



Marketing Factors Affecting to Decision Making on Buying Cannabis-Ingredients Beverages

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DOI: <https://doi.org/10.55248/gengpi.5.0124.0129>

ABSTRACT

The purpose of this study was to determine whether variables influence the purchasing of cannabis-infused drinks. The sample consisted of 368 golfers from Nakhon Ratchasima Province. The questionnaire was used, and the data was analyzed using percentages, normal distribution, mean, and standard deviation. The data indicated that the majority of the respondents were males aged 51 years or older, with a bachelor's degree, a private profession, and marital status. According to the results of the analysis, the most influencing factor was product, followed by price, place, and promotion.

Keywords: Cannabis-ingredients beverages, Buying behaviour, Golfers

1. Introduction

Many countries are currently advocating for the free and non-illegal use of marijuana since, when taken in moderation, marijuana has more good benefits than negative ones (Kochan, 2021). Marijuana is frequently utilized in cuisine to make customers feel tastier, for example, basil made from marijuana leaves, crispy cannabis leaf salad, and cannabis stew, as well as a menu of sweets, drinks, and numerous nutritional supplements related to cannabinoids' medical characteristics (Favretto et al., 2013; Kochan, 2021). The primary phytocannabinoids of cannabis are Delta9-Tetrahydrocannabinol (Δ^9 -tetrahydrocannabinol; THC) and cannabidiol (Cannabidiol; CBD) (Yang et al., 2020). It has a therapeutic function in cannabis. Metabolic issues, food, nervous system, and movement issues HIV-related anorexia Cancer patients experience nausea and discomfort following treatment. Effects are used to ease pain and aid in sleep, for example. In the future, the worldwide cannabis industry is anticipated to be worth 109.9 billion US dollars in 2024, with 60% medicinal cannabis and 40% recreational cannabis in Thailand, if this trend continues, the revenue of the cannabis market in Thailand would range between 3,600 to 7,200 million baht, which is thought to help Thai farmers earn more money (Gray & Heffernan, 2023; Zinboonyahgoon et al., 2021).

At the moment, the general image of Thailand's health beverage industry is one of rapid growth as a result of the country's tropical climate. Consumers want to buy items to quench their thirst as well as from the global health trend (Phulkerd et al., 2023; Suphanchaimat et al., 2022). Furthermore, the rise of the coronavirus pandemic in 2019 has forced consumers to change their lifestyle habits, turning to healthy food and beverages for prevention rather than therapy (Kessuvan & Thongpech, 2021). According to the Suan Dusit Poll study data, 45.39 % of Thai people value health care more than anything else. This includes talking with medical specialists to prescribe additional dietary supplements and vitamins (Nunthaegapong & Panthong, 2022). And, from the standpoint of entrepreneurs, it is viewed as a new business opportunity, resulting in the growth and competitiveness of healthy beverages in the market.

Product, Price, Place, and Promotion comprise the 4P marketing mix paradigm. Each variable, such as product, is considered to decide whether items with requirements may be accepted by the market. Is the pricing competitive with existing products? The ideal marketing location to increase sales; and suitable promotion strategies to ensure that new items are favorably welcomed in the market (Grewal & Levy, 2022; Jain, 2013). As a result, the objective of this study was to investigate the marketing factors influencing golf athletes' buying of cannabis-infused drinks. It is thought that cannabis has evolved into a new sort of product in the shape of a drink, and there is a propensity for customers to divert their attention because they feel that cannabis offers advantages to the body, particularly athletes who sweat a lot. It also serves as a guideline for product development in order to suit the demands of consumers. This will act as a reference for the future growth of the cannabis beverage product business market.

2. Research Methodology

2.1 Data collection

The research location was conducted at golf clubs, Nakhon Ratchasima Province, Thailand. The study was conducted from October to December 2023, and the data collection method used a questionnaire with the answer score criteria using a Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4

= agree, 5 = strongly agree) (Table 1). This study involved 368 respondents who golfers with a sampling model. The sampling technique used purposive random sampling.

Table 1 – Operational question.

No.	Question lists
P1.1	The brands are certified with reliable quality standards.
P1.2	Clearly indicate active ingredients, including THC and CBD.
P1.3	They are widely available and come in a variety of sizes.
P1.4	The packaging is beautiful and attractive.
P2.1	The pricing is reasonable in comparison to the quality.
P2.2	The price is reasonable given the quantity packed.
P2.3	The fixed price offers an incentive to purchase.
P3.1	There is always intriguing advertising.
P3.2	Simple to obtain the products.
P4.1	During major promotions/festivals, there are discounts.
P4.2	There is a strong desire to purchase further items.

2.2 Statistical processing

Statistical analysis was performed with SPSS 18.0 statistical software.

3. Results and Discussions

3.1 Statistical characteristics of the research sample

The results of a data study of golf athletes in Nakhon Ratchasima Province were categorized by demographic parameters, as presented in Table 2. A total of 368 persons were sampled. The majority of responders were male, accounting for 81.52 % (300 persons), with females accounting for 18.48 % (68 people).

The majority of respondents (200 individuals) were 51 years or older, accounting for 54.35 %, followed by 41 - 50 years, 99 people, accounting for 26.90 %, 31 - 40 years, 60 people, accounting for 16.30 %, and 21 - 30 years, 9 people, accounting for 2.45 %, respectively.

The majority of respondents (250 individuals) had a bachelor's degree, accounting for 67.93%, followed by 100 people with a graduate's degree, accounting for 27.17 %, and 18 people with a high school, accounting for 4.89 %.

Most respondents (257 individuals, accounting for 69.84 %) were married/living together, followed by divorced/widowed, 58 people, accounting for 15.76 %, and single, 53 people, accounting for 14.40 %, respectively.

Table 2 - Demographical properties of the consumers participating in the research (n=368).

Factors		N	%
Gender	Male	300	81.52
	Female	68	18.48
Age	21 – 30 years	9	2.45
	31 – 40 years	60	16.30
	41 – 50 years	99	26.90
	>51 years	200	54.35
Education	High school	18	4.89
	Bachelor's degree	250	67.93
	Graduate degree	100	27.17
Marriage status	Single	53	14.40
	Married	257	69.84
	Divorce	58	15.76

The discriminant validity of the questionnaire is reported in Table 3. The summary score and each subscale score were approximately 4.30. The highest score was found to be the question P1.4 the packaging is beautiful and attractive with a score of 4.41±0.52. Packaging design is critical in communicating a product's features to customers (Ketelsen et al., 2020). The color of the packaging influences consumers' perceptions of a product's flavor.

Table 3 - Statistical characteristics of question lists responded by 368 participants.

No.	Question lists	Scores	Results Interpretation
P1.1	The brands are certified with reliable quality standards.	4.34±0.50	agree
P1.2	Clearly indicate active ingredients, including THC and CBD.	4.39±0.52	agree
P1.3	They are widely available and come in a variety of sizes.	4.36±0.51	agree
P1.4	The packaging is beautiful and attractive.	4.41±0.52	agree
P2.1	The pricing is reasonable in comparison to the quality.	4.36±0.53	agree
P2.2	The price is reasonable given the quantity packed.	4.38±0.51	agree
P2.3	The fixed price offers an incentive to purchase.	4.36±0.51	agree
P3.1	There is always intriguing advertising.	4.35±0.51	agree
P3.2	Simple to obtain the products.	4.32±0.51	agree
P4.1	During major promotions/festivals, there are discounts.	4.35±0.49	agree
P4.2	There is a strong desire to purchase further items.	4.32±0.55	agree

In this study, the 4P of marketing factors influencing 368 golf athletes' purchases of cannabis-infused drinks in Nakhon Ratchasima province were included of product, price, place, and promotion factors are marketing factors, as demonstrated in Table 4. When evaluating each component, it was discovered that the degree of relevance of marketing factors influencing the choice to purchase cannabis-infused drinks of golfers as an overall is at its maximum ($\bar{x}=4.37\pm0.17$). The most influential marketing elements in purchasing cannabis-ingredient beverages were product with a score of 4.40 ± 0.22 , followed by price with a score of 4.37 ± 0.34 , and place with the score of 4.34 ± 0.45 . The promotion had the lowest marketing factor score of 4.32 ± 0.33 . This work was consistent with the work of Aji et al. (2020) who reported that product receives positive reviews from consumers.

Table 4 – Ranking of the 4P of marketing factors influencing the purchases intention of cannabis-infused drinks.

Marketing Factors	Score	Results Interpretation	Ranking
Product	4.40±0.22	agree	1
Price	4.37±0.34	agree	2
Place	4.34±0.45	agree	3
Promotion	4.32±0.33	agree	4
Overall	4.37±0.17	agree	

4. Conclusions

As result of the study, 4P of marketing factors affected the decision of golfers on cannabis-ingredients beverages buying. The most influencing factor was product, followed by price, place, and promotion. This research has successfully demonstrated the effect of marketing activities on consumer buying interest, but there are some limitations on the results of the study above. First, the respondents involved in this study were only a small portion of consumers, so it became less relevant to generalize research results for the entire population of drinking products.

Acknowledgements

Acknowledgements and Reference heading should be left justified, bold, with the first letter capitalized but have no numbers. Text below continues as normal.

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