The Marketing Mix Strategy Model to Influencing the Decision to Purchase Ready-to-Drink (RTD) Green Teas among University Students in Bangkok Metropolitan Region, Thailand

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Abstract

This research study is a combination of both qualitative and quantitative. The objective is to study Factors affecting the decision to purchase Ready-to-Drink green teas, using in-depth interviews with experts and entrepreneurs of 12 persons. To insist on quantitative research design used in this study were a questionnaire and a sample of university students, both male and female 620 samples are being analyzed by Structural Equation Model. The frequency to buy 1-2 times/day and the price range of 15-25 THB./Pcs. the place to buy at convenience store. By influencing the consumer's best friend, fellow student. And consumers get information about green tea products through television, radio and online media. The marketing factors affecting the consumption of green tea are a high level factor are products and promotions respectively. The relationship between personal factors and behavior of consumers towards marketing mix strategies that the behavioral have a relationship at the level of statistical significances are studied.

Key words: Marketing mix strategies; Purchase decision; Ready-to-drink (RTD) green teas; Personal factor; Social factor and Consumers behavior.

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1. Introduction

Tea is one of the most popular and widely consumed beverages in the world because of its refreshing taste, attractive aroma, and potential health benefits Kuo and his colleagues. Generally, tea can be broadly classified according to the production method as unfermented tea (green tea), semi-fermented tea (Oolong tea), fully fermented tea (black tea) or post-fermented tea (pu-erh tea) [34].Black tea is consumed worldwide, while green and Oolong teas are consumed mainly in Asia and North Africa. Nowadays, a lot of epidemiological and preclinical studies have demonstrated that drinking tea may reduce the risk of cancer and cardiovascular disease [1]. Moreover, other biological functions of tea have also been reported, such as anti-inflammation, anti-oxidation, anti-allergy, and anti-obesity [7]. These beneficial effects have been attributed to the presence of tea compounds such as polyphenols, amino acids, vitamins, carbohydrates, and purine alkaloids [4].

Ready-to-Drink(RTD) green teas are increasingly popular as a healthy alternative to carbonate drinks and bottled water. In Thailand, the RTD tea market has become the most dynamic category in the soft drink industry. This can be seen from the amount of consumption in the country. The rise each year, resulting of RTD green tea industry in Thailand is growing at a very high rate, since year 2009 to 2015 the market value (Billion Thai-Baht) 6.317 , 7.798 , 9.481, 16.143, 15.969 and 15.574 respectively.(Nielsen-Thailand, 2016) as Figure1
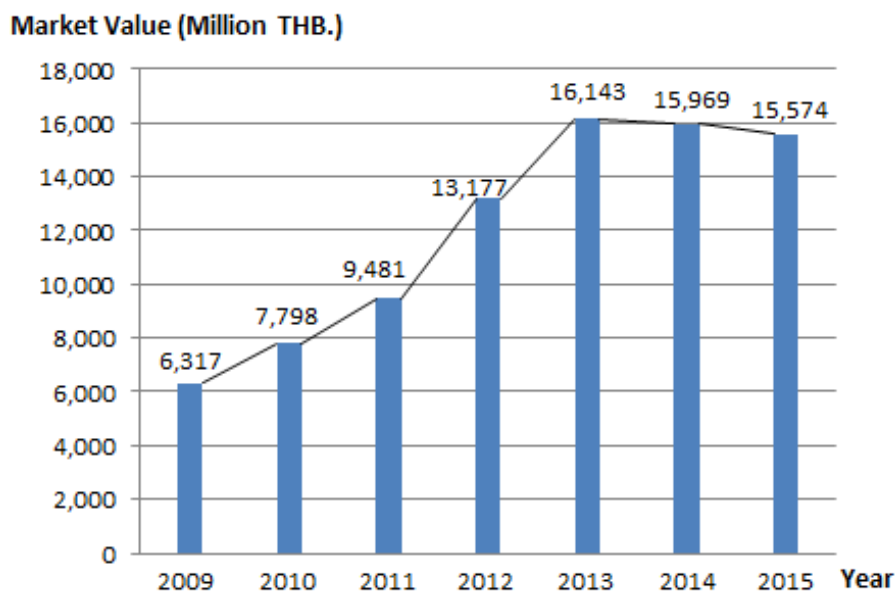

Figure 1: The Market Value(Million THB.) of Ready to Drink Tea in Thailand (Nielsen Thailand, 2016)

And the market also tends to grow frequently. The market share include ICHITON 43.4% , OISHI 35.9% , PURIKU 5.7% , JUBJAI 4.6% , LIPTON 3.7% and OTHER 6.7% respectively.(Nielsen Thailand, 2016) as Figure2
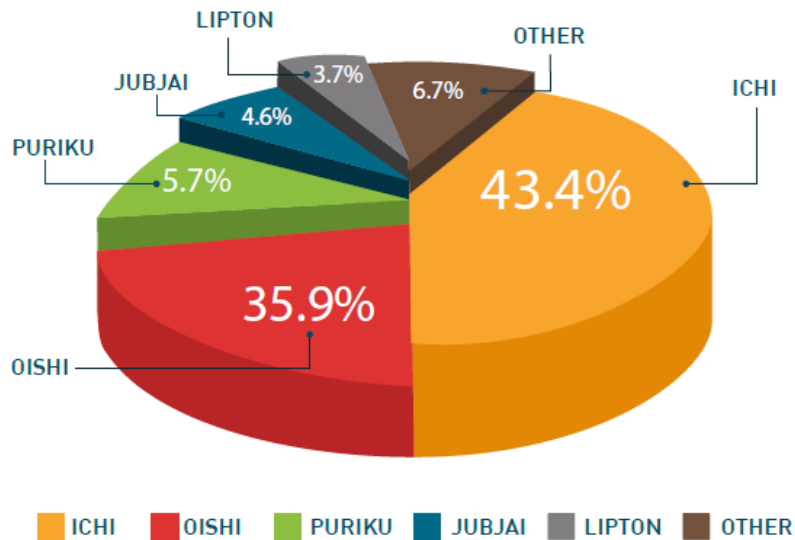
Figure 2: The Market Share of Ready to Drink Tea in Thailand (Nielsen Thailand, 2016)

As mentioned above, resulting in a large number of Thai-entrepreneurs to compete in this business, the entrepreneurs need to develop quality products and services. Technology, including the use of resources, more appropriately. Reference [36] and in order to meet the needs of consumers demand for quality goods and quickly distribution of goods and services, efficiently [32] to meet the needs of consumers needed a marketing tool to help [17] such as the promotion , public relations and direct marketing .In order to convince and persuade the target audience will need a way to manage an organization to function effectively. Kotler & Armstrong, 2009 mentioned the advantages of doing business in the future. Therefore, Thai-entrepreneurs of RTD must have the ability to compete with competitors in this business. This research is a search marketing strategy to create a competitive advantage in the RTD business in Thailand.

2. Research objective

1).To develop a relationship linear structure of variable personal factors, social factors and marketing mix strategy to influencing the decision to purchase RTD green teas among university students in the Bangkok Metropolitan Region, Thailand

2).To ensure concordance of the relative linear structure of the variables affecting the purchase decision in RTD green teas with empirical data.

3).To study direct effect, indirect effect and the total effect of variables that affect to purchase decision in RTD green teas.

3. Scope of Research

The scope of content is to study the Marketing Mix Strategy to influencing the decision to purchase RTD green teas among university students in the Bangkok Metropolitan Region, Thailand , which consisted of Personal

factor, Social factors and Marketing mix strategy that affect the purchase decision in RTD green teas and a sampling of university students from 82 universities with a population of 1,317,891 people (Ministry of Education, 2014)by systematic simple random sampling and an interview with the relevant authorities and questionnaires to collect data. This research was conducted from Jan'2016 to Apr'2016 in four months period.

4. Theoretical background and Literature review

Marketing needs to be considered as a critical issue of companies whether they're big or small, for –profit or not-for-profit, domestic or global. Marketing mix, which is an important concept of the company's marketing process includes four factors: product, price, place and promotion (well-known as 4Ps).[4]advanced the perception of "marketing mix" and declared the impression to define marketing manager as "the one who is constantly engaged in fashioning creatively a mix of marketing procedures and policies in his effort to produce a profitable enterprise". Reference [4] mentioned in his research the marketing mix is defined as set of manageable promotional and marketing tackles that organizations take advantage to response and reach their goals in market [20]. The marketing mix is "the controllable variables the company puts together to satisfy the target market" [31]. The marketer uses the marketing mix to develop the marketing strategy; thus, formative the marketing mix is a significant to start in the development. "It takes proper coordination, planning and use of each of these elements to reach the consumers in one's target market"[23].

Corporate social responsibility (CSR) is a concept highly recognized by enterprises, the public, and scholars nowadays [8]. Consumers will consider that CSR attitude of the companies to generate relevant beliefs, whose halo effect will have strong and direct influence on consumer attribution, and the consequent brand evaluation and willingness to purchase [17]. Reference [3] In the process of attribution, the impact of association may be dependable on the relevance of consumers [3]. Reference [30] connects CSR with risk management and prevention, and asserts that enterprises should have a substantial understanding of CSR in order to effectively respond to risks. Furthermore, Reference [27] stresses that CSR can be an effective strategic instrument for enterprises to reduce or minimize the potential risks. Reference [22] reveal that in comparison with positive CSR, the negative CSR has more intensive influence on attribution.

A green consumer can be identified to be one who avoids any product which may harm damage to any living organism, cause deterioration of the environment during the process of manufacturing or during the process of usage, and consume a large amount of non-renewable energy [15]. There are number of different factors which are instrumental in promoting green consumers to purchase green products. Extensive research over the years identifies; increased level of information availability on environmental sustenance, green advertising by corporation, increased concern for the environment, and increase in popularity of green products by social and environmental charities [25] For the purpose of establishing awareness toward green marketing, particularly on the aspect of products, previous research discovered that companies attempt to augment consumer awareness of the products and its environmental attributes in the hope of bringing about purchase behavior [14]. However, the actual nature of the link between environmental awareness and environmentally behavior is still to be established. Previous research by [34] have discovered that environmental awareness has little impact on behavior. Awareness of the benefits of a green product use in the environment may have an impact on whether

or not product is purchased and consumed [24]. The factors that influence consumer behavior . Depending on personal factors (Personal Factors), social factors (Social Factors), cultural factors (Culture Factors), which affect the buying decisions of consumers [6]. The changes in consumer behavior As a result of learning and experience [21] or referring to the steps which individuals have the knowledge and experience to use in the purchase decision. Consuming behavior [32] and the change in behavior or means and inclination of behavior from past experience of learning occurs when individuals receive stimulus and response . Reference [37] explains that the social aspect. The factors involved in everyday life and influence purchasing behavior . Social features include According to the reference group family, social of roles and status of the buyer. Reference [21] describes the culture factors which are binding on the parties together individuals to learn their culture under the social culture is customized to the needs and behaviors of individuals. Reference [18] has defined the definition of Social Marketing is the first of literature. In an article titled "Social Marketing: An Approach to Planned Social Change" by definition of social marketing which means to design, implementation and control plans to be prepared to head to influence the adoption of the concept of social ideas and was involved in the marketing mix. The theory involves assessing the expectations of customers who use the service [14]. Furthermore Green Tea was also sponsored by Number One, a successful trademark before according to the assessment of [20], which gained customer reliability. Each advertisement reflected the company's knowledge of the market and the behavior of local consumers. Reference [29] also mentioned that purchasing behavior over green tea Oishi consumers in Bangkok, personal factors (Personal Factors) in various fields and perceived brand value, product quality is correlated with repeat consumer purchases of green tea at high level. Reference [6] mentioned "Factors influencing the decision consuming green tea" market factors affecting the consumption of green tea in most aspects of distribution channels. The marketing factors affecting the consumption of green tea in sensible factor is promotion and the secondly is the price factor. Reference [3] studied behavior and the factors that influence the decision to buy green tea drink consumers in Bangkok. Khonkan University (2005) studied the ability to reduce the risk of heart disease. The consumption of green tea to make HDL cholesterol increased and the level of LDL cholesterol, triglycerides are low. It also can prevent oxidized LDL cholesterol and also help prevent the adhesion of platelets as well. [30] studied the effects of green tea is more important compounds are 2 types of caffeine and tannin , it will be absorbed into the digestive tract by up to 90 percent. In addition, green tea also contains high degree minerals such as fluoride. This mineral is involved in strengthening bones and teeth. However, green tea is also caution. Drinking excessive amounts may result in a reduced absorption of vitamin B1 and iron. , and [26]), testing the sample of green tea contains. Ethanol has a Casitin are 25 percent and can be reduced the weight of young people. Reference [22] studied the market structure and competitiveness of the industry in green tea drinkers, the study found that green tea industry Differentiated the Oligopoly market exclusivity will likely decrease as a potential new operator to compete, Reference [28] found that social role or pattern of behavior that is socially acceptable approach to consumer behavior has been passed on , Reference [34] found that the influence factors of consumer behavior to drink teas as members of the family and friends, [24]found that females who drank green tea often had lower risk of cancer compare to females who did not drink green tea. Especially breast cancer. It also reduces the risk of disease, high blood pressure, the basic needs of human beings as [27] to reference the Maslow's Theory 1f Motivation, Reference [12] mentioned that drinking green tea can help in the prevention of breast cancer, prostate cancer as well as other types of cancer and the popularity of the American and European consumers are consuming green tea adds more to its main

purpose is to boost of their health. Reference [8] studied the substances found in green tea are numerous, which is the same as that found in other plants such as vitamin A, beta carotene, vitamin C and vitamin E.

The antioxidant found in green tea contain various health benefits. Reference [25] studied poly-phenols found in green tea is effective in reducing the growth of cancer cells as a result is the effect of anti-oxidants. Reference [33] studied the benefits of green tea and found that it helps to slow the aging as well as poly phenols in green tea are good source of anti-oxidant which helps maintain normal blood pressure levels. Like [37] mentioned that the magic of the compounds in green tea which compound of calcium each scene. The composition of the episode, Carrie Galloway each scene. Gallate which is the essence that qualifies as anti-oxidants. The fight against the growth of cancer cells and it is not harmful to the human body. It also helps in lowering LDL Cholesterol in the blood, which is good for the elderly. People with high blood cholesterol levels or who have heart disease situations.

5. Conceptual Framework and Hypotheses Development

This research is to study the Marketing Mix Strategy model.[20] to influencing the decision to purchase RTD green teas [13] and related to research of [3] , [3] , [32]. Like [37] and [7] researchers who apply and define the concept of the research variables and assumptions of research has shown Figure3
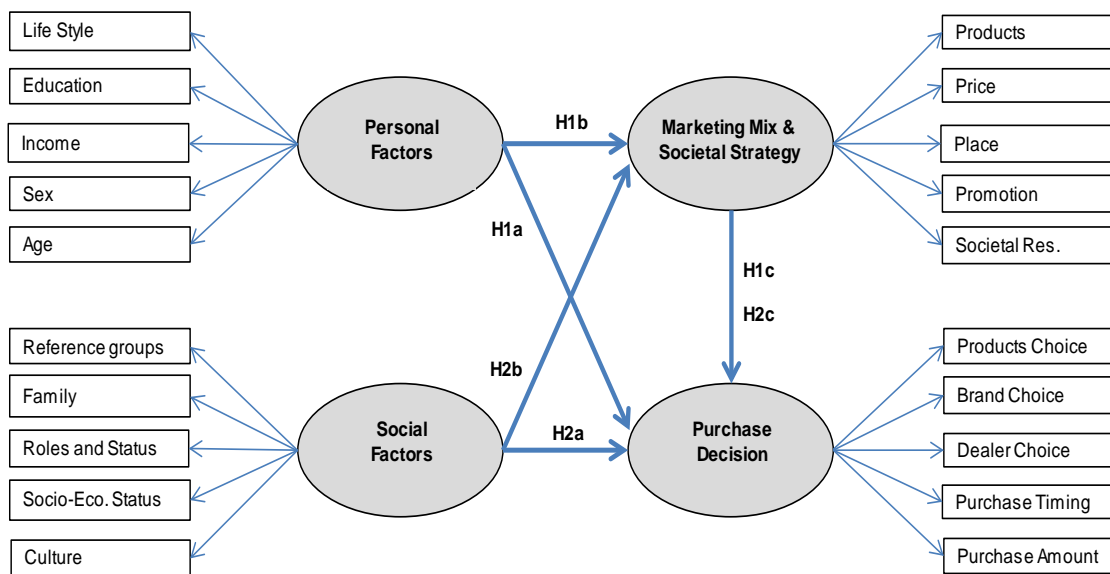

Figure 3: Framework Research Elements of Variables (Personal factor, Social factor, Marketing & Societal Strategy , Purchase decision) and Hypothesis.

The above explanations can be applied as hypotheses of this study as the hypothesis of this study consists of three main hypotheses and six secondary hypothesis as follows .

H1: Personal factor influence , both directly and indirectly to Purchase Decision in RTD green teas as following this ;

H1a : Personal factor has Direct effect to Purchase decision in RTD green teas.

H1b : Personal factor has Direct effect to Marketing mix Strategy in RTD green teas.

H1c : Personal factor has an indirect effect on the Purchase decision in RTD green teas through a Marketing mix Strategy.

H2: Social factors influence , both directly and indirectly to Purchase Decision in RTD green teas as following this ;

H2a : Social factors has Direct effect to Purchase decision in RTD green teas.

H2b : Social factors has Direct effect to Marketing mix Strategy in RTD green teas

H2c : Social factors has an indirect effect on the Purchase decision in RTD green teas through a Marketing mix Strategy.

6. Research Design and Methodology

This research is using the Mixed Methods Qualitative and Quantitative methods. Quantifiable data was obtained through a structured questionnaire from consumer groups of university students from 82 universities are 620 sampling by systematic simple random sampling, during January to April 2016.

Research designs of this study are divided into four variables such as Personal factor , Social factors , Marketing mix Strategy and Purchase decision. The instrument used for data collection are considered in three types. 1) Interview 2) Questionnaire and 3) Data recorded of higher education. The questionnaires have been for the quality of validity by 5 experts using the techniques of Item Objective Congruence (IOC) and selected questions IOC value over 0.60 and try-out a similar sample group of 30 people, then bring to the quality reliability using the formula alpha coefficient [6] with value over 0.962, which is over 0.80 [38]. The statistical of data analysis coming from the survey variables description statistics, analysis and inferential statistics analysis. The statistical data analysis included Percentage, Average, Standard Deviation (SD), Skewness and Kurtosis, The confirmatory factor analysis included Path Analysis and Structural Equation Model (SEM).

7. Research Results

The results of this research included three parts as following:

1. Research findings of the Marketing Mix Strategy Model to influencing the decision to purchase RTD green teas among university students in Bangkok Metropolitan Region, Thailand consist elements of variables thus 1.1 Personal Factor, have observed variables are sorted according to the weight of the composition as Life Style(0.776) , Education(0.623) , Age(0.511) , Income(0.346) and Sex(0.202) respectively, 1.2 Social Factor , have observed variables are sorted according to the weight of the composition as Reference groups(0.784) , Roles and Status(0.589) , Family(552) *Socio-Eco. Status* (0.330) and Culture(0.218) respectively, 1.3 Marketing

Mix and Societal Strategy, have observed variables are sorted according to the weight of the composition as Promotion(0.862) , Products(0.784) , Price(0.618) , Place(0.501) and Societal Responsibility(0.380) respectively, 1.4 Purchase Decision, have observed variables are sorted according to the weight of the composition as Brand Choice(0.869) , Products Choice(0.647) , Purchase Timing(0.482) and Dealer Choice(0.281) respectively, see Figure4

2. The analysis of the causal influence, both directly and indirectly of Personal Factor , Social Factor, Marketing Mix and Societal Strategy and Purchase Decision of Ready-to-Drink green teas among university students. Inspection results of the hypothesis to compliance with H1b, Personal Factor has a direct outcome on the dependent variable which is Marketing Mix and Societal Strategy and compliance with hypothesis H1a, Personal Factor has a direct effect on the dependent variable is Purchase Decision and compliance with hypothesis H1c, Personal Factor has an indirect effect on the dependent variable which is Purchase Decision through Marketing Mix and Societal Strategy and compliance with H2b, Social Factor has a direct effect on the dependent variable is Marketing Mix and Societal Strategy, furthermore compliance with hypothesis H2a, Social Factor has a direct effect on the dependent variable is Purchase Decision and compliance with hypothesis H2c, Social Factor has an indirect effect on the dependent variable is Purchase Decision through Marketing Mix and Societal Strategy. And the model of purchase decision variable of RTD green teas among university students have the Coefficient of determination (R^2) value 0.65   show that the variables in the model, which includes Personal Factor , Social Factor, Marketing Mix and Societal Strategy, can be explained variance in the Purchase Decision of RTD green teas, Percent 65 as Table 1 and Figure 4.

Table 1: Statistic of Influence analysis)

Output Variable	Purchase Decision(PHDFA)			Mkt. Mix & Soc. Stra.(MSSFA)		
Cause variable	TE	IE	DE	TE	IE	DE
Personal Factors(PSFFA)	0.370*	0.168	0.212*	0.226*	-	0.226*
Social Factors(SCFFA)	0.790**	0.310*	0.480**	0.411*	-	0.411*
Mkt. Mix & Soc. Stra.(MSSFA)	0.562**	-	0.562**	-	-	-

x^2(Chi-Square) = 72.62, df = 68, P-value = 0.36, GFI = 0.98, AGFI = 0.96, IFI = 0.89, TLI = 0.95, CFI = 0.96, RMR = 0.026, RMSEA = 0.012

Structure Equation	MSSFA	PHDFA
R^2 (Coefficient of determination)	0.86	0.65

3. Research findings of the Marketing Mix Strategy Model to influencing the decision to purchase RTD green teas among university students in the Bangkok Metropolitan Region, Thailand. The findings show that figure 2, the model of Marketing Mix Strategy to influencing the decision to purchase as Brand Choice , Products Choice , Purchase Timing , Dealer Choice and Purchase Amount   consist 3 components as the component 1such as

Personal Factor, the observed variables included Life Style , Education , Age, Income and Sex respectively, the component 2 such as Social Factor, The observed variables included Reference groups , Roles and Status , Family , Socio-Eco. Status and Culture respectively, the components such as Marketing Mix and Societal Strategy, the observed variables included Promotion, Products, Price, Place and Societal Responsibility. The results also found that Personal Factor, Social Factor and Purchase Decision, the observed variables included Sex , Culture and Purchase Amount are not the key variables that affect in influencing the decision to purchase RTD green teas. The researchers presented the results by weighting the order from highest to lowest and the influence of variables as Figure 4.

Table 2: Factor loading for Purchase Decision

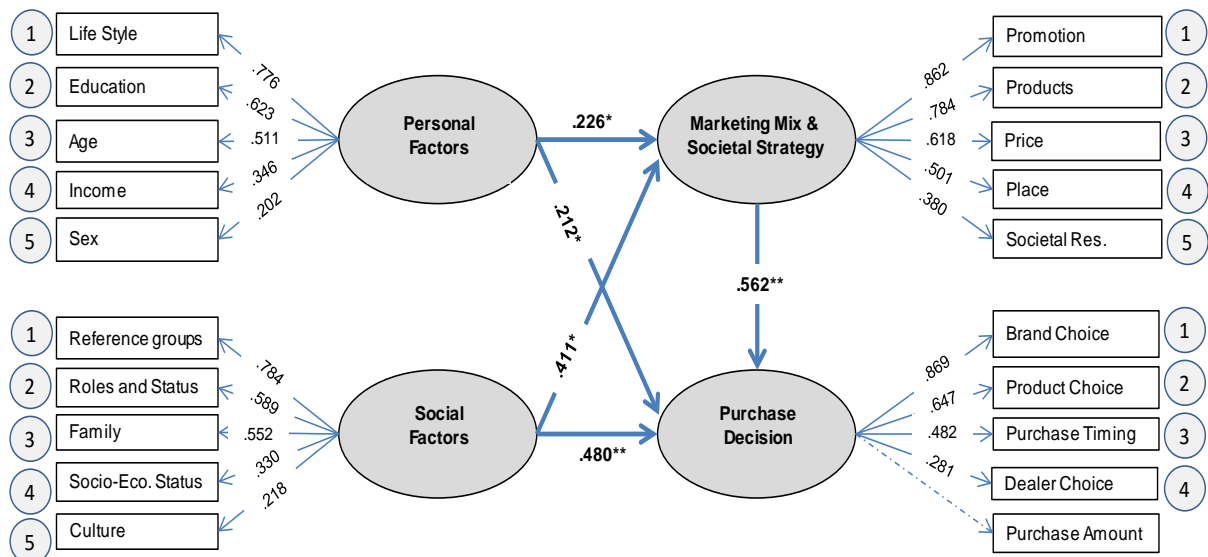| Fit index	Value	Acceptance area	Acceptability
Chi-square fit (P-value)	0.36	Less better	+
CMIN/df (related x^2)	1.07	<5.0	+
GFI	0.98	>0.9	+
AGFI	0.96	>0.9	+
IFI	0.89	>0.9	-
TLI	0.95	>0.9	+
CFI	0.96	>0.9	+
RMR	0.026	<0.05	+
RMSEA	0.012	<0.05	+

Figure 4: The Marketing Mix Strategy Model to influencing the decision to purchase Ready-to-Drink Tea of undergraduate students in Bangkok Metropolitan Region, Thailand (Samart D. ,2016). In order of importance, according to the Factor loading of the Completely Standardized Solution.

Table 3: Results of the testing of hypotheses

Hypothesis	Supported
H1a :There is a significant relationship between PSF and PHD	Yes
H1b :There is a significant relationship between PSF and MSS	Yes
H1c :There is a significant relationship between PSF, MSS and PHD	Yes
H2a :There is a significant relationship between SCF and PHD	Yes
H2b : There is a significant relationship between SCF and MSS	Yes
H2c : There is a significant relationship between SCF, MSS and PHD	Yes

PSF: personal factor, SCF: social factor, MSS: marketing mix & societal strategy, PHD: purchase decision

8. Results and Discussion

The validity of the model to measure the index to read the data analysis. Using confirmatory factor analysis is followed by a second order analysis model LISREL. The Model consistent with empirical data very well. Consideration of the Chi-Square (x^2) = 72.62, Degree of Freedom (df) = 68, P-value = 0.36, which is the more probable .05 shows that not reject the null hypothesis that the theoretical model assumptions consistent with empirical data and goodness of fit index (GFI) = 0.98 , adjusted goodness of fit index: (AGFI) = 0.96 , Comparative Fit Index (CFI) = 0.96 , Tucker Lewis Index (TLI) = 0.95 which valuable approach close to one(1), standardized root mean squared residual (RMR) = 0.026, root mean square error of approximation (RMSEA) = 0.012 which valuable approach close to Zero(0), the above statistics reflect that the model is based on the concept of the index reading research developed and consistent with empirical data. Considering the weight of the variables in the model that all variables are statistically significant.(P < .001) , the details of this results shown in Table 1, 2, 3 and Figure 4. Discussing the findings of this the debate on the conclusions of this study can be divided into the following major topics.

1. The Results of the confirmatory factor analysis model to measure the variables of Personal Factors, by the weight of standard components from the most to the least included Life Style , Education and Age respectively, consistent with the research of [6] found that the concept of personal factors to influence consumer behavior and that affect the purchasing decisions of consumers and [7] discussed the changes in consumer behavior. Arising from learning and experience and [20] found that the Buyer's Characteristics and Personal Factors has a direct effect on the decision to purchase and indirectly through strategic marketing mix.

The researcher suggests that RTD green tea entrepreneurs should be incentives to suitable with the Pattern of Life style, Education level and Age, causing a positive attitude in the consumption of RTD green teas can affect a student's health, Consistent with research of Khonkan university (2006) studied the ability to reduce the risk of

heart disease and [29] studied the effects of green tea is more important compounds are 2 types of caffeine and tannin , [27] testing the sample of green tea contains. Ethanol has a Casitin are 25 percent and can be reduced the weight of young people. This is a factor affecting the purchasing decisions of consumers.

2. The Results of the confirmatory factor analysis model to measure the variables of Social Factor by the weight of standard components from the most to the least included Reference groups , Roles & Status , Family Socio-Eco, Status and Culture respectively, consistent with the research of [14] purchasing behavior over green tea Oishi consumers in Bangkok, personal factors in various fields and perceived brand value, product quality is correlated with repeat purchases RTD green tea consumers a high level and Reference groups were associated with repeat buying behavior of consumers, green tea is high. Furthermore direction and compliance with [29] found that social role or pattern of behavior that is a socially acceptable approach to consumer behavior has been passed on, [28] describes the culture factors that is binding on the parties together individuals to learn their culture under the social culture is customized to the needs and behaviors of individuals and compliance with [38] explains that the social aspect and factors involved in everyday life and influence purchasing behavior . Social features include according to the reference group family, social of roles and status of the buyer. Another research suggests that drinking green tea entrepreneurs should give priority to the basic needs of human beings as [28] to reference the Maslow's Theory of Motivation, and compliance with [24] found that drinking green tea can help in the prevention of breast cancer, prostate cancer Or other types of cancer as well as the popularity of the American and European consumers are consuming green tea adds more to its main purpose is to take care of their health and compliance with [35] found that the influence factors of consumer behavior to drink teas are persons in the family and friends group, respectively.

3.The Results of confirmatory factor analysis model to measure the variables of Marketing Mix and Societal Strategy by the weight of standard components from the most to the least included promotion, products, price place and societal responsibility, respectively and compliance with research of [6], factors influencing the decision consuming green tea market factors affecting the consumption of green tea in most aspects of distribution channels as a minor factor products. The marketing factors affecting the consumption of green tea in a moderate factor is promotion and the second is the price factor and [23], studied the market structure and competitiveness of the industry in green tea drinkers on differentiated Oligopoly market exclusivity will likely decrease as a potential new operators to compete and compliance with [3], studied behavior and the factors that influence the decision to buy green tea drink consumers in Bangkok. The marketing factors affecting purchase decisions found that the taste of the product is that the consumer is the most important by popular consumer products with a variety of flavors to choose from them. The satisfaction and relationships between producers with consumers also need to be empowered to make a difference in the products and services of suppliers to a much wider variety [19]. The service is an important part that can lead to success in marketing services [11] and the decision of consumers to choose something that can meet the needs of the service each year and has a relationship with the product and the consumer [8]. Furthermore compliance with [4] found that the manufacturer has a good relationship with the merchant may choose to use the driving strategy and work closely with members of the distribution channel. Another research suggests that drinking green tea entrepreneurs should be a priority strategic marketing mix in marketing promotions, advertising , public relation and promotional the activities to suit the target audience which are the college students and working people and

consistent with [21] says that understanding the behavior of consumers to response with stimuli market and impact to psychological attributes and consumers decisions and [18] that provides a definition of social marketing in order to influence the acceptance of the Social Ideas and the related considerations, planning, product, price, communication , distribution channel and market research for create the model of Marketing Mix Strategy to influencing the decision to purchase RTD green teas among university students in Bangkok Metropolitan Region, Thailand so that It can be seen that the model of Purchase Decision of consumers are linked to Personal Factor, Social Factor and Marketing Mix and Societal Strategy, that have an influence on purchasing decisions of the consumer to choose the brand , selection of products and to choose the time of purchase. and consistent with [33],according to the expectations of consumers and customers who use the service, according to the theory [4] and according to the research results findings mentioned above, the model as figure 4 can be applied to RTD green teas entrepreneurs or any business that has a similar structure to manage.

The suggestion of this research, the administration should pay more attention to lifestyle, education, and reference group, family, promotion, product and brand. This will yield success in the consumer buying decision and choose the brand at the confidence high level in the future.

Acknowledgement

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