

To What Extent Do Marketing Factors Influence High School Athletes' Selection of Sports Drinks Over Nutrition Information or Packaging Alone?



Information or Packaging Alone?



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Abstract

Hypothesis: The marketing factors used in this study will prove to have a greater effect on the participants than nutritional information and packaging.

Objective: Assess which of the following: brand recognition, nutritional content, perceived performance benefits, sensory appeals, or packaging has the most influence on the participants purchasing decision.

Methods

Materials

Materials included: paper questionnaires, Gatorade Cool Blue 20oz, Powerade Mountain Berry Blast 20oz, Bodyarmor Blueberry Pomegranate 16oz, Prime Blue Raspberry 16.9oz, Hoist Blue Raspberry 16oz, note cards, nutritional labels, and pencils.

Experiment

Begin by having the participant fill the first four questions themselves: their name, gender, sport/s, and age & grade level. Next, take the questionnaire back and begin reading the questions aloud to the participants, and fill in the answer chosen by the participants. Read the questions in this order: five, seven, six, eight, ten, nine, eleven, then twelve. For question five put the five sports drinks in a horizontal order in front of the participant. Allow the participant to move and reorganize the drinks to what they believe on one side is the healthiest to the other side unhealthiest. Follow up with the part b question. Move to question seven, follow up with part b question. Move to question eight, but layout note cards with the price increasing from left to right. Allow the participants to move the drinks to the note cards. Follow with part b question, exclude part c question. Move to question ten, follow with part b question. Move to question nine. Move to question eleven. Move to question twelve.

Graphs

Figure 1

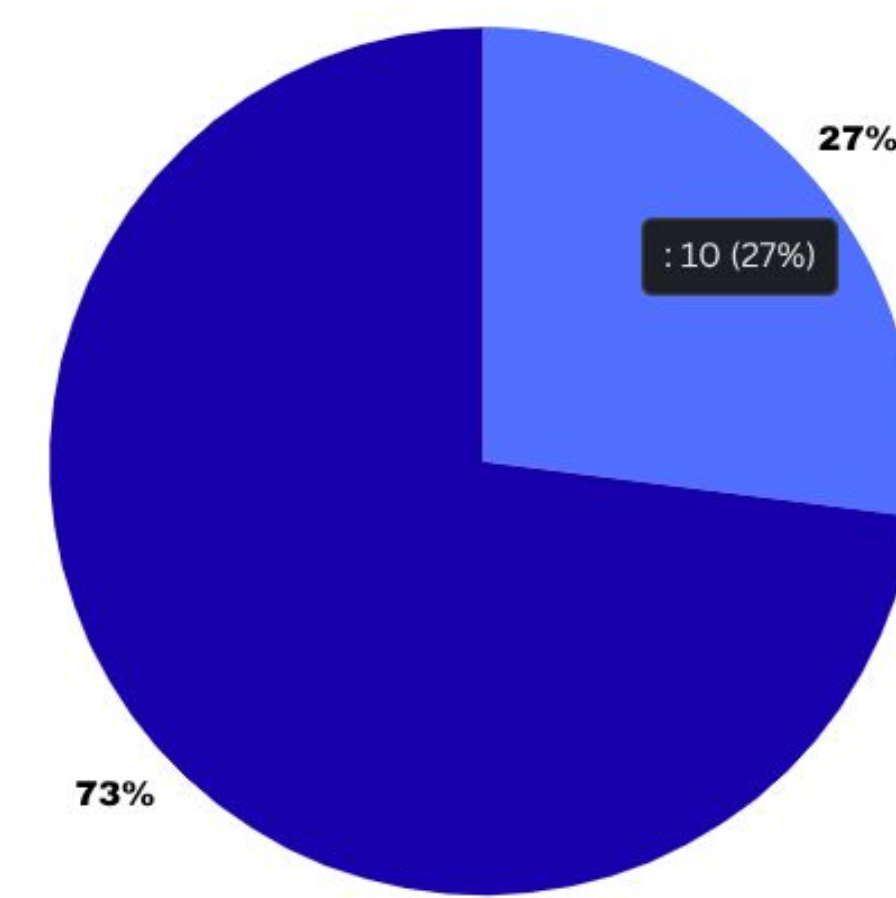


Figure 2

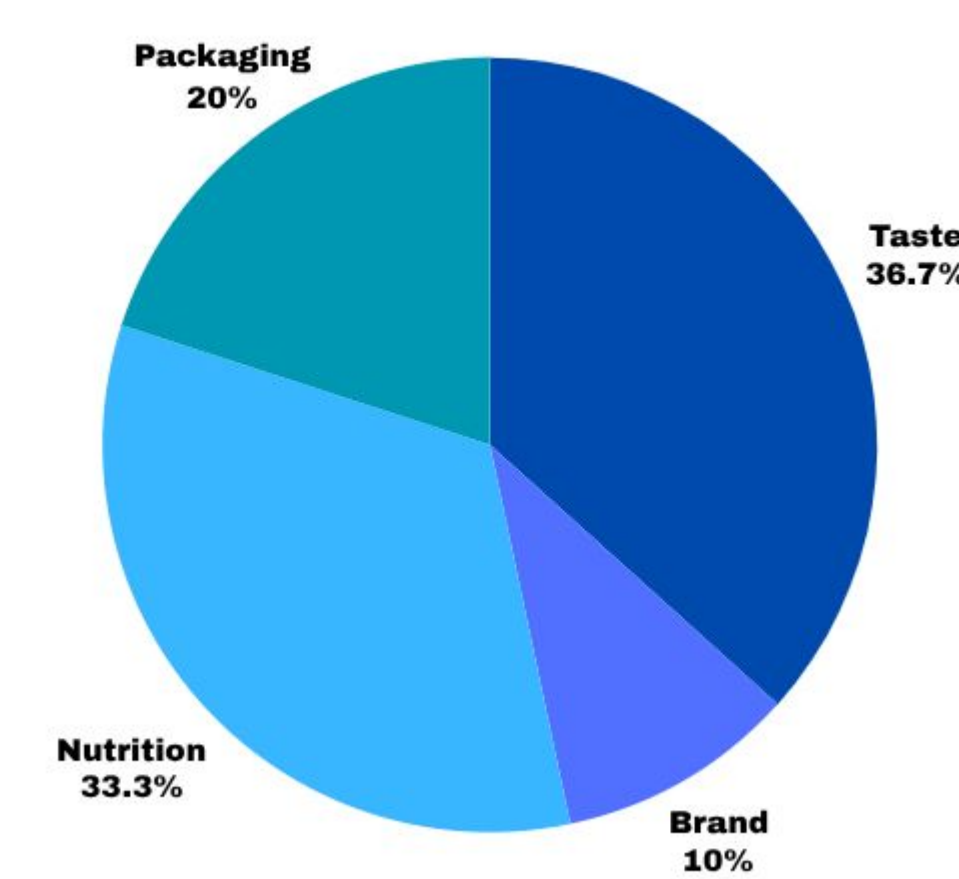


Figure 3

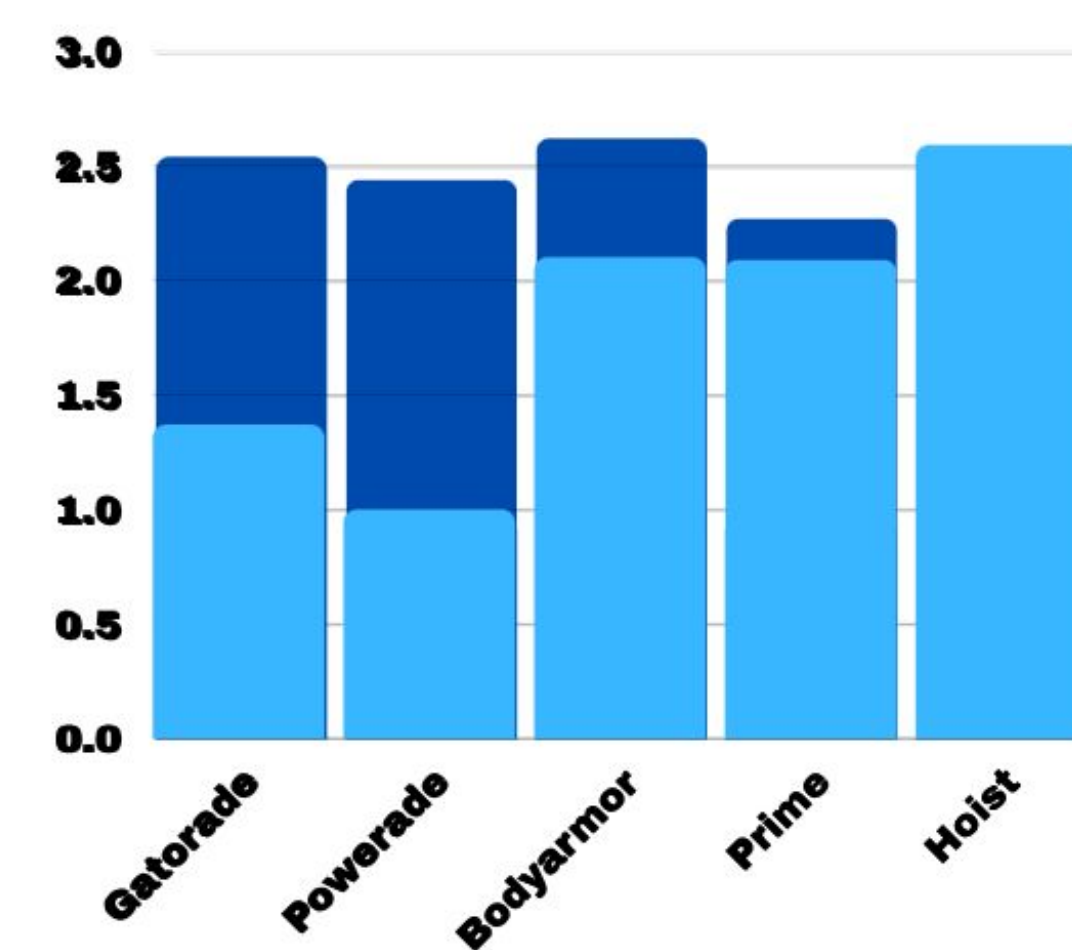
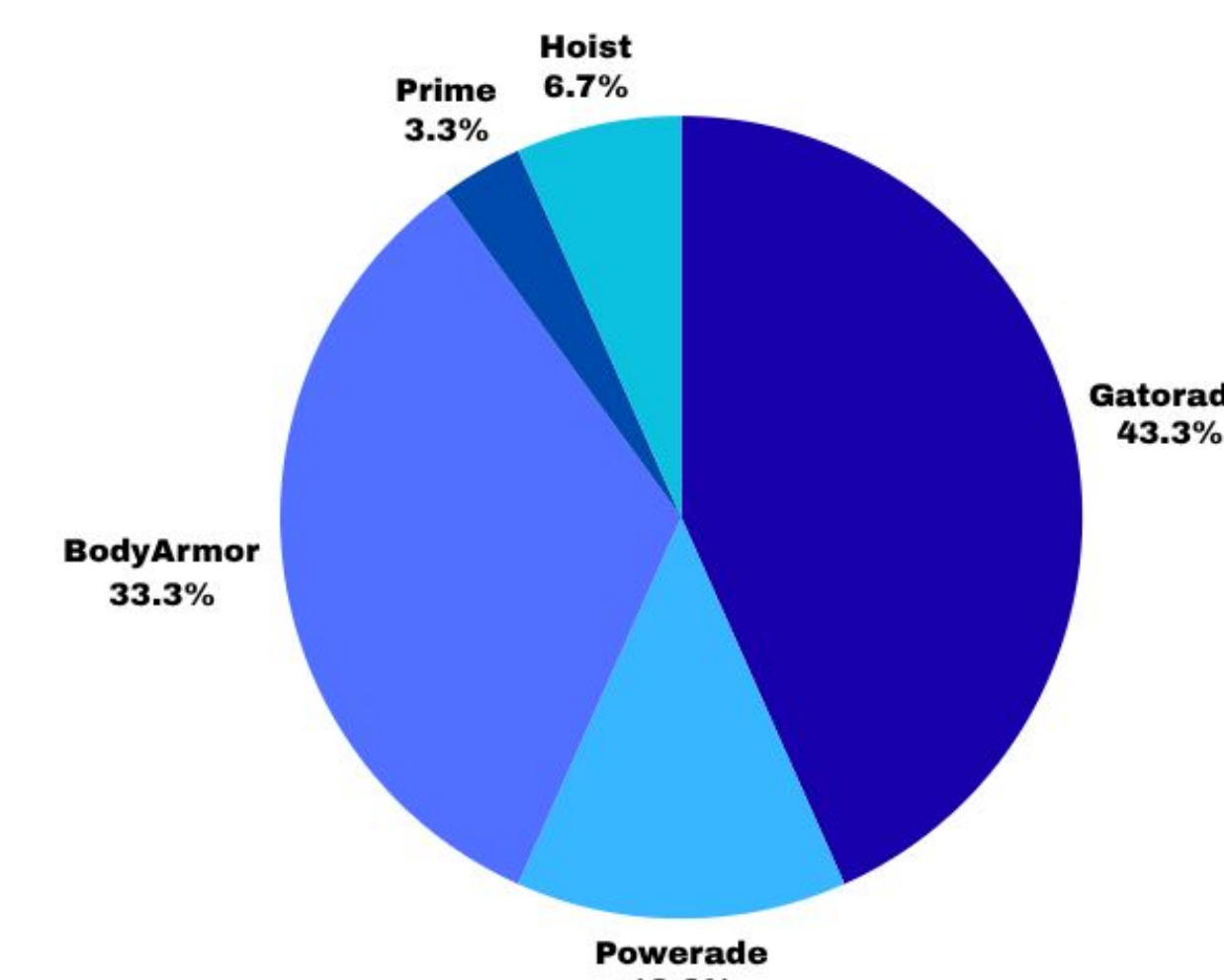


Figure 4



Results

Figure 1 shows the participants accuracy when determining the healthiest nutrition label. Figure 2 depicts the most common factors that drove their decision. Figure 3 shows the actual cost of the drinks and the participants price they are willing to pay. Figure 4 shows the participants preferred sport drink before a game. These graphs prove that the participants had a high accuracy in determining the healthiest and healthiest nutritional values of a drink. They also proved that the brand influenced the participants willingness to pay often times more than the actual price. It also showed that even though the participants were fully capable of identifying the healthiest option they often choose the brand they know.

Findings

The final results showed that the participants purchasing decision were significantly affected by marketing factors. Only a small number of participants showed be more heavily influenced by nutrition. The rest of the participants were influenced by the brand, knowingly, or unknowingly.

Conclusion

Based on the collected data, the marketing techniques that sellers use today do have significant effects on consumers purchasing decisions. Overall, a majority of participants proved to know how to accurately identify the healthiest options. However, most participants were unknowingly affected by marketing techniques. A majority of the participants were also willing to pay more for brands they knew and less than the actual price for brands less heard of. They also made their decisions off of the taste rather than the actual nutritional information. In summary, this research proves that marketing techniques used in today's world are more persuasive than their past knowledge of nutritional information, and the nutritional labels found on the packages. These results prove why their needs to be more effort into informing consumers of the manipulative techniques used by marketers, and how they need to apply their knowledge for it to be actually beneficial.

Limitations

- Due to time and willingness constraints:
 - The entirety of the participants were from Arnold High School.
 - Influence by an adult or trusted friend was not taken into account.
 - Background demographics were not taken into account such as lower wage homes vs. higher wage homes.
 - A larger amount of participants were not accessible.

References

