

BRANDING AND PACKAGING, ADVERTISING AND CONSUMER LIFESTYLE AFFECTING PURCHASE INTENTION OF FUNCTIONAL BEVERAGES IN THAILAND

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Abstract

This study presents the effects of branding and packaging, advertising and consumer lifestyle on the customer's purchase intention of functional beverages in the Thai market. A snowball sampling technique was utilized in collecting feedback from 400 respondents via online questionnaire. The results were analyzed using the multiple linear regression framework. The results from the data analysis based on the coefficients branding and packaging factors (Beta = 0.4673), advertising factors (Beta = 0.2247), and consumer lifestyle (Beta = 0.1973) approves three hypotheses confirming that there is a positive relationship with purchase intention of functional drinks in Thailand market.

Keywords: Branding, Advertising, Purchase Intention

Introduction

This study examines the influence of branding, packaging, advertising, and consumer lifestyle factors on the purchase intention of functional beverages in Thailand. Functional beverages represent a segment of food and beverage products enriched with added nutrients, vitamins, proteins, or live cultures, which are marketed as having health-enhancing properties. According to Must et al. (1999), dietary habits have a direct impact on quality of life and contribute to the rise of lifestyle-related diseases. The growing popularity of functional beverages has created a significant trend in the market, making it crucial for marketing managers to comprehend consumer behaviors and the related marketing elements in this context.

For a functional beverage to succeed, it is essential to understand the purchasing intentions of the target market. Ye et al. (2019) emphasize that packaging is a critical factor influencing consumer preferences, with the packaging elements such as logo design, color, font size, food labels, and imagery playing a key role in determining brand preference. Furthermore, Bonsmann et al. (2010) highlight that health labels printed on packaging increase consumer interest and shape expectations, showcasing the powerful role packaging plays in consumer decision-making. Understanding these dynamics is essential for marketing functional beverages effectively.

Objective

1. To study the relationship between branding and packaging on purchase intention of functional beverages.
2. To study the relationship between advertisements on purchase intention of functional beverages.
3. To study the relationship between consumer lifestyle on purchase intention of functional beverages.

Hypotheses

1. H1 is the effect of Branding and packaging factors (branding elements, packaging elements, brand value) on purchase intention of functional beverages.
2. H2 is the effect of Advertising factors (influencer marketing, social media ads, demographic targeting) on purchase intention of functional beverages.
3. H3 is the Consumer lifestyle factors (physical activities, health interests, value and quality prioritization) on purchase intention of functional beverages.

Scope of the study

1. Population: The population of this research focus on beverage consumers within Thailand, with sampling methods gathering data from this population. In this research, 400 samples were gathered with a precision level of $\pm 5\%$.
2. Variables: To study the purchase intention of functional beverages in Thailand based on branding and packaging, advertising and consumer lifestyle factors.
3. Time of Study: The study was conducted in Thailand, from a period between May to July 2024.

Literature Review

In Marium's (2018) study, it was found that purchase intention is highly influenced by celebrities and influencers, with celebrity social image, trustworthiness, and attractiveness playing a crucial role. Yeo (2020) emphasized that elements of product packaging, such as color, material, shape, and size, have a significant relationship with purchase decisions. Hasan (2022) highlighted a strong correlation between brand equity and purchase intention. Gidaković et al. (2022) demonstrated that value creation has a positive impact on consumer purchase intentions. In a study on purchase intentions, Herrando (2022) explored how influencer endorsement posts, as a form of advertising, shape customer attitudes and drive purchase intentions. Liu and Shankar (2020) pointed out that social media campaigns and advertisements result in immediate changes in customer purchase behaviors.

Lee (2017) underscored the importance of demographic targeting in understanding consumer behavior. Chang (2020) concluded that consumer concern for their health and preference for high-quality food significantly influences their willingness to purchase healthier products. Similarly, Lee (2020) found a correlation between consumers' deep engagement in sports psychology and their purchase of related products. Lastly, Latip (2023) demonstrated that a positive attitude combined with high health consciousness leads to a notable increase in the purchase of healthier products.

Methodology

1. Research Methodology: This study employed a quantitative research methodology to examine the factors influencing consumer purchase intentions toward functional beverages in Thailand. The research adopted a descriptive and exploratory design to capture the perceptions of consumers, which were measured using a structured questionnaire. The analysis focused on understanding the relationships between branding and packaging, advertising, consumer lifestyle, on purchase intention.

2. Research Process: The research process began with a comprehensive review of the literature related to consumer behavior in the functional beverage industry, specifically focusing on the role of branding, advertising, and lifestyle factors. Based on this literature, a questionnaire was developed to measure the relevant variables. The questionnaire was pre-tested with a small group of 40 respondents to ensure adherence to Cronbach alpha. The questionnaire was subsequently distributed to the target population, comprising Thai

consumers who were aware of or had experience with functional beverages. Google Forms was utilized to distribute the survey online, providing an efficient and accessible platform for data collection. Responses were recorded using a 5-point Likert scale to gauge levels of agreement with various statements.

3. **Data collection:** Data collection was carried out through an online survey disseminated via Google Forms. The survey targeted 400 consumers in Thailand who purchase or consume functional beverages. The questionnaire comprised items covering four major dimensions: branding and packaging, advertising, consumer lifestyle, and purchase intention. Each item was measured on a 5-point Likert scale, where 1 indicated Least agree, and 5 Mostly agree. A convenience sampling method was employed to gather responses, with the survey link distributed through social media, email lists, and direct messaging platforms. This method was chosen due to the ease of reaching a diverse group of respondents quickly and cost-effectively.

4. **Data Analysis:** Data analysis was conducted using statistical software to process the quantitative data. The Likert-scale responses were coded numerically, where each scale point represented a distinct value. Descriptive statistics, including means, standard deviations, and frequency distributions, were first calculated to provide an overview of the data. Following this, inferential statistical tests such as regression analysis and factor analysis were employed to explore the relationships between the independent variables (branding and packaging, advertising, consumer lifestyle) and the dependent variable (purchase intention). Additionally, correlation analysis was used to measure the strength of associations between variables. The reliability of the scale was assessed using Cronbach's alpha, ensuring that the items measuring each construct exhibited internal consistency. Findings from the data analysis were then interpreted considering the research objectives and hypotheses.

Research Results

The research analysis results are consolidated in here:

1. Among the respondents most significant number are of Thailand nationals (92.0%), Gender-wise most identify as female (58%), falling within the age range of 26 – 30 years (32.25%), and most are employed professionals (91%), with about 27% earning around 10,001 – 15,000 THB per month.

2. Analyzing the respondent's data, it was observed the following:

- a. respondents moderately agree with the Branding and Packaging Factors: (\bar{x} = 3.01, SD = 1.39),
- b. respondents moderately agree with the Advertising Factors: (\bar{x} = 3.04, SD = 1.43),
- c. respondents moderately agree with the Consumer Lifestyle Factors: (\bar{x} = 3.05, SD = 1.41), and
- d. respondents moderately agree with the Purchase Intention: (\bar{x} = 2.98, SD = 1.32)

Multiple linear regression

Table 1 Summary of the Developed model

R-Squared	Adjusted R squared
0.357	0.352

From table 1, the R-squared 0.357 means that the independent variables clarified 35.7% of dependent variables.

Table 2: ANOVA regression results

Linear Regression	co-efficient	Std error	t	P > t
<i>constant</i>	0.29828	0.198	1.475	0.141
Branding and Packaging	0.4673	0.037	12.713	0.000*
Advertising	0.2247	0.035	6.379	0.000*
Consumer lifestyle	0.1973	0.036	5.449	0.000*
P > t also referred as Significance				
* P ≤ 0.05				

From the analysis of values derived in the ANOVA table 2 it is concluded that for the First hypothesis, the coefficient b1 of the relationship between Branding and Packaging factor and Consumer Purchase Intention is 0.4673, with a significance level 0.000, implies that H1 is proved. Similarly, for the Second hypothesis, the coefficient b2 of the relationship between Advertising and Consumer Purchase Intention is 0.2247, with a significance level 0.000, implies that H2 is proved. Lastly, for the Third hypothesis, the coefficient b3 of the relationship between Consumer lifestyle and Consumer Purchase Intention is 0.1973, with a significance level 0.000, implies that H3 is proved.

Finally, from the above Anova regression results the developed Linear Regression Model of Purchase Intention is as follows:

$$\begin{aligned}
 & \text{Purchase Intention} \\
 &= 0.29 + 0.46 \text{ branding and packaging} + 0.22 \text{ Advertising} \\
 &+ 0.19 \text{ Consumer Lifestyle}
 \end{aligned}$$

Conclusion and Discussion

The results indicate that branding and packaging factors have a significant positive effect on the consumer purchase intentions. The findings align with previous studies by Yeo (2020) and Hasan (2022), which demonstrated that packaging color, material, logo, brand image, loyalty, quality, awareness, and equity are all crucial factors influencing customer purchasing decisions. Furthermore, this study confirms the significant influence of advertising on consumer purchase intention, consistent with research by Herrando and Martín-De Hoyos (2022). The results suggest that influencer advertising can be an effective way to promote products and positively affect purchase intentions. Lastly, the findings demonstrate a positive relationship between consumer lifestyle factors and consumer purchase intention. This is in line with a study presented by Latip (2023), found that personal attitudes and lifestyle decisions can drive organic food and branded product purchases. The implications of this study are significant for marketers and businesses seeking to enhance their competitive advantage through effective branding, packaging, advertising, and consumer engagement strategies. By understanding the relationships between these factors and consumer purchase intention, companies can make informed decisions to optimize their marketing efforts and ultimately drive sales growth.

Recommendation for Future research

The findings of this study provide several avenues for future exploration. Firstly, this research reveals that branding and packaging, advertising, and consumer lifestyle factors exert a moderate influence on consumer purchase intentions. It is recommended that managers emphasize the health benefits of functional beverages and develop advertising strategies that effectively engage the target market.

Secondly, while this study focuses on the purchase intention of functional foods, further research could benefit from investigating specific subcategories of functional drinks, such as probiotic yogurts, protein-enhanced milk, vitamin-infused water, or kombucha tea. As functional foods and beverages continue to grow in popularity, a closer examination of product strategies and market expansion within these subcategories is warranted.

Finally, future researchers are encouraged to examine other potential factors, such as the marketing mix, brand equity, and product quality, as independent variables influencing purchase intention. Additionally, exploring customer retention and consumer loyalty as dependent variables would offer valuable insights into long-term consumer behavior in the functional beverages market.

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