

ABSTRACT

Thai people are becoming more health conscious. Many products are coming in market like drinks, vitamin, snack etc in response to this trend. Green tea is one of such products. Many promising health benefit studies prove that green tea reduces the risk of many problems related to health, especially the anticancer effect¹. The most important player in ready to drink green tea market in Thailand is Unif, which has become the leader in the market since September 2001².

The aim of this research was to find out the association of Unif green tea consumer satisfaction that come from market-controlled information source and satisfaction from the use of product itself (Attribute Satisfaction).

The research objectives were to find out attribute satisfaction based on product attribute of Unif green tea and to find out information satisfaction based on marketer-controlled information source (Advertising and Package and Label) of Unif green tea. Moreover, this research try to find relationship between attribute satisfaction and consumer satisfaction with Unif green tea and find relationship between information satisfaction and consumer satisfaction with Unif green tea.

A research method used in this study is a sample survey conducted among Unif green tea consumers in Bangkok through structure questionnaire. Sample size of this research was 400 respondents. Ten research hypotheses were tested using Spearman's Rho.

¹ Kanokporn Chanasongkram. (2003). It's in the leaves, *HEALTH: Green tea is all the rage and for good reason*, Bangkokpost, www.search.bangkokpost.co.th Aug 17, 2003

² BrandAge magazine, Jan, 2003, March, 2003 and www.brandagemag.com

The hypothesis test result showed that all independent variables were perceived to have relationship with the Unif green tea consumer satisfaction. It's very important for companies to understand what exactly their consumers require and to deliver it. Based on the finding, Unif green tea should improve the product attribute based on research to find the need & want of Thai consumer in order to maintain leadership in the market. Moreover, Unif green tea marketers should consider satisfaction level of information source as important as product attribute in order to achieve consumer overall satisfaction. Good market-controlled sources of information must be easy to understand, accurate and satisfy consumer. In addition, Unif green tea should underline the health concept in positioning the product and create consumer brand awareness and loyalty in order to support the company's recent rapid growth.