Consumers Responses Toward the Use of Digital Marketing Management in Purchasing Authentic Thai-Floral-based Teas

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Abstract

New health-enquirer tea consumers have continuously searched for teas with adoptogens or aesthetic quality from plant-based ingredients to balance physical health and mental stress responses since 2013. The demand for plant-based adoptogens in herbal and medicinal teas has continued to grow. An innovative and authentic Thai-floral-based tea with unique blends has been promoted via the internet search engine and gained more awareness from the consumers of this tea type since 2018. The need to identify vital entities and attributes that inspire and stimulate behaviors of the health- enquirer tea consumers to purchase Thai-floral-based teas became the purpose of this study. The research methodology used a quantitative research method, with 788 subjects randomly selected and delivered tea samples for testing experience for three months in 2021 including an online questionnaire for data collection. Descriptive analysis was used for analyzing the data. The findings presented the results with the new theoretical model of five vital attributes and new sale engine matric for managerial knowledge toward stimulating tea consumers' behavior to purchase Thai-floral-based tea in a new virtual space. Recommendations for further research in the growth and sustainability of Thai-floral-based teas were also presented in this study.

Keywords: Authentic; Floral tea; Digital Marketing; Aesthetic Quality

Introduction

Floral-based tea has been introduced and promoted as a health and well-being beverage since 2013. The plant-based adoptogens ingredients in floral-based tea provided a balance of physical health and mental stress responses or aesthetic quality for human physiological functions (Uspenski, 2020). Adoptogens from healing plants could prevent, balance, and restore the physical body from pain, inflammation, and stress hormones. Many healing plants such as Holy basil, Ginseng, Panax, Cordy cep, Rhodiola, and floral herbs from strong sunshine areas near the equator including Thailand had strong plant-based adoptogen compounds (L'Officiel Lithuania, 2020). Thailand has a hot and humid near-equator climate that nurtured many rare authentic Thai flowers with strong essential oil, unique fragrance, and healing adoptogens. The rare authentic Thai flowers include Boon Nark (Iron Wood) with orange color; Salapee (Mamea Siamensis) with yellow color; Bua Luang (Royal Lotus) with red color; Yisoon (Morn Rose) with pink color; Anchan (Butterfly Pea) with blue color; Pikul (Bullet Wood) with white color; and Khamfoi (Safflower) with red color. These authentic Thai flowers with different colors have been used in many Thai royal blessing ceremonies with belief that they would bring blessings, protection, and good health to believers. They were used in many Thai royal ceremonies since King Borom Trilokkanart Ayutthaya's era in 1682 or 540 years ago until the present, including the royal coronation of the king, children's Sodakan, Budda's blessing holy water, Thai wedding, Songkran, Loy Krathong festival and in royal Thai cuisines and now it has expanded its to the new group of people: the health- enquirer tea consumers in the social media society. There was the evidence showing that Thai-floral-based tea has gained more demand from new emerging health enquirer tea consumers with an internet search engine since 2018 (Bickel, 2020).

Objective

The demand for authentic Thai-floral-based teas from tea consumers had led this study to focus on identifying vital entities and attributes that inspire and stimulate consumers with internet searching capability to make decision to purchase Thai-floral-based teas. The objective of this study, therefore, was to study the use of digital marketing management with a sale engine on the internet to stimulate health enquirer tea consumers' decision to purchase authentic Thai-floral-based teas with aesthetic quality.

Scope of Research

Scope of this study was on digital marketing management as a sale engine to stimulate consumers' behavior toward purchasing and increasing revenue in floral-based teas for aesthetic quality in health and wellness beverages only. The scope did not focus on the management of the supply chain of authentic Thai-Floral based tea growers in Thailand, seasonal shortage of rare Thai flowers, and treatments to preserve and prevent fading of tea colors over a period of time.

Literature Reviews

1. Floral-based Teas for Aesthetic Quality in Health and Well-being Beverage

Floral-based teas have been consumed as herbal and medicinal beverages since the Tang dynasty or 16th century. China has been the world leader in producing teas in 2017, followed by India and Kenya (Conway, 2020). The demand for high-quality teas with adoptogens from new emerging tea consumers has increased with a market size of 52 B USD in 2018 and was predicted to be 81 B USD in 2026. (Daxue, 2019).

1.1 Health Enquirer Tea Consumers in Global Market and Thailand

The new health-enquirer tea customers have demand for ready-to-drink teas with aesthetic quality or adotogens for their active lifestyle. They comprised of 50% with an age range between 21 and 30 years old, 37% between 31 and 40 years old, 8% younger than 20 years old, and only 5% older than 40 years old in 2019 (Daxue, 2019). However, In Thailand, Shulova indicated that the largest group or 31 % had an age range between 25 and 34 years old or 3.07 million tea consumers (Shaulova, 2020). The market size for tea beverages in Thailand has been 4.7 B THB since 2020 with a growth rate of 5% CAGR until 2025. The need to stimulate new health enquirer tea consumers to purchase Thai-floral-based teas may increase revenue for suppliers and market size for Thai-floral-based teas.

1.2 Teas Suppliers in Global Market and Thailand

The global suppliers for teas have an overall production capacity of 5.4 M tons per year since 2016. The largest amount of 2.35 M tons per year has been supplied by China, followed by India, and Sri Lanka. The remaining suppliers have been in Turkey, Kenya, Indonesia, Vietnam, Argentina, and Japan (Bickel, 2020). In Thailand, tea suppliers have very small production capacity

with high quality. The famous young Oolong tea has been supplied by suppliers in the northern part of Thailand.

1.3 Product Attributes in Ready-to-Drink Floral-based Teas

In 2020, Bickel had indicated *thirteen* attributes that may impact the design of ready-to-drink teas product including packaging, taste, color, price, aroma, netto (total value perceived), label, brand, nutrition, ingredients, manufacturing date, expiration date, and halal certification (Bickel, 2020) as follows.

Packaging attributes have contributed to vast differences in annual tea sales and revenue since 2013. Ngamprasetkit suggested that new tea consumers preferred teas with colorful blends, healthy taste with no alcohol and caffeine mixture, and modern *iconic* packaging design that conveniently acquire less time to prepare for consumption (Ngamprasetkit, 2018). One of the famous UK-OFFBLAK brands had ready-to-drink tea packaging in *a pyramid shape* with bright pink color neatly packed in the packet and received highest popular vote of 7.7 points of 10 scale. As a result, in this study, the combination of a new 3D triangular pyramid shape with *Salapee* flower as a logo on one serving sachet with Thai flowerful images on cardboard box were selected as packaging for 10 sachets per box.

Taste and Color attributes have contributed to increasing in annual revenue of the *top three* most popular teas including black, green, and white teas at a growth rate of 2.5%, 2.5%, and 3.9% respectively (Ngamprasertkit, 2018). However, the increasing demand for herbal and medicinal teas incicated that Thai-floral-based tea with adoptogens or aesthetic quality may have the opportunities to enter to global tea markets in mainstream multi-outlets, specialty/gourmet channels, and natural market spaces, Therefore, in this study, *three* types of selected Thai-floral-based teas were developed and design-in with different color and taste blends for herbal and medicinal teas. First, Midnight Blue tea with a bitter-sweet taste was blended from a mixture of *Butterfly pea*s and *Bua Laung* flowers that provided a florally calm and relaxing experience in the nighttime. Second, Madam Sunshine tea with a light sour taste was blended from a mixture of *Safflower and Panax flowers* for refreshing experience in the morning. Third, Golden Revive tea with astringent taste was blended from a mixture of *Salapee and Yisoon* flowers for reviving experience.

The remaining product attributes including price, netto (total value), aroma, label, nutrition, content, ingredient, branding, halal certificate, production date, and expired date attributes that may

stimulate tea consumers' behaviors to purchase using digital marketing management and a sale engine were reviewed and presented in the next section.

2. Digital Marketing Management with a Sale Engine

Due to the growth in modern retailing chains with internet search engine optimization (SEO) at 14.9 % CAGR since 2018, it has created opportunities for retailers to stimulate targeted tea consumers to discover and purchase the products in virtual market places than in walk–in convenience retail stores. To manage digital marketing in virtual marketplaces, it required *three* entities to create *a sale engine* to stimulate targeted tea consumers including market–sensing brand identity, powerful customer relationships, and socio–technology communication platforms, see figure 1, (Foroudi et al, 2017). The first entity, a digital market–sensing brand identity Thai–floral–based tea product with premium Thai–floral quality, a trustable company profile, open–partnership friendly Thai culture, 24–hour online behavior, and strong Thai–floral–based corporate design were proposed in this spot. The potential tea customers may interact with many pages per visit before making decision to buy and become followers of authentic Thai–floral–based teas.
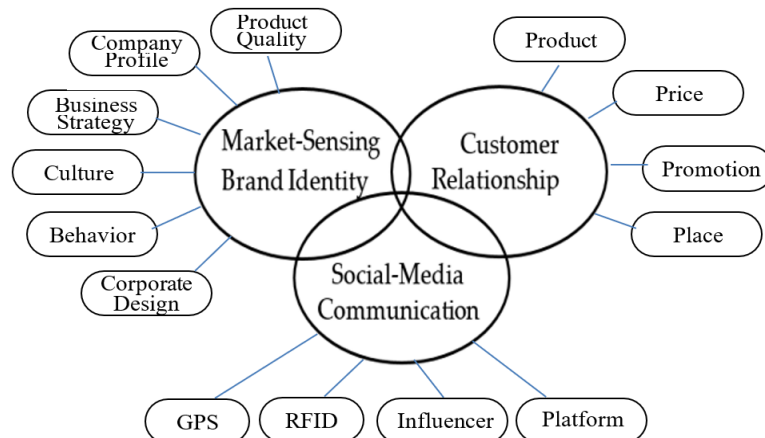

Figure 1: Digital Marketing Management Model (Foroudi et al., 2017)

The second entity, powerful customer relationship, this point required the ability to identify powerful long–term high values with financial inclusion requirements, customer expectations, customer experience journey map, and preferences of authentic Thai–floral–based tea. It may sustain the dynamic of sales volume, nurture the existing relationship, connecting to new potential leads and discovering new powerful customer's relationship.

The third entity, the socio–technology communication platforms, required mass social media communication capability, and digital technologies with online platforms such as Youtube, WhatsApp, TikTok, Snapchat, Instagram, Facebook, iMessage, Zoom, and Twitter. The popular marketplaces for both Apple and Android users included Amazon, Amazon–India, eBay, Alibaba, Shopee, Joom, and Otto in a 3D virtual spaces environment. In this study, a digital marketing management model with *three* entities may create a *sale engine* that stimulates customers to purchase Thai floral–based teas from new entrants or startups in highly competitive global tea markets (Foroudi et al, 2017). The demand from potential tea customers, therefore, had led to the study of the use of digital marketing management with a sale engine to stimulate customer response to purchase and increase revenue for authentic Thai floral–based teas with adoptogens or aesthetic quality in the health and well–being beverage industry and *became* the focus of this study.

Methodology

Due to changes in new health enquirer tea customers' behavior, the Theory of Consumer behaviors on consumption Values (TCV) focusing on *five* values of functional, conditional, social, emotional, and epistemic values was adopted to develop a research model to study changes in customers behavior variables that may impact the intention to purchase new authentic Thai–floral based tea with aesthetic quality (Oh, et al, 2012; Bickel, 2022; Daxue, 2019; Upspenski, 2020; Puneet et al., 2020). Bickel (2020) suggested that *thirteen* attributes for ready–to–drink tea products may be used to develop a *conceptual* model for this study according to each TCV values and attributes. The selected attributes for this study included *four* functional value attributes (i.e., packaging, taste, price, color); *four* conditional value attributes (i.e., aroma, label, nutrition content, ingredient); *one* social value attribute (i.e., Netto or total perceived values); *one* emotional value attribute (i.e., brand attribute); and *three* epistemic value attributes (i.e., halal certification, production date, and expired date). See figure 2 for a graphical representation of the ready–to–drink tea conceptual model,
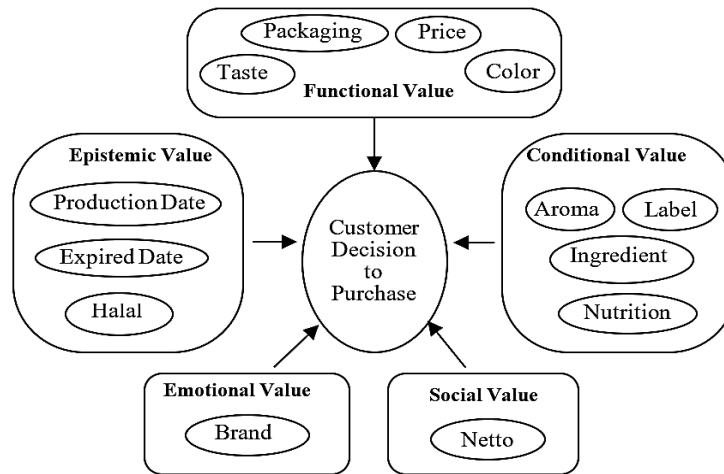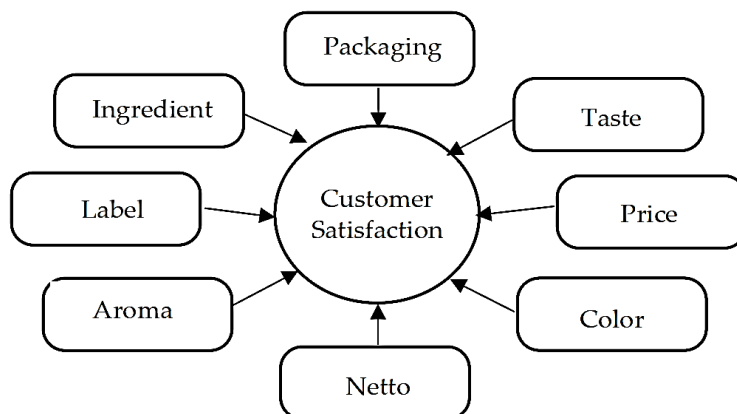
Figure 2: Ready–to–Drink Tea Conceptual Model

In this study, the ready–to–drink tea conceptual model, see figure 2 above, was adopted for the development of an authentic Thai–floral–based tea conceptual research model, as shown in figure 3. The research model comprised of *eight* attributes including: *four* functional value attributes (i.e., packaging, taste, price, color); *three* conditional value attributes (i.e., aroma, label, ingredient); and *one* social value attribute (i.e., Netto). The other *five* attributes in epistemic value (i.e., production date, expired date, halal); emotional value (i.e., new brand); and conditional value (i.e., nutrition) were controlled attributes and designed into *three* types of Thai–floral–based teas blends (Type I, II, III) with detail description available in an online product catalog, in this study.

Attributes and Measures

Attributes	Definition	Measure
1. Packaging	Packaging of tea sachets and boxes	Shape, size, weight, and color
2. Taste	Taste of each type of tea	Sour, Sweet, Mild
3. Price	Price per box of 12 sachets	Price per box
4. Color	Color of vibrant Thai flowers tea	Blue, Orange, Golden
5. Aroma	The smell of vibrant Thai flowers tea	Freshness, alertness, and relax
6. Label	A label on tea boxes and sachets	Easy-to-understand label
7. Ingredient	Ingredient of each flower in tea	Completeness of information
8. Netto	Total value perceived by a customer	Perceived values

Figure 3: Authentic Thai-Floral-based Tea Conceptual Research Model

Therefore, the research methodology used a quantitative research method with an online questionnaire that complied to research model and research question. The samples of 788 subjects were randomly selected on a volunteer basis from many office workers in Bangkok areas. The online questionnaire with certification of publication ethics number AU 19/2021 was distributed online via Google Forms and linked to the Line application with digital marketing contents catalog between September and December, 2021. The three types of Thai-floral-based teas included Midnight Blue tea (Type I), Madam Sunshine tea (Type II), and Golden Revive tea (Type III) were delivered at free of charge to subjects for physical smelling, tasting, coloring, packaging, and emotional testing experiences. The data were collected and analyzed using descriptive analysis with frequency, percentage, average, and ranking for consumer responses analysis.

The research questions in the questionnaire of this study intended to draw customer responses toward the use of digital marketing management with a sale engine to create new brand awareness that stimulates decision-making to buy and increase revenue for a new authentic and innovative Thai-floral-based with aesthetic quality tea among a new younger generation of health enquired tea consumers. The results and findings were presented in the next section.

Results

The collected data were analyzed using IBM SPSS descriptive analysis with frequency, percentage, average, and ranking for consumer responses analysis. The descriptive statistical results, as shown in Table 1, revealed that 70% of respondents were new youngers or youth health-

enquirers that had an active healthy lifestyle and 30% of the tea consumers had office work with a passive lifestyle.

Table 1: New Health Enquirer Tea Consumer Generation

Lifestyle	Percentage (%)
Active healthy life style	70
Office work and passive life style	30

The statistical results from testing *three* types of vibrant Thai Flowers tea assortments (Type I, II, III) which were delivered for the samples of the study to evaluate and give comment on taste, smell, color of the drinks, and packaging were shown in Table 2. The findings showed that 42% of respondents preferred Midnight Blue butterfly pea flowers or dark color as afternoon tea (Type I) for calm, relaxation, and unwinding at night; 35% preferred orange Safflower as Morning Sunshine tea (Type II) for refreshing, alert and revitalization; and 23% preferred Golden Revive with Salapee flowers as afternoon tea (Type III) for leisure and reviving.

Table 2: Vibrant Thai Flowers Tea Assortment

Type of Tea Assortment	Color	Type	Tea Time	Percentage (%)
Butterfly pea flowers	Blue	I	Night for calm and relaxing	42
Safflower	Orange	II	Morning for alert and refreshing	35
Salapee flowers	Golden	III	Afternoon for leisure and reviving	23

The online digital marketing contents about each type of tea assortments (Type I, II, III) were uploaded for respondents to discover details of ingredients, taste, color, smell, price, Netto (values), aroma, label, and packaging of new brand tea. The knowledge and testimonials with financial inclusion values were available to promote awareness of the new brand of tea with emotional and educational information. Additional information on convenient times and locations to purchase the new brand of tea was also up–to–date for customer inquiry. However, the statistical results and findings in Table 3 suggested that the respondents preferred online digital marketing content with 40% of the content using storytelling with beauty–flowerful videos and pictures, 38% on funny content, 16% on demonstration, and only 6% on education.

Table 3: Digital Content for Marketing Management

Type of Digital Content	Percentage (%)
Storytelling with beauty–flowerful videos and pictures	40
Funny contents	38
Demonstration	16
Education	6

After the respondents decided to purchase selected tea assortments, the statistical results and findings in Table 4 showed that the respondents preferred the place to visit and purchase the products were 46% at an E–marketplace with social media, 22% at a department store, 19% at local market or flower places, 7% at convenience stores, and only 6% at spas and others.

Table 4: Places to Visit and Purchase Tea Assortments

Places	Percentage (%)
E–market place with social media	46
Department store with floral environment	22
Local market or flower places	19
Convenience stores	7
Spas and others	6

When the respondents compared the prices for their selected new brand of tea before making a decision, the results and findings in Table 5 revealed that the preferred prices were 50% at 150 to 200 THB per box, 40% at 200 to 300 THB per box, and only 10% at more than 300 THB per box (i.e., a box of 10 sachets).

Table 5: Prices for Authentic Thai–Floral–based Tea Assortments

Prices per box (10 sachets) in THB	Percentage (%)
150–200	50
200–300	40
More than 300	10

Furthermore, regarding the use of influencer to emotionally and rationally inspire the respondents to make decision to purchase the teas, the findings in Table 6 suggested that 70% was inspired by themselves, 36% by friends, 22% by family, 6% by YouTube, only 4% by Net Idol, and 14% by none of the above.

Table 6: Influencers to Purchase Authentic Thai–Floral–based Tea Assortments

Influencer	Percentage (%)
Oneself	70
Friends	36
Family	22
YouTube	6
Net Idol	4
None	14

Additional promotion channels were used to stimulate decisions to purchase authentic Thai–floral–based tea, the findings in Table 7 revealed that 61% of the respondents received stimulated promotion from online digital marketing, 21% in a supermarket, 13% in shops and café, 5% never see, and only 1% from television.

Table 7: Promotion Channels to Stimulate Decision Making

Promotion Channel	Percentage (%)
Online digital marketing	61
In supermarket	21
Shops and Cafe	13
Never see	5
Television	1

Finally, additional statistical results on creating new brand tea awareness through digital marketing management with a sale engine toward purchasing decision in Table 8 showed that *five* important attributes contributing to making a decision to purchase new authentic Thai–floral based teas and increasing revenue were 34% by *brand* image, 30% by *price*, 19% by *packaging*, 15% by *promotion*, and unexpectedly only 2 % by *influencers*.

Table 8: Brand Awareness Attributes in Digital Marketing Management with a Sale Engine

Attribute	Percentage (%)
Brand image	34
Price	30
Packaging	19
Promotion	15
Influencer	2

Conclusion

The growing demand for new health and well-being beverage with adaptogens plants that balance physical and mental stress responses or aesthetic qualities, such as, tea and tea-based beverage had led to the need to promote an authentic Thai-Floral based tea with adoptogens ingredients for aesthetic qualities to stimulate new youngers or health-enquirer generation of tea consumers through digital marketing management. The purpose and objective of this study was on the use of digital marketing management to create brand awareness and increase revenue for authentic Thai-Floral-based tea. The survey with descriptive analysis research method used 788 subjects, three types of authentic Thai-Floral-based tea assortments (Type I, II, III), an online survey questionnaire, and a digital marketing contents catalog via social media with free three types of authentic Thai-Floral based tea samples delivery to the subjects for their comments on tasting, smelling and packaging during 3 months in 2021. The findings presented five attributes that contribute to digital marketing management with a sale engine in digital marketplaces to create new brand awareness and increase revenue for authentic Thai-Floral-based tea included brand image, price, packaging, promotion, and influencers, respectively. The findings also revealed that the majority of respondents (or 61%) determined to purchase selected teas from digital marketplaces with rich-digital marketing content using beauty-flowerful videos and pictures for their private brand image tea arrangement

Discussion

From the finding, it showed that the potential tea customers with both active healthy lifestyles and office work with passive lifestyles behavior preferred to purchase authentic Thai-Floral based tea assortments with unique adoptogen ingredients after one-self discovering and viewing promotions via online digital marketing campaigns with new brand awareness. It implied that the new brand image should be premium with rich-beauty-flowerful pictures and testimonial videos for personalized private tea arrangement with friends and families at 200-300 THB per box with delivery service from E-market places on socio-technology platforms at their convenience places and time.

Suggestions

The findings can lead to suggestions for tea makers and stakeholders relating to this field of business. Additional directions for future research may include studies to create a global new brand image for authentic Thai–Floral based tea with unique aesthetic quality and market sensing identity to become essential flower–related tea assortment in auspicious blessing ceremonies, international floral wedding ceremonies, peace and tranquility ceremonies, extension with a honey mixture for Covid–19 pandemic relaxation and treatments. Recommendations for further studies include the creation of a global brand image via rich–digital marketing content using flowerful video streams for premiumization and innovative tea for auspicious occasions, weddings, or mix with honey for the Covid–19 pandemic peaceful relaxation.

New Knowledge

1. Theoretical Knowledge

The study proposed the theoretical model resulted from descriptive analysis using standard deviation, variance, skewness, and Kurtosis standard errors with the five attributes with high skewness and Kurtosis values toward customer decision to purchase the products. They were promotion, price, packaging, brand and influencer attributes. The high positive value of the Kurtosis statistic greater than 3.0 and standard error greater than zero, in this study, it is shown that the respondents exhibited extremely similar decisions or skewed selection toward purchasing authentic Thai–Floral–based tea than the normal distribution. Furthermore, to develop the theoretical model, additional statistical results from the fractional rank estimation method or Van der Waerden's using non–linear canonical correlation analysis to determine the similarity of a set of variables with a mean rank of tied values suggested that brand attribute had the highest rank, followed by price, packaging, promotion and influencer attributes, respectively in the proposed model description. In addition, the results from the descriptive analysis on Goodness of Fit using multinomial logistic regression procedure produced Deviance and Pearson Chi–Square ratios of 0.241 and greater than 0.10 suggested that the model adequately fits with the data analysis and results. In summary, the Pearson Chi–Square ratio of .241 with a p–value greater than 0.05 of the dependent variables (i.e., customer decision to purchase) in this theoretical contribution model could be predicted by five independent variables of a brand, price, packaging, promotion, and influencer, respectively. Finally,

the results from Tests of Model Effects identified that the authentic Thai–Floral–based tea purchasing model in figure 4 is valid with Wald Chi–Square and Type III sum of squares variances estimates values greater than zero.
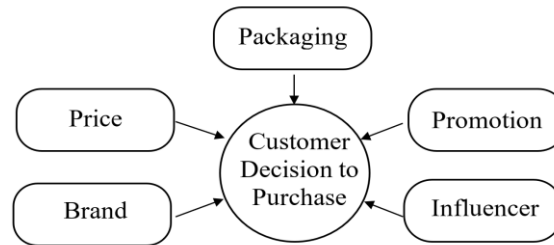

Figure 4: Authentic Thai–Floral–based Tea Purchasing Decision Model

2. Managerial Knowledge

The new knowledge obtained from the study is the managerial knowledge. The contributed theoretical model in figure 4 may be used as a guideline for developing a sale engine matric that focused on managing five attributes into three entities of digital marketing management in a sale engine model. The sale engine matric may be used to develop a virtual marketing space that stimulates customers responses on five values. The five values include (1) emotional value (i.e., aesthetic health wellness and culture based–brand identity); (2) functional value with financial inclusion (i.e., competitive price with unique packaging); (3) powerful customer relationship (i.e., promotion with trust in virtual spaces); and (4) social media communications (i.e., self–based influencers on socio–technology platforms) for unique selling virtual experience to health and well–being lifestyle consumers generation. See figure 5 for examples of the managing in five attributes into three entities in the digital marketing management model.
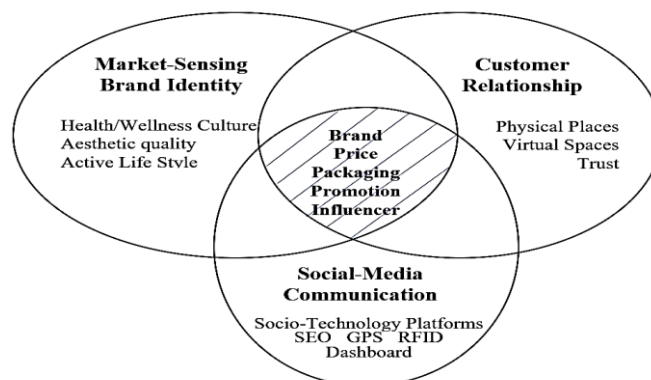

Figure 5: Authentic Thai–Floral–based Tea Digital Marketing Management Model

The implementation of managerial knowledge from the sale engine matric as shown in figure 6 includes the creation of new brand with objectives and purposes toward creation of powerful customer relationships using sale promotion in virtual socio-technology events and one-self experiences. The one-self search engine includes a pricing guideline in the sale catalog with a data sheet, relevant customer reviews, and up-to-date ratings from royalty customers. Sale engine matric may provide a unique vibrant packaging with product narrations and vivid pictures of rare authentic Thai-Floral-based tea. A virtual experience may include visualization of the cultural-and-location based flower growing areas in Thailand with webinars, reports on trends, viral videos and relevant infographics. Furthermore, the testing and smelling experiences may include free delivery of free samples, word of mouth testimonials, in-person visits, and easy to download demo videos. The periodic promotion with financial benefits in limited time with ROI calculation may be used for special auspicious and flower blooming blessing occasions. Finally, sale engine matric may use celebrity endorsement, community forums, socio-technology platforms to establish trust that leads to decision-making to purchase the authentic Thai-Floral based tea for health and wellness beverage from customers convenient location and time platform.

In summary, the theoretical knowledge and managerial knowledge contributions from this study toward the use of digital marketing management with sale engine to stimulate customers decision to purchase the authentic Thai-Floral based tea may be used as a guideline for gaining competitive advantages and establishing market share for new brand products and services in socio-technological platforms filled with the new generation of health enquirer customers.

Rank	Attribute	Digital Marketing Management's Sale Engine Entities		
		Market-Sensing Brand Identity	**Customer Relationship**	**Social-Media Communication**
1	Brand	• Focus on brand identity with unique aesthetic quality of vibrant Thai flowers tea with *adoptogens* ingredient for health and wellness beverage • Use flowerful-premiumization in *auspicious and blessing* occasions in virtual events to trigger brand/direct visits	• Use power of customer relationship with *one-self* discovering and decision making via internet search to create, nurture, and sustain royalty toward new brand relationship of unique Thai flowers teas with high values	• Trigger new brand *growth* with *smart internet search engine optimization* (SEO) and continuously through digital channels to stimulate and inspire decision to purchase
2	Price	• Use pricing guide in catalog, data sheet, reviews and rating from royalty customers to stimulate purchase decision		
3	Packaging	• Use uniqueness of *adoptogens* ingredient of each rare Thai flowers as packaging features • Provide packaging with product description using vivid pictures of each flower with organic chemical composition in webinars, trend reports, viral video, and infographics	• Use testimonials, demo video, in-person visit, or visit website for delivery a set of *free samples* for testing and experience with the packaging	• Use analysis reports, and reference checklist for packaging of product
4	Promotion	• Offer limited time promotions to increase sale with ROI calculation		
5	Influencer	• Use celebrity endorsement, community forums, reviews to stimulate purchase decision • Use physical and virtual environment to create trust via Socio-Technology platform		

Figure 6: Authentic Thai–Floral–based Tea Digital Marketing and Sale Engine Matric

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