FACTORS POSITIVELY AFFECTING CUSTOMER LOYALTY OF ITO EN

READY TO DRINK TEA CUSTOMERS IN SUKHUMVIT AREA, BANGKOK,

THAILAND

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ABSTRACT

The objective of this study was to examine the factors positively affecting customer loyalty of Ito En ready to drink tea customers in Sukhumvit Area, Bangkok, Thailand. The independent factors were product image, perceived quality, satisfaction, brand awareness, emotional value, price perceptions, and brand trust. The total sample size of 236 respondents were collected using the survey questionnaire in Sukhumvit Area, Bangkok, Thailand. Multiple Regression Analysis was applied to analyze the data. The result showed only brand awareness with a regression coefficient of 0.359 and emotional value with a regression coefficient of 0.287 positively affecting customer loyalty of the Ito En ready to drink tea customers up to 80.7% at the significance level of .01. Nevertheless, product image, perceived quality, satisfaction, price perceptions, and brand trust had no positive influence on the customer loyalty of the customers with the statistical significance.

Keywords: Ready to Drink Tea, Customer Loyalty, Brand Awareness, Emotional Value

ACKNOWLEDGEMENT

TABLE OF CONTENTS

TABLE OF CONTENTS (Continued)

LIST OF TABLES

LIST OF TABLES (Continued)

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem statement

Thailand had been one of the countries in Southeast Asia with high consumption of beverages (Singh, 2018). During 2019-2021, the domestic market for beverages resulted the low level of growth even in the Thai economy expansion. In 2017, the Thai domestic market for beverages was around 570 billion baht consuming 7,477 million liters of drinks. The volumes were divided between the non-alcoholic beverages for 72% and alcoholic beverages for 28%, but the values were separated between the non-alcoholic beverages for 65% and alcoholic beverages for 35%. The Thai non-alcoholic drinks had around 200 billion baht in market values. Within the previous values, carbonates and soda had around 31.6%, bottled water had around 22.9%, sports and energy drinks had around 19.7%, and ready to drink tea had around 7.8% (Yongpisanphob, 2019). Thai ready to drink tea market dropped since 2016. The market was around 470 million liters in 2015 but declined 2.5% in value to about 15.57 billion baht in 2016. Ichitan company, which claimed 41% of the overall ready to drink tea market in the first seven months of 2016 had the problem of generating sales in a tough market situation and it was the same for all players in the market. Oishi group expected the domestic ready to drink tea market to be stable or declined slightly since 2016 (NationThailand.Com, 2016). Thai consumers became increasingly worried about the excessive sugar content of the beverages. Ready to drink tea was widely perceived as unnecessarily sweet and inherently unhealthy.

Hence, the recent introduction of Thailand's new excise tax on sugary beverages had significant impact on ready to drink tea during 2020. Meanwhile, Ready to drink tea premium brands had a strong position in the market. Nevertheless, the high prices during COVID-19 pandemic encouraged consumers to be frugal whenever possible (Euromonitor, 2021).

In 2020, Thailand's ready to drink tea market was valued around 11,000 million baht. The market values of ready to drink tea drink with low or no sugar had doubled over the past four years with an increase about 8.8% of the Thai's ready to drink tea market. The market had been continued to grow due to the trend of health consciousness. About 99% of ready to drink tea consumers had been familiar with Oolong tea. The Suntory PepsiCo Beverage (Thailand) planned to spend 200 million baht on marketing across digital media. The company aimed to the consumers between 25 to 35 with health consciousness (SuntoryPepsiCo, 2021)

Ito En ready to drink (RTD) tea developed the world's first canned green tea and PET-bottled green tea in 1990 as ready to drink products. Oi Ocha was the number 1 brand of green tea drink that had been admired in Japan for more than 30 years. Oi Ocha had been recognized by Guinness World Records as the world's top selling brand of green tea drink in 2019. Ito En Limited had consolidated net sales 504.1 billion yen worldwide, 9.9% in return on equity (ROE), and total return ratio of 48.9% in 2019 (ITO EN Limited, 2021).

Table 1.1: Market Share of Different Beverages in Thailand

Drinks Category	Per Capita Consumption (In Litres)	Percentage of Total beverage Industry (on value basis)
Carbonates	30.0	40%
Bottled Water	23.2	24%
Ready to Drink Tea	8.4	7%
Energy Drinks	5.1	9%
Juices	4.3	8%
Sport Drinks	3.7	5%
RTD Coffee	2.2	6%

Source:

Singh, S. (2018). *PET in Thailand's Beverage Industry.* Retrieved from

https://www.petnology.com/competence-online/news/pet-in-thailand-s-

beverage-industry.html

From Table 1.1, the data showed that ready to drink tea category was ranked in

top 3 of capita consumption of beverages market in Thailand and was ranked in top 5

of total beverage industry on value basis. This information described that ready to drink

tea market was one of important and competitive market.

SWOT Analysis

Ito En had been one of the most popular ready to drink tea brand in Japan and prioritized product development to serve local and international market expansion (ITO EN Limited, 2021). In this study, the researcher applied SWOT analysis to analyze strengths, weaknesses, opportunities, and threats of ready to drink tea products in Thai market which included Ito En, Fujicha, and Shizuoka. Swot analysis of three ready to drink brands were presented as below table.

Table 1.2: Strength and Weakness Analysis of Ito En Ready to Drink tea

Strengths	Weaknesses
1. Ito En was a well-known brand and Oi Ocha was Japanese no. 1 green tea drink from Japan.	1. Ito En brand lacked in doing marketing activities on online channels to increase brand awareness.
2. Ito En offered high-quality products at a reasonable price.	2. Ito En brand name was not well-known in Thai market yet.
3. Ito En ready to drink tea offered healthy choices to consumers as most of the selling products were no sugar.	3. Ito En (Thailand) did not have a wide experience in the market if compared with local competitors.
4. Ito En ready to drink tea products were made from real tea leaves, with no color and artificial flavor added.	

(Continued)

Table 1.2 (Continued): Strength and Weakness Analysis of Ito En Ready to Drink tea

Strengths	Weaknesses
5. Ito En offered a variety of tea products such as ready to drink tea, imported tea leave, tea bag, and matcha powder when local competitors had only ready to drink tea. 6. Ito En offered promotional campaigns for consumers consistently. 7. Ito En focused on healthy products in product development and maintained excellent safety standard.	

Source:

ITO EN Limited. (2021). *Our Business.* Retrieved from

https://www.itoen-global.com/our_business/brands.php

Table 1.3: Strength and Weakness Analysis of Fujicha Ready to Drink Tea

Strengths	Weaknesses
1. Fujicha had a very strong brand positioning in Thai market. 2. Fujicha brand used well-selected tea leaves from Japan. 3. Fujicha ready to drink tea was the only brand that had their Japanese restaurant which was Fuji restaurant. 4. Fujicha brand had long years of experience in ready to drink tea market. 5. Fujicha provided a variety of ready to drink tea products with sugar and non-sugar (3 flavors).	1. Fujicha brand did not launch new products in the market for a long time. 2. Fujicha did not offer promotional campaigns in-store and online channels to consumers consistently.

Source:

Fujicha Green Tea. (2021). *@FujiChaGreenTea.official.* Retrieved from

https://www.facebook.com/FujiChaGreenTea.Official

Table 1.4: Strength and Weakness Analysis of Shizuoka Ready to Drink Tea

Strengths	Weaknesses
1. Shizuoka ready to drink tea had a unique product image and bottle design.	1. Shizuoka brand had only ready to drink tea products in one size.
2. Shizuoka ready to drink tea products were produced from imported tea leaves.	2. Shizuoka brand had the smallest size which was 440 ml. while competitors' brands provided 500 ml.
3. Shizuoka offered a new type of ready to drink tea in the market which was "Hojicha" while competitors' brands only focused on green tea products.	
4. Shizuoka brand had a strong distribution system that covered nationwide.	
5. Shizuoka brand was managed by a big company, Ichitan Group which had long years of experience in ready to drink tea market.	
6. Shizuoka brand was able to invest in marketing activities and big promotional campaigns for offline and online market.	

Source:

Ichitan Group PCL. (2021). *Cooperate Movement.* Retrieved from

http://www.ichitangroup.com/en/corporate_movement.html

Table 1.5: Opportunity and Threat Analysis of Ito En, FujiCha and Shizuoka Ready to

Drink Tea

Opportunities	Threats
1. The consumption of healthy foods and beverages in Thailand was increasing year by year. So, this situation could help ready to drink tea products to increase sales and market share. 2. Middle-income to high-income people were looking for healthy products and willing to pay a higher price. This could benefit the advantages to the brands for the long term. 3. The growth in the number of retail stores and online channels. 4. There were a few key players of premium ready to drink tea brands in the market.	1. There would be new brands of ready to drink tea or new similar products entered in the market. 2. Key competitors launched new marketing campaigns to gain market share. 3. There were a lot of price-sensitive customers who focused on selling price more than product quality or brand reputation.

Source:

Fujicha Green Tea. (2021). *@FujiChaGreenTea.official.* Retrieved from

https://www.facebook.com/FujiChaGreenTea.Official

Ichitan Group PCL. (2021). *Cooperate Movement.*   Retrieved from

http://www.ichitangroup.com/en/corporate_movement.html

ITO EN Limited. (2021). *Our Business.*   Retrieved from

https://www.itoen-global.com/our_business/brands.php

In previous study, the researcher aimed to examine the potential consumer segments and to profile the consumers regarding their consumption behavior (Calvo-Porral, Orosa-González, & Blazquez-Lozano, 2018). Another study developed a model to explore the effects of brand identification, satisfaction, commitment, and trust on customer loyalty. The researcher also explored the mediating role of commitment, satisfaction, and trust in the association of brand identification and loyalty (Rather & Hollebeek, 2019). According to the number of health-conscious consumers tended to increase that created a group of potential customers who had more interest in product value and benefit. Nowadays, ready to drink tea products in the market from key players such as Ito En, Fujicha, and Shizuoka offered a variety of flavors with non-sugar and low sugar drinks. The new kind of ready to drink tea was on the way under development process, which aimed to meet customers' needs and improve the loyalty of the brand. Therefore, the researcher was interested in exploring the positive effect on customer loyalty of Ito En ready to drink tea customers in Sukhumvit area, Bangkok.

1.2 Objectives of Study

This research was aimed to study and to find out the factors positively affecting customer loyalty of Ito En ready to drink tea customers in Sukhumvit area, Bangkok, Thailand. The independent factors were in the followings:

1. Product Image
2. Perceived Quality
3. Satisfaction
4. Brand Awareness
5. Emotional Value
6. Price Perceptions
7. Brand Trust

1.3 Contribution of Study

The findings of this study could offer advantages to ready to drink tea industries in Thailand for a deep understanding of consumer behaviors. Ready to drink tea industries could review the result of this research to improve current marketing strategy in deciding which marketing strategy was more appropriate and practical in the future.

This research could provide valuable information and new insights into ready to drink tea market. Thus, the result of this study could directly benefit for further research and discussion to explore which key factors could positively affect customer loyalty of ready to drink tea or other beverage products.

CHAPTER 2

LITERATURE REVIEW

This part of the study presented previous literatures, related studies, hypotheses including conceptual framework of factors positively affecting customer loyalty of Ito En ready to drink tea customers in Sukhumvit area, Bangkok, Thailand.

2.1 Previous Literatures and Related Studies

2.1.1 Product Image (IMG) Product image was referred in four dimensions of innovation, design, prestige, and workmanship that determined the attractiveness of a product produced (Dagger & Raciti, 2011). Calvo-Porral, Orosa-González, & Blazquez-Lozano collected a sample of 592 consumers in Spain through hierarchical cluster analysis and suggested that product image referred to individuals' responses to a foods or beverages they consumed because the product image could be used to differentiate their images. Another findings revealed that among 48 percent of cluster 2 sample had a moderate product loyalty, a favorable product image, as well as a high purchase intention. And these group of customers were strongly concerned about the health and assigned importance to healthy products. (Calvo-Porral et al., 2018). The researcher collected 546 samples to study how front-of-pack images boosted the perceived health benefits of the products. The result from experiment 1 showed that the inclusion of a health-related image increased the perceived benefits of consuming the product, with minimal effect on the perceived risks. Besides, the findings suggested that health-related imagery could lead consumers to infer additional health properties from non-diagnostic information featured on a product's packaging (Delivett, Klepacz, Farrow, Thomas, Raats & Nash, 2020).

Furthermore, the results of another study which was conducted through combining conjoint analysis indicated that only verbal product's package components had an impact on consumer emotions (Pentus, Mehine & Kuusik, 2014). In addition, Dagger & Raciti (2011) concluded that among of the countries in the study, Japan had the highest overall image rating. In the same way, consumer evaluation of products and their purchase intention was strongly influenced by the perceived degree of match or mismatch between country and product image. In this study, product image referred to the consumption of Ito En ready to drink tea could provide good, unique characteristics, and interesting images to the consumers.

2.1.2 Perceived Quality (QUAL) Perceived quality could be defined as the consumer's evaluation of a product especially its excellency or superiority (Zeithaml, 1988). Perceived quality was a significant predictor of consumers in purchasing process (Asshidin, Abidin & Borhan, 2016). In previous study, the highlight result showed that consumers with high product quality perception were more difficult to evaluate and these consumers focused on different variables, a confirmatory factor analysis and the cluster analysis, obtaining five-cluster solution were applied. Nonetheless, another result from cluster 3 revealed that this group showed a moderate positive perceived quality, product image and had low purchase intention. Perceived quality factor in this study was measured the results in association with high quality and attributes, reliable quality, trustworthy quality, and excellent characteristics. (Calvo-Porral et al., 2018). Moreover, the perceived quality also affected from the comparison of consumer expectations with the actual performance of the product (Calvo-Porral et al., 2018; Snoj, Pisnik Korda, & Mumel, 2004).

In another study, Weisstein, Kukar-Kinney & Monroe (2016) indicated that perceived quality was a key mediator of the effect of perceived product knowledge on the price that participants were willing to pay. Thus, perceived quality emerged as a potential mediator of the effect of product knowledge on purchase intentions. The quantitative survey from 329 valid samples in Turkey revealed that perceived food quality in the context of attractiveness, healthy, tasty and freshness had positively influence price fairness and perceived value (Konuk, 2019). On the other hand, the empirical study used structural equation modeling on a sample of 592 consumers which consisted of examining the influence and moderating role of customer-based attributes suggested that quality perception of products and the moderating role of products' perceived quality had different influences on customer satisfaction and loyalty. Other major finding was that the moderating role of the products' perceived quality on the environment-satisfaction and service-satisfaction were linked (Calvo-Porral & Lévy-Mangin, 2017). For this research, perceived quality referred to Ito En ready to drink tea had high, reliable, trustworthy, and healthy qualities.

2.1.3 Satisfaction (SAT) Satisfaction was very important factor as satisfied customer would add value to the brand and spread a positive word of mouth and help in making good reputation of the brand (Hanif, Hafeez & Riaz, 2010). In previous research, the researcher collected the sample from 345 consumers and the data was analyzed by using a confirmatory factor analysis and structural equation modeling. The finding suggested that satisfaction could be a key to customer loyalty and satisfaction reflected customers' overall evaluation of companies' or brands' performance. The repurchase rates tended to remain stable or increase when customers were satisfied with their brands.

More precisely, satisfaction was found to exert the largest effect on commitment, trust, and loyalty (Rather & Hollebeek, 2019). According to another study that was surveyed in Australia, the results indicated that satisfaction and loyalty were different constructs. While the relationship was positive, high levels of satisfaction did not always affect high levels of loyalty. Another finding also revealed that satisfaction and attitudinal loyalty were highly associated with a positive relationship. If customers experienced high levels of satisfaction, they were likely to be predisposed attitudinally to the brand and intended to repurchase. However, satisfaction and attitudinal loyalty were not the same constructs. So, while satisfaction levels could anticipate attitudinal loyalty levels, it could not precisely make the prediction (Bennett & Rundle-Thiele, 2004).

Similarly, this study outcome stated that customer relationship management had significant effect on the customer satisfaction and both variables had positive relation. The study concluded that customer relationship management played a major role in increasing the market share, the satisfaction level of the customers and it also increased the profitability by reducing the cost of approaching the customers at the same time (Hassan, Nawaz, Lashari & Zafar, 2015). In the same way, brand experience had a positive and significant impact on satisfaction with brand. Customers' satisfaction was the result of experience of a product or service and was affected by a product's performance (Vazifehdoost, Rahnama & Mousavian, 2014). In this study, satisfaction referred to the satisfaction of the customers with the quality, experience, and expectation of Ito En ready to drink tea.

2.1.4 Brand Awareness (BA) Brand awareness was defined as a key element in consumers' buying decision based on their awareness of the product or brand knowledge (Sasmita & Mohd Suki, 2015). Yang Chu, Yi Chih, & Yu-Fen (2015) concluded that high brand awareness stimulated consumers to generate a more positive perceived opinion of the products that involved health claims and generated a higher purchase intention. This study applied the method of experimental design, subjected students, and office workers as the sampling groups. Also, the findings revealed that high brand awareness improved consumers' perceived quality which enhanced by health claims because consumers had related knowledge about and were familiar with high- profile products. As a result, when facing different products with same health claims, most consumers had a positive quality evaluation towards famous products. In summary, the study discovered that higher or lower brand awareness had no effect consumers' perceived value enhanced by health claims.

In previous study, Martins, Costa, Oliveira, Gonçalves, & Branco collected the data of 303 Portuguese respondents. The conceptual model was tested by using a partial least squares (PLS) estimation. The study revealed that brand awareness was related to the strength of the brand node or trace in memory reflecting by consumers' abilities to recall or recognize the brands under different conditions. The findings also were presented to marketers and advertisers for understanding the contribution of advertisements to purchase intention. Brand awareness clarified the role of purchase intention, the consumer brands could be identified, categorized, and finally purchased (Martins, Costa, Oliveira, Gonçalves, & Branco, 2019).

In addition, the previous study in USA indicated that the decisions to buy a product or brand depended on consumers' awareness of the product or brand knowledge (Sasmita & Mohd Suki, 2015). In this study, brand awareness referred to the customers' recognition, first thought, well-known, knowledge of Ito En ready to drink tea brand name.

2.1.5 Emotional Value (EV) Emotional value was defined as feelings or affective states such as enjoyment or pleasure that a product generated. Positive feelings upon using the brand would increase consumer loyalty toward the brand (Martins et al., 2019; Sweeney & Soutar, 2001). Emotions were representative of consumers' feelings and their interactions with the brands, allowing for positive brand recognition, perceiving it as relevant and valuable. The data was collected from smartphone users, the result showed that emotional value was positively and statistically significant. The importance of emotional value on brand awareness had affected to consumers' engagement with the brand they were familiar with. The emotional value factor in this study had measured the results in association with relaxation, enjoyment, good feeling, fulfillment, and pleasure (Martins et al., 2019). In more recent study showed that emotional value had a significant effect on the role of functional value, social value, conditional value, epistemic value, and environmental value. When emotional value was high, the change in emotional value associated with green product purchasing was significant (Khan & Mohsin, 2017).

Asshidin et al. (2016) revealed that emotional value was a good predictor in predicting relationships and played a critical role with purchase intention among consumers. This study collected a total of 236 questionnaires in Malaysia. The result showed that perceived quality and emotional value had moderate

significant relationship towards purchase intention. According to the result, emotional value was a good predictor in predicting relationships with purchase intention among consumers. In recent study, Mingione, Cristofaro & Mondi (2020) defined emotional value as "an experiential (emotional-based) source of the brand value generated during brand-consumer interactions". The result also showed that different emotional experiential paths could be generated by the simultaneous interaction between the brand and its consumers. For this study, emotional values towards Ito En RTD tea were feelings of relaxation, enjoy drinking, continuing drinking, and refreshing drinking.

2.1.6 Price Perceptions (PP) Price perceptions referred to the contribution of consumers's creation experiences and their willingness to pay for brand preferences (Yasri, Susanto, Hoque & Gusti, 2020). Shamah, Mason, Moretti, & Raggiotto collected samples of 911 North American fast-food customers in Egypt and Morocco. The data was used structural equation modeling to analyze the result. Finally, it was presented that the relationship between price and loyalty had been found as statistically non-significant in the estimated model. In this study, price perceptions factor was evaluated in five perspectives which consisted of pricing decision, price fairness, obtaining value for money, price worthy, and obtaining value for time. (Shamah, Mason, Moretti, & Raggiotto, 2018). In contrast with previous study, the result showed that price perceptions had been found to be significantly related to higher loyalty (Shamah et al., 2018; Sirohi, McLaughlin & Wittink, 1998). In past research, Jiang & Rosenbloom (2005) found that price perception had a direct and positive effect on customer overall satisfaction and intention to return satisfaction whereas shopping convenience factor had a large positive correlation with price

perception. Additionally, the prior study stated that the unit price measure influenced the price-level perceptions of a product, and the unit price measure also affected purchase intentions (Fecher, Robbert & Roth, 2019). According to another study, customers group from cluster 1 showed a high willingness to pay a premium price because they appreciated and valued the product quality and were being strongly loyal to the product. Also showed a high purchase intention, compared to the other consumer segments (Calvo-Porral et al., 2018).

Furthermore, Yasri et al. (2020) found that price perception had a significant effect on brand experience and brand experience mediated the relationship between price perception and brand preference which explained that product prices contributed to the creation of consumers' experiences and willingness to pay higher prices for brand preferences they considered having a high value. It showed that brand preference had an important role in explaining the link between price perception and repurchase intention. In this study, price perceptions referred to Ito En RTD tea had reasonable, value for spending, and worthwhile prices.

2.1.7 Brand Trust (BT) Brand trust was a significant predictor of consumer confidence. Consumers tended to trust the brands when the brands were perceived as high quality, had a good reputation and enhanced consumers' welfare (Lassoued & Hobbs, 2015). Brand trust was developed from a customer's experience with a product. The customers who perceived a high confluence of the product's image with their desired identity were more likely to trust the product. In this study, brand trust factor was gathered the data to test the hypothesis from four items which based on trustworthiness, safety, honesty, and responsibility discussion. The questionnaire was measured by using seven-point Likert scales. Other findings found that trust had a

positive impact on loyalty. In addition, brand trust had a significant impact on commitment (Rather & Hollebeek, 2019). The prior findings in the south-eastern part of Spain, resulting in 271 samples based on a quantitative survey revealed that brand trust was rooted in the result of experience with the brand, and it was also positively associated with brand loyalty. Therefore, brand trust was identified as a key full mediating variable to develop brand loyalty and consequently brand equity (Delgado-Ballester & Luis Munuera-Aleman, 2005).

Other findings based on empirical research revealed that brand trust was not built on one or two components but was established by the interrelationships between complex components and reported that brand commitment was significantly affected by brand trust (Ha, 2004). Additionally, Lassoued & Hobbs (2015) indicated that in a food context, brand trust was positively associated with consumer confidence in brand quality and safety. An increase in trust in the food system led to increase consumer confidence, so brand trust was a significant predictor of consumer confidence. Besides, this study found that brand trust in food products could be measured differently to take account of the interactive effects of perceived competence, credibility, reputation, and benevolence on consumer trust. In this study, the customers would saw Ito En RTD tea to be trustworthy, safe, honest, authentic brand.

2.1.8 Customer Loyalty (LOY) Customer loyalty referred to actual repurchase/ re-patronage of the product (Shamah et al., 2018). In previous study, the researchers developed a confirmatory factor analysis to establish meaningful factors in the first stage of the research. Seven factors were identified, namely, loyalty, image, perceived quality, familiarity, premium price, purchase intention, and value for money. The result from cluster one showed that this group appreciated and valued the quality and

intrinsic attributes of the product and were being strongly loyal to the product. This consumer cluster represented 16.22 percent of the sample. Including mostly 26-30 years old consumers or 31.3 percent (Calvo-Porral et al., 2018). The study of the impact of corporate responsibility on customer loyalty in Pakistan revealed that quality and innovativeness strengthened customer loyalty and brought forth the emotional attachment to the brands if the firm provided high quality products and explored new products line (Islam et al., 2021).

In addition, despite of the level of healthfulness, all sub-brands had predictable repeat purchase patterns, shared customers, and had similar user profiles as each other. Also, the size of the customer base was the biggest determinant of loyalty levels (Anesbury, Nguyen & Bogomolova, 2018). According to the previous study of selected four teas, the results showed that the important factors were customers' attitudes towards the producing areas, perceptions of the quality and cognition of the protection of geographical indications which influenced their loyalty towards geographical indication products (Zhan, Liu & Yu, 2017). Dhisasmito & Kumar (2020) conducted the survey of 384 customers in Jakarta, the result of this study showed that customer loyalty was affected by service quality, comprising 5 subdimensions: tangible, reliability, responsiveness, assurance, and empathy. In this study, the customers would prefer Ito En RTD brand as their first and last option.

Tantitaweewattana and Kanthawongs (2017) studied on positive influence of health consciousness, food safety confidence, injunctive norm, descriptive norm, perceive behavioral control, social aspects, physical health, and intellectual aspects towards purchase intention of healthy foods of consumers in Bangkok. The data was collected from 240 questionnaires, and all of them were analyzed by using hypothesis

testing based on Multiple Regression Analysis. The results showed that most of the respondents were females, aged between 26-30 years old, were single, had bachelor's degrees, and worked in private companies with the average income of between 20,0001-30,000 baht. According to the hypothesis testing result, only food safety confidence and health consciousness had a positive influence towards purchase intention of healthy foods of consumers in Bangkok at a significant level of .01.
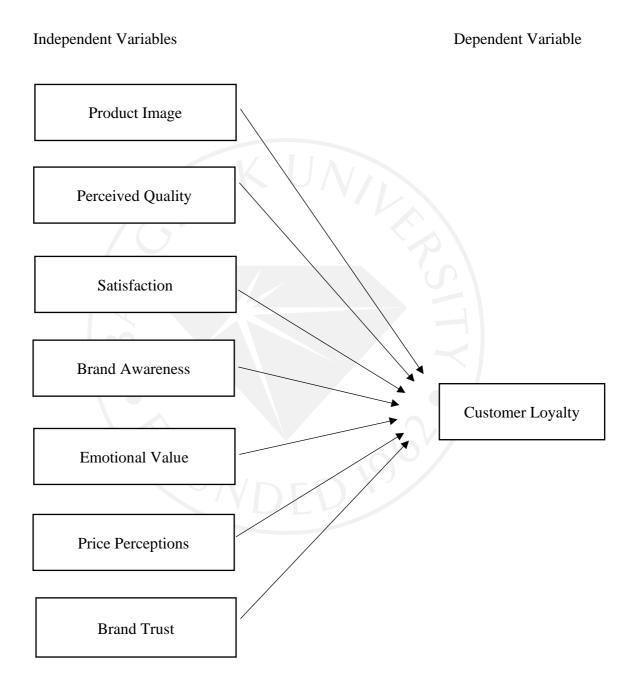
Sirimahatham and Kanthawongs (2016) studied on positive influence of knowledge on food and health, product efficiency, attitude related to the personal feelings about functional foods, health awareness and confidence in functional (foods), lack of trust for functional foods, price and quality of functional foods, stakeholder in terms of consumers, stakeholder in terms of society and public policy, and stakeholder in terms of cooperate entities towards consumption intentions of bird's nest drink of consumers in Thonglor street and Siam Square areas in Bangkok. The data was collected by 250 questionnaires. The data was computed by using Multiple Regression Analysis. As a result, most of respondents were females, aged 26-30 years old, were single, had bachelor's degrees, and worked as private employees with the range of income of 20,001-30,000 baht per month. They preferred to buy bird's nest drink at supermarket, and they spent on bird's nest drink less than one time per month. The results found that knowledge on food and health had a positive influence towards consumption intentions at the significant level of .05.

2.2 Hypothesis

1. There was a positive effect between product image and customer loyalty of Ito En ready to drink tea

2. There was a positive effect between perceived quality and customer loyalty of Ito En ready to drink tea

3. There was a positive effect between satisfaction and customer loyalty of Ito En ready to drink tea

4. There was a positive effect between brand awareness and customer loyalty of Ito En ready to drink tea

5. There was a positive effect between emotional value and customer loyalty of Ito En ready to drink tea

6. There was a positive effect between price perceptions and customer loyalty of Ito En ready to drink tea

7. There was a positive effect between brand trust and customer loyalty of Ito En ready to drink tea

2.3 Conceptual Framework

Figure 2.1: Theoretical framework for customer loyalty

Independent Variables   Dependent Variable

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This study was focused to explore the factors positively affecting towards customer loyalty of Ito En ready to drink tea customers in Sukhumvit area, Bangkok, Thailand. The quantitative approach methodology was applied in this research with the survey method. The data collection through questionnaires was included.

3.2 Population and Sample Selection

The sampling group and participants in this study were the customers of Ito En ready to drink tea in Sukhumvit area, Bangkok including Thais and non-Thais. Sukhumvit area was Bangkok's most exciting residential district with a wide collection of attractions from shopping malls, restaurants, bars, and entertainment venues. Most of the areas in Sukhumvit, were well-connected by the mass transit or road networks which offered fast travel times and easy commuted to different parts of Bangkok (Fresh Editorial, 2019). The researcher conducted survey questionnaires in June – July 2020 and collected the data from modern supermarkets in Sukhumvit area along with online forms with screening questions during May to June 2020. The sampling method was used by non-probability sampling and sample respondents were selected by the convenient and purposive sampling method (statisticshowto.com, 2021).

Starting with 40 pilot questionnaires sample size, was calculated by testing the G*power version 3.1.9.2, which created by Cohen, and approved by several researchers (Cohen, 1988; Faul, Erdfelder, Lang, & Buchner, 2007). The calculation was with the Power $(1-\beta)$ of 0.97, Alpha (α) of 0.03, Total Number of Predictor of 7, Effect Size f^2 of 0.1189137 (Calculated by Partial R^2 of 0.106276). The result from G*Power calculation showed the minimum number of the total sample size was 231. As a result, 236 completed questionnaires were returned out of the 250 questionnaires were distributed. Then, this study applied Multiple Regression Analysis method to process data analyzing in the final testing stage.

3.3 Research Instrument and Content Validity

In this study, the researcher checked on different sources from published articles and journals through www.sciencedirect.com and www.emeraldinsight.com where appropriate relating with ready to drink tea products, customer loyalty, and brands awareness together with the support of the advisor. The questionnaire form was completed by following the guidance from various articles which got the approval from the advisor.

Furthermore, to test verification of the validity of the questionnaires, the questionnaire forms were handed out to 2 experts in the beverage industry, Mr. Yuki Suto, Ito En (Thailand) Company Limited, Sales & Marketing Manager and Ms. Uratsaya Pakdeepaiboonphol, Sappe Public Company Limited, Export Sales Manager, to get advice on the useful indications to understand insights what customers looking when made decision to buy ready to drink tea products.

The 40 pilot questionnaires were distributed to customers in Sukhumvit area to test the reliability of each variable by testing Cronbach's Alpha. The result showed value of Cronbach's Alpha was between $0 \leq \alpha \leq 1$, higher value meant higher reliability and closely related of a section with a minimum value of Cronbach's Alpha being 0.65.

Referring to the mentioned instruments above. The form of questionnaire was separated with a total of forty questions in four parts. The explanation of questionnaires was displayed as following.

Part 1 this part combined of 4 closed-ended questions, including of respondents' personal information and demographic which were gender, age, level of education and professional status.

Part 2 this part combined of 4 questions which associated to the respondents' behavior information towards ready to drink tea consuming as which type(s) of ready to drink tea do you frequently consume? when do you typically drink ready to drink tea? reason for choosing to drink ready to drink tea? and how much you spend on ready to drink tea per week?

Part 3 this part combined of closed-ended questions about "Factor Positively Affecting Customer Loyalty of Ito En Ready to Drink Tea Customers in Sukhumvit Area, Bangkok, Thailand. The purpose was to collect the data and explore respondents' point of view toward each variable as follows.

Product Image	4 Questions
Perceived Quality	4 Questions
Satisfaction	4 Questions
Brand Awareness	4 Questions

Emotional Value	4 Questions
Price Perceptions	4 Questions
Brand Trust	4 Questions
Customer Loyalty	4 Questions

Five points Likert scale instrument was applied to measure each variable. Agreeable level was ranked from 1 (Strongly disagree) to 5 (Strongly agree).

Part 4 this part combined of open-ended question for respondents to suggest other factors that might positively affect customer loyalty of Ito En ready to drink tea.

3.4 Testing Research Instrument

To assure that the questionnaire form was applicable and valid for this study. The researcher examined the reliability and validity of each question by asking for 3 experts to check and verify the questionnaire form through an Index of Item-Objective Congruence: IOC. With several useful recommendations from the experts, the survey form was then adjusted.

The researcher initiated collecting the survey from 40 respondents for pilot testing. The Cronbach's Alpha Coefficient was adopted to compute the data of each factor. According to the result analysis, product image (IMG) valued at 0.892, perceived quality (QUAL) valued at 0.931, satisfaction (SAT) valued at 0.955, brand awareness (BA) valued at 0.935, emotional value (EV) valued at 0.953, price perceptions (PP) valued at 0.926, brand trust (BT) valued at 0.965, and customer loyalty (LOY) valued at 0.976. This was shown that all the factors were greater than 0.65 value referring to the suggested level (Nunnally, 1978). Therefore, the testing results were valid and reliable.

In this study, factor analysis technique was applied to evaluate construct validity and factor loading value of each factor, the result of factor loading value should exceed 0.3 to ensure the reliable component of questions (Kline, 1994). Factor analysis was used to explain the interrelationships among variables which consisted of seven dependent variables; product image (IMG), perceived quality (QUAL), satisfaction (SAT), brand awareness (BA), emotional value (EV), price perceptions (PP), brand trust (BT), and independent variable; customer loyalty (LOY) at n = 236. Principal component analysis (PAC) and Varimax rotation method was utilized to make evaluations of validity construct for the pilot test (Kline, 1994).

Table 3.1: Cronbach's Alpha Coefficient of 40 Pilots and 236 Full-Scale Tests of
  Questionnaires

Questionnaire	n = 40	n = 236
Variable Factor		
Product Image (IMG)	0.892	0.891
Perceived Quality (QUAL)	0.931	0.928
Satisfaction (SAT),	0.955	0.922
Brand Awareness (BA)	0.935	0.946
Emotional Value (EV)	0.953	0.958
Price Perceptions (PP)	0.926	0.924
Brand trust (BT)	0.965	0.962
Independent Factor		
Customer Loyalty (LOY)	0.976	0.963

(Continued)

Table 3.1(Continued): Loading Values for Factor Analysis of Pilot Instrument

	IMG	QUAL	SAT	BA	EV	PP	BT	LOY
IMG1	0.786							
IMG2	0.810							
IMG3	0.749							
IMG4	0.709							
QUAL1		0.838						
QUAL2		0.803						
QUAL3		0.832						
QUAL4		0.764						
SAT1			0.851					
SAT2			0.820					
SAT3			0.840					
SAT4			0.789					
BA1				0.822				
BA2				0.851				
BA3				0.850				
BA4				0.815				
EV1					0.889			
EV2					0.860			
EV3					0.896			
EV4					0.884			

(Continued)

Table 3.1 (Continued): Loading Values for Factor Analysis of Pilot Instrument

	IMG	QUAL	SAT	BA	EV	PP	BT	LOY
PP1						0.755		
PP2						0.841		
PP3						0.689		
PP4						0.812		
BT1							0.882	
BT2							0.873	
BT3							0.873	
BT4							0.876	
LOY1								0.878
LOY2								0.835
LOY3								0.864
LOY4								0.864

3.5 Statistics for Data Analysis

For data analysis of this study, IBM SPSS version 26 (social science statistics software package) was applied to analyze the result from questionnaires by applying statistically significant level of .01.

According to descriptive statistics analysis such as demographic, general information, and respondents' information referring to Ito En ready to drink tea were evaluated through frequency and percentage method whereas the scale ranking; product image, perceived quality, satisfaction, brand awareness, emotional value, price perceptions, brand trust, and customer loyalty were evaluated with Mean ($\bar{x}$) and Standard Deviation (S.D). Besides, to evaluate independent variable for inferential statistical analysis, Pearson's correlation coefficient and multiple regression analysis were applied in this study.

CHAPTER 4

RESEARCH RESULTS

This study was aimed to explore factors positively affecting customer loyalty of Ito En ready to drink tea customers in Sukhumvit area, Bangkok, Thailand. The data collection was surveyed with valid questionnaire form, collecting from 236 respondents, and was analyzed through IBM SPSS statistics version 26. The result of each factor from Cronbach's Alpha Coefficient testing showed value between 0.891 – 0.963. This was explained that all of alpha coefficient was passed the suggested level of 0.65 (Nunnally, 1978) and had proven to be reliable, referring to table 3.1. Thus, the summary of research results will present as below.

4.1 Summary of Demographic Data

This part stated the demographic data in frequency and percentage of gender, age, level of education and professional status, which types of ready to drink tea they frequently consumed, when they typically drank ready to drink tea, what reasons for choosing to drink ready to drink tea and how much they spent on ready to drink tea per week.

From 236 respondents, in gender perspective, 128 respondents were females (54.20%) whereas 108 respondents were males (45.80%). Most of the respondents were between 30-39 years old (47%). Moreover, 148 respondents (62.70%) had bachelor's degrees and 160 respondents (67.80%) was working as private employees from the total population sample. Interestingly, 148 respondents or 62.7% preferred to drink green tea over other types of tea. And 40.7% of total respondents chose to drink

ready to drink tea at lunchtime. According to the main reason for choosing to drink

ready to drink tea, enjoying the taste was the most selected at 33.9%. Lastly, among

the total respondents, 36.9% spent on ready to drink tea less than or equal 60 baht per

week.

4.2 Results of Research Variables

In this part, Pearson's Correlation Coefficient technique was approached for

testing the statistical relationship and exploring the direction of impact between

independent variables (product image, perceived quality, satisfaction, brand

awareness, emotional value, price perceptions, brand trust) and dependent variable

(customer loyalty).

Table 4.1: Analysis of Correlation between Independent Variables and The

Dependent Variable using Pearson's Correlation Coefficient (Descriptive

Statistic)

Variable	Mean	Std .Deviation	N
Product Image	3.8697	0.80307	236
Perceived Quality	3.9958	0.83283	236
Satisfaction	3.9364	0.81455	236
Brand Awareness	3.5466	1.12654	236
Emotional Value	3.7341	0.97578	236
Price Perceptions	3.4862	0.94084	236
Brand Trust	3.9322	0.97804	236
Customer Loyalty	3.5837	1.05116	236

Table 4.2: Analysis of Correlation between Independent Variables and The Dependent Variable using Pearson's Correlation Coefficient of Product Image, Perceived Quality, Satisfaction, Brand Awareness, Emotional Value, Price Perceptions and Brand Trust that Positively Affecting to Customer Loyalty of Ito En Ready to Drink Tea

Variable	IMG	QUAL	SAT	BA	EV	PP	BT	LOY
Product Image (IMG)	1							
Perceived Quality (QUAL)	.855**	1						
Satisfaction (SAT)	.834**	.861**	1					
Brand Awareness (BA)	.733*	.712**	.758**	1				
Emotional Value (EV)	.793**	.777**	.845**	.820**	1			
Price Perceptions (PP)	.659**	.679*	.736**	.767**	.813**	1		
Brand Trust (BT)	.752**	.843**	.819**	.820**	.843**	.754**	1	
Customer Loyalty (LOY)	.748*	.718**	.761**	.851**	.848**	.775**	.812**	1

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

According to table 4.2, the result from Pearson's Correlation Coefficient could be described as following.

Product image had a positive relationship towards customer loyalty of Ito En ready to drink tea (Pearson's Correlation = 0.748), (Sig. = 0.000) at .01 significant level.

Perceived quality had a positive relationship towards customer loyalty of Ito En ready to drink tea (Pearson's Correlation = 0.718), (Sig. = 0.000) at .01 significant level.

Satisfaction had a positive relationship towards customer loyalty of Ito En ready to drink tea (Pearson's Correlation = 0.761), (Sig. = 0.000) at .01 significant level.

Brand awareness had a positive relationship towards customer loyalty of Ito En ready to drink tea (Pearson's Correlation = 0.851), (Sig. = 0.000) at .01 significant level.

Emotional value had a positive relationship towards customer loyalty of Ito En ready to drink tea (Pearson's Correlation = 0.848), (Sig. = 0.000) at .01 significant level.

Price perceptions had a positive relationship towards customer loyalty of Ito En ready to drink tea (Pearson's Correlation = 0.775), (Sig. = 0.000) at .01 significant level.

Brand trust had a positive relationship towards customer loyalty of Ito En ready to drink tea (Pearson's Correlation = 0.812), (Sig. = 0.000) at .01 significant level.

4.3 Results of Hypothesis Testing

Table 4.3: Analysis of Variance (ANOVA) of Product Image, Perceived Quality,

Satisfaction, Brand Awareness, Emotional Value, Price Perceptions and

Brand Trust that Positively Affecting to Customer Loyalty of Ito En Ready

to Drink Tea

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	209.580	7	29.940	136.309	.000[b]
	Residual	50.080	228	.220		
	Total	259.660	235			

From ANOVA analysis table, the result showed and reported that

independent variables which were product image, perceived quality, satisfaction,

brand awareness, emotional value, price perceptions, brand trust that had impact on

customer loyalty, the dependent variable as Sig. of the equation were equaled 0.000 at

.01 significant level.

Table 4.4: Multiple Regression Analysis of Product Image, Perceived Quality,

Satisfaction, Brand Awareness, Emotional Value, Price Perceptions and

Brand Trust that Positively Affecting to Customer Loyalty of Ito En Ready

to Drink Tea

Dependent Variable : Customer Loyalty, R = 0.898, R² = 0.807 Constant(a) = -.109						
Independent Variables	**β**	**Std Error**	**T**	**Sig**	**Tolerance**	**VIF**
(Constant)		0.166	-0.656	0.513		
Product Image (IMG)	0.154	0.084	2.382	0.018	0.203	4.918
Perceived Quality (QUAL)	-0.091	0.095	-1.213	0.227	0.150	6.646
Satisfaction (SAT)	-0.034	0.091	-0.480	0.632	0.170	5.870
Brand Awareness (BA)	0.359**	0.055	6.080	0.000	0.242	4.130
Emotional Value (EV)	0.287**	0.078	3.949	0.000	0.160	6.253
Price Perceptions (PP)	0.120	0.059	2.266	0.024	0.300	3.329
Brand Trust (BT)	0.173	0.077	2.408	0.017	0.164	6.112

**significant at the .01 level

Hypothesis 1, product image had a positive effect towards customer loyalty of

Ito En ready to drink tea or not. The analysis showed that product image had no

positive effect towards customer loyalty of Ito En ready to drink tea (Pearson's

Correlation = 0.748), (Sig. = 0.000) at .01 significant level.

Hypothesis 2, perceived quality had a positive effect towards customer loyalty

of Ito En ready to drink tea or not. The analysis showed that perceived quality had no

positive effect towards customer loyalty of Ito En ready to drink tea (Pearson's Correlation = 0.718), (Sig. = 0.000) at .01 significant level.

Hypothesis 3, satisfaction had a positive effect towards customer loyalty of Ito En ready to drink tea or not. The analysis showed that satisfaction had no positive effect towards customer loyalty of Ito En ready to drink tea (Pearson's Correlation = 0.761), (Sig. = 0.000) at .01 significant level.

Hypothesis 4, brand awareness had a positive effect towards customer loyalty of Ito En ready to drink tea or not. The analysis showed that brand awareness had a positive effect towards customer loyalty of Ito En ready to drink tea (Pearson's Correlation = 0.851), (Sig. = 0.000) at .01 significant level.

Hypothesis 5, emotional value had a positive effect towards customer loyalty of Ito En ready to drink tea or not. The analysis showed that emotional value had a positive effect towards customer loyalty of Ito En ready to drink tea (Pearson's Correlation = 0.848), (Sig. = 0.000) at .01 significant level.

Hypothesis 6, price perceptions had a positive effect towards customer loyalty of Ito En ready to drink tea or not. The analysis showed that price perceptions had no positive effect towards customer loyalty of Ito En ready to drink tea (Pearson's Correlation = 0.775), (Sig. = 0.000) at .01 significant level.

Hypothesis 7, brand trust had a positive effect towards customer loyalty of Ito En ready to drink tea or not. The analysis showed that brand trust had no positive effect towards customer loyalty of Ito En ready to drink tea (Pearson's Correlation = 0.812), (Sig. = 0.000) at .01 significant level.

According to table 4.4, the result from Multiple Regression Analysis showed that brand awareness (Sig. = 0.000) and emotional value value (Sig. = 0.000) were two positive independent variables which enable to make the predictions for customer loyalty and had significant effect in relation to Ito En ready to drink tea at the .01 level. Meanwhile, another five independent variables were product image (Sig. = 0.018), perceived quality (Sig. = 0.227), satisfaction (Sig. = 0.632), price perceptions (Sig. =0.024), and brand trust (Sig. = 0.017) had no positive effect to customer loyalty which could not make the predictions.

As this study was aimed to explore about factors positively affecting customer loyalty of Ito En ready to drink tea customers in Sukhumvit area, Bangkok, Thailand. Referring to Multiple Regression Analysis result, the most predictive independent variables were brand awareness (β = 0.359), emotional value (β = 0.287) respectively. Therefore, brand awareness and emotional value could influence positively affecting to customer loyalty towards Ito En ready to drink tea at 80.7% whereas another independent variable at 19.3% could not be implemented in this research. The standard error was ±0.166 could be suggested by the following equation.

Y (Customer Loyalty) = -0.109 + 0.359 (Brand Awareness) + 0.287 (Emotional Value)

From this equation, could be explained as following.

If brand awareness value increased by 1 point while other factors remained, customer loyalty would be increased by 0.359 points.

If emotional value increased by 1 point while other factors remained, customer loyalty would be increased by 0.287 points.

From Table 4.4, by applying Multiple Regression Analysis, the finding

revealed that brand awareness and emotional value had positive effect towards

customer loyalty at .01 significant level (.000) which presented standardized beta (β)

= 0.359 and (β) = 0.287 respectively, whereas product image, perceived quality,

satisfaction, price perceptions, and brand trust had no positive effect towards

customer loyalty at .01 significant level.

Table 4.5: Testing Collinearity of Independent Variables
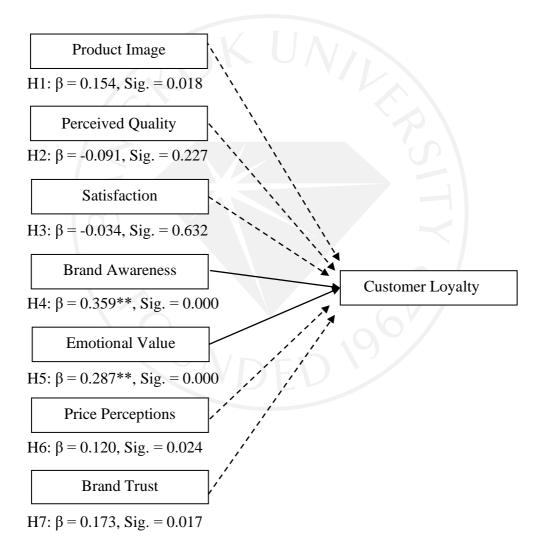
Independent Variables	Tolerance	Variance Inflation Factor (VIF)
Product Image (IMG)	0.203	4.918
Perceived Quality (QUAL)	0.150	6.646
Satisfaction (SAT)	0.170	5.870
Brand Awareness (BA)	0.242	4.130
Emotional Value (EV)	0.160	6.253
Price Perceptions (PP)	0.300	3.329
Brand Trust (BT)	0.164	6.112

Table 4.5, the result of Collinearity testing revealed Tolerance and Variance

Inflation Factor (VIF) values. Multicollinearity was analyzed by Variance Inflation

Factor (VIF) value. In addition, each of the variance inflation factor (VIF) values

below ten; therefore, there were no multicollinearity issues among independent

variables (O'Brien, 2007). Thus, the researcher could apply to Multiple Regression

Analysis.

4.4 Summary of Hypothesis Testing

According to the result of Multiple Regression Analysis, the finding showed that brand awareness and emotional value had positive effect towards customer loyalty at statistically significant level of .01, while product image, perceived quality, satisfaction, price perceptions and brand trust had no positive effect.

Figure 4.1: Result of Multiple Regression Analysis

H1: β = 0.154, Sig. = 0.018

H2: β = -0.091, Sig. = 0.227

H3: β = -0.034, Sig. = 0.632

H4: β = 0.359**, Sig. = 0.000

H5: β = 0.287**, Sig. = 0.000

H6: β = 0.120, Sig. = 0.024

H7: β = 0.173, Sig. = 0.017

**significant at the .01 level

Positive effect

No positive effect

CHAPTER 5

DISCUSSION

This study was aimed to explore the positively affecting factors of product image, perceived quality, satisfaction, brand awareness, emotional value, price perceptions, and brand trust that affected to customer loyalty of Ito En ready to drink tea customers in Sukhumvit area, Bangkok, Thailand. The applied methodology for this research was based on the quantitative approach by surveying and collecting data through questionnaires.

The data was collected by 236 respondents of the total sample size who were customers of Ito En ready to drink tea in Sukhumvit Area, Bangkok. Moreover, the data analysis was computed by using IBM SPSS version 26, the findings could be presented as the following.

5.1 Research Findings and Conclusion

According to the data from survey questionnaires, most of the respondents were females and they were between 30-39 years old. For education background, they had bachelor's degrees and most of them were working as employees in private companies. Most of them preferred to drink green tea over other types of tea and chose to drink ready to drink tea at their lunchtime. Furthermore, enjoying the taste was the main reason they chose to drink ready to drink tea and they spent on ready to drink tea less than or equal 60 Baht per week.

In addition, referring to the hypothesis, the analysis findings presented that there were two accepted hypotheses, which were brand awareness ($\beta = 0.359$) and emotional value ($\beta = 0.287$). From the results, it showed that two of independent variables; brand awareness and emotional value had a positive effect on customer loyalty at statistically significant level of .01. Moreover, brand awareness and emotional value were shown to be positively affecting customer loyalty towards Ito En ready to drink tea at 80.7% whereas the other variables at 19.3% were not implemented in this research. Besides, the result of Variance Inflation Factor (VIF) values of each independent variables was not exceeded by 10, which showed that there was no multicollinearity among independent variables and the standard error was **±0**.166 by the following equation.

Y (Customer Loyalty) = -0.109 + 0.359 (Brand Awareness) + 0.287 (Emotional Value)

5.2 Discussion

This study was aimed to explore the factors that positively affecting customer loyalty of Ito En ready to drink tea customers in Sukhumvit area, Bangkok, Thailand which consisted of product image, perceived quality, satisfaction, brand awareness, emotional value, price perceptions, and brand trust. According to the recommended sample size by (Cohen, 1988), there were a total of 236 respondents to make the survey by completing questionnaires. From which, all the results and data were analyzed by IBM SPSS Statistics 26 and had interesting statements as the following.

Hypothesis 1, product image had a positive effect towards customer loyalty. The result from Multiple Regression Analysis revealed that product image had no positive effect towards customer loyalty of Ito En ready to drink tea (Sig, = 0.018) at .01 significant level which did not support the proposed hypothesis. In previous study, product image referred to individuals' responses to a foods or beverages they consumed because the product image could be used to differentiate their images (Calvo-Porral et al., 2018). According to prior study, it showed that Japan had the highest overall image rating among of the countries in the study. On the other hand, consumer evaluation of products and their purchase intention was strongly influenced by the perceived degree between country and product image (Dagger & Raciti, 2011). Another study revealed that most of the respondents between 18-25 years old did not have a great interest in product loyalty and product image (Calvo-Porral et al., 2018). Therefore, product image was not positively correlated with customer loyalty in this study. One possible explanation was that consumer groups in this study had various perspectives in product image based on their experiences and needs.

Hypothesis 2, perceived quality had a positive effect towards customer loyalty. The result from Multiple Regression Analysis revealed that perceived quality had no positive effect towards customer loyalty of Ito En ready to drink tea (Sig. = 0.227) at .01 significant level which did not support the proposed hypothesis. Perceived quality was a significant predictor of consumers in purchasing process (Asshidin et al., 2016). In recent study, the highlight result showed that consumers with high product quality perception were more difficult to evaluate and these consumers focused on different variables (Calvo-Porral et al., 2018). Perceived

quality was a key mediator of the effect of perceived product knowledge on the price

that participants were willing to pay (Weisstein et al., 2016). Besides, consumers'

purchase intentions primarily were driven by their perceived product knowledge.

Additionally, another potential finding revealed that older consumers were strongly

concerned about the health and assign importance to healthy products (Calvo-Porral et

al., 2018). As perceived quality could be measured by brand reputation, price, or

safety standards particularly in food & beverage industries. Consumer groups in this

study might not feel the major differences of product quality between Ito En ready to

drink tea and another brands. Thus, perceived quality factor in this study had no

positive correlation with the customer loyalty.

Hypothesis 3, satisfaction had a positive effect towards customer loyalty. The

result from Multiple Regression Analysis revealed that satisfaction had no positive

effect towards customer loyalty of Ito En ready to drink tea (Sig. = 0.632) at .01

significant level which did not support the proposed hypothesis. Previous research

suggested that satisfaction could be a key to customer loyalty. Satisfaction reflected

customers' overall evaluation of companies' or brands' performance. When

customers were satisfied with their brands, repurchase rates tended to remain stable or

increase (Rather & Hollebeek, 2019). If customers experienced high levels of

satisfaction, they were likely to be predisposed attitudinally to the brand and intended

to repurchase (Bennett & Rundle-Thiele, 2004). Hence, customer satisfaction was

very important as satisfied customer would add value to the brand and spread a

positive word of mouth and helped in making good reputation of brand (Hanif et al.,

2010). Satisfaction factor in this study was mostly tested in the context of product

quality which shared the same result as perceived quality factor. The possible reason was that Ito En ready to drink tea quality might not reach consumer groups' expectations yet. As it was mentioned above that customer satisfaction was a key element to the brand. Consequently, ready to drink tea industries should try to improve their satisfaction to increase customer loyalty level.

Hypothesis 4, brand awareness had a positive effect towards customer loyalty . The result from Multiple Regression Analysis revealed that brand awareness had a positive effect towards customer loyalty of Ito En ready to drink tea (Sig. = 0.000) at .01 significant level which supported the proposed hypothesis. Previous study revealed that brand awareness was related to the strength of the brand node or trace in memory reflecting by consumers' abilities to recall or recognize the brands under different conditions. The consumer brands could be identified, categorized, and finally purchased (Martins et al., 2019). Yang Chu et al. (2015) reported that high brand awareness would help improve consumers' perceived quality enhanced by health claims because consumers had related knowledge about and were familiar with high-profile products. In summary, the study discovered that higher or lower brand awareness would not affect consumers' perceived value enhanced by health claims. Brand awareness was successfully explained by emotional value and was confirmed to be crucial for consumers to recognize the brand and considered purchasing of a brand's products (Martins et al., 2019). These indicated that brand awareness could increase loyalty level of Ito En ready to drink tea customer. The main reason might be that consumer groups in this study had related knowledge about and were familiar with high-profile products.

Hypothesis 5, emotional value had a positive effect towards customer loyalty. The result from Multiple Regression Analysis revealed that emotional value had a positive effect towards customer loyalty of Ito En ready to drink tea (Sig, = 0.000) at .01 significant level which supported the proposed hypothesis. In previous study, emotional value was defined as feelings or affective states such as enjoyment or pleasure that a product generated. Positive feelings upon using the brand would increase consumer loyalty towards the brand (Martins et al., 2019; Sweeney & Soutar, 2001). Additionally, emotions were representative of consumers' feelings and their interactions with the brands, allowing for positive brand recognition, perceiving it as relevant and valuable. (Martins et al., 2019). Following another study, Asshidin et al. (2016) reported that emotional value was a good predictor in predicting relationships and played a critical role with purchase intention among consumers. Their results showed that emotional value had moderate significant relationship towards purchase intention. Thus, emotional value was a good predictor in predicting relationships with purchase intention among consumers. Therefore, emotional value factor could be focused to improve customer loyalty of Ito En ready to drink tea.

Hypothesis 6, price perceptions had a positive effect towards customer loyalty. The result from Multiple Regression Analysis revealed that price perceptions had no positive effect towards customer loyalty of Ito En ready to drink tea (Sig. = 0.024) at .01 significant level which did not support the proposed hypothesis. Price perceptions had been found to be significantly related to higher loyalty (Shamah et al., 2018). The result stated that customers showed a high willingness to pay a premium price because they appreciated and valued the product quality and were being strongly loyal

to the product. Also showed a high purchase intention, compared to the other consumer segments (Calvo-Porral et al., 2018). Similarly with the recent study, as the result stated that the unit price measure influenced the price-level perceptions of a product, and the unit price measure also affected customer's purchase intentions (Fecher et al., 2019). As the result showed that price perceptions had no significant effect on customer loyalty. The possible reason might be that these consumer groups tended to pay higher price for any product if that product fulfilled the requirements. And they might focus for value and worth with price rather than loyalty.

Hypothesis 7, brand trust had a positive effect towards customer loyalty .The result from Multiple Regression Analysis revealed that brand trust had no positive effect towards customer loyalty of Ito En ready to drink tea (Sig. = 0.017) at .01 significant level which did not support the proposed hypothesis. Brand trust developed from a customer's experience with a product. The customers who perceived a high confluence of the product's image with their own desired identity were more likely to trust the product (Rather & Hollebeek, 2019). Furthermore, Lassoued & Hobbs (2015) indicated that in a food context, brand trust was positively associated with consumer confidence in brand quality and safety. An increase in trust in the food system generated to increase consumer confidence, brand trust was a significant predictor of consumer confidence. In this study, consumer groups might lack of confidence in Ito En ready to drink tea brand for some aspects. And they had more interest to other factors over brand trust.

By using Multiple Regression Analysis, the result showed that brand awareness and emotional value had positive effect towards customer loyalty at statistically significant level of .01, whereas product image, perceived quality satisfaction, price perceptions and brand trust had no positive effect towards customer loyalty at .01 statistically significant. The results were similar to the past study collected the data from 303 Portuguese, which revealed that brand awareness was related to the strength of the brand node or trace in memory reflecting by consumers' abilities to recall or recognize the brands under different conditions (Martins et al., 2019). In addition, the results were like the previous study that emotional value was defined as feelings or affective states such as enjoyment or pleasure that a product generated. Positive feelings upon using the brand would increase consumer loyalty toward the brand (Sweeney & Soutar, 2001). However, product image, perceived quality, satisfaction, price perceptions, and brand trust had no positive effect towards customer loyalty. This might be because the customers of Ito En Ready to Drink Tea in Sukhumvit Area, Bangkok, Thailand might not see the significance of those factors, or they may not see the differences of those factors comparing between Ito En ready to drink tea with other ready to drink tea brands.

5.3 Recommendations for Managerial Implication

This study was aimed to examine the positive effect of product image, perceived quality, satisfaction, brand awareness, emotional value, price perceptions and brand trust towards customer loyalty of Ito En ready to drink tea customers in Sukhumvit Area, Bangkok, Thailand. As a result, it revealed that the positive factors that affecting towards customer loyalty of Ito En ready to drink tea were brand awareness and emotional value. Therefore, this study could provide the benefit for ready to drink tea industries or other beverage industries.

Brand awareness referred to the strength of the brand node in memory by consumers' abilities to recognize the brands under different conditions. For recommendation, Ito En ready to drink tea owners, executives, and marketers should keep analyzing customers' behaviors and future trends closely to come up with up-to-date strategies to attract potential consumers and maintain brand's positioning in the market. Currently, health and wellness market were expanding rapidly. As most of Ito En ready to drink tea were non-sugar drinks, therefore the company should communicate and emphasize the selling point of healthy drinks through offline and online platforms such as Youtube, Facebook, or Instagram for the customers' recognition, first thought, well-known, and knowledge of Ito En ready to drink tea brand name.

At the same time, emotional value had a positive effect and played an important role in customer loyalty of Ito En ready to drink tea. The strong connection between customers' feelings and loyalty to the brand were valuable. These types of customers tended to repurchase the products and were willing to pay a higher price when the product values met their satisfaction. Thus, this factor was one of the key

strategies to be considered by marketers in generating positive acceptance of the product or brand. Therefore, the company should emphasize feelings of relaxation, enjoy drinking, continue drinking, and refreshing drinking of Ito En ready to drink tea to keep customer loyalty to the brand.

5.4 Recommendations for Further Research

This study was conducted in Sukhumvit area, Bangkok with limited population samples and specific factors. In future research, the researcher might approach the consumers in different locations to extend the scope of the study. Furthermore, the researcher might study other factors that might positively affect customer loyalty of Ito En ready to drink tea or other beverage products. This could include, for example, purchase intention, buying behavior, or consumer attitude factors which could be applied into the conceptual framework.

According to the recent study in 2021 about the effects of advertisements on consumer choices and health (Tarabella, Apicella, Tessitore & Romano, 2021) and combining online market research methods for investigating brand alignment (Ranfagni, Faraoni, Zollo & Vannucci, 2021). These study areas could be adapted and taken into consideration for Ito En brand to provide a deeper view of consumer behaviors in the beverage context.

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APPENDIX A:

Survey Questions (English)

NO..........

Questionnaire

on

"Factor Positively Affecting Customer Loyalty of Ito En Ready to Drink Tea

Customers in Sukhumvit Area, Bangkok, Thailand"

Instruction: Objective of this survey is to collect data for using in Master of Business Administration research, Bangkok University. The result of this research will benefit to ready to drink tea industry and academic field. In this regard, cooperation from the respondents is needed. I, Sayamon Hompratum, Master's Degree of Business Administration student from Bangkok University is thankful for your cooperation.

Instruction: Please answer the following question and put ✓ in ☐ that matches you most.

1. Gender

    ☐ 1) Male   ☐ 2) Female

2. Age

    ☐ 1) From 18 to 23 years old   ☐ 2) 24–29 years old

    ☐ 3) 30-39 years old   ☐ 4) 40-49 years old

    ☐ 5) Equal and over 50 years old

3. Level of education

☐ 1) Under Bachelor's Degree   ☐ 2) Bachelor's Degree

☐ 3) Master's Degree   ☐ 4) Doctorate Degree

☐ 5) Others

4. Professional Status

☐ 1) State enterprise employee   ☐ 2) Private employee

☐ 3) Self-Employed   ☐ 4) Searching for job

☐ 5) Housewives   ☐ 6) Retired

☐ 7) Students   ☐ 8) Others

5. Which type(s) of ready to drink tea do you frequently consume?

☐ 1) Green Tea   ☐ 2) Oolong Tea

☐ 3) Black Tea   ☐ 4) Others

6. When do you typically drink ready to drink tea?

☐ 1) Breakfast   ☐ 2) Lunch

☐ 3) Dinner   ☐ 4) Snack

☐ 5) Others

7. Reasons for choosing to drink ready to drink tea.

☐ 1) Enjoy the taste   ☐ 2) Product benefit

☐ 3) Price   ☐ 4) Variety of flavors

☐ 5) Refreshing   ☐ 6) Others

8. How much you spend on ready to drink tea per week?

☐ 1) Less than and equal to 60 baht   ☐ 2) 61 – 100 baht

☐ 3) 101 – 200 baht   ☐ 4) More than 200 baht

Please mark every question with only one ✓ in the box that most corresponded to your opinion.

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Product Image						
1	I have a good image of ready to drink tea brand Ito En.					
2	I have a good image of individuals that drink ready to drink tea brand Ito En.					
3	Ready to drink tea brand Ito En has unique characteristics.					
4	Product design of ready to drink tea brand Ito En is interesting.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Perceived Quality						
1	Ready to drink tea brand Ito En has high quality.					
2	Ready to drink tea brand Ito En offers reliable quality.					
3	Ready to drink tea brand Ito En offers trustworthy quality.					
4	Ready to drink tea brand Ito En is good for health.					
Satisfaction						
1	I am satisfied with the quality provided from ready to drink tea brand Ito En.					
2	I feel that my experience with ready to drink tea brand Ito En has been enjoyable.					
3	The quality of ready to drink tea brand Ito En meets my expectations.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
4	Ready to drink tea brand Ito En is a good choice to drink with meal.					
Brand Awareness						
1	I have heard of ready to drink tea brand Ito En.					
2	Brand Ito En is what I first though of ready to drink tea products.					
3	Brand Ito En is very famous among ready to drink tea products.					
4	Most people know ready to drink tea brand Ito En.					
Emotional Value						
1	Drinking ready to drink tea brand Ito En makes me feel relaxed					
2	I enjoy drinking ready to drink tea brand Ito En					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
3	Drinking of ready to drink tea brand Ito En makes me want to drink it again					
4	Drinking ready to drink tea brand Ito En makes me feel fresh					
Price Perceptions						
1	Ready to drink tea brand "Ito En" has reasonable price					
2	I obtain value for spending on ready to drink tea brand Ito En					
3	I am willing to pay a higher price for ready to drink tea brand Ito En					
4	I can pay for ready to drink tea brand Ito En rather than for other beverages					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Brand Trust						
1	I trust in Ito En brand					
2	Ready to drink tea brand Ito En is safe					
3	Ready to drink tea brand Ito En is an honest brand					
4	Ready to drink tea brand Ito En is produced from real tea leaves					
Customer Loyalty						
1	Even if other ready to drink tea brands have similar characteristics, I would prefer brand Ito En					
2	Even if other ready to drink tea brands have benefits that were similar to brand Ito En, I would prefer Ito En instead					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
3	If I have to buy a ready to drink tea, brand Ito En would be my first option					
4	I consider myself loyal to ready to drink tea brand Ito En					

Please recommend for other factors that might positively affect customer loyalty of ready to drink tea products.

_____

_____

_____

_____

Thank you for your cooperation

Miss Sayamon Hompratum

E–Mail: sayamon.homp@bumail.net

APPENDIX B:

Survey Questions (Thai)

มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO..........

แบบสอบถาม
เรื่อง ปัจจัยที่มีอิทธิพลเชิงบวกต่อความภักดีของผู้บริโภคที่มีต่อสินค้าชาพร้อมดื่ม แบรนด์ "อิโต
เอ็น"
ในเขตสุขุมวิท

คำชี้แจง: แบบสอบถามนี้มีวัตถุประสงค์เก็บรวบรวมข้อมูล เพื่อนำไปประกอบการศึกษาระดับ
ปริญญาโท บริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยกรุงเทพ และสามารถนำผลการวิจัยไปใช้
ประโยชน์ได้อย่างมีประสิทธิภาพต่อธุรกิจชาพร้อมดื่ม ดังนั้นจึงใคร่ขอความร่วมมือจากท่านใน
การตอบแบบสอบถามให้ตรงตามความเห็นของท่านมากที่สุด โอกาสนี้ผู้ศึกษาวิจัย นางสาว
ศยามน หอมประทุม นักศึกษาปริญญาโท คณะบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ ขอขอบคุณ
ในความร่วมมือของท่านเป็นอย่างสูง

คำชี้แจง: โปรดทำเครื่องหมาย ✔ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

1. เพศ

☐ 1) ชาย   ☐ 2) หญิง

2. อายุ

☐ 1) ตั้งแต่ 18 ถึง 23 ปี   ☐ 2) 24–29 ปี
☐ 3) 30-39 ปี   ☐ 4) 40-49 ปี
☐ 5) เท่ากับหรือมากกว่า 50 ปี

3. ระดับการศึกษา

☐ 1) ต่ำกว่าปริญญาตรี   ☐ 2) ปริญญาตรี
☐ 3) ปริญญาโท   ☐ 4) ปริญญาเอก
☐ 5) อื่น ๆ

4. อาชีพ

☐ 1) พนักงานรัฐวิสาหกิจ/ รับราชการ   ☐ 2) พนักงานบริษัทเอกชน/
รับจ้าง

☐ 3) ธุรกิจส่วนตัว/ ค้าขาย   ☐ 4) อยู่ในช่วงหางาน
☐ 5) ไม่ประกอบอาชีพ   ☐ 6) เกษียณ
☐ 7) นักเรียน/ นักศึกษา   ☐ 8) อื่น ๆ

5. ท่านดื่มชาพร้อมดื่มประเภทไหนบ่อยที่สุด?
☐ 1) ชาเขียว   ☐ 2) ชาอู่หลง
☐ 3) ชาดำ   ☐ 4) อื่น ๆ

6. ช่วงเวลาไหนที่ท่านเลือกดื่มชาพร้อมดื่ม?
☐ 1) อาหารเช้า   ☐ 2) อาหารกลางวัน
☐ 3) อาหารเย็น   ☐ 4) ของว่างทานเล่น
☐ 5) อื่น ๆ

7. เหตุผลของท่านในการเลือกบริโภคสินค้าชาพร้อมดื่ม?
☐ 1) รสชาติ   ☐ 2) ประโยชน์ของสินค้า
☐ 3) ราคา   ☐ 4) ความหลากหลายของรสชาติ
☐ 5) ความสดชื่น   ☐ 6) อื่น ๆ

8. ท่านใช้จ่ายในการดื่มชาพร้อมดื่มเป็นจำนวนเท่าไรต่อหนึ่งสัปดาห์?
☐ 1) น้อยกว่าหรือเท่ากับ 60 บาท   ☐ 2) 61 – 100 บาท
☐ 3) 101 – 200 บาท   ☐ 4) 200 บาท ขึ้นไป

โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละ
หนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

	ระดับความเห็นด้วย				
	มาก ที่สุด (5)	มาก (4)	ปาน กลาง (3)	น้อย (2)	น้อย ที่สุด (1)
ภาพลักษณ์ของสินค้า (Product Image)					
1 ท่านคิดว่าชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" มี ภาพลักษณ์ที่ดี					
2 ท่านคิดว่าคนที่ดื่มชาพร้อมดื่มแบรนด์ "อิโต เอ็น" มีภาพลักษณ์ที่ดี					
3 ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" มีเอกลักษณ์ เฉพาะตัว					
4 การออกแบบผลิตภัณฑ์ชาพร้อมดื่ม แบรนด์ "อิ โต เอ็น" มีความน่าสนใจ					
การรับรู้คุณภาพสินค้า (Perceived Quality)					
1 ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" มีคุณภาพสูง					
2 ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" มีคุณภาพที่ เชื่อถือได้					
3 ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" มีคุณภาพที่ ไว้วางใจได้					
4 ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" ดีต่อสุขภาพ					

	ระดับความเห็นด้วย				
	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
ระดับความพึงพอใจ (Satisfaction)					
1 ท่านมีความพึงพอใจกับคุณภาพที่ได้รับจากแบรนด์ "อิโต เอ็น"					
2 ท่านรู้สึกดีในประสบการณ์ที่ได้รับจากชาพร้อมดื่ม แบรนด์ "อิโต เอ็น"					
3 คุณภาพของชาพร้อมดื่มแบรนด์ "อิโต เอ็น" ตรงกับความคาดหวังของท่าน					
4 ชาพร้อมดื่มแบรนด์ "อิโต เอ็น" เป็นตัวเลือกที่ดี เหมาะสำหรับดื่มพร้อมมื้ออาหาร					
การรับรู้ตราสินค้า (Brand Awareness)					
1 ท่านเคยได้ยินชื่อ ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น"					
2 "อิโต เอ็น" เป็นแบรนด์แรกที่ท่านนึกถึงในกลุ่มสินค้าชาพร้อมดื่ม					
3 "อิโต เอ็น" เป็นแบรนด์ยอดนิยมในกลุ่มสินค้าชาพร้อมดื่ม					
4 ผู้คนส่วนใหญ่รู้จัก ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น"					
ความรู้สึกต่อคุณค่าของสินค้า (Emotional Value)					

	ระดับความเห็นด้วย				
	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
1 การดื่มชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" ทำให้ท่านรู้สึกผ่อนคลาย					
2 ท่านมีความสุขในการดื่มชาพร้อมดื่ม แบรนด์ "อิโต เอ็น"					
3 การดื่มชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" ทำให้ท่านรู้สึกอยากดื่มอีกครั้ง					
4 การดื่ม ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" ทำให้ท่านรู้สึกสดชื่น					
การรับรู้ต่อราคาสินค้า (Price Perceptions)					
1 ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" มีราคาที่เหมาะสม					
2 ท่านได้รับความคุ้มค่าจากการใช้จ่ายเพื่อซื้อชาพร้อมดื่ม แบรนด์ "อิโต เอ็น"					
3 ท่านยินดีที่จะจ่ายในราคาที่สูงกว่าสำหรับชาพร้อมดื่ม แบรนด์ "อิโต เอ็น"					
4 ท่านสามารถใช้จ่ายเพื่อซื้อชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" ได้มากกว่าเครื่องดื่มประเภทอื่นๆ					
ความเชื่อมั่นในตราสินค้า (Brand Trust)					

		ระดับความเห็นด้วย				
		มาก ที่สุด (5)	มาก (4)	ปาน กลาง (3)	น้อย (2)	น้อย ที่สุด (1)
1	ท่านมีความเชื่อมั่นในแบรนด์ "อิโต เอ็น"					
2	ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" มีความ ปลอดภัย					
3	ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" เป็นแบรนด์ที่ ซื่อสัตย์ต่อลูกค้า					
4	ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" ผลิตจากใบ ชาแท้					
ความภักดีต่อสินค้า (Customer Loyalty)						
1	ถึงแม้ชาพร้อมดื่มแบรนด์อื่นมีคุณลักษณะ ใกล้เคียงกัน ท่านยังคงเลือกชาพร้อมดื่มแบ รนด์ "อิโต เอ็น"					
2	ถึงแม้มีชาพร้อมดื่มที่มีประโยชน์ใกล้เคียง กัน ท่านยังคงเลือกชาพร้อมดื่มแบรนด์ "อิโต เอ็น"					
3	หากท่านจำเป็นต้องซื้อชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" จะเป็นตัวเลือกแรกของท่าน					
4	ท่านคิดว่าตัวเองมีความภักดีต่อชาพร้อมดื่ม แบรนด์ "อิโต เอ็น"					

ขอให้ท่านแนะนำเพิ่มเติมสำหรับปัจจัยเชิงบวกอื่น ๆ ที่มีผลต่อความจงรักภักดีของลูกค้าในการ
เลือกบริโภคสินค้าชาพร้อมดื่ม

_____

_____

_____

โอกาสนี้ผู้ศึกษาวิจัยขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

นางสาว ศยามน หอมประทุม

E–Mail: sayamon.homp@bumail.net

APPENDIX C:

Form to Expert Letter

1145/10 Soi Priyanon, Sathupradit Road

Bangpongpang, Yannawa 10120

Email: sayamon.homp@bumail.net

26 June, 2020

Reference: Acceptance to be the Expert in reviewing questionnaire items for the
research as a part of Independent Study of M.B.A student at Bangkok University

To   Dr. Penjira Kanthawongs

        Advisor, Bangkok University

        I, Sayamon Hompratum, a Master of Business Administration's student
majoring in Business Administration (English Program) at Bangkok University is
conducting a research as a part of Independent Study titled, Factor Positively Affecting
on Customer Loyalty of Ito En Ready to Drink Tea in Bangkok. Due to your expertise
in your business, I would like to ask you to review the questionnaire items in terms of
wordings and content validities by using Index of Item Objective Congruence : IOC
with +1 as comprehensible, O as uncertain, or -1 as incomprehensible by the target
group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.....................   Signature.....................

(Dr. Penjira Kanthawongs)   (Sayamon Hompratum)

Advisor   Researcher

1145/10 Soi Priyanon, Sathupradit Road

Bangpongpang, Yannawa 10120

Email: sayamon.homp@bumail.net

July 3, 2019

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To   Mr. Yuki Suto

        Sales & Marketing Manager, Ito En (Thailand) Company Limited

        I, Sayamon Hompratum, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factor Positively Affecting on Customer Loyalty of Ito En Ready to Drink Tea in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence : IOC with $+1$ as **comprehensible**, **O** as **uncertain**, or -1 as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature..... ʕ ʷᵏᵗ Sᵘᵗᵒ ....

    (Mr. Yuki Suto)

       Expert

Signature... Sayamon Hompratum ...

    (Sayamon Hompratum)

       Researcher

1145/10 Soi Priyanon, Sathupradit Road

Bangpongpang, Yannawa 10120

Email: sayamon.homp@bumail.net

July 3, 2019

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To   Ms. Uratsaya Pakdeepaiboonphol

        International Business Manager, Sappe Public Company Limited.

        I, Sayamon Hompratum, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factor Positively Affecting on Customer Loyalty of Ito En Ready to Drink Tea in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence : IOC with +1 as **comprehensible**, O as **uncertain**, or -1 as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature................................   Signature................................

(Uratsaya Pakdeepaiboonphol)   (Sayamon Hompratum)

Expert   Researcher

Form to Expert

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
Product Image (IMG) (Calvo-Porral, Orosa-González, & Blazquez-Lozano, 2018)	IMG1: I have a good image of beer	IMG1: I have a good image of ready to drink tea brand Ito En	IMG1: ท่านคิดว่าชาพร้อมดื่มแบรนด์ "อิโต เอ็น" มีภาพลักษณ์ที่ดี			
	IMG2: I have a good image of individuals that drink beer	IMG2: I have a good image of individuals that drink ready to drink tea brand Ito En	IMG2: ท่านคิดว่าคนที่ดื่มชาพร้อมดื่มแบรนด์ "อิโต เอ็น" มีภาพลักษณ์ที่ดี			
	IMG3: beer has personality	IMG3: Ready to drink Tea brand Ito En has unique characteristics	IMG3: ชาพร้อมดื่มแบรนด์ "อิโต เอ็น" มีเอกลักษณ์เฉพาะตัว			
	IMG4: beer is interesting	IMG4: Product design of ready to drink tea brand Ito En is interesting	IMG4: การออกแบบผลิตภัณฑ์ชาพร้อมดื่มแบรนด์ "อิโต เอ็น" มีความน่าสนใจ			
Perceived Quality (QUAL) (Calvo-Porral, Orosa-	QUAL1: beer has higher quality and attributes	QUAL1: Ready to drink tea brand Ito En has high quality	QUAL1: ชาพร้อมดื่มแบรนด์ "อิโต เอ็น" มีคุณภาพสูง			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
González, & Blazquez-Lozano, 2018)						
	QUAL2: beer offers reliable quality	QUAL2: Ready to drink tea brand Ito En offers reliable quality	QUAL2: ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" มี คุณภาพที่เชื่อถือได้			
	QUAL3: brand X offers trustworthy quality	QUAL3: Ready to drink tea brand Ito En offers trustworthy quality	QUAL3: ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" มี คุณภาพที่ไว้วางใจได้			
	QUAL4: beer has excellent characteristics	QUAL4: Ready to drink tea brand Ito En is good for health	QUAL4: ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" ดี ต่อสุขภาพ			
Satisfaction (SAT) (Rather & Hollebeek, 2019)	SAT1: As a whole, I am satisfied with the service provided	SAT1: I am satisfied with the quality provided from ready to drink tea brand Ito En	SAT1: ท่านมีความ พึงพอใจกับคุณภาพที่ ได้รับจากชาพร้อมดื่ม แบรนด์ "อิโต เอ็น"			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	SAT2: I feel that my experience with this hotel has been enjoyable	SAT2: I feel that my experience with ready to drink tea brand Ito En has been enjoyable	SAT2: ท่านรู้สึกดีในประสบการณ์ที่ได้รับจากชาพร้อมดื่ม แบรนด์ "อิโต เอ็น"			
	SAT3: The services of this hotel meets my expectations	SAT3: The quality of ready to drink tea brand Ito En meets my expectations	SAT3: คุณภาพของชาพร้อมดื่มแบรนด์ "อิโต เอ็น" ตรงกับความคาดหวังของท่าน			
	SAT4: This hotel is a good company to do business with	SAT4: Ready to drink tea brand Ito En is a good choice to drink with meal	SAT4: ชาพร้อมดื่มแบรนด์ "อิโต เอ็น" เป็นตัวเลือกที่ดีเหมาะสำหรับดื่มพร้อมมื้ออาหาร			
Brand Awareness (BA) (Martins, Costa, Oliveira, Gonçalves, & Branco, 2019)	BA1: I have heard of this brand	BA1: I have heard of ready to drink tea brand Ito En	BA1: ท่านเคยได้ยินชื่อ ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น"			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	BA2: This brand is what I first though of	BA2: Brand Ito En is what I first thought of ready to drink tea products	BA2: "อิโต เอ็น" เป็นแบรนด์แรกที่ท่านนึกถึงในกลุ่มสินค้าชาพร้อมดื่ม			
	BA3: This brand is very famous	BA3: Brand Ito En is very famous among ready to drink tea products	BA3: "อิโต เอ็น" เป็นแบรนด์ยอดนิยมในกลุ่มสินค้าชาพร้อมดื่ม			
	BA4: Most people know this brand	BA4: Most people know ready to drink tea brand Ito En	BA4: ผู้คนส่วนใหญ่รู้จัก ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น"			
Emotional Value (EV) (Martins, Costa, Oliveira, Gonçalves, & Branco, 2019)	EV1: Using smartphones makes me feel relaxed	EV1: Drinking ready to drink tea brand Ito En makes me feel relaxed	EV1: การดื่มชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" ทำให้ท่านรู้สึกผ่อนคลาย			
	EV2: I enjoy using smartphones	EV2: I enjoy drinking ready to drink tea brand Ito En	EV2: ท่านมีความสุขในการดื่ม ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น"			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	EV3: The use of smartphones makes me want to use them	EV3: Drinking of ready to drink tea brand Ito En makes me want to drink it again	EV3: การดื่มชาพร้อมดื่มแบรนด์ "อิโต เอ็น" ทำให้ท่านรู้สึกอยากดื่มอีกครั้ง			
	EV4: Using smartphones makes me feel good	EV4: Drinking ready to drink tea brand Ito En makes me feel fresh	EV4: การดื่ม ชา พร้อมดื่ม แบรนด์ "อิโต เอ็น" ทำให้ท่านรู้สึกสดชื่น			
Price Perceptions (PP) (Shamah, Mason, Moretti, & Raggiotto, 2018)	PP1: Price at McDonald's are fair	PP1: Ready to drink tea brand "Ito En" has reasonable price	PP1: ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" มีราคาที่เหมาะสม			
	PP2: I obtain value for my money at MacDonald's	PP2: I obtain value for spending on ready to drink tea brand Ito En	PP2: ท่านได้รับความคุ้มค่าจากการใช้จ่ายเพื่อซื้อชาพร้อมดื่ม แบรนด์ "อิโต เอ็น"			
(Calvo-Porral, Orosa-González, & Blazquez-Lozano, 2018)	PP3: I am willing to pay a higher price for beer, rather than for other beverages	PP3: I am willing to pay a higher price for ready to drink tea brand Ito En	PP3: ท่านยินดีที่จะจ่ายในราคาที่สูงกว่าสำหรับชาพร้อมดื่ม แบรนด์ "อิโต เอ็น"			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	PP4: I want to pay more for a beer, rather than for other beverages	PP4: I can pay for ready to drink tea brand Ito En rather than for other beverages	PP4: ท่านสามารถใช้จ่ายเพื่อซื้อชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" ได้มากกว่าเครื่องดื่มประเภทอื่นๆ			
Brand Trust (BT) (Rather & Hollebeek, 2019)	BT1: I trust this hotel	BT1: I trust in Ito En brand	BT1: ท่านมีความเชื่อมั่นในแบรนด์ "อิโต เอ็น"			
	BT2: This hotel is safe	BT2: Ready to drink tea brand Ito En is safe	BT2: ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" มีความปลอดภัย			
	BT3: This is an honest hotel	BT3: Ready to drink tea brand Ito En is an honest brand	BT3: ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" เป็นแบรนด์ที่ซื่อสัตย์ต่อลูกค้า			
	BT4: This hotel is very responsive	BT4: Ready to drink tea brand Ito En is produced from real tea leaves	BT4: ชาพร้อมดื่ม แบรนด์ "อิโต เอ็น" ผลิตจากใบชาแท้			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
Customer Loyalty (LOY) (Calvo-Porral, Orosa-González, & Blazquez-Lozano, 2018)	LOY1: Even if other beverages had similar characteristics, I would prefer beer	LOY1: Even if other ready to drink tea brands have similar characteristics, I would prefer brand Ito En	LOY1: ถึงแม้ชาพร้อมดื่มแบรนด์อื่นมีคุณลักษณะใกล้เคียงกัน ท่านยังคงเลือกชาพร้อมดื่มแบรนด์ "อิโต เอ็น"			
	LOY2: Even if other beverages had features that were similar to beer, I would prefer beer instead	LOY2: Even if other ready to drink tea brands have benefits that were similar to brand Ito En, I would prefer Ito En instead	LOY2: ถึงแม้มีชาพร้อมดื่มที่มีประโยชน์ใกล้เคียงกัน ท่านยังคงเลือกชาพร้อมดื่มแบรนด์ "อิโต เอ็น"			
	LOY3: If I had to buy a beverage, beer would be my first option	LOY3: If I have to buy a ready to drink tea, brand Ito En would be my first option	LOY3: หากท่านจำเป็นต้องซื้อชาพร้อมดื่มแบรนด์ "อิโต เอ็น" จะเป็นตัวเลือกแรกของท่าน			
	LOY4: I consider myself loyal to beer	LOY4: I consider myself loyal to ready to drink tea brand Ito En	LOY4: ท่านคิดว่าตัวเองมีความภักดีต่อชาพร้อมดื่มแบรนด์ "อิโต เอ็น"			

Reference for Form to Expert:

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Education Background:

2012-2014   Bachelor's Degree in Marketing from Kasem Bundit University

2010-2012   Diploma in Business Administration, Marketing from Siam Dhurakit College