

# Marketing Factors Affecting Consumers' Buying Behavior of Big Cola Brand Drinks in Pathum Thani Province

Watchara Yeesoontes, Ph.D. and Soontorn Cholsakorn

**Abstract**— This research the objectives were to study (1) to study the factors of marketing mix in Buying Soft Drinks under the Big Cola brand (Big Cola) of consumers in Pathum Thani Province (2) to study the behavior of choosing Soft Drinks from the Big Cola brand (Big Cola) of consumers in Pathum Thani Province (3) in order to Comparison of consumers' purchasing behavior of Soft Drinks under the Big Cola brand in Pathum Thani Province. Classified by personal data (4) to study the mix of factors Marketing that Affects Consumer's Buying Behavior of Big Cola Brand Soft Drinks in Pathum Thani Province. It is quantitative study (Quantitative Research). Used a questionnaires of 400 sets as a tool to collect data and use statistics to analyze the data, namely, Flow Square (CN) Square and Multiple Regression Analysis.

The results of the study found that the total number of respondents was 400 male Age in the range of 26-35 years old, single status, educational level, bachelor's degree, employment/company employee and average monthly income 10,000-20,000 baht. Factors Marketing mix in purchasing Soft Drinks from the Big Cola brand (By Cola) of consumers in Pathum Thani. It was found that the overall picture was at a high level, Consumer behavior in purchasing Soft Drinks under the Big Cola Brand in Pathum Thani Province. Most of the respondents bought soft drinks. The Influential people were friends who bought Big Cola brand soft drinks because they were cheap. The best place to buy soft drinks is a shop near your home. The best days to consumer soft drinks are holidays. Volume of soft drink purchase per time of consumption 1.86 bottles/time and different levels of average monthly income affecting behavior Consumers in Pathum Thani Province differed in purchasing Big Cola brand soft drinks. Marketing mix factors influence marketing behavior significantly choose Big Cola brand of soft drinks by consumers in Pathum Thani at 0.05 level.

Recommendations obtained from a study of water adder manufacturers and should set the price of the drink suitable for the quantity to be worth the word choose to sell products at stores with a large number of users to cover all areas. Design a variety of packaging to be convenient for consumption, with individual packaging for group consumption develop a mold that meets the needs product identity public relations communication products by selecting media that match the target group, supporting various charitable activities. To create a good image to be remembered by consumers and build brand loyalty.

**Keywords**— soft drinks, marketing mix factors, consumer behavior.

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## I. BACKGROUND AND IMPORTANCE OF EDUCATION

Big Cola is a cola-flavored soft drink produced by the Peruvian company Aje Group, the leader in the soft drink market in Latin America. Originated in 1988 during the economic crisis in South America. ( Tantiwongwat, 2013).in many countries Use the trade name that Cola Real In Thailand, it has been available since 2006, with a production facility built in Chonburi. While the competition in the soft drink market in Thailand will be more intense. ( Rathje, 2006) from having a new brand coming into the market at the end of this year Therefore, it is considered that investment during this period is considered a good opportunity. ( Murphy, 1992) And believes that it will continue to grow high for the next 2-3 years because the region has a hot climate. And the middle-class population has increased due to a better quality of life. Currently, ( Sirgy, 1998) Big Cola has manufacturing plants and offices in this region in 4 countries, consisting of Thailand, Indonesia, Vietnam and India. ( Ferdows,1997)

Big Cola's manufacturing plant is built specifically for the production of plastic or PET bottles, seeing it as a key strength in creating a variety of plastic bottle packaging. to meet the needs of consumers who have the opportunity to turn to consume more plastic bottles because it can be easily carried If you can't finish drinking, you can carry it to eat. in a way that glass bottles or cans cannot. The company's executives see that in the future, glass bottled soft drinks will gradually decrease and will disappear altogether. It's a global trend. At the same time, the production of glass bottles was also solved. because in Thailand there are few factories that can produce glass bottles and the trend of producing glass bottles is decreasing, planning for expansion may be difficult in the future if it still sticks to glass bottles. As for the flavors of the 3 brands, Big Cola puts the level of "fizzy" and "sweet". In the middle between the two brands, with consumer research all the time. to adjust the taste to the taste of Thai people. "In the past, we always Tune Up, but no one knew. A person's tongue is always adjusted when it reaches

To some extent, consumers will get used to the sweetness and the fizz, so we'll add more. But if consumers feel that it's too much, we can adjust again." At the same time, highlighting the highlight of being a caffeine-free soft drink.

This makes Big Cola different from its competitors in its market position. Reach the younger target audience. In the age range of 15-18 years, which is a group of junior high school students to high school, so as not to collide with the target group of competitors in the age range of 18-25 years, university students It has also become an important weapon to expand into the urban market later.

If talking about the cheap soft drink market The first name that many people think of is 'Big Cola', a soft drink brand from 'Aje Group', a Peruvian company. Who has hit the Thai market since 17 years ago, 'Aje' comes with Big Cola soft drinks for 10 baht until today, it is still selling for 10 baht, but besides Big Cola and other drinks available in the production line Back in 1988, 'Aje' was born in the midst of a military conflict in 'Peru' that caused transportation problems and people unable to buy traditional 'soft drinks' locally, leading to the 'Añaños' family. ) started producing cola in their home. to distribute to neighbors Before selling very well until having to expand the business continuously and eventually become the country's leading soft drink company, before in 1999, the Aje group will expand its business to other countries in Latin America. Starting from 'Venezuela' before expanding into Ecuador-Mexico In 2004, it began expanding into Central America, starting with Costa Rica, Guatemala, Nicaragua and Honduras. AJ Group's Asia operations have 'Thailand' as the first country and the center country. The reason why Aje chose to invest in Thailand Because Thailand is one of the countries with the highest proportion of soft drink consumption in the world, 28 liters per person per year.

Based on the aforementioned information, the researcher is therefore interested in studying marketing factors affecting consumers' purchasing behavior of Big Cola carbonated beverages in Pathum Thani Province. To use the results from the study as a guideline for improving production and distribution. in line with consumer behavior

**II. OBJECTIVE OF STUDY**

1. To study the marketing mix factors in purchasing Big Cola soft drinks of consumers in Pathum Thani Province.
2. To study the purchasing behavior of Big Cola soft drink consumers in Pathum Thani Province.

**Literature Review**

Study of Marketing factors affecting soft drink purchasing behavior Big Cola brand of consumers in Pathum Thani The researchers studied documents, concepts, theories and related research. To be used to define the conceptual framework and guidelines for the study as follows:

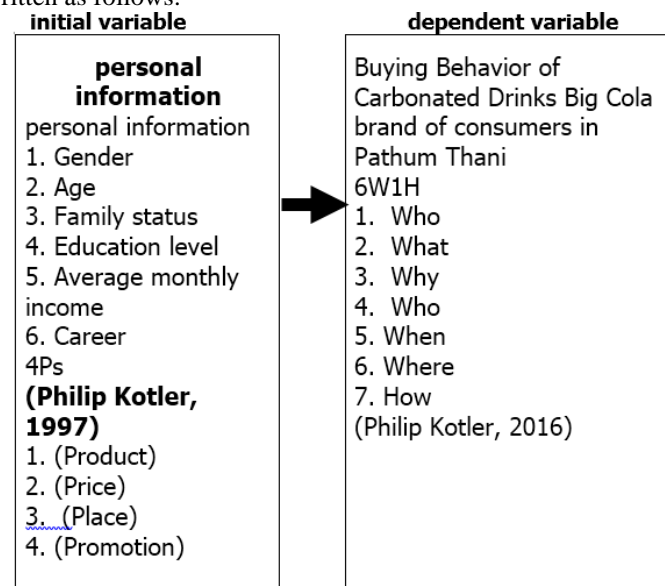
**Marketing Mix Theory**

The marketing mix is one of the key concepts in marketing. because of marketing management to satisfy customers Marketers use the marketing mix as their primary tool. which must be developed in line with the target market (Target Market) that has been selected Determination of appropriate marketing strategies for soft drinks and drinking water

businesses In addition to having to know the behavior of consumers. It is also necessary to determine the right marketing mix. To induce trading behavior between sellers (manufacturers) and buyers (consumers) to create maximum satisfaction for consumers. and to generate repeat purchases from the study and research of marketing mix theory from research There have been many scholars who have given the following meanings: ( Baker, & Hart, 2008) defined the meaning of the marketing mix as A harmonious combination of pricing. promotion Products offered for sale and distribution system Which has been designed to be used for reaching the desired consumer group said that marketing mix means Controllable marketing variables or tools Companies often use them together to meet the satisfaction and needs of their target customers. gave the meaning of the marketing mix as follows: It is a marketing strategy concept for a service business. using a group of marketing tools to achieve the communication objectives of the organization Kotler & Keller (1997 referenced in Premkamon Hongyon, 2019:12) stated that Marketing mix refers to variables or marketing tools that businesses use in fulfilling their target market objectives to meet customer satisfaction. Originally, marketing mix consisted of only 4 variables (4Ps): product (Product), price (Price), distribution channel (Place) and marketing promotion (Promotion) ( Goi, 2009)

**Concept of framework**

From the above studies The study was based on the theory of marketing mix factors, 4Ps, summarized and combined as a conceptual framework for studying marketing factors affecting Big Cola soft drink purchasing behavior of consumers in the province. Pathum Thani For study, it can be written as follows:



**Research Methodology**

The have a purpose to study marketing mix factors buying behavior Comparison of buying behavior of Big Cola soft drink consumers in Pathum Thani Province Classified by personal data and marketing mix factors affecting consumers' purchasing behavior of Big Cola carbonated beverages in Pathum Thani Province. Data from the study can be used as a guideline for improving production and distribution. In accordance with consumer behavior, the study methods were set as follows.

**Population and sample used in the study**

The population used in the study were residents of Pathum Thani Province. A total of 400 samples were selected for this study. Using the calculation of a sample size (Sample size) without an exact population of W.G. Cochran<sup>1</sup> at a confidence level of 95% as follows:

$$\begin{aligned} \text{Substitute for } n &= (.50)(1-.50)(1.962)^2/ (.052) \\ n &= (.5)(.5)(3.8416)/.0025 \\ n &= .9604/.0025 \\ n &= 384.16 \end{aligned}$$

In the calculation, there will be a sample of 400 people, but in order to prevent errors that may occur in answering the questionnaire. The information is incomplete. The study therefore used a sample of 400 cases.

**III. RESULTS**

A study on marketing factors affecting soft drink purchasing behavior. Big Cola brand of consumers in Pathum Thani From the random sampling studied were consumers in Pathum Thani province. A total of 400 questionnaires were used as a tool for collecting data and 400 of them were returned, representing 100 percent of the questionnaire. The study results were divided into 5 parts as follows:

**A study of marketing mix factors influencing consumers' buying behavior of Big Cola carbonated beverages in Pathum Thani Province.**

Marketing	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
)Constant)	.0548	.304		1.802	.072
Product	-.000	.118	.000	-.001	.999
price	B	Std. Error	Beta	t	Sig.
Distribution Channel	.064	.127	.044	.056	.613
Marketing Promotion	.405	.101	.292	4.024	.000 *

\*ระดับนัยสำคัญ .05 \*\*ระดับนัยสำคัญ .01

Comparison of the influence of marketing mix on buying behavior of Big Cola soft drink consumers in Pathum Thani Province It was found that behavior and marketing mix The aspect of marketing promotion (Sig = 0 .0 0 0 \* ) had an

influence on consumers' purchasing behavior of Big Cola soft drinks in Pathum Thani Province. Statistical significance level 0.05

**Summery**

A study on marketing factors affecting consumers' purchasing behavior of Big Cola carbonated beverages in Pathum Thani Province. The objective is to study marketing mix factors. buying behavior Comparison of shopping behavior classified by personal data and marketing mix factors affecting consumers' purchasing behavior of Big Cola carbonated beverages in Pathum Thani Province. It is a quantitative research using 4 0 0 questionnaires as a tool for collecting data and using statistics for data analysis, namely Chi-Square and Multiple Regression Analysis. The results of data analysis can be summarized as follows. personal information From the study, it was found that there were 400 respondents, most of whom were male. Age ranged from 26-3 5 years old, marital status, bachelor's degree Occupation Private company employee/employee and average monthly income 10,000-20,000 baht

**Marketing mix factors** in purchasing Big Cola soft drinks of consumers in Pathum Thani province. The study found that the marketing mix factors in buying Big Cola brand soft drinks of consumers in Pathum Thani province. It was found that the overall picture was moderate. It consists of product aspect, price aspect, distribution channel aspect and marketing promotion aspect. The details are as follows:

**Product side** The overall average is very important. Let's take a look at the high level of detail, there is a wide variety of products to choose from. (brand and brand Size and quantity suitable for consumption, such as Pet bottles, cans, packaging design suitable for consumer needs. The taste meets the needs of all target groups of consumers. Moderate importance includes: Big Cola soft drink is perceived by consumers. The packaging is convenient to buy and consume on all occasions. and provide support in sports and scholarships respectively

**In terms of price**, the overall average is at a very important level. Considered high-level key statements, including: price is appropriate and corresponding to the quantity Clarity in setting retail prices at the point of sale. Value for money compared to product quality. Appropriateness of store prices in each channel Of medium importance is the variety of retail prices. Because there are many sizes to choose from, respectively

**Distribution channels** Overall, the average was at a very important level. available in general stores Available in convenience stores. and medium level of importance, consisting of easy access, convenient travel, available in leading department stores Available in restaurants where drinks are sold. Available for sale at locations selling soft drinks covering all areas, respectively.

**Marketing Promotion** The overall average was at a moderate level of importance. consider each item Very important level is Advertising and public relations through

media such as journals, travel, social media and medium importance, consisting of having attractive premium products worth collecting. There is a promotion program (PG) at the point of sale, there is a quiz activity to win prizes. There are promotions according to various festivals such as New Year's Day and Songkran Day. Travel has to give Point (points) and cap collection list. Redeem the discount next time, respectively.

#### IV. DISCUSSION

A study on marketing factors affecting soft drink purchasing behavior. Big Cola brand of consumers in Pathum Thani. The study's issues were discussed as follows:

##### **Recommendations received from the study**

From the study of factors affecting the purchase behavior of Big Cola brand soft drinks of consumers in Pathum Thani Province. The researcher has suggestions from the study as follows

**In terms of price**, soft drink producers should set the price of the drink to be suitable for the quantity to be worthwhile. State the retail price clearly.

**Distribution channels** Manufacturers should choose to place their products in stores with a large number of users. Shops located in convenient transportation locations to cover all areas.

**Product side** Manufacturers should have a variety of packaging designs that are convenient for consumption. There are economical-sized packaging for bulk consumption that gives consumers a sense of value. Develop flavors to meet the needs of consumers and meet the uniqueness of the product.

**Marketing Promotion** Manufacturers should communicate to promote products by selecting media that match the target audience. Support various charitable activities to create a good image that will be remembered by consumers. build brand loyalty

##### **Recommendations for further studies**

Other independent variables that affect the decision to purchase soft drinks should be studied.

Consumers' preferences in taste and packaging should be studied for continuous product development.

Should study the form of promotional activities that build consumer loyalty to the product.

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