

# Factors affecting Consumer Purchase Decisions of Vitamin Beverages

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## ABSTRACT

Abstract—The purpose of this research was to study different demographic characteristics affecting different consumers' purchasing decision of vitamin beverages in Thailand, and to study the marketing mix affecting consumers' purchasing decisions of vitamin beverages in Thailand. The sample group consisted of 385 consumers who bought vitamin beverages in Thailand using purposive sampling and convenience sampling. A questionnaire that is tested for validity and reliability is a data collection tool. The data were analyzed using descriptive and inferential statistics such as frequency, percentage, mean, standard deviation, t-test, one-way analysis of variance, and multiple regression analysis. The results showed that consumers with different gender, educational level, occupation and average monthly income had different decision to purchase vitamin beverages at a significance level of 0.05 while the consumer with different age and status had no different decision to purchase vitamin beverages. In addition, the results revealed that the marketing mix in the aspect of product, place and marketing promotion have affected consumers purchasing decisions of vitamin beverages while the marketing mix in the aspect of price has not affected consumers' decision to purchase vitamin beverages.

Keywords—Marketing mix, Purchase decisions, Vitamin beverages

## INTRODUCTION

According to the trend of health care that has continued to gain popularity has resulted in consumers becoming more health conscious. In addition, there are various measures to reduce the consumption of beverages that affect health, such as alcoholic beverages and drinks that contain a lot of sugar. Drinks mixed with vitamin are therefore another alternative from the popular trend among consumers who want a drink to boost immunity with freshness. Moreover, from the COVID-19 situation that come into impact is considered an important turning point. Consumers need to adjust their daily lifestyles to be in line with the new normal. One of the changes is that consumers choose products and services that pay more attention to health benefits. As a result, the demand for healthy food and beverages has continued to grow. After the COVID-19 situation, the survey also found that the growth of healthy food and beverage products. The main supporting factor is consumer preference especially younger generations who are trying to find more benefits from consumption. They choose to consume the least processed food and food that uses natural ingredients. This is an opportunity for health food and beverage entrepreneurs that is growing continuously (Department of International Trade Promotion Ministry of Commerce, 2021).

Estimated sales of operators in the vitamin-infused beverage market in Thailand by Kasikorn Research Center, reported that the vitamin-mixed beverage market in Thailand is worth not less than 5,500 million bahts, accounting for about 1.2 percent of the total market share of Thai beverages. It also expected that the market value will increase to approximately 6,000-7 billion baht in 2021. As the competitive environment changes, it is found that the value of the vitamin infused beverage market is likely to grow due to the volume expansion and the price level of the product is classified as a premium bottled water with high prices which helps drive the overall growth of the beverage market. But it might not be growing by leaps and bounds (Kasikorn Research Center, 2020). The popularity of drinking water mixed with vitamins from consumers' perspective is due to the awareness of self-care and the need to boost immunity from the current environment both from disease and urban lifestyle. In the view of entrepreneurs, it is considered to enhance product development to create added value and profitability from bottled water and mineral water to drinking water mixed with nutrients is also a new marketing gap. For some entrepreneurs who are trying to adjust in line with the government's policy that has turned to strict control on products that have more health effects. As a result, the same products in the major beverage market in the country, including soft drinks, energy drinks, and alcoholic beverages began to enter a state of saturation after

and need to adjust the production plan after facing more business costs that tend to increase. (Kasikorn Research Center, 2020)

However, at present there is a wide variety of brands coupled with the use of many competitors' marketing strategies to attract consumers to change their minds or turn to new branded products all the time. Therefore, one of the key marketing strategies is brand value creation, which is seen by market analysts as a top priority. It sees that the potential added value of the product reflects what consumers think or feels and shows the brand's importance. Brands that can create value in the minds of consumers will be able to influence consumers to make purchasing decisions and create brand stability as well as the marketing mix. which results in generating sales profitability market share and showing superior brand influence over competitors (Kotler & Armstrong, 2017; Solomon, 2015).

From such principles and reasons, the researcher recognizes the importance and is interested in studying brand awareness that affects consumers' purchasing decisions in vitamin beverages during the COVID-19 pandemic. Due to the trend of health care that has been popular continuously including studies on vitamin beverages are not many in particular. The research results can be applied as guidelines for formulating strategies and marketing tools to respond to consumer demand and create brand awareness among consumers which will affect the decision to buy again in the future and the competitiveness of the vitamin beverage business.

## LITERATURE REVIEWS

### *Marketing Mix Concept*

Marketing Mix is a marketing tool used to carry out strategic planning to achieve business goals and a tool used to meet customer needs which create satisfaction among target consumers (Kotler & Keller, 2016). The marketing mix from a seller's point of view, or 4P's, consists of:

1. Products are tangible or intangible things that businesses create and offer to sell. Product cause interest and satisfaction, which must consider the needs and demand of consumers in order to formulate a marketing strategy that meets their needs the most including the value or benefits offered for sale that meet the needs of consumers such as the variety of products Product brand name product quality, etc.

2. Price refers to the value of the product in terms of amount of money that must be paid to obtain the desired product. Consumers compare the value of a product with the price of that product. If the value is higher than the price, the consumer will decide to buy. The price must match the competitive position of the product and generate a reasonable profit margin. Businesses must choose the right strategy for setting their prices by considering the production cost, competition conditions, expected profit and the price of competitors.

3. Place refers to the distribution channel that is comprehensive and able to reach all segments of customers as well. Distribution channels are the routes that move products from producers to consumers, either through middlemen or not. The distribution channels consist of producers, middlemen and consumers or industrial users. Deciding on the right distribution channel is therefore crucial to the bottom line of the business as well as affecting the formulation of other relevant marketing mixes.

4. Promotion refers to the tools used to communicate between sellers and consumers that will lead to building a strong emotional bond with consumers. Marketing promotion is a communication activity to a target market to educate, induce or remind consumers of a product or service through advertising, public relations. promotion sales by salespeople and direct marketing. It is also a communication tool to create satisfaction with a brand or service. It is expected to influence consumers' feelings, beliefs and purchasing behavior.

As follows, the marketing mix from the producer's point of view is therefore a controllable factor. Businesses must determine the right marketing mix to produce products that meet the needs of their target consumers at an acceptable price and see value for money. Including the distribution of products in accordance with the buying behavior to facilitate consumers by influencing product preferences and correct purchasing behavior (Aghaei, 2015; Kotler & Armstrong, 2017; Yoo et al., 2000; Zhang, 2021; Klaysung et al., 2022).

### *Purchasing Decision Concept*

Purchasing decision refers to the process of deciding on the various choices of goods and services available to choose from. Consumers will choose goods or services based on the information and limitations of the situation. Decision making is an important process within the consumer's mind. Kotler and Keller (2016) argue that although consumers are different, consumers have similar purchasing decisions. The purchasing decision process can be

divided into 5 steps: 1) Problem Recognition 2) Information search 3) Evaluation of alternative 4) Purchase decision and 5) Post purchase behavior when consumers have already made decision to purchase a product or service which marketers must verify their satisfaction after purchase. In which consumers compare the value they receive from what is actually happening with what the consumer expects. If what the consumer receives is higher than expected, consumer satisfaction leads to repeat purchases or referrals. The purchase decision is the thought process that leads to the consumer's purchase. Each product has a different decision-making process. For very complex products, consumers will need to research and evaluate decision-making options rather than products that are more efficient and less complex (Kotler & Armstrong, 2017; Solomon, 2015).

## METHODS

The target population is consumers who buy vitamin beverages in Thailand, whose exact number is unknown. The number of samples was calculated using the Yamane formula (1970) at 95% confidence level and the sample size was 385 people. Purposive sampling was used to select groups of Facebook users with similar contexts.

Research tools including questionnaires that the researcher has created in accordance with the operational definition of the characteristics to be measured. It was a closed-ended question divided into 4 parts, consisting of Part 1: Demographic characteristics of the respondents: gender, age, status, education level, occupation, and monthly income; Part 2: consumption behavior of vitamin beverages. Part 3 opinions on the marketing mix factor; Part 4 opinions on purchasing decisions. The opinion questionnaires use the Likert's scale of 5 opinions are mostly agree, highly agree, moderately agree, little agree, and least agree. The tool's quality checks were content validity by three experts to assess compliance with the definitions of variables. The Item-objective Congruence Index (IOC) values for each question ranged from 0.67-1.00, and the overall score was 0.925, which is greater than 0.5. The reliability test by using of 40 samples which the Cronbach's alpha coefficient of each variable had a confidence level between 0.769-0.903 and total confidence value of 0.875, which is greater than 0.7 passed the criteria for which the questionnaire could be used for data collection (Hair et al., 2010).

Statistics used in data analysis, the researcher used descriptive statistics to describe the demographic characteristics such as frequency, percentage, mean and standard deviation. As well as the inferential statistical analysis was used to test research hypotheses by using Pearson correlation coefficient analysis and Multiple regression analysis.

## RESULTS

### *Descriptive results*

The results of the research can be concluded that the sample group is consumers who have shopped through social media and live in Bangkok, total of 385 samples. Most of them are female, age between 21-30 years old, marital status, educational level at the bachelor's level, worked as employees of private companies, monthly personal income between 30,001-45,000 baht.

The characteristic of marketing mix affecting consumer purchase decisions of vitamin beverages as a whole was at a high level. If considering with each aspect, the most was the recognition the marketing mix in the aspect of product, followed by place, promotion and price, were at a high level in all aspects.

### *Hypothesis testing results*

The results of the hypothesis testing of differences in demographic factors affecting consumer purchase decisions of vitamin beverages, found that the sample groups with different in gender, education, occupation and income affected their decision to purchase vitamin beverages differently at a significance level of 0.05. While the different in age and status did not affect their decision to purchase vitamin beverages differently.

The results of the hypothesis testing of marketing mix factors affecting consumer purchase decisions of vitamin beverages, it was found that the marketing mix in the aspect of product, place and promotion affected the decision to purchase vitamin beverages which is consistent with the research hypothesis. While the marketing mix in the aspect of price did not affect the purchasing decision of vitamin beverages which is inconsistent with the research hypothesis. When considering the coefficients in the form of a standard score. it was found that the forecaster with the highest multiple regression coefficient was product ( $\beta=0.289$ ), followed by place ( $\beta=0.212$ ) and promotion ( $\beta=0.196$ ), respectively. It was statistically significant at  $F = 42.541$  and could explain 50.12% of the variability in purchasing decision of vitamin beverages of consumers.

## CONCLUSION AND FUTURE WORK

### *Conclusion and discussion*

The results of differences in demographic factors affecting consumer purchase decisions of vitamin beverages, found that different in gender, education, occupation and income affected their decision to purchase vitamin beverages differently at a significance level of 0.05. While the different in age and status did not affect their decision to purchase vitamin beverages differently. This is consistent with some of Chimtoey (2020) found that different gender, age, occupation and average monthly income will be made to buy drinking water mixed with vitamins during the COVID-19 situation differently. Including a research by Wuttikornthanapat (2020) found that different gender affected the purchasing decision of consumers differently. This is possibly because the vitamin beverages are new product, caused by being awake and enhance immunity from the current environment in life which focus on the market in all genders, ages, and can easily find drinks every day to take care more. Demographic characteristics of an individual, such as age, gender, education, occupation, income, religion and ethnicity, which influence consumer behavior and the result shown that females are more judgmental in purchasing vitamin beverage than males. More educated and average monthly income consumers are more inclined to purchase vitamin beverages than those with lower education, average monthly income. It can be explained that people with different demographic characteristics exhibit different behaviors (Shiffman & Kanuk, 2003), which marketers often take into for market segmentation to be able to define the target market more clearly (Sereerat, 2007)

The results of the marketing mix factors affecting consumer purchase decisions of vitamin beverages, it was found that the marketing mix in the aspect of product, place and promotion affected the decision to purchase vitamin beverages which is consistent with the research hypothesis. In line with the research of Chimtoei (2020) found that the product marketing mix and marketing promotion affected consumers' decision to buy drinking water mixed with vitamins during the COVID-19 situation. Including in line with Zhang's research (2021) found that 4P marketing mix consisting of product, price, product and promotional affects sales of health drinks. While the results revealed that price marketing mix did not affect the purchasing decision of vitamin beverages. This is inconsistent with research assumptions. This may be because it is a new product that has just started to enter the market but it is likely to continue to grow. Therefore, there is a high competition in the market, causing the market price to be high compared to other beverages. Pricing factors influence consumer purchasing decisions when consumers estimate the value of a product received in monetary terms must be greater than the amount paid (Kotler & Armstrong, 2017).

### *Recommendations and future work*

From the research results It was found that the price marketing mix did not affect the purchasing decision of vitamin beverages. Therefore, the vitamin beverage business should adjust the price, which the product price is determined from the production cost, competitive conditions, expected profit, the price of competitors. In addition, considering from the point of view of the consumer rather than the point of view of the manufacturer. This means that the price of the product includes the costs that the consumer has to pay for purchasing the product. Therefore, the price may be set in conjunction with the promotion and focus on selling at the point of sale with staff to provide knowledge about the product and its benefits. In addition, the appropriate marketing mix strategy should be improved in terms of products, prices, distribution channels and marketing promotion to be attractive and consistent with your needs and greater satisfaction of target customers.

For further research should be studied in conjunction with other relevant or expected factors influencing purchasing decisions in order to gain more insights covering all dimensions such as factors of brand equity, brand image, service quality and word-of-mouth marketing, etc. In addition, it should study in other population groups or other areas to get wider and more comprehensive information and compare the differences of each area.

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