

## ABSTRACT

The objective of this research was to explore the non-drinking teenagers' attitude towards energy drinks in terms of the influence of marketing mix towards their attitude. The data were collected by self-administered questionnaire from 385 respondents in Bangkok. The target respondents of this research were male non-drinking teenagers' age between 16-21 years old. Sampling technique used to collect the data was selective sampling. Dependent variable of this research was non-drinking teenagers' attitude and independent variables were four elements of marketing mix comprised of product factor, price factor, place factor and promotion factor. Multiple Regression was applied as statistical method to test whether to accept or reject the hypotheses.

From multiple regression, results show that marketing stimuli (marketing mix) were the factors that influences non-drinking teenagers' attitude towards energy drinks. The strongest predictor factor toward non-drinking teenagers' attitude was product factor followed by place factor, promotion factor and price factor respectively. It can be concluded that all marketing mix components were significant predictors towards non-drinking teenagers' attitude. It has the important in order to influence non-drinking teenagers' attitude towards energy drinks and can affect to their future purchase decision.

For product factor, the researcher recommended that the most important thing was marketer should educate non-drinking teenagers about product knowledge such as the benefit of drinking energy drinks as well as benefit of vitamin and nutrition contain in energy drink. For price factor, the researcher recommended that marketers should maintain energy drink selling price to be the same level as competitors' selling price. Increasing selling price far from competitors wasn't recommended because it may affect main target consumers' attitude and their consumption rate. Furthermore, as non-drinking teenagers were never buy energy drink, then, marketers should not be set it selling price higher than other kind of drinks that they usually drink in their daily life because they may not buy energy drinks when they compare between product price. For place factor, the researcher recommended that marketers should plan a strong distribution channel to get more geographical expansion in order to make product available at the

right place and the right time. For promotion factor, the researcher recommended that marketers should develop effective promotional campaign to attract non-drinking teenagers such as provide the attractive promotional reward according to teenagers' current interest.

To develop marketing strategy, marketers should combine each element of marketing mix together to develop effective marketing strategy to reach organizational objective.

