavaria B12			**0.091* (18.48)**	-0.007*** (-1.52)	-0.010** (-1.99)		-0.025* (-3.86)	-0.007*** (-1.33)			0.100* (3.39)	0.674 (71.59)
Tian Shan B2				**0.097* (24.59)**			-0.016* (-2.67)				n/s	0.780 (304.16)
Irbis B6					**0.094* (21.55)**					-0.018* (-2.43)	n/s	0.731 (233.77)
Yuzhnaya Stolica B3					-0.011** (-2.27)	**0.087* (17.07)**	-0.016* (-2.54)		-0.015* (-2.39)	-0.028* (-3.41)	0.069* (2.95)	0.652 (64.99)
Karagandinskoe B4					-0.007** (-1.99)	-0.007** (-1.96)	**0.069* (14.45)**			-0.011** (1.76)	0.031** (1.72)	0.549 (52.99)
Zhigulevskoe B1					-0.011** (-1.99)			**0.085* (16.43)**			n/s	0.617 (138.76)
Corona Alatau B9					-0.006*** (-1.54)	-0.006*** (-1.49)			**0.078* (14.40)**		n/s	0.552 (71.34)
Sem Bochek B7				-0.007** (-1.68)	-0.010** (-1.91)	-0.009** (-1.68)	-0.017* (-2.49)			**0.067* (7.47)**	0.080* (2.91)	0.275 (14.01)

Numbers in parentheses are F-tests
* Significant at $p < 0.01$
** Significant at $p < 0.05$
*** Significant at $p < 0.10$

Table 29. The Cognition-Confidence Link

Confidence	Cognitive Evaluations										Constant	Adjusted R-square (F)
	Derbes B5	Baltika B8	Bavaria B12	Tian Shan B2	Irbis B6	Yuzhnaya Stolica B3	Karagandinskoe B4	Zhigulevskoe B1	Corona Alatau B9	Sem Bochek B7		
Derbes B5	**0.108* (30.38)**	-0.005*** (-1.49)			-0.005*** (-1.31)	-0.008** (-2.15)					0.078* (3.61)	0.867 (278.87)
Baltika B8		**0.106* (34.37)**				-0.011* (-3.07)					0.055* (3.11)	0.879 (626.48)
Bavaria B12	-0.009* (-2.88)		**0.108* (33.78)**			-0.008* (-2.39)	-0.009** (-2.31)			-0.012** (-2.12)	0.096* (4.58)	0.874 (237.71)
Tian Shan B2				**0.102* (31.94)**			-0.009** (-2.05)				0.044* (2.50)	0.856 (510.39)
Irbis B6		-0.005** (-1.78)			**0.106* (30.49)**	-0.005*** (-1.63)				-0.011** (-1.96)	0.049* (2.91)	0.856 (255.61)
Yuzhnaya Stolica B3	-0.005** (-1.81)					**0.105* (32.13)**	-0.009* (-2.45)	-0.004*** (-1.31)			0.054* (3.08)	0.871 (288.86)
Karagandinskoe B4					-0.005** (-1.89)	-0.004** (-1.70)	**0.107* (33.85)**	-0.004*** (-1.53)			0.037* (3.05)	0.870 (287.82)
Zhigulevskoe B1					-0.007** (-2.31)		-0.006*** (-1.45)	**0.108* (34.27)**			0.042* (2.83)	0.874 (396.85)
Corona Alatau B9	-0.003*** (-1.62)					-0.004** (-1.84)			**0.113* (37.63)**		0.029* (2.36)	0.897 (495.09)
Sem Bochek B7			-0.006** (-1.78)	-0.008* (-2.72)	-0.005*** (-1.64)					**0.102* (17.59)**	0.065* (3.75)	0.644 (78.23)

Numbers in parentheses are F-tests
* Significant at $p < 0.01$
** Significant at $p < 0.05$
*** Significant at $p < 0.10$

According to hypothesis H5, confidence in a focal brand i is positively related to purchase intentions toward the focal brand i in the consideration set. Exploration of the data for confidence construct in Table 30 strongly supports this hypothesis – all coefficients are significant at 5% level and are positive.

The more confident the consumer is in his/her evaluations of the brand, the higher is his/her intentions to purchase it.

Results presented in the Table 30 also provide support for hypotheses H9 and H10. According to hypothesis H9, attitudes toward a focal brand i are positively related to purchase intentions toward the same brand in the consideration set.

In Table 30, all diagonal coefficients are positive and significant, which strongly supports hypothesis H9.

Table 30. Results of the Stepwise Multiple Regression: All Attitudes and Confidence

Intentions Toward	Attitudes Toward										Confidence	Constant	Adjusted R-square (F)
	Derbes B5	Baltika B8	Bavaria B12	Tian Shan B2	Irbis B6	Yuzhnaya Stolica B3	Karagandinskoe B4	Zhigulevskoe B1	Corona Alatau B9	Sem Bochek B7			
Derbes B5	**0.306** (2.29)**				-0.176** (-2.01)				-0.174*** (-1.52)	-0.200** (-1.75)	1.489* (11.09)	0.110* (2.36)	0.791 (129.72)
Baltika B8		**0.399*** (1.48)**									1.488* (5.64)	n/s	0.744 (247.80)
Bavaria B12		-0.241* (-2.81)	**0.351*** (1.58)**			-0.198** (-1.95)	-0.255** (-1.77)		-0.234** (-1.73)		1.685* (7.81)	0.187* (3.49)	0.760 (90.98)
Tian Shan B2	-0.291* (-3.77)	-0.115*** (-1.43)	-0.210* (-2.39)	**0.463* (3.13)**			-0.225*** (-1.64)				1.525* (10.27)	0.274* (4.69)	0.795 (111.01)
Irbis B6	-0.188** (-2.26)	-0.122*** (-1.42)		-0.137** (-1.68)	**0.359** (1.85)**			-0.128*** (-1.31)			1.517* (8.13)	0.211* (3.59)	0.675 (59.75)
Yuzhnaya Stolica B3	-0.271*** (-1.55)		-0.387** (-2.01)	-0.508* (-2.84)		**2.185* (6.35)**	-0.496*** (-1.59)	-0.278*** (-1.35)	-0.763* (-2.62)		1.239* (3.66)	0.512* (3.73)	0.591 (31.76)
Karagandinskoe B4		-0.214** (-2.00)		-0.355* (-3.26)			**0.646** (2.01)**			-0.590* (-3.33)	1.719* (6.58)	0.239* (3.25)	0.578 (47.64)
Zhigulevskoe B1	-0.339** (-2.20)	-0.253*** (-1.57)	-0.429* (-2.45)	-0.457* (-2.92)		**+0.452** (2.27)**	-0.359*** (-1.33)	**1.501* (4.81)**	-0.472** (-1.87)		0.648** (2.17)	0.643* (5.15)	0.509 (20.65)
Corona Alatau B9					-0.101* (-2.58)	**+0.068** (1.68)**		-0.107* (-2.78)	**0.268* (2.80)**		1.497* (18.25)	0.028*** (1.46)	0.889 (274.36)
Sem Bochek B7						**+0.082* (2.67)**		-0.047*** (-1.57)		**0.235* (3.99)**	**1.509* (23.06)**	n/s	0.896 (366.92)

Numbers in parentheses are F-tests
* Significant at $p < 0.01$
** Significant at $p < 0.05$
*** Significant at $p < 0.10$

The hypothesis about competitive effects (H10) was tested by exploring the off-diagonal coefficients.

Among off-diagonal statistically significant coefficients 33 out of 36 are negative. This indicates again that improvement in attitudes toward competing brands may weaken intention toward the focal brand i.

Three positive off-diagonal coefficients, all involving Yuzhnaya Stolica, may indicate the confusion at the customers' side as a result of the same producer (AO "Susyndar" and "Pivzavod №1"), however this does not explain the phenomenon for Sem Bochek, which is produced by another manufacturer.

It could be that the marketing message communicated by these brands is not consistent and causes confusion, or maybe consumers perceive them to be similar in taste. Although not a subject of this study, this phenomenon is indicative of a necessity of a more in-depth study on beer brand perceptions.

Another interesting result was that intentions toward Baltika brand (B8) were not significantly affected by attitude to any other beer brand. This phenomenon could be a result of a highly effective competitive differentiation strategy, or a specific perception at the consumers' side.

However, contrary to the findings of the previous research (Laroche 2002), we were not able to identify the competitive cloud, a result supporting a notion of a strong competition in Kazakhstan beer market, which results in the absence of clearly identifiable leaders in terms of market share. This could also be due to the fact that the Kazakhstan beer market is still emerging and is currently in the phase of growth, while previous studies employed well-established markets.

Overall, the results support hypothesis H10 and demonstrate the presence of strong competitive effects.

Hypothesis H6 states that confidence in a focal brand i is negatively related to purchase intentions toward the competing brands in the consideration set. Results of regression of confidence levels on intentions are presented in Table 31 below. They generally support the hypothesis, as 25 of 30 off-diagonal coefficients are negative, which is consistent with hypothesized competitive effects in the confidence-intention link.

Table 31. The Confidence-Intention Link

Intention	Confidence										Constant	Adjusted R-square (F)
	Derbes B5	Baltika B8	Bavaria B12	Tian Shan B2	Irbis B6	Yuzhnaya Stolica B3	Karagandinskoe B4	Zhigulevskoe B1	Corona Alatau B9	Sem Bochek B7		
Derbes B5	**1.629* (11.83)**			-0.101*** (1.45)	-0.271* (3.09)		-0.156*** (1.57)				0.152* (2.73)	0.799 (85.80)
Baltika B8		**1.586* (6.00)**	-0.129*** (1.35)		-0.201** (1.93)		-0.228** (1.85)				0.156* (2.49)	0.752 (86.86)
Bavaria B12		-0.283* (3.39)	**1.597* (7.43)**			-0.243* (2.49)	0.466* (2.36)			-0.252** (1.76)	0.224* (3.77)	0.771 (72.68)
Tian Shan B2		-0.106*** (1.30)	-0.193** (2.23)	**1.521* (10.23)**							0.279* (4.70)	0.795 (110.68)
Irbis B6	-0.209* (2.51)	-0.629* (2.59)		0.343** (2.19)	**1.618* (8.51)**						0.199* (3.32)	0.694 (56.09)
Yuzhnaya Stolica B3	-0.314** (1.80)		-0.383** (2.14)			**1.094* (3.38)**		1.238* (3.77)			0.449* (2.96)	0.626 (32.68)
Karagandinskoe B4	-0.142*** (1.33)	-0.233** (2.27)		0.713* (3.42)		-0.619* (2.79)	**1.453* (5.10)**			0.900* (3.06)	0.233* (2.55)	0.634 (30.50)
Zhigulevskoe B1			-0.407* (2.42)					**0.701* (2.39)**	-0.506** (2.33)		0.685* (5.42)	0.517 (21.19)
Corona Alatau B9	-0.057** (1.71)					-0.127** (1.92)		-0.118* (3.27)	**1.563* (18.02)**		0.071* (2.86)	0.895 (207.25)
Sem Bochek B7		-0.040** (1.68)				-0.271* (5.65)				**1.648* (25.71)**	n/s	0.911 (292.54)

Numbers in parentheses are F-tests
* Significant at $p < 0.01$
** Significant at $p < 0.05$
*** Significant at $p < 0.10$

According to hypothesis H7, the addition of confidence to the model should improve its predictive power. Table N demonstrates that this is true, addition of "the confidence in a focal brand i only" improves the model's predictive power from 5.7% to 61.8%, while improvement resulting from addition of "all confidences" varies from 7.1% to 65.5%. Hence, hypothesis H7 is supported.

Table 32. Comparison of variations of the competitive vulnerability model

Adjusted R Square	ATT (i) only	All ATT	Increase in adj R sq	All ATT & CONF (i)	Increase in adj R sq	All ATT & all CONF	Increase in adj R sq
Zhigulevskoe	0.38	0.50	31.6%	0.51	34.2%	0.52	36.8%
Tian Shan	0.63	0.68	7.9%	0.80	27.0%	0.79	25.4%
Yuzhnaya Stolica	0.50	0.56	12.0%	0.59	18.0%	0.63	26.0%
Karagandinskoe	0.39	0.48	23.1%	0.58	48.7%	0.63	61.5%
Derbes	0.63	0.66	4.8%	0.79	25.4%	0.8	27.0%
Irbis	0.52	0.57	9.6%	0.67	28.8%	0.69	32.7%
Sem Bochek	0.55	0.58	5.5%	0.90	63.6%	0.91	65.5%
Baltika	0.70	0.70	0.0%	0.74	5.7%	0.75	7.1%
Corona Alatau	0.67	0.68	1.5%	0.89	32.8%	0.89	32.8%
Bavaria	0.67	0.67	0.0%	0.76	13.4%	0.77	14.9%
AVERAGE			**7.8%**		**24.2%**		**33.0%**

Overall, variance explained by the "all attitudes-all confidences" model for some brands is as low as 52%, meaning that for them this model does only a fair job in predicting the choice. However, for other brands the model explains up to 91% of variance, besides, the model clearly provides better predictive power than a single-effect ("attitudes only") model.

Examination of Table 33 renders support to the hypothesis H8 (consumer attitudes toward and confidence in a focal brand i in the consideration set are positively correlated) – all diagonal coefficients are positive and significant.

184 0 CORRELATIONS VARS=ATTE1 TO ATTE9 ATTE12 WITH CONE1 TO CONE9 CONE12

- - Correlation Coefficients - -

	CONE1	CONE2	CONE3	CONE4	CONE5	CONE6	CONE7	CONE8	CONE9	CONE12
ATTE1	.8096	.0118	.1373	-.0180	-.0498	-.0921	-.0982	.0147	.1282	.0083
	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)
	P= .000	P= .878	P= .072	P= .814	P= .516	P= .229	P= .200	P= .848	P= .094	P= .914
ATTE2	.0069	.8546	.1850	-.0988	.1132	.0116	-.0698	-.0142	.0460	.0316
	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)
	P= .929	P= .000	P= .015	P= .197	P= .139	P= .880	P= .363	P= .853	P= .549	P= .681
ATTE3	.1930	.1419	.7890	-.0994	-.2751	-.2133	-.1881	-.2245	.1158	-.0632
	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)
	P= .011	P= .063	P= .000	P= .194	P= .000	P= .005	P= .013	P= .003	P= .130	P= .410
ATTE4	.0005	-.0806	-.0528	.7984	-.0153	-.0948	-.0872	.0290	-.0516	-.0682
	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)
	P= .994	P= .293	P= .491	P= .000	P= .843	P= .216	P= .255	P= .705	P= .501	P= .374
ATTE5	-.1172	.0223	-.2462	-.0003	.8600	.2142	.0076	.2217	-.0669	-.0765
	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)
	P= .126	P= .771	P= .001	P= .997	P= .000	P= .005	P= .921	P= .003	P= .384	P= .319
ATTE6	-.0883	.0168	-.0817	-.0610	.2373	.8604	-.1161	.2931	-.0061	.0703
	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)
	P= .249	P= .826	P= .287	P= .427	P= .002	P= .000	P= .129	P= .000	P= .937	P= .359
ATTE7	-.0371	-.1050	-.1577	-.1337	.0356	-.1227	.7157	-.0064	-.0779	.0151
	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)
	P= .629	P= .171	P= .039	P= .080	P= .643	P= .109	P= .000	P= .934	P= .310	P= .844
ATTE8	.0056	-.0021	-.2390	.0138	.2184	.2982	-.0194	.9485	-.1450	.3057
	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)
	P= .941	P= .978	P= .002	P= .857	P= .004	P= .000	P= .801	P= .000	P= .058	P= .000
ATTE9	.0283	.0528	.1791	-.0525	-.0698	-.0915	-.0165	-.0800	.8197	.0020
	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)
	P= .713	P= .491	P= .019	P= .494	P= .363	P= .232	P= .830	P= .297	P= .000	P= .979
ATTE12	-.0613	.0468	-.0966	-.1416	-.1044	.0105	-.0620	.2860	.0259	.8909
	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)	(172)
	P= .424	P= .542	P= .207	P= .064	P= .173	P= .892	P= .419	P= .000	P= .736	P= .000

(Coefficient / (Cases) / 2-tailed Significance) " . " is printed if a coefficient cannot be computed

End of job.

0

7.5. The I/C Construct

Factor analysis was used to identify specific dimensions underlying the I/C construct. Six factors were extracted. The factors extracted and their structure were consistent with the findings of previous research (Kim et al 1994).

Table 34. Factor analysis pattern matrix

Pattern Matrix[a]

	Component					
	1	2	3	4	5	6
LIFE3	.796					
LIFE4	.775					
LIFE2	.704					-.415
LIFE1	.650				-.320	
LIFE15		.875				
LIFE17		.799	.349			
LIFE20			.745			
LIFE22			.675			
LIFE9				-.895		
LIFE8				-.817		
LIFE16					-.817	
LIFE14					-.739	
LIFE25						.786
LIFE7	.302					.583

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 10 iterations.

Table 35. Factors: structure and interpretation

N	I/C Dimension	Factor name	Loading items	Loadings	Alpha
1	C	Family Integrity	CULT3 CULT4 CULT2 CULT1	0.796 0.775 0.704 0.650	0.7626
2	I	Self Reliance	CULT15 CULT17	0.875 0.799	0.6151
3	C	Interdependence1	CULT20 CULT22	0.745 0.675	0.3099
4	I	Individualism	CULT9 CULT8	0.895 0.817	0.6757
5	C	Fate Dependence	CULT16 CULT14	0.817 0.739	0.5028
6	C	Interdependence2	CULT25 CULT7	0.786 0.583	0.2812

Cluster analysis was run with four (1; 2; 4; and 5) of the extracted factors that demonstrated good reliability – Family Integrity, Self Reliance, Individualism, and Fate Dependence.

Ward's method, Squared Euclidean Distances, single 3-cluster solution were used. An ANOVA table was obtained. Detailed analysis is presented in the Appendix 3.

Cluster 1 (92 cases) seemed to be more collectivist, while cluster 3 (41 cases) seemed to be more individualist. Cluster 2 (46 cases) scored the highest on all dimensions. Besides, all clusters scored relatively high on the Family Integrity dimension.

Table 36. Results of the cluster analysis

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
FAMILY	1	92	5.7500	1.3389	.1396	5.4727	6.0273	1.00	7.00
	2	46	6.4076	.7348	.1083	6.1894	6.6258	4.25	7.00
	3	41	5.7561	.9674	.1511	5.4507	6.0615	3.75	7.00
	Total	179	5.9204	1.1601	.671E-02	5.7493	6.0915	1.00	7.00
FATE	1	92	4.1685	1.2321	.1285	3.9133	4.4236	1.50	7.00
	2	46	5.9674	.7333	.1081	5.7496	6.1852	4.50	7.00
	3	41	2.5122	1.0517	.1642	2.1802	2.8442	1.00	4.50
	Total	179	4.2514	1.6192	.1210	4.0126	4.4902	1.00	7.00
SELF	1	92	4.2174	1.3553	.1413	3.9367	4.4981	1.50	7.00
	2	46	6.2935	.7643	.1127	6.0665	6.5205	4.50	7.00
	3	41	6.0976	.8457	.1321	5.8306	6.3645	4.00	7.00
	Total	179	5.1816	1.4969	.1119	4.9608	5.4024	1.50	7.00
INDEP	1	92	4.7609	1.6862	.1758	4.4117	5.1101	1.00	7.00
	2	46	6.5870	.5406	.971E-02	6.4264	6.7475	5.50	7.00
	3	41	6.2439	.8953	.1398	5.9613	6.5265	3.50	7.00
	Total	179	5.5698	1.5549	.1162	5.3405	5.7992	1.00	7.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
FAMILY	Between Groups	14.697	2	7.349	5.752	.004
	Within Groups	224.856	176	1.278		
	Total	239.553	178			
FATE	Between Groups	260.104	2	130.052	110.798	.000
	Within Groups	206.584	176	1.174		
	Total	466.687	178			
SELF	Between Groups	176.799	2	88.400	70.067	.000
	Within Groups	222.050	176	1.262		
	Total	398.849	178			
INDEP	Between Groups	126.425	2	63.212	36.602	.000
	Within Groups	303.952	176	1.727		
	Total	430.377	178			

Our results indicated that cultural measures we used were not very effective in capturing the specific cultural dimensions of the country of interest. High scores of all three clusters on the Family Integrity factor and high scores of the cluster 2 on all of the factors might indicate that a different measure, different cultural dimensions might be needed to capture the cultural phenomenon for the country in the process of transition.

Interesting to note, Ardichvili (2001) reported similar findings in his study on leadership styles in four CIS countries. He found that Hofstede's (1980) dimensions did not provide a reliable stable measure allowing for effective capturing of the cultural specifics of post-Soviet countries.

CHAPTER VIII

DISCUSSION

In this paper, we explored consumers' brand categorization and choice processes in the context of a country with the transition culture. We tested three consumer brand choice models widely accepted in the North American marketing theory in the post-Soviet country.

In testing the Brisoux-Laroche brand categorization model and Bliemel's price-quality evaluations framework, we found that post-Soviet consumers arrive at their purchase decision in a mode similar to their North American counterparts – they categorize brands into four brand sets and develop their purchase intentions based on their brand cognitions, distribution of attitudes, and confidence levels. They assign net utility scores to each brand based on their perceptions of this brand's quality and price, and then consider for purchase those brands that provide the highest net utility (value). Hence, both aforementioned models were successfully validated.

We validated the Laroche's competitive vulnerability model by demonstrating the presence of strong competitive effects in the Kazakhstan beer market and importance of their consideration. We also showed that this model might be applied to the prediction of choice of Kazakhstan beer consumers.

Our expectation that culture could have had a significant effect on the performance of the aforementioned models did not gain significant support. All three models did a fairly good job in predicting the brand choice.

However, the fact that the variance explained by the Laroche's competitive vulnerability model is low for several brands (Zhigulevskoe, Yuzhnaya Stolica,

Karagandinskoe, and Irbis; 52%, 63%, 63%, and 69% correspondingly) could be indicative of need to consider other influencing factors when predicting brand choice.

For example, due to high scores of Kazakhstan on collectivism, it could be worthwhile to include subjective norms, or another measure taking into consideration reference groups' influence on the consumer's purchase decision.

Still, a different context of the study contributed to some non-structural differences in the performance of the models. For example, in the Laroche's competitive vulnerability model, purchase intentions seemed to be predictive of consumers' preferences rather than actual brand choice. Only when adjusted for price in the price-quality evaluations framework, the results were reflective of the actual sales data.

High competitiveness of the market and the fact that the Kazakhstan beer market is still at the stage of growth contributed to the even distribution of off-diagonal coefficients (competitive effects), and difficulties with identification of the competitive cloud.

However, all of our hypotheses have been supported, and hence, a major implication is that all three models under study in general seem to be generalizeable to the brand choice context of Kazakhstan (and possibly post-Soviet marketplace, a tentative suggestion in need of further research), and hence may be used by local market practitioners in understanding and predicting consumer's brand choice.

Another contribution of this study was that we tried to assess the position of Kazakhstan along I/C dimension. Kazakhstan was shown to be more collectivist, however, strong individualist tendencies were also present. Due to the structure of existing cultural measures, we obtained mixed results, and we were not able to make

comprehensive conclusions. Not only more effective measures of culture are needed for studying cultures in transition, but also a basic understanding of how these cultures load on cultural dimensions (they could load highly on some collectivist dimensions and some individualist dimensions at the same time). Are existing cultural scales effective and sufficient in assessing underlying cultural forces in cultures in transition? And what is the cultural profile of these cultures? These could be the questions for the future research.

Managerial Implications

Significant contribution of this study is a number of managerial implications of critical importance for both local and foreign beer producers in the Kazakhstan market.

From a managerial perspective, the Brisoux-Laroche categorization model suggests that managers should be aware of how their brands are categorized, why a brand is included or not into the consideration set and how to keep its position or move it to the consideration set.

The Laroche's competitive vulnerability model provides a framework for understanding how consumers arrive at their purchase decision.

First they form cognitions with respect to a focal brand i by assessing available information and previous experiences with some brands. They then evaluate their cognitions toward the focal brand as well as cognitive evaluations of other competing brands to form an attitude toward and confidence in this brand. The consideration set is formed and only those brands present in the consideration set participate in the decision-making process. Finally a consumer forms a purchase intention toward brand i by assessing his/her attitude toward and confidence in the focal brand while also considering

his/her attitudes and confidence levels towards other competing brands within the consideration set.

Taking into consideration brand cognitions, confidence and attitude levels, competitive effects and the consideration set formation, rather than attitudes only, is critical to the improvement in the prediction of consumers' brand choice behavior, and should be considered by Kazakhstan marketers in their prediction of consumers' brand choice.

As Kazakhstan beer market grows, beer manufacturers' focus should shift from adding capacity to more efficient production, distribution and differentiation through branding and advertising. In these conditions, it is increasingly important to monitor the amount of information about a brand as well as marketing strategies of the competition.

The price-quality evaluations framework is important to consider, especially if the price is a salient factor in the market.

Overall, we were able to show that the Brisoux-Laroche, Bliemel's and Laroche's models could be applied to the Kazakhstan marketplace in order to predict the consumers' brand choice.

Our results provided a totally new, in depth perspective on the Kazakhstan beer market and interesting implications of high practical value were made.

Study Limitations and Future Research

Like all studies, this one is not void of limitations.

This study had rather an exploratory nature. Data for the single Kazakhstan city (Almaty) was obtained, and the snowball method was used as a means of data collection,

which could result in sample bias. The study was conducted during the winter period, which could contribute to the low response rate. Respondents often cited fatigue and boredom due to their non-familiarity with academic research procedures and presence of a large number of cross-reliability items in the questionnaire. For the future research we would recommend focus groups and personal interviews with a reward as a better means of data collection.

In the brand choice models, the relationship between Attitude and Intention is rather a non-linear increasing function with increasing marginal returns (Brisoux and Laroche 1989). The multiple-effect model, which is linear and additive in this study, could be considerably improved by the addition of non-linearities and interactions.

The use of multimethod approaches such as systematic observations of behavior, "I am" statements, attitude scales, value scales (Schwartz) and so on (Triandis 1994) to measure I/C construct could produce better results for the culture analysis. Besides, our sample was too small to be representative of Kazakhstan culture. Within a culture, different samples have been found to vary on I/C dimension (Kim et al 1994).

Future research should address the specifics of cultures in transition, methods of their assessment and ways to capture the underlying cultural dimensions.

The results of this study have limited generalizability. Replication with larger, more representative samples and more product categories are needed. However, we were able to test the three brand choice models in a new context, we came out with interesting managerial implications and opened numerous doors for the future research.

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Appendix 1: Questionnaire (English/Russian)

Dear Participant!

You were asked to participate in a survey of Kazakhstani beer market. This is the first study of such kind in Kazakhstan, and it will allow us to establish awareness of our country and our research potential in the scientific circles of the Western countries, specifically Canada and US.

The purpose of the study is to obtain Your opinions and preferences of different beer brands that are present in the Kazakhstani market.

This study is absolutely anonymous and confidential. The information provided by You will remain confidential - it will only be seen by the researcher (Lola Askarova) and her assistants; results will be divulgated at the aggregate level and will not include any private individual information.

The research is conducted by Lola Askarova, John Molson School of Business, Concordia University, MScA program student as part of her program's requirements. In case You have any questions, you may contact the researcher at lola_askarova@yahoo.com

Уважаемый Участник!

Вы участвуете в опросе, посвященном казахстанскому рынку пива. Данное исследование является первым в своем роде в Казахстане – оно позволит нам представить нашу страну и продемонстрировать наш исследовательский потенциал перед научными кругами западных стран, особенно Канады и США.

Цель данного исследования – узнать Ваши мнения и предпочтения в отношении различных торговых марок пива, представленных на казахстанском рынке.

Данное исследование анонимно и конфиденциально. Информация, предоставленная Вами, останется конфиденциальной, и в результате анализа данные будут обобщены и агрегированы, так что итоговая работа не будет включать никакой информации индивидуального характера.

Исследование проводит Лола Аскарова, обучающаяся на магистерской программе MScA, в Бизнес Школе им. Джона Молсона, Университет Конкордия (Канада), а данная работа является частью требований, необходимых для завершения ею данной учебной программы. Если у Вас имеются какие-либо вопросы, пишите ей на lola_askarova@yahoo.com

Thank You!

Спасибо!

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PART I

The purpose of this section of the questionnaire is to obtain your preferences of beer brands that you know of.

From the list below, which brands of beer have you **heard of** (please check all the appropriate ones)?

____ Zhigulevskoe
____ Tian Shan
____ Yuzhnaya Stolica
____ Karagandinskoe
____ Derbes
____ Irbis
____ Sem Bochek
____ Baltika
____ Corona Alatau
____ Kazakhstanskoe
____ Shymkentskoe
____ Bavaria

____ Other, please specify _____

Please rank (1, 2, 3, ..., 13) in order of preference (from 1 being "most preferred" to 13 being "least preferred") the brands in the list below that you have heard of (the brands you checked in question 1). It is important that you do **not** rank those that you have **not** heard of (leave their space blank).

____ Zhigulevskoe
____ Tian Shan
____ Yuzhnaya Stolica
____ Karagandinskoe
____ Derbes
____ Irbis
____ Sem Bochek
____ Baltika
____ Corona Alatau
____ Kazakhstanskoe
____ Shymkentskoe
____ Bavaria
____ Other

If you could have your **first choice** from the list below, which brand would you select? (Choose only one brand).

____ Zhigulevskoe
____ Tian Shan
____ Yuzhnaya Stolica
____ Karagandinskoe
____ Derbes
____ Irbis
____ Sem Bochek
____ Baltika
____ Corona Alatau
____ Kazakhstanskoe
____ Shymkentskoe
____ Bavaria
____ Other

Suppose for whatever reason your choice in question 3 above was not available. Indicate **other** brands, which you have heard of (question 1 above) that you would consider selecting. (Please check all the appropriate ones).

____ Zhigulevskoe
____ Tian Shan
____ Yuzhnaya Stolica
____ Karagandinskoe
____ Derbes
____ Irbis
____ Sem Bochek
____ Baltika
____ Corona Alatau
____ Kazakhstanskoe
____ Shymkentskoe
____ Bavaria
____ Other

Of those brands, which you have heard of (question 1), indicate those you would definitely **not** consider purchasing.

____ Zhigulevskoe
____ Tian Shan
____ Yuzhnaya Stolica
____ Karagandinskoe
____ Derbes
____ Irbis
____ Sem Bochek
____ Baltika
____ Corona Alatau
____ Kazakhstanskoe
____ Shymkentskoe
____ Bavaria
____ Other

Of those brands, which you have heard of (question 1), are there any, which you **have not** formed an opinion of, and therefore cannot say whether or not you would be willing to purchase it/them?

____ Zhigulevskoe
____ Tian Shan
____ Yuzhnaya Stolica
____ Karagandinskoe
____ Derbes
____ Irbis
____ Sem Bochek
____ Baltika
____ Corona Alatau
____ Kazakhstanskoe
____ Shymkentskoe
____ Bavaria
____ Other

Of those brands, which you have heard of (question 1), are there any, which you **have** formed an opinion of, but cannot say whether or not you would be willing to purchase it/them?

____ Zhigulevskoe
____ Tian Shan
____ Yuzhnaya Stolica
____ Karagandinskoe
____ Derbes
____ Irbis
____ Sem Bochek
____ Baltika
____ Corona Alatau
____ Kazakhstanskoe
____ Shymkentskoe
____ Bavaria
____ Other

PART II

The purpose of this section of the questionnaire is to obtain your opinion about certain characteristics of beer brands that you know of (please answer for only those brands that you chose in Question 1, Part I).

Please answer these questions by circling the number that best corresponds to your opinion.

With respect to the brands that you have heard of (question 1, part I), to what extent do you feel you have **enough information** to make an informed judgment about whether or not to make a selection?

	No information							A lot of information
Zhigulevskoe	1	2	3	4	5	6	7	8	9
Tian Shan	1	2	3	4	5	6	7	8	9
Yuzhnaya Stolica	1	2	3	4	5	6	7	8	9
Karagandinskoe	1	2	3	4	5	6	7	8	9
Derbes	1	2	3	4	5	6	7	8	9
Irbis	1	2	3	4	5	6	7	8	9
Sem Bochek	1	2	3	4	5	6	7	8	9
Baltika	1	2	3	4	5	6	7	8	9
Corona Alatau	1	2	3	4	5	6	7	8	9
Kazakhstanskoe	1	2	3	4	5	6	7	8	9
Shymkentskoe	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Other	1	2	3	4	5	6	7	8	9

With respect to those brands, which you have heard of (question 1, Part I), please indicate the degree to which you **like** them.

	Dislike very much							Like very much
Zhigulevskoe	1	2	3	4	5	6	7	8	9
Tian Shan	1	2	3	4	5	6	7	8	9
Yuzhnaya Stolica	1	2	3	4	5	6	7	8	9
Karagandinskoe	1	2	3	4	5	6	7	8	9
Derbes	1	2	3	4	5	6	7	8	9
Irbis	1	2	3	4	5	6	7	8	9
Sem Bochek	1	2	3	4	5	6	7	8	9
Baltika	1	2	3	4	5	6	7	8	9
Corona Alatau	1	2	3	4	5	6	7	8	9
Kazakhstanskoe	1	2	3	4	5	6	7	8	9
Shymkentskoe	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Other	1	2	3	4	5	6	7	8	9

With respect to the brands, which you have heard of (question 1, Part I), please indicate your **opinion** about each brand.

	A very bad brand								A very good brand
Zhigulevskoe	1	2	3	4	5	6	7	8	9
Tian Shan	1	2	3	4	5	6	7	8	9
Yuzhnaya Stolica	1	2	3	4	5	6	7	8	9
Karagandinskoe	1	2	3	4	5	6	7	8	9
Derbes	1	2	3	4	5	6	7	8	9
Irbis	1	2	3	4	5	6	7	8	9
Sem Bochek	1	2	3	4	5	6	7	8	9
Baltika	1	2	3	4	5	6	7	8	9
Corona Alatau	1	2	3	4	5	6	7	8	9
Kazakhstanskoe	1	2	3	4	5	6	7	8	9
Shymkentskoe	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Other	1	2	3	4	5	6	7	8	9

With respect to the brands that you have heard of (question 1, Part I), to what extent do you feel you are **sufficiently knowledgeable** to make an informed judgment about whether or not to make a selection?

	Not knowledgeable at all								Very knowledgeable
Zhigulevskoe	1	2	3	4	5	6	7	8	9
Tian Shan	1	2	3	4	5	6	7	8	9
Yuzhnaya Stolica	1	2	3	4	5	6	7	8	9
Karagandinskoe	1	2	3	4	5	6	7	8	9
Derbes	1	2	3	4	5	6	7	8	9
Irbis	1	2	3	4	5	6	7	8	9
Sem Bochek	1	2	3	4	5	6	7	8	9
Baltika	1	2	3	4	5	6	7	8	9
Corona Alatau	1	2	3	4	5	6	7	8	9
Kazakhstanskoe	1	2	3	4	5	6	7	8	9
Shymkentskoe	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Other	1	2	3	4	5	6	7	8	9

With respect to the brands, which you have heard of (question 1, Part I), please indicate how **confident** you are about your evaluation of each brand.

	Not confident at all								Very confident
Zhigulevskoe	1	2	3	4	5	6	7	8	9
Tian Shan	1	2	3	4	5	6	7	8	9
Yuzhnaya Stolica	1	2	3	4	5	6	7	8	9
Karagandinskoe	1	2	3	4	5	6	7	8	9
Derbes	1	2	3	4	5	6	7	8	9
Irbis	1	2	3	4	5	6	7	8	9
Sem Bochek	1	2	3	4	5	6	7	8	9
Baltika	1	2	3	4	5	6	7	8	9
Corona Alatau	1	2	3	4	5	6	7	8	9
Kazakhstanskoe	1	2	3	4	5	6	7	8	9
Shymkentskoe	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Other	1	2	3	4	5	6	7	8	9

With respect to the brands, which you have heard of (question 1, Part I), please indicate the degree of your **satisfaction** with each brand.

	Very unsatisfactory								Very satisfactory
Zhigulevskoe	1	2	3	4	5	6	7	8	9
Tian Shan	1	2	3	4	5	6	7	8	9
Yuzhnaya Stolica	1	2	3	4	5	6	7	8	9
Karagandinskoe	1	2	3	4	5	6	7	8	9
Derbes	1	2	3	4	5	6	7	8	9
Irbis	1	2	3	4	5	6	7	8	9
Sem Bochek	1	2	3	4	5	6	7	8	9
Baltika	1	2	3	4	5	6	7	8	9
Corona Alatau	1	2	3	4	5	6	7	8	9
Kazakhstanskoe	1	2	3	4	5	6	7	8	9
Shymkentskoe	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Other	1	2	3	4	5	6	7	8	9

With respect to the brands, which you have heard of (question 1, Part I), please indicate whether you would be willing to serve them to your **friends**.

	Definitely would not serve								Definitely would serve
Zhigulevskoe	1	2	3	4	5	6	7	8	9
Tian Shan	1	2	3	4	5	6	7	8	9
Yuzhnaya Stolica	1	2	3	4	5	6	7	8	9
Karagandinskoe	1	2	3	4	5	6	7	8	9
Derbes	1	2	3	4	5	6	7	8	9
Irbis	1	2	3	4	5	6	7	8	9
Sem Bochek	1	2	3	4	5	6	7	8	9
Baltika	1	2	3	4	5	6	7	8	9
Corona Alatau	1	2	3	4	5	6	7	8	9
Kazakhstanskoe	1	2	3	4	5	6	7	8	9
Shymkentskoe	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Other	1	2	3	4	5	6	7	8	9

With respect to the brands, which you have heard of (question 1, Part I), please indicate how **favorable you feel** toward each brand.

	Very unfavorable								Very favorable
Zhigulevskoe	1	2	3	4	5	6	7	8	9
Tian Shan	1	2	3	4	5	6	7	8	9
Yuzhnaya Stolica	1	2	3	4	5	6	7	8	9
Karagandinskoe	1	2	3	4	5	6	7	8	9
Derbes	1	2	3	4	5	6	7	8	9
Irbis	1	2	3	4	5	6	7	8	9
Sem Bochek	1	2	3	4	5	6	7	8	9
Baltika	1	2	3	4	5	6	7	8	9
Corona Alatau	1	2	3	4	5	6	7	8	9
Kazakhstanskoe	1	2	3	4	5	6	7	8	9
Shymkentskoe	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Other	1	2	3	4	5	6	7	8	9

With respect to the brands, which you have heard of (question 1, Part I), please indicate the degree of your **certainty** about each brand.

	Very uncertain								Very certain
Zhigulevskoe	1	2	3	4	5	6	7	8	9
Tian Shan	1	2	3	4	5	6	7	8	9
Yuzhnaya Stolica	1	2	3	4	5	6	7	8	9
Karagandinskoe	1	2	3	4	5	6	7	8	9
Derbes	1	2	3	4	5	6	7	8	9
Irbis	1	2	3	4	5	6	7	8	9
Sem Bochek	1	2	3	4	5	6	7	8	9
Baltika	1	2	3	4	5	6	7	8	9
Corona Alatau	1	2	3	4	5	6	7	8	9
Kazakhstanskoe	1	2	3	4	5	6	7	8	9
Shymkentskoe	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Other	1	2	3	4	5	6	7	8	9

With respect to those brands, which you have heard of (question 1, Part I), please indicate the strength of your **intentions** if you were to make a selection.

	Would definitely not intend to buy								Would definitely intend to buy
Zhigulevskoe	1	2	3	4	5	6	7	8	9
Tian Shan	1	2	3	4	5	6	7	8	9
Yuzhnaya Stolica	1	2	3	4	5	6	7	8	9
Karagandinskoe	1	2	3	4	5	6	7	8	9
Derbes	1	2	3	4	5	6	7	8	9
Irbis	1	2	3	4	5	6	7	8	9
Sem Bochek	1	2	3	4	5	6	7	8	9
Baltika	1	2	3	4	5	6	7	8	9
Corona Alatau	1	2	3	4	5	6	7	8	9
Kazakhstanskoe	1	2	3	4	5	6	7	8	9
Shymkentskoe	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Other	1	2	3	4	5	6	7	8	9

With respect to the brands, which you have heard of (question 1, Part I), please indicate how you feel about the **price** of the brand.

	Extremely expensive								Extremely inexpensive
Zhigulevskoe	1	2	3	4	5	6	7	8	9
Tian Shan	1	2	3	4	5	6	7	8	9
Yuzhnaya Stolica	1	2	3	4	5	6	7	8	9
Karagandinskoe	1	2	3	4	5	6	7	8	9
Derbes	1	2	3	4	5	6	7	8	9
Irbis	1	2	3	4	5	6	7	8	9
Sem Bochek	1	2	3	4	5	6	7	8	9
Baltika	1	2	3	4	5	6	7	8	9
Corona Alatau	1	2	3	4	5	6	7	8	9
Kazakhstanskoe	1	2	3	4	5	6	7	8	9
Shymkentskoe	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Other	1	2	3	4	5	6	7	8	9

With respect to those beers, which you have heard of, to what extent do you feel about their **attributes**?

	Light								Heavy
Zhigulevskoe	1	2	3	4	5	6	7	8	9
Tian Shan	1	2	3	4	5	6	7	8	9
Yuzhnaya Stolica	1	2	3	4	5	6	7	8	9
Karagandinskoe	1	2	3	4	5	6	7	8	9
Derbes	1	2	3	4	5	6	7	8	9
Irbis	1	2	3	4	5	6	7	8	9
Sem Bochek	1	2	3	4	5	6	7	8	9
Baltika	1	2	3	4	5	6	7	8	9
Corona Alatau	1	2	3	4	5	6	7	8	9
Kazakhstanskoe	1	2	3	4	5	6	7	8	9
Shymkentskoe	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Other	1	2	3	4	5	6	7	8	9

	Mild								Harsh
Zhigulevskoe	1	2	3	4	5	6	7	8	9
Tian Shan	1	2	3	4	5	6	7	8	9
Yuzhnaya Stolica	1	2	3	4	5	6	7	8	9
Karagandinskoe	1	2	3	4	5	6	7	8	9
Derbes	1	2	3	4	5	6	7	8	9
Irbis	1	2	3	4	5	6	7	8	9
Sem Bochek	1	2	3	4	5	6	7	8	9
Baltika	1	2	3	4	5	6	7	8	9
Corona Alatau	1	2	3	4	5	6	7	8	9
Kazakhstanskoe	1	2	3	4	5	6	7	8	9
Shymkentskoe	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Other	1	2	3	4	5	6	7	8	9

With respect to those brands, which you have heard of (question 1, Part I), please indicate how strongly you feel about **purchasing** those brands.

	Would definitely not purchase								Would definitely purchase
Zhigulevskoe	1	2	3	4	5	6	7	8	9
Tian Shan	1	2	3	4	5	6	7	8	9
Yuzhnaya Stolica	1	2	3	4	5	6	7	8	9
Karagandinskoe	1	2	3	4	5	6	7	8	9
Derbes	1	2	3	4	5	6	7	8	9
Irbis	1	2	3	4	5	6	7	8	9
Sem Bochek	1	2	3	4	5	6	7	8	9
Baltika	1	2	3	4	5	6	7	8	9
Corona Alatau	1	2	3	4	5	6	7	8	9
Kazakhstanskoe	1	2	3	4	5	6	7	8	9
Shymkentskoe	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Other	1	2	3	4	5	6	7	8	9

With respect to the brands, which you have heard of (question 1, Part I), please indicate how you feel the **quality** of the brand.

	Extremely bad quality								Extremely good quality
Zhigulevskoe	1	2	3	4	5	6	7	8	9
Tian Shan	1	2	3	4	5	6	7	8	9
Yuzhnaya Stolica	1	2	3	4	5	6	7	8	9
Karagandinskoe	1	2	3	4	5	6	7	8	9
Derbes	1	2	3	4	5	6	7	8	9
Irbis	1	2	3	4	5	6	7	8	9
Sem Bochek	1	2	3	4	5	6	7	8	9
Baltika	1	2	3	4	5	6	7	8	9
Corona Alatau	1	2	3	4	5	6	7	8	9
Kazakhstanskoe	1	2	3	4	5	6	7	8	9
Shymkentskoe	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Other	1	2	3	4	5	6	7	8	9

Please think of the next **ten** purchases of beer. What would be your distribution of the next ten purchases? (The total must add up to 10).

Brand	Quantity
Zhigulevskoe	_____
Tian Shan	_____
Yuzhnaya Stolica	_____
Karagandinskoe	_____
Derbes	_____
Irbis	_____
Sem Bochek	_____
Baltika	_____
Corona Alatau	_____
Kazakhstanskoe	_____
Shymkentskoe	_____
Bavaria	_____
Other	_____
Total	10

PART III

In this section, we would like to know your level of agreement or disagreement with the following statements that represent commonly held opinions. There are no right or wrong answers. Please indicate your choice by circling one number following each statement.

	Strongly disagree						Strongly agree
One of the pleasures of life is to be related interdependently with others.	1	2	3	4	5	6	7
I like to live close to my good friends.	1	2	3	4	5	6	7
I have a close relationship with my relatives and friends	1	2	3	4	5	6	7
I would help, with my means, if a relative told me that s/he is in financial difficulty.	1	2	3	4	5	6	7
I feel strongly about returning favors to others.	1	2	3	4	5	6	7
It is everyone's responsibility to respect the aged people.	1	2	3	4	5	6	7
I have a very traditional relationship with my parents.	1	2	3	4	5	6	7
What happens to me is my own doing.	1	2	3	4	5	6	7
The most important thing in my life is to make myself happy.	1	2	3	4	5	6	7
When faced with a difficult personal problem, it is better to decide what to do yourself, rather than to consult others.	1	2	3	4	5	6	7
One should not go to the extremes in his/her behavior.	1	2	3	4	5	6	7
To a great extent my life is controlled by accidental happenings.	1	2	3	4	5	6	7
I strive as much as possible to be independent of others (materially or emotionally).	1	2	3	4	5	6	7
When I get what I want, it's usually because I'm lucky.	1	2	3	4	5	6	7
I can pretty much determine what will happen in my life.	1	2	3	4	5	6	7
It's not always wise for me to plan too far ahead because many things turn out to be a matter of good or bad fortune.	1	2	3	4	5	6	7
When I get what I want, it's usually because I worked hard for it.	1	2	3	4	5	6	7
I live too much by other people' standards.	1	2	3	4	5	6	7

	Strongly disagree						Strongly agree
When I'm in a group I usually don't say much for fear of saying the wrong thing.	1	2	3	4	5	6	7
Showing affect openly is not acceptable.	1	2	3	4	5	6	7
I am quite shy and self-conscious in social situations.	1	2	3	4	5	6	7
I often like to make a decision with my family together while considering buying an electrical product.	1	2	3	4	5	6	7
I'll continue to grow best by being myself.	1	2	3	4	5	6	7
I always do things confidently and positively.	1	2	3	4	5	6	7
I am likely to follow others' suggestions in decision-making.	1	2	3	4	5	6	7

PART IV

The following questions deal with demographics.

Are you: ____ Male ____ Female

Are you:
____ Single
____ Married or living together
____ Separated or divorced
____ Widowed

Please indicate your age group:
____ under 20 years
____ 20 to 29 years
____ 30 to 39 years
____ 40 to 49 years
____ 50 to 59 years
____ 60 years and over

Please indicate your total **family** gross income bracket:
____ Less than T2,000
____ T2,000 – T8,000
____ T8,000 – T20,000
____ T20,000 – T50,000
____ T50,000 – T100,000
____ More than T100,000

Please indicate the highest level of education you attained:
____ High school
____ Community college/technical school/diploma
____ Undergraduate university degree
____ Graduate university degree

What is your occupation? _____

What is your employment status?
____ Work full time (30 or more hours per week)
____ Work part-time (less than 30 hours per week)
____ Retired, pensioned
____ Student
____ Unemployed
____ Homemaker only

Thank you for completing this survey.

ОПРОСНИК

ЧАСТЬ I

Цель этой части опросника – узнать ваши предпочтения в отношении торговых марок пива, которые вам известны.

Выберите из нижеприведенного листа торговые марки пива, о которых вы **слышали** (пожалуйста, отметьте все марки, которые вам известны)?

___ Жигулевское
___ Тянь Шань
___ Южная столица
___ Карагандинское
___ Дербес
___ Ирбис
___ Семь бочек
___ Балтика
___ Корона Алатау
___ Казахстанское
___ Шымкентское
___ Bavaria

___ Другое, укажите _____

Пожалуйста пронумеруйте (1, 2, 3, …, 14) нижеприведенные торговые марки в порядке предпочтения, начиная с 1 «наиболее предпочитаемая» и заканчивая 14 «наименее предпочитаемая». Пожалуйста, отметьте ваши предпочтения **только** для торговых марок, которые вы **знаете** (которые вы обозначили в предыдущем вопросе). Оставьте пустыми клетки для тех торговых марок, которые вам не известны.

___ Жигулевское
___ Тянь Шань
___ Южная столица
___ Карагандинское
___ Дербес
___ Ирбис
___ Семь бочек
___ Балтика
___ Корона Алатау
___ Казахстанское
___ Шымкентское
___ Bavaria
___ Другое

Если бы вам надо было выбрать **одну** торговую марку из нижеприведенных, какую вы бы выбрали? (выберите только одну торговую марку).

___ Жигулевское
___ Тянь Шань
___ Южная столица
___ Карагандинское
___ Дербес
___ Ирбис
___ Семь бочек
___ Балтика
___ Корона Алатау
___ Казахстанское
___ Шымкентское
___ Bavaria
___ Другое

Представьте, что ваш выбор в предыдущем вопросе невозможен по тем или иным причинам. Обозначьте **другие** торговые марки, которые вы бы выбрали вместо этой. Отметьте только те торговые марки, которые вам известны.

___ Жигулевское
___ Тянь Шань
___ Южная столица
___ Карагандинское
___ Дербес
___ Ирбис
___ Семь бочек
___ Балтика
___ Корона Алатау
___ Казахстанское
___ Шымкентское
___ Bavaria
___ Другое

Из тех торговых марок, которые вам известны (которые вы отметили в первом вопросе), обозначьте одну или несколько, которые вы бы определенно **не** купили.

___ Жигулевское
___ Тянь Шань
___ Южная столица
___ Карагандинское
___ Дербес
___ Ирбис
___ Семь бочек
___ Балтика
___ Корона Алатау
___ Казахстанское
___ Шымкентское
___ Bavaria
___ Другое

Из тех торговых марок, которые вам известны (которые вы отметили в первом вопросе), есть ли такая или такие, о которых вы еще **не** сформировали четкого мнения и таким образом не можете сказать, купили бы вы ее/их или нет?

___ Жигулевское
___ Тянь Шань
___ Южная столица
___ Карагандинское
___ Дербес
___ Ирбис
___ Семь бочек
___ Балтика
___ Корона Алатау
___ Казахстанское
___ Шымкентское
___ Bavaria
___ Другое

Из тех торговых марок, которые вам известны (которые вы отметили в первом вопросе), есть ли такая/такие, о которых вы сформировали мнение, но не можете сказать, купили бы ее/их или нет?

___ Жигулевское
___ Тянь Шань
___ Южная столица
___ Карагандинское
___ Дербес
___ Ирбис
___ Семь бочек
___ Балтика
___ Корона Алатау
___ Казахстанское
___ Шымкентское
___ Bavaria
___ Другое

ЧАСТЬ II

Цель этой части опросника – узнать ваше мнение о различных характеристиках известных вам торговых марок пива (пожалуйста, предоставьте ответы только для тех торговых марок, которые вам известны и которые вы обозначили в вопросе 1, часть I).

Пожалуйста, ответьте на следующие вопросы, указав число, которое наиболее соответствует вашему мнению.

В отношении торговых марок, которые вам известны (смотри вопрос 1, часть I), как вам кажется, достаточно ли у вас **информации** для принятия решения по поводу выбора той или иной торговой марки?

	Никакой информации								Много информации
Жигулевское	1	2	3	4	5	6	7	8	9
Тянь Шань	1	2	3	4	5	6	7	8	9
Южная столица	1	2	3	4	5	6	7	8	9
Карагандинское	1	2	3	4	5	6	7	8	9
Дербес	1	2	3	4	5	6	7	8	9
Ирбис	1	2	3	4	5	6	7	8	9
Семь бочек	1	2	3	4	5	6	7	8	9
Балтика	1	2	3	4	5	6	7	8	9
Корона Алатау	1	2	3	4	5	6	7	8	9
Казахстанское	1	2	3	4	5	6	7	8	9
Шымкентское	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Другое	1	2	3	4	5	6	7	8	9

В отношении торговых марок, которые вам известны (которые вы указали в вопросе 1, часть I), пожалуйста укажите, насколько они вам **нравятся**.

	Очень не нравится								Очень нравится
Жигулевское	1	2	3	4	5	6	7	8	9
Тянь Шань	1	2	3	4	5	6	7	8	9
Южная столица	1	2	3	4	5	6	7	8	9
Карагандинское	1	2	3	4	5	6	7	8	9
Дербес	1	2	3	4	5	6	7	8	9
Ирбис	1	2	3	4	5	6	7	8	9
Семь бочек	1	2	3	4	5	6	7	8	9
Балтика	1	2	3	4	5	6	7	8	9
Корона Алатау	1	2	3	4	5	6	7	8	9
Казахстанское	1	2	3	4	5	6	7	8	9
Шымкентское	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Другое	1	2	3	4	5	6	7	8	9

В отношении торговых марок, которые вам известны (которые вы указали в вопросе 1, часть I), пожалуйста выразите **ваше мнение** по поводу каждой.

	Очень плохая торговая марка								Очень хорошая торговая марка
Жигулевское	1	2	3	4	5	6	7	8	9
Тянь Шань	1	2	3	4	5	6	7	8	9
Южная столица	1	2	3	4	5	6	7	8	9
Карагандинское	1	2	3	4	5	6	7	8	9
Дербес	1	2	3	4	5	6	7	8	9
Ирбис	1	2	3	4	5	6	7	8	9
Семь бочек	1	2	3	4	5	6	7	8	9
Балтика	1	2	3	4	5	6	7	8	9
Корона Алатау	1	2	3	4	5	6	7	8	9
Казахстанское	1	2	3	4	5	6	7	8	9
Шымкентское	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Другое	1	2	3	4	5	6	7	8	9

В отношении торговых марок, которые вам известны (которые вы указали в вопросе 1, часть I), в какой степени вам кажется вы **осведомлены**, чтобы принять информированное решение о выборе.

	Совершенно не осведомлен								Очень хорошо осведомлен
Жигулевское	1	2	3	4	5	6	7	8	9
Тянь Шань	1	2	3	4	5	6	7	8	9
Южная столица	1	2	3	4	5	6	7	8	9
Карагандинское	1	2	3	4	5	6	7	8	9
Дербес	1	2	3	4	5	6	7	8	9
Ирбис	1	2	3	4	5	6	7	8	9
Семь бочек	1	2	3	4	5	6	7	8	9
Балтика	1	2	3	4	5	6	7	8	9
Корона Алатау	1	2	3	4	5	6	7	8	9
Казахстанское	1	2	3	4	5	6	7	8	9
Шымкентское	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Другое	1	2	3	4	5	6	7	8	9

В отношении торговых марок, которые вам известны (которые вы указали в вопросе 1, часть I), пожалуйста укажите насколько **уверены** вы в своей оценке той или иной торговой марки.

	Совершенно не уверен								Совершенно уверен
Жигулевское	1	2	3	4	5	6	7	8	9
Тянь Шань	1	2	3	4	5	6	7	8	9
Южная столица	1	2	3	4	5	6	7	8	9
Карагандинское	1	2	3	4	5	6	7	8	9
Дербес	1	2	3	4	5	6	7	8	9
Ирбис	1	2	3	4	5	6	7	8	9
Семь бочек	1	2	3	4	5	6	7	8	9
Балтика	1	2	3	4	5	6	7	8	9
Корона Алатау	1	2	3	4	5	6	7	8	9
Казахстанское	1	2	3	4	5	6	7	8	9
Шымкентское	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Другое	1	2	3	4	5	6	7	8	9

В отношении торговых марок, которые вам известны (которые вы указали в вопросе 1, часть I), пожалуйста обозначьте степень вашей **удовлетворенности** каждой торговой маркой.

	Очень недоволен								Очень доволен
Жигулевское	1	2	3	4	5	6	7	8	9
Тянь Шань	1	2	3	4	5	6	7	8	9
Южная столица	1	2	3	4	5	6	7	8	9
Карагандинское	1	2	3	4	5	6	7	8	9
Дербес	1	2	3	4	5	6	7	8	9
Ирбис	1	2	3	4	5	6	7	8	9
Семь бочек	1	2	3	4	5	6	7	8	9
Балтика	1	2	3	4	5	6	7	8	9
Корона Алатау	1	2	3	4	5	6	7	8	9
Казахстанское	1	2	3	4	5	6	7	8	9
Шымкентское	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Другое	1	2	3	4	5	6	7	8	9

Пожалуйста, укажите вероятность того, что вы бы предложили ту или иную торговую марку пива своим **друзьям**?

	Ни в коем случае бы не предложил								Предложил бы точно
Жигулевское	1	2	3	4	5	6	7	8	9
Тянь Шань	1	2	3	4	5	6	7	8	9
Южная столица	1	2	3	4	5	6	7	8	9
Карагандинское	1	2	3	4	5	6	7	8	9
Дербес	1	2	3	4	5	6	7	8	9
Ирбис	1	2	3	4	5	6	7	8	9
Семь бочек	1	2	3	4	5	6	7	8	9
Балтика	1	2	3	4	5	6	7	8	9
Корона Алатау	1	2	3	4	5	6	7	8	9
Казахстанское	1	2	3	4	5	6	7	8	9
Шымкентское	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Другое	1	2	3	4	5	6	7	8	9

В отношении торговых марок, которые вам известны (которые вы указали в вопросе 1, часть I), пожалуйста обозначьте, насколько **хорошо** вы к ним относитесь.

	Очень плохо								Очень хорошо
Жигулевское	1	2	3	4	5	6	7	8	9
Тянь Шань	1	2	3	4	5	6	7	8	9
Южная столица	1	2	3	4	5	6	7	8	9
Карагандинское	1	2	3	4	5	6	7	8	9
Дербес	1	2	3	4	5	6	7	8	9
Ирбис	1	2	3	4	5	6	7	8	9
Семь бочек	1	2	3	4	5	6	7	8	9
Балтика	1	2	3	4	5	6	7	8	9
Корона Алатау	1	2	3	4	5	6	7	8	9
Казахстанское	1	2	3	4	5	6	7	8	9
Шымкентское	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Другое	1	2	3	4	5	6	7	8	9

Для торговых марок, которые вам известны (которые вы указали в вопросе 1, часть 1), пожалуйста укажите степень вашей **уверенности** в отношении вашего **мнения** на их счет.

	Абсолютно не уверен								Абсолютно уверен
Жигулевское	1	2	3	4	5	6	7	8	9
Тянь Шань	1	2	3	4	5	6	7	8	9
Южная столица	1	2	3	4	5	6	7	8	9
Карагандинское	1	2	3	4	5	6	7	8	9
Дербес	1	2	3	4	5	6	7	8	9
Ирбис	1	2	3	4	5	6	7	8	9
Семь бочек	1	2	3	4	5	6	7	8	9
Балтика	1	2	3	4	5	6	7	8	9
Корона Алатау	1	2	3	4	5	6	7	8	9
Казахстанское	1	2	3	4	5	6	7	8	9
Шымкентское	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Другое	1	2	3	4	5	6	7	8	9

В отношении торговых марок, которые вам известны (которые вы указали в вопросе 1, часть 1), пожалуйста укажите **степень ваших намерений**, как если бы вам пришлось сделать выбор.

	Определенно не купил бы								Определенно купил бы
Жигулевское	1	2	3	4	5	6	7	8	9
Тянь Шань	1	2	3	4	5	6	7	8	9
Южная столица	1	2	3	4	5	6	7	8	9
Карагандинское	1	2	3	4	5	6	7	8	9
Дербес	1	2	3	4	5	6	7	8	9
Ирбис	1	2	3	4	5	6	7	8	9
Семь бочек	1	2	3	4	5	6	7	8	9
Балтика	1	2	3	4	5	6	7	8	9
Корона Алатау	1	2	3	4	5	6	7	8	9
Казахстанское	1	2	3	4	5	6	7	8	9
Шымкентское	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Другое	1	2	3	4	5	6	7	8	9

В отношении торговых марок, которые вам известны (которые вы указали в вопросе 1, часть 1), пожалуйста обозначьте ваше мнение по поводу ее/их **цены**.

	Очень дорогая								Очень недорогая
Жигулевское	1	2	3	4	5	6	7	8	9
Тянь Шань	1	2	3	4	5	6	7	8	9
Южная столица	1	2	3	4	5	6	7	8	9
Карагандинское	1	2	3	4	5	6	7	8	9
Дербес	1	2	3	4	5	6	7	8	9
Ирбис	1	2	3	4	5	6	7	8	9
Семь бочек	1	2	3	4	5	6	7	8	9
Балтика	1	2	3	4	5	6	7	8	9
Корона Алатау	1	2	3	4	5	6	7	8	9
Казахстанское	1	2	3	4	5	6	7	8	9
Шымкентское	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Другое	1	2	3	4	5	6	7	8	9

В отношении торговых марок, которые вы указали в вопросе 1, часть 1, пожалуйста оцените их следующие **свойства**.

	Легкое (Light)								Крепкое (Heavy)
Жигулевское	1	2	3	4	5	6	7	8	9
Тянь Шань	1	2	3	4	5	6	7	8	9
Южная столица	1	2	3	4	5	6	7	8	9
Карагандинское	1	2	3	4	5	6	7	8	9
Дербес	1	2	3	4	5	6	7	8	9
Ирбис	1	2	3	4	5	6	7	8	9
Семь бочек	1	2	3	4	5	6	7	8	9
Балтика	1	2	3	4	5	6	7	8	9
Корона Алатау	1	2	3	4	5	6	7	8	9
Казахстанское	1	2	3	4	5	6	7	8	9
Шымкентское	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Другое	1	2	3	4	5	6	7	8	9

	Мягкое на вкус								Резкое на вкус
Жигулевское	1	2	3	4	5	6	7	8	9
Тянь Шань	1	2	3	4	5	6	7	8	9
Южная столица	1	2	3	4	5	6	7	8	9
Карагандинское	1	2	3	4	5	6	7	8	9
Дербес	1	2	3	4	5	6	7	8	9
Ирбис	1	2	3	4	5	6	7	8	9
Семь бочек	1	2	3	4	5	6	7	8	9
Балтика	1	2	3	4	5	6	7	8	9
Корона Алатау	1	2	3	4	5	6	7	8	9
Казахстанское	1	2	3	4	5	6	7	8	9
Шымкентское	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Другое	1	2	3	4	5	6	7	8	9

В отношении торговых марок, которые вам известны (которые вы указали в вопросе 1, часть 1), пожалуйста укажите насколько **вероятно** то, что вы бы их **купили**.

	Определенно бы не купил								Определенно бы купил
Жигулевское	1	2	3	4	5	6	7	8	9
Тянь Шань	1	2	3	4	5	6	7	8	9
Южная столица	1	2	3	4	5	6	7	8	9
Карагандинское	1	2	3	4	5	6	7	8	9
Дербес	1	2	3	4	5	6	7	8	9
Ирбис	1	2	3	4	5	6	7	8	9
Семь бочек	1	2	3	4	5	6	7	8	9
Балтика	1	2	3	4	5	6	7	8	9
Корона Алатау	1	2	3	4	5	6	7	8	9
Казахстанское	1	2	3	4	5	6	7	8	9
Шымкентское	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Другое	1	2	3	4	5	6	7	8	9

В отношении торговых марок, которые вам известны (которые вы указали в вопросе 1, часть 1), пожалуйста укажите свое мнение об их **качестве**.

	Очень плохое качество								Очень хорошее качество
Жигулевское	1	2	3	4	5	6	7	8	9
Тянь Шань	1	2	3	4	5	6	7	8	9
Южная столица	1	2	3	4	5	6	7	8	9
Карагандинское	1	2	3	4	5	6	7	8	9
Дербес	1	2	3	4	5	6	7	8	9
Ирбис	1	2	3	4	5	6	7	8	9
Семь бочек	1	2	3	4	5	6	7	8	9
Балтика	1	2	3	4	5	6	7	8	9
Корона Алатау	1	2	3	4	5	6	7	8	9
Казахстанское	1	2	3	4	5	6	7	8	9
Шымкентское	1	2	3	4	5	6	7	8	9
Bavaria	1	2	3	4	5	6	7	8	9
Другое	1	2	3	4	5	6	7	8	9

Пожалуйста подумайте о ваших следующих **десяти** (10) покупках пива. Как бы вы распределили их среди следующих торговых марок? (в сумме должно получится 10)

Торговая марка	Количество
Жигулевское	_____
Тянь Шань	_____
Южная столица	_____
Карагандинское	_____
Дербес	_____
Ирбис	_____
Семь бочек	_____
Балтика	_____
Корона Алатау	_____
Казахстанское	_____
Шымкентское	_____
Bavaria	_____
Другое	_____
Итого	10

Часть III

В этой части, мы бы хотели узнать вашу степень согласия или несогласия со следующими утверждениями. Здесь нет правильных или неправильных ответов. Все, что требуется – это ваше мнение. Пожалуйста обозначьте свой выбор, обозначив соответствующее число.

	Абсолютно несогласен						Абсолютно согласен
Одно из удовольствий жизни это взаимодействие, отношения с другими людьми	1	2	3	4	5	6	7
Я люблю жить рядом с моими лучшими друзьями	1	2	3	4	5	6	7
Я очень близок со своими родными и друзьями	1	2	3	4	5	6	7
Я бы помог, чем смог, если бы мой родственник сказал, что находится в затруднительном финансовом положении	1	2	3	4	5	6	7
Я плачу услугой за услугу	1	2	3	4	5	6	7
Каждый обязан уважать пожилых людей	1	2	3	4	5	6	7
Мои отношения с родителями можно описать как традиционные	1	2	3	4	5	6	7
То, что со мной происходит, это мое личное дело	1	2	3	4	5	6	7
Самое важное для меня в жизни, чтобы я был счастлив	1	2	3	4	5	6	7
Когда я сталкиваюсь с серьезной личной проблемой, я считаю, что лучше принять решение самому, чем советоваться с кем-то	1	2	3	4	5	6	7
В своем поведении человек не должен впадать в крайности	1	2	3	4	5	6	7
В большей степени моя жизнь контролируется случайными событиями	1	2	3	4	5	6	7

	Абсолютно несогласен						Абсолютно согласен
Я стараюсь быть независимым от других (материально либо морально)	1	2	3	4	5	6	7
Когда я получаю то, что хочу, это в основном благодаря моей удаче	1	2	3	4	5	6	7
Я сам определяю события своей жизни	1	2	3	4	5	6	7
Я не планирую события задолго наперед, постольку поскольку многие вещи определяются судьбой	1	2	3	4	5	6	7
Когда я получаю то, что хочу, это в основном благодаря моим стараниям и труду	1	2	3	4	5	6	7
Я живу по стандартам других людей	1	2	3	4	5	6	7
Когда я нахожусь в группе людей, я обычно не говорю много из страха, что скажу что-то не то	1	2	3	4	5	6	7
Демонстрировать чувства открыто неприемлемо	1	2	3	4	5	6	7
Я обычно застенчив в обществе других людей	1	2	3	4	5	6	7
При покупке электроники я часто принимаю решение вместе со своей семьей	1	2	3	4	5	6	7
Мой успех в том, что я остаюсь самим собой	1	2	3	4	5	6	7
Что бы я не делал, я уверен в своих поступках	1	2	3	4	5	6	7
Я часто следую чужим советам при принятии решений	1	2	3	4	5	6	7

Часть IV

Следующие вопросы касаются демографических показателей.

Вы: ____ М ____ Ж

Вы:
____ Неженаты/незамужем
____ Женат/замужем или состою в гражданском браке или живем вместе
____ Разведен/разведена
____ Вдовец/вдова

Пожалуйста укажите, к какой возрастной группе вы относитесь:

__ __ меньше 20
____ 20-29 лет
____ 30-39 лет
____ 40-49 лет
____ 50-59 лет
____ 60 лет и более

Пожалуйста укажите общий ежемесячный доход вашей семьи:

____ Менее Т2,000
____ Т2,000 – Т8,000
____ Т8,000 – Т20,000
____ Т20,000 – Т50,000
____ Т50,000 – Т100,000
____ Более Т100,000

Пожалуйста укажите степень вашего образования:

____ Школа
____ ПТУ или Колледж
____ Университет (бакалавр)
____ Университет (магистр)

Кем вы работаете? _____

К какой группе вы относитесь?

____ Работаю 30 или более часов в неделю
____ Работаю менее чем 30 часов в неделю
____ Домохозяйка
____ Пенсионер
____ Студент
____ Безработный

Спасибо за ваше участие.

Appendix 2: Photos

Photo 1. Beer brands available in a typical *Cash & Carry* store in Almaty.

Photo2. Twelve beer brands that were the subject of the study.

Appendix 3: Analysis of I/C Dimension

Reliability analysis was performed on 25 culture variables for collectivist and individualist dimensions separately. Item total correlation scores were used to remove items with poor reliability.

COLLECTIVIST VARIABLES:

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	CULT1	5.7414	1.7885	174.0
2.	CULT2	6.0115	1.3894	174.0
3.	CULT3	6.0000	1.2353	174.0
4.	CULT4	6.0920	1.3398	174.0
5.	CULT6	6.5690	.9394	174.0
6.	CULT7	5.3506	1.9437	174.0
7.	CULT11	5.7529	1.7869	174.0
8.	CULT12	3.5172	1.8015	174.0
9.	CULT14	4.0517	1.9091	174.0
10.	CULT16	4.4195	2.0207	174.0
11.	CULT18	2.5172	1.5974	174.0
12.	CULT19	2.4770	1.7950	174.0
13.	CULT20	4.0287	2.0638	174.0
14.	CULT21	3.3333	2.0551	174.0
15.	CULT22	5.0230	2.0085	174.0
16.	CULT25	3.1667	1.8964	174.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	74.0517	146.0725	12.0860	16

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
CULT1	68.3103	124.9205	.4491	.6772
CULT2	68.0402	137.7267	.1967	.7040
CULT3	68.0517	135.3094	.3214	.6942
CULT4	67.9598	133.5764	.3455	.6915
CULT6	67.4828	134.3205	.4992	.6863
CULT7	68.7011	127.4015	.3394	.6897
CULT11	68.2989	128.6269	.3516	.6885
CULT12	70.5345	128.5508	.3495	.6887
CULT14	70.0000	133.8960	.1931	.7072
CULT16	69.6322	119.4824	.5095	.6672
CULT18	71.5345	137.9612	.1482	.7094
CULT19	71.5747	130.0840	.3118	.6930
CULT20	70.0230	131.6873	.2138	.7061
CULT21	70.7184	126.3653	.3351	.6904
CULT22	69.0287	132.8142	.1992	.7074
CULT25	70.8851	131.4549	.2534	.7000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 174.0 N of Items = 16

Alpha = .7077

All items except item CULT18 had good alphas. Hence, item CULT18 was removed from the analysis, which resulted in alpha of 0.7094.

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	CULT1	5.7414	1.7885	174.0
2.	CULT2	6.0115	1.3894	174.0
3.	CULT3	6.0000	1.2353	174.0
4.	CULT4	6.0920	1.3398	174.0
5.	CULT6	6.5690	.9394	174.0
6.	CULT7	5.3506	1.9437	174.0
7.	CULT11	5.7529	1.7869	174.0
8.	CULT12	3.5172	1.8015	174.0
9.	CULT14	4.0517	1.9091	174.0
10.	CULT16	4.4195	2.0207	174.0
11.	CULT19	2.4770	1.7950	174.0
12.	CULT20	4.0287	2.0638	174.0
13.	CULT21	3.3333	2.0551	174.0
14.	CULT22	5.0230	2.0085	174.0
15.	CULT25	3.1667	1.8964	174.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	71.5345	137.9612	11.7457	15

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
CULT1	65.7931	116.4887	.4733	.6756
CULT2	65.5230	129.5573	.2047	.7055
CULT3	65.5345	127.2329	.3302	.6953
CULT4	65.4425	124.5256	.3893	.6893
CULT6	64.9655	126.3803	.5065	.6872
CULT7	66.1839	120.1163	.3302	.6929
CULT11	65.7816	120.3913	.3666	.6885
CULT12	68.0172	121.5546	.3313	.6927
CULT14	67.4828	125.9043	.1963	.7094
CULT16	67.1149	112.1717	.5071	.6686
CULT19	69.0575	123.6152	.2787	.6989
CULT20	67.5057	124.1011	.2088	.7094
CULT21	68.2011	118.4391	.3420	.6915
CULT22	66.5115	124.5519	.2091	.7088
CULT25	68.3678	125.0778	.2189	.7066

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 174.0 N of Items = 15

Alpha = .7094

FOR INDIVIDUALIST DIMENSION:

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	CULT5	5.3086	2.0945	175.0
2.	CULT8	5.7943	1.6996	175.0
3.	CULT9	5.3543	1.8601	175.0
4.	CULT10	4.5200	2.1222	175.0
5.	CULT13	5.9029	1.5708	175.0
6.	CULT15	4.7600	1.9117	175.0
7.	CULT17	5.5943	1.5833	175.0
8.	CULT23	5.8800	1.4473	175.0
9.	CULT24	5.0857	1.8253	175.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	48.2000	76.7356	8.7599	9

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
CULT5	42.8914	65.6261	.1981	.7091
CULT8	42.4057	60.7827	.4930	.6464
CULT9	42.8457	63.6485	.3244	.6790
CULT10	43.6800	61.4143	.3252	.6815
CULT13	42.2971	62.1986	.4871	.6499
CULT15	43.4400	60.3857	.4273	.6576
CULT17	42.6057	64.1827	.3960	.6659
CULT23	42.3200	65.7706	.3779	.6702
CULT24	43.1143	62.4351	.3803	.6676

Reliability Coefficients

N of Cases = 175.0 N of Items = 9

Alpha = .6955

Item CULT5 was deleted from analysis, which resulted in alpha of 0.7077.

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	CULT8	5.7955	1.6948	176.0
2.	CULT9	5.3523	1.8550	176.0
3.	CULT10	4.5114	2.1193	176.0
4.	CULT13	5.9091	1.5685	176.0
5.	CULT15	4.7500	1.9109	176.0
6.	CULT17	5.5966	1.5791	176.0
7.	CULT23	5.8580	1.4725	176.0
8.	CULT24	5.0909	1.8214	176.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	42.8636	65.3870	8.0862	8

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
CULT8	37.0682	50.7039	.4894	.6599
CULT9	37.5114	52.5142	.3508	.6900
CULT10	38.3523	49.8181	.3703	.6888
CULT13	36.9545	51.8951	.4882	.6623
CULT15	38.1136	50.1699	.4273	.6727
CULT17	37.2670	53.8654	.3895	.6815
CULT23	37.0057	55.4800	.3528	.6887
CULT24	37.7727	52.7709	.3514	.6896

Reliability Coefficients

N of Cases = 176.0 N of Items = 8

Alpha = .7077

Based on the reliability analysis results, we formed collectivist and individualist indices of the remaining collectivist/ individualist items. We then clustered our 179 cases according to these two indices.

An independent sample t-test was performed on the two clusters' means for collectivist/individualist dimensions accordingly.

T-Test

Group Statistics

	Ward Method	N	Mean	Std. Deviation	Std. Error Mean
COLINDEX	1	86	4.9853	.8035	8.664E-02
	2	93	4.5462	.7818	8.107E-02
INDINDEX	1	86	6.2283	.3989	4.302E-02
	2	93	4.5367	.7236	7.503E-02

Independent Samples Test

		Levene's Test for quality of Variance		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
COLINDE	Equal varianc assumed	.088	.767	3.705	177	.000	.4391	.1185	.2052	.6730
	Equal varianc not assumed			3.701	175.033	.000	.4391	.1187	.2049	.6733
INDINDE	Equal varianc assumed	21.225	.000	19.152	177	.000	1.6916	.832E-02	1.5173	1.8659
	Equal varianc not assumed			19.559	145.415	.000	1.6916	.649E-02	1.5207	1.8625

Cluster number one, which included 86 cases, seemed to be more individualist than cluster number two, which included 93 cases. The two clusters also were significantly different in terms of collectivist dimension, with cluster number one scoring higher than cluster number two. Hence, cluster number two seemed to be also more collectivist, which contradicted the theory and previous findings in the cultural research.

This problem could have indicated that two single indices did not discriminate data well. A more in-depth analysis of dimensions underlying the concept of culture was required. Hence, we ran factor analysis to identify these dimensions.

We used factor analysis to develop a better measure for the culture construct. Factor analysis was performed with 23 items demonstrating good reliability. The following results were obtained.

Factor Analysis

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
LIFE1	5.73	1.79	173
LIFE2	6.01	1.39	173
LIFE3	5.99	1.24	173
LIFE4	6.09	1.34	173
LIFE6	6.57	.94	173
LIFE7	5.34	1.95	173
LIFE8	5.85	1.63	173
LIFE9	5.40	1.81	173
LIFE10	4.56	2.10	173
LIFE11	5.75	1.79	173
LIFE12	3.53	1.80	173
LIFE13	5.91	1.57	173
LIFE14	4.07	1.90	173
LIFE15	4.77	1.92	173
LIFE16	4.42	2.03	173
LIFE17	5.60	1.58	173
LIFE19	2.47	1.80	173
LIFE20	4.03	2.07	173
LIFE21	3.31	2.04	173
LIFE22	5.01	2.01	173
LIFE23	5.88	1.45	173
LIFE24	5.10	1.81	173
LIFE25	3.14	1.88	173

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3.956	17.201	17.201	3.956	17.201	17.201	2.732
2	2.757	11.986	29.186	2.757	11.986	29.186	2.536
3	1.893	8.230	37.416	1.893	8.230	37.416	2.260
4	1.568	6.818	44.234	1.568	6.818	44.234	2.093
5	1.432	6.225	50.459	1.432	6.225	50.459	1.389
6	1.369	5.954	56.414	1.369	5.954	56.414	2.081
7	1.104	4.800	61.214	1.104	4.800	61.214	2.127
8	1.045	4.545	65.758	1.045	4.545	65.758	1.443
9	.959	4.168	69.926				
10	.845	3.675	73.601				
11	.794	3.453	77.055				
12	.700	3.042	80.096				
13	.630	2.740	82.836				
14	.615	2.676	85.512				
15	.550	2.390	87.902				
16	.497	2.161	90.063				
17	.449	1.952	92.015				
18	.395	1.719	93.733				
19	.373	1.621	95.354				
20	.323	1.402	96.756				
21	.273	1.185	97.941				
22	.250	1.087	99.028				
23	.224	.972	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Communalities

	Initial	Extraction
LIFE1	1.000	.679
LIFE2	1.000	.731
LIFE3	1.000	.609
LIFE4	1.000	.731
LIFE6	1.000	.643
LIFE7	1.000	.629
LIFE8	1.000	.696
LIFE9	1.000	.711
LIFE10	1.000	.708
LIFE11	1.000	.675
LIFE12	1.000	.686
LIFE13	1.000	.579
LIFE14	1.000	.702
LIFE15	1.000	.656
LIFE16	1.000	.619
LIFE17	1.000	.698
LIFE19	1.000	.575
LIFE20	1.000	.599
LIFE21	1.000	.519
LIFE22	1.000	.791
LIFE23	1.000	.667
LIFE24	1.000	.516
LIFE25	1.000	.704

Extraction Method: Principal Component Analysis.

Pattern Matrix[a]

	Component							
	1	2	3	4	5	6	7	8
LIFE4	.767							
LIFE3	.707							
LIFE2	.692				-.359			
LIFE1	.605					.323		
LIFE17		-.812						
LIFE24		-.607						
LIFE15		-.560		-.346				
LIFE23		-.527	.360				.402	
LIFE13		-.366	.360				-.325	
LIFE9			.839					
LIFE8			.741					
LIFE19				.712				
LIFE20		-.328		.695				
LIFE21				.615				
LIFE25					.787			
LIFE10			.380		-.544			-.302
LIFE14						.818		
LIFE16				.385		.579		
LIFE12		.486				.562		
LIFE11							-.691	
LIFE7							-.682	
LIFE22								.846
LIFE6	.338						-.354	.414

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 58 iterations.

Component Correlation Matrix

Component	1	2	3	4	5	6	7	8
1	1.000	-9.84E-02	9.375E-02	9.755E-02	1.257E-02	.107	-.135	8.108E-02
2	-9.84E-02	1.000	-.168	9.692E-02	5.172E-02	1.166E-02	.115	4.658E-02
3	9.375E-02	-.168	1.000	4.072E-02	-2.66E-02	.129	-.163	-8.06E-02
4	9.755E-02	9.692E-02	4.072E-02	1.000	7.422E-02	8.016E-02	-7.62E-03	7.090E-02
5	1.257E-02	5.172E-02	-2.66E-02	7.422E-02	1.000	5.775E-03	-2.56E-02	3.091E-02
6	.107	1.166E-02	.129	8.016E-02	5.775E-03	1.000	-.130	7.557E-02
7	-.135	.115	-.163	-7.62E-03	-2.56E-02	-.130	1.000	-3.22E-02
8	8.108E-02	4.658E-02	-8.06E-02	7.090E-02	3.091E-02	7.557E-02	-3.22E-02	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

Items CULT6, CULT10, CULT12, CULT13, and CULT23 were deleted from the analysis due to their loading on several factors.

Factor Analysis

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
LIFE1	5.74	1.78	175
LIFE2	6.02	1.39	175
LIFE3	5.98	1.25	175
LIFE4	6.09	1.34	175
LIFE7	5.34	1.95	175
LIFE8	5.86	1.62	175
LIFE9	5.41	1.80	175
LIFE11	5.75	1.78	175
LIFE14	4.06	1.91	175
LIFE15	4.77	1.92	175
LIFE16	4.41	2.02	175
LIFE17	5.61	1.58	175
LIFE19	2.49	1.80	175
LIFE20	4.02	2.06	175
LIFE21	3.33	2.05	175
LIFE22	5.02	2.00	175
LIFE24	5.09	1.83	175
LIFE25	3.17	1.89	175

Communalities

	Initial	Extraction
LIFE1	1.000	.619
LIFE2	1.000	.777
LIFE3	1 000	.649
LIFE4	1.000	.681
LIFE7	1.000	.600
LIFE8	1.000	.713
LIFE9	1.000	.768
LIFE11	1.000	.561
LIFE14	1.000	.695
LIFE15	1.000	.705
LIFE16	1.000	.659
LIFE17	1.000	.735
LIFE19	1.000	.606
LIFE20	1.000	.653
LIFE21	1.000	.587
LIFE22	1.000	.715
LIFE24	1.000	.657
LIFE25	1.000	.582

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3.248	18.046	18.046	3.248	18.046	18.046	2.675
2	2.188	12.155	30.200	2.188	12.155	30.200	1.525
3	1.616	8.976	39.176	1.616	8.976	39.176	1.483
4	1.380	7.666	46.842	1.380	7.666	46.842	1.984
5	1.300	7.225	54.067	1.300	7.225	54.067	1.781
6	1.190	6.612	60.679	1.190	6.612	60.679	2.003
7	1.040	5.778	66.457	1.040	5.778	66.457	1.482
8	.871	4.841	71.297				
9	.828	4.600	75.897				
10	.755	4.194	80.091				
11	.636	3.536	83.627				
12	.609	3.381	87.008				
13	.492	2.735	89.743				
14	.442	2.457	92.200				
15	.422	2.345	94.545				
16	.378	2.098	96.644				
17	.312	1.736	98.379				
18	.292	1.621	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Pattern Matrix[a]

	Component						
	1	2	3	4	5	6	7
LIFE4	.788						
LIFE3	.784						
LIFE1	.636				-.341		
LIFE2	.618		-.542				
LIFE11	.389		.386			-.372	
LIFE20		.783					
LIFE19		.539			-.351		
LIFE25			.713				
LIFE7			.539				
LIFE17				.816			
LIFE15				.779			
LIFE24		.399		.463			-.353
LIFE14					-.765		
LIFE16					-.706		
LIFE9						-.876	
LIFE8						-.807	
LIFE22							.825
LIFE21					-.375		.430

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 49 iterations.

Component Correlation Matrix

Component	1	2	3	4	5	6	7
1	1.000	6.771E-02	5.763E-02	.106	-9.69E-02	-.198	3.369E-02
2	6.771E-02	1.000	2.799E-02	-5.10E-02	-7.37E-02	-5.24E-02	.113
3	5.763E-02	2.799E-02	1.000	-1.81E-02	-4.97E-02	-.107	3.342E-02
4	.106	-5.10E-02	-1.81E-02	1.000	3.854E-02	-.159	-.149
5	-9.69E-02	-7.37E-02	-4.97E-02	3.854E-02	1.000	.124	-9.85E-02
6	-.198	-5.24E-02	-.107	-.159	.124	1.000	3.685E-02
7	3.369E-02	.113	3.342E-02	-.149	-9.85E-02	3.685E-02	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

Items CULT11, and CULT24 were deleted from the analysis due to their loading on several factors.

Factor Analysis

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
LIFE1	5.72	1.80	176
LIFE2	5.99	1.42	176
LIFE3	5.96	1.28	176
LIFE4	6.07	1.37	176
LIFE7	5.31	1.97	176
LIFE8	5.83	1.66	176
LIFE9	5.39	1.83	176
LIFE14	4.06	1.90	176
LIFE15	4.77	1.92	176
LIFE16	4.42	2.03	176
LIFE17	5.61	1.58	176
LIFE19	2.51	1.80	176
LIFE20	4.03	2.06	176
LIFE21	3.34	2.05	176
LIFE22	5.01	2.00	176
LIFE25	3.17	1.89	176

Communalities

	Initial	Extraction
LIFE1	1.000	.629
LIFE2	1.000	.673
LIFE3	1.000	.700
LIFE4	1.000	.642
LIFE7	1.000	.618
LIFE8	1.000	.707
LIFE9	1.000	.768
LIFE14	1.000	.671
LIFE15	1.000	.717
LIFE16	1.000	.653
LIFE17	1.000	.783
LIFE19	1.000	.595
LIFE20	1.000	.456
LIFE21	1.000	.539
LIFE22	1.000	.499
LIFE25	1.000	.674

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	2.974	18.586	18.586	2.974	18.586	18.586	2.536
2	2.077	12.979	31.564	2.077	12.979	31.564	1.817
3	1.584	9.901	41.465	1.584	9.901	41.465	1.804
4	1.298	8.112	49.578	1.298	8.112	49.578	1.812
5	1.248	7.802	57.380	1.248	7.802	57.380	1.717
6	1.144	7.152	64.532	1.144	7.152	64.532	1.329
7	.947	5.916	70.448				
8	.819	5.118	75.566				
9	.709	4.432	79.998				
10	.618	3.861	83.859				
11	.597	3.730	87.589				
12	.517	3.234	90.823				
13	.486	3.037	93.860				
14	.376	2.347	96.207				
15	.320	1.997	98.205				
16	.287	1.795	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Pattern Matrix[a]

	Component					
	1	2	3	4	5	6
LIFE3	.784					
LIFE4	.773					
LIFE2	.708					-.413
LIFE1	.662	.314				
LIFE16		.744				
LIFE14		.707				
LIFE19		.473	-.323		.396	
LIFE21		.436	-.303		.405	
LIFE17			.824		.388	
LIFE15			.817			
LIFE9				-.885		
LIFE8				-.826		
LIFE22					.703	
LIFE20					.663	
LIFE25						.784
LIFE7						.582

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 34 iterations.

Component Correlation Matrix

Component	1	2	3	4	5	6
1	1.000	7.844E-02	9.932E-02	-.187	4.787E-02	5.857E-02
2	7.844E-02	1.000	-1.84E-02	-.116	.132	3.144E-02
3	9.932E-02	-1.84E-02	1.000	-.152	-.137	3.329E-02
4	-.187	-.116	-.152	1.000	1.049E-02	-9.95E-02
5	4.787E-02	.132	-.137	1.049E-02	1.000	3.766E-02
6	5.857E-02	3.144E-02	3.329E-02	-9.95E-02	3.766E-02	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

Items CULT19, and CULT21 were deleted from the analysis due to their loading on several factors.

Factor Analysis

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
LIFE1	5.72	1.80	176
LIFE2	5.99	1.42	176
LIFE3	5.96	1.28	176
LIFE4	6.07	1.37	176
LIFE7	5.31	1.97	176
LIFE8	5.83	1.66	176
LIFE9	5.39	1.83	176
LIFE14	4.06	1.90	176
LIFE15	4.77	1.92	176
LIFE16	4.42	2.03	176
LIFE17	5.61	1.58	176
LIFE20	4.03	2.06	176
LIFE22	5.01	2.00	176
LIFE25	3.17	1.89	176

Communalities

	Initial	Extraction
LIFE1	1.000	.630
LIFE2	1.000	.674
LIFE3	1.000	.701
LIFE4	1.000	.642
LIFE7	1.000	.643
LIFE8	1.000	.702
LIFE9	1.000	.786
LIFE14	1.000	.691
LIFE15	1.000	.821
LIFE16	1.000	.788
LIFE17	1.000	.786
LIFE20	1.000	.593
LIFE22	1.000	.496
LIFE25	1.000	.676

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	2.951	21.082	21.082	2.951	21.082	21.082	2.524
2	1.597	11.407	32.489	1.597	11.407	32.489	1.644
3	1.439	10.279	42.768	1.439	10.279	42.768	1.400
4	1.287	9.194	51.962	1.287	9.194	51.962	1.803
5	1.231	8.795	60.757	1.231	8.795	60.757	1.575
6	1.122	8.017	68.774	1.122	8.017	68.774	1.314
7	.923	6.591	75.365				
8	.720	5.140	80.505				
9	.624	4.460	84.965				
10	.597	4.262	89.227				
11	.488	3.488	92.715				
12	.396	2.828	95.543				
13	.322	2.301	97.844				
14	.302	2.156	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Pattern Matrix[a]

	Component					
	1	2	3	4	5	6
LIFE3	.796					
LIFE4	.775					
LIFE2	.704					-.415
LIFE1	.650				-.320	
LIFE15		.875				
LIFE17		.799	.349			
LIFE20			.745			
LIFE22			.675			
LIFE9				-.895		
LIFE8				-.817		
LIFE16					-.817	
LIFE14					-.739	
LIFE25						.786
LIFE7	.302					.583

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 10 iterations.

Component Correlation Matrix

Component	1	2	3	4	5	6
1	1.000	9.057E-02	7.216E-02	-.194	-.116	4.753E-02
2	9.057E-02	1.000	-4.13E-02	-.165	-.103	2.954E-02
3	7.216E-02	-4.13E-02	1.000	1.432E-02	-2.41E-02	4.342E-02
4	-.194	-.165	1.432E-02	1.000	.132	-9.72E-02
5	-.116	-.103	-2.41E-02	.132	1.000	-2.52E-02
6	4.753E-02	2.954E-02	4.342E-02	-9.72E-02	-2.52E-02	1.000

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

Six-factor solution was considered to be acceptable. The interpretation of the six factors and their structure is provided below:

N	I/C Dimension	Factor name	Loading items	Loadings	Alpha
1	C	Family Integrity	CULT3 CULT4 CULT2 CULT1	0.796 0.775 0.704 0.650	0.7626
2	I	Self Reliance	CULT15 CULT17	0.875 0.799	0.6151
3	C	Interdependence1	CULT20 CULT22	0.745 0.675	0.3099
4	I	Individualism	CULT9 CULT8	0.895 0.817	0.6757
5	C	Fate Dependence	CULT16 CULT14	0.817 0.739	0.5028
6	C	Interdependence2	CULT25 CULT7	0.786 0.583	0.2812

The factors extracted and their structure was consistent with the findings of the previous research (Kim et al 1994).

The items once again were aggregated to form two indices – collectivist and individualist. Based on the results of the reliability results, only four items (forming the factor 1) were used as collectivist measure (alpha 0.7626), while factors 2 and 4 were used as an individualist measure (0.5428).

T-test was performed on two indices. The sample was found to be significantly more collectivist rather than individualist.

T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	FAMILY	5.9204	179	1.1601	8.671E-02
	IND1	5.3748	179	1.1682	8.731E-02

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	FAMILY & IND1	179	.277	.000

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper			
Pair 1 FAMILY - IN	.5456	1.4000	.1046	.3391	.7521	5.214	178	.000

However, the use of only three factors did not render much confidence in our results. Cluster analysis was believed to produce more meaningful results.

Cluster analysis was run on 4 identified dimensions – Family Integrity, Self Reliance, Individualism, and Fate Dependence. Cases were clustered according to their scores on these dimensions and the following results were obtained.

We ran the hierarchical cluster analysis (Ward's method, Squared Euclidean Distances, single 3-cluster solution). An ANOVA table was obtained.

Cluster 1 (92 cases) seemed to be more collectivist, while cluster 3 (41 cases) seemed to be more individualist. Cluster 2 (46 cases) scored the highest on all dimensions. Besides, all clusters scored relatively high on the Family Integrity dimension.

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
FAMILY	1	92	5.7500	1.3389	.1396	5.4727	6.0273	1.00	7.00
	2	46	6.4076	.7348	.1083	6.1894	6.6258	4.25	7.00
	3	41	5.7561	.9674	.1511	5.4507	6.0615	3.75	7.00
	Total	179	5.9204	1.1601	.671E-02	5.7493	6.0915	1.00	7.00
FATE	1	92	4.1685	1.2321	.1285	3.9133	4.4236	1.50	7.00
	2	46	5.9674	.7333	.1081	5.7496	6.1852	4.50	7.00
	3	41	2.5122	1.0517	.1642	2.1802	2.8442	1.00	4.50
	Total	179	4.2514	1.6192	.1210	4.0126	4.4902	1.00	7.00
SELF	1	92	4.2174	1.3553	.1413	3.9367	4.4981	1.50	7.00
	2	46	6.2935	.7643	.1127	6.0665	6.5205	4.50	7.00
	3	41	6.0976	.8457	.1321	5.8306	6.3645	4.00	7.00
	Total	179	5.1816	1.4969	.1119	4.9608	5.4024	1.50	7.00
INDEP	1	92	4.7609	1.6862	.1758	4.4117	5.1101	1.00	7.00
	2	46	6.5870	.5406	.971E-02	6.4264	6.7475	5.50	7.00
	3	41	6.2439	.8953	.1398	5.9613	6.5265	3.50	7.00
	Total	179	5.5698	1.5549	.1162	5.3405	5.7992	1.00	7.00

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
FAMILY	Between Groups	14.697	2	7.349	5.752	.004
	Within Groups	224.856	176	1.278		
	Total	239.553	178			
FATE	Between Groups	260.104	2	130.052	110.798	.000
	Within Groups	206.584	176	1.174		
	Total	466.687	178			
SELF	Between Groups	176.799	2	88.400	70.067	.000
	Within Groups	222.050	176	1.262		
	Total	398.849	178			
INDEP	Between Groups	126.425	2	63.212	36.602	.000
	Within Groups	303.952	176	1.727		
	Total	430.377	178			