

EFFECTS OF THE PROMOTION MIX ON GREEN TEA CONSUMPTION
AMONG ADOLESCENTS IN BANGKOK

A MASTER'S PROJECT
BY
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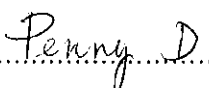
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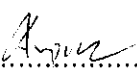
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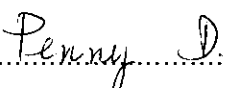
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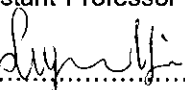

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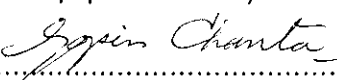
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CHAPTER 1

INTRODUCTION

I. Background

Presently, Bangkok consumer behaviors on foods and beverages have become more health conscious (Phussadee Watthanameta. 2003: 1). People tend to consume nutritional products and spend more money on things that will help them become healthy. Recently, The National Statistic Office of the Royal Thai Government reported that Thai people increased their spending on the personal care from 2.4 percent in 1990 to 2.7 percent in 2000. However, they decreased their spending on medical care from 3.4 percent to 2.7 percent during the same period. Nalin Phupoksakul (2003) also asserts that the total Thai market for food supplements (healthy products) in the year 2000 to 2004 has a growth rate of ten percent. In addition, the potential of healthy product market should be very high in the next three to five years. This is because of the increasing health awareness among Thais, the promotion of the government, the increasing overweight problem, and the growing concern of the blood circulatory system.

Nowadays, there are a lot of healthy foods and beverages available in Bangkok area. Most of them are made from herbs, vegetables, fruits, and etc. Green Tea is one of the healthy beverages, which are very popular among Thai people in the past few years, especially among Thai adolescents. It has been used as a medicine in China for at least 4,000 years (*The Miracle of Green Tea*. 2002: 84). Chinese people have used it to treat everything from headache to depression. An intensive report on benefits of green tea can be found in Cooper; et al. (2005: 522). Drinking green tea is good for health because it

consists of many beneficial components. One example is catechins which are found in green tea can reduce risk of cancer and mutation, restrain tumors, lower blood pressure, prevent high blood sugar, kill bacteria, etc. Caffeine is a beneficial component in green tea. It can relieve fatigue and keep you awake. Green tea also contains vitamin C and vitamin B Complex, which can reduce stress, prevent cold and flu, and promote metabolism. Gamma-Amino Butyric Acid (GABA) in green tea lower high blood pressure. Another important component in green tea is flavonoids. It can strengthen the blood vessel wall and prevents bad breath. Green tea consists of fluoride, tannin, chlorophyll, polysaccharides, vitamin E, theanine (A kind of amino acid), etc. These components can prevent cavities, maintain youthfulness, better the discharge toxin system, accelerate the metabolism of fats, etc. Other details of the benefits of green tea can be found in Green Tea Industry Handbook (1996) available on www.greentea-plantation.com.

In general, tea can be divided into three types: black tea, oolong tea, and green tea. The data from Tea Industry Forum shows that the total quantity of tea which is produced around the world is 2.6 billion kilograms; 76 percent is black tea, 23 percent is green tea, and the remaining is oolong tea. In 2001, 70 percent of the total tea imported to Thailand (476,000 kilograms) was green tea, mostly from China. In 2002, the market share of green tea was 25 percent or approximate 550 million bahts, increasing five times from the previous year (กระแสนิยมชา แดกยอตเติบโตแบบก้าวกระโดด จริงหรือ. 2004: 9, 12). Chadumyen (2004) states that the total market value of green tea in 2003 was approximately 400 million baht and totally 226 million bath from eight companies were

spent on green tea advertising. The market value in 2004 was 3,330 million bath (Atthasit Muanmart. 2005).

So far, it is explicitly observed that the green tea market in Thailand has been growing. At the early period, there are few competitors in the market: Pokka Green Tea provided by Cino Pacific Trading (Thailand) Co., Ltd. and Oishi Green Tea distributed by Oishi Trading Co., Ltd. After the year 2001, many new competitors have entered to the market. From a survey on 22 March 2005 – 30 March 2005, there have been twelve brands in the market. Those are Unif Green Tea, Chareewong, Tipco Green Tea, Summer, Sencha, Betagen, Oishi Green Tea, Nuboon, Ivy, Pokka Green Tea, Lipton Wave Green Tea, and Nestle Ice Rush.

It is evident that green tea sold in Bangkok has various brands. All existing companies try to increase their sales and market shares through the marketing tool (marketing communication mix: product, price, place, and promotion). The systematic study on the product factor of Phussadee Watthanameta (2003) implies that the marketer can increase his or her sales through brand loyalty and packaging because the consumers put emphasis on them in addition to green tea benefits. Fortunately, the consumer also has positive attitude on green tea prices, distribution channels, and promotion (Thidtamon Watthanawong. 2004: 80 - 82). However, there are no studies reporting on which kinds of promotion mix; advertising, sales promotion, public relations, and personal selling helps to increase sales.

Thus, this research focuses on the study of effects of the promotion mix on green tea consumption of Bangkok adolescents. The effects of promotion mix on consumption

behaviors were investigated. The promotion types that have the most influence on green tea consumption of Bangkok adolescents were explored. It is expected that the results of the study would be beneficial for related parties, for example, the marketing planner can improve their marketing strategies using the obtained results.

II. Research Questions

1. How does the promotion mix have effects on green tea consumption of Bangkok adolescents?
2. Which promotion types have influence on green tea consumption of Bangkok adolescents?

III. Objectives of the Study

1. To study effects of the promotion mix on green tea consumption of Bangkok adolescents.
2. To investigate which types of the promotion mix have the most influence on green tea consumption of Bangkok adolescents.

IV. Significance of the Study

This study will be beneficial for marketing planners who want to develop or improve their marketing strategies. The study will reveal which promotion types can motivate Bangkok adolescents to consume green tea. In addition, the results will be

advantageous for other beverage industries and researchers who want to use them as secondary data.

V. Scope of the Study

This research focused on effects of four major types of the promotion mix: advertising, sales promotion, public relation, and personal selling. The samples were from Bangkok adolescents at the age of 15-23 who consume green tea. People whose ages are below 15 and above 23 were not included. This research concerned with all kinds of green tea sold in Bangkok Metropolis area.

VI. Methodology and Data Collection

Details of the research methodology were presented in Chapter 3. This research used data from both primary and secondary sources. The primary data were acquired from sets of questionnaire distributed to the selected adolescents who are in Bangkok metropolis. The secondary data came from relevant publications. The primary data were analyzed using statistical techniques: percentage and mean. The results were concluded based on the analysis.

VII. Expected Outcome

It is expected that this research will provide useful marketing information in terms of effective promotion types. The promotion types inducing Bangkok adolescents to consume green tea were identified. The related parties can use the obtained marketing

information to improve their promotion strategies in order to expand their target customers.

In addition, this research revealed the effectiveness of the current promotion mix used in green tea businesses.

VIII. Definitions of Terms

Promotion mix	Communication activities that inform potential consumers about the advantages of existence goods, services, or ideas and persuade them to purchase.
Green tea consumption	The consumption of green tea including brand, frequency, quantity, time, green tea type, drinking objective, and drinking trend.

CHAPTER 2

REVIEW OF THE LITERATURE

This chapter gives the literature review related to the current research. It covers three major areas; consumer behaviors, marketing mix and promotion mix, and related research works.

I. Consumer Behaviors

This section is devoted to discuss three major areas in studying consumer behaviors. Those are consumer behavior definition, the consumer decision-making process, and factors effecting consumer behaviors/purchasing decisions.

Definition

The consumer behavior definition is briefly discussed to give basic understandings of consumer behaviors and their important roles in the marketing communication. In marketing literature, there are a lot of definitions of the term "Consumer behaviors". However, those definitions are quite similar. The following paragraphs are definitions of the term "Consumer behaviors".

The American Marketing Association defines the term "Consumer behaviors" as the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives (citing Peter; & Olson. 1996 : 11).

G. E. Belch; & M. A. Belch (1998) defined consumer behaviors as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and service so as to satisfy their needs and desires.

In summary, the term "Consumer behaviors" is very important in the marketing community because it is used to develop the marketing approach. Consumer behaviors are mainly studied in order to understand perceptions, attitudes, and activities in which person respond to his or her environments. This understanding can provide guidelines to develop marketing strategies and activities to encourage people to purchase products.

The consumer decision-making process

The consumer decision-making process gives an outline how a person develops needs and reacts to them. It contains five steps as depicted in Figure 2.1. The first step is the problem recognition. Problems occur when expected states of consumers are different from their actual states. It can be considered as the recognition of needs or wants, which can be triggered by internal or external stimuli.

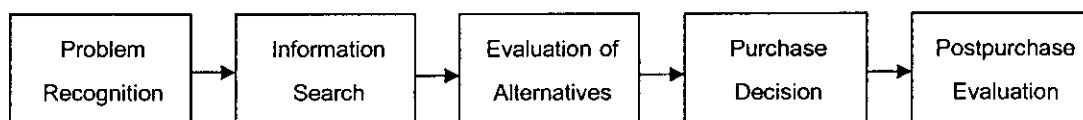


Figure 2.1 The consumer decision-making process (Clow; & Baack. 2001 : 147).

The second step is a search of information. Once needs or wants are triggered, consumers conduct an information search. The primary search is an attempt to scan information in their memories in order to recall past experiences and/or knowledge regarding various purchase alternatives. The retrieval of information at this stage refers to the internal search. If the internal search yields sufficient information, consumers move on

to the third step: evaluation of alternatives. If the internal search does not yield enough information, the external search can be conducted through the following sources.

TABLE 2.1 EXTERNAL INFORMATION SOURCES AND EXAMPLES.

Information sources	Examples of sources
Personal sources	Family, friends, neighbors, acquaintances
Public sources	Mass media, consumer-rating organizations
Experiential sources	Handling, examining, or testing the product
Commercial sources	Advertising, salespersons, dealers, packaging, displays

The third step is evaluation of alternatives. In this stage, consumers perform comparison among brands, product characteristics and/or services. The capability of solving problems among various products and/or services is then identified. The products and/or services which can fulfill needs or motives, which initiated the decision-making process will be selected. Brands, which will be selected to group purchase options, will also be considered during the alternative evaluation process. Note that the purchase options can be only a subset of all brands of which consumers are aware.

The fourth step is the purchase decision. In the evaluation stage, consumers form preferences among brands in the purchase options. Consumers may also form an intention to buy the most preferred brand. Nevertheless, two serious factors can intervene between the purchase intention and the purchase decision. The first one is attitudes of other people. The purchase's preference will increase if the brand is very popular. The second factor is the unpredictable situational factor that may erupt to change the purchase intention.

The final step is the postpurchase evaluation. The consumer decision-making process does not end with the purchasing. After using products or services, consumers compare the performance level with expectations if it satisfied or not. The postpurchase evaluation process is very important because it provides the feedback from the actual use of products and/or services which can influence the likelihood of purchase in the future. Positive feedback can make the brand to be retained in the purchase options and increases the likelihood of re-purchasing. In contrast, negative feedback may lead consumers to form negative attitudes toward the brand, affects the likelihood of re-purchasing, and even eliminates the brand from the consumer's purchase options.

In summary, understanding the consumer decision-making process is very important for marketing planners. It makes them to understand how a person develops needs and performs information search, evaluates alternatives and makes purchasing decision, and finally perform re-purchasing. For marketing planners, it is very important to make their products and/or services to remain in the customer mind so that their customers will re-purchase their product and/or services in the future.

Factors effecting consumer behaviors/purchasing decisions

Factors influencing consumer behaviors/purchasing decisions are cultural, social, personal, and psychological factors (Kotler. 2000 : 161). Cultural factors, which have the broadest and deepest influence on consumer behaviors/purchasing decisions, consist of three main factors, namely, culture, subculture, and social class. Culture is a fundamental factor which helps forming wants, attitudes and behaviors of a person. Person acquires a set of values, perceptions, preferences, and behaviors through his or her families.

Subcultures in each culture provide more specific identification and socialization for their members. Subcultures include nationalities, religions, racial groups, and geographical areas. Social classes are relatively homogeneous and create divisions in a society in which their members have similar values, interests, and behaviors. All of these factors characterize consumption behaviors and purchasing decisions.

Besides cultural factors, consumer behaviors/purchasing decisions are influenced by social factors: reference groups, family, and social roles and statuses. Reference groups are all groups that have a direct or indirect influence on a person attitudes or behaviors. Groups which have a direct influence on a person are called membership groups such as friends, neighbors, and co-workers. Family is the most important consumer-purchasing organization in society. It has much influence on members' behaviors. Social roles and statuses are also important factors affecting person behaviors because they define the person position in each group and signify activities that the person is expected to perform.

Personal factors or personal characteristics are another type of factors that can influence consumer behaviors/purchasing decisions. Personal factors consist of age and stage in the life cycle, occupation, economic circumstances, life style, and personality and self-concept. Each person purchases different goods and services over a lifetime. In the early years, he or she eats baby food. In the growing and mature years, varieties of foods and special diets are consumed instead. Age and stage in the life cycle, characterizing the consumer behaviors/purchasing decisions, have strong relationship with taste in clothes, furniture, and recreation. Occupation also influences consumer behaviors/purchasing decisions of a person. For example, a worker will purchase work clothes, work shoes, and

lunchboxes, while a company president will purchase expensive suits, air travel, and country club membership. Consumer behaviors/purchasing decisions are greatly affected by economic circumstances: spendable income, savings and assets, debts, borrowing power, and attitude toward spending versus saving. Life style is the living pattern of a person as expressed in activities, interests, and opinions. Lifestyle represents the "whole person" interacting with his or her environments. Personality is another factor influencing purchasing behaviors. It is usually described as self-confidence, dominance, autonomy, deference, sociability, defensiveness, and adaptability. Personality is an important factor in analyzing consumer behaviors/purchasing decisions because it has strong correlations between personality types and product or brand choices.

Finally, consumer behaviors/purchasing decisions are also influenced by four major psychological factors: motivation, perception, learning, and belief and attitudes. Motivation is a dynamic factor which is always changing in reaction to life experiences. Person always has needs which can further be developed to a motive. Some needs are biogenic, but some are psychogenic. The biogenic needs arise from physiological states such as hunger, thirst, and discomfort. The psychogenic needs arise from psychological states such as the need for recognition, self-esteem, or belonging. A need becomes a motive when intensity level is sufficient. So far, many human motivation theories have been developed by many psychologists. A well-known one belongs to Dr. Abraham Maslow. His theory, which is based on universal hierarchy of human needs, explains five basic levels of human needs, sequencing in order from lower-level needs to higher-level needs. Five needs of Maslow's Hierarchy of Needs are psychological needs, safety and security needs,

social needs, ego needs and self-actualization (Schiffman; & Kanuk. 2000 : 80). The motivation factor is very important because it can result in various patterns of consumption behaviors and purchasing activities. Perception is the set of processes by which person organizes and interprets his or her sensory impressions in order to give meaning to his or her environment. Perception is an individual process; it depends on internal factors such as a person's belief, experiences, needs, moods, and expectations. The perceptual process is also influenced by characteristics of a stimulus such as size, color, or intensity and the context in which it is seen or heard (G. E. Belch; & M. A. Belch. 1998 :112). Perception directly effects to the purchase decision stage in the consumer decision-making process (see Figure 2.1). Learning is a way in which person gains knowledge. It is related to changes in person's behaviors from experiences. Most human behaviors are formed through learning. Learning directly effects to the repurchasing behaviors. If a person has bad experiences about product quality, it is hardly possible that he or she will repurchase the product. Belief is a descriptive thought that a person holds about something. Beliefs may be based on knowledge, opinion, or faith (Kotler. 2000 : 174). Attitudes are a person's enduring favorable or unfavorable evaluations and emotional feelings toward some objects or ideas. Each person has attitudes toward almost everything: religion, politics, clothes, music, and food. Belief and attitudes have huge influence on consumers' purchase options. Once a person has negative attitudes toward brands he or she may not purchase such brands.

In summary, consumer behaviors/purchasing decisions are influenced by four main factors: cultural, social, personal, and psychological factors. The cultural factor is

further categorized into three groups: culture, subculture, and social class. The social factor consists of reference groups, family, and social roles and statuses. The personal factor involves age and stage in the life cycle, occupation, economic circumstances, life style, and personality and self-concept. The psychological factor consists of motivation, perception, learning, and belief and attitudes. Understanding all of these factors is beneficial because they characterize consumption behaviors and purchasing decisions of customers.

II. Marketing Mix and Promotion Mix

Marketing Mix

Marketing is a big part in economic growth and development. In addition to sale increase, it stimulates research and new ideas which can result in new goods and/or services. Marketing provides choices among products and/or services to customers. Companies might be more successful if they have high potential marketing. In the marketing community, the marketing strategy known as Marketing Mix is a powerful management concept which is widely adopted by many companies.

Broadly, Marketing Mix is the combination among factors which are used to market any particular product and/or service. There are four important factors in the Marketing Mix: product, price, place, and promotion (Kotler. 2000 : 15). These factors are all controllable variables which companies can put together to satisfy customers. In the other words, Marketing Mix includes the identification of product types and characteristics, pricing strategy, appropriate promotion which can increase sale, and ways customers can reach products.

Product Mix involves developing the right product for the target market. Product can be viewed as anything that can be offered to the target market for attention, acquisition, use, or consumption. It may involve physical goods, services, or ideas consisting of tangible and intangible attributes that can satisfy customer needs. Product Mix includes product features, package, brand name, and post-sale service support (Kotler; & Armstrong. 1999 : 274).

Price Mix is related to costs of the whole Marketing Mix and competition in the target market. In price setting, companies should estimate customer reactions to possible prices. Companies should also estimate the preferable profit margin and possible discounts in the future. Companies must be aware of legal restrictions on pricing. From the marketing point of view, price is the money or other considerations, for example, other goods and/or services, exchanged for the ownership of products or services.

Place Mix involves all actions to get products to the target market's place. It is concerned with all decisions companies make to ensure that companies' products reach the target group at the right location and time. Products can be considered as low quality, if they are not available when and where they are wanted.

Promotion Mix broadly focuses on communication which is used to inform target customers about product characteristics, services, and/or ideas in order to encourage them to purchase. Details of the Promotion Mix are provided in the following subsection.

In summary, Marketing Mix is a very competitive tool for marketers because it provides systematic concept to manage products and/or services to survive and grow in the target market. Marketing Mix is a combination among four major aspects: Product, Place,

Price, and Promotion Mix. Each of them must be designed in order to encourage customers to buy products and/or services easily.

Promotion Mix

Promotion Mix is an important tool to increase sales. The key process underlying Promotion Mix is communications. Therefore, companies should understand the nature of the communication process, particularly in the field of marketing, so that they can increase sales effectively. Figure 2.2 shows the elements in a communications process. In common, all of these elements exist in any kind of communications, for example, an advertisement, a word-of-mouth, a newspaper, and a TV commentary.

The communication process shows that a communication begins with a source. The source contains information which ones want to convey. The information is then turned into a message. The message is transmitted through channels of communication: salesperson, advertising, magazines, radio, television, or public relations tools, posters, etc.

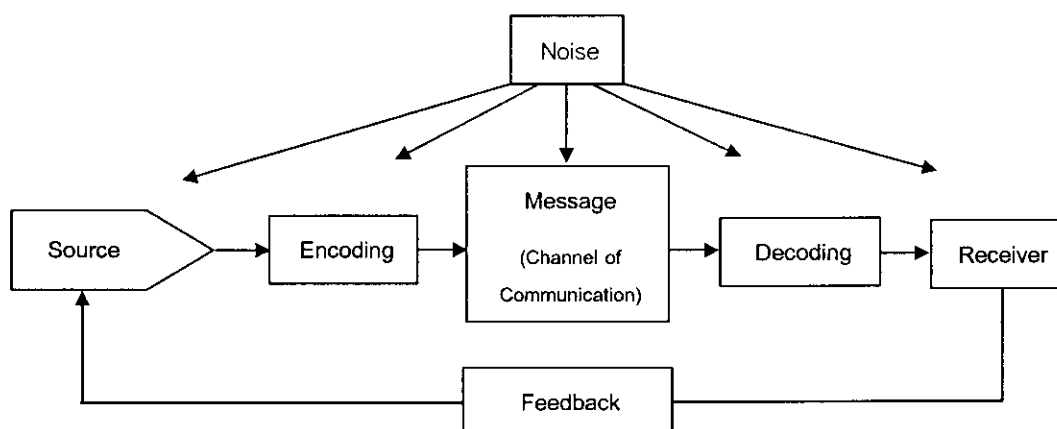


Figure 2.2 The elements in the communication process (Berkowitz; et al. 1997 : 496).

Consumers are the receivers receiving the message through reading, hearing, and/or seeing. Encoding is a transformation process of the abstract idea into a set of symbols.

Decoding is opposite to the encoding process. The receivers transform the set of symbols back to the abstract idea. The decoding process involves; noticing the message, interpreting and evaluating it, and retaining it in memory. Noise may happen at any stage in the communication process. The customer interpretation of the message determines the reaction activities to the message. Finally, feedback is the communication flow from receivers back to senders to show if the information is reached and understood by the receivers or not (Berkowitz; et al. 1997 : 496).

Two stages in the communication process are very important to the success of the promotion strategies: encoding and decoding. The promotion strategies are beneficial only if customers decode the set of symbols and then understand the information which companies want to convey. Stanley (1977) mentions that Promotion Mix has direct and indirect benefits to companies. It is a voice of companies in the marketplace, helps companies to increase sales of their products and to launch new products. It is also helps companies to create brand loyalty and image.

Promotion Mix can be categorized into four groups: advertising, sales promotion, public relations, and personal selling (Peter; & Olson. 1996 : 538). Advertising can be defined as any paid form of non-personal communication of products, services, or ideas in the media, for example, television, newspapers, magazines, billboard, posters, radio, cinema etc. The objective of the advertising is to inform and to persuade customers to purchase. The success of marketing advertising is based on the two basic aspects: messages and media.

Sales Promotion is defined as all promotional activities other than advertising, personal selling, and publicity which stimulate purchases. It provides incentives to customers or to the distribution channel to stimulate demand for products or services. TABLE 2.2 gives the majority of sales promotion types (Peter; & Olson. 1996 : 238-240).

TABLE 2.2 SALES PROMOTION TYPES.

Types	Details
Sampling	Products are distributed to some customers through sampling
Price deals	Customers are given discounts from the product's regular price
Bonus packs	Bonus packs consist of additional amount of products that companies give to customers without increasing prices
Rebates and refunds	Customers are given cash reimbursements for purchasing products. Normally, refunds are for soft goods; rebates are for hard goods
Sweepstakes and contests	Customers are offered chances to win cash or prizes through either chance selection or games of skill
Premiums	Premium is a reward or gift that comes from purchasing a product
Coupons	Customers are offered discount coupons for purchasing products

Public relations is defined as the communication of products, brands, or businesses that seeks to influence the feelings, opinions, or beliefs held by customers, stockholders, suppliers, employees, and other publics by placing information about them in the media without paying for the time or media space directly (Berkowitz, et al. 1997 : 500). In some situations, public relation can be more effective than advertising because of higher customer intentions. In addition, public relation communications may be considered more

customer intentions. In addition, public relation communications may be considered more credible because they are not presented by the marketing organization. Public relation can be found in corporate newsletters, internal communications, media news releases, stockholder correspondence, annual reports, special events, and collaboration with internal publics (Clow; & Baack. 2001 : 495).

Personal selling is defined as a form of promotion using personal communication in order to influence purchase decisions and to ensure satisfaction of customers. Unlike advertising, personal selling involves direct contact between potential customers and salesperson, either face-to-face or through some forms of telecommunications such as telephone sales. This interaction makes the promotion communication more flexible; the salesperson can modify the message in reaction to customers' responses immediately.

In summary, Promotion Mix is one of four important parts in Marketing Mix. It contains four groups of promotion types: advertising, sales promotion, public relations, and personal selling. Each promotion group has its own potential to dispatch information of products and/or services to target customers through the communication process.

III. Related Research Works

Since this research is mainly related to two main research areas, namely, consumer behaviors and promotion mix. The survey of related research will be divided into two groups associated to the two main areas.

So far, many researchers have done their study on consumer behavior area, especially for a particular product. One example is the study of Manoch Pimpa (2004)

entitled "Consumer Behavior of UHT Ready to Drink Green Tea of Consumers in Bangkok".

The researcher used a questionnaire as a research instrument. Three hundred respondents were selected by using the multi-stage random sampling. Results of the study revealed that the main reason of drinking green tea was freshness. Most of them consumed green tea more than once a week (usually at home in the afternoon). The most popular brand was Oishi (250 c.c. original flavor). The consumption frequency depended on age and occupation. Buyers of 20 – 25 years old put the emphasis on taste more than buyers of other age groups, while buyers of 26 – 30 years old put the emphasis on convenience and interesting promotion. Students put the emphasis on taste, quality, brand, and price. Buyers having high income (more than 20,000 baht/month) put the emphasis on price.

Besides the study of consumer behaviors on a particular product, some research works focus on effects of some specific factors on consumer behaviors. For example, the paper of Chantana Phittayawedwiwad (2001) named "The Effect of Marketing Communication Factors on Phitsanulok Teenagers' Milk Drinking Behavior" aimed to study effects of marketing communication factors (product, place, price, and promotion) on teenagers' milk drinking behaviors at Phitsanulok. The data was collected through 389 sets of questionnaire using the interview approach. The researcher concluded that teenagers at Phitsanulok preferred mixed ingredient milk. The drinking time was less than 30 minutes everyday, between 4.01 – 5.00 p.m. The marketing communication factors of products, places, and prices were found to be the important factors.

Some other papers studied the effects of particular factors on green tea consumption. The research work of Phussadee Watthanameta (2003) entitled "Product

Factors Affecting Consumer Behavior of Green Tea Beverage Consumption in Bangkok Metropolitan" studied effects of the product factor on green tea consumption behaviors among consumers in Bangkok metropolitan. 400 sets of questionnaires were used as the research instrument to collect data. The result was that Bangkok consumers of green tea put the emphasis on the product factor such as basic usefulness, brand, and packaging. Understanding toward green tea benefits of Bangkok consumers was very high. Besides, most of Bangkok consumers received the information of green tea from television, followed by known people and newspapers. Substantial consumers drank green tea four times a week and two glasses per time. Finally, most of the consumers drank green tea only, followed by drinking with dessert and/or food. Somkid Likitapisit (2004) also mentioned in his research entitled "Consumer Behavior and Factors Influencing Green Tea Product Consumption in Bangkok" that, for the marketing mix, consumer rating on product, price, place, and promotion was at high level. His research used the non-probability sampling with purposive sampling method. The primary data of 400 samples were collected by using questionnaires. The findings were that most consumers preferred Unif 250 c.c. and consumed 1 - 5 units a month at home in day time. Their expenses for the product were more than 120 baht a month. The main reason of consumption was because they were aware of healthy benefits of green tea. Most Bangkok consumers decided to consume green tea by themselves.

In promotion area, there are many research works reporting on effectiveness of using various kinds of promotion techniques. The following papers are some examples. The paper of Hardesty; & Bearden (2003) entitled "Consumer Evaluations of Different Promotion

Types and Price Presentations: The Moderating Role of Promotional Benefit Level" focused on consumer evaluations of different promotion types and price presentation. Promotion types (i.e., price discounts and bonus packs) and price presentation (i.e., dollars and percentages) which are appropriate with promotional benefit levels were investigated through three experimental studies. The result was that price discounts were effective when low and medium promotional benefit levels were concerned. Bonus packs were an alternative to price discounts when promotional benefit levels were low or medium since they had small effect on the brand. Price discounts and promotions presented in percentage terms were preferred when high promotional benefit levels were involved since they are valued more highly than those presented in dollar terms.

Chen; Monroe; & Lou (1998) also studied effects of framing price promotion messages on consumers' perceptions and purchase intentions. Their study in "The Effects of Framing Price Promotion Messages on Consumers' Perceptions and Purchase Intentions" investigated the relationship between framing a price reduction in percentage or dollar terms on two product types; high-price, and low-price. For the high-price product, a price reduction framed in dollar terms seemed more significant than the same price reduction framed in percentage terms, and the opposite was true for the low-price product. In term of purchase intentions, coupon promotions were evaluated more favorably and were more effective in changing subjects' purchase intentions. Kumar; Madan; & Srinivasan. (2004) also addressed price discounts and coupon promotions. In their paper—"Price Discounts or Coupon Promotions: Does It Matter?", it was showed that the profitability of

coupon and price-reduction depended on the values of coupon redemption rates and the ratio of price reduction to coupon face value.

In summary, there have been a lot of research works studying on consumer behaviors and promotion in the marketing area. Those research works focuses on different products depending on the focusing point of the researchers. Many research works address at the consumption behaviors of green tea, for example, the study of Manoch Pimpa (2004), Somkid Likitapisit (2004), and Phussadee Watthanameta (2003). Nevertheless, those studies do not pay attention on the promotion type which influences consumer behaviors on green tea. Even though, there are a lot of research works focusing on the determination of effective promotion types, for example, the study of Hardesty; & Bearden (2003), Chen; Monroe; & Lou (1998), and Kumar Madan; & Srinivasan (2004), there is no specific study on green tea because those studies focus on other product types. Thus, there is now no suggestion to marketing planners which promotion type is the most effective for green tea, especially among adolescents in Bangkok. Hence, this research attempts to fulfill this gap.

CHAPTER 3

METHODOLOGY

This chapter presents the methodology of the research. It contains four sections; population and samples, research instrument, data collection, and data analysis. Details will be explained in the following sections.

I. Population and Samples

The primary data was collected from one hundred and fifty sets of questionnaire distributed to six sample groups selected from the population of adolescents in six locations around Bangkok. The samples were selected using the Judgment Sampling Method described in Donald R. Cooper and Pamela S. Schindler (2003:201). That is the sample members must be conformable with the following criteria. The sample members must be adolescents and had consumed green tea. Teenagers who had never consumed green tea were excluded from the population. They were at ages of 15-23 years for both male and female.

The sample size of one hundred and fifty was based on the formula presented in William W. Hines and Douglas C. Montgomery (1990:274). That is the sample size must be at least equal to the number N. The number N was calculated as follow:

$$N = \frac{p q Z^2}{B^2}$$

where p was the probability of the respondents who accepted that the

promotion mix had effects to their green tea consumption

q was equal to (1-p)

Z was the Z-score

B was the error level.

In this research, a primary survey of 30 sets of the questionnaire was conducted from 17 April 2005 to 23 April 2005. The result was that 27 respondents accepted that the promotion mix had some effects on their green tea consumption. Hence, p was equal to 0.9 ($p = 27/30$). q was equal to 0.1 ($q = 1 - 0.9$). At the 95% confident interval, the Z value was 1.96. The error level B was set to 0.05 (5%). Finally, the number N was equal to 138.3 ($0.9 \times 0.1 \times 1.96^2 / 0.05^2$). Thus, the sample size could be set to 150.

II. Research Instrument

An instrument in this research was a questionnaire distributed to the selected adolescent consumers of green tea. The questionnaire was designed to measure effects of the promotion mix toward green tea consumption. It covered the objectives of the research and was divided into two parts: the general information and the measurement of effects of the promotion mix toward green tea consumption. The appendix shows two versions of the questionnaire: Thai and English versions.

Part 1: General information.

This section contained eight questions asking about general information. Questions 1 and 2 asked about personal information of the respondents, namely gender, and age. Questions 3 to 5, which were to ensure that the respondents were green tea consumers, asked about their preferable brands, drinking frequency, and the main reason of drinking.

Part 2: The measurement of effects of the promotion mix toward green tea consumption.

This section contained four questions mainly to explore effects of the promotion mix toward green tea consumption. They aimed to evaluate the significance of each type of the promotion mix: advertising media of green tea, sales promotion of green tea, publicity of green tea, and personal selling of green tea.

III. Data Collection

The questionnaire was conducted during August to September 2005 at six locations around Bangkok: Siam Square, Central Ladpraow, Central Pinklaow, The Mall Bangkapi, Seacon Square, and Future Park Rungsit. These six locations were selected because they were the places where Bangkok adolescents preferred to go. Twenty five sets of questionnaire were randomly distributed to one sample group in each location. The data was collected by two researcher assistants. The researcher used a screening question to seek for only adolescents who had consumed green tea.

IV. Data Analysis

After the data collection had been completed, the researcher classified information into various groups. Percentage was used for calculating and analyzing the data. Mean was determined to represent the average number of the data. Moreover, tables were used to illustrate the scores and rating of respondent's answers. All results were analyzed in accordance with the research questions.

CHAPTER 4

FINDINGS

This chapter presents the findings of the data analysis, consisting of tabular form with a brief description. It is divided into four main sections. Section I presents general information of the respondents. Section II presents information about green tea consumption behaviors and information receiving behaviors. Section III presents the influence of Promotion Mix on green tea consumption behaviors. Section IV provides suggestions from the respondents on green tea Promotion Mix.

I. General Information of the Respondents

One hundred and fifty sets of questionnaire were conducted during August to September 2005. The questionnaires were completed by 150 respondents who consume green tea. Details are presented in TABLE 4.1.

TABLE 4.1 GENERAL INFORMATION

Item	Number	Percentage
1. Gender		
Male	74	49.33%
Female	76	50.67%
Total	150	100.00%
2. Age		
15-17	43	28.67%
18-20	52	34.67%
21-23	55	36.67%
Total	150	100.00%

According to TABLE 4.1, the respondents are divided into two main groups characterized by their genders and ages. In the gender group, 74 of the respondents are males, or it can be accounted as 49.33 percent of all respondents. The remaining respondents are females, or it can be accounted as 50.67 percent of all respondents.

In the age group, the age ranges of the respondents are divided into three classifications: 15 to 17, 18 to 20, and 20 to 23. The first age group of 15 to 17 comprises 43 persons or 28.67 percent. The second age group of 18 to 20 comprises 52 persons or 34.67 percent. In the last age group of 20-23, there are 55 respondents or 36.67 percent.

II. Green Tea Consumption Behaviors and Information Receiving Behaviors

This section consists of two sets of information: Green Tea Consumption Behaviors and Information Receiving Behaviors. TABLE 4.2 presents the information of green tea consumption behaviors. TABLE 4.3 presents the information receiving behaviors about green tea of the respondents.

*

TABLE 4.2 GREEN TEA CONSUMPTION BEHAVIORS

Item	Number	Percentage
3. Brand of drinking		
Oishi Green Tea	114	76.00%
Unif Green Tea	64	42.67%
Sencha Green Tea	16	10.67%
Tipco Green Tea	7	4.67%
Betagen Green Tea	7	4.67%
Lipton Wave Green Tea	7	4.67%
Ivy Green Tea	6	4.00%
Chareewong Green Tea	3	2.00%
Nestle Ice Rush Green Tea	2	1.33%
Other.....	4	2.67%
Total	230	153.33%
4. Frequency of drink per week		
2 – 3 times	110	73.33%
4 – 5 times	22	14.67%
Everyday	18	12.00%
Total	150	100.00%
5. Reason of drinking		
Substitute other beverages	68	45.33%
Nutritious	55	36.67%
Other (tasteful, fresh, delicious)	39	26.00%
Fashionable	10	6.67%
Total	172	114.67%

*

The respondents can choose more than one choice.

As shown in TABLE 4.2, it can be concluded that the majority of respondents, which can be accounted as 76.00 percent of all respondents, drink Oishi Green Tea. 42.67

percent of the respondents drink Unif Green Tea. 10.67 percent drink Sencha Green Tea. 4.67 percent drink Tipco, as well as Betagen, and Lipton Wave Green Tea. 4.00 percent drink Ivy Green Tea. 2.00 percent drink Chaleewong Green Tea. 1.33 percent drink Nestle Ice Rush Green Tea. The rest of the respondents, 2.67 percent ,drink other brands of green tea.

From TABLE 4.2, it shows that 73.33 percent of the respondents drink green tea twice to three times a week. 14.67 percent of the respondents drink green tea four to five times a week. The remaining 12 percent of all respondents drink green tea everyday. The most important reason that influences the respondents to drink green tea is the substitution for other beverages (45.33 percent). The other reasons that induce the respondents to drink green tea are nutritious (36.67 percent), tasteful, fresh, and delicious (26.00 percent), and fashionable (6.67 percent).

TABLE 4.3 INFORMATION RECEIVING BEHAVIORS

Item	Number	Percentage
6. Sources of information receiving *		
Television	140	93.33%
Radio	60	40.00%
Point of purchase display	49	32.67%
Newspaper	41	27.33%
Person (Words of Mouth)	26	17.33%
Magazine/journal	24	16.00%
Internet	18	12.00%
Leaflet/brochure	18	12.00%
Salesperson	17	11.33%
Other.....	1	0.67%
Total	394	262.67%
7. Frequency of information receiving		
Everyday	59	39.33%
2 – 3 times/week	32	21.33%
4 – 5 time/week	24	16.00%
Once a month	29	19.33%
Seldom	3	2.00%
None	3	2.00%
Total	150	100.00%

*

The respondents can choose more than one choice.

TABLE 4.3 contains sources and frequency of information receiving behaviors of all respondents. For the sources of information receiving, it is found that the highest percentage number is 93.33 percent of all respondents. They receive information about green tea via television. However, the respondents also receive information about green tea via other sources. They receive green tea's information through radio (40.00 percent),

points of purchase display (32.67 percent), and newspapers (27.33 percent). In addition, The respondents also get information about green tea through words of mouth (17.33 percent), magazines or journals (16.00 percent), leaflets or brochures and the Internet (12.00 percent), salespersons (11.33 percent), and other sources (0.67 percent).

When the respondents are asked about the frequency of information receiving, the results indicate that 39.33 percent of all respondents receive information about green tea everyday. 21.33 percent and 16.00 percent of the respondents receive information about green tea two to three times a week and four to five times a week, respectively. 19.33 percent of them seldom receive information about green tea. Finally, 2.00 percent of all respondents get information about green tea once a month and the remaining 2.00 percent do not receive any information about green tea.

III. Influence of Promotion Mix on Green Tea Consumption Behaviors

In order to study the influence of Promotion Mix on green tea consumption behaviors and promotion types which have the most influence on green tea consumption behaviors of adolescents in Bangkok, the questionnaire has been conducted and the results are summarized in TABLE 4.4 to TABLE 4.8.

*

TABLE 4.4 INFLUENTIAL PROMOTION MIX ON GREEN TEA CONSUMPTION

Item	Number	Percentage
8. Promotion mix which influences you to buy		
Advertising	121	80.67%
Sales promotions	47	31.33%
Public relations	36	24.00%
Personal selling	10	6.67%
Total	214	142.67%
9. Effect of promotion mix		
More consumption	131	87.33%
Less consumption	4	2.67%
None	15	10.00%
Total	150	100.00%

*

The respondents can choose more than one choice.

Referring to TABLE 4.4, it shows that 80.67 percent of the respondents accept that advertising can induce them to buy green tea. 31.33 percent of them believe that sales promotions can influence them to drink green tea. The third influential promotion mix is public relations, approximate 24.00 percent of the respondents have selected this choice. Personal selling is slightly influential for the respondents to buy green tea because only 6.67 percent of them have selected this choice.

Generally, 87.33 percent of the respondents have answered that Promotion Mix has a large effect on their consumption of green tea. 2.67 percent of them believe that Promotion Mix has a small effect on their consumption of green tea. The remaining 10.00 percent of the respondents have responded that Promotion Mix has no effect on their green tea consumption.

TABLE 4.5 RATING SCALE SYSTEM

Rating Scale	Class	Significant Level	
1	1.00 - 1.80	None	= N
2	1.81 - 2.60	Below Average	= BA
3	2.61 - 3.40	Average	= A
4	3.41 - 4.20	Above Average	= AB
5	4.21 - 5.00	High	= H

TABLE 4.5 explains the rating scale, class, and significant level. The calculation method which is used to determine the rating scale, class, and significant level can be seen in Phussadee (2003). The rating scale, class, and significant level will be used to describe TABLE 4.6 to TABLE 4.9. For the rating scale, numbers 1 to 5 represent the rating scales from one to five. The class is used to classify the range of means. The significant level is set to measure the effectiveness of the promotion mix. It is categorized into five levels: None (N), Below Average (BA), Average (A), Above Average (AB), and High (H).

TABLE 4.6 ADVERTISING EFFECTING ON GREEN TEA CONSUMPTION

Item	Rating Scale						Significant	
	5	4	3	2	1	N	Mean	level
Advertising through radio	26	51	40	14	4	135	3.60	AB
Advertising through poster	5	12	41	54	23	135	2.42	BA
Advertising through billboard	2	15	41	55	22	135	2.41	BA
Advertising through brochure	0	0	5	10	125	135	1.14	N
Advertising through television	96	30	7	2	0	135	4.63	H
Advertising through magazine	6	25	64	30	10	135	2.90	A
Advertising through newspaper	10	35	61	22	7	135	3.14	A
Advertising through other media	0	0	0	0	0	0		
Total	145	168	259	187	191			

TABLE 4.6 presents the effects of advertising on green tea consumption. As shown in the table, it is explicitly observed that advertising through television has the most effect on green tea consumption. It has the highest significant level (H). Advertising through radio has above average significant level (AB). Advertising through magazines and newspapers has average significant level (A). Besides, advertising by using posters and billboards has below average significant level (BA). Finally, advertising through brochure has no effect on green tea consumption (N).

TABLE 4.7 SALES PROMOTIONS EFFECTING ON GREEN TEA CONSUMPTION

Item	Rating Scale					N	Mean	Significant level
	5	4	3	2	1			
Using rebates	0	8	15	35	77	135	1.66	N
Using premiums	68	40	19	7	1	135	4.24	H
Using free samples	30	41	39	21	4	135	3.53	AB
Using price-offs (discounts)	57	47	20	9	2	135	4.10	AB
Using contests and sweepstakes	29	34	37	26	9	135	3.36	A
Using point-of-purchase materials	22	36	50	20	7	135	3.34	A
Other sales promotion	0	0	0	0	0	0	0	
Total	206	206	180	118	100			

Effects of sales promotions on green tea consumption are reported in TABLE 4.7.

It can be noticed that 135 respondents have agreed that sales promotions by using premiums have a large effect on their green tea consumption. Its significant level is high (H). Sales promotions by using free samples and prices-offs or discounts have the above significant level (AB). Contests, sweepstakes and points-of-purchase materials also have effects on green tea consumption. These two sales promotions types have the average significant level (A). Lastly, sales promotion of using rebates have no effect on green tea consumption (N).

TABLE 4.8 PUBLIC RELATIONS EFFECTING ON GREEN TEA CONSUMPTION

Item	Rating Scale					N	Mean	Significant level
	5	4	3	2	1			
Annual reports	0	15	20	16	84	135	1.75	N
Special events	14	24	44	38	15	135	2.88	A
Editorial comment	17	21	40	39	18	135	2.85	A
Press conferences	6	5	16	33	75	135	1.77	N
Media news releases	5	9	20	21	80	135	1.80	N
Corporate newsletters or announcement	7	7	13	34	74	135	1.81	N
Other public relation	0	0	0	0	0	0	0	
Total	49	81	153	181	346			

By analyzing the effectiveness of public relations on green tea consumption in TABLE 4.8, the conclusions can be made as follows. The respondents have rated special events and editorial comments on average as 2.88 and 2.85. Thus, these two types of public relations can be classified in the average significant level (A). Annual reports, press conferences, media news releases, and corporate newsletters or announcements have no effect on green tea consumption.

TABLE 4.9 PERSONAL SELLING EFFECTING ON GREEN TEA CONSUMPTION

Item	Rating Scale					N	Mean	Significant level
	5	4	3	2	1			
Mail or E-mail	5	7	15	18	90	135	1.66	N
Telephone sales	0	12	12	23	88	135	1.61	N
Face-to-face selling	7	5	20	30	73	135	1.84	BA
Total	12	24	47	72	251			

According to TABLE 4.9, it can be concluded that Promotion Mix through personal selling by using mail or e-mail and telephone sales has no effect on green tea consumption. Besides, face-to-face selling has some effects on green tea consumption because it has the below average significant level (BA).

TABLE 4.10 RESPONDENTS' OPINIONS TOWORD INFLUENCES OF PROMOTION MIX

Age Gender	Effect (1 st Group)		No Effect (2 nd Group)		Total
	Male	Female	Male	Female	
15-17	13.33%	15.33%	0.00%	0.00%	28.67%
18-20	14.67%	15.33%	2.67%	2.00%	34.67%
21-23	15.33%	16.00%	3.33%	2.00%	36.67%
Sum	43.33%	46.67%	6.00%	4.00%	100.00%
Total	90.00%		10.00%		100.00%

From TABLE 4.10, the opinion of the respondents can be categorized into two main groups as follows. The first group agrees that the current promotion mix has effects on green tea consumption. The second group believes that the current promotion mix does not have any effects on green tea consumption. Each group will be further divided into two subgroups: male and female. As presented in TABLE 4.10, it is clear that 90.00 percent of the respondents accept that the current promotion mix has effects on their green tea

consumption. The percentage number of 90.00% is the sum of 43.33 percent of males and 46.67 percent of females. For each gender type, the percentage numbers are also separated into three ranges classified by ages as follows. 15.33 percent of males in the ranges of ages 21 to 23 accept that the promotion mix has effects on their green tea consumption, followed by 14.67 percent of the 18 to 20 age group and 13.33 percent of the 15 to 17 age group. In addition, the females in the ranges of ages 21 to 23 who accept that the promotion mix can influence their consumption behaviors are 16.00 percent, followed by 15.33 percent of the 18 to 20 and 15 to 17 age group. Due to the results, it is obvious that only 10.00 percent of all respondents believe that the current promotion mix has no effect on their green tea consumption. The 10.00 percent are taken from 6.00 percent of males plus 4.00 percent of females.

IV. Suggestions on Green Tea Promotion Mix

Based on the survey, the respondents have also provided some suggestions about green tea promotion mix. The suggestions can be summarized as follows. Green tea companies should lower their prices, provide more premiums, set up special events every month, and launch new advertising campaigns. Furthermore, the respondents have recommended green tea companies to invent new flavors, produce high quality of products, and provide more information about green tea benefits.

CHAPTER 5

CONCLUSION OF THE STUDY

This chapter consists of four main sections. Conclusions are provided in Section I. Discussions are presented Section II. Limitations of the study and suggestions for further studies are given in Section III and Section IV, respectively.

I. Conclusion

Nowadays, green tea industries have been growing; many new competitors try to enter to this business by proposing new choices of product. Launching new favors and packages is a common strategy used by these firms. In order to persuade customers to consume more green tea beverages, each of them tries to promote their products using many marketing tools. Promotion Mix is one important tool that is used by many companies. So far, unfortunately, there is no systematic study reporting on which kinds of Promotion Mix; advertising, sales promotion, public relations, and personal selling, help to increase sales of green tea beverages. The objective of this study was to investigate effects of the current Promotion Mix used by the existing competitors toward green tea consumption of Bangkok adolescents. There were two research questions: 1) How does the Promotion Mix have effects on green tea consumption of Bangkok adolescents, and 2) Which promotion types have influence on green tea consumption of Bangkok adolescents.

The samples were adolescents at the age of 15-23 who consume green tea. They were selected at six popular locations in Bangkok Metropolis. One hundred and fifty sets of the questionnaire were used. Approximate fifty percent of them were distributed to both

male and female. In order to guarantee the adequacy of the sample size, the formula of William W. Hines and Douglas C. Montgomery (1990:274) was used to calculate the number of sample size. The questionnaire was designed to mainly follow the objective of the research. That was to measure effects of Promotion Mix toward green tea consumption of Bangkok adolescents. It was divided into two main parts; general information and measurement of effects of Promotion Mix toward green tea consumption.

The results of the study showed that 87.33 percent of the respondents accepted that the current Promotion Mix had significant effects on their green tea consumption. Only 2.67 percent and 10.00 percent of them believed that Promotion Mix had slight effects and no effects on their green tea consumption, respectively. By considering four types of Promotion Mix: advertising, sales promotions, public relations, and personal selling, the findings indicated that the majority of the respondents (80.67 percent) accepted that advertising was able to induce them to buy green tea, followed by sales promotion (31.33%) and public relations (24%). Nevertheless, the personal selling had less effect (6.67%) than the other promotion types. For the advertising type, it was found that television had the most influence on green tea consumption of Bangkok adolescents, followed by radio, while the advertising using brochure had less effect than others. For the sales promotion type, premiums had the most effect, followed by using free samples and price-offs. Rebates were found to have little effect. For the public relation and personal selling types, none of them were categorized into the high-effect group (H).

II. Discussions

From the study, it can be observed that the target consumers of green tea are adolescents both female and male. Most consumers consume green tea twice to three times a week in order to substitute for other beverages. They receive information about Promotion Mix of green tea everyday through the television and radio sources. It is because the television and radio is now common channels which the green tea producers can effectively reach their customers. The most preferable brand of Bangkok adolescents is Oishi. Oishi is very popular because its brand has been continuously strengthened by the owner. The company has launched various kinds of products under the brand name "OISHI", for example, Oishi Buffet, Oishi Express, Oishi Ramen, IN&OUT The Bakery Café, Shabushi, Oishi Sushi Bar and the most recent one, Oishi Grand. Due to the continuous brand building, Oishi is well receptive among customers (Annual report. 2004: 71). Apart from having good distribution channels and continuously communicating to its consumers, the company has also put a lot of effort on marketing activities, for example, the one-million premium. Thus, Oishi Green Tea becomes the brand which gained the highest market share in Thailand's green tea business (Market Share and Big Brands Big Move. 2004: 118).

Since this study attempts to determine whether the current Promotion Mix has effects on green tea consumption of Bangkok adolescents, from the results, it shows that 87.33 percent of the respondents agreed that the current promotion mix had large effects on their green tea consumption. Only 2.67 percent and 10.00 percent of them believed that Promotion Mix had little effect and had no effect on their green tea consumption,

respectively. The main reason to explain these is that most green tea producers in the market have continuously applied the efficient Promotion Mix, which is known as the most powerful marketing tool. By using the effective Promotion Mix, the green tea manufacturers are able to convey green tea characteristics, especially its benefits, to the target customer in order to motivate them to consume more green tea. Thus, it can be concluded that the current Promotion Mix has significant effects on green tea consumption of the majority of Bangkok adolescents.

The research results also reveal that the advertising through television and sales promotion using premiums are the most effective channels which the green tea producers should first consider when they want to motivate their customers to consume more green tea. From the results, they have high significant level (H). It is because of the popularity of the television source. Presently, a majority of people spend more hours watching television per day than paying attention to any other medium (Haley; & Baldinger. 2000 : 22). Besides, the television source is the most effective media, which can reach the target customers easily. The persuasiveness of television due to its unique selling advantages of sight, sound, motion and color combined with targeting ability offers is more than that of any other advertising medium (Bisceglia. 2006 : online). In addition, the marketer mostly uses a cute green worm as a sign of green tea to persuade the teenagers to purchase the products. They hire some celebrities to be the main presenters of green tea products. Thus, the television source is the media which provides the highest ability of green tea recognition to the customers. This feature can persuade Bangkok teenagers, both males and females, to consume more green tea. Using premiums is also an effective Promotion Mix because giving prizes and/or added-bonuses such as ten million baht, cars, motorcycles, gold,

notebooks or televisions can induce Bangkok teenagers to buy more green tea due to the eagerness of getting those prizes and/or added-bonuses.

Besides, the advertising through television and the sales promotions using premiums, the advertising through radio and the sales promotions using free-samples and prices-offs are also recommended because they can provide the above-average significant level (AB). The effectiveness of radio is due to the high listening frequency of Bangkok teenagers. It is known that they prefer listening to music. The advertising through the music radio station can help them to recognize green tea products and increase the opportunity to consume green tea. Giving free-samples and prices-offs to customers is also a powerful strategy, especially for adolescents. The drinking of green tea free samples also increases the opportunity to buy green tea. This method is the application of the fifth stage (postpurchase evaluation) of the process of the consumer decision-making process of Clow; & Baack. The prices-offs technique can increase sale because it can motivate the customers to buy green tea due to the low price.

It is also recommended that the green tea producers should avoid using the following Promotion Mix because of their lowest significant level (N) to the green tea consumption. They are the advertising through brochure, sales promotion using rebates, the public relations using annual report, press conference, media news releases and corporate newsletter or announcement, and the personal selling using mail, e-mail and telephone. These Promotion Mix are not effective because the adolescents, especially the Bangkok teenagers are not interested in reading those publications.

III. Limitations of the Study

The limitations of the study are as follows:

1. Since it is known that different parts of Thailand have their own local cultures, which might be different from the other parts. Due to different cultures, it might have different approaches in which the green tea producers must use to induce their customers. This study mainly focuses on the current Promotion Mix of green tea ready to drink which is available in Bangkok metropolitan area only. The Promotion Mix which is used in the other areas, for example, in the southern or northern parts of Thailand, is excluded from the study.

2. Since it is obvious that consumers with different ages might have different consumption behaviors, the higher-age group might prefer some products which may be different from those of the lower-age group. The populations of this study are limited to adolescents who have the following characteristics. They must be at the age of 15 to 23, live in Bangkok metropolis, and consume green tea. Thus, the consumers who do not consume green tea and are ages below 15 or over 23 are not included in this study.

IV. Suggestions for Further Studies

The following suggestions are recommended for further studies:

1. Presently, there are a lot of beverages in the market. This study focuses on only the ready-to-drink green tea. A study about effects of Promotion Mix on other beverages should be done in the future.

2. In the marketing community, one of the well-known marketing tools is Marketing Mix. It consists of four major areas: Product Mix, Place Mix, Price Mix, and Promotion Mix. The current research only focuses on the Promotion Mix. The further study should study on the roles of the other Marketing Mix.

3. Since the current study focuses on adolescents living in Bangkok metropolis. The research in the future should study the roles of Promotion Mix on consumers in the different age groups and also consumers living in the different areas, for example, in the southern and northern parts of Thailand.

4. Normally, consumers can be grouped into various segments characterized by their characteristics such as students, young adults, adult, working people, or housewives. Each group might have its own interests which can be different from the other groups. The future study should focus on the segments mentioned above by using the current topic.

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Thai

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APPENDICES

QUESTIONNAIRE

This questionnaire is part of a Master's Project entitled "Effects of the Promotion Mix on Green Tea Consumption among Adolescents in Bangkok". It is designed to survey adolescents' consumption behaviors on green tea and to explore the effects of the promotion mix on green tea, please fill out the following information according to your preference. Your assistance in completing the information required will be very useful for the study. Thank you for your cooperation. Taphaowkaew Sopha.

Direction: Please mark ☒ in the provided box.

Part 1 General Information

1. Gender

☐ Male

☐ Female

2. Age

☐ 15 – 17

☐ 18 – 20

☐ 21 – 23

3. Which brands of green tea do you drink? (You can answer more than one)

☐ Ivy Green Tea

☐ Unif Green Tea

☐ Oishi Green Tea

☐ Nuboon Green Tea

☐ Sencha Green Tea

☐ Tipco Green Tea

☐ Summer Green Tea

☐ Chareewong Green Tea

☐ Pokka Green Tea

☐ Betagen Green Tea

☐ Nestle Ice Rush Green Tea

☐ Lipton Wave Green Tea ☐ Others.....

4. How often do you drink green tea per week?

☐ Everyday

☐ 2 – 3 times

☐ 4 – 5 times

☐ Never

5. What are your reasons of drinking green tea? (You can answer more than one)

☐ Nutritious

☐ Substitute other beverages

☐ Fashionable

☐ Others

Part 2 Promotion Mix Effecting on Your Green Tea Consumption

6. Where do you receive the information about green tea promotion mix?

(You can answer more than one)

- | | | |
|--|---|---|
| ☐ Radio | ☐ Person | ☐ Television |
| ☐ Newspaper | ☐ Internet | ☐ Salesperson |
| ☐ Leaflet/brochure | ☐ Magazine/journal | ☐ Doctor/scholar |
| ☐ Point of purchase display | ☐ Others..... | |

7. How often do you receive the information about green tea promotion mix?

- | | | |
|--|--|---------------------------------------|
| ☐ None | ☐ Seldom | ☐ Everyday |
| ☐ 2 – 3 time/week | ☐ 4 – 5 time/week | ☐ Once a month |

8. In broad sense, which one of the promotion mix influences you to buy green tea?

(You can answer more than one)

- | | |
|---|---|
| ☐ Advertising | ☐ Sales promotions |
| ☐ Public relations | ☐ Personal selling |

9. How does the promotion mix effects your consumption behavior?

- ☐ Indifferent (End of the questions)
- ☐ More consumption of green tea (Please continue to fill out the table next part)
- ☐ Less consumption of green tea (Please continue to fill out the table next part)

Note: Promotion Mix is referred to communication activities that inform you and influence you to buy green tea. It consists of advertising, sales promotion, public relations, and personal selling, for example, television, radio, , magazines, discount, premiums, free samples, special events, editorial comment, mail or E-mail.

Direction: Please mark ✓ in the provided box using the following rating.

5 = High

4 = Above average

3 = Average

2 = Below average

1 = None

The effect of the promotion mix on your green tea consumption	Rating				
	5	4	3	2	1
1. Advertising Media of Green Tea					
1.1 Advertising through radio					
1.2 Advertising through poster					
1.3 Advertising through billboard					
1.4 Advertising through brochure					
1.5 Advertising through television					
1.6 Advertising through magazine					
1.7 Advertising through newspaper					
1.8 Advertising through other media (Please specify.....)					
2. Sales Promotion of Green Tea					
2.1 Using rebates					
2.2 Using premiums					
2.3 Using free samples					
2.4 Using price-offs (discounts)					
2.5 Using contests and sweepstakes					
2.6 Using point-of-purchase materials					

The effect of the promotion mix on your green tea consumption	Rating				
	5	4	3	2	1
2.7 Other sales promotion (Please specify.....)					
3. Public Relation of Green Tea					
3.1 Annual reports					
3.2 Special events					
3.3 Editorial comment					
3.4 Press conferences					
3.5 Media news releases					
3.6 Corporate newsletters or announcement					
3.7 Other public relation (Please specify.....)					
4. Personal Selling of Green Tea					
4.1 By mail or E-mail					
4.2 Telephone sales					
4.3 Face-to-face selling					

10. Please provide any suggestions about green tea promotion.

.....

.....

.....

.....

แบบสอบถาม

แบบสอบถามนี้จัดทำขึ้นเพื่อเป็นส่วนหนึ่งของการทำสารนิพนธ์ เรื่อง ผลของการส่งเสริมการตลาดที่มีต่อพฤติกรรมการบริโภคเครื่องดื่มชาเขียวของวัยรุ่นในเขตกรุงเทพมหานคร คำถามนี้จัดทำขึ้นเพื่อศึกษาอิทธิพลของการส่งเสริมการตลาดที่มีต่อพฤติกรรมการบริโภคเครื่องดื่มชาเขียว และพฤติกรรมพฤติกรรมการบริโภคชาเขียวของวัยรุ่นในเขตกรุงเทพฯ กรุณาตอบคำถามข้างล่างนี้ตามตัวเลือกที่เหมาะสมกับคุณมากที่สุด ความช่วยเหลือในการกรอกแบบสอบถามครั้งนี้จะมีคุณประโยชน์เป็นอย่างมาก ขอขอบคุณสำหรับความช่วยเหลือค่ะ ตะเภาแก้ว โสภาคำชี้แจง กรุณาทำเครื่องหมาย ✓ ลงในช่องที่กำหนดให้

ตอนที่ 1 ข้อมูลทั่วไป

1. เพศ

☐ ชาย

☐ หญิง

2. อายุ

☐ 15 – 17 ปี

☐ 18 – 20 ปี

☐ 21 – 23 ปี

3. คุณดื่มเครื่องดื่มชาเขียวยี่ห้อใด

☐ ยูนิฟ

☐ พอคคา

☐ โออิชิ

☐ ไอวี่

☐ ชัมเมอร์

☐ ชาลิ่ว

☐ นูบูน

☐ บีทาเก้น

☐ เซ็นชะ

☐ ทิปโก้

☐ ลิปตันเวฟ

☐ เนสท์ไอซ์รี่ช

☐ อื่น ๆ โปรดระบุ.....

4. โดยเฉลี่ยแล้วคุณดื่มเครื่องดื่มชาเขียว ก็ครั้งต่อสัปดาห์

☐ ทุกวัน

☐ 2 – 3 ครั้ง

☐ 4 – 5 ครั้ง

☐ ไม่ดื่มเลย

5. คุณเลือกดื่มเครื่องดื่มชาเขียวเพราะเหตุผลใด (ตอบได้มากกว่า 1 ข้อ)

☐ ดื่มเพื่อสุขภาพ

☐ ทดแทนการบริโภคเครื่องดื่มประเภทอื่น ๆ

☐ ดื่มตามกระแสนิยม

☐ อื่น ๆ.....

ตอนที่ 2 การส่งเสริมการตลาดที่ทำให้คุณดื่มเครื่องดื่มชาเขียว

6. คุณได้รับข้อมูลการส่งเสริมการตลาด (โปรโมชั่น) เกี่ยวกับเครื่องดื่มชาเขียวจากแหล่งใด

(ตอบได้มากกว่า 1 ข้อ)

- | | | |
|---|---|---|
| ☐ วิทยุ | ☐ โทรทัศน์ | ☐ หนังสือพิมพ์ |
| ☐ บุคคล | ☐ อินเทอร์เน็ต | ☐ พนักงานขาย |
| ☐ แผ่นพับ/ใบปลิว | ☐ แพทย์/นักวิชาการ | ☐ นิตยสาร/วารสาร |
| ☐ การแสดงสินค้า ณ จุดขาย | ☐ อื่น ๆ..... | |

7. คุณได้รับข้อมูลการส่งเสริมการตลาด (โปรโมชั่น) เกี่ยวกับเครื่องดื่มชาเขียวน้อยเพียงใด

- | | | |
|---------------------------------------|--|--|
| ☐ ทุกวัน | ☐ 2 – 3 ครั้ง/สัปดาห์ | ☐ 4 – 5 ครั้ง/สัปดาห์ |
| ☐ เดือนละครั้ง | ☐ นาน ๆ ครั้ง | ☐ ไม่ได้รับเลย |

8. การส่งเสริมการตลาดทางด้านไหน ที่สามารถจูงใจให้คุณซื้อชาเขียว (ตอบได้มากกว่า 1 ข้อ)

- | | |
|---|---|
| ☐ การโฆษณา | ☐ การส่งเสริมการขาย |
| ☐ การประชาสัมพันธ์ | ☐ การขายตรงโดยพนักงานขาย |

9. การส่งเสริมการตลาด เช่น ซื้อชาเขียวแถมเงินล้าน, การส่งชิ้นส่วนชิงโชค หรือโปรโมชั่นชนิดอื่น ๆ มีผลต่อการดื่มชาเขียวของคุณอย่างไร

- | |
|---|
| ☐ มีผลทำให้ดื่มชาเขียวมากขึ้น (กรุณาทำเครื่องหมาย ✓ ในตารางหน้าถัดไปค่ะ) |
| ☐ มีผลทำให้ดื่มชาเขียวน้อยลง (กรุณาทำเครื่องหมาย ✓ ในตารางหน้าถัดไปค่ะ) |
| ☐ ไม่มีผล |

หมายเหตุ การส่งเสริมการตลาด คือ กิจกรรมการสื่อสารต่าง ๆ ที่ทางผู้จัดจำหน่ายชาเขียวจัดทำขึ้นมาเพื่อ

ชักชวนให้ให้คุณซื้อชาเขียว เช่น การโฆษณา ผ่านโทรทัศน์ วิทยุ นิตยสาร กิจกรรมการขายอื่น ๆ เช่น การลดราคา การให้ของแถม การแจกเงินล้าน การประชาสัมพันธ์ของทางบริษัท หรือ การส่งจดหมายมาแนะนำชาเขียว และชักชวนคุณซื้อชาเขียว

คำชี้แจง กรุณาทำเครื่องหมาย ✓ ลงในช่องที่กำหนดให้ โดยใช้ระดับความสำคัญที่กำหนดให้

5 = มีผลมากที่สุด

4 = มีผลมาก

3 = มีผลปานกลาง

2 = มีผลน้อย

1 = มีผลน้อยที่สุด

การส่งเสริมการตลาด ที่มีผลทำให้คุณเต็มใจซื้อสินค้าเขียว	ระดับความสำคัญ				
	5	4	3	2	1
1. การโฆษณาเครื่องดื่มชาเขียวผ่านสื่อมวลชนต่าง ๆ					
1.1 การโฆษณาผ่านวิทยุ					
1.2 การโฆษณาผ่านโทรทัศน์					
1.3 การโฆษณาผ่านนิตยสาร					
1.4 การโฆษณาผ่านโทรศัพท์					
1.5 การโฆษณาผ่านโปสเตอร์					
1.6 การโฆษณาผ่านหนังสือพิมพ์					
1.7 การโฆษณาผ่านป้ายโฆษณาขนาดใหญ่					
1.8 การโฆษณาผ่านสื่ออื่น ๆ (กรุณาระบุ.....)					
2. การส่งเสริมการขายเครื่องดื่มชาเขียวรูปแบบต่าง ๆ					
2.1. การส่งเสริมการขายโดยการลดราคา					
2.2. การส่งเสริมการขายโดยการให้ชิมฟรี					
2.3. การส่งเสริมการขายโดยการแข่งขันเพื่อชิงรางวัล					
2.4. การส่งเสริมการขายโดยการจัดแสดงสินค้า ณ จุดขาย					
2.5. การส่งเสริมการขายโดยการให้ส่วนลดพิเศษหรือเงินคืน					
2.6. การส่งเสริมการขายโดยการลุ้นรางวัล หรือส่งชิ้นส่วนชิงโชค					
2.7. การส่งเสริมการขายในรูปแบบอื่น ๆ (กรุณาระบุ.....)					
3. การโฆษณาประชาสัมพันธ์ผ่านสื่อเกี่ยวกับเครื่องดื่มชาเขียว หรือเกี่ยวกับบริษัทที่จัดจำหน่ายในรูปแบบต่าง ๆ					
3.1 หนังสือรายงานประจำปี					
3.2 การเสนอข่าวผ่านสื่อต่าง ๆ					

การส่งเสริมการตลาด ที่มีผลทำให้คุณดื่มเครื่องดื่มชาเขียว	ระดับความสำคัญ				
	5	4	3	2	1
3.3 ข้อคิดเห็น หรือข้อวิจารณ์ของนักวิชาการ					
3.4 การจัดกิจกรรมพิเศษเนื่องในโอกาสต่าง ๆ					
3.5 บทความหรือข้อสรุปจากการประชุมสัมมนา					
3.6 การประกาศหรือจดหมายข่าวจากทางบริษัท					
3.7 การโฆษณาหรือประชาสัมพันธ์อื่น ๆ (กรุณาระบุ.....)					
4. การขายโดยพนักงานขายในรูปแบบต่าง ๆ					
4.1. การใช้โทรศัพท์ติดต่อโดยตรง					
4.2. การส่งจดหมายหรือจดหมายอิเล็กทรอนิกส์					
4.3. การขายโดยที่พนักงานติดต่อและแนะนำชาเขียวกับคุณโดยตรง					

10. ข้อเสนอแนะเพิ่มเติมเกี่ยวกับการส่งเสริมการตลาดของเครื่องดื่มชาเขียว.

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VITAE

VITAE

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2006	Master of Arts (Business English for International Communication), Department of Western Languages, Srinakharinwirot University
2002	Bachelor of Business (Business Computer), Department of Business Administration, Rajabhat Institute Suan Sunandha
1998	Horwong School

EFFECTS OF THE PROMOTION MIX ON GREEN TEA CONSUMPTION
AMONG ADOLESCENTS IN BANGKOK

AN ABSTRACT
OF
MISS TAPHAOKAEW SOPHA

1-9 A.A. 2549

Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International
Communication at Srinakharinwirot University

February 2006

Taphaokaew Sopha. (2006). *Effects of the Promotion Mix on Green Tea Consumption among Adolescents in Bangkok*. Master's Project, M.A. (Business English for International Communication). Bangkok: Graduate School, Srinakharinwirot University. Project Advisor: Asst. Prof. Penny Diskaprakai.

The objectives of this study were to study effects of the Promotion Mix on green tea consumption of Bangkok adolescents and to investigate the types of the Promotion Mix which have the most influence on green tea consumption of Bangkok adolescents. The study used Judgment Sampling Method for selecting the samples from six locations around Bangkok. The primary data of one hundred and fifty sets of the questionnaire were collected during August to September 2005. The data was analyzed by using percentage and mean.

The results of the study showed that the current Promotion Mix had significant effects on green tea consumption of adolescents in Bangkok. It was also indicated that advertising through television and sales promotion using premiums had the most influence on green tea consumption of Bangkok adolescents. Furthermore, the findings revealed that the target consumers of green tea were both female and male adolescents. Most consumers consumed green tea twice to three times a week in order to substitute for other beverages. The most preferable green tea for Bangkok adolescents was found as Oishi. Additionally, the consumers mainly received information about Promotion Mix of green tea everyday through television and radio sources.

ผลของการส่งเสริมการตลาดที่มีต่อการบริโภคชาเขียวของกลุ่มวัยรุ่น
ในเขตกรุงเทพมหานคร

บทคัดย่อ
ของ
นางสาวตะเภาแก้ว โสภา

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของ
การศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต
สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
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อาจารย์ที่ปรึกษาสารนิพนธ์: ผู้ช่วยศาสตราจารย์ เพ็ญณี ดิสกะประกาย

การศึกษครั้งนี้มีวัตถุประสงค์เพื่อศึกษาถึงผลของการส่งเสริมการตลาดที่มีต่อการบริโภคชาเขียวของวัยรุ่นในเขตกรุงเทพมหานคร และเพื่อสำรวจว่าการส่งเสริมการตลาดชนิดใดที่มีอิทธิพลต่อการบริโภคชาเขียวของกลุ่มวัยรุ่นในเขตกรุงเทพมหานครมากที่สุด โดยใช้วิธีการสุ่มตัวอย่างจากวัยรุ่นในหกเขตพื้นที่โดยรอบกรุงเทพมหานคร ใช้วิธีการเก็บข้อมูลแบบปฐมภูมิโดยการทำแบบสอบถามจำนวน 150 ชุดระหว่างเดือนสิงหาคม ถึงเดือนกันยายน เพื่อนำมาวิเคราะห์ผลโดยใช้ค่าร้อยละ และการหาค่าเฉลี่ย

ผลการศึกษาพบว่า การส่งเสริมการตลาดของชาเขียวในปัจจุบันมีผลต่อการบริโภคชาเขียวของกลุ่มวัยรุ่นในเขตกรุงเทพมหานคร จากการสำรวจยังพบว่าการส่งเสริมการตลาดโดยการโฆษณาผ่านทางโทรทัศน์ และการส่งเสริมการขายโดยการให้เงินรางวัลมีอิทธิพลต่อการบริโภคชาเขียวของกลุ่มวัยรุ่นมากที่สุด นอกจากนี้ยังพบว่ากลุ่มผู้บริโภคชาเขียวเป็นวัยรุ่นทั้งชายและหญิง วัยรุ่นส่วนใหญ่ดื่มชาเขียวสองถึงสามครั้งต่อสัปดาห์ เพื่อทดแทนเครื่องดื่มประเภทอื่น ๆ นอกจากนี้ยังพบว่าชาเขียวยี่ห้อโออิชิได้รับความนิยมสูงสุดในกลุ่มวัยรุ่น วัยรุ่นส่วนมากรับข้อมูลการส่งเสริมการตลาดจากสื่อโทรทัศน์และวิทยุเป็นส่วนใหญ่