

**MOTIVATION FOR THAI PEOPLE TO PURCHASE DATE PALM
JUICE**



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ABSTRACT

The purpose of this paper is to conceive the factors that influence Thai people to buy date palm juice. Secondly, to found out the gender difference in buying behavior of fruit juice in Bangkok. Hypotheses were tested by questionnaire and collect data from 267 respondents who has at least purchase fruit juice in last month and currently live in Bangkok.

The finding of this research showed that health conscious, ease of use, refreshment, supplement, production and packaging are the important factors that mainly impact on Thai people to purchase fruit juice

KEY WORDS: Date Palm/ Fruit Juice/ Health Benefits

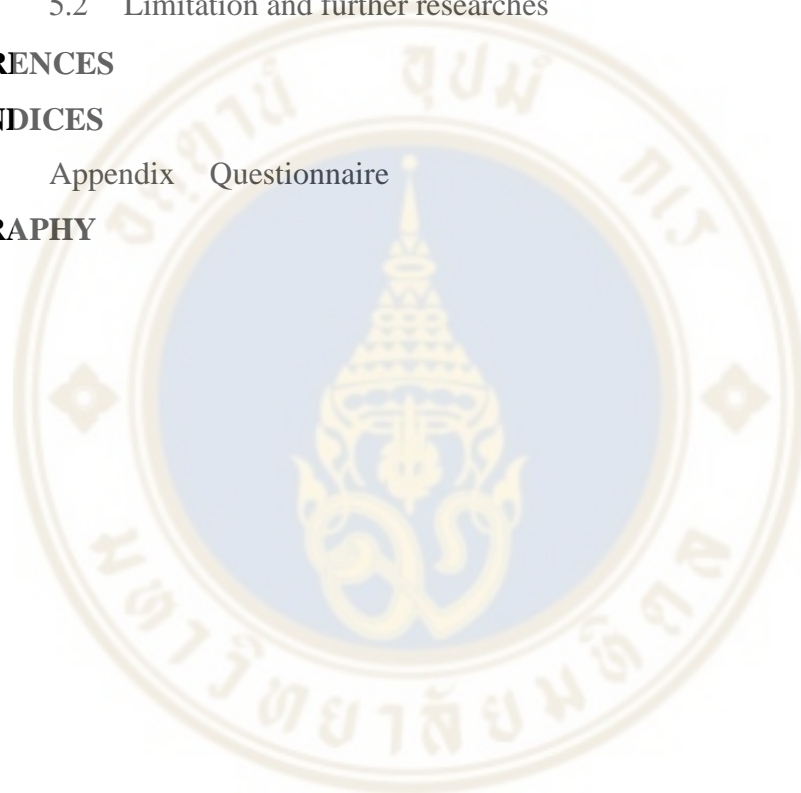
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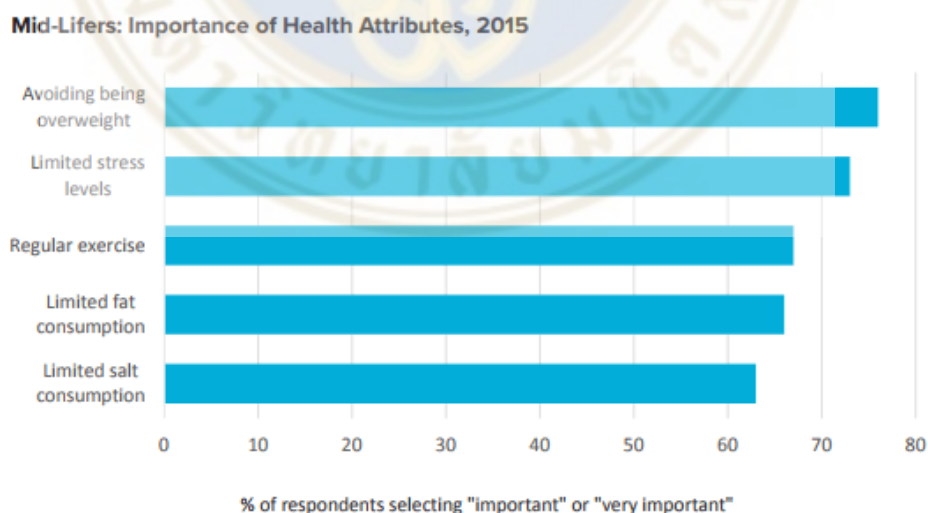
CHAPTER I

INTRODUCTION

According to Malee Group Pcl Annual report 2017, GDP of Thailand increased for 1%, the slowest growth in the past eleven year due to the reason of high debt per household and the agriculture commodities' price decline. Consequently, the frequency of repurchase fruit beverages was decreased because customers wanted to decrease their budget.

From the economy slowdown effects, the customer behavior changing into purchasing the less size of product container, buying in promotion period and buying from different distribution channel.

However, from the Euromonitor International Research, the trend of health lifestyle in Thailand are still as good as in 2017. People tend to seek for convenient way to maintain their health, enhance their well-being and control their weight.



Source: Euromonitor International

Figure 1.1 Important of Health Attributes

This figure show that middle age people are still concerned about their health, middle age people rated overweight issue as 76% and people rated fat consumption as high as 65%.

From Malee Group annual report, in 2017, ready-to-drink fruit juice had market value thirteen billion baht (-8%YoY). Moreover, the sub-group of 100% ready-to-drink fruit juice market value were four billion eight hundred thirty million baht (-7%YOY) in which divided into UHT fruit juice - four billion five hundred thirty million baht and Pasteurized - three hundred million baht. For the distribution channel, 60% of sales volume come from modern trade i.e. supermarket, hypermarket and convenient stores and 30% of sales volume come from traditional trade.

The product for this thematic paper is date palm juice which pasteurized 100% concentration. The origination of date palm comes from Middle East country i.e. Saudi Arabia, Algeria and Arab Countries. With same similar climate and equator with Middle East country, the date palm can also grow well in other countries. Date palm also now grow in Southeast Asia, Spain, Northern Africa, Mexico and California, etc (Nandy, 2018). The fruit will be yellow to orange and change to dark brown when arranged. Ripe fruits are usually dried. It can be kept for many years. Date plams are said to be one of the oldest cultivated fruits in the world, and were sometimes called the fruit of the gods.

Date Palm is a very rich source of vitamins, minerals, and fiber. Some health specialists have said that eating one date per day is necessary for a balanced and healthy diet. The benefits of date palm include anti-inflammatory and anti-cancer properties and are high in anti-oxidants (Elliott, 2018). They have also been used to treat fever, anxiety, stress and diarrhea. The massive health benefits of date palm have made them one of the best ingredients for muscle development. People consume them in several ways, such as mixing the paste of the dates with milk and yogurt or as bread spread for a delicious and healthy breakfast. The paste is beneficial for both adults and children, especially during a time of recovery from injury or illness.

Currently, most of date palm product is made in dried fruits form. Customer can have various benefit from the date palm nutrients either by eating fresh date palm or eating dried fruit form. Beside the dried fruits form, the Date Palm could be extracted as Date Palm Juice and put in to the bottle. And this Date Palm Juice is our product for this project research.

The objective of this thematic paper is first to find the motivation to buy date palm juice for the majority of people. Also, the second objective is to find the different influence among the group such as Age or Gender that might influence differently.



CHAPTER II

LITERATURE REVIEW

In order to see the factor of purchasing date palm juice, first, the assumption of the factor that can influence people to buy date palm juice need to be made. The hypotheses are classified into five factors which are health enhancement, disease prevention, feeling, production and packaging.



Figure 2.1 Hypotheses of Motivation to buy

2.1 Consumer Behavior

2.1.1 Health Enhancement

People nowadays, especially young people, are more health conscious than they used to be. They understand that good health gives more benefits than just wealth.

Today, younger generation are willing to pay extra price for food in order to achieve their goal – be healthy (Gustafson, 2017). Young people are more proactive than previous generation. In 2017, the retail value product i.e. Organic, Free Form and Naturally Healthy product is grown by 3.3% in Asia Pacific (Mascaraque, 2018). This show that most people, Asian are concerned about their health.

In additional, Free Form product means the product free from gluten, dairy, lactose, meat and allergens or in another word free from additive.

More customers like the idea of plant-base food. For example, plant-base protein is from nuts and seed (Mascaraque, 2018). This means people now like more direct source of element i.e. protein, carbohydrate, vitamin which the food is not contained the extra mixture i.e. sugar, starch or modified meat into their meal or modified from them. People believe that direct source of nutrition without modified can best enhance their body.

Date palm has a high fiber and getting enough fiber is important to your health. Fiber can benefit your digestive health; it helps promoting regular bowel by creating a good formation of stool. In one research, people who consume seven dates per day for twenty- one days in a row experience improvement of stool frequency and have a good bowel movement comparing when they do not have dates (Eid, 2015).

In addition, the fiber in date palm may also benefit for blood sugar control. Fibers slow down the digestion and therefore help control blood sugar level; not too high spiking after consume date palm.

Eating Dates may help the brain function. As dates has a potential brain-boosting due to their contents provide antioxidants know to reduce inflammation and oxidative stress in brains (Essa, 2016) . Therefore, the mechanism of protecting inflammation and oxidative may allow the brain to be fully function.

Since date palms providing rich vitamins including vitamins C and D. This may provide consumers skin improvement i.e. smoother skin. Also, dates may come with anti-aging benefits (Nandy, 2018).

2.1.2 Disease Prevention

Baby Bloomer (born 1946 to 1964) seemed to seek the way to longevity their life by maintaining their health (Gustafson, 2017). This also means they also seeks the product that can help them maintain their body and protect them from any kind of the anticipated disease.

The date palm fruit has been used for folk remedies treatment in many symptom such as various infectious disease, cancer and immune- modulatory activity (Puri, 2000). Therefore, regular consumption of date found to have low risk of colon, prostate, breast, endometrial, lung and pancreatic cancers. Dates are not only good source of energy but also a rich source of vitamins and minerals.

The date palm also helps increase anti- oxidant in order to protect your cells from free radicals. From the research, dates appears to have high anti- oxidant content such as Flavonoids, Carotenoids, and Phenolic acid (Vinson, 2005). This content can also help prevent chronic illness such as heart disease, cancer, Alzheimer's and diabetes.

2.1.3 Production/Ingredient

As the customer wants the best product to consume. My hypotheses is that the production that can guarantee of the quality fruit juice may have a major influence to customer purchasing power. A sign of manufacturer guarantee is an extrinsic attribute that consumer may use to claim that the product has a good quality (d'Astoua, 2008). The manufacturer that has the guarantee (i.e. has ISO9001) will make the customer feel that the product worth buying and give their extra benefit to their investment of purchasing fruit juice.

In additional, when consumers believe that the firm will honor the commitment of the guarantee and/or warranty of the product. This will lead to higher quality product rather than wasted, and will lead to higher purchase from the customer

(Purohit, 2001). The guarantee of the manufacturer is more influence rather than just normal without certificated.

As there are many segmentations for the fruit juice such as 100% fruit juice or mixed fruit juice. And also in term of pasteurized fruit juice or fresh fruit juice. For my hypotheses, people would rather like fresh rather than process fruit juice. Freshly squeezed juice without any contaminate provide refresh welcome flavor and the texture of fruits. In the other hand, pasteurized juice help itself extend the aging shelf- life but reduce some nutrition aspects (IMM, 2017).

When customer pay attention to their diet, they tend to looks for label on the package such as nutrition and health claim (Bonilla, 2010). Therefore, this will help customer feel confident about the product when buying fruit juice.

2.1.4 Feeling

In order to capture the majority of the consumption, it is important for customer to have a preferable taste and give them the intangible emotion.

Unlike other senses, smell and taste do not share by learning with elementary aspects, it is an experience processing (Rouby, 2002). When people do have a preferable taste and once they gain, this could give a good emotional after experiencing any particular circumstance i.e. energized and refreshment.

The dislike of the vegetable or fruit taste i.e. bitterness has been conducted as the reason of less consumption in vegetable and fruit (Brug, 2008). It is more likely to easily consume fruit juice instead of consuming real product.

2.1.5 Packaging

To meet the sales expectation, design of the package can play the major roles for the product in order to grab consumer attention and desire to buy.

The sensory attraction of a food product and the visual appearance of its packaging are powerful influences on consumer acceptability (TUORILA, 1988). Effective package design can make a consumer desire as easily as one product could. A

well-design package can make a product to the higher level. Like from standard to premium one. A unique design will allow the product to be outstanding to its peers (Roncarelli, 2010).

In addition for a label in which works well with conceptual and dimensional harmony with the package brings the product into life (Roncarelli, 2010).



Figure 2.2 example of the label with work with the packaging

CHAPTER III

RESEARCH METHODOLOGY

3.1 Questionnaires - Sampling

First, designing the questionnaires by dividing layout of survey in to five parts. Introduction part will tell briefly about background of the conductor and the scope of work for the survey. Second part will be screening question in order to shortcut the respondents time who may not have experience with related topics. Thirdly, the survey will ask about general question toward the related topics i.e. how often do you drink fruit juice in order for respondent to get some idea about the topics and the survey will narrow the topics down in the fourth section. The fourth section will ask specifically about each factors (the hypothesis in chapter two) that cannot be easily measured and will finish with the intention to buy for the product. Finally, the respondent will be asked the background, demographic and etc, in order to see the result among the group.

The expected interviewees are approximately one hundred people in the Bangkok who represent the majority of people. The assumption is these people are able to easily access the product (where if first launch, the product plan to put in shelve of convenient stores).

Finally, at the end of the questionnaire, the interviewees will be asked intention to buy for the date palm fruit juice in a specific price in order to see the relationship between of any factors that can influence the willingness to buy for the customer

3.2 ANOVA Analysis

After conduct the research result, then using SPSS program to run ANOVA analysis to see the which factor might have the influence within or between some groups of sample as a big picture point of view.

3.3 Factor Analysis

After gathering the survey, using factor analysis to see with attributes from the first construct (literature review topics) that insignificant to the respondents. Deduct those attributes, and run factor analysis again until there meet the criteria of

Cut variables with factor loading below 0.4

Cut cross loading – no numbers show more than one in factors

Cut Mismatch meaning – the variable that has mismatch meaning within the group.

Then regroup these variable into new factor, according to the statistic from factor analysis, which means these factors are the main influence to the customer.

3.4 Regression Analysis

After getting new construct from factor analysis, using the significant of these factors to see the coefficient of willingness to buy of the customer, whether the product should be launched from these factors point of view.

CHAPTER IV RESEARCH FINDINGS

The collecting data of three hundred thirty-eight respondents in Bangkok in Thailand, are screening to the sample size of two hundred sixty-six respondents.

Table 4.1 Gender

		Frequency	Percent
Valid	Female	140	52.2
	Male	128	47.8
	Total	268	100.00

Table 4.2 Age

		Frequency	Percent
Valid	16-25	24	9.0
	26-35	164	61.2
	36-45	58	21.6
	46-55	19	7.1
	Above 56	3	1.1
	Total	268	100.0

Table 4.3 Religion

	Frequency	Percent
Valid Christian	5	1.9
Muslim	2	0.7
Catholic	3	1.1
Buddhist	254	94.8
Atheist	3	1.1
Agnostic	1	0.4
Total	268	100.0

After collecting the data sample size of two hundred sixty-seven people, using Factor analysis to group new attributes into new factors base on statistic on SPSS.

4.1 Factor Analysis Result

After run factors analysis, there are seven new factors which are 1) Health Conscious, 2) Ease of Use, 3) Refreshment 4) Supplement 5) Production and 6) Packaging.

Table 4.4 Factor Analysis

Question	New Factor
I want to consume fruit juice for lower blood pressure.	Health Conscious
I want to consume fruit juice for anti-inflammatory.	Health Conscious
I want to consume fruit juice for anti-cancer.	Health Conscious
I am looking for fruit juice that can prevent the disease.	Health Conscious
I am looking for fruit juice that can prevent diabetes.	Health Conscious
I want to consume fruit juice for anti-oxidants.	Health Conscious
I prefer fruit juice that helps enhance my digestive system.	Health Conscious
I prefer to buy fruit juice in the bottle that easy to open.	Ease of Use
I prefer to buy fruit juice in the bottle that easy to drink.	Ease of Use

Table 4.4 Factor Analysis (cont.)

Question	New Factor
I prefer to buy fruit juice in the bottle that easy to hold.	Ease of Use
I drink fruit juice because it is refreshment.	Supplement
I drink fruit juice because it makes me energized.	Supplement
I drink fruit juice because of its original taste.	Supplement
I drink fruit juice because it contains necessary vitamins that my body need.	Supplement
I drink fruit juice because it seems healthier than soft drink.	Supplement
I drink fruit juice because it is easier than consuming real fruit.	Supplement
I prefer to buy 100% fruit juice.	Supplement
I prefer to buy fruit juice with more than 30 days shelf life.	Production
I prefer to buy pasteurized fruit juice.	Production
I prefer to buy fruit juice from originated country of the fruit.	Production
I prefer to buy fruit juice that illustrate nutrition facts on bottle.	Packaging
I prefer to buy fruit juice in the bottle that keep content fresh.	Packaging

1) Health Conscious

First after run factor analysis and according to component matrix, there are seven grouping attributes that relate to health benefits by both preventing disease and health enhancement. Therefore, the group of these attributed given "Health Conscious".

2) Ease of Use

The next group has three attributes which rate the function of the bottle or container i.e. how easily to open or hold. Therefore, these attributes are given as "Ease of Use"

3) Refreshment

This group has five attributes which show how people would feel or react after drinking juice. There are dimensions such as Refreshment, Energized and original taste.

4) Supplement

This group has four attributes which give the reasons why people drink fruit juice such as juice contains vitamins necessary to the body and drink fruit juice instead of raw fruit. The group of these attributes show people would like to have short cut to consume juice rather than other. I call this group "Supplement" because people feel like they gain benefit of fruit juice instead of consuming other raw original source of component.

5) Production

These attributes of "Production" factor show dimension of how people concern of how long of shelf life and how the pasteurized of fruit juice. Including concern of the raw material of originated country.

6) Packaging

These attributes of "Packaging" show the dimension of how the bottle show the nutrition sign to the customer and also the ability of the bottle to keep fruit juice fresh.

4.2 Regression Analysis

After analyzing new group of factors, using these factor to run regression to find the motivation to buy the date palm juice for 59 Baht in 120 cc bottle of glass in the next month.

Table 4.5 Model Summary

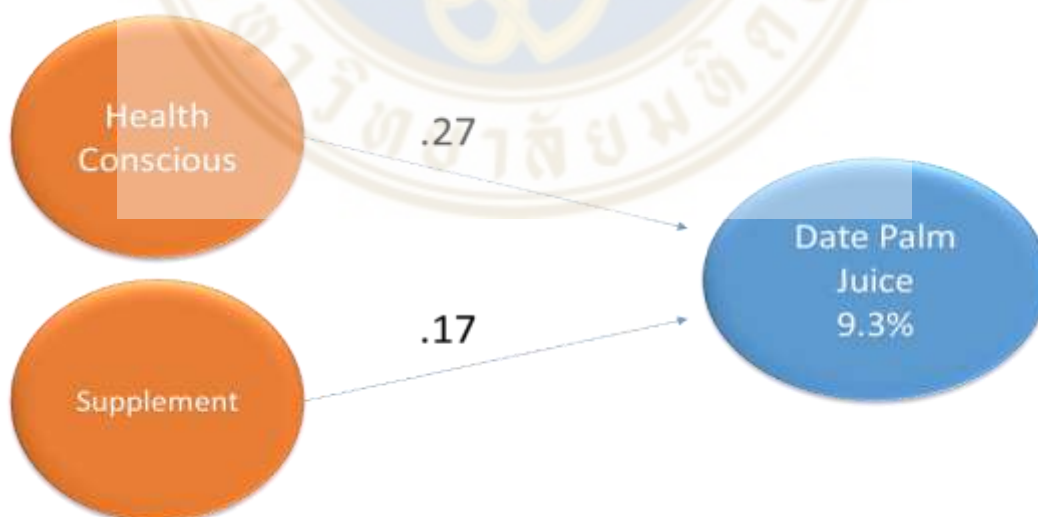
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.377	.114	.093	.877

Table 4.5 Model Summary (cont.)

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	2.657	.054		49.601	.000
Health Concious	.248	.054	.269	4.619	.000
Ease of Use	.086	.054	.094	1.607	.109
Refreshment	.030	.054	.033	0.568	.571
Supplement	.155	.054	.169	2.895	.004
Production	.050	.054	.054	0.926	.355
Packaing	.004	.054	.004	0.075	.940

The factor that has significant lower than 0.05 show the important reason people willing to buy the date palm juice 59 Baht in 120 cc bottle and the result of adjust R2 show the percentage of how many people are willing to pay the date palm juice base on factor that significant.

4.2.1 The Model

**Figure 4.1 Regression Model**

Therefore, the formula of this regression showing that approximately 10 people are willing to buy date palm juice due to the factor of coefficient of .27 of Health Conscious and the coefficient of .17 of Supplement function.

4.3 ANOVA Analysis

1.) Compare between Age and Attributes of buying juice.

Table 4.6 ANOVA Analysis – Compare between Age and Attributes of buying

		N	Mean
I prefer to buy pasteurized fruit juice	16-25	24	2.75
	26-35	164	2.61
	36-45	58	3.02
	46-55	19	3.16
	Above 56	3	3
	Total	268	2.75
I am looking for fruit juice that can prevent the disease	16-25	24	2.75
	26-35	164	2.61
	36-45	58	3.02
	46-55	19	3.16
	Above 56	3	3
	Total	268	2.75

		Sig
I prefer to buy pasteurized fruit juice	Between Groups	0.034
	Within Groups	
	Total	
I am looking for fruit juice that can prevent the disease	Between Groups	0.005
	Within Groups	
	Total	

As per analysis between the age of people and the attributes, the result show that there are significant between attributes of pasteurized fruit juice and the preventing disease and people age.

The result show that the higher of age, the more of concerning of fruit juice need to be pasteurized. The means of people who are between 46- 55 years old has the

highest means of 3.16 while people age around 36-45 and 65 above has second and third highest means of 3.02 and 3.00, respectively.

2.) Compare between Gender and Attributes of buying juice.

Table 4.7 ANOVA Analysis – Gender and Attributes of buying juice

		N	Mean
I prefer to buy pasteurized fruit juice with more than 30 days shelf life	Female	140	1.96
	Male	128	2.41
	Total	268	2.18
I drink fruit juice because it is refreshing.	Female	140	3.54
	Male	128	3.35
	Total	268	3.45
I drink fruit juice because it makes me energized	Female	140	3.34
	Male	128	3.14
	Total	268	3.24
I drink fruit juice because it contains necessary vitamins that my body need.	Female	140	3.34
	Male	128	3.58
	Total	268	3.46
I prefer to have fruit juice that helps treat diarrhea.	Female	140	2.13
	Male	128	2.54
	Total	268	2.32
I prefer to have fruit juice that helps treat fever.	Female	140	2.31
	Male	128	2.66
	Total	268	2.47

		Sig
I prefer to buy pasteurized fruit juice with more than 30 days shelf life	Between Groups	.001
	Within Groups	
	Total	
I drink fruit juice because it is refreshing.	Between Groups	.028
	Within Groups	
	Total	
I drink fruit juice because it makes me energized	Between Groups	.044
	Within Groups	
	Total	

	Total	
I drink fruit juice because it contains necessary vitamins that my body need.	Between Groups	.010
	Within Groups	
	Total	

Table 4.7 ANOVA Analysis – Gender and Attributes of buying juice (cont.)

		Sig
I prefer to have fruit juice that helps treat diarrhea.	Between Groups	.001
	Within Groups	
	Total	
I prefer to have fruit juice that helps treat fever.	Between Groups	.009
	Within Groups	
	Total	

After running ANOVA Analysis between gender and attributes, there are six attributes that has significant lower than .05 which are 1) Shelf life 2) Refreshing 3) Energized 4) Vitamins necessary to Body 5) Treat Diarrhea and 6) Treat Fever.

From the result, male (mean value of 2.41) prefers to have the product that has shelf life more than 30 days rather than female (mean value of 1.96) who most likely to prefer fresher product.

Female is more likely to drink fruit juice base on Refreshment (refreshing and give the energized) a bit higher than male. Female has the mean value of refreshing and give energized at 3.54 and 3.34, respectively while male has the mean value of refreshing and give energized 3.35 and 3.14, respectively

In the other hand, male has high tendency to drink juice in order to prevent health disease rather than female. The attributes such as juice contains vitamins necessary to body, treat diarrhea and treat fever, Male has the mean value of 3.58, 2.54 and 2.66, respectively which more than female that has the mean value of 3.34, 2.13 and 2.31, respectively.

3.) Compare between how much people willing to pay for 100% fruit juice 120cc in glass bottle and intention to buy date palm juice 59 Baht in 120 cc bottle.

Table 4.8 ANOVA Analysis – How much people willing to pay for 100% fruit juice 120cc in glass bottle and intention to buy date palm juice 59 Baht in 120 cc bottle.

	N	Mean
less than 30 THB	123	2.26
31-40 THB	90	2.87
41-50 THB	35	3.20
51-60 THB	10	3.20
More than 60 THB	10	3.20
Total	268	2.66

	Sig
Between Groups	.000
Within Groups	
Total	

Because of the means more than 2.5 (median) of people who are willing to pay price more than thirty Baht for one hundred percent of fruit juice are higher than medium of 2.5.

The result show that approximately fifty-four percent of people who are willing to pay price more than thirty Baht for one hundred percent of fruit juice will buy if there is 100% date palm juice available in next month for 59 Baht per 120 cc glass of bottle.

CHAPTER V

RECOMMENDATIONS

This study examined what are the factors that influence people in making decision to buy date palm fruit juice. All responders live in Thailand and drink fruit juice. The goal of this study is to firstly to find the factor that motivate people to buy fruit juice. Second, the purpose is to the different factor among the group of customer such as Age and Gender that might have some influence to purchase fruit juice.

The study achieved its goal. There are important factors which are Health Conscious, Ease of Use, Refreshment, Supplement, Production and Packaging. Moreover, people who age around 16 to 25 years old and 46 to 55 years old are willing to drink fruit juice in order to prevent some diseases. Women prefer to drink fresh fruit juice because it gives feeling of refreshment and energetic while men prefer to drink fruit juice because it provides vitamins needed and help treating some fevers.

5.1 Recommendations

5.1.1 Marketing Strategy

Although Health Conscious and Supplement are two main factors (significant less than .05), only ten percent of people are willing to pay date palm juice due to these two factor. Instead of promoting health benefits of date palm juice can do, marketer should do the advertising base on customer segments. For example, give the advertising of showing feeling of refreshment after drinking date palm juice for woman or show how healthy between man who drinks date palm juice and people who does not drink. However, marketer need to aware that discount price may not attract customer much due to people who willing to pay more than thirty baht for 120cc date palm juice are going to buy at price 59 baht anyway, based on statistic.

5.1.2 Brand management



Figure 5.1 Perceptual Map

Moreover, the marketer can create brand image of Organic ingredient with no additive and also the taste of Original to differentiate from other brand in the market. Therefore, once customer has the satisfaction of the product and trust on a good brand image, this could lead to increasing in market share by the word of mouth.

5.2 Limitation and Further Research

This study focus only focus on people who normally drink fruit juice who live in Bangkok might bias the result and the number of responders are not quite represent the number population of Thai people.

This research only focus on quantitative method without people tasting the actual product before, thus the feedback of the interview only come from the respondents' thought, not a real reaction.

For further research, the survey should focus on both qualitative research and quantitative research to be more deeply understand the factor and may find some other aspects that can influence people to buy date palm juice. Moreover, the data should be conducted both Bangkok and some other area i.e. urban area or other big cities such as Chiang Mai, Nakorn Ratchasima, Pattaya and Hat Yai in order to compare consumer behavior from different point of views.

The research does not provide the distribution channel in order to create more efficiency to both seller and consumer.

In conclusion, as Economics slow down which effect the decline of fruit juice consumption. With the appropriate way of study consumer behavior and promoting product, this could help launching new product to have a high chance of success.



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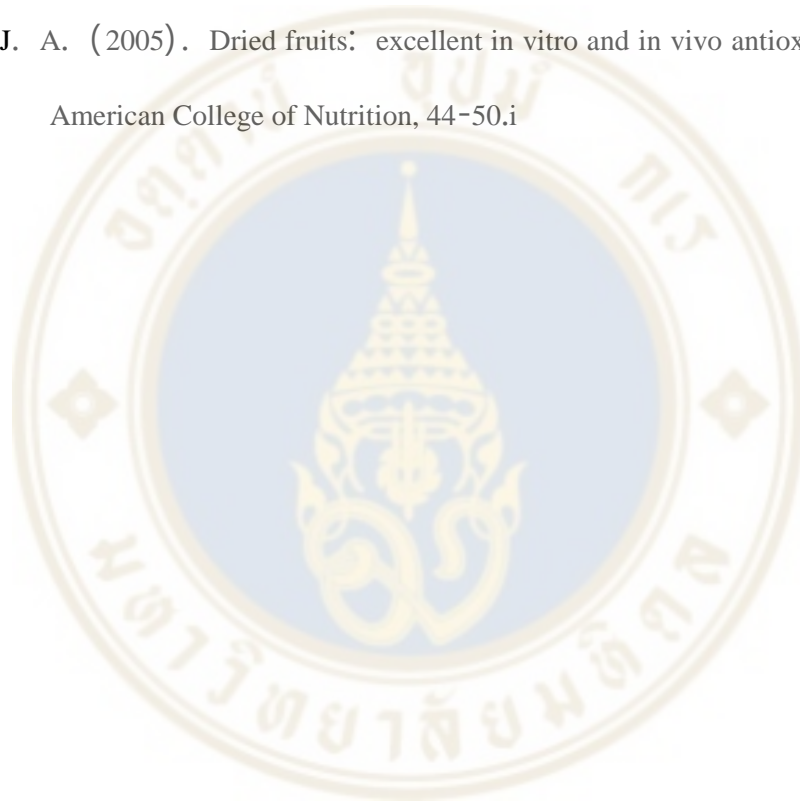
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Appendix : Questionnaire

I am the students from College of Management Mahidol University (CMMU) who would like to cordially invite you to participate in this survey study. This is a survey which the findings will be used to address the motivation to buy the healthy drinks. Please be assured that any information provided will be treated with the utmost confidentiality. It will be used for the purpose of academic research in CMMU only.

Please take only 10 minutes to complete the questions which will help us to study further more on this particular product.

There will be screening question at first, if you are not suit with the criteria, you will be automatically skipped the rest part of the survey. Thank you.

Scanning Question

1. Do you drink fruit juice?

Yes

No

Part 1: General question

	Strongly Disagree	Disagree	Agree	Strongly Agree
2.I think only daily meals contain not enough nutrition.				
3.I am willing to try the product that enhance my health.				
4.I am looking for the product that prevent the disease.				
5.I eat fruits because it contains necessary vitamins that my body need.				

6.I consume supplementary food every days.				
7.I drink fruit juice every days.				

Part 2: Specific Question

	Strongly Disagree	Disagree	Agree	Strongly Agree
Component: Enhance Skin and Hair				
8.I want to reduce my wrinkles by consuming fruit juice.				
9.I want to reduce dark spots from my skin by consuming fruit juice.				
10.I want to whiten my skin by consuming fruit juice.				
11.I want to sooth my scars by consuming fruit juice.				
12.I want to sooth my irritated skin by consuming fruit juice.				
13.I want to heal sunburn by consuming fruit juice.				
14.I want to whiten my skin by consuming fruit juice.				
15.I want to treat stretch marks by consuming fruit juice.				
16.I want to nourish my hair by consuming fruit juice.				
17.I want to treat dark circles around my eyes by consuming fruit juice.				
18.I want to moisturize my skin by consuming fruit juice.				
Component: Improve Longevity				
19.I want to repair my damaged cells by consuming fruit juice.				
20.I want to preserve bone density by consuming fruit juice.				
21.I want to eliminate toxic out of my body by consuming fruit juice.				
22.I want to balance fluid in my body by consuming fruit juice.				

23.I want to nourish tissue by consuming fruit juice.				
Component: Health Enhancement				
24.I prefer to enhance my immune system by consuming fruit juice.				
25.I prefer to treat diarrhea by consuming fruit juice.				
26.I prefer to treat fever by consuming fruit juice.				
27.I prefer to reduce anxiety by consuming fruit juice.				
28.I prefer to improve my vision by consuming fruit juice.				
30.I prefer to enhance my digestive system by consuming fruit juice.				
31.I prefer to enhance my metabolism by consuming fruit juice.				
32.I prefer to enhance my sexual health by consuming fruit juice.				
33.I prefer to stabilize my blood sugar level by consuming fruit juice.				
Component: Disease Prevention				
34.I want to prevent diabetes by consuming fruit juice.				
35.I want to consume fruit juice for anti-oxidants.				
36.I want to consume fruit juice for anti-inflammatory.				
37.I want to consume fruit juice for anti-cancer.				
38.I want to consume fruit juice for lower blood pressure.				
Component: Packaging				
39.The bottle of fruit juice should be recyclable.				
40.The bottle of fruit juice should be durable.				
41.The bottle of fruit juice should keep content fresh.				
42.The bottle of fruit juice should be illustrate nutrition facts.				

43.The bottle of fruit juice should be easy to recognize.				
44.The bottle of fruit juice should be easy to hold.				
45.The bottle of fruit juice should be easy to open.				
46.The bottle of fruit juice should be easy to drink.				
Component: Intention to buy				
47.If this fruit juice is available next month I will buy it.				

Part 3: Demographic Question

48. What is your gender?

Male

Female

49. What is your age?

<15 years old

16-25 years old

26-35 years old

50 years old and above

50. Which religion do you associate yourself with?

Christian

Muslim

Catholic

Buddhist

Atheist

Other _____