

Predictive Factors of Consumers' Purchase Intention for Health Beverages in Bangkok

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Abstract: The study aims to 1) study the relationship between perceived quality, trust, perceived risk, and perceived value with the purchase intention of health beverages among consumers in Bangkok; 2) examine the factors influencing consumers' purchase intention of health beverages of the consumers in Bangkok. The sample consisted of 400 consumers selected through convenience sampling. A structured questionnaire, validated for reliability and validity, was employed as the research instrument. Data were analyzed using descriptive statistics, Pearson's correlation analysis, and stepwise multiple regression analysis. The results revealed that 1) Perceived value, trust, perceived risk, and perceived quality were significantly related to the purchasing intention of health beverages among consumers in Bangkok at the .01 level; and 2) the regression model with three predictors—trust, perceived value, and perceived quality explained 50.20 % of the variance in purchase intention ($R^2 = .502$, $p < .001$). Among these, trust exerted the strongest positive influence ($Beta = .532$), followed by perceived value ($Beta = .318$). Interestingly, perceived quality showed a slight negative effect ($Beta = -.154$), though it remained statistically significant ($p < .01$). The findings indicate that consumers' purchase intention regarding health beverages are strongly driven by trust and perceived value. These insights suggest that health beverages businesses should prioritize marketing strategies that foster brand trust and highlight value perception, while presenting quality appropriately and easily.

Keywords: Purchase Intention, Health Beverages, Trust, Perceived Quality, Perceived Value.

INTRODUCTION

In the past decade, the occurrence of new and recurrent infectious diseases that are more severe. There is a lack of timely and effective response measures around the world. The Ebola virus disease (EVD) outbreak in West Africa, with more than 11,000 deaths, and the outbreak of multiviral dengue fever, with high morbidity and mortality rates. In addition, respiratory diseases are easily contagious and spread, and the spread of various diseases directly affects people's health. and fear of various diseases that occur. People are trying to change their consumption habits to achieve good health. To protect themselves from various diseases, by start to consume healthy foods to promote health and support a strong immune system (Food and Agriculture Organization of the United Nations, 2020). As a result, healthy food products are more in demand in the market. In addition, consumers are becoming aware and aware of the side effects of using drugs and chemical products. As a result, the healthy food market has expanded. Health drinks are an important part of the food industry. Non-alcoholic drinks are consumed to obtain a high level of useful ingredients. Vegetables, fruits, grains, legumes, grains, and seeds are the main health foods with health benefits, and there is scientific evidence supporting the role of healthy drinks in the prevention and treatment of many diseases. Healthy drinks have antioxidant properties, so they are important for the health of drinkers (Rajeswari et al., 2021).

There are many types of health drinks, including probiotic drinks, energy drinks, high-protein drinks. Food Substitute

Drinks Drinks with a high content of antioxidants Fruit and vegetable drinks, etc. Healthy drinks can also be classified as milk-based drinks. Non-dairy beverages, fermented beverages, fruit and vegetable beverages, herbal beverages, and beverages made from grains and legumes. Drinks for athletes are considered to be healthy drinks enriched with certain micronutrients and high-protein drinks for the health and rejuvenation of the athlete's body. Herbal drinks or teas that can be prepared from different parts of the plant are also classified as healthy drinks. Some of the limitations of health drinks are shelf life and transportation. The future trend of the health beverage industry may focus more on powdered drinks and ready-to-drink mixed drinks. One of the categories of healthy drinks that has attracted attention is meal replacement drinks. Nutritiously balanced mixed drinks have the potential to be used as a meal substitute, such as healthy drinks made from milk. Healthy drinks are recognized for a number of health benefits for drinkers. The drink can be a carrier of biological compounds and nutrients such as proteins, minerals, Vitamins, antioxidants, and dietary fiber enter the body (Kaur, Shekhar & Prasad (2024).

Changing food consumption habits of Thai people The emphasis on foods that improve health and prevent illness to a certain extent, as well as the rapid growth of the middle class, have resulted in the middle class being the new economic force that creates change. From having higher education. Consumption at the international standard level, the demand for various services is higher than the basic level. Higher spending on goods and services (Chaiyarat Tosila, 2015) It is predicted that in 2025, the

healthy food and beverage market will expand by 2.8 percent with an added value of approximately 275 billion baht. Supporting factors such as the expansion of urban society, the number of middle-class consumers, who are the main consumers in the food and health beverage sector, has increased (Thai State Online, 2021). Especially people living in Bangkok. Consumers can easily access and choose to buy conveniently and quickly, as well as a variety of drinks that are produced with added nutrients. Various vitamins in drinks to attract consumers to choose healthier drinks.

The need for good health of the people. This leads to more healthy drinks. However, there is not much study on the factors involved in making a decision to buy a healthy drink. In particular, there are still some factors that have not been studied. Therefore, the researcher is interested in studying the predictive factors of the decision to buy healthy drinks of consumers in Bangkok by determining the factors used in the study. Risk perception, perception of value, which may be factors influencing the decision to buy healthy drinks. Bangkok The results of the research will be empirical data that will benefit entrepreneurs. Consumers and the government in determining guidelines for promoting the private sector related to the health beverage business. In business development and marketing in line with the needs of consumers in the future.

Objectives

1. To study the relationship between perception of quality, trust, Risk Awareness and Awareness Value and the intention to buy healthy drinks of consumers in Bangkok
2. To study the factors that can predict consumers' decision to buy healthy drinks.

Hypotheses

1. Recognize Quality and Trust Risk perception and perception of value are positively correlated with consumers' intention to buy healthy drinks.
2. Factors for perceiving quality and trust Risk perception and value perception can be predicted together. Decision to buy healthy drinks of consumers in Bangkok

LITERATURE REVIEW

Purchase intention

Purchase intent is the process that consumers must go through when deciding whether or not to buy a product or service. It involves the realization of needs. Data collection, alternative evaluation, Purchase decisions, and post-purchase behavior considerations. Understanding the purchase intent process is critical to businesses. In order to market products and services effectively. (Santy & Andriani, 2023) Consumers must be ready with information related to the goods or services they want to buy, choose the products that they think are the best and most cost-effective, as well as perceive the benefits of the product, whether directly or indirectly, and

plan to buy goods or services. The process by which consumers perceive product information from multiple channels. As a result, consumers expect results from the product, leading to intentions and subsequent purchase decisions. Consumer behavior that reflects purchasing intentions will be expressed in the form of accessing information about products that they are interested in or intend to buy by searching for information on products to ensure that the products can meet their expectations. Information perception is a fundamental mechanism that influences consumers' purchasing behavior, especially when shopping online (Chang, Ma & Chen, 2020).

Perceived quality

Quality is a strong linking factor to business performance because the key factor that consumers consider when choosing a product is the quality of the product. Marketing communication is a medium for companies to communicate information about products. The quality and advantages of the product encourage consumers to make a purchase decision by knowing the quality and features of the product (Hanslim, Jaya & Prasetyawati, 2020). The more consumers perceive the quality of the product or product, the more likely it is that consumers will intend to buy. Quality perception plays an important role and influences consumers' purchasing intentions. In Indonesia (Perdana & Listyorini, 2024). Brand familiarity and brand quality perception This has a significant positive impact on the purchase intention of new brands. Building brand recognition. Creating quality perception is related to consumer behavior towards purchase intention (Faruq, 2024).

Trust

Trust is an important dimension that is used in marketing. There are efforts to build trust with consumers. Both in terms of brand trust. Trust in entrepreneurs or service providers and trust in product reputation. Brand Trust and Brand Impact: Their Strategic Importance to Brand Loyalty It was found that brand trust affects consumers' brand loyalty. In addition, consumer brand trust has an indirect impact on brand trust and consumer brand loyalty. In addition, studies have found that brand trust and brand commitment are positive. Brand reputation, brand trust, brand predictability, Brand preferences and brand experience have a significant impact on brand loyalty. This affects brand satisfaction and consumers' repeat purchase decisions. (Surapto, 2019)

Perceived risk

Consumers' purchasing decisions are partly related to their perception of risk. Healthy drinking water enters the body, which consumers may not be confident or dare to make a decision. Consumer Risk Perception: It helps consumers to have information and assess the potential impact. It leads to confidence in purchasing products or services. However, it is often found that risk perception results in a lack of ability for customers to make the right decisions. If customers are more aware of risks, this gives customers fewer options to make decisions. In addition, the perception of risk hinders

consumers' willingness to make a purchase. This leaves consumers feeling uncertain about the potential consequences of their purchase. Product risk is the perception that the purchased product may not perform as expected (Ha & Nguyen, 2019) and that the perception of risk negatively affects the purchase intention. and consumer behavior in purchasing. Perception of risk can reduce the level of trust. While trust and intention can promote consumer behavior (Ma, Dong & Lee, 2025).

Perceived value

Consumer value perception helps consumers create a continuation of purchase intention to meet their psychological satisfaction. Consumer Value Perception: It has a positive influence on consumers' purchasing

intentions. Value perception is a feeling of fulfillment for what is received from a product or service. It is consistent with studies that target consumers with higher value-perception behaviors are more likely to engage and engage with the channels that offer products or services than consumers who do not have a perception of value. Value perception is an important basis for marketing factors (De Vries & Carlson, 2014). Consumer value perception is a multidimensional structure. It was found that the dimensions of customer perception are diverse and the value perception indicators consist of 5 dimensions: economic value, epistemic, emotional, social value, and conditional (Smith & Colgate, 2007). And the enjoyment of exercise directly affects the intention to purchase sports products (Ghorbanzadeh, 2024).

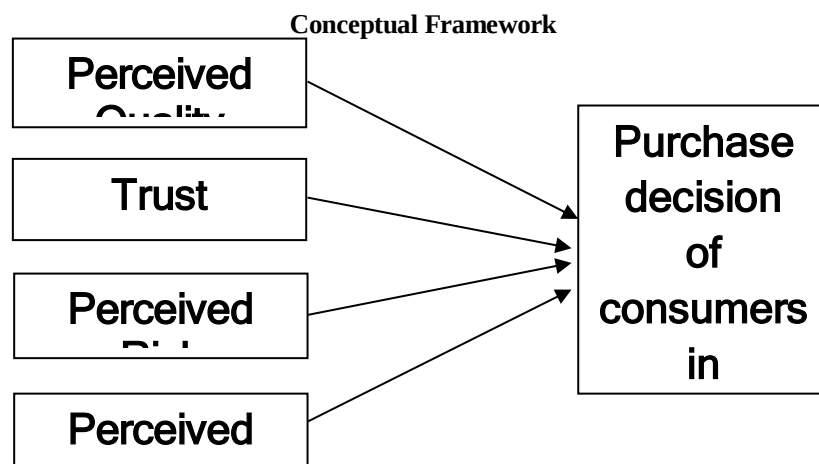


Image 1 Conceptual Framework

METHODOLOGY

The research on factors predicting the decision to buy healthy drinks of consumers in Bangkok is a quantitative research.

Step 1: Documentary Study by the researcher Concept of Purchasing Decision Theory Health Drinks Quality Perception Concept Trust Concept The concept of risk perception, the concept of value perception to recognize the context of the area. There is information related to the study, including research related to the variables studied, in order to have accurate and up-to-date information and knowledge.

Step 2: Determine the population and sample group, the target population used for the study is as follows: The number of samples used in this study was determined from Taro Yamane's success table with a 95% confidence rating of 400 people. Samples are obtained from purposive sampling. Covers consumers who purchase healthy drinking water.

Step 3: Tools and methods used in the study. The tools used in the research include 1 questionnaire, divided into 4 parts. Part 1 Questionnaire of the personal information of the sample consists of gender, age, education level, and monthly income, a total of 4 questions Quality perception, trust, risk perception, value perception, and decision to buy healthy drinks, a total of 50 questions.

The researchers examined the quality of the research tools in two ways: (1) content validity, 3 qualified experts considered the consistency of the questions with the index of item objective congruence (IOC), determined the criteria for questions with an IOC value of 0.5 or higher, and assessed the content accuracy of each questionnaire. and (2) reliability by using a questionnaire with an IOC value of 0.5 to try out with non-sample Bangkok health drink consumers using convenience sampling. Cronbach's Alpha Coefficient has a value of .70 or higher. The researcher used a questionnaire with a confidence value of 0.70 to collect data with a sample. And the confidence value of the whole test is 0.981.

Step 4: Data Collection

1. The researcher coordinated with the research assistant to collect data from the sample who decided to buy a healthy drink. Bangkok Metropolitan Government agreed to participate in the research. 400 people

2. Research Assistant: Explain the research objectives. Benefits Request for the Courtesy of Data Collection
3. When the questionnaire was returned. We checked the integrity of all questionnaires. Complete questionnaires are used to analyze the data according to the steps.

Step 5: Data Analysis The statistics used to analyze the data are 1) Descriptive Statistics to describe the personal data of 400 samples and explain the score levels of the studied factors by determining frequency, percentage, mean, and standard deviation, and 2) Inferential Statistics to analyze the relationship between perception of quality, trust, risk perception, perception of value, and purchasing decisions of consumers in Bangkok by determining the Pearson Product Moment Correlation Coefficient at the level of .05 and a step-by-step multiplier analysis. (Stepwise multiple regression analysis) to find out the factors that jointly predict the decision to buy healthy drinks of consumers in Bangkok.

RESULTS

The researcher presented the results of the research as follows:

1. Results of Opinion Level Analysis of Quality Perception, Trust, and Risk Perception Factors Consumer perception of value and decision to buy healthy drinks in Bangkok found that consumers Bangkok has an opinion on all the factors studied. The perception of value is the average value. 1 ($\bar{x}$ =3.94, S.D.=.42) The second is quality perception. ($\bar{x}$ =3.89, S.D.=.55) trust ($\bar{x}$ =3.87, S.D.=.47) Risk Awareness ($\bar{x}$ =3.80, S.D.=.47) and the decision to buy healthy drinks. ($\bar{x}$ =3.76, S.D.=.52) respectively Shown in Table 1

Table 1 Mean Levels, Standard Deviations, and Sequence of Factors Studied

Factors studied	$\bar{x}$	S.D.	results	number
Perceived Quality	3.89	.55	very	2
Trust	3.87	.47	very	3
Perceived Risk	3.80	.47	very	4
Perceived Value	3.94	.42	very	1
The decision to buy a healthy drink	3.76	.52	very	5

The results of the correlation analysis showed that: Perceived Quality Trust Perceived Risk and Perceived Value There is a statistically significant positive correlation at the level of 0.01 with the decision to buy healthy drinks of consumers in Bangkok. When considering the correlation values of each factor, Trust has the most relationship value. (r =.663) Secondly, Perceived Value (r =.629), Perceived Risk (r =.548), and Perceived Quality (r =.323) shown in Table 2

Table 2 Correlation coefficients between Perceived Quality Trust Perceived Risk and Perceived Value The decision to buy healthy drinks of consumers in Bangkok is shown in the form of correlation metrics. (Correlation Matrix)

ปัจจัย	(X1)	(X2)	(X3)	(X4)	(Y)
Perceived Quality (X1)	1				
Trust (X2)	.626**	1			
Perceived Risk (X3)	.516**	.786**	1		
Perceived Value (X4)	.456**	.719**	.763**	1	
The decision to buy a healthy drink (Y)	.323**	.663**	.548**	.629**	1

** $p < .01$

The results of the analysis of stepwise multiplier regression showed that reliability can explain variance. of the decision to buy healthy drinks of consumers in Bangkok was 44.00 percent. (R^2 = .440, $p < .001$) When the perceived value variable is added to the second stage, It was found that the ability to explain was statistically significant. (R^2 change = .048, $p < .001$) When the quality perception variable is added to the third stage, It was found that the ability to explain was statistically significant. (R^2 change = .014, $p < .001$) This allows the aggregate model to explain the variance of 50.20% (R^2 = .502, $p < .01$) presented in Table 3

Table 3 shows the results of the hierarchical multiplier regression analysis.

ตัวแปร	R	R^2	Adjust R^2	SEE	R^2 change	F	p-value
trust	.663 ^a	.440	.438	.38771	.440	248.165	.000
trust Value Recognition	.699 ^b	.488	.485	.37126	.048	29.627	.000
trust Value Recognition Quality Recognition	.709 ^c	.502	.498	.36656	.014	9.117	.003

** $p < .01$

When looking at the regression coefficient of the predictive variable, it is found that trust has the highest regression coefficient. In predicting consumers' decisions to buy healthy drinks, Bangkok ($B = 0.532$) The next is received Value ($B = 0.318$) and Perceived Quality ($B = -0.154$) It shows that all 3 variables can jointly predict the decision to buy healthy drinks of consumers Bangkok 50.20 ($R^2 = .502$) Presented according to Table 4

Table 4 Regression Coefficients of Predictive Variables in Raw Score (b) and Standard Score (Beta), Multiple Correlation Value, and Predictive Power Value of Consumers' Decision to Buy Healthy Beverages in Bangkok

Predictive Variables	B	SEE	Beta	t	p-value	Tolerance	VIF
constant	.521	.206		2.536	.012		
Trust	.584	.072	.532	8.128	.000	.371	2.699
received Value	.392	.071	.318	5.544	.000	.483	2.070
Perceived Quality	-.145	.048	-.154	-3.019	.003	.608	1.646
R=.709	$R^2 = .502$						
F=9.117	p-value =.003						

**** p < .01**

DISCUSSION

The results of the research in response to the research objective 1 showed that trust is correlated with decision-making. The most purchased health drinks of consumers in Bangkok, followed by value perception, risk perception, and quality perception, according to the research hypothesis, are as follows:

Trust is most correlated with the decision to buy healthy drinks of consumers in Bangkok. Discuss that some consumers have trust that arises from the perception of characteristics. The quality and value of the product or product create trust. Rubio et al. (2017) stated that beliefs are caused by consumers' Recognize the attributes and reputation The benefits of the product or service through multi-channel marketing, thus making the decision to buy the product or service. In addition, consumers also trust the brand of the product or service. Therefore, it is correlated with consumers' purchasing decisions. In line with Fathin et al. (2023) study, it was found that there is an interesting link between health awareness. Trust and Trust Purchase Intention of Healthy Drinks of Generation Z, and in line with the Vaddhano, Sancoko & Tulipa (2023) study, found that trust influences consumers' attitudes towards healthy drinks, and trust influences the purchasing decision of consumers in Surabaya, Indonesia.

Value Recognition It is related to consumers' decisions to buy healthy drinks. Bangkok is the second place to discuss that when consumers are interested in and aware of the importance of health care, and have trust in healthy drinking water as beneficial for health. A Chang, Ma & Chen (2020) study found that university students' intention to buy healthy drinks is strongly influenced by the perception of the value of healthy drinks. In addition, students' interest in healthy drinks and their perception of health value are correlated with their intention to buy healthy drinks. The findings suggest that the beverage industry can target consumers' health values related to healthy drinks, so they make a decision to buy healthy drinks. The financial, social, and emotional well-being of adolescent consumers are correlated with their decisions on health brand products such as healthy foods and healthy drinks.

Risk perception is correlated with consumers' decision to buy healthy drinks. In line with the An, Eck & Choi (2024) study, females have a higher level of risk perception than males, and risk perception has a significant influence on their intention to consume seafood. In line with the Nam, Nga & Huan (2019) study, three risk mitigation strategies to reduce consumers' perception of risk are "brands", "certificates", "and reference sources". Determining a risk reduction strategy can explain consumers' purchasing intentions. In line with Charlesworth et al. (2022), a study on habits and risk perceptions that play an important role in changing healthy eating behaviors found that when risks related to healthy foods are collected and safety measures are implemented, there is a significant increase in the number of risk factors in the environment. It affects healthy eating habits and healthy food purchases.

Perception of quality is correlated with consumers' decision to buy healthy drinks. It can be discussed that when drinking healthy drinks, consumers must be aware of the quality of nutrients or the benefits they will receive from healthy drinks before making a decision to buy healthy drinks. It was found that consumers in Malang, East Java Province choose beverage products based on quality, health benefits and freshness. In line with Ali & Ali (2020), a study found that consumers are more willing to pay for health food products based on the perception of the quality of health food products, and in line with the Yap (2024) study, it was found that the perception of the quality of food images has a significant influence on purchase intentions. In addition, perceived quality is found to be an intermediary in the link between food image quality and purchase intent.

The results of the research in response to the research objectives in Item 2 showed that the trust of the Value perception and quality perception can jointly predict the decision to buy healthy drinks of consumers in Bangkok.50.20 ($R^2 = .502$, $p < .01$) According to the research hypothesis, the details are as follows:

Trust has the power to predict the decision to buy healthy drinks of consumers in Bangkok by 44.00 percent. ($R^2 =$

.440, $p < 0.001$) It can be explained that consumers value brand trust. The benefits and quality of the drink product are very healthy. In line with the Sahi, Sekhon & Quareshi (2016) study, trust can predict consumers' intention to buy online. In line with the Vaddhano, Sancoko & Tulipa (2023) study, it was found that trust influences consumers' attitudes towards healthy drinks, and trust influences purchase intentions. of consumers in Surabaya, Indonesia, with a central attitude and in line with Iskandar, Nurmawati & Riani (2015). Income and education, Health consciousness as a psycho-demographic factor, have shared predictions of consumers' willingness to pay for healthy food products.

Value perception has the power to predict the purchasing decision of consumers in Bangkok to buy healthy drinks by 4.8 percent. ($R^2 = .048$, $p < 0.001$) It can be explained that consumers' perception of the value of healthy drinks is the specific value of consumers according to their thoughts. Experience: Consumers perceive the value of healthy drinks, so it is easier to make decisions to buy healthy drinks, in line with Marhaban et al. (2020). It influences consumers' intention to purchase health products. In line with Albornoz et al. (2024), a study found that social value perception and emotional value perception can jointly predict the intention to consume food from health brands. Advertising, Quality Perception, Value Perception, and Price can jointly predict purchase intentions. Carbonated beverage brands in Sri Lanka: 72.80 %

It has the power to predict the decision to buy healthy drinks of consumers in Bangkok by 1.4 percent. ($R^2 = .014$, $p < .001$) It can be explained that there is a prediction value for the last order. The perception of the quality of the product or product will build trust before the consumer decides to buy. Therefore, the perception of quality influences consumer purchases. In line with the Lie et al. (2023) study, it was found that health awareness, food safety, quality perception, and perception of benefits positively affect consumers' intention to buy healthy drinks in Jakarta.

CONCLUSION

Value perception, risk perception, and quality perception are significantly correlated with the decision to purchase healthy beverages of Bangkok consumers. In addition, the variables that jointly predict The decision to buy healthy drinks of Bangkok consumers consists of trust. The results showed that confidence was the most important, followed by value perception and quality perception with a slightly negative value in the prediction model.

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