Development for Product Management Strategies in Marketing That Affect the Attitudes of Consumers to Green Tea Drinks: A Case Study of Tesco Lotus and Big C Supercenter, Bangkok Province in Thailand

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This research paper was developed with a strategy for managing consumer products such as green tea drinks. To study the personal status and attitudes of green tea drinks consumers, in a case study of Tesco Lotus and Big C Supercenter in Bangkok province, Thailand. To compare the differences between the personal status of consumers and the attitudes of consumers to green tea drinks, to analyze the relationships between product management and the consumer's attitude in Bangkok province, Thailand. In this research is a survey research, the data were collected with questionnaire from 480 samples, for statistics used in data analysis were composed of percentage, mean, standard deviation value, and independent samples from t-test and F-test. Relational test statistics are Pearson's product moment correlation coefficients. The results of the research show that the majority of the respondents are male, is since 20-39 years old. Consumers agree with the management of green tea drinks, about the packaging, taste, quality and useful properties, and moderately agreed with the management of green tea beverages on brands and packaging sizes. Respondents have a consistent attitude towards product mix in marketing business. It is found that the product mix in the market determines the requirements of the product. The attitude of the consumers of green tea drinks beverage to the marketing mix was at the high level in all aspects, namely distribution channels. Thus, marketing business and selling prices have been promoted to consumers have different sex. The result was a statistically significant difference in attitude toward green tea consumption to 0.05 levels. There was a relationship between product management will include benefits, quality, product brand, packaging, pack size and tea taste, attitude of green tea drinks consumers in Bangkok province, Thailand and will be statistically significant value at 0.042 levels.

Keywords: Consumers, green tea drinks, marketing, strategy, product management

1. Introduction

In today's social world, Thailand's economy is constantly growing. The changes in society and technology will result in the way people's lives have changed from the past. In the past, consumers will buy consumer goods from stores or the type of wholesale shopping. But in nowadays, the retail business is developing and improving their trade and providing services. To be able meet the needs of consumers with lifestyle and consumption needs, and to get the service changed. Because the social and living conditions of the people, the modern trade in form shopping malls and supermarkets is developing and growing rapidly. Consumers can shop and receive services at the same time. This can satisfy the needs of consumers well and cover more than traditional retail. Thus, the traditional retail business suffers from the loss. It is no longer popular with consumers for motivate them to shop easily. There are many products to choose from type consumption and consumer goods.

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Thus, green tea is a popular drink among health conscious peoples. Green tea is a health drink of the good body. It is becoming increasingly popular nowadays. Green tea has been extracted into green tea and brand. For Nowadays time, green tea is gaining popularity as there are many manufacturers of green tea products. Various to attract consumers, the production of "green tea drinks" in the form of instant beverage is widely sold. It is easy to consume and taste delicious, make feel refreshed, there are advertisements for green tea products or information, the properties of drinking green tea, such as reducing blood fat in the blood and reduce weight help prevent cancer, etc. This is a motivation to popularize the consumption goods of green tea drinks increased, which this may cause inappropriate consumption needs behavior or excessive consumption without knowing the effects on the body. Consumers should be aware of the basics of green tea and it will be consumed in order to maximize benefit without harming the body. From a survey by the Institute of Nutrition Research and the World Health Organization (WHO) set a sugar intake of about 50 g per day. This means 100 mL of green tea will contain is 9 to 17 g of sugar. Green tea is ready to drinks 1 bottle of 500 mL, and so the amount of sugar is 45 to 85 g, when the survey on nutritional information green tea ready to drink. It has been found that there are many brands with high levels of sugar that could harm consumers. If the consumer is drink too much green tea. Risks can be dangerous to diabetes and obesity.

Therefore, this research, the researcher considers the importance of the study of product management strategies that will be affects the attitudes of consumers to green tea drinks. There is competition in this market of green tea drinks quite, both the large operators in the market and the small operators who are scrambling to share in this marketing, due to the increasing number of consumers, there are also many different and varied needs. To know the key product strategy will affect the attitude of consumers. And it will lead to the creation or development of their own green tea products, they can respond to the different needs of consumers with a target for consumption.

2. Literature Review

Study on consumer behavior of hyaluronic milk in Bangkok. It is found that consumers can consume high calcium milk drinks, because they are considered valuable to the body. Strengthening the health of the body is strong, easy to buy and reputation of the brand is the main reason for making a purchase. Female consumers more milk drink than males and older drink milk than younger consumers (Suprad: 2015). Thus, study on perception, to attitudes and behavior of consumers toward health food supplements in Bangkok: a case study of UHT soybean milk. This research found that the most popular brand product of soy milk was Vitamilk (Jankawee: 2013).

3. Research Objectives

3.1 To study the personal status and consumer products management of green tea related to product management strategies in Bangkok province, Thailand.

3.2 To study the attitudes and development of green tea drinkers regarding product management strategies of the Tesco Lotus and Big C Supercenter in Bangkok, Thailand.

3.3 To compare the differences between personal status and consumer's attitudes toward with green tea drinks market strategies related to product management strategies.

3.4 To analyze the relationships between product management and attitudes of green tea drinkers consumers of Tesco Lotus and Big C Supercenter, in Bangkok province.

3.5 To study the general information of green tea products beverage operators. This can be classified according to the basic characteristics of the consumer in consumption.

4. Expected Benefits

4.1 Make green tea market business operators understand about product management strategies in Bangkok. And understand the attitude of green tea consumers.

4.2 Used as a guideline for the products management of green tea beverages in the development of green tea production and transportation system.

4.3 Use as an ingredient in the decision making process of marketing business related to green tea consumer product management in the future.

4.4 The marketing department of the Supercenter, which can use the information data to plan marketing strategies to meet the needs of most green tea drinkers, to increase the number of consumers.

5. Scope of Research

Study and research by defining the scope and consumers attitudes of green tea drinkers using product management strategies, the research of consumer groups is the population living in Bangkok, with a case study of the Tesco Lotus and Big C Supercenter in Bangkok province, Thailand, from submit the questionnaire and collecting a total to 480 samples. The duration of the research was from on July 2017 to August 2017.

6. Research Principles

Green tea is an increasingly popular drink, and there is an increasing trend in the current use of green tea in the form of ready-to-drink beverages. It is easy to consume and has a good tea taste, in the advertising of green tea products and information on the beneficial properties of green tea drinkers. These are the incentives for consumers to want to drink green tea, and may cause undue consumption behavior or excessive consumption without knowing the effects on the body. Consumers should know the basics information data of green tea. Thus, must be consumed to maximize benefit and not affect the body.

The tea leaves have not undergone the fermentation process, the tea leaves contain more phenolic compounds than in the black tea. Green tea is more antioxidant than tea. Green tea contains about 35-50 % EGCG, Oolong tea is 8-20 %, and black tea is EGCG 10 %.

(a) Green tea drinks brand POKKA and OISHI of net volume size 800 mL

(b) Green tea drinks brand SENCHA and OISHI of net volume size 600 mL

(c) Green tea drinks brand OISHI of net volume size 380 mL

(d) Green tea drinks brand Fuji and ICHITAN of net volume size 500 mL and 420 mL, respectively

Fig. 1 Green tea drinks brand products for consumers with place at the Supercenter Marketing for a case study: Bangkok province, in Thailand

6.1 Properties of Green Tea

6.1.1 Green tea is used to treat from headache to sadness. In China, is green tea has been used for more than 4,000 years.

6.1.2 Help to make appetizers and get drunk and make drunk.

6.1.3 Helps to cure hot heat in sweat and drive toxic residue.

6.1.4 Helps to calm the nerves, cool the head and eye socket to refresh the eyes, is not drowsy and help to breathe fresh.

6.1.5 To relieve thirst, cooling off the lungs and sputum.

6.1.6 Helps increase intestinal bacteria. It can help eliminate toxins in the intestines.

6.1.7 Green tea has anti-inflammatory effect, antibacterial in the intestine and viral.

6.1.8 Help urinate and prevent gallstones gallbladder and kidney.

6.2 Benefits of Green Tea

Substances found that in green tea. It is consists of amino acids, vitamins B and vitamin E. Vitamin E substances in the xanthine alkaloids are caffeine and theophylline, etc. This is a substance that stimulates the central nervous system, and substances in the flavonoid group called "Katsin". For drinking green tea has many health benefits, due to importance in green tea leaf, and the polyphenol group acts to cope with free radicals and effectively inhibit the oxidation of the body. It can help prevent many diseases such as cardiovascular disease, high blood pressure and cancer.

7. Operating Research Methodology

Management strategy is a strategy that defines operational guidelines of market business. To achieve the objectives of the defined research plan is including environmental analysis, products cost analysis, study the attitudes, marketing planning and evaluation.

This research is a survey research, to study product management strategies and to induce consumer's attitudes of green tea drinkers at Supercenter in Bangkok province, Thailand. It consists of the population used to study, for the tools used in the research, creating a questionnaire to survey of the samples group. Data were collected by questionnaires from 480 samples. The questionnaire was used to analyze quantitative data. It is a conceptual study of consumer behavioral decision-making in green tea consumption. The researcher has set the appropriate conceptual framework that can be used in relevant research by defining the independent variables and dependent variables of Schiffman & Kanuk, (1987) used the process of making a decision to buy a green tea drinks as shown in Fig 2, and the concept of consumer behavior a guideline for research as shown in Fig 3.
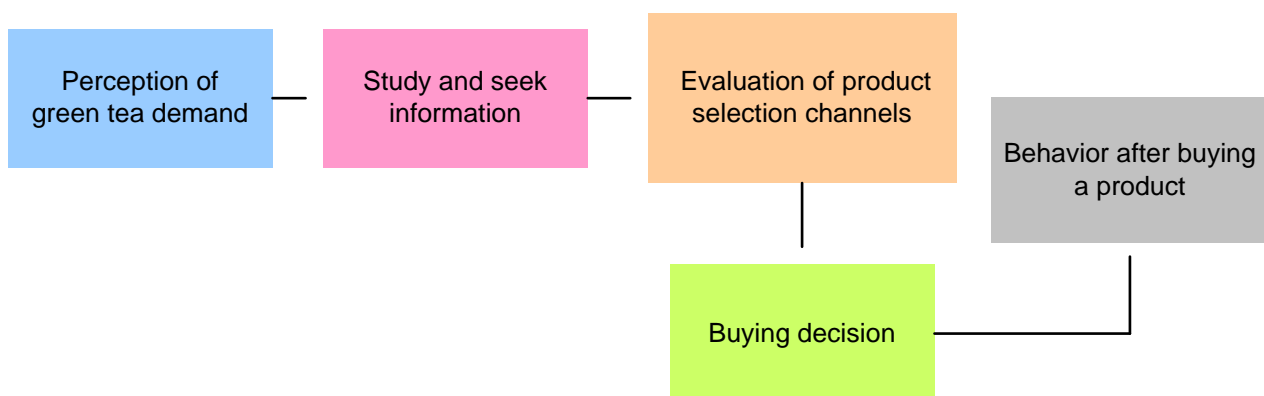

Fig. 2 The process of making a decision to buy a green tea drinks and consumer service
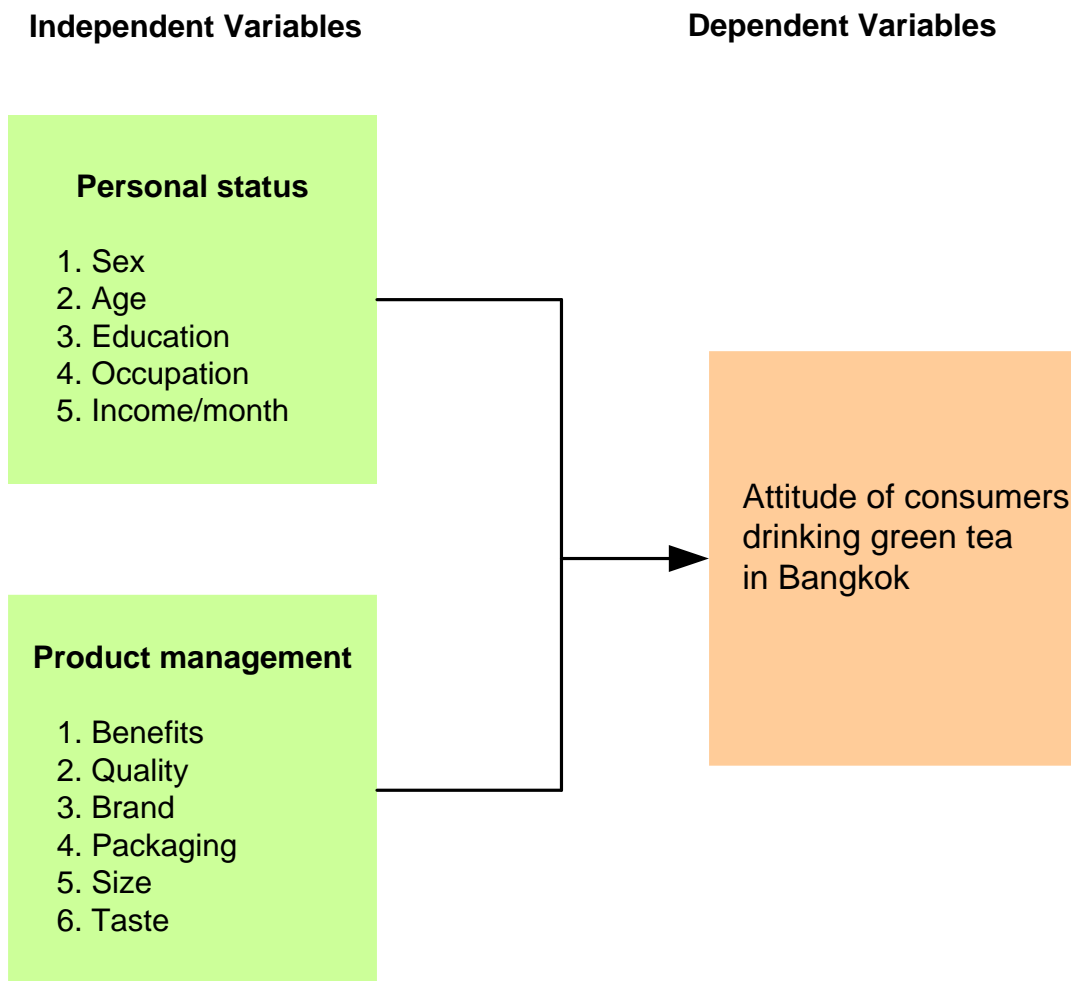
Independent Variables

Dependent Variables

Personal status

1. Sex
2. Age
3. Education
4. Occupation
5. Income/month

Product management

1. Benefits
2. Quality
3. Brand
4. Packaging
5. Size
6. Taste

Attitude of consumers
drinking green tea
in Bangkok

Fig. 3 Conceptual framework for research that affects consumer attitudes

7.1 Population and Sample Group

The population used in the research is consumers interested in buying green tea drinks of the Tesco Lotus and Big C Supercenter in Bangkok province, Thailand. Sampling using accidental sampling with sending questionnaires to consumer's attitudes interested in purchasing green tea drinks, when after the consumers have made payment is completed. Randomly collected 25 data sets per day within 20 days, there were 480 samples group. The duration of the research was from on July 2017 to August 2017.

7.2 Research Tools

The research objectives and divided the questions into two parts as follows:

Part 1: The questionnaires on the personal factors of the respondents were sex, age, status of education, occupation and average income per month with giving the respondent a check mark in the empty range of options given in the questionnaire. The question style is a multiple choice.

Part 2: The questionnaire about consumers' decision-making behavior on green tea drink, including product selection, brand selection, supplier selection. (Manufacturer), purchase quantity, purchase period, payment The closed-ended response question (Liker Rating

scale). Level of data measurement of interval scale with the answer to product buy choice attitude is divided into 5 levels.

	Average	Importance level
Level 1:	average range is 4.21 - 5.00 ->	Highest level
Level 2:	average range is 3.41 - 4.20 ->	Very level
Level 3:	average range is 2.61 - 3.40 ->	Medium level
Level 4:	average range is 1.81 - 2.60 ->	Low level
Level 5:	average range is 1.00 - 1.80 ->	Minimal level

8. Data Analysis

8.1 Analyze the individual characteristics of the respondents: including sex, age, status, education, occupation and average income per monthly. Descriptive statistic was used to collect statistic data. It consists are frequency distribution and percentage, etc.

8.2 Analyze for consumer behavior study data, using descriptive statistical methods and collected data for statistical analysis. These include mean and standard deviation, etc. Data analysis using descriptive statistics can be found as follows:

   8.2.1 Calculate the percentage

$$P = \left[\frac{f}{n}\right] \times 100 \tag{1}$$

where P is the average score value, f is sum of all scores and n is sample group size

   8.2.2 Calculate the average score (mean): $\overline{X}$

$$\overline{X} = \frac{\sum_{i=1}^{n} x_i}{n} \tag{2}$$

where $\overline{X}$ is the average score (mean), $\sum_{i=1}^{n} x_i$ is sum of all scores when i start is equal 1, and n is sample group size

   8.2.3 Calculation of standard deviation: S.D.

$$\text{S.D.} = \frac{\sqrt{n\sum x^2 - \left(\sum x\right)^2}}{n(n-1)} \tag{3}$$

where S.D. is the standard deviation, $\sum x^2$ is sum of each quadratic score, $\left(\sum x\right)^2$ is sum of all squared scores, and n is sample group size.

   8.2.4 Calculate the statistic used F-test, for the case where the variance of each group is the same, as follows:

$$F = \frac{MS_{(B)}}{MS_{(w)}} \tag{4}$$

Where F is statistical values to consider in the F-distribution, $MS_{(B)}$ is estimates of the mean square between groups, and $MS_{(w)}$ is estimates of the mean square within groups.

8.2.5 Calculate the t-test value for hypothesis testing with discriminant variables value is divided into 2 groups and unequal, can be found as follows:

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\dfrac{S_1^2}{n_1} + \dfrac{S_2^2}{n_2}}}$$

(5)

where $\dfrac{S_1^2}{n_1}$ is variance of sample group 1, $\dfrac{S_2^2}{n_2}$ is variance of sample group 2, $\bar{x}_1$ is the mean of sample group 1, and $\bar{x}_2$ is the mean of sample group 2

8.3 Hypothesis testing uses inferential statistics is the data analysis to test the hypothesis using statistical methods. The t-test for discriminant variables is divided into 2 groups, and the F-test is used variables for more than 2 groups as follows:

8.3.1 Consumers with different personal status, when classified by sex, age, education level, occupation and income/month, with the attitude of consumers drinking green tea of Tesco Lotus and Big C Supercenter in Bangkok area will different

8.3.2 The data management of green tea products sales promotion in the marketing business, ie the quality, brand, packaging, size and taste, etc., would not be related to the attitudes of green tea consumers in Bangkok province, Thailand.

9. Results of Research

The results of research from in Table 1 show that the sample groups of the Tesco Lotus Supercenter of the consumers to green tea drinks is male, there are 146 samples or is 60.83 %. But the Big C Supercenter the consumers to green tea drinks is female, which there are more than male to 139 samples or is 57.92 %, because females have an attitude for decision to buy green tea drinks for body. From the results of in Table 2 are found that consumers sample groups can buy green tea drinks with the highest amount from the age since is 20-39 years are 105 samples or is 43.75 % of the Tesco Lotus Supercenter. Next show that the consumers over than 40 years are 85 sample groups or is 35.42 %, which can buy green tea, and the consumers of lower than 20 years are 50 sample groups or is 20.83 %. Because the consumers age since 20-39 years is attitude towards marketing mix were rated at high level in every aspect, such as marketing promotion, product, etc.

Table 1: The results of the number (frequency) and percentage of consumers buying green tea drinks at the Supercenter with sex

Consumers	Tesco Lotus Supercenter		Big C Supercenter	
	number	percentage	number	percentage
1. Sex				
1.1 Male	146	60.83	101	42.08
1.2 Female	94	39.17	139	57.92
Total	240	100	240	100

Table 2. The results of the number (frequency) and percentage of consumers buying green tea drinks at the Supercenter with age

Consumers	Tesco Lotus Supercenter		Big C Supercenter	
	number	percentage	number	percentage
2. Age				
2.1 lower 20 years	50	20.83	56	23.34
2.2 since 20-39 years	105	43.75	90	37.5
2.3 over 40 years	85	35.42	94	39.16
Total	240	100	240	100

And the research results in Table 3 is found that consumers sample groups of the Big C Supercenter that can buy with the highest amount of green tea drinks is education level of bachelor's degree level to 135 samples or is 56.25 %, and the consumers with the lowest number to green tea drinks is education level of lower than bachelor's degree consumers population to 21 samples or is 8.75 %, because the bachelor degree of the consumers is a good knowledge and understanding with very properties and benefits of green tea drinks consumption for good bodily health.

Table 3. The results of the number (frequency) and percentage of consumers buying green tea drinks at the Supercenter with education level

Consumers	Tesco Lotus Supercenter		Big C Supercenter	
	number	percentage	number	percentage
3. Education Level				
3.1 Lower than bachelor's degree	25	10.42	21	8.75
3.2 Bachelor's Degree	126	52.5	135	56.25
3.3 Higher than bachelor's degree	89	37.08	84	35
Total	240	100	240	100

The results of research as in Table 4 show that the sample groups of the Tesco Lotus and Big C Supercenter that of the consumers for occupation work sample groups can buy the highest amount of green tea drinks is the private employees will be to 106 samples or is 44.16 % and 112 samples or is 46.66 %, respectively. When comparing with consumers of the student sample groups is lower to 28 samples or is 11.66 % and is 20 samples or is 8.33 %, respectively. Because the private employees that can working and got income per month, thus can buy green tea drinks. But for student will be can not buy green tea drinks and no income per month. For the results in Table 5 show that the consumers of average income to 10,000- 25,000 baht is found that can buy with the highest amount of green tea

drinks of the Tesco Lotus and Big C Supercenter will be to 130 samples or is 54.16 % and 142 samples or is 59.16 %, respectively. Next the consumers of average income to under 10,000 baht is found that the consumers can buy the lower amount of green tea drinks will be to 41 samples or is 17.08 % and 38 samples or is 15.82 %, respectively.

Table 4. The results of the number (frequency) and percentage of consumers buying green tea drinks at the Supercenter with occupation

Consumers	Tesco Lotus Supercenter		Big C Supercenter	
	number	percentage	number	percentage
4. Occupation				
4.1 Student	28	11.66	20	8.33
4.2 Bureaucrat	56	23.34	62	25.83
4.3 Private employees	106	44.16	112	46.66
4.4 Business owner	41	17.08	39	16.25
4.5 Other	9	3.75	7	2.92
Total	240	100	240	100

Table 5. The results of the number (frequency) and percentage of consumers buying green tea drinks at the Supercenter with income per month

Consumers	Tesco Lotus Supercenter		Big C Supercenter	
	number	percentage	number	percentage
5. Income/month*				
5.1 under 10,000 baht	41	17.08	38	15.82
5.2 10,000- 25,000 baht	130	54.16	142	59.16
5.3 more than 25,000 baht	69	28.75	60	25.02
Total	240	100	240	100

*Note: Income/month unit is 1 baht = 33.56 USD

For the results in Table 6 shows that the sample of green tea consumers is very popular and demanding in the green tea brand and the good taste is OISHI products of net volume size 600 mL of the Tesco Lotus and Big C Supercenter will be to 52 samples or is 21.67 % and is 65 samples or is 27.08 %, respectively. Next of the consumers is very popular and demanding in the green tea brand and the good taste is FUJI of net volume 500 mL of the Tesco Lotus and Big C Supercenter will be to 45 samples or is 18.75 % and is 44 samples or is 18.33 %, respectively. And that the sample of green tea consumers are popular and have minimal demand in the green tea brand and taste is OISHI of net volume 380 mL of the Tesco Lotus and Big C Supercenter will be to 17 samples or is 7.08 % and is 12 samples or is 5.01 %, respectively. Because brands affect the attitude of consumers with statistical relationship at a medium level is 0.05, It will be consists 3 variables, such as the famous brand will contribute significantly to green tea consumption. The new model brand will affect the decision to buy green tea with understand, and the easy remember brand will affect the attitude of purchase and consumers buying green tea drinks at the Supercenter.

This research, which the researcher considers the importance of the study of product management strategies that will be affects the attitudes of consumers to green tea drinks. There is competition in this market of green tea drinks quite, both the large operators in the market and the small operators who are scrambling to share in this marketing, due to

the increasing number of consumers, there are also many different and varied needs. It has been found that there are many brands with high levels of sugar that could harm consumers.

Table 6: The results of the number (frequency) and percentage of consumers buying green tea drinks at the Supercenter using product management for product brand

Consumers	Tesco Lotus Supercenter		Big C Supercenter	
	number	percentage	number	percentage
6. Product management for brand				
6.1 POKKA of net volume 800 mL	22	9.16	18	7.5
6.2 OISHI of net volume 800 mL	40	16.65	40	16.65
6.3 SENCHA of net volume 600 mL	34	14.16	32	13.34
6.4 OISHI of net volume 600 mL	52	21.67	65	27.08
6.5 OISHI of net volume 380 mL	17	7.08	12	5.01
6.6 FUJI of net volume 500 mL	45	18.75	44	18.33
6.7 ICHITAN of net volume 420 mL	30	12.5	29	12.08
Total	240	100	240	100

10. Conclusions

The results of the study found that 480 samples were male to 146 samples, or is 60.83 %, will be age between since 20-39 years, or is 43.75 %. At the bachelor's degree level to 135 samples or is 56.25 %, next the higher than bachelor's degree level is 37.08 %. The majority of the respondents were employed as private employees to 46.66 %. Based on the collected results, the average income/month of the respondents is 10,000-25,000 baht or is 59.16% Therefore, it is concluded that the strategy of green tea product management in Bangkok will include benefit, quality, brand, packaging, size and taste at the high level ($\overline{X}$ = 3.69). The overall attitude of green tea consumers in Bangkok province, Thailand was very high ($\overline{X}$ = 3.72). Based on hypothesis testing results, it is assumed that assumptions are accepted.

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