FACTORS INFLUENCING THE CUSTOMER INTENTION TO PURCHASE A NATURAL FUNCTIONAL DRINK IN BANGKOK

PORNNAPAS BINTHAWIHOK

A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2021

Thematic paper
entitled

**FACTORS INFLUENCING THE CUSTOMER INTENTION TO
PURCHASE A NATURAL FUNCTIONAL DRINK IN BANGKOK**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
February 18, 2021

....
Miss Pornnapas Binthawihok
Candidate

....
Assoc. Prof. Randall Shannon,
Ph.D.
Advisor

....
Asst. Prof. Chanin Yoopetch,
Ph.D.
Chairperson

....
Assoc. Prof. Vichita Ractham,
Ph.D.
Dean
College of Management
Mahidol University

....
Ronald Surachai thesenvitz,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

FACTORS INFLUENCING THE CUSTOMER INTENTION TO PURCHASE A NATURAL FUNCTIONAL DRINK IN BANGKOK

PORNNAPAS BINTHAWIHOK   6249022

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. RANDALL SHANNON, Ph.D., ASST PROF CHANIN YOOPETCH, Ph.D., RONALD SURACHAI THESENVITZ, Ph.D.

ABSTRACT

Currently, people are more focused on health because in the city everything seems busy, the traffic is hectic, the workers have to wake up early. These people lack time to look after themselves such as eating, exercising, and maintaining their health. They tend to purchase products that are good for their health and also search for convenience. This reason will increase the demand for functional food. The increase in the aging population and people tending to care more about their health will make the demand for healthy products such as functional food and nutraceutical products increase in Thailand. Nowadays, the functional food market in Thailand is growing well while the functional drinks market is small. This research aims to investigate the factors that influence the intentions of Thai people living in Bangkok to purchase a natural functional drink. For the purpose of achieving the research aim, it intends to examine the impact of each factor that is associated with the intentions to purchase a natural functional drink. These determinants comprise of Health consciousness, Product claim label, Food-safety consciousness, Brand trust, and Influencer. In collecting the data, an online survey was utilised to collect information from the sample group. The study applies the quantitative method of data collection, and analyzes it by using the SPSS program with 250 datasets. The results show that the Influencer, Food-safety consciousness, and Health consciousness positively influence the intention to purchase a natural functional drink in Bangkok. Further, this research discovered a new factor that also influenced the intention to purchase a natural functional drink in Bangkok, that is Food additive concern. In conclusion, this research will benefit the stakeholders and to use this research as a tool to understand the customer and to increase the profit and expand the market in Thailand. Both the theoretical, the result, and the recommendation for future research will be provided in this research.

KEY WORDS: Purchase Intention/ Natural Functional Drink/ Health Consciousness/ Product Label/ Customer Behavior

45 pages

CONTENTS

CONTENTS (cont.)

LIST OF TABLES

LIST OF FIGURES

CHAPTER I
INTRODUCTION

1.1 Background

The city lifestyle is always busy, and the traffic is hectic. In the early morning, people rush out of their homes to their workplaces by using public transportation. Most office workers are required to wake up early, commute, and finish up the tasks assigned to them. This often results in a lack of time to look after themselves, for instance, exercise, eating, and maintaining a healthy lifestyle.

Nowadays, many people are more focused on their health. People have become more conscious of maintaining their good health (Mala et al., 2013). Consumers tend to purchase more healthy products and constantly search for convenience. They think about the benefits of healthy food and beverages, as well as how consuming them can influence their body. Therefore, there is a global increase in demand for foods that can be perceived as nutritious, otherwise known as functional food.

The primary motive of functional food and beverages is to maintain good health (Urala, 2004). The possibility of purchasing functional food products increases with functional characteristics such as dietary fiber, probiotics, and the benefit of their consumption. Due to an increase of health conscious consumers and an aging population, the demand of healthy products such as functional foods, dietary supplements, and nutraceutical products has significantly increased in Thailand. Currently, the functional food market in Thailand is performing well (Food intelligence center, 2020), but the functional drinks market in Thailand is relatively smaller than the international market and also there is a small number of direct competitors. Therefore, this is an opportunity to jump into the functional drinks market in Thailand, which is an attractive function that would fit with current and future lifestyles. To sum up, functional food and beverage is one of the most exciting parts of food research and innovations (Annunziata and Vecchio, 2011).

1.2 Objective of the study

To investigate the influence of health consciousness, food-safety consciousness, product label, influencer, and brand trust on the purchase intention of the natural functional drinks by the Thai consumer.

CHAPTER II
LITERATURE REVIEWS

2.1 Consumer's behavior and Consumer's buying process

Consumer behavior is the most important thing that all businesses should understand. Consumer behaviors are different for each target customer. However, there are many similar ideas of consumer behavior from various researchers. Solomon and Bamossy et al., (2006) states that consumer behavior is the study of the processes of product individuals or groups selected. Furthermore, Parner (2018) explains that consumer behavior is the psychological process that enables customers to recognize needs, find ways to solve those needs, and then make a purchase.

Consumer's buying process is the method of how consumers decide to purchase the products by focusing their decision-making process from the start until finish (Kotler and Keller, 2011). There are five stages involved in the process. In this section, the consumer's buying process theory will be outlined, as shown in figure 1.
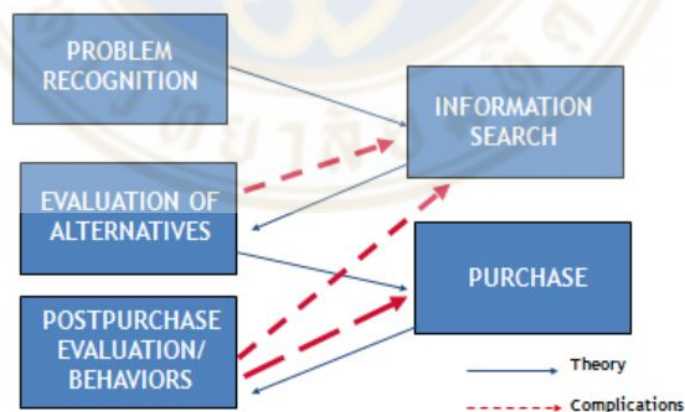
Figure 2.1 Consumer's buying process diagram

Source: https://www.consumerpsychologist.com/intro_Consumer_Behavior.html

2.1.1 Problem recognition

The first stage of the customer buying process is where people realize that they want to have something or want to satisfy a need. Internal and external factors may influence the sources of problem recognition.

2.1.2 Information search

The second stage is where the customer can search for product and service information according to their interests.

2.1.3 The evaluation of alternatives

Thirdly, the consumer will compare other options between each product and service, to satisfy their needs.

2.1.4 The purchase

Next, the customer then decides to purchase a product and service by using all of the gathered information. However, the final purchase decision may be disrupted by negative feedback from other customers and the motivation level (Kotler, 2009).

2.1.5 Post-purchase behavior

Finally, consumers will compare products against their expectations and will either be satisfied or dissatisfied. If the customer is continuously satisfied, this will result in brand loyalty, and in reality, people may go back and forth between these stages. Moreover, it is common for customers to share positive or negative feedback about the product and services on websites, social media networks, or even word of mouth (Johnston, 2016). Therefore, this stage can affect the evaluation of the alternatives stage and the purchase stage.

2.2 Natural functional drink

The Functional Food Center (FFC) described Functional food as natural or processed foods that contain known or unknown biologically-active compounds. They might be useful to prevent chronic disease. This unique definition is acknowledged as "bioactive compounds," or biochemical molecules that improve health through physiological mechanisms. However, it must be taken in proper amounts because overconsumption of bioactive compounds could destroy the body system (Martirosyan and Singh, 2015).

Some researchers recognize that consuming functional food is one of the most substantial factors linked to the benefits of wellness and health (Barcellos and Lionello, 2011). Accordingly, the Food and Drug Administration in the USA (FDA) has given a natural functional food definition, in which natural ingredients are directly extracted from plants or animal products.

This research study mentions natural functional drink that refers to the beverage derived by natural sources such as fruits and vegetables. For this exciting category, a natural functional drink is composed of foods that naturally contain nutrients and bioactive compounds. Then, it contributes to improving health with positive effects on the immune system, mental energy, cholesterol management, and other benefits with specific organs, including heart, liver, and eyes (Musarra et al., 2019).

2.3 Health consciousness

Nowadays, people are trending towards health consciousness, including eating clean, exercising, and taking enough rest. With this modern lifestyle, there are extra concerns about food ingredients that affect health, such as calories, cholesterol, blood sugar, and fat percentage. All of these would make consumers feel uncomfortable to have it. If the customer has any health concerns, they may avoid those foods. Recognition of some researchers with health's consciousness is quite different, but they all mention doing some good activity for their health.

Richard et al. (2005) mentioned that health consciousness can be divided into two general groups. First, the group of people who genuinely maintain and focus on a healthy lifestyle is not a group found in the population. The second group is a huge group that also highlights a healthy lifestyle. However, people are not extremely

focused on a healthy diet and regular exercise, and they do not merge it all into their daily routine.

Hoque et al. (2018) demonstrated that health consciousness is the extent to which an individual tends to undertake health actions by dividing health consciousness into four parts. These are greater concerns to health, caring about health, engaging in searching for health information, and valuing healthy conditions. They all focus on maintaining a healthy lifestyle. Therefore, an excellent dietary meal is essential, especially a functional meal.

According to the research mentioned above, demand for healthy products is driven by people who maintain lifestyles which are healthy and a group of people whose personalities attempt to live a little more nutritious life. It means it affects people who have a perception of health, not only strong but also weak (Tansiritanes, 2015). Therefore, the impact of the healthy eating trend that would influence consumer's behavior towards purchasing functional foods.

2.4 Food safety consciousness

Teng and Lu (2016) demonstrated that food safety consciousness is the concern of consumers. They worry about the food processing procedure from sources of raw materials to the finished product. Additionally, they are also worried about the use of artificial substances and preservatives in the food. However, farmers, food handlers and distributors, food manufacturers, and foodservice operators mainly control the production process, which means that the food safety outcome depends on them. In terms of the demand for food safety, it might depend on their food safety consciousness as customers try to choose high food quality and look for high quality packaging. Some customers try to avoid the use of preservatives and artificial substances in healthy foods because this helps them to believe that the product is safe and that it creates the right image, based on what type of image they want. It shows in Thapa et al. (2019) study. They found that increasing food-safety consciousness relates to the intention to purchase milk from the modern milk market in Nepal.

2.5 Product claim label including nutrition claim label and organic label

2.5.1   Nutrition claim label

Label of nutrition is a policy sign that is a proper and valuable way of marketing communication because most consumers have no idea how to evaluate the nutritional value of food products on their own. Besides, nutrition information of the product that is presented by food labels may reduce the uncertainty of the customer and change it into product trust (Drichoutis et al., 2006). Mainly, front-of-pack (FOP) of nutrition labeling of food products to notify consumer choices and stimulate the consumption of health products (Baltas, 1999). Hence, Wills et al., (2009) showed that amongst consumer interest in receiving nutrition information on food packages, this interest varied across situations and products in both the US and the EU.

Salnikova et al., (2014) found that there are various claims across claim types and product categories. Additionally, they found the relation of nutrition labeling regulations and health FOP claims. Moreover, factors of consumer behavior for food are related to healthy lifestyles, which means customers might be concerned about their food. Accordingly, they look for the FOP nutrient claims, such as vitamins and minerals, gluten-free indicators, total cholesterol, calories, total fat, and total sodium.

2.5.2   Organic label

Organic labeling has been produced by using cultural, biological, and mechanical practices that support the cycling of on-farm resources, promote ecological balance, and conserve biodiversity.

Regarding the organic label, it confidently allows consumers to decide and know more about the information of the products that they will purchase, for example, consumers can be certain that USDA organic product's integrity is verified from farm to market (U.S. department of agriculture, 2017).

Generally, organic labeling on the packaging is practical, which means suppliers can prove their product's quality. It should reduce the information asymmetry between consumers and suppliers. Furthermore, many countries consider organic labeling a vital policy tool to continually increase food safety (Janssen and Hamm, 2012). So the organic label becomes an essential deciding reference when customers

buy organic food because they cannot clarify which one produced organically (Rousseau and Vranken, 2013).

The study of Chen et al. (2015) explained that the customer's organic knowledge and food safety consciousness had a positive effect on purchase intention. Resulting in customers are generally higher willingness to pay for the organic label produce than available produce. Moreover, they also found that environmental awareness can affect customer purchase decisions as Chinese customers are willing to pay more for the EU organic certifications than Chinese certifications.

2.6 Brand trust

Brand trust is "the willingness of the consumer to rely on the ability of the brand to perform its stated function" (Chaudhuri and Holbrook, 2001). Additionally, brand trust starts after the customer evaluates the product and service that they get. Brand trust will generate more revenue if companies provide safety, honesty, and reliability to consumers, (Doney and Cannon, 1997). Therefore, brand trust can create and develop by experiences directly to consumers via brands.

Another researcher defined brand trust as the reputation of a certain brand. Brand reputation portray how customers evaluate a brand which considered through public relations, advertising, or quality of the products" (Lau and Lee, 1999) In general, quality and safety information stated on product labels are how consumers perceive, evaluate to develop brand trust; for instance the origins of a product, quality claims, and safety certification. It can also be stated as brand credibility, which is reliability of the product information contained in a brand (Erdem and Swait, 2004)

Moreover, Brand trust is the first step to explore and the ways to believe in brands. Ngo et al., (2020) found that brand credibility and brand reputation are important things to create a brand trust.

2.7 Influencer

Influencers are powerful people that affect the customer's behavior. Influencers can be divided into two groups: private and public. The private group consists of those who are close to the customer and meets them on a daily basis such as family members, friends, and colleagues. The other group is the public group, which are celebrities and public figures, then customers tend to follow them (Hoonsopon and Puriwat, 2016).

Chantavoraruk (2019) demonstrates that customers find information and opinions about products and services they want to purchase through the media, which are influencers. For instance, food reviewers, health influencers, trainers, celebrities, actors, and actresses are constantly reviewing health products on social media, such as Facebook, Instagram, and YouTube. As these influencers have a lifestyle which fits the product, hearing their feedback after consuming the product is important to the consumer. The result proved that information quality, online review, and trust lead them to make decisions after the customer gathers all the information.

2.8 Food additive concern

Food additives are natural substances which are added to foods to serve a certain technological or sensory function (Emerton and Choi, 2008). In recent decades, food science and technology have rapidly developed. It increases in the number and variety of substances used to perform function in food or "food additive" (Branen et al., 2002). The food industry continues to create new chemicals to manipulate, preserve, and transform the food. With the use of chemicals, scientists are trying to mimic the flavors, color foods to make them look more natural and fresh, and preserve foods for longer and longer periods of time.

Safety in food is a global problem, many consumers worldwide face a variety of food safety risks each year (Saring et al., 2003). Nowadays, consumers concern about health regarding food additive, processed without any addition of chemical preservatives, and becoming more attractive (Balciunas et al., 2013)

2.9 Conceptual Framework
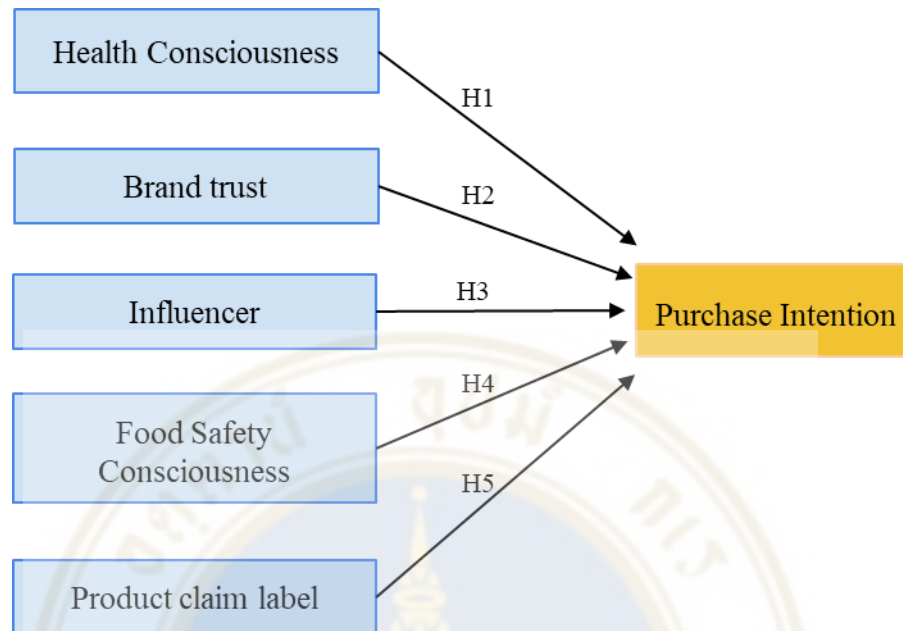
Figure 2.2 Conceptual Framework

Specifying factors related to these motivations from the literature review

H1: There is an effect of health consciousness toward purchase intention of natural functional drinks in Bangkok.

H2: There is a positive effect of brand trust toward purchase intention of natural functional drinks in Bangkok.

H3: There is a positive effect of influencer toward purchase intention of natural functional drinks in Bangkok.

H4: There is a positive effect of food-safety consciousness toward purchase intention of natural functional drinks in Bangkok.

H5: There is a positive effect of product claim label toward purchase intention of natural functional drinks in Bangkok.

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research objective

This research would help to investigate the factors that influence consumer behavior in purchasing intention of natural functional drink. The result would be beneficial for beverage companies and entrepreneurs who are interested in the beverage business. Furthermore, we are focused on developing our product to fit the consumer lifestyle of easy-going by ensuring fresh and healthy products which contain vitamins and minerals, especially all beneficial nutrients. Finally, researchers can draw higher rates of purchasing intention that are affected by the evaluation of alternatives and post-purchase behavior stage that showed in consumer's buying process theory.

3.2 Scope of the study

The study will investigate the impact and relation between independent variable and dependent variable that toward in Thai consumers by analyzing the key independent variables which are health consciousness, food-safety consciousness, product claim label, influencer, and brand trust. This research will be conducted with data from Bangkok and the metropolitan areas where consumers mostly care about their health lifestyle and also might be high potential consumers as always in the current and nearly future. Conducting data using quantitative questions that consist of these 4 main parts:

Section 1: Screening questions

Section 2: Functional drinks products involvement

Section 3: Natural functional drinks purchasing factors (with 6 dimensions)

- Health consciousness
- Product claim label
- Food-safety consciousness

- Brand trust

- Influencer

- Intention to purchase

Section 4: Demographic characteristics of the Thai respondents

The data was collected via online surveys such as google form spreading the form out via social media.

3.3 Population sample

The qualified respondents for this research is Thai people who live or work in Bangkok where consumers are mostly concerned about the healthy lifestyle, and might have experience with functional beverages. These respondents were selected, so we can reach suitable target consumers that consume functional drinks. Furthermore, there are 200 respondents with age above 18 years old.

3.4 Data collected and sample size

This study will use the theory of sample size from Hair et al. (2010) to calculate the appropriate sample size. They suggest that the sample size should be determined up to 10-20 times per variable. There are 6 variables in this research, so the sample size would be a minimum of 120 samples, calculated from (6x20 = 120). To reduce the error, researchers determined the proper sample size of 200 respondents.

3.5 Data analysis

According to quantitative analysis, it consists of 6 factors which are health consciousness, product claim label, food-safety consciousness, brand trust, influencer and intention to purchase. There are 3 analysis methods by using Statistical Package for Social Science: SPSS for Windows. First, find out the reliability value by looking at coefficient alpha. This method is checking the quality of the questionnaire process for analyzing the next part. Secondly, using factor analysis to find the relative in each

factor. Last, regression analysis will be used to identify the cause and effect of each factors related intention to purchase.

CHAPTER IV
RESULTS

4.1 Chapter Overview

The SPSS (Statistical Package for the Social Sciences for Windows) version statistic 18 was selected for transforming the numeral input into information. The questionnaire was created on Google Form and was planned for distribution from 1 November, 2020 to 14 November, 2020. From the result of data collection, 359 respondents of the online questionnaire were returned with 109 removed due to not being applicable under the criterion of the study population.

Table 4.1 Gender of respondents

Gender	Frequency	Percentage (%)
Female	163	65.2
Male	87	34.8
Total	**250**	**100**

With regard to gender distribution, the 65.2% of participants in the online survey were female (163 respondents). Only 34.8% (or 87 respondents) were counted as a male.

Table 4.2 Marital status of respondents

Status	Frequency	Percentage (%)
Single	200	80
Married	50	20
Total	**250**	**100**

This study included 80% (or 200 respondents) that are currently single. Only 20% (or 50 respondents) were married.

Table 4.3 Age of respondents

Aged	Frequency	Percentage (%)
26 - 35 years old	124	49.6
18 - 25 years old	60	24
36 - 45 years old	35	14
More than 55 years old	19	7.6
46 - 55 years old	12	4.8
Total	**250**	**100**

From the 250 respondents, it was found that the majority were aged 26-35 years old, accounting for 124 of the respondents (49.6%). The 18-25 years old is the second largest number (60 respondents or 24%). The 36-45 years old accounted for 14% (35 respondents). More than 55 years old accounted for 7.6% (19 respondents) and 46-55 years old (12 respondents or 4.8%).

Table 4.4 Educational level of respondents

Educational Level	Frequency	Percentage (%)
Bachelor's degree	172	68.8
Master's degree	72	28.8
Less than Bachelor's degree	6	2.4
Total	**250**	**100**

The result presented the largest group of respondents holding a Bachelor's degree, with 172 people accounting for 68.8%. Next, the lower of percentage was followed by a Master's degree (28.8%) with 72 respondents, less than a Bachelor's degree (2.3%) with 6 respondents.

Table 4.5 Monthly income of respondents

Salary (Baht)	Frequency	Percentage (%)
More than 45,000	68	27.2
15,001-25,000	65	26
25,001-35,000	65	26
35,001- 45,000	35	14
Less than 15,000	17	6.8
Total	**250**	**100**

It can be seen that the larger part of the respondents in this study earned over 45,000 THB is 27.2% with 68 respondents, 15,0001-25,000 THB and 25,001-35,000 THB is 26% with 65 respondents, 35,001-45,000 THB is 14% with 35 respondents and less than 15,000 THB per month is 6.6% (or 17 respondents)

Table 4.6 Occupation of respondents.

Occupation	Frequency	Percentage (%)
Private Company Employee	126	50.4
Business owner	28	11.2
Government Officer	25	10
Freelance	24	9.6
Student	19	7.6
Retire	11	4.4
Other	10	4
State Enterprise Employee	7	2.8
Total	**250**	**100**

According to table 4.6, it reveals that the majority (126 respondents) are private company employees or 50.4%, Business owner is 11.2% with 28 respondents, Government Officer is 10% with 25 respondents, Freelance 9.6% with 24 respondents, Student is 7.6% with 19 respondents, Retire is 4.4% with 11 respondents, Other is 4% with 10 respondents and the last one is State enterprise employee is 2.8% with 7 respondents.

4.2 Factor analysis

According to the results, there are 7 components that were found from the analysis. The highly loaded factor is factor1, which is related to purchasing. Then, it could label this factor as an intention to purchase. The question that high load on the factor 2 seems to be related to confidence in the brand so they can be labeled as a brand trust. Next, five questions that are in factor 3 can be labeled as an influencer. For factor 4, all questions contain questions that link to safety. Therefore, they are labeled as food safety-consciousness. Four questions in factor 5, all seem related to the product label so they might be named as product claim labels. The two questions are also related to different aspects of statistics; therefore it can label this factor food additive concern. Finally, the questions that load highly on factor 7. They consist of some health improving then they might call this factor label as health-consciousness.

This analysis shows the result that is a few different from the initial questionnaire which consisted of 6 factors: Health consciousness, Product claim label, Food-safety consciousness, Brand trust, Influencer and Intention to purchase. In this factor analysis, there is some factor that adds up from the initial. It is about the food additive concern.

Table 4.7 Rotated component matrix

Questions	Components					
	1	2	3	4	5	6
I think consuming natural functional drinks will improve my health.					.760	
I think consuming natural functional drinks meeting the recommended daily nutritious is important.					.789	
I think if I consume natural functional drinks I do not need to take any dietary supplement.					.645	
The quality certification reported on the label is important when choosing a product.				.822		
The health and nutritional advice has shown on the label is essential when choosing a beverage.				.834		
When I buy a beverage, I often look at the label.				.716		

Table 4.7 Rotated component matrix (cont.)

Questions	Components					
	1	2	3	4	5	6
I drink beverages without food additives.					.794	
I drink beverages without preservatives.					.793	
I am confident in the quality of healthy drinks.			.760			
I am confident in the process of healthy beverages.			.786			
I am satisfied with the natural ingredients of healthy beverages.			.750			
I always choose the beverage product from the famous brand however, I never try it.	.664					
I usually select a beverage product from the brand before the price.	.676					
I am confident to recommend the famous beverage brand to others.	.795					
I am confident that the products of famous brands come with high quality.	.749					
The brand of product that I purchase always delivers what they promise.	.598					
My friends suggest that I should consume natural functional drinks.		.612				
My family always consumes natural functional Drinks.		.568				
The media encouragement makes me think the best way to become healthy is to consume natural functional drinks.		.681				
Celebrities influence me to consume natural functional drinks.		.723				
I found that the reviewers are more attractive and make me want to try the natural functional drinks.		.749				

4.3 Descriptive statistics

There are 6 constructs of information usefulness. These consist of Health consciousness, Product claim label, Food-safety consciousness, Brand trust, Influencer, Intention to purchase and Food additive concern. The descriptive statistics show the mean score of each statement and factor. In descriptive statistics, it shows the mean score of each statement and 5 scales which 1 is the strongly disagree and 5 is the strongly agree.

4.3.1 Mean and Standard Deviation

Table 4.8 Mean scores and standards deviation of each factors

Questions	Mean	S.D.
Health consciousness		
- I think consuming natural functional drinks will improve my health.	3.72	.987
- I think consuming natural functional drinks meeting the recommended daily nutritious is important.	3.66	1.038
- I think if I consume natural functional drinks I do not need to take any dietary supplement.	2.98	1.294
Average	**3.45**	**1.106**
Product claim label		
- The quality certification reported on the label is important when choosing a product.	4.44	.816
- The health and nutritional advice has shown on the label is essential when choosing a beverage.	4.44	.796
- When I buy a beverage, I often look at the label.	4.50	.783
Average	**4.46**	**0.798**
Food additive concern		
- I drink beverages without food additives.	3.57	1.178
- I drink beverages without preservatives.	3.91	1.077
Average	**3.74**	**1.127**

Table 4.8 Mean scores and standards deviation of each factors (cont.)

Questions	Mean	S.D.
Food-safety consciousness		
- I am confident in the quality of healthy drinks.	3.76	.903
- I am confident in the process of healthy beverages.	3.83	.811
- I am satisfied with the natural ingredients of healthy beverages.	3.98	.845
Average	**3.86**	**0.853**
Brand trust		
- I always choose the beverage product from the famous brand however, I never try it.	3.64	1.056
- I usually select a beverage product from the brand before the price.	3.71	1.082
- I am confident to recommend the famous beverage brand to others.	3.71	1.056
- I am confident that the products of famous brands come with high quality.	3.78	1.016
- The brand of product that I purchase always delivers what they promise.	3.64	.917
Average	**3.70**	**1.025**
Influencer		
- My friends suggest that I should consume natural functional drinks.	3.21	1.143
- My family always consumes natural functional Drinks.	3.15	1.284
- The media encouragement makes me think the best way to become healthy is to consume natural functional drink.	3.46	1.130
- Celebrities influence me to consume natural functional drinks.	3.01	1.332
- I found that the reviewers are more attractive and make me want to try the natural functional drinks.	3.58	1.159
Average	**3.28**	**1.025**
Intention to purchase		
- I am really satisfied with the natural functional drink product.	3.97	0.873
- I prefer to purchase natural functional drinks because it has no side effects.	3.89	0.923
- I will consider purchasing natural functional drinks to have a balanced diet.	3.86	0.968
- I prefer to purchase natural functional drinks because it is an easy drinking product.	3.84	0.997
- I will recommend the natural functional drinks products to others.	3.78	0.929
- I want to purchase natural functional drinks because I do not trust synthetic functional drinks.	3.74	1.014
Average	**3.85**	**1.210**

There are six constructs of information, these consist of Health consciousness, Product claim label, Food additive concern, Food-safety consciousness, Brand trust and Influencer. The result show how people decided to purchase the natural functional drink's product (Mean = 3.85), people think the label is important to them before they decided to purchase the product (Mean = 4.46), people concern about their food from the beginning process (Mean = 3.86), people aware about the food additive (Mean = 3.74), people believe in brand or they trust in brand's reputation (Mean = 3.70), people concern about their health and they think having the good health is important (Mean = 3.45) and the celebrity affects customer's decision to purchase product (3.28).
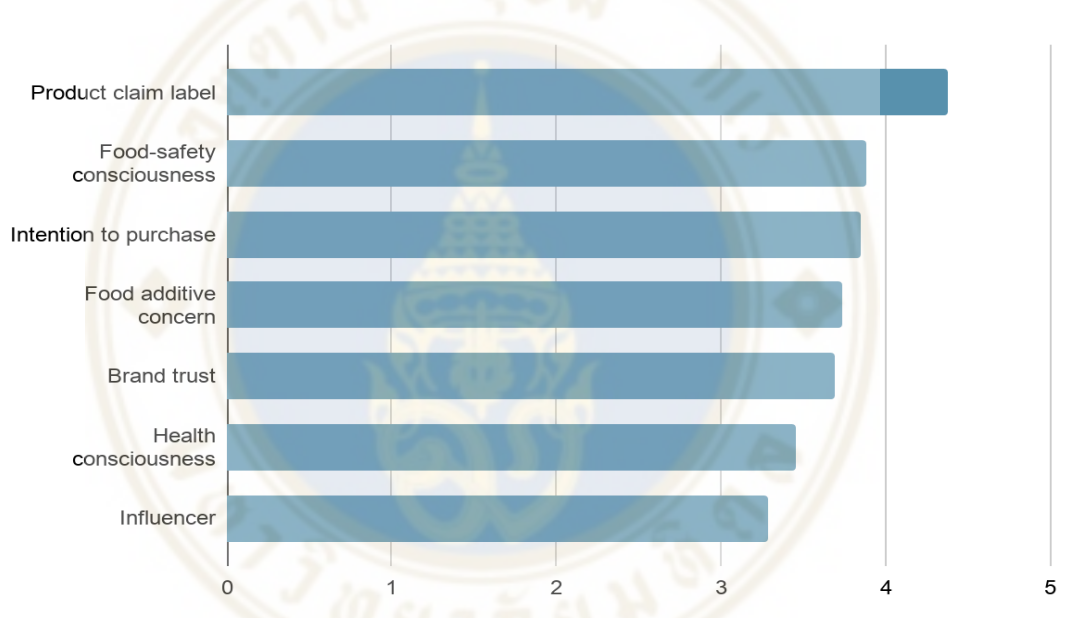
Figure 4.1 The bar chart illustrates the average mean score of each factor

4.4 Reliability

The researcher has to take the "Reliability" into consideration. For Cronbach's alpha coefficient statistic, it is selected for testing in internal consistency of creates that are used in hypothesis testing. There are 7 factors that have been tested on reliability analysis with people who live in Bangkok and have experience with functional drink. The result of alpha's value is higher than 0.70 (Srisathitnarakun, 2007), however, it will represent an excellent reliability.

Table 4.9 Cronbach's alpha analysis

Factor	Cronbach's Alpha	No. of Items
Health-consciousness	0.763	3
Product claim label	0.761	3
Food additive concern	0.749	2
Food-safety consciousness	0.832	3
Brand trust	0.823	5
Influencer	0.817	5
Intention to purchase	0.872	6

According to the table, the alpha coefficients are in the range between 0.749 - 0.872 that meet the suitable standard while 5 questions were cut out. Therefore, the number of questions has decreased from 32 questions to 27 questions to meet the highest value of Cronbach's Alpha. From the result, it can confirm that all 7 variables have good reliability and the result that we get is a good result which means all factors can be measured and also can use it for analysis in this research.

4.5 Multiple regression

According to the table, F value is 49.093 and sig value is 0.00, so this model is usable. In the Model summary's table the value of R Square is 0.548 or 54.80% and the value of adjusted R Square is 0.537 or 53.70%. From the Coefficients Table, it shows the sig value of Health-consciousness (0.009), Product claim label (0.404), Food additive concern (0.000), Food-safety consciousness (0.000), Brand trust (0.128), and Influencer (0.000). In order to affirm the research hypothesis, the significant level must be less than 0.05 ($p < 0.05$). So, that means the Product Claim Label and Brand Trust has no significant influence on the customer's intention to purchase a natural functional drink in Bangkok.

Table 4.10 Model summary

Model Summary				
Model	**R**	**r square**	**Adjusted r square**	**Std. Error of the Estimate**
1	.740	.548	.537	.50602

a. Predictor: (constant), brand trust, Product claim label, food additive concern, influencer, Food safety consciousness

b. Dependent Variable: Intention to purchase

Table 4.11 ANOVA

ANOVA[b]						
Model		**Sum of square**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	75.424	6	12.751	49.093	.000a
	Residual	62.222	243	.256		
	Total	137.645	249			

a. Predictor: (constant), brand trust, Product claim label, food additive concern, influencer, Food safety consciousness

b. Dependent Variable: Intention to purchase

Table 4.12 Coefficient

Coefficient						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	.706	.266		2.652	.009
	Health consciousness	.117	.045	.145	2.616	.009
	Product claim label	.043	.051	.038	.837	.404
	Food additive concern	.175	.036	.238	4.893	.000
	Food safety consciousness	.203	.056	.201	3.610	.000
	Brand trust	.080	.053	.085	1.526	.128
	Influencer	.247	.057	.307	5.261	.000

After cleaning the result, the variables are not significant, they were removed, So the value was changed. The table 4.14, F value is 72.572 and sig value is 0.00. In the Model summary's table the value of R Square is 0.542 or 54.20% and the value of adjusted R Square is 0.535 or 53.50%. From the Coefficients Table, it shows the sig value of Health-consciousness (0.004), Food additive concern (0.000), Food-safety consciousness (0.000) and Influencer (0.000).

There are only 4 factors that have the significant influence on the customer's intention to purchase a natural functional drink in Bangkok which are Health-consciousness, Food additive concern, Food safety consciousness and Influencer. Among these 4 factors, Influencer is the most influential factor with the standardized coefficient beta of 0.338, followed by Food additive concern, Food safety consciousness and Health consciousness with the standardized coefficient beta of 0.249, 0.223 and 0.159.

Table 4.13 Model summary (with the significant factors)

Model Summary				
Model	**R**	**r square**	**Adjusted r square**	**Std. Error of the Estimate**
1	.736	.542	.535	.50709

a. Predictor: (constant), Health consciousness, Food additive concern, Food safety consciousness, Influencer

b. Dependent Variable: Intention to purchase

Table 4.14 ANOVA (with the significant factors)

ANOVAᵇ						
	Model	**Sum of square**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	74.645	4	18.661	72.572	.000a
	Residual	63.000	245	.257		
	Total	137.645	249			

a. Predictor: (constant), Health consciousness, Food additive concern, Food safety consciousness, Influencer

b. Dependent Variable: Intention to purchase

Table 4.15 Coefficient (with the significant factors)

| Coefficient					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	.957	.185		5.172	.000
Health consciousness	.129	.044	.159	2.903	.004
Food additive concern	.184	.035	.249	5.255	.000
Food safety consciousness	.224	.055	.223	4.093	.000
Influencer	.273	.044	.338	6.145	.000
a. Dependent Variable: Intention to purchase					

4.6 Discussion

This section will summarize the research finding. Nowadays people are focusing on their health, they become more concerned and maintain their health. For this reason, they tend to purchase products that are good for their health. This research wants to analyze and find the factor that influences the customer intention to purchase natural functional drinks in Bangkok. There are health consciousness, product claim label, food safety consciousness, brand trust, influencer and intention to purchase. This model was tested to find the factors that influence intention to purchase of customers.

This research found the new factor that influenced intention to purchase a natural functional drink in Bangkok after researchers did the factor analysis. The new factor that researchers add up to this model is the food additive concern. This research indicated that Influencer is the strongest predictor of Intention to purchase a natural functional drink in Bangkok (Beta = 0.338, Sig = 0.000) which supported the hypothesis. The celebrities and influencers demonstrate a high standard of success that people follow and prioritise. This finding supports the theory of Hoonsopon and Puriwat, 2016. The second is food additive concern (Beta = 0.249, Sig = 0.000) which is people's concern about substances that are added into the food to produce a desired technical effect and the use of additives in processed food that are related to long term health effects

(Tarnavölgyi, 2003; Shim et al., 2012). The third is food safety consciousness (Beta = 0.223, Sig = 0.000) because people care about the processing from the beginning to the finished product. They are also worried about the substances and preservatives in the food which is related to the study of Thapa et al (2019). The last one is health consciousness (Beta = 0.159, Sig = 0.004) because most people care about their health including eating, exercising which is related to the study of Hoque et al. (2018).

On the other hand, brand trust is not significant in this research. Perhaps it is because consumers can make many choices when choosing to buy the product. Even when buying a Natural functional drink, there are many brands that may be considered. A lot of reasons motivating people to buy the product such as more well-known or expensive brands. Some of them may think all the brands have similar quality and they believe in FDA which the product is approved. It means they can make sure that the product has high quality.
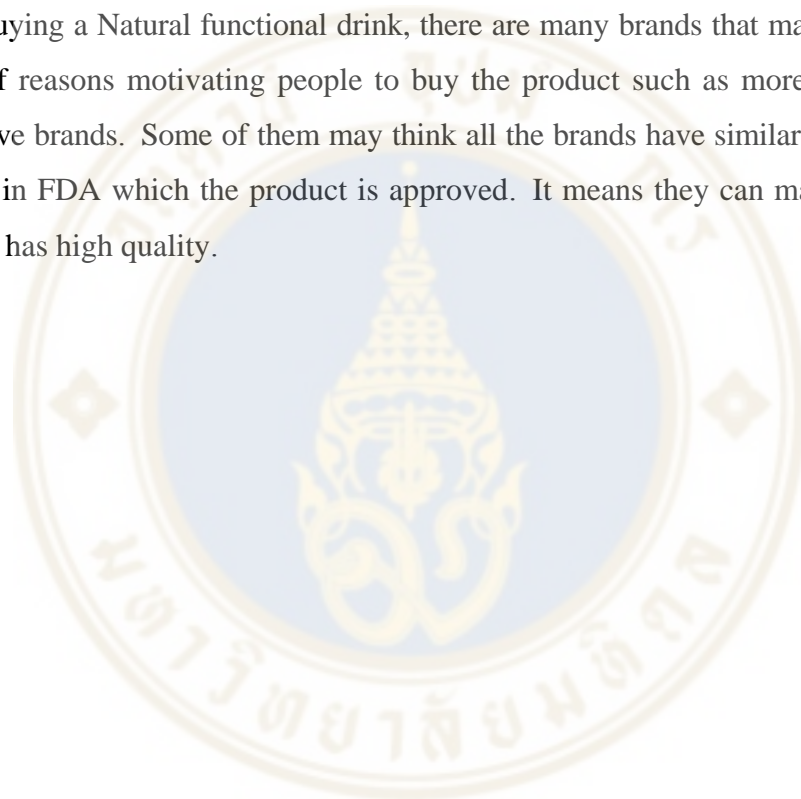
CHAPTER V
CONCLUSION AND RECOMMENDATIONS

5.1 Conclusions

This research acquires interesting findings of the factors that affect the purchase intention of the natural functional drinks by Thai consumers who live in Bangkok. In statistical methods of research, this research selected people who only live in Bangkok and have experience with a natural functional drink. Due to the data collection process, the questionnaire will be distributed through online surveys via google form. After finishing conduct, there are 250 sets of data conducted. The Large group of participants were female which is 65.2%. The 80% of participants were single. The large part of participants were in the age of 26 - 35 years old, accounting for 49.6%. The most educational level of participants was Bachelor's degree, accounting for 68.8%. The 27.2% of participants earned a salary more than 45,000 THB per month. Most of participants were Private company employees, accounting for 50.4%.

The results of the analysis show that hypothesis 1 (Health consciousness), 3 (Influencer), and 4 (Food safety consciousness) were supported while hypothesis 2 (Brand trust) and 5 (Product claim label) were not. After doing the factor analysis, the researcher got the new factor, it names food additive concern. So, researchers also test this factor to prove that it will support this hypothesis or not. After testing this factor, the result shows this new factor supported hypothesis. It can be concluded that the factor that influences intention to purchase a natural functional drink in Bangkok consists of influencer, food additive concern, food safety consciousness and health consciousness.
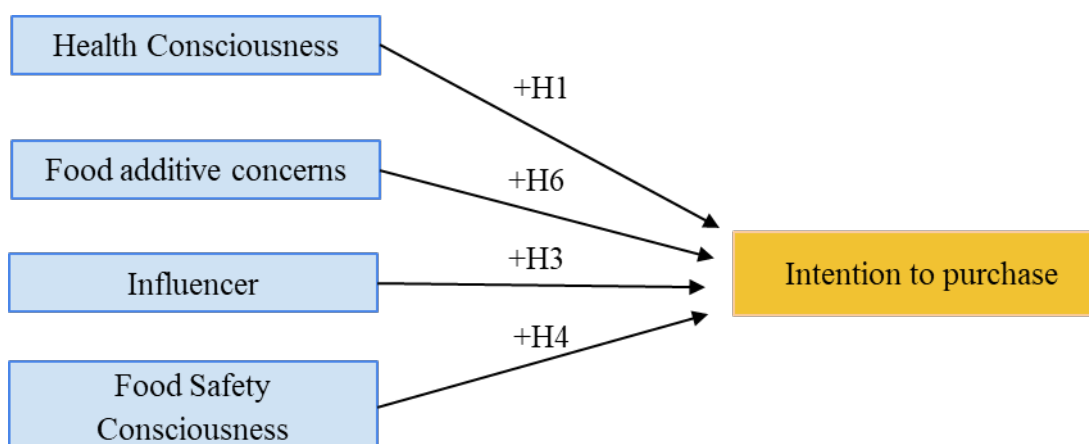
Figure 5.1 Framework

5.2 Recommendations

The stakeholders will get the benefits from this research by using it as a tool to plan and improve their business in the future to increase profit and expand the market in Thailand. The factors found from this research consists of influencer, food additive concern, food safety consciousness, and health consciousness. All of this positively affects the intention to purchase natural functional drinks. This study will help the beverage business owner and start-ups understand beverage products' needs and concerns, including functional drink products, before deciding to buy. The owner can also use it to create strategies to attack and gain interest from current and potential customers.

Beverage business owner

The study illustrates the factor that leads to the intention to purchase the customer's natural functional drinks in Bangkok. Due to the result, the owner could directly focus on marketing by using an influencer. It will gain high awareness, and influencers also have more power over customers. The celebrities might show how good the product and influence the customer wants to repurchase next time. In terms of the product, the owner could choose the right ingredients to make the best product. Besides, the customers are thinking mostly about the food additives and ingredients

put into the beverage that claim to be natural functional drinks. So, the customer might expect all natural ingredients.

Moreover, the natural functional drink production is also a vital thing that could communicate clearly about every step of the process from beginning to end and turn this strength into a better brand image. Therefore, it would make them more confident in the product and brand, which they have food-safety consciousness. Lastly, people are focusing on their health, which is food, drink, and exercise. So, most of them try to choose the good for their life if the owner creates the strategies that satisfy customer needs by launching the natural functional drink product that contains high vitamin and mineral from nature. Besides, health consciousness is the one factor that influences purchase intention.

5.3 Limitations and future study

Regarding conducting time, the process of research, including the data collection and the analysis process, must proceed under the restriction of time. The main limitation is timing constraint of the study. Small sample size and low number of respondents in this research, and the short period of conducting was 14 days (from 1 to 14 November 2020) There were totally 250 datasets collected from the online questionnaire over two weeks. It might be too narrow, but it is convenient sampling for time-saving. However, this method that researchers chose to collect the data may have resulted in a biased analysis outcome. Additionally, this research is conducted only on people who have experienced functional drinks and live in Bangkok and the metropolitan area. The environment will likely be different from other provinces, leading to different beliefs and attitudes of those customers. Consequently, future research could be cross-cultural by studying other provinces in Thailand to compare. Moreover, it could study the target customer deeply about what they need and want by using a qualitative method. This will allow the researcher to get more in-depth information and share their

experiences from various perspectives. Moreover, this research will encourage entrepreneurs who would like to follow the healthy food trend. The future research might investigate about expansional products; for example, alternative foods, snacks and supplements which have added some beneficial nutritions and natural nutritions by studying the customer behavior and market in Thailand and southeast Asia. The cultures are similar such as food, beverage, lifestyle, and also leisure activities. Therefore, they can expand and enter the new market in the future. Lastly, the researcher could investigate the main consumer by specifying the customer group such as kids, athlete, vegan or elder. Then, the future study will help to understand them, and bring the ideas to reach their needs which the customers are willing to spend money for.
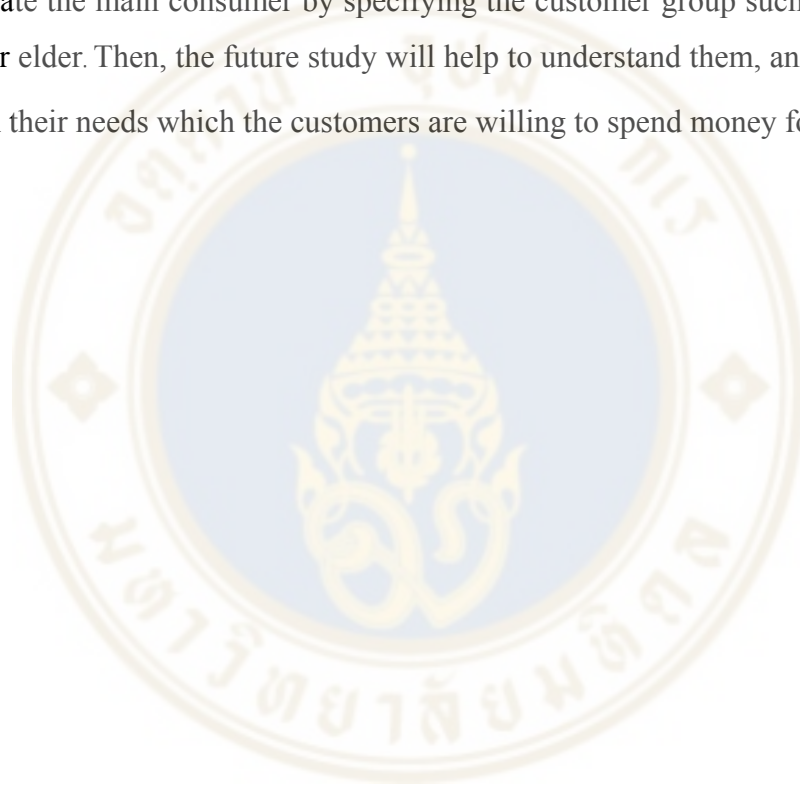
REFERENCES

Annunziata, A. and Vecchio, R. (2011). Factors affecting Italian consumer attitudes toward functional foods. *AgBioForum, 14*(1), 20-32.

Baltas, G. (1999). Nutrition labeling: issues and policies. E*uropean Journal of Marketing, 35*(5/6), 708-721.

Chaudhuri, A. and Holbrook, M.B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. J*ournal of Marketing, 6*, 81-93.

Chen, M., Yin, S., Xu, Y. and Wang, Z. (2015). Consumers' willingness to pay for tomatoes carrying different organic labels: Evidence from auction experiments, *British Food Journal, 117*(11), 2814-2830.

Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). New York: John Wiley & Sons.

Danik M. Martirosyan and Jaishree Singh (2015). A new definition of functional food by FFC: what makes a new definition unique?. *Functional Foods in Health and Disease, 5*(6), 209-223

De Barcellos, M.D. and Lionello, R.L. (2011). Consumer market for functional foods in south Brazil. *International Journal on Food System Dynamics, 2*(2), 126-144.

Doney, P. M. and Cannon, J.P. (1997). An Examination of the Nature of Trust in Buyer-Seller Relationships. *Journal of Marketing, 61*, 35-51.

Drichoutis, A.C., Lazaridis, P. and Nayga, R.M. Jr (2005). Nutrition knowledge and consumer use of nutritional food labels. *European Review of Agricultural Economics, 32*(1), 93-118.

Drichoutis, A.C., Lazaridis, P. and Nayga, R.M. Jr (2006). Consumers' use of nutritional labels: a review of research studies and issues. *Academy of Marketing Science Review, 2006*(9).

Erdem, T. and Swait, J. (2004). Brand credibility, brand consideration, and choice. J*ournal of Consumer Research, 31*(1), 191-198.

Euan Johnston. (2016). *5 steps to understanding your customer's buying process*. Retrieved from: https://www.b2bmarketing.net/en-gb/resources/blog/5-steps-understanding- your-customers-buying-procss

Food intelligence center Thailand (2020). *Functional food in Thai market*. Retrieved from: http://fic.nfi.or.th/MarketOverviewDomesticDetail.php?id=292

Grafström, J., Jakobsson, L., & Wiede, P. (2018). The Impact of Influencer Marketing on Consumers' Attitudes.

Hair, J. F., Black, W. C., Babin, B. J. & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). Upper Saddle River, NJ: Prentice Hall.

Hoonsopon, D., and Puriwat, W. (2016). The effect of reference groups on purchase intention: Evidence in distinct types of shoppers and product involvement. *Australasian Marketing Journal (AMJ), 24*(2), 157-164.

Hoque M., Alam M., and Nahid K. (2018). *Health Consciousness and Its Effect on Perceived Knowledge, and Belief in the Purchase Intent of Liquid Milk: Consumer Insights from an Emerging Market*. Retrieved from: https://www.ncbi. nlm.nih.gov/pmc/articles/PMC6164144/

Hoque, M.Z., Xie, J. and Nazneen, S. (2018). Effect of labelled information and sensory attributes on consumers' intention to purchase milk. *South Asian Journal of Business Studies, 7*(3), 265-286.

Janssen, M. and Hamm, U. (2012). Product labeling in the market for organic food: consumer preferences and willingness-to-pay for different organic certification logos. *Food Quality and Preference, 25*(1), 9-22.

Jessica Brown. (2019). *Is juicing actually good for you?* Retrieved from: https://www. bbc.com/future/article/20181231-is-juicing-actually-good-for-you.

Jiraporn Tansiritanes. (2015). *Consumer attitudes toward RTD green tea related to health consciousness*. Master's thesis Master of Management, Mahidol University.

Kocak A., Alev and Kabadayi, E. (2012). Brand trust and brand affect: their strategic importance on brand loyalty. *Journal of Global Strategic Management, 1*. 80-80.

Kotler, P. and Keller, K. (2011). *Marketing Management*. NY: Prentice-Hall

Kotler,P. (1997). *Marketing management Analysis, Planning, Implementation and Control* (9th ed.). New Jersey: A simon & Schuster Company.

Lars Perner. (2018). *Consumer Behavior: The psychology of marketing*. Retrieved from: https://www.consumerpsychologist.com/intro_Consumer_Behavior. Html.

Lau, G.T. and Lee, S.H. (1999). Consumers' trust in a brand and the link to brand loyalty. *Journal of Market-Focused Management, 4*(4), 341-370.

Lu, J. (2015). The effect of perceived carrier-ingredient fit on purchase intention of functional food moderated by nutrition knowledge and health claim. *British Food Journal, 117*(7), 1872-1885.

Mala, S., Hobbs, J., Sogah, E.K. and Yeung, M.T. (2013). *Assessing the functional foods and natural health products industry: a comparative overview and literature review*. Retrieved from: www.aginnovation.usask.ca/cairn_briefs/ publications%20for%20download/Publication%20

Martirosyan, Danik & Singharaj, Bryan. (2016). *Health Claims and Functional Food: The Future of Functional Foods under FDA and EFSA Regulation*. Functional Foods for Chronic Diseases; Food Science Publisher: Dallas, TX, USA

Miles McEvoy (2017), *Understanding the USDA Organic Label*. Retrieved from: https://www.usda.gov/media/blog/2016/07/22/understanding-usda-organic-label

Musarra, Jirillo, Rapa and Vinci. (2019). Canapa sativa L. and Moringa oleifera as Naturally Functional Beverages: Innovative Trends. *Natural Beverages, 13*, 243-265.

Ngo, H.M., Liu, R., Moritaka, M. and Fukuda, S. (2020). *Effects of industry-level factors, brand credibility and brand reputation on brand trust in safe food: evidence from the safe vegetable sector in Vietnam. British Food Journal, ahead-of-print No. ahead-of-print*. https://doi-org.ejournal.mahidol.ac.th/10.1108/BFJ-03-2020-0167

Richard L. Divine, Lawrence Lepisto, (2005). Analysis of the healthy lifestyle consumer. *Journal of Consumer Marketing, 22*(5), 275 – 283.

Rousseau, S. and Vranken, L. (2013). Green market expansion by reducing information asymmetries: evidence for labeled organic food products. *Food Policy 40*(6), 31-43.

Salnikova, E., L. Stanton, J. and Hooker, N. (2014). A comparison of front-of-pack nutrition claims between the US and EU, *British Food Journal, 116*(2), 337-352.

Shim, Soon-Mi & Seo, Sunhee & Lee, Youngja & Moon, Gui-Im & Kim, Min-Shik & Park, Ju-Hee. (2011). Consumers' knowledge and safety perceptions of food additives: Evaluation on the effectiveness of transmitting information on preservatives. *Food Control, 22*. 1054-1060.

Sineemas Chantavoraruk (2019). *Factors that affect to customer's buying decision toward social media influencers (food blogger)*. Master's thesis Master of Management, Mahidol University

Solomon, M., Bamossy, G. J., Askegaard, S., & Hogg, M. K. (2006). *Consumer Behaviour: A European Perspective* (3rd Edition). Prentice Hall.

Srisathitnarakun, B. (2007). *The methodology: Practice guidelines for success*. Bangkok: U & I Intermedia.

Tantitaweewattana, T. (2017). *The Factors Positively Relating and Influencing Healthy Food's Purchase Intention of Consumers in Bangkok*. Master's thesis of Business Administration, Bangkok University.

Tarnavölgyi. (2003). Analysis of Consumers´ Attitudes Towards Food Additives Using Focus Group Survey. *Agriculturae Conspectus Scientificus (ACS)*. 68.

Teng, C.-C., & Lu, C.-H. (2016). Organic food consumption in Taiwan: Motives, involvement, and purchase intention under the moderating role of uncertainty. *Appetite, 105*, 95-105.

Thapa, G., Kumar, A., Roy, D., & Joshi, P. (2020). Food Safety Consciousness and Consumers' Milk Purchasing Behavior: Evidence from a Developing Country. *Journal of Agricultural and Applied Economics*, 1-24.

Thapa, Ganesh Kumar, Anjani Roy, Devesh and Joshi, Pramod Kumar. (2019). *Does greater food safety consciousness benefit smallholder dairy farmers? Evidence from Nepal*. IFPRI Discussion Paper 1824. Washington, DC: International Food Policy Research Institute (IFPRI).

U.S. Food and Drug Administration (2016). *Label Claims for Conventional Foods and Dietary Supplements*. Retrieved from: https://www.fda.gov/food/food-labeling-nutrition/label-claims-conventional-foods-and-dietary-supplements

Urala, N. and Lähteenmäki, L. (2004). Attitudes behind consumers' willingness to use functional foods. *Food Quality and Preference, 15*(7), 793-803.

Wills, J.M., Schmidt, D.B., Pillo-Blocka, F. and Cairns, G. (2009). Exploring global consumer attitudes toward nutrition information on food labels. *Nutrition Reviews, 67*(1), S102-S106.

Zhou, Y., Thøgersen, J., Ruan, Y. and Huang, G. (2013). The moderating role of human values in planned behavior: the case of Chinese consumers' intention to buy organic food. *Journal of Consumer Marketing, 30*(4), 335-344.

APPENDICES

Appendix A: Questionnaire

Thank you for agreeing to take part in this self-completion survey that measures the factors influencing the customer intention to purchase a natural functional drink in Bangkok. I am a student of the College Management of Mahidol University. This questionnaire is conducted for academic purposes, and all responses are confidential for study purposes only.

Thank you for the valuable time to complete this survey. (10-15 minutes to complete the survey questionnaire)

Note for this questionnaire, the word.

"A functional drink" refers to a conventional beverage or a beverage similar in appearance to a conventional beverage. It is part of a regular diet. It has proven health-related benefits and reduces the risk of specific chronic diseases above its primary nutritional function.

Example of functional drinks

Section 1: Screening

1. Do you work or stay in Bangkok and the metropolitan area?

   ☐ Yes

   (Continue answer next section of the survey)

   ☐ No

   (Thank you for your valuable time, good bye.)

2. Have you ever bought a functional drink?

   ☐ Yes

   (Continue answer next section of the survey)

   ☐ No

   (Thank you for your valuable time, good bye.)

Section 2: Functional drinks and Natural Functional drinks products involvement

1. Could you please tell me how often you buy it?

   ☐ less than 1 time/week   ☐ 1 time/week

   ☐ 2 - 3 times/week   ☐ More than 3 times/week

2. How much does it cost on average? (per 1 bottle)

   ☐ less than 50 Baht   ☐ 51-100 Baht

   ☐ 101-150 Baht   ☐ 151-200 Baht

   ☐ more than 200 Baht

Section 3: Natural functional drinks purchasing factors (Scoring)

What kind of information about the natural drink purchasing do you consider? (please order from 1-5, 1 as Strongly disagree and 5 as the Strongly Agree)

Note "A natural functional drink" refers to the beverage derived from natural sources such as fruits and vegetables. It is composed of foods that naturally contain nutrients and bioactive compounds. Then, It contributes to improving health with positive effects.

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
1. I take responsibility for the state of my health.					
2. I think living life without disease and illness is very important to me.					
3. I think consuming natural functional drinks will improve my health.					
4. I think consuming natural functional drinks meeting the recommended daily nutritious is important.					
5. I think if I consume natural functional drinks I do not need to take any dietary supplement.					
6. The quality certification reported on the label is important when choosing a product.					
7. The health and nutritional advice has shown on the label is essential when choosing a beverage.					

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
8. When I buy a product, I often look at the label.					
9. I think that information shown on labels is understandable.					
10. I am confident in the product that comes with an organic label.					
11. The brand of product that I purchase always delivers what they promise.					
12. My friends suggest that I should consume natural functional drinks.					
13. I think consuming natural functional drinks will improve my health.					
14. I think consuming natural functional drinks meeting the recommended daily nutritious is important.					
15. Celebrities influence me to consume natural functional drinks.					
16. I found that the reviewers are more attractive and make me want to try the natural functional drinks.					
17. I always choose the beverage product from the famous brand, however, I never try it.					

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
18. I usually select a beverage product from the brand before the price.					
19. I am confident to recommend the famous beverage brand to others.					
20. I am really satisfied with the natural functional drink product.					
21. I will recommend the natural functional drinks product to others.					
22. I drink beverages without preservatives.					
23. My family always consumes natural functional drinks.					
24. The media encouragement makes me think the best way to become healthy is to consume natural functional drinks.					
25. I am satisfied with the natural ingredients of healthy beverages.					
26. I always choose the product that I consume regularly.					
27. I want to purchase natural functional drinks because I do not trust synthetic functional drinks.					
28. I prefer to purchase natural functional drinks because it is an easy-drinking product.					

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
29. I will consider purchasing natural functional drinks to have a balanced diet.					
30. I prefer to purchase natural functional drinks because it has no side effects.					
31. I am confident that the products of famous brands come with high quality.					
32. I drink beverages without food additives.					

Section 4: Demographic characteristics of the Thai respondent

1. Would you please tell me about your gender?

   ☐ Male ☐ Female

2. Could you please tell me your marital status?

   ☐ Single ☐ Married

3. Could you please tell me your age ?

   ☐ 18 - 25 years old ☐ 26 - 35 years old

   ☐ 36 - 45 years old ☐ 46 -55 years old

   ☐ older than 55 years old

4. Would you please tell me about your education level?

   ☐ High school diploma or equivalent degree

   ☐ Bachelor's degree

   ☐ Master's degree or higher

5. Could you please tell me your average income per month?

☐ Less than 15,000 THB ☐ 15,001 - 25,000 THB

☐ 25,001 - 35,000 THB ☐ 35,001 - 45,000 THB

☐ More than 45,000 THB

6. Could you please tell me your occupation?

☐ Student ☐ Private Company Employee

☐ State Enterprise Employee ☐ Government Officer

☐ Freelance ☐ Business owner

☐ Retire ☐ Other············

---Thank you for your answers ---