

**FACTORS AFFECTING THAI FEMALES' CONSUMPTION AND  
PURCHASE OF BEAUTY FUNCTIONAL DRINK IN BANGKOK**



**PATHITTA HOMJIT**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE GRADUATE SCHOOL  
STAMFORD INTERNATIONAL UNIVERSITY  
MASTER OF BUSINESS ADMINISTRATION  
ACADEMIC YEAR 2014**

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**The Research has been approved by  
Stamford International University  
The Graduate School**

**Title:** Factors Affecting Thai Females' Consumption and Purchase of  
Beauty Functional Drink in Bangkok

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**Title:** Factors Affecting Thai Females' Consumption and Purchase of Beauty Functional Drink in Bangkok

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### **Abstract**

The objectives of this study are (1) to study the influence of marketing mix towards purchase behaviors of female consumers in buying beauty Functional drink in Bangkok; 2) to study the consumer trends in consuming beauty Functional drink of female consumers in Bangkok; and 3) to explore the demographic factors affecting the purchase intention of beauty Functional drink of female consumers in Bangkok in term of age, marital status, education, occupation, and income.

For research methodology, instrument used in the study was a questionnaire which was developed to ask 400 female consumers of beauty functional drink. The target population of this research is defined as female whose age was between 18 – 35 years old. The data analysis was processed through the data analysis program, in which the statistics analysis techniques used in this study include those of descriptive statistics analysis such as frequency, percentage, mean, and standard deviation, and those of inferential statistics analysis such as Chi-square Test, and Pearson's correlation.

The research findings suggested that 1) the majority consumers of beauty Functional drink were single females aged between 24 - 29 years old, with Bachelor's degree, working as corporate employees with income of more than 20,000 baht. The finding proved that product, price, place and promotion all significantly affect the purchase intension on this type of product, in which age, marital status, education, occupation and income were correlated with behavioral intention, given statistically significant at 0.05.

**Keywords:** Factors affecting, beauty functional drink, consumption and purchase

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Pathitta Homjit

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# CHAPTER 1

## INTRODUCTION

### 1.1 Statement of the Problems

Today, the environment is surrounded by air pollution, water pollution, and aggressive use of chemicals, which in turn has rendered our bodies vulnerable to disease. Apart from the pollution of the environments, the urban lifestyle of Thai people today is busy in their lives because of competition is higher. Dietary habits have changed. Many consumers turn to convenience foods to buy and eat, with less time to do exercise. As a result, many diseases occurred rising a concern for health conscious that more people need to have a good health. In addition for avoiding the disease, they also need to have good looking personality, credibility in the eyes of their peers, which is an important part in increasing job opportunities, successful communication, and to find new social friends.

Supplement and nutrition is considered as important in people's selecting of foods and beverages for having a good health, in which there are many forms of them such as tablets, capsules, powder and drinks. Healthy drinks are becoming popular nowadays because of their benefits and convenience, while the ease of eating and tasting is also great.

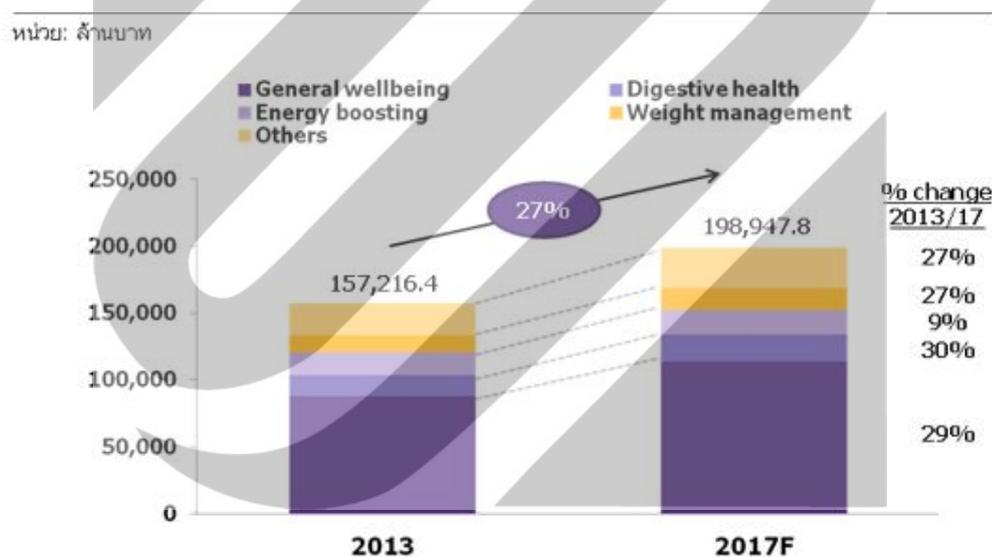
Functional drink is a type of beverage product mixing nutrients that are beneficial to our bodies. This type of products can reduce and retard the disease as well as help to improve skin health and wellness. In Thailand, the market of Functional drink is divided into three major segments which are:

1. Brain functional drink: It is a particular advantage of the brain. Target groups are students and working people.
2. Beauty functional drink: The product is especially beneficial for health and beauty. The target group is women.
3. Body balance functional drink: The product is particularly useful in modifying the shape, proportions of the body. Target groups are people with weight problems.

The article published in the "Journal of Pediatric Endocrinology and Metabolism in 2002", as cited by Chung et al (2010), stated that oral collagen

supplement is effective and safe to be used for the treatment of skin problem in young people, particularly for acne problem. It was also reported to be used for anti-aging purpose. Collagen products for anti-aging skin normally are offered in a form of cream product that is used directly to our skin. As published in the "Journal of Food Science", which cited by Livestrong.com (2013), there is a solid prove that oral collagen supplement product can help to improve the collagen content and appearance of aging skin. In this study, the researcher focuses only in beauty Functional drink market, which targets women as major consumers.

Functional drink market is considered a healthy beverage, in which the market is growing rapidly and continuously. The sales volume increased every year and is expected to expand by 27% from 2013 to 2017. While the market looks bright with the positive long-term prospects, the competition is increasingly high in the market.



Source: EIC analysis base on data from Euromonitor International

**Figure 1.1** Sales of food and beverages for health and wellness in Thailand

**Source:** Economic Intelligence Center, 2013: Online

According to Kasikorn Research Center (2012), the competition in the Functional drink market will likely increase because producers has put more efforts to attract consumers by launching many new strategies to create brand recognition. The market value for Thai functional drinks in 2013 is expected to surge to THB 8 billion, due partially to many promotional campaigns to activate the market. In addition, there

are many new brands entering the market this year, though the number of new entrants has decelerated during recent years. For factors influencing the Functional drink market growth, Kasikorn Research Center (2012) suggested that producers should emphasize specific customer segments because ‘consumer’ preferences are the key factor for success. That is to say, better understanding of customer demand can help producers to serve their customer more effectively, as well as contributing to wider acceptance and higher sales performance.

Therefore, the researcher needs to know the factors influencing the consumption of the beauty Functional drink of females aged between 18 – 35 years old in Bangkok and aim to explore the difference in buying behaviors among different demographic factors such as age, income, education, marital status, and occupation, as a basic criteria used in segmenting the consumer market. The results from this study will be used as a guide for the development of marketing strategies for the beauty Functional drink in the Thai market.

## **1.2 Objectives**

There are three main objectives of this study which are:

1. To study the influence of marketing mix towards purchase behaviors of female consumers in buying beauty Functional drink in Bangkok;
2. To study the consumer trends in consuming beauty Functional drink of female consumers in Bangkok; and
3. To explore the demographic factors affecting the purchase intention of beauty Functional drink of female consumers in Bangkok in term of age, marital status, education, occupation, and income.

## **1.3 Scope and the limitation of the study**

The content of this research is to study the factors influencing the consumption of the Beauty Functional drink of females in Bangkok. Scopes of the study are as follows.

1. The research sample is 400 females who were 18 – 35 years old in Bangkok. Convenience sampling and questionnaire were used to collect the data.
2. This study focuses on the consumer behavior of female consuming, beauty Functional drink only, ignoring other types of functional drinks in the market.

3. This study explores the influence of marketing mix the consumption of beauty functional drink, including product, price, place, and promotion, in which there might be other factors affecting the consumer behavior in consuming beauty Functional drink of female consumers in Bangkok.

#### 1.4 Conceptual Framework

This conceptual framework, study factors influencing the consumption of Beauty Functional drink of female in Bangkok.

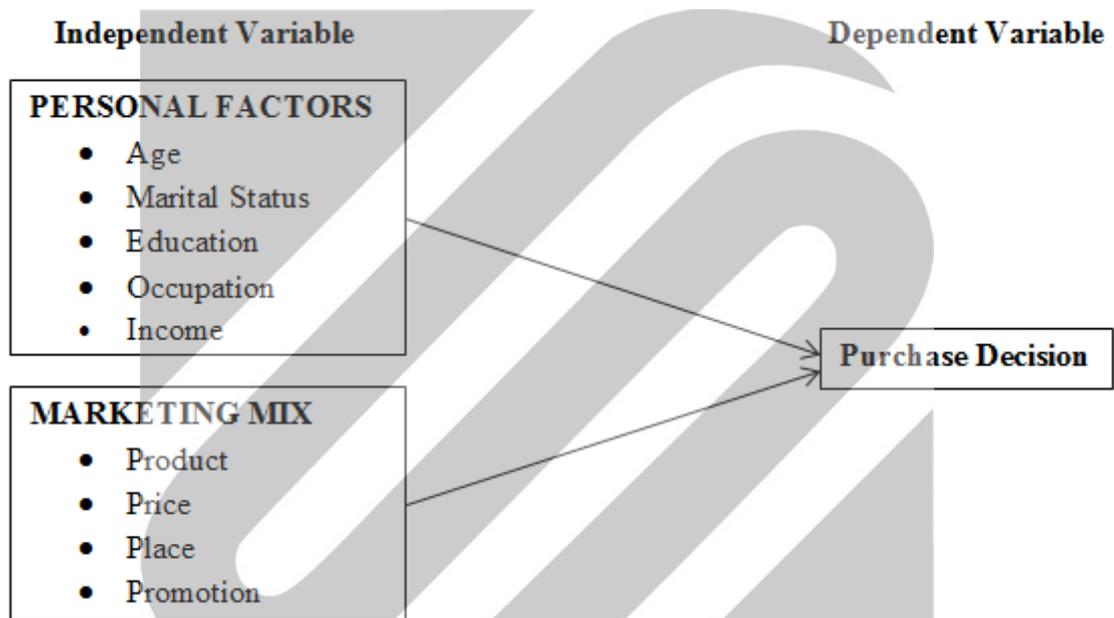


Figure 1.2 Conceptual Frameworks

#### 1.5 Research Hypothesis

**Hypothesis 1:** There is an impact of demographics factors comprising of age, marital status, education, occupation, and monthly income towards the purchase behavior of beauty Functional drink in Bangkok.

**Hypothesis 2:** There is correlation between product, price, place, and promotion towards the purchase intention of beauty Functional drink of female in Bangkok.

#### 1.6 Expected benefits

1. To know the factors influencing the consumption of beauty Functional drink of female consumers in Bangkok.

2. To identify the influence of marketing mix in buying beauty Functional drink of female in Bangkok.

3. To explore the consumer behavior in consuming the Beauty Functional drink of female consumers in Bangkok based on their demographic factors.

### **1.7 Definition of Terms**

**Functional Drink:** Product is consumed in the form of beverage with a mix of nutrients and minerals. It provides specific benefits such as to reduce and slow the disease as well as to improve skin health.

**Marketing Mix:** The factors that affect the decision to buy functional drink, in which this study focuses on marketing stimuli in the Black box model of Kotler (2010), including 1) Product 2) Price 3) Place 4) Promotion.

**Demographic Factors:** Personal data of the samples which were used in the study. They include age, marital status, education, occupation, and income.

## **CHAPTER 2**

### **LITERATURE REVIEW**

In this chapter, the literature review of relevant issues are explored from the secondary data in four issues that are related to this study, which are 1) knowledge about functional drink, 2) theory of consumer behavior, 3) concept of marketing mix, and 4) related research

#### **2.1 Knowledge about Functional Drink**

##### **1) General Information on Functional Drink**

Functional drink is a beverage that contains nutrients and minerals which are beneficial to our bodies to prevent or reduce the risk of disease, and to enhance health and capacity. The five nutrition groups that we eat daily give us a normal body growth and repair. However, the food that we eat today are based on convenience offering more than nutrition offering, which in turn making dietary supplements a role to help people to derive needed nutrition.

Functional drink in Thailand is produced and distributed under the Functional Food Regulations of the Ministry of Health, which refers to supplements in addition to eating a normal diet which contains other nutrients. Products are extracted from plants and animals and offered in the form of tablets, capsules, powders, fragments and liquids, but the distribution of such products must be licensed by the FDA before (Chutima, 2010).

Functional drinks comprise various features, in which Chutima (2010) have classified these functional drinks as follows:

1. **Sport Drink:** It is a drink to compensate for mineral and energy to the body after exercise.
2. **Energy Drink:** It is a drink with nutrients such as amino acids, vitamins and caffeine to help enhance physical fitness.
3. **Enriched Drink:** It is the most popular Functional drink containing collagen, coenzyme Q10 and antioxidants to help in fat burning.
4. **Nutraceutical Drink:** It is a drink that helps to lower cholesterol in the blood, but must be consumed only with diabetes patients.

In Thailand, functional drinks are also divided into three categories which are for the brain, beauty and body balance. In the past, the historical record showed that the use of herbs in India first and then passed on to China, Malacca and Thailand who believed in the use of plant, herbs and animals as a health tonic. The evidence from various inscriptions and poems which appeared in the past has demonstrated the use of herbs as medicine. Today, advancement in technology now allows manufacturers to extract the nutrients out of the natural foods. In Thailand, the market of Functional drink has been growing with the high growth rate, in which there are many operators and brands available in the market, as seen from the Table 2.1

**Table 2.1** Products of Functional Drinks

COMPANIES	BRANDS	TYPES
T.C. Union Global Public Co Ltd.	Wakie	Beauty
T.C. Union Global Public Co Ltd.	Bling	Beauty
Sapanan General Food Co. Ltd.	Sappe	Beauty
Sapanan General Food Co. Ltd.	Beauti shot	Beauty
Saha Pathanapibul Public Co Ltd.	i-Healti Q10	Beauty
Saha Pathanapibul Public Co Ltd.	Hearti Benecol	Beauty
Ajinomoto Public Co Ltd.	Skin fit	Beauty
Oishi Group Public Co Ltd.	Amino Plus	Body balance
Singha Corporation Public Co Ltd.	B-ing	Body balance
Tipco Food Thailand Public Co Ltd.	Dakara	Body balance
Sapanan General Food Co. Ltd.	Smarti Drink (Fit&firm)	Body balance
Osotspa Public Co Ltd.	Pep Tein	Brain
Ajinomoto Public Co Ltd.	Brane Fit	Brain
Sapanan General Food Co. Ltd.	Smarti Shot	Brain
Sapanan General Food Co. Ltd.	Smarti Drink	Brain

**Source:** Market info & Communication, 2014: Online

## 2) Nutrients Containing in Functional Drink

Nutrients are key ingredients in functional drinks that are available in the market, consisting of collagen, L-Carnitine, Q-10, omega, peptides, amino acids, vitamins, calcium, magnesium, and more. For body balance functional drink, the mostly seen products in the market are L-carnitine and fiber –based products.

According to Wikipedia (2014), “L-carnitine is an amino acid that is utilized in preventing and reducing the accumulation of fat in the body through the mechanism of amino acids, in which it helps to reduce the fat and keeps weight down as well”. Meanwhile, there are two types of fiber in functional drinks which are 1) soluble fiber that dissolves in water which are seen as transparent or opaque membrane found in many fruits, legumes and oatmeal. They can help to reduce level of cholesterol, lose weight, and weight control; and 2) insoluble fiber which is found in foods such as wheat bran, vegetables, and whole grains. It adds bulk to the stool and appears to help food pass more quickly through the stomach and intestines.

There are many of functional drinks in the market that contain collagen, which is the quality of nutrients such as protein and amino acids, in which the most widely used are those called Proteoglycan and Glycosaminoglycan. The main benefits of collagen is to help strengthening the skin, hair, nails, bones and joints to hydrate and soften the wrinkles of the skin, in which these nutrients are extracted from sea fish. Also, CO Q-10 which is a substance that the body can produce naturally is also added. A vitamin-like compound that is used for accelerating fat burning (Fat-soluble vitamin-like substance) is also found in our body. The synthesized by the human body, it can also be extracted from the meat and some plants. Meanwhile, Co Q-10 is used to reduce wrinkles and slow the degeneration of skin cells. According to Wikipedia (2014), vitamin is a nutrient that the body needs less but it is also necessary for the body. Vitamin D acts like a hormone controls the metabolism. Vitamin as regulates the growth and differentiation of cells and tissues to perform specific functions which are also seen as an ingredient in functional drinks.

## **2.2 Theory of Consumer Behavior**

### **1) Study of consumer behavior**

**Mowen and Minor (1998)** defined the context of consumer behavior as the study of buying and exchanging process of consumers that associate with the decision making and consumption on products, services, experiences and ideas. American Marketing Association or AMA (2014) explained consumer behavior as human’s actions that affect the knowledge, understanding, behavioral and environment that have been done in exchange for the lives of human beings. Meanwhile, Laksitanon

(2001) defined consumer behavior as the actions of any individual involving with the sourcing of products, product use, which engage in the decision-making process before the actual buying. From the above definition, the researcher concluded that consumer behavior is the study of decision making processes of consumers in choosing, using, and evaluating of choices to satisfy their wants and needs.

**Keller (2001)** suggested that buying decision of consumer is very complex, in which the buying intention is normally involved with behavior, perception and attitude of consumers. Keller (2001) also explained that “purchase behavior is an important key point for consumers during considering and evaluating of certain product”, in which Ghosh (1990) pointed out that purchase intention is an effective tool use in predicting purchasing process of consumer. According to Ghosh (1990), “once consumers decided to purchase the product in certain store, they will be driven by their intention”. However, Grewal et al (1998) argued that the purchase intention might be influenced by perceived price, quality, and value. Also, internal impulse and external environment can interrupted consumers during buying process.

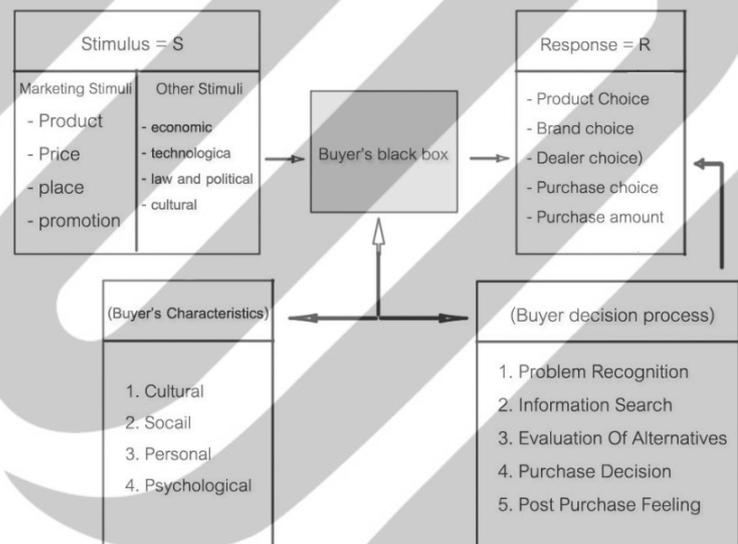
## **2) Determinants of Consumer Behavior**

**Laksitanon (2001)** pointed out that the determinants of consumer behavior can be divided into two groups, which are internal and external factors. First, internal factors are basic determinants that control the internal thinking process of consumers, which comprise of four key elements, including 1) Consumer's Need 2) Motive 3) Personality and 4) Awareness. Second, external factors are environmental determinants that influences consumers, which can be divided into five influences including 1) Family Influences 2) Social Influences 3) Business Influences 4) Cultural Influences and 5) Economic or Income Influences. Consumers' attitude is an important factor in influencing consumers' purchase intention towards private label product (Chaniotakis et al. 2010). Among these factors, Chaniotakis et al. (2010) suggested that attitude of consumers including trust, familiarity, as well as perception of economic situation, influence consumers' purchase intention. This is because when the product is familiar and trusted, a consumer is likely to define the product in such a good way, in which trust is influenced by perceived benefit. In other words, it means that the perception of price-quality influence attitude of consumers. After the purchase of product, Chaniotakis et al. (2010) suggested that “internal memory arise from

purchase experiment along with external memory arise by the information received would play their role in the purchasing process, in which their experience toward a product will give both positive and negative impact for future purchase and also further share their experience with others and thus affect decision-making.

### 3) Consumer Behavior Model

According to **Kotler (2010)**, consumer behavior model is the study of motive of consumer for making the decision to purchase a product or service, in which it starts from the stimulus that causes the demand. The stimulus will come through in the sentiment of buyers (buyer's black box), which is like a black box where the consumer or the seller cannot be predicted. Sentiment of buyers will be influenced by the characteristics of the buyer, then the response of the purchaser (buyer's response) or the decision of the purchaser (buyer's purchase decision) based on Figure 2.1.



**Figure 2.1 S-R Theory**

**Source:** Siriwan, et al. (2004).

**Siriwan, et al. (2004)** pointed out that stimulus refers to buying motive that may be aroused from internal and external stimulus. Marketers put their efforts to establishing or increasing buying motive that consumers demand products and for the purchase through demonstrating consumers the reason or emotions benefits for the purchase. External stimuli consisted of two parts which are marketing stimuli and other stimuli.

For marketing stimuli, **Kotler (2010)** explained that marketers develop marketing mix in order to pursue their consumer for the purchase, in which it normally involves with four marketing strategies comprising of product, price, place, and promotion. First, product stimulus involves a beautiful product design, good quality, and after-sales service to stimulate demand. Second, price stimulus involves pricing products by considering many prospects such as demand, costs, competition, product image, and etc. Third, place stimulus involves the distribution channel for the product thoroughly to ensure convenience for consumers to buy, in which choosing the right place and atmosphere are likely to attract more clients. Fourth, promotion stimulus aims to spur demand for consumer purchase and use more products and services through discount, redemption, advertising, and etc.

For other stimulus, **Kotler (2010)** stated that it cannot be control by marketers comprising of economic, technological, law and political, and cultural factor. For example, economic factors involving with recession and income of consumers affects the individual needs and purchasing power; while technological factors such as new technologies can stimulate demand of innovative products and reduce demand of obsolete products; while law and political factors such a law increasing or reducing tax on any products may influence the increase or decrease in the demand of users; while cultural stimulus such as traditions and festivals are urging consumers to demand a specific product or service.

According to **Kotler (2010)**, buyer's black box refers to the sentiment of buyers, which is like a black box that manufacturer or seller cannot know. In the marketing point of view, **Kotler (2010)** suggested that we must try to find the sentiment of buyers which is influenced by characteristics and decision process of the buyer, in which characteristics of buyers are influenced by various factors as cultural factors, social factors, and personal factors. Meanwhile, consumer decision process can be classified into five stages ranging from 1) problem recognition, 2) information search, 3) evaluation of alternatives, 4) actual purchase, and 5) post-purchase behaviors. Further, **Siriwan, et al. (2004)** explained that buyer's response involves consumers' decision on various issues including product choice, brand choice, dealer choice, purchase choice, and purchase amount.

### 2.3 Concept of Marketing Mix

The marketing mix refers to factors that can be controlled, which is used as a common tool to arouse the wants and needs of target market. McCarthy and Perrault (1985) divided marketing strategies into four groups, consisting of product strategies, pricing strategies, place or distribution strategies, and promotion strategies, in which the elements of each marketing strategy are demonstrated in the Table 2.2.

**Table 2.2** The Four P's of the Marketing Mix

<b>Marketing Mix</b>			
<b>Product</b>	<b>Price</b>	<b>Place</b>	<b>Promotion</b>
Quality	List Price	Channels	Advertising
Feature	Discounts	Coverage	Personal Selling
Options	Allowances	Location	Sales Promotion
Style	Payment Period	Inventory	Publicity
Brand Name	Credit Terms	Transport	Direct Marketing
Packaging			Special Event Marketing
Sizes			
Service Warranties			
Returns			

**Source:** McCarthy and Perrault, 1985: Online

#### 2.3.1 Product

**McCarthy and Perrault (1985)** pointed out that product means anything to satisfy a need or want, which may include physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas. At product level, marketers need to take into account the five product levels. Each level will add more value to customers, called customer value hierarchy as follows: 1) Core Benefit – it is useful or important basic services that customers want to receive from the purchase of goods or services; 2) Basic Product - marketers need to change the main benefit to the basic product; 3) expected product - it is a product that has the features and meets the conditions that buyers want; 4) Augmented Product – it is a product that is beyond the expectations of our customers; 5) Potential Product – it is a product

or offer that may be possible in the future. Companies to find new ways to satisfy customers and make a difference pronounced.

According to **McCarthy and Perrault (1985)**, marketers engage in assortment of products on the basis of differences in product characteristics, in which there are many types of consumer products can be categorized based on the buying habits. First, convenience goods are products that customers buy frequently, and with less effort to buy. In addition, convenience goods can be divided into subgroup as staple goods: are products purchased regularly as usual; impulse goods which are products purchased by unplanned and not put the effort in purchasing; and emergency goods which are purchased items on the urgent need. Second, shopping goods are items that customers buy based on the process of selecting and comparing some aspects such as suitability, quality, price, and style. This product can be subdivided into homogeneous shopping goods which are goods of similar quality, but the price difference and customers to focus more on price; and heterogeneous shopping goods which are the product features and customer service that is different and more important than price. Third, specialty goods are products with unique features or with a known brand. There are many buyers willing to buy and use a special effort to buy. Finally, unsought goods which are products that the customer does not know or had not thought to buy.

### **2.3.2 Price**

**McCarthy and Perrault (1985)** pointed out that price represents the value of the product in term of money. This is a tool for companies to communicate to the market about the value of the product and the brand as well, in which it usually involves 6-step process starting from 1) Selecting the pricing objective; 2) Determining demand; 3) Estimating cost; 4) Analyzing competitors' cost, prices and offers; 5) Selecting a pricing method; and 5) Selecting the final price. Penetrating pricing which sets the price at low price to grab the larger market share, and skimming pricing which sets the price at high price to create superior image for the brand are widely used in the marketplace.

### **2.3.3 Place**

**McCarthy and Perrault (1985)** pointed out that place strategies involve the process of a firm to make products and services to consumers efficiently. This

marketing element consists of two parts which are the distribution channel and support of goods to the market. The concept of distribution channels is not limited to tangible goods only. The sale of services or sale the idea experienced problems with access to target consumers such as schools try to create a distributed system of education, hospitals create a health system. These institutions are required to have an agent and place to reach consumers throughout.

#### **2.3.4 Promotion**

Following **McCarthy and Perrault (1985)**, market promotion is the communication between the seller and the buyer to establish their attitudes and buying behavior. Main promotional tools consist of six elements which are 1) advertising which is a form of brand communication that have cost without people; 2) sales promotion which is a way to provide incentives in the short term to encourage the trial and purchase of goods or services; 3) events and experiences that company engages in sponsorship for the event that allows two-way communication between customers and the organization such as festivals or events specific goals that are consistent with the brand; 4) public relations and publicity which is a program designed to promote or enhance the company image or brand; 5) direct marketing which is the use of mail, phone, fax, email, Internet and Social Network to communicate directly or induce a response from specific customers; and 6) personal selling which involves face to face communication between salespeople and buyers. The aim is to provide the products, answer questions and close the sale. Promotion strategies of Functional drink requires a marketing campaign to make known to the consumer by the presentation of the product to the consumer to know and understand it properly, make consumers believe and trust in the quality of products due to Functional drink as drink for health, need to take time to see results from consumption.

#### **2.4 Related Research**

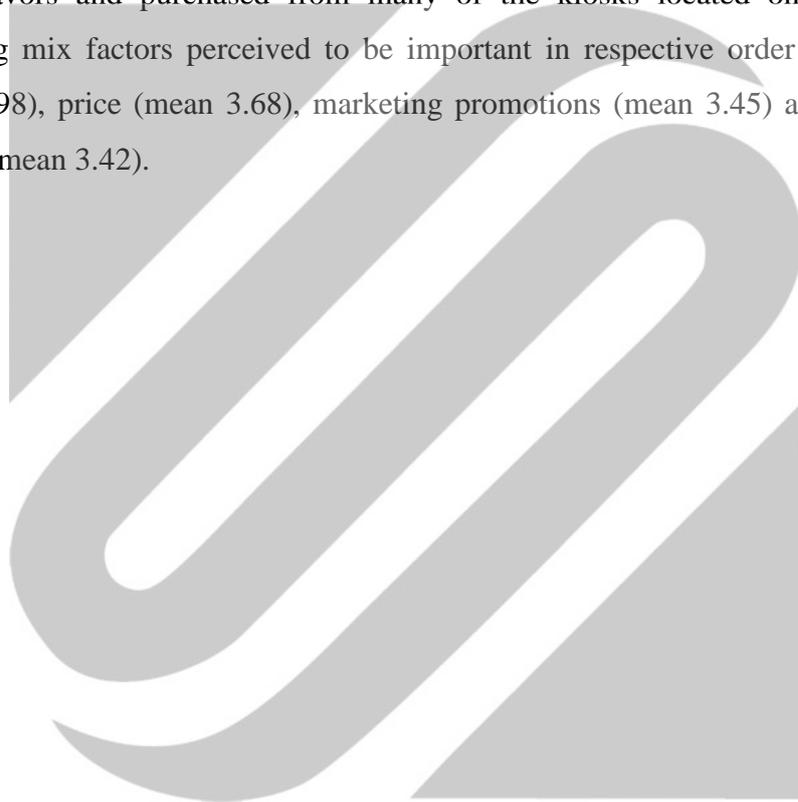
**Tiwsangvarn (2010)** conducted a research on consumer needs and factors affecting consumer buying decision of Thai male for functional drink. The objective of this study was to investigate consumer needs and factors affecting consumer buying decision of Functional drink for Thai male consumer. The survey of 210 consumers that used to consume Functional drink product using questionnaire

revealed that consumers wanted Functional drink with a benefit of brain and memory nourishment, and relieving tension. It should be ready to drink, mix with fruit juice, have sweet and sour taste without carbonation, and provide normal calorie. The highest price per unit of this drink that consumers were willing to spend was approximately thirty baht. Factor analysis (FA) technique classified twenty-one variables affecting consumer buying decision into six factors. Totally explained cumulative variance was 64.78%. These six factors were 1) health benefit and safety, 2) marketing, 3) taste and appearance, 4) package and label, 5) thirst quenching and energy and 6) shelf life. These results could be useful for generating the product concept and developing novel Functional drink product for Thai male consumer.

**Chumtong (2009)** studied the influences of integrated marketing communication tool behaviors of functional drinks for maintaining brain and memory among consumers in Bangkok. The study found that demographic characteristics effected to the consumer behavior of functional drinks for maintaining brain and memory in terms of brand selection, purchasing reason, purchasing place, people who influenced with purchase decision, sources of purchasing information, purchasing frequency and decision making for purchasing in the future, and Integrated Marketing Communication effected to the consumer behavior of functional drinks for maintaining brain and memory in terms of brand selection, purchasing reason, purchasing place, people who influenced with purchase decision, sources of purchasing information, frequency and decision making for purchasing in the future at statistical significance level of 0.05.

Meanwhile, **Funprommin (2014)** investigated the effect of packaging on the decision of buying drinking water in Bangkok. The study found that the results buying decision drinking water, mostly are female, aged between 31-40 years old, working at banks and private companies, income of 30,001 - 40,000 baht per month, graduated Bachelor degree and single. The result of hypothesis test is personal factors difference: age, income and graduated have relation with decision buying drinking water in Bangkok. The mix marketing factors: product factor have relation with decision buying drinking water in Bangkok. The other factors: Brand Image, Brand Loyalty and Trust factors have relation with decision buying drinking water in Bangkok.

**Suwannagaid (2013)** explored consumption habits of aloevera-mixed beverage with students. The results show that the findings from the study revealed that the majority of the respondents was female between 21-25 years old, second-year students and majoring in Social and Humanities Studies. The majority also made a decision to purchase Aloe Vera herbal drinks for health reasons and personal preferences. Pattern of consumption behavior indicated a mean purchase frequency of three times a week for 250 cc. bottle size. The drinks were preferred iced-cold with sweet flavors and purchased from many of the kiosks located on campus. The marketing mix factors perceived to be important in respective order were: product (mean 3.98), price (mean 3.68), marketing promotions (mean 3.45) and distribution channel (mean 3.42).



## CHAPTER 3

### RESEARCH METHODOLOGY

In this chapter, the researcher describes the methods used in this study, in which this quantitative research applied the questionnaire. The details about population and sample selection, research instrument, as well as method of data collection, and data analysis are demonstrated as follows:

#### 3.1 Population and Sample Selection

Population of this study is defined as females who were about 18 – 35 years old in Bangkok which are considered as target market of beauty functional drinks. Therefore, the target sample of this research was females who were 18 -35 years old in Bangkok, which is a part of population in this study. In determining the sample size, Malhotra (2007) suggested the formula to calculate the sample size where the population size is unknown as below

$$n = \frac{P(1-P)Z^2}{e^2}$$

Where:

n = Sample size

P = The estimated proportion of an attribute that is present in the population (0.50)

e = Acceptable sampling error (0.05)

Z = Value of standard normal distribution for desired level of confidence (1.96)

Therefore:

$$n = \frac{0.50(1-0.50)(1.96)^2}{(0.05)^2}$$
$$n = 385$$

Therefore, this study used sample size of 400 to get more accuracy of results, in which the convenience sampling was applied to collect data through questionnaire survey.

#### 3.2 Research Instrument

The instrument used for data collection is a questionnaire which consists of three major parts. In the first part, it aims to collect the demographic data of the

respondents, including age, marital status, education, occupation, income per month, with 5 items with the use of multiple-choice questions.

In the second part, it aims to collect information about behaviors that affect the decision to buy beauty Functional drink of female in Bangkok such as brands, reasons to buy, frequency of consumption, where to buy, in which the multiple choices of closed - ended questions are used.

In the final part, the measurement of the marketing mix to influence purchase decisions beauty Functional drink of female in Bangkok including product, price, place and promotion as well as the purchase intension are conducted in this part. They are the Likert Scale questions that respondents can rate their opinion from 1 to 5 in which

- 5 = Very important
- 4 = Fairly important
- 3 = Neutral
- 2 = Not so important
- 1 = Not at all important

**Malhotra (2007)** pointed out that “the Likert scale technique is accepted in order to indicate the consumer attitude that toward the factor”, in which the result of this part will represent in level of importance and agreement.

When gathering information and frequency distribution successfully, the researcher will use the evaluation criteria from the following formula.

$$\begin{aligned} \text{Class Interval} &= \frac{\text{Max} - \text{Min}}{\text{the number of class intervals}} \\ &= \frac{5 - 1}{5} \\ &= 0.8 \end{aligned}$$

The interpretation of average rating towards each marketing mix and purchase intension can be explained as below:

- 4.2 - 5.00 show that very important
- 3.4 – 4.20 show that fairly important
- 2.6 – 3.40 show that neutral

1.8 – 2.60	show that not so important
1.0 – 1.80	show that not at all important

### 3.3 Data Collection

For the secondary data, the researcher gathered data from academic books, article, thesis and related researches, journal, as well as information from the internet. For the primary data, the researcher used the survey method with the number of 400 samples, in which the convenience sampling was applied. The researcher introduced the purpose of this research and explained the questionnaire used in the survey.

### 3.4 Data Analysis Method

Before performing data analysis, the researcher engaged in verifying the accuracy of survey data collected and to record the results of a survey into the computer. The researcher used data analysis program for data analysis, in which the analysis is divided into three parts according to the questionnaire. The researchers analyzed the data using statistics using frequency and percentage to describe the data obtained from the questionnaire in the first part which involved demographic factors of respondents. In the second part, the analysis of behaviors that affect the decision to buy beauty Functional drink also made through frequency and percentage. In the last part, analysis of the data from the questionnaire in part 3 about the marketing mix factors that influence the decision to buy beauty Functional drink were made by using Mean and Standard Deviation is presented in the form of tables and descriptive results.

### 3.5 The Statistics Treatment of Data

The calculation of basic statistics to study relationships between variables and the dependent variable used statistical as follows:

#### 3.5.1 Descriptive Statistics

3.5.1.1 Mean used the following formula

$$\bar{x} = \frac{\sum X}{n}$$

When,  $\bar{x}$  = Arithmetic mean

$\sum X$  = The sum of a series of numbers  
 $n$  = The count of that series of numbers

3.5.1.2 Percentage used the following formula:

$$P = \frac{f \times 100}{n}$$

When,  $P$  = Percentage  
 $f$  = Frequency  
 $n$  = The number of all the frequency

3.5.1.3 Standard Deviation used the following formula

$$S.D. = \sqrt{\frac{n\sum x^2 - (\sum x)^2}{n(n-1)}}$$

When,  $S.D.$  = Standard Deviation  
 $x$  = Value of Information  
 $\sum$  = Summation  
 $n$  = The number of people in the sample

### 3.5.2 The statistics used to test the reliability of the questionnaire

Finding the confidence of a query using  $\alpha$  - Coefficient formula of Cronbach (Vanichbancha. 2003)

$$\alpha_k = \frac{k}{k-1} \left[ 1 - \frac{\sum S_{items}^2}{S_{Total}^2} \right]$$

When,  $\alpha$  =  $\alpha$  - Coefficient  
 $k$  = The number of measuring instruments  
 $S_{items}^2$  = The variance of the individual  
 $S_{Total}^2$  = The variance of the total score for all items

### 3.5.3 Statistical hypothesis testing

3.5.3.1 Chi - Square the formula given below

$$\chi^2 = \sum_{i=1}^k \frac{(O_i - E_i)^2}{E_i}$$

When,  $\chi^2$  = Chi - Square

$O_i$  = Frequency observed in group i

$E_i$  = The expected frequency in group i

Finding the level of Cramer's V was calculated with the formula given below

$$\text{Cramer's V} = \sqrt{\frac{\chi^2}{n(t-1)}}$$

When,  $\chi^2$  = Value of  $\chi^2$  from a test of independence

n = The sample size

t = Number of rows or columns is less

### 3.5.3.2 Correlation Analysis

The statistics used to measure the relationship between variables and the dependent variable is the data type scale, with the following formula:

$$\text{Somers's d} = \frac{NS - ND}{NS + ND + TY}$$

When,

NS = Couple that with the same amount of the two variables

ND = Couple that with an differentiated the two variables

TY = The order number with a repeat of the dependent variable

The interpretation of the correlation coefficient (Wongrattana. 2001)

#### **The correlation coefficient**

#### **The relative level**

0.91-1.00

very high correlation

0.71-0.90

high correlation

0.31-0.70

moderate correlation

0:01-0:30

low correlation

0.00

no correlation

## CHAPTER 4

### RESEARCH FINDINGS

#### 4.1 Presentation of results

This research on studying the factors influencing the consumption of beauty functional drink of female in Bangkok is a quantitative research of 400 samples who were consumers of beauty functional drink in Bangkok. There are four main part in the finding and analysis parts of this chapter, which are 1) information on demographic factors of the respondents; 2) information about the consumer behavior of beauty functional drink; 3) information about factors that influence purchase decisions beauty functional drink; finally 4) hypothesis testing to determine the relationship between demographic factors Beauty Functional drink and consumption behavior of female in Bangkok.

#### The variables used in the analysis

$n$	=	Number of samples
$\bar{X}$	=	Mean
S.D.	=	Standard deviation
$\chi^2$	=	The chi-square
Sig.	=	The statistical significance of the test program SPSS calculated using the results of the hypothesis test.
*	=	Significant at the 0.05 level

#### 4.2 Analysis result

##### Part 1: Information on demographic factors of the respondents

**Table 4.1** Percentage of respondents follow by age (n = 400)

	Personal factors	Frequency	Percent
Age	18-23	150.00	37.50
	24-29	190.00	47.50
	30-35	60.00	15.00
Total		400.00	100.00

From Table 4.1, it indicated that most of the sample respondents aged 24-29 years of 190 persons or 47.50 percent; 18 -23 years of the 150 persons or 37.50 percent and aged 30-35 years of 60 persons or 15 percent, respectively.

**Table 4.2** Percentage of respondents follow by marital status (n = 400)

	<b>Personal factors</b>	<b>Frequency</b>	<b>Percent</b>
Marital Status	Single	348.00	87.00
	Married	48.00	12.00
	Divorced	4.00	1.00
Total		400.00	100.00

From Table 4.2, the major groups of respondents were single of 348 persons or 87 percent, married 48 persons or 12 percent, and divorced 4 persons or 1 percent, respectively.

**Table 4.3** Percentage of respondents follow by education (n = 400)

	<b>Personal factors</b>	<b>Frequency</b>	<b>Percent</b>
Education	Less than Bachelor's degree	85.00	21.30
	Bachelor's degree	266.00	66.50
	Master's degree	49.00	12.30
	Doctorate	0.00	0.00
Total		400.00	100.00

From Table 4.3, the largest numbers of respondents in the survey have a Bachelor's degree of 266 persons or 66.50 percent, less than Bachelor's degree of 85 persons or 21.30 percent, Master's degree has 49 persons or 12.30 percent, and Doctorate has no person or 0.00 percent, respectively.

**Table 4.4** Percentage of respondents follow by occupation (n = 400)

	<b>Personal factors</b>	<b>Frequency</b>	<b>Percent</b>
Occupation	Government services	32.00	8.00
	Company employee	149.00	37.30
	Freelance	39.00	9.80
	Housewife	10.00	2.50
	Business owner	38.00	9.50
	Student	123.00	30.80
	Other	9.00	2.30
Total		400.00	100.00

From Table 4.4, in term of occupation, the largest number of respondents surveyed occupations a company employee amounted to 149 people, representing 37.3 percent, as a student, there were 123 people, representing 30.8, a freelance, there

were 39 people, representing 9.8, a business owner, there were 38 people, representing 9.5 percent, a government services, there were 32 people or 8.0 percent, a housewife, there were 10 people or 2.5 percent, and other occupation, there were 9 people or 2.3 percent, respectively.

**Table 4.5** Percentage of respondents follow by income (n = 400)

	<b>Personal factors</b>	<b>Frequency</b>	<b>Percent</b>
Income	Less than 5,000	47.00	11.80
	5,000-10,000	59.00	14.80
	10,001-15,000	76.00	19.00
	15,001-20,000	97.00	24.30
	Over 20,000	121.00	30.30
<b>Total</b>		<b>400.00</b>	<b>100.00</b>

From Table 4.5, meanwhile, most of the sample respondents have a monthly income of 20,000 baht up, with 121 persons or 30.3 percent, 15,001 - 20,000 baht, with 97 persons or 24.3 percent, 10,001 - 15,000 baht, with 76 persons or 19.0 percent, 5,000 - 10,000, with 59 persons, representing 14.8 percent and less than 5,000 baht, with 47 people or 11.8 percent, respectively.

## **Part 2: Information about the behavior of consumers' beauty functional drink**

**Table 4.6** Percentage of respondents recognized brand of beauty functional drink

	<b>Brand</b>	<b>Frequency</b>	<b>Percent</b>
1.	Wakie	105	9.731233
2.	Bling	261	24.18906
3.	Sappe	212	19.64782
4.	Beauti Shot	103	9.545876
5.	I-Healti Q10	260	24.09639
6.	Hearti Benecol	71	6.580167
7.	Skin Fit	58	5.375348
8.	Other	9	0.834106
<b>Total</b>		<b>1079</b>	<b>100</b>

From the table 4.6 shows that the brand is the most recognized of the sample respondents are summarized as follows: Bling has 261 people who know, representing 24.19 percent, I-Healti Q10, there are 260 people, representing 24.1 percent, Sappe,

there are 212 people, representing 19.65 percent, Wakie, there are 105 people, representing 9.73 percent, Beauti Shot, there are 103 people, representing 9.55 percent, Hearti Benecol, there are 71 people, representing 6.58 percent, Skin Fit, there are 58 people, representing 5.38 percent and other brand, there are 9 people or 0.83 percent.

**Table 4.7** Percentage of respondents classified by respondents who ever consumed beauty functional drink (n=400)

	Frequency	Percent
Have you ever drunk the yes Beauty functional drink? no	229.00	57.25
	171.00	42.75
Total	400.00	100.00

From Table 4.7, the proportion of respondents who ever consumed beauty functional drink were 229 persons or 57.25 percent, and 171 persons or 42.75 percent for never consumed.

**Table 4.8** Percentage of respondents classified by the main reasons for consumption beauty functional drink (n=400)

	Frequency	Percent
What is the most important benefit reason for you to drink the Beauty functional drink?	Did not answer this question	171.00 42.75
	Bright skin	92.00 23.00
	Health	106.00 26.50
	Wrinkle	11.00 2.75
	Moisturizing	11.00 2.75
	Other	9.00 2.25
Total	400.00	100.00

From Table 4.8, the main reasons for the consumption were for health with 106 people or 26.5 percent, for bright skin 92 people or 23.0 percent, for wrinkle and moisturizing 11 people, representing 2.75 percent of each, and other reason for 9 people or 2.25 percent, respectively.

**Table 4.9** Percentage of respondents classified by the most favorite brand of beauty functional drink (n=400)

	Frequency	Percent
What is your favorite brand of Beauty functional drink?	Did not answer this question	171.00 42.75
	Wakie	6.00 1.50
	Bling	63.00 15.75
	Sappe	75.00 18.75

**Table 4.9** Percentage of respondents classified by the most favorite brand of beauty functional drink (n=400) (Cont.)

		<b>Frequency</b>	<b>Percent</b>
What is your favorite brand of Beauty functional drink?	Beauti Shot	17.00	4.25
	I-Healti Q10	51.00	12.75
	Hearti Benecol	12.00	3.00
	Skin Fit	2.00	0.50
	Other	3.00	0.75
<b>Total</b>		<b>400.00</b>	<b>100.00</b>

From Table 4.9, The most favorite brand was Sappe with 75 persons or 18.75 percent, Bling with 63 persons or 15.75 percent, I-Healti Q10 with 51 persons or 12.75 percent, Beauti Shot with 17 persons or 4.25 percent, Hearti Benecol with 12 persons or 3.0 percent, Wakie with 6 persons or 1.50 percent, other brand there are 3 persons or 0.75 percent and Skin Fit with 2 people or 0.50 percent, respectively.

**Table 4.10** Percentage of respondents classified by the other reasons for consumption beauty functional drink (n=400)

		<b>Frequency</b>	<b>Percent</b>
What is the reason apart from the benefit of the Beauty functional drink?	Did not answer this question	171.00	42.75
	Good taste	89.00	22.25
	Easy to buy	80.00	20.00
	Often see the ad	30.00	7.50
	An incentive promotions	9.00	2.25
	Acceptable brand	16.00	4.00
	Other	5.00	1.25
<b>Total</b>		<b>400.00</b>	<b>100.00</b>

From Table 4.10, other reasons to buy also included good taste with 89 persons or 22.25 percent, easy to buy with 80 persons or 20.0 percent, often see the ad with 30 persons or 7.5 percent, acceptable brand with 16 persons or 4.0 percent, attractive promotions with 9 persons or 2.25 percent, and other reason with 5 persons or 1.25 percent, respectively.

**Table 4.11** Percentage of respondents classified by frequency for consumption beauty functional drink (n=400)

		<b>Frequency</b>	<b>Percent</b>
How often do you drink the Beauty functional drink?	Did not answer this question	171.00	42.75
	More than 1 time per day	5.00	1.25
	Once a day	17.00	4.25

**Table 4.11** Percentage of respondents classified by frequency for consumption beauty functional drink (n=400) (Cont.)

		Frequency	Percent
How often do you drink the Beauty functional drink?	2-3 times a week	49.00	12.25
	Once a week	67.00	16.75
	Once a month	75.00	18.75
	Other	16.00	4.00
Total		400.00	100.00

From Table 4.11, for frequency of drinking, there were 75 persons that consumed once a month or 18.75 percent, 67 persons consumed once a week or 16.75 percent, 49 persons consumed 2 – 3 times a week or 12.25 percent, 17 persons consumed once a day or 4.25 percent, 5 persons consumed more than 1 time per day or 1.25 percent, respectively.

**Table 4.12** Percentage of respondents classified by the price of beauty functional drink (n=400)

		Frequency	Percent
How much is a Beauty Functional drink that you consumed?	Did not answer this question	171.00	42.75
	Less than 15	7.00	1.75
	16-30	136.00	34.00
	31-45	63.00	15.75
	46-60	17.00	4.25
	Over 60	6.00	1.50
Total		400.00	100.00

From Table 4.12, the price of beauty functional drink that were paid by most respondents of 136 persons were between 16 – 30 baht which accounted for 34.0 percent; 63 persons paid about 31 – 45 baht or 15.75 percent; 17 persons paid about 46 – 60 baht or 4.25 percent; 7 persons paid about less than 15 baht or 1.75 percent; and there were 6 persons who paid more than 60 baht which accounted for 1.5 percent.

**Table 4.13** Percentage of respondents classified by influential person affecting to buy beauty functional drink (n=400)

		Frequency	Percent
Who is an influential person in your decision to buy the Beauty functional drink?	Did not answer this question	171.00	42.75
	Yourself	197.00	49.25
	Your family	3.00	0.75

**Table 4.13** Percentage of respondents classified by influential person affecting to buy beauty functional drink (n=400) (Cont.)

		<b>Frequency</b>	<b>Percent</b>
Who is an influential person in your decision to buy the Beauty functional drink?	Your friends	22.00	5.50
	Salesperson	6.00	1.50
	Other	1.00	0.25
<b>Total</b>		<b>400.00</b>	<b>100.00</b>

From Table 4.13, for influential person affecting in their buying decision to bought, most respondents indicated that the decision were dominated by themselves with 197 persons or 49.25 percent, their friends with 22 persons or 5.5 percent, salesperson with 6 persons or 1.5 percent, their family with 3 persons or 0.75 percent and other with 1 person or 0.25 percent, respectively.

**Table 4.14** Percentage of respondents classified by the place to buy beauty functional drink (n=400)

		<b>Frequency</b>	<b>Percent</b>
Where did you buy the Beauty functional drink?	Did not answer this question	171.00	42.75
	Convenience store/ minimart / 7-11	200.00	50.00
	Grocery	2.00	0.50
	Department store	25.00	6.25
	Other	2.00	0.50
<b>Total</b>		<b>400.00</b>	<b>100.00</b>

From Table 4.14, in term of place of buying, most of them at 200 persons indicated they bought from convenience store which accounted for 50.0 percent; 25 persons bought at department store or 6.25 percent; and 2 persons of each bought at grocery and the other or 0.5 percent, respectively.

**Table 4.15** Percentage of respondents classified by the respondents who ever eaten other beauty supplements (n=400)

		<b>Frequency</b>	<b>Percent</b>
Have you ever eaten other beauty supplements?	Did not answer this question	229.00	57.25
	yes	71.00	17.75
	no	100.00	25.00
<b>Total</b>		<b>400.00</b>	<b>100.00</b>

From Table 4.15, there were 71 persons or 17.75 percent who ever eaten other beauty supplement; while 100 persons or 25.0 percent had never eaten other beauty supplements.

**Table 4.16** Percentage of respondents classified by the reasons to eat other beauty supplements (n=400)

		<b>Frequency</b>	<b>Percent</b>
Why would you choose to eat other beauty supplements?	Did not answer this question	329.00	82.25
	Beauty	32.00	8.00
	Someone suggested	11.00	2.75
	Want to try	19.00	4.75
	Often see the ad	6.00	1.50
	Other	3.00	0.75
<b>Total</b>		<b>400.00</b>	<b>100.00</b>

From Table 4.16, the reasons of the people that ever eaten the other beauty supplement were for beauty at 32 persons or 8.0 percent, to try something new with 19 persons or 4.75 percent, others' recommendation with 11 persons or 2.75 percent, 6 persons often see the ad or 1.5 percent, and for other reason with 3 persons or 0.75 percent, respectively.

**Part 3: Information about factors that influence purchase decisions beauty functional drink**

**Table 4.17** Mean and standard deviation of the factors affecting the consumption beauty Functional drink in products (n = 400)

<b>Product</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Level of importance</b>
1. Reputation brand	3.92	0.847	Fairly important
2. Tastes good	4.16	0.803	Fairly important
3. FDA	4.43	0.795	Very important
4. Packaging	3.91	0.846	Fairly important
5. Features the beauty	4.09	0.861	Fairly important
6. Easy to drink	3.99	0.81	Fairly important
<b>Total</b>	<b>4.08</b>		<b>Fairly important</b>

From the Table 4.17, results of the factors affecting the consumption beauty Functional drink in products. Overall in fairly important level (Mean = 4.08). There is only one issue in a very important level as FDA (Mean = 4.43, SD = 0.795), the rest is in a fairly important level in the following order: Tastes good (Mean = 4.16, S.D. = 0.803), Features the beauty (Mean = 4.09, S.D. = 0.861), Easy to drink (Mean = 3.99,

S.D. = 0.810), Reputation brand (Mean = 3.92, S.D. = 0.847) and Packaging (Mean = 3.91, S.D. = 0.846).

**Table 4.18** Mean and standard deviation of the factors affecting the consumption beauty Functional drink in price (n = 400)

Price	Mean	Std. Deviation	Level of importance
1. Reasonable price	4.01	0.886	Fairly important
2. Price and quantity	3.99	0.888	Fairly important
Total	4		Fairly important

From the Table 4.18, results of the factors affecting the consumption beauty Functional drink in price. All were in a fairly important level (Mean = 4.00). Considering the order that Reasonable price (Mean = 4.01, S.D. = 0.886), Price and quantity and (Mean = 3.99, S.D. = 0.888).

**Table 4.19** Mean and standard deviation of the factors affecting the consumption beauty Functional drink in place (n = 400)

Place	Mean	Std. Deviation	Level of importance
1. Convenience to buy	3.99	0.893	Fairly important
2. Easily access	3.86	0.845	Fairly important
3. Categories	3.66	0.898	Fairly important
Total	3.83		Fairly important

From the Table 4.19, results of the factors affecting the consumption beauty Functional drink in place. All were in a fairly important level (Mean = 3.83). Considering the order that Convenience to buy (Mean = 3.99, S.D. = 0.893), Easily access (Mean = 3.86, S.D. = 0.845) and Categories (Mean = 3.66, S.D. = 0.898).

**Table 4.20** Mean and standard deviation of the factors affecting the consumption beauty Functional drink in promotion (n = 400)

Promotion	Mean	Std. Deviation	Level of importance
1. TV advertising	3.64	0.928	Fairly important
2. Radio advertising	3.13	1.009	Neutral
3. Printed media	3.31	0.998	Neutral
4. Online advertising	3.59	0.977	Fairly important
5. Discount	3.72	0.946	Fairly important

**Table 4.20** Mean and standard deviation of the factors affecting the consumption beauty Functional drink in promotion (n = 400) (Cont.)

Promotion	Mean	Std. Deviation	Level of importance
6. Product samples	3.81	1.042	Fairly important
7. Contest or sweepstakes	3.27	1.115	Neutral
Total	3.5		Fairly important

From the Table 4.20, results of the factors affecting the consumption beauty Functional drink in promotion. Overall in a fairly important level (Mean = 3.50). Considering that there are 4 issues in a neutral level as 1. Product samples (Mean = 3.81, S.D. = 1.042), 2. Discount (Mean = 3.72, S.D. = 0.946), 3. TV advertising (Mean = 2.64, S.D. = 0.928) and 4. Online advertising (Mean = 3.59, S.D. = 0.977). There are 3 issues in a neutral level as 1. Printed media (Mean = 3.31, S.D. = 0.998), 2. Contest or sweepstakes (Mean = 3.72, S.D. = 1.115) and 3. Radio advertising (Mean = 3.13, S.D. = 1.009).

#### Part 4: Hypothesis tests

**Hypothesis 1:** Demographics factors such as age, marital status, education, occupation and monthly income correlated with the behavior consumption Beauty Functional drink of female in Bangkok can be written as a statistical hypothesis is as follows.

H<sub>0</sub>: There is no correlation between demographics factors such as age, marital status, education, occupation, monthly income and the behavior consumption Beauty Functional drink of female in Bangkok.

H<sub>1</sub>: There is correlation between demographics factors such as age, marital status, education, occupation, monthly income and the behavior consumption Beauty Functional drink of female in Bangkok.

**Table 4.21** The analysis of age of females in Bangkok on the drinking experience

Demographic Factors	Have you ever drunk		Total	X <sup>2</sup>	Sig.
	yes	no			
Age	18-23	72	78	9.655	0.008*
	24-29	119	71		
	30-35	40	20		
Total	231	169	400		

\*Significant at or below 0.05 level

From Table 4.21, age was correlated with the behavior consumption beauty Functional drink of females in Bangkok on the drinking experience significantly at 0.05, so reject the null hypothesis.

**Table 4.22** The analysis of marital status of females in Bangkok on the drinking experience

Demographic Factors		Have you ever drunk		Total	X <sup>2</sup>	Sig.
		yes	no			
Marital Status	Single	200	148	348	0.249	0.883*
	Married	29	19	48		
	Divorced	2	2	4		
Total		231	169	400		

\*Significant at or below 0.05 level

From Table 4.22, marital status was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the drinking experience significantly at 0.05, so accept the null hypothesis.

**Table 4.23** The analysis of education of females in Bangkok on the drinking experience

Demographic Factors		Have you ever drunk		Total	X <sup>2</sup>	Sig.
		yes	no			
Education	Less than Bachelor's degree	39	46	85	7.203	0.027*
	Bachelor's degree	159	107	266		
	Master's degree	33	16	49		
Total		231	169	400		

\*Significant at or below 0.05 level

From Table 4.23, education was correlated with the behavior consumption beauty Functional drink of females in Bangkok on the drinking experience significantly at 0.05, so reject the null hypothesis.

**Table 4.24** The analysis of occupation of females in Bangkok on the drinking experience

Demographic Factors	Have you ever drunk		Total	X <sup>2</sup>	Sig.
	yes	no			
Occupation					
Government services	17	15	32	18.392	0.005*
Company employee	97	52	149		
Freelance	26	13	39		
Housewife	6	4	10		
Business owner	27	11	38		
Student	55	68	123		
Other	3	6	9		
<b>Total</b>	<b>231</b>	<b>169</b>	<b>400</b>		

\*Significant at or below 0.05 level

From Table 4.24, occupation was correlated with the behavior consumption beauty Functional drink of females in Bangkok on the drinking experience significantly at 0.05, so reject the null hypothesis.

**Table 4.25** The analysis of income of females in Bangkok on the drinking experience

Demographic Factors	Have you ever drunk		Total	X <sup>2</sup>	Sig.
	yes	no			
Income					
Less than 5,000	20	27	47	14.564	0.006*
5,000-10,000	26	33	59		
10,001-15,000	51	25	76		
15,001-20,000	55	42	97		
Over 20,000	79	42	121		
<b>Total</b>	<b>231</b>	<b>169</b>	<b>400</b>		

\*Significant at or below 0.05 level

From Table 4.25, income was correlated with the behavior consumption beauty Functional drink of females in Bangkok on the drinking experience significantly at 0.05, so reject the null hypothesis.

**Table 4.26** The analysis of age of females in Bangkok on the reasons of benefits to consumers

Demographic Factors	No	Reasons					Total	X <sup>2</sup>	Sig.	
		Bright skin	Health	Wrinkle	Moisturizing	Other				
Age	18-23	79	34	28	1	5	3	150	21.637	0.017*
	24-29	71	48	57	8	3	3	190		
	30-35	21	10	21	2	3	3	60		
Total		171	92	106	11	11	9	400		

\*Significant at or below 0.05 level

From Table 4.26, age was correlated with the behavior consumption beauty Functional drink of females in Bangkok on the reasons of benefits to consumers significantly at 0.05, so reject the null hypothesis.

**Table 4.27** The analysis of marital status of females in Bangkok on the reasons of benefits to consumers

Demographic Factors		No	Reasons					Total	X <sup>2</sup>	Sig.
			Bright skin	Health	Wrinkle	Moisturizing	Other			
Marital Status	Single	149	81	92	8	10	8	348	12.15	0.275*
	Married	20	11	13	3	0	1	48		
	Divorced	2	0	1	0	1	0	4		
Total		171	92	106	11	11	9	400		

\*Significant at or below 0.05 level

From Table 4.27, marital status was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the reasons of benefits to consumers significantly at 0.05, so accept the null hypothesis.

**Table 4.28** The analysis of education of females in Bangkok on the reasons of benefits to consumers

Demographic Factors		No	Reasons					Total	X <sup>2</sup>	Sig.
			Bright skin	Health	Wrinkle	Moisturizing	Other			
Education	Less than Bachelor's degree	47	16	17	2	1	2	85	16.075	0.097*
	Bachelor's degree	108	64	73	5	9	7	266		

**Table 4.28** The analysis of education of females in Bangkok on the reasons of benefits to consumers (Cont.)

Demographic Factors		No	Reasons					Total	X <sup>2</sup>	Sig.
			Bright skin	Health	Wrinkle	Moisturizing	Other			
Education	Master's degree	16	12	16	4	1	0	49		
Total		171	92	106	11	11	9	400		

\*Significant at or below 0.05 level

From Table 4.28, Education was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the reasons of benefits to consumers significantly at 0.05, so accept the null hypothesis.

**Table 4.29** The analysis of occupation of females in Bangkok on the reasons of benefits to consumers

Demographic Factors		No	Reasons					Total	X <sup>2</sup>	Sig.
			Bright skin	Health	Wrinkle	Moisturizing	Other			
Occupation	Government services	15	5	10	1	0	1	32	38.652	0.134*
	Company employee	53	33	48	4	6	5	149		
	Freelance	13	13	10	3	0	0	39		
	Housewife	4	3	3	0	0	0	10		
	Business owner	11	8	15	2	2	0	38		
	Student	69	28	19	1	3	3	123		
	Other	6	2	1	0	0	0	9		
Total		171	92	106	11	11	9	400		

\*Significant at or below 0.05 level

From Table 4.29, Occupation was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the reasons of benefits to consumers significantly at 0.05, so accept the null hypothesis.

**Table 4.30** The analysis of income of females in Bangkok on the reasons of benefits to consumers

Demographic Factors	No	Reasons					Total	X <sup>2</sup>	Sig.	
		Bright skin	Health	Wrinkle	Moisturizing	Other				
Income	Less than 5,000	27	11	7	0	1	1	47	29.719	0.075*
	5,000-10,000	34	15	8	1	0	1	59		
	10,001-15,000	26	19	24	1	3	3	76		
	15,001-20,000	42	20	25	6	2	2	97		
	Over 20,000	42	27	42	3	5	2	121		
Total		171	92	106	11	11	9	400		

\*Significant at or below 0.05 level

From Table 4.30, Income was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the reasons of benefits to consumers significantly at 0.05, so accept the null hypothesis.

**Table 4.31** The analysis of age of females in Bangkok on favorite brand of consumers

Demographic Factors	No	Favorite								Total	X <sup>2</sup>	Sig.	
		Wakie	Bling	Sappe	Beauti Shot	I-Healti Q10	Hearti Benecol	Skin Fit	Other				
Age	18-23	79	2	19	25	7	14	3	0	1	150	25.665	0.059*
	24-29	71	2	33	42	9	22	8	2	1	190		
	30-35	21	2	11	8	1	15	1	0	1	60		
Total		171	6	63	75	17	51	12	2	3	400		

\*Significant at or below 0.05 level

From Table 4.31, age was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on favorite brand of consumers significantly at 0.05, so accept the null hypothesis.

**Table 4.32** The analysis of marital status of females in Bangkok on favorite brand of consumers

Demographic Factors	No	Favorite								Total	X <sup>2</sup>	Sig.	
		Wakie	Bling	Sappe	Beauti Shot	I-Healti Q10	Hearti Benecol	Skin Fit	Other				
Marital Status	Single	149	4	54	65	15	45	11	2	3	348	13.05	0.669*

**Table 4.32** The analysis of marital status of females in Bangkok on favorite brand of consumers (Cont.)

Demographic Factors		Favorite								Total	X <sup>2</sup>	Sig.	
		No	W a k i e	B l i n g	S a p p e	B e a u t i S h o t	I- H e a l t i Q10	H e a r t i B e n e c o l	S k i n F i t				O t h e r
Married		20	2	9	9	2	6	0	0	0	48		
Divorced		2	0	0	1	0	0	1	0	0	4		
Total		171	6	63	75	17	51	12	2	3	400		

\*Significant at or below 0.05 level

From Table 4.32, marital status was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on favorite brand of consumers significantly at 0.05, so accept the null hypothesis.

**Table 4.33** The analysis of education of females in Bangkok on favorite brand of consumers

Demographic Factors		Favorite								Total	X <sup>2</sup>	Sig.	
		No	W a k i e	B l i n g	S a p p e	B e a u t i S h o t	I- H e a l t i Q10	H e a r t i B e n e c o l	S k i n F i t				O t h e r
Education	Less than Bachelor's degree	47	3	11	9	3	10	1	0	1	85	21.741	0.152*
	Bachelor's degree	108	2	45	56	13	30	8	2	2	266		
	Master's degree	16	1	7	10	1	11	3	0	0	49		
Total		171	6	63	75	17	51	12	2	3	400		

\*Significant at or below 0.05 level

From Table 4.33, education was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on favorite brand of consumers significantly at 0.05, so accept the null hypothesis.

**Table 4.34** The analysis of occupation of females in Bangkok on favorite brand of consumers

Demographic Factors		Favorite								Total	X <sup>2</sup>	Sig.	
		No	W a k i e	B l i n g	S a p p e	B e a u t i S h o t	I- H e a l t i Q10	H e a r t i B e n e c o l	S k i n F i t				O t h e r
Occupation	Government services	15	0	1	7	3	3	3	0	0	32	59.464	0.124*
	Company employee	53	2	29	33	3	21	4	2	2	149		

**Table 4.34** The analysis of occupation of females in Bangkok on favorite brand of consumers (Cont.)

Demographic Factors	No	Favorite								Total	X <sup>2</sup>	Sig.	
		Wakie	Bling	Sappe	Beauty Shot	I-Health Q10	Hearti Benecol	Skin Fit	Other				
Occupation													
Freelance	13	1	8	8	3	4	1	0	1	39			
Housewife	4	0	0	4	2	0	0	0	0	10			
Business owner	11	1	8	5	2	9	2	0	0	38			
Student	69	2	16	18	4	12	2	0	0	123			
Other	6	0	1	0	0	2	0	0	0	9			
Total	171	6	63	75	17	51	12	2	3	400			

\*Significant at or below 0.05 level

From Table 4.34, occupation was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on favorite brand of consumers significantly at 0.05, so accept the null hypothesis.

**Table 4.35** The analysis of income of females in Bangkok on favorite brand of consumers

Demographic Factors	No	Favorite								Total	X <sup>2</sup>	Sig.	
		Wakie	Bling	Sappe	Beauty Shot	I-Health Q10	Hearti Benecol	Skin Fit	Other				
Income													
Less than 5,000	27	1	4	8	4	3	0	0	0	47	37.534	0.230*	
5,000-10,000	34	1	8	9	0	7	0	0	0	59			
10,001-15,000	26	1	18	15	5	6	4	0	1	76			
15,001-20,000	42	1	11	19	3	15	3	1	2	97			
Over 20,000	42	2	22	24	5	20	5	1	0	121			
Total	171	6	63	75	17	51	12	2	3	400			

\*Significant at or below 0.05 level

From Table 4.35, income was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on favorite brand of consumers significantly at 0.05, so accept the null hypothesis.

**Table 4.36** The analysis of age of females in Bangkok on the reason apart from the benefit

Demographic Factors	No	Reason apart from the benefit							Total	X <sup>2</sup>	Sig.
		Good taste	Easy to buy	Often see the ad	An incentive promotions	Acceptable brand	Other				
Age 18-23	79	27	26	10	3	3	2	150	15.88	0.197*	
24-29	71	47	40	18	4	8	2	190			
30-35	21	15	14	2	2	5	1	60			
Total	171	89	80	30	9	16	5	400			

\*Significant at or below 0.05 level

From Table 4.36, age was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the reason apart from the benefit significantly at 0.05, so accept the null hypothesis.

**Table 4.37** The analysis of marital status of females in Bangkok on the reason apart from the benefit

Demographic Factors	No	Reason apart from the benefit							Total	X <sup>2</sup>	Sig.
		Good taste	Easy to buy	Often see the ad	An incentive promotions	Acceptable brand	Other				
Marital Status Single	149	76	70	26	9	13	5	348	7.996	0.785*	
Married	20	12	10	4	0	2	0	48			
Divorced	2	1	0	0	0	1	0	4			
Total	171	89	80	30	9	16	5	400			

\*Significant at or below 0.05 level

From Table 4.37, marital status was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the reason apart from the benefit significantly at 0.05, so accept the null hypothesis.

**Table 4.38** The analysis of education of females in Bangkok on the reason apart from the benefit

Demographic Factors	No	Reason apart from the benefit							Total	X <sup>2</sup>	Sig.
		Good taste	Easy to buy	Often see the ad	An incentive promotions	Acceptable brand	Other				
Education Less than Bachelor's degree	47	18	12	6	2	0	0	85	20.05	0.066*	
Bachelor's degree	108	60	54	21	7	11	5	266			
Master's degree	16	11	14	3	0	5	0	49			
Total	171	89	80	30	9	16	5	400			

\*Significant at or below 0.05 level

From Table 4.38, education was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the reason apart from the benefit significantly at 0.05, so accept the null hypothesis.

**Table 4.39** The analysis of occupation of females in Bangkok on the reason apart from the benefit

Demographic Factors	No	Reason apart from the benefit						Total	X <sup>2</sup>	Sig.
		Good taste	Easy to buy	Often see the ad	An incentive promotions	Acceptable brand	Other			
Occupation										
Government services	15	4	3	6	1	1	2	32	54.62	0.024*
Company employee	53	38	37	9	3	6	3	149		
Freelance	13	14	7	1	1	3	0	39		
Housewife	4	0	4	2	0	0	0	10		
Business owner	11	11	10	4	0	2	0	38		
Student	69	21	17	8	4	4	0	123		
Other	6	1	2	0	0	0	0	9		
Total	171	89	80	30	9	16	5	400		

\*Significant at or below 0.05 level

From Table 4.39, occupation was correlated with the behavior consumption beauty Functional drink of females in Bangkok on the reason apart from the benefit significantly at 0.05, so reject the null hypothesis.

**Table 4.40** The analysis of income of females in Bangkok on the reason apart from the benefit

Demographic Factors	No	Reason apart from the benefit						Total	X <sup>2</sup>	Sig.
		Good taste	Easy to buy	Often see the ad	An incentive promotions	Acceptable brand	Other			
Income										
Less than 5,000	27	11	5	1	3	0	0	47	46.1	0.004*
5,000-10,000	34	8	8	6	1	2	0	59		
10,001-15,000	26	15	20	9	1	4	1	76		
15,001-20,000	42	24	19	9	0	0	3	97		
Over 20,000	42	31	28	5	4	10	1	121		
Total	171	89	80	30	9	16	5	400		

\*Significant at or below 0.05 level

From Table 4.40, income was correlated with the behavior consumption beauty Functional drink of females in Bangkok on the reason apart from the benefit significantly at 0.05, so reject the null hypothesis.

**Table 4.41** The analysis of age of females in Bangkok on the frequency of consumption

Demographic Factors	How often								Total	X <sup>2</sup>	Sig.
	No	More than 1 time per day	Once a day	2-3 times a week	Once a week	Once a month	Other				
1. Age	18-23	79	3	5	19	14	25	5	150	23.42	0.024*
	24-29	71	1	7	19	41	42	9	190		
	30-35	21	1	5	11	12	8	2	60		
Total		171	5	17	49	67	75	16	400		

\*Significant at or below 0.05 level

From Table 4.41, age was correlated with the behavior consumption beauty Functional drink of females in Bangkok on the frequency of consumption significantly at 0.05, so reject the null hypothesis.

**Table 4.42** The analysis of marital status of females in Bangkok on the frequency of consumption

Demographic Factors	How often							Total	X <sup>2</sup>	Sig.	
	No	More than 1 time per day	Once a day	2-3 times a week	Once a week	Once a month	Other				
Marital Status	Single	149	3	15	39	57	69	16	348	32.6	0.001*
	Married	20	1	1	10	10	6	0	48		
	Divorced	2	1	1	0	0	0	0	4		
Total		171	5	17	49	67	75	16	400		

\*Significant at or below 0.05 level

From Table 4.42, marital status was correlated with the behavior consumption beauty Functional drink of females in Bangkok on the frequency of consumption significantly at 0.05, so reject the null hypothesis.

**Table 4.43** The analysis of education of females in Bangkok on the frequency of consumption

Demographic Factors	No	How often					Total	X <sup>2</sup>	Sig.	
		More than 1 time per day	Once a day	2-3 times a week	Once a week	Once a month				Other
Education										
Less than Bachelor's degree	47	3	3	7	8	14	3	85	17.1	0.146*
Bachelor's degree	108	1	13	34	48	51	11	266		
Master's degree	16	1	1	8	11	10	2	49		
Total	171	5	17	49	67	75	16	400		

\*Significant at or below 0.05 level

From Table 4.43, education was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the frequency of consumption significantly at 0.05, so accept the null hypothesis.

**Table 4.44** The analysis of occupation of females in Bangkok on the frequency of consumption

Demographic Factors	No	How often					Total	X <sup>2</sup>	Sig.	
		More than 1 time per day	Once a day	2-3 times a week	Once a week	Once a month				Other
Occupation										
Government services	15	0	1	2	5	6	3	32	44.84	0.148*
Company employee	53	2	7	19	31	31	6	149		
Freelance	13	0	4	5	6	11	0	39		
Housewife	4	0	0	2	2	2	0	10		
Business owner	11	0	3	7	11	5	1	38		
Student	69	3	2	12	11	20	6	123		
Other	6	0	0	2	1	0	0	9		
Total	171	5	17	49	67	75	16	400		

\*Significant at or below 0.05 level

From Table 4.44, occupation was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the frequency of consumption significantly at 0.05, so accept the null hypothesis.

**Table 4.45** The analysis of income of females in Bangkok on the frequency of consumption

Demographic Factors	No	How often						Total	X <sup>2</sup>	Sig.	
		More than 1 time per day	Once a day	2-3 times a week	Once a week	Once a month	Other				
Income	Less than 5,000	27	1	0	4	1	11	3	47	43.58	0.009*
	5,000-10,000	34	2	2	7	5	7	2	59		
	10,001-15,000	26	0	6	9	19	13	3	76		
	15,001-20,000	42	1	0	13	21	19	1	97		
	Over 20,000	42	1	9	16	21	25	7	121		
Total		171	5	17	49	67	75	16	400		

\*Significant at or below 0.05 level

From Table 4.45, income was correlated with the behavior consumption beauty Functional drink of females in Bangkok on the frequency of consumption significantly at 0.05, so reject the null hypothesis.

**Table 4.46** The analysis of age of females in Bangkok on price

Demographic Factors	No	How much					Total	X <sup>2</sup>	Sig.	
		Less than 15	16-30	31-45	46-60	Over 60				
Age	18-23	79	4	43	22	1	1	150	21	0.025*
	24-29	71	3	70	32	10	4	190		
	30-35	21	0	23	9	6	1	60		
Total		171	7	136	63	17	6	400		

\*Significant at or below 0.05 level

From Table 4.46, age was correlated with the behavior consumption beauty Functional drink of females in Bangkok on prices significantly at 0.05, so reject the null hypothesis.

**Table 4.47** The analysis of marital status of females in Bangkok on price

Demographic Factors	No	How much					Total	X <sup>2</sup>	Sig.	
		Less than 15	16-30	31-45	46-60	Over 60				
Marital Status	Single	149	6	126	49	13	5	348	28	0.002*
	Married	20	1	9	14	4	0	48		
	Divorced	2	0	1	0	0	1	4		
Total		171	7	136	63	17	6	400		

\*Significant at or below 0.05 level

From Table 4.47, was correlated with the behavior consumption beauty Functional drink of females in Bangkok on prices significantly at 0.05, so reject the null hypothesis.

**Table 4.48** The analysis of education of females in Bangkok on price

Demographic Factors	No	How much				Total	X <sup>2</sup>	Sig.	
		Less than 15	16-30	31-45	46-60				Over 60
Education									
Less than Bachelor's degree	47	3	20	12	1	2	85	15	0.116*
Bachelor's degree	108	4	98	40	13	3	266		
Master's degree	16	0	18	11	3	1	49		
Total	171	7	136	63	17	6	400		

\*Significant at or below 0.05 level

From Table 4.48, education was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on prices significantly at 0.05, so accept the null hypothesis.

**Table 4.49** The analysis of occupation of females in Bangkok on price

Demographic Factors	No	How much				Total	X <sup>2</sup>	Sig.	
		Less than 15	16-30	31-45	46-60				Over 60
Occupation									
Government services	15	0	10	5	1	1	32	46	0.034*
Company employee	53	4	59	22	8	3	149		
Freelance	13	0	15	8	2	1	39		
Housewife	4	0	2	1	2	1	10		
Business owner	11	0	14	10	3	0	38		
Student	69	3	35	16	0	0	123		
Other	6	0	1	1	1	0	9		
Total	171	7	136	63	17	6	400		

\*Significant at or below 0.05 level

From Table 4.49, occupation was correlated with the behavior consumption beauty Functional drink of females in Bangkok on prices significantly at 0.05, so reject the null hypothesis.

**Table 4.50** The analysis of income of females in Bangkok on price

Demographic Factors	No	How much					Total	X <sup>2</sup>	Sig.	
		Less than 15	16-30	31-45	46-60	Over 60				
Income	Less than 5,000	27	1	14	5	0	0	47	29	0.083*
	5,000-10,000	34	1	18	6	0	0	59		
	10,001-15,000	26	1	32	11	5	1	76		
	15,001-20,000	42	1	32	17	2	3	97		
	Over 20,000	42	3	40	24	10	2	121		
Total		171	7	136	63	17	6	400		

\*Significant at or below 0.05 level

From Table 4.50, income was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on prices significantly at 0.05, so accept the null hypothesis.

**Table 4.51** The analysis of age of females in Bangkok on influential person for consumption

Demographic Factors	No	Influential					Total	X <sup>2</sup>	Sig.	
		Yourself	Your family	Your friends	Salesperson	Other				
Age	18-23	79	58	2	7	4	0	150	16.4	0.090*
	24-29	71	105	1	11	1	1	190		
	30-35	21	34	0	4	1	0	60		
Total		171	197	3	22	6	1	400		

\*Significant at or below 0.05 level

From Table 4.51, was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on influential person for consumption significantly at 0.05, so accept the null hypothesis.

**Table 4.52** The analysis of marital status of females in Bangkok on influential person for consumption

Demographic Factors	No	Influential					Total	X <sup>2</sup>	Sig.	
		Yourself	Your family	Your friends	Salesperson	Other				
Marital Status	Single	149	171	3	19	5	1	348	1.12	1.000*
	Married	20	24	0	3	1	0	48		
	Divorced	2	2	0	0	0	0	4		
Total		171	197	3	22	6	1	400		

\*Significant at or below 0.05 level

From Table 4.52, marital status was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on influential person for consumption significantly at 0.05, so accept the null hypothesis.

**Table 4.53** The analysis of education of females in Bangkok on influential person for consumption

Demographic Factors		No	Yourself	Influential			Total	X <sup>2</sup>	Sig.	
				Your family	Your friends	Salesperson				Other
Education	Less than Bachelor's degree	47	30	2	4	2	0	85	14.5	0.152*
	Bachelor's degree	108	138	1	15	3	1	266		
	Master's degree	16	29	0	3	1	0	49		
Total		171	197	3	22	6	1	400		

\*Significant at or below 0.05 level

From Table 4.53, education was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on influential person for consumption significantly at 0.05, so accept the null hypothesis.

**Table 4.54** The analysis of occupation of females in Bangkok on influential person for consumption

Demographic Factors		No	Yourself	Influential			Total	X <sup>2</sup>	Sig.	
				Your family	Your friends	Salesperson				Other
Occupation	Government services	15	16	0	1	0	0	32	29.1	0.514*
	Company employee	53	82	1	9	3	1	149		
	Freelance	13	23	0	2	1	0	39		
	Housewife	4	6	0	0	0	0	10		
	Business owner	11	21	1	5	0	0	38		
	Student	69	46	1	5	2	0	123		
	Other	6	3	0	0	0	0	9		
Total		171	197	3	22	6	1	400		

\*Significant at or below 0.05 level

From Table 4.54, was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on influential person for consumption significantly at 0.05, so accept the null hypothesis.

**Table 4.55** The analysis of income of females in Bangkok on influential person for consumption

Demographic Factors		Influential						Total	X <sup>2</sup>	Sig.
		No	Yourself	Your family	Your friends	Salesperson	Other			
Income	Less than 5,000	27	20	0	0	0	0	47	27.7	0.116*
	5,000-10,000	34	20	1	2	2	0	59		
	10,001-15,000	26	42	0	7	1	0	76		
	15,001-20,000	42	47	0	6	1	1	97		
	Over 20,000	42	68	2	7	2	0	121		
Total		171	197	3	22	6	1	400		

\*Significant at or below 0.05 level

From Table 4.55, income was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on influential person for consumption significantly at 0.05, so accept the null hypothesis.

**Table 4.56** The analysis of age of females in Bangkok on the place of purchase

Demographic Factors		Where					Total	X <sup>2</sup>	Sig.
		No	Convenience store	Grocery	Department store	Other			
Age	18-23	79	62	1	8	0	150	12.3	0.140*
	24-29	71	103	1	13	2	190		
	30-35	21	35	0	4	0	60		
Total		171	200	2	25	2	400		

\*Significant at or below 0.05 level

From Table 4.56, was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the place of purchase significantly at 0.05, so accept the null hypothesis.

**Table 4.57** The analysis of marital status of females in Bangkok on the place of purchase

Demographic Factors		Where					Total	X <sup>2</sup>	Sig.
		No	Convenience store	Grocery	Department store	Other			
Marital Status	Single	149	175	1	21	2	348	3.76	0.878*
	Married	20	23	1	4	0	48		
	Divorced	2	2	0	0	0	4		
Total		171	200	2	25	2	400		

\*Significant at or below 0.05 level

From Table 4.57, was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the place of purchase significantly at 0.05, so accept the null hypothesis.

**Table 4.58** The analysis of education of females in Bangkok on the place of purchase

Demographic Factors	No	Where			Total	X <sup>2</sup>	Sig.	
		Convenience store	Grocery	Department store				Other
Education								
Less than Bachelor's degree	47	32	1	4	1	85	11.1	0.196*
Bachelor's degree	108	139	1	17	1	266		
Master's degree	16	29	0	4	0	49		
Total	171	200	2	25	2	400		

\*Significant at or below 0.05 level

From Table 4.58, education was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the place of purchase significantly at 0.05, so accept the null hypothesis.

**Table 4.59** The analysis of occupation of females in Bangkok on the place of purchase

Demographic Factors	No	Where			Total	X <sup>2</sup>	Sig.	
		Convenience store	Grocery	Department store				Other
Occupation								
Government services	15	13	1	2	1	32	40.1	0.021*
Company employee	53	88	0	8	0	149		
Freelance	13	23	0	2	1	39		
Housewife	4	4	0	2	0	10		
Business owner	11	23	0	4	0	38		
Student	69	46	1	7	0	123		
Other	6	3	0	0	0	9		
Total	171	200	2	25	2	400		

\*Significant at or below 0.05 level

From Table 4.59, occupation was correlated with the behavior consumption beauty Functional drink of females in Bangkok on the place of purchase significantly at 0.05, so reject the null hypothesis.

**Table 4.60** The analysis of income of females in Bangkok on the place of purchase

Demographic Factors	No	Where				Total	X <sup>2</sup>	Sig.	
		Convenience store	Grocery	Department store	Other				
Income	Less than 5,000	27	20	0	0	0	47	23	0.114*
	5,000-10,000	34	21	1	3	0	59		
	10,001-15,000	26	43	0	7	0	76		
	15,001-20,000	42	47	1	6	1	97		
	Over 20,000	42	69	0	9	1	121		
Total	171	200	2	25	2	400			

\*Significant at or below 0.05 level

From Table 4.60, income was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the place of purchase significantly at 0.05, so accept the null hypothesis.

**Hypothesis 2:** There is correlation between product, price, place, and promotion towards the purchase intention of beauty Functional drink of female in Bangkok.

H<sub>0</sub>: There is no correlation between product, price, place, and promotion towards the purchase intention of beauty Functional drink of female in Bangkok.

H<sub>1</sub>: There is correlation between product, price, place, and promotion towards the purchase intention of beauty Functional drink of female in Bangkok.

**Table 4.61** The Pearson's Correlation analysis of marketing mix (4 Ps) towards the purchase intension of beauty Functional drinks

		Product	Price	Place	Promotion	Intention
<b>Product</b>	Pearson	1	.653**	.610**	.426**	.733**
	Correlation					
<b>Price</b>	Sig. (2-tailed)	0	0	0	0	0
	Pearson	.653**	1	.560**	.375**	.794**
<b>Place</b>	Correlation					
	Sig. (2-tailed)	0	0	0	0	0
<b>Promotion</b>	Pearson	.610**	.560**	1	.485**	.573**
	Correlation					
<b>Intention</b>	Sig. (2-tailed)	0	0	0	0	0
	Pearson	.733**	.794**	.573**	.542**	1
	Correlation					
	Sig. (2-tailed)	0	0	0	0	0

\*\* Correlation is significant at the 0.01 level (2-tailed).

From the Pearson's correlation analysis, the null hypothesis is rejected given the p-value of less than 0.01. It can be concluded all marketing mix comprising of product, price, place, and promotion affects the purchase intension of beauty functional drinks, at the 99% level of confidence. Further, the results indicated that the relationship are positive, in which the price has the strongest impact on the purchase intension given the R value of 0.794, followed by product (R = 0.733), place (R= 0.573), and promotion (R= 0.542), respectively.



## **CHAPTER 5**

### **SUMMARY, CONCLUSION & RECOMMENDATION**

#### **5.1 Conclusions**

The research on factors affecting Thai females' consumption and purchase of beauty Functional drink in Bangkok study the influence of marketing mix towards purchase behaviors of female consumers in buying beauty Functional drink in Bangkok, to study the consumer trends in consuming beauty Functional drink of female consumers in Bangkok and to explore the demographic factors affecting the purchase intention of beauty Functional drink of female consumers in Bangkok in term of age, marital status, education, occupation, and income.

The research sample is 400 females who were 18 – 35 years old in Bangkok. Using convenience sampling was applied to collect data through questionnaire survey. The statistics used in research on demographic factors of the respondents use descriptive statistical analysis by frequency and percentage. The statistics used in research on consumer behavior of respondents, use descriptive statistical analysis by frequency and percentage. The statistics used in research on factors influencing the consumption of respondents use descriptive statistical analysis by mean and standard deviation. Hypothesis testing use the chi-square test between two population groups, determine the level of significance at 0.05.

From the hypothesis testing to investigate the impact of demographic factor towards consumer behaviors, it firstly indicated that age, education, occupation and income were correlated with the behavior consumption Beauty Functional drink of female in Bangkok on the drinking experience, except factor of marital status was not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the drinking experience. Second, factor of age was correlated with the behavior consumption beauty Functional drink of females in Bangkok on the reasons of benefits to consumers and factors of marital status, education, occupation and income were not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the reasons of benefits to consumers. Third, factors of age, marital status, education, occupation and income were not correlated with the behavior consumption beauty Functional drink of females in Bangkok on favorite

brand of consumers. Fourth, factors of occupation and income were correlated with the behavior consumption beauty Functional drink of females in Bangkok on the reason apart from the benefit and factors of age, marital and education were not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the reason apart from the benefit. Fifth, factors of age, marital status and income were correlated with the behavior consumption beauty Functional drink of females in Bangkok on the frequency of consumption and factors of education and occupation were not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the frequency of consumption. Sixth, factors of age, marital status and occupation were correlated with the behavior consumption beauty Functional drink of females in Bangkok on prices and factors of education and income were not correlated with the behavior consumption beauty Functional drink of females in Bangkok on prices. Seventh, factors of age, marital status, education, occupation and income were not correlated with the behavior consumption beauty Functional drink of females in Bangkok on influential person for consumption. Finally, factor of occupation was correlated with the behavior consumption beauty Functional drink of females in Bangkok on the place of purchase and factors of age, marital status, education and income were not correlated with the behavior consumption beauty Functional drink of females in Bangkok on the place of purchase.

From the hypothesis testing to investigate the influence of marketing mix towards the purchase intension, the results indicated that all marketing mix comprising of product, price, place, and promotion affects the purchase intention of beauty functional drink, at the 99% level of confidence. Further, the results indicated that the relationship are positive, in which the price has the strongest impact on the purchase intension given the R value of 0.794, followed by product ( $R = 0.733$ ), place ( $R = 0.573$ ), and promotion ( $R = 0.542$ ), respectively.

## **5.2 Discussion**

The results proved that there is a significant different in consumption behavior of beauty Functional drink among different demographic profiles of consumers. The key finding indicated that the majority of consumers are females who are 24-29 years of age accounted for 47.5% or 190 persons. Marital Status found that

the majority are single accounted for 87% or 348 persons. Education found that the majority of Bachelor's degree studies accounted for 66% or 266 persons. Occupation found that the majority have a career as a company employee accounted 37.3% or 149 persons. Income found that the majority have a monthly income of more than 20,000 baht accounted 30.3% or 121 persons. The most samples known the brand is Bling, accounted 24.18906% or 261 persons. There are 229 persons who had been drinking or 57.25%. The most benefit reason to drink as for health accounted 26.5% or 106 persons. The favorite brand found that most women like Sappe accounted 18.75% or 75 persons. The reason apart from the benefit found that most people choose Good tastes accounted 22.25% or 89 persons. Frequency of drinking found that most drinking once a month accounted 18.75% or 75 persons. The price found that most paid 16 - 30 baht accounted 34% or 136 persons. An influential person found that most is themselves accounted 49.25% or 197 persons. Place found that most bought at a convenience store accounted 50% or 200 persons.

Based on consumer's perception, the factors that influence the consumption beauty Functional drink in product, in general is in a fairly important level considering the issues that affect decision-making consumers such FDA, tastes good, features the beauty, easy to drink, reputation brand and packaging, respectively. Sample of consumers to focus on the factor that influence the consumption beauty Functional drink in price, in general is in a fairly important level considering the issues that affect decision-making consumers such reasonable price and price and quantity, respectively. Sample of consumers to focus on the factor that influence the consumption beauty Functional drink in place, in general is in a fairly important level considering the issues that affect decision-making consumers such convenience to buy, easily access and categories, respectively. Sample of consumers to focus on the factors that influence the consumption beauty Functional drink in promotion, in general is in a fairly important level considering the issues that affect decision-making consumers such product samples, discount, TV advertising, online advertising, printed media, contest or sweepstakes and radio advertising, respectively.

The finding also proved that there is a positive relationship between the marketing mix and the purchase intension. According to Kotler's black box model, these marketing efforts can influence consumer during the five stages of their decision

making. In this study, it can be concluded all marketing mix comprising of product, price, place, and promotion positively affects the purchase intention of beauty functional drinks of female consumers in Bangkok, in which the price has the strongest impact on the purchase intention, followed by product, place, and promotion, respectively.

### **5.3 Recommendation**

The finding indicated that the marketers of beauty functional drinks should focus on female consumer as they are the major buyers this type of products. The finding also indicated that marketing mix is an influential tool to stimulate consumer to buy, in which marketers should focus on 4 Ps. However, their priority should put into price, product, place, and promotion, respectively.

For the development of pricing strategy, the study found that the majority of fairly important level. Reasonable price and the quantity contained in a bottle are important that consumers are willing to pay only when consumers feel the price and the quantity contained in a bottle are appropriate and worthwhile to continuous consumption because this product requires consumers to continue to see the effects on health. This is consistent with Rassamewong (2004), who studied marketing products green tea health drink. Found that the price factor, the sample provided featured in a fairly important level. A level equal to the price that is appropriate for the size of load per bottle. And also consistent with the research of Khamtong (2010) have studied the factors affecting the Bird's Nest, healthy drink. Found that consumers in the survey with a focus on value for money compared to the quality, it was in fairly important level.

For the development of product strategy, the study found that overall it is in fairly important level. In the subgroup with the very important level, the products are the hallmark (FDA). It is seen that the famous product, taste, convenient packaging for consumption, and the beauty were the focus of safety first. Since the product has quality certification, standardization, and security to ensure that consumers are more reliable and help stimulate subsequent consumption. This is consistent with studies of Uthairak (2004) studied the buying behavior and the factors that affect the customer's decision to purchase a spa in Chiang Mai. Factors that are specific to the

products featured are in fairly important level include products are standards, not the flavor of the chemicals because they do not cause side effects and have standard warranty. And also consistent with the research of Veerayuttwilai (2007) studied the factors of products that correlated with the consumption of herbal health of consumers in Bangkok. The survey found those consumers' attitudes about the quality. It is in very good level.

For the development of place strategy, the study found those overalls are in fairly important level. Samples with a focus on ease of purchase, easy access, and the sort orderly equally consistent with Jangjaimon (2011) have studied the Marketing Mix Factors Affecting Working-Aged Consumers in Bangkok Towards Buying Decision of Functional drink samples focus was at fairly important was featured on the shopping easy and is generally the most. And also consistent with the research of Khamtong (2010) have studied the factors affecting the Bird's Nest, healthy drink. Found that consumers in the survey with a focus on sales in department stores and convenience stores at a high level.

Finally, for the development of promotion strategy, the study found those overalls are in fairly important level. The product samples, a price reduction, TV advertising and online advertising are in a fairly important level. While the sample featured in the neutral level, such as printed media, contest or sweepstakes and radio advertising which consistent with Treewonpaisarn (2008) have studied the Buying Behavior on Sport Drink Products of Consumers in Mueang Chiang Mai District found that factors that affect decision making in a fairly important level as advertising through various media and the factors include the neutral level as contest or sweepstakes.

According to the study, the researchers found that the quality has been officially endorsed give consumers confidence in the product. And the price is reasonable for the quality and quantity in the bottle. A product that can be easily purchased, as well as motivated in terms of reducing prices, Sampling and advertising. This enables consumers to make purchases of this type continuously.

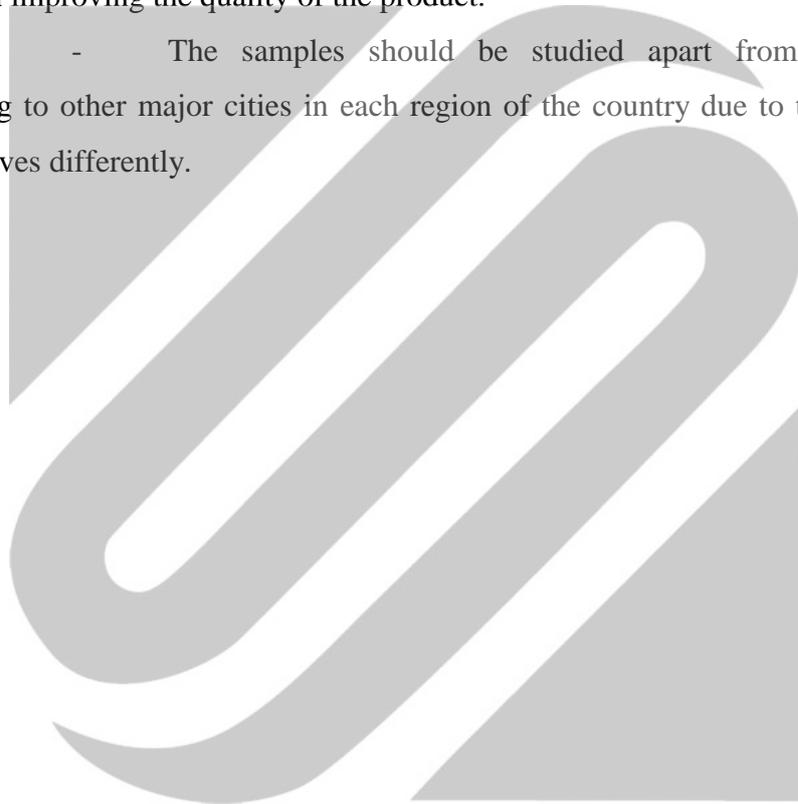
#### **5.4 Suggestion for Future Research**

A study of factors influencing the consumption of Beauty Functional drink of female in Bangkok, researchers have suggested.

- Should be studied in comparison with other health products such as shape or brain.

- Should a comparative study sample was male in Bangkok. To know the purchase of male. The results were then compared the difference, which is helpful in improving the quality of the product.

- The samples should be studied apart from Bangkok by expanding to other major cities in each region of the country due to the topography and the lives differently.

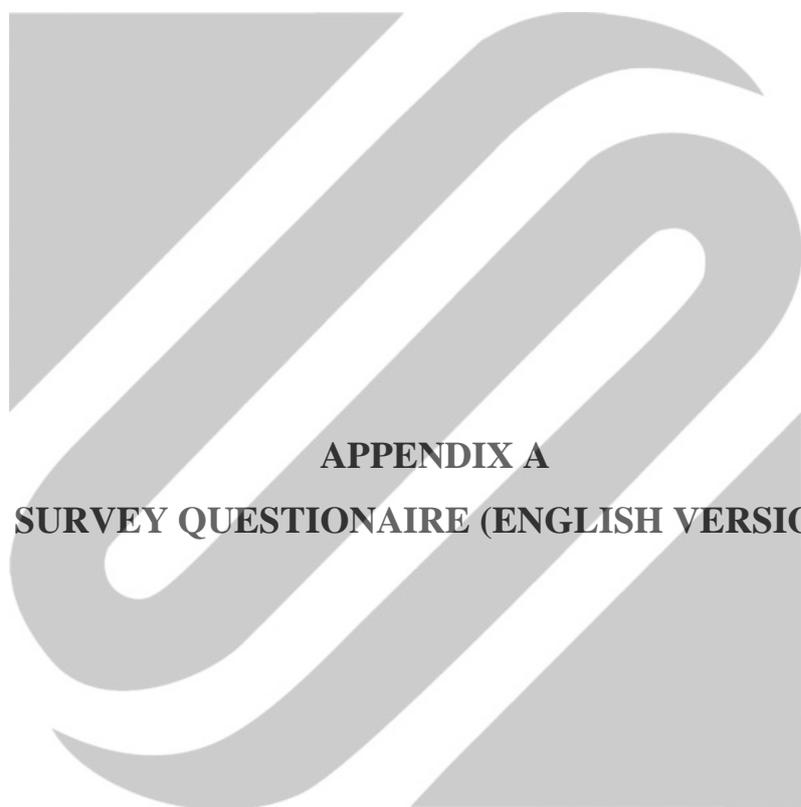


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**APPENDIX A**  
**SURVEY QUESTIONNAIRE (ENGLISH VERSION)**

## Beauty Functional drink Research

### **FACTORS INFLUENCING THE CONSUMPTION OF BEAUTY FUNCTIONAL DRINK OF FEMALE IN BANGKOK**

**Explanation** this questionnaire is part of a research project in the Master of Business Administration, Stamford International University. Purpose is to collect information on consumer Beauty Functional drink contains three parts.

Part 1: Personal data of the interviewee

Part 2: Information about behaviors that affect the decision to buy Beauty functional drink

Part 3: Information relating to the Marketing Mix and purchase intention, those affecting the purchase decision Beauty functional drink

The researcher would like to ask your help in filling out the questionnaire to achieve success in this study. The researcher would like to express thanks very much.

---

Please mark  in front of your answer or fill in the blank with the fact that most of you.

#### **Part 1: Personal data of the interviewee**

1. Age
  - (1) 18-23 years old
  - (2) 24-29 years old
  - (3) 30-35 years old
2. Marital Status
  - (1) Single
  - (2) Married
  - (3) Divorced
3. Education
  - (1) Less than Bachelor's degree
  - (2) Bachelor's degree
  - (3) Master's degree
  - (4) Doctorate

4. Occupation

- (1) Government services
- (2) Company employee
- (3) Freelance
- (4) Housewife
- (5) Business owner
- (6) Student
- (7) Other (please specify).....

5. Average monthly income (Thai Baht)

- (1) Less than 5,000
- (2) 5,000-10,000
- (3) 10,001-15,000
- (4) 15,001-20,000
- (5) Over 20,000

**Part 2: Information about behaviors that affect the decision to buy Beauty functional drink**

6. What any brand of Beauty Functional drink do you know? (you can choose more than one)

- (1) Wakie
- (2) Bling
- (3) Sappe
- (4) Beauti Shot
- (5) I-Healti Q10
- (6) Hearti Benecol
- (7) Skin Fit
- (8) Other (please specify).....

7. Have you ever drunk the Beauty functional drink? (If yes, please answer question 8-14 and if no, please skip to Question 15-16)

- (1) Yes
- (2) No

8. What is the most important benefit reason for you to drink the Beauty functional drink? (please choose only one answer)
- (1) Bright skin
  - (2) Health
  - (3) Wrinkle
  - (4) Moisturizing
  - (5) Other (please specify).....
9. What is your favorite brand of Beauty functional drink? (please choose only one answer)
- (1) Wakie
  - (2) Bling
  - (3) Sappe
  - (4) Beauti Shot
  - (5) I-Healti Q10
  - (6) Hearti Benecol
  - (7) Skin Fit
  - (8) Other (please specify).....
10. What is the reason apart from the benefit of the Beauty functional drink? (please choose only one answer)
- (1) Good taste
  - (2) Easy to buy
  - (3) Often see the ad
  - (4) An incentive promotions
  - (5) Acceptable brand
  - (6) Other (please specify).....
11. How often do you drink the Beauty functional drink?
- (1) More than 1 time per day
  - (2) Once a day
  - (3) 2-3 times a week
  - (4) Once a week
  - (5) Once a month
  - (6) Other (please specify).....

12. How much is a Beauty Functional drink that you consumed? (Thai Baht)

- (1) Less than 15
- (2) 16-30
- (3) 31-45
- (4) 46-60
- (5) Over 60

13. Who is an influential person in your decision to buy the Beauty functional drink?

- (1) Yourself
- (2) Your family
- (3) Your friends
- (4) Salesperson
- (5) Other (please specify).....

14. Where did you buy the Beauty functional drink? (please choose only one answer)

- (1) Convenience store / minimart / 7-11
- (2) Grocery
- (3) Department store
- (4) Other (please specify).....

15. If you do not drink the Beauty functional drink, have you ever eaten other beauty supplements?

- (1) Yes (please specify).....
- (2) No (No need to answer question 16)

16. Why would you choose to eat other beauty supplements? (please choose only one answer)

- (1) Beauty
- (2) Someone suggested
- (3) Want to try
- (4) Often see the ad
- (5) Other (please specify).....

**Part 3: Information relating to the Marketing Mix that affecting the purchase decision Beauty functional drink**

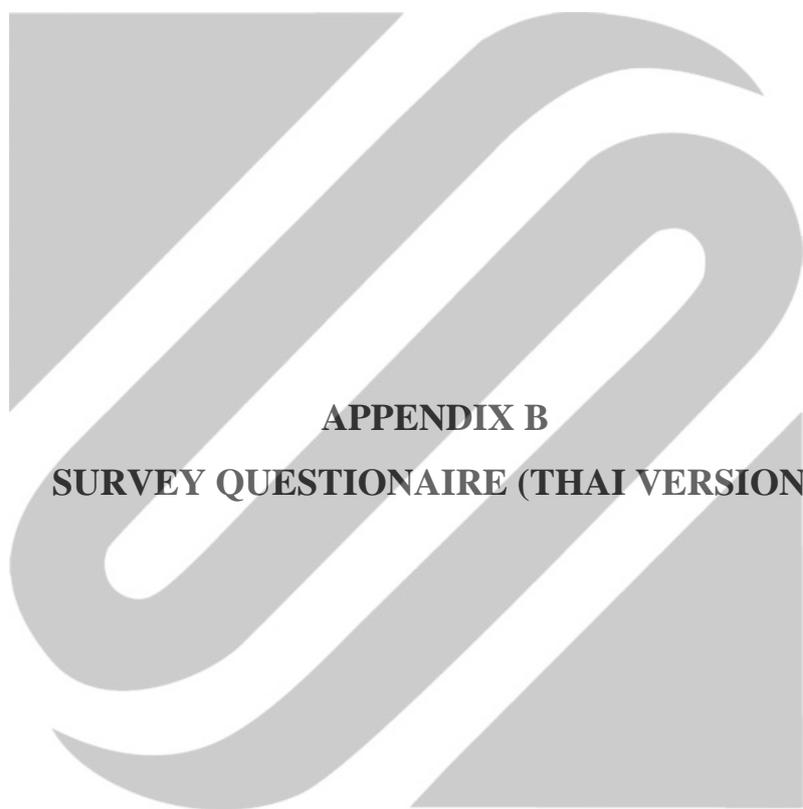
17. The following factors are important in the buying decision of beauty functional drink, how much? Please mark ✓ in the box that the best matches with your answer.

Factors influencing the buying decision of Beauty functional drink	Importance				
	(1) Not at all important	(2) Not so important	(3) Neither	(4) Fairly important	(5) Very important
<b><u>Product</u></b>					
1) The reputation of the brand is known.					
2) A drink that tastes good					
3) Food safety certified by FDA.					
4) It is packaged with an attractive packaging.					
5) A drink that claims the beauty is clearly stated.					
6) A convenient drink for consumption / easy to drink					
<b><u>Price</u></b>					
7) Competitive price / Reasonable price					
8) Price that offers value for money.					

<b><u>Place</u></b>					
9) The convenience of buyers to buy.					
10) Products can easily access.					
11) Placing items into shelf's position that makes it easy to find.					
<b><u>Promotion</u></b>					
12) Promoting their products through TV advertising					
13) Promoting their products through radio advertising					
14) Promoting their products through printed media					
15) Promoting their products through online advertising.					
16) Offering special discount occasionally.					
17) Offering free product samples, such as new flavors to taste.					
18) Having contest or sweepstakes					

	<b>Opinion</b>				
	<b>(1) Strongly Disagree</b>	<b>(2) Disagree</b>	<b>(3) Neutral</b>	<b>(4) Agree</b>	<b>(5) Strongly Agree</b>
<b>Purchase Intention</b>					
19) If I am looking for healthy foods, beauty Functional drink would be my first choice.					
20) I would continue to buy beauty functional drink.					
21) The likelihood that I would recommend my friends to buy beauty Functional drink is high.					

Thank you for your cooperation in this survey



**APPENDIX B**  
**SURVEY QUESTIONNAIRE (THAI VERSION)**

## แบบสอบถามการวิจัย

เรื่อง ปัจจัยที่มีอิทธิพลต่อการบริโภคเครื่องดื่ม Functional drink ด้านความงามของผู้หญิง

ในเขตกรุงเทพมหานคร

**คำชี้แจง** แบบสอบถามนี้เป็นส่วนหนึ่งของโครงการวิจัย ในโครงการปริญญาโทบริหารธุรกิจ คณะบริหาร มหาวิทยาลัยสแตมฟอร์ด มีวัตถุประสงค์เพื่อเก็บรวบรวมข้อมูลของผู้บริโภค Functional drink ด้านความงาม ประกอบด้วย 3 ส่วน

ส่วนที่ 1 ข้อมูลส่วนบุคคลของผู้ให้สัมภาษณ์

ส่วนที่ 2 ข้อมูลเกี่ยวกับพฤติกรรมที่มีผลต่อการตัดสินใจเลือกซื้อเครื่องดื่ม Functional drink ด้านความงาม

ส่วนที่ 3 ข้อมูลเกี่ยวกับปัจจัยส่วนประสมทางการตลาดและความตั้งใจซื้อ ที่มีผลต่อการตัดสินใจซื้อเครื่องดื่ม Functional drink ด้านความงาม

ดังนั้นผู้ศึกษาจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถาม เพื่อให้บรรลุผลสำเร็จในการศึกษาครั้งนี้ และผู้ศึกษาขอแสดงความขอบคุณมา ณ ที่นี้

กรุณาทำเครื่องหมาย  หน้าคำตอบ หรือเติมข้อความลงในช่องว่างที่ตรงกับความจริงของท่านมากที่สุด

**ส่วนที่ 1** ข้อมูลส่วนบุคคลของผู้ให้สัมภาษณ์

1. อายุ

(1) 18-23 ปี

(2) 24-29 ปี

(3) 30-35 ปี

2. สถานภาพการสมรส

โสด

สมรส

หย่าร้าง

3. สำเร็จการศึกษาระดับ

- ต่ำกว่าปริญญาตรี
- ปริญญาตรี
- ปริญญาโท
- ปริญญาเอก

4. อาชีพ

- บริการภาครัฐ
- พนักงานบริษัท
- อาชีพอิสระ
- แม่บ้าน
- เจ้าของธุรกิจ
- นักเรียน/นักศึกษา
- อื่นๆ โปรดระบุ.....

5. รายได้เฉลี่ยต่อเดือน (บาท)

- น้อยกว่า 5,000
- 5,000-10,000
- 10,001-15,000
- 15,001-20,000
- มากกว่า 20,000

ส่วนที่ 2 ข้อมูลเกี่ยวกับพฤติกรรมที่มีผลต่อการตัดสินใจเลือกซื้อเครื่องดื่ม Functional drink ด้านความงาม

6. ท่านรู้จัก Functional drink ด้านความงาม ยี่ห้อใดบ้าง (เลือกได้มากกว่า 1)

- (1) Wakie
- (2) Bling
- (3) Sappe
- (4) Beauti Shot
- (5) I-Healti Q10
- (6) [Hearti Benecol](#)
- (7) Skin Fit
- (8) อื่นๆ (โปรดระบุ).....

7. ท่านเคยมีประสบการณ์ในการดื่ม Functional drink ด้านความงาม ดังกล่าวหรือไม่ (หากเคยดื่มโปรดทำต่อข้อ 8-14 หากไม่เคยดื่ม โปรดข้ามไปทำข้อ 15-16)

- (1) เคย
- (2) ไม่เคย

8. เหตุผลด้านคุณประโยชน์ที่สำคัญที่สุดที่ทำให้ท่านเลือกดื่ม Functional drink ด้านความงาม

- (1) เพื่อผิวพรรณขาวใส
- (2) เพื่อสุขภาพที่ดี
- (3) ลดริ้วรอย
- (4) ทำให้ผิวชุ่มชื้น

9. (5) อื่นๆ (โปรดระบุ).....ท่านเลือกซื้อ Functional drink ด้านความงาม ยี่ห้อใดมากที่สุด (ตอบเพียง

คำตอบเดียว)

- (1) Wakie
- (2) Bling

- (3) Sappe
- (4) Beauti Shot
- (5) I-Healti Q10
- (6) [Hearti Benecol](#)
- (7) Skin Fit
- (8) อื่นๆ (โปรดระบุ).....

10. เหตุผลที่นอกเหนือจากคุณประโยชน์ ในเลือกดื่ม Functional drink ด้านความงาม (ตอบเพียงคำตอบเดียว)

- (1) รสชาติถูกปาก
- (2) หาซื้อง่าย
- (3) เห็นจากโฆษณาบ่อย
- (4) มีโปรโมชั่นที่ถูใจ
- (5) ยี่ห้อเป็นที่ยอมรับ
- (6) อื่นๆ (โปรดระบุ).....

11. ความถี่ในการดื่ม Functional drink ด้านความงาม

- (1) มากกว่าวันละ 1 ครั้ง
- (2) วันละครั้ง
- (3) สัปดาห์ละ 2-3 ครั้ง
- (4) สัปดาห์ละครั้ง
- (5) เดือนละครั้ง
- (6) อื่นๆ โปรดระบุ.....

12. ราคา Functional drink ด้านความงาม ที่ท่านจ่ายต่อขวด (บาท)

- น้อยกว่า 15

- 16-30
- 31-45
- 46-60
- มากกว่า 60

13. บุคคลใดที่มีส่วนในการตัดสินใจซื้อ Functional drink ด้านความงาม ของท่านมากที่สุด

- (1) ตัดสินใจด้วยตัวเอง
- (2) ครอบครัว
- (3) เพื่อน
- (4) พนักงานขาย
- (5) อื่นๆ (โปรดระบุ).....

14. ท่านซื้อ Functional drink ด้านความงาม จากสถานที่ใดมากที่สุด

- (1) ร้านสะดวกซื้อ/มินิมาร์ท/7-11
- (2) ร้านขายของชำ
- (3) ห้างสรรพสินค้า
- (4) อื่นๆ (โปรดระบุ).....

15. หากท่านไม่เคยดื่ม Functional drink ด้านความงาม ท่านเคยรับประทานอาหารเสริมอื่นๆ ด้านความงามหรือไม่

- (1) เคย (โปรดระบุ).....
- (2) ไม่เคย (ไม่ต้องตอบคำถามข้อ 16)

16. เหตุผลที่ท่านเลือกรับประทานอาหารเสริมอื่นๆ ด้านความงาม

- (1) เพื่อความสวยงาม
- (2) มีคนแนะนำ
- (3) อยากรทดลอง
- (4) เห็นการโฆษณาบ่อย
- (5) อื่นๆ (โปรดระบุ).....

ส่วนที่ 3 ข้อมูลเกี่ยวกับปัจจัยส่วนประสมทางการตลาดและความตั้งใจซื้อ ที่มีผลต่อการตัดสินใจซื้อเครื่องดื่ม

Functional drink ด้านความงาม

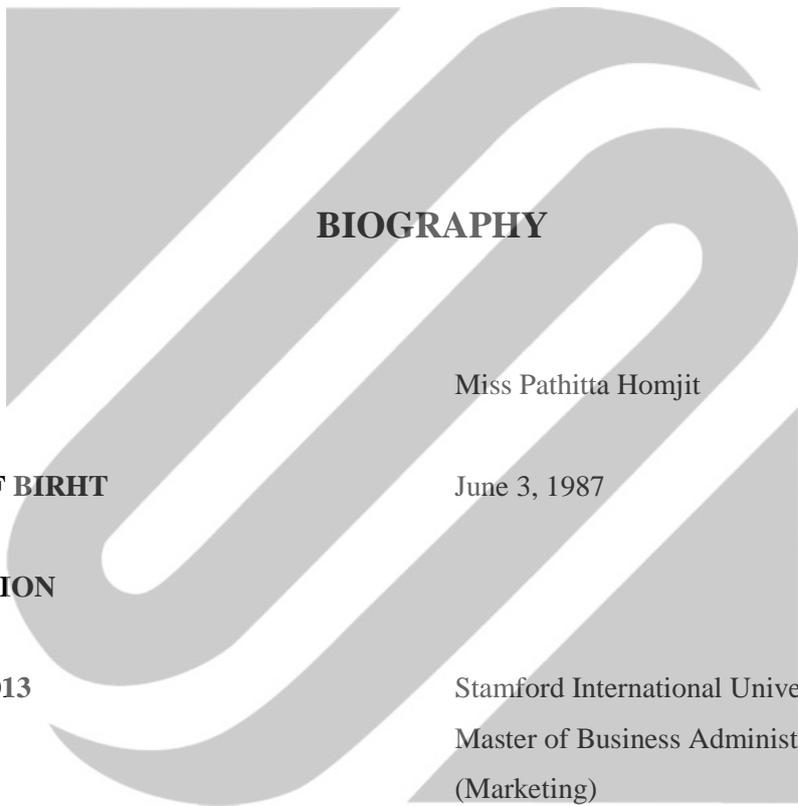
17. โดยปัจจัยต่อไปนี้มีความสำคัญในการตัดสินใจซื้อ Functional drink ด้านความงาม ของท่านมากน้อยเพียงใด โปรดทำเครื่องหมาย ✓ ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

ปัจจัยที่มีผลต่อการตัดสินใจซื้อ เครื่องดื่ม Functional drink ด้านความงาม	ระดับความสำคัญ				
	(1) น้อยที่สุด	(2) น้อย	(3) ปานกลาง	(4) มาก	(5) มากที่สุด
<u>ด้านผลิตภัณฑ์</u>					
1)ชื่อเสียงของตราสินค้าที่เป็นที่รู้จัก					
2)เครื่องดื่มรสชาติถูกปาก					
3)มีเครื่องหมายรับรองคุณภาพ (อย.)					
4)บรรจุภัณฑ์สะดวกต่อการบริโภค					
5)มีประสิทธิภาพช่วยด้านความงาม อย่างชัดเจน					
6)บริโภคง่าย/สะดวก					
<u>ด้านราคา</u>					
7)ราคาเหมาะสม					

8)มีความเหมาะสมระหว่างราคากับ ปริมาณบรรจุ/คุ้มค่า					
<b>ด้านช่องทางจำหน่าย</b>					
9)สะดวกในการหาซื้อ					
10)มีรูปแบบในการจำหน่ายที่เข้าถึง ง่าย					
11)การจัดเรียงสินค้าเป็นหมวดหมู่ ค้นหาง่าย					
<b>ด้านการส่งเสริมการตลาด</b>					
12)โฆษณาทางโทรทัศน์					
13)โฆษณาทางวิทยุ					
14)โฆษณาทางสื่อสิ่งพิมพ์					
15)โฆษณาทางสื่อออนไลน์					
16)การให้ส่วนลด					
17)การแจกสินค้าตัวอย่าง					
18)การส่งเสริมส่วนชิงรางวัล					

	ความคิดเห็น				
	(1) ไม่เห็นด้วย อย่างยิ่ง	(2) ไม่เห็นด้วย	(3) ปานกลาง	(4) เห็นด้วย	(5) เห็นด้วย อย่างยิ่ง
<b>ความตั้งใจในการซื้อสินค้า</b>					
19) ถ้าฉันกำลังมองหาอาหารเพื่อสุขภาพ, เครื่องดื่ม Functional drink ด้านความงามจะเป็นตัวเลือกแรก					
20) ฉันจะซื้อเครื่องดื่ม Functional drink ด้านความงามอย่างต่อเนื่อง					
21) โอกาสที่ฉันจะแนะนำเพื่อนของฉันให้ซื้อเครื่องดื่ม Functional drink ด้านความงามอยู่ในระดับสูง					

ขอขอบคุณทุกท่านที่ให้ความร่วมมือในการตอบแบบสอบถามครั้งนี้



## BIOGRAPHY

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