

Review seminar paper of 6004640469

Factors influencing Thai people buying decision on CBD-infused beverage which is the topic of this paper that aims to analyze the factors that affect consumer purchasing decision to process CBD-infused beverage toward their hypothesis. There are male will purchase more than female ,positively significant impact of the accessibility of information, the reference group ,familiar beverage brand in Thailand which are 4 hypothesis.

According to the framework, they set the level of intention to buy as the dependent variable and 16 variables within 4 groups that affect the intention to buy CBD drink including demographic,perception,social and marketing factors but they focus on factors that are included in the hypothesis.In terms of methods that this paper use to collect the data which is questionnaires and use regression analysis with the ordered logistic regression model.

As the 4 hypotheses have stated, the results can relate to the hypothesis that only one which male are more likely to buy cannabis-infused drinks than females.So, gender has a significant impact on purchasing decisions. Moreover, results analysis of this study showed that they can reject the remaining hypothesis which means that information ,reference group and familiar beverage brand are not the significant variables. Nevertheless, the experience ,opinion leader and easy of consume are the significant variables.

In my opinion, this methodology is proper for this study to explore the consumer behaviour of CBD-infused beverages and the framework is very clear and easy to understand. In addition, introduction stated very good that make me who never understand or know about the majurina or CBD-infused before understand what product is .And the results quite make sense to me about the gender which are males who prefer this product more than female. On the contrary , there are significant impacts on intention to buy and the opinion variable but not on the reference group . But I think two variables are quite similar with each other.If possible, this paper may group these two variables together as one variable. Hence, new results may be shown differently which might influence consumer decision on buying CBD-infused products which support hypothesis number two that people in society or reference groups had a positive significant impact on the intention of buyers.

Lastly, CBD-infused drinking is a new market in Thailand and this study is beneficial to companies that will produce or sell this type of products in terms of deep understanding in terms of consumer behaviors to utilize marketing tools to promote or attract consumers .