RESEARCH ARTICLE

Thai Generation Y/Millennial Consumer Health and Wellness: An Antioxidant Beverage SEM Analysis

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Abstract The health and wellness food and beverage market is projected to grow to $US1.1 trillion by 2019 with 1.8 billion technology enabled, health conscious Gen Y/Millennial consumers leading the way. This study investigates new ways of evaluating purchase intention using integrated marketing communications, brand equity, and brand attitude embracing new Internet-related mediums such as Facebook, Twitter, and Instagram and new devices such as smartphones and tablets. Modern brand equity campaigns must also be culturally aware as Generation Y Asian youth represent the consumer of tomorrow with many global brands embracing new technologies to grow their markets. From the results of the study conducted on a health-conscious segment of 280 Bangkok Generation Y/millennial consumers, it was determined that brand equity had the largest influence on purchase intention of antioxidants beverages. Value and quality also determine the success of sales with culture and technology playing a significant role in integrated marketing communications.

Keywords brand attitude, brand equity, health and wellness, integrated marketing communications, purchase intention

In an international study sponsored by the International Obesity Task Force (IOTF), one out of 10 children was found to be overweight, with 155 million school-aged children overweight or obese (Lobstein, Rigby, & Leach, 2005). In Thailand, data shows that childhood and young adult obesity is a chronic problem, which has grown significantly over the past decades, increasing the likelihood of increased cardiovascular disease as an adult (Chen, Srinivasan, Li, Xu, & Berenson, 2007). Further research from the Thai Public Health Ministry (Wangkiat, 2016) has indicated that the obesity rate of children in pre-primary school classes has risen 36%, compared to a previous survey from only five years earlier (Wangkiat, 2016).

In Mokdad et al.'s (2003) report, obesity and diabetes were leading causes of morbidity and mortality in the US, and every year approximately 300,000 American adults die of problems related to obesity, with diabetes being the sixth leading cause of death as well as a major health care cost. The Centers for Disease Control and Prevention (2010) has indicated that as many as one in three American adults could have diabetes by 2050, with one out of every 10 American. adults currently experiencing diabetes. It is estimated that nearly 300 million individuals globally have diabetes, which could reach nearly half a billion by 2030.

The Health and Wellness (H&W) industry therefore is a dynamic and promising one driven by the recognition among scientists, government officials, practitioners, and consumers of the important role diet plays in health. In fact, diseases that are linked to eating habits, including heart disease, high blood pressure, stroke, some types of cancer, and diabetes, are among the leading causes of death in the United States (Euromonitor International, 2012). According to a USDA report (Sirikeratikul, 2014), Thailand was stated to be developing a more health conscious consumer which has sought better quality in what they purchase. This is consistent with a Euromonitor International (2012) report which said that the risk of developing diet-related chronic diseases increases with age, so the graying of the population is a key factor in this market. Escalating healthcare costs also prompt consumers to seek alternative ways of managing their health.

There is also growing clinical evidence that health-promoting properties of H&W foods and beverages have a direct effect in the consumption of antioxidant-rich beverages (Banihani et al., 2014). Massini, Rico, Martin-Diana, and Barry-Ryan (2016) added that the use of natural antioxidants instead of synthetic additives for food stabilization is on the leading edge of food formulation research. This is consistent with The Nielsen Company's (2015) study, which indicated that organic beverages were one of the fastest growing categories in the health and wellness market.

Juices offer consumers a delicious and quick way to get the nutrients in fruits and vegetables without the need for lengthy preparation with super premium juices having become very popular with higher income individuals. At the same time, young consumers aged 15 to 20 years of age are expected to drive growth in functional beverages such as bottled water, energy and health drinks, which provide supplements and nutritional benefits beyond hydration.

As a result of various factors in the health conscious consumer, especially those who spend the majority of their time at work, the trend is towards popular packaged fruit juices. Once again, Thai youth are embracing the idea of "nowism," which translates to a lifestyle of comfort and convenience. Thus, the Thai consumer is aware of the worth and value of these products and because they are viewed as an essential priority, the market will continue its upward trajectory. This however is contingent on information being communicated to the consumer which is accurate and real, such as coming from accredited laboratories and research.

I therefore collected data and reviewed the current literature on the factors that affect purchase intention of antioxidant beverage use and sales to encourage entrepreneurs and beverage suppliers of antioxidants to identify what factors affect the consumption of antioxidant beverages. Survey data was collected on consumption of antioxidants beverages by use of a customer centric approach, or STP (segmentation, targeting, and positioning) to evaluate the effectiveness of integrated marketing communications, brand attitude, and corporate brand equity on the purchase intention of antioxidant beverage products by Bangkok metropolitan consumers (Khan, 2013). This better understanding of purchasing behavior of antioxidant beverages by consumers can help organizations' marketing departments to better plan their strategies, develop new products to meet the needs of consumers, and better plan their competitive strategy even further.

Thai Health and Wellness Beverage Industry Growth

The health problem with obesity and related diabetes is global and growing, but how do consumers select health and wellness products that fit into their busy days and lifestyles, sometimes referred to in Thailand as Nowism ("High potential for health," 2013)?

In 2013, the Thai consumer juice and drink enterprise Malee in its annual report entitled "Behind the Well-Being of Thai People" (2013) stated that it was using "a variety of media and channels to reach target customers with the aim to show that Malee cares about its customers' good health". The company further elaborated on their concern for Thai consumer health and discussed their products' quality and nutritional benefits under the slogan "Malee…Fruit with Care." Additionally, it was stated that for the first-time, fruit nutrients were being mixed with high quality mineral water and anti-oxidant supplements. Furthermore, in Thailand as of 2013, the report stated that the domestic ready-to-drink fruit juice market stood at USD$ 340 million, with yearly consumption stated at 306.66 million liters; the premium market consisting of 100% fruit juice adding USD$ 127 million producing 63.82 million liters.

Competitor Tipco launched in 2012 a healthy beverages campaign to attract new consumers (Jitpleecheep, 2012) after reporting sales for 2011 of USD$ 142 million with fruit juices accounting for 50% of total sales. In 2012, fruit juice sales grew by 15% which was stimulated by growing consumer health concerns.

Euromonitor International (2016) reported that in 2015, fruit/vegetable juice market in Thailand was growing at 4% *compound annual growth rate* (CAGR) with consumer health consciousness rising sharply during the report's research period. South East Asia is the fifth largest producer of processed and preserved fruit and vegetables, which accounts for 7.2% of global production (IBISWorld, 2016). This was consistent with J. P. Morgan's (2012) report which stated that more and more consumers turned to fruit/vegetable juice to replace carbonates. Furthermore, fruit/vegetable juice was found to be more convenient in everyday life.

In Thailand, health and wellness consumer enterprises have been reported to be one of the mega-trends in the coming years ("High potential for health," 2013) with data reported by the Siam Commercial Bank Economic Intelligence Center (SCBEIC, 2015) indicating that an increasing middle class along with the urbanization will drive a 5.4% CAGR between 2014-2019 in H&W products, which represents a 15% increase over the previous reporting period of 2014–2015. Thailand's H&W food and beverage market is part of a global trend which in 2014 was US$ 932 billion worldwide, projected to grow to US$ 1.1 trillion in 2019 (SCBEIC, 2015), with Thailand reaching US$ 2.09 billion in sales in 2015.

The Thai nowism H&W industry continues to expand with industry names such as Oishi and Ichitan in fierce competition, while experiencing high value growth. Additionally, organic drinks, targeted at urban, high-end consumers are enjoying excellent growth due to the health and clean living standards by Thai consumers (The Nielsen Company, 2015).

Literature Review

Purchase Intention

Corso and Benassi (2015) studied the significance of packaging on Brazilian antioxidant-rich instant coffee purchase intention, and discovered that modern packaging and brown labels as well as packaging showing key factors for antioxidant benefits were important to a consumer's purchase decision. Lin, Lee, and Wang (2015) indicated that a heightened consumer brand awareness motivated purchasers to perceive a more positive opinion of the products that involved health claims, which causes a higher purchase intention. Mowen and Minor (2001) maintained that a consumer's evaluation process is a sequence of processing results from the perception of a problem (obesity, overweight, diabetes, etc.) while searching for a solution (antioxidant health beverage), evaluating alternatives (other potential brands), and thus making a purchase decision. In wellness issues related to Generation Y (born from 1975 to 1995) consumers, it has been estimated that there are 1.8 billion individuals (Jang, Kim, & Bonn, 2011) which are the most powerful consumer group in history (Farris, Chong, & Dunning, 2002), having a significant influence over their family's purchase decision, which makes a significant contribution to state economies (Jang et al., 2011).

Brand Attitude

Fazio (1995) stated that there is increasing research showing that brand attitude strength predicts purchase behavior. In Thailand, branding, although taken seriously and highly competitive in nature, reflects the idea of "youthful fun" that Thai culture has been renowned for. A case in point was the initial day of trading for the newly Thai stock exchange listed

Ichitan brand, a bottled tea company started by the "flamboyant" Tan Passakornnatee. The CEO's idea of "brand attitude" was to drive up in a Porsche dressed in his yellow-and-black superhero "Tan Man" costume wearing his trademarked yacht captain's cap (Cunningham, 2014). Advertising always equates the company's drinks and the CEO's "superman" hero outfit to personal power and strength from brand consumption. This form of brand attitude generation by Ichitan's CEO would fit well into the Cognitive-Affective-Conative (CAC) Model as discussed by Schiffman and Kanuk (2010), as from the model it is stated that attitudes are based on three factors: beliefs, feelings, and behavior. Ichitan's brand marketing also matches Fianto, Hadiwidjojo, Aisjah, and Solimun's (2014) research which stated that consumer purchasing decisions are influenced mostly by culture and consumers' social classes.

Brand Equity

Branding is important in adding value and increasing sales, which can increase profits, business stability, and sustainability. Aaker (1991) stated that perceived product quality is one of the key dimensions of brand equity and that brand loyalty is at the center of brand equity. Brand loyalty as discussed by Saleem, Rahman, and Umar (2015) determined that beverage companies needed to focus their marketing on brand awareness and the consumers' quality perception.

Integrated Marketing Communications (IMC)

Social media and technology has revolutionized the concept of IMC and for global beverage companies such as Ichitan, they have become critical components to their success and sustainability. Internet and social media technology has changed the way companies are communicating with their consumers. Therefore, IMC promotional efforts and resources should be coordinated and allocated to achieve the best combined effects for an enterprise's efforts. When discussing IMC and the beverage industry, most will agree that Coca Cola is probably the most universally recognized beverage in the world, with web based and social media marketing campaigns constituting industry benchmarks with 2015 estimates showing social media fans amassing 86 million consumers (Grannelle, 2015). After a review of the literature and development from the above concepts, the following five research hypotheses were created:

H1: Brand Equity influences Brand Attitude.

H2: Integrated Marketing Communications' strategies influence Brand Attitude.

H3: Brand Equity influences Purchase Intention.

H4: Integrated Marketing Communication' strategies influence Purchase Intention.

H5: Brand Attitude influences Purchase Intention.

Methods

Sample and Data Collection

The survey was conducted among university students in April and May 2015 on randomly selected days in the early afternoon at several Bangkok metropolitan Skytrain (BTS) and subway (MRT) station entrances, as well as on the university grounds of the King Mongkut's Institute of Technology at Ladkrabang (KMITL) and Kasetsart University, both located in Bangkok metropolitan suburbs. Flip charts/flip boards were used to present the survey and help with the clarification of any related information. Surveys were completed and collected on site. Each respondent was provided a cold, anti-oxidant beverage at the conclusion of their survey.

From the initial sample size of 345 respondents, and based on a Siam Commercial Bank Economic Intelligence Center's (Amornvivat et al., 2014) definition of "millennials/Generation Y" (those born between 1981 and 2000), 35 questionnaires were rejected as the respondents were deemed to be too old, while another 30 questionnaires were further rejected as the respondents' answers appeared to be rushed, were not complete, or were all the same. After completion of the audit, the respondents' demographic details were analyzed, which is presented in Table 1. The following points are noted by the researchers as particularly interesting.

The first interesting data point from the survey was that 74% of those surveyed had either purchased, or had considered purchasing, an anti-oxidant beverage for health-related purposes. This is supported by a Fona

International (2015) report that indicated millennials use health beverages to manage stress and combat fatigue. The same report also stated that these health beverages are selected as they are perceived as helping with the loss of weight and maintaining eye health due to their extreme use of digital tools.

Other interesting data points included the respondents' level of education, with 88% having either an undergraduate of graduate degree. Also, females represented 76% of the total respondents, although it is unclear as to why such a high participation rate (Maybe due to the fact the survey takers were also female?).

Measurement

Lindeman, Merenda, and Gold (1980) analyzed structural equation modeling using LISREL and indicated that the ratio between the number of samples

Table 1
Survey Respondents' Demographics

	Survey demographics	**Total Respondents**	**Percentage**
1	Have you ever considered or have you ever purchased an anti-oxidant bottled beverage for health-related reasons?		
	Yes	208	74%
	No	72	26%
	Total	280	100%
2	Gender		
	Male	68	24%
	Female	212	76%
	Total	280	100%
3	Age (Millennials/Generation Y)		
	16–30 Years	240	86%
	31–35 Years	40	14%
	Total	280	100%
4	Marital Status		
	Single	252	90%
	Married	28	10%
	Total	280	100%
5	Education Level		
	High School Diploma / Vocational Certificate	24	9%
	High Vocational Certificate	8	3%
	Bachelor degree (BA/BS)	236	84%
	Graduate degree	12	4%
	Total	280	100%
6	Occupation		
	Student	68	24%
	Contractor	16	6%
	Private enterprise	168	60%
	Entrepreneur/business owner	0	0%
	Government/State enterprise employee	28	10%
	Total	280	100%

Table 1 continued...

7	Monthly income		
	Less than 10,000 Baht (US$283.00)	64	23%
	10,001–20,000 Baht	132	47%
	20,001–30,000 Baht	52	19%
	30,001–40,000 Baht	12	4%
	40,001–50,000 Baht	8	3%
	More than 50,000 Baht	12	4%
	Total	**280**	**100%**

and the number of parameters, estimated or observed variables, should be 20:1. Therefore, I determined that 280 samples were adequate based on the model's 14 variables.

A 7-point Likert (1932) scale was used to measure the survey questionnaires. Five authorities in related disciplines were tasked to assure the content, quality, and reliability of the developed surveys. This was partially accomplished by using Rovinelli and Hambleton's (1977) index of Item-Objective Congruence (IOC) which was used to carry out the screening of questions using a factor of 0.50 or higher to determine the sample validity. For the study, Cronbach's alpha was used (Tavakol & Dennick, 2011) to evaluate the 7-point Likert (1932) scale rating matrix. Acceptable alpha (α) values ranges are from 0 to 1, with a reliability score of 0.70 or higher being considered a reliable score (Tavakol & Dennick, 2011). The study's average value of the correlation coefficient was 0.987, which means it is highly reliable.

Dependent Variable

Purchase intention analysis used a measurement instrument utilizing a 7-Point Likert Scale (Likert, 1932) which was conceptualized and built from scales enabling the measurement of purchase intention behavior (PI_behavior) and reference group norms (PI_group).

Independent Variables

Brand equity (value) analysis used a measurement instrument utilizing a 7-Point Likert Scale (Likert, 1932) which was conceptualized and built from scales enabling the measurement of brand management (Val_asset), brand promotion (Val_know), product benefits (Val_benefit), brand loyalty (Val_equity), and perceived quality.

Brand attitude (attitude) analysis used a measurement instrument utilizing a 7-Point Likert Scale (Likert, 1932) which was conceptualized and built from scales enabling the measurement of brand faith (Ab), and brand evaluation (att_eval).

Integrated marketing communications (IMC) analysis used a measurement instrument utilizing a 7-Point Likert Scale (Likert, 1932) which was conceptualized and built from scales enabling the measurement of advertising (C_advertising), sales promotion (IMC_promotion), public relations (IMC_PR), direct marketing (IMC_direct), and employee sales (IMC_SP).

Results

The quantitative data were analyzed with the Partial Least Squares statistical tool with the hypotheses validated by use of PLS (partial least squares)-Graph software (Chin, 2001). The analysis results were displayed as a model structure to determine manifest and latent variables. The measurement tools' validity and reliability were analyzed and their internal consistency was measured by Cronbach's α-coefficient which was found to range from 0.545 to 0.747, which indicates a high reliability level.

Convergent validity can be examined through CFA within PLS modeling with the three criteria recommended by Fornell and Larcker (1981) for establishing convergent validity being: (1) all indicator factor loadings should be significant and exceed 0.707 so that over one half of the variance is captured by the latent construct (Straub, Boudreau, & Gefen, 2004); (2) construct reliabilities should exceed 0.70; and (3) average variance extracted (AVE) of each construct should exceed 0.50. When measuring variables with reflective analysis, convergent validity has been used with loading used as consideration criteria which must be a positive quantity and indicator with a loading of more than 0.707. All values are statistically significant ($|t| \geq 1.96$) representing the convergent validity of scales as shown in the analysis results in Table 2.

Table 2

Statistical Values Presenting Convergent Validity of Reflective Scales of Latent Variables

Construct/Item	**Loading**	**AVE**	**t-stat**
Brand Equity (value)		0.739	
- Brand management (Val_asset)	0.865		63.167
- Brand promotion (Val_know)	0.829		44.074
- Product benefits (Val_benefit)	0.900		79.971
- Brand loyalty (Val_equity)	0.836		38.931
- Perceived quality (Val_quality)	0.865		52.992
Brand Attitude (attitude)		0.919	
- Brand faith (Ab)	0.959		179.477
- Brand evaluation (att_eval)	0.958		197.979
Integrated Marketing Communications (IMC)		0.729	
- Advertising (C_advertising)	0.830		41.815
- Sales promotion (IMC_promotion)	0.827		36.541
- Public Relations (IMC_PR)	0.867		50.018
- Direct marketing (IMC_direct)	0.856		51.326
- Employee sales (IMC_SP)	0.889		63.760
Purchase Intention (purchase intention)		0.848	
- Purchase intention behavior (PI_behavior)	0.924		106.058
- Reference group norms (PI_group)	0.917		88.378

Table 3

Cross Construct Correlation and Performance Indices

Construct	**CR**	**AVE**	**Construct**				**R^2**	**AvCommun**	**AvRedund**
			Brand Equity	**Integrated Marketing Communications**	**Brand Attitude**	**Purchase Intention**			
Brand Equity	0.934	0.739	**0.860**				-	0.739	0.000
Integrated Marketing Communications	0.931	0.729	0.806	0.859			-	0.729	0.000
Brand Attitude	0.958	0.919	0.763	0.735	0.959		0.624	0.919	0.573
Purchase Intention	0.918	0.848	0.802	0.715	0.684	**0.921**	0.663	0.848	0.562
			Average				0.644	0.777	0.162

Note. Statistical significance level is at 0.05 indicated with the diagonal figures CR: Composite reliability, AVE: Average variance extracted, R^2: Square of the correlation.

For variance-based structural equation modeling, such as PLS, the Fornell-Larcker criterion and the examination of cross-loadings are the dominant approaches for evaluating discriminant validity. Therefore, analysis of the data validated that there was discriminant validity for each construct, without exception (Table 3). The reflective model in Table 2 shows the discriminant validity of the internal latent variables and the correlation of variables and the scale reliability which has been analyzed from Composite Reliability (CR) as well as the $\sqrt{AVE}$ (Average Variance Extracted). The CR value should not go below 0.60, the AVE values should drop below 0.50, and R^2 values should not be under 0.20 (Lauro & Vinzi, 2004).

The quality of the overall construct in Table 4 shows that the R^2 values were from 0.624 to 0.663 (0.644 mean), which is significantly higher than 0.20, indicating that the structural equation model had predictive quality at an acceptable level. The structural model fit index GoF (Goodness of Fit) of 0.707 indicates a moderate overall prediction performance which is equal to the value of Average Communality which was equal to 0.777. In summary, the quality of the model was at a high level (Figure 1).

Furthermore, the in-depth interviews confirmed that the most important factor in the willingness to buy anti-oxidant beverages included quality, especially the quality of the company's advertising to the consumer but advertising is only part of the purchase decision. The second research question which covered the factors influencing the indirect and overall influences in the purchase decision found that strategy, including marketing communications services, and brand equity had a direct and positive influence. Brand attitude and purchasing habits also affected the purchase decision. IMC and brand equity also play significant but indirect roles in the purchase decision through brand attitude. These findings were consistent and confirmed the in-depth interviews.

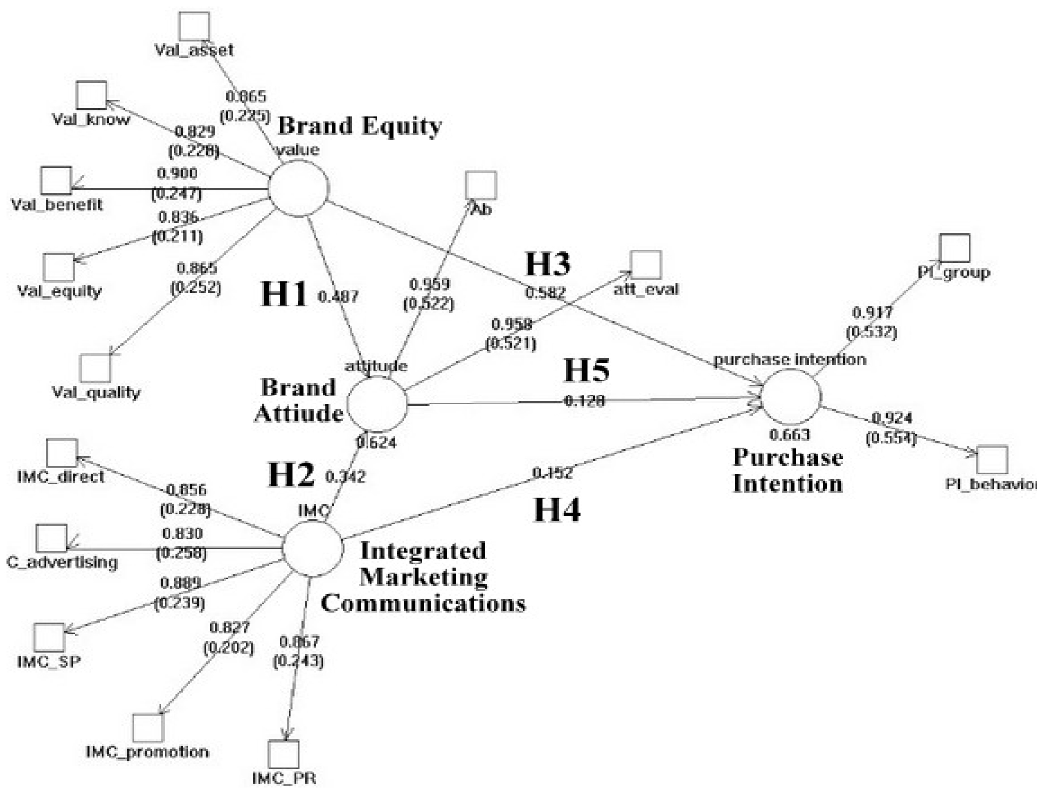


Figure 1. *Final model.*

Table 4
Total Effects of the Factors Involved in the Purchase Intention of Anti-Oxidant Beverages

Dependent Variable	R^2	Influence	Independent Variables (Antecedent)		
			Brand Equity	**Integrated Marketing Communications**	**Brand Attitude**
Brand Attitude	0.624	Direct effect	0.487	0.342	N/A
		Indirect effect	-	-	N/A
		Combined influence	0.487	0.342	N/A
Purchase Intention	0.663	Direct effect	0.582	0.152	0.128
		Indirect effect	0.062	0.044	-
		Combined influence	0.644	0.196	0.128

Notes. CR: Composite reliability; R^2: Square of the correlation.

Table 5
Results of Structural Equation Model Hypotheses Testing

	Hypotheses	Coef.	t-stat	Results
H1	Brand Equity positively affects Brand Attitude.	0.487	7.696	Confirmed
H2	Integrated Marketing Communications strategies positively affects Brand Attitude.	0.342	5.082	Confirmed
H3	Brand Value positively affects Purchase Intention.	0.582	10.141	Confirmed
H4	Integrated Marketing Communications strategies positively affects Purchase Intention.	0.152	2.819	Confirmed
H5	Brand Attitude positively affects Purchase Intention.	0.128	2.515	Confirmed

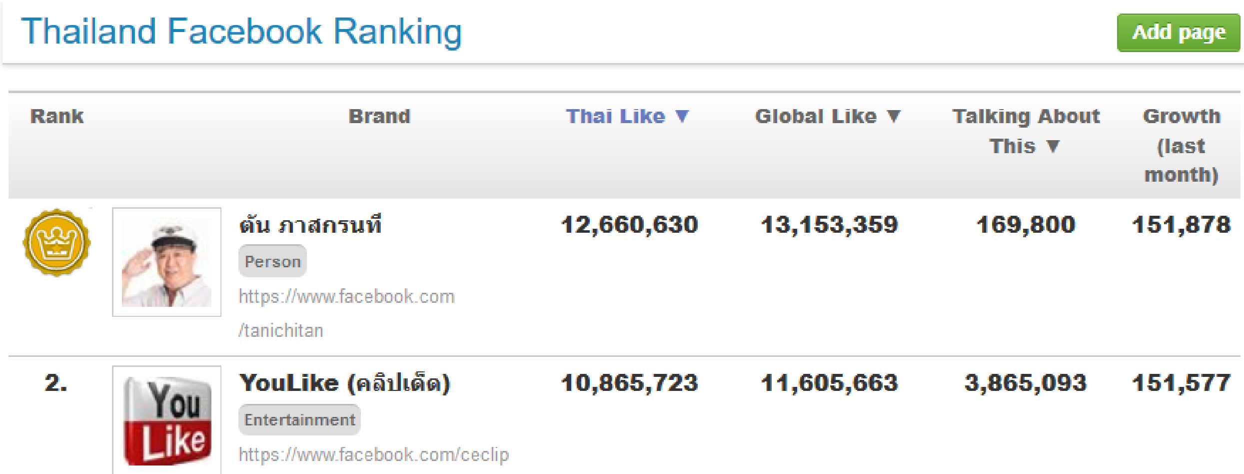
The level of influence of each of the variables that affect purchase intention of antioxidant beverages is shown in Table 5.

Results from the study furthermore indicated that consumer attitudes towards the brand are critical. Confirmation of this can be found in the fact that Ichitan's Tan Man web site is the highest ranked Facebook page (Figure 2) in Thailand (as of October 6, 2016). Consumer attitudes show the amount of passion or feeling, each being stimulated by people such as Ichitan's Tan Man Superhero (Cunningham, 2014; Weboonlit, 2013), companies like Red Bull (Nasri et al., 2014), brands like Coca-Cola (Shively, 2014), or concepts using social media such as through Line and Facebook. This is especially true where connections are made to male consumers. It was also determined that consumers tend to build up their own beliefs and attitudes (either positive or negative) depending on the situation.

Discussion

Factors that affect Purchase Intention of antioxidant beverages in Bangkok's metropolitan area includes consumer health, with Brand Equity (value) playing the most significant role. The advantages of the brand, quality, and benefits of the product also are important in the purchase decision making process. Consumer behavior includes all the actions taken by consumers including purchasing, word-of-mouth, and information searching (Mowen & Minor, 2001). This is supported by Belk (1975) who stated that consumer behavior can be explained by knowing and predicting situational factors.

Behavioral intentions are defined as "expectations to behave in a particular way with regard to the acquisition, disposition, and use of products and services" (Mowen & Minor, 2001, p. 125). Thus, consumers may build the intention to collect information, tell others about their experience, or purchase a product or service.



Thailand Facebook Ranking

Add page

Rank	Brand	Thai Like ▼	Global Like ▼	Talking About This ▼	Growth (last month)
	ตัน ภาสกรนที Person https://www.facebook.com/tanichitan	12,660,630	13,153,359	169,800	151,878
2.	YouLike (คลิปเด็ด) Entertainment https://www.facebook.com/ceclip	10,865,723	11,605,663	3,865,093	151,577

Figure 2. *Thailand's Facebook ranking.*

(Source: ZocialRank, 2016)

Purchase intention was also stated to be the promise to one's self to purchase once again a product once the individual returns to the same shop (Fandos & Flavian, 2006; Halim & Hameed, 2005), which has a significant importance as repeat sales and customer retention of existing customers is more beneficial to an enterprise than trying to find new customers.

Huang and Dang (2014), in their discussion concerning purchase intention by Taiwanese coffee drinkers, confirmed this study's analysis concerning the IMC techniques implemented by companies such as Red Bull and Ichitan in Thailand as well as Coca Cola globally (Nasri et al., 2014; Cunningham, 2014; Shively, 2014). From their research it was stated that product image, promotion, and advertising (which played the main role to attract customers) were critical components on the sales of coffee beverages in Taiwan (Huang & Dang, 2014).

This is consistent with Tariq, Nawaz, Nawaz, and Butt (2013), which stated that there are certain functions of a brand which have a strong influence on the purchase intention of the customer including brand image and product quality, knowledge, involvement, attributes, and brand loyalty. In multiple research studies by Aaker (1991, p. 39), brand loyalty was confirmed as a key dimension as it was stated that "loyalty is a core dimension of brand equity."

Schiffman and Kanuk (2010) concluded that purchase motivation is determined if the purchase meets the buyer's needs, whether it is in demand as a strong desire or demand psychology. In addition, consumers will want to buy because they feel that the product they are buying is valuable, which agrees with Suraworachet, Premsiri, and Cooharojananone (2011), who found that attitudes and perceptions of ease of use will affect the sale of goods on Facebook.

Behavioral intentions are defined as "expectations to behave in a particular way with regard to the acquisition, disposition, and use of products and services" (Mowen & Minor, 2001, p. 125). Thus, consumers may build the intention to collect information, tell others about their experience, or purchase a product or service.

Conclusion

The H&W initiatives through antioxidant beverages of Thailand and global consumers and companies are a welcomed trend as research from 199 countries indicates that almost 1.5 billion adults worldwide were overweight in 2008, of which 502 million were classified as obese (NHS, 2011). In the US, 67.5% of American adults are overweight or obese (Fryar, Carroll, & Ogden, 2014) with obese people having 46% higher in-patient costs, 27% more doctor visits and outpatient costs, and 80% greater spending on prescription drugs. By 2030, healthcare costs due to obesity and overweight are projected to account for 16–18% of total US healthcare expenditure (NHS, 2011). Antioxidant beverage research from this and other studies has determined that there is a direct health effect on an individual's intake which can thus help with weight control and obesity. Thai consumption of anti-oxidant enhanced fruit beverages and green tea continues to be popular, but the aim of consuming healthy drinks has shifted from treatment to prevention. Thus, the need for anti-oxidant supplemented beverage drinks as the population becomes older, more knowledgeable, and better at researching data and products. Multiple studies have confirmed the health benefits of consuming green tea, which due to anti-oxidant elementa, have been reported to prevent cancer, cardiovascular, and neurodegenerative diseases (Jówko, 2015; Kashima, 1999; Zaveri, 2006).

Companies recognizing the importance of the 1.8 billion strong Generation Y/Millennials consumers are placing great effort on developing IMC programs that help with the identification of their products through brand attitude and thus increase their corporate brand equity value by assisting consumers with informed purchase decisions using IMC Internet and social media channels critical to a product's success. Thai brands such as Malee however are also using more traditional methods of IMC such as road shows and musical festivals to launch new products with more modern and "fresher looking" packaging with the aim to capture the Generation Y/Millennials while still retaining older customers (Malee, 2013). However, price, product, distribution, and promotion (in that order), will still remain as top factors in the marketing mix (Pinta, & Utama-ang, 2016).

However, just because the target market might be the tech savvy Generation Y/Millennials, retailers and marketers cannot forget the old, tried, and true IMC methods of retail merchandising and sales, as in the US, 81% of the millennial aged retail shopping comes from brick and mortar shops with 51% in-store shoppers making a purchase (Olenski, 2013). These US statistics however must be balanced by the culture differences of US youth which by default "socialize" at malls; whereas Thai Generation Y/Millennials use social media channels for socializing. It is sincerely hoped this study has opened the door to understanding and discussing this serious issue and suggested some useful mechanisms for sustaining a healthful populace.

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