

**FACTORS INFLUENCING CONSUMERS' PERCEIVED  
HEALTHINESS AND WILLINGNESS TO USE FUNCTIONAL  
DRINKS IN THAILAND**



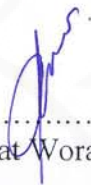
**THITARAT WORAWITPHINYO**

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR  
THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION  
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MAHIDOL UNIVERSITY**

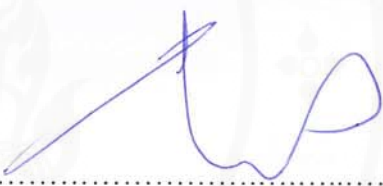
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Thesis  
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.....  
Ms. Thitarat Worawitphinyo  
Candidate



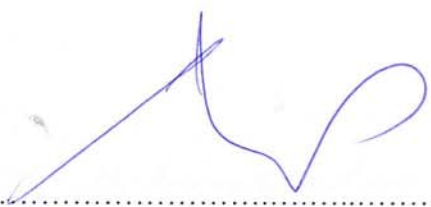
.....  
Lect. Dissatit Prasertsakul, D.B.A.  
Major advisor



.....  
Lect. Ornlatcha Sivarak, Ph.D.  
Co-advisor



.....  
Asst. Prof. Auemphorn Mutchimwong,  
Ph.D.  
Acting Dean  
Faculty of Graduate Studies  
Mahidol University



.....  
Lect. Dissatit Prasertsakul, D.B.A.  
Program Director  
Master of Business Administration  
Program in Business Modeling and  
Analysis  
International College  
Mahidol University

Thesis  
entitled

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was submitted to the Faculty of Graduate Studies, Mahidol University  
for the degree of Master of Business Administration (Business Modeling and Analysis)


on  
December 7, 2013




.....  
Ms. Thitarat Worawitphinyo  
Candidate




.....  
Mr. Mayookapan Chaimankong, D.B.A.  
Chair




.....  
Lect. Ornlatcha Sivarak, Ph.D.  
Member



.....  
Lect. Dissatat Prasertsakul, D.B.A.  
Member



.....  
Asst. Prof. Auemphorn Mutchimwong,  
Ph.D.  
Acting Dean  
Faculty of Graduate Studies  
Mahidol University



.....  
Prof. Maleeya Kruatrachue, Ph.D.  
Dean  
International College  
Mahidol University

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Any faults in any aspect of this paper are my sole responsibility.

Thitarat Worawitphinyo

**FACTORS INFLUENCING CONSUMERS' PERCEIVED HEALTHINESS AND  
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**THITARAT WORAWITPHINYO 5438676 ICMA/M**

**M.B.A. (BUSINESS MODELING AND ANALYSIS)**

**THESIS ADVISORY COMMITTEE: DISSATAT PRASERTSAKUL, Ph.D.,  
ORNLATCHA SIVARAK, Ph.D.**

**ABSTRACT**

The aims of the present study were to determine factors that influence consumers' perceived healthiness and willingness to use functional drinks in Thailand. A study was carried out in Bangkok over the period of August to October 2013 to investigate the determinants of functional drink use. The survey canvassed the views of 400 respondents, and the completed questionnaires were subsequently used in the analysis. Data were then analysed by using SPSS using hypotheses created from the models.

The results indicated that Thai consumers' attitudes towards functional drinks, consumers' perceived healthiness of ingredients, and consumers' perceived credibility of information source had an influence on the willingness to use functional drinks. In contrast, product health claimed and consumers' perceived risk had no influence on the willingness to consume functional drinks. Furthermore, credibility of information sources also significantly correlated with the product's health claims.

**KEY WORDS: FUNCTIONAL DRINKS / PERCEIVED HEALTHINESS /  
WILLINGNESS**

84 pages

ปัจจัยที่มีอิทธิพลต่อการรับรู้คุณประโยชน์ของเครื่องดื่มเพื่อสุขภาพและความเต็มใจที่จะบริโภคของผู้บริโภคในประเทศไทย

FACTORS INFLUENCING CONSUMERS' PERCEIVED HEALTHINESS AND WILLINGNESS TO USE FUNCTIONAL DRINKS IN THAILAND

ฐิตารัตน์ วรวิทย์ โณ 5438676 ICMA/M

บธ.ม. (การวิเคราะห์และการสร้างตัวแบบธุรกิจ)

คณะกรรมการที่ปรึกษาวิทยานิพนธ์: ศิสสัท ประเสริฐสกุล, Ph.D., อรลัษชา ศิวรักษ์, Ph.D.

#### บทคัดย่อ

การศึกษาในครั้งนี้มีวัตถุประสงค์เพื่อกำหนดปัจจัยที่มีอิทธิพลต่อประโยชน์ทางสุขภาพที่รับรู้ได้และความเต็มใจในการบริโภคและเลือกใช้ผลิตภัณฑ์เครื่องดื่มเพื่อสุขภาพในประเทศไทย ซึ่งได้ดำเนินการเก็บข้อมูลในกรุงเทพมหานครในช่วงระหว่างเดือนสิงหาคม ถึง เดือนตุลาคม 2556 โดยการใช้แบบสอบถามเพื่อสำรวจการบริโภคเครื่องดื่มเพื่อสุขภาพของกลุ่มสำรวจจำนวน 400 คน ข้อมูลที่ได้จากแบบสอบถามถูกวิเคราะห์และตรวจสอบสมมติฐานด้วยโปรแกรม SPSS

ผลจากการศึกษาบ่งชี้ว่าทัศนคติต่อเครื่องดื่มเพื่อสุขภาพของผู้บริโภค การรับรู้ข้อมูลทางโภชนาการและผลประโยชน์ต่อสุขภาพของผู้บริโภค และความน่าเชื่อถือของแหล่งข้อมูลมีผลต่อความเต็มใจในการบริโภคเครื่องดื่มเพื่อสุขภาพ

ในทางกลับกัน การศึกษาพบว่าประโยชน์ทางสุขภาพตามที่กล่าวอ้างโดยผู้ผลิตของผลิตภัณฑ์และเงื่อนไขด้านสุขภาพของผู้บริโภคนั้นไม่มีอิทธิพลต่อความเต็มใจในการบริโภคเครื่องดื่มเพื่อสุขภาพ นอกจากนี้การศึกษายังพบความเกี่ยวพันกันอย่างมีนัยสำคัญระหว่างความน่าเชื่อถือของแหล่งข้อมูลและประโยชน์ทางสุขภาพตามที่กล่าวอ้างโดยผู้ผลิตของผลิตภัณฑ์

84 หน้า

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## **CHAPTER I**

### **INTRODUCTION**

In international beverage industry, the beverage can be divided into two major categories; alcoholic beverages and non-alcoholic beverages. Functional beverage is a sub sector of non-alcoholic beverages, which include energy drinks, sports drinks and functional waters; ready-to-drink tea and coffee; and yogurt drinks and smoothies.

Initially, functional drinks that Thai consumers are familiar with are those energy and sports drinks. Energy drinks are drinks that replace the energy; liquid, salts, lost before, during or after exercising or playing sport or indeed following illness. Sports drinks are drinks containing ingredients which provide a range of nutrients in addition to energy. They stimulate the energy process and compensate for nutrient and fluid loss. However, in the past recent years, a greater health concern has been growing among Thai people; health and wellness food and beverages were perceived to be a better choice, to help create better immune systems and strengthen the body. New categories of functional drinks are formed; several benefits such as vitamins, minerals, collagen, fiber and omega-3 were identified and combined into a new product.

Currently, alcoholic beverage sector has been facing with many rules and restrictions such as excise taxes, government policies, and public criticizing. These have driven many Thai beverage companies to expand their product line into non-alcoholic beverage sector. As a result; a rapid growth of non-alcoholic beverages, from Table 1.1, the total market value of this sector is greater than 100 billion baht. By comparing the growth between 2010 and 2011, in 2011, the market growth in some categories may returned negative, however, the reason for these negative figures were mainly attributable to the flood situation in the fourth quarter of the year. Nevertheless, the market still indicated a continued uptrend from the previous year.

As can be seen from Table 1.1, functional drinks is the only category that showed an exceptionally growth rate of 79% in the year 2010. Consequently, more and more new operators enter the market as they see a chance to grow while existing operators attempted to develop their products to differentiate from competitors and at the same time, price and public relations competition is becoming more aggressive.

**Table 1.1 Market Growths and Value of Non-alcoholic in Thailand 2010 and 2011**

Drink Category	2010 (%)	2011 (%)	Market Value (million baht)
RTD Milk	8	6	40,000
Soft Drinks	8	-4	36,000
Energy Drinks	8	6	16,000
Bottled Water	23	3	9,000
Fruit/Vegetable Juice	14	1	8,500
RTD Coffee	6	5	8,500
RTD Tea	25	17	8,000
Functional Drinks	79	-6	4,200
Sports Drinks	23	-7	3,000
Soy Beverages	4	17	2,000

**Source:** A.C. Neilson Estimator of Non-Alcohol growth rate in Thailand (2012)

Nevertheless, there is a long history of scepticism towards functional foods and drinks. Scientists wonder why we are in a situation where the curve depicting the number of food-related diseases looks so similar to the curve depicting sales of so-called healthy foods (Heasman et al., 2001). The answer may be sought in various factors. Some features of what we today call healthy food and drink was also discussed from a Baudrillardian perspective, proposing that there is no direct link between the “scientific facts” of what is healthy and consumers’ choice of these products (Baudrillard, 1983). Another common criticism of functional foods and drinks is that it is not ideal to focus on the health benefits of a single product outside of the context of the total diet; health can only be improved and maintained through a proper total diet and physical activity (Hooker and Teratanavat, 2008). Due to the preventive nature of functional foods and drinks, with benefits that appear only after a certain period of usage, the acceptance of functional foods and drinks may be limited. Thus, beliefs about the future health benefits of functional foods and drinks do not constitute an

incentive to consume such products today (Sarubin, 2000). The cumulative effect of eating several functional foods and drinks is far from being uncovered, which may be a key reason why consumers are yet hesitant. Knowledge of health or nutrition is proven to be a significant explanatory variable of consuming functional foods and drinks. According to one study, the consumers that possessed high health and nutrition knowledge about products were less inclined to purchase products containing lycopene as a means of reducing the risk of prostate cancer (Henson et al., 2008).

Low acceptance of functional foods and drinks may also be due to the fact that functional enrichments are perceived as having benefitted only the producers and not the consumer directly (Östberg, 2003). The food and beverage industry is active in developing new products in order to gain superior competitive advantage. Functional foods and drinks are normally sold at higher prices, thus having larger profit margins than conventional foods, which obviously make the sector attractive for players in the supply chain (Kotilainen et al., 2006).

Different opinions exist on functional foods and drinks, both positive and negative ones. Foods and drinks are not intended to only satisfy hunger and to provide necessary nutrients for humans but also to prevent nutrition-related diseases and improve physical and mental well-being of consumers (Menrad, 2003). The need for functional foods and drinks is increasing and if consumed regularly, such foods and drinks help ensure an overall good health and/or prevent/manage specific conditions in a convenient way (i.e. through daily diet) (Benkouider, 2005; Poulsen, 1999; Sloan, 2000). The problem is that consumer acceptance is still lacking. This clearly leads to the need for additional studies on what prevents consumers from buying functional foods and drinks and what the drivers of consuming functional such products are.

## **1.1 Definition of Functional Foods and Drinks**

The Institute of Medicine of the US National Academy of Sciences defines functional foods as foods that encompass potentially healthful products, including any modified food or food ingredient that may provide a health benefit beyond the nutrients it contains. Typically, a food marketed as functional contains added,

technologically developed ingredients with a specific health benefit (Niva, 2007). It should be noted that there are at least twenty-six definitions of functional foods worldwide (Doyon and Labrecque, 2008). In most countries there is no legislative definition of the functional food term and drawing a border line between conventional and functional foods is challenging even for nutrition and food experts (Mark-Herbert, 2004; Niva, 2007).

Functional drink is a prominent product category under the functional food sector. Generally, it is a non-alcoholic beverages fortified with vitamins A, C, and E or other functional ingredients (Siro, E. Kapolna, B. Kapolna, & Lugasi, 2008).

In this thesis the definition of functional drinks will be addressed by which ingredients with an additional health value have been added to conventional drinks, not in the form of pills or capsules but just as normal drink. In addition, for the purpose of this study, functional drinks in Thailand will be classified into three categories;

1. Beauty and Bright
2. Anti Stress and Relax
3. Smart Brain

Beauty and bright functional drinks are those of skin healthy drink, which is a new category of functional drinks that is getting more and more popular among Thai female consumers. The selling point is beauty as well as healthy. The main ingredients are collagen and coenzyme Q10. Products in the market of this category are such as Blink nano co Q10, I-Healthi Q10, Beauti drink, and Skinn Fit.

Anti stress and relax functional drinks are those of cholesterol-lowering drinks (with combination of omega-3 and soy), bone health drinks (with calcium and inulin), or eye healthy drinks (with lutein). Many big beverage players in Thailand, such as UNIF, introduced “UNIF- I- Firm”, which contained 12% fruit juice and L-carnitine. Oishi also launched “Amino OK”, which contained fruit juice and amino acid. Other products in the market are Being, I-Firm, etc. The selling points are refreshment, relax, and healthiness.

Smart brain drinks are those that enhance brain functionality, designed to improving brain efficiency and memory. The market for this particular functional drink was initially singlehandedly dominated by “Brand’s” from Cerebos Pacific

Limited. However, recently Osotspa International Co., Ltd. launched “Peptein” which contained Soy Peptide imported from Japan. Later on, Ajinomoto introduced “Brane Fit” containing omega-3, DHA choline, and vitamin B6 and B12. Operators’ target market are focusing on students and working age group.

## 1.2 Objectives of Study

The overall aim of the study is to find out what are the factors influencing Thai consumers’ perceived healthiness of functional drinks, whether they consume them and their attitudes toward general functional drinks as these underlie the willingness to use functional drinks.

In order to explore and analyse the mentioned objectives, the study sets up four key research questions:

1. How Thai consumers accept functional drinks?
2. How health claim and perceived risk affect liking such products and willingness to use functional drinks?
3. How perceived healthiness of ingredient combinations affect willingness to use functional drinks?
4. How perceived credibility of information affect the willingness to use functional drinks?

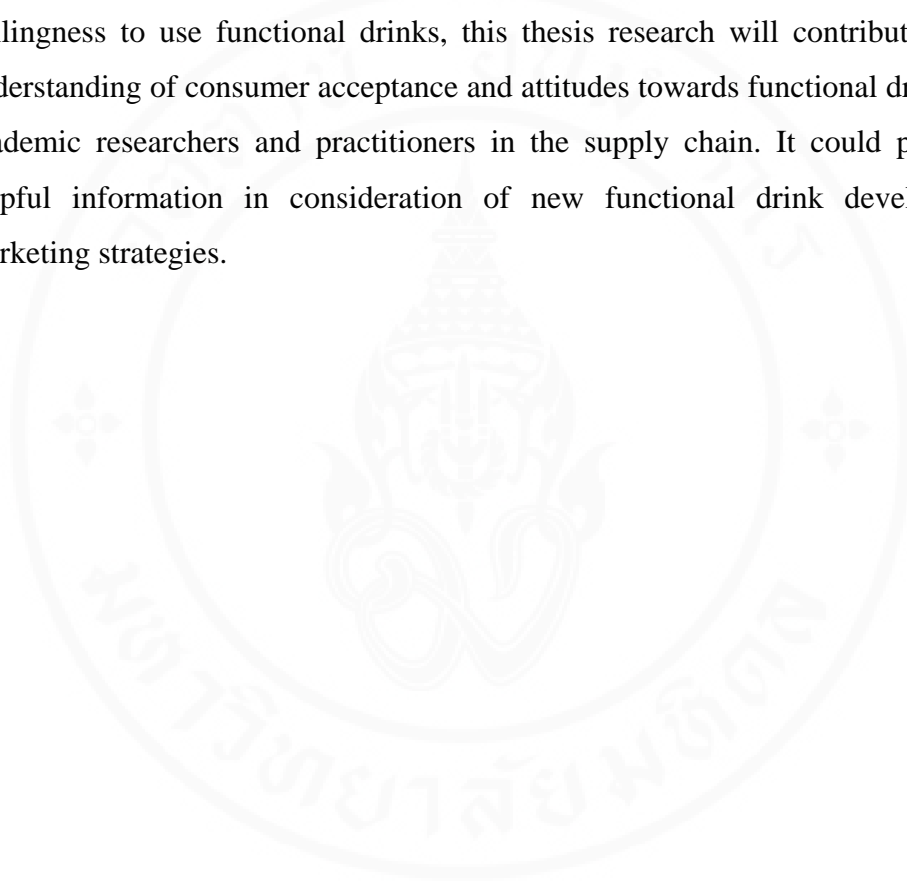
## 1.3 Significant of the Study

Most studies have heavily looked at a general constituent of the functional foods, e.g. either consumers’ attitudes or perceptions regarding functional foods, or food manufacturers’ decision to develop functional foods. The advantage of going deeper into a sub category of functional foods; functional drinks has been to some extent overlooked. The functional foods industry should not be analysed at the company or consumer level exclusively without studying agents of change in the rest of the food chain (Rama, 2008).

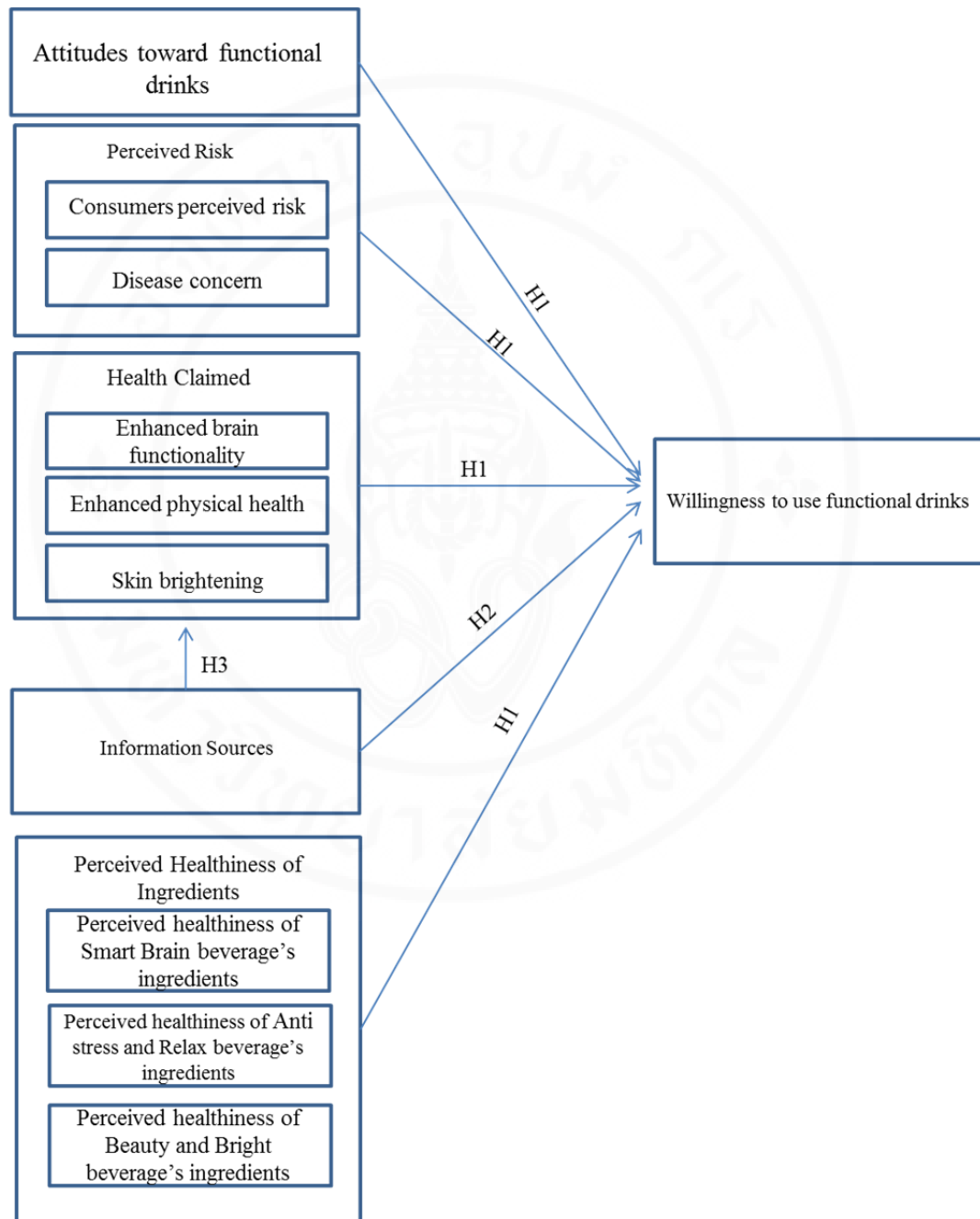
While consumer acceptance of functional foods and drinks is increasing, the introduction of such products has often failed arousing a great deal of interest in

understanding the drivers of effective functional food and drink development. Further, the development and commercialization of these products are rather complex, expensive and risky, requiring significant research efforts as particular requirements have to be answered (Van Kleef et al., 2002, 2005).

Looking at factors influencing Thai consumers' perceived healthiness and willingness to use functional drinks, this thesis research will contribute to a better understanding of consumer acceptance and attitudes towards functional drinks for both academic researchers and practitioners in the supply chain. It could provide some helpful information in consideration of new functional drink development and marketing strategies.



### 1.4 Conceptual Framework



**Figure 1.1 Conceptual Framework**

**Source:** Adapted from Krutulyte, Grunert, Scholderer, Lahteenmaki, Hagemann, Elgaard, Nielsen, and Graverholt (2010)

## 1.5 Hypotheses

Hypothesis 1: Attitude towards functional drinks, health claimed, perceived risk, and perceived healthiness of ingredients significantly affect the willingness to use functional drinks.

Hypothesis 2: Perceived credibility of information significantly affects the willingness to use functional drinks.

Hypothesis 3: Credibility of information sources significantly affects the product's health claimed.

## 1.6 Limitations of the Research

The main limitation of this study is the small sample size of Thai consumer in which data was collected. A further study with a larger number of responses could give us an opportunity to claim that the findings can be generalized to other food and drink products or fields outside the food and beverage industry.

In addition, this research is looked at functional drinks in general context; further research is needed on the extent to which the findings can be specified to other important ingredients in the functional drinks market.

Notwithstanding its limitations, we hope this thesis has offered valuable insight in the consumer willingness to use functional drinks.

## 1.7 Definition of Terms

The word “Functional beverage” in this study refers to any beverages that provide health benefits over normal nutrition such as Peptin, Smart Shot, Scotch Essence of Chicken, B-ing Relax, B-ing Boost, B-ing Fine, Amino OK plus, Vita A to Z, Blink, Scotch Collagen-Q10, Pink Q10, Beauti Drink, Kiss Gluta 200, and Amino Ok Plus Brighten.

The word “Smart Brain beverages” in this study refers to any beverages that enhance brain functionality, designed to improving brain efficiency and memory such as Peptin, Smart Shot, and Scotch Essence of Chicken.

The word “Anti Stress and relax beverages” in this study refers to any beverages that assist in lowering cholesterol, stronger the bone, enhancing eyes functionality, and offering refreshment such as B-ing Relax, B-ing Boost, B-ing Fine, Amino OK plus and Vita A to Z.

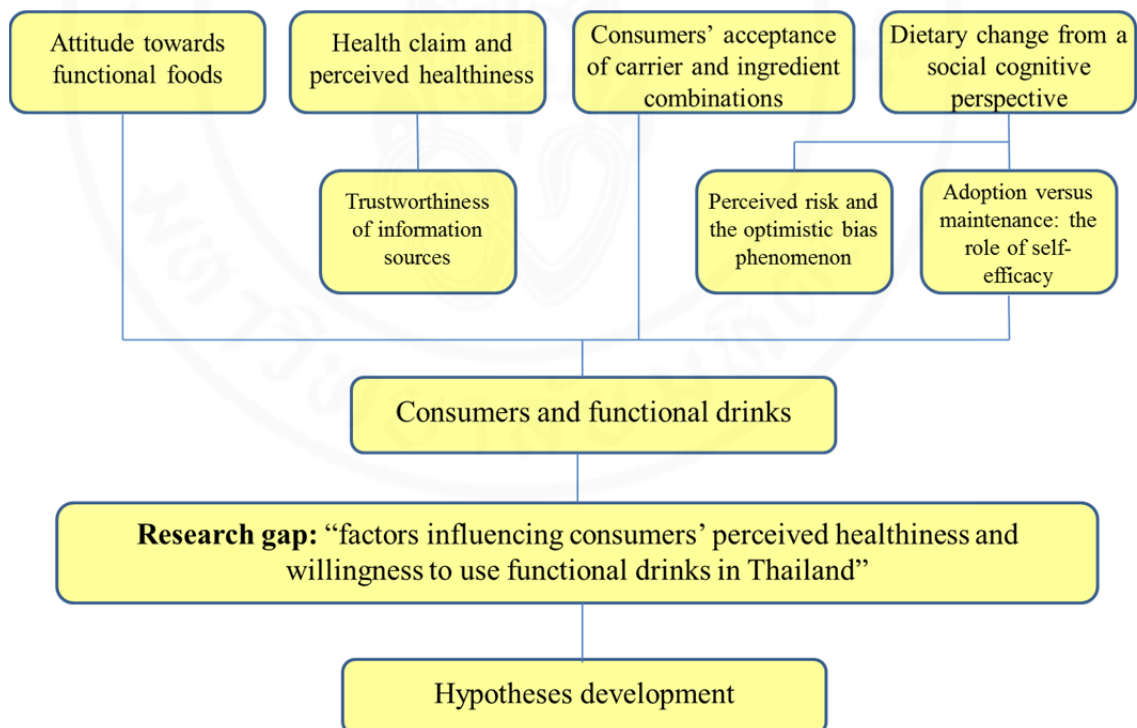
The word “Beauty and Bright beverages” in this study refers to any beverages that assist in brightening skin color such as Blink, Scotch Collagen-Q10, Pink Q10, Beauti Drink, Kiss Gluta 200, and Amino Ok Plus Brighten.

There are five chapters in the study, which is structured as follows: Chapter 2 provides a related relevant literature reviews; Chapter 3 describes the methodology and model definition used in this study; Chapter 4 presents the result and its related discussion. Last but not least, Chapter 5 concludes the major findings of the study, its limitations and related practical interpretations

## CHAPTER II

### LITERATURE REVIEW

A literature review on factors influencing consumers' perceived healthiness and willingness to use functional foods and drinks is discussed. As a functional drink is a sub category of functional foods and has been to some extent overlooked thus this section will include definitions of relevant concepts and present the most relevant previous literatures in the area of functional foods.



**Figure 2.1 Literature Map**

**Source:** Developed for this study

## **2.1 Review of Relevant Theories**

Attitudes towards functional drinks, product claimed, perceived risk, and consumer acceptance of carrier and ingredient combinations are assumed to affect consumers' willingness to use such products.

### **2.1.1 Attitude towards Functional Foods**

In the domain of consumer behaviour, consumers' acceptance of functional foods can be explained by their attitudes towards such foods, outcomes that people expect from consuming such foods, and people's capabilities of changing their diet-related behaviour. All this can vary depending on consumer demographics. For example, when it comes to regional differences in the acceptance of functional foods, due to historical reasons, the acceptance of functional food is more established in America than in Europe. While Americans accept functional foods and readily incorporate them into their diets (IFIC, 2000), Europeans are far more hesitant in terms of consuming functional foods. Thus, there has been a long-standing interest in the research on functional food acceptance in the US (Childs, 1997; Child et al., 1997; IFIC, 2000; Gilbert, 1997; Wrick, 1995).

In Europe, Danish consumers, for instance, are found to be sceptical towards functional foods which they judge as "unnatural and impure" (Jonas and Beckmann, 1998). Similar results on negative attitudes towards functional foods have been found in another study aiming to explore Swedish consumers' impressions of and perceived need for functional foods. It has been reported that a necessity for functional foods was perceived only when no other lifestyle changes were able to improve a person's state of health (Landström et al., 2009). Finnish consumers accept functional foods more readily than their Danish, American or Swedish counterparts (Bech-Larsen, 2001; Bech-Larsen and Grunert, 2003). Similar positive results have been found in Australia; attitudes were significant determinants of non-users' willingness to try functional foods (O'Cooner and White, 2010). Some consumers have a more positive attitude towards functional foods than others, and this can vary from country to country. There is a lack of recent studies on Thai consumers' attitudes towards consumption of functional foods.

### **2.1.2 Health Claim and Perceived Healthiness**

Ares, Gimenez & Gambaro (2007) suggested that consumers are expected to consider functional foods only if the products are perceived to be healthier than conventional ones. Unlike other characteristics such as taste or texture, benefits of functional foods cannot be directly perceived by consumers directly. Consumers need to rely on information regarding health effects of a product to distinguish functional and conventional products (Urala & Lahteenmaki, 2004).

Bower, Saadat, and Whitten (2003) discovered in the cases of their study that perceived benefits and thereby willingness to use a product is influenced by product information. Information such as product name, price, and nutritional benefit were found to significantly affect intention to buy functional products.

Nevertheless, product information is not always the crucial component for customers' acceptance of functional foods. Lyly, Roininen, Honkapaa, Poutanen, & Lahteenmaki (2005) found the relevance of product information to consumers and effectiveness of a product were determined by individual attitudes and personal motivations. Consistently, Shepherd, Sparks, Bellier, & Raats (1991) suggested that influence of product information over likelihood to purchase a product of a consumer may be determined by attitudes. A study on novel foods by McFarlane and Pliner (1997) also pointed out the impact of personal motivation to willingness to use the products. The study discovered that nutrition information can effectively improve willingness to taste novel foods if nutrition is concerned by consumers. This could imply to the health related motivation factors that willingness to use a product can increase given a specific suitable health claim that match consumers' concerns.

Urala and Lahteenmaki (2004) suggested that the perceived reward and confidence in functional foods seemed to be the most influent criteria determining consumers' willingness to use such products. On another aspect, Urala and Lahteenmaki (2004), and Frewer et al. (2003) pointed out the perceived risks of functional foods as a barrier preventing consumers from using the products. In other words, consumers' willingness to consume functional foods over conventional foods is likely to be high if they believe that the benefits from consuming such product will meet the claimed product information. Moreover, the willingness would even be

higher if they perceive risks from consuming such product are relatively low compare to the benefits.

#### **2.1.2.1 Trustworthiness of Information Sources**

Consumer knowledge is an important construct in understanding consumer behaviours such as information search (Brucks, 1985, Rao and Sieben, 1992) and information processing (Alba and Hutchinson, 1987). Two knowledge constructs have been distinguished (Brucks, 1985). The first is objective knowledge: accurate information about the product class stored in long-term memory. The second is self-assessed knowledge or subjective knowledge: people's perceptions of what or how much they know about a product class. The distinction between actual and perceived knowledge is discussed and the effects of the latter are empirically investigated in a choice task. Findings suggest that the level of perceived knowledge affects the comprehension and use of interrelationships among new pieces of information in subjects' choice decision task. It also influences subjects' assessments of the importance of old and new information. Subjects with low perceived knowledge were better at detecting the similarity relationship among new items of information than were subjects with high perceived knowledge. Subjects with low perceived knowledge also value old and new information in a different way than those with high perceived knowledge, depending on the relationship between the old and the new information.

Health effects may offer the manufacturers a way of differentiation and promoting new products with added value but it may be extremely challenging to design credible marketing messages that differentiate one's own product from that of the competitors (Urala, 2005). The study of Urala (2005) stated that the more trustworthiness of information sources, the more consumer's willingness to try such products. In the study, the most trustworthy source of information was interview with scientists followed by documentaries, seminars/conferences, then pharmacists then food manufacturers with advertisement as the least trustworthy source of information on functional foods.

### **2.1.3 Consumers' Acceptance of Carrier and Ingredient Combinations**

Concerning the effect of the carrier product on willingness to consume functional foods, it has been found that the base product to which the health effect is added can affect the credibility of such products (Poulsen, 1999). Results from another study also showed that carrier products have the highest effect on consumers' perception of healthiness and willingness to try functional foods (Ares and Gambaro, 2007). The highest acceptance was achieved when the enrichment was a functional ingredient inherent in the product. Some consumers will reject functional food products because they utilize a new technology which they feel is risky (Markosyan et al., 2009). Functional food acceptance varies across food categories (Poulsen, 1999, Urala and Lahteenmaki, 2003).

### **2.1.4 Dietary Change from a Social Cognitive Perspective**

Several of previous research suggested that consumers need to be motivated to accept functional foods before choosing to consume them. Consumers' food choices are generally based on the key criteria of taste, convenience, and price. Their health benefits only be mentioned as one reason among many others (Margetts, Martinez, Saba, Holm, and Kearney, 1997) and functional foods are no exceptions (Urala and Lähteenmäki, 2003).

Customers' acceptance of functional foods largely depends on their perceptions of the healthiness of the products, processes, and enrichment involved in the production of such products (Bech-Larsen and Grunert, 2003; Verbeke, 2005), as well as their perceptions of taste, pleasure and familiarity (Poulsen, 1999; Urala and Lähteenmäki, 2003, 2004).

It was suggested that health benefits cannot outweigh importance of sensory properties of the foods (Bech-Larsen and Scholderer, 2007); and increasing in functionality of the foods should not necessarily impact products' sensory quality (Urala and Lähteenmäki, 2004).

The purchase of functional foods can be seen as health behaviour. The social cognitive perspective is the most widespread approach in the literature to the study of eating as health behaviour. It is known that in the motivation phase, the individual forms an intention either to adopt a certain healthy behaviour or to change a

risky one in favour of behaviour. Intention formation depends on three motivational factors: (1) risk perception – the belief that one is at risk, (2) outcome expectancies – the belief that behavioral change will reduce a health risk, and (3) perceived self-efficacy – the belief that one is sufficiently capable of exercising control over a demanding behavior. (Bandura, 1986; Renner, 2000; Weinstein, 1993)

#### **2.1.4.1 Perceived Risk and the Optimistic Bias Phenomenon**

In the context of e-commerce, service delivery system is crucial to customer perception in aspect of quality since customer can access service through technological-interface service and this reflects the professionalism of business service provider. Some researchers have turned components of service quality in e-commerce to be an ease of use, website design, responsiveness, personalization or customization, and assurance. These dimensions have positively effect on customer satisfaction (Gummerus et al., 2004; Ribbink et al., 2004). Ease of use is indicated as a factor in which the self-service activity provides a clear interface and simple process to ensure that customers can use it effectively (Daholmar, 1996). For e-commerce access, ease of use is considered as one of the most important factors in creating “user-friendly” website (J.D frazer, 1997). This is because customer does not want to spend time neither searching what they look for nor go through many complicated web pages.

Making the system easily accessible and interactive is not enough, the webpage should be attractive on the first viewing and interesting enough to stimulate repeating visits or repurchase intentions (Norizan and Nor, 2009). Since social commerce is one of the modules in e-commerce, its online systems is needed to be trustworthy, secured, private, responsive, and personalized for customer usage. Companies can therefore increase customer loyalty directly by improving the ease of use, website design or layout, and assurance dimensions of their website (Norizan and Nor, 2009). Most online shoppers judge the website’s attractiveness from the first entering. Making online stores more easily accessible can create customer acquisition in the long run. In order to make social commerce to be a “virtual shopping center”, business must create the front door more reachable. The advantage of click-and-click business over brick and mortar style is “sticky”. Online store has ability to retain customers because the browsing path is more structural than traditional shop which is

quite indirect and can be reversed easily. In social commerce's market place level, better connected network tends to be more accessible (Stephen and Toubia, 2008).

#### **2.1.4.2 Adoption versus Maintenance: the Role of Self-efficacy**

According to social cognitive theory, the gap between knowing what to do and acting accordingly is governed in large part by self-referent thought (Bandura, 1986). Applied to nutrition, the self-efficacy construct has the potential to predict which recommended nutrition practices people feel capable of undertaking, how much effort they expect to have to put in when modifying their food selection and preparation practices, and how long they will persist when facing obstacles (Sheeshka, 1993). The results suggest that self-efficacy is the most powerful direct influence on behavioural intention. It is supported by another study reporting that the more self-efficacious individuals reported better nutrition behaviour (Schwarzer et al., 2000). If consumed regularly, functional foods help ensure an overall good health and/or prevent specific conditions (Benkouider, 2005; Poulsen, 1999; Sloan, 2000). Whether an individual will accept functional foods will define if the individual is able to stick to regular consumption of such foods. To sum up, the total effect of self-efficacy on health behaviour is significant in relation to functional food acceptance.

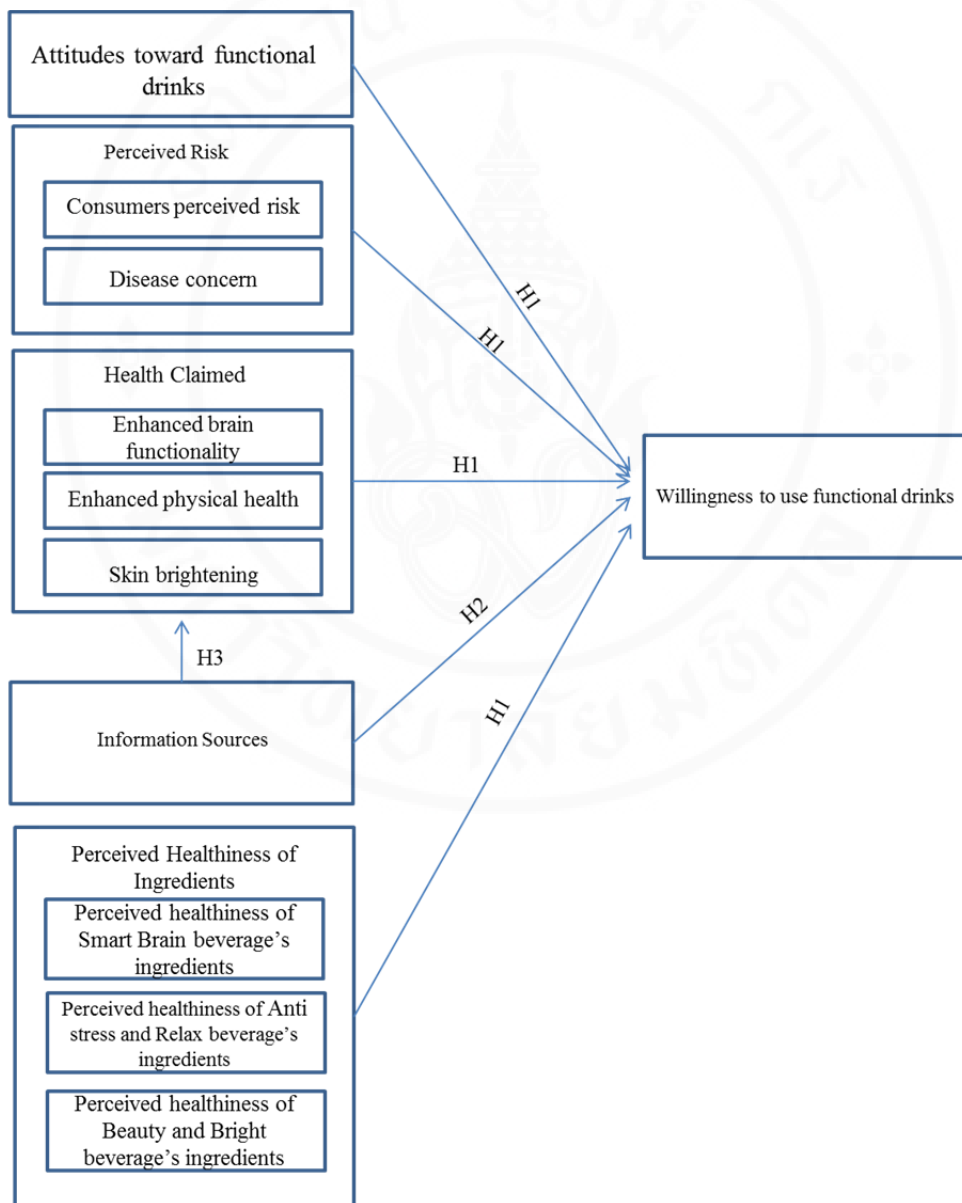
#### **Consumers and Functional Drinks**

Holding a favourable attitude toward a product is almost always an essential prerequisite in order for consumers to hold a favourable purchase or consumption intention. There is a hypothesis that consumers will be more accepting of functional foods if there is a material and solid consumer benefits (Frewer et al., 1996).

In addition, consumers' choice of various carrier ingredient combinations, is built on evidence from a previous literature review on attitudes related to the consumption of functional drinks as well as the perceived outcome from consuming functional drinks or risk associated to consuming such drinks. Intentions to purchase different carrier/ingredient combinations are explained in the thesis by perceived fit of a particular ingredient combination, as well as respondents' general attitudes towards

functional drinks, product health claimed and their perceived risks. Therefore, we proposed the conceptual framework of this study as followed.

## 2.2 Conceptual Framework



**Figure 2.2 Conceptual Framework**

**Source:** Adapted from Krutulyte, Grunert, Scholderer, Lahteenmaki, Hagemann, Elgaard, Nielsen, and Graverholt (2010)

## **2.3 Hypotheses Development**

### **2.3.1 Attitude towards functional drinks and willingness to use functional drinks**

Attitude represents what consumers like and dislike, usually consumers do things that they like to do while avoiding things that are disliked. Holding a favourable attitude toward a product is almost always an essential prerequisite in order for consumers to hold a favourable purchase or consumption intention. There is a hypothesis that consumers will be more accepting of functional foods if there is a material and solid consumer benefits (Frewer et al., 1996).

There are many types of attitudes that must be considered when analysing consumer behaviour; however, consumers' (1) belief in, (2) feeling in, and (3) intentions are important and play a vital role in determining consumers' willingness to use functional drinks.

Belief can be defined as subjective judgement about the relationship between two or more things (Blackwell, Miniard, & Engel, 2001). Beliefs are based on knowledge; what you have learned about functional drinks determine what you believe in the product. Many consumers view that functional drinks are unnatural because of the added nutrients used to meet the claim of health benefits, thus, these consumers show a strong unwillingness to accept functional drinks. Schmidt (2000), reported results of a national phone survey in which more than 95% of consumer believed certain foods have benefits that go beyond basic nutrition and may reduce disease or improve their overall health. However, even though they are aware of such health benefits, they still evaluate all other product attributes based on their perception, such as taste, naturalness, appearance, and price (Childs, 1997).

An attitude may also form as a result of consumer's feeling about the attitude object. Feelings can be defined as affective state or reaction such as the mood you currently are in or the feeling experienced during product consumption (Blackwell, Miniard, & Engel, 2001). Consumers may feel positive (e.g., feeling happy) or negative (e.g., feeling disappointed) toward functional drinks. These feelings are part of consumption experience and consequently may influence consumers' post-consumption evaluations. Consumers are more satisfied when

consumption is accompanied by positive feelings and void of negative feelings. This, in turn, leads to more favourable product attitude and more willingness to use such product.

Intentions are subjective judgement about how consumers will behave in the future (Blackwell, Miniard, & Engel, 2001). There are many types of consumer intentions. Purchase intentions represent what functional drinks consumers think they will buy. A special type of purchase intentions is repurchase intentions, which reflect whether they anticipate buying the same functional drinks again. Shopping intentions indicate where consumers plan on making their functional drinks purchases. Spending intentions represent how much money consumers think they will spend on functional drinks. Consumption intentions represent consumers' intentions to engage in consuming a particular functional drink. Some consumers may not really like the taste of a functional drink but they may still purchase functional drinks for various reasons. Therefore, we expect that the general attitude towards functional drinks will be related to the willingness to use functional drinks with regard to their ingredient combinations.

### **2.3.2 Influence of health concern on willingness to use functional drinks**

People want to live longer, so they are more concerned about health and nutrition, which in turn means they are demanding special characteristics in food. Previous studies reported that American people want to prevent or treat themselves for diseases such as obesity, arthritic and high cholesterol and this is in turn influences the food and drink they consume (Sloan, 2004).

According to Xu (2001) people are adopting what he calls a "biodefence" system, i.e. consuming food and drink that may prevent and even cure certain diseases. This sentiment would appear to be evident amongst Danish consumers who were willing to pay more for functional food and drink if they believed that such products would have beneficial health effect (Poulsen, 1999). Therefore, health awareness is one factor which appears to have a major impact on peoples' pattern food and drink consumption.

### **2.3.3 Influence of product health claimed on willingness to use functional drinks**

Iuorila and Cardello (2002) suggested that information about the claimed benefits of food and drink products can increase consumption of the products. However, level of efficiency may vary between different claimed benefits. The study found the benefits related to exercise endurance, energy, mental alertness and memory enhancement were the most successful to motivate repeatedly consumption of a fruit juice product. Mood improvement and well-being emotion were mentioned to be the less attractive ones.

Bhaskaran and Hardley (2002) also found that a large majority of their focus-group-study participants do not believe in benefits of the products claimed by manufactures. However, in fact, they still want to believe in those benefits and be motivated to purchase functional drinks.

### **2.3.4 Perceived healthiness of ingredient and willingness to use functional drinks**

Adding functional ingredients to carrier foods and drinks seems to be a new product development which offers market opportunities to manufactures as well as potential benefits for customers' diet and well-being. Several researches pointed out the consumers' acceptance of specific carrier-ingredient combinations (Bech-Larsen & Grunert, 2003; van Kleef, van Trijp & Luning, 2006; Patch, Tapsell & Williams, 2005). The nutritional properties of the products have greater influence to the health benefits perceived by customers than the functional ingredients.

Health benefits are not the only curtail criteria for consumers when they choose functional foods and drinks. Taste, for example, has been highlighted to be the extremely influential one (Childs 1997, Gilbert 2000, Nielsen, Bech-Larsen & Grunert 1998, Lyly, Roininen, Honkapaa, Poutanen & Lahteenmaki, 2007; Poulsen 1999, Tuorila & Cardello, 2002; Urala & Lahteenmaki, 2003). Consumers are less likely to willing to compromise taste for health benefits for functional products (Augustin, 2001, Cox, Koster & Russell, 2004; Gilbert, 2000), and it is risky to expect them to trade-off between taste and health aspects as well (Verbeke, 2006).

Other studies also pointed out that adding functional ingredients that reduce product's sensory satisfaction will return in lower consumer acceptance (Tuorila et al. 2002, Luckow & Delahunty, 2004). Previous research also suggested that consumers prefer choosing enriched foods where the combination of carrier and ingredient are natural to the one that is artificial (Poulsen, 1999), and the reasons behind choosing functional foods were found to be vary depending on different food categories (Urala and Lähteenmäki, 2003). As thus, the acceptance of functional foods and drinks may, to some extent, depend on the specific combination of carrier and ingredient.

The evidence from previous studies has shown that there is a relationship between attitude towards functional drinks, health claimed, perceived risk, perceived healthiness of ingredients and willingness to use functional thus we proposed;

- H 1.1: Attitude towards functional drinks significantly affects the willingness to use functional drinks
- H 1.2: Consumers perceived risk significantly affects the willingness to use functional drinks
- H 1.3: Disease concern significantly affects the willingness to use functional drinks
- H 1.4: Health claimed of enhancing brain functionality significantly affects the willingness to use functional drinks
- H 1.5: Health claimed of enhancing physical health significantly affects the willingness to use functional drinks
- H 1.6: Health claimed of skin brightening significantly affects the willingness to use functional drinks
- H 1.7: Consumer perceived healthiness of Smart Brain beverage's ingredients significantly affect the willingness to use functional drinks
- H 1.8: Consumer perceived healthiness of Anti stress and Relax beverage's ingredients significantly affect the willingness to use functional drinks
- H 1.9: Consumer perceived healthiness of Beauty and Bright beverage's ingredients significantly affect the willingness to use functional drinks

### **2.3.5 Influence of information sources on product health claimed**

People are unlikely to consume functional foods and drinks when they have no knowledge about them (Lappalainen and Sjoden, 1992). This knowledge gap seems to be a common barrier to functional food and drink consumption. Moreover, knowledge, the trustworthiness of information sources appears also to have an important influence on food and drink consumption as well. Increasing interest in diets and nutrition may lead to an increase in interest in functional foods and drinks. Wansink (2002) argued that although consumers believe in the health properties of certain foods and drinks, they normally hesitated to buy foods and drinks they are unfamiliar with. Verbeke (2005) also reported that functional food and drink acceptance was negatively affected by a lack of knowledge and awareness of the concept of functional foods and drinks.

The main information source that consumers have about functional foods and drinks is the mass media coverage in the form of advertising. According to Schmidt (2000), consumers named medical sources and the popular media as their primary source of information about foods and their health benefits. Consumers perceived medical sources (physicians, nutritionists, and dietitians) to be more credible and thus more influential than the news media in form of magazines, newspapers and television news (Lappalainen et al., 1998). When consumers trust information sources, then they are more accepting of the message and this message thus influence their consuming functional foods and drinks. Thus we proposed the following hypothesis;

- H2: Perceived credibility of information significantly affects the willingness to use functional drinks.
- H3.1: Perceived credibility of information sources significantly affects the product's health claimed of enhancing brain functionality.
- H3.2: Perceived credibility of information sources significantly affects the product's health claimed of enhancing physical health.
- H3.3: Perceived credibility of information sources significantly affects the product's health claimed of skin brightening.

## **CHAPTER III**

### **METHODOLOGY**

#### **3.1 Research Process**

A consumer studied will be conducted as a part of this master thesis, in order to uncover consumers' attitude toward functional drinks, a quantitative research method was utilized. For this study, the research process is divided into four parts included gathering information, questionnaire development, collecting data and analysing and report.

In the gathering information process, most information that related to healthy drinks and functional drinks were secondary information, gathered from both libraries and online information sources. Research sources include published industry reports and surveys, journals, official publications e.g. government statistics, trade and business press. The information from these secondary data sources were then used to analyse market circumstance, acceptability, influencing factors, attitude toward, and willingness to use functional drinks in order to explore idea and design solid constructs for the questionnaire.

Factors identified in the analysis of secondary data were used for the development of a consumer survey (n=400). The purpose was to test the factors that affect functional drink consumption with a broad audience. Determinants of consumers' acceptance of carrier ingredient combinations were identified.

In questionnaire developments, the quantitative questionnaire are designed to be closed questions by using the interval scale which rank from level 1 to 7 for the respondents to fill in. Seven ordered response levels are used, the format of the response levels are as follow;

1. Strongly Agree
2. Agree
3. Somewhat Agree
4. Neither Agree or Disagree

5. Somewhat Disagree
6. Disagree
7. Strongly Disagree

There were two levels involved with the data collecting process. Level one was to test for question's understanding. After the questionnaire was proved, it was translated into Thai edition and then pilot test was conducted to check validity of each question. Sample size was a group of 10 people which combine of 5 male and female. The purpose of this level was to check for the language, and to revise some of language misunderstanding or unclear question. The second level was to collect data from the sample group. After the questionnaire had been refined and finalized, it was distributed to respondents who were randomly recruited at shopping areas, universities, and public places.

In analysing and report process, when all the data were collected from the samples, the next step is to analyse and interpret data by using the Statistical Package for Social Science (SPSS) program. The program is used to analyse data in term of demographic, correlation, and multiple regressions. All results from research will be analysed and interpreted the key findings.

### **3.2 Scope of the Study**

The study aims at answering research questions. The purpose of the study was to understand the process by which people choose drinks that are perceived as healthy and are enriched with functional ingredient as a case. The study focused on the role of the dietary change intention predictors such as risk perception, outcome expectations and self-efficacy.

In addition, consumers' acceptance of different ingredients in selected drinks is researched. The main aim of the study was to determine which functional ingredients consumers would accept in selected product categories. Determinants of the acceptance of carrier ingredient combinations were another central issue in the study. Consumers' general attitudes towards functional drinks, product health claimed, their perceived risks, and the perceived fit of a particular carrier ingredient combination were selected determinants. A conceptual framework to examine the

research question outlined above was developed based on a literature review of previous research on attitudes towards functional foods, product health claimed, perceived risk related to consuming functional foods and perceived fit between various food carrier and ingredient combinations. A survey methodology was used to test the framework.

### **3.3 Sample Plan**

In order to conduct a survey, sample plan is needed. It is a process of selecting a sample of elements from a target population. The purpose of sampling is to reduce the cost and/or amount of work that it would take to survey the entire target population.

#### **Defining the Target Population**

The target population is a set of units to be studied. It is a set of persons or finite size, in this study, the target population is habitants of Bangkok, Thailand, age between 15 to 40 years old. The questionnaire was then distributed to respondents who were randomly recruited at shopping areas, universities, and public places; while target population is consumer who consume and/or not consume functional drinks.

#### **Frame Population**

The frame population is the set of target population members that has a chance to be selected into the survey sample. In other words, the sampling frame is a listing of all units (e.g. people and employers) in the target population.

#### **The Sample**

A sample is selected from a sampling frame. This sample is the group from which measurements will be sought. In many cases, the sample will be only a very small fraction of the sampling frames and, therefore, of the target population. The selection of the elements from a sampling frame to include in a survey is a critical part of the survey process. Random or chance selection means that all human influence, both known and unknown, is removed from the selection process. Random numbers,

used to identify the selected elements, are such that they display no sequential order for single, double, triple, and larger digit. The selection also controls the sample distribution geographically; making sure it is spread over the spatial dimension like the target population. The random sampling mechanism and geographic controls are designed to avoid the selection of a sample that has higher incomes, or fewer members of ethnic or racial minorities, or more females, or any of a number of other distortions when compared to the entire population.

### **Sampling Procedure**

There are a number of different ways of taking a sample; the choice may be depend on what the sample is to be used for. In order to find the most probable sampling technique fit with the nature of this research, the advantages and disadvantages of each sampling technique is taken into consideration. A brief discussion of different sampling procedures appears below.

**Table 3.1 Different Sampling Procedures**

<b>Type of procedure</b>	<b>Advantages</b>	<b>Disadvantages</b>
Convenience sampling: Take the first population members which come to hand.	Cheap, easy	Subject to sampling bias because part of the population being under or over-represented. Cannot draw conclusion using statistical analysis.
Snowball sampling: Work outwards from an initial small group on the basis of personal contacts.	Reasonably cheap and easy	Possibly subject to sampling bias. Cannot draw conclusion using statistical analysis.

**Table 3.1 Different Sampling Procedures (cont.)**

Type of procedure	Advantages	Disadvantages
<p>Judgement sampling: Deliberately choose the sample to be representative of the population.</p>	<p>Gives the sample a similar make-up to the population</p>	<p>Presumes knowledge of population. Sometimes too many variables to reproduce balance accurately. Cannot draw conclusions using statistical analysis.</p>
<p>Simple random sampling (SRS): Choose so that each individual in the population has the same chance of being selected at each stage, but none is selected more than once.</p>	<p>Allow full use of statistical analysis</p>	<p>Difficult to do unless you have full records of the population. May be time-consuming, expensive.</p>
<p>Cluster sampling: Divide population into clusters, choose a few clusters at random, include every member of those clusters in the sample.</p>	<p>Cheaper and easier than simple random sampling</p>	<p>If individuals in a cluster have related features, special procedures are needed to draw conclusion.</p>
<p>Systematic sampling: Number population (must be ordered somehow), randomly choose the first number, then space out other sample members regularly throughout the population.</p>	<p>Easier than simple random sampling</p>	<p>Should not be used when the ordering may be related to the characteristic being measured.</p>

**Table 3.1 Different Sampling Procedures (cont.)**

Type of procedure	Advantages	Disadvantages
Stratified sampling: (The population must consist of identifiable sub-groups or strata). Choose separate simple random samples from each stratum, based on size and variability of each stratum.	Sample is more representative, and probability-based so allows full statistical analysis	Can only use if the structure of the population is known.

**Source:** Developed for this study

The survey was conducted by the third party in targeted location to conform to the convenience sampling and stratified sampling procedure. The reasons for such sampling procedures were because of the cost associated with recruiting and the lengthy time getting completed surveys form back, to speed up the process and reduce workload, those sampling procedures were pursued.

The target population of this study was respondents aged between 15 and 40 years old who lived in Bangkok, which were the main target group of functional drinks consumers. Hence, the questionnaire was randomly distributed in the central shopping area of Siamquare, universities, central business districts such as Silom and Sathorn, and tutorial houses for younger group of respondents. People in the appropriate age brackets were approached in each above mentioned public places and asked if they would like to participate in the survey. The purpose of the survey was explained to them, as well as their rights to withdraw or not answer any of the questions they found objectionable. The participants who agreed to participate in the study were handed an information letter, a consent form, and a questionnaire to complete and return once completed.

### Sampling Size

Sample size is the number of elements included in the study. Determining the sample size is a complicated issue. Clearly, a bigger sample will produce a better estimation (other things being equal). However, since sampling will usually have associated costs which increase with sample size, it makes sense to work out the minimum sample size needed to give an estimate with the desired level of precision. In this study, Yamane (Yamane, 1967) formula is then employed in determining the sample size needed.

$$\text{Formula: } n = \frac{N}{1 + (Ne^2)}$$

Where n = Sample size, N = Population end e = Significant Level

The samples for this study are habitants in Bangkok, Thailand. According to Thailand Department of Provincial Administration, the population in Bangkok is 5,674,843 as at 31 December 2011. By using the Yamane’s Equation of Sample Size Determination with 95% level of confidence, the estimated sample size for thus study is 400 people.

**Table 3.2 The Sample**

	<b>CHARACTER OF STUDY</b>	<b>NO. OF CONSUMERS</b>	<b>TYPE OF RESPONDENTS</b>
Consumer survey	Quantitative	400	Consumers consuming /not consuming functional drinks

**Source:** Developed for this study

### 3.4 Survey Instrument

In light of understanding the process by which people choose drinks that are perceived as healthy and are enriched with functional ingredient as well as to determine which functional ingredients consumers would accept in selected product categories and consumers’ general attitudes towards functional drinks, product health claimed, their perceived risks, and the perceived fit of a particular carrier ingredient

combination. A seven distinct parts is structured to employ in this questionnaire. The structures are as follow:

Part 1 Socio-demographic information

Part 2 Your attitude towards functional drinks

Part 3 Your risk about health and disease

Part 4 Product's health claimed

Part 5 Your perceived healthiness of functional drinks' ingredients

Part 6 Information sources

Part 7 Purchase intent/willingness to use functional drinks

The questionnaire in both Thai and English are provided the Appendix.

**Table 3.3 Source of variables for survey instrument**

Variable	Sources
<u>Attitude towards functional drinks</u> 27 items of attitude measurement	Child et al., 1997; IFIC, 2000; Gilbert, 1997; Wrick, 1995; O'Cooner and White, 2010; Bech-Larsen and Grunert, 2003
<u>Risk about health and disease</u> 2 items of perceived risked 5 items of disease concerned	Benkouider, 2005; Poulsen, 1999; Sloan, 2000; Weinstein, 1993
<u>Product's health claimed</u> 3 items of Smart Brain beverages 4 items of Anti Stress and relax beverages 3 items of Beauty and Bright beverages	Ares, Gimenez and Gambaro, 2008; Urala & Lahteenmaki, 2004; Bower, Saadat, and Whitten, 2003
<u>Perceived healthiness of functional drinks' ingredients</u> 3 items of Smart Brain beverages 4 items of Anti Stress and relax beverages 3 items of Beauty and Bright beverages	Lyly, Roininen, Honkapaa, Poutanen, & Lahteenmaki, 2005; Shepherd, Sparks, Bellier, & Raat, 1991; McFarlane and Pliner, 1997; Krutulyte et al., 2010

**Table 3.3 Source of variables for survey instrument (cont.)**

Variable	Sources
<u>Information sources</u> 9 items of information sources	Urala, 2005
<u>Willingness to use functional drinks</u> 9 items of willingness to use	Childs, 1997, Ares, Gimenez and Gambaro, 2008; Urala & Lahteenmaki, 2004

**Source:** Developed for this study

### 3.5 Data Analysis

All data from the questionnaires was coded, entered into an EXCEL spreadsheet and analysed using the Statistical Package for Social Science (SPSS) version 18.0. Before detailed statistical analysis of the data, the FREQUENCIES operation was carried out on the responses to each question to identify any data entry or coding error and most importantly to determine whether the data was normally distributed. Where possible the means, standard deviation, and skewness measures were determined for a number of questions

In addition, as the questionnaire related to consumers 'attitude and how do they view themselves thus there was a mixture of positively-keyed and negatively-keyed items in the questionnaire. The positively-keyed items are words phrased so that an agreement with the item represents a relatively high level of the attribute being measured. In contrast, negatively-keyed items are items that are phrased so that an agreement with the item represents a relatively low level of the attribute being measured. Hence, the negatively worded items had been reversed to help prevent response bias.

#### 3.5.1 Reliability

Squared multiple correlations of each indicator, composite reliability, and variance extracted are some of the test statistics that can be used to measure the construct reliability in structural equation modeling. The constructs are reliable when their  $R^2$  is larger than 0.50 (Byrne, 1998), their composite reliability surpass 0.70, and their extracted variance are above 0.50 (Hair et al., 1998). Hence, a coefficient alpha of 0.70 or higher is preferable, whilst a coefficient of less than 0.60 is considered as

unreliable (Cavana et al., 2001; Malhotra et al., 2002). The coefficient alphas of each construct are presented in Table 3.4. The individual items clearly belong to each of the constructs and were good indicators of the factors that they were associated with.

**Table 3.4 Reliability of scales**

Constructs	Items	Current Study Reliability (Alpha)
Attitude towards functional drinks	27	0.802
<u>Risk about health and disease</u>		
Perceived risked	2	0.756
Disease concerned	5	0.782
<u>Product's health claimed</u>		
Smart Brain beverages	3	0.795
Anti Stress and relax beverages	4	0.817
Beauty and Bright beverages	3	0.788
<u>Perceived healthiness of functional drinks' ingredients</u>		
Smart Brain beverages	3	0.801
Anti Stress and relax beverages	4	0.745
Beauty and Bright beverages	3	0.751
Information sources	9	0.864
Willingness to use functional drinks	9	0.831

**Source:** Developed for this study

## **CHAPTER IV**

### **RESULT AND DISCUSSION**

This chapter present the results of the data analysis in light of understanding which people choose drinks that are perceived as healthy and are enriched with functional ingredient as well as to determine which functional ingredients consumers would accept in selected product categories and consumers' general attitudes towards functional drinks, product health claimed, their perceived risks, and the perceived fit of a particular carrier ingredient combination. The questionnaire was from 400 respondents who were randomly recruited at shopping areas, universities, and public places; while target population is consumer who consume and/or not consume functional drinks. The data were then analysed using SPSS as an analysing tool, in which the method of analysing is divided into 2 parts.

#### **Part 1. Descriptive Statistical Analysis**

Descriptive statistical analysis summarise qualification information of the target population and describing the detail information of the studied variables. In studies involving human participants, it is useful to collect information on the number of people or cases in the sample, the number of males and females in the sample, the range and mean of ages, education level, and any other relevant background information.

#### **Part 2. Hypothesis Testing**

Hypothesis Testing or significance testing is a method for testing claim or hypothesis about a parameter in a population, using data measured in a sample. In this method, researcher tested some hypothesis by determining the likelihood that a sample statistic could have been selected, if the hypothesis regarding the population were true.

### **Symbols in the Analysis**

$\bar{X}$  = Mean or an average of the population

S.D. = Standard Deviation or the degree of data's dispersion from mean

N = Target Population

B = Beta or standardized coefficients used to estimate the result.

T = T Statistic or a ratio of the departure of an estimated parameter.

Sig = Sigma or a unit of standard deviation indicating the degree of spread within a set of measurements.

$R^2$  = R-square or a coefficient of determination.

#### **4.1 Description Analysis**

This section provides qualification information of the target population and describing the detail information of consumers and non-consumer of functional drinks, age between 15 to 40 years old in Bangkok.

#### **4.2 Result of General Information of Participants**

General information of studied population consisted of 400 participants which categorised by their gender, age, education, occupation, marital status, income, smoker/non-smoker, frequency of exercise, source of information, frequency of dietary supplements consumption, and frequency of functional drinks consumption.

**Table 4.1 Qualification of respondents**

Demographics		Respond	Percentage
1. Gender	Male	149	37.2
	Female	251	62.8
	Total	400	100.0
2. Age	15 – 22	86	21.5
	23 – 30	228	57.0
	31 – 38	76	19.0
	39 – 46	10	2.5
	47 – 54		
	55 – 62		
Total	400	100.0	
3. Education	High School	43	10.8
	Diploma/Certificate	27	6.8
	Bachelor Degree	282	70.5
	Postgraduate or Higher	48	12.0
Total	400	100.0	
4. Occupation	Private company officer	283	70.8
	Business owner/Tradeperson	6	1.5
	Government office Student	18	4.5
	Retired	86	21.5
	Unemployed	7	1.8
	Total	400	100.0
5. Marital Status	Single	343	85.8
	Married / living with partner	57	14.2
	Separated, divorced or widowed		
Total	400	100.0	
6. Average monthly Income	Less than THB 15,000	91	22.8
	THB 15,001 – THB 30,000	245	61.2
	THB 30,001 – THB 45,000	49	12.2
	THB 45,001 – THB 60,000	12	3.0
	THB 60,001 – THB 75,000		
	THB 75,001 – THB 90,000	3	0.8
	Over THB 90,000		
Total	400	100.0	
7. Smoker/non-smoker	Yes	28	7.0
	No	372	93.0
	Total	400	100.0

**Table 4.1 Qualification of respondents (cont.)**

Demographics		Respond	Percentage
8. Frequency of exercise	Every day	4	1.0
	2-3 times a week	68	17.0
	Once a week	110	27.5
	1-3 times a month	111	27.8
	Less than once a month	63	15.8
	Not at all	44	11.0
	Total	400	100.0
9. Sources of information	Documentary	32	8.0
	Advertisement	186	46.5
	Interview with scientist	40	10.0
	Seminar/conference	8	2.0
	Beverage manufacturers	14	3.5
	Pharmacy	20	5.0
	Friends	100	25.0
Total	400	100.0	
10. Frequency of dietary supplements consumption	Everyday	85	21.2
	2 to 3 times a week	74	18.5
	Once a week	34	8.5
	2 to 3 times a month	26	6.5
	Once a month	62	15.5
	Not at all	119	29.8
Total	400	100.0	
11. Frequency of function drinks consumption	Everyday	31	7.8
	2 to 3 times a week	124	31.0
	Once a week	80	20.0
	2 to 3 times a month	43	10.8
	Once a month	36	9.0
	Not at all	86	21.5
Total	400	100.0	

**Source:** Develop from this study

From the table, it can be summarised that most of the respondents are female, accounted approximately to 62.80%. 57% of the samples are between 23 to 30 years old, 21.50% is aged between 15 to 22 years old, and the rest of 2.50% is aged between 31 to 38 years old. For educational background, over 70% completed Bachelor degree, while 12% has a higher educational level than Bachelor degree, followed by 6.8% and 10.8% for diploma/certificate level and high school level respectively.

Nearly 71% work in private company, 21.50% are students, and 4.50% have their own business. 85.80% of the respondents are single. 61.20% of the samples

have monthly gross income between THB 15,000 to THB 30,000, while 22.80% have monthly gross income less than THB 15,000 and the rest of 12.20% have monthly gross income between THB 30,001 to THB 45,000.

Approximately 93% of the respondents are non-smokers and 27.80% of the samples exercise 1 to 3 times a month, 27.50% exercise once a week and 17% exercise 2 to 3 times a week. 46% of the respondent chose advertisement as their source of information that would convince them the most to buy functional beverages, followed by 25% for friends and 10% for interview with scientists.

Nearly 30% of the samples do not consume dietary supplement at all, while 21.2% consume every day and the rest of 18.50% consume 2 to 3 times per week. 31% of the respondents drink functional beverages 2 to 3 times per week, followed by 21.50% for not drinking functional beverages at all; last but not least, 20% drink functional beverages once a week.

### 4.3 Hypotheses Testing

**Table 4.2 Summary of research hypotheses**

Number	Hypothesis	Analysis Techniques
<b>H1</b>	Attitude towards functional drinks, health claimed, perceived risk, and perceived healthiness of ingredients significantly affect the willingness to use functional drinks	<b>Bivariate Regression and Multiple Regression</b>
<b>H2</b>	Perceived credibility of information significantly affects the willingness to use functional drinks	<b>Bivariate Regression and Multiple Regression</b>
<b>H3</b>	Credibility of information sources significantly affects the product's health claimed	<b>Bivariate Regression</b>

**Source:** Developed for this study

In this section, bivariate regression and multiple regression is used to statistically verify the hypothesised causal relationships. Different regression equations are simulated in order to test the hypotheses.

**Hypothesis 1:** Attitude towards functional drinks, health claimed, perceived risk, and perceived healthiness of ingredients significantly affect the willingness to use functional drinks.

**Table 4.3: Hypothesis 1.1 to Hypothesis 1.9 regression results**

Hypothesis (H:)		Influent Factors (Independent variable)	Dependent variable	$\beta$	t	Sig	$R^2$
Attitude	1.1	General attitude	Willingness to use functional drinks	0.306	6.405	0.000	0.093
Perceived risk	1.2	Consumers perceived risk	Willingness to use functional drinks	-0.064	-1.283	0.200	0.004
	1.3	Disease concern	Willingness to use functional drinks	0.012	0.231	0.817	0.000
Health Claimed	1.4	Enhanced brain functionality	Willingness to use functional drinks	0.136	2.733	0.007	0.018
	1.5	Enhanced physical health	Willingness to use functional drinks	0.155	3.128	0.002	0.024

**Table 4.3: Hypothesis 1.1 to Hypothesis 1.9 regression results (cont.)**

Hypothesis (H:)		Influent Factors (Independent variable)	Dependent variable	$\beta$	t	Sig	$R^2$
	1.6	Skin brightening	Willingness to use functional drinks	0.110	2.213	0.027	0.012
Perceived Healthiness of Ingredients	1.7	Perceived healthiness of Smart Brain beverage's ingredients	Willingness to use functional drinks	0.169	3.426	0.001	0.029
	1.8	Perceived healthiness of Anti stress and Relax beverage's ingredients	Willingness to use functional drinks	0.173	3.510	0.000	0.030
	1.9	Perceived healthiness of Beauty and Bright beverage's ingredients	Willingness to use functional drinks	0.126	2.536	0.012	0.016

**Source:** Developed for this study

For hypothesis 1.1, based on the results of bivariate regression analysis in Table 4., attitude towards functional drinks significantly affected the willingness to use functional drinks ( $b = 0.457$ ,  $t = 6.405$ , and  $p < 0.05$ ) and it explained 9.30% of variation in the willingness to use functional drinks ( $R^2 = 0.093$ ).

In contrast, for hypothesis 1.2, the degree of consumer's perceived risk is low and insignificantly affected the willingness to use functional drinks ( $b = -0.048$ ,  $t = -1.283$ , and  $p > 0.05$ ) and it explained 0.40% in the willingness to use functional drinks ( $R^2 = 0.004$ ). Consequently, for hypothesis 1.3, the degree of consumer's disease concern is also low and not significantly affected the willingness to use functional drinks ( $b = 0.010$ ,  $t = 0.231$ , and  $p > 0.05$ ) and it explained 0.00% in the willingness to use functional drinks ( $R^2 = 0.000$ ).

In the context of hypothesis 1.4, the product claimed of enhancing brain functionality is significantly affected the willingness to use functional drinks ( $b = 0.101$ ,  $t = 2.733$ , and  $p < 0.05$ ) and it explained 1.80% of variation in the willingness to use functional drinks ( $R^2 = 0.018$ ). Additionally, for hypothesis 1.5, the product claimed of enhancing physical health is significantly affected the willingness to use functional drinks ( $b = 0.116$ ,  $t = 3.128$ , and  $p < 0.05$ ) and it explained 2.40% of variation in the willingness to use functional drinks ( $R^2 = 0.024$ ). Moreover, for hypothesis 1.6, the product claimed of skin brightening is significantly affected the willingness to use functional drinks ( $b = 0.086$ ,  $t = 2.213$ , and  $p < 0.05$ ) and it explained 1.20% of variation in the willingness to use functional drinks ( $R^2 = 0.012$ ).

As for hypothesis 1.7, consumer's perceived healthiness of Smart Brain beverage's ingredients is found to be a highly significant factor that influences the willingness to use functional drinks ( $b = 0.102$ ,  $t = 3.426$ , and  $p < 0.05$ ) and it explained 2.90% of variation in the willingness to use functional drinks ( $R^2 = 0.029$ ). Subsequently, for hypothesis 1.8, consumer's perceived healthiness of Anti stress and Relax beverage's ingredients is also found to be a highly significant factor that influences the willingness to use functional drinks ( $b = 0.119$ ,  $t = 3.510$ , and  $p < 0.05$ ) and it explained 3.00% of variation in the willingness to use functional drinks ( $R^2 = 0.030$ ). Last but not least, hypothesis 1.9, consumer's perceived healthiness of Beauty and Bright beverage's ingredients is as well found to be a highly significant factor that influences the willingness to use functional drinks ( $b = 0.072$ ,  $t = 2.536$ , and  $p < 0.05$ ).

and it explained 1.60% of variation in the willingness to use functional drinks ( $R^2 = 0.016$ ).

**Table 4.4 Hypothesis 2 regression result**

**Hypothesis 2:** Perceived credibility of information significantly affects the willingness to use functional drinks

Hypothesis (H:)		Influent Factors (Independent variable)	Dependent variable	$\beta$	t	Sig	$R^2$
Information Source	2	Perceived credibility of information	Willingness to use functional drinks	0.149	3.013	0.003	0.022

**Source:** Developed for this study

For hypothesis 2, based on the results of bivariate regression analysis in Table 4., consumer’s perceived credibility of information is found to be a highly significant factor that influences the willingness to use functional drinks ( $b = 0.161$ ,  $t = 3.013$ , and  $p < 0.05$ ) and it explained 2.20% of variation in the willingness to use functional drinks ( $R^2 = 0.022$ ).

Table 4.5: Multiple regression results of Hypothesis 1 to Hypothesis 2

Hypothesis (H:)	Influent Factors (Independent variable)	Dependent variable	$\beta$	t	Sig	VIF	$R^2$	Durbin - Watson
Attitude	1.1 General attitude	Willingness to use functional drinks	0.248	4.810	0.000			
	1.2 Consumers perceived risk	Willingness to use functional drinks	-0.068	-1.342	0.181			
Perceived risk	1.3 Disease concern	Willingness to use functional drinks	0.020	0.396	0.692	4.06	0.123	1.962
	1.4 Enhanced brain functionality	Willingness to use functional drinks	0.021	0.376	0.707			
Health Claimed	1.5 Enhanced physical health	Willingness to use functional drinks	0.041	0.608	0.544			
	1.6 Skin brightening	Willingness to use functional drinks	0.006	0.095	0.924			

**Table 4.5: Multiple regression results of Hypothesis 1 to Hypothesis 2 (cont.)**

Hypothesis (H:)	Influent Factors (Independent variable)	Dependent variable	$\beta$	t	Sig	VIF	R <sup>2</sup>	Durbin - Watson
Perceived Healthiness of Ingredients	1.7 Perceived healthiness of Smart Brain beverage's ingredients	Willingness to use functional drinks	0.079	1.268	0.206			
	1.8 Perceived healthiness of Anti stress and Relax beverage's ingredients	Willingness to use functional drinks	0.005	0.074	0.941			
	1.9 Perceived healthiness of Beauty and Bright beverage's ingredients	Willingness to use functional drinks	0.031	0.524	0.601			
Information Source	2 Perceived credibility of information	Willingness to use functional drinks	0.100	2.000	0.046			

**Source:** Developed for this study

Apart from bivariate regression, multiple regressions are also used here to analyse all the variables against willingness to use functional drinks. The Durbin-Watson test was carried out to test the residuals of any two observations in the regression as they should not be correlated based on the independent errors assumption, if the score is closer to 2 the residuals are not correlated (Field, 2005). The Durbin-Watson score in Table 4.5 is 1.962, indicated that the residuals are not correlated, hence, assumption of independent errors is not hold.

Furthermore, the various latent variables were checked to see if multicollinearity existed between any of the variables by estimating the item variance inflation factor (VIF). According to Hair *et al.* (1998) if the VIF value is greater than 5 the variables are highly correlated (multicollinearity). Therefore, in this study a value of 5 was used to indicate high multicollinearity between variables. From table 4.5, VIF value was 4.06, which was lower than the cut-off value of 5 it can be safely concluded that no multicollinearity problems existed in the collected data.

As for multiple regression results of hypothesis 1 and hypothesis 2, it can be seen that in context of perceived risk, the result is consistent with the above bivariate regression result in Table 4.3; perceived risk has a negative correlation to willingness to use functional drink ( $b = -0.068$ ,  $t = -1.342$ , and  $p > 0.05$ ).

Nevertheless, multiple regression results of hypothesis 1.4 to hypothesis 1.9 are not found to be significant factors that influence consumer's willingness to use functional drink which is contrast to their earlier bivariate regression results. This can be assumed that the added variables have control over each of other variables in the equation.

Last but not least, a comparison of standardized coefficient for each significant factors show that attitude had the strongest positive effect ( $b = 0.248$ ) on respondents' willingness to use functional drink followed by the impact of respondents' perceived credibility of information source (0.100). Furthermore, the third strongest factor is perceived healthiness of Smart Brain beverage's ingredients, followed by health claimed of enhanced physical health, perceived healthiness of Beauty and Bright beverage's ingredients, health claimed of enhanced brain functionality, disease concern, health claimed of skin brightening and perceived

healthiness of Anti stress and Relax beverage’s ingredients accordingly, in which these factors are with no significant effect.

**Table 4.6 Hypothesis 3.1 to Hypothesis 3.3 regression result**

**Hypothesis 3:** Credibility of information sources significantly affects the product’s health claimed

Hypothesis (H:)		Influent Factors (Independent variable)	Dependent variable	B	T	Sig	R <sup>2</sup>
Information Source	3.1	Perceived credibility of information sources	Health Claimed - enhanced brain functionality	0.154	3.116	0.002	0.024
	3.2		Health Claimed - enhanced physical health	0.186	3.772	0.000	0.035
	3.3		Health Claimed- skin brightening	0.121	2.426	0.016	0.015

**Source:** Developed for this study

For hypothesis 3.1, based on the results of bivariate regression analysis in Table 4., consumer’s perceived credibility of information sources is found to be a highly significant factor that influences the product that claimed to enhance brain functionality (b = 0.107, t = 3.116, and p < 0.05) and it explained 2.40% of variation in the product that claimed to enhance brain functionality (R<sup>2</sup> = 0.024). In addition, for

hypothesis 3.2, consumer's perceived credibility of information sources is found to be a highly significant factor that influences the product that claimed to enhance physical health ( $b = 0.129$ ,  $t = 3.772$ , and  $p < 0.05$ ) and it explained 3.50% of variation in the product that claimed to enhance physical health ( $R^2 = 0.035$ ). Subsequently, for hypothesis 3.3, consumer's perceived credibility of information sources is found to be a highly significant factor that influences the product that claimed to brighten the skin ( $b = 0.087$ ,  $t = 2.426$ , and  $p < 0.05$ ) and it explained 1.50% of variation in the product that claimed to brighten the skin ( $R^2 = 0.015$ ).

**Table 4.7 Result of research hypotheses**

Number	Hypothesis	Result
H1.1 and H1.4 to H1.9	Attitude towards functional drinks and perceived healthiness of ingredients significantly affect the willingness to use functional drinks	Significant
H1.2 and H1.3	Health claimed and perceived risk significantly affect the willingness to use functional drinks	Insignificant
H2	Perceived credibility of information significantly affects the willingness to use functional drinks	Significant
H3	Credibility of information sources significantly affects the product's health claimed	Significant

**Source:** Developed for this study

The following chapter which is the last chapter will provide the summary, discussion for business and academics perspective from the result and limitation of the study.



## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATION**

This chapter presents the results and summary of the study. Firstly, the chapter starts with the research conclusion which has been developed and investigated throughout this study. Furthermore, the finding is then compared and discussed with the previous studies' result. Last but not least, the studies limitations, the implication of the study and finally the recommendation for further research will then presented.

#### **5.1 Conclusion**

##### **5.1.1 Objective of the study**

1. How Thai consumers accept functional drinks?
2. How health claim and perceived risk affect liking such products and willingness to use functional drinks?
3. How perceived healthiness of ingredient combinations affect willingness to use functional drinks?
4. How perceived credibility of information affect the willingness to use functional drinks?

##### **5.1.2 Subject, material and procedures**

The study's subject is 400 samples who were randomly recruited at shopping areas, universities, and public places; while target population is consumer who consume and/or not consume functional drinks. The questionnaire was distributed to respondents and the survey was conducted by the third party within Bangkok, Thailand, in which the questionnaire was collected by accidental and judgmental

sampling during August to October 2013. The data were then analysed using SPSS as an analysing tool.

### 5.1.3 Major findings

A higher proportion of females (62.8%) compared to males (37.2%) were completed the survey, aged between 23 to 30 years old (57%) at the time of the study. The highest proportion (70.5%) of respondents in the sample had bachelor degree. In addition, over 70% of the respondents worked in a private company. Respondents with monthly income between THB 15,001 and THB 30,000 (61.2%) were also over represented. Approximately 85.8% of the respondents were single, and the majority of respondents were non-smokers (93%). 27% of respondents exercised 1 to 3 times a week, and almost 30% took a dietary supplements once a month. The most convince source of information was advertisement (46.5%) and the least convince source of information was seminar/conference (2%). Additionally, the highest proportion (31%) of respondent consumed functional drinks 2 to 3 times a week; in contrast, 21.5% of respondents never consumed functional drinks.

Based on the regression results, it is found that consumers' attitude towards functional drinks, consumers' perceived healthiness of ingredients, and consumers' perceived credibility of information source had an influence on the willingness to use functional drinks with a significant level of 5%. In contrast, product health claimed and consumers' perceived risk had no influence on the willingness to use functional drinks with a significant level of 5%. Furthermore, credibility of information sources also related to the product's health claimed with a significant level of 5%.

In addition, for multiple regression results of hypothesis 1 and hypothesis 2, in context of perceived risk, the result is consistent with the bivariate regression result in Table 4.3; perceived risk has a negative correlation to willingness to use functional drink ( $b = -0.068$ ,  $t = -1.342$ , and  $p > 0.05$ ).

Nevertheless, multiple regression results of hypothesis 1.4 to hypothesis 1.9 are not found to be significant factors that influence consumer's willingness to use functional drink which is contrast to their earlier bivariate regression results. Last but not least, a comparison of standardized coefficient for each significant factors show

that attitude had the strongest positive effect ( $b = 0.248$ ) on respondents' willingness to use functional drink followed by the impact of respondents' perceived credibility of information source (0.100).

## 5.2 Discussion

This study explored the influence that a range of factors had on consumers' willingness to consume functional drinks. Firstly, a literature review was conducted to find out what other research groups had found out about the factors that influenced people's willingness to not only consume functional foods and drinks, but the factors that influenced their purchases of functional foods and drinks and related products.

The knowledge gained from the literature review was then used to design a questionnaire that was conducted in Bangkok over the period of August to October 2013. The survey canvassed the views of 400 respondents, and the completed questionnaires were subsequently used in the analysis. Information was sought on a range of socio-demographic factors had been found to be important in some health and functional food studies, as well as information on the individual's health status at the time of the survey. The study also sought the consumer's opinion on their concerns about health and diseases, their attitudes toward functional drinks, whether their peers and other were likely to influence their willingness to use functional drinks, their perceived benefit of functional drinks ingredients to consume such products, and finally their own willingness to related to consumption of functional drinks.

The Bangkok sample was over-represented by female; people with average income and educational status compared to the national population since this group of people were more likely to participate in the research. Within this sample, 31% reported they consumed functional drinks 2 to 3 times a week, while 21.5% reported that they did not consume them at all.

From Thai consumers' point of view, attitude is found to be the most crucial factor that influence consumer's willingness to use functional drinks, this finding was consistent with many previous studies of Child et al. (1997), IFIC (2000), Gilbert (1997), Wrick (1995), O'Cooner and White (2010), Bech-Larsen and Grunert (2003). The reward feeling explained the attitudes towards consumer's own, personal

use of functional drinks. Rewarding feeling can be seen as one aspect of self-efficacy and personal motivation for willingness to use functional drinks (Urala, 2005).

Interestingly, product's health claimed and Thai consumers' perceived risk were found to be insignificantly factors that influence consumers' willingness to use functional drinks. These findings were conflicted with the previous studies of Benkouider (2005), Poulsen (1999), Sloan (2000), Weinstein (1993), Ares, Gimenez and Gambaro, 2008, Urala & Lahteenmaki (2004), Bower, Saadat, and Whitten (2003). The conflicted findings might be the result of small sample size that data was collected from, also the respondents tended to be biased toward a younger age group, between 23 and 30 years old, whose would not take their health as their major concern in life as of yet.

In addition, the study showed that consumers' perceived credibility of information significantly affects the willingness to use functional drinks and consequently, credibility of information sources was found to be significantly affects the product's health claimed. The results were consistent with previous studies of Urala (2005). However, the ranking of reliable sources of information was greatly different. From Thai consumers' point of view, the most convince source of information was advertisement and the least convince source of information was seminar/conference. Whereas, the previous study of Urala (2005) reported that scientists and documentaries were chosen as the most reliable sources of information, whilst advertisements and product manufactures' claims were the least trustworthy. This difference could be from a large spending on advertising coverage in Thailand.

### **5.3 Implication**

In this study, we seek to determine factors that influence consumers' perceived healthiness and willingness to use functional drinks in Thailand. Functional drink consumption has been rapidly growing in these recent years. This remarkable growth attracts both existing and new beverage manufactures to the market and competition highly increases accordingly. There were many functional drink products introduced to customers, but not so many of them are recognized and survive in the market.

This study highlights how perceive information influence willingness to use functional drinks of people age between 15 – 40 years old, which is the high purchasing group for consumer products. The result of this research will help manufacturers and marketers to better understand implications of customers' motivation to use functional products and how to communicate benefits of their products to customers. Findings from this study will be useful for their product development and marketing campaign.

This research should also be beneficial to not only food and beverage manufacturers but also nutritionists and medical care staffs to better understand how to motivate people with perceived risks to use functional drinks to improve their health conditions and prevent or mitigate risks of illness.

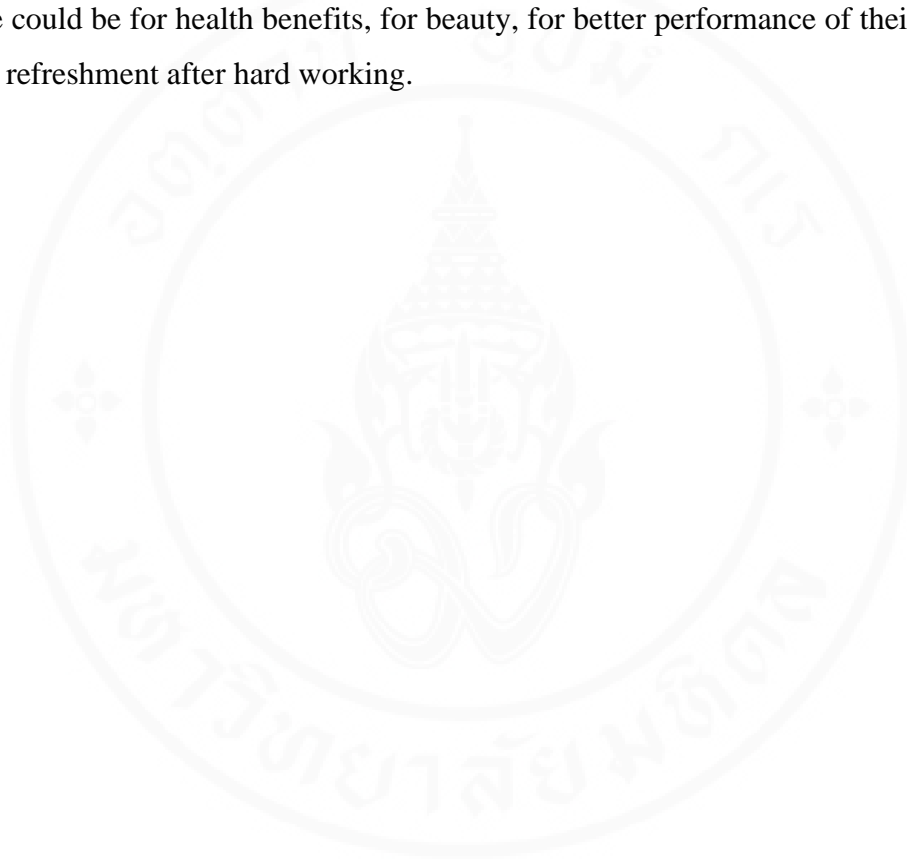
#### **5.4 Limitation**

This study had some major limitations, which related to the data collection and interpretations of results. These limitations are as follows.

1. The small sample size of Thai consumer in which data was collected in Bangkok only. People were hard to recruit because of the difficulty answering the survey. Consequently, the survey tended to be biased towards the well-educated portion of the socio-demographic spectrum and by a younger age group, between 23 and 30 years old, hence, may not represent the population in Thailand at large.
2. Even though the researcher tried to describe definition of functional drinks to the study group for common understanding, it is difficult to have clear boundary and distinguish functional drinks from other health-benefit-related products such as organic foods and supplementary nutrition products.

## **5.5 Recommendation for Future Research**

For further research, a study focuses on each sub-category of functional drinks would be recommended for more precisely understanding. Moreover, it would be useful to further separately study each group of customers who uses functional drinks for different purposes. Examples of group of customers based on purposes of use could be for health benefits, for beauty, for better performance of their physical, or for refreshment after hard working.



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**APPENDICES**

## APPENDIX A

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### Questionnaire

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#### FACTORS INFLUENCING CONSUMERS' PERCEIVED HEALTHINESS AND WILLINGNESS TO USE FUNCTIONAL DRINKS IN THAILAND

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### **INSTRUCTION**

This questionnaire is divided into seven distinct parts as followed:

Part 1 Socio-demographic information	Total	11	questions
Part 2 Your attitude towards functional drinks	Total	27	questions
Part 3 Your risk about health and disease	Total	7	questions
Part 4 Product's health claimed	Total	10	questions
Part 5 Your perceived healthiness of functional drinks' ingredients	Total	10	questions
Part 6 Information sources	Total	9	questions
Part 7 Purchase intent/willingness to use functional drinks	Total	9	questions

### **Definition of terms used in this questionnaire**

1. The word “Functional beverage” in this questionnaire refers to any beverages that provide health benefits over normal nutrition such as Peptein, Smart Shot, Scotch Essence of Chicken, B-ing Relax, B-ing Boost, B-ing Fine, Amino OK plus, Vita A to Z, Blink, Scotch Collagen-Q10, Pink Q10, Beauti Drink, Kiss Gluta 200, and Amino Ok Plus Brighten.

2. The word “Smart Brain beverages” in this questionnaire refers to any beverages that enhance brain functionality, designed to improving brain efficiency and memory such as Peptein, Smart Shot, and Scotch Essence of Chicken.

3. The word “Anti Stress and relax beverages” in this questionnaire refers to any beverages that assist in lowering cholesterol, stronger the bone, enhancing eyes functionality, and offering refreshment such as B-ing Relax, B-ing Boost, B-ing Fine, Amino OK plus and Vita A to Z.

4. The word “Beauty and Bright beverages” in this questionnaire refers to any beverages that assist in brightening skin color such as Blink, Scotch Collagen-Q10, Pink Q10, Beauti Drink, Kiss Gluta 200, and Amino Ok Plus Brighten.

**Part 1 Socio-demographic information****Instruction** Please tick the box  that most applies to you

- 1.1 Gender  Male  Female
- 1.2 Age  15-22 years  23-30 years  
 31-38 years  39-46 years  
 47-54 years  55-60 years
- 1.3 Education  Up to High School qualification  
 Diploma/Certificate  
 Bachelor degree  
 Postgraduate or higher
- 1.4 Occupation  Private company officer  
 Business owner/Tradeperson  
 Government officer  Student  
 Retired  Unemployed
- 1.5 Marital status  Single  Married/living with partner  
 Separated, divorced or widowed
- 1.6 Monthly gross income  Less than 15,000 baht  
 15,000 - 30,000 baht  
 30,001 - 45,000 baht  
 45,001 - 60,000 baht  
 60,001 - 75,000 baht  
 75,001 - 90,000 baht  
 More than 90,000 baht
- 1.7 Do you smoke cigarettes?  Yes  No
- 1.8 How often do you exercise?  Everyday  
 2-3 times per week  
 Once a week  
 1-3 times per month  
 Less than once a month  
 Not at all
- 1.9 Which source of information would convince you the most to buy functional beverages?  
 Documentary  Advertisement  Interview with scientist  
 Seminar/conference  Beverage manufacturers  Pharmacy  
 Friend

1.10 How often do you take dietary supplements such as vitamins, minerals, medical herbs etc.?

- Everyday  2 – 3 times per week  
 Once a week  
 2 – 3 times per month  Once a month  Not at all

1.11 How often do you drink functional beverages?

- Everyday  2 – 3 times per week  
 Once a week  
 2 – 3 times per month  Once a month  Not at all

## **Part 2 Your attitude towards functional drinks**

**Instruction** Please tick the box  that most applies to you

Questions	Strongly agree	Agree	Somewhat agree	agree or disagree	Somewhat disagree	Disagree	Strongly disagree
2.1 I believe that food & beverage and nutrition play a great role in maintaining or improving overall health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.2 I cannot obtain all the nutrients that I need from food & beverage alone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.3 I buy foods & beverages to treat or reduce the risk of a specific health condition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4 I believe that certain foods & beverages reduce the risk of disease	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.5 I consume at least one food & beverage because of the health benefits I believe it provides	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.6 Overall, I think that drinking functional beverages would be valuable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.7 Overall, I think that drinking functional beverages would be beneficial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.8 Overall, I think that drinking functional beverages would be enjoyable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.9 Overall, I think that drinking functional beverages would be good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.10 Overall, I think that functional beverages is made of unnatural substance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Questions	Strongly agree	Agree	Somewhat agree	agree or disagree	Somewhat disagree	Disagree	Strongly disagree
2.12 I think it is foolish to enrich beverages with healthy ingredients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.13 I think it is good to enrich beverages with healthy ingredients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.14 Beverages enriched with healthy ingredients are healthier than normal beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.15 Drinking functional beverages would help prevent chronic disease	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.16 Drinking functional beverages would help me to be healthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.17 Drinking functional beverages would stop me from getting ill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.18 I do not worry about eating a balanced diet, if I drink functional beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.19 I get pleasure from drinking functional beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.20 Functional beverages make it easier for me to follow a healthy lifestyle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.21 I don't need to take dietary supplements (such as Blackmore Bio Zinc, Fish Oil, and Centrum Multi Vitamins) if I drink functional beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Questions	Strongly agree	Agree	Somewhat agree	agree or disagree	Somewhat disagree	Disagree	Strongly disagree
2.22 Drinking functional beverages would cause unpleasant side-effects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.23 Functional beverages cost more than other beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.24 I am unsure of the dosage of active ingredients in functional beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.25 It is difficult to see the benefits of functional beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.26 I trust the health claims made by beverage manufacturers about functional beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.27 Functional beverages do not taste good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Part 3 Your risk about health and disease**

By compared to people of your age and gender

**Instruction** Please tick the box  that most applies to you

Questions	Much higher risk	Higher risk	Somewhat high	Neither high or low	Somewhat low	Lower risk	Much lower risk
3.1 How would you estimate your risk of getting sick in general	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2 How would you estimate your risk of getting cardiovascular disease	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.3 How would you estimate your risk of getting stressed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.4 How would you estimate your risk of getting obese	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.5 How would you estimate your risk of getting diabetes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.6 How would you estimate your risk of getting cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.7 How would you estimate your risk of getting arthritis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Part 4 Product's health claimed****Instruction** Please tick the box  that most applies to you

Questions	Strongly agree	Agree	Somewhat agree	agree or disagree	Somewhat disagree	Disagree	Strongly disagree
4.1 I think it makes sense to enrich Smart Brain beverages with soy peptide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.2 I think it makes sense to enrich Smart Brain beverages with Omega 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.3 I think it makes sense to enrich Smart Brain beverages with DHA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.4 I think it makes sense to enrich Anti Stress and relax beverages with Amino acid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.5 I think it makes sense to enrich Anti Stress and relax beverages with L-Carnitine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.6 I think it makes sense to enrich Anti Stress and relax beverages with fiber	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.7 I think it makes sense to enrich Anti Stress and relax beverages with magnesium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.8 I think it makes sense to enrich Beauty and Bright beverages with collagen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.9 I think it makes sense to enrich Beauty and Bright beverages with collagen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.10 I think it makes sense to enrich Beauty and Bright beverages with L-Glutathione	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Part 5 Your perceived healthiness of functional drinks' ingredients**

**Instruction** Please tick the box  that most applies to you

Questions	Strongly agree	Agree	Somewhat agree	agree or disagree	Somewhat disagree	Disagree	Strongly disagree
5.1 I would buy Smart Brain beverages enriched with soy peptide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2 I would buy Smart Brain beverages enriched with Omega 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.3 I would buy Smart Brain beverages enriched with DHA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.4 I would buy Anti Stress and relax beverages enriched with Amino acid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.5 I would buy Anti Stress and relax beverages enriched with L-Carnitine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.6 I would buy Anti Stress and relax beverages enriched with fiber	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.7 I would buy Anti Stress and relax beverages enriched with magnesium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.8 I would buy Beauty and Bright beverages enriched with collagen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.9 I would buy Beauty and Bright beverages enriched with co-enzyme Q10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.10 I would buy Beauty and Bright beverages enriched with L-Glutathione	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Part 6 Information sources****Instruction** Please tick the box  that most applies to you

Questions	Strongly agree	Agree	Somewhat agree	agree or disagree	Somewhat disagree	Disagree	Strongly disagree
6.1 I know someone who is drinking functional beverages for their health benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2 I have talked about the health benefits of functional beverages with someone who is drinking them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.3 I have talked to a health professional about functional beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.4 If my family think I should drink functional beverages, I will want to try	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.5 If my friends or colleagues think I should drink functional beverages, I will want to try	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.6 If my doctor think I should drink functional beverages, I will want to try	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.7 I look at the nutrition panel on a food & beverage pack to help decide whether to buy a product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.8 I do not have enough knowledge about functional beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.9 I am well informed about functional beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Part 7 Purchase intent/willingness to use functional drinks**

**Instruction** Please tick the box  that most applies to you

Questions	Strongly agree	Agree	Somewhat agree	agree or disagree	Somewhat disagree	Disagree	Strongly disagree
7.1 If I wanted to, I could easily drink functional beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2 Drinking functional beverages does me no harm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.3 Drinking functional beverages make me feel in control of my health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.4 I can afford to try new beverage products such as functional beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.5 I feel confident to buy functional beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.6 I know where to buy functional beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.7 I intend to drink functional beverages in the next few months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.8 I aim to drink functional beverages for my healthy lifestyle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.9 I want to drink functional beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## APPENDIX B

### แบบสอบถามเพื่อการวิจัย

#### เรื่อง

ปัจจัยที่มีอิทธิพลต่อการรับรู้คุณประโยชน์ของเครื่องคัมเพื่อสุขภาพ

และความเต็มใจที่จะบริโภคของผู้บริโภคในประเทศไทย

#### คำชี้แจง

แบบสอบถามแบ่งออกเป็น 7 ตอนดังนี้

ตอนที่ 1 ข้อมูลด้านประชากร	จำนวน	11	ข้อ
ตอนที่ 2 แบบประเมินทัศนคติที่มีต่อเครื่องคัมเพื่อสุขภาพ	จำนวน	27	ข้อ
ตอนที่ 3 แบบประเมินความห่วงใยในสุขภาพ	จำนวน	7	ข้อ
ตอนที่ 4 แบบประเมินการกล่าวอ้างสรรพคุณที่มีต่อเครื่องคัมเพื่อสุขภาพ	จำนวน	10	ข้อ
ตอนที่ 5 แบบประเมินการรับรู้ประโยชน์และส่วนผสมที่มีต่อเครื่องคัมเพื่อสุขภาพ	จำนวน	10	ข้อ
ตอนที่ 6 แบบประเมินการรับรู้ข่าวสารที่มีต่อเครื่องคัมเพื่อสุขภาพ	จำนวน	9	ข้อ
ตอนที่ 7 แบบประเมินความตั้งใจที่จะบริโภคเครื่องคัมเพื่อสุขภาพ	จำนวน	9	ข้อ

คำศัพท์ที่ใช้ในการวิจัย

1. คำว่า “เครื่องคัมเพื่อสุขภาพ” ในแบบสอบถามนี้ หมายถึง เครื่องคัมที่ให้คุณประโยชน์ต่อสุขภาพมากกว่าแค่สารอาหาร โดยทั่วไป ตัวอย่างของผลิตภัณฑ์เครื่องคัมเพื่อสุขภาพ เช่น เป๊ปทีน สมาร์ทชี้อัด ชูป ไก่สกัดสกัด บี-อิงค์ รีแล็กซ์ บี-อิงค์ บูทส์ บี-อิงค์ ไฟร์ อะมิโนโอเคพลัส ไรต้าเอทูแซด บลิ่งค์ สก็อตคอลลาเจนคิว 10 ฟิงค์คิว10 บิวตี้ดริงค์ คิสกลูต้า 200 อะมิโนโอเคพลัส ไบร้ทเทน

2. คำว่า “เครื่องคัมบำรุงสมอง” ในแบบสอบถามนี้ หมายถึง เครื่องคัมที่ช่วยเพิ่มความสามารถในการทำงานของสมอง และช่วยเพิ่มความจำ เช่น เป๊ปทีน สมาร์ทชี้อัด ชูป ไก่สกัด

3. คำว่า “เครื่องคัมช่วยผ่อนคลายและลดความเครียด” ในแบบสอบถามนี้ หมายถึง เครื่องคัมที่ช่วยลดคอเลสเตอรอล ช่วยให้กระดูกแข็งแรง เพิ่มความสามารถในการทำงานของตา ช่วยเพิ่มความสดชื่น เช่น บีอิงค์รีแล็กซ์ บีอิงค์บูทส์ บีอิงค์ไฟน์ อะมิโนโอเค และไวต้าเอทูแซด

4. คำว่า “เครื่องคัมเพื่อความงามและขาวใส” ในแบบสอบถามนี้ หมายถึง เครื่องคัมที่ช่วยให้ สิวขาวใสขึ้น เช่น บลิ่งค์ สก็อตคอลลาเจนคิว10 ฟิงค์คิว10 บิวตี้ดริงค์ คิสกลูต้า200 อะมิโนโอเคพลัส ไบร้ทเทน

**ตอนที่ 1** ข้อมูลด้านประชากร

คำชี้แจง ให้เติมข้อความหรือทำเครื่องหมาย  ในช่องท้ายหัวข้อให้ครบทุกข้อ  
กรุณาตอบให้ตรงกับความเป็นจริง

- 1.1 เพศ  ชาย  หญิง
- 1.2 ช่วงอายุ  15-22 ปี  23-30 ปี  31-38 ปี  
 39-46 ปี  47-54 ปี  55-60 ปี
- 1.3 การศึกษา  มัธยมศึกษา  ปวช. / ปวส.  
ปริญญาตรี  สูงกว่าปริญญาตรี
- 1.4 อาชีพ  พนักงานบริษัทเอกชน  เจ้าของกิจการ / ค้าขาย  รับราชการ  
 นักศึกษา  เกษียณอายุ ว่างงาน
- 1.5 สถานะภาพสมรส  โสด  แต่งงานแล้ว  หย่า
- 1.6 รายได้เฉลี่ยต่อเดือน  น้อยกว่า 15,000 บาท  15,000 - 30,000 บาท  
 30,001 - 45,000 บาท  45,001 - 60,000 บาท  
 60,001 - 75,000 บาท  75,001 - 90,000 บาท  
 มากกว่า 90,000 บาท
- 1.7 คุณสูบบุหรี่หรือไม่  ใช่  ไม่ใช่
- 1.8 ความถี่ในการออกกำลังกาย  ทุกวัน  2-3 ครั้งต่อสัปดาห์  
 สัปดาห์ละครั้ง  1-3 ครั้งต่อเดือน  
 น้อยกว่า 1 ครั้งต่อเดือน  ไม่เคยเลย
- 1.9 ช่องทางการรับข้อมูลใดที่สนใจให้คุณเลือกซื้อเครื่องดื่ມเพื่อสุขภาพมากที่สุด  
 สารคดี  โฆษณา  การสัมภาษณ์นักวิทยาศาสตร์  
 การประชุม/สัมมนา  ข้อมูลจากผู้ผลิตเครื่องดื่ມ  ร้านขายยา  เพื่อน
- 1.10 คุณบริโภคอาหารเสริม เช่น วิตามิน แร่ธาตุ สมุนไพร บ่อยขนาดไหน  
 ทุกวัน  2 - 3 ครั้งต่อสัปดาห์  สัปดาห์ละครั้ง  
 2 - 3 ครั้งต่อเดือน  เดือนละครั้ง  ไม่บริโภคเลย
- 1.11 คุณบริโภคเครื่องดื่ມเพื่อสุขภาพ บ่อยขนาดไหน  
 ทุกวัน  2 - 3 ครั้งต่อสัปดาห์  สัปดาห์ละครั้ง  
 2 - 3 ครั้งต่อเดือน  เดือนละครั้ง  ไม่บริโภคเลย

**ตอนที่ 2** แบบประเมินทัศนคติที่มีต่อเครื่องดื่ມเพื่อสุขภาพ



ข้อคำถาม	มากที่สุด	มาก	ค่อนข้างมาก	ปานกลาง	ค่อนข้างน้อย	น้อย	น้อยมากที่สุด
2.12 ฉันคิดว่าการใช้ส่วนผสมเพื่อสุขภาพเพิ่มเติมลงไป ในเครื่องดื่มเป็นเรื่องที่ไร้สาระ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.13 ฉันคิดว่ามันเป็นเรื่องที่ดีที่จะใช้ส่วนผสมเพื่อสุขภาพ เพิ่มเติมลงไปเครื่องดื่ม	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.14 เครื่องดื่มที่มีการผสมส่วนผสมเพื่อสุขภาพเพิ่มเติมลงไป จะมีประโยชน์ต่อสุขภาพกว่าเครื่องดื่มโดยทั่วไป	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.15 การดื่มเครื่องดื่มเพื่อสุขภาพน่าจะมีส่วนช่วยป้องกัน โรคเจ็บป่วยเรื้อรัง	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.16 การดื่มเครื่องดื่มเพื่อสุขภาพน่าจะช่วยให้ฉันมีสุขภาพดี	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.17 การดื่มเครื่องดื่มเพื่อสุขภาพน่าจะมีส่วนช่วยให้หาย จากอาการเจ็บป่วยได้	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.18 การดื่มเครื่องดื่มเพื่อสุขภาพช่วยให้ฉันไม่ต้องกังวลว่า จะได้รับสารอาหารที่ร่างกายต้องการได้อย่างเพียงพอ จากการทานอาหารหรือไม่	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.19 ฉันได้รับความพึงพอใจจากการดื่มเครื่องดื่มเพื่อสุขภาพ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.20 การดื่มเครื่องดื่มเพื่อสุขภาพช่วยให้ฉันดำเนินชีวิต อย่างมีสุขภาพดีได้ง่ายขึ้น	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.21 ฉันไม่มีความจำเป็นที่จะต้องบริโภคอาหารเสริมต่าง ๆ (เช่น แบล็คมอร์ไบโอซิงค์ (Blackmores Bio Zinc) น้ำมันตับปลา (Fish oil) วิตามินรวม (Multivitamin) ) หากฉันดื่มเครื่องดื่มเพื่อสุขภาพ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ข้อคำถาม	มากที่สุด	มาก	ค่อนข้างมาก	ปานกลาง	ค่อนข้างน้อย	น้อย	น้อยมากที่สุด
2.22 การดื่มเครื่องดื่มเพื่อสุขภาพอาจจะก่อให้เกิดผลกระทบข้างเคียงที่ไม่ดีได้	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.23 เครื่องดื่มเพื่อสุขภาพมีราคาแพงกว่าเครื่องดื่มปกติทั่วไป	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.24 ฉันไม่ค่อยมั่นใจว่ามีการใส่สารกระตุ้นในเครื่องดื่มเพื่อสุขภาพในจำนวนที่มากเกินไปหรือไม่	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.25 คุณประโยชน์ของเครื่องดื่มเพื่อสุขภาพเป็นสิ่งที่วัดได้ยาก	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.26 ฉันเชื่อว่าคุณประโยชน์ต่างๆ ของเครื่องดื่มเพื่อสุขภาพที่ผู้ผลิตอ้างถึงนั้นเป็นเรื่องจริง	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.27 เครื่องดื่มเพื่อสุขภาพมีรสชาติไม่ดี	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### ตอนที่ 3 แบบประเมินความห่วงใยในสุขภาพ

การประเมินต่อไปนี้เป็น การประเมินกับบุคคลอื่นในช่วงอายุและเพศเดียวกัน

คำชี้แจง กรุณาทำเครื่องหมาย  ทำข้อคำถามให้ครบทุกข้อ โดยตอบให้ตรงกับความเป็นจริง

ข้อคำถาม	มากที่สุด	มาก	ค่อนข้างมาก	ปานกลาง	ค่อนข้างน้อย	น้อย	น้อยมากที่สุด
3.1 คุณประเมินระดับความเสี่ยง ที่จะเกิดการเจ็บป่วย ไม่สบาย ของตัวคุณอย่างไร	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2 คุณประเมินระดับความเสี่ยง ที่จะเกิดการเจ็บป่วย ที่เกี่ยวข้องกับหัวใจและหลอดเลือด ของตัวคุณอย่างไร	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.3 คุณประเมินระดับความเสี่ยงที่จะอยู่ในภาวะเครียด ของตัวคุณอย่างไร	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.4 คุณประเมินระดับความเสี่ยงที่คุณจะอยู่ใน ภาคน้ำหนักตัวเกินอย่างไร	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.5 คุณประเมินระดับความเสี่ยงที่จะเป็น โรคเบาหวาน ของตัวคุณอย่างไร	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.6 คุณประเมินระดับความเสี่ยงที่จะเป็น โรคมะเร็ง ของตัวคุณอย่างไร	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.7 คุณประเมินระดับความเสี่ยงที่จะเกิดการเจ็บป่วยที่เกี่ยวข้อง กับโรคไขข้อของตัวคุณอย่างไร	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



4.9 การเพิ่มคุณประโยชน์ของเครื่องดื่มน้ำเพื่อความงามและ ขาวสดใสโดยการเติมโคเอนไซม์ คิวเท็น (Co-enzyme Q10) ลงไปเป็นเรื่องที่สมเหตุสมผล	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.10 การเพิ่มคุณประโยชน์ของเครื่องดื่มน้ำเพื่อความงามและ ขาวสดใสโดยการเติมแอลกลูต้าไธโอน (L- Glutathione) ลงไป เป็นเรื่องที่สมเหตุสมผล	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**ตอนที่ 5 แบบประเมินการรับรู้ประโยชน์และส่วนผสมที่มีต่อเครื่องดื่ມเพื่อสุขภาพ**

คำชี้แจง กรุณาทำเครื่องหมาย  ท้ายข้อความให้ครบทุกข้อ โดยตอบให้ตรงกับความเป็นจริง

ข้อความ	มากที่สุด	มาก	ค่อนข้างมาก	ปานกลาง	ค่อนข้างน้อย	น้อย	น้อยมากที่สุด
5.1 ฉันน่าจะซื้อเครื่องดื่ມบำรุงสมองที่มีส่วนผสมของซอสถั่ว เปปไทด์ (Soy peptide)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2 ฉันน่าจะซื้อเครื่องดื่ມบำรุงสมองที่มีส่วนผสมของโอเมกาทรี (Omega 3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.3 ฉันน่าจะซื้อเครื่องดื่ມบำรุงสมองที่มีส่วนผสมของดีเอชเอ (DHA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.4 ฉันน่าจะซื้อเครื่องดื่ມช่วยผ่อนคลายและลดความเครียดที่มีส่วนผสมของกรดอะมิโน (Amino acid)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.5 ฉันน่าจะซื้อเครื่องดื่ມช่วยผ่อนคลายและลดความเครียดที่มีส่วนผสมของแอล คาร์นิไทน์ (L-Carnitine)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.6 ฉันน่าจะซื้อเครื่องดื่ມช่วยผ่อนคลายและลดความเครียดที่มีส่วนผสมของใยอาหาร (Dietary fiber)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.7 ฉันน่าจะซื้อเครื่องดื่ມช่วยผ่อนคลายและลดความเครียดที่มีส่วนผสมของธาตุแมกนีเซียม (Magnesium)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.8 ฉันน่าจะซื้อเครื่องดื่ມเพื่อความงามและขาวสดใสที่มีส่วนผสมของคอลลาเจน (Collagen)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.9 ฉันน่าจะซื้อเครื่องดื่ມเพื่อความงามและขาวสดใสที่มีส่วนผสมของโคเอนไซม์ คิวเท็น (Co-enzyme Q10)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.10 ฉันน่าจะซื้อเครื่องดื่ມเพื่อความงามและขาวสดใสที่มีส่วนผสมของแอลกลูตาไธโอน (L-Glutathione)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**ตอนที่ 6** แบบประเมินการรับรู้ข่าวสารที่มีต่อเครื่องดื่มน้ำเพื่อสุขภาพ

คำชี้แจง กรุณาทำเครื่องหมาย  ท้ายข้อความให้ครบทุกข้อ โดยตอบให้ตรงกับความเป็นจริง

ข้อความ	มากที่สุด	มาก	ค่อนข้างมาก	ปานกลาง	ค่อนข้างน้อย	น้อย	น้อยมากที่สุด
6.1 ฉันรู้จักคนที่ดื่มน้ำเพื่อสุขภาพเพื่อประโยชน์ต่อสุขภาพของเขา	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2 ฉันเคยพูดคุยกับคนที่ดื่มน้ำเพื่อสุขภาพเกี่ยวกับคุณประโยชน์ของเครื่องดื่มเหล่านั้น	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.3 ฉันเคยพูดคุยกับผู้เชี่ยวชาญด้านสุขภาพเกี่ยวกับคุณประโยชน์ของเครื่องดื่มเพื่อสุขภาพ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.4 ฉันอยากดื่มน้ำเพื่อสุขภาพหากครอบครัวของฉันแนะนำ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.5 ฉันอยากดื่มน้ำเพื่อสุขภาพหากเพื่อนหรือเพื่อนร่วมงานแนะนำ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.6 ฉันอยากดื่มน้ำเพื่อสุขภาพหากแพทย์แนะนำ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.7 ฉันตรวจดูรายการสารอาหารบนฉลากของผลิตภัณฑ์อาหารและเครื่องดื่มเพื่อช่วยในการตัดสินใจซื้อ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.8 จริง ๆ แล้วฉันไม่มีความรู้เกี่ยวกับเครื่องดื่มเพื่อสุขภาพอย่างเพียงพอ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.9 ฉันได้รับข้อมูลเกี่ยวกับเครื่องดื่มเพื่อสุขภาพต่าง ๆ อย่างเพียงพอ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**ตอนที่ 7** แบบประเมินความตั้งใจที่จะบริโภคเครื่องดื่มน้ำเพื่อสุขภาพ

คำชี้แจง กรุณาทำเครื่องหมาย  ท้ายข้อความให้ครบทุกข้อ โดยตอบให้ตรงกับความเป็นจริง

ข้อความ	มากที่สุด	มาก	ค่อนข้างมาก	ปานกลาง	ค่อนข้างน้อย	น้อย	น้อยมากที่สุด
7.1 ฉันสามารถดื่มน้ำเพื่อสุขภาพได้อย่างง่ายดายถ้าต้องการ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2 การดื่มน้ำเพื่อสุขภาพไม่ได้เป็นอุปสรรคต่อฉัน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.3 การดื่มน้ำเพื่อสุขภาพช่วยให้รู้สึกว่าคุณสามารถควบคุมสุขภาพของคุณได้	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.4 ฉันสามารถซื้อเครื่องดื่มเพื่อสุขภาพชนิดใหม่มาลองได้โดยไม่มีปัญหาทางการเงิน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.5 ฉันรู้สึกมั่นใจในการซื้อเครื่องดื่มเพื่อสุขภาพ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.6 ฉันรู้ว่าจะสามารถซื้อเครื่องดื่มเพื่อสุขภาพได้ที่ไหน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.7 ฉันมีความตั้งใจที่จะดื่มน้ำเพื่อสุขภาพภายในอีก 2 – 3 เดือนข้างหน้า	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.8 ฉันมีความตั้งใจที่จะดื่มน้ำเพื่อสุขภาพเพื่อการดำเนินชีวิตอย่างมีสุขภาพดี	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.9 ฉันอยากดื่มน้ำเพื่อสุขภาพ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**BIOGRAPHY**

<b>NAME</b>	Miss Thitarat Worawitphinyo
<b>DATE OF BIRTH</b>	30 January 1985
<b>PLACE OF BIRTH</b>	Bangkok, Thailand
<b>INSTITUTIONS ATTENDED</b>	Victoria University of Wellington, 2004-2007 Bachelor of Commerce & Administration (International Business) Mahidol University, 2011-2013 Master of Business and Administration (Business Modeling and Analysis)
<b>HOME ADDRESS</b>	171/293 Lumpini Place Condo, Pradipat Road, Samsen-nai, Phayathai, Bangkok, 10400, Thailand Tel. 0-2278-1225 Email: t.wphinyo@gmail.com
<b>EMPLOYMENT ADDRESS</b>	The Hongkong and Shanghai Banking Corporation Limited HSBC Building, 968 Rama IV Road, Silom, Bangrak, Bangkok 10500, Thailand. Tel. 0-2614-4000