

**THE FACTORS INFLUENCING CUSTOMER'S INTENTION TO
BUY THE READY TO DRINK VITAMIN IN BANGKOK**



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BUY THE READY TO DRINK VITAMIN IN BANGKOK

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ABSTRACT

The objective of the thematic paper is to study the attitude toward the ready-to-drink vitamin among Thai people in Bangkok and explore the influence factors among the customer to buy the ready-to-drink vitamin among Thai people in Bangkok. The scope of this thematic paper covers data collected from 157 respondents and 10 customers for the in-depth interviews, who purchased ready to drink vitamins within 3 months and living in Bangkok, Pathumthani areas. This thematic paper uses both quantitative and qualitative research methods to obtain the useful insight information of factors that influence customer's intention to buy the ready-to-drink vitamin in Bangkok. The research findings show the main factors, ranking from the most important, that affect the customer to buy the ready-to-drink vitamin in Bangkok are Distribution channel, Taste, Consumer behavior in terms of Hedonic need, and Packaging. Moreover, the most important factor after the final decision is the Distribution channel. This study could support the entrepreneur to find the factor that could influence the customer and be able to develop the ready-to-drink vitamin product to reach the customers' needs in the future.

KEYWORDS: Ready to drink vitamins, functional drink, vitamins, Packaging,
Healthy optional

47 Pages

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CHAPTER I

INTRODUCTION

1.1 Background

Nowadays people are living busy and fast lives. Thai people are looking and accepting the stuffs that will make their life more convenient and easier in every aspect of living including the convenience in food, drink, health care and beauty (Lapcharoen, V, 2000) and all of these don't have to be too difficult, which many functional drinks start to launch, especially various ready-to-drink vitamin in bottles or the sachet packaging. Moreover, the health care trends have also been a big trend among Thais for a while. People also try to take care of themselves with the easiest way over than taking the supplement directly, the ready-to-drink of vitamins also be another option as well.

Vitamin drinks in Thailand are produced in many forms and categories, such as energy drinks with vitamins, Fruit juice mixed with vitamins, and water that adds flavor and vitamins. It is possible to classify beverages mixed with vitamins into many categories. However, people seem to be familiar with the call of vitamin drink as the functional drink (Pattarat, 2021). The functional drink is a health beverage containing ingredients that have the ability to reduce the incidence of various diseases and boost immunity or benefit the body (Kreisz, S., Arendt, E. K., Hübner, F., & Zarnkov, M., 2008 & Dini, I., 2019). But in terms of convenience for consumption, Ready-to-drink (RTD) is the beverage container that consumers can drink immediately which can give the consumer more time saving and ease of use (Rittmanic, S., 2006, Wang, E. S. T., & Yu, J. R., 2016) and does not need to have any process or add more ingredients before drinking. (positioningmag, 2009) as the figure 1.1 shows.



Figure 1.1: Ready-to-drink (RTD) beverage container (Source: Top10.com, 2023)

Meantime, the vitamin drink shot in the form of the sachet is new as the packaging of the drink form. Which may be new to Thais as the beverage packaging. However, this packaging used to appear in K-dramas as shown in figure 1.2



Figure 1.2: The vitamin drink shot in the form of the sachet as ready-to-drink (RTD) packaging (Source: Cilisos.my, 2019)

The opportunity of the ready-to-drink vitamin market in Thailand. According to the Covid-19 situation is slowing down in almost every industry as the economy affects, including the beverage industry in Thailand. Conversely, drinks that provide vitamins are growing and more popular among the consumer and being the option of health care (Wanna Yongpisanphob, 2022). People are becoming more aware of the pandemic, causing people to change their behavior in consuming the nutrition and medical stuff which includes the vitamins to build immunity for the body (He, H., & Harris, L., 2020). As the figure 1.3 shown in 2020, there were 1.3 billion liters of beverage consumed in Thailand divided by a ratio is 79:21 in terms of consumption and 36:64 in terms of value (Wanna Yongpisanphob, 2022).

: Thailand's Beverage Consumption (2020)

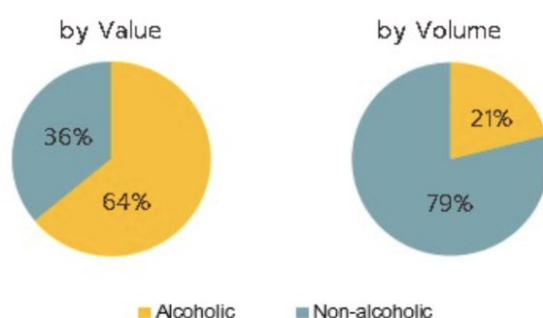


Figure 1.3: The ratio of the value and volume of Thai beverage consumption in 2020 (Source: Krungsri, 2022)

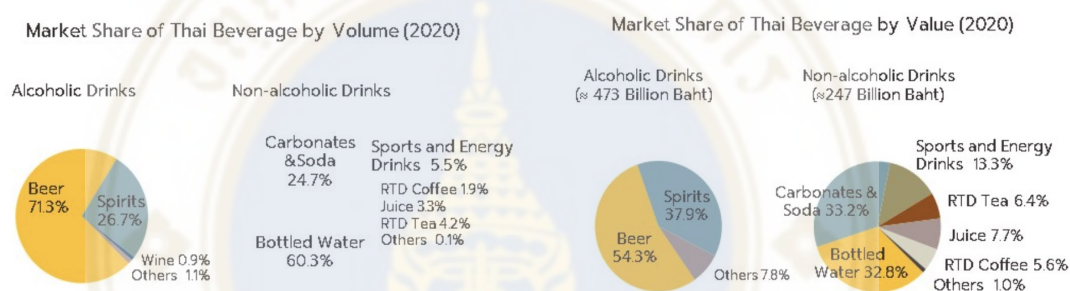


Figure 1.4: The ratio of the value and volume of Thai beverage consumption in detail (Source: Krungsri, 2022)

Among non-alcoholic beverages, the drink in a bottle container has 60.3% in volume and 32.8% in value. The bottled Water is the highest consumed followed by Carbonates & Soda and Sport and Energy Drink, Juice, RTD Tea, RTD Coffee, and others respectively followed the figure 1.4



Figure 1.5: The soft drink market share in Thailand (Source: Bangkokpost, 2020)

The market share of the non-alcoholic drinks has the proportions consistent with the above mentioned in the figure 1.5 shows which the market share of Carbonates & Soda is the biggest at 36%, 25% of drinking water followed by energy drinks at 15%. The RTD coffee and RTD tea have the same percentage of the market share with 8%, mixers 5% and the last 3% is sport drinks as ordered. However, there are also many types of the vitamin drink provided including bottled water that has the biggest market share. According to the Smart SME website information in 2021 found that in 2020 the vitamin drink has grown 67.2% from the same period in 2019 and the vitamin C shot drink market segment showed the highest growth rate of more than 106% by the end of 2020 and still continue growing as people are seem to be concern more to take care of their health. The overall trend of the beverage market to the figure 1.6 shows the tendency of the Thai beverage that has a tendency to grow higher and higher every year.

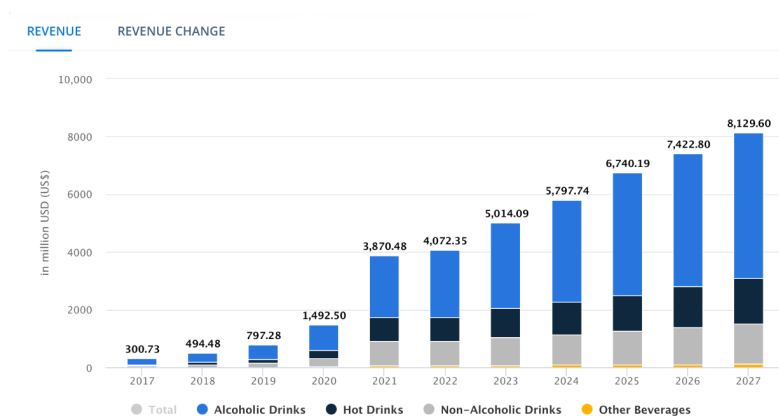


Figure 1.6: The forecast of Thai beverage growth (Source: Statista, 2022)

Due to the expansion of ready-to-drink beverages containing vitamins that consumers have more variety to choose from Packaging design, flavors, and ingredients are the things that make manufacturers develop and compete more and more to provide the best choice for consumers, which the vitamin drink market will be the red ocean with intense competition as the market share and growth rate of the market mentioned above. This study aims to help the entrepreneur to find the factor that could influence the customer to buy the ready-to-drink in Bangkok in order to keep developing the ready-to-drink vitamin product.

1.2 Problem Statement

Consequently, it is clear that now is the period of growth for the ready-to-drink vitamin which the producers are starting to jump into the market share more and more which is starting to become the red ocean and need to compete with each other in the intense market. Moreover, there are also a few of the ready-to-drink vitamin studies in Thailand. Even the water vitamin, also the functional drink became famous a few years ago so to be more deeply know about the factors still need to be explored.

1.3 Research question

1. What are the factors that influence the customer to buy the ready-to-drink vitamin in Bangkok.

1.4 The Research objectives

1. To study the attitude toward the ready-to-drink vitamin among Thai people in Bangkok.
2. To explore the influence factors among the customer to buy the ready-to-drink vitamin among Thai people in Bangkok.
3. To identify the key influence factors to buy the ready-to-drink vitamin among Thai people in Bangkok

1.5 Scope of study

1. Target on Thai consumers who purchase ready to drink vitamins within 3 months
2. The Thai consumers' age over 18 years old to see their intention of buying the ready-to-drink vitamin.
3. The Thai who living in Bangkok, Pathumthani areas.
4. Online respondents as a convenient sample population to study.

CHAPTER II

LITERATURE REVIEW

2.1 Influence intention to buy factors

2.1.1. Taste of the product

Taste of the product is the one of core quality in beverage and food products that must be had. The taste of the food product could be the criteria that affected the consumer before they make the decision to buy the product (Niroshan et al, 2008). Also, the taste of the product can lead to the positive attitude and behavior of the consumer (Nataree, C., 2022). Which meets the needs and fulfills the taste can be positive to the consumer's intention to buy the products (Konuk, F. A., 2021). Moreover, besides good taste. Refreshing beverages are another thing that consumers are looking for in ready to drink beverage products as well (Tansiritanes, J, 2015).

2.1.2. Distribution channel

The distribution channel is the place to launch the product to sell and offer the customer's needs. Launching a product in the right place, it is a part of how consumers come to get what they need (I.F. Wilkinson, 1996). Products should be released for consumers to easily access which will positively affect the consumer in the intention of buying the food and beverage (Sharkey, J. R., Dean, W. R., & Nalty, C., 2012).

2.1.3. Ready to drink packaging

Ready to drink packaging is the packaging that combines all processes including the beverage ingredients in ready-to-drink form (Dubey, K. K., Janve, M., Ray, A., & Singhal, R. S., 2020). People tend to be influenced by the ready-to-drink packaging according to the ready-to-drink packaging providing consumers the convenience (Wang, E. S. T., & Yu, J. R., 2016). Also, the ready-to-drink is provided

several times to consume per day which fulfills the consumer need very easily (Nugroho, A., 2018). Moreover, the packaging also needs to be able to communicate and give convenience functions to the consumer's ability to use and impart to understand product information easier. (Tansiritanes, J., 2015). The ease of use of packaging can be positive to purchase intention (Khuong, M. N., & Tran, N. T. H., 2018).

2.1.4 Health Trend

People are more into the health consciousness, they try to take care of themselves especially about the food ingredients that affect health (Tansiritanes, J., 2015). People are more likely to choose to consume food and drink that give them the most benefit to their body. The healthy trend of eating healthy would influence consumers towards buying functional foods. Also, the health trend can build a positive attitude toward healthy food (Kearney, J., 2010). Which people might be open to the food and drink that give them the benefit. Foods or beverages that can satisfy a consumer's needs or make them feel healthy will lead to a positive attitude. (Kozup, J. C., Creyer, E. H., & Burton, S., 2003) were found that between attitude and intention are positive and significant to purchase intention of organic food as well.

2.1.5 Consumer behavior

According to the Parner (2018) refers to consumer behavior. It is the customers' psychological process of recognizing their needs and finding ways to resolve those needs for buying decisions and intent to buy. The need for recognition can be divided into Hedonic need and Utilitarian need. The value of utilitarian and hedonic effects on consumer behavior differently (Chaudhuri and Holbrook, 2001).

2.1.5.1. Hedonic need

Accomplish a need for entertainment and emotion. The objective of hedonic shopping process is related to achieving satisfaction and pleasure (Kazakeviciute, A., & Banyte, J., 2012). The hedonic can refer to the shopping aspect expressed through joy which the pleasure feeling may arise from using the purchased product and the new experiences might be acquired and occur during shopping. (Wertenbroch & Dhar, 2000; Arnold & Reynolds, 2003; Kim, 2006; Cardoso & Pinto, 2010; Ballantine et al., 2010). The subjective emotional and aesthetic approaches can

be used to measure the “success” of the buying process. So, the consumer’s intention to buy the products will happen when the customer feels pleasure and satisfaction. Hedonic value reflects the consumer positively with intention to buy (Wang, E. S. T., & Yu, J. R., 2016).

2.1.5.2. Utilitarian need

Accomplish a specific task, refers to a product's core functions and benefits. It can be defined as "a complete evaluation of functional advantages and sacrifice" (Overby and Lee, 2006). This value reflects the objective and tangible benefits. Customers will be satisfied if they receive the product that effectively meets their wants and needs. Refer to Gan and Wang (2017) has shown a positive influence between the utilitarian value on customer satisfaction and lead to the customer’s intention to buy the product.

2.2 Purchase intention

Purchase Intention is some action that is motivated by the behavior. (Rezvani et al., 2012). In accordance with Kim & Ko, (2012) Purchase Intention happens together from consumer interest combined with the possibility of buying a product. Or the other word, when people are interested in something they will have the motivation to do that thing but, in terms of the product the interest in the product would motivate them to fill the need via the buying action. Therefore, this means that purchase intention is the intention to do something. which the understanding in customer need will lead to the intention to buy in the products. (Paranee, B., 2021)

2.3 The conceptual framework

This study aims to study the relationship between the independent variables and the dependent variable in the figure 2.1 by collecting quantitative data to aid in the analysis and identification of significant relationships to identify the critical factors that influence the customer to buy the ready-to-drink vitamin.

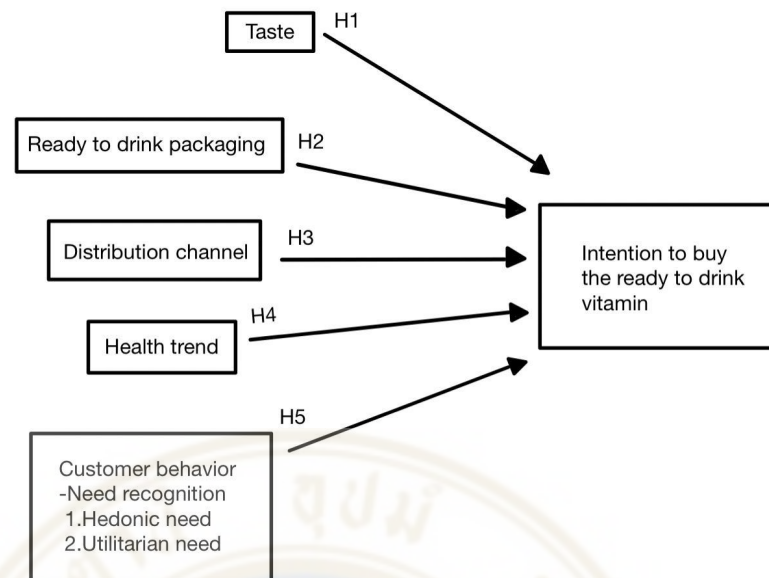


Figure 2.1: The conceptual framework of the factors influencing customer's intention to buy the ready-to-drink vitamin in Bangkok.

According to the literature review, five independent variables, including taste, packaging, distribution channel, health trend, and customer behavior, should positively influence the customer's intention to buy (dependent variable) for ready to drink vitamins following the table 2.1 below.

Table 2.1: Hypotheses table of the factors influencing customer's intention to buy the ready-to-drink vitamin in Bangkok.

Hypotheses Table	
Hypothesis 1	Taste of the product would have positive effect on Intention to buy the ready-to-drink vitamin
Hypothesis 2	Ready to drink packaging would have positive effect on Intention to buy the ready-to-drink vitamin
Hypothesis 3	Distribution channel would have positive effect on Intention to buy the ready-to-drink vitamin
Hypothesis 4	Health trend would have positive effect on Intention to buy the ready-to-drink vitamin
Hypothesis 5	Customer behavior (Hedonic need and Utilitarian need) would have positive effect on Intention to buy the ready-to-drink vitamin

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research study uses both qualitative and quantitative research methods. According to the quantifiers, there will be the online questionnaires via the Google Forms to collect the initial data about people who consume the ready-to-drink vitamin water in Bangkok and the survey will not take longer than 10 minutes. For the qualitative, in-depth interview will not take longer than 30 minutes to dig deeper for the insight to obtain the information that will make the most sense for this research

3.2 Population and Samples

3.2.1 Population

This study aims to find the factors that influence the customer to buy the ready-to-drink vitamin among Thai people who live in Bangkok, Pathumthani areas that purchase the ready-to-drink vitamins within 3 months, age over 18 years old.

3.2.2 Sample size

The quantitative plans to collect 400 people in Thailand via the online questionnaire Google form using a convenience sampling method with a period of a month during February to March 2023. The respondents can be anyone that is able to give information in the survey. The questionnaire will be provided in both Thai and English for the local people to understand the question clearly. In this research, the random sample size will be calculated to get adequate size including avoid the error and biases. (Taherdoost, H., 2017).

$$n = \frac{p(100-p)z^2}{E^2}$$

n is the required sample size

P is the percentage occurrence of a state or condition

E is the percentage maximum error required

Z is the value corresponding to level of confidence required

Based on the Confidence Level of 95% with 0.05 of margin error, 196 respondents is the proper size to collect the data for this research.

The qualitative will select a customer group as the interviewee for 10 Thai people that live in Bangkok, Pathumthani areas that purchases ready to drink vitamins within 3 months, age over 18 years old to explore more about the factors that influence them to buy the ready-to-drink vitamin within a period of a month during February to March 2023 in Thai language.

3.3 Research Instruments

3.3.1 Quantitative research

The questionnaire will start with part 1: Introduction of the questionnaire to tell the participant know about the research aim to study. The part 2: Screening Questions, in the part will screen the participant who joins the questionnaire to scope down to who have bought the ready-to-drink vitamin in the last 3 months and living in Bangkok, Pathumthani areas. followed by part 3: General Questions, in this part will collect the light information about the consumer behavior of buying the ready-to-drink vitamin product and get into the part 4: Specific Questions. The Specific Questions will collect more deeply about the key factors that could affect the customer decision to buy the ready-to-drink vitamin product. Lastly, part 5: Demographic Questions will collect

some demographics about the participant. The choice of answering the questionnaire included a nominal and interval as multiple choice, and likert scale. Responses ranged from strongly agree to strongly disagree on a four-point Likert scale, with indicating strongly agree, agree, disagree and strongly disagree to prevent answering questions by avoiding choosing the truthful answer by giving a neutral answer (Brown, J. D., 2000).

3.3.2 Qualitative research

The in-depth interview's participation will be a person that lives in Bangkok, Pathumthani areas that purchases ready to drink vitamins before, age over 18 years old to pass the screen before starting the interview for more in-depth information.

3.4 Data Collection

The researcher will collect the quantitative questionnaire's data via the online questionnaire Google form as a convenient and quick way to collect the data. The online questionnaire will be sent via social media (Facebook, Instagram, and Twitter) and chat application (Line). For the qualitative, the researcher will make an appointment via the Line application to call for the record of the in-depth interview.

3.5 Data Analysis

Researchers apply IBM Statistical Package for the Social Sciences (SPSS) version 25 for data analysis. Study employs descriptive statistics to analyze the frequency and descriptive information; inferential statistics such as descriptive statistics, and Regression analysis to compare means, frequency and analyze causal relationships among factors. Moreover, the in-depth interview will include analysis of the situation and coding of the insight information of the ready-to-drink vitamins influencing to buy factors among the customer.

CHAPTER IV

RESEARCH FINDING

This chapter will show the results of the analysis and findings of the factors that influence customer's intention to buy the ready-to-drink vitamin. The researcher intends to collect 400 surveys during February and March. After collecting data from the questionnaire, the total responses are 157 questionnaires can be collected. By limited time, only 126 respondents were usable after data cleaning and screening questions. All respondents have experienced buying the ready-to-drink vitamin within 3 months. The data transformed from google online survey forms into excel and re-coding data in excel into the form of a coding number before putting the data into SPSS. The researcher analyzes each important key component to see the significant meaning such as respondents mean, and regression.

4.1 Results from Survey Method

4.1.1 The frequency of respondents' demographic

The amount of the respondents, all 157 people. As mentioned above, there are some of the accounts invalid due to not passing the screening question as their age might not be over 18 years old, not live in Bangkok, Pathumthani areas and not buy the ready-to-drink vitamins within the past 3 months in total 31 people who participated on the questionnaire. On the other hand, the total valid is 126 people who passed the screen questions. The valid respondents on the questionnaire are female, male, and LGBTQ+. According to figure 4.1, Females account for a large population, reaching 59.5% or 75 people who respond to the questionnaire while male account for 33.3% as 42 people

respond to the questionnaire. LGBTQ+ account for 7.1% or 9 people which is the lowest number among all genders.

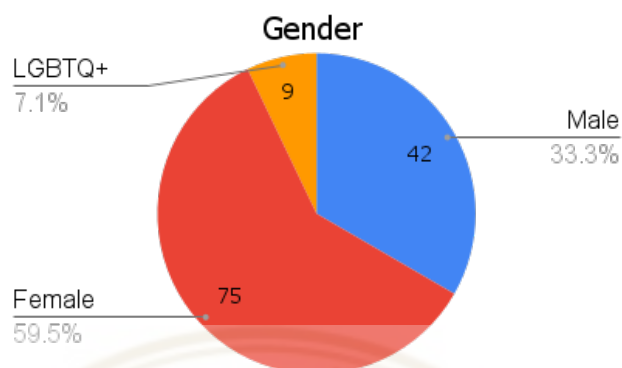


Figure 4.1: Gender of the respondents

In addition, the age among the respondents who the ready-to-drink vitamins within the past 3 months, 25-30-year-olds account for 50.8% or 64 people, followed by 31-40-year-olds, 28.6% or 36 people, the age less than 18-24 account for 15.1% or 19 people and the smallest proportion is a group of people age over than 41 account for 5.6% as 7 people respectively by the figure 4.2.

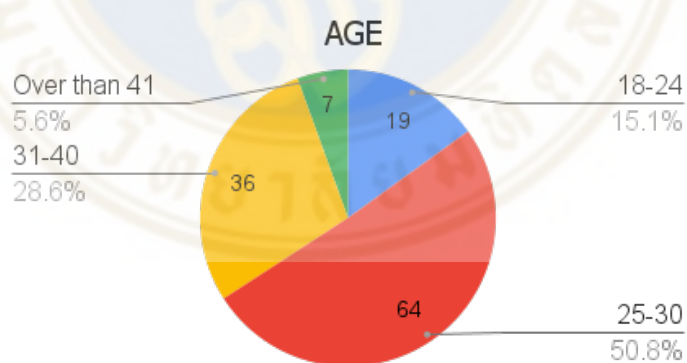


Figure 4.2: Age of the respondents

From the figure 4.3 of employment status, 65.1% or 82 people who work as full-time employment are the most respondents in this survey 21.4% or 27 people who are students and 11.1% or 14 of the people who are self-employed or entrepreneurs. People who are part-time employed are 1.6% or 2 people and 0.8% or 1 people who are unemployed as the last place.

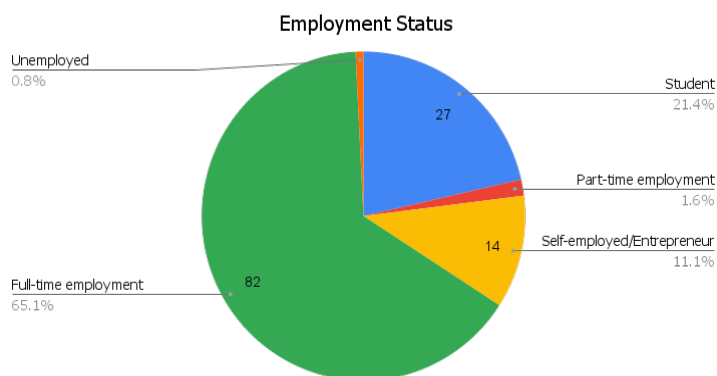


Figure 4.3: Employment Status of the respondents

In terms of monthly income in figure 4.4, most of the respondents are people who have income around 15,001 - 30,000 THB account for 43.7% or 55 people, 30,001 - 50,000 THB 25.4% or 32 people, less than 15,000 THB 17.5% or 22 people followed by 50,001 - 70,000 THB 10.3% or 13 people and over 70,001 THB 3.2% or 4 people sorted in the order mentioned.

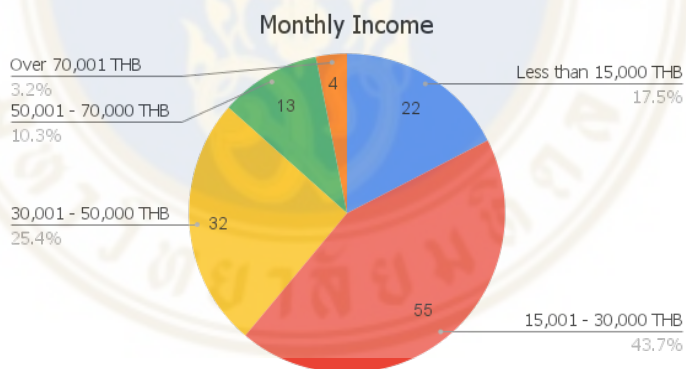


Figure 4.4: Monthly Income of the respondents

4.2 Descriptive Statistic: Frequency of attitude toward the ready-to-drink vitamin

Due to the table 4.1 shows the frequency of the interest in the ready-to-drink vitamin among respondents. The majority of the respondents account for 92.9% as 117 people who are interested in the ready-to-drink vitamin. However, there are also some

small groups of people who feel that the ready-to-drink vitamin is not interesting, 7.1% or 9 people

Table 4.1: Frequency: Attitude as interesting of the ready-to-drink vitamin

The ready to drink vitamin is interesting for me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	117	92.9	92.9	92.9
	No	9	7.1	7.1	100.0
	Total	126	100.0	100.0	

According to table 4.2, it clearly shows that all the respondents feel that the ready-to-drink vitamin is easy for them to consume the vitamins, as 100% or 126 people.

Table 4.2: Frequency: Attitude as the ready to drink vitamin is easy to consume vitamins

The ready to drink vitamin is easy for me to consume vitamins?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	126	100.0	100.0	100.0

Meanwhile, half of the respondents, 63 people or 50% believe that they can have good health by consuming the ready-to-drink vitamins. Conversely, there are also 63 people or 50% who do not believe that they can have good health by consuming the ready-to-drink vitamin as follow the table 4.3 below.

Table 4.3: Frequency: Attitude as interesting of the ready-to-drink vitamin**I have good health by consuming the ready to drink vitamin.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	63	50.0	50.0	50.0
	No	63	50.0	50.0	100.0
	Total	126	100.0	100.0	

The table 4.4 shows the majority of the respondents as 92.1% or 116 feel satisfied with the ready-to-drink vitamin. The minority at 7.9% as 10 people feel unsatisfied with the ready-to-drink vitamin which is quite a small number when compared with the majority group.

Table 4.4: Frequency: Attitude as satisfied of the ready-to-drink vitamin**I feel satisfied with the ready to drink vitamin.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	116	92.1	92.1	92.1
	No	10	7.9	7.9	100.0
	Total	126	100.0	100.0	

The values mentioned above show the attitude of the customers toward the ready-to-drink vitamin in a positive way. Except for the health condition, they do not believe that they can have good health by consuming the ready-to-drink vitamin.

4.3 Correlations Analysis

The table 4.5 below shows the correlations between 7 key factors (independent variables) when the Sig. is under 0.05 (Sig.< 0.05) while Pearson Correlation more than 0.5 or less than -0.5 (Pearson Correlation > 0.5 or < -0.5). As the result shows the positive among each variable. The positive of **taste**, distribution channel, packaging, health trend, hedonic need, utilitarian need and intention to buy. The positive of **distribution channel**, taste, packaging, health trend, hedonic need, utilitarian need and intention to buy. The positive of **packaging**, taste, distribution channel, health trend, hedonic need, utilitarian need and intention to buy. The positive of **health trend**, taste, distribution channel, packaging, hedonic need, utilitarian need. The positive of **hedonic need**, taste, distribution channel, packaging, health trend, utilitarian need. The positive of **utilitarian need**, taste, distribution channel, packaging, health trend, hedonic need. The positive of **intention to buy**, taste, packaging, health trend.

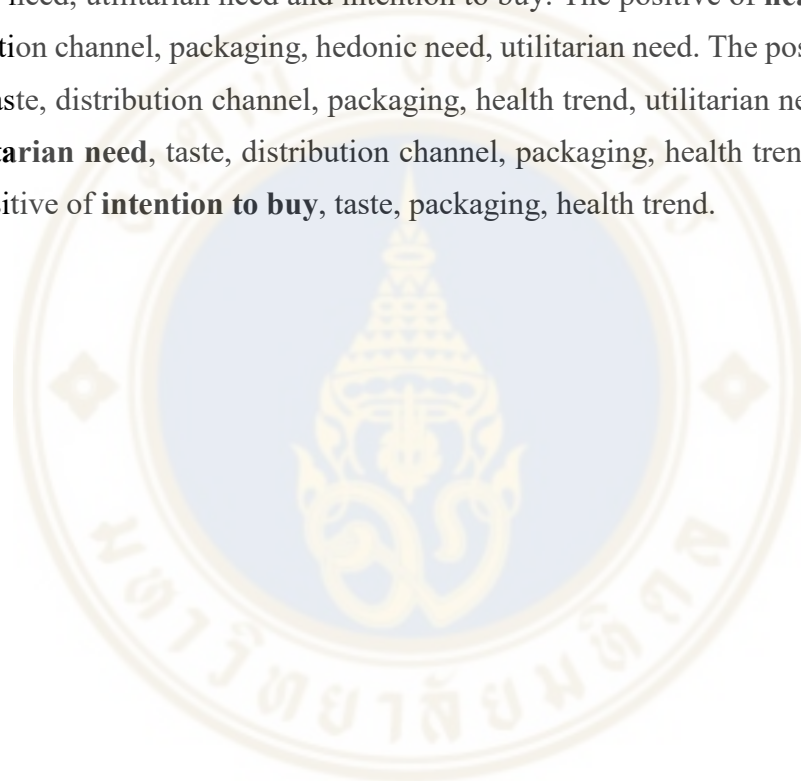


Table 4.5: Correlation Analysis

		Correlations					
		Taste	Distribu tion Channel	Packa ging	Health Trend	Hedo nic	Utilitarian
Taste	Pearson Correlation	1	.475**	.337**	.349**	.465**	.243**
	Sig. (2-tailed)		.000	.000	.000	.000	.006
	N	126	126	126	126	126	126
Distribu tion Channel	Pearson Correlation	.475**	1	.273**	.342**	.307**	.205*
	Sig. (2-tailed)	.000		.002	.000	.000	.021
	N	126	126	126	126	126	126
Pack aging	Pearson Correlation	.337**	.273**	1	.322**	.324**	.257**
	Sig. (2-tailed)	.000	.002		.000	.000	.004
	N	126	126	126	126	126	126
Hedonic	Pearson Correlation	.465**	.307**	.324**	.480**	1	.585**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	126	126	126	126	126	126

Correlations (Cont.)

		Taste	Distribu tion Channel	Packa ging	Health Trend	Hedo nic	Utilitarian
Utili tarian	Pearson Correla tion	.243**	.205*	.257**	.489**	.585**	1
	Sig. (2- tailed)	.006	.021	.004	.000	.000	
	N	126	126	126	126	126	126
Inten tion	Pearson Correla tion	.320**	.336**	.176*	.139	.086	-.117
	Sig. (2- tailed)	.000	.000	.049	.122	.337	.191
	N	126	126	126	126	126	126

4.4 Regression Analysis

The linear regression will test the relationship between dependent and independent variables which are taste, distribution channel, packaging, health trend, hedonic need, utilitarian need and intention to buy. The R square in Table 4.6 is .210 indicating that independent variables can explain the variation of the dependent variable (purchase intention) by 21 percent with table 4.7 showing the Anova that has Sig. lower than 0.05

Table 4.6: Regression Model Summary Table

Model Summary					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.458 ^a	.210	.170		1.65850

Table 4.7: ANOVA Table (Regression)

ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	86.937	6	14.490	5.268	.000 ^b
	Residual	327.325	119	2.751		
	Total	414.262	125			

According to the objective of the research to answer the objective number 2 and 3. In table 4.8 below, there are three independent variables that have positive relationship towards purchase intention which is taste, distribution channel and, utilitarian need which makes the hypothesis H1, H3 and, H5 in figure 2.1 is accepted. Taste has Sig. equals to 0.040. while the distribution channel has Sig. 0.014 and utilitarian need has Sig equals to .007. On the other hand, other independent variables which are packaging, health trend, hedonic need have no relationship toward purchase intention because Sig is higher than 0.05.

Moreover, to rank the level of influence by the Beta results, the higher the Beta is the more influence. But at this point, the utilitarian need (Beta = -0.292) has the negative relationship influence towards the intention to buy ready to drink vitamins and is rejected from the hypothesis H5 of consumer behavior in terms of utilitarian need.

Continued by the distribution channel (Beta = 0.237) is the most influential with positive relationship and taste (Beta = 0.212) respectively.

Table 4.8: Regression Analysis Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.337	1.607		.832	.407
	Taste	.303	.146	.212	2.077	.040
	Distribution Channel	.413	.166	.237	2.485	.014
	Packaging	.089	.100	.080	.889	.376
	Health Trend	.062	.067	.094	.927	.356
	Hedonic	.016	.121	.015	.130	.897
	Utilitarian	-.338	.122	-.292	-2.769	.007

4.5 Results from interview Method – Key Findings

In-Depth interviews about the attitude toward the ready-to-drink vitamins among customers also with key findings of the customer about factors that could influence them to buy the ready-to-drink vitamin and the factors result will show following the ranked from the most interviewees mentioned the most.

4.5.1 Demographic Profiles

The table 4.9 is the initial information of the interviewee who joins to share their experience. The code will start with C01 with the first interviewee until C10 is the

last interviewee. The other information provides the gender, age and the type of the ready-to-drink vitamin that they purchase within the last 3 months to consume.

Table 4.9: Demographic profiles of the interviewee

Code	Sex	Age	Type of ready-to-drink vitamins
C01	Female	25	Water vitamin
C02	Female	24	Water vitamin & Functional glass bottle vitamins
C03	Female	24	Functional glass bottle vitamins
C04	Female	29	Water vitamin & Functional glass bottle vitamins
C05	Female	33	Water vitamin
C06	Male	27	Water vitamin
C07	Female	28	Water vitamin
C08	Female	25	Functional glass bottle vitamins
C09	Female	25	Water vitamin
C10	Female	26	Water vitamin & Functional glass bottle vitamins

4.5.2 The attitude toward the ready-to-drink vitamin

As a result of the interview, all of the respondents have a positive attitude toward the ready-to-drink vitamin. The majority or 6 people out of 10 can count as 60% feel positive and satisfied in terms of fulfilling themselves. Moreover, the hedonic need also comes with the feeling of helping them feel better about their health to consume the sweet drink. And 5 people out of 10 or 50% mentioned the utilitarian as the ready-to-drink vitamin can help them to consume the vitamins easier or more conveniently which also can relate to the ready packing. Followed by the taste of the ready-to-drink vitamins 3 people or 30% said that consuming the ready-to-drink vitamin helps them have a good emotion and reduce thirst.

“It is sweet, I feel it can help when I want to drink soft drinks because I don’t want to consume the sweetest like soft drinks.” C02 said

“The ready to drink vitamin is helpful to my body and convenient too.” C06 said

“Delicious taste and feel fresh when I drink it.” C08 said

The factors that affect the customer attitude are consumer behavior both hedonic need and utilitarian need, health trend and taste of the product that are related to each other and able to meet the needs of consumers. which becomes a positive attitude to consume the ready-to-drink vitamin among the customer.

4.5.3 The influence factors toward intention to buy the ready-to-drink vitamin.

4.5.3.1 Distribution Channel. All the interviewees mentioned how they prefer to buy the general products. The result found that all of them have not fixed the store but they will choose by where they are and the store nearest to them. Consequently, 80% of people said they will not travel long distances to buy the product, which is quite in line with the need for convenience. However, there are 20% who are not concerned about the distance directly but they also mentioned about the delivery instead travel by themselves. So, it can indicate that all of them are choosing a store from their convenience. Moreover, 90% prefer to buy the ready-to-drink vitamin from the convenience near them. According to the variety of brands to choose and also it is easier for them to buy the ready-to-drink vitamins. On the other hand, there is 10% or only interviewee here who consumes the ready-to-drink vitamins seriously and prefers to buy the ready-to-drink from the hypermarket or order via the hypermarket’s website due to buying in a big amount once, the price is cheaper.

“Choosing a store that is convenient also depends on where I am at that time, it is not fixed to be this store or that store” C01 said.

“If you really want to drink it, I might call Grab or something.” C02 said.

“I choose the most convenient. If I feel it too far away, I will not drink. I don't want to go and buy it.” C03 said.

“Buy from a convenience store. It's various and I can buy it and drink it immediately.” C04 said.

“It's not very effective because it can be ordered from the delivery nowadays.” C05 said.

“7-11 would be one of my choices. I would buy vitamin drinks because I think they not only provide a variety of flavors but they provide more brands of vitamin drinks to choose from.” C09 said.

“I bought from Lotu's because I bought 4-5 packs per time and the whole pack is cheaper too.” C05 said.

So, the distribution channel in terms of convenience seems to be an important factor to the consumer. According to the customer, stick to convenience and closeness as the key to buy the ready to drink vitamin. If not, then the purchase will not happen.

4.5.3.2 Taste of the product. All of the respondents mention that the good taste and variety of flavor influences them to buy the ready-to-drink vitamin. All of them said that just being delicious is enough for them to buy. which reflex that the taste is also related to other factors such as hedonic need that a good taste can make them feel good and refresh, the utilitarian need that they can drink more water as the taste makes them drink easier.

“First of all, I like the good taste of it. Also, I am a person who drinks less water. So, when drinking the ready-to-drink vitamin water, I can drink more water. And about the beauty that may be obtained from drinking vitamins.” C05 said.

“When I drink it, I feel fresh like drinking a sweet drink. It feels useful to my body but actually I like it because it's delicious. The delicious taste is enough. I don't focus on whether it's really useful or not.” C08 said

“As I mentioned that it could refresh my body during the day plus, there are many flavors to choose from rather than normal water.” C09 said.

The taste of the product is positive to the customer's intention to buy. Only the taste of the product can meet the needs of some customers directly as they buy the ready-to-drink vitamin because it is delicious. However, some of the respondents also give reasons that relate to the other factors indirectly which give satisfaction to them.

4.5.3.3 Hedonic need. According to the customer's interview, the majority of interviewees around 8 people or 80% show that the ready-to-drink

vitamin can complete them in terms of hedonic need. The hedonic need would be in the form of a sugar substitute drink in the form of non-sugar flavored vitamin drinking water that would help them not feel guilty about consuming the sweet taste of drinks. Also, when they feel tired, drinking the ready-to-drink vitamin can make them feel better and refreshed. Lastly, they mentioned the emotion when they consume the ready-to-drink vitamin will make them feel peace of mind that they fulfill the vitamins to their body.

“It feels good, maybe a bit psychological, like if I didn't eat healthy food that day and if I take the ready to drink vitamins, I will feel better psychologically that I have taken care of myself.” C07 said.

“It makes me feel good when I want to drink sugary drinks. I will feel healthier and feel less guilty about drinking sweet drinks. Also refreshing and in a good mood.” C10 said.

As the majority mentioned above, the research found that the hedonic need is a positive factor on intention to buy the ready-to-drink vitamin. The customers thought that the ready-to-drink vitamin can fulfill their hedonic need to make them feel good when consuming the ready-to-drink vitamins in terms of the self-deception to drink flavorful drinks with benefits such as vitamins. They feel less guilty drinking sugary drinks if they add the vitamin, it can make them feel good and fresh when drinking sweet drinks throughout the day.

4.5.3.4 Utilitarian need. There are 7 people or 70% who mentioned the utilitarian need in a positive way. The ready-to-drink vitamin can help them to drink more water throughout the day. Also, it is the optional easy way for them to consume vitamins and can temporarily substitute for the supplement. Conversely, 3 respondents felt that consuming the ready-to-drink vitamin is necessary to them. Some of them believe that they already get the vitamin from the meal during the day. They think it also gives the vitamin but not effectively. In other words, drinking only the ready-to-drink vitamin is not enough for them.

“I felt it just made life easier and it is a good option. Sometimes I forget to eat supplements, so I drink ready-to-drink vitamins instead. C03 said.

“Normally, I don't drink enough water during the day so the ready-to-drink vitamins water help me to drink more water.” C05 said.

"I feel that these vitamins can be found for sure 100% in food."

C02 said.

"There are many vitamin supplementals for us to take. For example, vitamin capsules and the vitamin powders, which I feel like it gives a direct vitamin without mixing with other elements." C09 said.

The majority of the respondents feel the utilitarian need can meet their need in terms of the good option to consume the vitamin as it is convenient to help them take care of their health. Due to the majority part of the interviewee show that utilitarian need is positive to the intention to buy.

4.5.3.5 Packaging There are 5 interviewees mentioned about the packing in a positive way that could influence them to buy the ready-to-drink vitamin. 30% of the interviewee feel that a good looking, unique and beautiful in terms of external design will attract them to buy the ready-to-drink vitamin. Moreover, some of them concern about the functional of the packaging as easy to carry around, not easy to leak which also match which want most of people looking for in packaging.

"The main factor of the packaging that influences me is being comfortable to hold and looks outstanding from other brands. It will be important to help attract me to make a purchase." C01 said.

"Personally, I like to look at the packaging. When I choose food and drink, I think the appetizing look is from the packaging. So, if it looks colorful. I want to buy that one." C04 said.

"The shape and the color of the package really catch my attention; it feels different from normal bottles of water. Moreover, I like to try different things, so it really influences me to buy one." C09 said.

Conversely, the other half of the interviewees think that it is not that necessary or have long-term effects on them as they are more concerned about the other factors.

"It may persuade me to try. But I focus on taste. But if it comes out new and beautiful but if I taste it and don't like it, I won't buy it again. It only works the first time for me." C05 said.

"Actually, it's not a big factor for me, because in the end, I don't use that packaging for anything other than recycling, so it's passive." C03 said.

The packaging is still positive toward the customer's intention to buy the ready-to-drink vitamin, even though it might work only for the first time.

4.5.3.6 Health Trend. The health trend result of the interview, there are 4 people mentioned about consuming the ready-to-drink vitamin via good health. Conversely, the majority are more concerned about other factors that affect the health trend indirectly. However, almost all of them pretend to pay attention to be careful of their health as they are not normally interested in any health information unless they feel sick.

“I saw a lot of people drink a lot as a trend. I want to drink anything that is healthy for my body but I don't want to consume sugar, so I choose the ready -to-drink vitamins. Because it's likely to meet my needs more.” C04 said.

“I'm worried about my health. Right now, the weather is not good, there's a lot of pollution. If someone recommends an article, it might be read. but less or start looking for a time when health problems occur.” C05 said.

“I think it's better than drinking soft drinks. It is believed that, for example, vitamin C may be less, but it may be one of the ingredients that can stimulate other substances in the body, such as collagen, right? So, think it will give me good health in some condition.” C10 said.

The health trend seems not an important factor that gives a positive relationship toward intention to buy the ready-to-drink vitamin with a few of respondents mentioned. Also, with the customer behavior that is not serious with taking care of their health it indicates that they do not care as much about their health as they should, but suffer when a health problem arises.

CHAPTER V

CONCLUSION

5.1 Conclusion

This study wants to identify the factors that could influence customers' intentions in Bangkok to buy the ready-to-drink vitamin. The conclusions have been formed based on the research analysis and recommendations also be provided as possible for the entrepreneur, marketing teams and products development team also to the future research. According to the objective of research which are:

1. To study the attitude toward the ready-to-drink vitamin among Thai people in Bangkok.
2. To explore the influence factors among the customer to buy the ready-to-drink vitamin among Thai people in Bangkok.
3. To identify the key influence factors to buy the ready-to-drink vitamin among Thai people in Bangkok.

The survey collected 157 respondents and 126 people valid with screening questions. To answer the research objective 1, the customer has a positive attitude toward the ready-to-drink vitamin due to the customer feeling that the ready-to-drink vitamin is an easy way for them to consume vitamins. And they are also interested and satisfied in the ready-to-drink vitamin. Except for the health condition, they do not believe that they can have good health by consuming the ready-to-drink vitamin. For the qualitative result. The factors that affect the customer attitude are consumer behavior both hedonic need and utilitarian need, health trend and taste of the product that are related to each other and able to meet the needs of consumers. which becomes a positive attitude to consume the ready-to-drink vitamin among the customer. The result in both methods has conflict in terms of health trends. However, with the information from qualitative studies, health trends indirectly promote good attitudes with other factors. So, with the in-depth interview it is possible to help this study find some keywords to

support the indirect effect of health trend to the positive attitude toward intention to buy the ready-to-drink vitamin.

According to the research objective 2, the regression results of Sig. show the influence factors that can influence the customer's intention to buy. There are three independent variables that have a positive relationship towards purchase intention which is taste, distribution channel and, utilitarian need. On the other hand, other independent variables which are packaging, health trend, hedonic need have no relationship toward purchase intention because Sig is higher than 0.05. For the qualitative result. Counting the majority of the respondents out of 10 people found that Distribution channel, Hedonic need, Taste of product, Utilitarian need, and packaging have a positive relationship toward intention to buy the ready-to-drink vitamin among the customer. Only factor that has not influenced the customer's intention to buy is the health trend. The conflict among the results of both methods can indicate that in-depth interviews can help the researcher dig deeper to find the insight among the customer that also can be hidden or relate to each other in any sense.

The last research objective 3, the regression results of Beta value represent the key important factors that can influence the customer's intention to buy the ready-to-drink vitamin. The result found that Distribution channel has the most influence towards the intention to buy ready to drink vitamins followed by Taste of product respectively. On the other hand, Utilitarian need has shown a negative relationship toward intention to buy the ready-to-drink vitamin. This can be indicated that with the high scores collected may result in discrepancies. According to (Frost, J., 2019) given "a negative coefficient suggests that as the independent variable increases, the dependent variable tends to decrease." The qualitative result found that distribution channel, hedonic need, taste of product, utilitarian need, and packaging have a positive relationship toward intention to buy the ready-to-drink vitamin among the customer respectively. Which both result in methods going quite in the same way that have the same factors positive toward intention to buy the ready-to-drink vitamin. The result of qualitative studies found that consumer behavior in terms of utilitarian needs have a positive relationship toward intention to buy from the customer.

Table 5.1: Summary of influence factors among the customer to buy the ready-to-drink vitamin among Thai people in Bangkok.

Factors	Sig.	Beta	Qualitative Result	Quantitative Result
Taste of product (H1)	.040	.212	Accepted	Accepted
Packaging (H2)	.376	.080	Rejected	Accepted
Distribution channel (H3)	.014	.237	Accepted	Accepted
Health trend (H4)	.356	.094	Rejected	Rejected
Hedonic need (H5.1)	.897	.015	Rejected	Accepted
Utilitarian need (H5.2)	.007	-.292	Rejected	Accepted

The table 5.1 above can indicate that hypothesis H1 H2 H3 H5.1(Hedonic need) is accepted. On the other hand, other independent variables such as health trends and utilitarian need have no relationship toward the intention to buy among the consumers. Consequently, hypothesis H3 and H5.2(utilitarian need) is rejected. As a result, influence factors from both methods go in the same direction which do not show the result of the health trend factor. And for the utilitarian need according to the conceptual framework, the utilitarian need has to be a positive relationship toward intention to buy. But, with the beta result shown the negative relationship of utilitarian need toward intention to buy. This means that the utilitarian need is rejected.

The customers buy the ready-to-drink vitamins because they need a helper that is not difficult to find and does not affect their daily lives much to consume the vitamin, including to fulfill their emotion and refresh. So, this could be the reason for the positive relationship of the Distribution channel, Hedonic need, Taste of product, and packaging to influence the customers to buy the ready-to-drink vitamin.

5.2 Recommendations

This study reveals the factors that influence the customers to buy the ready-to-drink vitamin which might be useful for the entrepreneur that could adapt to develop in terms of marketing, product development and the service to meet the customer's needs with satisfaction on the customer journey.

5.2.1 Recommendation for the entrepreneur

The information found the needs of the customer mentioned about the various choices for them. The entrepreneur can use the information to develop the brand to be more outstanding in terms of taste and flavor and the packaging of the product to influence the consumer due to the majority of the respondents' concern about the taste which can create a good emotional and fulfillment to the customer. Also, some of them are sensitive to the beautiful, colorful and unique packaging.

5.2.2 Recommendation for the marketing

The marketing can develop the distribution channel to expand to reach more customers. The customer mentioned the delivery and order via online channels that can make them more convenient as they are focused on the easiest way and convenient to buy the product.

5.2.3 Recommendation for the product development

This part can use the information the consumer needs to develop the taste as the information shows that the customer tends to buy the various flavors for them to choose, so the product can be developed to have a unique flavor and be different from the others in the market. Moreover, the function of packaging also can be developed to have good design with easy to hold as most of the respondents mention to the bottle cap that it must be easy to open but not easy to leak out. To meet the need for convenience to drink, it is essential that they look for products that make it easier for them to drink vitamins.

5.3 Limitations

This research is using mixed methods (both the qualitative and quantitative.). There is a limitation in terms of time constraints to study. While the researcher aims to collect the data through 200 samples. In fact, 156 samples could be collected.

Secondly, the limitation of time also affects the samples that can be collected unevenly. Found that most of the questionnaires collected, most of them are female. Even though male is plus with the LGBTQ+ group, they are significantly less than females. The information could be biased toward the female consumer perspective.

Lastly, the independent have to scope down to be proper with the period of process which might miss some important influence factors.

5.4 Suggestions for future research

According to this study has encountered the limitation, probably due to timing or random selection of respondents. Firstly, the further study could use the other methods to collect the data to avoid the barrier or any clutter the correction from this study including to choose the method that more suits with the time limitation from more proper data collection.

Secondly, this research is focused on studying the consumers in the Bangkok area. The future research could be studying wilder in a bigger sample size or in other provinces of Thailand for the broader age, gender and, etc. Also, the results and to provide a wide range of data and a broader analysis.

Lastly, there are many interesting independents that do not pick up to study with this research topic that could be useful which the future researcher might find more involved or more directly positive independent to study.

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APPENDICES

APPENDIX A: Questionnaire

Quantitative question

Screening Questions	
Are you over 18 years old?	
Do you live in Bangkok, Pathumthani areas?	
Do you purchase ready to drink vitamins within 3 months?	
General Question	
How often do you buy ready to drink vitamins?	
How many bottles do you buy per time?	
How much do you pay pre time of buying the ready to drink vitamins?	
The ready to drink is interesting for me.	
The ready to drink is easy for me to consume the vitamin.	
I have good health by consuming the ready to drink vitamin.	
I feel satisfied with the ready to drink vitamin.	
Specific Questions (Agree-Disagree 1-4)	
Taste of the product	
I satisfy with the taste of ready to drink vitamins	(Lina, R., 2022)
I prefer to the various of ready to drink vitamin's flavors	(Berg, C. J., 2016)

I prefer the refreshing ready to drink vitamin	(Tansiritanes, J, 2015)
Distribution channel	
The ready to drink vitamin should be easy to buy	(Kuawiriyapan, S., 2014)
I prefer to buy from the store near me.	(Elms, J., De Kervenoael, R., & Hallsworth, A., 2016)
I prefer to visit the store that can provide me with the product that I want.	Liu, X., Burns, A. C., & Hou, Y. (2013).
Ready to drink packaging	
The packaging should give the convenience to be drink immediately.	(Wang, E. S. T., & Yu, J. R., 2016)
The packaging should have a good-looking design.	(Jerzyk.,2016)
The packaging should have a unique design.	
The packaging should be easy to carry.	Zhang, G., & Zhao, Z. (2012)
The packaging provides the clear information of the product.	(Suchaya, J., 2021)
Health Trend	
I am interested in health information.	(Suchaya, J., 2021)

I worry that there is a useless nutrient in my food.	(Suchaya, J., 2021)
I always think that I did not eat enough nutrients in daily life.	(Suchaya, J., 2021)
I prefer easy way to keep my health healthy.	(Suchaya, J., 2021)
I prefer to consume healthy products	(Lestari, E. R., Hanifa, K. P. U., & Hartawan, S., 2020)
Consumer behavior	
Hedonic Need	
The ready to drink vitamin can fulfill me.	(Tay, L., & Diener, E., 2011)
I feel enjoy when I drink the ready to drink vitamin.	(Wertenbroch & Dhar, 2000; Arnold & Reynolds, 2003; Kim, 2006; Cardoso & Pinto, 2010; Ballantine et al., 2010).
I feel happy when I drink the ready to drink vitamin.	(Thidarat Pasan Sirikhun, & Jirapha Puengbangkruai., 2019).
Utilitarian Need	
The ready to drink vitamins give a good benefit to my body.	(Overby and Lee, 2006)
The ready to drink vitamins help prevent various diseases.	(Park, S., Johnson, M. A., & Fischer, J. G., 2008).

The ready to drink vitamin provides essential nutrients to my body.	(Overby and Lee, 2006)
Intention to buy	
I plan to buy ready to drink vitamins in the near future.	(Hong, S. P., Rhee, Y. C., & Daihak-gil, G., 2016).
I intend to buy more ready to drink vitamins in the near future.	(Hong, S. P., Rhee, Y. C., & Daihak-gil, G., 2016).
I will continue to buy ready to drink vitamins in the future.	(Ganguly, B., Dash, S. B., Cyr, D., & Head, M., 2010).
Demographic Questions	
Age	
Gender	
Employment Status	
Income	

Qualitative question

The interview questions are more adept from the quantitative question.

General Question
Is the ready to drink vitamin always in your plan to buy?
What kind of ready to drink vitamins did you buy?
How often do you buy ready to drink vitamins?

Have many ready to drink vitamin did you buy per time?	
Why do you buy ready to drink vitamins?	
What is ready to drink packaging for you?	
How do you feel about the Ready to drink vitamin?	
Are you satisfied with consuming the ready to drink vitamin? Why?	
Taste of the product	
Does the taste of the ready to drink vitamin influence you to buy it? why?	(De Pelsmaecker, S., Schouteten, J. J., Lagast, S., Dewettinck, K., & Gellynck, X., 2017).
What kind of flavors do you like in ready to drink vitamins?	(Berg, C. J., 2016)
Distribution channel	
How do you choose the store to visit?	(Elms, J., De Kervenoael, R., & Hallsworth, A., 2016)
Is the distance important?	(Elms, J., De Kervenoael, R., & Hallsworth, A., 2016)
What kind of store do you prefer to buy ready to drink vitamins? Why?	
Ready to drink packaging	
Does the packaging influence you to buy the ready to drink vitamin? Why?	(Wang, E. S. T., & Yu, J. R., 2016)

How good packaging should be in your opinion? and is there any facility the packaging should provide?	(Wang, E. S. T., & Yu, J. R., 2016)
Health Trend	
Are you concerned about your health? What thing are you concerned about? Why?	(Suchaya, J., 2021)
Have you been looking for some health information?	(Suchaya, J., 2021)
Do you think the ready to drink vitamin can give you the real benefit? Why?	(Lestari, E. R., Hanifa, K. P. U., & Hartawan, S., 2020)
What is the normal routine have you done to take care of yourself?	
Consumer behavior	
Hedonic Need	
How can the ready to drink fulfill you?	(Tay, L., & Diener, E., 2011)
What can attract you to consume the ready to drink vitamins?	
Do you enjoy consuming the ready to drink vitamin? Why?	(Wertenbroch & Dhar, 2000; Arnold & Reynolds, 2003; Kim, 2006; Cardoso & Pinto, 2010; Ballantine et al., 2010).
Utilitarian Need	

Do you think the ready to drink vitamin will give you good health? How?	(Overby and Lee, 2006)
Do you think is it important for you to consume ready to drink vitamins? Why?	
How can the ready to drink vitamins give you the benefit?	(Overby and Lee, 2006)

