Mälardalen University

Master Thesis in Business Studies
EFO705, 15 Credits

Final Seminar

Date June2, 2009

A study of attitudes towards energy drinks in Thailand

Presented by: **Group2312**
Viroj Asiraphot (19800831)
Wararat Waleetorncheepsawat (19850519)

Tutor: Joakim Netz

Abstract

Date: 2009-06-04

Program: International Marketing

Authors: Viroj Asiraphot & Wararat Waleetorncheepsawat

Title: A study of attitudes towards energy drinks in Thailand

Problem: What are attitudes of non-consumers, non regular consumers and regular consumers towards energy drinks in product, price, place, and promotion?

Purpose: we emphasize attitudes towards marketing mix is because they are controllable factors that manufacturers can control. The result of this research will be truly helpful for them to design an adaptation on their product, price, place and promotion.

Method: The theories of attitudes and marketing mix are chosen to study attitudes at different consumer groups towards marketing mix of energy drinks at 355 sample size in Bangkok.

Conclusion: All respondents and non consumers at different demographic have different result on marketing mix

Recommendation: Manufacturers should adjust marketing mix as tools to persuade people to consume the product

Keywords: Energy drink, demographic, attitudes, marketing mix

Table of Contents

List of Tables

List of Figures

1. Introduction

Energy drinks are a kind of functional food which is a new product category promising consumers some improvement in physiological functions. (Diplock et al., 1999). From 2001 to 2006, the total energy drinks consumption globally has been rising sharply from 1,682.1 million liters in 2001 to 3,407 million liters in 2006. Energy drinks seems to be continuously popular over time. The frequency of purchase worldwide will gradually rise from now to 2012. (Lewis, 1 June). The future of energy drinks worldwide is optimistic. The development in product, marketing and pricing strategies of energy drinks manufacturers can be hence challenging especially when compared to conventional healthy food like low-fat food, high-fiber food or vegetables. (Newman, 2008) Energy drinks usually emphasize its role on consumers' body system such as keeping drinkers awake, alert and fresh. Particular components in energy drinks are directly connected with well-defined physiological effects and the health benefit is linked directly to product. (Bonci, 2002)

1.1 Energy Drinks Market in Thailand

In Thailand there are two major energy drinks manufacturers in the market competing extremely to gain more market shares under flat economy. These two manufacturers have released different product brands to the market. Osotsapa Tek Heng Yu has different brands targeting different social grades such as Lipoviton-D, Shark, M-150; while T.C. Pharmaceutical Industry Co., Ltd has Red Bull and Luktung to target different social grades. There are two minor manufacturers - Champthai Co., Ltd producing Rangyer targeting low income segment and Carabao Tawanna Co., Ltd. producing Carabao Daeng and Carabao XO. The competition between manufacturers in the market has become more severely as time grew, considering from various forms of marketing and advertising through media such as television, newspaper, magazines and so on. Promotional campaigns have been used to increase sales by using product and price strategies. (Carabao Tawanna, 2009 and Thansettakij, 2008)

Despite the global growth, the growth of market shares in Thailand tends to slow down constantly. Overall sales volume of energy drinks in 2007 were at 14,700 Million Baht – only 1.5% growth compared to previous year. Moreover, the trend of slowing down seems to continue later on. (Naewna, 2007) Overall energy drinks sales volume of 2008 was predicted to grow 3%maximum (15,500-16,000 million BHT) compared to 2007 (around 15,000 million BHT) resulting in a fierce competition and advertising to gain more market share in the market. In

2006, energy drinks manufacturers spent 280 million Baht in advertising but they spent 574 million Baht in 2007. (Kasikorn Research Center, 2007)

According to Mr. Sanit Wangwicha – Red Bull Marketing Manager, the biggest obstacle for energy drinks manufacturers to successfully increase sales in Thai market is Thais' attitudes. Energy drinks are only seen as substantial providing physical strength for middle aged labors (30 years old and higher) not as mixers providing freshness as in foreign markets. He aims to change target customers to new generation at age around 20's. In addition, Thai economy has slow down; it is difficult to increase sales volume in the section that has been full. A growth in other sections should be promoted instead. (Wongworachan, 2006 and Singhkam, 2009)

1.2 Energy Drinks and Components in Thailand

Energy drinks are defined by Thailand FDA as drinks in a closed container whose ingredients are not from fruit, vegetables or plants. There is caffeine added in this drink in the controlled amount of 50 mg. per container. The amount of caffeine added is controlled by Food and Drug Administration, Ministry of Public Health. (Food and Drug Administration, Ministry of Public Health, 2004)

Ingredients of energy drinks in Thailand (FDA, 2004)

- Caffeine is the only substance that FDA controls. Caffeine effects on human bodies are diuretic, central nervous system stimulant, cardiac muscle stimulant, blood vessel stimulant, gastric secretion stimulant, smooth muscle relaxant; and increase independent fatty acid and glucose which makes consumers feel fresh, energetic, and active. Even though caffeine is temporary effective, its side effects if overdose are being nervous and nauseous, trembling hands, sleepless, rapid heart beat, stroke and bored with food. Children, pregnant women and those with gastritis symptoms should avoid this substance.
- Taurine, Innocitol and Glucurono lactone are useful to human bodies but human bodies do not need these substances regularly. They can be found in fruit, vegetables and meat. Moreover, human bodies can synthesize Taurine and Innocitol. Though the amount of these substances is not controlled, Taurine is usually around 800mg/container, while Glucurono lactone which is an expensive substance is usually around 300-600mg/container.
- Sucrose around 18-32mg/container providing energy 72-128 kcal
- Vitamins such as Niacin amide, Pannocinol, Pyridoxine, Cyanocobalamin are useful for human bodies but they can be found elsewhere such as fruit, vegetables and meat.

Moreover, these vitamins are categorized as Vitamin B which can be hydrolysis in water and can be hydrolysis easily after the manufacturing process.

Three studies in USA (Bonci, 2002; Mans, 2008; and Heidemann & Urquhart 2005) point out the same way that common ingredients found in almost energy drinks are caffeine, taurine, sugar and artificial flavors; while amino acid, vitamins, herbs such as guarana and ginseng are found in low amount.

Energy drinks containers in Thailand

- small brown glass bottles (defined by FDA as energy drinks containers)**;** two sizes of container: are 100ml and 150ml
- plastic bottles; 200 ml and 250 ml. (self observation)
- thin aluminum cans; 325 ml (self observation)

Regulations for advertising caffeinated drinks in Thailand (FDA, 2004)

- Must clearly show warning ‘Please read warning sign before drinking’ in audio media and vision media
- Must not advertise in terms of giveaways or reward from gamble
- Must use boxers or labors such as construction workers, truck drivers or fishermen as presenters in advertisements
- Must not convey a message that might lead to misunderstanding of attitude or quality of the product
  - gain physical strength from drinking
  - work harder and longer without getting exhausted
  - being alert, awake immediately after drinking or staying awake all the time
- Must not convince or persuade consumers
  - showing gesture of drinking the product
  - persuading to purchase or consume by donating income to public charity

1.3 Problem Statement and Research Question

In the study of Arunsri (2000), non regular consumers are defined as customers who do not consume the product everyday. In the study of Nano Search research center (2009), non regular consumers are defined as consumers who consume the product less than a week.

In this research, we specified regular consumers as people who consume the product once a week or more often; non regular consumers as people who consume the product less than once a week; and non-consumers as people who do not consume the product at all.

We will study non-consumers' attitudes because there are several studies regarding energy drinks conducted in Thailand yet there is no research focusing on the group of non-consumers and their attitudes towards energy drinks conducted before. We will also study non regular consumers' attitudes because this group has experienced the product already but they choose not to regularly consume it. Lastly, a study of regular consumers' attitudes will be conducted to enable researchers to compare the attitudes among all groups.

Our research question is: *"What are attitudes of non-consumers, non regular consumers and regular consumers towards energy drinks in product, price, place, and promotion?"*

Our strategic question is: "How can energy drinks manufacturers adapt their marketing mix to generate more sales in these sections?"

1.4 Related Researches

From the study, here are some previous researches carried out about energy drinks as shown in the table below.

The studies from all researchers in table1 show the significant difference in gender of energy drinks consumers. Almost all consumers are male in Thai market. Secondly, main consumers are young (younger than 30). However, there are some contradict results showing that main consumers are older than 30. The consumers' income in all researches is low (lower than 10,000BHT). These results show that main consumers of the product are labors or hireling such as taxi driver. Lastly, the education of main consumers is at high school or lower. The main reason for consuming is to gain physical strength. They usually consume the product as drinks not as mixer. The most popular place to buy is small convenient stores like 7-11. The most popular brand is Red Bull. Most consumers think the price is reasonable.

From these studies, it can be concluded that difference in demographic results in difference in attitudes and consuming behavior of energy drinks consumers.

Table 1: Summary of related researches
*1 SEK = 4.42 THB, rate from Bangkok Bank on April 3rd, 2009

Author/Theory	Sample size	Results of the study	Similarities	Differences
Arunsri R./ Thai energy drink consumers	200 persons in Bangkok	Men consumption 70% aging from 21-30, women 30%. Poor education. 78% high school and lower. Major social grade is labor 47%. Low income. 71.5% lower than 2258 SEK/month (10000THB)*. Main reason is to gain physical strength. 94.5% consume energy drinks alone, not mixed with other beverages.	Young males Poor education Labor social grade Low income To gain physical strength Consume alone not mix	Educated drinkers consume this product despite its harm
Rungratthawatchai P./Energy drinks consumer behaviors	267 persons in Bangkok	Main consumers are male aging from 14-25. Their occupation is hireling or handyman. Income is less than 1129 SEK/ month (5000THB)*. Main reason for drinking is to gain physical strength. The most popular brand is Krating Daeng (Red Bull). Mainly buy from small retailers or kiosks. High educated people do not consume regularly because it is unhealthy, poor education drinkers do not care.	Young males Hireling social grade Low income To gain physical strength Most popular-Red Bull Buy from small retailers	High education drinkers do not drink because it is unhealthy, low education drinkers do not care
Nano Search/ Energy drinks consumer behavior	200 respondents in Bangkok	Male 99%female 1% Age 25 and lower 33.5, 26-35 32.5% and 36 and higher 34% Main occupation is hireling 7-11 41.5% other convenient stores 28% small retailers 14% 88% believe the price is reasonable 34% remain royal to the same brand and flavor	Males Hireling Buy from 7-11 Consume every other day	Consumers in different age consume evenly High income
Urala and Lahteenmaki/Attitudes behind consumers' willingness to use functional foods	1158 respondents in Finland	Females' willingness to use functional foods is less than males'. Young respondents' willingness to use functional foods is less than old respondents'.	Male tend to use functional foods more than female.	Young people's willingness to use function foods is less than old people's.
Kaewpraphan/Consumer behavior of energy drinks in Bangkok	200 respondents in Bangkok	Male construction workers. overtime work, motivation from advertisement, positive attitude of energy drinks consumption, alcohol drink, smoking were significant association among energy drink consumption	Male construction workers	motivation from ads alcohol and smoking associate with consumption
Pichainarong,Chaveepojnkamjo,Khobjit,Veerachai,Sujirarat/Energy drinks consumption in male construction worker	186 respondents in Chonburi	Male 20-39 yr. Single diploma degree or equivalent Low income 5,001-10,000 BHT The frequency of purchase was once a day TV was the most influence of media for buying decision	Male Low income Low education Consume every day	20-39 years old
Worathanarat/Influences of tv ads on energy drinks consumers	400 respondents in Bangkok	Male aging from 20-39 Income 5000-10,000Bht Buy from supermarkets or malls TV ads affect their decision making most	Males Low income	20-39 years old

1.4 Purpose

From the previous researches in Table1, we learned that demographic feature affect energy drinks consumer behaviours and attitudes. Therefore, we would like to study the attitudes of energy drinks regular consumers, non regular consumers and non-consumers in various demographic features and compare them to understand how each group think of energy drinks. We believe that the result of this research would provide an insight understanding of what these groups think of energy drinks. The result of this study will help manufacturers understand how each group think of energy drinks so that the result of this research would be beneficial for them to make an adaption that will satisfy the preference of different groups of consumers and will be useful for their sales figure later on.

In this research, we aim to study attitudes in various aspects such as the product, price, distribution channel and promotion. The reason we emphasize attitudes towards marketing mix is because they are controllable factors that manufacturers can control. The result of this research will be truly helpful for them to design an adaptation on product, price, place and promotion.

1.5 Target Audience

The target audiences of this research are various since this research will be useful for different groups from the existing manufacturers in the market as well as new comers in the market. This research will help them in adapting their products to match with customers' needs. Moreover, it will also be important because it would contribute to knowledge of students and others who are interested.

2. An Overview of the appropriate literature

A literature review of this research will include the related theories and literature from different sources to answer the problem statement and research questions. To study consumers' attitudes on energy drinks in several aspects, we will start with the conceptual framework to enable readers to illustrate the whole chapter easier. Then we will explain related theories in the four following parts.

2.1 Conceptual Framework

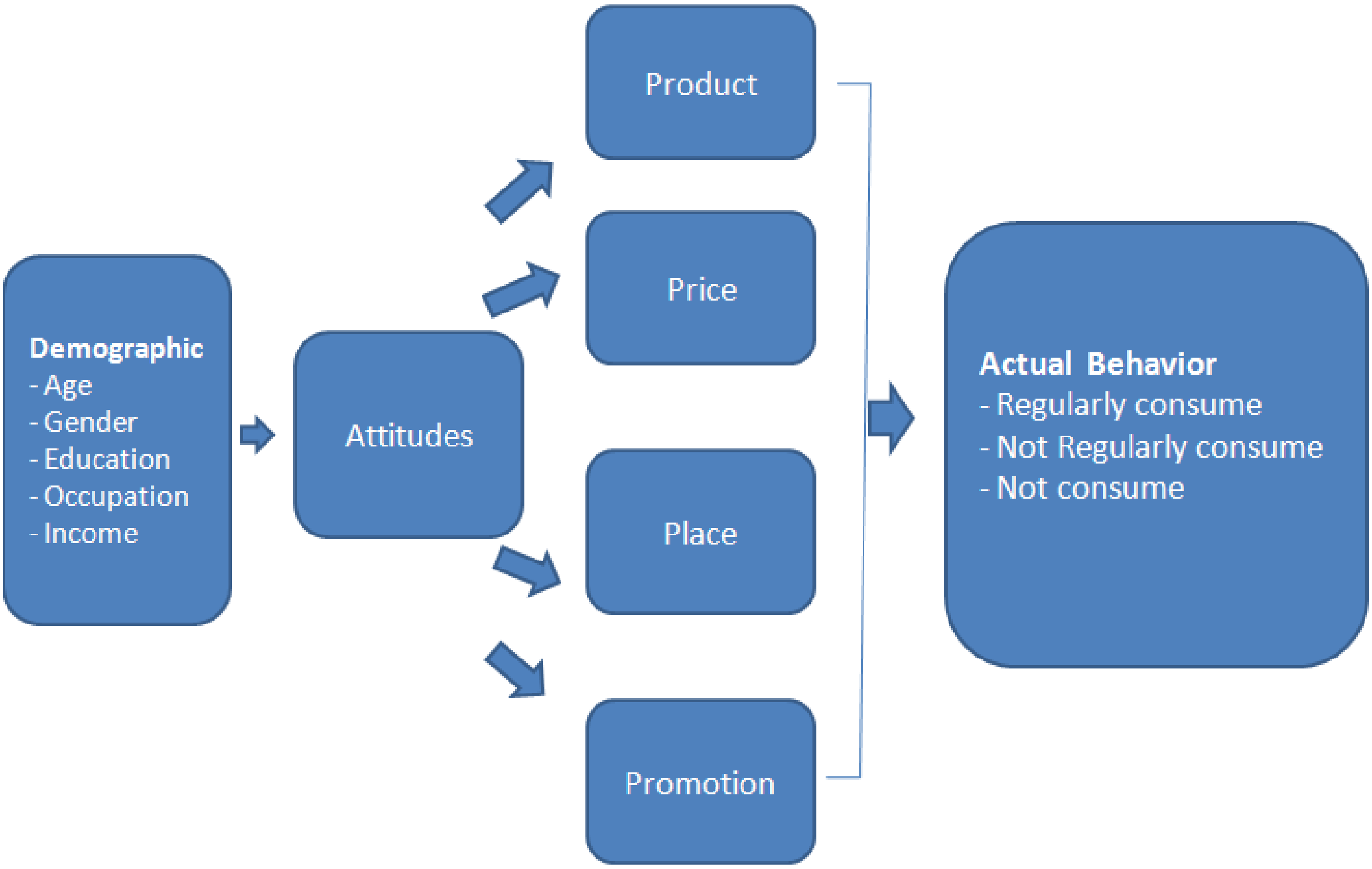

Figure 1: Conceptual Model

Source: Researchers

The conceptual model is the combination of theoretical reviews explained below. This model starts from the independent variables of this research which are gender, age, education, occupation and income of respondents; then to dependent variables of the research which are their attitudes towards product, price, place and promotion of energy drinks. These attitudes will result in an actual behavior of consumers which are categorized as regularly consume the product, not regularly consume the product or not consume it at all.

Hypotheses:

According to results from researches in Table1; there is a significant difference in male and female consumption – energy drinks main consumers are male. It implies that men prefer energy drinks better than women and that men and women might have different attitudes towards energy drinks. Hence, we will study if different genders have difference attitudes towards marketing mix of energy drinks.

H1: Genders have mean difference with attitudes towards marketing mix.

In previous researches, results of consumers' age are contradicted. Some concluded that main consumers are young (lower than 30). Others showed that main consumers are middle aged (20-39). We will test if people with different ages have different attitudes towards energy drinks.

H2: Age has mean difference with attitudes towards marketing mix.

Results from Pichainarong et al. (2004) and Arunsri (2000) showed that main energy drinks consumers have low education (High school and lower). It indicates that low educated people prefer energy drinks better than high educated people and people with different education might think of energy drinks differently. We will study if people with different educations have different attitudes towards energy drinks.

H3: Education has mean difference with attitudes towards marketing mix.

Results of previous studies show that main consumers' occupation is labor or hireling. In some researches, the number of this occupation is more than 50% of the whole consumers which implies that labors or hireling prefer energy drinks better than people from other occupations and that people with different occupations might have different attitudes towards energy drinks. We will study if people with different educations have different attitudes towards energy drinks.

H4: Occupations have mean difference with attitudes towards marketing mix.

Results from previous researches show that main consumers of energy drinks have low income meaning that people with low income consume energy drinks more than people with high income. It can be implied that people with different incomes feel differently about energy drinks. We would like to study if this statement is true.

H5: Income has mean difference with attitudes towards marketing mix.

Since a study of non regular consumers and non-consumers has never been conducted before, we would like to study if consumers at different frequencies have different attitudes towards marketing mix of energy drinks or not.

H6: Consuming frequency has mean difference with attitudes towards marketing mix.

2.2 Demographic

Consumer demographics are crucial to marketers as they can be targeted by age, gender, occupation and such. Consumer behavior differs in demographic variables. (Evans et al., 2006, p.106).

Women are targeted more by marketers these days as they buy a significant portion of product even if they are not the product users. This phenomenon is replicated in several consumer markets. (Evans et al., 2006, p.115)

There is a gap between actual age and perceived age in individual which affect the consuming behavior including the satisfaction of products and brands. That is why older consumers are a good target for products of younger consumers for marketers. This affect marketing and advertising approach. (Evans et al., 2006, p.108)

Education affects individual's decision making process when purchasing a product. (Blackwell et al., 2006, p.111)

There is significant difference in buying behavior between people with different occupations. It reflects individual's lifestyle pattern and is used to profile consumers. (Evans, Jamal, and Foxall 2006, p.124) There are some correlation between occupation and income. This relation is relevant for choosing the right advertising media to match consumer profile. (Evans et al., 2006, p.125).

Change in demographic feature i.e. nationality, age, religion, gender, occupation, marital status, income, region, ethnicity and education will affect individuals' attitudes, lifestyles, purchasing behavior and motivation. (Mowen & Minor, 2001, p.286)

2.3 Attitudes

Theories from "Consumer Behavior" by Evans et al., 2006, from "Attitudes and Opinion" by Oskamp & Schultz, 2005 and other relevant texts will be used in this part.

2.3.1 Attitude definition

Attitude is an outcome of the learning process. When an individual learn about something, a feeling of liking or disliking is developed automatically. To be specific, attitude refers to a predisposition to respond to a stimulus in a predicted way. The stimulus can be either physical objects or social objects like brands, shops or people, an action, opinions or advertisements. (Evans et al., 2006, p.67)

Attitude is a psychological trend expressed by evaluating an object with degree of favor or disfavor. (Eagly & Chaiken, 1993, p.1)

From these definitions, it can be concluded that attitude means feelings, thoughts and beliefs of an individual toward an object which can be affirmative or negative, usually involved with learning.

2.3.2 Attitude and Behavior

Attitude leads to behaviour, but not all attitudes can lead to an actual behaviour. If the external stimuli are not strong enough, they will fail to activate attitude to produce behaviour. If the person's attitude is activated, the attitude will enter to the perception of an object and the resulting behavior will be consistent to the attitude. (Oskamp & Schultz, 2005, p.275)

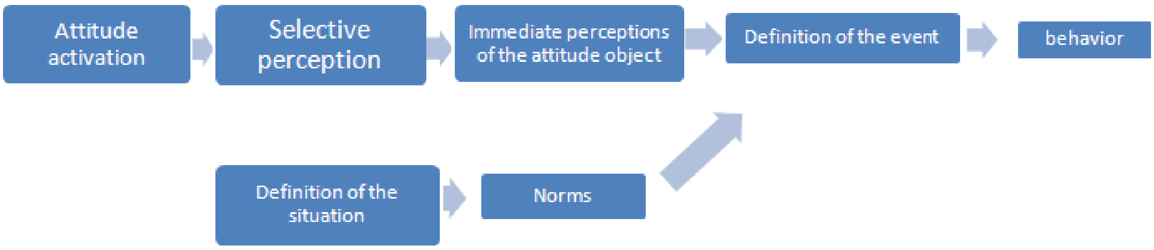

Figure 2: A diagram of the attitude-to-behavior process
Source: Oskamp & Schultz (2005, p.275)

Individual's behavioral intention, a result of the person's attitude toward behavior and the subjective norm of that person, is the best predictor of that person's target behavior. A person constructs attitude towards behavior through an analysis of information that person has. Attitude is the person's beliefs about the result of the behavior and the person's feelings about that result. (Brock & Green, 2005, p.52)

From the attitude-to-behavior model, it can be concluded that attitude leads to behavior; that attitude affects individual's behavior.

2.3.3 Attitude measurement

Attitudes are frequently measured by an attitude thermometer asking participants to use a thermometer-like scale to indicate that to what they feel liking or disliking toward the object. (Weiner et al., 2003, p.302)

2.4 Marketing Mix

Marketing Mix / Controllable Elements are what marketers can control under domestic business environments to fulfill customers' different levels of satisfaction. They are business variables that company can control. (Ghauri & Cateora, 2005, p.244)

2.4.1 Product (Product Mix)

Product can be referred to good or service offered in business to meet the requirements of a particular market or customer segment to create satisfaction among customers. It has to come with benefits and be valuable to customer who uses it in order to generate sales. Product has to furnish enough profit for producers to justify its continued existence. To create product strategies, marketers have to consider these following aspects: (Ghauri and Cateora, 2005, p.308)

- The difference of product and the difference in competition (Differentiation).
- Components of product such as quality, taste, size and package.
- Product development based on customers' demands.
- Product positioning/repositioning (Designing product to show different position and usually create value in customers' minds)

The main reason companies decide to reposition their products or product lines is to increase sales. Product repositioning is changing customers' perception of a product relative to products from competitors. Companies can reposition their product by adapting one or more of the four marketing mix elements. (Kerin et al., 2003, p.242)

Product can be considered as comprising of different levels: core product and actual product. Core product is the heart of the product and is the most basic level of product. It is what the customer is actually buying. In customer's perspective, it can be referred to the core benefit. Core product indicates the product concept, the basic idea behind the product and relations to different ways of implementing it. Actual product is referred to other feathers of the product such as packaging, design, quality, brand name and guarantee. Different actual product can provide same core benefit. (Isaac, 2000, p.2)

2.5.2 Price (Pricing Strategies)

Price is an agreed exchange value of a product or service in form of money. Commercially, it is concerned with what a buyer is willing to pay, what a seller is willing to accept, and what the competition allows to be charged. Sellers will compare value of the product with its price; if value is higher than price, they will make decisions to purchase. To design pricing strategies, these aspects have to take into consideration: (Ghauri and Cateora, 2005, p.436)

- Perceived value customers have/ how well they accept the product
- Cost (direct and indirect)

2.5.3 Placement (Distribution channel)

Place can be referred to channel-of-distribution activities or to location of the market and ways that distributions are used. These activities concern logistics, stocking and maintenance that need to be convenient for purchasing the product. A distribution channel or marketing channel can be short – direct from manufacturer to consumer- or can involve many middlemen such as wholesalers, distributors and retailers. (Ghauri and Cateora, 2005, p.354)

2.5.4 Promotion (Promotion Mix)

Promotion is a communication about information between sellers and buyers via publicity or advertising based on customers, products and competitors in order to create attitudes and buying behavior among customers with an aim to stimulate sales. The information about the product can be about its innovation or adaptation. A promotion can be used with one product or a set of them. Here are some effective promotion means: (Ghauri and Cateora, 2005, p.388)

- Promotional campaigns such as sale/ price reduction, giveaways/free samples, contests, road shows/trade shows, exhibitions or other special offers.
- Advertisements from sellers to offer information of the product through medium such as television, radio, magazines, newspaper and such.

Advertising is way to promote goods or services the public with the goal to increase sales by drawing people’s attention to the products or services shown. Advertising nowadays is getting more complicated. Wide range of skills in marketing, public relations writing, photography, and graphic design are used to effectively send the message to consumers. (Petley, 2003, p.4)

3. Method

This chapter will be divided to eight parts to explain how the whole research will be conducted.

3.1 The Chosen theories

We have searched our literature review through different reliable sources such as university databases (ProQuest, Emerald, and ABI/Inform), Thai government websites and several texts to find related researches and journals. Finally, we conclude our framework and then scoped the theories used in our research as followed:

Information about energy drinks, its ingredients and benefit, feature of energy drink and information about container of energy drinks available in Thai market will be given since these are directly relevant to energy drinks product characteristic.

Theories of attitudes are chosen because this research is aimed to study attitudes of different consumer groups towards energy drinks.

Marketing Mix is applied because we would like to study consumers' attitudes towards energy drinks in aspects of product, price, place and promotion in the market.

3.2 Research Design

Research design is a plan of the research project to study and obtain data to answer research questions. This part explains the choices of research design which are qualitative and quantitative. Quantitative research enables researchers to forecast future events or quantities by the use of sampling techniques such as consumer survey whose findings can be numerical and responsive to statistical management. While the qualitative research aims at examining non-measurable data such as reputation, brand image or consumers' feelings about the product. (Conwall, 2003 as cited in Leelayouthayotin, 2004). Descriptive research aims to describe characteristic of consumers, to estimate a percentage in a specific population that has a certain form of behavior, to count frequency in consumer behavior, to measure market and represent larger group and most importantly – to determine the perceptions of the product characteristics. (Malhotra & Birks, 2000) This research is descriptive with quantitative data analysis because this kind of research best suits our study which has quantitative data. Scope of research will be discussed in next chapter.

3.3 Scope of Research

Since we would like to study attitudes of Thais from different demographic features, the scope of this research will aim at habitants in Bangkok which is the center of Thailand in politics, business, financial and education. Moreover, we would like to compare this study with previous researches which are conducted in Bangkok.

3.2.1 Variables in this research

- Independent Variable consists of variables concerning personal data of samples: age, gender, income, education background and social grade and the frequency of consumption.
- Dependent Variable consists of consumers' attitudes towards energy drinks on product, price, place and promotion.

3.2.2 Population and samples

The population in this research is habitants in Bangkok. According to Department of Provincial Population, number of population in Bangkok is 5,714,697.

Sample size depends on the size of margin of error and the size of population. (Fisher, 2007, p.189) We accept 5% of margin of error. Our population is 5,714,697. The estimating sample survey results for population from 1-10 million for 5% margin of error is 384 people. (Fisher, 2007, p.190) However, due to the limited time, we have to scope the sample size down but we aim to receive at least 300 feedbacks.

The sample group is the representative of the whole population. In this case, our sample is framed as inhabitants in Bangkok with different backgrounds.

3.2.3 Delimitation of scope of research

Due to the limited time, we have to scope down the research in several ways. First, the sample size of this research is limited from 384 to 300 respondents. Questions in questionnaires are adopted from other researches in the same field. Lastly, we will analyze the difference of all demographic data but we will not analyze every relationship's strength and direction; only important data will be interpreted.

3.4 Collecting Data

The tool to collect data in this research is a random survey. Since researchers are in Sweden and the target respondents are in Bangkok, we will have friends in Bangkok distribute the questionnaires for us. The questionnaire will be sent to researchers' friends through email; they will distribute 500 copies to respondents randomly. We aim to receive at least 300 completed questionnaires from the samples in return. The period of collecting data is from

April29th, 2009 to May 7th, 2009. This way is considered most proper and practical way of collect quantitative data because it is distance coverage, cost saving, no bi-as from interviewer and accurate result.

3.5 Questionnaire Design

The questionnaire will be in Thai to collect data from Thais and translated to English. The questionnaire will be concise and attractive with no leading questions in order to obtain respondents' pure attitudes. The order of questions in each part will be linked in sequence to ease respondents to follow. (Fisher, 2007, p.192)

The questions in questionnaire will be adopted from other scholars' familiar researches mainly from Kikalugaa et al., (2007), Chen Qian & Chen Lanjunzi (2008), and Arunsri (2000) to increase validity and reliability. Different forms of questions are applied to cover all aspects such as dichotomous questions and rating scales. Dichotomous questions are question with two-option answer for respondents to choose one choice. Rating scale will enable respondents to rate by marking on a scale. (Fisher, 2007, p.194)

The content in questionnaires is designed with an aim to study attitudes towards energy drinks in marketing mix. The questionnaire is divided to 3 parts:

Part A – Screening question

Multiple choice question requires respondents to answer their frequency of consuming the products: once a week or more, less than once a week and never. These answers will enable researchers to group them and compare their personal data and their attitudes.

Part B – Samples' attitudes towards marketing mix

In this part, respondents will answer questions that cover attitude dimension such as how they think of the product (taste, container, positioning, benefits, and quality), price, distribution channel, advertising and promotion.

Rating scale with five-choice answer will be applied in questions to measure respondents' attitudes and opinions. We will use Likert Scale to measure attitude as this scale gives detailed degree of likelihood from strongly disagree to strongly agree. Objects in this case are product, price, place and promotion of energy drinks. This question format will allow them to show the nature of their opinion: what do respondents think about energy drinks. This data enables us to understand the implied issues that encourage respondents' behavior. Likert scale is adopted because it is reliable and suitable for the study of attitudes. Scoring for each choice will be according to the table below:

Average Score	1.000-1.499	1.500-2.499	2.500-3.499	3.500-4.499	4.500-5.000
Meaning	Very low level of attitudes or opinions	Low level of attitudes or opinions	Average level of attitudes or opinions	High level of attitudes or opinions	Very high level of attitudes or opinions

Table 2: Attitude score and attitude level
Source: Adopted from Fisher 2007, p.196

An average score received from statistic analysis will be used to compare if that score belongs to which section. Only high and very high score will be interested.

Part C - Samples' personal data

Dichotomous questions and multiple choice questions will be used in this part to collect respondents' personal data. Questions will be scanned for important ones since asking too much of respondents' personal data might lead to their mistrust. To retain respondents' interest, we put demographic questions at last. (Fisher, 2007, p.189)

3.6 Analyzing the Material

Data received in this paper is quantitative data. SPSS analysis is applied using T- test and Anova to give solid support to the research.

T-test is suitable for testing quantitative data with quantitative data. Independent-samples t-test will be used to compare the mean scores of two different groups. (Pallant, 2007, p.232) In this research, t-test is used to test mean difference between gender and attitudes (H1)

Anova measures the effects of independent variables on a dependent variable and to partition overall variability. (Fienberg, 2007, p.3) Anova tests hypotheses about the differences among several means for significance without increasing chances of committing error in multiple t-test. (Porte, 2002, p.231) In this case, the mean difference between ages and attitudes (H2), between education and attitudes (H3), between occupations and attitudes (H4), between income and attitudes (H5) and between consuming frequency and attitudes (H6) are tested.

3.7 Practical and Ethical Concerns

To collect Data, data from respondents in Thailand will be collected through researchers' representative to ease the practical issue.

Ethics are considered seriously to protect respondents because this report is involved personal data including opinions, age, income and such. The acquired data will be kept confidentially and will not be used in other way that is not related to the purpose of the study.

Details about the topic, purpose and benefit of the research they are going to be part are informed. Names and contact number of researchers will be provided to increase respondents' confidence. Lastly, all information given to respondents is truthful.

3.8 Reliability and Validity

Reliability is defined as the stability of research results and their ability to be reused by others. Literature proved to be unreliable when it cannot be used by others sometimes because the method of that research is unusual. Validity refers to a measure of whether researchers have discovered what they claim by themselves and to a measure of the extent that what they learned can be replicated by others. (L. Schensul et al., 1999, p.271) In fact, the idea of pure validity and reliability is impossible. Researchers can only try to maximize them as much as possible by different means at different stages:

In searching data for this report, researchers aim to increase validity and reliability by using information from databases and reliable sources.

In designing questionnaires, researchers aim to increase validity and reliability by adopting questions from other scholars in the related researches such as from Kikalugaa et al., (2007), Chen Qian & Chen Lanjunzi (2008), and Arunsri (2000) to use in the questionnaires. The questionnaire is translated to Thai to limit language obstacles down.

In addition, a pilot-test of 20 respondents is conducted before distributing to ensure the respondents' understanding of the questionnaires. Chronbach's Alpha test is applied to test the reliability of questionnaire in product, price, place and promotion. The results of the test are showed in Appendix 10.

Lastly, the accuracy of measurement, data input and data analysis will be double checked to ensure that the result from the analysis is reliable.

4. Analysis

Part 1: Personal data

This part consists of demographic data of respondents which are Gender, Age, Education, Occupation and Income that will be described as following:

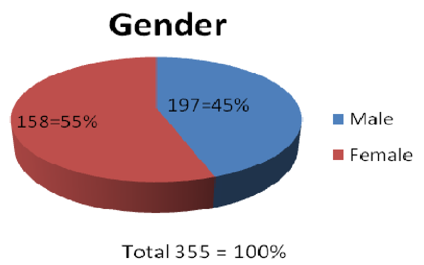

Figure 3: Gender data

Number of females is more than males; the portions of gender are females 55% and male 44%.

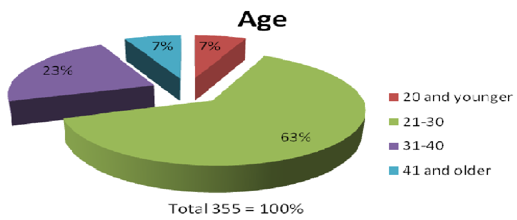

Figure 4: Age data

Majority of respondents are in 21-30 at 63.38%, then in 31-40 at 22.54%, 41 and older at 7.32%, 20 and younger at 6.76% consequently.

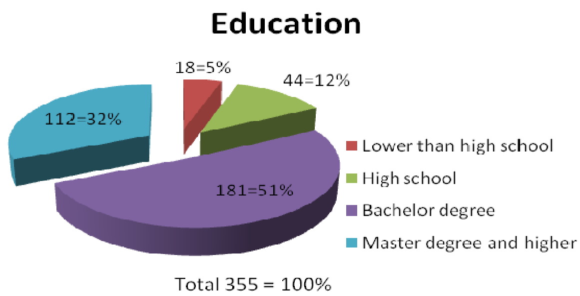

Figure 5: Education data

Majority of respondents' education is at bachelor degree - 50.99%, master degree at 31.55%, high school at 12.39% and lower than high school at 5.07%.

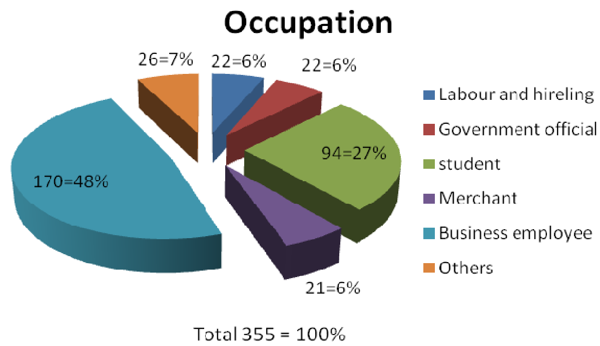

Figure 6: Occupation data

Majority of respondents' occupation is business employee at 48%, student at 27%, others at 7%, labor and hireling at 6%, government official at 6% and merchant at 6% consequently.

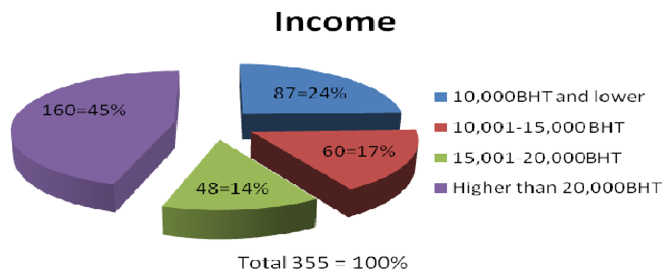

Figure 7: Income data

Majority of respondents' income is higher than 20,000 BHT at 45%, 10,000 BHT and lower at 24%, 10,001-15,000 BHT at 17% and 15,001-20,000 BHT at 14% consequently.

Part 2: Relation between personal data and frequencies of consumption

This part shows the relation between respondents' frequency of consuming energy drinks and their personal data divided into five aspects: gender, age, education, occupation and income.

Characteristics	Regular consumers		Non regular consumers		Non-consumers	
	Frequency	%	Frequency	%	Frequency	%
Gender						
Male (158)	38	24.10%	74	46.80%	46	29.10%
female (197)	9	4.60%	50	25.40%	138	70.10%
Age						
under 20 years (24)	3	12.50%	6	25%	15	62.50%
21-30 years (225)	29	12.90%	85	37.80%	111	49.30%
31-40 years (80)	9	11.30%	27	33.80%	44	55%
over 40 years (26)	6	23.10%	6	23.10%	14	53.80%
Education						
Lower than high school (18)	8	44.40%	1	5.60%	9	50%
High school (44)	14	31.80%	20	45.50%	10	22.70%
Bachelors degree (181)	16	8.80%	68	37.60%	97	53.60%
Masters degree or higher (112)	9	8.00%	35	31.30%	68	60.70%
Occupation						
Labor (22)	6	27.30%	8	36.40%	8	36.40%
Government Officer (22)	2	9.10%	6	27.30%	14	63.60%
Student (94)	8	8.50%	37	39.40%	49	52.10%
Merchant (21)	2	9.50%	10	47.60%	9	42.90%
Business employee (170)	25	14.70%	54	31.80%	91	53.50%
Other (26)	4	15.40%	9	34.60%	13	50%
Income/Salary						
Less than 10,000 BHT (87)	16	18.40%	32	36.80%	39	44.80%
10,001-15,000 BHT (60)	10	16.70%	24	40%	26	43.30%
15,001-20,000 BHT (48)	4	8.30%	17	35.40%	27	56.30%
More than 20,000 BHT (160)	17	10.60%	51	31.90%	92	51.50%

Table 3: Consuming frequency and demographic characteristics

Gender: Most males are non regular consumers while most females are non-consumers.

Age: Majority of every age group is non-consumers.

Education: Majority of people with education lower than high school is regular consumers. Most high school graduates are non regular consumers while most bachelor graduates or higher are non-consumers.

Occupation: labors are divided to three frequencies similarly, while the rest occupations are mostly non-consumers.

Income: majority of respondents in all income sections are non-consumers.

Part 3: Overall attitudes towards marketing mix.

This part describes respondent with different backgrounds who have different attitudes toward energy drinks.

	Table Total	Once a week or more	Less than once a week	Never	20 and younger	21-30	31-40	41 and older	Lower than high school	High school	Bachelor degree	Master degree and higher
Attitudes on Product	2.87	3.35	2.86	2.75	2.91	2.93	2.74	2.64	3.19	2.87	2.85	2.85
Attitudes on Price	3.40	3.83	3.47	3.24	3.71	3.48	3.19	3.10	3.58	3.45	3.48	3.21
Attitudes on Place	4.02	4.16	4.03	3.98	4.23	4.03	3.87	4.25	3.75	3.77	4.10	4.04
Attitudes on Promotion	3.35	3.67	3.22	3.35	3.00	3.35	3.35	3.67	3.18	3.38	3.34	3.38

	Male	Female	Labor or hireling	Govern ment official	Student	Merchant	Business employee	Others	10,000 BHT and lower	10,001 - 15,000 BHT	15,001-20,000 BHT	Higher than 20,000 BHT
Attitudes on Product	2.90	2.84	2.92	2.66	2.85	2.96	2.88	2.92	2.88	3.01	2.87	2.80
Attitudes on Price	3.34	3.44	2.82	2.91	3.59	3.90	3.34	3.60	3.49	3.62	3.53	3.23
Attitudes on Place	4.03	4.02	3.80	3.84	4.00	4.19	4.01	4.42	3.97	3.90	4.04	4.09
Attitudes on Promotion	3.44	3.27	3.13	3.43	3.15	3.63	3.45	3.26	3.16	3.34	3.45	3.42

Table 4: Average scores of attitudes towards marketing mix of energy drinks

The highlighted boxes have high mean scores of attitudes. All respondents have high attitudes towards place but fair attitudes towards product, price and promotion. Males have more attitudes towards promotion than females. Young respondents have more attitudes towards product and price but have fewer attitudes towards promotion than older ones. Students, merchants and others have high attitudes price and higher than labors, government officials and business employees' attitudes. Merchants' attitudes towards promotion are highest among others. Respondents with income from 10,001-20,000 have high attitudes towards price but ones with highest income have lowest attitudes towards price; while ones with lower incomes have higher attitudes towards promotion.

According to table 21, respondents' ***attitudes on product*** are lowest at benefit and positioning. They do not agree that Energy drinks are good source of energy and nutrition and suitable for new generation. Respondents' ***attitudes on price*** are rather high. They agree that energy drinks are affordable but agree less that energy drinks have reasonable price compared to size. Respondents' ***attitudes on place*** are very high. They agree more that energy drinks can be bought easily at retailers rather than supermarkets. Respondents' ***attitudes on promotion*** are rather high. They agree more that advertising contributes to their product awareness rather than promotional campaign does.

Part 4: Different demographic data and attitudes towards marketing mix

H1: Genders have mean difference with attitudes towards marketing mix.

According to table 9, the significance (2-tailed) of ***attitudes on product, price and place*** is more than 0.05 meaning that the hypothesis is rejected. It means Genders have no mean difference with attitudes towards product, price and place. The significance (2-tailed) of ***attitudes on promotion*** (0.029) is less than 0.05 meaning that the hypothesis is accepted. It means Genders have mean difference with attitudes towards promotion.

H2: Age has mean difference with attitudes towards marketing mix.

According to table 10, the significance of ***attitudes towards product, price and promotion*** between each age group is lower than 0.05 so there are mean difference between age and attitudes. Yet the significance of ***attitudes towards place*** between each age group is higher than 0.05 so there are no mean difference between age and attitudes towards place.

Some researches show that majority age of consumers is lower than 30 but these researches were conducted long ago; while it seems to be higher in recent researches. However, according to Red Bull Marketing Manager, Red Bull's main consumers are older than 30 but their new target customers are 20's. (Singhkam, 2009) We will analyze respondents between 21-30 and 31-40 because we would like to compare attitudes of these two age periods.

Respondents at 21-30 and at 31-40 have different attitudes towards product and price at sig. lower than 0.05. The mean difference of attitudes on product and price between 21-30 and 31-40 is 0.19672 and 0.28806 respectively. This means respondents at 21-30 have positive attitudes towards product and price much more than 31-40. However, respondents at 21-30 and at 31-40 have no different attitudes towards place and promotion at significance higher than 0.05.

H3: Education has mean difference with attitudes towards marketing mix.

According to table 11, the significance of attitudes on ***product, price, place and promotion*** is more than 0.05 meaning that the hypothesis is rejected. It means Education has no mean difference with attitudes towards product, price, place and promotion.

H4: Occupations have mean difference with attitudes towards marketing mix.

According to table 12, the significance of ***attitudes on product and place*** is more than 0.05 meaning that the hypothesis is rejected. It means occupations have no mean difference with attitudes towards product and place. The significance of ***attitudes on price and promotion*** is less than 0.05 meaning that the hypothesis is accepted. It means occupations have mean difference with attitudes towards price and promotion.

There are six occupations but we decided to interpret only business employee and labor in details because business employee is the majority occupation in this research (48%) yet labor is the majority occupation in other previous researches.

Labors and business employee have no different ***attitudes towards product and place*** because the significance is more than 0.05. However, labors and business employees have different ***attitudes towards price and promotion*** because the significance is less than 0.05. The mean difference of attitudes on price and promotion between Labors and business employee is -.52299 and -.32941 respectively. This means Labors have positive attitudes towards price and promotion much less than business employees.

H5: Income has mean difference with attitudes towards marketing mix.

According to table 13, the significance of ***attitudes towards price and promotion*** is lower than 0.05 so there are mean difference between income and attitudes. Yet the significance of ***attitudes towards product and place*** between each income period is higher than 0.05 so there are no mean difference between income and attitudes towards product and place.

We will discuss only mean difference between low income and high income. According to results from previous researches, most respondents have low income (lower than 10,000BHT) but data received from this research go contrastively; respondents with income (more than 20,000BHT) are 45% of the whole samples.

Respondent's income less than 10,000 and more than 20,000 have no different attitudes towards product and place because the significance is more than 0.05. However, income less than 10,000 and more than 20,000 have different attitudes towards price and promotion because the significance is less than 0.05. The mean difference of attitudes on price and promotion between income less than 10,000 and income more than 20,000 BHT is .26038 and -.26096 respectively. This means respondent's income less than 10,000 BHT have positive attitudes towards price more than respondent's income more than 20,000 BHT and respondent's income less than 10,000 BHT have positive attitudes towards promotion less than respondent's income more than 20,000 BHT.

Part 5: Consuming frequencies and attitudes towards product, price and promotion

According to table 14; regular consumers' means of ***attitudes towards product*** (3.35) are fair but are much higher than non regular consumers and non-consumers' attitudes. Regular consumers' means of ***attitudes towards price*** (3.83) are high and are much higher than non regular consumers and non-consumers' attitudes. Regular consumers' means of ***attitudes towards place*** (4.16) are high and similar to non regular consumers and non-consumers' attitudes. Regular consumers' means of ***attitudes towards promotion*** (3.67) are high and are much higher than non regular consumers and non-consumers' attitudes.

H6: Consuming frequencies have mean difference with attitudes towards marketing mix.

According to table 15, regular consumers have different ***attitudes on product*** compared with non regular consumers and non-consumers at significance of 0.05; while non regular consumers and non-consumers have no different attitudes on product. The mean difference between regular consumers and non regular consumers is 0.49351, and 0.60591 between regular consumers and non-consumers. This means regular consumers have positive attitudes towards product more than non regular consumers and non-consumers. Regular consumers have different ***attitudes towards price*** compared with non regular consumers and non-consumers; while non regular consumers and non-consumers have no different attitudes towards price. The mean difference shows that regular consumers have positive attitudes towards price much more than non regular consumers and non-consumers. Regular consumers have no different ***attitudes towards place*** compared with non regular consumers and non-consumers; non regular consumers and non-consumers also have no different attitudes towards place. Regular consumers have different ***attitudes towards promotion*** compared with non regular consumers and non-consumers; while non regular consumers and non-consumers have no different attitudes towards promotion. The mean difference shows that regular consumers have positive attitudes towards promotion much more than non regular consumers and non-consumers.

Part6: Non-consumers at different demographic features and their attitudes

We end up with the finding that people with different gender, age, education, occupation, income and consuming frequency only have different attitudes towards product, price and promotion of marketing mix. Therefore, we would like to study more on this finding by testing the H7-H11 to know if non-consumers have different attitudes on product, price place and promotion or not.

H7: Non-consumers' genders have mean difference with attitudes towards marketing mix.

According to table 16, the significance of ***attitudes on product, price and place*** is more than 0.05 meaning that the hypothesis is rejected. It means genders have no mean difference with attitudes towards product, price and place for non-consumers. The significance of ***attitudes on***

promotion (0.029) is less than 0.05 meaning that the hypothesis is accepted. It means genders have mean difference with attitudes towards promotion for non-consumers.

H8: Age of non-consumers has mean difference with attitudes towards marketing mix.

According to table 17, the significance of ***attitudes towards product and price*** between each age group is lower than 0.05 so there are mean difference between age and attitudes. Yet the significance of ***attitudes towards place and promotion*** between each age group is higher than 0.05 so there are no mean difference between age and attitudes towards place and promotion.

Respondents at 21-30 and at 31-40 have no different ***attitudes towards product, price, place and promotion*** at significance higher than 0.05.

H9: Education of non consumers has mean difference with attitudes towards marketing mix.

According to table 18, the significance of ***attitudes towards price and promotion*** between each education group is lower than 0.05 so there are mean difference between education and attitudes. Yet the significance of ***attitudes towards product and place*** between each education group is higher than 0.05 so there are no mean difference between education and attitudes towards product and place.

Bachelor degree and high school graduates have different ***attitudes towards product and promotion*** at sig. lower than 0.05. The mean difference of attitudes on product and promotion between bachelor degree and high school is -0.37804 and -0.51753. This means respondents with bachelor degree have positive attitudes towards product and promotion less than high school graduates. However, respondents with bachelor degree and high school have no different ***attitudes towards price and place***.

H10: Non-consumers' occupations have mean difference with attitudes towards marketing mix.

According to table 19, the significance of ***attitudes on product and place*** is more than 0.05 meaning that the hypothesis is rejected. It means occupations have no mean difference with attitudes towards product and place. The significance of ***attitudes on price and promotion*** is less than 0.05 meaning that the hypothesis is accepted. It means occupations have mean difference with attitudes towards price and promotion.

Labors and business employees have no different ***attitudes towards product and place*** because the significance is more than 0.05. However, labors and business employees have different ***attitudes towards price and promotion*** because the significance is less than 0.05. The mean difference of attitudes on price and promotion between Labors and business employee are -

.62981 and -.69780 respectively. This means Labors have positive attitudes towards price and promotion much less than business employee.

H11: Income of non consumer has mean difference with attitudes towards marketing mix.

According to table 20, the significance of ***attitudes towards price*** is lower than 0.05 so there are mean difference between income and attitudes towards price. Yet the significance of ***attitudes towards product, place and promotion*** between each income period is higher than 0.05 so there are no mean difference between income and attitudes towards product, place and promotion.

Respondent's income less than 10,000 and more than 20,000 have no different ***attitudes towards product and place*** because the significance is more than 0.05. However, income less than 10,000 and more than 20,000 have different ***attitudes towards price and promotion*** because the significance is less than 0.05. The mean difference of attitudes on price and promotion between income less than 10,000 and income more than 20,000 BHT is .49958 and -.34971 respectively. This means respondent's income less than 10,000 BHT have positive attitudes towards price more than respondent's income more than 20,000 BHT and respondent's income less than 10,000 BHT have positive attitudes towards promotion less than respondent's income more than 20,000 BHT.

5. Discussion and Conclusion

Discussion and conclusion are divided into six parts according to analysis:

Part1: The demographic of respondents

Total respondents are 355. Majority of respondents in this research is female and young with high education. Most of them are business employees with income more than 20,000BHT.

Majority of respondents in other researches are male and young with low education (High school and lower). Most of them are labors with income lower than 10,000BHT. Demographic results from this research only match with others in age. Gender, education, occupation and income are obviously different. The conclusion of similarities and differences in demographic data between results from this study and others are shown below:

	Gender	Age	Education	Occupation	Income
This study	Female	Young (21-30)	High	Business employees	High
Arunsri(2000)	Male	Young (21-30)	Low	Labors	Low
Rungratthawatchai(1992)	Male	Young (14-25)	-	Hireling	Low
Nano Search(2009)	Male	Averaged	-	Hireling	-
Urana and Lahteenmaki(2004)	Male	Old (40-49)	-	-	-
Kaewpraphan(2002)	Male	-	-	Construction workers	-
Pichainarong, Chaveepojnkamjorn, Khobjit, Veerachai and Sujirarat (2004)	Male	(20-29)	Low	Construction workers	Low
Worathanarat(2004)	Male	(20-29)	-	-	Low

Table 5: Comparisons between this study and others' in respondents' demographic data

Part2: Personal data and frequencies of consumption

Number of regular consumers is 47 which are 13.2% of the whole respondents. Most regular consumers are males from 21-30 graduating bachelor degree. Most of them are business employees with income higher than 20,000BHT.

Number of non regular consumers is 124 which are 34.9% of all respondents. Most non regular consumers are males from 21-30 graduating bachelor degree. Most of them are business employees with income higher than 20,000BHT.

Number of non-consumers is 184 which are 51.8% of all respondents. Most non-consumers are females from 21-30 graduating bachelor degree. Most of them are business employees with income more than 20,000BHT.

Most respondents in other researches are consumers of the product while they are mostly non-consumers in this research. The demographic data of regular and non regular consumers in this research is similar to results of previous researches in gender only, while data of non-consumers does not match at all. From these results, it is concluded that energy drinks consumers are males rather than females.

This study	Gender	Age	Education	Occupation	Income
Regular consumers	Male	Young (21-30)	High	Business employees	High
Non regular consumers	Male	Young (21-30)	High	Business employees	High
Non-consumers	Female	Young (21-30)	High	Business employees	High

Table 6: Comparisons between this study and others' in demographic data

Part3: Overall attitudes towards marketing mix

Respondents' attitudes towards place are highest, towards price and promotion are similarly high while towards product are lowest.

Respondents in all groups have high positive attitudes towards place; they all agree that energy drinks are easy to buy. Some groups have high positive attitudes towards price and promotion but every group has fair positive attitudes towards product features.

Attitudes on…	Product	Price	Place	Promotion
This study	Lowest	Fair	Highest	Fair
Arunsri(2000)	High	High	High	High in advertising
Rungratthawatchai(1992)			High	
Nano Search(2009)		High	High	
Kaewpraphan(2002)				High in Advertising
Pichainarong, Chaveepojnkamjorn, Khobjit, Veerachai and Sujirarat (2004)				High in Advertising
Worathanarat(2004)			High	High in Advertising

Table 7: Comparisons between this study and others' in attitudes towards marketing mix

Respondents in the study of Arunsri(2000), Rungratthawatchai(1992), Nano Search (2009) and Worathanarat(2004) have high attitudes on place. The first three mainly buy energy drinks from small retailers and convenient stores especially 7-11. While respondents from the study of Worathanarat(2004) mainly buy from supermarkets and department stores.

Respondents in the study of Arunsri(2000), Kaewpraphan(2002), Pichainarong et al. (2004) and Worathanarat(2004) have high attitudes towards promotion of marketing mix in advertising only especially television advertisements not in promotional campaign.

Results from this study match with others in place. They have very high attitudes agree that energy drinks are easily bought at convenient stores and high attitudes agree that energy drinks are easily bought at supermarkets. While they are different from others at promotion: they agree on both advertising and promotion while other studies only agree on advertising.

Part4: Personal data and attitudes towards marketing mix

Men and women have no different attitudes on product, price and place but have different attitudes on promotion of energy drinks. Men agree more than women that advertising and promotional campaigns encourage to try the product more.

Respondents at different ages have different attitudes towards product, price and promotion but have no different attitudes towards place.

Respondents with different Educations have no different attitudes towards product, price, place and promotion of energy drinks.

Respondents with different occupations have different attitudes towards price and promotion but no different attitudes towards product and place of energy drinks.

Respondents with different income have different attitudes towards price and promotion but have no different attitudes towards product and place.

Respondents with different demographic feature have different attitudes towards marketing mix in product, price and promotion. However, there are no different attitudes towards place. Therefore, product, price and promotion are significant elements that producers should develop.

According to the study of Rungratthawatchai (1992), Nano Search (2009), respondents also have high attitudes towards place. They mostly buy energy drinks from small retailers. In the study of Arunsri(2000), the most important factor affecting consumers' brand selection is the ease to purchase the product. Respondents also have no different attitudes towards place of promotion mix. They choose to buy from small retailers and convenient stores as well. A result from this study in place is similar to other researches: they strongly agree that energy drinks are easily bought at small retailers. They also agree that energy drinks can be easily bought at super markets.

Part5: Consuming frequencies and attitudes towards product, price, and promotion

Regular consumers have different attitudes on product, price, and promotion but have no different attitudes on place compared with non regular consumers and non-consumers. Regular consumers have attitudes towards product, price and promotion much more than non regular consumers and non-consumers but they all have high attitudes towards place.

Means of attitudes towards place are high in all groups. However, means of attitudes towards product, price and promotion of regular consumers are significantly higher than ones of non regular consumers and non-consumers. Respondents have positive attitudes towards distribution channel of energy drinks mostly and with product least.

Regular consumers have high attitudes in place, price and promotion but fair attitudes in product. Non regular consumers and non-consumers have only high attitudes in place but fair in price, promotion and product. Non regular consumers and non-consumers' mean attitudes in product, price, place and promotion are similar but non regular consumers' attitudes are slightly more than non-consumers'.

Regular consumers' attitudes are more similar to results of other researches than non regular consumers' and non-consumers' attitudes mainly because results from other researches are mostly on energy drinks regular consumers. Other researches also have high attitudes towards place most, then price and promotion, and towards product least.

Part6: Non-consumers at different demographic features and their attitudes

Non-consumers at different genders have no different attitudes towards product, price and place but different towards promotion.

Non-consumers at different ages have no different attitudes towards place and promotion but different towards product and price.

Non-consumers at different education have no different attitudes towards product and place but different towards price and promotion.

Non-consumers at different occupation have no different attitudes towards product and place but different towards price and promotion.

Non-consumers at different income have no different attitudes towards product, place and promotion but different towards price.

All respondents and non-consumers at different age have different results on promotion. All respondents and non-consumers at different education have different results on price and promotion. All respondents and non-consumers at different income have different results on promotion. The rest results of all respondents and non-consumers are identical. In conclusion, non-consumers' mean difference of attitudes towards marketing mix at different demographic features are similar to ones of all respondents as can be seen in the table below.

	Attitudes on	All respondents	Non-consumers
Gender	Product	X*	X
	Price	X	X
	Place	X	X
	Promotion	O*	O
Age	Product	O	O
	Price	O	O
	Place	X	X
	Promotion	O	X
Education	Product	X	X
	Price	X	O
	Place	X	X
	Promotion	X	O
Occupation	Product	X	X
	Price	O	O
	Place	X	X
	Promotion	O	O
Income	Product	X	X
	Price	O	O
	Place	X	X
	Promotion	O	X

Table 8: Comparison between attitudes of non-consumers and all respondents

*X means there is no mean difference with attitudes

*O means there is mean difference with attitudes

6. Recommendation

According to table 3 and 5, respondents from all groups have high positive attitudes towards place of energy drinks in Thailand. Therefore, manufacturers should focus on developing their product, price and promotion by considering that customers with different demographic features have different attitudes towards elements of marketing mix.

- **Product**

In order to increase sales, manufacturers should adapt their products. (Hein, 2008) According to table 21, respondents do not agree that energy drinks are suitable for new generation. A repositioning in attitudes is needed. Secondly, manufacturers can add some extra vitamins, minerals and antioxidants in the product to increase the benefit of the product since respondents do not agree that energy drinks are good source of energy and nutrition according to table 21. So that people who do no not consume it because of their health perception of the product can start consuming the product. (Newman, 2008) Thirdly, they should develop the packaging and design of the product to be interesting. Beverage innovations focus more on appearances: in labeling and packaging rather than in fomulations. (Newman, 2008) They can try using aluminium bottles instead of brown glass bottles since heavy aluminium bottles can refer to quality of the product and can add extra benefit of insulation: the bottles keep cold longer. (Mental Packaging, 2008)

Age and frequency of consumption have different attitudes towards product. Groups that should be focused when developing the product are older people, non regular and non-consumers. According table 4, younger respondents have positive attitudes towards product more than older ones. According to table 15, regular consumers have rather high positive attitudes towards product but non regular and non-consumers' attitudes product are lower.

- **Price**

Respondents have high attitudes towards price of energy drinks. The adaptation they can make on price can be offering larger size at the same size since most respondents agree that the price is affordable but they agree less that the price is reasonable compared to size. If manufacturers want to make adaption in price they should target older people, government officials and labors, people with income more than 20,000BHT or non regular consumers and non-consumers because these are people with lower attitudes towards price.

- **Promotion**

Manufacturers can use advertising and promotional campaign as tools to persuade people to consume the product. In advertising, they should create the buying motive among consumers by providing information regarding benefits of energy drinks such as timesaving or convenient to consume and providing freshness immediately. According to table 7, several studies show that advertising plays important role in consumers' decision making process. Moreover, according to table21, respondents agree more that advertising contributes to product awareness rather than promotional campaign does. Therefore, manufacturers should focus more on advertising rather than promotional campaigns. However, since Food and Drug Administration, Ministry of Public Health has defined energy drinks as specifically controlled drinks; manufacturers have to carefully design their advertising and promotional campaigns to avoid violating the rules.

There are several groups that have different attitudes towards promotion: people at different gender, age, occupation, income and consuming frequency. Young female labors or students with low income who do not regularly consume energy drinks can be the target for using advertising and promotional campaign because they have rather low or fair attitudes towards promotion.

7. References

- Arunsri, R. (2000). *A study of consumers' attitudes towards energy drinks*. Master Thesis. University of the Thai Chamber of Commerce. 32-107. Retrieved April 2, 2009, from http://library.utcc.ac.th/onlinethesis/onlinethesis/M0223539/index.htm
- Bangkok Bank (2002). *Currency Rate*. Retrieved April 3, 2009, from http://www.bangkokbank.com/Bangkok+Bank+Thai/Web+Services/Rates/FX+Rates.htm
- Blackwell, R.D., Miniard, P.W, & Engel, J.F. (2006). *Consumer Behavior*. USA: Thomson South-Western.
- Bonci, L. (2002). Energy drinks: help, harm or hype? *Sports Science Exchange.* 15(1), 84.
- Brock, T. C. & Green, M. C. (2005). *Persuasion-Psychological Insights and Perspectives*. USA: SAGE.
- Carabao Tawanna (2009). *Carabao Daeng*. Retrieved April 13, 2009, from http://www.carabao.co.th/eng/about.html
- Department of Provincial Population. (2008). *Bangkok Population*. Retrieved April 16, 2009, from http://www.dopa.go.th/cgi-bin/tstat.sh?level=1&cccode=%A1%C3%D8%A7%E0%B7%BE%C1%CB%D2%B9%A4%C3&hrcode=&ttcode=&data=1
- Diplock, A. T., Agget, P. J., Ashwell, M., Bornet, F., Fern, E. B., & Roberfroid, M. B. (1999). Scientific concepts of functional foods in Europe: consensus document. *British Journal of Nutrition*, 81,127.
- Dr PH Pichainarong, N., DVM, MPH Chaveepojnkamjorn, W., MSc Khobjit, P., MD Veerachai V. & MSc Sujirarat, D. (2004). *Energy drinks consumption in male construction workers-Chonburi province*. J Med Assoc Thai 3(7).
- Eagly, A. H. & Chaiken, S. 1993. *The psychology of attitudes*. USA: Harcourt Brace Jovanovich College Publishers.
- Newman, E. (2008). *Red Bull, Meet Black Bunny*. Brandweek, 49(8), 30. Retrieved April 15, 2009, from ABI/INFORM Global database. (Document ID: 1442978141).
- Evans, M. M., Foxall, G., & Jamal, A. (2006). *Consumer Behaviour*.UK: John Wiley & Sons.
- Fienberg, S. E. 2007. *The Analysis of Cross-Classified Categorical Data*. USA: Springer.

- Fisher, C. (2007). *Researching and Writing a Dissertation- a guide book for business students*. Essex: Pearson Education Limited.
- Food and Drug Administration- Ministry of Public Health (2004). *Caffeinated drinks*. Retrieved April 2, 2009, from http://webnotes.fda.moph.go.th/consumer/csmb/csmb2547.nsf/723dc9fee41b850847256e5c00332fb4/1e6c9739893f732e47256ed9002a1fce?OpenDocument
- Ghauri, P. & Cateora, P. (2005). *International Marketing*. NY: McGraw-Hill Companies, Inc.
- Heidemann, M., Urquhart, G. (2005). A can of Bull? Do energy drinks really provide a source of energy? *National Center for Case Study Teaching in Science.* Retrieved April 13, 2009, from http://www.sciencecases.org/energy_drinks/energy_drinks.asp
- Lewis, H. (1 June). Global market review of functional energy and sports drinks - forecasts to 2012: 2007 edition: Introduction to the energy and sports drinks market. Just - Drinks: Global market review of functional energy and sports drinks, 7-11. Retrieved April 14, 2009, from ABI/INFORM Global database. (Document ID: 1330398641).
- Isaac, B. 2000. *Brand Protection Matters.* UK: Sweet and Maxwell.
- Mans, J. (2008). High-energy effort. Packaging Digest, 45(12), 42-44. Retrieved April 14, 2009, from ABI/INFORM Global database. (Document ID: 1617898581).
- Kaewpraphan, T. (2002). *Energy drinks consumer behavior in Bangkok*. Master Thesis. Kasetsart University. Retrieved May 10, 2009 from library of Faculty of Economics, Kasetsart University.
- Kasikorn Research Center. (2007). *'Energy drinks in 2007: market value of 16,000 million Baht – fierce competition'* Translated from Positioning Magazine 2007. Retrieved April 22, 2009 from http://www.positioningmag.com/prnews/prnews.aspx?id=67743
- Kenneth Hein. (2008, January). PepsiCo Positions Amp As Everyman's Drink. Brandweek, 49(3), 5. Retrieved April 15, 2009, from ABI/INFORM Global database. (Document ID: 1424752001).
- Kerin, R. A., Hartley, S. W., & Rudelius, W. (2003). *Marketing: The Core*. USA: McGraw Hill Professional.
- Kikalugaa, H., Kuasirikul, P., & Zaheer, K. (2007). *Consumers' Attitude Towards Dell laptop Computer in Sweden.* Retrieved on April 23, 2009, from http://www.eki.mdh.se/uppsatser/foretagsekonomi/VT2007-FEK-D-1529.pdf

- Leelayouthayotin, L. (2004). *Factors influencing online purchase intention: The case of health food consumers in Thailand.* PHD Thesis. University of Southern Queensland. Retrieved April 14,2009, from http://www.ecs.umass.edu/~eshittu/Toyin/Factors%20influencing%20(Thailand).pdf
- Make your beverage live up to its label. (2008). Beverage Industry, 99(12), 39. Retrieved April 15, 2009, from ABI/INFORM Global database. (Document ID: 1618031191).
- Malhotra, N. K. & Birks, D. F. (2000). *Marketing Research*. England: Pearson Education Limited.
- METAL PACKAGING. (2008). BrandPackaging, 6, 87-93, 95. Retrieved April 14, 2009, from ABI/INFORM Global database. (Document ID: 1630065851).
- Mowen, J. C. & Minor, M. (2001). *Consumer Behaviour: A Framework*. New Jersey: Prentice Hall.
- Naewna (2007). *Energy Drinks-Time To Dope To Fight 2008 Crisis,* translated from Naewna online newspaper. Retrieved March 23, 2009, from http://www.naewna.com/news.asp?ID=84517
- Nano Search (2009). *Energy drinks consumers.* Translated from Siam Turakij Media 2008. Retrieved April 22, 2009, from http://www.siamturakij.com/home/news/display_news.php?news_id=413336444
- Oskamp, S. & Schultz, P. W. (2005). *Attitudes and Opinions*. UK: Routledge.
- Pallant, J. F. (2007). *SPSS Survival Manual.* Australia: Allen & Unwin.
- Petley, J. (2003). *Advertising.* USA: Black Rabbit Books.
- Porte, G. K. (2002). *Appraising research in second language learning*. The Netherlands: John Benjamins Publishing Company.
- Qian, C., and Lanjunzi, C. (2008). *What's wrong with Motorolla's offerings?* Master Thesis. Malardalens University. Retrieved April 22, 2009, from http://www.eki.mdh.se/uppsatser/foretagsekonomi/VT2008-FEK-D-1971.pdf
- Rungratthawatchai, P. (1992). *Energy drinks consumer behavior*. Master Thesis. University of the Thai Chamber of Commerce. Retrieved April 10, 2009 from Library of the University of the Thai Chamber of Commerce.
- Schensul, S. L., Schensul, J. J. & LeCompte, M.D. (1999). *Essential Ethnographic Methods*. USA: Rowman Altamira.

- Singhkam, R. (2009). *Red Bull Targeting Teenagers,* translated from Positioning Magazine. Retrieved April 22, 2009, from http://www.positioningmag.com/magazine/Details.aspx?id=79071
- Thansettakij (2008). *Osotsapa: aim to be global leader of special drinks,* translated from Thansettakij online newspaper. Retrieved April 03, 2009, from http://www.thannews.th.com/detialnews.php?id=M3123221&issue=2322
- Urala, N. & Lahteenmaki, L. (2004). Attitudes behind consumers' willingness to use functional foods. *Food Quality and Preference.* 15 (2004) 793–803.
- Weiner, I. B., Freedheim, D. K., Millon, T., Schinka, J. A., Lerner, M. J. & Velicer, W. F. (2003). *Handbook of psychology: Personality and Social Psychology.* UK: John Wiley and Sons.
- Wongworachan, D. (2006). *Red Bull – The Day Krating Daeng returns Home,* translated from The Nation Newspaper. Retrieved April 5, 2009, from http://www.nationejob.com/content/worklife/careertalk/template.asp?conno=455
- Worathanarat, T. (2004). *Affects of television commercial advertisement on energy drinks consumers' purchasing behavior in Bangkok*. Master Thesis. Kesetsart University. Retrieved May 10, 2009, from Library of Faculty of Economics, Kasetsart University.

8. Appendixes

Appendix 1: Questionnaire in English

“A study of attitudes of consumers and non-consumers towards energy drinks in Thailand”

The research aims to study attitudes towards energy drinks. The collected information will be kept in privacy and only used for academic study. This research is part of student education in Master degree at Malardalen University in Sweden.

If you have any questions concerning this survey, please do not hesitate to phone or email us at the contact list below.

Thank you for sharing your time filling out the questionnaire.

Best regard

Viroj Asiraphot
Master Student
Mälardalen University

Tel: +46-76-5836888
vat08001@student.mdh.se

Wararat Waleetorncheepsawat
Master Student
Mälardalen University

Tel: +46-76-5836582
wwt08001@student.mdh.se

Part A Screening questions

A.1) How often you consume the product?

□Once a week or more often □Less than once a week □Never

Part B Attitudes towards energy drinks

Please read each of the statement below and indicate your level of agreement or disagreement:

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5= Strongly Agree

	1	2	3	4	5
	Strongly Disagree				Strongly Agree
Energy drinks make me feel fresh and alert.					
Energy drinks provide physical strength					
Energy drinks are good source of energy and nutrition.					
Energy drinks are suitable for new generation.					
Energy drinks are suitable for working life style.					
Energy drinks have good taste.					
Energy drinks have various flavors.					
Energy drinks have proper size.					
Energy drinks have attractive packaging design.					
Energy drinks have high quality.					
The price of energy drinks is affordable.					
The price of energy drinks is reasonable compared to size.					

Energy drinks are easy to buy at convenient stores.					
Energy drinks are easy to buy at supermarkets and department stores.					
Advertising of energy drinks contributes to my product awareness.					
Advertising of energy drinks encourages me to try the product.					
Promotion of energy drinks contributes to my product awareness.					
Promotion of energy drinks encourages me to try the product.					

Part C Demographic data

C.1) Gender □Male □Female

C.2) Age □20 and younger □21-30

□31-40 □40 and older

C.3) Education □Lower than high school □High school

□Bachelor degree □Master degree and higher

C.4) Occupation □Labor/Hireling □Government official

□Student □Merchant/Trader

□Business employees □Others

C.5) Income/month □10,000BHT and less □10,001-15,000BHT

□15,001-20,000BHT □More than 20,000BHT

Thank you for taking your time to fill out this questionnaire

Appendix 2: Questionnaire in Thai

"การศึกษาทัศนคติของผู้บริโภคและผู้ไม่บริโภคที่มีต่อเครื่องดื่มชูกำลังในประเทศไทย"

งานวิจัยนี้จัดทำขึ้นเพื่อศึกษาทัศนคติต่อเครื่องดื่มชูกำลังของผู้บริโภคและผู้ไม่บริโภคเครื่องดื่มชูกำลัง ข้อมูลในแบบสอบถามนี้จะใช้เพื่อการศึกษาเท่านั้นมิได้เผยแพร่แต่อย่างใด
งานวิจัยนี้เป็นส่วนหนึ่งของการศึกษาในระดับปริญญาโทของมหาวิทยาลัยแมลดอเลนประเทศสวีเดน

ถ้ามีข้อสงสัยประการใดเกี่ยวกับแบบสอบถาม
กรุณาติดต่อมายังเบอร์โทรศัพท์หรือสถานที่ที่แนบท้ายมานี้

ทางคณะผู้จัดทำขอขอบพระคุณเป็นอย่างสูงที่ท่านได้สละเวลาอันมีค่า มา ณ ที่นี้

วิโรจน์ อศิรพจน์
นักศึกษาปริญญาโท
Mälardalen University
Tel: +46-76-5836888
vat08001@student.mdh.se

วรารัตน์ วลีธรชีพสวัสดิ์
นักศึกษาปริญญาโท
Mälardalen University
Tel: +46-76-5836582
wat08001@student.mdh.se

Part A คำถามกรอง

A.1) ความถี่ในการบริโภคเครื่องดื่มชูกำลัง

□อาทิตย์ละครั้งหรือมากกว่า □น้อยกว่าอาทิตย์ละครั้ง □ไม่เคย

Part B ทัศนคติที่มีต่อเครื่องดื่มชูกำลัง

กรุณาอ่านข้อความด้านล่างแล้วเลือกคำตอบที่ตรงกับความคิดของท่านที่สุด 1 = ไม่เห็นด้วยอย่างยิ่ง, 2 = ไม่เห็นด้วย, 3 = เฉยๆ, 4 = เห็นด้วย, 5= เห็นด้วยอย่างยิ่ง

	1	2	3	4	5
	ไม่เห็นด้วยอย่างยิ่ง				เห็นด้วยอย่างยิ่ง
เครื่องดื่มชูกำลังช่วยให้สดชื่น กระปรี้กระเปร่า					
เครื่องดื่มชูกำลังช่วยให้มีพละกำลัง					
เครื่องดื่มชูกำลังเป็นแหล่งสารอาหารและพลังงานที่ดี					
เครื่องดื่มชูกำลังเหมาะสำหรับคนรุ่นใหม่					
เครื่องดื่มชูกำลังเหมาะสำหรับคนทำงาน					
เครื่องดื่มชูกำลังมีรสชาติที่ดี					
เครื่องดื่มชูกำลังมีรสชาติที่หลากหลาย					
เครื่องดื่มชูกำลังมีขนาดภาชนะบรรจุเหมาะสม					
เครื่องดื่มชูกำลังมีบรรจุภัณฑ์สวยงาม น่าดื่ม					
เครื่องดื่มชูกำลังมีคุณภาพดี					
เครื่องดื่มชูกำลังมีราคาไม่แพงเกินไป ผู้ซื้อสามารถจ่ายไหว					
เครื่องดื่มชูกำลังมีราคาสมเหตผลเมื่อเทียบกับปริมาณ					

เครื่องดื่มชูกำลังหาซื้อได้ง่ายตามร้านมินิมาร์ท					
เครื่องดื่มชูกำลังหาซื้อได้ง่ายตามห้างสรรพสินค้าใหญ่					
โฆษณาของเครื่องดื่มชูกำลังส่งผลให้รู้จักตัวสินค้า					
โฆษณาของเครื่องดื่มชูกำลังส่งผลให้อยากดื่ม					
กิจกรรมส่งเสริมการขายของเครื่องดื่มชูกำลังส่งผลให้รู้จักเครื่องดื่มชูกำลัง					
กิจกรรมส่งเสริมการขายของเครื่องดื่มชูกำลังส่งผลให้อยากดื่ม					

Part C ข้อมูลส่วนตัว

C.1) เพศ □ชาย □หญิง

C.2) อายุ □ต่ำกว่า 21 ปี □21-30

□31-40 □สูงกว่า 40 ปี

C.3) การศึกษา □ต่ำกว่ามัธยมปลาย □มัธยมปลาย

□ปริญญาตรี □ปริญญาโทหรือสูงกว่า

C.4) อาชีพ □รับจ้าง ใช้แรงงาน □ข้าราชการ รัฐวิสาหกิจ

□นักศึกษา □ค้าขาย ธุรกิจส่วนตัว

□พนักงานบริษัท □อื่นๆ

C.5) รายได้ □ต่ำกว่า 10,000 บาท □10,001-15,000 บาท

□15,001-20,000 บาท □20,000บาทขึ้นไป

ขอบพระคุณทุกท่านที่กรุณากรอกแบบสอบถาม

Appendix 3: t-test on mean difference between gender and attitudes

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Dif.	Std. Error Dif.	95% Confidence Interval of the Difference	
									Upper	Lower
Attitudes on Product	Equal variances assumed	0.171	0.680	0.867	353	0.387	0.05306	0.06123	-0.06736	0.17347
	Not assumed			0.865	334.094	0.388	0.05306	0.06134	-0.06760	0.17371
Attitudes on Price	Equal variances assumed	0.283	0.595	-1.066	353	0.287	-0.10239	0.09603	-0.29126	0.08648
	Not assumed			-1.062	331.073	0.289	-0.10239	0.09641	-0.29205	0.08727
Attitudes on Place	Equal variances assumed	0.552	0.458	0.150	353	0.881	0.01388	0.09271	-0.16846	0.19621
	Not assumed			0.149	330.147	0.882	0.01388	0.09314	-0.16934	0.19710
Attitudes on Promotion	Equal variances assumed	1.546	0.215	2.193	353	0.029	0.17305	0.07893	0.01782	0.32827
	Not assumed			2.176	325.509	0.030	0.17305	0.07954	0.01658	0.32951

Table 9: Independent samples t-test

Appendix 4: Anova test on mean difference between each age, education, occupation and income, and attitudes

Dependent Variable	(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Upper Bound	Lower Bound
Attitudes on Product	Younger than 21	21-30	-0.02589	0.1216	0.832	-0.265	0.2133
		31-40	0.17083	0.13179	0.196	-0.0884	0.43
		Older than 40	0.26603	0.1603	0.098	-0.0492	0.5813
	21-30	31-40	.19672(*)	0.07371	0.008	0.0517	0.3417
		Older than 40	.29191(*)	0.1173	0.013	0.0612	0.5226
	31-40	Older than 40	0.09519	0.12784	0.457	-0.1562	0.3466
Attitudes on Price	Younger than 21	21-30	0.23278	0.19068	0.223	-0.1422	0.6078
		31-40	.52083(*)	0.20667	0.012	0.1144	0.9273
		Older than 40	.61218(*)	0.25136	0.015	0.1178	1.1065
	21-30	31-40	.28806(*)	0.11559	0.013	0.0607	0.5154
		Older than 40	.37940(*)	0.18394	0.04	0.0176	0.7412
	31-40	Older than 40	0.09135	0.20046	0.649	-0.3029	0.4856
Attitudes on Place	Younger than 21	21-30	0.19806	0.18544	0.286	-0.1667	0.5628
		31-40	0.36042	0.20099	0.074	-0.0349	0.7557
		Older than 40	-0.02083	0.24445	0.932	-0.5016	0.4599
	21-30	31-40	0.16236	0.11241	0.15	-0.0587	0.3835
		Older than 40	-0.21889	0.17888	0.222	-0.5707	0.1329
	31-40	Older than 40	-0.38125	0.19495	0.051	-0.7647	0.0022
Attitudes on Promotion	Younger than 21	21-30	-.34778(*)	0.15789	0.028	-0.6583	-0.0372
		31-40	-.35000(*)	0.17113	0.042	-0.6866	-0.0134
		Older than 40	-.67308(*)	0.20814	0.001	-1.0824	-0.2637
	21-30	31-40	-0.00222	0.09571	0.981	-0.1905	0.186
		Older than 40	-.32530(*)	0.15231	0.033	-0.6248	-0.0258
	31-40	Older than 40	-0.32308	0.16599	0.052	-0.6495	0.0034

Table 10: Consumers' attitudes towards marketing mix at different ages

		Sum of Squares	df	Mean Square	F	Sig.
Attitudes on Product	Between Groups	1.981	3	0.660	2.028	0.110
Attitudes on Price	Between Groups	6.046	3	2.015	2.524	0.058
Attitudes on Place	Between Groups	5.207	3	1.736	2.336	0.074
Attitudes on Promotion	Between Groups	0.724	3	0.241	0.435	0.728

Table 11: Consumers' attitudes at different education

Dependent Variable	(I) occ	(J) occ	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Upper Bound	Lower Bound
Attitudes on Product	labor and hireling	government official	0.26364	0.17302	0.128	-0.0767	0.6039
		student	0.07592	0.13591	0.577	-0.1914	0.3432
		merchant	-0.03918	0.17507	0.823	-0.3835	0.3051
		business employee	0.04567	0.13002	0.726	-0.21	0.3014
		Others	-0.00035	0.16623	0.998	-0.3273	0.3266
Attitudes on Price	labor and hireling	government official	-0.09091	0.26196	0.729	-0.6061	0.4243
		student	-.76692(*)	0.20577	0	-1.1716	-0.3622
		merchant	-1.08658(*)	0.26506	0	-1.6079	-0.5653
		business employee	-.52299(*)	0.19685	0.008	-0.9102	-0.1358
		Others	-.77797(*)	0.25168	0.002	-1.273	-0.283
Attitudes on Place	labor and hireling	government official	-0.04545	0.25991	0.861	-0.5566	0.4657
		student	-0.20455	0.20416	0.317	-0.6061	0.197
		merchant	-0.39502	0.26299	0.134	-0.9123	0.1222
		business employee	-0.21337	0.19532	0.275	-0.5975	0.1708
		Others	-.62762(*)	0.24972	0.012	-1.1188	-0.1365
Attitudes on Promotion	labor and hireling	government official	-0.30682	0.22055	0.165	-0.7406	0.127
		student	-0.0266	0.17324	0.878	-0.3673	0.3141
		merchant	-.50595(*)	0.22316	0.024	-0.9449	-0.067
		business employee	-.32941(*)	0.16574	0.048	-0.6554	-0.0034
		Others	-0.13462	0.2119	0.526	-0.5514	0.2821

Table 12: Consumers' attitudes at different occupations

Dependent Variable	(I) inc	(J) inc	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Upper Bound	Lower Bound
Attitudes on Product	Less than 10,000 BHT	10,001-15,000	-0.13287	0.09577	0.166	-0.3212	0.0555
		5,001-20,000	0.00963	0.10261	0.925	-0.1922	0.2114
		More than 20,000	0.07733	0.07602	0.310	-0.0722	0.2268
	10,001-15,000 BHT	5,001-20,000	0.14250	0.11051	0.198	-0.0748	0.3598
		More than 20,000	.21021(*)	0.08639	0.015	0.0403	0.3801
	15,001-20,000	More than 20,000	0.06771	0.09392	0.471	-0.1170	0.2524
Attitudes on Price	Less than 10,000 BHT	10,001-15,000	-0.12816	0.14916	0.391	-0.4215	0.1652
		5,001-20,000	-0.04274	0.15981	0.789	-0.3571	0.2716
		More than 20,000	.26038(*)	0.11840	0.029	0.0275	0.4932
	10,001-15,000 BHT	5,001-20,000	0.08542	0.17212	0.620	-0.2531	0.4239
		More than 20,000	.38854(*)	0.13455	0.004	0.1239	0.6532
	15,001-20,000	More than 20,000	.30313(*)	0.14628	0.039	0.0154	0.5908
Attitudes on Place	Less than 10,000 BHT	10,001-15,000	0.07126	0.14556	0.625	-0.2150	0.3575
		5,001-20,000	-0.07040	0.15596	0.652	-0.3771	0.2363
		More than 20,000	-0.12249	0.11554	0.290	-0.3497	0.1048
	10,001-15,000 BHT	5,001-20,000	-0.14167	0.16797	0.400	-0.4720	0.1887
		More than 20,000	-0.19375	0.13131	0.141	-0.4520	0.0645
	15,001-20,000	More than 20,000	-0.05208	0.14275	0.715	-0.3328	0.2287
Attitudes on Promotion	Less than 10,000 BHT	10,001-15,000	-0.18075	0.12378	0.145	-0.4242	0.0627
		5,001-20,000	-.29221(*)	0.13262	0.028	-0.5530	-0.0314
		More than 20,000	-.26096(*)	0.09826	0.008	-0.4542	-0.0677
	10,001-15,000 BHT	5,001-20,000	-0.11146	0.14284	0.436	-0.3924	0.1695
		More than 20,000	-0.08021	0.11166	0.473	-0.2998	0.1394
	15,001-20,000	More than 20,000	0.03125	0.12139	0.797	-0.2075	0.2700

Table 13: Consumers' attitudes at different income

Appendix 5: Frequency of consumption and attitudes

	Frequency of consumption		
	Once a week or more often	Less than once a week	Never
Attitudes on Product	3.35	2.86	2.75
Attitudes on Price	3.83	3.47	3.24
Attitudes on Place	4.16	4.03	3.98
Attitudes on Promotion	3.67	3.22	3.35

Table 14: frequencies of consumption and attitudes towards marketing mix

Appendix 6: Anova test on mean difference between consuming frequency and attitudes

Dependent Variable	(I) A1	(J) A1	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Upper Bound	95% Confidence Interval Lower Bound
Attitudes on Product	Once a week or more	Less than once a week	.49351(*)	0.09244	0.000	0.2759	0.7111
		Never	.60591(*)	0.08820	0.000	0.3983	0.8135
	Less than once a week	Never	0.11239	0.06270	0.174	-0.0352	0.2600
Attitudes on Price	Once a week or more	Less than once a week	.35801(*)	0.15065	0.047	0.0034	0.7126
		Never	.59066(*)	0.14374	0.000	0.2523	0.9290
	Less than once a week	Never	0.23264	0.10218	0.060	-0.0079	0.4732
Attitudes on Place	Once a week or more	Less than once a week	0.12732	0.14859	0.668	-0.2224	0.4770
		Never	0.17588	0.14177	0.430	-0.1578	0.5096
	Less than once a week	Never	0.04856	0.10079	0.880	-0.1887	0.2858
Attitudes on Promotion	Once a week or more	Less than once a week	.45045(*)	0.12535	0.001	0.1554	0.7455
		Never	.31695(*)	0.11960	0.023	0.0355	0.5985
	Less than once a week	Never	-0.13350	0.08502	0.260	-0.3336	0.0666

Table 15: Consumers' attitudes on marketing mix at different consuming frequencies

Appendix 7: t-test for non-consumers at different genders

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Upper	95% Confidence Interval of the Difference Lower
Attitudes on product	1.900	0.170	-0.481	182	0.631	-0.04565	0.09493	-0.23296	0.14166
			-0.501	83.015	0.618	-0.04565	0.09114	-0.22693	0.13563
Attitudes on price	0.307	0.580	-1.470	182	0.143	-0.21739	0.14790	-0.50921	0.07443
			-1.492	79.183	0.140	-0.21739	0.14574	-0.50746	0.07268
Attitudes on place	0.207	0.650	0.603	182	0.547	0.09420	0.15617	-0.21394	0.40235
			0.589	74.201	0.558	0.09420	0.15991	-0.22442	0.41282
Attitudes on promotion	0.286	0.593	2.357	182	0.019	0.29710	0.12604	0.04842	0.54578
			2.359	77.278	0.021	0.29710	0.12595	0.04633	0.54788

Table 16: t-test on different between genders and attitudes

Appendix 8: Anova test on non-consumers' mean difference at each age, education, occupation and income

Dependent Variable	(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Upper Bound	Lower Bound
Attitudes on product	Under 21 years	21-30 years	-0.00991	0.15039	0.948	-0.3067	0.2868
		31-40 years	0.10000	0.16345	0.541	-0.2225	0.4225
		Over 40 years	.45714(*)	0.20315	0.026	0.0563	0.8580
	21-30	31-40 years	0.10991	0.09739	0.261	-0.0823	0.3021
		Over 40 years	.46705(*)	0.15504	0.003	0.1611	0.7730
	31-40	Over 40 years	.35714(*)	0.16775	0.035	0.0261	0.6881
Attitudes on price	Under 21 years	21-30 years	.64324(*)	0.23300	0.006	0.1835	1.1030
		31-40 years	.79773(*)	0.25324	0.002	0.2980	1.2974
		Over 40 years	1.07857(*)	0.31475	0.001	0.4575	1.6996
	21-30	31-40 years	0.15448	0.15089	0.307	-0.1432	0.4522
		Over 40 years	0.43533	0.24021	0.072	-0.0387	0.9093
	31-40	Over 40 years	0.28084	0.25989	0.281	-0.2320	0.7937
Attitudes on place	Under 21 years	21-30 years	0.08919	0.25326	0.725	-0.4106	0.5889
		31-40 years	0.15758	0.27526	0.568	-0.3856	0.7007
		Over 40 years	-0.11190	0.34212	0.744	-0.7870	0.5632
	21-30	31-40 years	0.06839	0.16401	0.677	-0.2552	0.3920
		Over 40 years	-0.20109	0.26111	0.442	-0.7163	0.3141
	31-40	Over 40 years	-0.26948	0.28250	0.341	-0.8269	0.2880
Attitudes on promotion	Under 21 years	21-30 years	-.43423(*)	0.20523	0.036	-0.8392	-0.0293
		31-40 years	-0.41970	0.22306	0.062	-0.8598	0.0204
		Over 40 years	-0.31905	0.27724	0.251	-0.8661	0.2280
	21-30	31-40 years	0.01454	0.13290	0.913	-0.2477	0.2768
		Over 40 years	0.11519	0.21159	0.587	-0.3023	0.5327
	31-40	Over 40 years	0.10065	0.22892	0.661	-0.3511	0.5524

Table 17: Mean difference of non-consumers' attitudes at different ages

Dependent Variable	(I) edu	(J) edu	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Upper Bound	Lower Bound
Attitudes on product	Lower than high school	High school	0.42111	0.25465	0.100	-0.0814	0.9236
		Bachelors degree	0.04307	0.19312	0.824	-0.3380	0.4241
		Masters degree or higher	0.04935	0.19659	0.802	-0.3386	0.4373
	High school	Bachelors degree	-.37804(*)	0.18407	0.041	-0.7413	-0.0148
		Masters degree or higher	-.37176(*)	0.18771	0.049	-0.7422	-0.0014
	Bachelor degree	Masters degree or higher	0.00628	0.08766	0.943	-0.1667	0.1792
Attitudes on price	Lower than high school	High school	-0.37222	0.39169	0.343	-1.1451	0.4007
		Bachelors degree	-0.09851	0.29705	0.741	-0.6847	0.4876
		Masters degree or higher	0.29984	0.30238	0.323	-0.2968	0.8965
	High school	Bachelors degree	0.27371	0.28314	0.335	-0.2850	0.8324
		Masters degree or higher	.67206(*)	0.28872	0.021	0.1023	1.2418
	Bachelor degree	Masters degree or higher	.39835(*)	0.13483	0.004	0.1323	0.6644
Attitudes on place	Lower than high school	High school	-0.59444	0.42150	0.160	-1.4262	0.2373
		Bachelors degree	-0.44960	0.31966	0.161	-1.0804	0.1812
		Masters degree or higher	-0.42974	0.32540	0.188	-1.0718	0.2123
	High school	Bachelors degree	0.14485	0.30468	0.635	-0.4564	0.7461
		Masters degree or higher	0.16471	0.31069	0.597	-0.4484	0.7778
	Bachelor degree	Masters degree or higher	0.01986	0.14509	0.891	-0.2664	0.3062
Attitudes on promotion	Lower than high school	High school	-0.01111	0.33955	0.974	-0.6811	0.6589
		Bachelors degree	-.52864(*)	0.25751	0.042	-1.0368	-0.0205
		Masters degree or higher	-0.50082	0.26213	0.058	-1.0181	0.0164
	High school	Bachelors degree	-.51753(*)	0.24544	0.036	-1.0018	-0.0332
		Masters degree or higher	-0.48971	0.25029	0.052	-0.9836	0.0042
	Bachelor degree	Masters degree or higher	0.02782	0.11688	0.812	-0.2028	0.2585

Table 18: Mean difference of non-consumers' attitudes at different education

Dependent Variable	(I) occ	(J) occ	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Upper Bound	Lower Bound
Attitudes on Product	Labor	Government Officer	-0.25893	0.24683	0.296	-0.7460	0.2282
		Student	-0.29056	0.21237	0.173	-0.7096	0.1285
		Merchant	-0.52639	0.27061	0.053	-1.0604	0.0076
		Business employee	-0.30563	0.20537	0.138	-0.7109	0.0996
		Other	-0.15288	0.25026	0.542	-0.6467	0.3410
	Government Official	Student	-0.03163	0.16877	0.852	-0.3647	0.3014
		Merchant	-0.26746	0.23794	0.262	-0.7370	0.2021
		Business employee	-0.04670	0.15988	0.771	-0.3622	0.2688
		Other	0.10604	0.21450	0.622	-0.3173	0.5293
	Student	Merchant	-0.23583	0.20197	0.245	-0.6344	0.1627
		Business employee	-0.01507	0.09868	0.879	-0.2098	0.1797
		Other	0.13768	0.17375	0.429	-0.2052	0.4805
	Merchant	Business employee	0.22076	0.19460	0.258	-0.1633	0.6048
		Other	0.37350	0.24150	0.124	-0.1031	0.8501
	Business employee	Other	0.15275	0.16513	0.356	-0.1731	0.4786

Attitudes on Price	Labor	Government Officer	-0.25893	0.37501	0.491	-0.9990	0.4811
		Student	-.90689(*)	0.32265	0.005	-1.5436	-0.2702
		Merchant	-1.21528(*)	0.41114	0.004	-2.0266	-0.4039
		Business employee	-.62981(*)	0.31202	0.045	-1.2455	-0.0141
		Other	-0.62981	0.38021	0.099	-1.3801	0.1205
	Government Official	Student	-.64796(*)	0.25642	0.012	-1.1540	-0.1420
		Merchant	-.95635(*)	0.36151	0.009	-1.6697	-0.2430
		Business employee	-0.37088	0.24291	0.129	-0.8502	0.1085
		Other	-0.37088	0.32590	0.257	-1.0140	0.2722
	Student	Merchant	-0.30839	0.30685	0.316	-0.9139	0.2971
		Business employee	0.27708	0.14993	0.066	-0.0188	0.5729
		Other	0.27708	0.26397	0.295	-0.2438	0.7980
	Merchant	Business employee	.58547(*)	0.29566	0.049	0.0020	1.1689
		Other	0.58547	0.36691	0.112	-0.1386	1.3095
	Business employee	Other	0.00000	0.25088	1.000	-0.4951	0.4951
Attitudes on Place	Labor	Government Officer	-0.32143	0.40296	0.426	-1.1166	0.4738
		Student	-0.40816	0.34670	0.241	-1.0923	0.2760
		Merchant	-0.66667	0.44179	0.133	-1.5385	0.2051
		Business employee	-0.50000	0.33528	0.138	-1.1616	0.1616
		Other	-1.00000(*)	0.40855	0.015	-1.8062	-0.1938
	Government Official	Student	-0.08673	0.27553	0.753	-0.6305	0.4570
		Merchant	-0.34524	0.38845	0.375	-1.1118	0.4213
		Business employee	-0.17857	0.26102	0.495	-0.6937	0.3365
		Other	-0.67857	0.35019	0.054	-1.3696	0.0125
	Student	Merchant	-0.25850	0.32972	0.434	-0.9092	0.3922
		Business employee	-0.09184	0.16110	0.569	-0.4098	0.2261
		Other	-.59184(*)	0.28365	0.038	-1.1516	-0.0321
	Merchant	Business employee	0.16667	0.31770	0.601	-0.4603	0.7936
		Other	-0.33333	0.39425	0.399	-1.1113	0.4447
	Business employee	Other	-0.50000	0.26958	0.065	-1.0320	0.0320
Attitudes on Promotion	Labor	Government Officer	-.85714(*)	0.32376	0.009	-1.4960	-0.2182
		Student	-0.45408	0.27856	0.105	-1.0038	0.0956
		Merchant	-.97222(*)	0.35496	0.007	-1.6727	-0.2718
		Business employee	-.69780(*)	0.26938	0.010	-1.2294	-0.1662
		Other	-0.34615	0.32826	0.293	-0.9939	0.3016
	Government Official	Student	0.40306	0.22137	0.070	-0.0338	0.8399
		Merchant	-0.11508	0.31210	0.713	-0.7310	0.5008
		Business employee	0.15934	0.20971	0.448	-0.2545	0.5732
		Other	0.51099	0.28136	0.071	-0.0442	1.0662

	Student	Merchant	-0.51814	0.26492	0.052	-1.0409	0.0046
		Business employee	-0.24372	0.12944	0.061	-0.4992	0.0117
		Other	0.10793	0.22790	0.636	-0.3418	0.5577
	Merchant	Business employee	0.27442	0.25526	0.284	-0.2293	0.7781
		Other	.62607(*)	0.31677	0.050	0.0010	1.2512
	Business employee	Other	0.35165	0.21659	0.106	-0.0758	0.7791

Table 19: Mean difference of non-consumers' attitudes at different occupation

Dependent Variable	(I) inc	(J) inc	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Upper Bound	Lower Bound
Attitudes on product	Less than 10,000 BHT	10,001-15,000 BHT	-.29615(*)	0.13975	0.035	-0.5719	-0.0204
		15,001-20,000 BHT	-0.12308	0.13819	0.374	-0.3958	0.1496
		More than 20,000 BHT	-0.02090	0.10547	0.843	-0.2290	0.1872
	10,001-15,000	15,001-20,000 BHT	0.17308	0.15166	0.255	-0.1262	0.4723
		More than 20,000 BHT	.27525(*)	0.12259	0.026	0.0333	0.5172
	15,001-20,000	More than 20,000 BHT	0.10217	0.12081	0.399	-0.1362	0.3406
Attitudes on price	Less than 10,000 BHT	10,001-15,000 BHT	-0.19231	0.21027	0.362	-0.6072	0.2226
		15,001-20,000 BHT	-0.00142	0.20792	0.995	-0.4117	0.4089
		More than 20,000 BHT	.49958(*)	0.15869	0.002	0.1864	0.8127
	10,001-15,000	15,001-20,000 BHT	0.19088	0.22820	0.404	-0.2594	0.6412
		More than 20,000 BHT	.69189(*)	0.18446	0.000	0.3279	1.0559
	15,001-20,000	More than 20,000 BHT	.50101(*)	0.18178	0.006	0.1423	0.8597
Attitudes on place	Less than 10,000 BHT	10,001-15,000 BHT	-0.26282	0.23262	0.260	-0.7218	0.1962
		15,001-20,000 BHT	0.03989	0.23002	0.863	-0.4140	0.4938
		More than 20,000 BHT	-0.08431	0.17556	0.632	-0.4307	0.2621
	10,001-15,000 BHT	15,001-20,000 BHT	0.30271	0.25246	0.232	-0.1954	0.8009
		More than 20,000 BHT	0.17851	0.20407	0.383	-0.2242	0.5812
	15,001-20,000	More than 20,000 BHT	-0.12419	0.20110	0.538	-0.5210	0.2726
Attitudes on promotion	Less than 10,000 BHT	10,001-15,000 BHT	-.37500(*)	0.18775	0.047	-0.7455	-0.0045
		15,001-20,000 BHT	-0.33048	0.18565	0.077	-0.6968	0.0359
		More than 20,000 BHT	-.34971(*)	0.14169	0.015	-0.6293	-0.0701
	10,001-15,000 BHT	15,001-20,000 BHT	0.04452	0.20376	0.827	-0.3575	0.4466
		More than 20,000 BHT	0.02529	0.16470	0.878	-0.2997	0.3503
	15,001-20,000	More than 20,000 BHT	-0.01922	0.16231	0.906	-0.3395	0.3010

Table 20:Mean difference of non-consumers' attitudes at different income

Appendix 9: Mean scores of attitudes

	Mean scores
Energy drinks make me feel fresh and alert.	3.4
Energy drinks provide physical strength	2.8
Energy drinks are good source of energy and nutrition.	2.1
Energy drinks are suitable for new generation.	2.22
Energy drinks are suitable for working life style.	3.09
Energy drinks have good taste.	3.1
Energy drinks have various flavors.	2.98
Energy drinks have proper size.	3.56
Energy drinks have attractive packaging design.	2.79
Energy drinks have high quality.	2.64
The price of energy drinks is affordable.	3.57
The price of energy drinks is reasonable compared to size.	3.22
Energy drinks are easy to buy at convenient stores.	4.29
Energy drinks are easy to buy at supermarkets and department stores.	3.76
Advertising of energy drinks contributes to my product awareness.	3.98
Advertising of energy drinks encourages me to try the product.	2.92
Promotion of energy drinks contributes to my product awareness.	3.62
Promotion of energy drinks encourages me to try the product.	2.87

Table 21: Mean scores of attitudes

Appendix 10: Chronbach's Alpha test

Cronbach's Alpha	N of Items
0.803	10

Table 22: Chronbach's Alpha test on attitudes towards product

Cronbach's Alpha	N of Items
0.701	2

Table 23:Chronbach's Alpha test on attitudes towards price

Cronbach's Alpha	N of Items
0.716	2

Table 24:Cronbach's Alpha test on attitudes towards place

Cronbach's Alpha	N of Items
0.711	4

Table 25:Cronbach's Alpha test on attitudes towards promotion