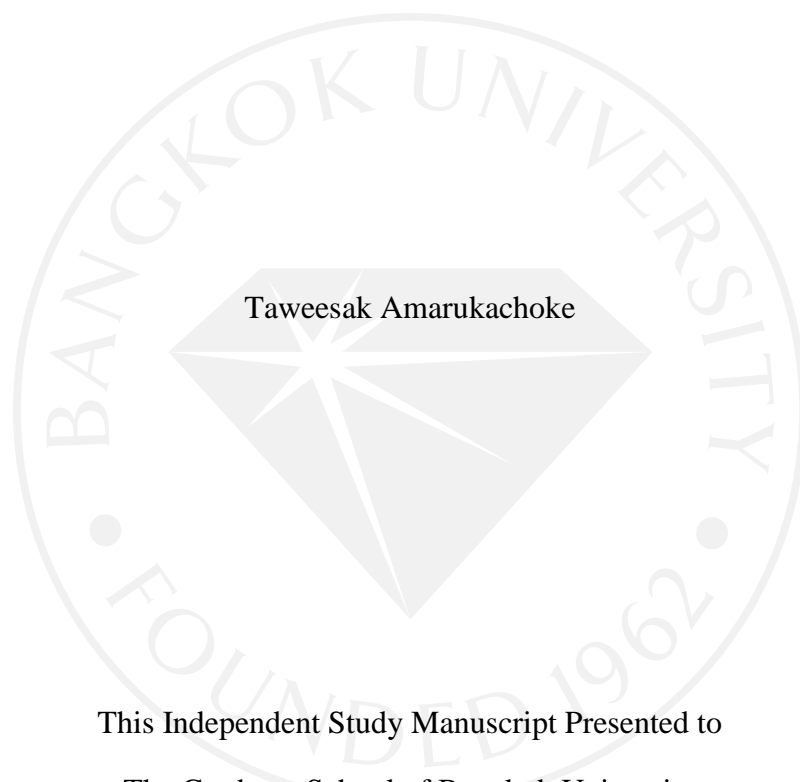


FACTORS INFLUENCING PURCHASE INTENTION TOWARDS CUP YOGURT



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This Independent Study Manuscript Presented to
The Graduate School of Bangkok University
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Master of Business Administration

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**This Independent Study has been approved by
the Graduate School
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Factors Influencing Purchase Intention Towards Cup Yogurt (84 pp.)

Advisor : Sumas Wongsunopparat, Ph.D.

ABSTRACT

This research intends to investigate and identify factors that have positive influence upon purchase intention towards cup yogurt. The objectives of the study are to understand cup yogurt consumer behavior as well as examine factors affecting purchase intention towards cup yogurt. It is a quantitative study using online self-administered questionnaire which is randomly distributed via Facebook and E-mail. The sample size is 402 respondents who live in Bangkok, regularly consume cup yogurt (Key brands: Dutchie, Dutchie Bio, Meiji, Meiji Bulgaria, Meiji Plus and Activia) in past 1 month. The questionnaire was approved for its validity by 5 sophisticated experts and advised by the advisor. Its reliability was tested by Cronbach's alpha coefficient in which showed 0.891 (very high reliability level).

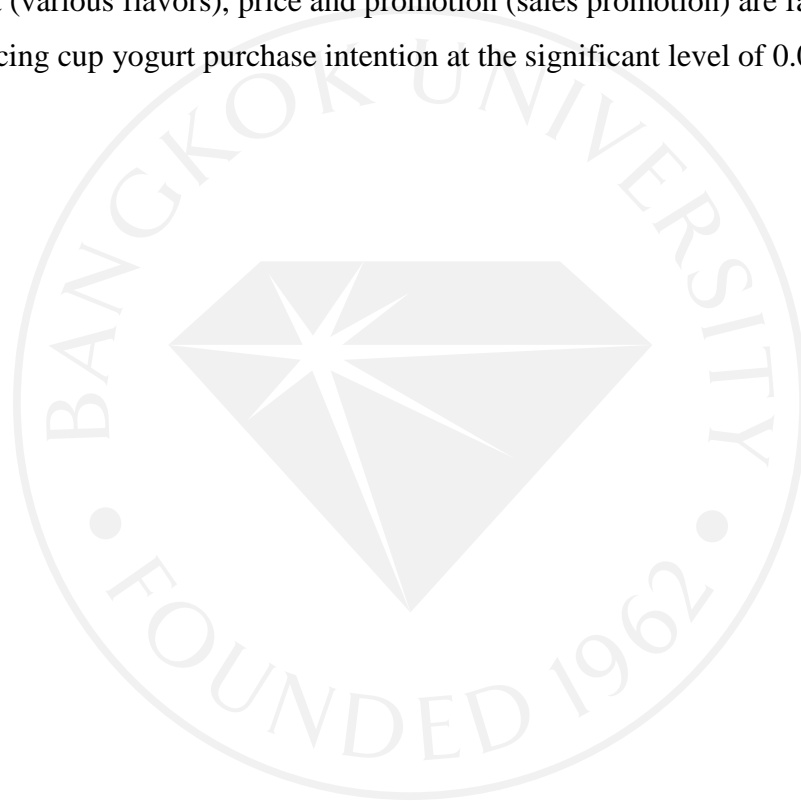
Several analyses had been taken part to measure the data. Indeed, descriptive statistics (frequency and percentage) was adopted to explain respondent profile and consumer behavior. Cross tabulation was used to crossly look categorical data for finding unmet consumer insight. Total variance was for grouping small questionnaire statements into factor groups affecting purchase intention, whilst multiple linear regression was used to test hypotheses.

The finding revealed the majority of respondents are between 25-30 years old range (41.5%), being female (73.6%), graduated with bachelor degree (62.2%). They mainly are employees with 70.1% contribution, whose monthly income between 25,000 – 49,999 THB.

Dutchie is their top brand choice (46.5%), while Meiji Plus (1.5%) is the least one. The reason to consume the brand is taste preference (38.6%) and excretory system improvement (33.6%), which the least reason is "good for my skin" (2.2%). Usually, they consume the product equally or more than 2-3 cups a week (27.4%) by purchasing it at convenience stores (68.7%).

After analyzing with cross tabulation between reason to consume and brand, the reason to consume is aligned with segment positioning. In details, both Dutchie and Meiji Bulgaria playing in the mainstream segment showed same reasons with the category (taste and excretory system improvement) because of their dominance contribution, while Activia and Bio's reason report oppositely "excretory improvement system and taste" due to playing in excretory improvement segment.

Hypotheses have been proved brand (brand loyalty and brand association), product (various flavors), price and promotion (sales promotion) are factors influencing cup yogurt purchase intention at the significant level of 0.05.



ACKNOWLEDGEMENT

This study has big challenges and requires great effort to accomplish it. I walked in the dark over and over and these groups of people guided me to walk through it.

First and foremost, I truly appreciate my advisor, Dr. Sumas Wongsunopparat who has guided and advised this study. His advice is always precise and applicable in which makes me understand more and know how to work it step by step. Otherwise, his instruction is well-blended in academic and business wise I can apply to my job.

Friends and who helped doing questionnaire are another group I am thankful. My MBA-EP classmates who have technically explained on some misunderstanding area and always encouraged me, especially Ms. Jariya Boonmee and Ms. Kanjana Pattanachai, who are my best friends sincerely supporting me and always standing beside. High appreciation to those answering my questionnaire and valuing my study, their answers are the most important part of this study.

Last and most importantly, the big task needs a stronger mind. My family and girlfriend are my spiritual source of power which recharged me to eagerly work on it.

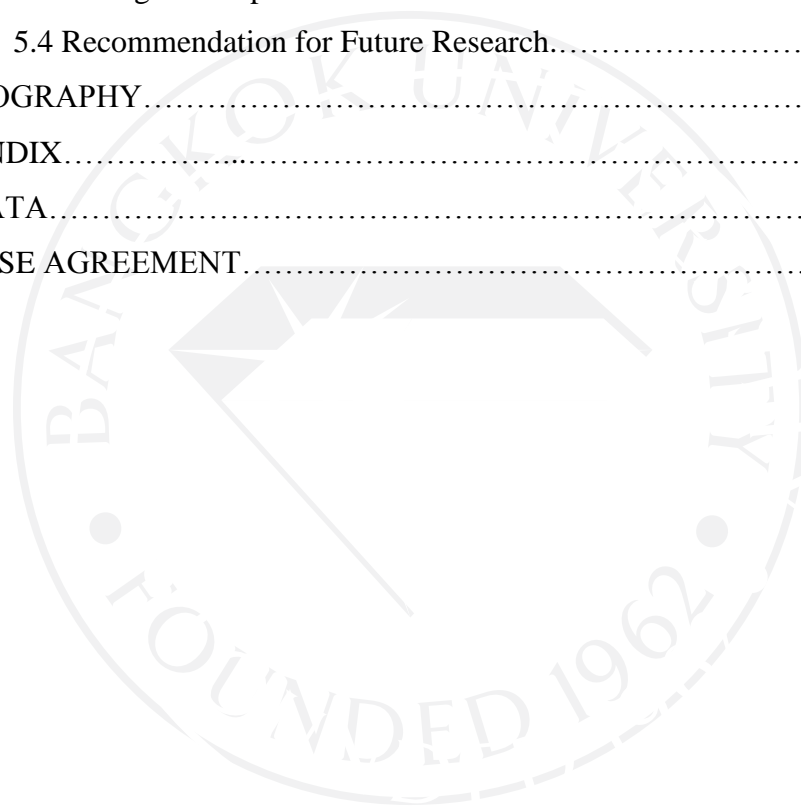
This research is dedicated to my family and girlfriend.

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CHAPTER 1

INTRODUCTION

In this chapter, the researcher composes the brief background of the study “Factors influencing purchase intention towards cup yogurt”. The research objective and problem statement, the importance and scope of study, hypotheses, focus and limitation and definition of terms are respectively presented in order to outline the study and limit the scope.

1.1 Background

Yogurt is a product made from milk with fermentation, claimed as a nutritional food to support human’s good health due to the rich source of Vitamins and Calcium. Weerathilake et al. (2014) informed that yogurt was found accidentally in the 6000 B.C. At that age, the Neolithic people in the Central Asia’s life style had been changed from a food gatherer to a food producer. They discovered how to milk animals and kept it in sheep - skin bags which the warm climate there fermented milk inside to become yogurt. Moreover, yogurt is rooted from Turkish language “Yog” which means to be condensed or curdled (Yogurt, n.d.). It defines greatly what physical features of milk are transformed to be yogurt; more solid and turn sour.

There are various criterions to categorize yogurt. Physical feature is the easiest way to group them. Given it, there are 2 segments in Thailand in general as follows;

1. Stirred yogurt is yogurt fermented in a big tank and mixed with fruits or flavors, then stirring. Its forms are semi-solid as stirred yogurt or liquid as drinking yogurt. (Weerathilake, 2014) (Dairy products:yogurt, n.d.)
2. Set yogurt is fermented in an individual tub that is packaging itself. The texture is creamy thick. In case of putting fruits, they will be at the bottom of the container. (Jaratanakorn, 2009)

Yogurt is perceived to provide health benefit in many ways, leading to consumption across the world. The highlight historical stories probably spur its popularity and inspire many scientists to study its benefits which are Genghis Khan,

the great Mongolian emperor (12th century) encouraged his army to have yogurt in order to build their strength and motivate bravery (The complete history of yogurt-making, n.d.) and King Francois I of France who was recovered from severe diarrhea after taking yogurt suggested by a doctor of Suleiman the Magnificent, the Sultan of the Ottoman empire (A brief history of yogurt, n.d.).

Although its global popularity, Positioning website (2015) reported yogurt consumption per capita as of 2015 is still low (5kilograms/person/year), compared with milk consumption (15litres/person/year) in Thailand. Therefore, Thailand cup yogurt market enjoys healthy growth consistently due to consumption building. Also, it is dominated by the big three manufacturers; Dutch Mill 60% (brand: Dutchie 50% and Dutchie Bio 10%), CP-Meiji 15% (brand: Meiji 8% and Meiji Bulgaria 10%) and BJC-Danone Dairy 10% (brand: Activia 10%). (Yoghurt and sour milk products in Thailand, 2015) (Cup yogurt market share 2013, 2014).

However, the market shrinks to 2 billion Baht or 3.5% negative rate for the first time in past 3 years during January –May’2015 due to economic regression and political situation, (Cup yogurt market values 2,000 Million Baht, 2015) (Thai economy situation in first half year 2015, 2015) (Thai economy slump drops in second half year 2015, 2015) in which drives the competition landscape to be more intensive. Dutchie, as a role of market leader, tried to build consumption frequency through multi-benefits of product communication in the campaign “Good benefit for any occasion” in May’15 (Dutchie yogurt “Occasion”(45s), 2015), whilst CP-Meiji and BJC-Danone Dairy previously launched lucky draw campaign to boost up sales rapidly with Meiji Bulgaria’s campaign ““Delicious every day to get a chance to tour Japan together with Meiji Bulgaria and James Jirayu” in July 2014 (The lowest growth of cup yogurt in Past 3 years, 2014) and Activia’s campaign “fabulously beautiful to daily rich with gold worth one hundred thousand baht” during June – July. (Activia surprise, 2014)

Moreover, the market was driven with new product launches which can be counted with grand total 12 SKUs among the big three during 2014- October 2015, depicted in the table 1.

Table 1: New Product Launches 2014 – October 2015

Company	Dutch Mill	CP-Meiji		BJC-Danone dairy	Grand total
Brand	Dutchie	Meiji Bulgaria	Meiji Plus	Activia	
Total	3	1	2	6	12

Source: 2 new products of Dutchie yogurt (Mango Tango and Mandarin Orange

Flavored)'s TVC. (2014, March 19). Retrieved from

<https://www.youtube.com/watch?v=dnMDPd7grgM>

Activia Light & Fitt. (2014, March 28). Retrieved from

<http://www.ryt9.com/s/prg/1866922>

Activia Pop n'Go. (2015, February 18). Retrieved from Youtube:

<https://www.youtube.com/watch?v=t5W6OBFYAOY>

Dutchie Blue Hawaii. (2015, March 1). Retrieved from YouTube:

https://www.youtube.com/watch?v=TdOu_GcyYW4

Meiji Bulgaria Golden Honey Flavored. (2015, July 25). Retrieved from PR Society:

<http://www.prsociety.net/127151/>

Meiji Plus. (2015, February 23). Retrieved from

<http://www.manager.co.th/iBizChannel/ViewNews.aspx?News>

In details, each of them develops innovative products; Dutchie Blue Hawaii flavored, the first blue pastel cup yogurt in Thailand with cooling sensation added, Activia Pop & Go, drinkable cup yogurt packed with a straw and Meiji plus fortified with Collagen peptide and Acai berry for each flavor.

They also use famous stars as their brand presenter for building brand image and create awareness; Ploy Cherman (Dutchie Bio), James Jirayu (Meiji Bulgaria), Kao- Supassra Thanachat (Meiji Plus) and Kimberly (Activia) (Budget 150 million Baht of Dutchmill for Dutchie Bio's product development, n.d.)(Meiji Bulgaria, n.d.)(Meiji Plus, 2015) (Activia Pop n'Go, 2015)

To leverage sales at point of sales, sales promotion at 7-11 is implemented along the year due to its stores coverage across all areas and consumer's key channel.

(Sethitorn, 2015) According to the Facebook fan page “7-Eleven Thailand (2015), the researcher has counted the promotion frequency among the big three and summarized in the table2. It emphasizes the total frequency promotion increases to 26 times as of November 2015 (9 additional times), caused from the two following companies (CP-Meiji and BJC-Danone Dairy) have been trying to steal market share from Dutch Mill.

Table 2: The Number of Promotion in 7-11 2014-November 2015

Brand & Company	2014	2015
Dutchie	5	4
Dutche Bio	4	3
Dutch Mill	9	7
Meiji	1	
Meiji Bulgaria	3	4
Meiji Plus		3
CP-Meiji	4	7
Activia	4	12
BJC-Danone Dairy	4	12
Total promotion	17	26

Source: *The number of promotion in 7-11 2014 – November 2015*. (n.d.). Retrieved from https://www.facebook.com/7ElevenThailand/photos_stream?tab=photos_albums

Most of implemented sales promotions are corporate campaigns of 7-11, for instant, Exclusive promotion for 7-Value Card, stamp promotion and “Laek Seu” (buy any products xx Baht get a chance to buy a specific product with special price). Some of sales promotion’s points of sales material are gathered in the figure1.



Figure 1: Promotion in 7-11

Source: *The number of promotion in 7-11 2014 – November 2015*. (n.d.). Retrieved from https://www.facebook.com/7ElevenThailand/photos_stream?tab=photos_albums

Despite of negative growth in mentioned period, Euromonitor International website (2015) and Suthita Sethitorn (2015) still believe the cup yogurt market will be rise which health concerns trend in Thailand would be another drivers. Thai consumers will be more sophisticated regarding health, being keen about information via online media. Furthermore, they will better take care of their own health by researching and carefully choosing products as well as put exercise activities, for example, biking, fitness into their schedule and cup yogurt would be one of great choices for their well-being. (Consumer health in Thailand, 2015) (Sethitorn, 2015)

1.2 Problem Statement

As presented, cup yogurt in Thailand has a huge opportunity for investors/manufacturers. Each player competes at every marketing component as brand equity and 4P's. Likewise, the promising trend of health concerns in Thailand will create additional opportunity for this market.

Despite of that, the good marketing plan starts with consumer understanding, needs and purchasing behavior. It is not be sure whether the brands are integrating the right mix and consumers are aware of yogurt's benefits, leading to purchase intention and returning to the company revenue.

1.3 Research Objective

- To understand cup yogurt consumer behavior.
- To examine factors affecting purchase intension towards cup yogurt.

1.4 The Importance of Study

- Understand consumer behavior towards cup yogurt.
- Understand factors influencing purchase intension towards cup yogurt.
- Apply the result to develop marketing strategies for a certain brand in the market.

1.5 The Scope of Study

- The scope of content

This study surveys consumer behavior and investigates the relation of independent variables and purchase intention towards cup yogurt brands which are owned by the big three companies; Dutchie, Dutchie Bio, Meiji, Meiji Bulgaria, Meiji Plus and Activia. The research is a quantitative study, in which the research framework was developed upon previous related scholars.

- The scope of methodology and sample population

The research methodology is quantitative. Due to time constraint, the survey method is online self- administered questionnaire and the sampling technique is non-probability sampling. The sample size is 402 respondents being Thais consuming cup yogurts in past 1 month, aged 14 to equal to or over 41 years and living in Bangkok, Thailand.

- The scope of related variables

Variables are proposed subsequently to the developed hypotheses as following,

$$H1_o : \beta_{\text{brand1,brand2,brand3,brand4,brand5,brand6,brand7.....brand19}} = 0$$

$$H1_a : \text{at least one of } \beta_{\text{brand1,brand2,brand3,brand4,brand5,brand6,brand7...brand19}} \neq 0$$

$$H2_o : \beta_{\text{product1,product2,product3,product4}} = 0$$

$$H2_a : \text{at least one of } \beta_{\text{product1,product2,product3,product4}} \neq 0$$

$$H3_o : \beta_{\text{price1, price2}} = 0$$

$$H3_a : \text{at least one of } \beta_{\text{price1, price2}} \neq 0$$

$$H4_o : \beta_{\text{place1, place2}} = 0$$

$$H4_a : \text{at least one of } \beta_{\text{place1, place2}} \neq 0$$

$$H5_o : \beta_{\text{promotion1,promotion2,promotion3,promotion4,promotion5,promotion6,promotion7}} = 0$$

$$H5_a : \text{at least one of } \beta_{\text{promotion1,promotion2,promotion3,promotion4,promotion5,promotion6,promotion7}} \neq 0$$

$$H6_o : \beta_{\text{benefit1,benefit2,benefit3,benefit4}} = 0$$

$$H6_a : \text{at least one of } \beta_{\text{benefit1,benefit2,benefit3,benefit4}} \neq 0$$

There are 6 independent variables as follows,

Brand equity is broken down into

- a) Brand awareness
- b) Brand loyalty
- c) Perceived quality
- d) Brand association

4P's category has 4 components as follows;

- a) Product
- b) Price
- c) Place
- d) Promotion

The last independent variable (6th) is the benefit of yogurt. It has only sole dependent variable in which is purchase intention towards cup yogurt.

1.6 Focus and Limitation

The study is particularly examined on key brands in the market as Dutchie, Dutchie Bio, Meiji, Meiji-Bulgaria, Meiji Plus and Activia due to their sum of 85% market value share in 2013 (Cup yogurt market share 2013, 2014).

Hence, it is convenient to find the consumers. However, since it has been focused on mainstream products. Homemade as well as exported cup yogurt brands are out of the focus due to small consumer base, in which the finding does not probably cover that consumer group's behavior and purchase decision.

1.7 Definition of Terms

- Purchase Intention

The consumer's tendency to purchase products or service. (Chao-Sen Wu, 2015)

- Marketing Mix (4Ps)

Marketing mix is a business tool used by managers to help them competitive in the market by satisfying the needs and wants of customers. It is basically comprised of 4 P's: product, price, place and promotion (Owomoyela et. al.,2013)

- Brand Equity

The tangible and intangible value consumers perceive from their knowledge derived from a brand. (Šalkovska,Batraga & Mežpapa, 2015)

- Product

The need-satisfying offering of a firm. (Perreault and McCarthy, 2006)

- Price

The cost which can be either money or time consumers have to pay to own the offering by products/service. (Johnston, Marshall & Mark,2015)

- Place/Distribution

An accessible location where consumer can buy a product/service when needed. (Anitsal, Girard & Anitsal, 2012)

- Promotion

A way/ communication to inform product information to persuade consumers to buy it. (Olson, 2003)

- The benefit of yogurt

Key benefit of cup yogurt Thai consumers is aware and highly associated with. (Women's favorite "Yogurt" benefits beyond your expectation, 2010)

CHAPTER 2

LITERATURE REVIEW

In this chapter, the author summarizes theories and previous studies related to the research topic in order to determine the hypotheses. In details, the 5 contents in the chapter are neatly structured as below,

1. Consumer decision process
2. Brand and brand equity theories
3. Marketing mix theory.
4. The benefit of yogurt
5. Previous related researches
6. Hypotheses and research framework

2.1 Consumer Decision Process

Boone, Kurtz & Louis (2006) explained consumers create a step-by-step process in making purchasing decisions. The length of time and the amount of effort depend on the importance of the desired item to him or her. Basically, buying a product/service with high price, high commitment are consider high involvement purchase decisions, for instant, a car and a home, while routine purchasing and buying impulsive products are low involvement decisions because of no or low risk to the buyers.

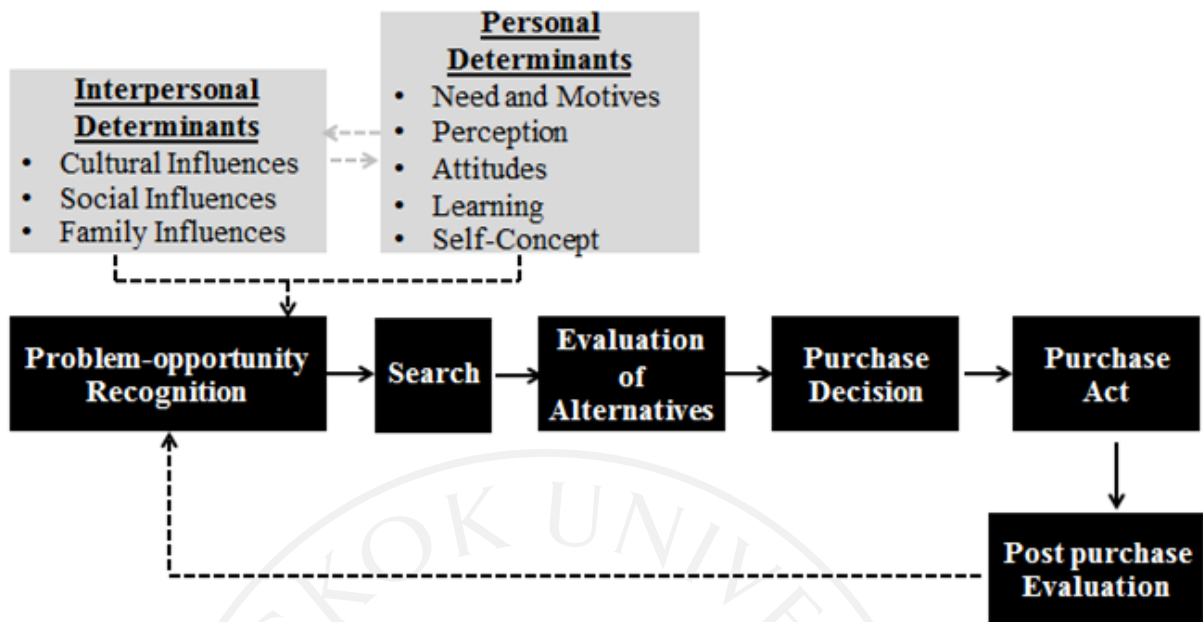


Figure 2: The consumer decision process having 6 steps
Source: Boone, Kurtz & Louis. (2006). *Principles of Marketing: Twelfth Edition*.

China: South- Western.

1. **Problem or opportunity recognition:** A consumer is aware of his/her own problem. For example, a boy is hungry during his lunch break and thinking of many foods as well as snacks to fulfill his stomach. The consumer problem can be defined as his/her needs to consume a product/service as well as needs to change to a new brand. Moreover, there are 2 key dominants influencing how a person recognizes the problem; interpersonal determinants and personal determinants. Both affect each other. In facts, interpersonal determinants have 3 influences as
 - a) Cultural influences refer to the influence of shared beliefs, values, attitudes and expectations about appropriate ways to behave that are held by the members of a social group. It is powerful because it sets what is right, wrong or normal in the human society. (Statt, 1997)
 - b) Social influences are the influence of the way people become social, as opposed to an individual and human beings. The socialization in each age is such different and led to some product demand. (Statt, 1997)

- c) Family Influences is the impact of what an individual is groomed from a nursery, a school, a hospital, a leisure center and a place of refuge and a place of rest led to our own beliefs. (Statt, 1997)

Moreover, personal determinants comprise of 5 elements

- a) Need and motive are a human's will to obsess something or achieve the goal. It can be either positive or negative (desires and fears). For example, a man goes to a gym every day in order to reduce his obesity (fear) or looks masculine (desire) (Wisnblit et.al., 2010)
 - b) Perception is the process by which 5 sensations (eyes, ears, nose, mouth and fingers) are selected, organized and interpreted. Perception focuses on what we add to or takes away from these raw sensations as we choose which to notice, and then go about assigning meaning to them (Solomon, 1999)
 - c) Attitudes are defined as an individual's overall evaluation of a concept. Consumer attitudes are always toward some concept, especially objects and behaviors. Consumers can have attitudes toward various physical and social objects including products, brands, models, stores, and salesperson as well as aspects of marketing strategy. Likewise, consumers also can have attitudes toward intangible objects such as concepts and ideas (capitalism, a fair price for gasoline). (Olson, 2003)
 - d) Learning refers to a relatively permanent change in behavior that is caused by experience. The learner need not have the experience directly; they can also learn by observing events that affect others. (Solomon, 1999)
 - e) Self-concept determines the beliefs a person holds about his or her own attributes, and how he or she evaluates these qualities, either positive or negative. (Solomon, 1999)
2. Search: After problem notification, their mind is working to find various solutions. High involvement purchases may require extensive and thorough information, whereas low-involvement purchases require little research. The

source of information can be provided by many ways as manufacturer's side, merchandiser's side (store display, brochure and salesperson), internet and user reviews. At the end, consumers will identify alternative brands for consideration. The number of considered alternatives is called "The evoked set". (Boone, Kurtz & Louis, 2006)

3. Evaluation of alternatives: At this stage, consumers develop their own criteria "Evaluative criteria" to choose his/her right match. The evaluative criteria can either be objective facts or subjective impressions. Generally, the basic criteria are brand name, price and country of origin. (Boone, Kurtz & Louis, 2006)
4. Purchase decision and purchase act: The search and alternative evaluation stages of the decision process result in the eventual purchase decision and the act of making the purchase. At this stage, consumers have evaluated each alternative in the evoked set based on his or her personal set of evaluative criteria and narrowed the alternatives down to one. Consumers then decide the purchase location. Consumers tend to choose stores by considering characteristics such as location, price, assortment, personnel, store image, physical design, and services. In addition, store selection is influenced by the product category. Some consumers choose the convenience of in-home shopping via telephone or mail order rather than traveling to retail stores to complete transactions. Marketers can smooth the purchase decision and purchase act phases by helping customers arrange for financing or delivery. (Boone, Kurtz & Louis, 2006)
5. Post purchase evaluation: After their usage, they will evaluate whether products/service meet their expectation. (Boone, Kurtz & Louis, 2006)

2.2 Brand and Brand Equity Theory

- **Brand definition**

Brand is first and foremost for consumers to memorize and purchase products correctly. Brand building is the top priority marketers need to do and it is an asset which marketers or companies need to keep and always make it alive last long (Petvises, 2012). There are various scholars defining brand as follows,

Kotler and Armstrong (2011) define brand is what distinguishes products or services of a manufacturer from other rivals through a name, term, sign, symbol, design, or a combination of these. Brand is able to add value to product because consumers do not buy only functional benefit received from the product, but the emotional benefit is also matter for them.

Aaker (1991) explained brand is the set of objects (logo, trademark or package) makes goods or service of a manufacturer or company uniquely. It also blocks competitors to offer goods or service similarly.

Ogilvy (mentioned in Thammaruk, 2008) expressed his opinion that brand is a complex symbol which is feeling towards brand features as brand name, packaging, price, history, reputation and advertising. Brand is determined by consumers experience and feeling.

Serirat (mentioned in Somkid, 2013) elaborated brand is comprised of 5 components as follows;

1. Brand name is a wording, alphabets and numbers being readable such as KFC and MBK Center.
2. Brand mark is a part of brand in which is a symbol, format, color and font that can visualize and memorize, but not readable.
3. Logo is a part of brand or brand mark or a combination of both in order to advertise and build brand.
4. Trademark is a brand name in which a company registers with the authority. So it is legally protected.
5. Slogan means a precise statement expresses a product or service's unique feature. For instant, Kit Kat's slogan is "Have a break, have a Kit Kat" and KFC's slogan is "Tastes good".

- **Brand Equity**

Brand equity has been being widely interested in academy and marketing field. Those are trying to find the perfect definition and measurement included studies and results of brand strength reinforcement.

Marketing Science Institute of USA (mentioned in Chaisuwan, 2013) described brand equity is a set of associations and behaviors towards consumers, distribution which helps a brand owner to gain more revenue and profit more than his or her unbranded product or service.

Farquhar (mentioned in Sanguanwongwan, 2015) also added on brand equity is added value to brand in which is measured in 3 perspectives as,

1. Brand equity in firm's perspective; brand equity can be measured from incremental cash flow due to higher market value share, higher retail price and promotion budget reduction caused from stronger brand equity.
2. Brand equity in trader's perspective; suppose the brand equity of a brand is strong among rivals', a trader tends to easily accept and willing to sell/distribute a product of the brand. In addition, the brand owner will have more power beyond middlemen in the area of product position in a store as well as lower product entrance fee.
3. Brand equity in consumer's perspective; it represents consumers knowledge and preference towards brand. It shows greater consumer purchase intent to buy new product as well as better brand attitude. This perspective is the most important because it creates better brand equity in other perspectives.

One of widely accepted brand equity measurement concept is Aaker's model (1991). In details, he separates brand equity into 5 facets as followings,

1. Brand name awareness is consumer ability to know a brand which has 4 levels as below,
 - a. The first level (unaware of brand) is the level which consumers never know a brand before.
 - b. The second level (brand recognition) is the level which they can remind of a brand after feeding them some information regards the mentioned brand.
 - c. The third level (brand recall) is the level they are able to spontaneously think of brand and products of the brand without hints.

- d. The fourth level (top of mind) is the top level which all brands truly want to be there. Indeed, a brand first mentioned by consumers once talking about particular industry, is reach top of mind level.

Brand awareness is created through integrated marketing communication in order to give brand knowledge and understanding, which later affects brand equity as,

- When consumers aware of brand, they can immediately linkage product features with brand.
- Brand awareness gets consumers familiar with brand and further leads to brand preference.
- Brand awareness illustrates brand identity, promise and product feature via integrated marketing communication to show its unique selling point.

2. Perceived quality is the consumer perception to product's quality.

Consumers perceive product quality based upon their needs and product usage objective. Furthermore, the perceived quality is measurable, but intangible because it comes from different consumer's attitude, characteristic.

To build perceived quality, a marketer needs to understand first what quality consumers expect from the brand is and how different target group is. He/she will offer the right quality to them.

However, perceived quality does not mean the real quality of the product. Sometimes, the product quality probably is just standardized in reality, not higher perceived quality.

3. Brand association is anything links to brand which connections are based on consumer experience, exposure towards brand. The brand association can be enhanced by marketing communication tools, for instance, advertisement, public relation and event marketing. These tools stimulate consumer to clearly visualize the brand in their mind and set it differently from competitors, leading to strong brand identity.

4. Brand loyalty (Aaker, n.d.) is the level of loyal consumers towards brand. It is the most important element of brand equity. In fact, if consumers do not find the different between the brand and others, it is tendency they can buy any products. More brand loyalty probably helps a company to cut marketing budget, have negotiation power beyond traders and protect the brand from newcomer entries. The figure 2 depicts 5 level of brand loyalty, starting from no loyal to heavy loyal, as followings,



Figure 3: David A. Aaker's brand loyalty pyramid

Source: Aaker, D. (n.d.). *Aaker's Brand Loyalty pyramid*. Retrieved from http://www.eurib.org/fileadmin/user_upload/Documenten/PDF/Merktrouw_ENGELS/t_-_Brand_Loyalty_piramide_van_Aaker__EN_.pdf

- a) Switcher (no brand loyalty/price sensitive) is the stage a brand has slight role on consumer purchase intension. Consumers easily switch to consumer competitor brands due to many factors, such as, convenient and sales promotion, and they are not loyal to the brand.

- b) Satisfied/ habitual buyer (no reason to change) is the brand is able to satisfy them and no reason for them to try the new one. However, if they find any trouble on their brand buying, they will buy another brand without going another store to find the brand in their minds.
- c) Satisfied buyer with switching costs is the stage consumers hesitate to change usage to a competing brand because of switching costs in terms of money and time (time to find a competing one and research more information before consideration). To overcome switching costs, superior benefits or higher perceived quality strategies are considered.
- d) Brand likers; they are true brand enthusiasts. Their preference is mostly built by more emotional benefits than functional ones (for example, price, time and quality). The emotional benefits can be pursued by linking particular associations via integrated marketing communication tools (such as TV commercial/radio spot) and experience (for instant, shopping experience and online engagement experience) to a brand.
- e) Committed buyers: they are core users of brand, having highest loyalty to the brand and willing to recommend it to their networks. Their beloved brands are closely tied in with their personal values. In order to maintain these people, a loyalty card/reward program and a limited edition product are good ways to retain them.

2.3 Marketing Mix Theory

Chaisurat (1994) defines marketing mix is internal factors each business integrates to meet target consumer's needs. There are 4 marketing mix factors or 4P's for short as followings;

- Product refers to tangible or intangible objects (goods or service) firm offer to meet consumer needs and satisfaction.
- Price is the level of money consumers' pay for buying a product. Basically, they will compare product value they will gain with its cost they pay. Thus, it

should set the price based on business objective, marketing strategies and consumer's price acceptance to avoid consumer ignorance.

- Place or distribution defines channel structure is used to transfer products from manufacturers to end users who can be either industrial users in B2B or consumers in B2C field. This component helps business to bring products to meet more consumers. More place products are sold, greater opportunities to generate sales. Many details in it managers should study to understand it to determine the perfect match distribution for their own industries as channel of distribution, distribution coverage, location, inventory management, transportation, warehousing and storage.
- Promotion defines seller's effort to encourage consumers to buy more products. Indeed, it comprises 6 components as follows;
 - Advertising is the process sellers communicate news which relates to product or marketing activities to consumers through mediums, for example, print and broadcast ads, TV commercial, brochures, point of sales materials, Internet and social media.
 - Personal selling is two-way communication between sales representatives of the firm and prospect consumers. Salesmen attempt to persuade consumers to buy products with their product information presentation and selling skills.
 - Sales promotion is marketing activities offer consumers special value or incentive to stimulate purchase decision which have various forms as samplings, demonstration, discount coupons, lucky draw, lottery, price off and premium.
 - Publicity and public relation is to create or strengthen brand/company image and reputation including creating awareness and educate consumers in specific contents among consumers through press release, seminar, sponsorship and donation.
 - Direct marketing is telemarketing/ catalogue sales and mail orders communicate directly toward consumers.

- Event marketing is one of popular activities in present day because it is able to engage consumers with brands and measurable with the number of attendants (Wongmontha, 1999).

2.4 The Benefit of Yogurt

Yogurt has been being examined to find its benefits over time across the world. Its benefit highlights are greatly perceived among consumers, described below;

- Good for people are Lactose intolerant: Yogurt has lower level of contained Lactose than milk because Lactose is transformed to Lactic acid by the bacterial cultures. Lactose intolerant consumers can comfortably eat without worries about bloating (health benefits of yogurt, 2015)
- Diarrhea relief and immunity boost: Kado (2004) emphasized diarrhea causes from imbalance of bacteria in an intestine, particularly outnumber harmful bacteria. Consuming yogurt may help reload good bacteria contained in the product to re-balance the system which lead to faster diarrhea recovering. Moreover, it is likely to support Antibody creation and regulate excretory system.
- The source of Vitamins and Minerals: it is packed with Vitamins B2, B12, D, high-quality Proteins, Calcium, Magnesium and Zinc. Its acidity increases the body's absorption of Calcium, Zinc and Magnesium (Why is yogurt so healthy?, 2015). Despite of that, the amount of each Vitamin and mineral are unequally varied upon its type, bacteria and brands (Pressner, n.d.).
- Skin nourishment: Dutchie website (n.d.) claimed those consuming yogurt regularly probably have brighter skin as an indirect benefit of good excretory system. Some also use yogurt as a face mask in order to make their faces smoother and softer.

Despite of abundant benefits, it may cause problems to consumers due to high sugar and saturated fat. Some yogurt manufacturers put sugar approximately 22 grams per a cup of yogurt which is 2 times higher than general natural yogurt which probably affect higher Calorie and Triglyceride. Otherwise, yogurt made from whole milk contains saturated fat 5 grams per a cup, while yogurt made from skim milk does

not have saturated fat and provide nutrition equally to whole milk made one. Saturated fat risks to heart disease and diabetes. So, choosing yogurt by label is important and Plain flavored yogurt maybe a best choice in which added with some fresh fruit, honey and sugar to make it more tastier. (Lohapakitkul, 2014)

2.5 Previous Related Researches

The researcher has reviewed 12 studies relevance to the topic, which can be grouped into 3 categories as following;

- Consumer behavior 4 studies
- Impact factors towards purchase intention 6 studies
- Other 2 studies

Consumer behavior studies

Arisornkultorn (2014) researched the factors that influence Activia yogurt's consuming behavior of female consumer in Bangkok metropolis. It intends to explore factors as demographic data, marketing mix (product, price, place and promotion), lifestyle (healthy activity, healthy interest) and yogurt opinion influencing Activia yogurt's consuming behavior in Bangkok metropolis. The study used a questionnaire as a tool. The sample size is 400 female consumers or lapse consumers in Bangkok metropolis. Descriptive statistics for data analysis are percentage, mean and standard deviation. One way analysis of variance is applied for the difference of sample group exceeding two groups. Person product moment correlation coefficient is for analyzing the relationship of two independent variables. The output presents most consumers are in 21-30 years old range, educated bachelor's degree, working as employees whose average monthly income in 10,001-20,000 THB. Overall consumers' opinion towards marketing mix factor in terms of product, price and place are at the good level, while overall consumers' toward promotion is moderate. Overall consumers' opinion towards lifestyle in section of healthy interest and yogurt opinion are at the good level, whereas overall consumers' practice towards healthy activity is at the low level. Otherwise, different education level influences consuming behavior in volume purchasing per time at statistical significance of 0.05.

Regarding marketing mix factors, product and price are related with Activia's consuming behavior in terms of purchased quantity per time, frequency consumption, consuming behavior compared to other brands and consuming trend in the future at statistical significance of 0.01. Place is related with Activia's consuming behavior in frequency consumption at statistical significance of 0.01. Promotion is related with Activia's consuming behavior in category of consuming behavior compare to other brands and consuming trend in the future at statistical significance of 0.01, whereas purchased quantity per time at statistical significance of 0.05.

Lifestyle in category of healthy activity and yogurt opinion are related with Activia's consuming behavior in terms of purchased quantity per time, frequency consumption, consuming behavior compare to other brands and consuming trend in the further at statistical significance of 0.01. Healthy interest is related with Activia's consuming behavior in terms of purchased quantity per time and consuming trend in the future at statistical significance of 0.01, whereas frequency consumption and consuming behavior compare to other brands at statistical significance of 0.05.

Sethitorn (2014) explored Thai consumers consuming yogurt-based products survey during 27th-31st Jan, 2014 for Food Intelligence Center Thailand. The research is conducted with 157 Thai respondents. They mainly are female aged 16-33 years old whose average monthly income is during 15,001 – 25,000 Bht. The reasons to consume are orderly taste, functional benefit from various ingredients, various flavors and sizes and convenience to buy. Most of them usually consume 3-4 times a week. Often consumed products are orderly drinking yogurt without fruit juice added, for instant, Yakult and Betagen, drinking yogurt with fruit juice added such as Dutch Mill and followed by Plain flavored cup yogurt and flavors or substances added cup yogurt (for example, cup yogurt with fruits, grains and Collagen). The most popular flavor in drinking yogurt with fruit juices added segment is Mixed Fruits, followed by Orange, Strawberry, Blueberry and Mixed berries

Conversely, the most favorite substances added cup yogurt is Strawberry in which, Nata De Coco, Mixed Fruits, Grains, Blueberry and Prune, running behind respectively.

Yuenyongpattanakul (2009) studied demographical factors influence cup yogurt consumer behavior in Sathorn and Sukhumvit area. It followed quantitative method via questionnaire with 200 respondents (100 persons working in Sathorn and the rest are working in Sukhumvit area). Data is processed in SPSS and analyzed in terms of percentage and correlation between demographical factors and consumer behavior by Pearson's Chi-Square test. The report explained the majority is single female aged 26-30 years whose income above 25,001 Baht. They are company officers graduated in bachelor degree. They consume Meiji the most. Their brand purchasing consideration is awareness. Their preferable favor is Plain. If cup yogurt is out of stock, they will buy drinking yogurt instead due to its similar taste. Their most purchased size is 150 g. Volume per purchase is 1 pack (4 cups) and consumption frequency is 2-3 times a week. Also, their consumption time is along the day. They favorably buy the product at a supermarket or department stores. Their trigger to consume is to improve their excretory system.

Genders affect purchasing behavior in many ways as brand purchasing consideration, substitute products, size, and volume per purchasing, consumption frequency, consumption time and channel. Age and education level influences purchasing behavior all parts, but brand, consumption time and channel components. Income affects purchasing behavior in all components, but brand, consumption time and channel. Income has an impact on purchasing behavior all facets, but size and consumption time. Occupation affects purchasing behavior in their brand purchasing consideration, size as well as consumption frequency. Marital status influences purchasing behavior in taste, size and volume per purchasing and consumption frequency.

The majority group gives importance on sales promotion. Price promotion is the top importance while the second one is premium promotion, followed by lucky draw and rewards from games. The correlation between demographic and consumer behavior towards cup yogurt finds age educational level occupation and average monthly income is correlated with consumer behavior in terms of brand and reason to consume at the significant level of .05.

Tondikul (2009) examined female teenagers, living in Bangkok's consumer behavior of cup yogurt with 400 female teenage respondents. The result was revealed that majority of them are in the age of 19-21, being university students. Their education level is in undergraduate whose average monthly incomes are 9,001-12,000 baht. Dutchie is the most consumed brand, followed by Foremost. Regarding flavors, Plain flavor is most preferable and Nata De Coco is the running up. The reason to consume is to improve their excretory system. Their consumption frequency is 1- 3 days/week and the most consuming time is during 9-12 am.

Impact factors towards purchase intention studies

Naeini, Azali & Tamaddoni (2015) studied the impact of brand equity on purchase intention and development, brand preference and customer willingness to pay higher prices. The paper depicts a conceptual model that was designed by Bill and colleagues, and at the same time evaluates the creation of brand equity (perceived quality, brand awareness/ brand associations, willingness to pay a higher price, brand preference). Data collection was conducted using simple randomized method. The data was collected from the stores and customers of Sony. Sampling was conducted using convenient method, with sample size being 384. Standardized questionnaire was used, whose validity was tested using content and construct validity test, and its reliability was tested using Cronbach's alpha method. This was an applied research in terms of objective, a survey one in terms of data collected, and a correlation one in terms of relationship between variables. The results from test of hypotheses using LISREL (linear structural relations) and SPSS suggested that perceived quality had an effect of creation of brand equity, and brand equity had the highest effect on purchase intent.

Siritho and Kumsuk (2013) explored brand image and brand equity influencing purchase decision behavior toward Ichitan and Oishi green tea of consumers in Bangkok metropolis. This study aims to study the effect of the different population on making a decision to purchase Ichitan and Oishi green tea, to compare the level of brand image and brand equity between both brands, to study the relationship between brand image and brand equity with purchase decision behavior

toward both brands and to forecast purchase decision behavior toward the brands by using brand image and brand equity. The number of sample is 400 Thais living in Bangkok, used to consume green tea. In facts, the convenience sampling method was used and the statistical analysis is frequency, percentage, mean, standard deviation, Chi-Square test, T-test, Paired T-test, One-Way ANOVA and MRA.

The result reports Mr. Tan Pasakornnatee had the most effect toward purchasing decision of Ichitan while Oishi logo had the most effect toward purchasing decision of Oishi. The most popular flavor of both is Lemon green tea and the most preferable size of Ichitan is PET 420 ml, while Oishi's is PET 500 ml. Product taste, TV commercial and promotion activities (lucky draw campaign) had the highest effect toward purchasing decision.

The hypothesis testing result showed gender, age and monthly income affected differently purchase decision behavior and trend to purchase toward the brands at significant level of 0.05 while graduated level has no influence at all. Furthermore, the levels of brand image and brand equity of both are significantly different at significant level of 0.05 and brand image and brand equity could be used as behavior prediction to purchase the brands.

Kusumastuti (2012) analyzed consumers' perceptions and purchasing decision towards yogurt in Malang City, East Java Province, Indonesia. The test is quantitative method via a questionnaire distributed to 400 respondents aged 15-65 years old and living in both urban and rural area of Malang City. It pointed out consumer profile of each area is different. The urban area consumers are mostly single women aged 15 – 20 years old, being students which have average income between 1 – 1.5 million Rp. and consume yogurt 2 -3 times a week, while the rural area consumers are married women aged 25-30 years. Their education background is 16 years in school. They earn income on average 1.5-2.5 million Rp. and consume yogurt once/ 2 weeks.

Regarding Chi Square test, 5 factors significantly influencing urban consumers' perception of yogurt in terms of 4P's are age, gender, education, occupation and income level, while the factors influencing suburban consumers'

perception of yogurt are gender and income level. The important pairs of factors influencing consumers' perceptions towards yogurt in the urban area are product and age (a variety of flavors, Halal food label and lifestyle), price and education level, channel and age (the location convenient), promotion with occupation and income level. The important pairs of factors in the rural area are product and gender (a variety of flavors, Halal food label and lifestyle), price and gender and income level (if price changes).

The binary logistic regression analysis also revealed age, sex, level of education, occupation, income level and location between the urban and suburban areas are factors having an impact on consumer's purchase decision towards yogurt in Malang City.

Jalilvand, Samiel & Mahdavinia (2011) researched the effect of brand equity components on purchase intension in Aaker's model in the automobile industry. The study objective is to investigate the effect of brand equity dimensions on purchase intension, based on Aaker's well-known conceptual framework. The output is based upon a sample of 242 respondents, and the hypotheses are tested by structural equation modeling. The report reveals brand awareness, brand association, brand loyalty, and perceived quality have a significant impact on consumers' intention to buy products. It also suggests marketers should carefully consider the brand equity components when designing their branding strategies. Marketers are also called on to adapt their branding approaches to fit each marketing environment and enhance brand loyalty to reduce the switching behavior of consumers. The paper also clarifies the interrelation between the four brand equity model components and purchase intension.

Kuenoon (2009) researched U.H.T milk consumer behavior and factors influencing purchase decision of university students in the Faculty of Management Science of Silpakorn University Petchaburi IT Campus. The sample size is 349 persons. The analysis tool is percentage, mean and standard deviation. Most of samples are female university students whose average income in the range 3,000 – 5,000 Bht. They had ever drunken milk, but no drinking regularly. The reasons to

consume are to replace meals, relief hunger and be healthy. The most consumed brand is Foremost and Dutch Mill. The factors influencing U.H.T milk purchase decision are product, price, channel and promotion respectively. The proven hypothesis is different income level affects purchasing behavior on different brands at the significant level of 0.05.

Jaratanakorn (2009) examined attitude and factors affecting customer buying decision of conventional yogurt and functional yogurt in Bangkok. The researcher disposed a questionnaire to 400 respondents equally categorized into 2 segments; normal yogurt consumers and the value-added yogurt consumers. The report presented price, channel, product and promotion respectively influence their purchase decision. Interestingly, functional yogurt users consume more often than another and started consuming longer. Nutritious ingredients, product quality and raw material of packaging are rather concerned.

On the other hand, conventional yogurt consumers' attitude towards various flavors and massive advertisement is greater than the functional one. In addition, they rather consider price and premium promotion.

Other studies

Loo et al. (2013) explored consumer attitudes, knowledge and, consumption of organic yogurt in order to measure consumer awareness and knowledge of the new EU organic logo on yogurt products in Flanders, Dutch speaking area where is Belgium's territory. The survey is quantitative method with 774 respondents through an online questionnaire. Organic yogurt is perceived greater healthy, friendly environment, quality and safety than convention yogurt. More often they buy, stronger perception on its superiority. Either nonbuyers or regular buyer is willing to buy it with higher price of 15% and 40% respectively. A structural equations model reported the positive association between knowledge, attitudes, and the frequency of purchasing and consuming organic yogurt. However, EU logo awareness is quite low and need to cope with more marketing communication.

Yanwinitchai (2012) studied Bangkok consumer's awareness of Activia marketing communication with 400 respondents living in Bangkok. The output was most of them aware Activia the most from TV commercial having Cherry Khemabsorn as the brand presenter. The reason behind it is TV considered the most effective medium broadly reaching all ages and genders via integrated visual and sound.

Generally, the sample group agrees with brand awareness, dominated by promotion. It may cause from Activia advertises through various mediums consistently and initiate new communication. Furthermore, its presenter is popular among the target group who is health-concerned. All of mentioned ones make consumer aware easily.

2.6 Hypotheses and Research Framework

The prior studies have shown the positive relationship between brand equity (Naeini, Azali & Tamaddoni, 2015) (Jalilvand, Samiel & Mahdavinia, 2011) and 4P's (Jaratanakorn, 2009) (Kuenoon, 2009) towards cup yogurt purchase intention. However, there are no researches put all potential factors in the same canvas and no study on the benefit of yogurt factor.

Thus, the researcher proposes the new framework to study so, based upon this information. The hypotheses are presented here.

$$H1_o : \beta_{\text{brand1,brand2,brand3,brand4,brand5,brand6,brand7.....brand19}} = 0$$

$$H1_a : \text{at least one of } \beta_{\text{brand1,brand2,brand3,brand4,brand5,brand6,brand7...brand19}} \neq 0$$

$$H2_o : \beta_{\text{product1,product2,product3,product4}} = 0$$

$$H2_a : \text{at least one of } \beta_{\text{product1,product2,product3,product4}} \neq 0$$

$$H3_o : \beta_{\text{price1, price2}} = 0$$

$$H3_a : \text{at least one of } \beta_{\text{price1, price2}} \neq 0$$

$$H4_o : \beta_{\text{place1, place2}} = 0$$

H4_a : at least one of $\beta_{\text{place1, place2}} \neq 0$

H5_o : $\beta_{\text{promotion1, promotion2, promotion3, promotion4, promotion5, promotion6, promotion7}} = 0$

H5_a : at least one of $\beta_{\text{promotion1, promotion2, \dots, promotion7}} \neq 0$

H6_o : $\beta_{\text{benefit1, benefit2, benefit3, benefit4}} = 0$

H6_a : at least one of $\beta_{\text{benefit1, benefit2, benefit3, benefit4}} \neq 0$

Research framework

All declared variables are drawn in the research framework for easy understanding and checking the experiment along the way.

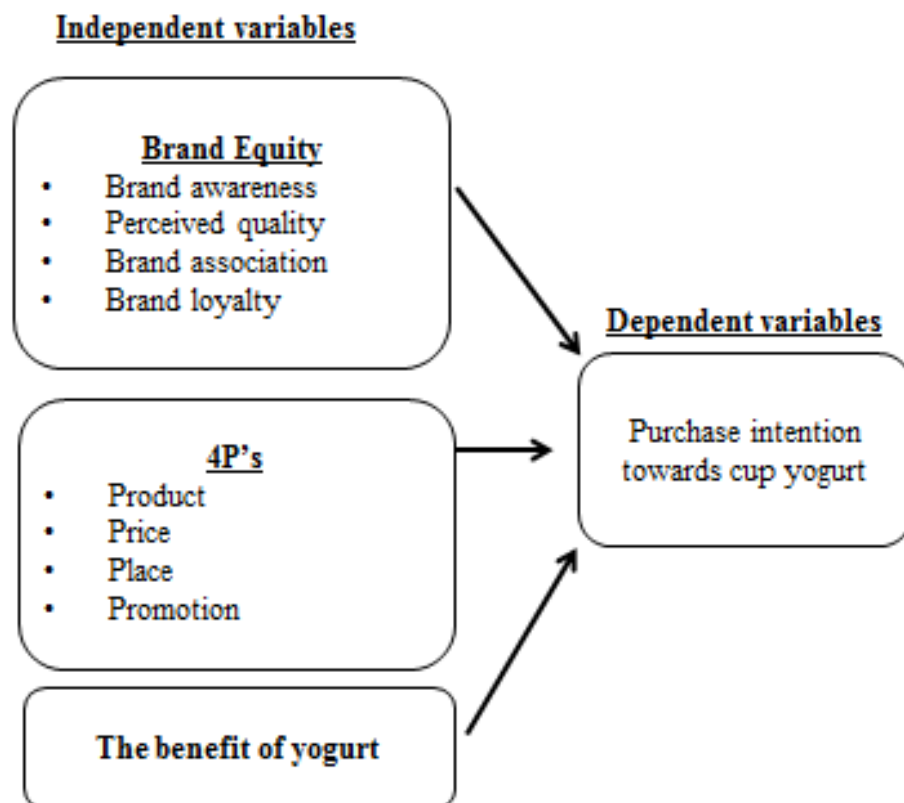


Figure 4: Research Framework

CHAPTER 3

METHODOLOGY

In this chapter, the researcher describes the research design, questionnaire structure, sampling method, data collection and respondent criteria.

3.1 Research Design

The study pursues the quantitative method because its output is derived from a great deal of primary data which makes it more solid and measureable (Qualitative and Quantitative Research, n.d.). The sampling method is convenience sampling, which is a measurement in non-probability sampling category. The survey is implemented online via Facebook and E-mail due to time constraint and budget saving, despite of that, answering without skilled interviewer probably mislead respondents in some points. (Gingery, 2011)

3.2 Populations and Sample Design

Population in the study is Thais aged 14-over 40 years, living in Bangkok because people in these age ranges are self-purchase decision makers and regularly consume the product. Otherwise, Bangkok is the most population province in Thailand represented the entire country.

Sample is 402 Bangkok residents, aged 14-over 40 years who consume cup yogurt in past 1 month.

3.3 Research Instrument

The author decides to use self-administered questionnaire as a research tool which respondents read and answer the questionnaire by themselves. So, it is more convenience for respondents to do it whenever they want which benefits to the researcher to collect the data. (Zikmund et.al., 2013). It is close-end and divided into 3 parts; demographic information, consumer behavior and the factors influence

purchase intention towards his/her regular cup yogurt brand. The further details of each part are presented subsequently.

Part I: personal demographic information

The first five questions ask a respondent's personal information in general; age, gender, education level, occupation and monthly income level. Its form is single choice. The table 3 illustrates them.

Table 3: Level of Information Measurement and Criteria in the First Five Questions

VARIABLE	LEVEL OF MEASUREMENT	CRITERIA CLASSIFICATION
1. Age	Ordinal	1. 14 - 19 Years
		2. 19 - 24 Years
		3. 25 - 30 Years
		4. 31 - 35 Years
		5. 36 - 40 Years
		6. 41 Year or over
2. Gender	Nominal	1. Male
		2. Female
3. Education level	Nominal	1. High school/Vocational Certification
		2. High Vocational Certification
		3. Bachelor Degree
		4. Master Degree
4. Occupation	Nominal	1. Students/University students
		2. Government officer
		3. Compony employee
		4. Entrepeuner
5. Monthly income level	Ordinal	1. Under 15,000 Baht
		2. 15,000 - 24,999 Baht
		3. 25,000 - 49,999 Baht
		4. 50,000 - 59,999 Baht
		5. 60,000 Baht or over

Part II: Consumer behavior

The following part focuses on their consumption behavior towards cup yogurt. There are 5 questions, from sixth to tenth questions. All questions in this part are developed and modified regarding the literature review in the prior chapter. In details, the sixth to seventh questions are modified from the study of Yuenyongpattanakul (2009). The eighth to ninth questions are developed from Sethitorn's survey (2014). The table 4 clarifies the sixth to ninth questions in the section.

Table 4: Level of Information Measurement and Criteria in the Sixth to Tenth Questions

VARIABLE	LEVEL OF MEASUREMENT	CRITERIA CLASSIFICATION
6. What brand do you consume regularly?	Nominal	1. Dutchie
		2. Dutchie Bio
		3. Activia
		4. Meiji
		5. Meiji Bulgaria
		6. Meiji Plus
		7. Other..... (Please clarify)
7. Why do you consume cup yogurt?	Nominal	1. I prefer the taste.
		2. I want to control my weight.
		3. It improves my excretion system.
		4. It is good for my skin.
		5. Meal replacement.
		6. Other..... (Please clarify)
8. How often do you consume cup yogurt?	Ordinal	1. Equal to or over 2-3 times a week.
		2. Once a week.
		3. 2-3 times/month.
		4. Once a month.

(Continued)

Table 4 (Continued): Level of Information Measurement and Criteria in the Sixth to Tenth Questions

VARIABLE	LEVEL OF MEASUREMENT	CRITERIA CLASSIFICATION
9. Where do you buy cup yogurt?	Nominal	1. Hypermarket (Tesco Lotus/Big C Supercenter)
		2. Supermarket (The Mall/Villa Market/Tops/Foodland/Jusco)
		3. Convenience stores and minimarts (7-11/Family mart/108 Shop/Gas station stores)
		4. Direct salesman (door to door)
		5. Grocery shops/Mom & Pop shops

Part III: Factors influence purchase intention towards their regular consumed cup yogurt brands

The last part is designed to answer with Likert scale (5 scales) because it is an acceptable and widely used tool to measure attitudes by asking statements and rate it with scales in which the 5 scales are applied because of appropriate ratings in order to avoid error. Attitudes or opinions evaluated by this tool, are interval scale. Otherwise, The scale is declared on the questionnaire as 5 points represent strongly agree level and 1 points stand for strongly disagree level. The measurement analysis the researcher uses mean and interval class formula to calculate the range of data in each level as following.

$$\begin{aligned}
 \text{Interval class} &= \frac{\text{Range (Max value - Min value)}}{\text{Number of interval}} \\
 &= \frac{(5-1)}{5} \\
 &= 0.8
 \end{aligned}$$

Thus, the average score can be read as,

Average score 4.21-5.00 refers to highest impact level

Average score 3.41-4.20 refers to high impact level

Average score 2.61-3.40 refers to medium impact level

Average score 1.81-2.60 refers to low impact level

Average score 1.00-1.80 refers to lowest impact level

In the section, the questions are categorized into 6 components as brand, product, price, place, promotion and benefits of cup yogurt.

- Brand

This component is comprised of 4 facets as brand awareness, brand loyalty, perceived quality and brand association. The firstly mentioned three segments are adjusted from the scholars of Naeini, Azali & Tamaddoni (2015), Chaisuwan (2013) and Jalilvand, Samiel & Mahdavinia (2011), whilst, brand association are advised by 5 experts in FMCG filed (their name list would be informed later) due to less relevant question statements in the prior studies.

- Brand awareness
 - I know this brand.
 - Its brand name is easily pronounced and memorized.
- Brand loyalty
 - If your regular consumed brand increases retail price, you are still buy it.
 - If your regular consumed brand is out of stock, you will not buy the others.
- Perceived quality
 - Its quality is worth paying.
- Brand association
 - It offers new and unique benefit from other cup yogurt brands.
 - It is more delicious/yummier than other brands.
 - It is high quality.
 - It serves my needs well.
 - It is a modern brand.

- It is trustworthy.
- It looks premium.
- It can be consumed every time.
- It is suitable for those being health-concerned.
- It is a trend setter.
- It makes me look good and well accepted in my network.
- It is suitable for female.
- It is an expertise in excretory system.
- It is a healthy snack.
- Product
 - It is applied from Yuenyongpattanakul (2009)
 - It tastes delicious.
 - It was produced from a reliable proven-standard manufacture.
 - Its package is attractive and unique.
 - It offers a variety of flavors.
- Price
 - It is applied from Kusumastuti (2012) and Kuenoon (2009).
 - Its retail price is appropriate with quality and quantity.
 - Its retail price is reasonable compared with competitors' retail price.
- Place
 - It is modified from the study of Jaratanakorn (2009).
 - It is available everywhere.
 - Direct sellmen to your residences and buildings facilitate you to buy it easier.
- Promotion
 - This section is developed from the studies of Arisornkultorn (2014), Kusumastuti (2012), Yanwinitchai (2012) and Tondikul (2009).
 - Sales promotion

- Discount/ redemption/premium and buy xx get free x at point of purchase.
- In-store sampling activities
- Advertisement and public relation.
 - TVC
 - Social media advertisement (Facebook/Instagram and YouTube)
 - Out of home media (billboards on express way, bus, BTS and MRT) and LCD TV at cross junctions and in front of department stores).
 - Celebrity presenter
 - Good-shape pretty girls in events.
- The benefit of yogurt
 - It is applied from Yuenyongpattanakul (2009)
 - It improves my excretion system.
 - It relief my hunger and can replace meal.
 - It helps to control my weight.
 - It is good for my skin and beauty.

3.4 Reliability and Validity Assessment

The questionnaire needs to be checked validity and reliability before distribution in order to rest assure respondents truly comprehend it.

- **Content validity**

Despite majority of questions are developed from the prior studies, brand association section is less studied in the past. Thus, the author has created new question statements and later advised with his independent study advisor. Next, verifying the entire questionnaire with five experienced experts in FMCG field who are familiar with cup yogurt products

1. Mr. Udom Chinwattanakulchai – Marketing Manager (Berli Jucker Plc.)
2. Mr. Arut Thanimarn – Trade Marketing Manager (Berli Jucker Plc.)

3. Ms. Krongkaew Weerachaowapas – Category Manager (Berli Jucker Plc.)
4. Ms. Tatsaluk Kongwudthiti – Senior Brand Manager (Dutch Mill Co.,Ltd.)
5. Ms. Hatairat Punjabutrachai – Assistant Brand Manager (Dutch Mill Co.,Ltd)

To prove the consistency of questions, the researcher uses Index of Item Objective Congruence (IOC) method to calculate the consistency between the objective and content or questions and objective.

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

IOC = consistency between the objective and content or questions and objective.

$\sum R$ = total assessment points given from all qualified experts.

N = number of qualified experts.

The consistency index value must have the value 0.5 or above to be accepted. After assessment result, the questions have changed and have adapted to ensure that each question has the consistency index value more than 0.5.

- **Reliability**

The researcher launched the questionnaire to 40 respondents as a pilot test to examine the reliability. The reliability test for this study processes on SPSS statistic program by using Cronbach's alpha coefficient. The table 3 explains the reliability level of each score range. Basically, the score of Cronbach's alpha coefficient must not less than 0.7 which means the tested questionnaire is reliable.

Table 5: Criteria of Reliability

<i>Cronbach's Alpha coefficient</i>	<i>Reliability level</i>	<i>Desirability level</i>
0.80-1.00	Very high	Excellent
0.70-0.79	High	Good
0.50-0.69	Medium	Fair

0.30-0.49	Low	Poor
Less than 0.30	Very low	Unacceptable

After finishing the pilot test and generating in SPSS, the questionnaire shows the Cronbach' Alpha at 0.891 that considers it is reliable.

Table 6: Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
.891	47

3.5 Data Collection Process

Data analyzed in the study having 2 categories as;

1. Primary data is data the researcher gathers by himself via an appropriate research tool which is a questionnaire. In details, it is 3 parts as demographic information, consumer behavior and the factors influence purchase intention towards his/her regular cup yogurt brand.
2. Secondary data is collected from relevant reliable academic studies in which are textbooks, online articles and websites as well as related researches.

Data collection process has been collected on August to September, 2015 by disposing self-administered questionnaires to sample group through Facebook, Line and e-mail.

3.6 Statistic for Data Analysis

Data analysis process for this research is analyzed by SPSS statistic program and presented on table format with explanation on each.

- Descriptive statistic by using frequency and percentage to explain general demographic and data as age, gender, education level, occupation, monthly

income level, regular consumed cup yogurt brand, reason to consume cup yogurt, consumption frequency, where to buy and usually you buy a product in normal price/promotional price.

- Cross tabulation to analyze categorical data classified in different group for finding fruitful insight.
- Total variance to classify question statements into factor groups having relation on purchase intention.
- Multiple linear regression analysis to test hypotheses that both variable groups are quantitative.



CHAPTER 4

RESEARCH FINDING AND DATA ANALYSIS

In this chapter, the researcher describes the outcome of the research with an analysis of the empirical study. The analysis part will investigate given research framework under the methodology clarified in previous chapter. The outcome is drafted into 4 sections,

- The analysis of general demographic and consumer behavior data via frequency and percentage.
- The cross tabulation explains categorical data affecting to brand level in order to more understanding about each.
- The analysis of categorized factor showing relation on purchase decision towards cup yogurt.
- Hypotheses test.

4.1 Analysis of General Demographic and Consumer behavior

There are 402 submitted questionnaires, analyzed and presented.

Table 7: Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 14-19	5	1.2	1.2	1.2
19-24	38	9.5	9.5	10.7
25-30	167	41.5	41.5	52.2
31-35	121	30.1	30.1	82.3
36-40	57	14.2	14.2	96.5
>41	14	3.5	3.5	100
Total	402	100	100	

The majority of respondents are in 25-30 years old range with 167 (41.5%), followed by 31-35 years old 121 (30.1%), 36-40 years old 57(14.2%) and 19-24 years old 38 people (9.5%) respectively. Furthermore, over 41 years old and under 19 years old have less than 30 people with 14 (3.5%) and 5 (1.2%) respectively which means analysis in the regard to these groups need to read with caution.

Table 8: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	M	106	26.4	26.4	26.4
	F	296	73.6	73.6	100.0
	Total	402	100.0	100.0	

296 out of 402 are female with 73.6%, whereas the rest of 106 (26.4%) are male.

Table 9: Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school/Vocational	19	4.7	4.7	4.7
	High Vocational	10	2.5	2.5	7.2
	Bachelor	250	62.2	62.2	69.4
	Master or above	123	30.6	30.6	100.0
	Total	402	100.0	100.0	

They are mainly graduated with bachelor degree (123 or 62.2%) and the second most one is master degree or above graduated group with 123 people or 30.6%, followed by high school/vocational certification (19 or 4.7%) and high vocational certification graduated group (10 or 2.5%) consequently.

Table 10: Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Studen/University student	33	8.2	8.2	8.2
Government officer	20	5.0	5.0	13.2
Employee	282	70.1	70.1	83.3
Entrepreneur	67	16.7	16.7	100.0
Total	402	100.0	100.0	

Employee group dominates the sample group (282 or 70.1%), while entrepreneur group is the second group with 67 people or 16.7%, followed by student/university student (33 or 8.2%) and government officer group (20 or 5%) subsequently.

Table 11: Monthly Income Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Under 15,000	40	10.0	10.0	10.0
15,000 - 24,999 Bht	123	30.6	30.6	40.5
25,000 - 49,999 Bht	140	34.8	34.8	75.4
50,000 - 59,999 Bht	31	7.7	7.7	83.1
Over 60,000 Bht	68	16.9	16.9	100.0
Total	402	100.0	100.0	

Most of them earn 25,000-49,999 Baht per month (140 or 34.8%) and 15,000-24,999 Baht per month (123 or 30.6%). Those whose monthly income are over 60,000 Baht, having 68 people or 16.9%, whilst under 15,000 and 15,000 – 24,999 Baht per month groups have similarly size (40 or 10% and 31 or 7.7% respectively).

Table 12: What Brand Do You Consume Regularly?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dutchie	187	46.5	46.5	46.5
	Dutchie Bio	31	7.7	7.7	54.2
	Activia	73	18.2	18.2	72.4
	Meiji	28	7.0	7.0	79.4
	Meiji Bulgaria	62	15.4	15.4	94.8
	Meiji Plus	6	1.5	1.5	96.3
	Others	15	3.7	3.7	100.0
	Total	402	100.0	100.0	

This table can imply market share because this question asks what your regular consumed cup yogurt brand is. Indeed, Dutchie dominates the market (187 or 46.5%), while the following brand is Activia with 73 people or 18.2% and the third contributor is Meiji Bulgaria (62 or 15.4%), followed by Dutchie Bio and Meiji with 31 people or 7.7% as well as 28 or 7% subsequently. The least group is Meiji Plus (6 or 1.5%). Additionally, the others group is comprised of various small brands such as Yolida, Farmer Union and Richesse.

Table 13: Why Do You Consume Cup Yogurt?

		Reason to consume			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Taste	155	38.6	38.6	38.6
	Diet	39	9.7	9.7	48.3
	Excretory	135	33.6	33.6	81.8
	Skin	9	2.2	2.2	84.1
	Hunger relief	40	10.0	10.0	94.0
	Others	24	6.0	6.0	100.0
	Total	402	100.0	100.0	

The respondents consume cup yogurt because “I prefer the taste” (155 or 38.6%) and “It improves my excretory system” (135 or 33.6%). The following reasons are “meal replacement” (40 or 10%) and “I want to control my weight” (39 or 9.7%). “It is good for my skin” is the least reason to consume (9 or 2.2%). Other reasons are mainly mentioned about “good for overall health” (24 or 6%).

Table 14: How Often Do You Consume Cup Yogurt?

		Consumption frequency			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>=2-3cups/wk	110	27.4	27.4	27.4
	1 time a week	96	23.9	23.9	51.2
	2-3 times/mth	104	25.9	25.9	77.1
	1 time/mth	92	22.9	22.9	100.0
	Total	402	100.0	100.0	

Consumption frequency is indifferent among each. 110 of them consume equal to or over 2-3 cups/week (27.4%), followed by people consuming 2-3 times/month (104 or 25.9%), 1 time a week (96 or 23.9%) and 1 time a month (92 or 22.9%) consequently.

Table 15: Where Do You Buy Cup Yogurt?

		Channel			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hyper	45	11.2	11.2	11.2
	Super	71	17.7	17.7	28.9
	CVS	276	68.7	68.7	97.5
	Direct sales	8	2.0	2.0	99.5
	Groceries	2	.5	.5	100.0
	Total	402	100.0	100.0	

They mostly buy a product from convenience stores (276 or 68.7%). Supermarket is visited to buy with 71 people or 17.7%. Hypermarket is the third (45

or 11.2%). Also, the minority channels are direct sales and grocery shops (8 or 2% and 2 or 0.5%) respectively.

4.2 CROSS TABULATION ANALYSIS

Due to the fact that these data (age, gender, education level, occupation, monthly income level, channel and perceived purchasing price) of each brand align with the same direction of category data as presented, but reason to consume factor. Thus, the researcher highlights it in this section, simplified in the figure 5. Regarding the mentioned cross tabulation is put in the appendix part.

Reason	Total	DUTCHIE	meiji	Bulgaria	meiji plus	Bio	ACTIVIA	Others
Taste	39%	44%	36%	44%	50%	35%	26%	20%
Excretory	34%	28%	46%	29%	0%	39%	49%	27%
Diet	10%	9%	0%	10%	17%	10%	15%	7%
Hunger relief	10%	11%	11%	13%	0%	10%	7%	7%
Skin	2%	4%	4%	0%	17%	0%	0%	0%
Others	6%	5%	4%	5%	17%	6%	3%	40%
N	402	187	28	62	6	31	73	15

Figure 5: Reason to Consume x Brand Choice Cross Tabulation

In cup yogurt category, consumers eat cup yogurt because of taste (38.6%) and excretion improvement (33.6%). These reasons are driven by both mainstreaming brand as Dutchie and Meiji Bulgaria. Oppositely, excretion system improvement claimed brands (Activia and Dutchie Bio) (About Activia, n.d.) (Dutchie Bio's FAQs, n.d.) how firstly improving excretion system with 49.3%, followed by taste 38.7%. Meiji and Meiji Plus have such small sample size, being unreliable. Hence, the research will not present their data.

4.3 FACTOR ANALYSIS

The paper has 38 items measured on Likert scale, presented in the table 17 as below,

Table 16: Total Variance Explained

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.930	31.395	31.395	11.930	31.395	31.395	4.501	11.845	11.845
2	3.396	8.937	40.333	3.396	8.937	40.333	4.063	10.693	22.538
3	2.124	5.590	45.923	2.124	5.590	45.923	4.060	10.684	33.222
4	1.899	4.997	50.920	1.899	4.997	50.920	3.587	9.439	42.661
5	1.328	3.496	54.416	1.328	3.496	54.416	2.802	7.373	50.034
6	1.207	3.176	57.592	1.207	3.176	57.592	2.113	5.561	55.594
7	1.186	3.120	60.712	1.186	3.120	60.712	1.628	4.285	59.879
8	1.067	2.808	63.520	1.067	2.808	63.520	1.384	3.641	63.520
9	.974	2.564	66.084						
10	.890	2.343	68.427						
11	.821	2.161	70.588						
12	.764	2.011	72.599						
13	.745	1.960	74.560						
14	.664	1.747	76.306						
15	.650	1.711	78.017						
16	.600	1.580	79.597						
17	.565	1.488	81.085						
18	.541	1.422	82.507						
19	.506	1.330	83.838						
20	.491	1.292	85.130						
21	.469	1.235	86.365						
22	.438	1.152	87.517						
23	.417	1.098	88.615						
24	.400	1.053	89.668						
25	.386	1.016	90.684						
26	.373	.981	91.665						
27	.353	.930	92.594						
28	.348	.915	93.509						
29	.330	.867	94.377						
30	.298	.784	95.161						
31	.288	.757	95.918						
32	.281	.739	96.656						
33	.250	.659	97.315						
34	.238	.627	97.942						
35	.218	.573	98.515						
36	.212	.557	99.072						
37	.193	.509	99.581						
38	.159	.419	100.000						

Extraction Method: Principal Component Analysis.

1. I know this brand (Code: I awa).
2. Its brand name is easily pronounced and memorized (Code: Remem).
3. If your regular consumed brand increases retail price, you are still buy it (Code: Still buy).
4. if your regular consumed brand is out of stock, you will not buy the others (Code:OOS).
5. Its quality is worth paying. (Code: quality).
6. It offers new and unique benefit from other cup yogurt brands (Code: newness).
7. It is more delicious/yummier than other brands (Code: Yummier).
8. It is high quality (Code: high quality).
9. It serves my needs well (Code: match).
10. It is a modern brand (Code: modern).
11. It is a credible brand (Code: credible).
12. It looks premium (Code: premium).
13. It can be consumed every time (Code: everytime).
14. It is suitable for those being health-concerned (Code: healthy).
15. It is a trend setter (Code: trend).
16. It makes me look good and well accepted in my network (Code: look).
17. It is suitable for female (Code: female).
18. It is an expertise in excretory system (Code: Excr).
19. It is a healthy snack (Code: snack).
20. It tastes delicious (Code: delicious).
21. It was produced from a reliable proven-standard manufacture (Code: factory).
22. Its package is attractive and unique (Code: packaging).
23. It offers a variety of flavors (Code: variety).
24. Its retail price is appropriate with quality and quantity (Code: P.quality).
25. Its retail price is reasonable compared with competitors' retail price (Code: P.Compet).
26. It is available everywhere (Code: Avail).
27. Direct sellmen to your residences and buildings facilitate you to buy it easier (Code: Direc).

28. Discount/ redemption/premium and buy xx get free x at point of purchase (Code: S.pro).
29. In-store sampling activities (Code: Sampli).
30. TVC (Code: TVC).
31. Social media advertisement (Facebook/Instagram and YouTube) (Code: Social).
32. Out of home media (billboards on express way, bus, BTS and MRT) and LCD TV at cross junctions and in front of department stores) (Code: OOH).
33. Celebrity presenter (Code: Present).
34. Good-shape pretty girls in events (Code: Pretty).
35. It improves my excretion system (Code: G.Excr).
36. It reliefs my hunger and can replace meal (Code: Hung).
37. It helps to control my weight (Code: Diet).
38. It is good for my skin and beauty (Code: Skin).

The total variance explained table depicts only 8 out of 38 items affect the purchase intention with total 63.5% of variance. In fact, the first items accounts for 31.395%, the second one is 8.937%, the third one is 5.590%, the fourth one is 4.997%, the fifth represents 3.496%, the sixth one holds 3.176%, the seventh is 3.120% and the last one contributes 2.808% .The rotation analysis is explained in subsequence table.

Table 17: Rotated Component Matrix

		Rotated Component Matrix ^a							
		Component							
	Statement	1	2	3	4	5	6	7	8
I awa	1. I know this brand.	.145	-.018	.302	.361	.052	.043	.080	.573
Remem	2. Its brand name is easily pronounced and memorized.	.128	.632	.053	-.030	.385	.008	-.022	.346
Still.buy	3. If your regular consumed brand increases retail price, you are still buy it.	.321	.610	.105	-.087	.246	.076	-.001	.232
OOS	4. if your regular consumed brand is out of stock, you will not buy the others.	.012	.141	.061	.175	.180	.763	-.181	.134
Quality	5. Its quality is worth paying.	.243	.212	.039	.061	-.123	.726	.133	-.038
Newness	6. It offers new and unique benefit from other cup yogurt brands.	.200	.421	.136	.245	.040	.338	.262	.314
Yummier	7. It is more delicious/yummier than other brands.	.343	.148	.264	.495	-.115	.247	.205	.136
High.quali	8. It is high quality.	.084	.125	.166	.651	.183	.216	.090	-.227
Match	9. It serves my needs well.	.056	.130	.210	.716	.167	.040	.218	.010
Modern	10. It is a modern brand.	.023	.039	.158	.682	.283	.015	.065	.222
Credible	11. It is a credible brand.	.256	.732	.024	.261	-.005	.103	.073	-.069
Premium	12. It looks premium.	-.033	.533	.009	.496	.158	.000	.156	.060
Everytime	13. It can be consumed every time.	.260	.664	.099	.226	-.023	.124	.129	-.071
Healthy	14. It is suitable for those being health-concerned.	.015	.285	.248	.519	.253	.042	-.289	.125
Trend	15. It is a trend setter.	.175	.210	.435	.552	.063	-.016	.009	.177
Look	16. It makes me look good and well accepted in my network.	.306	.543	.349	.234	-.026	.177	-.122	-.121
Female	17. It is suitable for female.	.199	.627	.348	.101	-.095	.306	.018	-.158
Excr	18. It is an expertise in excretory system.	.221	.423	.395	-.009	-.033	.369	-.017	.093
Snack	19. It is a healthy snack.	.150	.290	.558	.137	-.009	.211	.290	.244
Delicious	20. It tastes delicious.	.118	.123	.538	.355	.240	.119	-.201	.116
Factory	21. It was produced from a reliable proven-standard manufacture.	.048	-.048	.093	.193	.742	.099	.178	-.016
Packaging	22. Its package is attractive and unique.	.152	.086	.203	.387	.496	.043	.093	.146
Variety	23. It offers a variety of flavors.	.441	.456	.121	.125	.234	.200	.074	-.120
P.quality	24. Its retail price is appropriate with quality and quantity.	.354	.228	.292	-.006	.506	.015	.083	-.169
P.Compet	25. Its retail price is reasonable compared with competitors' retail price.	.044	.072	.200	.262	.507	-.043	.586	.016
Avail	26. It is available everywhere.	.127	.166	.211	.228	.374	-.008	.637	.027
Direc	27. Direct sellmen to your residences and buildings facilitate you to buy it easier.	.121	.087	.078	.213	.705	-.024	.017	.054
S.pro	28. Discount/redemption/giveaway and buy xx get free x at point of purchase.	.437	.160	.092	-.051	.264	.429	.102	-.209
Sampli	29. In-store sampling activities.	.671	.094	.160	.054	.113	-.149	.285	-.275
TVC	30. TVC.	.774	.108	.192	.055	.102	-.013	.126	-.162
Social	31. Social media advertisement.	.711	.274	.049	.113	.213	.110	-.105	.249
OOH	32. Out of home media (billboards on express way, bus, BTS and MRT) and LCD TV at cross junctions and in front of department stores).	.762	.241	.180	.082	.097	.104	.062	.182
Present	33. Celebrity presenter.	.734	.172	.187	.081	.015	.279	-.022	.178
Pretty	34. Good-shape pretty girls in events.	.650	.293	.046	.107	.001	.200	-.121	.217
G.Excr	35. It improves my excretion system.	.088	.071	.615	.152	.097	.131	.411	.233
Hung	36. It reliefs my hunger and can replace meal.	.134	.093	.769	.108	.195	.028	.001	-.087
Diet	37. It helps to control my weight.	.120	.024	.797	.245	.138	-.055	.093	-.038
Skin	38. It is good for my skin and beauty.	.208	.144	.718	.219	.096	.055	.114	.106

From the factor analysis, it eventually reveals only 8 factors having an impact on purchase intention. Rotated component matrix depicted in table 17, takes an important part to identify various relevantly working items for each factor. Each factor would be declared and entitle its name here.

The first factor: There are 6 items, comprised of 32. Out of home media (billboards on express way, bus, BTS and MRT) (0.762), 30. TVC (0.774), 33. Celebrity presenter (0.734), 31. Social media advertisement (0.711), 29. In-store sampling activities (0.671) and 34. Good-shape pretty girls in events (0.650). All components are in promotion part to encourage brand without sales promotion. Thus, the factor is called “promotion excluded sales promotion factor”.

The second factor: There are 5 items as 11. It is a credible brand (0.732), 13. It can be consumed every time (0.664), 17. It is suitable for female (0.627), 16. It makes me look good and well accepted in my network (0.543) and 12. It looks premium (0.532). All are in brand association section. They build consumers to believe their brand is trustworthy and great to consume whenever they want. Also, it is a choice for women to uplift their own image among their people due to its premium image. Hence, the factor is entitled “brand trust and image building factor”

The third factor: There are 4 factors as 37. It helps to control my weight (0.797), 36. It reliefs my hunger and can replace meal (0.769), 38. It is good for my skin and beauty (0.718) and 35. It improves my excretion system (0.615). Clearly, the items are in the benefit of yogurt category. Therefore, it should be termed as defined previously “the benefit of yogurt factor”.

The fourth factor: There are 4 factors: 9. It serves my needs well (0.716), 10. It is a modern brand (0.682), 8. It is high quality (0.651) and 15. It is a trend setter (0.552). These are in brand association factor. It is a tendency to a consumer needs a brand enabling hit his/her insight and offers with high quality. Moreover, the brand must be modern and set the trend for his/her to capture it. As a result, they are termed “needs & modern factor”.

The fifth factor: There are 2 factors as 21. It was produced from a reliable proven-standard manufacture (0.742) and 27. Direct salesmen to your residences and buildings facilitate you to buy it easier. Interpretably, a brand entrusts a consumer with a manufacture and needs to offer its product through their direct salesmen. Thus, they should be entitled “manufacturer & direct sales force factor”.

The sixth factor: There are 2 factors; 4. if your regular consumed brand is out of stock, you will not buy the others (0.763) and 5. Its quality is worth paying (0.726). The first one is in brand loyalty and another is in perceived quality factor. It can imply that when a consumer is assured about a brand’s quality, they will not buy other brands despite of out of stock. Hence, the factor is called “brand quality assurance factor”.

The seventh factor: There are 2 factors as 26. It is available everywhere (0.637) and 25. Its retail price is reasonable compared with competitors’ retail price (0.586). A brand is supposed to be sold in every channels and its price is aligned in the segment it is playing. So, they are called “Available and reliable retail price factor”.

The eighth factor: There are 2 factors as 1. I know this brand (0.573) and 2. Its brand name is easily pronounced and memorized (0.346). All are in brand loyalty section. Therefore, they are termed “Brand awareness factor”.

4.4 Hypotheses Testing Analysis

In order to test hypotheses, the researcher uses multiple linear regression analysis and determines the fifth question in questionnaire (What is your regular consumed cup yogurt brand?) as the dependent variable and all statement questions in the third part of questionnaire to become independent variables. Here below is the output illustrated by each hypothesis.

Brand equity hypothesis

$$H1_o : \beta_{\text{brand1,brand2,brand3,brand4,brand5,brand6,brand7.....brand19}} = 0$$

$$H1_a : \text{at least one of } \beta_{\text{brand1,brand2,brand3,brand4,brand5,brand6,brand7...brand19}} \neq 0$$

The table indicates only brand loyalty having the third question: if your regular consumed brand increase retail price, you still buy it (P value = 0.046) and brand association having the sixth and seventh question as it offers new and unique benefit from other cup yogurt brands (P value = 0.003) and it is more delicious/yummier than other brands (P value = 0.045). Therefore, it rejects the null hypothesis or reports in other word as brand is a factor influencing cup yogurt purchase decision at the significant level of 0.05.

Table 18: Brand Equity Hypothesis Testing

Section	Model		Coefficients ^a				
			Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			B	Std. Error	Beta		
Brand awareness	I awa	1. I know this brand.	.083	.140	.035	.594	.553
	Remem	2. Its brand name is easily pronounced and memorized.	-.170	.164	-.069	-1.036	.301
Brand loyalty	Still.buy	3. If your regular consumed brand increases retail price, you still buy it.	-.311	.156	-.141	-1.998	.046
	OOS	4. if your regular consumed brand is out of stock, you will not buy the others.	.095	.114	.050	.834	.405
Perceived quality	Quality	5. Its quality is worth paying.	.130	.097	.081	1.337	.182
Brand association	Newness	6. It offers new and unique benefit from other cup yogurt brands.	-.437	.144	-.193	-3.034	.003
	Yummier	7. It is more delicious/yummier than other brands.	.292	.145	.132	2.013	.045
	High.quali	8. It is high quality.	.285	.157	.113	1.813	.071
	Match	9. It serves my needs well.	.200	.173	.080	1.156	.249
	Modern	10. It is a modern brand.	.036	.191	.013	.189	.850
	Credible	11. It is a credible brand.	-.142	.155	-.065	-.916	.360
	Premium	12. It looks premium.	-.127	.171	-.047	-.745	.457
	Everytime	13. It can be consumed every time.	.220	.150	.102	1.474	.141
	Healthy	14. It is suitable for those being health-concerned.	-.282	.153	-.112	-1.837	.067
	Trend	15. It is a trend setter.	-.079	.169	-.032	-.466	.641
	Look	16. It makes me look good and well accepted in my network.	.050	.154	.023	.327	.744
	Female	17. It is suitable for female.	-.132	.138	-.070	-.958	.339
	Excr	18. It is an expertise in excretory	.077	.118	.043	.654	.514
Snack	19. It is a healthy snack.	-.232	.146	-.114	-1.596	.111	

Product hypothesis

$$H_{2o} : \beta_{\text{product1,product2,product3,product4}} = 0$$

$$H_{2a} : \text{at least one of } \beta_{\text{product1,product2,product3,product4}} \neq 0$$

There is only an item (it offers a variety of flavors), showing P value at 0.032. Therefore, it accepts hypothesis H_{2a}. It means product is a factor influencing cup yogurt purchase decision at the significant level of 0.05.

Table 19: Product Hypothesis Testing

Section	Model		Coefficients ^a		Standardized Coefficients	t	Sig.
			B	Std. Error			
Product	Delicious	20. It tastes delicious.	.013	.152	.005	.084	.933
	Factory	21. It was produced from a reliable proven-standard manufacture.	-.011	.201	-.003	-.052	.958
	Packaging	22. Its package is attractive and unique.	.250	.178	.090	1.402	.162
	Variety	23. It offers a variety of flavors.	.323	.150	.146	2.149	.032

Price hypothesis

$$H_{3o} : \beta_{\text{price1, price2}} = 0$$

$$H_{3a} : \text{at least one of } \beta_{\text{price1, price2}} \neq 0$$

One of item in price section (its retail price is appropriate with quality and quantity) shows statistically significant with P value at 0.000. Hence, it rejects null hypothesis and accepts H_{3a} which means price is a factor influencing cup yogurt purchase intention at the significant level of 0.05.

Table 20: Price Hypothesis Testing

Section	Model		Coefficients ^a				
			Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			B	Std. Error	Beta		
Price	P.quality	24. Its retail price is appropriate with quality and quantity.	-.531	.135	-.240	-3.930	.000
	P.Compet	25. Its retail price is reasonable compared with competitors' retail price.	.060	.225	.022	.268	.789

Place hypothesis

$$H_{4o} : \beta_{\text{place1, place2}} = 0$$

$$H_{4a} : \text{at least one of } \beta_{\text{place1, place2}} \neq 0$$

Two items in this category do not show P value less than 0.05. It can summarize it accepts null hypothesis which reports place is not a factor influencing cup yogurt purchase intention at the significant level of 0.05.

Table 21: Place Hypothesis Testing

Section	Model		Coefficients ^a				
			Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			B	Std. Error	Beta		
Place	Avail	26. It is available everywhere.	.011	.203	.004	.052	.959
	Direc	27. Direct sellmen to your residences and buildings facilitate you to buy it easier.	.061	.191	.019	.319	.750

Promotion hypothesis

$$H_{5o} : \beta_{\text{promotion1,promotion2,promotion3,promotion4,promotion5,promotion6,promotion7}} = 0$$

$$H_{5a} : \text{at least one of } \beta_{\text{promotion1,promotion2,...,promotion7}} \neq 0$$

The twenty-eighth question (Discount/redemption/premium and buy xx get free xx at point of purchase) significantly shows P value 0.017, while the rest ones are

calculated higher than the certain figure. So it accepts H5_a. It can interpret promotion is a factor affecting cup yogurt purchase intention at the significant level of 0.05.

Table 22: Promotion Hypothesis Testing

Section	Model		Coefficients ^a				
			Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			B	Std. Error	Beta		
Sales promotion	S.pro	28. Discount/redemption/premium and buy xx get free x at point of purchase.	-.285	.119	-.142	-2.392	.017
	Sampli	29. In-store sampling activities.	-.276	.152	-.127	-1.821	.069
Advertisement & PR	TVC	30. TVC.	.165	.158	.078	1.044	.297
	Social	31. Social media advertisement.	.093	.174	.042	.538	.591
	OOH	32. Out of home media (billboards on express way, bus, BTS and MRT) and LCD TV at cross junctions and in front of department stores).	.052	.172	.024	.303	.762
	Present	33. Celebrity presenter.	-.173	.169	-.080	-1.025	.306
	Pretty	34. Good-shape pretty girls in events.	.071	.143	.034	.498	.619

The benefit of yogurt hypothesis

$$H_{6o} : \beta_{\text{benefit1,benefit2,benefit3,benefit4}} = 0$$

$$H_{6a} : \text{at least one of } \beta_{\text{benefit1,benefit2,benefit3,benefit4}} \neq 0$$

None of them shows statistically P value less than 0.05 in which means it accepts null hypothesis. Therefore, the benefit of yogurt is not a factor having an impact on cup yogurt purchase intention.

Table 23: The benefit of Yogurt Hypothesis Testing

Section	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			B	Std. Error	Beta		
The benefit of yogurt	G.Excr	35. It improves my excretion system.	-.021	.172	-.009	-.125	.901
	Hung	36. It reliefs my hunger and can replace meal.	.111	.145	.054	.766	.444
	Diet	37. It helps to control my weight.	-.222	.177	-.098	-1.256	.210
	Skin	38. It is good for my skin and beauty.	.200	.156	.096	1.285	.200

Hypothesis test summary

To summarize, results of hypothesis test is illustrated in the table 25.

Table 24: Summarized Results of Hypotheses

Hypothesis	Factor	Result
H1	Brand equity	Supported
H2	Product	Supported
H3	Price	Supported
H4	Place	Not supported
H5	Promotion	Supported
H6	The benefit of yogurt	Not supported

CHAPTER 5

DISCUSSION AND CONCLUSION

In the last chapter, the author summarized the overall important component of this scholar bundle with discussion related to the result from the research and opinions for future related research.

The study of factors influencing purchase intention towards cup yogurt advantages commercially by comprehending the affecting factors towards purchase intention and later crafting the marketing strategies. The paper has two objective of study as,

- To understand cup yogurt consumer behavior.
- To examine factors affecting purchase intension towards cup yogurt.

The author had created theoretical foundation of the conceptual framework in order to investigate purchase intention of cup yogurt. In addition, the following hypotheses are scoped as,

$$H1_o : \beta_{\text{brand1,brand2,brand3,brand4,brand5,brand6,brand7.....brand19}} = 0$$

$$H1_a : \text{at least one of } \beta_{\text{brand1,brand2,brand3,brand4,brand5,brand6,brand7...brand19}} \neq 0$$

$$H2_o : \beta_{\text{product1,product2,product3,product4}} = 0$$

$$H2_a : \text{at least one of } \beta_{\text{product1,product2,product3,product4}} \neq 0$$

$$H3_o : \beta_{\text{price1, price2}} = 0$$

$$H3_a : \text{at least one of } \beta_{\text{price1, price2}} \neq 0$$

$$H4_o : \beta_{\text{place1, place2}} = 0$$

$$H4_a : \text{at least one of } \beta_{\text{place1, place2}} \neq 0$$

$$H5_o : \beta_{\text{promotion1,promotion2,promotion3,promotion4,promotion5,promotion6,promotion7}} = 0$$

$$H5_a : \text{at least one of } \beta_{\text{promotion1,promotion2,.....,promotion7}} \neq 0$$

$$H_{6o} : \beta_{\text{benefit1,benefit2,benefit3,benefit4}} = 0$$

$$H_{6a} : \text{at least one of } \beta_{\text{benefit1,benefit2,benefit3,benefit4}} \neq 0$$

The research methodology is quantitative, whereas, the data collecting tool is self-administered questionnaire disposed via Facebook and E-mail. The sample size is 400 respondents regularly consuming a cup yogurt. The hypotheses are analyzed through multinomial regression method and respondent profile is interpreted by frequency, percentage and cross tabulation.

5.1 Conclusion

The majority of respondents are in 25-30 years old range (41.5%), being female (73.6%), graduated with bachelor degree (62.2%). They mainly are employees with 70.1% contribution, whose monthly income in 25,000 – 49,999 Bht.

Dutchie is their top brand choice, while Meiji Plus is the least one. The reason to consume the brand is taste preference (38.6%) and excretory system improvement (33.6%), which the least reason is “good for my skin” (2.2%). Usually, they consume the product equally or more than 2-3 cups a week (27.4%) by purchasing it at CVS (68.7%) with normal price.

After analyzing with cross tabulation between reason to consume and brand, the output highlights the main reasons to consume a cup yogurt are driven by both Dutchie and Meiji Bulgaria playing in the mainstream segment. Yet, the reason ranking are changed to excretory system improvement and taste for Activia and Bio’ aspect due to their positioning in this segment.

Regarding factor analysis, 38 statements assessed in the questionnaire can be categorized in 8 factors influencing a cup yogurt purchase intention and defined with new names as followings;

The first factor (promotion excluded sales promotion factor) is comprised of 5 statements as 32. Out of home media (billboards on express way, bus, BTS and MRT) (0.762), 30. TVC (0.774), 33. Celebrity presenter (0.734), 31. Social media

advertisement (0.711), 29. In-store sampling activities (0.671) and 34. Good-shape pretty girls in events (0.650).

The second factor (brand trust and image building factor) is composed of 5 items as 11. It is a credible brand (0.732), 13. It can be consumed every time (0.664), 17. It is suitable for female (0.627), 16. It makes me look good and well accepted in my network (0.543) and 12. It looks premium (0.532).

The third factor (the benefit of yogurt factor) has 4 components as 37. It helps to control my weight (0.797), 36. It relieves my hunger and can replace meal (0.769), 38. It is good for my skin and beauty (0.718) and 35. It improves my excretion system (0.615).

The fourth factor (needs & modern factor) have 4 facets as 9. It serves my needs well (0.716), 10. It is a modern brand (0.682), 8. It is high quality (0.651) and 15. It is a trend setter (0.552).

The fifth factor (manufacturer & direct sales force factor) has 2 components as 21. It was produced from a reliable proven-standard manufacture (0.742) and 27. Direct salesmen to your residences and buildings facilitate you to buy it easier.

The sixth factor (brand quality assurance factor) is comprised of 2 factors as 4. If your regular consumed brand is out of stock, you will not buy the others (0.763) and 5. Its quality is worth paying (0.726).

The seventh factor (Available and reliable retail price factor) has only 2 components as 26. It is available everywhere (0.637) and 25. Its retail price is reasonable compared with competitors' retail price (0.586).

The eighth factor (Brand awareness factor) is composed of 1. I know this brand (0.573) and 2. Its brand name is easily pronounced and memorized (0.346). Hypotheses have been probed brand (brand loyalty and brand association area), product (Various flavors), price and promotion (sales promotion) are factors influencing cup yogurt purchase intention.

5.2 Discussion

- **Brand factor**

Brand components show positive relation on cup yogurt purchase intention are brand loyalty and brand association, which support prior related researches.

Jalilvand, Samiel & Mahdavinia (2011) researched the effect of brand equity components on purchase intension in Aaker's model in the automobile industry. The report reveals brand awareness, brand association, brand loyalty, and perceived quality have a significant impact on consumers' intention to buy products. It also suggests marketers should carefully consider the brand equity components when designing their branding strategies. Marketers are also called on to adapt their branding approaches to fit each marketing environment and enhance brand loyalty to reduce the switching behavior of consumers. The paper also clarifies the interrelation between the four brand equity model components and purchase intension.

Besides brand loyalty and brand association, other studies emphasize brand image and perceived quality also play an important role on purchase intention as reviewed below,

Siritho and Kumsuk (2013) explored brand image and brand equity influencing purchase decision behavior toward Ichitan and Oishi green tea of consumers in Bangkok metropolis. It indicated the levels of brand image and brand equity of both Ichitan and Oishi are significantly different at significant level of 0.05 and brand image and brand equity could be used as behavior prediction to purchase the brands.

Naeini, Azali & Tamaddoni (2015) studied the impact of brand equity on purchase intention and development, brand preference and customer willingness to pay higher prices. The paper depicts a conceptual model that was designed by Bill and colleagues, and at the same time evaluates the creation of brand equity (perceived quality, brand awareness/ brand associations, willingness to pay a higher price, brand preference). The results from test of hypotheses using LISREL (linear structural

relations) and SPSS suggested that perceived quality had an effect of creation of brand equity, and brand equity had the highest effect on purchase intent.

- **Product, price and promotion factor**

The output is consistent with prior scholars discovered price, product and promotion having positive relation with purchase intention to buy a cup yogurt and related categories. Those previous papers are,

Jaratanakorn's study (2009), entitled attitude and factors affecting customer buying decision of conventional yogurt and functional yogurt in Bangkok, Kuenoon's research (2009) "U.H.T milk consumer behavior and factors influencing purchase decision of university students in the Faculty of Management Science of Silpakorn University Petchaburi IT Campus"

Moreover, Kusumastuti (2012) analyzed consumers' perceptions and purchasing decision towards yogurt in Malang City, East Java Province, Indonesia enhances the importance of product, price and promotion factor in other aspects. She emphasized product, price and promotion are paired with other factors influencing 4P's perception of yogurt which differently in both urban and rural area.

In details, those pair of factors in urban area is product and age (a variety of flavors, Halal food label and lifestyle), price and education level, promotion with occupation and income level. The rural area has pair of product and gender (a variety of flavors, Halal food label and lifestyle), price and gender and income level (if price changes).

Promotion helps to create brand awareness as presented in the study of Yanwinitchai (2012) entitled Bangkok consumer's awareness of Activia marketing communication. The study reported consumers aware Activia the most from TV commercial having Cherry Khemabsorn as the brand presenter. The reason behind it is TV considered the most effective medium broadly reaching all ages and genders via integrated visual and sound. They also accepted they are aware of brand due to promotion. It is probably from Activia advertises through various mediums

consistently and initiate new communication. Furthermore, its presenter is popular among the target group who is health-concerned. All of mentioned ones make consumer aware easily.

Arisornkultorn (2014) researched the factors that influence Activia yogurt's consuming behavior of female consumer in Bangkok metropolis. It intends to explore factors as demographic data, marketing mix (product, price, place and promotion), lifestyle (healthy activity, healthy interest) and yogurt opinion influencing Activia yogurt's consuming behavior in Bangkok metropolis. It found product and price are related with Activia's consuming behavior in terms of purchased quantity per time, frequency consumption, consuming behavior compared to other brands and consuming trend in the future at statistical significance of 0.01. Place is related with Activia's consuming behavior in frequency consumption at statistical significance of 0.01. Promotion is related with Activia's consuming behavior in category of consuming behavior compare to other brands and consuming trend in the future at statistical significance of 0.01, whereas purchased quantity per time at statistical significance of 0.05.

However, the component of promotion shows positive relation on a cup yogurt purchase intention in this study are sales promotion not mentioned in related papers. The author assumes the key players in the market have been launching continuously promotion due to economy regression. (Thai economy situation in first half year 2015, 2015)(Thai economy slump drops in second half year 2015, 2015)(CP Meiji urges to boost sales in second half year,2015) It makes consumers to chase for sales promotion. If the economy is recovered, this perspective probably is changed.

5.3 Managerial Implication

From business perspective, the output in this paper is able to be applied for developing marketing strategies. It can be divided on the basis of each influencing factor.

- **Brand factor**

In brand association component, new unique benefits have an impact on purchase intention because cup yogurt market generally offers only taste and excretory system improvement (find further information in reason to consume cup yogurt data). When their excretory problem has been solved, they probably stop eating it in which probably limits category growth.

Despite of that, yogurt basically has a variety of benefits for regular consumption. Hence, manufacturers/new comers should consider launch a new brand or product offering new benefits to create another source of growth, for instance, organic yogurt is naturally produced without artificial and DHA-Omega 3 fortified cup yogurt is good for your brain.

As doing so, the brand should communicate its new offers through integrated marketing communication because the new offers are influence factors to buy the product. Also, appetizing visual must be illustrated in the communication because it is another influence factor.

Regarding brand loyalty, consumers do not change their brand regularly if they are loyal to particular brand. Each brand should retain and build their brand loyalty in order to keep their sales and user base through many tactics such as reward program and brand engagement. The brand engagement tactic is quite widely implemented currently due to a variety of media platforms surrounding consumers (Social media and event marketing). With this certain way, consumers can have two-way communication with brand and always feel closed with it.

- **Product factor**

Thai consumers are easily bored of flavors and always need new excitement. Therefore, manufactures consistently develop new flavors to keep the brand dynamic. Otherwise, new product launches can help to expand shelf space at store, which beneficially gain higher impact at point of purchase. However, the new products

should be researched with targeted consumers to guarantee consumer preference led to sales.

- **Price factor**

The price acceptance of new products should be tested to assure consumers are willing to pay with that price. Their price consideration is based on what value they would obtain (benefit) and how much the product offers (quantity). The price consideration is perceived through product features and communication.

- **Promotion factor**

Due to economic condition, sales promotion is probably a good tactic to generate sales and switch other brand consumers to try another brand in short term due to a consumer's smaller wallets.

However, sales promotion needs to be carefully launched because it can dilute brand image and make consumers to buy only in promotion period. Otherwise, it can create conflict between channels in case of a sales promotion implemented in some channels. Therefore, the company should balance brand building campaign and price promotion.

5.4 Recommendation for Future Research

Although the paper provides fruitful insights, there are many areas to be examined in the future as followings,

1. The report presents consumers are seeking for new benefits of yogurt. Hence, the potential benefit of yogurt in many areas should be evaluated to develop the new product they love.
2. The study shows the output in the category aspect in which probably is different from brand perspective. So, the study investigates purchase intention towards each brand should be considered in the future.
3. Brand association identifies how consumers perceive each brand differently which is important for marketers to check their brand health and consistent

message from communication. The study only provides category association in consumer mind. Thus, brand association at brand level needs to be investigated.



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APPENDIX B: MEAN AND STANDARD DEVIATION OF STATEMENTS

Descriptive Statistics

	N	Mean	Std. Deviation
I awa	402	4.31	.741
Remem	402	4.14	.725
Still.buy	402	3.91	.810
OOS	402	3.70	.938
Quality	402	3.08	1.107
Newness	402	3.81	.786
Yummier	402	3.84	.804
High.quali	402	4.07	.702
Match	402	4.20	.711
Modern	402	4.29	.637
Credible	402	3.70	.818
Premium	402	4.11	.660
Everytime	402	3.70	.825
Healthy	402	4.11	.707
Trend	402	4.14	.725
Look	402	3.73	.827
Female	402	3.46	.950
Excr	402	3.49	.992
Snack	402	3.88	.876
Delicious	402	4.12	.766
Factory	402	4.54	.564
Packaging	402	4.41	.642
Variety	402	3.89	.808
P.quality	402	4.15	.806
P.Compet	402	4.39	.647
Avail	402	4.27	.682
Direc	402	4.57	.571
S.pro	402	3.63	.887
Sampli	402	4.11	.817
TVC	402	3.96	.842
Social	402	4.01	.799
OOH	402	3.81	.831
Present	402	3.66	.830
Pretty	402	3.69	.858
G.Excr	402	4.26	.736
Hung	402	3.99	.866
Diet	402	4.26	.786
Skin	402	4.10	.850

APPENDIX C: QUESTIONNAIRE (ENGLISH)

“FACTORS INFLUENCING PURCHASE INTENTION TOWARDS CUP YOGURT”

The questionnaire has 2 parts as;

The first part: general demographic information and consumer behavior of cup yogurt. ✓

Description: Please answer by ticking into your most correct column.

1. Age

- 1. 14 - 19 years old
- 2. 19 – 24 years old
- 3. 25 – 30 years old
- 4. 31 – 35 years old
- 5. 36 – 40 years old
- 6. 41 years or over

2. Gender

- 1. Male
- 2. female

3. Education level

- 1. High school/Vocational Certification
- 2. High Vocational Certification

- 3. Bachelor Degree
- 4. Master Degree

4. Occupation

- 1. Students/University students
- 2. Government officer
- 3. Compony employee
- 4. Entrepeneur

5. Monthly income level

- 1. Under 15,000 Baht
- 2. 15,000 - 24,999 Baht
- 3. 25,000 - 49,999 Baht
- 4. 50,000 - 59,999 Baht
- 5. 60,000 Baht or over

6. What brand do you consume regularly?

- | | |
|--|---|
| <input type="checkbox"/> 1. Dutchie | <input type="checkbox"/> 2. Dutchie Bio |
| <input type="checkbox"/> 3. Activia | <input type="checkbox"/> 4. Meiji |
| <input type="checkbox"/> 5. Meiji Bulgaria | <input type="checkbox"/> 6. Meiji Plus |
| <input type="checkbox"/> 7. Others | |

7. Why do you consume cup yogurt? (choose only 1 reason)

- | | |
|--|--|
| <input type="checkbox"/> 1. I prefer the taste. | <input type="checkbox"/> 2. I want to control my weight. |
| <input type="checkbox"/> 3. It improves my excretion system. | <input type="checkbox"/> 4. It is good for my skin. |
| <input type="checkbox"/> 5. Meal replacement. | <input type="checkbox"/> 6 Others..... |

8. How often do you consume cup yogurt?

- | | |
|--|---|
| <input type="checkbox"/> 1. Equal to or over 2-3 times a week. | <input type="checkbox"/> 2. Once a week. |
| <input type="checkbox"/> 3. 2-3 times/month. | <input type="checkbox"/> 4. Once a month. |

9. Where do you buy cup yogurt?

- 1. Hypermarket (Tesco Lotus/Big C Supercenter)
- 2. Supermarket (The Mall/Villa Market/Tops/Foodland/Jusco)
- 3. Convenience stores and minimarts (7-11/Family mart/108 Shop/Gas station stores)
- 4. Direct salesman (door to door)
- 5. Grocery shops/Mom & Pop shops

The second part: Factor influencing purchase intention toward cup yogurt

Description: Please answer by ticking into the column most matched with your opinion. The score 5 means strongly agree to 1 means strongly disagree.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Statements	5	4	3	2	1
1. Brand factor					
Brand awareness					
1. I know this brand.					
2. Its brand name is easily pronounced and memorized					
Brand loyalty					
3. If your regular consumed brand increases retail price, you are still buy it.					
4. if your regular consumed brand is out of stock, you will not buy the others.					
Perceived quality					
5. Its quality is worth paying.					
Brand association					
6. It offers new and unique benefit from other cup yogurt brands.					
7. It is more delicious/yummier than other brands.					
8. It is high quality.					
9. It serves my needs well.					
10. It is a modern brand.					
11. It is a credible brand.					
12. It looks premium.					
13. It can be consumed every time.					
14. It is suitable for those being health-concerned.					
15 It is a trend setter.					
16. It makes me look good and well accepted in my network.					
17. It is suitable for female.					
18. It is an expertise in excretory					
19. It is a healthy snack.					

Product factor					
20. It tastes delicious.					
21. It was produced from a reliable proven-standard manufacture.					
22. Its package is attractive and unique.					
23. It offers a variety of flavors.					
Price factor					
24. Its retail price is appropriate with quality and quantity.					
25. Its retail price is reasonable compared with competitors' retail price.					
Place factor					
26. It is available everywhere.					
27. Direct sellmen to your residences and buildings facilitate you to buy it easier.					
5. ด้านการส่งเสริมการตลาด					
Sales promotion					
28. Discount/ redemption/premium and buy xx get free x at point of purchase.					
29. In-store sampling activities.					
Advertisement & PR					
30. TVC.					
31. Social media advertisement. (Facebook/IG/Youtube)					
32. Out of home media (billboards on express way, bus, BTS and MRT) and LCD TV at cross junctions and in front of department stores).					
33. Celebrity presenter.					
34. Good-shape pretty girls in events.					
The benefit of yogurt factor					
35. It improves my excretion system.					
36. It reliefs my hunger and can replace meal.					
37. It helps to control my weight.					
38. It is good for my skin and beauty.					

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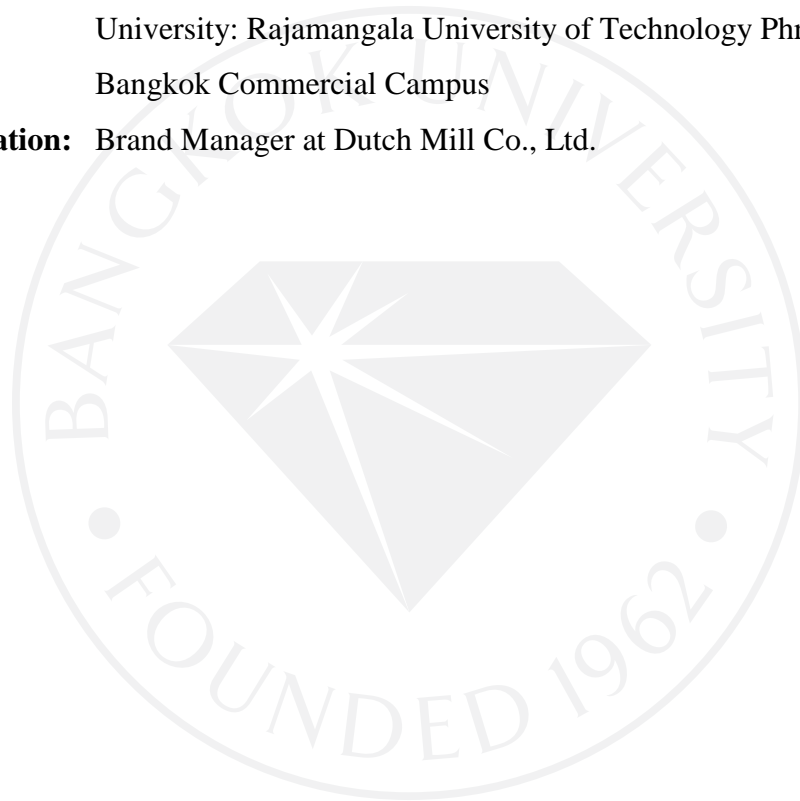
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Cup Yogurt

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