

# **PURCHASING BEHAVIORS OF CONSUMERS OF FUNCTIONAL DRINKS IN BANGKOK'S METROPOLITAN REGION**

Duongsamorn Manowan\*

## **Abstract**

The never-ending hustle of urban life today has changed consumer behavior. Functional drinks now try to meet the new generation of health-conscious people due to the limited time available for cooking or eating. Functional drinks can replace eating some kinds of food or serve as an effective intake between meals. The functional drink is a healthy drink that benefits the human body. This study determined modern consumer behavior and the marketing factors affecting the consumer's decision to purchase functional drinks. The respondents were those individuals who purchased functional drinks in the Bangkok Metropolitan region. The study was conducted using a survey method where a questionnaires was distributed to 400 sky train passengers at 4 different geographical locations in the Bangkok Metropolitan Region. Data was analyzed using a processed statistical SPSS package and was explained by the descriptive method and inferential statistics. The first hypothesis was tested with t-Test and one-way ANOVA. The second hypothesis was tested with t-Test at significance level at 0.05. This study revealed that respondents comprise of 80 % females and 20 % males. The prime reasons for their decision to purchase were mainly product freshness and their being certified as standard drinks by FDA. And the convenient stores are the outlets where they likely to purchase functional drinks. Consequently, the two hypotheses were accepted. Discussions were given and suggestion for further research was also recommended.

**Keywords:** Functional drink, Consumer Behavior, Purchasing Behavior, Marketing Factor

---

\*Dr. Duongsamorn Manowan holds a MA degree in International Relationship from Waseda University (Japan), an ALM degree in Management from Harvard University (USA) and a D.Sc. degree in Engineering Management from the George Washington University (USA). Currently, she is working as a Lecturer in Division of Commerce and Management at Mahidol University, Thailand.

## **1. INTRODUCTION**

Since 2010, consumers have focused more attention on their health. They tried to purchase more healthy products. Therefore, they tend to change their purchasing behavior by learning how to eat healthily as they become more concerned with the benefits of healthy food or beverages and their influence on the body. At the same time, consumers living in Bangkok lead a hectic lifestyle. The middle-class people mostly use the sky train for their transportation (David Leipziger 2015). Moreover, during morning and evening rush hours, people rush to work or back home because they have to wake up early and finish off their daily routine activities as quickly as possible so they have not enough time to cook or find something to eat, which makes them seek functional beverage products instead. Therefore, functional drinks are able to replace snacks during mealtimes and to prevent gastric diseases caused by not eating on time. Functional beverages can replace the missing nutrients for a healthy body's needs (Kasikorn Research Center, 2015). Research conducted by Euromonitor (2015) found that the trend of the world market value of food and healthy beverages increases an average of 6-7% annually, and for the year 2017 the expected market value will increase to nearly one trillion dollars. The trend of the healthy food market in the world is increasing. This has also increased the growth of the Thai healthy food market. For this reason, there is a high demand for healthy beverages such as functional drinks, which have become the alternative healthy product in the global beverage market. The functional drink is a healthy drink that benefits the human body, and is good for digestion, the skin, and the brain. It also protects organs

from losing their ability to function. Functional drinks are still focused on the value of nutrients that have health benefits for the body. Such nutrients include antioxidants, vitamins, amino acids, collagen, chlorophyll, coenzyme Q10, and glutamine (National Food Institute, 2510). In order to develop the market of functional drinks, it is necessary to study consumer behaviors and what factors influence the consumption and purchasing behaviors for functional drinks in the Bangkok Metropolitan region. The results of this study will be useful for manufacturers as they work to develop and improve functional drinks to better meet the consumer needs.

### **1.1 Objectives of the Research**

1. To study demographic factors influencing the purchasing intention and purchasing behaviors of functional drink consumers in the Bangkok Metropolitan region;

2. To study the marketing mix factors influencing the purchasing intention and purchasing behaviors of functional drink consumers in the Bangkok Metropolitan region.

### **1.2 Research Hypothesis**

1. The different demographic characteristics have effects on the consumption purchasing intention and purchasing behaviors for functional drinks in the Bangkok Metropolitan region;

2. The differences in the marketing mix have an effect on the consumption purchasing intention and the purchasing behaviors for functional drinks in the Bangkok Metropolitan region.

## 2. LITERATURE REVIEW

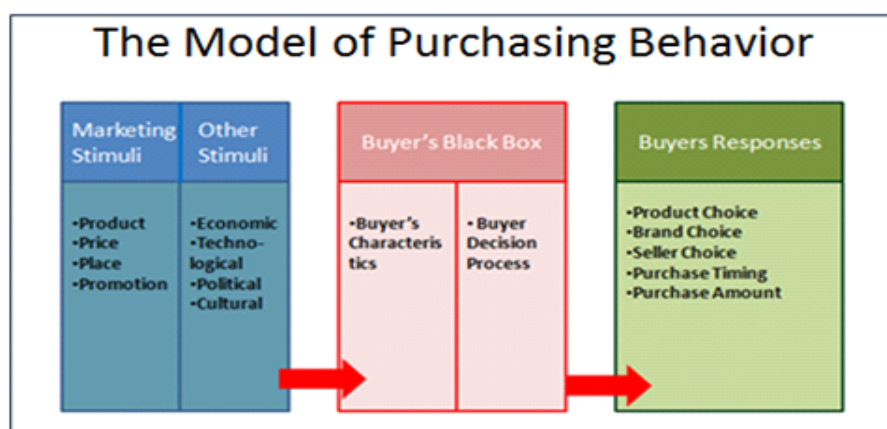
### 2.1 Consumer Behavior Theory

Consumer Behavior is defined as “the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas.” Therefore, the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items (Schiffman & Kanuk, 1997). On the other hand, Professor Kotler (1997) have presented the consumer behavior model. This model was accepted by many researchers. It was used as the research concept from past to present in many countries. This research also uses this model as the tool to analyze the consumer behavior. The technique includes asking 7 questions for gathering the consumer information. The questions include 6Ws and 1H: 1) Who is in the target market? 2) What does the consumer buy? 3) Why does the consumer buy? 4) Who participates in the buying process? 5) When does the consumer buy? 6) Where does the consumer buy? 7) How does the consumer buy?

### 2.2 Purchasing Behavior Theory

Purchasing Behavior is the study of customer behaviors and motives which influence the purchasing decision process of people involved in buying products or services. This model is also called the S-R Theory. It is shown in the below.

The figure starts from the stimulus that leads to the consumers demands. There are marketing and other stimuli. Marketing stimuli consist of the four Ps: Price, Product, Place, and Promotion, while environmental stimuli consist of Economical, Technological, Political, Cultural, Demographic, and Natural items. In the buyer's black box includes the buyer's characteristics and the buyer's decision process, which influence the buyer's response. The buyer's characteristics consist of Culture, Social, Personal and, Psychological items. As the buyer's response or the purchasing decisions of consumers, the consumer will have to decide between the following issues: Product, Brand, Seller, Purchase Timing, and Purchase Amount to be selected. Therefore, marketers must try to understand and predict consumer behavior



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

and what goes on in the mind of the customer's black box (Shahrzad, Zeinab, Milad, Arman and Hossein, 2013).

The consumer decision-making process refers to the method to identify how consumers will purchase any products by tracking their decision-making process from start to finish (Kotler & Keller, 2011). There are five steps as follows:

**1. Problem recognition:** The beginning of the purchasing process occurs when consumers are aware of the problem or perceive their need and become encouraged to solve their problems. The sources of the problem recognition may be influenced by internal or external factors.

**2. Information search:** The second stage of the purchasing process is the information search. When consumers perceive their problem or needs, they will begin to search some information for making a purchasing decision. First, they will attempt to scan information that is stored in their memory, this information refers to internal search. As the external search, there are many external sources of information, including 1) personal sources such as friends or relatives or 2) public sources such as magazines or television etc.

**3. Alternative evaluation:** in the third stage of the purchasing process, after acquiring all information, the consumers will evaluate alternatives by comparing several brands of products and services after making the decision of purchasing. They will be concerned which alternatives that can solve their problems or satisfy their needs. It may be based on quality, price or other factors that are important to them.

**4. Purchase decision:** At this stage, the consumers will decide based on the information gathered about what products or

services to purchase. Additionally, a purchase decision is not the same as an actual purchase, where the consumers will be concerned more about when to buy, where to buy, and how much they can spend.

**5. Post-Purchase evaluation:** After the consumers have made their purchasing and use the products or services, they will evaluate their decision. The consumers will compare the level of performance of the products or services with their expectations. Does the product or service match or exceed the consumers' expectations. If yes, they will be loyal to the brand.

## **2.3 Marketing Mix Theory**

Companies always want to know what makes the customers buy or not to buy the products because the customers will generate revenue for the organization by buying, using and influencing others to buy products (Gajjar, 2013). The successful organizations nowadays have to clearly understand the needs of the target customers. This can make customer satisfaction when launching new products or services into the market (Waheed, and Asif, 2012). The marketing mix is a business tool used in the marketing area by marketers because they influence the consumer decision making (Peter and Donnelly, 2007). The organizations are able to use the marketing mix theory for developing and planning the marketing strategies (Bennett, 1997). So the organizations can use the marketing mix theory as a tool for competitiveness with other businesses when selling their products to the consumers. This theory is often associated with the 4Ps. The 4Ps also explain the basic physical characteristics of a product that can be used

to develop the marketing plans and practices (Chai, 2009). The stores that want to sell need to create a successful marketing mix such as selling the right product with the right price in the right place and using the most suitable promotion (Jayaraman and Wong, 2008). The 4Ps have remained as the marketing paradigm for decades. Kotler (2009) also defines the marketing mix concepts and techniques as product, price, place and promotion as follows.

**Product:** An item that satisfies the customer's needs. Businesses must consider what customers want. Then they can develop and introduce new products or products that match the customer's needs. There are tangible or intangible products such as goods, services, or ideas that are offered to meet their requirements (Sharma K, 2008). The important components of a product are product varieties, product quality, product design, product characteristics, branding, packaging, size of product, service after sale, product warranty and others. Product attributes play an important role to set a brand apart from that of the competitors (Ferrell & Michael, 2005; Ogbojafor, Ladipo & Rahim, 2012). Moreover, one of the most important things that businesses must do is to create brand awareness. That will enable the consumers to recognize the existence of a brand and will impact consumers when making their decisions (Assad and Serdar, 2015).

**Price:** The amount of money that customers pay for the products. The price of a product is very important as it determines the business's profit and the organization's survival. It also affects the competitive cost advantage if the businesses do not set up the price too high. The customers still use the price to evaluate the value and quality toward purchasing product satisfaction. The

purchasing intention of consumers is very sensitive to their perceptions of the price of the goods (Siti, Pan and Mohaini, 2012; Biswas, A, & Edward. A. B.1991). Price information is important for the consumer decision-making process (Grunert, Lars and Tino Bech (2006). Consumer price evaluations are important for consumers to make decisions as to what, when, where, and how much they have to pay for products (Alba et al. 1994).

**Place:** Place includes distribution channels, warehousing facilities, delivery and inventory control management. It is a mechanism through which goods are moved from sellers to consumers (Rasmussen et al. 2007). It involves providing the product at a location such as a market place or store which is convenient for consumers to access or reach products (Lauterborn, 1990). Sometimes, the atmosphere of the place is more influential than the product itself when the consumers make decisions on purchasing products (El-Bachir, 2014). A business must have several distribution channels/locations for selling their products to customers. Peattie (1997) stated that place means the new communication and interaction place that creates contacts with customers. Place is generally referred to as the distribution channel.

**Promotion:** The method that organizations use to communicate with their potential customer about products/services, news, characteristics, extra functions and information. It is also the method to attract the consumer. There are various tools that businesses use to promote their products or services such as advertising, sales promotion, personal selling and publicity/public relation. In promotion activities to represent the products, advertising is one element of the

promotion mix. The main aim of advertising is to create the image of a product in the marketplace (Meera,2012). The sales promotions consist of a variety of promotion tools which plan for a response from the consumer purchasing (Gilbert and Jackaria, 2002). Many companies always use sales promotions to encourage the consumers to rethink and evaluate brand purchase opportunities for boosting their sales. For example, sales promotion tools such as free samples or buy- one- get- one- free were found to increase the consumer buying volume ( Gilbert,1999).

## **2.4 Related Research**

There are many researchers who studied the consumer behavior of healthy beverages, such as Supaporn Chumtong (2010), who studied the topic of the influences of integrated marketing communication tools with functional drinks for maintaining brain and memory among consumers in Bangkok. The results of this study were that the demographic characteristics of sex, age, education level, occupation, and income level affected the behavior of consumers of functional drinks for maintaining brain and memory in terms of brand selection, purchasing reason, and sources of purchasing information, purchasing frequency and decision making for purchasing in the future. Nivetmarin and Khongsawatkiat's research (2013), studied the topic of the image of Thai herbal drinks in the buying decision of consumers in Bangkok. This study found that gender and age has an effect on the buying decision of consumers, and also the image, the product, the price and the place are related to the buying decision of consumers. Most consumers will take into account the

nutritional benefits of a product, the quality of the product, and the food safety. (Sangsila, Thaochalee and Itsaranuwat(2012);Utama-ang,Utama-ang, and Pongwiritthon(2015)).

Junio, Nabila, Sheila and Suresh's research (2013) studied the topic of The Analysis of Product, Price, Place, Promotion and Service Quality on Customers' Buying Decision at the Convenience Store: A Survey of Young Adults in Bekasi, West Java, Indonesia. The result was that most customers buy products from convenience stores because of the price offered, the promotion offered, and also the service quality that the staff provide. Bundit Pungnirund (2013) studied the topic of the influences of the marketing mix on customer purchasing behavior at Chatuchak Plaza Market. This study found that there were three variables of marketing mix which included price, place, and product which had an influence on the frequency of customer purchasing. While two other variables had an influence on the amount of customer purchasing, which were physical characteristics and the process. Aurangzeb, Asif, AmmarMohi and Bilal's research (2014) studied the topic of The Impact of Promotional Tools on Consumer Buying Behavior: A Study from Pakistan. This study used a questionnaire for collecting data of 200 respondents as sampling size at different areas in Bahawalpur. This study found that the buy-one-get-one-free and, the physical surrounding has a significant relationship with the purchasing behavior, while coupons have an insignificant relationship with the purchasing behavior. Additionally, Durmaz et al, 2011 stated that culture, beliefs and traditions are the most important factors to impact the consumer buying behaviors. Accoding to Azira et al 2016, there are three factors influencing the



purchasing intention of the smartphone market in Malaysia; Product features, brand name and social influence. In addition, Sameen et al 2014, stated that the promotional tool is best to influence the purchase intentions of customers.

Cochran formula was used to determine the sample size (400 respondents) for the study; participants were chosen through a random sample size. Therefore, this sampling technique was the non-probability sampling. The sampling was conducted in 4 locations nearby shopping malls and sky train stations. (Table 1).

### Conceptual Framework

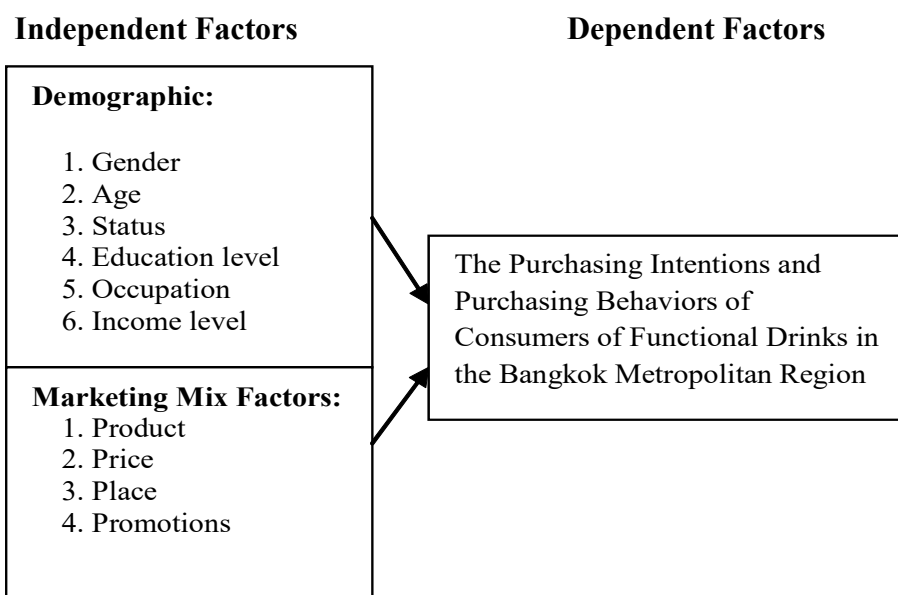


Figure 1: Hypothetical model adapted from Kotler, P.(2009) ,Sameen,A.,Muhammad.,R., Shufa.,S.,& Zarmina D.,(2014) and Azira., R.,Siti.,Z.S.,Law.,K.K.,Nurliyana.,A.&Siti., M. (2015)

## 3. METHODOLOGY OF THE RESEARCH

### 3.1 Population and Sampling Size in Research

This study used the quantitative research method. The target population of this research study was people who purchased functional drinks at the modern trade convenience stores. However, the exact number of people who purchased functional drinks is unclear. The

Table 1: Number of Sample size by Location

Area	% Con	Total Sample size = 400
Victory Monument	25%	100
Silom	25%	100
Asok	25%	100
Siam	25%	100
<b>Total</b>	<b>100%</b>	<b>400</b>

### 3.2 Data Collection Form/Research Instrument

The following sampling was employed for collecting the data. A questionnaire was distributed randomly among people who purchased functional drinks in Bangkok's Metropolitan region. The locations of distribution were the four locations Victory Mounment, Silom, Asok, and Siam locations nearby shopping malls and the sky train stations. The Bangkok sky trains provide public transportation for the middle-or high-income people who use the sky train as their choice for traveling. These four different locations were chosen because they are in different geographical areas. Moreover, these four locations of sky trains are hubs of the central business districts where every day a huge number of passengers use these sky trains for their transit and traveling. The questionnaires were distributed by hands to potential sky train passengers and department store shoppers at the nearby areas of four chosen sky train stations. The sampling was given the questionnaire only on the basis of their positive response to the verbal question if they have ever purchased any types of functional drink. The questionnaires were collected after 400 questionnaires were completed. The research instrument for this study was a questionnaire, which was divided into three parts. The first part was designed to collect the respondents' demographic profile data, presented in checklist format. The second part of the questionnaire was designed to obtain the marketing mix, and answers were based on a rating scale (Likert Scale). The third part was designed to obtain the purchasing behaviors of consumers of functional drinks in the Bangkok Metropolitan

region. It was done in the checklist format and a rating scale (Likert Scale). It was based on the principles of consumer behavior analysis by the 6Ws 1H.

### 3.3 Data Analysis

This research presented the questionnaire pretest validity and reliability by Cronbach's Alpha as follows:

**Table 2: Summary of Reliability Analysis**

Questionnaires	Cronbach's alpha coefficient
Part 1 of Questionnaires	0.74
Part 2 of Questionnaires	0.859
Part 3 of Questionnaires	0.893

The value of Cronbach's coefficient alpha ranges from 0.7 to 0.8, therefore the questionnaire for this research was valid and reliable. Data was analyzed using a processed statistical SPSS package and was explained by the descriptive method for the analysis of percentage, mean and frequency. For inferential statistics, the first hypothesis was tested with the t-Test and one-way ANOVA and the second hypothesis was tested with the t-Test at 0.05. For multiple comparisons the Post Hoc Analysis by the LSD test was used. A five-point Likert scale was used to measure how the different marketing mix factors influenced the purchasing behaviors of functional drinks consumers in the Bangkok Metropolitan region. This means that items with scores below fall between the ranges of: 1) 4.51-5.00 as strongly agree, 2) 3.51-4.50 as agree, 3) 2.51-3.50 as neither agrees nor



disagrees, 4) 1.51-2.50 as disagree, and 5) 1.00-1.50 as strongly disagree.

### 3.4 Research Results

Data analysis was divided into three parts including 1) demographic data of the respondents, 2) the purchasing intention and purchasing behaviors of consumer of functional drinks 3) marketing mix data of the consumers

'purchasing behaviors with functional drinks and 4) factors influencing the purchasing intentions and purchasing behaviors of consumers of functional drinks.

#### 3.4.1 Demographic Data of Respondents.

**Table 3:** Amount and Percentage of the Respondent's Information

**n=400**

Demographic Information	Locations									
	Victory Monument		Silom		Asok		Siam		Total	
<b>1. Gender</b>	Amount	%	Amount	%	Amount	%	Amount	%	Amount	%
Male	20	22.5	17	19.1	23	25.8	29	32.6	89	22.2
Female	80	77.5	83	80.9	77	74.2	71	67.4	311	77.8
<b>2. Age</b>										
Lower than 15 years	2	12.5	1	6.3	3	18.8	10	60.4	16	4.0
15-25 years	48	32.2	45	30.2	37	24.8	19	12.8	149	37.2
26-35 years	35	20.6	30	17.6	39	22.9	66	38.9	170	42.5
36-45 years	15	25.4	21	35.6	20	33.9	3	5.1	59	14.8
46-55 years	0	0	3	50.0	1	16.7	2	33.3	6	1.5
<b>3. Status</b>										
Single	70	25.1	65	23.3	70	25.1	74	26.5	279	69.8
Married	24	22.6	33	31.1	26	24.5	23	21.8	106	26.5
Divorced/Widowed/Separated	6	40.0	2	13.3	4	26.7	3	20.0	15	3.8
<b>4. Education Level</b>										
Junior High School	5	19.2	8	30.8	3	11.5	10	38.5	26	6.5
Senior High School/Vocational Certificate	30	34.9	25	29.1	11	12.8	20	23.2	86	21.5
High Vocational Certificate	3	5.0	17	28.3	21	35.0	19	31.7	60	15.0
Bachelor Degree	57	26.8	45	21.2	60	28.0	50	24.0	212	53.0
Higher than Bachelor Degree	5	31.3	5	31.3	5	31.3	1	6.1	16	4.0
<b>5. Occupation</b>										
School/University Students	28	26.2	35	32.7	29	27.1	15	14.0	107	26.8
Government /State Enterprise Officers	6	13.6	13	29.5	10	22.7	15	34.2	44	11.0
Private Company Officers	57	31.1	30	16.4	45	24.7	47	25.8	183	45.8
Owners/Self-Employed	6	10.7	20	35.7	12	21.4	18	32.2	56	14.0
House Husband/ Wife	3	30.0	2	20.0	4	40.0	5	50.0	10	2.5
<b>6. Income per Month</b>										
Lower than 10,000 baht	58	43.0	28	20.7	35	25.9	14	10.4	135	33.8
10,001-20,000 baht	23	19.2	31	25.8	34	28.3	32	26.7	120	30.0
20,001-30,000 baht	10	8.6	35	30.2	23	19.8	48	41.4	116	29.0
More than 30,000 baht	9	31.0	6	20.7	8	27.6	6	20.7	29	7.2
<b>Total</b>	<b>100</b>	<b>100 %</b>	<b>100</b>	<b>100 %</b>	<b>100</b>	<b>100 %</b>	<b>100</b>	<b>100 %</b>	<b>100</b>	<b>100 %</b>

The results of this study revealed that females (78%) consume more functional drinks than males (22%). Most of the respondents were between the ages of 26-35 years, with ages ranging from 15-25 representing the second largest group. The majority of the respondents were single (70%) and had an undergraduate education (53%). Most respondents were employed, including officers from private companies (46%), while 27% were school students/university students. The majority of respondents had a monthly income of less than 10,000 baht (34%), while 30% had a monthly income, of 10,001-20,000 baht.

#### **3.4.2 Purchasing Intention and Purchasing Behaviors of Consumers of Functional Drinks**

The respondents were moderately satisfied stating that functional drinks were worth purchasing (58.4%), followed by highly satisfied consumers (15.7%). Respondents will intend to moderately recommend their friends to purchase functional drink (51.7%), whereas 19.7% of the respondents will little recommend the drinks to their friends. While respondents will moderately intend to buy these drinks in the future (41.6%) 24.7% of the respondents will highly intend to buy them. A slim majority of respondents purchased functional drinks because of the freshness (20%), while 19% of the respondents purchased functional drinks to support skin care/beauty, and 15% for nutrition and/or to nourish the brain and boost the memory. The average purchase frequency of functional drinks was 2-3 times per week (31%). Most respondents purchased one bottle each visit (80%) and paid less than 25 baht each time (54%), while 32% of

respondents paid between 25-50 baht each time. As brand loyalty, most respondents made their own purchasing decisions (71%), while 18% purchased based on friends' recommendations. One-third of the respondents decided to purchase new products continuously regardless of the brand (30%) and one-third decided to purchase the same brand on a regular basis (30%). The most attractive place for purchasing functional drinks was the convenience stores near respondents' homes (71%), since they are open 24 hours a day. Other attractive options were stores that release new products before other stores (12%) and stores that have promotional campaigns such as a discount or, buy-one-get-one free-offers (10%). The respondents were most interested in receiving product information via the medium of television (56%), followed by magazines/newspapers (28%) and the radio (6%).

#### **3.4.3 Marketing Mix Data of the Purchasing Behaviors of Consumers of Functional Drinks**

Table 4 shows the results that a marketing mix that affects the consumers' purchasing behaviors with functional drinks should include product, price, place, and promotion. The overall marketing mix factor that highly affects the purchasing behaviors of consumers of functional drinks including 4 aspects is 3.85 of 5 score. In addition, these consumers' purchasing behaviors of functional drinks are determined by the above four aspects (product, price, place and promotion) which are all found to exceed 3.85 of the total scores of 5. Furthermore, the most influential factors affecting their purchasing decisions are whether the products have passed their certified

**Table 4: Mean and Standard Deviation of the Purchasing Behaviors of Consumers of Functional Drinks**

A Marketing Mix Factor that Affects the Purchasing Behaviors of Consumers of Functional Drinks	$\bar{X}$	S.D.	Result
<b>Product</b>	<b>4.11</b>	<b>.432</b>	<b>Agree</b>
Flavor	4.10	.586	Agree
Size ( volume) contained	3.61	.675	Agree
Package	3.52	.697	Agree
A nutritional information given on the product label	4.04	.653	Agree
Standard Certified by The Food and Drug Administration	4.49	.617	Strongly Agree
Beneficial Ingredients in body	4.44	.658	Strongly Agree
Famous and recognized brand	3.88	.730	Agree
<b>Price</b>	<b>3.71</b>	<b>.621</b>	<b>Agree</b>
A reasonable price compared with nutrition	4.01	.762	Agree
A reasonable price compared with quantity	3.77	.717	Agree
A reasonable price compared with consumer's income	3.83	.746	Agree
A lower price compared to other brands	3.65	.668	Agree
<b>Place</b>	<b>3.94</b>	<b>.564</b>	<b>Agree</b>
Convenient to purchase	4.21	.557	Agree
Products arranged orderly, picked up easily	3.68	.813	Agree
Products are chilled and ready to drink	4.07	.665	Agree
Products are sold regularly	3.81	.746	Agree
<b>Promotion</b>	<b>3.51</b>	<b>.576</b>	<b>Agree</b>
Advertising via TV, radio broadcast internet, etc.	3.93	.757	Agree
Using famous TV presenters	3.58	.723	Agree
Free sample for product testing	3.46	.764	Agree
Discount	3.72	.846	Agree
Competing for prizes and rewards	3.45	.774	Agree
Salesman for product introduction	3.42	.725	Agree

Source: the Likert Scale is employed from 1 (Strongly Disagree) to 5 (Strongly Agree); Field survey, 2013

standard of Food and Drug Administration and that they possess beneficial ingredients for health. These two major factors display higher than 4. Regarding the place, the aspects of convenience for purchase and products being chilled and ready to drink also come with higher scores than 4. As for the price, the aspect reasonable pricing relevant to the portion of the contained nutritional ingredients in the drinks exhibit the scores of more than 4.

#### **3.4.4 Factors Affecting the Purchasing Intention and Behaviors of Consumer of Functional Drinks**

**Hypothesis 1:** Demographic factors influencing the purchasing intention and purchasing behaviors of consumer of functional drinks in the Bangkok Metropolitan region.

**Table 5: The Results of a Hypothesis 1**

Purchasing Intention and Purchasing Behaviors of Consumer of Functional Drinks in the Bangkok Metropolitan region	Gender  t-Test	Age	Demographic factor			Income level
			Status	Education level	Occupation	
			One way ANOVA			
-Aspect of purchasing intention drinks are worth to purchase	0.493	0.056	0.182	0.769	0.424	0.950
-Aspect of purchasing intention to recommend friends	0.328	0.652	0.504	0.640	0.787	0.732
- Aspect of intending to buy these drinks in the future	0.628	0.024*	0.316	0.315	0.167	0.206
-Aspect of reasons for purchasing	0.304	0.197	0.581	0.532	0.041*	0.013
-Aspect of how often the purchase is made	0.044*	0.332	0.531	0.049*	0.401	0.603
-Aspect of volume of purchase per purchase visit	0.037*	0.000*	0.000*	0.000*	0.000*	0.000*
-Aspect of amount of purchase per time	0.723	0.000*	0.000*	0.004*	0.003*	0.000*
-Aspect of brand loyalty	0.579	0.110	0.485	0.176	0.108	0.263
-Aspect of individuals influencing the purchase decision	0.063	0.927	0.309	0.488	0.581	0.641
-Aspect of reason for choosing the place of purchase	0.673	0.162	0.051	0.280	0.509	0.007*
- Aspect of reason for interest in receiving product information	0.363	0.015*	0.042*	0.004*	0.064	0.005*

\*statistically significant at the 0.05 level

Note: \* using Post hoc analysis for multiple comparisons by the LSD test

Table 5 shows the results of Hypothesis 1, which was that gender affected purchasing behaviors in two aspects, namely 1) how often the purchase is made and 2) the volume of the purchase per visit. Age and status affected

purchasing behaviors of consumers of functional drinks in the Bangkok Metropolitan region in three aspects: 1) the volume of the purchase per visit – respondents who were 15-25 years old purchased less volume per

visit than the respondents who were 36-45 years old and 46 -55 years old respectively and respondents who were single purchased less volume than married respondents; 2) the amount of purchase per time –respondents who were 15-25 years old purchased a smaller amount per time than the respondents who were 36-45 years old and 46 -55 years old respectively, and respondents who were single purchased a smaller amount than married respondents; 3) the reasons to be interested in receiving product information –respondents who were 46-55 years old had more reasons to be interested in receiving product information than the respondents who were 15-25 years old, and respondents who were single were less interested in receiving product information than married respondents. However, respondents who were 15-25 years old have less intention to buy these drinks in the future than the respondents who were 36-45 years old.

The education level affected the purchasing behaviors of consumers of functional drinks in the Bangkok Metropolitan region in four aspects: 1) how often the purchase is made; 2) the volume of purchase per purchase visit; 3) the amount of purchase per time; and 4) reason for on interest in receiving product information. The results were that the respondents who have bachelor's degrees often purchase more volume and number of purchases of functional drinks. They also pay more attention to the reason for being interested in receiving product information than the respondents who have less than a bachelor's degree.

Occupation affected purchasing behaviors of consumers of functional drinks in the Bangkok Metropolitan region in three aspects: 1) the reasons for purchasing, 2) the volume

of purchase per purchase visit, and 3) the amount of purchase per time. The results found that the respondents who were students had less reason for purchasing, purchased less volume and a smaller amount than respondents of other occupations. The income level affected the purchasing behaviors of consumers of functional drinks in the Bangkok Metropolitan region in four aspects: 1) the volume of purchase per purchase visit, 2) the amount of purchase per time, 3) the reason for choosing the place of purchase, 4) reason for interest in receiving product information. The results found that the respondents who have an income of more than 30,000 baht purchased more volume and amount per time than respondents of other income levels. In addition, they also pay more attention to the reason for choosing the place of purchase and to the interest in receiving product information. Thus, these results support Hypothesis 1, which stated that demographic factors influence the purchasing intention and purchasing behaviors of consumers of functional drinks in the Bangkok Metropolitan region. It was statistically significant at the 0.05 level.

**Hypothesis 2:** Marketing mix factors influencing the purchasing intention and purchasing behaviors of consumers of functional drinks in the Bangkok Metropolitan region.

Table 6 shows the results of a Hypothesis 2, which were that all four aspects of the marketing mix, including Product ( $\bar{x} = 4.01$ ) Place ( $\bar{x} = 3.940$ ), Price ( $\bar{x} = 3.81$ ) and Promotion ( $\bar{x} = 3.61$ ) influenced the purchasing behaviors of functional drink consumers in the Bangkok Metropolitan

region in a high level. Therefore, the marketing mix factors influencing the purchasing behaviors of consumers of functional drinks in the Bangkok Metropolitan region is statistically significant at the 0.05 level.

**Table 6: The Result of a Hypothesis 2**

Marketing Mix (4P's)	The purchasing intention and purchasing behaviors of consumers of functional drinks in the Bangkok Metropolitan Region				
	Test Value =3.41	T	Sig	Result	
	$\bar{X}$	S.D.			
Marketing Mix (4P's)	3.84	.422	20.456	0.000*	High
Product		4.11	.432	27.877	0.000* High
Price	3.71	.621	12.876	0.000*	High
Place	3.94	.564	18.721	0.000*	High
Promotion	3.51	.576	6.847	0.000*	High

\*statistically significant at the 0.05 level

#### 4. DISCUSSIONS

The analysis of demographics with purchasing behaviors of consumers of functional drinks found that the majority of respondents selected functional drinks to refresh the body. By buying them 2-3 times a week, the amount of the purchase is one bottle at a time and they decide for themselves which bottle to purchase. They were moderately satisfied that functional drinks were worth purchasing. They moderately intend to

recommend their friends to purchase functional drinks and will moderately intend to buy these drinks in the future. As the purchasing behavior, the respondents continuously try a new brand. According to Sirivasanakul Vacharachai's research (2006), which studied the topic of the decision to buy a juice drink in Bangkok, the frequency of purchase of 100% juices was on average 2-3 times a week, the majority of respondents make the buying decisions on their own, and most of them do not purchase specific brands of juice. Because the purchase



behavior is not specific to brands, the situation is highly competitive in the market. This consumer behavior makes rivals in the market frequently launch new products and flavors. As a result, consumers will always try new products and adjust according to taste preferences.

Based on the analysis of the marketing mix with purchasing intention and purchasing behaviors of consumers of functional drinks, this study found that the respondents prioritize products according to the most important aspects of marketing with, place, price, and promotion as second, third, and fourth priorities. As supported by Keaosamrong Thanawan's research (2009) and Mapong and Suriya's research (2015), this study found that most respondents focus on all aspects of the marketing mix at a high level. The respondents' main priority in product factors emphasized on the ingredients in the functional drinks, stating that it is beneficial to the body and complies with the Standard Certified by The Food and Drug Administration. This focus on ingredients highlights the current consumer

focus on health care. As a result, the consumers' consumption and purchase behaviors most likely focus on the value and safety of nutrients.

## 5. CONCLUSIONS AND RECOMMENDATIONS

This study found that all demographic factors and the differences in The marketing mix have an effect on the consumption purchasing intention and purchasing behaviors with functional drinks in the Bangkok Metropolitan region. It was explained as following in the table 7.

The results of this study can be applied to entrepreneurs or marketers in the functional drink sector to develop effective marketing strategies as follows:

The study found that most consumers of functional drinks are health conscious. At the same time, they have a hectic lifestyle. Therefore, **Product**—Marketers have to focus on product's freshness, products being certified by The Food and Drug Administration

**Table 7: Hypothesis Tested Results**

Hypothesis	Result
The different demographic characteristics have effects on consumption purchasing intention and purchasing behaviors with functional drinks in the Bangkok Metropolitan region,	Supported
The differences in the marketing mix have an effect on consumption purchasing intention and purchasing behaviors with functional drinks in the Bangkok Metropolitan region	Supported

and in line with the Certificate of Safety Production Process. Moreover, the products must display the manufacturing and expiry dates in a conspicuous manner. Labeling should include information about the nutritional value of the product. **Price**— Consumers focus on price as it relates to nutritional values. Marketers should use quality ingredients in their production. This will make the value of the product different from others. Marketers should set price per bottle not exceeding 25 baht because consumers are willing to pay only 25 baht per bottle. **Place**— Consumers focus on finding the most convenient outlets to purchase and readiness to drink. Therefore, marketers should set up the kiosks or open shops nearby the sky train locations which are easy to buy functional drinks because this is the main route that consumers use every day. **Promotion**— Consumers are attracted to advertising through various media such as television, radio, and the internet. Thus, marketers should advertise their products through various media for comprehensive market penetration to create product/brand awareness and demonstrate how they are different from the competitors for boosting growth sales.

### 5.1 Research Limitations

Although the research accomplished its aims, there were some limitations. First, because of the time and fund limits, this research was conducted via random sampling, so there was a small size of respondents, with males making up only 22% and females 78% of the sample. This may have affected the significance tests and to estimate the relationships might be an error.

## 6. SUGGESTIONS FOR THE FUTURE RESEARCH

Further work should consider: 1) comparing the purchasing intentions and purchasing behaviors of consumers and the marketing mix of functional drinks in other areas beside Bangkok; 2) studying other factors such as psychological, social, and cultural factors that influence the consumption purchasing intentions and purchasing behaviors with functional drinks. The results would allow a marketer to create a more efficient marketing plan.

## REFERENCES

- Alba., J.W., Susan. M. B., Terence. A. S., & Joel., E. U.(1994), The Influence of Prior Beliefs, Frequency Cues, and Magnitude Cues on Consumers' Perceptions of Comparative Price Data, *Journal of Consumer Research*, 21 (September), 219–235.
- Asaad., A. K., &Serdar,S.(2015). An Analysis Study of Improving Brand Awareness and Its Impact on Consumer Behavior Via Media in North Cyprus (A Case Study of Fast FoodRestaurant). *International Journal of Business and Social Science*,6(1),66-80.
- Aurangzeb., M.,Asif., M., AmmarMohi-ud.,D., &Bilal.,A.(2014). The Impact of Promotional Tools on Consumer Buying Behavior: A Study from Pakistan, *Journal of Public Administration and Governance*,4(3),402-414.
- Azira.,R.,Siti.,Z.S.,Law.,K.K.,Nurliyana.,A., Siti.,M.Ali.(2016). Factors Influencing Purchasing Intention of Smartphone

- among University Students, *Procedia Economics and Finance*, 37, 245-253.
- Bennett, A.R. (1997). The Five Vs-A Buyer's perspective of the Marketing Mix. *Marketing Intelligence and Planning*, 15(3), 151-156.
- Biswas, A. & Edward. A. B. (1991). Contextual effects of Reference Prices in Retail Advertisements, *Journal of Marketing*, 55 (Summer) , 1-12.
- Bundit Pungnirund. (2013). The Influences of Marketing Mix on Customer Purchasing Behavior at Chatuchak Plaza Market. *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, 7(8), 2373-2375.
- Chai, L.G. (2009). A Review of Marketing Mix: 4Ps or More? *International Journal of marketing Studies*, 1(1), 2-15.
- Chumtong, S. (2010). Influences of Integrated Marketing Communication Tool Behaviors of Functional Drinks for Maintaining Brain and Memory among Consumers in Bangkok. *Inter-disciplinary Sripatum Choburi Journal*, 1(1), 64-73.
- David Leipziger. (2015). Urban Mobility and Economic Shock: How Bangkok's transportation System weathered the 1997 Financial Crisis, *Journal of Critical Planning*, 22, 35-64.
- Durmaz., Y., CELIK., M. & ORUC., R. (2011). The Impact of Cultural Factors on the Consumer Buying Behaviors Examined through an Impirical Study, *International Journal of Business and Social Science*, 2(5), 109-114.
- El-Bachir., S. (2014) the Influence of the Store Atmosphere on the Consumer Behavior, *Mediterranean Journal of Social Sciences*, 5(8), 229-235.
- Euromonitor International, (2015). *Food Service in Thailand*. Trade Associations, Trade Press, Company Research.
- Ferrell., O.C. & Michael., D. H. (2005). *Marketing strategy* (3rd Ed.) Mason, Ohio: South-Western Thomson.
- Gajjar., D.N.B. (2013). Factors Affecting Consumer Behavior. *International Journal of Research in Humanities and Social Sciences*, 1(2) 10-15.
- Gilbert, D. (1999). *Retail Marketing Management*. Harlow: Prentice Hall.
- Gilbert., D.C. & Jackaria., N. (2002). The efficacy of sales promotions in UK supermarkets: A consumer view. *International Journal of Retail & Distribution Management*, 30(6), 315-322.
- Grunert, K. G., Lars., E. Tino., & B.L. (2006). Consumer preferences for retailer brand architectures: Results from a conjoint study. *International Journal Of retail & Distribution Management*, 34 (8), 597-608.
- Jayaraman ., M. & Wong., C. H. (2008). Relationship between Marketing Mix Strategy and Consumer Motive: An Empirical Study in Major Tesco Stores, *Untar E-Journal*, 4(2), 41-56
- Junio., A., Nabila., H. Z., Sheila., S. A., & Suresh., K. (2013). The Analysis of Product, Price, Place, Promotion and Service Quality on Customers' Buying Decision of Convenience Store: A Survey of Young Adult in Bekasi, West Java, Indonesia, *International Journal of Advances in Management and Economics*, 2( 6), 72-78.
- Kasikorn Research Center. (2015). *Foods and Beverages Report*. n.p.: The Center.
- Keaosamrong Thanawan. (2009). *The Consumers' Behavior and Factors*

- Affecting Their Decision to Buy Concentrated Fruit Juice* (Master's Thesis). King Mongkut's University of Technology North Bangkok, Bangkok.
- Kotler, P. (1997). *Marketing Management Analysis, Planning, Implementation and Control*. 9th ed. New Jersey: A Simon & Schuster Company.
- Kotler, P. (2009). *Marketing Management*. Prentice-Hall.
- Kotler, P. & Keller, K. (2011). *Marketing Management*, Prentice-Hall
- Lauterborn, B. (1990). New Marketing Litany: Four Ps Pass: C-Words Take Over. *Advertising Age*, 61(41), 26.
- Mapong, S., & Suriya, P. (2015). Behavior and Factors Influencing the Consumption of Mulberry Tea of Consumers in Khon Kaen Province. *Khon Kaen Agriculture Journal*, 43 (Suppl.1), 738-743.
- Meera, S. (2012). Marketing Mix of 4P'S for Competitive Advantage, *Journal of Business and Management*, 3(6), 40-45.
- National Food Institute. (2015). *Situation of Thailand Food Industry Report*. n.p.: The Institute.
- Nivetmarin, V., & Khongsawatkiat, K. (2013). The Buying Decision of Consumers in Bangkok. *Journal of Finance, Investment, marketing and Business Management*, 3(1), 275-291.
- Oghojafor, B. A., Ladipo, P. K. A., & Rahim, A. G. (2012). The Influence of Product Attributes on Consumer Purchase Decision in the Nigerian Food and Beverages Industry: A Study of Lagos Metropolis. *American Journal of Business and Management*, 1(4), 196-201.
- Peattie, K. (1997). The Marketing Mix in the Third Age of Computing. *Marketing Intelligence & Planning*, 15(3), 142-150.
- Peter, P. J. & Donnelly, J. H. (2007). *Marketing management: Knowledge and skills* (8th ed.) New York: McGraw-Hill.
- Rasmussen, A., Carolyn. U., & Edward, L. (2007). *HD Marketing 2010: Sharpening the Conversation*. New York: Booz Allen Hamilton.
- Sameen, A., Muhammad, R., Shufa, S., & Zarmina, D. (2014). The impact of retail shoes sales promotional activities on ladies' purchase intentions. *Journal of Public Administration and Governance*, 4(2), 166-178.
- Sangsila, A., Thaochalee, M., & Itsaranuwat, P. (2012). Consumer Behavior of Healthy Beverage Cereal Milk form Grain Product: A Case Study of Students and Personnel at Faculty of Industrial Education, King Mongkut's Institute of Technology Ladkrabang, *Journal of Industrial Education*, 11(2), 167-172.
- Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer Behavior*. 9th ed. Englewood Cliffs, New Jersey: Prentice-Hall.
- Shahrzad, J., Zeinab, A., Milad, J., Arman, P., & Hossein, H. (2013). Consumer behavior and Consumer buying decision process, *International Journal of Business and Behavioral Sciences*, 3(5), 20-23.
- Sharma K (2008) *Entrepreneurship*. VK Publications.
- Sirivasanakul Vacharachai. (2006). *The Decision to Buy a Juice Drink in Bangkok* (Master's Independent Study). Ramkhamhaeng University, Bangkok.
- Siti, N. J., Pan, E. L. (202). Consumers' Perceptions, Attitudes and Purchase Intention towards Private Label Food

Products in Malaysia, *Asian Journal of Business and Management Sciences*, 2 (8), 73-90.

Utama - ang, S ., Utama - ang, N ., & Pongwiritthon, R.(2015). Consumer Acceptance and Behavior Toward Thai Herbal Tea Products. *Journal of Humanities and Social Sciences: Srinakharinwirot Research and development*, 7(13), 187-199.

Waheed, R., and Asif, T.(2012). Marketing Mix, Not Branding. *Asia Journal of Business and Management Sciences*, 1(11), 43-52.