

# Consumers Behavior Affecting Buying Choice of Cannabis

## Drink in Mueang District, Chaing Mai Province

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### Abstract

This Independent study is objective for (1) to study personal factors affecting buying choice of cannabis drink. (2) To study marketing mix factors affecting buying choice of cannabis drink. (3) To study consumers behavior affecting buying choice of cannabis drink in Mueang district, Chiang Mai province. And (4) to study compare the products of the original flavored cannabis drink and the cannabis mixed with okra. The sampling by Convenience sampling. The researchers use the questionnaire as a tool to store data from a sample group. Number of 400 consumers who interested in purchasing or drinking cannabis drink in Mueang district, Chiang Mai province. Data analysis uses descriptive statistics, including frequency, percentage, mean, and standard deviation, and uses of the inferential statistics, including Chi-Square test. The research found that (1) the majority of survey respondents were female. Age between 26-35 years. Single status. Bachelor's degree. government career/state enterprise. And the average revenue per month between 10,000 - 20,000 baht. (2) The respondents have opinions on marketing mix factors at the high level. (3) The majority of survey respondents chose 250 ml of cannabis mixed with okra, DEK420 brand. Decided to buy 250 ml of original cannabis drink, DEK420 brand, because it relieves stress. and tired. Decided to buy 250 ml of cannabis mixed with okra, DEK420 brand, because it thirst and quenches heat/internal heat. The places to buy cannabis drink at regular booths (free giveaways). First to drink cannabis drink. Buying choice of cannabis because myself. There is a moderate demand for cannabis drink. The cost per purchase per bottle of cannabis drink less than 50 baht. And are satisfied with the product delivery service channels and online payment service channels at a high level. (4) Personal factors, which were sex, age, status, occupation, and income had relationship with consumers behavior, it had statistical significance level of 0.05. And (5) Mix factors, which product, price and place had relationship with consumers behavior, it had statistical significance level of  $p \geq 0.05$ .

**Keywords:** Consumers Behavior, Mix, Cannabis Drink, Chiang Mai Province

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## 1. Main text

### Introduction

In modern times, good health is still needed by Thai people. Regardless of exercise Food and beverage consumption Self-care is important, it is the thing that modern consumers pay the most attention to. Because everyone wishes that they are healthy and have a life that Longevity free from all diseases in which self-care for good health can be done in many forms, such as exercise, meditation practice and choosing to eat food and beverages that are useful Healthy beverages that are becoming popular in Thailand. Is Cannabidiol or CBD drinks that help to refresh the body, relax, sleep well, smell stress, fatigue, which is beneficial to the body. And has a better effect on our physical health. Resulting in a drink containing CBD as a product that helps meet the needs of consumers. Food and Drug Administration, Thailand has defined the use of beverages containing CBD as beverage products that are produced by adding significant raw materials to the CBD or may be a drink from marijuana juice extracted from marijuana leaves containing CBD. Which is a product that has many health benefits such as Helps to reduce depression, sleep well, tiredness, refresh, relax, benefit consumers. Therefore, beverages that contain CBD Therefore is prevalent in consumer groups in Thailand and abroad (Cannabis info 2023)

In addition to the consumption of beverages that have the same form of CBD. There are also modified beverages and distributed in the form of glass bottles and plastic bottles that are easy to drink and taste or mix extracts from fruits or herbs, making it colorful and a variety of flavors suitable for Modern Consumer. However, drinking marijuana or CBD-containing beverages continues to raise consumer concerns about the control of cannabinoids. Which contains Tetrahydrocannabinol (THC) and Cannabidiol (CBD) Is the active ingredient affecting physical health. Therefore, the manufacturing company must educate and increase appropriate marketing channels to meet the needs of consumers and ensure that these beverages are healthy. Beverages that contain marijuana or CBD are new products that have entered the beverage market, especially for those who care about health since 2022. And various flavor formulas have been developed. CBD-based beverages that are sold throughout Thailand have a wide variety of flavors and are widely popular Available on the market for up to 5 products in 2022. Include MAGIC FARM Fruit Juice Lychee Flavour with Cannabis Water, Cannabis Water Dex420 Deksomboon, Cannabis Water Yanhee Products, CAMU C Plus Cannabis Water, Isolate CBD Plus, And cannabis extract. With the rapid growth rate and the originator of the brand of beverages containing their own CBD. Realizing that it was a healthy drink at the end of 2023. CBD-containing beverages penetrate the health-enhancing beverage market by about 50%. There is a trend in the market value of beverages containing marijuana or CBD. There is a rate of rapid growth in 2022 – 2023

Next year on January 10 2024, The government is led by the Thai Party. Has prepared a law to prohibit the use of herbs containing marijuana for recreation and need to ask for permission Food and Drug Administration, Thailand. During the same period of March 2024, high-priced CBD-based beverage products were overpriced by Consumers. Many CBD beverage manufacturers have started to cancel the sale of beverages containing CBD or cannabis. Resulting in a drink that contains CBD or marijuana water shortage on the market. In addition, the population in Chiang Mai or the north lacks knowledge of the properties of CBD and has a negative bias that CBD is a substance. May result in a cause for drinks containing CBD or marijuana to no longer be available on the market. Currently, manufacturers of beverages containing CBD or cannabis juice are only sold on the company's website with activities to promote marketing and promote prices to attract consumers Ready to have free shipping services throughout Thailand Or private transportation services and transportation services through the application can choose from multiple payment methods, such as with pay, pay, transfer money through bank applications. Transfer money via the internet Banking, Visa Card, MasterCard may include destination collection, etc

The Researchers have considered the selection of cannabis juice products from Deksomboon. 15 types, only 2 types left is Dek420 Cannabis Drink Original 250ml and Cannabis Mix Roselle Drink DEK420 250ml used as an example in this research Dek420 Cannabis Drink Original 250ml With dried cannabis leaves Can eat healthy marijuana leaves, causing good sleep, freshness, relaxation, no Sugar Free, No fat different from Cannabis Mix Roselle Drink DEK420 250ml That emphasizes coloring and flavoring, giving the scent of a dick more than the smell of marijuana leaves There are properties that can cure thirst, extinguish hot or help with hot symptoms in Can help relieve stress, fatigue. The researchers saw the difference in properties and properties between beverages containing cannabis and roselle as sales of beverages containing CBD have decreased over the past 2 years. While many consumers who do not know and lack understanding about beverages that contain marijuana or CBD What are the properties and properties. The Researchers are therefore interested in studying the consumption behavior of marijuana-containing beverages. And marketing mix factors that affect the purchase of said beverages to know the results of the study that consumer behavior will affect the purchase of beverages that have a mixture of marijuana that contains CBD. And how will the market ingredient factors relate to consumer behavior towards the purchase of marijuana-based beverages that contain CBD. This research study should benefit the organization in marketing communication planning. To create awareness and understanding for consumers when choosing to drink beverages that contain marijuana or CBD images and formulae. The section headings are arranged by numbers, bold and 10 pt. Here follows further instructions for authors.

### **Objectives**

1. To study personal factors affecting buying choice of cannabis drink.
2. To study marketing mix factors affecting buying choice of cannabis drink.
3. To study consumers behavior affecting buying choice of cannabis drink in Mueang district, Chiang Mai province.
4. To study compare the products of the original flavored cannabis drink and the cannabis mixed with okra. The sampling by Convenience sampling

### **Assumptions**

1. Personal factors, including gender, age, status, education level, occupation, and income, are related to consumers behavior affecting buying choice of cannabis drink in Mueang district, Chiang Mai province.
2. Marketing mix factors include product, price, place, and promotion are related to consumers behavior affecting buying choice of cannabis drink in Mueang district, Chiang Mai province.

### **Scope of study**

1. Scope  
Focus only on consumer behavior that affects the purchase of marijuana-containing beverages in Chiang Mai District, Chiang Mai Province. Since the consumer groups that choose to buy marijuana-based beverages mainly live in the Mueang District, Chiang Mai Province, and the distribution of such products have areas in the Mueang District. Chiang Mai is the majority.

## 2. Raw material scope

1) Dek420 Cannabis Drink Original 250ml Deksomboon (Picture 1) With the following key components Cannabis leaves 3 % Contains more authentic marijuana leaves in bottles and cannabis juice 90% Contains acidic substances INS:575 Use preservatives INS:211 and INS:202 Add aromatic scent. Dek420 Cannabis Drink Original 250ml Deksomboon Product that is considered a product that only consumers in the group like recreation. But most consumers still avoid rejecting the purchase. From the consumer's opinion is Cannabis leaves or parts of marijuana are considered addictive substances to blame. May affect the feelings of consumers, causing concern about substance abuse and fear of substance abuse. While the properties of important substances from the cannabis leaves can be classified as 1. Cannabis leaves contain Cannabinoids. Helps people with depression and reduces violent emotional behavior 2. THC (Tetrahydrocannabinol) helps to prevent Alzheimer's disease and 3. helps insomnia to sleep more comfortably



**Fig. 1** Dek420 Cannabis Drink Original 250ml (Deksomboon Shop)

2) Cannabis Mix Roselle Drink DEK420 250ml (Picture 1) With the following key components Cannabis Water 60 % from Cannabis leaves 3 % Roselle Water 35.81 % Sugar 4 % Contains acidic substances INS:330 and Natural flavoring, Put preservatives INS:211 Add aromatic scent There are objects that give sweetness instead of sugar (Steviol glycosides) Herbal properties from roselle flower can be used as a lipid-lowering drug in the veins and can help lose weight Can also be used as an Antihistamines, coughing, driving mucus in the throat as well



**Fig. 2** Cannabis Mix Roselle Drink DEK420 250ml (Deksomboon Shop)

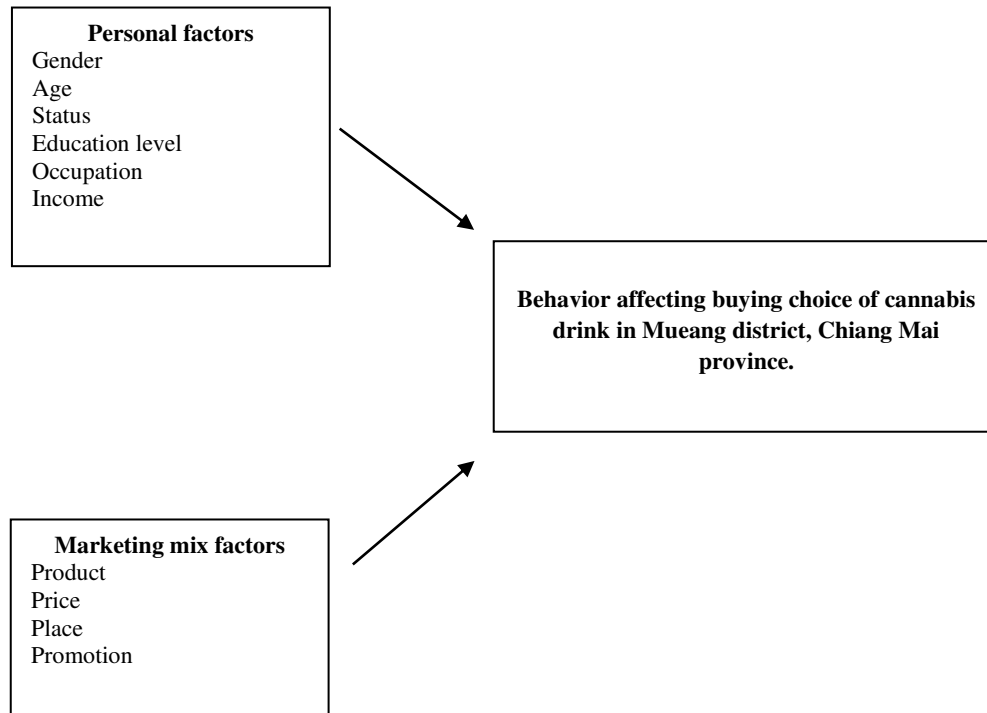
### 3. Population scope

Focus on studying only consumers who are interested in buying or drinking marijuana-based beverages that live in Chiang Mai District. Therefore, the researchers chose the sample used in the research, namely consumers living in the Chiang Mai District. To match the target group

4. Periodic scope It takes 6 months to collect data.

5. The tools used in the research are questionnaires, which the researchers will collect. Questionnaire by yourself

### Conceptual framework



**Fig. 3** Conceptual framework

### Literature Review

#### Concepts and theories about demographic characteristics

Schiffman and Wisenblit (2015) said that population market segmentation is achieved by Divide consumer groups by age, income, race, gender, occupation, marital status, type and size of household use. And geographic location These variables have empirical objectives and can easily ask questions or observations These things help marketers classify each consumer. Clearly defined categories such as age groups or income groups As well as the social class level that is determined by the objective, the calculation of the 3 indicators, the variable is income Education and career levels, which later on the consumer's address and postal code can Use information together to make known to the consumer's geographic location. Population segmentation is the most effective way to find and reach specific customer groups.

## Concepts and theories about service marketing components

Kotler (1997) Marketing mix (Marketing Mix), also known as 4Ps, consists of products, prices, sales locations, and marketing promotion. The variables in each P are as follows

1. Products (Product) in the modern market management process After marketers have analyzed and selected the target market The next task is to plan the strategy. Market mix to be consistent with that target market the product is known as the heart of the marketing mix and is the starting point. Developing marketing mix because will develop the product Ready to consider the product location in that target market

2. Price (Product) is the second component of the marketing mix. And is the only factor that generates revenue Often, pricing is an error. Market changes, such as setting a high price, will make the business income Higher, setting a low price will cause the business's income is low. Which may lead to a loss However, it does not mean that one business can set the price as you like. Businesses must be in a condition of having competitors. If the price is higher than the competitors, but the products or services of that business is not as high quality as its competitors. The added price will prevent customers from buying. Or continue to service with that business If the business set a low price It will lead to a price war. Because other competitors can reduce the price accordingly Therefore, the price must be set to be cheap. must be appropriate the price is a mechanism that can attract attention. Therefore, in pricing, both the nature of competition in the target market and the reaction of customers to different prices must be considered.

3. Place (Place) Is the operation of the marketing executive To bring products or services to move from the manufacturer to the consumer Or users at the time and place that customers want In the said operation Most manufacturers today do not use distribution methods directly to consumers or users, but only the only way, but will use the distribution method through multiple distribution channels together in that distribution. Entrepreneurs can provide services through 4 distribution channels, namely the marketing mix and the starting point for the development of marketing mix because Will be developed the product is ready to consider the product position in the target market.

4. Promotion (Promotion) Will involve various methods that convey the provision The target market knows where the product needs to be sold at any price level, such as advertising, public relations, and special privileges. Business marketing promotion can be done in all forms Whether advertising, public relations, news, redemption, giveaway Direct marketing through various media, which promotes marketing that wants to penetrate high-level customers. Requires public relations to help create an image as for the promotion of marketing that wants to penetrate middle and lower customers, which focus on prices relatively low, requires a reduction, exchange, give away, give etc.

## Concepts and theories related to consumer behavior

Kotler & Keller (2012) provides an idea of consumer behavior analysis (analyzing consumer behavior) as a study of the behavior of purchases and consumer use. Either as a person Groups or organizations are aware of the needs and behavior of buying and using consumers. The answer will help Marketers can organize marketing strategies (Market strings) that are able to properly satisfy consumer satisfaction. The questions used to find consumer behavior are 6Ws and 1H, which consist of Who? What?, When ?, Where ?, How? And why? To find 7 answers or 7Os consisting of Occupants, Objects, Objectives, Organization, Occasion, Outlets, and Operations.

## Methodology

### Population and sample selection

Population is consumers who are interested in buying or drinking marijuana-based beverages in urban areas. Chiang Mai Province Due to the exact population unknown Therefore, the researcher determined the sample size using the exact population calculation formula. At a 95% confidence level% The estimated tolerance is not more than 5%. The sample used in this research is 385 people and reserved 4% or equal to 15 samples, including a total of 400 samples.

The sample is consumers who are interested in buying or drinking marijuana-based beverages in the city limits. Chiang Mai Province The researchers conducted the following sampling

Collect samples by convenience (Convenience Sampling) by distributing the questionnaire. To consumers who have previously bought or drank marijuana-based beverages conveniently in the Chiang Mai district. This data collection will use the entire questionnaire distributed by the researchers themselves. (Questionnaires) 400 sets All by random sampling of 400 samples

## Research tools

Quantitative research the tools used in this study are questionnaires with 4-part questions and questions to invite consumers (Inviting Question) who are interested in buying marijuana-based beverages in the Chiang Mai district. new Therefore use the invitation question as follows  
Experience in buying marijuana-based beverages

The tools used to collect data are divided into 4 parts as follows

Part 1. The general data factors of respondents are questionnaires about data. The general query is a closed-ended question (Closed End). It is a question that can be answered. Only one answer Which has a total of 6 questions, namely gender, age, education level, occupation and income

Part 2 Questionnaire for market mix factors affecting the purchase of marijuana-containing beverages. The question is a Rating Scale using the 5-level Likert Scale method, which is the level of measurement of data. Ultraman Class (Interval Scale) 11 points, which have the following points

Part 3 Questionnaire on the behavior of buying marijuana-based beverages, which are the 8 Multiple Choice questions, brands that choose to buy or drink marijuana juice. The taste chosen to buy or drink marijuana juice Important reasons to decide to buy or drink marijuana water Place to decide buy Cannabis Water How many times to drink marijuana juice in 1 month Decision participants Let you buy cannabis juice to drink. What level do you want to drink marijuana and the cost per time you buy marijuana.

## Data analysis

The researcher has set the statistics for the data analysis. By describing the variables used in the study as follows

### Descriptive Statistics

Descriptive Statistics Is the statistics used to describe, describe, or summarize the characteristics of the data group that are collected numbers that cannot be referenced in population characteristics Examples of descriptive statistics, such as frequency distribution, Measures of Central Value measurement. Distribution (Measure of Dispersion) of data

Questionnaire Part 1 regarding general information of respondents

Questionnaire Part 2 asks about the marketing mix factors affecting the purchase of marijuana-containing beverages

Questionnaire Part 3. Ask consumer behavior that affects the purchase of marijuana-containing beverages

Questionnaire Part 4: Consumer feedback questionnaire affecting the purchase of marijuana-containing beverages

### Inferential Statistics

The statistics used to test the hypothesis are the Chi-Square Test (Table). It is used for data analysis to find the relationship between personal factors and behavior that affects the purchase of marijuana-based beverages and to find relationships between factors. Market mix and behavior for buying beverages that contain Marijuana is statistically significant at the level of  $p \leq 0.05$ . The hypothesis used to test the statistics is

## Results

### 1. Personal characteristics

Most of the 234 female respondents (58.50 percent) were 26-35 years old, 145 people (36.25 percent) had single status, 290 people (72.50 percent) had a bachelor's degree A total of 348 people (87.00 percent) have 106 government / state enterprises (26.50 percent), earning 10,000 – 20,000 baht, 316 people (79.00 percent)

2. Analysis of market mix factors affecting the purchase of marijuana-containing beverages

**Table 1 - Mean, standard deviation and the level of opinions on marketing mix factors**

Marketing mix factors	Mean	Standard deviation	Level of opinions
- Product	4.37	0.41	Highest
- Price	3.27	0.64	Modulate
-Place	3.81	0.39	High
- Promotion	3.74	0.57	High
Total	3.80	0.26	High

From Table 1, it was found that most respondents commented on the marketing mix factors affecting the purchase of marijuana-containing beverages. In the picture included a high level (" $\bar{X}$ " = 3.80, S.D. = 0.26) Considering on a case-by-case basis, most respondents have the most product reviews. At the highest level (" $\bar{X}$ " = 3.98, S.D. = 0.70), followed by distribution channels at a high level (" $\bar{X}$ " = 3.81, S.D. = 0.39) Marketing promotion at a high level (" $\bar{X}$ " = 3.81, S.D. = 0.39) and the smallest is the price side, which is moderate (" $\bar{X}$ " = 3.44, S.D. = 0.89)

### 3. Consumer behavior that affects the purchase of marijuana-containing beverages

Most respondents choose a drink that contains branded marijuana. 250ml okra juice. The DEK420 brand, 222 people (55.50 percent), decided to buy 250 ml of Oregan marijuana. Seal DEK420 because of stress relief And tired, 173 people (43.25 percent) decided to buy 250ml of marijuana. Seal DEK420 because of the thirst for hot quench/Hot in the amount of 218 people (54.50 percent). There is a place to buy marijuana-based beverages, namely General booth work (free giveaway) of 394 people (98.50 percent). Drink the first marijuana-containing beverage 302 people (75.50 percent) decided to buy 237 marijuana-based beverages from themselves (59.25 percent). There was a need to drink 130 moderate marijuana drinks (32.50 percent). Per-time cost of purchase Price per bottle of beverages with less than 50 baht of 396 people (99.00 percent) Satisfied with the shipping service and online payment service channels. Large amount of 153 people (38.25 percent)

### 4. Research hypothesis testing

**Table 2 - Testing the relationship between consumer behavior and personal factors**

Behavior affecting buying choice of cannabis drink	$\chi^2$ (P-Value)					
	Gender	Age	Status	Education level	Occupation	Income
Brand and taste that you choose to drink with marijuana	8.325 (0.004*)	5.948 (0.114)	2.172 (0.337)	0.440 (0.803)	15.828 (0.001*)	1.249 (0.535)
Important reasons you decide to buy Dek420 Cannabis Drink Original 250ml (Deksomboon Shop)	0.983 (0.324)	4.248 (0.643)	0.983 (0.419)	0.763 (0.943)	7.868 (0.248)	1.171 (0.883)
Important reasons you decide to buy Cannabis Mix Roselle Drink DEK420 250ml (Deksomboon Shop)	3.474 (0.612)	9.157 (0.423)	5.893 (0.435)	5.414 (0.117)	10.522 (0.310)	5.414 (0.117)
Place to buy a drink containing marijuana	2.234 (0.324)	11.533 (0.241)	5.885 (0.436)	5.885 (0.436)	18.771 (0.027*)	16.710 (0.010*)



How many times does the frequency of drinking marijuana beverages in 1 month	7.134 (0.068)	97.897 (0.000*)	19.942 (0.003*)	10.164 (0.118)	134.635 (0.000*)	43.118 (0.000*)
Participants in the decision to buy marijuana-based beverages	1.172 (0.432)	60.399 (0.000*)	8.696 (0.069)	8.696 (0.189)	146.260 (0.000*)	12.080 (0.017*)
The need to drink marijuana-based beverages	10.084 (0.039*)	71.286 (0.000*)	21.452 (0.006*)	11.233 (0.189)	240.219 (0.000*)	19.331 (0.013*)
Cost per purchase price per bottle of marijuana-containing beverages	0.396 (0.501)	1.139 (0.786)	0.030 (0.985)	0.604 (0.739)	1.139 (0.098)	2.230 (0.314)
Satisfaction, shipping service channels and online payment service channels	4.405 (0.111)	43.805 (0.000*)	4.405 (0.003*)	3.696 (0.449)	141.278 (0.000*)	2.449 (0.654)

\* Statistical significance at the level of  $p \leq 0.05$

From Table 2, it is found that gender personal factors are related to consumer behavior. Brand and taste selected And the need to drink marijuana-containing beverages At a significant level  $p \leq 0.05$

Age personal factors are related to consumer behavior. Frequency of drinking Participants in the decision to buy Demand for drinking beverages containing marijuana And satisfaction with shipping channels and online payment services At a significant level  $p \leq 0.05$

Personal factors regarding marital status are related to consumer behavior. Frequency of drinking Demand for drinking beverages containing marijuana And satisfaction, shipping services and online payment services At a significant level  $p \leq 0.05$

Personal factors Education level No relationship with consumer behavior

Personal factors in the profession are related to consumer behavior. Brand and taste of beverage selection Frequency of drinking Participants in the purchase decision Demand for drinking beverages containing marijuana And satisfaction, shipping services and online payment services At a significant level  $p \leq 0.05$

Personal factors Monthly income Is related to consumer behavior, location, frequency of drinking the participant in the purchase decision And the need to drink marijuana-based beverages At a significant level  $p \leq 0.05$

**Table 3 - Testing the relationship between consumer behavior and marketing mix factors**

Behavior affecting buying choice of cannabis drink	$\chi^2$ (P-Value)			
	Product	Price	Place	Promotion
Brand and taste that you choose to drink with marijuana	5.214 (0.074)	0.710 (0.871)	1.071 (0.784)	3.892 (0.273)
Important reasons you decide to buy Dek420 Cannabis Drink Original 250ml (Deksomboon Shop)	4.268 (0.371)	15.503 (0.017*)	2.487 (0.870)	7.197 (0.303)
Important reasons you decide to buy Cannabis Mix Roselle Drink DEK420 250ml (Deksomboon Shop)	1.065 (0.983)	6.439 (0.695)	2.487 (0.571)	9.864 (0.362)
Place to buy a drink containing marijuana	87.885 (0.000*)	6.439 (0.626)	41.724 (0.000*)	7.510 (0.578)
How many times does the frequency of drinking marijuana beverages in 1 month	8.761 (0.187)	24.830 (0.003*)	24.830 (0.000*)	11.511 (0.242)

Participants in the decision to buy marijuana-based beverages	4.461 (0.347)	22.203 (0.001*)	9.246 (0.160)	2.447 (0.874)
The need to drink marijuana-based beverages	3.748 (0.879)	22.203 (0.000*)	12.699 (0.391)	19.522 (0.077)
Cost per purchase price per bottle of marijuana-containing beverages	1.241 (0.538)	10.878 (0.013*)	2.669 (0.446)	3.673 (0.299)
Satisfaction, shipping service channels and online payment service channels	2.698 (0.609)	38.312 (0.000*)	12.035 (0.661)	9.491 (0.148)

\* Statistical significance at the level of  $p \leq 0.05$

From Table 3, it is found that the product ingredient factors are related to the behavior of the consumer on-site at a significant level  $p \leq 0.05$ . Price ingredient factors are related to consumer behavior, reasoning, drinking frequency. Participants in the purchase decision Demand for drinking beverages containing marijuana

Per-time cost of purchase, price per bottle of marijuana-containing beverages and satisfaction, shipping services and online payment services At a significant level  $p \leq 0.05$

Market ingredient factors Distribution is related to consumer behavior, location and drinking frequency. At a significant level  $p \leq 0.05$

Market ingredient factors Marketing promotion No relationship with consumer behavior

## Summary and discussion

1. From the research found that Personal factors regarding gender, age, marital status, occupation, and monthly income Correlated with consumer behavior with the following details.

1.1 Gender personal factors are related to consumer behavior. Brand and taste selected and the need to drink beverages that contain marijuana at a significant level,  $p \leq 0.05$ , probably because sex influences attitudes, values, and personal preferences in various fields Which affects consumption decisions. For example, men and women may have different preferences or dislikes in certain flavors. Or tend to choose to buy a brand that they feel matches with their personality or image. In addition, expectations and experiences related to marijuana drinks may Gender differences Which leads to differences in the buying habits of each group In which the hypothesis test results are consistent with Grapin Pan Vichian's research (2020) studied factors related to marijuana use behavior for medical gain. The results showed that the factors Gender persons are associated with public behavior in medical marijuana use. Statistical significance.

1.2. Age personal factors are related to consumer behavior at Frequency of drinking Participants in the purchase decision Demand for drinking beverages containing marijuana And satisfaction with the shipping service channels and online payment services At a significant level  $p \leq 0.05$  Probably because of different age ranges, there are often different preferences and lifestyle styles. For example, younger consumers may be interested in new products such as beverages. That contains marijuana and is convenient to use online services and payment via digital channels While older consumers may focus on brand reliability or familiar flavors And may be less convenient to use online services or digital payments. In addition, drinking frequency and participation in judgment the buying mind may reflect the characteristics and specific needs of consumers in each age range. Which is the result of different life experiences and attitudes The hypothesis test results are consistent with Grapin Pan Vichian's research (2020). Study of factors related to marijuana use behavior for official benefits. the doctor found that Age personal factors are related to public behavior in medical marijuana use. Statistically significant

1.3 Personal factors regarding marital status are related to consumer behavior. Frequency of drinking Demand for drinking beverages containing marijuana and satisfaction with shipping channels and online payment services At a significant level  $p \leq 0.05$ , probably because Marital status affects the lifestyle and responsibilities of each individual. Which affects consumption habits, such as married people may have more family responsibilities Resulting in less drinking frequency Due to having to consider health and family responsibilities while that single people may be more free to make decisions and have a desire to try new things, such as beverages containing marijuana. In addition, choosing to use shipping and online payment channels may reflect comfort. That is consistent with the marital status for example, a

spouse may choose to use Shipping services to save time in family care. While single people may focus on the speed and flexibility of online payment channels the hypothesis test results are consistent with the research of Nuttari, Phong Dam and Phatthana Thanatana (2022). Drink containing marijuana that consumers choose to buy in Bangkok. The research found that Demographic factors in the Smoked Image Council There is a statistically significant relationship with the selection of marijuana beverages at the level of  $p \leq 0.05$ .

1.4 Personal factors in the profession are related to consumer behavior. Brand and taste of beverage selection Frequency of drinking Participants in the purchase decision Demand for drinking beverages containing marijuana and satisfaction, shipping services and online payment services At a significant level,  $p \leq 0.05$  may be because careers influence life styles. The needs and preferences of individuals in various fields Which affects the purchase and consumption decisions. For example, students tend to focus on new experiments. And may tend to try drink a popular marijuana drink. Or have a unique flavor May choose a brand that is consistent with the image of a group of friends or something that is acceptable in society The drinking frequency may depend on the lifestyle associated with social gatherings. Or relaxation after Study at the same time Students may use the shipping service and online payment channels that are familiar with the technology and focus on convenience. Especially in the case that they are in the school and need speed in receiving products or services The hypothesis test results are consistent with the research of Korn.Pint Pan Wichian (2020) studied factors related to marijuana use behavior for medical gain. The results show that Personal career factors Relating to public behavior in medical marijuana use Statistically significant

1.5 Personal factors Monthly income Is related to the behavior of the consumer on the premises. The frequency of drinking drinks affects the purchase of marijuana drinks. Participants in the decision to buy and the need to drink beverages that contain marijuana at a significant level  $p \leq 0.05$  may be due to different incomes affecting spending and purchasing decisions. Having a higher income may make consumers more likely to buy high-priced or popular products. Which includes marijuana drinks While those with income Lower may be cautious when spending and choosing to buy products at a more affordable price. In addition, the frequency of drinking and the place of consumption is an important factor linked to income. Because high-income people tend to have a lifestyle that is linked to socialization in specific and frequent locations Affecting the decision to buy marijuana drinks in those environments In which the hypothesis test results are consistent with Grapin Pan Vichian's research (2020) studied factors related to marijuana use behavior for medical benefits. The results show that Personal factors for income the average is associated with public behavior in medical marijuana use. Statistically significant

2. From the research found that Market ingredient factors for products, prices, and distribution. Relative to consumer behavior with the following details

2.1 Product ingredient marketing factors are related to consumer behavior on-site. At a significant level,  $p \leq 0.05$ , it may be because the nature of the product itself has a great influence on the consumer's purchase decision. Especially when talking about marijuana drinks, factors such as the quality of Products, flavors, packaging, components, or prominence that are different from competitors. Play an important role in attracting consumers and building trust in the product. In addition, the relationship between the product and the place of purchase may be due to the tendency of consumers to buy marijuana drinks On-Site. Believed to have good quality products Placing the product in the right place is therefore an important factor in stimulating the buying habits of consumers who value the quality and reliability of cannabis beverages. The hypothesis test results are consistent with the research of Gantra close and Nizal Lyrutorn (2024) studied the factors affecting the purchase of marijuana and cannabis-containing beverages from consumers in Chiang Mai. The research results show that clean packaging Affecting the purchase of beverages containing marijuana and cannabis by consumers in Chiang Mai

2.2 Price ingredient factors are related to consumer behavior that rational drinking frequency Participants in the decision to buy Demand for drinking beverages containing marijuana The cost per time to buy a price per bottle of marijuana and Satisfaction of shipping services and online payment service channels At a significant level,  $p \leq 0.05$ , probably because the price directly affects the consumer's purchase decision. Especially when considering drinking reasons Consumption frequency and related expenses Consumers may be more careful when spending if the price is high. And may reduce the frequency of drinking or choose not to buy at all If the price is appropriate and easily accessible, it will stimulate the need for more drinking. In addition, the price also affects the decision of the participants in the purchase and satisfaction. Per-online delivery and payment service channel Because consumers want value that is consistent with the experience of purchasing products This includes receiving services that are convenient and on demand. The results of the hypothesis test are consistent with the research of Kant Prasat and Nizal Litoris (2024) Have studied the factors that affect the purchase of beverages containing marijuana and cannabis by consumers in Chiang Mai the research results show

that the price is appropriate for the product. Affecting the purchase of beverages containing marijuana and cannabis by consumers in Chiang Mai

2.3 Marketing ingredient factors Distribution is related to consumer behavior that affects the purchase of marijuana drinks on-site and drinking frequency. At a significant level  $p \leq 0.05$ , probably because distribution affects ease of access and consumer purchase decisions The place where marijuana drinks are distributed can affect the ease of purchase and purchase of consumers, such as being sold in a convenient store or in an area that consumers often visit can increase their chances of Buying and encouraging drink more often. In addition, well-organized and easy-to-access distribution helps consumers to be satisfied and confident in their ability to make products easily and conveniently. Which may increase the frequency of consumption and affect the buying behavior of consumers The results of the hypothesis test are consistent with the work. According to Gunborn's research, Chid and Nizal Lyrattana (2024) studied the factors that affect the purchase of marijuana and cannabis-containing beverages in Chiang Mai. The results show that Distribution locations are near home or work. Affecting the purchase drink containing marijuana and consumer marijuana in Chiang Mai

## Suggestions

### Suggestions from research

1. From the research found that Personal factors regarding gender, age, marital status, occupation, and monthly income Correlated with consumer behavior With the following details

1.1 Gender. Using different marketing strategies for different gender groups may help better attract each group. For example, using health and beauty advertising may be more effective for women. While focusing on comfort and efficiency may attract more men

1.2 As for age, the results show that most of them are 26-35 years old, so focus on marketing through social media and online platforms will be highly effective in accessing this group.

1.3 In marital status The results show that most of them have single status. Therefore, marketing should be focused on creating new and interesting experiences, such as experimenting with new products, supporting social activities such as parties or special events. To attract and meet the needs of this group of consumers

1.4 Career The results show that most of them have civil service / state-owned enterprises. Therefore, marketing should be consistent with the job characteristics of this group. By focusing on features that help to relax and reduce stress Including the development of campaigns that focus on convenient and safe use

1.5 Monthly income The results show that most of the income is between 10,000 – 20,000 baht. Therefore, the market should be focused on offering value and access. By developing products that are reasonably priced and give priority to quality. In addition, organizing promotions or proposals Special can help attract this group better.

2. From the research found that Market ingredient factors for products, prices, and distribution. Relative to consumer behavior with the following details

2.1 The product side found that the most average question is “Cannabis-containing beverages have medicinal value, providing benefits”. Therefore, the market should clearly communicate the medicinal value and benefits of the beverage. Cannabis water clearly by focusing on natural ingredients and health benefits from the consumption of this product Detailed information about health benefits and product quality certifications should be provided to build trust and attract consumers.

2.2 As for the price, it is found that the most average question is “Cannabis-containing beverages are priced appropriately for the quality”, so prices should be set that reflect the quality of the product appropriately. With clear information about the relationship between price and quality of beverages. In addition, should be provided Promotions or special offers to increase interest and encourage consumers to feel that investing in this product is worthwhile.

2.3 Distribution found that the most average question is “products that have easy-to-buy channels”, so focus on developing convenient and easily accessible distribution channels such as expanding online channels so that Consumers can order from everywhere. Store establishment Online or easy-to-use applications Including adding a selling point in a high-access location such as a supermarket or convenience store So customers can buy products easily and quickly

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