Factors Affecting Intention to Purchase Decision Energy Drink in Thailand

Ms. Apirati Pichayadecha¹ and Dr. Papitchaya Wisankosol²

¹Bangkok, Thailand
²Lecturer, Assumption University, Bangkok, Thailand
*Corresponding author. E-mail: aeoyapirati@gmail.com

Abstract

The energy drink business is fastest-growing product category in the beverage market. Refer to globalization, energy drink products are market as an alternative to carbonated products, and it is the opportunity switch from carbonated product to energy drink category in over the last few years. In Thailand perspective, the energy drinks industry grew at a CAGR of 5.8% between 2018 and 2019, THB 22.1 billion in terms of sales value (AC Nielsen, 2020), and there are many companies in this market. Therefore, this market is very competitive and there are various factors affect intention to purchase decision energy drinks in Thailand. The main purpose of this study was to identify factors affecting intention to purchase decision energy drinks in Thailand. The questionnaire was distributed to people who are Thai about 400 participants. Moreover, convenience sampling, which is a non-probability sampling method, is used for the sampling procedure with analyzing the level of impact toward independent variables (product, price, place, promotion, and subjective norm) to the dependent variable (purchase decision). The results of this research indicated that three independent variables, which are product, promotion, and subjective norm, had significantly affecting intention to purchase decision energy drink in Thailand. Therefore, the energy drink business should focus more on the product, promotion, and subjective norm, which creates more attracted to purchase the product.

Keywords: Product, Price, Place, Promotion, and Subjective norm