

**FACTORS THAT INFLUENCE THE BUYING BEHAVIOR OF
THAI CONSUMERS FOR HEALTHY FOOD DELIVERY**



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**FACTORS THAT INFLUENCE THE BUYING BEHAVIOR OF
THAI CONSUMERS FOR HEALTHY FOOD DELIVERY**

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on
August 29, 2015



.....
Miss Yanisa Sutchiewcharn
Candidate

.....
Assoc. Prof. Roy Kouwenberg,
Ph.D., CFA
Advisor

.....
Asst. Prof. Astrid Kainzbauer,
Ph.D.
Chairperson

.....
Assoc. Prof. Annop Tanlamai,
Ph.D.
Dean
College of Management
Mahidol University

.....
Assoc. Prof. Sooksan Kantabutra,
Ph.D.
Committee member

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Yanisa Sutchiewcharn

FACTORS THAT INFLUENCE THE BUYING BEHAVIOR OF THAI CONSUMERS FOR HEALTHY FOOD DELIVERY

YANISA SUTCHIEWCHARN 5649255

M.M. (ENTREPRENEURSHIP MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. ROY KOUWENBERG, Ph.D., CFA, ASST. PROF. ASTRID KAINZBAUER, Ph.D., ASSOC. PROF. SOOKSAN KANTABUTRA, Ph.D.,

ABSTRACT

Since the world becomes more health consciousness and aware of health initiatives, Thailand is also one of the countries where consumers have been inspired by health consciousness. Many people change their life style and consumption patterns to pay more attention to their health.

This research aims to study the factors that influence the buying behavior of Thai consumers for healthy food delivery products. The results of this research show that the price is the most important factor that influences the consumer buying behavior. The price should be reasonable and at acceptable level with a good quality. Moreover, trends, food product attributes and special offers are also major factor that affect the consumers' behavior.

KEY WORDS: Consumer Behavior / Healthy Food Delivery / Healthy / Clean Food

26 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER I INTRODUCTION	1
1.1 Research Question	2
1.2 Research Scope	2
1.3 Research Objectives	2
1.4 Expected Benefits	3
CHAPTER II LITERATURE REVIEW	4
2.1 Healthy Food (Clean Food) Delivery in Thailand	5
2.2 Perception of consumers	7
2.3 Director Competitors	7
2.4 Indirect Competitors	7
2.5 Research Framework	7
2.6 Propositions	8
CHAPTER III RESEARCH METHODOLOGY	10
3.1 Research Setting	10
3.2 Population and Sample	10
3.3 Research Instrument	11
3.4 Research Structure	11
3.5 Data Collection	11
CHAPTER IV FINDINGS AND DISCUSSION	13
4.1 Findings	13
4.2 Have you ever bought any brand of Healthy Food Delivery Products? If so, how often? (Q1)	14

CONTENTS (cont.)

	Page
4.3 Where would you buy Healthy Food Delivery Products, what brands? (Q2)	14
4.4 What is your beliefs or attitudes influence your choice for Heathy Food Delivery Products? (Q3)	15
4.5 What inspired you to buy Healthy Food Delivery Products and how does this affect your emotions? (Q4)	15
4.6 What other factors influence your decision to buy healthy food delivery? (Q5)	16
4.7 What process do you go through when deciding and buying the products? What are you looking for? How do you come to a decision? (Q6)	17
4.8 What would you like to change in the healthy food delivery market that would increase your buying of the products? (Q7)	18
4.9 Key finding and Implications	18
4.10 Outstanding Factors	19
4.10.1 Price	20
4.10.2 Trends	20
4.10.3 Product Attribute	20
4.10.4 Special Offers	21
CHAPTER V CONCLUSION AND RECOMMENDATION	22
5.1 Conclusions	22
5.2 Recommendations	23
5.2.1 Thai government	23
5.2.2 Business	23
5.3 Limitations of the research	23
5.4 Lessons Learned	24
REFERENCES	25
BIOGRAPHY	26

LIST OF TABLES

Table	Page
4.1 Demographic result	13



LIST OF FIGURES

Figure	Page
2.1 Percentage of healthy food and drinking in Thailand since 2013	6
2.2 The value of delivery market at Thai Bah	6
2.3 Research Framework	8
4.1 Ranking of factors influence on buying healthy food delivery products	19
4.2 Outstanding factors that influence Thai consumers' behavior on buying healthy food delivery	19

CHAPTER I

INTRODUCTION

Nowadays, “Healthy Food Delivery” is going through a period of strong growth because of the changes in people’s life style. Thai people give a specific name to the healthy food delivery business, known as “Clean Food”. It is not a kind of food with no bacteria but it has more meaning than the word “clean”. People have different needs and concentrate more on health consciousness by choosing a healthy product in order to make improvements and create a better life (Dr. Pornsri, 2013). Many people mention frequently about Healthy Food because of many factors. The main reason is because of the increasing number of patients which come from the eating behavior and non-exercise. Thai people prefer spicy food which causes many diseases and health problems. (<http://www.manager.co.th/QOL/ViewNews.aspx?NewsID=9570000022641>).

Besides, it becomes a popular choice for the consumers since it has been advertised many times on the social network channel such as Instagram, Facebook, TV and bloggers. It makes people get to know more about healthy food delivery business.

“You are What You Eat” is whatever you eat, it may not reflect today but will reflect to your health in the future. It depends on each consumers’ behavior whether the food they consume is hygiene and good for health or not. If people are more health consciousness, how is it going to be if people are more realized on what they should consume? Definitely, it will lead to a better health, living and full of happiness in life.

In Thailand, Healthy Food (Clean Food) Delivery Business is going strongly and becomes well-recognized. It is a food service that can answer the consumer needs and wants. Clean Food doesn’t mean vegetarian because it is a food combinations of nutrients with a natural raw material and a natural process. Healthy Food Delivery is a healthy product that serve the freshness, cleanliness and a high value of nutrition with a low calories to the consumers. It contains fruits, vegetables, whole grains and fish with non-processed and non-preservative which are the advantages of clean food business.

The common benefits of healthy food are drastically lower amount of pesticides and chemicals (Baker et al., 2004).

Healthy Food Delivery is a part of the food chain that provide a fast delivery service to the consumers for their convenience. The consumers can enjoy ordering it by themselves and it will be delivery to them directly on time.

1.1 Research Question

The main purpose of this study is to answer the question “What factors influence consumers’ behavior buying in Healthy Food Delivery products?” and “What are the main consumer attitude towards clean food consumption?” For example, it is a trends which comes from marketing and following celebrities? or Do they buy healthy food delivery products mainly because of health concerns.

1.2 Research Scope

This study employs a qualitative research approach which will use an in-depth interview method by interviewing 8 respondents. It aims to get deep information from the consumers who prefer or think about buying healthy food delivery. The scope of an in-depth interview was administered in order to identify the factors that influence Thai consumers on buying Healthy Food Delivery.

1.3 Research Objectives

1. To observe the consumer behavior in term of buying Healthy Food Delivery products.
2. To understand the factors that influence the consumers to buy Healthy Food Delivery products.
3. To formulate the framework under the Marketing Mix (4P) and Service Marketing Mix (7P) and use this framework to analyze the factors that influence the consumers’ buying behavior on Healthy Food Delivery products.

1.4 Expected Benefits

1. To use the data collection from the qualitative research with 8 respondents approximately to identify which factors that influence the Thai consumers to buy Healthy Food Delivery products.
2. To realize and understand the exact reasons whether it is the world trends or health concern issues that motivate people to buy Healthy Food Delivery products.
3. To give a way to the Healthy Food Delivery business owner to arrange a menu and service to fit the consumer needs and preferences.



CHAPTER II

LITERATURE REVIEW

“Access to sufficient amounts of safe and nutritious food is key to sustaining life and promoting good health” (WHO, 2014). It can refer to the food which is important for human-being. They need to consume in order to sustain life, add more power and energy and make people growth through life circle. The high quality and nutrient dense foods are necessary for human development. (FAO Agricultural and Development Economics Division, 2006) Because people from around the world have become more health consciousness, they pay more attention on food nutrition and healthy food (Simmons, 2013) and become more aware about health initiatives.

In Thailand, Healthy Food Delivery Business can be a representative of any restaurants for people who have a limited timing and may prefer to stay home or office instead of finding some food outside or a group of less experience in cooking skill. This is a reason why Healthy Food Delivery can fulfill customers need and preference for their convenience. Besides, with the increasing number of population and the expansion in the city, it leads to a large problem in the society. (sunitha, 2015) It makes a heavy traffic, especially during the rush hours in the morning when people are going to work and after work in the evening. People have to spend more time on the road in a traffic.

In this chapter, it aims to explore the Thai consumers' behavior and the factors that motivate the consumers buying power for healthy food delivery. Moreover, the change in Thai consumers life style is another large impact to the food business in Thailand because of many factors will make the consumers decide to find a convenient channel to consume. The impact also makes an increasing number of Thai market in food delivery category and seems to be growing up every years since 2013.

2.1 Healthy Food (Clean Food) Delivery in Thailand

At present, the Healthy Food Delivery business is rapidly increasing in popularity, especially in Thailand. It becomes a popular trends in the society. There are many choices for people to choose the food delivery brand and many category for the delivery business they prefer. Because of this success, it is likely that business will become more competitive market. The one who can stay alive in the business is the one who can differentiate and innovative to deliver the products and services that consumers prefer.

Thai's lifestyle is changing nowadays. People prefer to have a variety of food and tend to consume the nutrition food which can give many benefits to their health. It can be called as "Healthy Food". (Pornsri, 2013) Healthy food is another choice for people who prefer to have a strong health and body and for the inner city people who are hustle and hurry every day. This is also suitable for people who prefer convenience.

Refer to the website "<http://dictionary.cambridge.org>" In general, the meaning of Healthy Food is a "Health-Food is believed to be good for you because it does not contain artificial chemicals or much sugar or fat" However, in term of a specific meaning, the purpose of consuming Healthy Food is that people tend to have a good health and prefer to live longer. Thus, it's better to keep the balance between the food and the consumers' behavior. It will lead to a better mindset and life improvement.

The graph below is represented Healthy Food and Drinking Products in Thailand which is increasing every years on the percentage up to 27% since 2013. (Economic Intelligence Center, 2013). Even though, there are many different attitudes and reasons in consuming healthy food which aim to focus on weight management, energy boosting and digestive health, but at least people consume the healthy product, it is a good start for a better living.

ยอดขายสินค้าอาหารและเครื่องดื่มเพื่อสุขภาพ (health and wellness) ในไทย

หน่วย: ล้านบาท

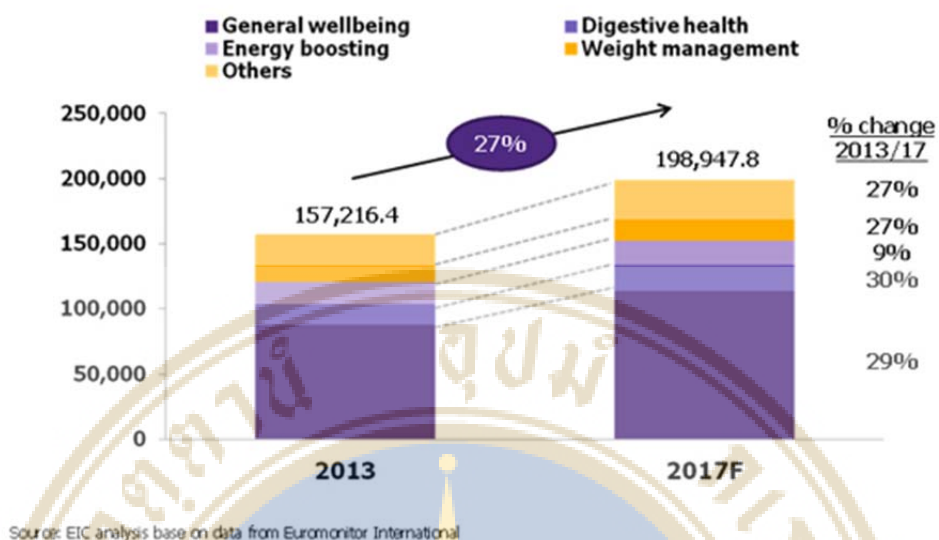


Figure 2.1 Percentage of healthy food and drinking in Thailand since 2013

Moreover, not only the healthy food is growing up every year but also the delivery business. In 2015, the delivery business tends to be increasing in value of each delivery category in the market at approximately 24,000 million baht which increase from last year about 3%. The tendency will increase efficiency in the next 2-3 years at the same rate of percentage. (Thailand Food Market Report, 2015)

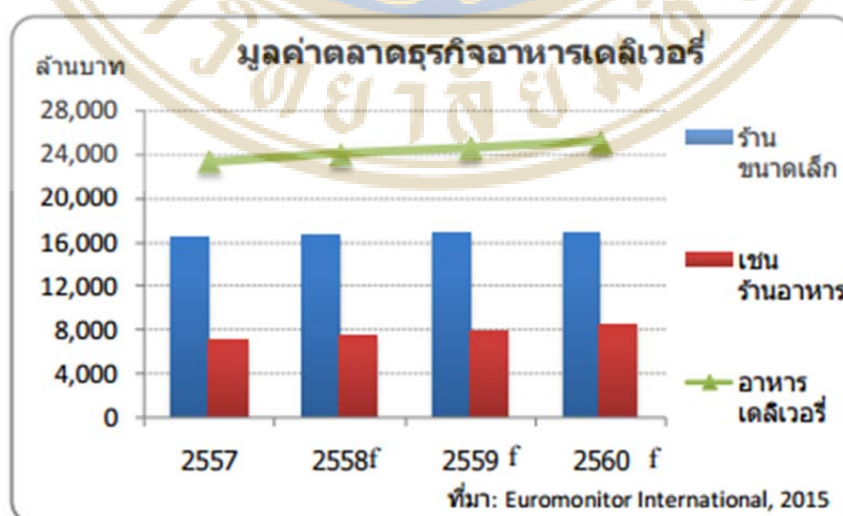


Figure 2.2 The value of delivery market at Thai Bah

2.2 Perception of consumers

“Healthy foods are healthier” because it contains with low sugar, salt, fat, oil and the ingredients with no preservatives. (Darrall, 1992) Besides, it can reduce the chance of some diseases and enhance physical functions (Doyon and Labrecque, 2008). Another perception is the belief of improving overall health and well-being. It can also reduce some effects of health concerns (Rajasekaran and Kalaivani, 2013).

2.3 Director Competitors

Because of the popular trends in Thailand delivery market, there are many director competitors by types of business. There are many types of food delivery in the society which are Healthy Food (Clean Food), Food for Gym, Fast Food, Food for event and many more. Moreover, Pizza Company, Mcdonald, KFC are another director competitors which people are well-known by name and taste.

2.4 Indirect Competitors

Since there are many director competitors, the indirect competitors are also become a large number in the delivery market. As today, people prefer a fast service because the change of Thai life style. A convenience store becomes the indirect competitors that impact the Healthy Food Delivery such as 7eleven, CP Home Fresh Mart, Family Mart and many more. They provide many choices of ready to eat food at their store which is very easy and convenience.

2.5 Research Framework

This model was proposed by Booms and Bitner (1981) for the Service Marketing (3P) and Marketing Mix (4P)

Factors influence Consumer Behavior

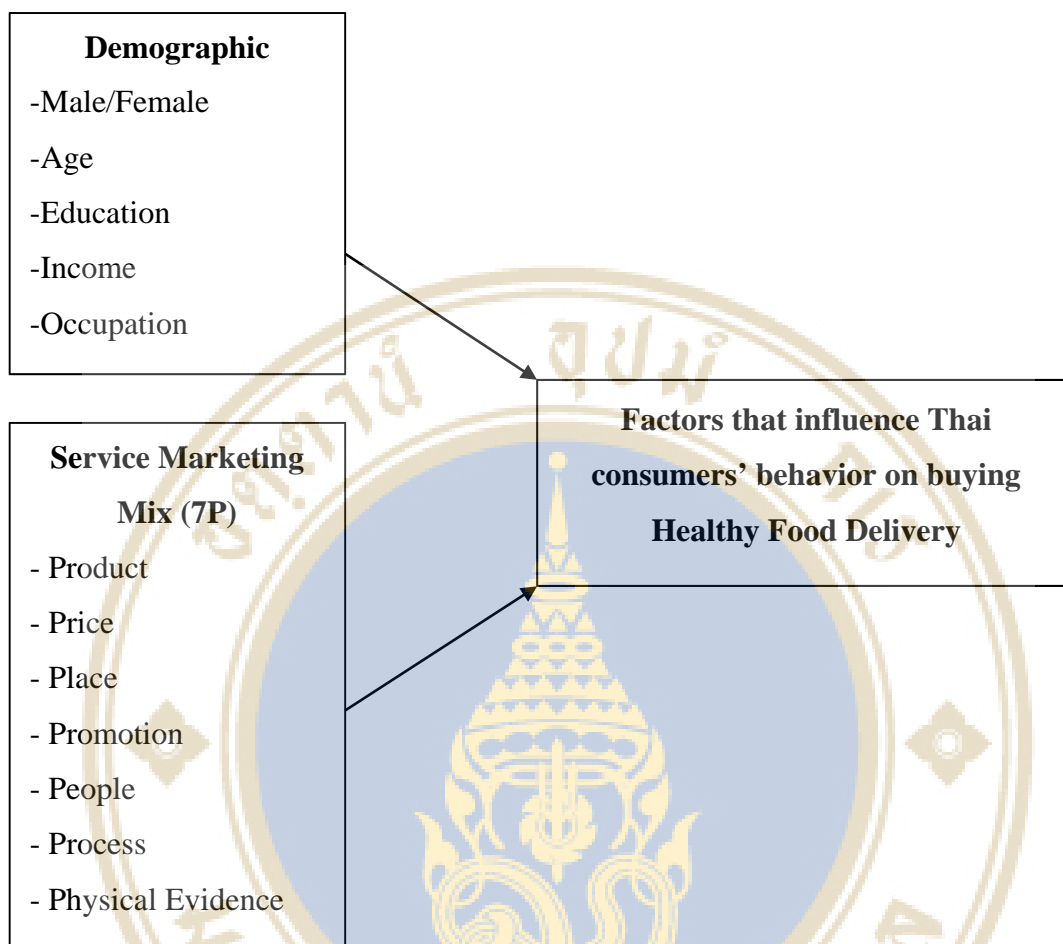


Figure 2.3 Research Framework

2.6 Propositions

H1. Consumers are willing to buy food through the internet because it's convenient

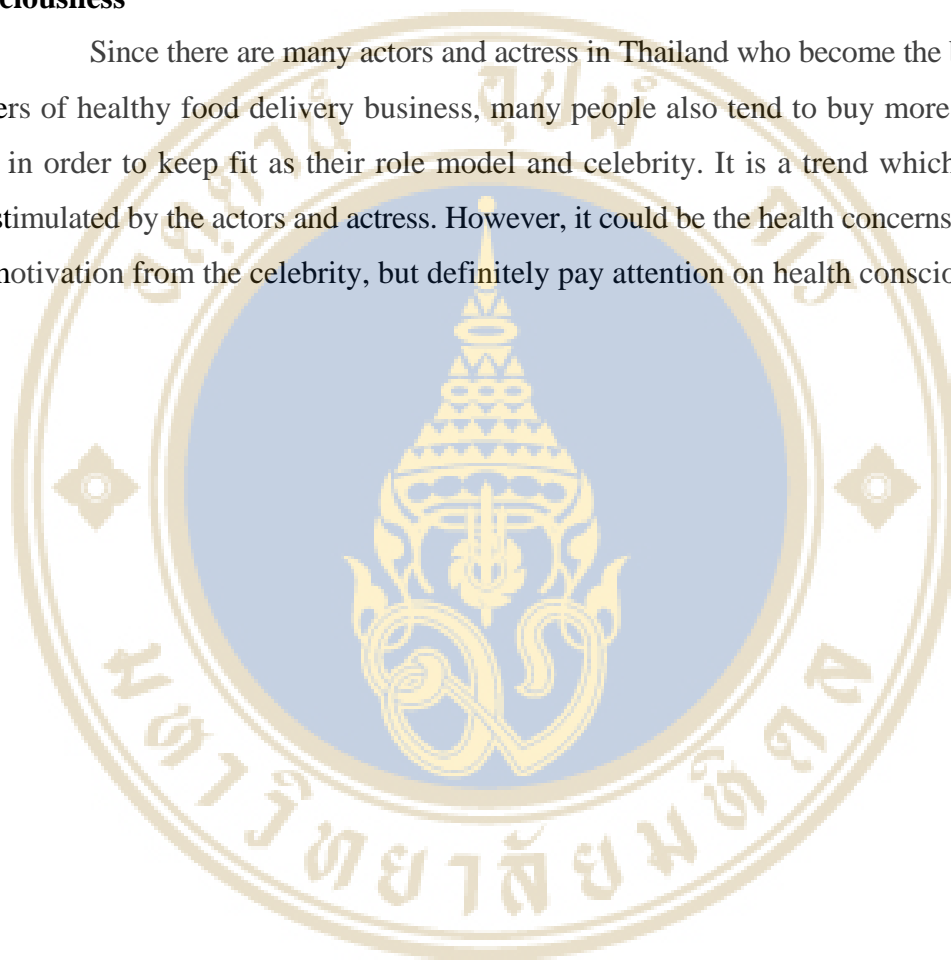
Technology is growing fast in everyday life and seems to be continuing. It becomes one of the most important thing for everyone because it makes life become much easier. Nowadays, buying products through the internet is rapidly growing in terming of selling and buying products (Levy and Weitz, 2001; Limayem et al., 2000; Shim et al., 2001). People use social network as the main channel in order to buy and sell the products such as instagram and facebook which is very popular in Thailand.

H2. Women are interested in Healthy Food more than Men

Women focus on their health more than men because they aim to live longer and spend more time with their family (Harvard medical school). Thus, healthy food delivery can be another option for the women to have a better life and become healthier.

H3. Healthy Food Delivery is popular because of increased health consciousness

Since there are many actors and actress in Thailand who become the business owners of healthy food delivery business, many people also tend to buy more healthy food in order to keep fit as their role model and celebrity. It is a trend which started and stimulated by the actors and actress. However, it could be the health concerns without the motivation from the celebrity, but definitely pay attention on health conscious.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Setting

This research is to focus on why people have become more interested in Health Food Delivery services in Thailand in the last few years. The process of this research setting will help the researcher uncover the important factors that encourage the consumers to buy Healthy Food Products. The aim is to help the entrepreneur who owns the business in order to improve and find the way to be more attractive and differentiate in the healthy food market that matches with Thai life styles.

This chapter is divided into four parts which are (1) Research Setting (2) Population and Sample (3) Research Instrument (4) Data Collection

3.2 Population and Sample

There are some groups of people who consume Healthy Food Products by using a delivery service to serve their food. This is very useful and provides benefits to the consumers who have limited timeframe. The respondents must be the consumers who prefer to buy convenience products and fasten delivery service, which provides a variety of menus, convenience and healthy food product. With the interview for this study, it can measure the incidence of various opinions and point of view. This research will use an in-depth interview to analyze the data by interviewing 8 respondents who love healthy food and prefer convenience such as office workers. Absolutely, it is very convenient for the consumers. They would be able to eat at all time because the healthy food will come in a form of a set of menu in each day.

3.3 Research Instrument

This study uses a qualitative research approach by investigating a sample of 8 respondents to obtain the data with an open-ended question and one to one discussion with the interviewee (Hennink, Hutter, & Bailey, 2011). This is in-depth interviews, which allow the intention and the objective of the research to be revealed in order to provide data analysis and get inside information. The respondents will feel more comfortable to answer the question. The result will be more in-depth than when using a structured quantitative approach.

It is another way to encourage the respondents to give the exact answer base on their perception and preference, not the answer that the researcher provided. Moreover, it is a two way communication which is better to understand more on what the respondents would like to share. It may take some time and effort of doing the in-depth interview, especially the analysis and interpretation of the results after the interview.

3.4 Research Structure

I will use structured interviews by referring to the framework by using Marketing Mix (4P) and Service Marketing (3P), I will analyze the interview data by using this framework to cover the factors that influence the consumer behavior in buying healthy food delivery products.

3.5 Data Collection

To increase convenience for the respondents, social media as an online channel to make an interview such as Line, Video Call, Facebook will be used. However, not only the online channel, but also face to face and two way communication will be conducted.

The researcher asks the respondents with the following questions:

1. Have you ever bought any brand of Healthy Food Delivery Products?
2. Why would you buy the Healthy Food Delivery Products?
3. How often do you buy Healthy Food Delivery Products?

4. Where would you buy Healthy Food Delivery Products, what brands?
5. What inspired you to buy Healthy Food Delivery Products?
6. How do you feel about Healthy Food Delivery Products?

With this open-ended question, the respondents would be able to answer anything they want in order to see things more clearly regarding their motivation and intention for buying Healthy Food Delivery products.



CHAPTER IV

FINDINGS AND DISCUSSION

4.1 Findings

In this chapter, I will analyze the data by examining the responses that I have collected from interviewing the respondents. The aim for this chapter is to analyze the outcome of each respondent's opinion about Healthy Food Delivery. After interviewing all participants, there are many factors that influence the Thai consumers' behavior. The comments that I receive are very useful to analyze the research.

Demographic

Referred to the table below, it shows the demographic of each respondent at the age between 16-40. Most of them are the office workers and be able to afford the price of healthy food delivery products.

Table 4.1 Demographic result

Demographic			
No. of respondents	Ages	Gender	Income
1	16-25	Female	30,001-40,000
2	26-40	Female	30,001-40,000
3	26-40	Female	30,001-40,000
4	26-40	Female	30,001-40,000
5	26-40	Male	20,001-30,000
6	26-40	Male	20,001-30,000
7	26-40	Male	30,001-40,000
8	26-40	Male	40,001-50,000

4.2 Have you ever bought any brand of Healthy Food Delivery Products?

If so, how often? (Q1)

In summary, most of the respondents said that they consume the healthy food products by ordering online and go to the shop sometimes. They consume the healthy food product weekly and monthly or in any occasion depending on each person. Some of the respondents are definitely concern on their health and some of them want to have a better appearance.

"I buy healthy food delivery 7-10 times a month"

"I eat it every day. I order 12 times a month and in each time they give me 9 meals"

"I buy it 4 times a week"

4.3 Where would you buy Healthy Food Delivery Products, what brands? (Q2)

In summary, most of the respondents said that they bought the product from social media which is very easy to order and very convenient for them. There are 4 channels in order to buy the products which are Instagram, facebook, fitness center and self-shopping. However, most of them are all have a purpose before buying healthy food products.

"I used to buy on the Instagram which is a very nice one"

"There is a healthy food at the fitness center as well. I sometime buy it because it contains a suitable calories and fats"

"I eat it every day and I buy it from different shops in order to find a variety of menu such as leanlicious, scenic clean food and yummy diet_delivery. I eat a lot and the owner can remember me now"

"I buy the healthy food delivery from DJ. POOM MENU. This is because he is one of the celebrities in Thai society and very well-known person. He looks more reliability as if he gives unreal information, he will fasten become a liar in the society."

4.4 What is your beliefs or attitudes influence your choice for Healthy Food Delivery Products? (Q3)

In summary, the factor that affect to the purchasing power in healthy food is the trend in the society. It is very popular among Thai people at the moment. Most of the respondents said that they follow the trend because it seems to be interesting with the image and the quality. Moreover, they are more concerned about their health and weight. Some of them prefer healthy food because they can reduce their weight in order to have a good shape. They also prefer the food which has less fat content and full of nutrition. One of them mentioned about the benefits of healthy food delivery that the healthy food is made from the olive oil which is much better than soil bean oil because it's a natural free of cholesterol and it helps to protect the heart disease and help in digestion. (<http://www.filippoerio.com/yourhealth>)

“Healthy Food is another good choice for me because I can reduce weight and be healthier”

“I like delivery service because I can choose what I want from the internet website and it's very easy”

“I think the healthy trend become very popular. It's good for me health as well”

“I am concerning a lot on the ingredient and focusing on how clean is the vegetable and stuff. The food must not contain with the monosodium glutamate”

4.5 What inspired you to buy Healthy Food Delivery Products and how does this affect your emotions? (Q4)

In summary, most of the respondents said that they consume the healthy food because they want to have a better look and appearance. They can lose more weight and become healthier. Moreover, some of them said that the program that the shop provide make their life easier with a variety of choices. They save lots of time and be able to do other things. They don't have to think in each meal whether what they will eat for breakfast, lunch and dinner. To buy as a program, the shop will provide special offers such as discount or a complimentary.

“I think that eating healthy food is another way to build a better aspect and have a positive thinking because I believe that a better life will start from a good food and whenever we have a good health, a great mindset will follow”

“I like the menu as a program that they offer as a week or a month. It has more value comparing to one meal because one meal is more expensive”

“I feel really good after taking the healthy food delivery because I don’t have to go out in a sunny day to find something to eat”

4.6 What other factors influence your decision to buy healthy food delivery? (Q5)

In summary, half of the respondents mentioned about the celebrities as they are a group of influential people that affect Thai consumers’ behavior because the celebrities always advertise the products on social media such as Facebook and Instagram which lead to an increasing number of people who will be interested in the products. It is a big impact and be able to persuade people to try the products because the celebrities have good looks and people want to become good looking like them.

However, some of the respondents said that the price and promotion are the primary factors in order to decide whether they should buy it or not because normally the price of healthy food delivery products are quite high as they need to find a good raw material. Besides, the taste and the ingredients are other most important factors to keep the customers as frequent members. It influences customers to buy the product and they will be easier to buy if the taste is very nice. Another factor is the service. The respondents also mentioned customer service. One of them bought healthy food delivery product from “Slimingfoodcafe” This shop always ask for the feedback after people consume their products. People said that if the owner expresses their welcome very well, they will prefer to buy the product even more. Moreover, they mentioned about the packaging. Most of the shop has a nice packaging which can increase more brand awareness.

“I saw the actor/actress on Instagram holding healthy food with the words thank you to the shop that sent the food to them. It looked really nice”

“I used to find the information about healthy food delivery and knew Yo Bee delivery. I want to try but it was really expensive. I can’t effort it anyway”

“I and my sister love food and we also like healthy food as it looked very nice with a small dishes. It can lose my weight I hope”

“I like Slimingfoodcafe because they have feedback after sale service. They ask me whether which menu I like or I don’t like”

“I like the packaging because it can be divided into each category. It looked clean and tidy with a very nice logo”

4.7 What process do you go through when deciding and buying the products? What are you looking for? How do you come to a decision? (Q6)

In summary, the respondents said that all above in question 5 are the factors that influence their buying behavior in healthy food delivery product. The price must be a reasonable price so that people can afford it. The taste should be in the middle to high level. The packaging should be clean, safe and standard. The service must be on time and no damage otherwise it will look not very nice to consume and the owner should be polite and friendly in order to make the customers have a good impression. This is another way to build brand awareness.

“I want a reasonable price or if it’s affordable with a good quality. It will be great.”

“I will look at the price and the expense in transportation because sometime the transportation is more expensive than the food. It seems like it’s better to buy a normal food then”

“I like the one that distribute it on time. It affects to the next time ordering the healthy food delivery products”

4.8 What would you like to change in the healthy food delivery market that would increase your buying of the products? (Q7)

In summary, most of the respondents said that the price of healthy food delivery is very high both the price of the food itself and the transportation. Sometime, the expense of the delivery service is higher than the food price because of the traffic and the distance between the shop and customers. Some shops claimed that they offer a real healthy food to customers but in fact the process is the same as the normal food. The menu doesn't have enough variety. Moreover, some of the respondents said that when buying the product in a special program or promotion, the food is not fresh because the shop will not distribute the food every day but may be 2-3 times a week.

"I want a lower price because it's very high right now in the market. If I consume it many times, I won't be able to save money"

"It will be much better if they set a lower price with free delivery"

"I want them to provide more variety of healthy food so that I can choose the menu that I like the most"

4.9 Key finding and Implications

After analyzing 8 interviews, it can be summarized as in figure 4.9 that the price is the main factor that motivates the customers to buy frequently. The more reasonable price people get, the more likely to buy the product they are. Moreover, product attribute is including packaging, taste and delectable. However, the convenient is one of the important factors that can influence consumer behavior as the ranking is similar to the special offers. People prefers convenient because it's much easier and faster. For the customer service, some respondents mentioned that if people who are related to the shop such as the owner, the delivery man and the order taking person are very nice and friendly, the customers will feel impress since the beginning and a chance of buying the products will be increasing. This is all the important things for the customers to choose because a very nice container and decoration will increase more brand awareness.

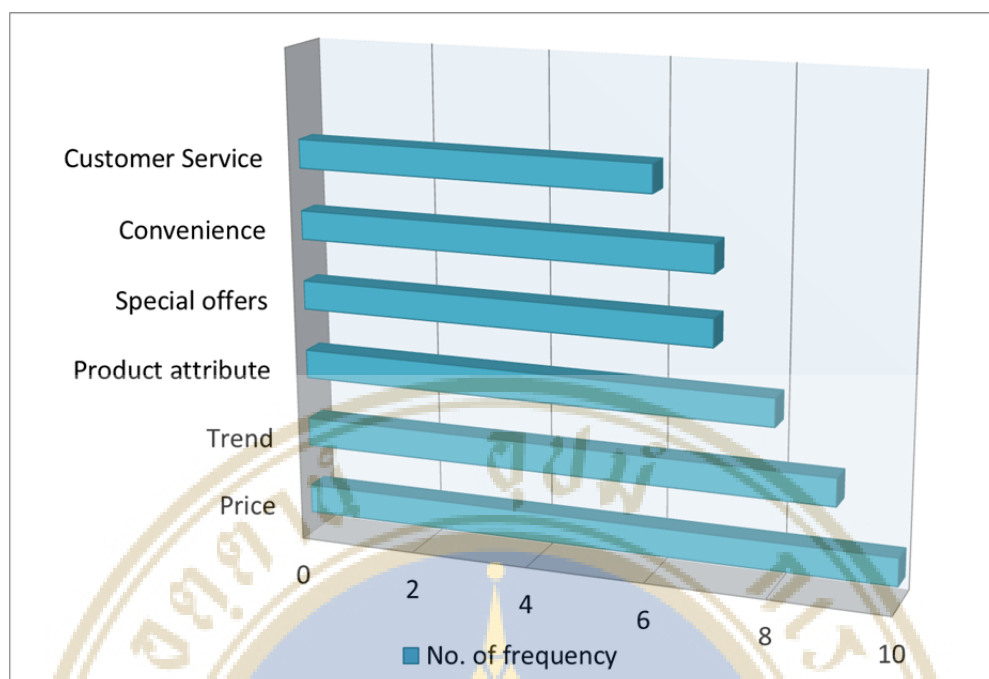


Figure 4.1 Ranking of factors influence on buying healthy food delivery products

4.10 Outstanding Factors

Referred to the figure 4.9 above, it can be divided into 4 outstanding factors that influence Thai consumers' behavior on buying healthy food delivery which are price, trends, product attribute and special offers.

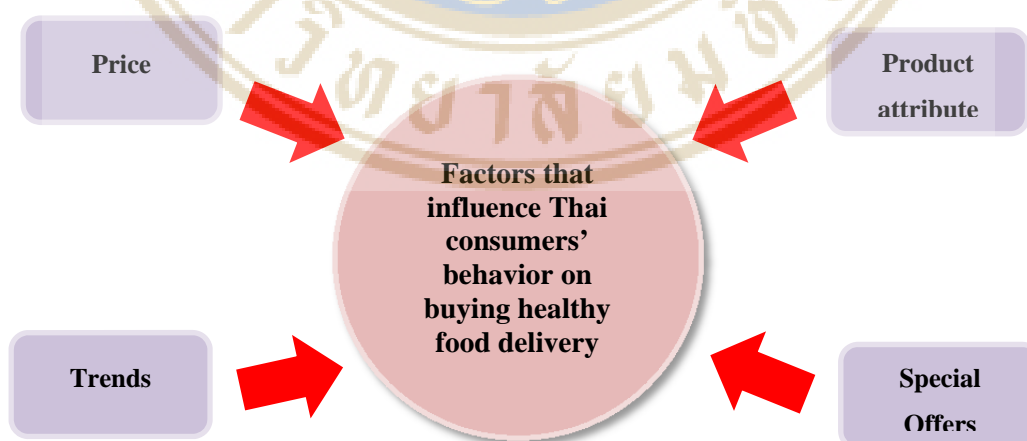


Figure 4.2 Outstanding factors that influence Thai consumers' behavior on buying healthy food delivery

4.10.1 Price

In reality, price is a common factor which is very essential for the people. It plays a big role in people life in order to motivate people intention to buy something. From the interview, every respondent said that the price they can accept and buy healthy food delivery product must be at a reasonable level with a good quality because the quantity of healthy food is a limitation. They provide suitable calories and fats for each menu which come in small boxes.

4.10.2 Trends

Thai consumers' health consciousness continues to rise and the international health trend can also boost up the consumers' willingness to invest in various consumer healthy food products. Thai government is also encouraging and pushing into a healthy living campaign in order to make Thais realize and be more conscious in choosing food to consume. (Europa international, 2015) This is to enhance well-being and lifestyle among Thai population. Referred to the interview from the respondents, people have two different opinions which related to the trends. Some of them think that they must find good food to consume and to make a better life and long living. They want to be healthier because there are many patients nowadays and the food is not clean comparing to cooking at home. For the second opinion, the respondents said that it is a celebrities' trend which is easy to recognize on social media such as Facebook and Instagram. They always promote the products on social media with an attractive description and information under the picture.

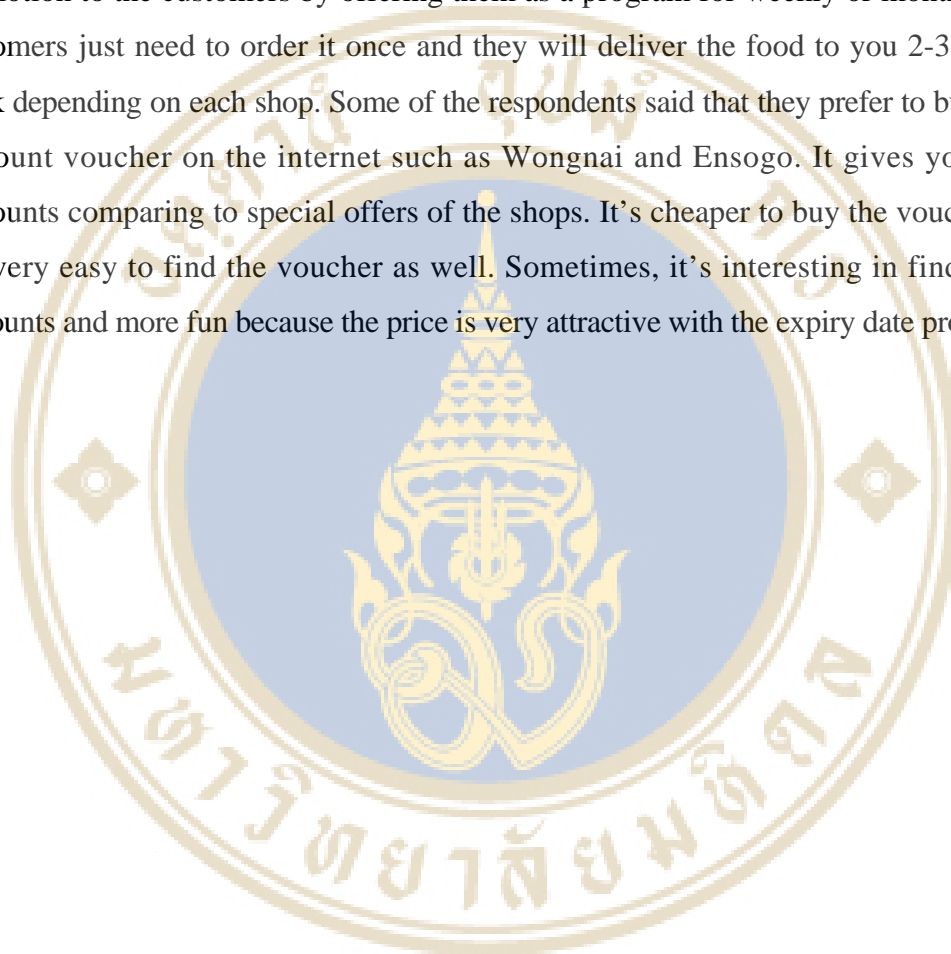
4.10.3 Product Attribute

Product attribute means everything that relate to the product such as taste, packaging, delectable of each menu, varieties, ingredient and other features. Most of the shop has a good packing before delivering the meals. They have their label, sticker or logo attached on the boxes and a beautiful food arrangement in the box which allocate in a correct position. As the respondents said, the taste is very important after the price. Unless, the food is very nice and the price is a little bit higher, they would be able to accept it but once the food taste is not very nice, everything is not going to work. People will not try to choose it anymore. Moreover, the ingredient is another thing that people

pay more attention on this because some of the respondents said that they try to avoid the food that has been used the soy bean oil instead of olive oil which is not very good for their health in a long term.

4.10.4 Special Offers

Because the price for healthy food delivery is quite high, they offer a promotion to the customers by offering them as a program for weekly or monthly. The customers just need to order it once and they will deliver the food to you 2-3 times a week depending on each shop. Some of the respondents said that they prefer to buy some discount voucher on the internet such as Wongnai and Ensogo. It gives you more discounts comparing to special offers of the shops. It's cheaper to buy the voucher and it's very easy to find the voucher as well. Sometimes, it's interesting in finding the discounts and more fun because the price is very attractive with the expiry date provided.



CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusions

Referring to the results of the interviews conducted for this research, it seems that the trend of healthy food delivery is very popular in the society among Thai people. People are more concerned about their health, due to the government support and the healthy lifestyle trend that comes together with regular exercise. People intend to lose their weight in order to get fit and firm with the expectation of lower cholesterol levels and improved body functions.

Among the key findings of the research, there are four factors that affect the Thai consumers' behavior in buying Healthy Food Delivery Products which are trends, price, product attribute and special offers. The main factor that influences the buying decision for healthy food delivery products is the price. As mentioned by the interviewees that the price should be reasonable, otherwise they won't buy it because the quantity of each healthy food item is small. For product attributes, the taste and the food attraction play a big role that influences the customers to buy the healthy food delivery products are the things that get the customers' main attention. Further, the shops can improve their good brand image by presenting the beautiful packaging which can be one of other choices for the customers to buy the products. Moreover, with the special offers that are delivered to the customers in a package called "program or course", which is including breakfast, lunch and dinner, it's very convenient for the customers, especially busy working people. They also can save more money as they don't need to pay for the extra meal and have more time to do other things as the delivery service is usually very fast.

5.2 Recommendations

5.2.1 Thai government

Thai government should examine the quality and standards of the food and give a certificate to the shop owner in order to guarantee for truly healthy food. With this certificate guaranteed, it may increase the customers' trust and create more brand awareness.

5.2.2 Business

In the way of doing business, they should set the appropriate price for the healthy food delivery products which is not too high, while maintaining a good quality. Some of the shops set a high price with an ordinary quality; this will not help the business survive long because people want to pay less, but expect a good quality of the products. On the other hand, if the price is at a reasonable level, people will be more satisfied. With this satisfaction, the shops are already have half way on the winning route. Moreover, the service is very important to the business because if the owners are very nice and take care of each customer very well, the customers will feel more impressed with their service and it can be another chance for the business to get the brand awareness and recognition. As today, the social media are very important, to increase the brand awareness can come from the social media such as Facebook, or Instagram. Moreover, the word of mouth is another fast way to spread the information.

5.3 Limitations of the research

Given the limited time for doing the research, I found one problem which can lead to a space or gap in my research in order to completely cover the relevant topics. The qualitative research approach takes a large amount of time to analyze each question in order to find real factors that influence the customers. However, a key benefit from choosing the qualitative research method is that this method can help me get the customers' deep insight about Healthy Food Delivery Products.

5.4 Lessons Learned

What I have learned from this research is at first, I presumed that most of Thai people who prefer to purchase the Healthy Food Delivery products are a group of people who are just following the latest social trend, influenced by celebrities. However, this is not the case for most of my interviewees. Most people rather concern more on their health and on what they will eat in each meal because they want to be fit, firm and healthy.



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