



**A STUDY OF THAI CONSUMER BEHAVIOR TOWARD  
HIGH PROTEIN YOGURT DRINKS IN BANGKOK**

**BY**

**MISS UNCHAREE ONPROM**

**AN INDEPENDENT STUDY SUBMITTED IN  
PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF SCIENCE PROGRAM IN MARKETING  
(INTERNATIONAL PROGRAM)  
FACULTY OF COMMERCE AND ACCOUNTANCY  
THAMMASAT UNIVERSITY  
ACADEMIC YEAR 2017  
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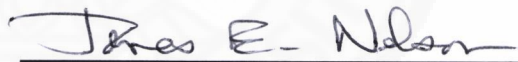
ENTITLED

A STUDY OF THAI CONSUMER BEHAVIOR TOWARD HIGH PROTEIN  
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was approved as partial fulfillment of the requirements for  
the degree of Master of Science Program in Marketing (International Program)

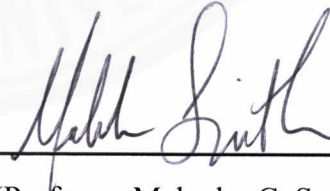
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Independent Study Title	A STUDY OF THAI CONSUMER BEHAVIOR TOWARD HIGH PROTEIN YOGURT DRINKS IN BANGKOK
Author	Miss Uncharee Onprom
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Professor Malcolm C. Smith, Ph.D.
Academic Year	2017

## ABSTRACT

Nowadays, emergence of the health and wellness trend has changed global lifestyles and initiated new ways of active living which have an impact on how young adults eat and exercise. The public has become more aware of the benefits of protein as a functional ingredient to live active and healthy lifestyles. In Thailand, the protein trend invaded the dairy market a few years ago, mostly applied in pasteurized milk and communicated as high protein sports drinks. Even though the shift toward high protein yogurt drinks in Thailand presents a great opportunity for dairy product producers, there are few studies related to high protein consumer behavior, and none of them focus on high protein yogurt drinks.

“A Study of Thai Consumer Behavior toward High Protein Yogurt Drinks in Bangkok” applies contemporary marketing to focus on health issues and opportunities. There are five main study objectives. The first is to evaluate consumer perceptions of key brands in the yogurt drinks market. The second is to identify

consumer attitudes toward high protein yogurt drinks. The third is to identify important attributes that impact on consumer purchase decisions regarding high protein yogurt drinks. The fourth is to identify the behavior of potential consumers of high protein yogurt drinks, and the last is to determine the profile and segmentation for consumers of high protein yogurt drinks.

This research utilized both exploratory and descriptive methods with qualitative and quantitative data collection. Qualitative research included in-depth interviews, while quantitative research was used to collect data from 300 respondents. The quantitative research was comprised of both online and offline surveys distributed throughout Bangkok and upcountry metropolitan cities. Target respondents were Thai consumer who showed an intention to purchase high protein yogurt drinks. Results were based on data collection from secondary research, in-depth interviews, and the questionnaire survey. SPSS (Statistical Package for the Social Sciences) was used to analyze and summarize the data which was reported as tables, graphs and a descriptive essay.

The results validated the great opportunity to capitalize on recent increased consumer interest in the high protein yogurt drinks in Thailand. Potential consumers of high protein yogurt drinks were classified into five segments, derived from factor analyses of correlated lifestyle and attitudes. The attractive consumer segments for high protein yogurt drinks are Busy Dieters, Active Dieters and Active Explorers, respectively. These three segments show high purchase intention toward the high protein yogurt drinks concept. Moreover, they tend to have a higher frequency of consumption than the other two segments and contribute more to market value.

All Findings will be beneficial for marketing managers of Thai dairy product brands and people interested in the yogurt drinks industry to thoroughly understand the consumer behavior and attitudes of Thai consumers regarding high protein yogurt drinks. This will assist readers to develop effective marketing strategies to capture the high protein trend, and also find the right marketing mix for maximum impact of new product launches to target Thai consumers.

**Keywords** :Thai consumer, Bangkok, Yogurt drinks, High protein, Behavior, purchase decision, Segmentation



## ACKNOWLEDGEMENTS

The completion of this individual study could not have been possible without the endless support from my advisor, Prof. Malcolm C. Smith. I would like to express my sincere appreciation and gratitude on his kind, high-dedicated supervision, continuous encouragement, and valuable recommendations. It was my great honour to work and study under his guidance.

I would like to express my deepest thanks and sincere gratitude to all the respondents for their time and willingness to complete the surveys that delivered the valuable data and suggestions, which were the most significant part of this study. I would also like to thank all the professors from all the classes of the MIM program for imparting all the valuable knowledge which has increased my knowledge and helped me to become a professional person. In addition, I really appreciate all of the assistance and helpful information from the MIM Office during my two years of studying.

Last but not least, I would like to extremely thank my family, friends and colleagues for their understanding and encouragement throughout these tough years. It would be impossible for me to finish this individual study without their tremendous support.

Miss Uncharee Onprom

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction to the Study

Nowadays, the emergence of the health and wellness trend has changed global lifestyles and initiated new ways of active living which impact on how young adults eat and exercise. The public has become more aware of the benefits of protein as a functional ingredient to live active and healthy lifestyles. Protein boosts and maintains muscle, helps with weight management, improves growth and development, and helps to keep people active as they age (Cabel, 2017). Dairy products are a high quality source of protein which also offers other food nutrients that are easier to digest into amino acids. Many new dairy products have recently been launched which market 'high protein' as the key selling point (Mintel, 2017).

In Thailand, the protein trend invaded the dairy market a few years ago, mostly applied in pasteurized milk and it was communicated as high protein sports drinks. Dutch Mill as a market leader launched high protein products in 2017 which targeted young adult sports consumers. However, Dutch Mill's high protein products comprise only 2.1% market share of total yogurt drinks (Nielsen, 2017). Thus, the shift toward high protein yogurt drinks in Thailand presents a great opportunity for dairy product producers to capitalize on this market trend.

This contemporary marketing topic is focused on health issues and opportunities. The main objective is to understand the consumer behavior and attitude of Thai consumers toward high protein yogurt drinks and the opportunities of launching these products in Thailand. It also aims to evaluate consumer perception on current yogurt drink brands in the market and the influencing factors toward purchasing high protein yogurt drinks by Thai consumer. Results will be useful for marketing managers of Thai dairy product brands to capture the trend. Finding the right marketing mix to have an impact on new product launches targeting Thai consumers will also be beneficial.

## 1.2 Objectives

- 1.2.1 To evaluate consumer perceptions of key brands in the yogurt drinks Market.
  - a. To evaluate the awareness level of key brands in the yogurt drinks market.
  - b. To evaluate the image of key brands in the yogurt drinks market.
- 1.2.2 To identify consumer attitudes toward high protein yogurt drinks.
  - a. To identify consumer attitudes toward high protein products.
  - b. To demonstrate how consumers perceive the protein benefit in yogurt drinks.
  - c. To identify how consumers link high protein benefit to product image.
  - d. To identify how consumers link high protein benefit to product usage.
- 1.2.3 To identify important attributes that impact on consumer purchase decisions regarding high protein yogurt drinks.
  - a. To identify selection criteria for buying high protein yogurt drinks.
  - b. To measure the level of importance for each selection criterion to buy high protein yogurt drinks.
  - c. To determine the price that consumers are willing to pay for high protein yogurt drinks.
- 1.2.4 To identify the behavior of potential consumers of high protein yogurt drinks.
  - a. To identify the frequency and product size of potential consumers of high protein yogurt drinks.
  - b. To identify occasions when potential consumers imbibe in high protein yogurt drinks.
  - c. To determine the distribution channels used by potential consumers of high protein yogurt drinks.
  - d. To identify the reasons and key influencing factors to consume high protein yogurt drinks.
- 1.2.5 To determine the profile and segmentation for consumers of high protein yogurt drinks according to demographics and psychographics.

## **CHAPTER 2**

### **REVIEW OF LITERATURE**

High protein ingredients in Asia were forecast to grow by 11.2% in 2017 (Mintel, 2017). This trend has become more apparent with an increase in healthy lifestyles. The high protein product growth of 8% in South East Asia has been led by Thailand. Existing high protein products in Thailand are often produced in a dairy format which is perceived as a high quality source of protein and other food nutrients. Over 60% of high protein product consumers around the world are Millennials (people born between 1980 and 2000) because the benefits of protein match their active and time-poor lifestyles (French, 2015).

Eating is important and helps to promote an active lifestyle. Thus, the trend of active nutrition and high protein power continues to expand for various target consumers, moving well beyond protein powders to dairy products and even confectionery. Food and beverage product launches featuring high protein claims have grown by 30% compounded annual growth rate (CAGR) from 2012 to 2016 (Innova, 2017).

The global popularity of yogurt and yogurt beverage consumption continues to grow as people increasingly recognize the health and wellness benefits associated with fermented dairy foods. Whey, as one type of protein in dairy products, provides multiple nutritional, functional and cost benefits that enhance the value of all types of yogurt products (Hugunin, 2009). These all-natural, dairy-derived ingredients complement the flavor, texture and composition of the yogurt. In the United States, proteins are well known as key components of training regimens for professional athletes and gym enthusiasts.

Health-minded and weight-conscious adults are also discovering the benefits of protein diets as part of an overall healthy, active lifestyle. Dietary guidance around the world tends to focus on the amount of protein required to prevent nutritional deficiencies. However, apart from quantity, the benefits of proteins for human health can also be optimized by paying attention to protein quality as well as intake timing

(USDA, 2015). The key to optimizing the benefits of milk proteins involves balancing protein intake throughout the day to maximize health and wellness benefits; 22-25 grams is an upper limit for the amount of protein that can be absorbed or used by the body at one time.

Asian consumers are increasingly seeking specific nutritional benefits to support their growing interest in health and active living, while demanding greater convenience to fit urban, time-poor lifestyles (Cabel, 2017). Protein is rapidly evolving from a 'fitness' to a 'health and wellness' ingredient as incomes rise and people become more aware of its benefits. Although protein has long been associated with bodybuilders and elite athletes, protein-fortified food has now expanded into the mainstream. Dairy, in particular, is an excellent source of high quality protein and a tremendous nutritional bundle. Consumers are increasingly seeking dairy products from a trusted retailer and want to know their food source. They are looking for natural ingredients, minimal additives and clean labels with a clearly stated origin.

According to the Nielsen Retail Index of Thailand (Nielsen, 2017), the yogurt drinks market in Thailand was valued at over 9,500 million baht in August 2017, though facing a -1.9% CARG. The market is saturated with new flavor product launches. Dutch Mill, the category brand leader, launched a high protein Greek yogurt drink at a premium price in June 2017 which increased total brand sales by 1.7% three months after launch.

To summarize: (1) Research on high protein products and consumer behavior in Thailand is limited, (2) Most of high protein products are well penetrated into the Millennial market because their benefits match Millennials' active time-poor lifestyle, (3) Protein has evolved to a health and wellness ingredient that has become more popular in dairy products and associated with fermented dairy food because it is perceived as an all-natural source with multiple benefits, and (4) Even though protein has long been associated with bodybuilders and elite athletes, protein-fortified food has now expanded into the mainstream. The evidence supports the rise of high protein products in Thailand in terms of market growth but there are no details of consumer attitudes and criteria regarding high protein product purchase. The objective of this study is to provide more information in these four areas.



## **CHAPTER3**

### **RESEARCH METHODOLOGY**

#### **3.1 Exploratory research**

Exploratory research was conducted during the early stages to develop a questionnaire for better understanding of the yogurt drinks market in Thailand. Secondary data was collected and in-depth interviews were conducted during this stage.

##### **3.1.1 Secondary data**

Secondary data was collated from credible public sources as (1) Research Institutes such as the National Statistic Office of Thailand, The Nielsen Company, Euromonitor International, and Mintel Social and Lifestyle Press Center, (2) Marketing articles and interviews including Positioning Magazine and Asia Food Journal, and (3) CP-Meiji High Protein Milk Consumer Usage and Attitude Research Report in 2017

##### **3.1.2 In-depth interviews**

In-depth interviews were conducted to identify deeper insights of consumer attitudes toward high protein yogurt drinks. This helped to uncover important attributes for purchase decisions which were generated from the interviewees' own words. Six respondents were selected to represent yogurt drinks consumers and non-consumers. All respondents showed their interest in the high protein yogurt drinks product concept. The moderator asked open-ended questions prepared in advance (See Appendix A). The length of each in-depth interview session was approximately 20 minutes.

#### **3.2 Descriptive research**

Descriptive research was conducted using a questionnaire to gather quantitative data, which delivered a clear picture of consumer brand perceptions, consumer

behavior and characteristics. Results helped to determine key factors for buying high protein yogurt drinks and an acceptable price range for the product. Due to time constraints, the questionnaires were distributed by convenience sampling through online and offline channels. The questions for the questionnaire are available in Appendix B.

### 3.3 Identification of Key Variables

Initial independent variables are Thai consumer demographics, psychographics and lifestyles which lead to these follow key variables (1) Yogurt drinks product usage and occasion that links to distribution channels used, (2) Brand image of key brands in the yogurt drinks market that links to brand image evaluation. (3) Attitude toward high protein products that link to perception on protein benefit in yogurt drinks. Key independent variables that relate to dependent variables are clarified in the diagram below.

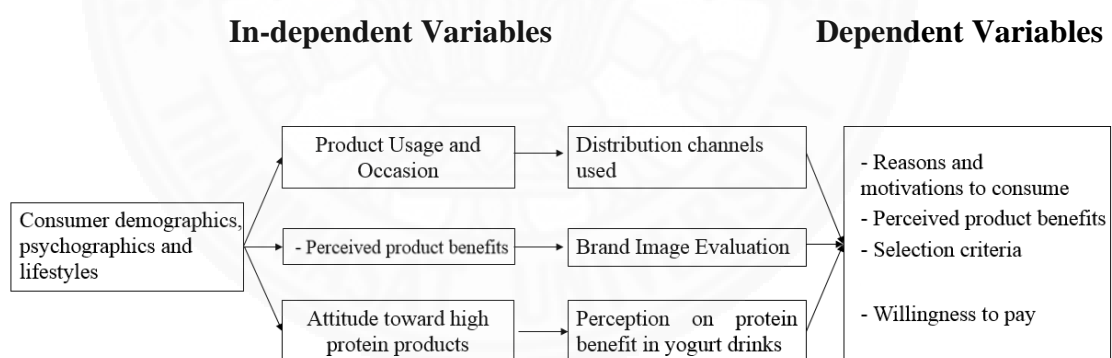


Figure 3.1: In-dependent and dependent Variables

### 3.4 Target population

This study used in-depth interviews in the exploratory research and survey questionnaires for the descriptive research. Convenience sampling was used for survey questionnaires. The target respondent criteria and sample size were illustrated below:

#### 3.4.1 In-depth interviews

Pretest pilot: 2 persons

Sample size: 6 persons

Target: Yogurt drink consumer (4 persons)

Yogurt drink non-consumer (2 persons)

Age: 18 - 35 years-old

Gender: male and female

Area: Bangkok

SES: A, B, C+, C Household income (See Appendix C)

Sample Profile: (1) 22 years-old, female university student yogurt drinks consumer with B household income, (2) 27 years-old, female office worker yogurt drinks consumer with C+ household income, (3) 34 years-old, female entrepreneur yogurt drinks consumer with A household income, (4) 26 years-old, male freelancer yogurt drinks consumer with B household income, (5) 25 years-old, female office worker yogurt drinks non-consumer with B household income, and (6) 32 years-old, male entrepreneur yogurt drinks non-consumer with A household income.

Remark: All respondents must show intention to high protein yogurt drinks product concept

### 3.4.2 Survey Questionnaires

Pretest pilot: 10 persons

Sample size: 300 persons

Target: Yogurt drink consumer (200 persons)

Yogurt drink non-consumer (100 persons)

Age: 18 - 35 years-old

Gender: male and female

Area: Bangkok and Metropolitan cities in upcountry

SES: A, B, C+, C Household income (See Appendix C)

Remark: All respondents must show intention to high protein yogurt drinks product concept

### 3.5 Data Collection

Data was collected for the research using convenience sampling with the following methods.

#### 3.5.1 In-depth interview

Recruitment: Personal connection

Method: Face to face interview and phone call

Location: At coffee shop nearby respondent's resident

When: 17<sup>th</sup> – 24<sup>th</sup> December 2017

Duration: 15 - 20 minutes for each respondent

### 3.5.2 Survey Questionnaires

- Recruitment: Research agency recruitment
- Method: Distribute questionnaire survey through online and offline channel
- Location: While online questionnaires were distributed through Facebook attached the Survey Monkey link, offline questionnaire were distributed by agency named Researcher (Thailand) Co., Ltd.
- When: 15<sup>th</sup> - 29<sup>th</sup> January 2018 (7 days)
- Duration: 10-15 minutes for each respondent

### 3.6 Data Analysis

All the primary data from exploratory research was analyzed and described as key findings and used to develop the survey questionnaire.

The completed survey questionnaires were analyzed by using the Statistical Package for the Social Science (SPSS) software. The analysis methods used mean comparison, frequency, percentage, standard deviation, factor analysis, cluster analysis, and correlation analysis. The derived data was interpreted and shown in bar graphs and charts based on the above research objectives. All data was used to conduct the key findings and recommendations.

## **CHAPTER 4**

### **RESULTS AND DISCUSSION**

#### **4.1 Key Results from Secondary Data**

In 2017, the Yogurt drinks market in Thailand had a saturated market value with 0% growth due to the economic recession (Nielsen, 2017), in spite the fact that the key brands such as Dutchmill 4in1 and Dutchmill Life Plus continued their marketing communication and pushed in-store promotion. Dutchmill also launched a new sub-brand in May 2017, Dutchie Greek Style, to pioneer in the high protein yogurt drinks market, but its market share is still small when considering the total yogurt drinks market. Yomost, a sub-brand of Foremost, the brand leader in UHT milk, has sustained its market share by practicing everyday low price with no marketing communication support. Meiji Bulgaria also extended its product line from cup yogurt into yogurt drinks in February 2016 with a full launch marketing campaign. Meiji Bulgaria's point of differentiation is rich texture with fruit inclusion and superior LB81 microorganism.

Thai consumers are familiar with high protein milk because the product has been in the market since 2014 (Nielsen, 2017). Key brands of milk producers such as Ducthmill, Meiji and Hooray have high protein milk with a variety of flavors in their product portfolio. The main distribution channel is modern trade, especially convenience stores. However, the high protein milk market penetration still has a limited role in the sport nutrition territory. Therefore, there are a great opportunity to expand user base.

#### **4.2 Key Results from In-depth Interviews**

The in-depth interviews were conducted with yogurt drink consumers and non-consumers. The objectives were to identify consumer attitudes toward high protein products and perceptions about protein benefits in yogurt drinks which could give rise to selection criteria for buying high protein yogurt drinks.

#### **4.2.1 Attitudes toward High Protein Products**

Thai consumers link protein to three core benefits; (1) source of energy, (2) repair body's cells and (3) fill stomach. Adults believe high protein can help in slowing aging and increasing longevity. However, they still need other added benefits to balance the nutrients. Most of interviewees defined high protein as an ingredient for an active younger group. They have a strong belief that high protein food will benefit physical growth and development. Males tends to associate high protein products with exercisers and muscle builders. Therefore, they link high protein products to milk, eggs and whey-powdered protein. Females associate high protein to diet foods such as chicken breasts, milk and plant based protein.

#### **4.2.2 Perception of Protein Benefit in Yogurt Drinks**

Dairy products are convenient sources of protein; they are easy to buy and often ready to eat. However, eggs and fresh meat immediately spring to mind as top protein sources. Interviewees who showed strong intention to buy high protein yogurt drinks shared similar characteristics of an active lifestyle with concern regarding body shape. High protein yogurt drinks are superior to other products. They have positive benefits from microorganisms to balance the excretory system while providing refreshment and satisfaction from both sweet and sour taste. Indulging oneself to try all the different fruit flavors in yogurt drinks is also one of the key triggers for product trial and increases consumption frequency.

#### **4.2.3 Linkage of High Protein Product Benefit to Product Image and Usage**

Consumers link high protein benefit to product image by expecting yogurt drink texture to be richer than regular yogurt drinks. The product must provide a fuller stomach feeling. Interviewees who actively exercised preferred eye-catching package design and color with protein content clearly listed. Most interviewees expected a high vivid package color which suggested a source of energy and active lifestyle.

Product usage of high protein yogurt drinks tended to be while on the go or when out of the home. Interviewees demanded a convenient product format. Interviewees following weight management programs tended to consume high protein yogurt drinks instead of breakfast or dinner. Most consumers used the product as a stomach filler between meals to give them energy and refreshment.

#### **4.2.4 Selection Criteria for Buying High Protein Yogurt Drinks**

Many selection criteria for buying high protein yogurt drinks were identified from the in-depth interviews such as containing whey protein, high quality protein, low fat, low sugar and convenience to buy. Quality of protein, good taste and reasonable price were the top three important attributes. Brand of producer and other added nutritional benefits such as excretory benefit from microorganisms were also criteria considered. Yogurt drinks' consumers were triggered by convenience, reasonable price, microorganisms and variety of flavors, while yogurt drink non-consumers were more attracted by source and quality of protein, refreshing attribute, good taste and attractive packaging design.

### **4.3 Key Results from the Questionnaire Survey**

#### **4.3.1 General Profile of Respondents**

Online and offline questionnaires were distributed to 300 respondents via SurveyMonkey.com. and research agencies. The quota of target respondents was set. The 200 respondents must be yogurt drinks consumer who consumed a yogurt drink in the past month. The other 100 respondents must be yogurt drink non-consumers. (See Appendix D for the general profile of respondents)

**Gender:** Out of the 300 respondents 72% were female.

**Age:** Age of respondents was 18 – 45 with 60% in the age range 21 – 35.



**Household Income:** A total of 35% of respondents had household income from 35,001 – 50,000 baht, with 21% at 18,001 –24,000 and 20% at 24,001 – 35,000 baht.

**Occupation:** The top two occupations were office workers (28%) and government officers (18%).

All respondents declared their opinions toward the high protein yogurt drinks product concept.

### 4.3.2 Thai Consumer Perception of Key Brands in the Yogurt Drinks Market

#### 4.3.2.1 Awareness Level of Key Brands in the Yogurt Drinks Market

Yogurt drinks brand awareness of each brands are shown in Figure 4.1. Dutch Mill 4 in1 gained the highest brand awareness at 84%, followed by Yomost, Dutch Mill Life Plus, Meiji Bulgaria, Dutchie Greek Style and Richesse with 59%, 42%, 24%, 20% and 11%, respectively.

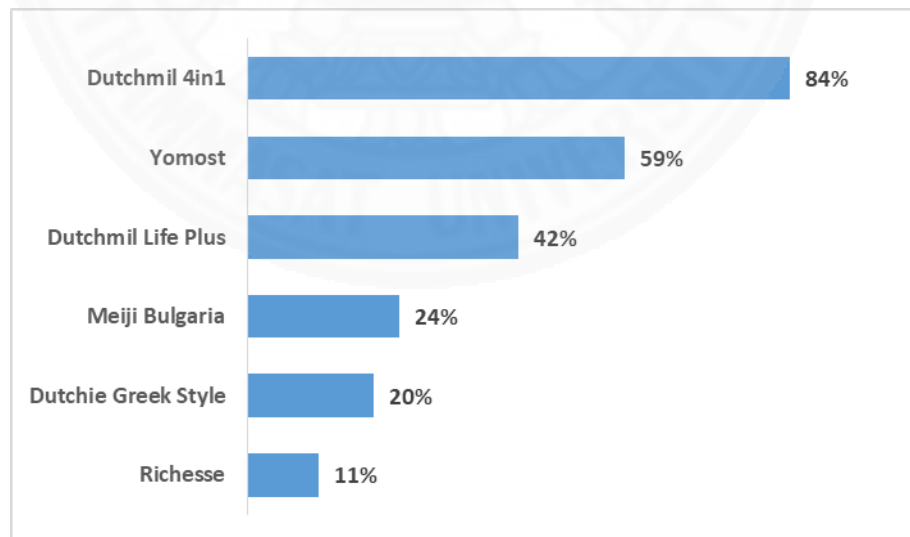


Figure 4.1: Yogurt Drinks Brand Awareness

#### 4.3.2.2 Purchase Funnel of Key Brands in the Yogurt Drinks Market

Purchase funnel scores of key brands in yogurt drink market are shown in Figure 4.2. Dutch Mil 4 in 1, the market leader, had the highest conversion rate of brand purchase funnel at both trial (92%) and repeat (52%) stages. Yomost also had a competitive conversion rate compared to the market leaders. Dutch Mill Life Plus had a lower conversion rate at both trial (70%) and repeat (28%) stages. Meiji Bulgaria had a high trial rate (80%) but needed to improve its repeat rate (15%) which was well below the leaders. Dutchie Greek Style and Richness needed to improve both their trial and repeat rates.

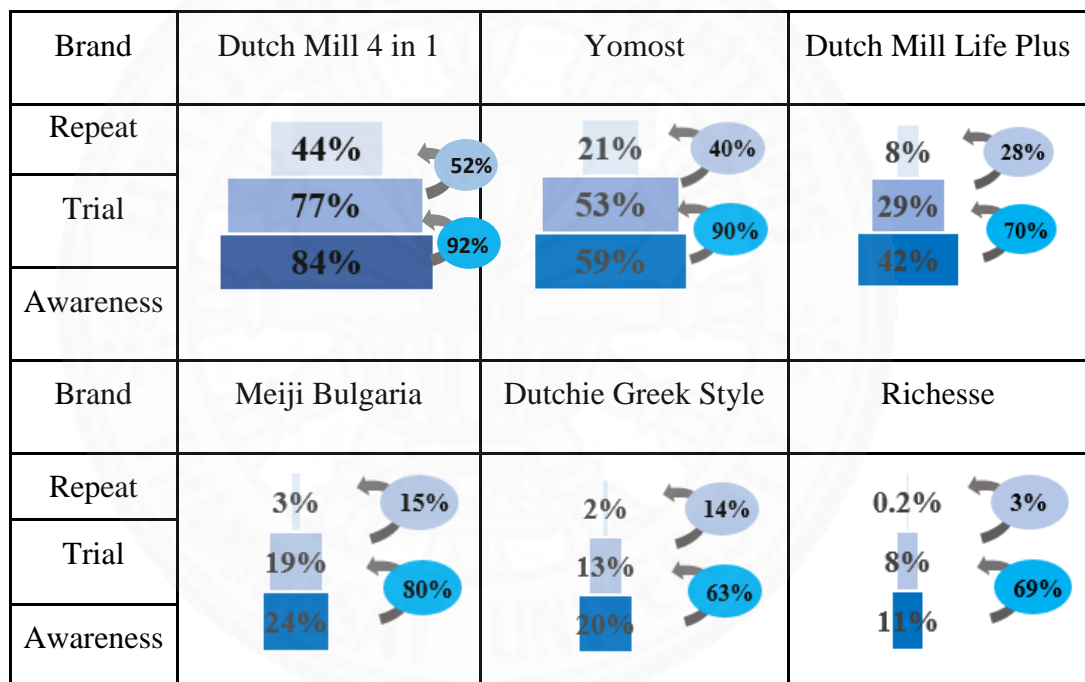


Figure 4.2: Yogurt Drinks Purchase Funnel

#### 4.3.2.3 Image of Key Brands in the Yogurt Drinks Market

Image scores of key brand in the yogurt drinks are shown in Figure 4.3. Key brands of yogurt drinks with active marketing communication during the past year were Dutch Mill 4 in 1, Dutchie Greek and Meiji Bulgaria. The top five selection criteria for buying yogurt drinks were Refreshing (mean=3.89), Variety of flavor (mean=3.72), Popular brand (mean=3.70), Rich texture (mean=3.53), and Reasonable price (mean=3.52). Dutch Mill 4 in 1 had a superior brand image to the ideal mean

score for Variety of flavor (mean=3.97), Rich texture (mean=3.84) and Reasonable price (mean=3.77). Dutchie Greek Style scored Rich Texture (mean=3.87), while most Meiji Bulgaria brand image scores were lower (See Appendix E for mean scores of yogurt drink brand images).

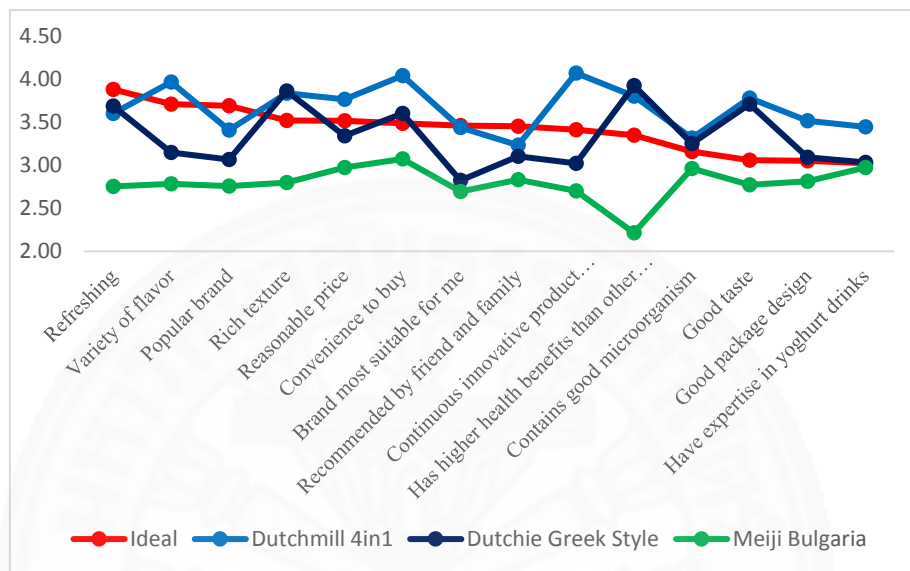


Figure 4.3: Yogurt Drinks Key Brand Image

### 4.3.3 Profiles and Segmentation for Consumers of High Protein Yogurt Drinks

Factor and cluster analyses were used to classify the segments of respondents based on their correlated lifestyles and attitudes. Factor analysis was conducted to reduce 11 lifestyle and attitude variables down to five factors (See Appendix F). The five factors were Busy Worker, Explorer, Body Focus, Active, and Preventive. Cluster analysis was applied to identify and develop lifestyle and attitude patterns. Results were classified into five groups of high protein yogurt drink potential consumers; Busy Dieter, Passive User, Active Dieter, Early Adopter and Active Explorer (See Appendix G-1).

Characteristics of each segment were elaborated as follows (see Appendix G-2 for demographics profiles of the five clusters):

#### **4.3.3.1 Segment 1: Busy Dieter (14% of respondents)**

These are consumers who have time-poor lifestyles. They are very busy at school or work with no time to try new things or do different activities apart from their jobs. They have high concern for their health and want to prolong their longevity. Therefore, when selecting food, quality is more important than price. Weight and body shape management are their top concerns and this impacts their eating habits.

#### **4.3.3.2 Segment 2: Passive User (18% of respondents)**

Consumers in this segment are passive people who do not have an explicit lifestyle and attitude. Since they have a low passionate lifestyle, convenience and safe choice are what they always look for. Therefore, products from a popular brand are potential choices.

#### **4.3.3.3 Segment 3: Active Dieter (19% of respondents)**

Consumers who fall into this segment are active people who admit to exercising regularly. The reason behind their active lifestyle is to manage their weight and body shape. When selecting food, they read the label and nutrition information before making a purchase. Definitely, quality is more important than price.

#### **4.3.3.4 Segment 4: Early Adopter (25% of respondents)**

Early Adopters are looking forward to trying new things and have many different activities. They are advanced consumers who look for highly nutritious food and quality is more important than price. Their reason for healthy living is to prevent serious illness in the future. They also have some concerns over their weight and body shape.

#### **4.3.3.5 Segment 5: Active Explorer (24% of respondents)**

Consumers classified into this segment may be time-poor but promote activity in every aspect of their lifestyle. They exercise regularly and regard food nutrition as

important to live healthily and prolong longevity. At the same time, they are open to try new things and join many different activities.

#### **4.3.4 Important Attributes that Impact on Consumer Purchase Decisions Regarding High Protein Yogurt Drinks**

##### **4.3.4.1 Level of Importance for Each Selection Criteria to Buy High Protein Yogurt Drinks**

Questions regarding the level of importance of selection criteria to buy high protein yogurt drinks were based on a five-point Likert scale. One-way ANOVA was applied to compare means of different criteria among the segments. A confidence level of 95% was used to show a significant difference among segments.

Means of selection criteria '*Good taste*' (F = 16.13 and p-value < 0.001) , '*Refreshing*' (F = 20.14 and p-value < 0.001), '*Contains good microorganisms*' (F = 33.08 and p-value < 0.001), '*Variety of flavors*' (F = 24.83 and p-value < 0.001), '*Superior protein content*' (F = 20.48 and p-value < 0.001), '*Produced by popular brand*' (F = 46.63 and p-value < 0.001), '*Rich texture*' (F = 22.49 and p-value < 0.001) and '*Good package design*' (F = 4.03 and p-value = 0.003 ) were significantly different among the five segments. (Appendix H-1 and H-2). Table 4.1 shows the different levels of importance among the five segments.

Busy Dieters gave higher importance toward '*Good taste*', '*Refreshing*', '*Contains good microorganisms*' and '*Variety of flavors*', while Early Adopters gave more importance toward '*Superior protein content*' and '*Rich texture*'. '*Produced by popular brand*' was more important among Passive Users and Active Explorers. '*Good package design*' was more important to Active Explorers.

**Table 4.1: Summary of Difference between Segments for Selection Criteria for Buying High Protein Yogurt Drinks**

Selection Criteria	Total (n=300)		5 Cluster Number of Case									
			Busy Dieter (n=43)		Passive User (n=53)		Active Dieter (n=57)		Early Adopter (n=76)		Active Explorer (n=71)	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Convenience to buy	3.88	1.29	3.81	1.14	3.96	1.41	3.81	1.14	3.70	1.24	4.13	1.42
Good taste	3.88	1.08	4.65	0.72	3.08	1.14	3.81	1.06	3.88	1.05	4.07	0.87
Reasonable price	3.81	1.05	3.91	1.11	3.96	1.18	3.72	0.90	3.80	0.86	3.73	1.22
High Quality of protein	3.75	1.19	4.07	1.03	3.74	1.15	3.63	1.28	3.76	1.07	3.65	1.34
Refreshing	3.71	1.13	4.65	0.72	2.96	1.19	3.30	0.94	3.80	1.13	3.93	0.90
Contains good microorganism	3.69	1.09	4.67	0.68	2.60	0.84	3.58	1.05	3.74	1.00	3.96	0.87
Contain Whey protein content	3.67	1.24	3.63	1.31	3.83	1.28	3.60	1.03	3.58	1.27	3.72	1.32
Variety of flavors	3.63	1.11	4.72	0.59	2.91	1.16	3.19	0.90	3.64	1.12	3.86	0.88
More functional benefits	3.62	1.16	3.49	1.24	3.66	1.07	3.81	1.14	3.67	1.12	3.48	1.24
Superior protein content	3.62	1.05	3.02	1.16	3.08	1.02	3.39	0.98	4.28	0.79	3.87	0.81
Produced by popular brand	3.62	1.12	3.42	0.98	4.38	0.81	2.75	0.93	3.08	0.96	4.44	0.71
Low fat	3.57	1.17	3.37	1.22	3.62	1.10	3.56	1.25	3.75	1.05	3.45	1.26
Rich texture	3.52	1.05	2.88	0.98	2.83	0.85	3.46	1.05	4.11	0.86	3.85	0.89
Low sugar	3.43	1.11	3.21	1.15	3.28	1.13	3.54	0.95	3.59	1.04	3.42	1.27
Recommended by friend and family	3.27	0.92	3.05	0.97	3.45	0.85	3.33	0.69	3.16	1.05	3.32	0.94
Good package design	3.08	1.06	2.79	1.08	2.89	1.14	3.05	1.01	3.01	1.05	3.48	0.92

#### 4.3.4.2 High Protein Yogurt Purchase Intention Score

Questions concerning the level of purchase intention score toward high protein yogurt drinks were asked in this part. (See Appendix I for the chart of Purchase Intention Score) Busy Dieters had the highest top box score (44.2%) followed by Active Dieters (35.1%). However, when considering the top two box scores, Active Explorers recorded the highest (80.3%) followed by Active Dieters and Busy Dieters. Table 4.2 shows the different levels of purchase intention score among the five segments.

**Table 4.2: Summary of Results for High Protein Yogurt Drinks Top Box and Top Two Boxes Purchase Intention Scores**

Purchase Intention	Total (n=300) %	Busy Dieter (n=43) %	Passive User (n=53) %	Active Dieter (n=57) %	Early Adopter (n=76) %	Active Explorer (n=71) %
Top Box	28.3	44.2	24.5	35.1	22.4	22.5
Top Two Boxes	76.3	76.7	73.6	77.2	73.7	80.3

#### 4.3.4.3 Willingness to Pay Price for High Protein Yogurt

In this part, respondents were asked about the ‘willingness to pay’ price of high protein yogurt drinks at size 160 ml. Results showed no significant difference of willingness to pay price among the five segments ( $F = 0.51$  and  $p\text{-value} = 0.73$ ). Willingness to pay price was 18.22 baht per 160 ml. Table 4.3 shows the different levels of willingness to pay price among the five segments.

**Table 4.3: Summary of Results for High Protein Yogurt Drinks Willingness to Pay Price**

	Total (n=300)		5 Cluster Number of Case									
			Busy Dieter (n=43)		Passive User (n=53)		Active Dieter (n=57)		Early Adopter (n=76)		Active Explorer (n=71)	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
<b>Price</b>	18.22	3.15	18.07	3.56	17.94	2.99	17.96	2.81	18.61	3.44	18.30	2.98

#### 4.3.5 Behavior of High Protein Yogurt Drinks Potential Consumers

##### 4.3.5.1 Frequency and Product Size of Potential Consumers of High Protein Yogurt Drinks

Nominal questions about frequency and product size of high protein yogurt drinks were asked in this part. Even though the result did not show significant

differences between the frequencies or the segments tested by using a Chi-square test, results showed that overall frequency of consuming high protein yogurt drinks was 4 – 6 times a week (32.5%). Table 4.4 shows the different levels of frequency of potential consumers of high protein yogurt drinks among the five segments.

**Table 4.4: Results for Frequency of Potential Consumers of High Protein Yogurt Drinks**

Frequency	Total (n=300)		5 Cluster Number of Case									
			Busy Dieter (n=43)		Passive User (n=53)		Active Dieter (n=57)		Early Adopter (n=76)		Active Explorer (n=71)	
	n	%	n	%	n	%	n	%	n	%	n	%
Once a week	29	14.5%	5	16.7%	4	18.2%	6	13.0%	10	15.9%	4	10.3%
2 – 3 times a week	57	28.5%	6	20.0%	7	31.8%	17	37.0%	17	27.0%	10	25.6%
4 – 6 times a week	65	32.5%	14	46.7%	10	45.5%	12	26.1%	18	28.6%	11	28.2%
Everyday	39	19.5%	4	13.3%	1	4.5%	9	19.6%	15	23.8%	10	25.6%
More than once a day	10	5.0%	1	3.3%	0	0.0%	2	4.3%	3	4.8%	4	10.3%

Even though the result did not show significant differences between the frequencies or the segments tested by using a Chi-square test, the majority of consumers preferred high protein yogurt drinks at 140 – 160 ml bottle size across segments (45.5%). Table 4.5 shows the different levels of product size of potential consumers of high protein yogurt drinks among the five segments.

**Table 4.5: Product Size of Potential Consumers of High Protein Yogurt Drinks**

Size	Total (n=300)		5 Cluster Number of Case									
			Busy Dieter (n=43)		Passive User (n=53)		Active Dieter (n=57)		Early Adopter (n=76)		Active Explorer (n=71)	
	n	%	n	%	n	%	n	%	n	%	n	%
80 – 120 ml.	33	16.5%	4	13.3%	4	18.2%	10	21.7%	9	14.3%	6	15.4%
140 – 200 ml	91	45.5%	17	56.7%	11	50.0%	18	39.1%	31	49.2%	14	35.9%
220 – 500 ml	53	26.5%	6	20.0%	6	27.3%	13	28.3%	16	25.4%	12	30.8%
650 – 830 ml	23	11.5%	3	10.0%	1	4.5%	5	10.9%	7	11.1%	7	17.9%



### 4.3.5.2 Occasions to Imbibe High Protein Yogurt Drinks

Questions based on a five-point scale concerning occasions to imbibe high protein yogurt drinks were asked in this part.

The top three occasions when potential consumers imbibed high protein yogurt drinks were: consume with or instead of breakfast (mean =3.87), consume with or instead of dinner (mean=3.67), and consume between dinner or sleep time (mean=3.64). Means scores are shown according to each segment in Table 4.6.

**Table 4.6: Results of Occasions to Imbibe High Protein Yogurt Drinks**

Occasions	Total (n=300)		5 Cluster Number of Case									
			Busy Dieter (n=43)		Passive User (n=53)		Active Dieter (n=57)		Early Adopter (n=76)		Active Explorer (n=71)	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Consume with/instead of breakfast	3.87	1.13	4.72	0.63	2.72	1.01	3.91	1.15	3.89	1.03	4.15	0.86
Consume with/instead of dinner	3.67	1.09	3.23	1.11	3.28	1.29	3.58	1.05	4.11	0.97	3.83	0.88
Consume between dinner/sleep time	3.64	1.06	3.02	1.16	3.17	1.07	3.32	0.95	4.24	0.80	3.72	0.84
Consume between breakfast/lunch	3.63	1.12	4.72	0.59	2.91	1.16	3.16	0.90	3.64	1.12	3.86	0.88
Consume during exercise	3.57	0.83	3.58	0.73	3.85	0.84	3.26	0.79	3.32	0.87	3.86	0.70
Consume Before exercise	3.48	0.95	3.91	1.09	3.23	1.07	3.63	0.82	3.49	0.86	3.28	0.88
Consume with/instead of lunch	3.46	0.99	3.35	1.25	3.36	0.98	3.51	0.85	3.51	0.95	3.49	1.00
Consume after exercise	3.45	0.89	3.37	0.72	3.64	0.83	3.23	1.02	3.46	0.96	3.52	0.79
Consume between lunch/dinner	3.20	0.99	3.07	0.94	3.45	0.75	3.26	1.08	3.09	1.13	3.14	0.95

#### 4.3.5.3 Distribution Channels Used by Potential Consumers of High Protein Yogurt Drinks

Questions based on a five-point scale regarding distribution channels used by potential consumers of high protein yogurt drinks were asked in this part.

A one-way ANOVA did not show any significant differences between the segments. The top distribution channel was convenience store (mean=3.59) followed by mom and pop shop (mean=3.53), super/hypermarket (mean=3.34) and direct sales (mean=3.25), respectively. Mean scores are shown according to each segment in Table 4.7.

**Table 4.7: Distribution Channels of Potential Consumers of High Protein Yogurt Drinks**

Channel	Total (n=300)		5 Cluster Number of Case									
			Busy Dieter (n=43)		Passive User (n=53)		Active Dieter (n=57)		Early Adopter (n=76)		Active Explorer (n=71)	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Convenience store	3.59	1.02	3.83	1.05	3.18	1.10	3.48	1.05	3.57	1.00	3.79	0.92
Mom and Pop shop	3.53	1.18	2.93	1.14	2.41	1.05	4.28	0.89	3.37	1.08	3.97	0.93
Super/ Hypermarket	3.34	1.18	2.87	1.14	2.86	1.25	3.91	1.15	3.13	1.08	3.64	1.06
Direct Sales	3.25	1.16	2.83	1.26	2.68	1.04	4.11	0.92	2.57	0.78	3.97	0.84

#### 4.3.5.4 Reasons and Key Influencing Factors for Consumption of High Protein Yogurt Drinks

##### (1) Reasons for Consumption of High Protein Yogurt Drinks

Questions based on a five-point scale concerning reasons to consume high protein yogurt drinks were asked in this part. The top three reasons were 'Slow aging and longevity' (mean=3.88), 'Help maintain strong bones' (mean=3.76) and 'Boost up energy' (mean=3.59), respectively.

Reasons to consume high protein yogurt drinks as ‘Repair body cells’ ( $F = 5.01$ ,  $p$ -value = 0.001) and ‘Help with weight management’ ( $F = 3.94$ ,  $p$ -value = 0.004) were significantly different among the five segments. Compared to the other segments, repair body cells had more impact in terms of reason to consume high protein yogurt drinks for Active Explorers. Active Dieters rated help with weight management as the key reason compared to the other segments (Appendix J-1 and J-2). Mean scores are shown according to each segment in Table 4.8.

**Table 4.8: Difference between Segments for Reasons to Consume High Protein Yogurt Drinks**

	Total (n=300)		5 Cluster Number of Case									
			Busy Dieter (n=43)		Passive User (n=53)		Active Dieter (n=57)		Early Adopter (n=76)		Active Explorer (n=71)	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Slow aging and longevity	3.88	1.29	3.81	1.14	3.96	1.41	3.81	1.14	3.70	1.24	4.13	1.42
Help maintain strong bone	3.76	0.97	3.79	1.04	3.85	1.17	3.65	0.83	3.70	0.77	3.82	1.09
Boost up energy	3.59	1.14	3.63	1.13	3.30	1.22	3.39	1.18	3.80	0.98	3.72	1.17
Fill stomach	3.43	1.11	3.21	1.15	3.28	1.13	3.54	0.95	3.59	1.04	3.42	1.27
Boosts and maintains muscle	3.41	1.03	3.56	1.01	3.42	1.10	3.33	0.99	3.42	1.06	3.37	1.00
Repair body's cells	3.38	0.79	3.30	0.99	3.06	0.79	3.32	0.76	3.45	0.77	3.66	0.61
Improves growth and development	3.27	0.92	3.05	0.97	3.45	0.85	3.35	0.74	3.17	1.04	3.32	0.94
Helps with weight management	3.08	1.06	2.79	1.08	2.89	1.14	3.48	0.92	3.03	1.05	3.07	1.05

## (2) Key Influencers to Consume High Protein Yogurt Drinks

Questions were asked based on a five-point scale concerning key influencers to consume high protein yogurt drinks. The top three key influences were ‘Review from social media or internet’ (mean=3.80), ‘Sales promotion’ (mean=3.77) and ‘Received free sampling’ (mean=3.68), respectively.

Mean values of key influencers to consume high protein yogurt drinks for ‘Received free sampling’ ( $F = 8.12$ ,  $p\text{-value} < 0.001$ ) and ‘See products on shelves’ ( $F = 6.63$ ,  $p\text{-value} < 0.001$ ) were significantly different among the five segments (Appendix K-1 and K-2). Compared to the other segments, Early Adopters and Active Explorers were more influenced by receiving free sampling. Passive Users and Active Explorers were influenced by seeing the product on shelves more than the other segments. Mean scores are shown according to each segment in Table 4.9.

**Table 4.9: Difference between Segments of Key Influencers to Consume High Protein Yogurt Drinks**

	Total (n=300)		5 Cluster Number of Case									
			Busy Dieter (n=43)		Passive User (n=53)		Active Dieter (n=57)		Early Adopter (n=76)		Active Explorer (n=71)	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Review from social media / internet	3.80	1.22	3.86	1.23	3.94	1.25	3.70	1.05	3.74	1.24	3.79	1.32
Sales promotion	3.77	1.17	3.79	1.19	3.55	1.20	3.82	1.23	3.97	1.11	3.68	1.13
Received free sampling	3.68	1.23	2.86	1.30	3.64	1.23	3.77	1.05	3.96	1.15	3.83	1.21
See products on shelves	3.63	0.80	3.60	0.73	3.92	0.81	3.30	0.80	3.43	0.82	3.90	0.66
See celebrity/superstar consume it	3.56	1.04	3.65	1.07	3.34	1.14	3.42	1.08	3.75	0.95	3.59	0.98
Recommended by family / friends	3.51	0.90	3.37	0.72	3.64	0.83	3.28	1.05	3.59	0.98	3.59	0.80
Advertising	3.25	1.13	3.19	1.22	3.11	1.09	3.23	1.15	3.36	1.15	3.28	1.08

## **CHAPTER 5**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Research Summary**

The high protein yogurt drinks market in Thailand has a great opportunity to capitalize on recent increased consumer interest. Key market players are young adults who have active lifestyles. Currently, products are mainly targeted to sportsmen. High protein yogurt drinks are superior to other high protein products in terms of convenient product format, benefits from microorganisms and providing refreshment. Consumers expect high protein yogurt drinks to have thicker texture than regular yogurt drinks with fruit flavors that contribute a good refreshing taste. Product design and marketing communication should involve vibrant colors that portray an active lifestyle image.

Dutch Mill 4 in 1 as the brand leader had the highest market share with a healthy purchase funnel conversion rate in both trial and repeat stages followed by Yomost, Dutch Mill Life Plus, Meiji Bulgaria, Dutchie Greek Style and Richesse. Meiji Bulgaria had a high trial rate as a new brand launched to the market but needed to improve its repeat rate. Research results suggested that the top three selection criteria for buying yogurt drinks were 1) Refreshing, 2) Has variety of flavors, and 3) Popular brand. Comparing key brands of yogurt drinks that implemented marketing communication during the past year, Dutch Mill 4 in1 performed best in various attributes especially ‘Variety of flavor’, ‘Rich texture’ and ‘Reasonable price’, exceeding scores of Meiji Bulgaria and Dutchie Greek Style.

Potential consumers of high protein yogurt drinks were classified into five segments, derived from factor analyses of correlated lifestyle and attitude, as 1) Busy Dieters, 2) Passive Users, 3) Active Dieters, 4) Early Adopters and 5) Active Explorers. Each segment had a different lifestyle, behavior pattern and profile.

Top five important selection criteria for buying high protein yogurt drinks were 1) Convenience to buy, 2) Good taste, 3) Reasonable price, 4) High quality of

protein, and 5) Refreshing and contains good microorganisms. Purchase intention scores toward high protein yogurt drinks product concept were high, especially among Active Explorers, Active Dieters and Busy Dieters. The 'willingness to pay' price was not significantly different across segments with an acceptable price at 18.22 baht per 160 ml. Most frequent consumption of high protein yogurt drinks by consumers was 4 – 6 times a week. Active Explorers showed distinct selection, with more frequency ranges than other segments. The most popular product size of high protein yogurt drinks was 140 – 160 ml; however, Active Explorers preferred larger sizes (220 – 500 ml). Occasions to imbibe high protein yogurts drinks were mainly with or instead of breakfast and dinner because consumers used high protein yogurt drinks as gap fillers. Convenience stores were consumers' first choice distribution channels followed by mom and pop stores, super/hypermarkets and direct sales.

The top three key reasons to consume high protein yogurt drinks were 1) Slow aging and longevity, 2) Help to maintain strong bones, and 3) Boost up energy. Interestingly, Active Explorers significantly rated the reason, 'repair body cells' more than other segments while Active Dieters rated the reason, 'help with weight management' higher than others. The top three key influencing factors to consume high protein yogurt drinks were 1) Review from social media or internet, 2) Sales promotion, and 3) Receive free sampling. Early Adopters and Active Explorers were more influenced by receiving free sampling. Passive Users and Active Explorers were influenced by seeing the product on shelves more than other segments.

## **5.2 Recommendations**

Attractive consumer segments for high protein yogurt are Busy Dieters, Active Dieters and Active Explorers, respectively. These three segments show high purchase intention toward the high protein yogurt drinks concept. Moreover, they tend to have a higher frequency of consumption than the other two segments and contribute more to market value. Recommendations for these three segments are as follows.

### **5.2.1 Busy Dieters**

This group has a time-poor lifestyle. Marketers should ensure product availability in convenience stores. High protein yogurt drinks for Busy Dieters should have good taste with a variety of flavors to indulge nutrition and provide refreshment. Superior benefits from microorganisms are recommended as important. The right product size is 140 – 200 ml. Consumption should be promoted at breakfast or between breakfast and lunch. For best impact, the benefits of high protein yogurt drinks that should be communicated are: 1) slow aging and longevity, 2) maintains strong bones, and 3) boosts up energy. Product reviews through social media internet channels and sales promotions would effectively induce Busy Dieters to try the product.

### **5.2.2 Active Dieters**

Consumers in this segment have an explicit goal of an active lifestyle to manage their weight and body shape. To capture this segment, the product should be communicated as an energy nutrient that helps with weight management. High protein yogurt drinks for this segment should be convenient to buy, have good taste and offer more functional benefit. Product size is recommended at 140 – 200 ml but smaller 80 – 120 ml size could also be considered. Consumption should be promoted at breakfast and before exercise. Product reviews through social media internet channels, attractive sales promotions and free sampling would effectively induce Active Dieters to try the product.

### **5.2.3 Active Explorers**

This segment is the most open to new products that match their active lifestyles. To launch high protein yogurt drinks for this segment, good and attractive package design should be leveraged. If the mother brand is strong enough, promoting a product produced by the mother is recommended. Product size should be 140 – 200 ml but larger sizes as 220 – 500 ml could also be considered. Consumption is best promoted at breakfast and during exercise. Product reviews through social media

internet channels, sales promotions, free sampling and product on shelf availability would effectively induce Active Explorers to try the product.

### **5.3 Limitation of the Study**

The research findings cannot be generalized to represent the entire population due to the use of convenience sampling .





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**APPENDICES**

**APPENDIX A**  
**IN-DEPTH INTERVIEWS QUESTIONS**

1. What do you think about high protein product?
2. Do you think that high protein product is popular in Thailand?
3. What are the benefits from intake high protein product?
4. How you think about protein benefit claiming?
5. When one brand launching new high protein product, what would you feel to the brand?
6. Who is the target of high protein product? How do they consume it?
7. What are the important factors when you decide to but high protein yogurt drinks?
8. What are your purchasing criteria in choosing high protein yogurt drinks?
9. Regarding to high protein yogurt drinks product concept, how much will you willing to pay for it?



Q5. From the following yogurt drinks band lists, how often do you consume in the past 1 month? (Check all that apply)

Brand		Never (1)	Rarely (2)	Sometimes (3)	Often (4)	Always (5)
(1)	Dutch Mill 4in1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(2)	Dutch Mil Life Plus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(3)	Dutchie Greek	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(4)	Meiji Bulgaria	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(5)	Yomost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(6)	Richesse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6. How often do you buy yogurt drinks at the following types of retail outlets? (Check all that apply)

Place		Never (1)	Rarely (2)	Sometimes (3)	Often (4)	Always (5)
(1)	Convenience store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(2)	Super/Hypermarket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(3)	Direct Sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(4)	Small store/Mom and Pop shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7. In the table below, please rate your level of importance on each selection criteria for buying yogurt drinks. (Rank from Not important to Very important)

Attribute		Not Important (1)	Slightly Important (2)	Moderately Important (3)	Important (4)	Very Important (5)
(1)	Rich texture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(2)	Good taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(3)	Refreshing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(4)	Contains good microorganism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(5)	Variety of flavor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(6)	Product has higher health benefits than other brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(7)	Convenience to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(8)	Reasonable price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(9)	Continuous innovative product development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(10)	Brand most suitable for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(11)	Popular brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(12)	Have expertise in yogurt drinks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(13)	Recommended by friend and family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(14)	Good package design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. In the table below, there are statements which describe attribute of yogurt drinks.

Please **circle the score** for each attribute of each brand.

(1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree) Notice: According to the question number 6, please SKIP the brand which you are not aware of.

<b>Attribute</b>		<b>Dutch Mill 4in1</b>	<b>Dutchie Greek</b>	<b>Meiji Bulgaria</b>
(1)	Rich texture	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
(2)	Good taste	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
(3)	Refreshing	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
(4)	Contains good microorganism	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
(5)	Variety of flavors	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
(6)	Product has higher health benefits than other brands	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
(7)	Convenience to buy	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
(8)	Reasonable price	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
(9)	Continuous innovative product development	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
(10)	Brand most suitable for me	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
(11)	Popular brand	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
(12)	Have expertise in yogurt drinks	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
(13)	Recommended by friend and family	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
(14)	Good package design	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

## Section B: High protein yogurt drinks evaluation

9. In the table below, please rate your level of importance on each selection criteria for buying high protein yogurt drinks. (Rank from Not important to Very important)

Attribute		Not Important (1)	Slightly Important (2)	Moderately Important (3)	Important (4)	Very Important (5)
(1)	Superior protein content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(2)	Rich texture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(3)	Good taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(4)	Refreshing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(5)	Contains good microorganism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(6)	Variety of flavors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(7)	More functional benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(8)	Contain Whey protein content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(9)	High Quality protein	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(10)	Low fat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(11)	Low sugar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(12)	Convenience to buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(13)	Reasonable price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(11)	Produced by popular brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(12)	Good package design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



(13)	Recommended by friend and family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Please use the following product concept to aid your answers in question 10 – 13



10. According to high protein yogurt drinks product concept, what is the size that you prefer to consume?

- (1)  80 – 120 ml.                      (3)  220 – 500 ml.  
 (2)  140 – 200 ml.                      (4)  650 – 830 ml.

11. According to high protein yogurt drinks product concept, what is the price per 160ml. that you willing to pay? (Please fill the price from 15 – 25 baht)

\_\_\_\_\_ Baht

12. According to high protein yogurt drinks product concept, please rate your purchase intention.

- I definitely will buy it.
- I probably will buy it.
- I am uncertain whether I will buy it.
- I probably will not buy it.
- I will not buy it.

13. In the table below, please **rate** your frequency of occasion when will you consume high protein yogurt drinks? (Rank from Not at All to Most Often)

<b>Attribute</b>		<b>Not at All</b> (1)	<b>Rarely</b> (2)	<b>Sometimes</b> (3)	<b>Often</b> (4)	<b>Most Often</b> (5)
(1)	Consume with/instead of breakfast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(2)	Consume between breakfast/lunch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(3)	Consume with/instead of lunch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(4)	Consume between lunch/dinner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(5)	Consume with/instead of dinner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(6)	Consume between dinner/sleep time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(7)	Consume before sleep time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(8)	Consume Before exercise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(9)	Consume during	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	exercise					
(10)	Consume after exercise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. In the following table are key reasons for consuming high protein yogurt drinks.

Please rate your level of agreement in the providing space. (Rank from Strongly

Disagree to Strongly Agree)

Attribute		Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
(1)	Boost up energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(2)	Boosts and maintains muscle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(3)	Helps with weight management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(4)	Improves growth and development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(5)	Repair body's cells	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(6)	Fill stomach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(7)	Slow aging and longevity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(8)	Help maintain strong bone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. There are statements which describe the factors that would be motivation of

buying yogurt drink. Please rate your level of agreement in the providing space.

(Rank from Strongly Disagree to Strongly Agree)

Influence Factor	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
------------------	--------------------------	-----------------	----------------	--------------	-----------------------

(1)	See products on shelves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(2)	Recommended by family / friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(3)	Received free sampling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(4)	Review from social media / internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(5)	Advertising (TVC, print, OOH, radio, point at purchase)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(6)	Sales promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(7)	See celebrity/superstar consume it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Section C: Lifestyle and attitude

Q16. How often do you exercise? (Check all that apply)

- (1)  Everyday
- (2)  5-6 times a week
- (3)  3-4 times a week
- (4)  1-2 times a week
- (5)  Twice a month
- (6)  Once a month or less
- (7)  I do not exercise

Q17. How do the quotes below correlate to your lifestyle and attitude?

(Rank from Strongly Disagree to Strongly Agree)

Lifestyle & Attitude		Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
(1)	I like to try a new thing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(2)	I have a lot of different activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(3)	When selecting food, quality is more important than price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(4)	When selecting food, high nutrient is what I look for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(5)	I want to be healthy to prevent serious illness/sickness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(6)	I have concerns over my weight / body shape	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(7)	I have concerns over my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(8)	I am busy at work/school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(9)	Exercising is what I do regularly and I cannot live without it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(10)	I read the label and nutrition fact before I buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(11)	I want to prolong my longevity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Section D: Demographic

Q18. What is your gender?

(1)  Female

(2)  Male

Q19. How old are you?

(1)  18-20 years old

(4)  31-35 years old

(2)  21-25 years old

(5)  36-40 years old

(3)  26-30 years old

(6)  41-45 years old

Q20. What is your monthly household income?

- |  |  |
|--|--|
| (1) <input type="radio"/> More than 160,000 Baht | (5) <input type="radio"/> 24,001 - 35,000 Baht |
| (2) <input type="radio"/> 85,001 - 160,000 Baht  | (6) <input type="radio"/> 18,001 - 24,000 Baht |
| (3) <input type="radio"/> 50,001 - 85,000 Baht   | (7) <input type="radio"/> 7,500 - 18,000 Baht  |
| (4) <input type="radio"/> 35,001 - 50,000 Baht   | (8) <input type="radio"/> Less than 7,500 Baht |

Q21. What is your highest level of education completed?

- |   |   |
|---|---|
| (1) <input type="radio"/> Below high school | (4) <input type="radio"/> Bachelor degree           |
| (2) <input type="radio"/> High school       | (5) <input type="radio"/> Graduate degree or higher |
| (3) <input type="radio"/> College           |   |

Q22. What is your occupation?

- |  |                                     |
|--|-------------------------------------|
| (1) <input type="radio"/> Student/University Student | (4) <input type="radio"/> Housewife |
| (2) <input type="radio"/> Office worker              | (5) <input type="radio"/> Officer   |
| (3) <input type="radio"/> Part-time/Freelancer       |                                     |

## APPENDIX C

### SOCIO-ECONOMICS STATUS SCALE

**A table of Socio-Economics status scale in Bangkok and Urban Upcountry**

(Society, 2010)

SES	Bangkok Income per household (Baht)	Urban Upcountry Income per household (Baht)
<b>A+</b>	More than 160,001	More than 85,001
<b>A</b>	85,001 - 160,000	55,001 – 85,000
<b>B</b>	50,001 - 85,000	33,001 – 55,000
<b>C+</b>	35,001 - 50,000	22,501 – 33,000
<b>C</b>	24,001 - 35,000	15,001 – 22,500
<b>C-</b>	18,001 - 24,000	10,001 – 15,000
<b>D</b>	7,501 - 18,000	5,001 – 10,000
<b>E</b>	Less than 7,500	Less than 5,000

## APPENDIX D

### SUMMARY OF RESPONDENTS PROFILE (n = 300)

	<b>Demographic</b>	<b>Frequency</b>	<b>Percentage</b>
Gender	Female	216	72.0%
	Male	84	28.0%
Age	18-20 y.o.	34	11.3%
	21-25 y.o.	42	14.0%
	26-30 y.o.	78	26.0%
	31-35 y.o.	61	20.3%
	36-40 y.o.	39	13.0%
	41-45 y.o.	46	15.3%
Household Income	More than 160,000 Baht	0	0.0%
	85,001 - 160,000 Baht	21	7.0%
	50,001 - 85,000 Baht	43	14.3%
	35,001 - 50,000 Baht	106	35.3%
	24,001 - 35,000 Baht	59	19.7%
	18,001 - 24,000 Baht	64	21.3%
	7,500 - 18,000 Baht	7	2.3%
	Less than 7,500 Baht	0	0.0%
Highest level of education	Below high school	26	8.7%
	High school	73	24.3%
	College	55	18.3%
	Bachelor degree	134	44.7%
	Graduate degree or higher	12	4.0%
Career	Student/University Student	31	10.3%
	Office Worker	83	27.7%
	Part-time/Freelancer	49	16.3%
	Housewife	35	11.7%
	Officer	55	18.3%
	Self-employed	47	15.7%
	unemployed	0	0.0%



## APPENDIX E

### YOGURT DRINK BRAND IMAGE

Image towards Brand	Mean Score			
	Ideal	Dutchmill 4in1	Dutchie Greek Style	Meiji Bulgaria
Refreshing	3.89	3.61	3.69	2.76
Variety of flavor	3.72	3.97	3.15	2.79
Popular brand	3.70	3.41	3.07	2.76
Rich texture	3.53	3.84	3.87	2.80
Reasonable price	3.52	3.77	3.35	2.98
Convenience to buy	3.49	4.05	3.61	3.08
Brand most suitable for me	3.47	3.44	2.83	2.70
Recommended by friend and family	3.46	3.24	3.11	2.84
Continuous innovative product development	3.42	4.08	3.03	2.71
Has higher health benefits than other brands	3.35	3.81	3.93	2.22
Contains good microorganism	3.16	3.32	3.26	2.97
Good taste	3.06	3.79	3.72	2.78
Good package design	3.06	3.52	3.10	2.82
Have expertise in yogurt drinks	3.03	3.45	3.04	2.98

**APPENDIX F**  
**FACTOR ANALYSIS**

**Rotated Component Matrix**

Correlation of lifestyle and attitude	Component				
	1	2	3	4	5
I am busy at work/school	.835				
I have concerns over my health	.827				
I want to prolong my longevity	.475	.305			.349
I like to try a new thing		.878			
I have a lot of different activities		.853			
When selecting food, quality is more important than price			.831		
I have concerns over my weight / body shape			.821		
Exercising is what I do regularly and I cannot live without it				.856	
I read the label and nutrition fact before I buy				.750	
When selecting food, high nutrient is what I look for					.763
I want to be healthy to prevent serious illness/sickness					.666

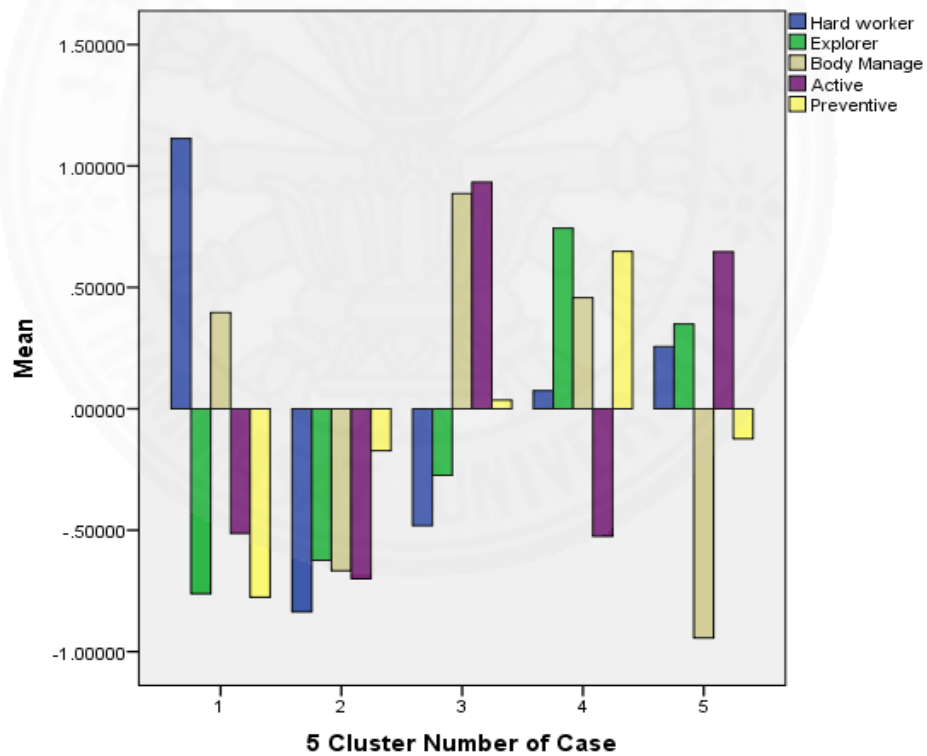
## APPENDIX G

### CLUSTER ANALYSIS

#### APPENDIX G-1: Cluster Analysis Result

##### Final Cluster Center

Factor	Cluster				
	1	2	3	4	5
Busy worker	1.11332	-.83586	-.48142	.07470	.25622
Explorer	-.76110	-.62360	-.27329	.74399	.34947
Body Focus	.39652	-.66640	.88660	.45716	-.94382
Active	-.51286	-.70014	.93292	-.52538	.64665
Preventive	-.77608	-.17252	.03557	.64810	-.12349



### Number of Cases in each Cluster

			Frequency	Percentage
Cluster		Busy Diet	43	14%
		Passive User	53	18%
		Active Diet	57	19%
		Early Adopter	76	25%
		Active Explorer	71	24%
		Valid	300	100%
		Missing	0	0%

### APPENDIX G-2: Demographic Profile of Five Clusters

Demographic		5 Cluster Number of Case									
		Busy Diet		Passive User		Active Diet		Early Adopter		Active Explorer	
		n	%	n	%	n	%	n	%	n	%
Gender	Female	31	72%	41	77%	45	79%	49	64%	50	70%
	Male	12	28%	12	23%	12	21%	27	36%	21	30%
Age	18-20 y.o.	6	14%	9	17%	7	12%	8	11%	4	6%
	21-25 y.o.	5	12%	11	21%	5	9%	11	14%	10	14%
	26-30 y.o.	14	33%	7	13%	14	25%	26	34%	17	24%
	31-35 y.o.	7	16%	8	15%	13	23%	16	21%	17	24%
	36-40 y.o.	5	12%	9	17%	5	9%	6	8%	14	20%
	41-45 y.o.	6	14%	9	17%	13	23%	9	12%	9	13%
Household Income	More than 160,000 Baht	0	0%	0	0%	0	0%	0	0%	0	0%
	85,001 - 160,000 Baht	3	7%	6	11%	3	5%	8	11%	1	1%
	50,001 - 85,000 Baht	3	7%	8	15%	6	11%	12	16%	14	20%
	35,001 - 50,000 Baht	18	42%	14	26%	22	39%	20	26%	32	45%
	24,001 - 35,000 Baht	6	14%	14	26%	11	19%	17	22%	11	15%
	18,001 - 24,000 Baht	10	23%	11	21%	14	25%	16	21%	13	18%
	7,500 - 18,000	3	7%	0	0%	1	2%	3	4%	0	0%

	Baht										
	Less than 7,500 Baht	0	0%	0	0%	0	0%	0	0%	0	0%
Highest level of education	Below high school	5	12%	1	2%	6	11%	10	13%	4	6%
	High school	10	23%	13	25%	16	28%	16	21%	18	25%
	College	9	21%	8	15%	11	19%	20	26%	7	10%
	Bachelor degree	18	42%	26	49%	22	39%	29	38%	39	55%
	Graduate degree or higher	1	2%	5	9%	2	4%	1	1%	3	4%
Career	Student/Un i Student	5	12%	9	17%	5	9%	9	12%	3	4%
	Office Worker	13	30%	17	32%	12	21%	13	17%	28	39%
	Part-time/Freela ncer	5	12%	11	21%	8	14%	16	21%	9	13%
	Housewife	4	9%	5	9%	10	18%	8	11%	8	11%
	Officer	11	26%	7	13%	12	21%	16	21%	9	13%
	Self-employed	5	12%	4	8%	10	18%	14	18%	14	20%
	unemploye d	0	0%	0	0%	0	0%	0	0%	0	0%

## APPENDIX H

### LEVEL OF IMPORTANT FOR EACH SELECTION CRITERIA TO BUY YOGURT DRINKS

**APPENDIX H-1:** ANOVA Table of Five Clusters and Importance for Each Selection Criteria to Buy High Protein Yogurt Drinks

Selection Criteria for Buying High Protein Yogurt Drinks		Sum of Squares	df	Mean Square	F	Sig.
Superior protein content	Between Groups	71.440	4	17.860	20.482	.000
	Within Groups	257.240	295	.872		
	Total	328.680	299			
Rich texture	Between Groups	76.396	4	19.099	22.493	.000
	Within Groups	250.484	295	.849		
	Total	326.880	299			
Good taste	Between Groups	62.755	4	15.689	16.130	.000
	Within Groups	286.925	295	.973		
	Total	349.680	299			
Refreshing	Between Groups	81.461	4	20.365	20.139	.000
	Within Groups	298.309	295	1.011		
	Total	379.770	299			
Contains good microorganism	Between Groups	110.161	4	27.540	33.076	.000
	Within Groups	245.626	295	.833		
	Total	355.787	299			
Variety of flavors	Between Groups	93.611	4	23.403	24.829	.000
	Within Groups	278.056	295	.943		
	Total	371.667	299			
Produced by popular brand	Between Groups	144.446	4	36.112	46.627	.000
	Within Groups	228.470	295	.774		
	Total	372.917	299			
Good package design	Between Groups	17.252	4	4.313	4.027	.003
	Within Groups	315.984	295	1.071		
	Total	333.237	299			

**APPENDIX H-2: Post Hoc Test Table of Five Clusters and Importance for Each**

## Selection Criteria to Buy High Protein Yogurt Drinks

Dependent Variable	I	J	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Superior protein content	Busy Diet	Passive User	-.052	.192	.999	-.58	.47
		Active Diet	-.363	.189	.307	-.88	.15
		Early Adopter	-1.253*	.178	.000	-1.74	-.76
		Active Explorer	-.850*	.180	.000	-1.35	-.35
	Passive User	Busy Diet	.052	.192	.999	-.47	.58
		Active Diet	-.310	.178	.410	-.80	.18
		Early Adopter	-1.201*	.167	.000	-1.66	-.74
		Active Explorer	-.798*	.170	.000	-1.26	-.33
	Active Diet	Busy Diet	.363	.189	.307	-.15	.88
		Passive User	.310	.178	.410	-.18	.80
		Early Adopter	-.890*	.164	.000	-1.34	-.44
		Active Explorer	-.487*	.166	.029	-.94	-.03
	Early Adopter	Busy Diet	1.253*	.178	.000	.76	1.74
		Passive User	1.201*	.167	.000	.74	1.66
		Active Diet	.890*	.164	.000	.44	1.34
		Active Explorer	.403	.154	.070	-.02	.83
	Active Explorer	Busy Diet	.850*	.180	.000	.35	1.35
		Passive User	.798*	.170	.000	.33	1.26
		Active Diet	.487*	.166	.029	.03	.94
		Early Adopter	-.403	.154	.070	-.83	.02
Rich texture	Busy Diet	Passive User	.054	.189	.999	-.47	.57
		Active Diet	-.572*	.186	.019	-1.08	-.06
		Early Adopter	-1.222*	.176	.000	-1.70	-.74
		Active Explorer	-.961*	.178	.000	-1.45	-.47
	Passive User	Busy Diet	-.054	.189	.999	-.57	.47
		Active Diet	-.626*	.176	.004	-1.11	-.14
		Early Adopter	-1.275*	.165	.000	-1.73	-.82

		Active Explorer	-1.015*	.167	.000	-1.47	-.56
	Active Diet	Busy Diet	.572*	.186	.019	.06	1.08
		Passive User	.626*	.176	.004	.14	1.11
		Early Adopter	-.649*	.161	.001	-1.09	-.21
		Active Explorer	-.389	.164	.126	-.84	.06
	Early Adopter	Busy Diet	1.222*	.176	.000	.74	1.70
		Passive User	1.275*	.165	.000	.82	1.73
		Active Diet	.649*	.161	.001	.21	1.09
		Active Explorer	.260	.152	.429	-.16	.68
	Active Explorer	Busy Diet	.961*	.178	.000	.47	1.45
		Passive User	1.015*	.167	.000	.56	1.47
		Active Diet	.389	.164	.126	-.06	.84
		Early Adopter	-.260	.152	.429	-.68	.16
Good taste	Busy Diet	Passive User	1.576*	.191	.000	1.03	2.13
		Active Diet	.844*	.178	.000	.33	1.35
		Early Adopter	.770*	.163	.000	.31	1.23
		Active Explorer	.581*	.150	.002	.15	1.01
	Passive User	Busy Diet	-1.576*	.191	.000	-2.13	-1.03
		Active Diet	-.732*	.210	.007	-1.33	-.13
		Early Adopter	-.806*	.197	.001	-1.37	-.24
		Active Explorer	-.995*	.188	.000	-1.53	-.46
	Active Diet	Busy Diet	-.844*	.178	.000	-1.35	-.33
		Passive User	.732*	.210	.007	.13	1.33
		Early Adopter	-.075	.185	1.000	-.60	.45
		Active Explorer	-.263	.174	.760	-.76	.23
	Early Adopter	Busy Diet	-.770*	.163	.000	-1.23	-.31
		Passive User	.806*	.197	.001	.24	1.37
		Active Diet	.075	.185	1.000	-.45	.60
		Active Explorer	-.189	.158	.930	-.64	.26
	Active Explorer	Busy Diet	-.581*	.150	.002	-1.01	-.15
		Passive User	.995*	.188	.000	.46	1.53



		Active Diet	.263	.174	.760	-.23	.76
		Early Adopter	.189	.158	.930	-.26	.64
Refreshi ng	Busy Diet	Passive User	1.689*	.197	.000	1.12	2.26
		Active Diet	1.353*	.166	.000	.88	1.83
		Early Adopter	.849*	.170	.000	.36	1.33
		Active Explorer	.722*	.153	.000	.28	1.16
	Passive User	Busy Diet	-1.689*	.197	.000	-2.26	-1.12
		Active Diet	-.336	.206	.675	-.93	.25
		Early Adopter	-.840*	.209	.001	-1.44	-.24
		Active Explorer	-.967*	.196	.000	-1.53	-.41
	Active Diet	Busy Diet	-1.353*	.166	.000	-1.83	-.88
		Passive User	.336	.206	.675	-.25	.93
		Early Adopter	-.504	.180	.058	-1.02	.01
		Active Explorer	-.631*	.164	.002	-1.10	-.16
	Early Adopter	Busy Diet	-.849*	.170	.000	-1.33	-.36
		Passive User	.840*	.209	.001	.24	1.44
		Active Diet	.504	.180	.058	-.01	1.02
		Active Explorer	-.127	.168	.998	-.60	.35
	Active Explorer	Busy Diet	-.722*	.153	.000	-1.16	-.28
		Passive User	.967*	.196	.000	.41	1.53
		Active Diet	.631*	.164	.002	.16	1.10
		Early Adopter	.127	.168	.998	-.35	.60
Contains good microor ganism	Busy Diet	Passive User	2.071*	.155	0.00	1.63	2.52
		Active Diet	1.095*	.174	.000	.60	1.59
		Early Adopter	.938*	.155	.000	.50	1.38
		Active Explorer	.717*	.146	.000	.30	1.14
	Passive User	Busy Diet	-2.071*	.155	0.00	-2.52	-1.63
		Active Diet	-.975*	.181	.000	-1.49	-.46
		Early Adopter	-1.133*	.163	.000	-1.60	-.67
		Active Explorer	-1.354*	.155	.000	-1.80	-.91
	Active Diet	Busy Diet	-1.095*	.174	.000	-1.59	-.60
		Passive User	.975*	.181	.000	.46	1.49

		Early Adopter	-.158	.180	.992	-.67	.36
		Active Explorer	-.379	.173	.270	-.87	.12
	Early Adopter	Busy Diet	-.938*	.155	.000	-1.38	-.50
		Passive User	1.133*	.163	.000	.67	1.60
		Active Diet	.158	.180	.992	-.36	.67
		Active Explorer	-.221	.154	.812	-.66	.22
	Active Explorer	Busy Diet	-.717*	.146	.000	-1.14	-.30
		Passive User	1.354*	.155	.000	.91	1.80
		Active Diet	.379	.173	.270	-.12	.87
		Early Adopter	.221	.154	.812	-.22	.66
Variety of flavors	Busy Diet	Passive User	1.815*	.184	.000	1.29	2.34
		Active Diet	1.528*	.149	0.000	1.10	1.95
		Early Adopter	1.076*	.157	.000	.63	1.52
		Active Explorer	.862*	.138	.000	.47	1.26
	Passive User	Busy Diet	-1.815*	.184	.000	-2.34	-1.29
		Active Diet	-.287	.199	.808	-.86	.28
		Early Adopter	-.739*	.205	.005	-1.32	-.15
		Active Explorer	-.953*	.191	.000	-1.50	-.41
	Active Diet	Busy Diet	-1.528*	.149	0.000	-1.95	-1.10
		Passive User	.287	.199	.808	-.28	.86
		Early Adopter	-.452	.174	.102	-.95	.05
		Active Explorer	-.666*	.158	.000	-1.12	-.21
	Early Adopter	Busy Diet	-1.076*	.157	.000	-1.52	-.63
		Passive User	.739*	.205	.005	.15	1.32
		Active Diet	.452	.174	.102	-.05	.95
		Active Explorer	-.214	.165	.889	-.68	.26
	Active Explorer	Busy Diet	-.862*	.138	.000	-1.26	-.47
		Passive User	.953*	.191	.000	.41	1.50
		Active Diet	.666*	.158	.000	.21	1.12
		Early Adopter	.214	.165	.889	-.26	.68
Produced by	Busy Diet	Passive User	-.959*	.181	.000	-1.45	-.46
		Active Diet	.664*	.178	.002	.18	1.15

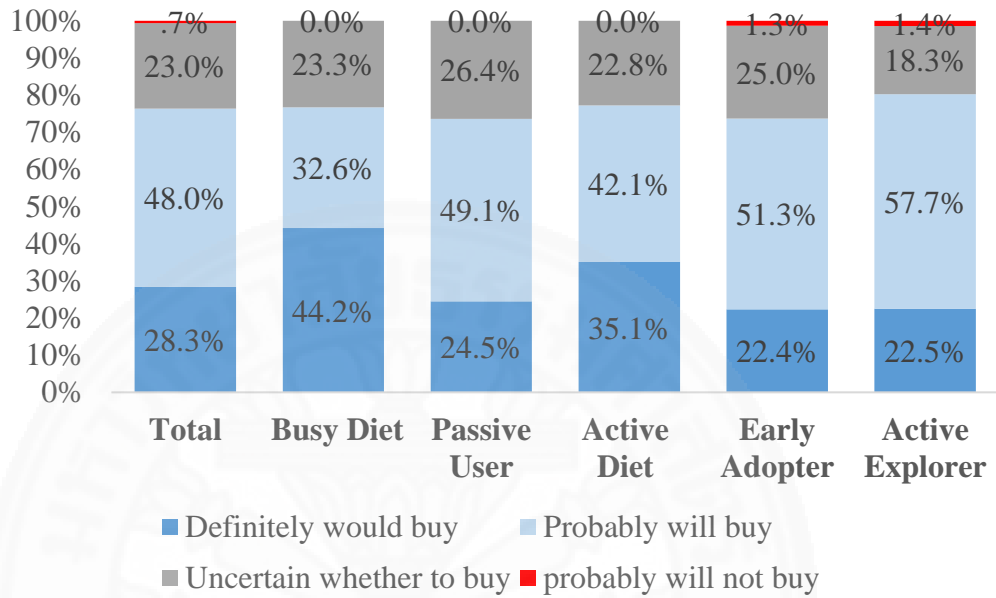
popular brand		Early Adopter	.340	.168	.258	-.12	.80	
		Active Explorer	-1.018*	.170	.000	-1.48	-.55	
	Passive User	Busy Diet	.959*	.181	.000	.46	1.45	
		Active Diet	1.623*	.168	.000	1.16	2.08	
		Early Adopter	1.298*	.157	.000	.87	1.73	
		Active Explorer	-.059	.160	.996	-.50	.38	
	Active Diet	Busy Diet	-.664*	.178	.002	-1.15	-.18	
		Passive User	-1.623*	.168	.000	-2.08	-1.16	
		Early Adopter	-.325	.154	.221	-.75	.10	
		Active Explorer	-1.682*	.157	.000	-2.11	-1.25	
	Early Adopter	Busy Diet	-.340	.168	.258	-.80	.12	
		Passive User	-1.298*	.157	.000	-1.73	-.87	
		Active Diet	.325	.154	.221	-.10	.75	
		Active Explorer	-1.358*	.145	.000	-1.76	-.96	
	Active Explorer	Busy Diet	1.018*	.170	.000	.55	1.48	
		Passive User	.059	.160	.996	-.38	.50	
		Active Diet	1.682*	.157	.000	1.25	2.11	
		Early Adopter	1.358*	.145	.000	.96	1.76	
	Good package design	Busy Diet	Passive User	-.096	.212	.991	-.68	.49
			Active Diet	-.262	.209	.720	-.84	.31
Early Adopter			-.222	.197	.792	-.76	.32	
Active Explorer			-.688*	.200	.006	-1.24	-.14	
Passive User		Busy Diet	.096	.212	.991	-.49	.68	
		Active Diet	-.166	.197	.918	-.71	.38	
		Early Adopter	-.126	.185	.960	-.63	.38	
		Active Explorer	-.592*	.188	.015	-1.11	-.08	
Active Diet		Busy Diet	.262	.209	.720	-.31	.84	
		Passive User	.166	.197	.918	-.38	.71	
		Early Adopter	.039	.181	.999	-.46	.54	
		Active Explorer	-.426	.184	.143	-.93	.08	
Early Adopter		Busy Diet	.222	.197	.792	-.32	.76	
		Passive User	.126	.185	.960	-.38	.63	
		Active Diet	-.039	.181	.999	-.54	.46	

		Active Explorer	-.466	.171	.053	-.93	.00
	Active Explorer	Busy Diet	.688*	.200	.006	.14	1.24
		Passive User	.592*	.188	.015	.08	1.11
		Active Diet	.426	.184	.143	-.08	.93
		Early Adopter	.466	.171	.053	.00	.93



## APPENDIX I

### HIGH PROTEIN YOGURT DRINKS PURCHASE INTENTION



## APPENDIX J

### REASONS TO CONSUME HIGH PROTEIN YOGURT DRINKS

**APPENDIX J-1:** ANOVA Table of Five Clusters Reasons to consume High Protein Yogurt Drinks

		Sum of Squares	df	Mean Square	F	Sig.
Helps with weight management	Between Groups	17.095	4	4.274	3.942	.004
	Within Groups	319.822	295	1.084		
	Total	336.917	299			
Repair body's cells	Between Groups	12.024	4	3.006	5.013	.001
	Within Groups	176.893	295	.600		
	Total	188.917	299			

**APPENDIX J-2:** Post Hoc Test Table of Five Clusters Reasons to consume High Protein Yogurt Drinks

	I	J	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Helps with weight management	Busy Diet	Passive User	-.096	.214	.992	-.68	.49
		Active Diet	-.279	.210	.673	-.86	.30
		Early Adopter	-.236	.199	.760	-.78	.31
		Active Explorer	-.688*	.201	.006	-1.24	-.14
	Passive User	Busy Diet	.096	.214	.992	-.49	.68
		Active Diet	-.183	.199	.888	-.73	.36
		Early Adopter	-.140	.186	.945	-.65	.37
		Active Explorer	-.592*	.189	.016	-1.11	-.07
	Active Diet	Busy Diet	.279	.210	.673	-.30	.86
		Passive User	.183	.199	.888	-.36	.73
		Early Adopter	.044	.182	.999	-.46	.54
		Active Explorer	-.409	.185	.180	-.92	.10
Early	Busy Diet	.236	.199	.760	-.31	.78	

	Adopter	Passive User	.140	.186	.945	-.37	.65	
		Active Diet	-.044	.182	.999	-.54	.46	
		Active Explorer	-.453	.172	.067	-.92	.02	
	Active Explorer	Busy Diet	.688*	.201	.006	.14	1.24	
		Passive User	.592*	.189	.016	.07	1.11	
		Active Diet	.409	.185	.180	-.10	.92	
		Early Adopter	.453	.172	.067	-.02	.92	
	Repair body's cells	Busy Diet	Passive User	.246	.186	.879	-.29	.78
			Active Diet	-.013	.181	1.000	-.54	.51
Early Adopter			-.145	.175	.995	-.65	.36	
Active Explorer			-.360	.167	.303	-.85	.13	
Passive User		Busy Diet	-.246	.186	.879	-.78	.29	
		Active Diet	-.259	.148	.583	-.68	.17	
		Early Adopter	-.391	.141	.062	-.79	.01	
		Active Explorer	-.605*	.131	.000	-.98	-.23	
Active Diet		Busy Diet	.013	.181	1.000	-.51	.54	
		Passive User	.259	.148	.583	-.17	.68	
		Early Adopter	-.132	.134	.981	-.51	.25	
		Active Explorer	-.346	.124	.060	-.70	.01	
Early Adopter		Busy Diet	.145	.175	.995	-.36	.65	
		Passive User	.391	.141	.062	-.01	.79	
		Active Diet	.132	.134	.981	-.25	.51	
		Active Explorer	-.215	.114	.476	-.54	.11	
Active Explorer		Busy Diet	.360	.167	.303	-.13	.85	
		Passive User	.605*	.131	.000	.23	.98	
		Active Diet	.346	.124	.060	-.01	.70	
		Early Adopter	.215	.114	.476	-.11	.54	

## APPENDIX K

### KEY INFLUENCE FACTORS TO CONSUME HIGH PROTEIN YOGURT DRINKS

**APPENDIX K-1:** ANOVA Table of Five Clusters and Influence Factors to Consume High Protein Yogurt Drinks

		Sum of Squares	df	Mean Square	F	Sig.
See products on shelves	Between Groups	19.042	4	4.761	8.123	.000
	Within Groups	172.888	295	.586		
	Total	191.930	299			
Received free sampling	Between Groups	37.040	4	9.260	6.626	.000
	Within Groups	412.240	295	1.397		
	Total	449.280	299			

**APPENDIX K-2:** Post Hoc Test Table of Five Clusters and Influence Factors to Consume High Protein Yogurt Drinks

	I	J	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
See products on shelves	Busy Diet	Passive User	-.320	.157	.363	-.77	.13
		Active Diet	.306	.154	.395	-.13	.75
		Early Adopter	.170	.146	.940	-.25	.59
		Active Explorer	-.297	.136	.275	-.69	.09
	Passive User	Busy Diet	.320	.157	.363	-.13	.77
		Active Diet	.626*	.153	.001	.19	1.06
		Early Adopter	.490*	.145	.010	.08	.91
		Active Explorer	.023	.135	1.000	-.36	.41
	Active Diet	Busy Diet	-.306	.154	.395	-.75	.13
		Passive User	-.626*	.153	.001	-1.06	-.19
		Early Adopter	-.136	.142	.984	-.54	.27
		Active Explorer	-.603*	.132	.000	-.98	-.23
	Early Adopter	Busy Diet	-.170	.146	.940	-.59	.25
		Passive User	-.490*	.145	.010	-.91	-.08
		Active Diet	.136	.142	.984	-.27	.54
		Active Explorer	-.467*	.122	.002	-.82	-.12
Active Explorer	Busy Diet	.297	.136	.275	-.09	.69	
	Passive User	-.023	.135	1.000	-.41	.36	
	Active Diet	.603*	.132	.000	.23	.98	



		Early Adopter	.467*	.122	.002	.12	.82
Received free sampling	Busy Diet	Passive User	-.781*	.243	.012	-1.45	-.12
		Active Diet	-.911*	.239	.002	-1.57	-.26
		Early Adopter	-1.100*	.226	.000	-1.72	-.48
		Active Explorer	-.971*	.228	.000	-1.60	-.34
	Passive User	Busy Diet	.781*	.243	.012	.12	1.45
		Active Diet	-.130	.226	.978	-.75	.49
		Early Adopter	-.319	.212	.558	-.90	.26
		Active Explorer	-.189	.215	.903	-.78	.40
	Active Diet	Busy Diet	.911*	.239	.002	.26	1.57
		Passive User	.130	.226	.978	-.49	.75
		Early Adopter	-.189	.207	.893	-.76	.38
		Active Explorer	-.059	.210	.999	-.64	.52
	Early Adopter	Busy Diet	1.100*	.226	.000	.48	1.72
		Passive User	.319	.212	.558	-.26	.90
		Active Diet	.189	.207	.893	-.38	.76
		Active Explorer	.130	.195	.964	-.41	.67
Active Explorer	Busy Diet	.971*	.228	.000	.34	1.60	
	Passive User	.189	.215	.903	-.40	.78	
	Active Diet	.059	.210	.999	-.52	.64	
	Early Adopter	-.130	.195	.964	-.67	.41	

## **BIOGRAPHY**

Name	Miss Uncharee Onprom
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