

**FACTOR INFLUENCING THE PURCHASE INTENTION
TOWARD COLD-PRESSED JUICE PRODUCTS AMONG
CONSUMERS IN BANGKOK METROPOLITAN AREA**



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CONSUMERS IN BANGKOK METROPOLITAN AREA**

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ABSTRACT

Due to the rising of living cost and non—communicable diseases each year, people are becoming more concern and focus on health consumption in order to prevent those NCDs diseases such as obesity, cardiovascular diseases, cancers, and etc. meanwhile seeking for food intake which convenience and easy lifestyle. Cold-pressed juice is one of healthy products that meet consumers ‘need because it helps to keep body healthy and can be consumed everyday. Moreover, cold-pressed juice is favourite drink for a lot of people who are concerned about nutritious because it contains “vitamin, fibres and mineral” which helps the intestine in and promotes longevity. In this paper, researcher would like to bring out the factors which influence purchasing intention of consumers who decide to purchase cold-pressed juice.

The research revealed three significant factors that can positively influence Thai customers in purchasing cold-pressed juice which are ‘Product Quality, Appearance & Availability, and Information & Brand. The key factors found in this research would be beneficial for the owner or producer better understand the customers and create marketing strategy that fit the target and their demand.

KEY WORDS: Cold-Pressed Juice/ Healthy Drinks/ Juices/ Purchase Intention

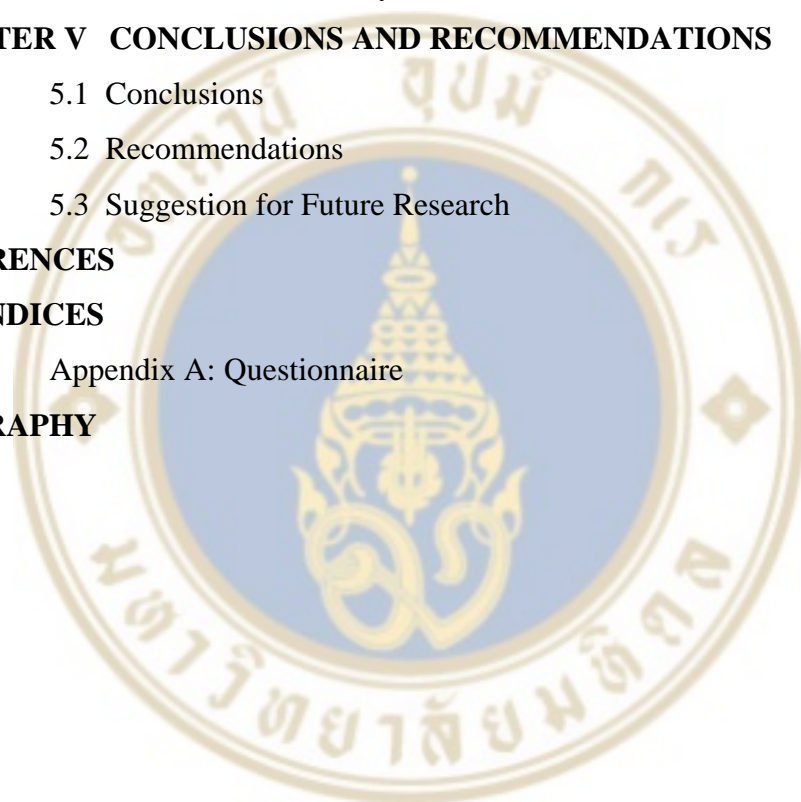
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CHAPTER I

INTRODUCTION

1.1 Research Background

There has been an increasing number of people who live in urban areas of Thailand, particularly those in the capital city like Bangkok, in which they tend to focus on the pursuit of wealth rather than good health. Most of them are more likely to have only a limited time for other activities, in which lower concern toward their health and being has led to a higher possibility to exposure illness caused by Non-Communicable Diseases or NCDs. Following the explanation of Sharwaki, Mohamed & Rezai (2014), a number of serious illness from heart disease, cancer, diabetes, cardio-vascular, hypertension diseases, obesity, and other diseases are mostly from unhealthy behaviors and stressful lifestyle, as well as the consumption of tobacco and alcohol that lead to NCDs of urban people in many major cities across the globe. World Health Organization (2015) reported that Thailand faced the shift from medical problems involving infectious diseases into NCDs, which has resulted in rising the country's medical budget for the treatment. In addition, WHO (2015) also mentioned that over 70% of the death among Thai urban population was mainly from NCDs, which was about 10% higher than the global average of about 60%. As reported by WHO (2015), food intake an important factor influencing health conditions of people as healthy consumption can contribute in avoiding NCDs.

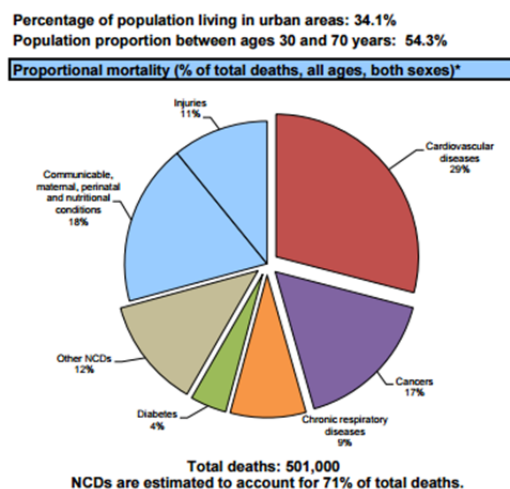


Figure 1.1 Non-Communicable Diseases (NCD) of Thailand 2014

Source: WHO (2015)

According to Chase et al. (2009), today consumers are increasingly becoming more concerned than in the past about their well-being and health, and thus they tend to pay more attention on their food choices and selections. This consumer trend in turn has driven the demand of healthy foods across the region. They further suggested that clean, organic, and/or functional foods have been accepted and consumed for many health reasons with the bright prospects as many of them shifted from unhealthy foods like fast foods, snacks, and carbonated drinks into more healthy choices.

In Thailand, the report of Euromonitor International (2016) revealed that the domestic market of healthy foods faced the continuous growth about 6% per year, in which the exposure to social media and celebrity influence has increased consumers' awareness toward the health benefits of healthy foods consumption. According to Valle (2015), the health concern of consumers has led to the bright prospects with the huge opportunity to engage consumers with products or services that promote health and well-being. Further, Valle (2015) pointed out that around 60% of consumers in developed economies regularly consume healthy foods in order to maintain good physical health. However, in Bangkok, the city seems to have only a limited number of consumers consuming healthy foods on regular basis to retain their health condition. This suggests that there is an opportunity for developing healthy food choices particularly tailored to this segment.

Following the market report of Euromonitor (2016), juice continues to gain benefit from rising health awareness among Thai consumers. Consumers pay more attention to nutritional content of packaged juice in an attempt to understand the diet content and balance their diet plan. At the same time, producers continue to heavily promote juice variants with added vitamins and minerals. Thai juice markets have a strong performance record over the period of 2016 to 2021, as they provide an ideal combination of nutritious content and convenience for consumers. As Thai consumers become more concern about meeting their daily nutritional requirements, juice will have a competitive advantage more than other categories of soft drinks. It will also appeal to those who have less time to prepare fresh fruit juice. The market value was at out 10,320 million baht in 2015, in which the premium juice was the largest segment with the volume of 4,500 million baht in that period (Marketeer, 2016).

Table 1.1 Thailand's Juice Market in 2015

Segment	Value (Million Baht)
Premium	4,500
Medium	770
Economy	3,250
Super Eco	1,800
Total	10,320

Source: Marketeer (2016)

Cold-pressed juice is one of the products in premium segment of juice market. Food Insight (2017) describes that cold-pressed juice is produced with a hydraulic press applying heavy pressure in order to extract the maximum amount of water and nutrition from fresh vegetables and/or fruits without additional oxygen or heat used in the process. As a result, the product contains rich nutrition with no loss comparing with the process involving with the heat from traditional pasteurization. However, unprocessed cold-pressed juice only has a shelf life of three to four days before microbes begin to spoil it; this can pose a considerable level of risk to food safety, especially for young children or those in pregnancy.

In Bangkok, the number of producers offering cold-pressed juice to consumers is increasing. Market's leading brands including Make it HAPPEN Juice, My Everyday Juice, Habille Healthy Juice, U R What U Juice, Daily Cold Pressed Juice, Happy Cleanse, Brunch Bowl, and Puk Pun are selling at the average price range between 200 – 300 baht per bottle.

In this study, the research intends to explore the influential factors affecting consumers' purchasing intention of cold-pressed juice in Bangkok including demographic factors, market factors, and other related factors which will serve as guideline to marketing strategy development to satisfy the consumer's need.

1.2 Problem statement

Consumers are becoming more concern and focus on health and living habit while seeking for convenience and easy lifestyle; this opens an opportunity to sell for cold-pressed juice products. After an extensive field and online research, the gathered information suggest that the majority of cold-pressed juice products sold are having common flavors; however, the differences are brand, price point, and packaging design. The research target is to provide knowledge and suggestion for business starter to understand the determinant factors that influence consumers' decision making when purchasing cold-pressed juice products and the importance of appropriate marketing strategy to develop the outputs that meet their need for sustainable business.

1.3 Research Questions

Healthy consumption has been a rising trend in modern Thai society. There is a huge opportunity of marketing and promoting products that support this lifestyle particularly in the urban areas or Bangkok as capital city (Euromonitor, 2016).

There are three specific questions for this research:

- What are the influential factors that affect the purchasing of cold-pressed juice?
- What are the characteristics of targeted consumers of cold-pressed juice?

- How to develop effective marketing strategies that attract targeted consumers to consider cold-pressed juice?

1.4 Research Scope

The research intends to investigate factors affecting attitudes and purchasing intention of consumers toward cold-pressed juice products among population in Bangkok. The quantitative approach was employed with the use of online questionnaire survey focusing on Thai consumers aged 18-60 in Bangkok. The data collection involved the sample size of 400 consumers, in which the Convenience Sampling was selected as the data collection method through online questionnaire on Google Forms during the period of July 2017.

1.5 Expected Beneficial

The results of this study offer better consumer insight for cold-pressed juice producers and retailers about the perceptions and concerns of consumers. In addition, the outcomes will also indirectly be beneficial to the consumers providing that the cold-pressed juice products will be produced in the way that match more accurately with their need and from the contribution to the overall improvement of Thai agricultural sector as a whole.

CHAPTER II

LITERATURE REVIEW

2.1 Theories of Consumer Behavior

The Theory of Reasoned Action or TRA has been widely recognized and applied across the areas of study as a helpful theory for describing the behavior through a social psychological framework (Fishbein and Ajzen, 1979). Behavior is driven by the intention to perform the behavior under the TRA, which is explained as function of personal attitude toward behavior and social influence for engaging and not-engaging in the behavior based on individual consideration. According to Fishbein and Ajzen (1979), attitude is influenced by salient beliefs about the behavior and the evaluation of behavioral outcomes; while subjective norm is influenced by normative beliefs and motivation to comply.

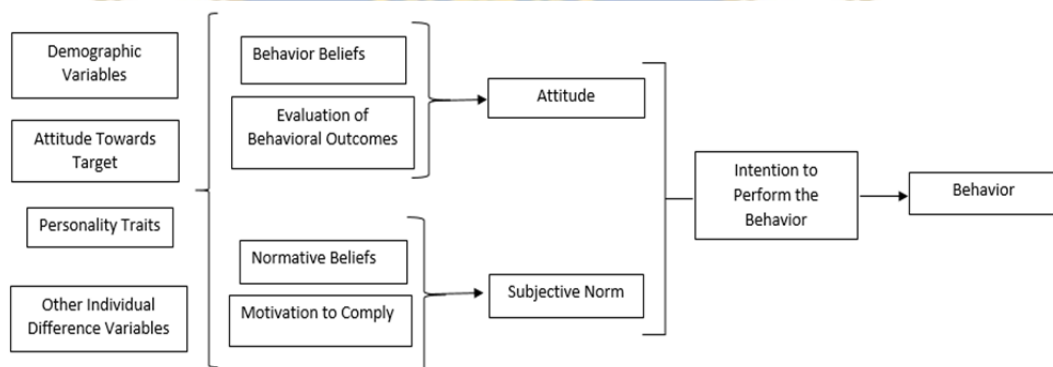


Figure 2.1 TRA Model

Source: Ajzen & Fishbein (1980)

In addition, Kotler (2003)'s the black box model has been accepted and used to explain the model of consumer behavior for exploring the motives for the purchase of product from a number of stimulus. The decision making of consumers is described as “black box” that marketers or producers are not able to predict the thoughts of consumers because there are many influences affecting their responses or decision to buy or not-

to-buy. So, the model relies on motives in which such motives cause the responses, as explained by Kotler (2003).

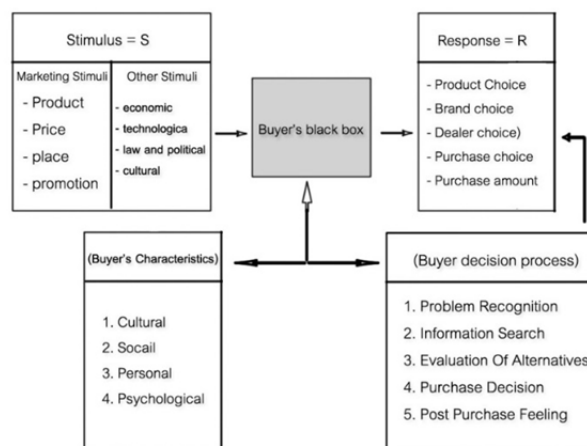


Figure 2.2 Black Box Model

Source: Kotler (2003)

As explained by Kotler (2003), “black box” is an abstract assuming that it is the combination of various factors that influence the behaviors like marketing stimuli, society, culture, individual characteristics, and psychological factors. Shepherd (1995) suggested that attitude, beliefs, past experiences, expectations, and the product itself are the influential factors that affect the preference and purchase decision of consumers. In addition, Pappas (2016) described that black box contains the process of consumers’ buying decision making in the way that influential factors will shape the decision into a response of them, in which the purchase decision will start from positive response and will work until the actual purchase is made. In other words, it could be said that consumers’ response is a result of the influential factors and working mechanism of their purchase decision process in the black box, in which they will engage in the purchasing, selecting the store, choosing the time to buy, and deciding the amount of the purchase when the response is positive (Eisend, 2015).

2.2 Attitude toward Buying Healthy Foods

Following the suggestion of Al-Nasser et al (2014), attitude is described as predisposition to respond toward a stimuli with a certain kind of responses, which is able to identify into three main responses, comprising of cognitive response, affective response, and behavioral response. Based on its ancient and breadth philosophical roots, this concept has been recognized and used in social psychology researches. Al-Nasser et al (2014) further explained the cognitive components as the perception and knowledge and perceptions of individuals that are developed by one's past experiences or obtained information associated with the object. Affective component is described as the intuition of individuals that captures one's global assessment of such object; while behavioral component involves with the extent to which the individuals will act upon the object. Al-Nasser et al (2014) also explained that attitude is an enduring system of positive or negative evaluation, feeling, as well as pro or con action tendencies in relation to social object. Ajzen and Fishbein (1980) suggested that the individuals' attitude toward any objects typically involve with the overall pattern of their responses to such particular object. In addition, Fishbein et. al. (1974) stated that there is an association between attitude and behavior when observed behavior is relevant to the attitudes; or when both attitude and behavior are observed at comparable levels of specificity; or even when mediation of the attitude-behavior relation by behavioral intention is concerned.

The study of Fishbein et al (1974) was influential in the theory of reasoned action (TRA) or theory of planned behavior (TPB), suggesting that behavior is mediated through the behavioral intention, which is influenced through one's attitude and social norm toward such behavior. Al-Nasser et al (2014) further explained that attitudes and behavior are related when attitude is depended on the direct experience with the attitude object, and to the extent that the attitudes are cognitively accessible. Salancik et. al. (1978) applied the social information processing approach to explain that the process of attributing attitude is influenced by one's commitments to the behavior, information about prior behaviors which is salient at the time the attitude is made, and social norm and expectation influencing what can be considered as rational or legitimate explanations for prior behaviors. Meanwhile, many researches revealed that when individual is committed to a situation, he or she is likely to form attitudes that are consistent with their commitments and committed behaviors, as cited in Igarria et. al. (1997).

Following the study of Jayanti and Burns (1998), health concern of consumers is defined as the extent how consumers are concerned about their well-being and health which is merged into the daily living of them. Michaelidou and Hassan (2008) mentioned that consumers are more likely to put their concern about the food selection, consumptions, as well as eating habit. Djekic et al. (2013) observed that today consumers prefer to select and buy food products focusing on the quality of them as to minimize the risk of illness from the consumed foods. According to Suh, Eves, & Lumbers (2012), positive attitudes of consumers toward healthy foods are typically obtained from the beliefs about the benefits for their health from healthy foods. Roddy, Cowan and Hutchinson (1996) pointed out that health-concerned consumers are likely to put more concerned for food safety and are likely to have positive attitudes toward healthy foods such as organic foods. Following the study of Salleh, Ali, Harun, Jalil & Shaharudin (2010), the consumers' perceived value and health consciousness are the influential factors that affect the purchase intention of healthy foods among Malaysian consumers.

2.3 Marketing Factors

Kotler (2012) described marketing stimuli as the motivation for buying through marketing mix such as product, price, place, and promotion in order to pursue consumers with the emotion or reason to purchase. Product refers to anything that is able to satisfy demands and preference of consumers, including those of physical goods, service, persons, packaging, brand, information, events, experiences, idea, and/or others. Aaker and Joachimsthaler (2000) stated that the product quality is an essential factor affecting the buying intention and loyalty of customers toward the brand. According to Shaharudin et al. (2011), today consumers usually employ product attributes such as specifications, features, aesthetics, status, and image to determine the quality of product or service. For the price, McCarthy and Perrault (2005) pointed out that it reflects the value of product in money term, which in turn representing the value of product and/or brand. Following the suggestion of Kotler (2012), pricing strategies can be classified into two main strategies, which are penetrating and skimming price. Penetrating price is setting relatively low price for larger market shares, while high price or skimming price is to create the superiority of product and/or image. Meanwhile, place strategy is defined by

McCarthy and Perrault (2005) as the process for making sure the availability and convenience of consumers for reaching the product at the right place and right time. This typically involves with marketer's determined distribution channels and supports. For promotion, this element of marketing is intended for building consumers' positive attitudes and demand through the use of promotional mix like advertising, personal selling, sales promotion, and public relation or even the combination of them.

2.4 Product Attributes

According to Sudhir and Talukdar (2004), product attributes can be classified into intrinsic and extrinsic cues. First, intrinsic cue can be described as a natural part of product, which relates to tangible characteristics of product comprising of product quality, product value, and product risk. For food product, Sudhir and Talukdar (2004) further added that food safety is considered as essential issue that affects the consumer's purchasing decision as they are increasingly concerned about safety and risk-free product for the food selection. In general, risk is mainly involved with uncertainty and/or mistake, in which consumers typically perceive cheap product, plain packaging, and unknown brand as those associated with higher risk where product quality are of lack of confidence and doubtful; and thus some consumers may try to avoid making wrong decision and to maximize their utility of purchased product through buying higher price product, good packaging, and well-known brands (Batra and Sinha, 2000). In this sense, producers of brand name products which adopt high price strategy are considered by consumers as high quality product with relatively low risk, and thus brand and price are widely recognized and used to identify product quality.

Meanwhile, extrinsic cue can be described as product's inherent part that is not contained in it, which extrinsic cue plays more essential role in the consumer's purchasing decision than its intrinsic cues, as suggested by Richardson (1997). As mentioned by Grunert et al (2004), product's extrinsic cue may consist of price, store, packaging, and advertising, in which price is one of the most important criteria affecting the purchase decision based in regard to consumers' monetary costs. Munusamy and Wong (2008) pointed out that the consumers' perception towards price positively affect their purchasing intention of private-label product, in which consumers are likely to make the purchase

decision through referring on low price product. According to Ampuero and Vila (2006), packaging is another essential part of product as it is seen by consumers during the purchasing decision, in which consumers typically examine the product through viewing the information or label on product's packaging. In addition, Uusitalo (2001) suggested that product's advertising plays an important role to inform and stimulate the purchasing decision of consumers towards particular product or brand. Kim and Parker (1999) further mentioned that effective advertising contributes to favorable image of the product or brand; while Liljander et al. (2009) suggested that store image positively affect the purchasing decision of consumers towards private-label product.

2.5 Previous Studies

Table 2.1 Summary Table of Finding from Previous Researches

Author (s)	Title	Attributes	Purposes	Finding
Chung et. Al (2012)	Predicting Chinese consumers' purchase intentions for imported soy-based dietary supplements	Attitude, Perceived behavioral control, Subjective norm	The purpose of this paper is to model Chinese consumers' purchase intentions for imported soy-based dietary supplements (DS) based on the theory of planned behavior (TPB) and the health belief model (HBM).	purchase intentions of Chinese DS consumers are a result of attitudes toward using DS, subjective norms, and perceived behavioral control. Health value and perceived susceptibility to illness, as well as product knowledge and marketer distrust, are integrated into the model.
Hsin et al	The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty	Brand awareness, Brand image	To examine the impact of perceived brand image, direct and indirect effects of product involvement and product knowledge on consumer purchase intention	the brand image positively influence to purchase intention

Table 2.1 Summary Table of Finding from Previous Researches (cont.)

Author (s)	Title	Attributes	Purposes	Finding
Roininen (2001)	Evaluation of food choice behavior: development and validation of Health and Taste Attitude Scales.	Health benefits, Taste	he aim of this study is to develop scales that can be used for verbally measuring attitudes towards health and taste and to test validity of these scales nationally and across nationally.	On the basis of testing, all “Health” and two “Taste” subscales (Craving for sweet foods and Using food as a reward) proved to be good tools for characterizing national and cross-national attitudes among consumers.
Shaharudin et al. (2011)	Food Quality Attributes among Malaysia’s Fast Food Customer	Food freshness, Food presentation, Taste	This paper examines the attributes which influence customers’ decisions to purchase fast food products in Malaysia.	The findings of the study indicated that generally Malaysian consumers place relatively high level of importance on food freshness, followed by presentation and taste of the food.
Herath and Wijekoon (2013)	Study on attitudes and perceptions of organic Foods	Perceived quality, Price, Product knowledge	The aim of this study was to determine the important influencing factors for adoption of organic foods.	The results showed that non-organic foods consumers did have strong motivation to consume organic foods even the organic foods were higher price. Knowledge about organic foods greatly influence motivation towards adopting organic foods.

Table 2.1 Summary Table of Finding from Previous Researches (cont.)

Author (s)	Title	Attributes	Purposes	Finding
Hongphisanvivat and Navasinlawat (2012)	The Opportunities and Marketing Strategies of Functional Drink For Sustainable Growth	Marketing factors	This paper advances the understanding of modern consumers making their functional food choices with an empirical test.	It is essential to firstly provide adequate knowledge how to consume and buy it suitably through effective communication, free trial and relevant reference groups' suggestion aligning with offering good experiences in adoption this product through superior convenience stores and supermarkets.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Methods of Research Used

Researcher intends to explore the factors that affect Thai consumer' purchasing decisions when purchasing cold-pressed juice in Bangkok area, therefore to achieve the objective of this research, the large number of respondents are needed, thus a quantitative research is appropriate method. This research applied the quantitative research approach with the use of online questionnaire for data collection. There are four methods of analysis used in this study. First, the Cronbach's alpha was used to measure the reliability of the measurement scales used in the questionnaire. Second, descriptive analysis was used to describe and summarize the results in the form of frequency, percentage, mean, and standard deviation that are simple to interpret the demographic characteristics of respondents and results of variables. Third, Pearson correlation analysis was applied for investigating the relationship between variables. Finally, the Multiple Linear Regression analysis was used in the prediction of the dependent variable by using multiple independent variables to predict the dependent variable based on the multiple linear regression equation.

3.2 Sampling Procedures

3.2.1 Population Target

Zikmund (2003) points out that research population is the whole particular population group that is relevant to research issue. For this research, the population of people living in Bangkok is in scope.

3.2.2 Sample Size

Sample is described as a single or group of elements being chosen for investigation as larger number of population size demands more effort and resource in examining process. Thus, the researchers are required to determine the specific sample unit for the investigation (Zikmund, 2003). People living in Bangkok therefore were selected as the respondents in this study.

As reported by BMA (2016), there were official population of appropriately 6 million in Bangkok. In regard to the population size exceeds 100,000 the precision level of +/- 5% indicates that the sample size of 400 is considered appropriate for this research, in which relevance of sample size determination as suggested by Yamane (1967) is shown in the Table 3.2.2 below.

Size of Population	Sample Size (n) for Precision (e) of:			
	±3%	±5%	±7%	±10%
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.

Figure 3.1 Sample size for ±5%, Confidence Level 95%.

Source: Yamane 1967

3.2.3 Sampling Technique

Non-probability sampling was employed with the use of convenience sampling in selecting the respondents based on their accessibility to reach the researcher through online survey. Further, convenience sampling technique was also applied.

3.3 Research Instruments/ Questionnaire

3.3.1 Questionnaire

The questionnaire was designed and developed for data gathering, which Zikmund (2003) suggested that this research tool is simple, convenience, cost effective, and flexible in conducting research work. In addition, the process of responding is simple with the use of clear and precise choices being offered to respondents in minimizing the time and effort of respondents and researcher, in which the respondents only have to choose the best answer that could describe their views. Further, the questionnaire was developed online with the use of Google Form.

First, the screening question: “Do you live in Bangkok?” The survey process will continue only if the answer is “Yes”.

Second, Part I: Demographic information of respondents intended to collect demographic data including gender, age, education, lifestyle, and occupation.

Third, Part II: Past experience of respondents intended to collect the data for the respondents experience for consumer behavior of cold-pressed juice drink.

Fourth, Part III: Perceptions toward marketing factors of cold-pressed juice and purchase intention. The part used the five-point Likert scale questions, in which the questions were asked to rate their agreement toward each statement, in which “1” refer to strongly disagree, to “5” for strongly agree.

CHAPTER IV

RESEARCH FINDINGS

4.1 Respondents' Profiles

The data was collected from respondents who were consumers living in Bangkok, Thailand. The research was able to collect 208 samples from 400 samples as planned due to limited time constraint of this research project.

Table 4.1 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	98	47.1	47.1	47.1
	female	110	52.9	52.9	100.0
	Total	208	100.0	100.0	

From 208 respondents, all of them (100%) were living in Bangkok. There were 110 respondents who were female (52.9%); and another 98 of them were male (47.1%).

Table 4.2 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 25 years old	51	24.5	24.5	24.5
	26 - 35 years old	101	48.6	48.6	73.1
	36 - 45 years old	44	21.2	21.2	94.2
	more than 45 years old	12	5.8	5.8	100.0
	Total	208	100.0	100.0	

Their ages were ranging between 18 – more than 45 years old. The largest age group was those who were 26 – 35 years old, which consisted of 101 persons (48.6%). There were 51 persons (24.5%) who were between 18 -25 years old; while 44 persons (21.2%) were between 36 -45 years old; and the rest 12 persons (5.8%) were more than 45 years old.

Table 4.3 Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Bachelor's degree	15	7.2	7.2	7.2
	Bachelor's degree	131	63.0	63.0	70.2
	Master's degree	60	28.8	28.8	99.0
	Higher than Master's degree	2	1.0	1.0	100.0
	Total	208	100.0	100.0	

Bachelor's degree was the largest group based on their education levels, consisting of 131 persons (63%), followed by Master's degree for 60 persons (28.8%), below Bachelor's degree for 15 persons (7.2%), and Higher than Master's degree for only 2 persons (1%), respectively.

Table 4.4 Current Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	24	11.5	11.5	11.5
	government officer / state-owned employee	22	10.6	10.6	22.1
	corporate employee	141	67.8	67.8	89.9
	business owner	17	8.2	8.2	98.1
	housewife / unemployed	4	1.9	1.9	100.0
	Total	208	100.0	100.0	

Classified by the respondents' occupation, the majority of them were corporate employee, which accounted for 141 persons (67.8%). The second largest group were students for 24 persons (11.5%), followed by government officer / stated-owned employee for 22 persons (10.6%), business owner for 17 persons (8.2%), and housewife / unemployed for the remaining 4 persons (1.9%).

Table 4.5 Monthly income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 25,000 baht	47	22.6	22.6	22.6
	25,000 - 35,000 baht	56	26.9	26.9	49.5
	35,001 - 45,000 baht	63	30.3	30.3	79.8
	45,001 - 50,000 baht	21	10.1	10.1	89.9
	more than 50,000 baht	21	10.1	10.1	100.0
	Total	208	100.0	100.0	

Most respondents for 63 persons (30.3%) earned about 35,001 – 45,000 baht per month. There were 56 persons (26.9%) who earned about 25,000 -35,000 baht per month; 47 persons (22.6%) who earned less than 25,000 baht per month; 21 persons (10.1%) who earned about 45,001 -50,000 baht per month; and another 21 persons (10.1%) who earned more than 50,000 baht per month.

Table 4.6 Activity in free time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Exercise	58	27.9	27.9	27.9
	travel, adventure	28	13.5	13.5	41.3
	Shopping	33	15.9	15.9	57.2
	entertaining: watch movie/ listen to music	44	21.2	21.2	78.4
	surfing internet	43	20.7	20.7	99.0
	Sleep	1	.5	.5	99.5
	doing housework	1	.5	.5	100.0
	Total	208	100.0	100.0	

The most popular activities of respondents during their free-time were exercise (58 persons or 27.9%), entertaining such as watching movie or listening to music (44 persons or 21.2%), surfing the internet (43 persons or 20.7%), shopping (33 persons or 15.9%), travel and adventure (28 persons or 13.5%), and other activities such as sleep and doing housework (2 persons or 1%), respectively.

Table 4.7 Do you have experience of drinking cold-pressed juice?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	119	57.2	57.2	57.2
	no	89	42.8	42.8	100.0
	Total	208	100.0	100.0	

Table 4.8 \$reasonc Frequencies

		Responses		Percent of Cases
		N	Percent	
reasonc ^a	healthy	86	32.1%	72.3%
	Detox	42	15.7%	35.3%
	brighter skin	58	21.6%	48.7%
	lighter weight	40	14.9%	33.6%
	anti-aging	18	6.7%	15.1%
	Taste	22	8.2%	18.5%
	friend recommended	1	0.4%	0.8%
	just want to try	1	0.4%	0.8%
Total		268	100.0%	225.2%
a. Group				

There were 119 respondents (57.2%) who had experience of drinking cold-press juice, in which health (72.3%) was the most important reason, followed by brighter skin (48.7%), detox (35.3%), lighter weight (33.6%), taste (18.5%), anti-aging (15.1%), and others reasons such as friend recommended (0.8%) and just want to try (0.8%), respectively.

Table 4.9 \$brandc Frequencies

		Responses		Percent of Cases
		N	Percent	
brandc ^a	Make it HAPPEN Juice	32	18.9%	26.9%
	Daily Cold Pressed Juice	37	21.9%	31.1%
	My Everyday Juice	34	20.1%	28.6%
	Happy Cleanse	28	16.6%	23.5%
	U R What U Juice	18	10.7%	15.1%
	cannot remember	14	8.3%	11.8%
	no brand	3	1.8%	2.5%
	Habile	1	0.6%	0.8%
	Prestjuice	1	0.6%	0.8%
	Vibrant Juice	1	0.6%	0.8%
Total		169	100.0%	142.0%
a. Group				

Daily Cold Pressed Juice was the most popular brand (31.1%), followed by My Everyday Juice (28.6%), Make it HAPPEN Juice (26.9%), Happy Cleanse (23.5%), U R What U Juice (15.1%), and other brands (2.4%). There were 14 persons (8.3%) who could not remember the brand; while another 3 persons (2.5%) consumed the product with no brand.

Table 4.10 How often do you consume cold-pressed juice?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	almost every meals	3	1.4	2.5	2.5
	once a day	11	5.3	9.2	11.8
	3 - 5 times a week	30	14.4	25.2	37.0
	1 - 2 times a week	39	18.8	32.8	69.7
	less than once a week	36	17.3	30.3	100.0
	Total	119	57.2	100.0	
Missing	System	89	42.8		
Total		208	100.0		

Total of 119 experienced respondents, most of them for 39 persons (18.8%) drank cold-pressed juice 1 – 2 times a week; while 36 persons (17.3%) drank less than once a week; 30 persons (14.4%) drank about 3 – 5 times a week; 11 persons (5.3%) drank once a day; and only 3 persons drank almost every meals

Table 4.11 \$source Frequencies

		Responses		Percent of Cases
		N	Percent	
sourcc ^a	TV	14	7.4%	11.8%
	Newspaper	11	5.8%	9.2%
	Magazine	11	5.8%	9.2%
	Pop-up booth / Product shelf	48	25.4%	40.3%
	Online (websites, social media)	96	50.8%	80.7%
	Friends / Relatives	9	4.8%	7.6%
Total		189	100.0%	158.8%
a. Group				

Most respondents recognized about cold-pressed juice from online such as websites and social media mostly (80.7%), followed by TV (11.8%), pop-up booth/product shelf (9.2%), newspaper (9.2%), and friends / relatives (7.6%), respectively.

4.2 Factor Analysis

The researchers used the factor analysis for assessing the instrument's dimensionality. KMO (Kaiser-Meyar-Olkin) and Bartlett's test of sphericity with principal components and Varimax method were employed. Factors with Eigen value of more than 1 and those with factor loading of over 0.5 were considered as significant and included for data analysis.

4.2.1 Total Variance Explained

Total variance explained table showed the constructs with the total eigenvalue of more than 1.0 and the percentage of the significant level of overall constructs at more than 60% of the variance cumulative percentage.

Table 4.12 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.877	36.580	36.580	9.877	36.580	36.580	5.609	20.775	20.775
2	3.101	11.487	48.067	3.101	11.487	48.067	5.129	18.996	39.771
3	2.281	8.449	56.515	2.281	8.449	56.515	3.726	13.801	53.572
4	1.731	6.412	62.927	1.731	6.412	62.927	2.108	7.807	61.379
5	1.216	4.502	67.429	1.216	4.502	67.429	1.634	6.050	67.429
6	.979	3.627	71.056						
7	.843	3.122	74.178						
8	.797	2.952	77.129						
9	.721	2.669	79.798						
10	.633	2.344	82.142						
11	.525	1.943	84.086						
12	.510	1.888	85.974						
13	.483	1.789	87.764						
14	.409	1.514	89.277						
15	.371	1.373	90.651						
16	.333	1.232	91.883						
17	.309	1.143	93.026						
18	.286	1.060	94.087						
19	.248	.917	95.004						
20	.236	.872	95.876						
21	.225	.834	96.710						
22	.198	.735	97.445						
23	.174	.643	98.087						
24	.154	.570	98.658						
25	.149	.551	99.209						
26	.115	.425	99.633						
27	.099	.367	100.000						

Extraction Method: Principal Component Analysis.

4.2.2 Rotate component Matrix

Table 4.13 Rotated Component Matrix^a

	Component				
	1	2	3	4	5
25. My decision to purchase cold-pressed juice is influenced by advertisement on social media such as Facebook and IG.	.908				
27. I trust on the message given by celebrities about the benefits of cold-pressed juice.	.884				
26. The content from advertisement influences me to buy cold-pressed juice.	.881				
24. I think advertisement is important when I buy cold-pressed juice.	.819				
18. I like to buy cold-pressed juice that have attractive packaging	.774				
23. I can purchase cold-pressed juice at every department store in Bangkok.	.603				
19. I think price of cold-pressed juice is reasonable for consumer.	.512				
14. I think brand is important when I buy cold-pressed juice.	.508				
6. Cold-pressed juice is good for cleansing the body of toxins.		.802			
7. Buying cold-pressed juice is good for my health.		.771			
5. Cold-pressed juice is highly nutritious such as high in vitamin, fiber, and mineral contents from fresh fruits and vegetables.		.732			
9. Variety of flavors in cold-pressed juice influences me to purchase.		.727			
1. I am concerned about the amount of nutrition in healthy drink that I consume daily.		.695			
3. I think quality is an important criterion when I purchase healthy drinks.		.684			
8. Cold-pressed juice has a good taste.		.631			
2. I am concerned how healthy drinks are processed.		.623			
4. When I think about healthy drinks, the cold-pressed juice comes to mind first.		.473			
17. It is important to visually display expired date of cold-pressed juice.			.801		
16. It is important to visually display calories of cold-pressed juice.			.787		
15. It is important to visually display actual product contents of cold-pressed juice.			.762		
21. I think convenience to buy is important when I purchase cold-pressed juice.			.589		
22. I can order cold-pressed juice through social media.			.565		

Table 4.13 Rotated Component Matrix^a (cont.)

	Component				
	1	2	3	4	5
11. Most people whose opinion I care think that I should consume cold-pressed juice regularly.				.757	
10. My friends and colleagues consume cold-pressed juice.				.751	
20. The price of cold-pressed juice is lower than the average market price compare with similar healthy drink products				.619	
13. I prefer to buy brands of healthy drink that I feel more familiar with.					.812
12. I think distributing free-samples can decrease my uncertainty when choosing cold-pressed juice.					.628
Extraction Method: Principal Component Analysis; Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 8 iterations.					

As a result of rotated component matrix indicated that that it reduction the component from 27 components and re-grouping the make sense components to be five factors that influencing the consumer purchasing intention toward cold-pressed juice which are Information and Brand, Product quality, Appearance and Availability, Social influence, and Risk avoidance.

4.3 Hypothesis Testing

The researcher used multiple linear regression to explore the influence of product quality, social influence, risk avoidance, appearance & availability, and information & brand on the purchase intention toward cold-pressed juice among consumers in Bangkok. The results of analysis are proven in table 4.4.1 below.

Table 4.14 Results of MLR analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 ^a	.587	.577	.55977
a. Predictors: (Constant), Information & Brand, Risk Avoidance, Social Influence, Appearance & Availability, Product Quality				

From Model Summary, the adjusted R square is .577 meaning that Product Quality, Social Influence, Risk Avoidance, Appearance & Availability, and Information & Brand can be used to explained the purchase intention with the variance of 57.7%.

Table 4.15 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.873	5	17.975	57.364	.000 ^b
	Residual	63.296	202	.313		
	Total	153.168	207			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Information & Brand, Risk Avoidance, Social Influence, Appearance & Availability, Product Quality						

From the ANOVA table, the results show the F-test of 57.364 and p value of .00, which suggests that some of Product Quality, Social Influence, Risk Avoidance, Appearance & Availability, and Information & Brand significantly influence the purchase intention of cold-pressed juice.

Table 4.16 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.066	.325		.203	.839
	Product Quality	.584	.083	.425	7.000	.000
	Social Influence	.094	.051	.091	1.864	.064
	Risk Avoidance	-.034	.041	-.040	-.821	.412
	Appearance & Availability	-.178	.080	-.132	-2.232	.027
	Information & Brand	.497	.059	.494	8.397	.000
a. Dependent Variable: Purchase Intention						

From the coefficient table, the results indicate that product quality positively influences the purchase intention of cold-pressed juices (p value < .05, Beta = .425). There is no significant influence of social influence and risk avoidance on the purchase intention (p value > .05). Appearance & availability negatively influence the purchase

intention of cold-pressed juices (p value $< .05$, Beta = $-.132$). Meanwhile, information and brand positively influence the purchase intention of cold-pressed juices (p value $< .05$, Beta = $.494$). The multiple linear regression equation for predicting the purchase intention can be formulated from the finding as follow:

$$\text{Purchase Intention} = (.584) \text{ Product Quality} + (-.178) \text{ Appearance \& Availability} + (.497) \text{ Information \& Brand}$$

4.4 Cross-tabulation analysis

Cross-tabulation analysis was applied to analyze the relationship between the purchase intention among different demographics and profiles to find out the potential target customer.

Table 4.17 Results of Cross tabulation relationship between Gender and Purchas Intention

		Crosstab														
		Count														
		Purchase Intention													Total	
		1.5	2	2.25	2.5	2.75	3	3.25	3.5	3.75	4	4.25	4.5	4.75		5
Gender	male	0	1	5	3	10	25	8	11	7	10	3	6	2	7	98
	female	1	2	2	0	4	8	2	7	13	16	5	9	11	30	110
Total		1	3	7	3	14	33	10	18	20	26	8	15	13	37	208

		Crosstab														
		Count														
		Purchase Intention													Total	
		1.5	2	2.25	2.5	2.75	3	3.25	3.5	3.75	4	4.25	4.5	4.75		5
Age	18 - 25 years old	0	0	0	1	10	11	3	5	5	2	2	2	1	9	51
	26 - 35 years old	1	1	4	2	2	18	6	11	10	19	2	5	6	14	101
	36 - 45 years old	0	2	3	0	1	4	1	1	3	5	4	6	4	10	44
	more than 45 years old	0	0	0	0	1	0	0	1	2	0	0	2	2	4	12
Total		1	3	7	3	14	33	10	18	20	26	8	15	13	37	208

Table 4.17 Results of Cross tabulation relationship between Gender and Purchas Intention (cont.)

		Crosstab														
		Count														
		Purchase Intention														Total
		1.5	2	2.25	2.5	2.75	3	3.25	3.5	3.75	4	4.25	4.5	4.75	5	
Education level	Below Bachelor's degree	0	0	1	1	6	6	0	0	0	1	0	0	0	0	15
	Bachelor's degree	1	0	3	2	6	17	5	14	13	18	7	10	11	24	131
	Master's degree	0	3	3	0	2	10	5	4	7	7	1	4	1	13	60
	Higher than Master's degree	0	0	0	0	0	0	0	0	0	0	0	1	1	0	2
Total		1	3	7	3	14	33	10	18	20	26	8	15	13	37	208

		Crosstab														
		Count														
		Purchase Intention														Total
		1.5	2	2.25	2.5	2.75	3	3.25	3.5	3.75	4	4.25	4.5	4.75	5	
Current occupation	student	0	0	0	1	6	8	0	0	3	1	1	1	0	3	24
	government officer/ state-owned employee	0	0	0	0	2	5	1	2	1	1	1	2	1	6	22
	corporate employee	1	3	7	2	5	18	7	14	15	20	5	11	12	21	141
	business owner	0	0	0	0	1	1	2	1	1	2	1	1	0	7	17
	housewife / unemployed	0	0	0	0	0	1	0	1	0	2	0	0	0	0	4
Total		1	3	7	3	14	33	10	18	20	26	8	15	13	37	208

		Crosstab														
		Count														
		Purchase Intention														Total
		1.5	2	2.25	2.5	2.75	3	3.25	3.5	3.75	4	4.25	4.5	4.75	5	
Monthly income	less than 25,000 baht	0	0	0	1	11	10	3	8	7	2	1	1	0	3	47
	25,000 - 35,000 baht	1	0	3	0	0	8	1	5	5	7	4	5	4	13	56
	35,001 - 45,000 baht	0	2	3	2	1	10	3	3	5	14	2	3	5	10	63
	45,001 - 50,000 baht	0	1	0	0	2	3	1	1	1	0	1	3	2	6	21
	more than 50,000 baht	0	0	1	0	0	2	2	1	2	3	0	3	2	5	21
Total		1	3	7	3	14	33	10	18	20	26	8	15	13	37	208

Table 4.17 Results of Cross tabulation relationship between Gender and Purchas Intention (cont.)

		Crosstab														
		Count														
		Purchase Intention														Total
1.5	2	2.25	2.5	2.75	3	3.25	3.5	3.75	4	4.25	4.5	4.75	5			
Activity in freetime	exercise	0	0	1	0	4	13	5	7	2	5	1	6	6	8	58
	travel, adventure	1	1	2	1	0	4	2	3	2	5	1	0	0	6	28
	shopping	0	0	1	0	1	2	1	3	3	6	2	4	2	8	33
	entertaining: watch movie/ listen to music	0	1	2	0	5	8	0	3	5	3	2	3	5	7	44
	surfing internet	0	1	1	2	3	6	2	2	7	7	2	2	0	8	43
	sleep	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
	doing housework	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1
	Total	1	3	7	3	14	33	10	18	20	26	8	15	13	37	208

		Crosstab														
		Count														
		Purchase Intention														Total
1.5	2	2.25	2.5	2.75	3	3.25	3.5	3.75	4	4.25	4.5	4.75	5			
Do you have experience of drinking cold-pressed juice?	yes	1	1	2	1	2	6	5	11	11	19	4	12	10	34	119
	no	0	2	5	2	12	27	5	7	9	7	4	3	3	3	89
Total	1	3	7	3	14	33	10	18	20	26	8	15	13	37	208	

From the cross-tabulation analysis of research finding, cold pressed juice products are already very much known and acknowledged among the consumers given the result shows the majority of sample size have experience in consuming the product in the past. Cold press juice is the product for healthy lifestyle and is for consumers who understand and value fitness and life well-being through consumption as significant.

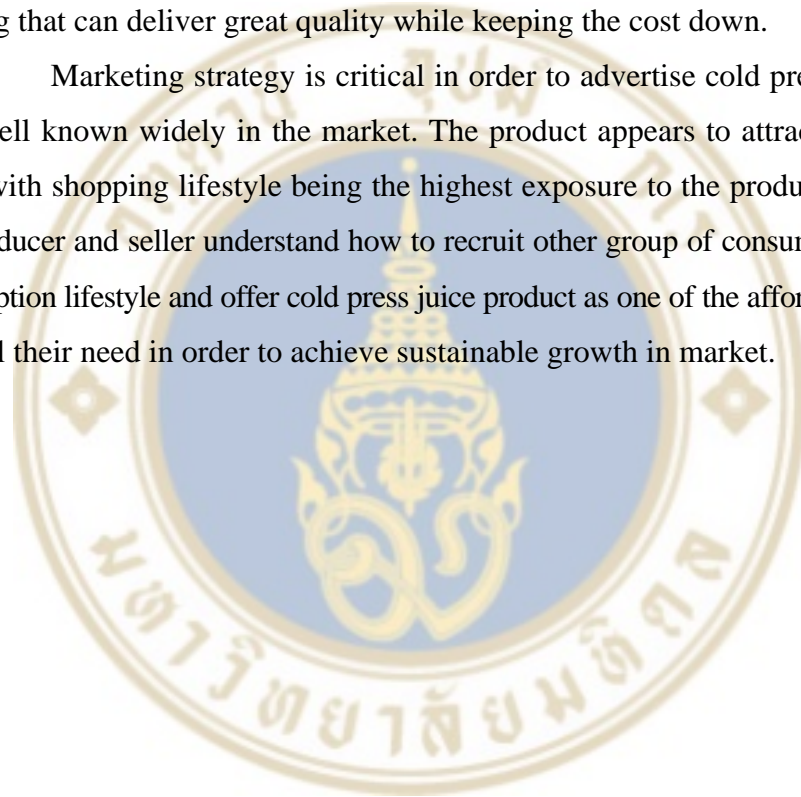
Research finding supports this claim indirectly. The result shows female consumers have higher tendency to consume cold press juice than male. Female, by nature, is more concern with beauty and self-care and cold press juice is one option that can support this need. People tend to become more aware on their health and fitness as their age increase. From the finding, people of age 36 and above will consume cold press juice 20% more than those below 36. People seem to search and try to reach out to healthier consumption alternative as they become older as an attempt to stay healthy longer.

Knowledge and understanding in healthy lifestyle also play important part in the decision to consume cold press juice. The finding shows that people with high

education level eg. Bachelor degree and above are likely to consume this product as they seem to have good comprehension on how to systematically manage their diet plan and choose proper choice of consumption.

One challenge is the price of cold press juice product, in which due to quality of ingredient and production process, can be relatively high. Consumers with good occupation and stable income have higher chance to make purchase where people with low income eg. Less than 25,000 THB/ month tend to deviate from buying. Producers need to look into reengineering and improvement of production process and material sourcing that can deliver great quality while keeping the cost down.

Marketing strategy is critical in order to advertise cold press juice product to be well known widely in the market. The product appears to attract those who are active with shopping lifestyle being the highest exposure to the product. It is essential that producer and seller understand how to recruit other group of consumers into healthy consumption lifestyle and offer cold press juice product as one of the affordable alternative to fulfill their need in order to achieve sustainable growth in market.



CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Nowadays consumers are becoming more concern and focus on health and living habit while seeking for convenience and easy lifestyle; this opens an opportunity to sell healthy products such as cold-pressed juices which meet consumer's needs and lifestyle. Healthy food markets in Thailand have experienced strong growth of about six percent per annum over the past few years, in which juice continues to gain benefit from rising health awareness among Thai consumers. To maximize the benefits of this trend, the owner of cold-pressed juice have to understand the important factors that influence purchasing intention of consumers to buy or consume cold-pressed juice products.

Overall, primary research was conducted with 208 respondents who live in Bangkok. Most of them are females; while the largest age group are those around 26 – 35 years old. Bachelor's degree is the largest group based on the education level. The majority of them are corporate employees, followed by students, government officers / stated-owned employees, business owners, and housewives and unemployed. Most respondents earn about 35,001 – 45,000 baht per month; and the most popular activities of respondents during their free-time are exercise, entertaining such as watching movie or listening to music, surfing the internet, shopping, traveling, and other activities such as sleeping and doing housework, respectively.

As summarize from survey, more than half of respondents at 52.8% have experience in drinking cold-press juice. From survey found that healthy is the most important reason that leads consumer to buy cold-pressed juice, followed by brighter skin, detox, lighter weight, taste, anti-aging, and others reasons such as recommended by friends and just want to try. Daily Cold Pressed Juice is the most popular brand of cold-pressed juice. Meanwhile, most of them drink cold-pressed juice 1 – 2 times a week at mostly. They learn about cold-pressed juice via online such as websites and social media mostly.

Regarding hypothesis testing using multiple linear regression to explore the factors, the results indicate that the factors that influence consumer in purchasing cold-pressed juice are product quality, information and brand, and appearance and availability.

5.2 Recommendations

The market segmentation based on demographics and behavioral factors, the results indicate that females and experienced consumers seem to have higher intention to purchase cold-pressed juice than males and non-experienced consumers; while those with age of more than 45 years old, education of higher than Master's degree, and with highest income level seemed to have highest intention to purchase cold-pressed juice comparing with other groups. There is no significant difference in purchase intention between different occupations and different activities in the free-time. Based on these facts, the target market of cold-press juice should be female consumers in Bangkok who are 35 – 60 years old, with relatively high education level and income. Therefore, the marketers or producers of cold-pressed juice should develop marketing strategies to attract targeted consumers for sustainable business.

There are three recommendations based on the finding of this research.

- To focus on Information and brand, the finding suggests that this factor has the strongest influence on the purchase intention of consumers toward the cold-pressed juice with positive influence. It means that the more information provided and more favorable brand awareness image will lead to enhance the purchase intention of consumers in Bangkok. Consumers perceive brand as an important attribute of product, which is also affected by packaging, price setting, distribution, advertising media, advertising content, and endorsers.
- Product quality is another important product attribute of cold-pressed juice. The finding indicated that product quality positively affects the purchase intention on cold-pressed juice. Higher quality will lead to higher demand; while the lower product quality will also lead to lower purchase intention on the other hand. The results suggest that consumers are concerned about nutrition, trusted production, and overall quality

including production process, benefits, taste, and variety of flavors, in which the enhancement of these attributes will lead to better perception of product quality.

- The finding indicates that appearance and availability of cold-pressed juice have no significant effect on consumer's purchasing intention even though appearance and availability are changed. The product should be designed exclusively to help increase the demand.

According to findings of factors and target consumer, the seller of cold-pressed juice can apply the 4Ps (Marketing Mix) to develop marketing strategies that attract and retain targeted consumers.



Figure 5.1 Marketing Mix

- Focusing on Product, potential customers prefer the highest quality which is the most important criteria when they purchase cold-pressed juice. Put effort into the product design; beautiful box and bottle design will build quality image of the product. Producer should also provide the information about the amount of nutrition contained, calories, claim of contents such as vitamin, fiber, and mineral contents from fresh fruits and vegetables directly from organic farm. The packaging should be transparent so that consumers can see the liquid of cold-press juice. Variety of flavors also influence customer's purchase intention.

- From the survey, the analysis indicate that most respondents think that price of cold-pressed juice is reasonable for them. This price level is affordable for market. So the product should be priced not much higher or lower than its usual.

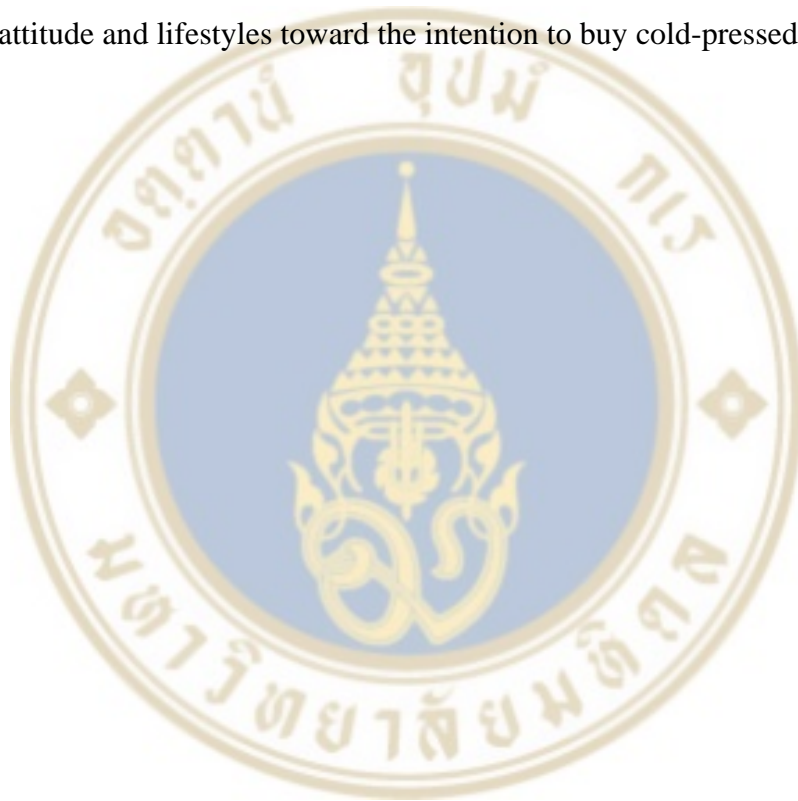
- Besides from selling through online marketing as Facebook, Instagram and company website, mobile site is also influence customer expectations. Distribute to healthy and organic shops at office building in business area. In addition, the producers of cold-pressed juice may consider the development of joint marketing program with fitness center, yoga and sport clubs, and restaurants to reach more customers.
- In digital marketing, promotion is one of the tool that can be reinforced through audience engagement. Consumer can interact through online and social media.

Table 4.1 Promotional Method

Types of promotion	Method
Advertising	Advertise through mass media i.e., Healthy magazine, radio spot, and Ads on BTS.
Sale promotion	<ul style="list-style-type: none"> • Collect and redeem point to get trial healthy juice program • Give Discount or Buy 1 get 1 free to member • Set the loyalty program (make customer feel unique) and CRM embed sales promotions to retain and communicate with customers. To offer lot of healthy information via line application, e-mail, and postal brochure.
Personal selling	<ul style="list-style-type: none"> • Run roadshow or Booth to increase sale interaction between salesperson (Educated training) and customer.
Internet marketing	<ul style="list-style-type: none"> • Placing adverts (keywords) on internet page through Google's AdWords program.
Social media	<ul style="list-style-type: none"> • Using Facebook, Instagram, and Twitter to build brand awareness. Viral campaigns are also the useful tool when combined with social media and self-promotional. Such as Review health changing after drinking cold-pressed juice everyday as a Video-clips story • Do promotional or service videos are good patterns of self-promotional activities. For instance, on the brand's fan page, the producer should upload the production process with the practice of TQM on YouTube to enhance the consumer confidence toward the product quality and product image. • Create product reviews and influencer articles in blogs or other online media. • Create contests online, (e.g. Think up the new ingredient for cold-pressed juice) let customer involve and share the opinion which help to increase the follower, engagement, and boost sale.

5.3 Suggestion for Future Research

This research focus primarily on studying about the behavior and perception of consumers living in Bangkok toward the intention to buy cold-pressed juice. Thus, the result of this study might not be able to fully explain the other types of healthy foods and beverages or even cold-press juice in other cities. Hence, the future research is recommended to study the other type of healthy foods and beverages, and in another geographical locations for the generalization of the study. The researcher suggests that the study of further research should also include the impact of the psychological factors such as attitude and lifestyles toward the intention to buy cold-pressed juice.



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Appendix A: Questionnaire

Factors Influencing the Purchase Intention toward Cold-Pressed Juice Products among Consumers in Bangkok Metropolitan Area

Screening Question

S1. Do you live in Bangkok?

- Yes No, (End of Survey)

PART I: Demographic

1. **Gender** Male Female
2. **Age**
 - 18-25 Years 26-35 Years
 - 36- 45 Years More than 45 Years
3. **Education Level**
 - Below Bachelor Degree Master Degree
 - Bachelor Degree Higher than Master Degree
4. **Current Occupation**
 - Student Government Officer
 - Employee Business Owner
 - Other (Please specify), _____
5. **Income level**
 - Below 25,000 baht/month 45,001-50,000 baht/month
 - 25,001-35,000 baht/month Over 50,000 baht/month
 - 35,001-45,000 baht/month
6. **What do you do in your free time? (Choose the best one)**
 - Exercise Entertaining: watch movie / listen to Music
 - Travel, adventure Surfing internet
 - Shopping Others (Please specify_____)

PART II: Past Experience**7. Do you have experience of drinking cold-pressed juice?**

- Yes No, skip to Part III

8. What are the reason why you purchase cold-pressed juice?

(Can choose more than 1 choice)

- Healthy Detox
 Brighter Skin Lighter weight
 Anti-Aging Taste
 Others (Please specify_____)

9. What brand have you tried before? (Can choose more than 1 choice)

- Make it HAPPEN Juice Daily Cold Pressed Juice
 My Everyday Juice Happy Cleanse
 U R What U Juice Others (Please specify_____)

10. How often do you consume cold-pressed juice?

- Almost every meals once a day
 3-5 times a week 1-2 times a week
 Less than a week

11. What kind of information source that influenced you to recognize product?

(Can choose more than 1 choice)

- Television Pop-up booths
 Newspaper Magazine
 Online (Please specify_____)

PART III: Explore the factors that influence purchasing intention toward Cold-pressed juice

Please express your opinion on the following statements regarding your perception toward Cold-pressed juice.

5= strongly agree; 4= Agree; 3= Neutral; 2=Disagree; and 1=Strongly Disagree

Factors that influence purchasing intention	Strongly disagree-----Strongly agree				
	1	2	3	4	5
1 .I am concerned about the amount of nutrition in healthy drink that I consume daily .					
2 .I am concerned how healthy drinks are processed.					
3. I think quality is an important criterion when I purchase healthy drinks.					
4 .When I think about healthy drinks, the cold-pressed juice comes to mind first.					
5 .Cold-pressed juice is highly nutritious such as high in vitamin, fiber, and mineral contents from fresh fruits and vegetables .					
6 .Cold-pressed juice is good for cleansing the body of toxins.					
7. Buying cold-pressed juice is good for my health.					
8 .Cold-pressed juice has a good taste.					
9 .Varity of flavors in cold-pressed juice influences me to purchase .					
10. My friends and colleagues consume cold-pressed juice.					
11. Most people whose opinion I care think that I should consume cold-pressed juice regularly.					

Factors that influence purchasing intention	Strongly disagree-----Strongly agree				
	1	2	3	4	5
12 .I think distributing free-samples can decrease my uncertainty when choosing cold-pressed juice.					
13 .I prefer to buy brands of healthy drink that I feel more familiar with.					
14 .I think brand is important when I buy cold-pressed juice .					
15 .It is important to visually display actual product contents of cold-pressed juice.					
16 .It is important to visually display calories of cold-pressed juice.					
17 .It is important to visually display expired date of cold-pressed juice.					
18 .I like to buy cold-pressed juice that have attractive packaging					
19 .I think price of cold-pressed juice is reasonable for consumer.					
20 .The price of cold-pressed juice is lower than the average market price compare with similar healthy drink products					
21 .I think convenience to buy is important when I purchase cold-pressed juice.					
22 .I can order cold-pressed juice through social media.					
23 .I can purchase cold-pressed juice at every department store in Bangkok.					
24 .I think advertisement is important when I buy cold-pressed juice .					

Factors that influence purchasing intention	Strongly disagree-----Strongly agree				
	1	2	3	4	5
25 .My decision to purchase cold-pressed juice is influenced by advertisement on social media such as Facebook					
26 .The content from advertisement influences me to buy cold-pressed juice.					
27 .I trust on the message given by celebrities about the benefits of cold-pressed juice.					
28 .I am willing to buy cold-pressed juice even though choices are limited.					
29 .I am willing to buy cold-pressed juice because the benefits outweigh the cost.					
30 .I am willing to spend more time sourcing for cold-pressed juice.					
31 .I would still buy cold-pressed juice even though traditional juices are on sale.					