A STUDY OF THE FACTORS INFLUENCING PURCHASE DECISION OF
READY TO DRINK GREEN TEA IN BANGKOK

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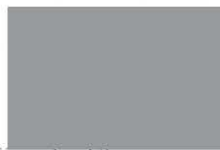Master of Business Administration

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READY TO DRINK GREEN TEA IN BANGKOK

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<u>A Study of the Factors Influencing Purchase Decision of Ready to drink Green Tea in</u>

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ABSTRACT

This research aim to study the factors influencing purchase decision of ready to drink green tea in Bangkok. Which classify follow by demographic, consumer behavior, factors of brand, factors of marketing mix and present trend of health conscious (key brands: Ichitan, Oishi, Puriku, Lipton). This is a quantitative study using self-administered questionnaire which sample size of 400 respondents and the data with computer program SPSS by testing the reliability, used descriptive statistics to analyze the data by using frequency and crosstabs. And multinomial logistic regression was used to test the level of significant at 0.05 and hypothesis testing.

The result found that the majority of respondents are in 21- 25 years old (26.5%), being female (53.5%), education level in bachelor's degree (54.3%), work as student (29.5%), whose monthly incomes 10,000 baht or below (27%), Ichitan is their top brand choice (47%), with original flavor (38%), reason to consume is "when they need to drink" (55.8%), at 1 time per month or lower (33.5%),
The hypothesis have been proven at significant level 0.05 of factors of brand, factors of marketing mix, present trend of health conscious are factors influencing purchase decision of ready to drink green tea in Bangkok.

Keywords: Ready to drink green tea, Ichitan, Oishi, Puriku, Lipton, Bangkok Area

ACKNOWLEDGEMENT

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Now a day, current trends in ready to drink green tea products, the situation continues to stable with major players in the market "Oishi" and "Ichitan", The market activities looked not alert. However, businesses are still able to move forward for the winner position in the tea beverage market field. Observed from the launching of new promotion campaigns to battle in market field and new flavors of tea to add more choices to consumers.

The overall for ready to drink green tea markets over the past year 2014 was valued at about 15,400 million baht decrease from last year about 4.6% at 16,141 million baht. In February 2015, " Ichitan" still dominate the market share up to 44.%, for the second place "Oishi" 38%, third place "Puriku" 8%, fourth place "Lipton" 4%, and other 6%. And for this year the market has strong competition only between "Oishi" and "Ichitan". The main reason is the economic in Thailand and world economic in year 2014 include all beverage market, the system has been affected by environmental conditions and many factors affect growth. The unusually cold weather two month of 2014 and the economy has not fully recovered the tea market fell by 4.6%, Which is worth 15,404 million baht compared to 16,141 million bath in 2013.
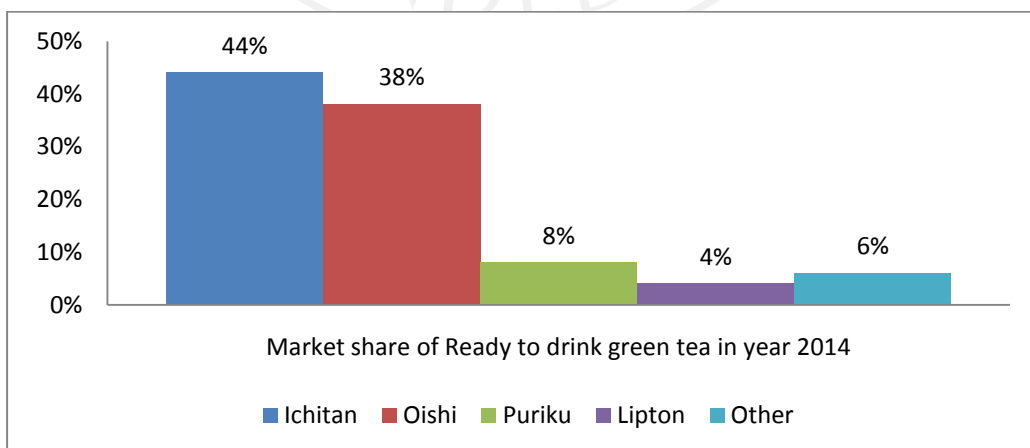
Figure 1.1: The market share of ready to drink green tea in year 2014

Source: Ichitan. (2014). *Annual report* . Bangkok: Ichitan company.

Under the intense of market competition in now a day marketing strategies are very important to gain the profits and benefits to their businesses. Tools that every businesses brand used in the market.

Factors of brand is a symbol that combines the feel of consumers to the brand in both term of physical appearance, name, price, packaging, reputation, method of communication as well as the experience that consumers face with, as well as we can call the that brand is the relationship between the consumers with products that combined with footprints in the consumers mind itself. Brand equity includes with brand awareness, brand perceived, brand association and brand loyalty.

Factor of marketing mix is an important components of market. Marketing mix is the factor that can be controlled entity. Business ventures are required to create the right marketing mix in the marketing strategy. Marketing mix include with product, price, promotion and place.

One point that looked interesting are the negative factors that occur in the market even the higher prices of oil. The new entry of companies and small businesses. The price drop, price war , hot promotion, including the impact of domestic politics, all the negative factors affected the growth of Ready to drink green tea market especially late 2012 until current period, many companies has turned to focus on the new strategies, especially "promotion wars". "Ichitan" and "Oishi" are only two big companies who able to fight with each other of launching campaigns to sweepstakes which played with consumers passion to gain the purchasing of them. Which made all the Ready to drink green tea market gone crazy with this strategy.

If we look back to the promotion and campaign from past to until current promotion and campaign of "Ichitan" and "Oishi" show in next page:

Table 1.1: Ichitan campaign and promotion.

	Campaign name	Reward	Approximately promotion cost	period
1	Ichitan gang tour อิชิตัน ทัวร์ยกแก๊ง	- 5 days to Japan with gang 30 awards - Free gift vouchers 100,000 baht.	100 million baht	8Mar-31May 2012
2	Win a rich code Ichitan 60 days 60 million ลุ้นรหัสรวยเปรี้ยง อิชิตัน 60 วัน60 ล้าน	-Gold 1million baht 60 awards -iPhone5, 100 awards	180 million baht	1Oct-26Dec 2012
3	Win a rich code Ichitan 60 days 60 million Return ลุ้นรหัสรวยเปรี้ยง อิชิตัน 60 วัน60 ล้าน รีเทิร์น	-Gold1million bath 60 awards -iPhone5, 1230awards	200 million baht	25Feb-3Jun 2013
4	Gang tour Hokkaido ทัวร์ยกแก๊ง ฮอกไกโด	-5 days to Hokkaido with gang - Free gift vouchers 1million baht. - Gold one hundred thousand baht 600 awards	200 million baht	15Aug-22Nov 2013
5	Win a rich code Ichitan vr3 รวยเปรี้ยงภาค 3	-Gold1million bath everyday -Porsche Boxster -iPhone6	200-250 million baht	10Mar-12May 2014
6	Win a rich code Ichitan vr4 รวยเปรี้ยงภาค 4	-Mercedes Benz SLK 3 awards - Mercedes Benz CLA 47 awards	200-250 million baht	5Mar-21May 2015

Source: Positioning, Admin. (2015). *Positioning*. Retrieved from

http://www.positioningmag.com

The approximately of promotions that "Ichitan" used in the market. The first promotion started from since 2012. "Ichitan" company tried to copy the strategy of "Oishi" at the first period of campaign and promotion sweepstakes of trips to Japan. The sales growth about 30% during 2Q of the year. During the Q4 "Ichitan" Break down all theories of doing promotion by giving rewards for sweepstakes of Gold 1million baht and iPhone 5 which impacted to consumers mind, As it can said as a

phenomena of new trend of doing campaign. Ichitan spends a lot of money into the promotion since 2012 until now. The company made the Ready to drink green tea market growth as big leap forward 8,300 million baht to current period at 15,405 by within 4 years.

Table 1.2: Oishi campaign and promotion.

	Campaign name	Reward	Approximately promotion cost	period
1	Oishi gang tour 555 โออิชิไปแต่ตัว ทัวร์ยกแก๊ง 555	- trip to Japan with celebrity include 15 gangs - Free gift vouchers 500,000 baht.	150 million baht	15Mar-15Jun 2012
2	Rich rich with million and car with Oishi รวยซ้ำรวยซ้อน ได้ทั้งล้านได้ทั้งรถ กับโออิชิ	-Gold 1million baht - Mazda 2	250 million baht	1Nov-15Feb 2013
3	Win a rich every hours ลุ้นรวยทุกชั่วโมง	-Gold1million baht 60 awards -Gold Ten thousand baht every hours	250-300 million baht	1Mar-31May 2013
4	Win a rich every hours return ลุ้นรวยทุกชั่วโมง	-Gold one hundred thousand baht every hour	250-300 million baht	15Aug-7Nov 2013
5	Game show Takeshi'sCastle Thailand รายการ โหด มัน ฮา บาย โออิชิ กรีนที	- 1 million baht every week -35 million baht every two weeks	250-300 million baht	19Aug2014-present
6	Driving around Thailand ขับทั่วไทย	- Toyota yaris 50 awards -Yamaha fino 600 awards	250 million baht	16Feb-31May 2015

Source: Positioning, Admin. (2015). *Positioning*. Retrieved from

http://www.positioningmag.com

The approximately of promotions which "Ichitan" used in the market. During the first period of year 2012 "Oishi" remains with the strategy of promotion and campaign of trips to Japan. Until "Ichitan" used new rule of promotion to made "Oishi" needs to follow and add on new things of promotion by win the sweepstakes. of Gold 1million baht and Mazda cars to stimulate market and consumers passion to win the prizes. But that was the first time which "Oishi" felt "Ichitan" as the real competitor.

Table 1.3: Profit and loss of Ichitan and Oishi

	2011			2012		
	Sales	Mk costs Expense Mk size	Profit	Sales	Mk costs Expense Mk size	Profit
Ichitan	1,056	228 1,255 7.7%	-198	3,906	531 3,657 27.1%	306
Oishi	5,527	596 4,920 60%	633	6,314	794 5,877 44%	537

Source: Ichitan. (2014). *Annual report* . Bangkok: Ichitan company and Oishi Group
     Public companey Limited. (2015). *Annual report 2014.* Bangkok: Oishi
     Group.

Table 1.4: Profit and loss of Ichitan and Oishi

	2013			2014		
	Sales Sales	Mk costs Expense Mk size	Profit	Sales	Mk costs Expense Mk size	Profit
Ichitan	6,484	931 5,648 42.1%	883	6,209	774 5,189 43.8%	1,079
Oishi	6,232	1,027 6,051 39%	283	5,353	944 5,470 38%	447

Source: Ichitan. (2014). *Annual report* . Bangkok: Ichitan company and Oishi Group
   Public companey Limited. (2015). *Annual report 2014.* Bangkok: Oishi
     Group.
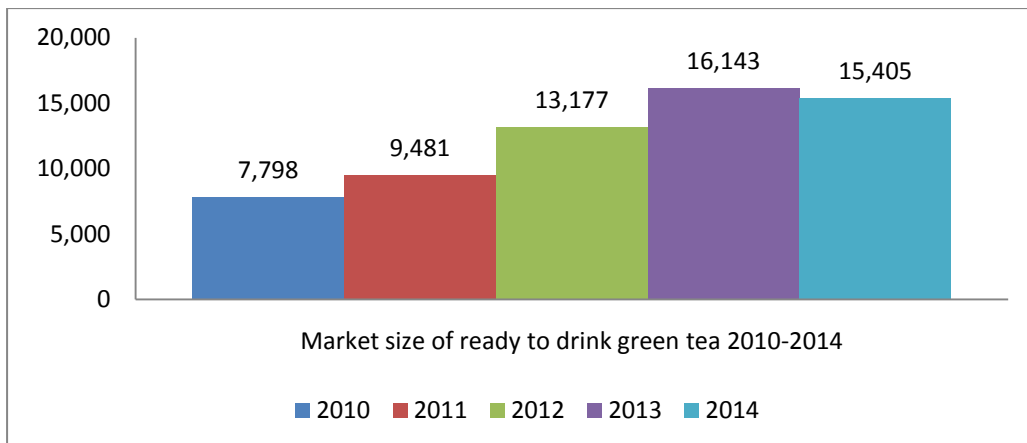
Figure 1.2: Market size of ready to drink green tea 2010-2014
Source: Ichitan. (2014). *Annual report* . Bangkok: Ichitan company.

Figure above show: 2010(23.44%), 2011(21.58%), 2012(38.89%), 2013(22.51%), 2014(-4.57%).

If we look deeply to Ready to drink green tea with high competition, The purchasing power of customers were decreasing and stable from 2013 to until now. The number two major manufactures of tea which are Oishi's profit decreased 30 percents in year 2014, Announced to stop supporting some strategies which no efficiency to the cost.

Even the new trends of Thailand focus to the organic products or healthy products. The number of organic and healthy products are increasing in everyday. The report from (Video Research International company) said that the results of the proportion of consumers in the year 2010-2013, Show that the tea drinking was 59.4% up 13.6% from a year earlier. While organic drinks and mineral water have been 84.6% in the past year, Increase of 18.9%. So these are the new options of marketing strategies to focus to the trend of health conscious of products.

1.2 Statement of Problem

Marketing strategies that effect on consumers are key to creating awareness, purchasing for consumers to know the brand and buy the products. If consumers have a well-known about brands, it would effect a decision to purchase of consumers at the end. So in choosing marketing tools which fit the marketing objectives and targets.

The big factors for today are to keep consumers, find new consumers by using factors of brand, marketing mix and trend of health conscious.

Currently, Ichitan brand is the leader in the market and other competitors brands such as Oishi, Puriku, Lipton. It is interesting to study the perceived effectiveness of marketing strategies with consumers purchase decision of ready to drink green tea of each brands. The data obtained from studies published, academics, and other interested persons. To applied the concept of tools to use in the market and meet the needs of consumers in the future.

1.3 Purposes of Study

Study about the perception of factors of brand, marketing mix, and present trend of health conscious of each brands especially Ichitan and Oishi and some of importance things of Puriku, Lipton of consumers in Bangkok. In term of companies benefit, Companies will understand customer's wants. Moreover, Companies can focus on how to manage costs and develop strategies from study would help to guide the companies to increase their awareness and understand factor that would be increase consumers purchasing.

1.4 Importance of Study

The results from this research and analysis are useful for all types of businesses in terms of Ready to drink green tea companies to understand consumes demands to the right points of wants, needs and all of strategies which companies used. Moreover, the companies can focus on how to operate and develop marketing strategies. The information that obtain from study would help to guide the companies to increase their purchasing and understand factors that would be increase customer satisfaction.

Thus , The analysis recognize the effectiveness of marketing strategies which affecting the consumer purchase decision in Bangkok by selecting the appropriate tools effectiveness.

1.5 Scope of Study

This research is the quantitative research which study the factors of brand, factors of marketing mix and trend of health conscious that influence on consumer purchase decision.

1. The population who's consume Ready to drink green tea in Bangkok.

2. For example to study the population by using sample size of 400 respondents.

3. The questionnaire was contributed online via Google form, social network and hard copy with specific of time is on October 2015.Thus, the result might not apply for the other time changes.

1.6 Definition of Terms

1. "Ichitan" Organic green tea products, organic green tea of Ichitan Group Public Company Limited. There are 12 flavors includes original flower, mixed grains flavor, mixed fruit flavor and low sugar.

2. "Oishi" Green tea products, green tea of Oishi Groups Public Company Limited, There are 8 flavors includes original flavor, mixed grains flavor, mixed fruit flavor and low sugar.

3."Puriku" White tea products, white tea of T.C. Pharmaceutical Industries Co.,Ltd. There are 5 flavors includes melon flavor, honey lemon flavor, chrysanthemum tea flavor, green tea flavor, mix berries flavor.

4."Lipton" Black tea products, black tea of Unilever Thailand. There are 4 flavors includes black tea flavor, black and herbal tea, honey flavor, green tea flavor.

5. "Ready to drink green tea" Tea beverage products that products are ready to drink at any times just open screw cap of plastic bottles and ready to drink.

6. "Factors of brand", The perception and activities of companies through the brand. The concept of brand equity including of brand awareness, brand perceived, brand loyalty and brand association.

7. "Marketing mix", Marketing mix is the factor that can be controlled entity. Marketing mix consists of Products ,Distribution, Price and Promotion.

8. "Promotion and campaign of strategies", All the promotion and campaign that both companies used in the marketing field to stimulate consumers purchasing.

9. "Trend of health conscious", The present trend of consumer behavior during the periods of situation. During year 2014-2015 the trend of health conscious stimulate consumer behavior to care about their own body.
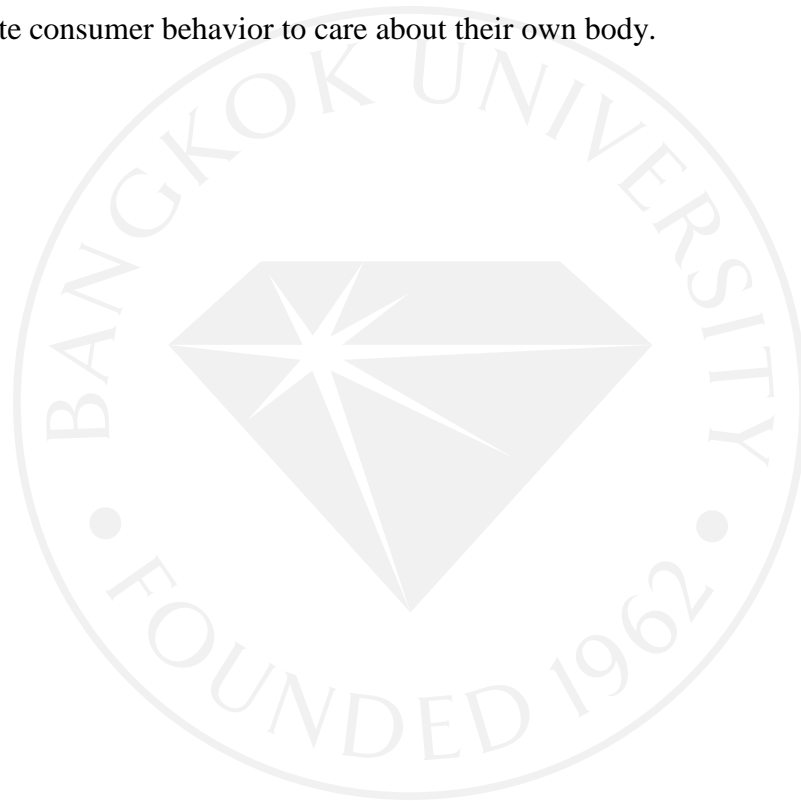
CHAPTER 2

LITERATURE REVIEW

2.1 Theoretical Foundation

This chapter presents an alternative theory of education. The method was discovered by a book of academic and research from various sources to be assumed. The content of this chapter is divided into 6 sections.

1. Concept of Consumer behavior model
2. Concept of Brand
3. Concept of Marketing mix
4. Concept of Health conscious
5. Related research
6. Hypothesis

2.2 Concept of Consumer Behavior Model

Consumer behavior model, It is necessarily for marketers to understand to the variance of consumer behavior which is the most important component of the consumer market in order to understand the cause or reason of " why consumer decides to buy or not buy" this product which Phillip Kotler (2000, p.33) describes that the behavior of consumer by S-R theory behavior consumer model as below:

(Stimulus)		(Buyer's Black Box)		(Buyer's Responses)
(Marketing Stimuli) Product Price Promotion Place	→	(Buyer's Characteristic) Culture factors Social factors Personal factors Psychology factors	→	Product Choice Brand Choice Dealer Choice Purchase Timing Purchase Amount
(Other Stimuli) Economic Technology Politics Culture		(Buyer's Decision Process) Need recognition Information search Alternative evaluation Purchase decision Post-purchase behavior		

Figure 2.1: Model of Consumer Behavior

Source: Manisong, A. (2006). *Consumer Behavior.*Nonthaburi: Sukhothai
 Thammathirat.

Stimulus : The stimulate of consumer demand may caused by impulse of their own body, such as hunger, thirst or it may be something that from external stimuli, including incentive marketing and other stimuli. Most marketers are paying attention to external stimuli by efforts the external stimulus especially marketing stimuli can attract consumers to buy more.

1.1 Marketing Stimuli : Marketing Stimuli related to the marketing mix which included, Product stimuli such as product beautiful design, price stimuli such as payment terms, discounts or better offering than other competitors. Distribution channel stimuli such as widely sold and promotion stimuli such as reducing price, These things if marketers can understand the needs of consumers and able to market stimuli suit to the needs of consumers. It will be a tool that can motivate consumers to make a choice or lead to purchase.

1.2 Other Stimuli : Other Stimuli would motivate other outside of organizations and marketers can't control it. This other Stimuli include, Economic stimuli such as economic conditions, consumer income. Technological stimuli such as modern communication technology allow consumers to use more of mobile phones. Legal and political stimuli such as tax increases or decrease of any kind of product which effect on demand in its category. And cultural stimuli such as traditions in various festivals will stimulate demand for certain products in each season.

Buyer's Black Box : Buyer's Black Box being influenced by Buyer's characteristic Which has been influenced by culture factors, social factors, personal factors, psychology factors and has also been influenced by Buyer's decision process which included five steps of Need recognition, Information search, Alternative evaluation, Purchase decision, Post purchase behavior.

Buyer's Responses : Buyer's Responses or purchase decisions of consumers. Consumers will have to decide on five steps such as Product Choice, Brand Choice, Dealer Choice, Purchase Time and Purchase Amount).

2.3 Concept of Brand

Brand is a symbol that combines the feel of consumers to the brand in both term of physical appearance, name, price, packaging, reputation, method of communication as well as the experience that consumers face with, as well as we can

call the that brand is the relationship between the consumer with products that combined with footprints in the consumers mind itself.

Sirikul Elakaigun (2545, p.25) the brand is known from experience, as well as everything about the product or the company.

Donrachai Boonyaratavej, CEO of Providence Health Rutter (2546, p.127) gave meaning about branding that Brand is the experience of consumers from the brands offered include other communications such everything issued from brand. Brand is a compilation of the recognition as a result of an understanding and feeling included into the brain.

David Ogilvy (1935, p.33) refer to Vittawat Chaipranee gave the meaning of the brand that brand is a complex symbol gathering sense that appearance of the product name, price , packaging and the way to do advertising. Brand is defined by a sense of consumer users and experience.

Brand Equity

Refers to the brand of the product that consumers see how valuable a brand that consumers have a positive attitude towards the property of their favorite products and brands as four stages of brand equity as following:

Brand Awareness : Brand Awareness meaning that consumers can remember the brand name of the product and service category. In general, consumers are starting from an unknown brand until the seller communicate to the consumer then consumers began to recognize the name and the brand and often hear until they remembered and recognized as shown below:
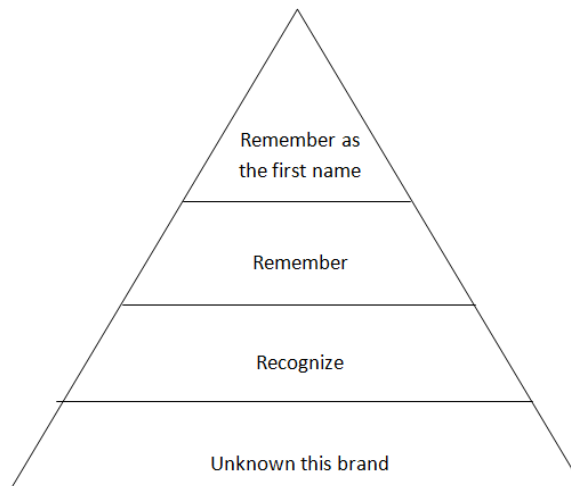
Figure 2.2: Show the level of awareness

Source: Intasara, W. (2010). Brand Communication. *Drwarat* , Blog1.

Brand Awareness cause benefit of three things

1.1 Staring for Brand Knowledge, The fact that consumers recognize the name of the product is the first step that will lead to perceptions about the shape, features and benefits of the product to make consumer know about knowledge on product.

1.2 Familiarity between product and consumer, when consumers hear the name of a brand they will become familiar and recognize more products from that point. To known the brand can be divided into two categories.

• Brand Recall means that consumers the name of brand by its own without something to help them remember.

• Brand Recognition means that consumers can't tell their own brand names. But there must be something that they to stimulate such as seeing advertising or hearing some stories about it to remind consumers memory.

1.3 Brand to be Consider, Product that consumers buy are the product that consumer know the brand well. So, to make consumer well-known the brand. The products of than brand must to have opportunity to purchase by consumer much more than other brands.

Brand Perceived : When consumer recognize the quality of all the goods or services or impression of a product or service such as Appreciation, Satisfaction, Expectation Thus, customer satisfaction is caused by the product or service meets the expectations of consumers. When they receives the product or service beyond expectations, they will focus on the brand. which can divide into two category as following:

• Product Quality

> (Performance) refers to products that need to work on the properties of products.

> (Feature) refers to the design characteristics of the product must be easy to use.

> (Reliability) means that the product is suitable for all occasions.

> (Durability) items not easily broken or damaged, Last for long.

> (Service ability) the product or service that needs after the sale service the Service must be efficiency. The services must be knowledgeable about the services and facilities.

> (Fit and Finish) product looks considering all factors, the overall quality of the product, it must look as well as product quality, beautiful shape, fit, strong composite materials, etc.

• Service Quality

> (Tangibles) as regular service is intangible. which make perceived quality of service not be clear. So, to make service be tangible the business must made some of buildings, equipment, facilities and personnel.

> (Reliability) in this term means. The validity of the charges.

> (Competence) The service provider must have knowledge in the matter.

> (Responsiveness) is responsible for the assignment.

> (Empathy) providers must be qualified and very kind.

Brand Association : When the marketers try to create something of such as product features, specifications or benefits and linking it to consumer perception. It gives consumers the image of the product and recognize the Brand Position of the product. Which bring many benefit as following:

> (Differentiation) The product is useful when products are distinguished by either side.

> (Positive Attitudes / Feeling) identifying something which good to products to consumers acknowledge, Will make consumers attitudes towards to the products and will help result in the purchase.

> (Basis For Extensions) factors that indicate a product. Once accepted, the consumer will benefit to the company in other product type of brand.

Brand Loyalty : Brand loyalty means that consumers love and believe in the product and hard to make change to other brands. Consumers are familiar with the brand. As shown below levels.
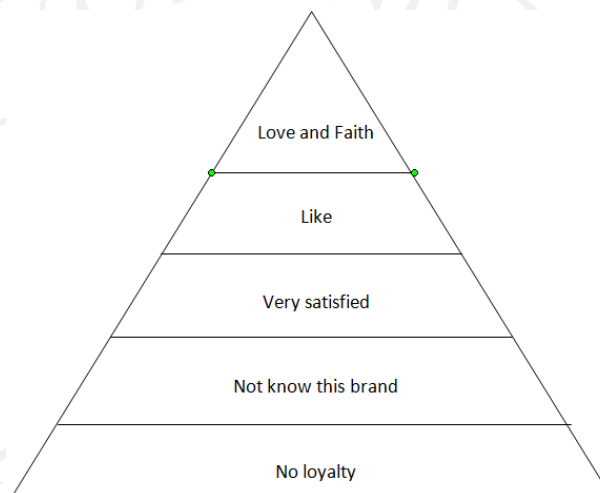
Figure 2.3: Show the level of loyalty

Source: Intasara, W. (2010). Brand Communication. *Drwarat* , Blog1.

The lowest level is the level that the consumer does not has a particular brand, means that the consumers are easy to change brand. In the higher levels consumers are delighted with the brand and purchase it easily. The higher level of satisfied, In this level consumers switch to other brands harder than the second level because they thought that changing to use other brand will make a risky, However, It's also possible that they are likely to switch the brands if the new brand has very good reason to make change. Higher level called "Like" the honest at this level consumers will enjoy the product and feel this brand as a friend which mean that consumers are familiar, Chances to switch to another brand is very difficult. And the highest level consumer will lover that product and will not change to use other brand.

2.4 Concept of Marketing Mix

Factor of marketing mix is an important components of market. Marketing mix is the factor that can be controlled entity. Siriwan Serirat (2541, p.35) said that business ventures are required to create the right marketing mix in the marketing strategy.

The marketing mix : consists of Products ,Distribution, Price and Promotion.

Products : The first to show that the parties are ready to do business. Companies must have something to offer may be its tangible service ideas to meet their needs. Education about the products that marketers often studied in terms of products produced. Packaging total (Total Product), which refers to products coupled with the satisfaction and other benefits which consumers get from buying it. Marketing executives need to improve the product or service produced in accordance with the needs of the target group. By focusing on the satisfaction of consumers and the needs of consumers is important. To learn about the issues that need to be covered to select a product or product line by increase or decrease the types of products in the product line. The performance characteristics of the product, the quality, color, size, shape, providing the warranty, etc. manufactured released to meet the needs of any consumer group. Product lifecycle of the product for a period of time and how long each cycle of that product. A marketing strategy should be used when you want to create the prosperity of the Company. However, Businesses must have a plan to develop new products to meet the needs of the market.

Thus, Today we see that consumers are interested in buying goods and meticulous than before. The role of packaging is extremely important to the product. The package will give benefits to the two main reasons are to protect and enhance the quality of goods sold.

The shape of the container or package today is so colorful and materials used to make packaging are more innovative. Often, the consumer makes a purchase by looking to the packaging rather than the product. The brand is a benefit to the consumers. Thus, consumers would know that the product come from which

manufactures. Consumers will be able to use past experience to help in the purchase decision easier without ask for information all the time and confidence to buy goods.

Distribution (Place or Distribution) : Product that manufacturers have made it. Although, no matter how the product be good. If consumers do not know the source and can't be acquired on demand. Products manufactured, it can't meet the needs of consumers. Therefore, marketers need to consider how, where, when and by whom the product offering. However, it is necessary to study.

Distribution activities divided into two parts. First, the distribution channels focusing on the types of sales channels that will be used to sell products directly to consumers or to sell products through various middlemen. The role of various middlemen such as Wholesalers, Retailers and Agent Middleman through the market as part of the distribution. To distribute the product as "Physical Distribution" for distribution to the consumer.

The choice of the appropriate method of transport to help distribute the goods are transport by air, car, rail and ship. The marketer needs to choose one of the best way of transports to push down the cost and timely products to the customers as soon as and as low as possible. Another important step of the process of distributing goods is inventory storage. To provide timely of distribution to consumer demand.

Price : When the business has developed more products. Including a channel distribution. It's important that business must to do is to set the right price for the products that will be offered for sale. Before setting products price. Businesses need to set a goal that they want to set the price for profit or to expand the market share or for any other purpose of the business. As well as the strategy of pricing will be accepted by the market and compete with competitors in the race. In the market pricing strategy is to be effective more quickly than other factors such as "Price reduction" or set the highest price for the product that is unique in itself. To show that product is a good image on psychological effects which enhance the price. By setting the product price may include giving credit policy or giving cash discounts or volume discounts and etc. In addition, Businesses must consider to the legal regulations that will affect on prices. Also included value of product in term of cost. Consumers will compare the value of products with the price of the product. If the value is higher than

the price, They will decide to buy. Thus, the marketer must consider to all kinds of factors which effected on the marketing strategy.

Promotion : Promotion is a study of the communication process to target markets. Marketing promotions as a way to let customers know about the products offered. The objective of market promotion is to tell the customer that the product is released into the markets already and trying to persuade customers to buy and reminder customers about the brand.

• The promotion need to study to the communication process to understand the relationship between the sender and recipient. The promotion is an important tools to use in 5 different kinds of integrated which called "Promotion Mix" include.

> "Personal Selling" Is an offer to sell of "Face-to-Face". The sales staff must meet with buyers directly to offering the product. By using this promotion tool is the best way to do the promotion but high cost.

> "Advertising" Refers to the form of payment for marketing promotion. By not using on individual personal selling to present or help to sell the product but using the media types such as television, radio, newspapers, magazines, billboards, Internet. These medias able to reach consumers in a big group which suitable for wide distribution of products to market.

> "Sales Promotion" Refers to activity that helps salespeople and advertising to sales goods . The promotion motivates consumers to demand in products. Promotional prepared in the form of the trade shows by distribution of product samples, coupons, reward, plus the use of stamps to sweepstakes for various prizes.

> "Publicity and Public Relation" In currently, businesses often focus to the image of the business. Businesses need to spend a lot of money to build the reputation and image of the company. Currently, most of organizations are not focused on the pursuit of profit (Maximize Profit) only. But, focus to the purpose of providing the social services (Social Objective). Because the survival of the business organization is based on the recognition of consumers in society. If consumers against businesses or consumers think that the organization seeks the benefits from society and no regarding to the society or consumers, Such as release of wastewater into the river or release toxic into the air which cause effects to the public without solving problems. It

creates a bad image of business organizations in the future.

> "Process" Are creation and delivery of components of product through the process of well planning. Time is a key strategy for the service and efficiency of services. Therefore, the process of good service should be quick and efficient in delivering. Included easy to operate, So that staff are not disrupted in working. Thus, staff will works correctly at the same pattern and has be more efficient and better quality.

2.5 Concept of Health Conscious

In 2014-2015 The healthcare market of Thailand growth about 40,000 million baht per year. Consumer behavior is changing rapidly of health conscious about eating, drinking and playing sports to take care of themselves. Because consumers are aware and scared with so much information that is presented out about disease, disease-free and healthy. Most consumer needs a good body image and healthy which important for the consumption to organize of their life with the key trend of health as below:

> Emphasis on weight control

> Natural advantage

> High Protein

> Complex carbohydrates

> Less Sugar

> Take part in the digestive system

Health Behavior

Vipaphon Mahachai (2011, p.6) said that health behaviors or methods for health behavior model meaning as well as behavior in general, but only limited range of health behavior only. Which is about taking care of their health try to protecting from any various diseases. This form healthy habits that are often referenced in health behaviors in many forms as:

1.1 The studied of Carl and Cobb (2000, p.15) about health behavior by using predicting, predict the behavior by perception and beliefs about the importance of health risk for the disease and the efficacy of their health behaviors.

　　　　1.2 The study of Green healthy food about acceptance and methods health behaviors model by predicting health behaviors is to recognize the benefits or advantages of behavioral health model. Which health behaviors that are compatible with the current trends and needs of each individuals person.

　　　　1.3 Pappaphat Suwan (2001, p.21) said that the model of health beliefs with the assumption that people seek and follow health advice under very specific circumstances only. The person must have a minimum level of knowledge and incentives to health and must believe that healing is a way to prevent and control the disease. Health belief model is the concept of Rpsenstock and Becker.

Concept of self-care

Vipaphon maharchai (2011, p.7) said that in general, humans have a need to care for the life and maintaining perfect health as well as to avoid the dangers that will threaten lives and improve the activities of daily life. As well as being good for the environment and be able to live peacefully in society in all aspects. Which is important for humans and sum of the experience even individual ability.

　　　　Supporting of self-care, it helps a person to have the ability and responsibility for their own health care. A step towards the goal of healthy must focus on the development of quality , self-care and self-reliant.

　　　　Orem (1980, p.7) has published a concept about self care and activities that has initiated the action to maintain the life, health and well-being of individuals of how to maintain a person's health in adulthood and it is an activity that must be done continuously.

　　　　Pender (1987, p.30) has mentions that self-care is the activity of individual person to provide benefits for themselves. So, Self-care process by individuals and families are thought to be responsible for the development of their health care.

　　　　In addition, self-care also means as anything that can perform by themselves. As well as the process by which individuals, acting for their own benefit in their health. Because human can recognize the health behavior with the needs to turn to self-care. In particular, the pursuit of food that will be used in the maintenance and care, such as food supplements including green tea which give a huge benefit to the human body.

2.6 Related Research

Siriprapa Sumrit (2005) studied the "consumer behavior affect on decision to purchase of green tea drink in Bangkok" this research is the quantitative research by using questionnaire survey of consumer behavior affect on decision to purchase of green tea drink in Bangkok total 400 respondents. The results showed the characters of consumers always chose to drink green tea which depend on situation that related to the consumers behavior in the past which always chose to drink soft drink products. But today, consumers changed to drink "Ready to drink green tea" more than past periods. By drinking Ready to drink green tea products in Thailand was not like in the international consumer behaviors which consumers had a collect times to drink or tea's time. But Thai consumers able to drink at any times of period and most consumers emphasized on tastes of green tea at low levels of "Like" but emphasizes on variable tastes at very high levels of "Like".

Pravina Doungkajun (2012) studied about " Online media and product factors affecting consumer's buying behavior in organic green tea beverage ichitan in Bangkok" this research is the quantitative research, the sample used in this studied by 400 respondents from questionnaire survey. From this research said that consumers agree on online media factors and factors of products at "Good" level. The purpose of buying was "Thirsty" and "Mini/Mart" and "Seven-Eleven" were the location that consumers always purchasing. Green tea products beverage that consumers always purchasing were Oishi by influenced from themselves. Most the times that consumers usually purchasing was 12.01-15.00 pm., At one bottle at a time and bought about two times per/week. The hypothesis testing found that the age, education and occupation had frequency of purchasing green tea at differences statistical significance of 0.01,0.05 and 0.01. Consumers had opinion about online media and product factors at low levels of associated with similar purchasing behavior at a significant level of 0.05 and 0.05 respectively.

Kunnika Jarounrot and Kittipong Kongswadkeat (2013) studied about "Trust affecting the consumer's decision to purchase Ichitan green tea in Bangkok and vicinities" this research is the quantitative research, the sample used in this studied by 400 respondents from questionnaire survey. From this research said that, The majority

were male at 52.8 percents, age between 25-34 years, 33.0 percents were an employee, income per month about 10,001-20,000 Baht, 55.3 percents at bachelor's degree. About marketing mix, Most trusted in promotion at the highest level followed by product, distribution and price. About brand factors, Brand image got highest score that influenced on purchasing followed by brand awareness and brand loyalty. The factors of motivation, the "Trust factor" got highest score of choosing green tea brands followed by Complacency, Quality and Benefit. The hypothesis testing found that all the demographic factors affected on the "Trust factor" of consumers purchasing of Ichitan green tea products in Bangkok and vicinities.

Junyawan Paiwan (2012) studied the "Comparison of Image of Oishi Green Tea Product Brand with Ichitan Green Tea Product brand Affecting Buying Behavior of Consumers in Bangkok Metropolis" this research is the quantitative research, the sample used in this studied by 400 respondents from questionnaire survey. From this research said that, About the brand image that influenced on consumers purchasing of Oishi brand was "Brand logo" at highest score of perception, followed by "Slogan of brand". And the highest perception of Ichitan brand was "Slogan of brand", followed by "Color of brand" , "Text of brand name" and "Picture of brand". The personal factors of Oishi and Ichitan brand, both were difference in categories of "Status", "Value of brand" and "Consumers purchasing". In addition, the consumer behavior of both brands had no significant on "Expenses", "Frequency of buying on each month" and "Brand image" of both brands.

Kanokwan Silikorn (2010) studied the "Factors that effect on consumers decision purchasing of green tea beverage in Bangkok" this research is the quantitative research, the sample used in this studied by 400 respondents from questionnaire survey. The research said that marketing mix factors that had influence on consumers of green tea beverage in Bangkok at very high rate was the factors of channel of selling followed by factors of products and factors of promotion and last was factors of price. The personal factors of gender and occupation which difference had effecting to the results at difference ways but age, level of education and income which difference had no effecting on the resulted of factors that effect on consumers purchase.

Shisarkun Supawongthanakarn (2014) studied the "Perception of Ichitan Green Tea of the Consumers in Bangkok and Vicinity" this research is the quantitative research, the sample used in this studied by 400 respondents from questionnaire survey. The research said that (1) Recall/Remind factors: Consumers able to recall/remind the "Advertising" correctly at highest scores of 86.5% and Incorrectly of "Packaging" at lowest of 26%. thus, overall total of recall/remind factors at "High". (2) Recognition factors: Consumer able to recognize the "Advertising" correctly at highest scores of 93.5% and Incorrectly of "Packaging colors" at lowest of 46.2%. thus, overall total of recognition factors at "High". (3) Favorite brand factors: the components of favorite brand of "Brand image" got scores (highest Like: 4.60) and (lowest Like: 3.81) of "Packaging" and "Shape of the bottle". Thus, overall total of favorite brand factors at "Like". The results of hypothesis testing found that (1) Consumers with different demographic but the perception of recall/remind were not different. (2) Consumers with different demographic (except income) but the perception of recognition were not different. (3) Consumers with different demographic (except income, gender) the perception of favorite brand were different.

2.7 Hypothesis

The results of the finding research are significant that show the hypotheses are similar from the previous research that mentioned on above.

H1o : βbrand1,brand2,brand3,brand4,brand5 = 0

H1a : at least one of βbrand1,brand2,brand3,brand4,brand5 $\neq$ 0

H2o : βproduct1,product2,product3,product4,product5 = 0

H2a : at least one of βproduct1,product2,product3,product4,product5 $\neq$ 0

H3o : βprice1, price2 = 0

H3a : at least one of βprice1,price2 $\neq$ 0

H4o : βpromotion1, promotion2, promotion3,....promotion9 = 0

H4a : at least one of βpromotion1, promotion2, promotion3,....promotion9 ≠ 0

H5o : βHealth1, Health2, Health3, Health4, Health5 = 0

H5a : at least one of βHealth1, Health2, Health3, Health4, Health5 ≠ 0

2.8 Conceptual Framework

Hypothesis testing for brand, marketing mix and trend of health conscious. The demographic and consumer behavior will use in questionnaire for only necessaries questions to understand the whole view of conceptual of this research.

Independent Variables   Dependent Variables

1. Demographic and Consumer Behavior

2. Brand
- Brand awareness
- Brand perceived
- Brand association
- Brand royalty

3. Marketing Mix
- Product
- Price
- Promotion
- Place

4. Trend of Health conscious

➡

Factors influencing purchase decision of ready to drink green tea
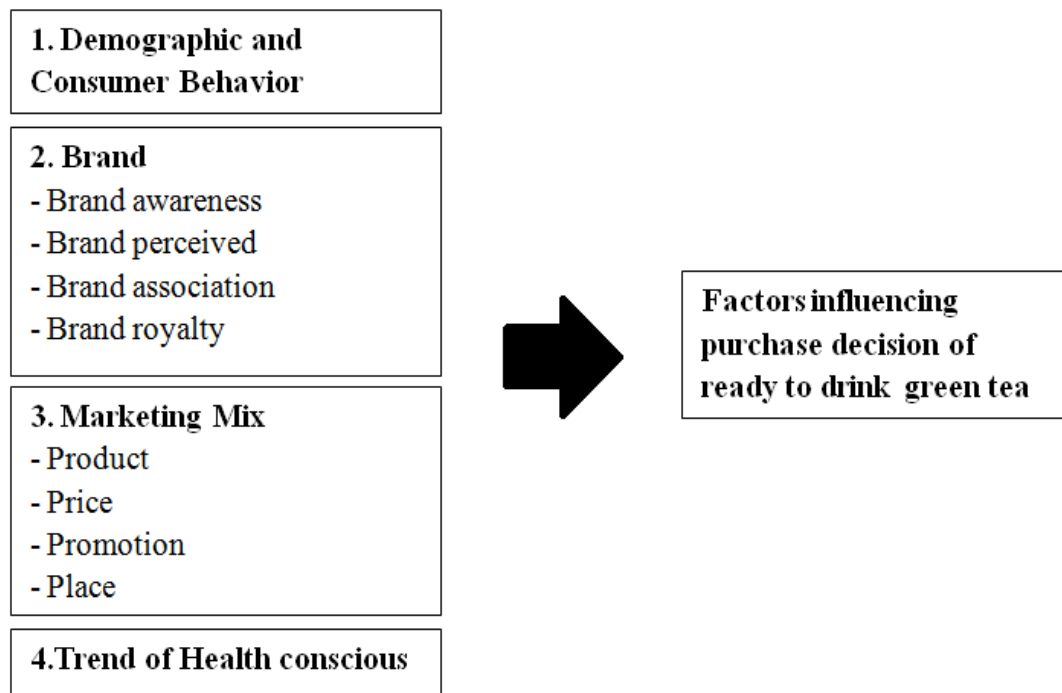
Figure 2.4: Conceptual Framework

CHAPTER 3

METHODOLOGY

3.1 Research Strategy

The research describe to methods of study which study in form of Quantitative Research about factors that influence on purchase decision of ready to drink green tea in Bangkok area. By components included as follows:

1. Population and Samples
2. The tools used in research and elements of questionnaire
3. Data collection
4. Analysis and data processing

3.2 Population and Samples

Population : The research study about the number of population which the consumers who consumed and purchased "Ready to drink green tea products" in Bangkok area

Samples : The number of sample size is 400 samples who living in Bangkok area which consumed and purchased "Ready to drink green tea products". In this research, setting the sample size by using the table of (Yamane, 1967) at level of reliability 95% and level of precision or Sampling of Error at ±5% by selected the sample size in form of:

1. The population who live Bangkok area in 2015, The number of population at 5,692,284 people (Department of Provincial Administration, 2558)

2. Selected the sample from table of (Yamane, 1967) at level of reliability 95% and Level of precision or Sampling of Error at ±5% by using the formula:

$$n = \frac{N}{1 + Ne^2}$$

e	=	Level of precision or Sampling of Error at ±5%
n	=	Sample size
N	=	Population

Represent

$$n \quad = \quad \frac{5,692,284}{1 + (5,692,284)(0.05)^2}$$

n   =   399.97 or 400 Sample size

3.3 The tools used in research and Elements of questionnaire

This research used the tools to collect the data by using the questionnaire. The details about creating questionnaire as follows:

1. Study and research to creating questionnaire from Research papers and concept theories.

2. Creating tools used in research questionnaire to study about factors that influence on Purchase Decision of ready to drink green tea, The research divide into 4 parts as follow:

Part 1. Ask about Demographic , Consumer behavior and Overall of Factor that influence on purchase decision by using Multiple Choices and Likert Scale to answer the questions as following:

Demographic , Consumer behavior

1. Gender	(Nominal Scale)
2. Age	(Ordinal Scale)
3. Education	(Ordinal Scale)
4. Status	(Nominal Scale)
5. Occupation	(Nominal Scale)
6. Level of income	(Ordinal Scale)
7. What type of brand do you usually drink	(Nominal Scale)
8. What type of flavor do you like	(Nominal Scale)
9. Purpose of buying	(Nominal Scale)
10. How often do you usually purchase	(Nominal Scale)
11. Hobby	(Nominal Scale)

Overall of Factor that influence on purchase decision by using Likert scale which divided into 5 levels as below:

12. Factor that influence on purchase decision

Level 1	mean	Strongly Disagree
Level 2	mean	Disagree
Level 3	mean	Neutral
Level 4	mean	Agree
Level 5	mean	Strongly Agree

Part 2. The Factors of brand (Brand awareness, Brand image, Brand loyalty) by using Likert scale which divided into 5 levels as below:

Level 1	mean	Strongly Disagree
Level 2	mean	Disagree
Level 3	mean	Neutral
Level 4	mean	Agree
Level 5	mean	Strongly Agree

Part 3. The factors of Marketing mix (Product, Price Promotion) by using Likert scale which divided into 5 levels as below:

Level 1	mean	Strongly Disagree
Level 2	mean	Disagree
Level 3	mean	Neutral
Level 4	mean	Agree
Level 5	mean	Strongly Agree

Part 4. The trend of health conscious ask about the present trend of health conscious which influence on purchase decision in the future of consumers by using Likert scale which divided into 5 levels as below:

Level 1	mean	Strongly Disagree
Level 2	mean	Disagree
Level 3	mean	Neutral
Level 4	mean	Agree
Level 5	mean	Strongly Agree

To interpretation interval scale by using likert scale to rating the questionnaire, the rating average calculated as following below:

$$\text{Average} = \frac{\text{maximum} - \text{minimum}}{\text{level}}$$

$$= \frac{5 - 1}{5}$$

$$= 0.8$$

The level of scale	Notes for Interpretation
1.00 - 1.80	Strongly Disagree
1.81 - 2.60	Disagree
2.61 - 3.40	Neutral
3.41 - 4.20	Agree
4.21 - 5.00	Strongly Agree

3.4 Data Collection

This research focuses to study of factors influencing purchase decision of ready to drink green tea in Bangkok area by collecting data as follows:

1. This research, study the problems and facts from present trend, Research and study to collecting information from similar problems and facts such as similar research or similar academic paper. Find out textbook, theory and other research to support.

2. Design the questionnaire and let the expert about green tea products and marketers checking the questionnaires to fixing and rewrite to be reliable. The next step, do the pre-test to test validity and reliability of questionnaire by :

2.1 Validity test by let the experts about green tea products, marketers and advisor to check the questionnaires by used The Index of Item Objective Congruence (IOC) to test Validity as follows:

$$\text{IOC} = \frac{\sum R}{N}$$

IOC = The measure of consistency.

R = The score of experts.

$\sum R$ = The sum of score of each individual experts.

N = The number of professionals

From the efficiency of The Index of Item Objective Congruence (IOC) the acceptable number must to have a value of 0.50 or more.

List of 5 experts who confirmed The Index of Item Objective Congruence (IOC) as belows:

    1. Titirat Parnmung,   Associate Professor, food chemistry

    2. Suthap Tarattanachai,   Own of Japanese restaurant

    3. Tanate Sangsai,   Marketing manager

    4. Phaisan Auranwong,   Marketing manager

    5. Kosit Pattananusorn,   Consumer of tea products

    2.2 Reliability test by do the pre-test of sample 40 respondents to check the Reliability of the questionnaire and used SPSS programs to test the reliability of Cronbach's Alpha to analysis of the value must not less than 0.7, Which this research is 0.868 of reliability.

Table 3.1 : Reliability Statistics show level of Cronbach's Alpha

Reliability Statistics

Cronbach's Alpha	N of Items
.868	43

3. Distribute the questionnaire to populations such as online survey.

4. Collected the questionnaire from the random samples of 400 respondents.

3.5 Analysis and Data processing

To analysis and processing using SPSS program for run the data and analysis statistical data as follows:

    1. Descriptive statistics

        1.1 Frequency

        1.2 Cross tabulation

By using frequency and Cross tabulation to explain general demographic and consumer behavior of data such as frequency of age, occupation, level of purchasing, monthly income, education, gender, favorite brands.

2. Regression

> 2.1 Multinomial logistic

> 2.2 Hypothesis testing

By using regression of multinomial logistic and hypothesis testing to explain each categories of factors of brand , factors of marketing mix, factors of trend of health conscious and testing hypothesis to find the results.

3.6 The Variable

The variable in this research able to divide into 2 parts, first Independent Variables and second Dependent Variables as follows:

Independent Variables: able to divide into 4 variables as follows:

> 1. Demographic and Consumer Behavior

> 2. Brand (Brand awareness, Brand image, Brand loyalty)

> 3. Marketing Mix (Product , Price , Promotion, Place)

> 4. Trend of Health Conscious

Dependent Variables:

> 1. Factors influencing purchase decision of ready to drink green tea

CHAPTER 4

RESEARCH FINDING AND DATA ANALYSIS

This research of the chapter 4, Presents the result of the data researched from chapter 3 by analysis using methods and the framework of chapter 2. By using the collected data from 400 questionnaires that the results can analysis into 4 parts as following.

1. Analysis of frequency
2. Analysis of Cross Tabulation
3. Multinomial Logistic Regression analysis
4. Analysis of hypothesis testing

4.1 Analysis of Frequency

Table 4.1: Frequency and Percentage of Brands.

Brand

		Frequency	Percent
Valid	Ichitan	188	47.0
	Oishi	100	25.0
	Puriku	25	6.3
	Lipton	30	7.5
	Other	57	14.2
	Total	400	100.0

From the table above : Most of the respondents are choosing Ichitan brand which contain 188 respondents (47%), The 2nd is Oishi brand 100 respondents (25%), The 3th is Lipton brand 30 respondents (7.5%), The 4th is Puriku brand 25 respondents (6.3%), While the Other 57 respondents (14.2%) are Fuji, Pokka, Itoen at very low respondents.

Table 4.2 : Frequency and Percentage of Gender.

Gender

		Frequency	Percent
Valid	Male	186	46.5
	Female	214	53.5
	Total	400	100.0

   From the table above : The majority of respondents are Female at 214 respondents (53.5%), While Male equal to number of 186 respondents (46.5%).

Table 4.3 : Frequency and Percentage of Age.

Age

	Frequency	Percent
Valid 20 years or below	73	18.3
21- 25 years	106	26.5
26 - 30 years	80	20.0
31 - 35 years	52	13.0
36 - 40 years	34	8.5
41 years or above	55	13.8
Total	400	100.0

   From the table above : The most respondents age are between 21- 25 years old at 106 respondents (26.5%), Followed by 26 - 30 years old at 80 respondents (20%), 20 years old or below at 73 respondents (18.3%), 41 years old or above at 55 respondents (13.8%), 31 - 35 years old at 52 respondents (13%) and 36 - 40 years old at 34 respondents (8.5%).

Table 4.4 : Frequency and Percentage of Level of Education.

Level of education

		Frequency	Percent
Valid	Primary school or below	8	2.0
	High school	97	24.3
	Diploma	14	3.5
	Bachelor's degree	217	54.3
	Master's degree or higher	64	16.0
	Total	400	100.0

From the table above : Show the most respondents have education level in Bachelor's degree at 217 respondents (54.3%), Followed by High school at 97 respondents (24.3%), Master's degree or higher at 64 respondents (16%), Diploma at 14 respondents (3.5) and Primary school or below at 8 respondents (2%).

Table 4.5 : Frequency and Percentage of Occupation.

Occupation

		Frequency	Percent
Valid	Student	118	29.5
	Employee	111	27.8
	Self employed	88	22.0
	Governer	61	15.3
	Housewife	22	5.5
	Total	400	100.0

From the table above : Show the most respondents work as Student which equal to 188 respondents (29.5%), Followed by Employee at 111 respondents (27.8), Self employed at 88 respondents (22%), Governer at 61 respondents (15.3) and Housewife at 22 respondents (5.5%).

Table 4.6 : Frequency and Percentage of Monthly Income.

Monthly Income

		Frequency	Percent
Valid	10,000 baht or below	108	27.0
	10,001 - 20,000 baht	83	20.8
	20,001 - 30,000 baht	82	20.5
	30,001 - 40,000 baht	34	8.5
	40,001 or above	93	23.3
	Total	400	100.0

From the table above : Show the most respondents of Monthly Incomes are 10,000 baht or below which equal to 108 respondents (27%), Followed by 40,001 or above at 83 respondents (23.3%), 10,001 - 20,000 baht at 83 respondents (20.8%), 20,001 - 30,000 baht at 82 respondents (20.5) and 30,001 - 40,000 baht (8.5%).

Table 4.7 : Frequency and Percentage of Flavors.

Flavors

		Frequency	Percent
Valid	Original flavor	152	38.0
	Mixed grains flavor	41	10.3
	Mixed fruits flavor	83	20.8
	Low sugar or no sugar	124	31.0
	Total	400	100.0

From the table above : Show the most respondents green tea flavors of Original flavor which equal to 152 respondents (38%), Followed by Low sugar or no sugar at 124 respondents at (31%), Mixed fruits flavor at 83 respondents (20.8%) and Mixed grains flavor at 41 respondents (10.3%).

Table 4.8 : Frequency and Percentage of Purpose of buying.

Purpose of buying

		Frequency	Percent
Valid	When you need to drink	223	55.8
	When you thirsty	69	17.3
	When it has promotion, discount, get free, sweepstakes	103	25.8
	Other	5	1.3
	Total	400	100.0

From the table above : Show the most respondents purpose of buying Ready to drink Green tea are When they need to drink which equal to 223 respondents (55.8%), Followed by When it has promotion, discount, get free, sweepstakes at 103 respondents (25.8%). When they thirsty at 69 respondents (17.3%) and Other 5 respondents (1.3%).

Table 4.9 : Frequency and Percentage of Frequency of buying.

Frequency of buying

		Frequency	Percent
Valid	2 - 3 times per day or more	18	4.5
	1 time per day	62	15.5
	2 - 3 times per week	78	19.5
	1 times per week	42	10.5
	2 - 3 times per month	66	16.5
	1 time per month or lower	134	33.5
	Total	400	100.0

From the table above : Show the most respondents frequency of buying are 1 time per month or lower which equal to 134 respondents (33.5%). Followed by 2 - 3 times per week at 78 respondents (19.5%). 2 - 3 times per month at (16.5%). 1 time per day at 62 respondents (15.5%). 1 times per week at 42 respondents (10.5%) and 2 - 3 times per day or more at 18 respondents (4.5%).

Table 4.10 : Frequency and Percentage of Hobby.

Hobby

		Frequency	Percent
Valid	Movie, Music, Reading, Eating, Shopping	243	60.8
	Travel, Adventure	34	8.5
	Playing sport , Health conscious	46	11.5
	Musical, Art, Weaving, Cooking	49	12.3
	Party, Society	28	7.0
	Total	400	100.0

From the table above : Show the most respondents of favorite Hobby of Movie, Music, Reading, Eating, Shopping which equal to 243 respondents (60.8%). Followed by Musical, Art, Weaving, Cooking at 49 respondents (12.3%). Playing sport , Health conscious at 46 respondents (11.5%), Travel Adventure at 34 respondents (8.5%) and Party, Society at 28 respondents (7%).

4.2 Analysis of Cross Tabulation

Table 4.11 : Cross tabulation: Gender with Brand

Gender * Brand Crosstabulation

			Brand					Total
			Ichitan	Oishi	Puriku	Lipton	Other	Total
Gender	Male	Count	93	49	9	12	23	186
		% within Gender	50.0%	26.3%	4.8%	6.5%	12.4%	100.0%
		% within Brand	49.5%	49.0%	36.0%	40.0%	40.4%	46.5%
	Female	Count	95	51	16	18	34	214
		% within Gender	44.4%	23.8%	7.5%	8.4%	15.9%	100.0%
		% within Brand	50.5%	51.0%	64.0%	60.0%	59.6%	53.5%
Total		Count	188	100	25	30	57	400
		% within Gender	47.0%	25.0%	6.3%	7.5%	14.2%	100.0%
		% within Brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

From the table above : Show the most respondents are choosing brand of Ichitan at (47%) and The second are choosing brand of Oishi at (25%), Followed by Lipton (7.5%), Puriku (6.3%) and Other (14.2%). Moreover, most respondents Gender of brand are Female (50.5%) and Male (49.5%) of Ichitan, while Oishi respondents Gender of brand are Female (51%) and Male (49%).

However, Most respondents of all brands in Gender are Female (53.5%) at Ichitan (44.4%).

Table 4.12 : Cross tabulation : Age with Brand

Age * Brand Crosstabulation

| | | Brand | | | | | |
		Ichitan	Oishi	Puriku	Lipton	Other	Total
20 years or below	Count	44	18	4	0	7	73
	% within Age	60.3%	24.7%	5.5%	0.0%	9.6%	100.0%
	% within Brand	23.4%	18.0%	16.0%	0.0%	12.3%	18.3%
21- 25 years	Count	55	15	10	12	14	106
	% within Age	51.9%	14.2%	9.4%	11.3%	13.2%	100.0%
	% within Brand	29.3%	15.0%	40.0%	40.0%	24.6%	26.5%
26 - 30 years	Count	34	25	6	4	11	80
	% within Age	42.5%	31.3%	7.5%	5.0%	13.8%	100.0%
	% within Brand	18.1%	25.0%	24.0%	13.3%	19.3%	20.0%
31 - 35 years	Count	28	15	1	1	7	52
	% within Age	53.8%	28.8%	1.9%	1.9%	13.5%	100.0%
	% within Brand	14.9%	15.0%	4.0%	3.3%	12.3%	13.0%
36 - 40 years	Count	11	8	2	7	6	34
	% within Age	32.4%	23.5%	5.9%	20.6%	17.6%	100.0%
	% within Brand	5.9%	8.0%	8.0%	23.3%	10.5%	8.5%
41 years or above	Count	16	19	2	6	12	55
	% within Age	29.1%	34.5%	3.6%	10.9%	21.8%	100.0%
	% within Brand	8.5%	19.0%	8.0%	20.0%	21.1%	13.8%
Total	Count	188	100	25	30	57	400
	% within Age	47.0%	25.0%	6.3%	7.5%	14.2%	100.0%
	% within Brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

From the table above : Show the most respondents are choosing brand of Ichitan at (47%) and The second are choosing brand of Oishi at (25%), Followed by Lipton (7.5%), Puriku (6.3%) and Other (14.2%). Moreover, most respondents Age of brand are 21- 25 years (29.3%) and 20 years or below (23.4%) of Ichitan, while Oishi respondents Age of brand are 26 - 30 years (25.0%) and 41 years or above (19.0%). However, Most respondents of all brands in Age are 21- 25 years (26.5%) at Ichitan (51.9%).

Table 4.13 : Cross tabulation : Education with Brand

Level of education * Brand Crosstabulation

| | | Brand | | | | | |
		Ichitan	Oishi	Puriku	Lipton	Other	Total
Primary school or below	Count	7	0	0	1	0	8
	% within Level of education	87.5%	0.0%	0.0%	12.5%	0.0%	100.0%
	% within Brand	3.7%	0.0%	0.0%	3.3%	0.0%	2.0%
High school	Count	66	21	3	1	6	97
	% within Level of education	68.0%	21.6%	3.1%	1.0%	6.2%	100.0%
	% within Brand	35.1%	21.0%	12.0%	3.3%	10.5%	24.3%
Diploma	Count	11	3	0	0	0	14
	% within Level of education	78.6%	21.4%	0.0%	0.0%	0.0%	100.0%
	% within Brand	5.9%	3.0%	0.0%	0.0%	0.0%	3.5%
Bachelor's degree	Count	84	58	18	20	37	217
	% within Level of education	38.7%	26.7%	8.3%	9.2%	17.1%	100.0%
	% within Brand	44.7%	58.0%	72.0%	66.7%	64.9%	54.3%
Master's degree or higher	Count	20	18	4	8	14	64
	% within Level of education	31.3%	28.1%	6.3%	12.5%	21.9%	100.0%
	% within Brand	10.6%	18.0%	16.0%	26.7%	24.6%	16.0%
Total	Count	188	100	25	30	57	400
	% within Level of education	47.0%	25.0%	6.3%	7.5%	14.2%	100.0%
	% within Brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

From the table above : Show the most respondents are choosing brand of Ichitan at (47%) and The second are choosing brand of Oishi at (25%), Followed by Lipton (7.5%), Puriku (6.3%) and Other (14.2%). Moreover, most respondents Education of brand are Bachelor's degree (44.7%) and High school (35.1%) of Ichitan, while Oishi respondents Education of brand are Bachelor's degree (58.0%) and High school (21.0%). However, Most respondents of all brands in Education are Bachelor's degree (54.3%) at Ichitan (38.7%).

Table 4.14 : Cross tabulation: Occupation with Brand

Occupation * Brand Crosstabulation

		Brand					
		Ichitan	Oishi	Puriku	Lipton	Other	Total
Student	Count	63	26	10	6	13	118
	% within Occupation	53.4%	22.0%	8.5%	5.1%	11.0%	100.0%
	% within Brand	33.5%	26.0%	40.0%	20.0%	22.8%	29.5%
Employee	Count	41	35	8	9	18	111
	% within Occupation	36.9%	31.5%	7.2%	8.1%	16.2%	100.0%
	% within Brand	21.8%	35.0%	32.0%	30.0%	31.6%	27.8%
Self employed	Count	44	19	4	7	14	88
	% within Occupation	50.0%	21.6%	4.5%	8.0%	15.9%	100.0%
	% within Brand	23.4%	19.0%	16.0%	23.3%	24.6%	22.0%
Governor	Count	23	19	2	7	10	61
	% within Occupation	37.7%	31.1%	3.3%	11.5%	16.4%	100.0%
	% within Brand	12.2%	19.0%	8.0%	23.3%	17.5%	15.3%
House wife	Count	17	1	1	1	2	22
	% within Occupation	77.3%	4.5%	4.5%	4.5%	9.1%	100.0%
	% within Brand	9.0%	1.0%	4.0%	3.3%	3.5%	5.5%
Total	Count	188	100	25	30	57	400
	% within Occupation	47.0%	25.0%	6.3%	7.5%	14.2%	100.0%
	% within Brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

From the table above : Show the most respondents are choosing brand of Ichitan at (47%) and The second are choosing brand of Oishi at (25%), Followed by Lipton (7.5%), Puriku (6.3%) and Other (14.2%). Moreover, most respondents Occupation of brand are Student (33.5%) and Self employed (23.4%) of Ichitan, while Oishi respondents Occupation of brand are Employee (35.0%) and Student (26.0%). However, Most respondents of all brands in Occupation are Student (29.5%) at Ichitan (53.4%).

Table 4.15 : Cross tabulation : Income with Brand

Income * Brand Crosstabulation

		Brand					
		Ichitan	Oishi	Puriku	Lipton	Other	Total
10,000 baht or below	Count	62	25	9	1	11	108
	% within Income	57.4%	23.1%	8.3%	0.9%	10.2%	100.0%
	% within Brand	33.0%	25.0%	36.0%	3.3%	19.3%	27.0%
10,001 - 20,000 baht	Count	54	12	4	4	9	83
	% within Income	65.1%	14.5%	4.8%	4.8%	10.8%	100.0%
	% within Brand	28.7%	12.0%	16.0%	13.3%	15.8%	20.8%
20,001 - 30,000 baht	Count	35	18	6	10	13	82
	% within Income	42.7%	22.0%	7.3%	12.2%	15.9%	100.0%
	% within Brand	18.6%	18.0%	24.0%	33.3%	22.8%	20.5%
30,001 - 40,000 baht	Count	8	16	1	3	6	34
	% within Income	23.5%	47.1%	2.9%	8.8%	17.6%	100.0%
	% within Brand	4.3%	16.0%	4.0%	10.0%	10.5%	8.5%
40,001 or above	Count	29	29	5	12	18	93
	% within Income	31.2%	31.2%	5.4%	12.9%	19.4%	100.0%
	% within Brand	15.4%	29.0%	20.0%	40.0%	31.6%	23.3%
Total	Count	188	100	25	30	57	400
	% within Income	47.0%	25.0%	6.3%	7.5%	14.2%	100.0%
	% within Brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

From the table above : Show the most respondents are choosing brand of Ichitan at (47%) and The second are choosing brand of Oishi at (25%), Followed by Lipton (7.5%), Puriku (6.3%) and Other (14.2%). Moreover, most respondents Income of brand are 10,000 baht or below (33.0%) and 10,001 - 20,000 baht (28.7%%) of Ichitan, while Oishi respondents Income of brand are 40,001 or above (29.0%) and 10,000 baht or below (25.0%). However, Most respondents of all brands in Income are 10,000 baht or below (27.0%) at Ichitan (57.4%).

Table 4.16 : Cross tabulation : Flavor with Brand

Flavor * Brand Crosstabulation

| | | Brand | | | | | |
		Ichitan	Oishi	Puriku	Lipton	Other	Total
Original flavor	Count	66	48	3	12	23	152
	% within Flavor	43.4%	31.6%	2.0%	7.9%	15.1%	100.0%
	% within Brand	35.1%	48.0%	12.0%	40.0%	40.4%	38.0%
Mixed grains flavor	Count	22	12	1	1	5	41
	% within Flavor	53.7%	29.3%	2.4%	2.4%	12.2%	100.0%
	% within Brand	11.7%	12.0%	4.0%	3.3%	8.8%	10.3%
Mixed fruits flavor	Count	34	24	10	7	8	83
	% within Flavor	41.0%	28.9%	12.0%	8.4%	9.6%	100.0%
	% within Brand	18.1%	24.0%	40.0%	23.3%	14.0%	20.8%
Low sugar or no sugar	Count	66	16	11	10	21	124
	% within Flavor	53.2%	12.9%	8.9%	8.1%	16.9%	100.0%
	% within Brand	35.1%	16.0%	44.0%	33.3%	36.8%	31.0%
Total	Count	188	100	25	30	57	400
	% within Flavor	47.0%	25.0%	6.3%	7.5%	14.2%	100.0%
	% within Brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

From the table above : Show the most respondents are choosing brand of Ichitan at (47%) and The second are choosing brand of Oishi at (25%), Followed by Lipton (7.5%), Puriku (6.3%) and Other (14.2%). Moreover, most respondents Flavor of brand are Original flavor (35.1%) and Low sugar or no sugar (35.1%) of Ichitan, while Oishi respondents Flavor of brand are Original flavor (48.0%) and Mixed fruits flavor (24.0%).

However, Most respondents of all brands in Flavor are Original flavor (38.0%) at Ichitan (43.4%).

Table 4.17 : Cross tabulation: Purpose to buy with Brand

Purpose to buy * Brand Crosstabulation

		Brand					Total
		Ichitan	Oishi	Puriku	Lipton	Other	
When you need to drink	Count	72	67	18	20	46	223
	% within Purpose	32.3%	30.0%	8.1%	9.0%	20.6%	100.0%
	% within Brand	38.3%	67.0%	72.0%	66.7%	80.7%	55.8%
When you thirsty	Count	26	24	7	6	6	69
	% within Purpose	37.7%	34.8%	10.1%	8.7%	8.7%	100.0%
	% within Brand	13.8%	24.0%	28.0%	20.0%	10.5%	17.3%
When it has promotion, discount, get free, sweepstakes	Count	89	9	0	4	1	103
	% within Purpose	86.4%	8.7%	0.0%	3.9%	1.0%	100.0%
	% within Brand	47.3%	9.0%	0.0%	13.3%	1.8%	25.8%
Other	Count	1	0	0	0	4	5
	% within Purpose	20.0%	0.0%	0.0%	0.0%	80.0%	100.0%
	% within Brand	0.5%	0.0%	0.0%	0.0%	7.0%	1.3%
Total	Count	188	100	25	30	57	400
	% within Purpose	47.0%	25.0%	6.3%	7.5%	14.2%	100.0%
	% within Brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

From the table above : Show the most respondents are choosing brand of Ichitan at (47%) and The second are choosing brand of Oishi at (25%), Followed by Lipton (7.5%), Puriku (6.3%) and Other (14.2%). Moreover, most respondents "Purpose to buy" of brand are When it has promotion, discount,free,sweepstakes (47.3%) and When you need to drink (38.3%) of Ichitan, while Oishi respondents "Purpose to buy" of brand are When you need to drink (67.0%) and When you thirsty

(24.0%). However, Most respondents of all brands in Purpose to buy are When you need to drink (55.8%) at Ichitan (32.3%).

Table 4.18 : Cross tabulation: How often to buy with Brand

How often to buy * Brand Crosstabulation

		Brand					Total
		Ichitan	Oishi	Puriku	Lipton	Other	
2 - 3 times per day or more	Count	15	2	0	0	1	18
	% within Often	83.3%	11.1%	0.0%	0.0%	5.6%	100.0%
	% within Brand	8.0%	2.0%	0.0%	0.0%	1.8%	4.5%
1 time per day	Count	49	4	3	2	4	62
	% within Often	79.0%	6.5%	4.8%	3.2%	6.5%	100.0%
	% within Brand	26.1%	4.0%	12.0%	6.7%	7.0%	15.5%
2 - 3 times per week	Count	43	19	6	4	6	78
	% within Often	55.1%	24.4%	7.7%	5.1%	7.7%	100.0%
	% within Brand	22.9%	19.0%	24.0%	13.3%	10.5%	19.5%
1 times per week	Count	16	12	5	2	7	42
	% within Often	38.1%	28.6%	11.9%	4.8%	16.7%	100.0%
	% within Brand	8.5%	12.0%	20.0%	6.7%	12.3%	10.5%
2 - 3 times per month	Count	25	21	2	9	9	66
	% within Often	37.9%	31.8%	3.0%	13.6%	13.6%	100.0%
	% within Brand	13.3%	21.0%	8.0%	30.0%	15.8%	16.5%
1 time per month or lower	Count	40	42	9	13	30	134
	% within Often	29.9%	31.3%	6.7%	9.7%	22.4%	100.0%
	% within Brand	21.3%	42.0%	36.0%	43.3%	52.6%	33.5%
Total	Count	188	100	25	30	57	400
	% within Often	47.0%	25.0%	6.3%	7.5%	14.2%	100.0%
	% within Brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

From the table above : Show the most respondents are choosing brand of Ichitan at (47%) and The second are choosing brand of Oishi at (25%), Followed by Lipton (7.5%), Puriku (6.3%) and Other (14.2%). Moreover, most respondents "How often to buy" of brand are 1 time per day (26.1%) and 2 - 3 times per week (22.9%) of

Ichitan, while Oishi respondents "How often to buy" of brand are 1 time per month or lower (42.0%) and 2 - 3 times per month (21.0%). However, Most respondents of all brands in "How often to buy" are 1 time per month or lower (33.5%) at Oishi (31.3%).

Table 4.19 : Cross tabulation : Hobby with Brand

Hobby * Brand Crosstabulation

		Brand					
		Ichitan	Oishi	Puriku	Lipton	Other	Total
Movie, Reading, Eating	Count	111	68	17	14	33	243
	% within Hobby	45.7%	28.0%	7.0%	5.8%	13.6%	100.0%
	% within Brand	59.0%	68.0%	68.0%	46.7%	57.9%	60.8%
Travel	Count	9	15	0	4	6	34
	% within Hobby	26.5%	44.1%	0.0%	11.8%	17.6%	100.0%
	% within Brand	4.8%	15.0%	0.0%	13.3%	10.5%	8.5%
Playing sport , Health conscious	Count	15	10	3	6	12	46
	% within Hobby	32.6%	21.7%	6.5%	13.0%	26.1%	100.0%
	% within Brand	8.0%	10.0%	12.0%	20.0%	21.1%	11.5%
Musical, Art, Weaving, Cooking	Count	32	6	2	4	5	49
	% within Hobby	65.3%	12.2%	4.1%	8.2%	10.2%	100.0%
	% within Brand	17.0%	6.0%	8.0%	13.3%	8.8%	12.3%
Party, Society	Count	21	1	3	2	1	28
	% within Hobby	75.0%	3.6%	10.7%	7.1%	3.6%	100.0%
	% within Brand	11.2%	1.0%	12.0%	6.7%	1.8%	7.0%
Total	Count	188	100	25	30	57	400
	% within Hobby	47.0%	25.0%	6.3%	7.5%	14.2%	100.0%
	% within Brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

From the table : Show the most respondents are choosing brand of Ichitan at (47%) and The second are choosing brand of Oishi at (25%), Followed by Lipton (7.5%), Puriku (6.3%) and Other (14.2%). Moreover, most respondents Hobby of brand are Movie, Music, Reading, Eating, Shopping (59.0%) and Musical, Art, Weaving, Cooking (17.0%) of Ichitan, while Oishi respondents Hobby of brand are Movie, Music, Reading, Eating, Shopping (68.0%) and Travel, Adventure (15.0%). However, Most respondents of all brands in Hobby are Movie, Music, Reading, Eating, Shopping (60.8%) at Ichitan (45.7%).

Table 4.20 : Cross tabulation: Factors of brand with Brand

F.Brand * Brand Crosstabulation

| | | Brand | | | | | |
		Ichitan	Oishi	Puriku	Lipton	Other	Total
Strongly Disagree	Count	1	0	0	0	4	5
	% within F.Brand	20.0%	0.0%	0.0%	0.0%	80.0%	100.0%
	% within Brand	0.5%	0.0%	0.0%	0.0%	7.0%	1.3%
Disagree	Count	0	0	0	2	5	7
	% within F.Brand	0.0%	0.0%	0.0%	28.6%	71.4%	100.0%
	% within Brand	0.0%	0.0%	0.0%	6.7%	8.8%	1.8%
Neutral	Count	65	19	11	7	14	116
	% within F.Brand	56.0%	16.4%	9.5%	6.0%	12.1%	100.0%
	% within Brand	34.6%	19.0%	44.0%	23.3%	24.6%	29.0%
Agree	Count	99	57	9	17	21	203
	% within F.Brand	48.8%	28.1%	4.4%	8.4%	10.3%	100.0%
	% within Brand	52.7%	57.0%	36.0%	56.7%	36.8%	50.7%
Strongly Agree	Count	23	24	5	4	13	69
	% within F.Brand	33.3%	34.8%	7.2%	5.8%	18.8%	100.0%
	% within Brand	12.2%	24.0%	20.0%	13.3%	22.8%	17.3%
Total	Count	188	100	25	30	57	400
	% within F.Brand	47.0%	25.0%	6.3%	7.5%	14.2%	100.0%
	% within Brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

From the table above : Show the most respondents are choosing brand of Ichitan at (47%) and The second are choosing brand of Oishi at (25%), Followed by Lipton (7.5%), Puriku (6.3%) and Other (14.2%). Moreover, most respondents Factors brand of brand are Agree (52.7%) and Neutral (34.6%) of Ichitan, while Oishi respondents of Factors brand of brand are Agree (57.0%) and Strongly Agree(24.0%).

Table 4.21 : Cross tabulation: Factors of product with Brand

F.Product * Brand Crosstabulation

		Brand					Total
		Ichitan	Oishi	Puriku	Lipton	Other	
Strongly Disagree	Count	0	0	0	0	1	1
	% within F.Product	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
	% within Brand	0.0%	0.0%	0.0%	0.0%	1.8%	0.3%
Disagree	Count	0	0	0	2	2	4
	% within F.Product	0.0%	0.0%	0.0%	50.0%	50.0%	100.0%
	% within Brand	0.0%	0.0%	0.0%	6.7%	3.5%	1.0%
Neutral	Count	58	19	5	5	10	97
	% within F.Product	59.8%	19.6%	5.2%	5.2%	10.3%	100.0%
	% within Brand	30.9%	19.0%	20.0%	16.7%	17.5%	24.3%
Agree	Count	96	46	14	16	25	197
	% within F.Product	48.7%	23.4%	7.1%	8.1%	12.7%	100.0%
	% within Brand	51.1%	46.0%	56.0%	53.3%	43.9%	49.3%
Strongly Agree	Count	34	35	6	7	19	101
	% within F.Product	33.7%	34.7%	5.9%	6.9%	18.8%	100.0%
	% within Brand	18.1%	35.0%	24.0%	23.3%	33.3%	25.3%
Total	Count	188	100	25	30	57	400
	% within F.Product	47.0%	25.0%	6.3%	7.5%	14.2%	100.0%
	% within Brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

From the table above : Show the most respondents are choosing brand of Ichitan at (47%) and The second are choosing brand of Oishi at (25%), Followed by Lipton (7.5%), Puriku (6.3%) and Other (14.2%). Moreover, most respondents Factors product of brand are Agree (51.1%) and Neutral (30.9%) of Ichitan, while Oishi respondents Factors product of brand are Agree (46.0%) and Strongly Agree (35.0%).

However, Most respondents of all brands in Factors product are Agree (49.3%) at Ichitan (48.7%).

Table 4.22 : Cross tabulation : Factors of price with Brand

F.Price * Brand Crosstabulation

		Brand					
		Ichitan	Oishi	Puriku	Lipton	Other	Total
Strongly Disagree	Count	0	0	0	0	1	1
	% within F.Price	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
	% within Brand	0.0%	0.0%	0.0%	0.0%	1.8%	0.3%
Disagree	Count	7	0	1	1	5	14
	% within F.Price	50.0%	0.0%	7.1%	7.1%	35.7%	100.0%
	% within Brand	3.7%	0.0%	4.0%	3.3%	8.8%	3.5%
Neutral	Count	43	22	4	5	17	91
	% within F.Price	47.3%	24.2%	4.4%	5.5%	18.7%	100.0%
	% within Brand	22.9%	22.0%	16.0%	16.7%	29.8%	22.8%
Agree	Count	100	39	11	14	19	183
	% within F.Price	54.6%	21.3%	6.0%	7.7%	10.4%	100.0%
	% within Brand	53.2%	39.0%	44.0%	46.7%	33.3%	45.8%
Strongly Agree	Count	38	39	9	10	15	111
	% within F.Price	34.2%	35.1%	8.1%	9.0%	13.5%	100.0%
	% within Brand	20.2%	39.0%	36.0%	33.3%	26.3%	27.8%
Total	Count	188	100	25	30	57	400
	% within F.Price	47.0%	25.0%	6.3%	7.5%	14.2%	100.0%
	% within Brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

From the table above : Show the most respondents are choosing brand of Ichitan at (47%) and The second are choosing brand of Oishi at (25%), Followed by Lipton (7.5%), Puriku (6.3%) and Other (14.2%). Moreover, most respondents Factors price of brand are Agree (53.2%) and Neutral (22.9%) of Ichitan, while Oishi respondents Factors price of brand are Agree (39.0%) and Strongly Agree (39.0%).

However, Most respondents of all brands in Factors price are Agree (45.8%) at Ichitan (54.6%).

Table 4.23 : Cross tabulation: Factors of promotion with Brand

F.Promo * Brand Crosstabulation

		Brand					
		Ichitan	Oishi	Puriku	Lipton	Other	Total
Strongly Disagree	Count	1	0	1	0	1	3
	% within F.Promo	33.3%	0.0%	33.3%	0.0%	33.3%	100.0%
	% within Brand	0.5%	0.0%	4.0%	0.0%	1.8%	0.8%
Disagree	Count	5	2	1	1	6	15
	% within F.Promo	33.3%	13.3%	6.7%	6.7%	40.0%	100.0%
	% within Brand	2.7%	2.0%	4.0%	3.3%	10.5%	3.8%
Neutral	Count	24	22	8	9	28	91
	% within F.Promo	26.4%	24.2%	8.8%	9.9%	30.8%	100.0%
	% within Brand	12.8%	22.0%	32.0%	30.0%	49.1%	22.8%
Agree	Count	68	48	11	14	15	156
	% within F.Promo	43.6%	30.8%	7.1%	9.0%	9.6%	100.0%
	% within Brand	36.2%	48.0%	44.0%	46.7%	26.3%	39.0%
Strongly Agree	Count	90	28	4	6	7	135
	% within F.Promo	66.7%	20.7%	3.0%	4.4%	5.2%	100.0%
	% within Brand	47.9%	28.0%	16.0%	20.0%	12.3%	33.8%
Total	Count	188	100	25	30	57	400
	% within F.Promo	47.0%	25.0%	6.3%	7.5%	14.2%	100.0%
	% within Brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

From the table above : Show the most respondents are choosing brand of Ichitan at (47%) and The second are choosing brand of Oishi at (25%), Followed by Lipton (7.5%), Puriku (6.3%) and Other (14.2%). Moreover, most respondents factors

promotion of brand are Strongly Agree (47.9%) and Agree (36.2%) of Ichitan, while Oishi respondents Factors promotion of brand are Agree (48.0%) and Strongly Agree (28.0%). However, Most respondents of all brands in Factors promotion are Agree (39.0%) at Ichitan (43.6%).

Table 4.24 : Cross tabulation: Factors of distribution with Brand

F.Distri * Brand Crosstabulation

		Brand					
		Ichitan	Oishi	Puriku	Lipton	Other	Total
Strongly Disagree	Count	1	0	0	0	1	2
	% within F.Distri	50.0%	0.0%	0.0%	0.0%	50.0%	100.0%
	% within Brand	0.5%	0.0%	0.0%	0.0%	1.8%	0.5%
Disagree	Count	3	3	0	1	2	9
	% within F.Distri	33.3%	33.3%	0.0%	11.1%	22.2%	100.0%
	% within Brand	1.6%	3.0%	0.0%	3.3%	3.5%	2.3%
Neutral	Count	45	14	7	8	15	89
	% within F.Distri	50.6%	15.7%	7.9%	9.0%	16.9%	100.0%
	% within Brand	23.9%	14.0%	28.0%	26.7%	26.3%	22.3%
Agree	Count	82	46	7	10	26	171
	% within F.Distri	48.0%	26.9%	4.1%	5.8%	15.2%	100.0%
	% within Brand	43.6%	46.0%	28.0%	33.3%	45.6%	42.8%
Strongly Agree	Count	57	37	11	11	13	129
	% within F.Distri	44.2%	28.7%	8.5%	8.5%	10.1%	100.0%
	% within Brand	30.3%	37.0%	44.0%	36.7%	22.8%	32.3%
Total	Count	188	100	25	30	57	400
	% within F.Distri	47.0%	25.0%	6.3%	7.5%	14.2%	100.0%
	% within Brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

From the table above : Show the most respondents are choosing brand of Ichitan at (47%) and The second are choosing brand of Oishi at (25%), Followed by

Lipton (7.5%), Puriku (6.3%) and Other (14.2%). Moreover, most respondents Factors distribution of brand are Agree (43.6%) and Strongly Agree (30.3%) of Ichitan, while Oishi respondents Factors distribution of brand are Agree (46.0%) and Strongly Agree (37.0%). However, Most respondents of all brands in Factors distribution are Agree (42.8%) at Ichitan (48.0%).

Table 4.25 : Cross tabulation : Factors of Health conscious of green tea with Brand

F.Health * Brand Crosstabulation

		Brand					Total
		Ichitan	Oishi	Puriku	Lipton	Other	
Strongly Disagree	Count	5	2	0	1	3	11
	% within F.Health	45.5%	18.2%	0.0%	9.1%	27.3%	100.0%
	% within Brand	2.7%	2.0%	0.0%	3.3%	5.3%	2.8%
Disagree	Count	3	4	1	3	3	14
	% within F.Health	21.4%	28.6%	7.1%	21.4%	21.4%	100.0%
	% within Brand	1.6%	4.0%	4.0%	10.0%	5.3%	3.5%
Neutral	Count	85	26	7	8	14	140
	% within F.Health	60.7%	18.6%	5.0%	5.7%	10.0%	100.0%
	% within Brand	45.2%	26.0%	28.0%	26.7%	24.6%	35.0%
Agree	Count	67	30	6	7	13	123
	% within F.Health	54.5%	24.4%	4.9%	5.7%	10.6%	100.0%
	% within Brand	35.6%	30.0%	24.0%	23.3%	22.8%	30.8%
Strongly Agree	Count	28	38	11	11	24	112
	% within F.Health	25.0%	33.9%	9.8%	9.8%	21.4%	100.0%
	% within Brand	14.9%	38.0%	44.0%	36.7%	42.1%	28.0%
Total	Count	188	100	25	30	57	400
	% within F.Health	47.0%	25.0%	6.3%	7.5%	14.2%	100.0%
	% within Brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

From the table above : Most respondents are choosing Ichitan at (47%) and The second are choosing Oishi at (25%), Followed by Lipton (7.5%), Puriku (6.3%) and Other (14.2%). Moreover, most respondents Factors Health conscious brand are Neutral (45.2%) and Agree (35.6%) of Ichitan, while Oishi respondents Factors Health conscious green tea of brand are Strongly Agree (38.0%) and Agree (30.0%).

4.3 Multinomial Logistic Regression Analysis

Multinomial Logistic Regression analysis Brand, Marketing Mix, Health Conscious of Green tea products of each brands.

Table 4.26 : Multinomial Logistic Regression analysis of Ichitan brand

Parameter Estimates

Brand[a]	B	Std. Error	Wald	df	Sig.	Exp (B)	95% Confidence Interval for Exp(B)	
							Lower Bound	Upper Bound
Ichitan intercept	1.965	.656	9.707	1	.058			
Brand2=3	-2.828	.764	13.682	1	.000	.059	.013	.265
Product1=3	2.674	.854	9.800	1	.002	14.499	2.718	77.349
Product1=4	.933	.420	4.923	1	.026	2.542	1.115	5.796
Product2=2	-2.774	1.013	7.506	1	.006	.062	.009	.454
Product2=3	-1.597	.521	9.392	1	.002	.203	.073	.562
Product5=3	1.390	.495	7.870	1	.005	4.014	1.520	10.601
Price1=3	1.420	.564	6.344	1	.012	4.138	1.370	12.494
Price1=4	.934	.404	5.333	1	.021	2.545	1.152	5.622
Price2=1	-4.696	.932	25.378	1	.000	.009	.001	.057
Price2=2	-4.109	.889	21.362	1	.000	.016	.003	.094
Price2=3	-3.737	.774	23.322	1	.000	.024	.005	.109
Price2=4	-1.966	.913	4.635	1	.031	.140	.023	.839
Promo1=2	-3.116	.906	11.828	1	.001	.044	.008	.262
Promo1=3	-1.749	.637	7.533	1	.006	.174	.050	.607
Promo4=3	-1.815	.719	6.368	1	.012	.163	.040	.667
Promo4=4	-2.340	.674	12.048	1	.001	.096	.026	.361
PromoA5=4	1.510	.765	3.893	1	.048	4.525	1.010	20.272
PromoA6=4	1.934	.908	4.542	1	.033	6.920	1.168	40.998
PromoA8=4	-2.222	.904	6.033	1	.014	.108	.018	.638
Health5=3	1.477	.619	5.695	1	.017	4.378	1.302	14.725
Health5=4	.955	.471	4.114	1	.043	2.598	1.033	6.536

a. The reference category is: Other.

b. Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.

c. This parameter is set to zero because it is redundant.

The hypothesis testing, Using multinomial Logistic Regression analysis on factors influencing purchase decision of ready to drink green tea of Ichitan brand comparing with Other brands.

Ichitan Brand : Factors of brand, Factors of Product, Factors of Price and Factors of Trend of Health conscious are significant that influencing on purchase decision of Ichitan brand at score of Factors of Brand 2 (Brand is easily called and recognized) 3=Neutral (0.000). Factors of Product 1 (Good taste) 3=Neutral (0.002), 4=Agree (0.026). Factors of Product 2 (There are several flavors to choose) 2=Disagree (0.006), 3=Neutral (0.002). Factors of Product 5 (Health benefit) 3=Neutral (0.005). Factors of price 1 (Suitable for quantity) 3=Neutral (0.012), 4=Agree (0.021). Factors of price 2 (Suitable for sweepstakes) 1=Strongly Disagree (0.000), 2=Disagree (0.000) 3=Neutral (0.000), 4=Agree (0.031). Factor of Promotion 1 (Sweepstakes for iPhone, Gold, Benz cars, Money, Japan trip) 2=Disagree (0.001) 3=Neutral (0.006). Factor of Promotion 4 (Free sample) 3=Neutral (0.012), 4=Agree (0.001). Factor of Promotion 5 (Ad.TVcommercial) 4=Agree (0.048). Factor of Promotion 6 (Billboards) 4=Agree (0.033). Factor of Promotion 8 (Ad.Through social media) 4=Agree (0.014). Trend of Health conscious 5 (The real health benefit can make brand image better) 3=Neutral (0.017), 4=Agree (0.043).

Table 4.27 : Multinomial Logistic Regression analysis of Oishi brand

Parameter Estimates

Brand[a]		B	Std. Error	Wald	df	Sig.	Exp (B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
Oishi	Intercept	1.703	.681	6.631	1	.041			
	Brand2=3	-1.670	.779	4.590	1	.032	.188	.041	.867
	Product4=3	-2.040	.660	9.540	1	.002	.130	.036	.475
	Price2=1	-2.327	.947	6.030	1	.014	.098	.015	.625
	Promo2=3	-1.777	.802	4.912	1	.027	.169	.035	.814
	Health3=3	-1.612	.775	4.325	1	.038	.199	.044	.911
	Health4=3	1.529	.611	6.269	1	.012	4.614	1.394	15.270

a. The reference category is: Other.

b. Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.

c. This parameter is set to zero because it is redundant.

The hypothesis testing, Using multinomial Logistic Regression analysis on factors influencing purchase decision of ready to drink green tea of Oishi brand comparing with Other brands.

Oishi Brand : Factors of brand, Factors of Product, Factors of Price, Factors of Promotion and Factors of Trend of Health conscious are significant that influencing on purchase decision of Oishi brand at score of Factors of brand 2 (Brand is easily called and recognized) 3=Neutral (0.032). Factors of Product 4 (Beautiful packaging) 3=Neutral (0.002). Factors of price 2 (Suitable for sweepstakes) 1=Strongly Disagree (0.014). Factors of Promotion 2 (Buy 1 get 1 free) 3=Neutral (0.027). Factors of Trend of Health conscious 1 (You are very health conscious) 2=Disagree (0.042), Trend of Health conscious 3 (You will be interested, If 100% healthy "Ready to drink green tea" release on sale) 3=Neutral (0.038), Trend of Health conscious 4 (If your regular brand's price was increased, but its quality and benefits are still good, you still buy it) 3=Neutral (0.012).

Table 4.28 : Multinomial Logistic Regression analysis of Puriku brand

Parameter Estimates

Brand[a]	B	Std. Error	Wald	df	Sig.	Exp (B)	95% Confidence Interval for Exp(B)	
							Lower Bound	Upper Bound
Puriku Intercept	.536	.801	.137	1	.772			
Product3=4	1.941	.806	5.801	1	.016	6.969	1.436	33.832
Product4=3	-3.182	.972	10.709	1	.001	.042	.006	.279
Product4=4	-2.551	.892	8.174	1	.004	.078	.014	.448
Promo4=3	-2.122	1.077	3.881	1	.049	.120	.015	.989

a. The reference category is: Other.

b. Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.

c. This parameter is set to zero because it is redundant.

The hypothesis testing, Using multinomial Logistic Regression analysis on factors influencing purchase decision of ready to drink green tea of Puriku brand comparing with Other brands.

Puriku Brand : Factors of Product and Factors of promotion are significant that influencing on purchase decision of Puriku brand at score of Factors of product 3 (Quality and Reliable) 4=Agree (0.16). Factors of Product 4 (Beautiful packaging) 3=Neutral (0.001), 4=Agree (0.004). Factor of Promotion 4 (Free sample) 3=Neutral (0.049).

Table 4.29 : Multinomial Logistic Regression analysis of Lipton brand

Parameter Estimates

Brand[a]	B	Std. Error	Wald	df	Sig.	Exp (B)	95% Confidence Interval for Exp(B)	
							Lower Bound	Upper Bound
Lipton Intercept	.588	.780	1.713	1	.236			
Product4=3	-1.804	.814	4.909	1	.027	.165	.033	.812
Product4=4	-1.766	.801	4.864	1	.027	.171	.036	.822
Promo4=3	-2.498	1.035	5.819	1	.016	.082	.011	.626

a. The reference category is: Other.

b. Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.

c. This parameter is set to zero because it is redundant.

The hypothesis testing, Using multinomial Logistic Regression analysis on Purchase factors influencing purchase decision of ready to drink green tea of Lipton brand comparing with Other brands.

Lipton Brand : Factors of Product and Factors of promotion are significant that influencing on purchase decision of Lipton brand at score of Factors of Product 4 (Beautiful packaging) 3=Neutral (0.027), 4=Agree (0.027). Factor of Promotion 4 (Free sample) 3=Neutral (0.016).

4.4 Analysis of Hypothesis

Testing Brand Hypothesis

Table 4.30 : Multinomial Logistic Regression analysis on factors influencing purchase
decision of ready to drink green tea, Testing Brand Factors Hypothesis

Likelihood Ratio Tests

Effect	Model Fitting Criteria -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests		
		Chi-Square	df	Sig.
Intercept	491.203[a]	.000	0	.
Brand1	595.388[b]	12.536	16	.706
Brand2	610.214[b]	27.362	16	.038
Brand3	599.567[b]	16.715	16	.404
Brand4	594.849[b]	11.997	16	.744
Brand5	615.218	32.366	16	.009

a. This reduced model is equivalent to the final model.

b. Unexpected singularities in the Hessian matrix are encountered.

H1o : βbrand1,brand2,brand3,brand4,brand5 = 0

H1a : at least one of βbrand1,brand2,brand3,brand4,brand5 $\neq$ 0

From the table above : Show the two variables from analysis of brands are
significant (Brand2 : Brand is easily called and recognized) at level of P value
(0.038), (Brand5 : You will not purchase other brand, If the brand that you like is out
of stock) at level of P value (0.009).

Thus, It rejects null Hypothesis H1o and accept H1a. It means Brand is
significant which factors influencing purchase decision of ready to drink green tea at
the standard level (0.05) of significant.

Testing Product Hypothesis

Table 4.31 : Multinomial Logistic Regression analysis on factors influencing purchase
decision of ready to drink green tea, Testing Product Factors Hypothesis

Likelihood Ratio Tests

Effect	Model Fitting Criteria -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests		
		Chi-Square	df	Sig.
Intercept	491.203[a]	.000	0	.
Product1	554.310	27.432	12	.007
Product2	565.720	38.842	16	.001
Product3	536.050	9.172	12	.688
Product4	549.167	22.289	16	.134
Product5	567.988	41.110	16	.001

a. This reduced model is equivalent to the final model.

b. Unexpected singularities in the Hessian matrix are
encountered.

H2o : βproduct1,product2,product3,product4,product5 = 0

H2a : at least one of βproduct1,product2,product3,product4,product5 $\neq$ 0

From the table above : Show the three variables from analysis of product are
significant (Product1 : Good taste) at level of P value (0.007), (Product2 : There are
several flavors to choose) at level of P value (0.001) and (Product5 : Health benefits)
at level of P value (0.001).

Thus, It rejects null Hypothesis H2o and accept H2a. It means Product is
significant which influence on factors influencing purchase decision of ready to drink
green tea at the standard level (0.05) of significant.

Testing Price Hypothesis

Table 4.32 : Multinomial Logistic Regression analysis on factors influencing purchase
decision of ready to drink green tea, Testing Price Factors Hypothesis

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	491.203[a]	.000	0	.
Price1	217.233	36.671	16	.002
Price2	293.889	113.327	16	.000

a. This reduced model is equivalent to the final model.

b. Unexpected singularities in the Hessian matrix are
encountered.

H3o : βprice1, price2 = 0

H3a : at least one of βprice1,price2 $\neq$ 0

From the table above : Show two variables from analysis of price is significant
(Price1 : Suitable for quantity) at level of P value (0.002) and (Price2 : Suitable for
sweepstakes) at level of P value (0.000).

Thus, It rejects null Hypothesis H3o and accept H3a. It means Price is
significant which factors influencing purchase decision of ready to drink green tea at
the standard level (0.05) of significant.

Testing Promotion Hypothesis

Table 4.33 : Multinomial Logistic Regression analysis on factors influencing purchase
decision of ready to drink green tea, Promotion Factors Hypothesis

Likelihood Ratio Tests

Effect	Model Fitting Criteria -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests		
		Chi-Square	df	Sig.
Intercept	491.203[a]	.000	0	.
Promo1	706.963	38.252	16	.001
Promo2	701.114	32.403	16	.009
Promo3	684.890	16.179	16	.441
Promo4	700.060	31.349	16	.012
PromoA5	683.475	14.764	16	.542
PromoA6	682.373	13.662	16	.624
PromoA7	684.533	15.822	16	.465
PromoA8	686.545	17.834	16	.334
PromoA9	681.987	13.276	16	.653

a. This reduced model is equivalent to the final model.

b. Unexpected singularities in the Hessian matrix are
encountered.

H4o : βpromotion1, promotion2, promotion3,........promotion9 = 0

H4a : at least one of βpromotion1, promotion2, promotion3,....promotion9 $\neq$ 0

From the table above : Show three variables from analysis of promotion is
significant (Promotion1 : Sweepstakes for iPhone, Gold, Benz Cars, Money, Japan
Trip) at level of P value (0.001), (Promotion2 : Buy 1 get 1 free) at level of P value
(0.009) and (Promotion4 : Free sample) at level of P value (0.012).

Thus, It rejects null Hypothesis H4o and accept H4a. It means Promotion is
significant which influence on factors influencing purchase decision of ready to drink
green tea at the standard level (0.05) of significant.

Testing Trend of health conscious Hypothesis

Table 4.34 : Multinomial Logistic Regression analysis on factors influencing purchase
decision of ready to drink green tea, Testing Trend of health conscious
Hypothesis

Likelihood Ratio Tests

Effect	Model Fitting Criteria -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests Chi-Square	df	Sig.
Intercept	491.203[a]	.000	0	.
Health1	514.691	17.678	16	.343
Health2	510.702[b]	13.690	12	.321
Health3	508.252[b]	11.239	12	.509
Health4	521.700[b]	24.688	16	.076
Health5	538.763[b]	41.750	16	.000

a. This reduced model is equivalent to the final .

b. Unexpected singularities in the Hessian matrix are encountered.

H5o : βHealth1, Health2, Health3, Health4, Health5 $= 0$

H5a : at least one of βHealth1, Health2, Health3, Health4, Health5 $\neq 0$

From the table above : Show two variables from analysis of Trend of health conscious is significant (Health4 : If your regular brand's price was increased, but its quality and benefits are still good, you still buy it) at level of P value (0.076) and (Health5 : The real health benefit can make brand image better) at level of P value (0.000).

Thus, It rejects null Hypothesis H5o and accept H5a. It means Trend of health conscious is significant which factors influencing purchase decision of ready to drink green tea at the standard level (0.05) of significant.

CHAPTER 5

DISCUSSION AND CONCLUSION

In this chapter 5, the researcher summarized the overall the important components of research studied, hypothesis, concept of theories, related research and testing hypothesis show as the result of factors influencing purchase decision of ready to drink green tea.

This research will useful for beverage factories, related companies, business owners, marketers and staffs, investors and researcher which related to beverage products or tea and green tea products. The result of the study can improve, add-on or fulfill the information and can improve about demographic of consumers, consumer behaviors, branding, product, price, promotion, place, and add-on present trends of consumer behaviors. Which all the results able to use in improving marketing strategies to the new ways of option to giving to consumers such as current trend of health conscious of consumers with beverage products or green tea products. From the research, the author had created the theoretical foundation of the conceptual framework of factors influencing purchase decision of ready to drink green tea and analyzed to the hypothesis as following:

H1o : βbrand1,brand2,brand3,brand4,brand5 $= 0$

H1a : at least one of βbrand1,brand2,brand3,brand4,brand5 $\neq 0$

H2o : βproduct1,product2,product3,product4,product5 $= 0$

H2a : at least one of βproduct1,product2,product3,product4,product5 $\neq 0$

H3o : βprice1, price2 $= 0$

H3a : at least one of βprice1,price2 $\neq 0$

H4o : βpromotion1, promotion2, promotion3,......promotion9 $= 0$

H4a : at least one of βpromotion1, promotion2, promotion3,....promotion9 $\neq 0$

H5o : βHealth1, Health2, Health3, Health4, Health5 = 0

H5a : at least one of βHealth1, Health2, Health3, Health4, Health5 ≠ 0

This research is quantitative research, the data collecting tool is questionnaire. The sample size is 400 who consuming green tea beverage. The hypothesis analyzed through Frequency, Cress Tabulation, Multinomial Logistic Regression and Analysis of hypothesis testing.

5.1 Conclusion

From the research of factors influencing purchase decision of ready to drink green tea able to conclude the results as following:

According to the Frequency, The most respondents are female at 214 respondents (53.5%) at age between 21- 25 years old at 106 respondents (26.5%) of education level in bachelor's degree at 217 respondents (54.3%) working as student at 188 respondents (29.5%) which monthly incomes are around 10,000 baht or below at 108 respondents (27%).

The top brand choice of consumers is Ichitan brand which contain 188 respondents (47%). Most of respondents love in original flavor of green tea which equal to 152 respondents (38%) with purpose of buying is when they need to drink at 223 respondents (55.8%) at usually buying 1 time per month or lower which equal to 134 respondents (33.5%) and favorite hobby of consumers are watching movie, listen to music, reading, eating, shopping which equal to 243 respondents (60.8%).

According to the Cross Tabulation, The major of respondents are choosing brand of Ichitan at (47%) and The second are choosing brand of Oishi at (25%), Followed by Lipton (7.5%), Puriku (6.3%) and Other (14.2%). Which related to the major of respondents of Ichitan, Gender in female (50.5%) and male (49.5%) however, most respondents of all brands are female (53.5%). Age in around 21- 25 years (29.3%) and 20 years or below (23.4%) however, most respondents of all brands are around 21- 25 years (26.5%). Education in bachelor's degree (44.7%) and high school (35.1%) however, most respondents of all brands education are Bachelor's degree (54.3%). Occupation in Student (33.5%) and self employed (23.4%) however,

most respondents of all brands in occupation are Student (29.5%). Level of income in 10,000 baht or below (33.0%) and 10,001 - 20,000 baht (28.7%%) however, most respondents of all brands in Income are 10,000 baht or below (27.0%). Type original flavor (35.1%) and Low sugar or no sugar (35.1) however, most respondents of all brands in original flavor (38.0%). Purpose to buy in "when it has promotion, discount, free, sweepstakes" (47.3%) and "when they need to drink" (38.3%) however, most respondents of all brands in purpose to buy in "when you need to drink" (55.8%). How often to buy in 1 time per day (26.1%) and 2 - 3 times per week (22.9%) however, most respondents of all brands in "how often to buy" in 1 time per month or lower (33.5%). Hobby in movie, music, reading, eating, shopping (59.0%) and musical, art, weaving, cooking (17.0%) however, most respondents of hobby in movie, music, reading, eating, shopping (60.8%). Factors brand in agree (52.7%) and neutral (34.6%) however, most respondents of all brands of factors brand in agree (50.7%). Factors product in agree (51.1%) and neutral (30.9%) however, most respondents of all brands in factors product in agree (49.3%). Factors price in agree (53.2%) and neutral (22.9%) however, most respondents of all brands of factors price in agree (45.8%). Factors promotion in strongly agree (47.9%) and agree (36.2%) however, most respondents of all brands of factors promotion in agree (39.0%). Factors distribution in agree (43.6%) and strongly agree (30.3%) however, most respondents of all brands of factors distribution in agree (42.8%). Factors health conscious green tea in neutral (45.2%) and agree (35.6%) however, most respondents of all brands of factors health conscious green tea in neutral (35.0%).

According to multinomial Logistic Regression results, Ichitan, Oishi, Puriku, Lipton brands comparing with Other brands of the standard level (0.05) of significant that influencing on purchase decision of each brands.

Ichitan brand comparing with other brands, factors influencing purchase decision of ready to drink green tea of consumers within standard level of significant are brand is easily called and recognized (0.000). Good taste of the product (0.002),(0.026). Several flavors of products to choose (0.006),(0.002). Health benefit of products (0.005). Price of products are suitable for quantity(0.012),(0.021). And

price of are suitable for sweepstakes (0.000),(0.000),(0.000),(0.031). Promotion to sweepstakes for iPhone, Gold, Benz cars, money, Japan trip (0.001),(0.006). Promotion of free sample (0.012),(0.001). Promotion on advertising TV commercial (0.048), billboards (0.033), advertising on social media, (0.014). Present trend of health conscious has significant on the real health benefit can make brand image better (0.017),(0.043).

Oishi brand comparing with other brands, factors influencing purchase decision of ready to drink green tea of consumers within standard level of significant are brand is easily called and recognized (0.032). Beautiful packaging (0.002). Products are suitable for sweepstakes (0.014). Promotion of buy 1 get 1 free (0.027). Present trend of health conscious that consumers are very health conscious (0.042), Consumers will be interested, If 100% healthy "Ready to drink green tea" release on sale (0.038) and if they regular brand's price that they love was increased, but its quality and benefits are still good, they still buy it (0.012).

Puriku brand comparing with other brands, factors influencing purchase decision of ready to drink green tea of consumers within standard level of significant are product quality and reliable (0.16). Beautiful packaging (0.001),(0.004) and promotion of free sample (0.049).

Lipton brand comparing with other brands, factors influencing purchase decision of ready to drink green tea of consumers within standard level of significant are beautiful packaging (0.027),(0.027). Promotion of free sample (0.016).

From the hypothesis testing show that the results of factors of brand, factors of product, factors of price, factors of promotion and presents trend of health conscious are influencing on factors influencing purchase decision of ready to drink green tea.

5.2 Discussion

Siriprapa Sumrit (2005) studied the "Consumer behavior affect on factors influencing purchase decision of ready to drink green tea in Bangkok" The results showed the characters of consumers always chose to drink green tea which depend on situation that related to the consumers behavior in the past which always chose to drink soft drink products. But today, consumers changed to drink "Ready to drink

green tea" more than past periods. By drinking ready to drink green tea products in Thailand was not like in the international consumer behaviors which consumers had a collect times to drink or tea's time. But Thai consumers able to drink at any times of period and most consumers emphasized on tastes of green tea at low levels of "Like" but emphasizes on variable tastes at very high levels of "Like".

Junyawan Paiwan (2012) studied the "Comparison of Image of Oishi Green Tea Product Brand with Ichitan Green Tea Product brand Affecting Buying Behavior of Consumers in Bangkok Metropolis". From this research said that, About the brand image that influenced on consumers purchasing of Oishi brand was "Brand logo" at highest score of perception, followed by "Slogan of brand". And the highest perception of Ichitan brand was "Slogan of brand", followed by "Color of brand" , "Text of brand name" and "Picture of brand". The personal factors of Oishi and Ichitan brand, both were difference in categories of "Status", "Value of brand" and "Consumers purchasing". In addition, the consumer behavior of both brands had no significant on "Expenses", "Frequency of buying on each month" and "Brand image" of both brands.

Kunnika Jarounrot and Kittipong Kongswadkeat (2013) studied about "Trust affecting the consumer's decision to purchase Ichitan green tea in Bangkok and vicinities" From this research said that, The majority were male at 52.8 percents, age between 25-34 years, 33.0 percents were an employee, income per month about 10,001-20,000 Baht, 55.3 percents at bachelor's degree. About marketing mix, Most trusted in promotion at the highest level followed by product, distribution and price. About brand factors, Brand image got highest score that influenced on purchasing followed by brand awareness and brand loyalty. The factors of motivation, the "Trust factor" got highest score of choosing green tea brands followed by Complacency, Quality and Benefit. The hypothesis testing found that all the demographic factors affected on the "Trust factor" of consumers purchasing of Ichitan green tea products in Bangkok and vicinities.

Shisarkun Supawongthanakarn (2014) studied the "Perception of Ichitan Green Tea of the Consumers in Bangkok and Vicinity" The research said that consumers able to recall/remind the "Advertising" correctly at highest scores of 86.5% and Incorrectly of "Packaging" at lowest of 26%. thus, overall total of

recall/remind factors at "High". Consumer able to recognize the "Advertising" correctly at highest scores of 93.5% and Incorrectly of "Packaging colors" at lowest of 46.2%. thus, overall total of recognition factors at "High". The components of favorite brand of "Brand image" got scores (highest Like: 4.60) and (lowest Like: 3.81) of "Packaging" and "Shape of the bottle". Thus, overall total of favorite brand factors at "Like". The results of hypothesis testing found that consumers with different demographic but the perception of recall/remind were not different. Consumers with different demographic (except income) but the perception of recognition were not different. Consumers with different demographic (except income, gender) the perception of favorite brand were different.

Pravina Doungkajun (2012) studied about " Online media and product factors affecting consumer's buying behavior in organic green tea beverage ichitan in Bangkok" From this research said that consumers agree on online media factors and factors of products at "Good" level. The purpose of buying was "Thirsty" and "Mini/Mart" and "Seven-Eleven" were the location that consumers always purchasing. Green tea products beverage that consumers always purchasing were Oishi by influenced from themselves. Most the times that consumers usually purchasing was 12.01-15.00 pm., At one bottle at a time and bought about two times per/week. The hypothesis testing found that the age, education and occupation had frequency of purchasing green tea at differences statistical significance of 0.01,0.05 and 0.01. Consumers had opinion about online media and product factors at low levels of associated with similar purchasing behavior at a significant level of 0.05 and 0.05 respectively.

Kanokwan Silikorn (2010) studied the "Factors that effect on consumers decision purchasing of green tea beverage in Bangkok". The research said that marketing mix factors that had influence on consumers of green tea beverage in Bangkok at very high rate was the factors of channel of selling followed by factors of products and factors of promotion and last was factors of price. The personal factors of gender and occupation which difference had effecting to the results at difference ways but age, level of education and income which difference had no effecting on the resulted of factors that effect on consumers purchase.

5.3 Managerial Implications

The results from this research able to applied as the guidelines to developing strategies suit to business. Especially, manufacturers or marketers of tea or green tea beverage industry.

Demographic and consumer behavior : Age around teenagers is the best to focus to this range in bachelor's degree even students or employees of income around below 10,000 to 30,000 baht. From present trend of health conscious consumers pleased with original flavor and low sugar or no sugar much more than sweet beverages with purpose of buying are "when they need to drink" and the second "when it has promotion" while frequency of buying at 1 time per month or lower for customers who don't usually consumes and 2 - 3 times per week for customers who usually consumes.

Brand : Brand is easily called and recognized is the important thing that will keep consumers with your brands with very high significant.

Product : Found that good taste of product and beautiful packaging are the first thing that consumers needs it followed by several flavors to choose, health benefit and last quality and reliable of products.

Price : Price of products are suitable for sweepstakes got very high impact on decision purchase of consumers followed by price of products are suitable for quantity.

Promotion : For the promotion at the present which very hot atmosphere of the promotion wars between two big brands at the moment that sweepstakes for iPhone, Gold, Benz cars, Porsche car, Toyota cars, Honda cars, Money, travel trips and etc are the best way to do the promotion at the present time followed by buy 1 get 1 free and free sample. But be careful on doing sweepstakes promotion because business may has to spend a lot of cost into the selling expense, campaigns, event markets and etc which may reduce profits at the end.

Present trend of health conscious : Tea or Green tea beverage companies needs to improve the product to follow the trend of health conscious, This is just the suggestion or optional to do the marketing strategies for the marketers. The results of consumers said that the real health benefit can make brand image better at very

important thing because consumers will be interested, if 100% health beverages release on sale.

5.4 Recommendation for Future Research

1. Next researcher, should add more data collection of sample size that 400 respondents are not cover all the real results of population in Bangkok which has more than 5,600,000 peoples in year 2015. Which the results of this research just understand only a few sample size in Bangkok.

2. Should learn more about marketing strategies from western countries or international countries to better understand of new visions which able to compare Thai strategies to get more ideas of research information.

3. The next research should prepare the time to be enough for study to get an idea, strong points or weak points which needs a lot of times to collecting, researching or processing the data to get reach the real answers as much as possible.

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APPEXDIX

APPENDIX A: Content Validity

Validity test by let the experts about green tea products, marketers and advisor to check the questionnaires by used The Index of Item Objective Congruence (IOC) to test Validity as follows:

$$IOC = \frac{\sum R}{N}$$

IOC = The measure of consistency.

R = The score of experts.

Σ R = The sum of score of each individual experts.

N = The number of professionals

There are 3 levels of assessment point as follow:

(+1 means the question is certainly consistent with the objective of the questionnaire.)

(0 means the question is unsure to be consistent with the objective of the questionnaire.)

(-1 means the question is inconsistent with the objective of the questionnaire.)

From the efficiency of The Index of Item Objective Congruence (IOC) the acceptable number must to have a value of 0.50 or more.

Table of The Index of Item Objective Congruence

NO.	Expert 1 1 0 -1	Expert 2 1 0 -1	Expert 3 1 0 -1	Expert 4 1 0 -1	Expert 5 1 0 -1	Total Score $\sum R$	IOC $\frac{\sum R}{N}$	Data Analysis
1	1	1	1	1	1	5	1	Acceptable
2	1	1	1	1	1	5	1	Acceptable
3	1	1	1	1	1	5	1	Acceptable
4	1	1	1	1	1	5	1	Acceptable
5	1	1	1	1	1	5	1	Acceptable

(Continued)

Table of The Index of Item Objective Congruence (Continued)

NO.	Expert 1 1 0 -1	Expert 2 1 0 -1	Expert 3 1 0 -1	Expert 4 1 0 -1	Expert 5 1 0 -1	Total Score $\sum R$	IOC $\frac{\sum R}{N}$	Data Analysis
6	1	1	1	1	1	5	1	Acceptable
7	1	1	1	1	1	5	1	Acceptable
8	1	0	1	1	1	4	0.8	Acceptable
9	1	1	0	1	0	3	0.6	Acceptable
10	1	1	1	1	1	5	1	Acceptable
11	1	1	1	1	1	5	1	Acceptable
12	1	1	1	1	1	5	1	Acceptable
13	1	1	1	1	1	5	1	Acceptable
14	1	1	1	1	1	5	1	Acceptable
15	1	1	1	1	1	5	1	Acceptable
16	1	1	1	0	1	4	0.8	Acceptable
17	1	1	0	1	1	4	0.8	Acceptable
18	1	1	1	1	1	5	1	Acceptable
19	1	1	1	1	1	5	1	Acceptable
20	0	1	1	1	1	4	0.8	Acceptable
21	1	1	1	1	1	5	1	Acceptable
22	1	1	1	1	1	5	1	Acceptable
23	1	1	1	1	1	5	1	Acceptable
24	1	1	1	1	1	5	1	Acceptable
25	1	1	1	1	1	5	1	Acceptable
26	1	1	1	1	1	5	1	Acceptable
27	1	1	1	1	1	5	1	Acceptable
28	1	1	1	1	1	5	1	Acceptable
29	1	1	1	0	1	4	0.8	Acceptable
30	0	1	1	1	1	4	0.8	Acceptable
31	1	1	1	1	1	5	1	Acceptable
32	1	1	1	1	1	5	1	Acceptable
33	1	1	1	1	1	5	1	Acceptable
34	1	1	1	1	1	5	1	Acceptable
35	1	1	1	1	1	5	1	Acceptable

(Continued)

Table of The Index of Item Objective Congruence (Continued)

NO.	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Total Score $\sum R$	IOC $\frac{\sum R}{N}$	Data Analysis
	1 0 -1	1 0 -1	1 0 -1	1 0 -1	1 0 -1			
36	1	1	1	1	1	5	1	Acceptable
37	1	1	1	1	1	5	1	Acceptable
38	1	1	1	1	1	5	1	Acceptable
39	1	1	1	1	1	5	1	Acceptable
40	1	0	1	1	1	4	0.8	Acceptable
41	1	1	1	1	1	5	1	Acceptable
42	1	1	1	1	1	5	1	Acceptable
43	1	1	1	1	1	5	1	Acceptable

$$IOC = \frac{41.2}{43}$$

$$= 0.95$$

The result of questions on this questionnaire has value index of item objective congruence (IOC) equal to 0.95 without any question that has IOC index less than 0.5, all questions are acceptable.

Appendix B: The results of reliability testing with 40 respondents try-out questionnaires.

Reliability testing all parts

Scale: ALL VARIABLES

Table of Case Processing Summary

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	.0
	Total	40	100.0

a. Listwise deletion based on all

variables in the procedure.

Appendix C: Multinomial Logistic Regression

Table of Multinomial Logistic Regression

Likelihood Ratio Tests

Effect	Model Fitting Criteria -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests Chi-Square	df	Sig.
Intercept	491.203[a]	.000	0	.
Brand1	595.388[b]	12.536	16	.706
Brand2	610.214[b]	27.362	16	.038
Brand3	599.567[b]	16.715	16	.404
Brand4	594.849[b]	11.997	16	.744
Brand5	615.218	32.366	16	.009
Product1	554.310	27.432	12	.007
Product2	565.720	38.842	16	.001
Product3	536.050	9.172	12	.688
Product4	549.167	22.289	16	.134
Product5	567.988	41.110	16	.001
Price1	217.233	36.671	16	.002
Price2	293.889	113.327	16	.000
Promo1	706.963	38.252	16	.001
Promo2	701.114	32.403	16	.009
Promo3	684.890	16.179	16	.441
Promo4	700.060	31.349	16	.012
PromoA5	683.475	14.764	16	.542
PromoA6	682.373	13.662	16	.624
PromoA7	684.533	15.822	16	.465
PromoA8	686.545	17.834	16	.334
PromoA9	681.987	13.276	16	.653
Health1	514.691	17.678	16	.343
Health2	510.702[b]	13.690	12	.321
Health3	508.252[b]	11.239	12	.509
Health4	521.700[b]	24.688	16	.076
Health5	538.763[b]	41.750	16	.000

Appendix D : Questionnaire (English and Thai version)

<u>Questionnaire</u>

Factors influencing purchase decision of ready to drink green tea in Bangkok

....

Instruction: This questionnaire has 2 parts

<u>Part 1</u>: Personal Information and Consumer Behavior

<u>Part 2</u>: Factors influencing purchase decision of ready to drink green tea

<u>Instruction:</u> Please mark ✗ in ( ) for the most possible answer

1. Gender/ เพศ

( ) 1. Male/ชาย   ( ) 2. Female/หญิง

2. Age/อายุ

( ) 1. 20 years or below/20 ปี หรือต่ำกว่า   ( ) 2. 21 - 25 years/ปี

( ) 3. 26 - 30 years/ปี   ( ) 4. 31 - 35 years/ปี

( ) 5. 36 - 40 years/ปี   ( ) 6. 41 years or above/41 ปี หรือ

มากกว่า

3. Education/ระดับการศึกษา

( ) 1. Primary school or below/ประถมศึกษา หรือต่ำกว่า   ( ) 2. High school/มัธยมศึกษา/ปวช.

( ) 3. Diploma/อนุปริญญา/ปวส.   ( ) 4. Bachelor's degree/ปริญญาตรี

( ) 5. Master's degree or Higher/ปริญญาโท หรือสูงกว่า

4. Status/สถานภาพ

( ) 1. Single/โสด   ( ) 2. Married/สมรส

( ) 3. Divorce/หย่าร้าง

5. Occupation/อาชีพปัจจุบัน

( ) 1. Student/นักเรียน / นักศึกษา

( ) 2. Employee/พนักงานบริษัทเอกชน

( ) 3. Self employed/ธุรกิจส่วนตัว / อาชีพอิสระ

( ) 4. Governer/ข้าราชการ / รัฐวิสาหกิจ

( ) 5. Housewife/พ่อบ้าน / แม่บ้าน

6. Income/ระดับรายได้ต่อเดือน

( ) 1. 10,000 Baht or below/บาท หรือน้อยกว่า

( ) 2. 10,001 - 20,000 Bath/บาท

( ) 3. 20,001 - 30,000 Bath/บาท

( ) 4. 30,001 - 40,000 Bath/บาท

( ) 5. 40,001 Bath or above/บาท หรือมากกว่า

7. What brand do you usually drink?/ท่านบริโภคชาเขียวพร้อมดื่มยี่ห้อใด

( ) 1. Ichitan/อิชิตัน

( ) 2. Oishi/โออิชิ

( ) 3. Puriku/เพียวริคุ

( ) 4. Lipton/ลิปตัน

( ) 5. Other/อื่นๆ

8. What type of flavor do you like?/ท่านชอบบริโภคชาเขียวพร้อมดื่มรสชาติใด

( ) 1. Original flavor/รสต้นตำรับ

( ) 2. Mixed grains flavor/รสผสม ธัญพืชต่างๆ

( ) 3. Mixed fruit flavor/รสผสม ผลไม้ต่างๆ

( ) 4. Low sugar and no sugar/สูตร น้ำตาลน้อย หรือ ไม่มีน้ำตาล

9. Purpose of buying?/จุดประสงค์ในการซื้อชาเขียวพร้อมดื่มของท่าน

( ) 1. When you need to drink/เมื่ออยากดื่ม

( ) 2.When you thirsty/เมื่อหิวกระหาย

( ) 3. When it has promotion, discount, free, sweepstakes/เมื่อมีโปรโมชั่น ลด แลก ชิงโชค

( ) 4. Other/อื่น

10. How often do you usually purchase "Ready to drink green tea"/โดยปกติคุณซื้อบ่อยแค่ไหน

( ) 1. 2 - 3 Times per day or more/ครั้งต่อวัน หรือมากกว่า

( ) 2. 1 Time per day/วันละครั้ง

( ) 3. 2 - 3 Times per week/สัปดาห์ละ 2 - 3 ครั้ง

( ) 4. 1 Times per week/สัปดาห์ละครั้ง

( ) 5. 2 - 3 Times per month/เดือนละ 2 - 3 ครั้ง

( ) 6. 1 Time per month or lower/ เดือนละครั้ง หรือน้อยกว่า

11. Hobby/งานอดิเรก

( )1. Movie, music, reading, eating, shopping   ( )2. Travel, Adventure

     ดูหนัง ฟังเพลง / อ่านหนังสือ / กิน ช้อปปิ้ง   ท่องเที่ยว / ผจญภัย

( )3. Playing sport, health conscious/   ( )4. Musical, art, weaving,

cooking ออกกำลังกาย / รักสุขภาพ   ดนตรี ศิลปะ / ถักทอ / ทำอาหาร

( )5. Party, society/ปาร์ตี้ / สังคม

Part 2: Factors influencing purchase decision of ready to drink green tea

Instruction: Please mark ✗ in ( ) for the most possible answer

(Evaluation Principle: 5 = Strongly agree   to   1 = Strongly Disagree)

12. Please rate the importance of factors influencing purchase decision of ready to drink green tea that you regularly consumed./กรุณาให้คะแนนระดับความสำคัญของปัจจัยที่มีผลต่อการ ตัดสินใจซื้อ ชาเขียวพร้อมดื่ม ที่ท่านบริโภคเป็นประจำ

	Factors influencing on purchase decisions	(5) Strongly Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly Disagree
1	Factors of Brand ปัจจัยด้านตราสินค้า	( )	( )	( )	( )	( )
2	Factors of Product ปัจจัยด้านผลิตภัณฑ์	( )	( )	( )	( )	( )
3	Factors of Price ปัจจัยด้านราคา	( )	( )	( )	( )	( )
4	Factors of Promotion ปัจจัยด้านกิจกรรมส่งเสริม การตลาด	( )	( )	( )	( )	( )
5	Factors of Distribution ปัจจัยด้านช่องทางการจัดจำหน่าย	( )	( )	( )	( )	( )
6	Factors of Health conscious of green tea. ปัจจัยด้านสุขภาพของชาเขียว	( )	( )	( )	( )	( )

	Factors of brand	(5) Strongly Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly Disagree
Brand awareness/การรับรู้ในตราสินค้า						
1	The brand is known. ตราสินค้าเป็นที่รู้จัก	( )	( )	( )	( )	( )
2	Brand is easily called and recognized. ตราสินค้า เรียกและจำได้ง่าย	( )	( )	( )	( )	( )
Brand image/ภาพลักษณ์ตราสินค้า						
3	Good brand image มีภาพลักษณ์ที่ดูดี	( )	( )	( )	( )	( )
Brand loyalty/ความจงรักภัคดีในตราสินค้า						
4	You will not purchase other brands, If the brand that you like its price increased. หากยี่ห้อที่ซื้อเป็นประจำขึ้นราคา คุณจะไม่ซื้อยี่ห้ออื่น	( )	( )	( )	( )	( )
5	You will not purchase other brand, If the brand that you like is out of stock. หากยี่ห้อที่คุณซื้อเป็นประจำขาด ตลาดคุณจะไม่ซื้อยี่ห้ออื่น	( )	( )	( )	( )	( )

	Factors of product	(5) Strongly Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly Disagree
1	Good taste. รสชาติอร่อย	( )	( )	( )	( )	( )
2	There are several flavors to choose. มีหลากหลายรสชาติให้เลือก	( )	( )	( )	( )	( )
3	Quality and reliable. ผลิตภัณฑ์มีมาตรฐาน น่าเชื่อถือ	( )	( )	( )	( )	( )
4	Beautiful packaging. บรรจุภัณฑ์สวยงาม	( )	( )	( )	( )	( )
5	Health benefit. มีประโยชน์ต่อร่างกาย	( )	( )	( )	( )	( )

	Factors of price	(5) Strongly Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly Disagree
1	Suitable for quantity ราคาเหมาะสมกับปริมาณ	( )	( )	( )	( )	( )
2	Suitable for sweepstakes. ราคาเหมาะสมต่อการเสี่ยงโชค	( )	( )	( )	( )	( )

	Factors of promotion	(5) Strongly Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly Disagree
Sales promotion/การส่งเสริมการขาย						
1	Sweepstakes for iPhone, Gold, Benz cars, Money, Japan trip การชิงโชคแจก iPhone ทอง รถยนต์ เงินสด ทริปเที่ยวญี่ปุ่น	( )	( )	( )	( )	( )
2	Buy 1 get 1 free. การซื้อ 1 แถม 1	( )	( )	( )	( )	( )
3	Discount การลดราคา แลกซื้อ	( )	( )	( )	( )	( )
4	Free sample การแจกชิมฟรี	( )	( )	( )	( )	( )
Advertising and public relation/การโฆษณาและประชาสัมพันธ์						
5	Advertising TV commercial. การโฆษณาผ่านสื่อโทรทัศน์	( )	( )	( )	( )	( )
6	Billboards. การโฆษณาผ่านสื่อบิลบอร์ด ป้ายโฆษณา	( )	( )	( )	( )	( )
7	Using a celebrity endorsement as a presenter. การใช้บุคคลที่มีชื่อเสียงเป็นพรีเซ็นเตอร์	( )	( )	( )	( )	( )
8	Advertising through social media. การใช้โฆษณาผ่าน social media	( )	( )	( )	( )	( )
9	Event marketing. การจัดอีเว้นท์ตามสถานที่ต่างๆ	( )	( )	( )	( )	( )

At present, trends in health care that effect on factors influencing purchase decision of ready to drink green tea./เทรนด์ การใส่ใจสุขภาพที่กำลังมาแรงในปัจจุบัน มีผลต่อการตัดสินใจบริโภคของท่านมาก น้อยเพียงใด

	Trend of health conscious	(5) Strongly Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly Disagree
1	You are health conscious. ท่านเป็นผู้ที่ใส่ใจในสุขภาพ	( )	( )	( )	( )	( )
2	You always consume healthy drink. ท่านดื่มเครื่องดื่มเพื่อสุขภาพ	( )	( )	( )	( )	( )
3	You will be interested, If 100% healthy "Ready to drink green tea" release on sale. ท่านจะสนใจ หากมีชาเขียวพร้อม ดื่มแท้ 100% ที่ดีต่อสุขภาพวาง จำหน่าย	( )	( )	( )	( )	( )
4	If your regular brand's price was increased, but its quality and benefits are still good, you still buy it. ท่านยังบริโภคชาเขียวพร้อมดื่ม หากชาเขียวพร้อมดื่มมีราคาแพง ขึ้น และ มีคุณภาพ คุณประโยชน์ที่ ดี	( )	( )	( )	( )	( )
5	The real health benefit can make brand image better. ผลิตภัณฑ์ชาเขียวพร้อมดื่มที่ดีต่อ สุขภาพอย่างแท้จริงสามารถทำให้ ภาพลักษณ์ของ ตราสินค้า เปลี่ยนไปในทิศทางที่ดีขึ้น	( )	( )	( )	( )	( )

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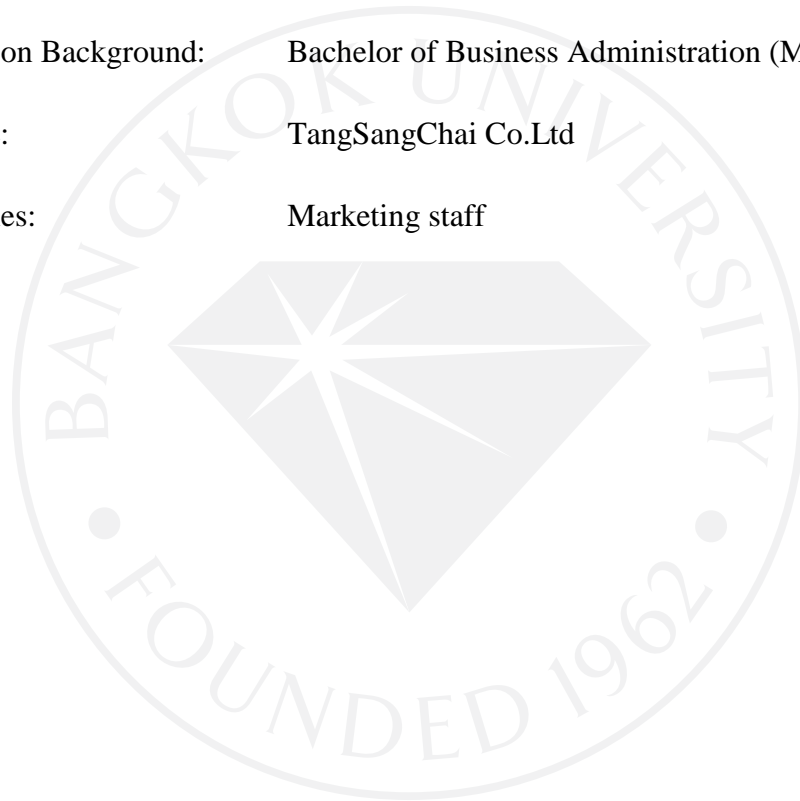
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