

**THE KEY DETERMINANCES WHICH INFLUENCE THE
SUCCESS OF HEALTHY EATING TREND**



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ABSTRACT

The changing of environment and concern of health issue can make the healthy food and related products continue sales growth for many years. The consumers have more concern about quality and safety in food which affects their purchasing behavior. The future direction of healthy food is expected to continue on a positive path thanks to high awareness of urban consumers.

The purpose of this study was to find out the key determinances which make the healthy trend become popular in these recent years. This study is important to explore the business about health product.

The findings from the research show that the key success factor of healthy trend comes from the influences from media and celebrity.

KEY WORDS: Healthy Food/ Organic Food /Healthy Trend / Consumer Behaviour

26 pages

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CHAPTER I

INTRODUCTION

The growing trend of clean food is coming popular due to changing of environment and concern of health issue. The trend of healthy food, clean food and unprocessed food are popular since city people's lifestyle change to be more health and nutrition consciousness. The increasing consciousness of health has been a hot trend this past decade, so the future direction of health and wellness is expected to continue on a positive way due to high awareness of urban consumers. People now tend to eat healthy, natural and unprocessed food. People believe that healthy eating will be good benefits and healthy food eating becomes part of their daily diet.

Consumers have issues about quality and food safety which affects their interest and purchasing behavior (Laroche, M., Bergeron, J., Tomiul, M., and Barbaro-Forleo G. , 2001). In the U.S., organic food and beverage products continue sales growth to \$35 billion in 2013, (the Organic Trade Association, 2014). There is double consumer demand growth every year since the 1990s and one third of consumer buys non-GMO products (Sean Moloughney, 2015).

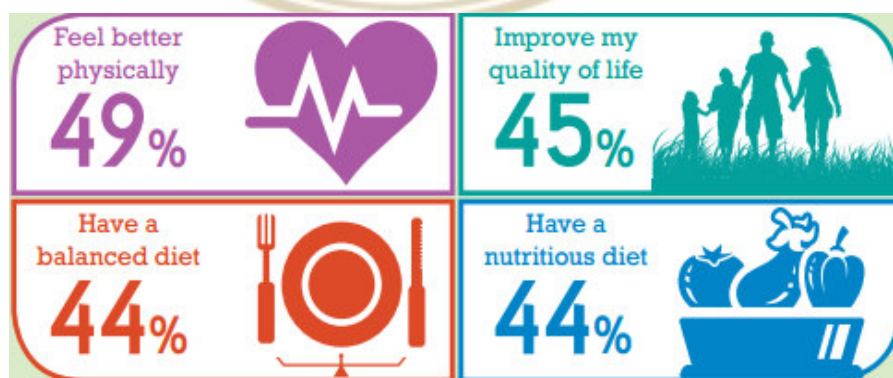


Figure 1.1 The reason that make people eat healthy food

Healthy foods sales has the greatest rise globally from 2012 to 2014 of all food categories and most sales come from developing regions which is 20% from Africa/Middle East 15% from and Asia-Pacific (Robert Moloney, 2015). From Nutrition & Food Science, sales of organic foods is just £5 million in 1985 and it can reach £34 million in 1989 which shows the glowing concern of healthy eating of people.

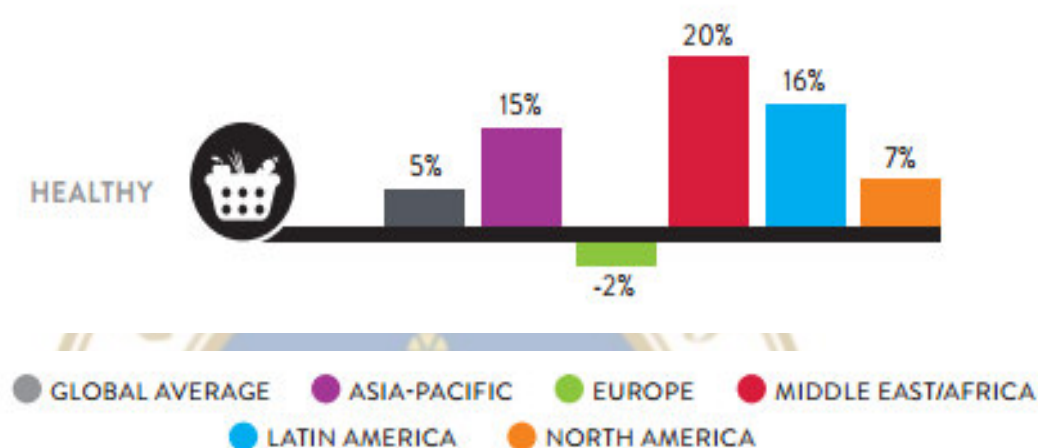


Figure 1.2 Healthy Categories are growing most in all regions except Europe for 2 years (2012 to 2014)

Moreover, Emerging-market and younger consumers like Baby Boomers are more willing to pay a premium for healthy product (The Nielsen Global Health & Wellness Survey 2015, BernsteinResearch, 2007).

The results of a study conducted by Prepared Food.com reveals that about three-fourths of consumers tend to buy food which is preservative-free, or hormone-free which can claim positive health and taste to them. They also tend to buy products which show the word like “natural,” “unprocessed,” “clean” and “real.” From Technomic Survey on 2013, people also tend to be more curious to know that there is additive in their food or not because 38% of consumers say that they would like to get food from restaurant which can offer healthy food option to them increasing from 33% from 2010 survey. And 64% of consumers focus on nutrition to eat healthy increasing from 57% in a 2010 survey.

From Restaurant, Food & Beverage Market Research Handbook 2014-2015 shows that 64% of adults concern about healthy menu items when choosing a

full-service restaurant, 65% said so about their choices of a limited-service restaurant (LSR).

It also shows the result about the effect of sales for lower-calorie menu options at 21 largest chain restaurants. The result is 17 chains which increase lower-calorie options have a 5.5% increase in same-store sales but the four chains that decrease lower-calorie options experience a 5.5% drop in same-store sales.

1.1 Problem Statement and Research Objectives

Globally, the healthy trend is popular because people have more interest to their health and dining to make their health better and it makes the business about health service like healthy food growing up and gain lots of interest. Therefore, the purposes of this study are to determine the key determinants that influence healthy eating trend by analyzing the current situation which highlight in consumer segment, consumer behavior, consumers' attitudes towards health perceptions and intention to buy healthy food.

1.2 Expected Benefits

After identifying the key determinants of healthy eating, a set of recommendations can be made to any entrepreneurs who are interested in starting up a business related to healthy food.

1.3 Scope of study

This research focuses in the key success factors which influence people to concern about the healthy eating. This research can gain knowledge about consumers' perceptions, attitudes, purchase criteria and consumption behavior towards healthy foods. This research can be beneficial for healthy food business because it analyzes key success factors of the trend.

1.4 Research Framework

This research will apply the concept of consumer behaviour to be the framework of this research. For consumer behaviour, I focus to find support information about buyer's characteristics which are divided into culture, social, personal, psychological and marketing stimuli because these factors are key influences of buying behaviour.



CHAPTER II

LITERATURE REVIEW

2.1 Determinants of Healthy Food Consumption

Refer to article from Angela Hattaway, Healthy food is unprocessed foods and no extra additives from their diet or eat whole, unrefined foods including eating lots of fruits and vegetables.

A review of literature revealed that people are influenced to consume clean food for many reasons.

2.1.1 Health Concern

The obesity and its related health issues become a concern topic. Healthy eating is growing awareness because there are high overweight and obesity rates in several countries. 23% of the UK and 22.4% of the Czech population are recognized as obese (The World Health Organization, 2011). People worldwide considered that the overweight populations increase 28% in adults and 47% in children according to the Nielsen's Global Health & Wellness Survey. The obesity leads to diseases such as diabetes, high blood pressure, heart disease and high cholesterol because they consume food patterns that have high sugar and fat (Swinburn et al., 2004). In the United States, there is promotion of healthy eating due to obesity and other health concerns. The government and food manufacturers take charge of encouragement healthier eating habits, especially among children (Bernstein Research, 2007).

There is 49% of global obesity which considers themselves overweight and 50% is trying to lose weight and they are trying to eat healthy food according to Nielsen's Global Health & Wellness Survey.

2.1.2 Social Influence

The food choices are also influenced from their social environment. We can be influenced by our friends, our colleagues, and other people close to us or even by strangers who has no interact with us but we can still be influenced by their physical presence and behavior of eating (Sebastijan Veselic, 2015).

Food choice can be influenced by social factors even when people are eating alone People can develop their attitudes and habits through the interaction with others people (Feunekes et al., 1998). Social has an effect on food choices and dietary behavior (Devine et al. 2003). Social can promote healthy eating through a sense of group and family and friends can be an important source of encouragement in sustainable change (Berkman, 1995).

The same support said that social context has an impact on individual's eating behavior both directly and indirectly. The direct impact is like buying food for their people and indirect impact is absorption of their social conscious or subconscious (Shepherd R.,1999).

2.1.3 Consumer demographic profile

The researcher found the reference about customer profile who is going to buy healthy food that consumers with higher levels of education tend to have more positive attitudes (Magnusson et al., 2001; Hill and Lyncheaum, 2002; Wier et al., 2003) and are more willing to pay high price for organic products (Jolly, 1991; Wandel and Bugge, 1997). Gender is one of the factors to make them purchase healthy foods and females are more likely to purchase organic foods (Davis et al., 1995; Wandel and Bugge, 1997) and also have more positive perception toward organic foods than males (Lea and Worsley, 2005).

Studies also show that consumers who pay for organic foods have higher income levels than non-buyers (Grunert and Kristensen, 1991; Magnusson et al., 2001). The research also shows that younger consumers seem to have a more positive thinking toward buying organic foods which is the reason that they are willing to pay a premium price for healthy product but low frequency in purchasing. (Govindasamy and Italia, 1999; Magnusson *et al.*, 2001; Magnusson *et al.*, 2003). This research indicates that customer profile has effect towards the intention to purchase healthy

food and Baby boomer generation increases their concern about health issues (BernsteinResearch, 2007).

2.1.4 Perception of organic foods

Studies show that consumption of organic foods together with attitudes toward organic foods are relevant to health benefits perception (Jolly, 1991, Davies et al., 1995). Organic food buyers will have more awareness about health and food risks comparing to non-organic food consumption (Davies et al., 1995). A study also shows that safety food is the most important factor of their attitudes while health consciousness seems to be the least important factor (Michaelidou and Hassan, 2008).

Food Standards Agency Consumer Attitudes Survey 2008 found that 87% of respondents agree or strongly agree that eating healthily is very important to them. They also reports that 37% of people think that the tastiest foods are poor for them. This information shows that food and healthy eating are considered to be important factor by large group of people.

2.1.5 Generation

From The Nielsen Global Health & Wellness Survey 2015 showed that health attributes play important factors in purchase decisions for all age groups, but there is lowest percentage for Silent Generation (aged 65+) to buy healthy products. Health attribute numbers are highest for Millennials (21-34), followed by Baby Boomers (50-64), Generation X (35-49) and Generation Z (under 20). The health products include products that are GMO-free, natural and have no artificial coloring and flavors. Some health products are more important to younger generations and others attributes to older generations. 40% of Generation Z respondents say that their serious importance factor for purchase decisions are ingredients, followed by Millennials (38%) and Generation X (34%) respondents, but only 21% of the Silent Generation will pay attention on this factor. On the other way, sugar-free and low-sugar products play more important role for older consumers. 37% Baby Boomers and 33% of Silent Generation respondents show high concern on these attributes and the rate will be dropped to 26% for Generation Z and 31% for Millennials.

Another research finds the same result that the Baby Boomer generation has more concern about health issues and is willing to buy product with less fat, less sugar, less cholesterol, less sodium and consume high-fiber products compared to the younger population. Meanwhile, the younger population consumes more low-carb and natural products which is different from the baby-boomer generation. (Bernstein Research, 2007)

The research also says that 58% of people have concern to nutrition (Technomic, 2013). Moreover, the willingness to pay a premium for healthy food declines with age. The generations which are more willing to pay a premium price for all healthy food are Generation Z and Millennials. (The Nielsen Global Health & Wellness Survey, 2015)

2.1.6 Internet with Online and Social Network Channel

Nowaday, internet access is worldwide network. Search engine like Google, Social Network like Facebook, Youtube and Instagram becomes influence to consumer behaviour lot. People can access to online media easier by using their smart phone. Online social media plays important model now and today 91% of online adults use social media regularly (Tom Funk, 2013)

NewsLifeMedia's Moving Mindsets Research shows that 62% will read or watch reviews online before buying something and 33% will search information from food websites, while 13% will seek information from blogs and 11% from social media.

There is the same result from www.postcontrolmarketing.com that People seek for online opinions from bloggers and their social media communities for food purchase decisions.

Another research from Rochester Institute of Technology finds that college students tend to have meals eating and involve multi activities on their computers and smartphones such as surfing internet, communicating with friends via Facebook. They also often used social media to reach the food and nutrition information and they prefer to ask friends on Facebook or Twitter about recipes than read a cookbook.

2.1.7 Influence from Celebrity

From the research indicate that people would like to reach celebrities who associate with happiness and wealth. People are attracted to fancy blogs, beautiful cook books, Instagram feeds of food picture in good style. (Rebecca Reynolds, 2015)

From Euromonitor year 2014, it said that celebrities have high impact to influence consumer behavior. It is around one in four advertisements which have celebrities endorsement in the US but there is lower percentage in Europe like Germany which the rate is around 16%. However, the rate is much higher in Asia especially for South Korea and Japan which is 70% of commercials now has celebrities endorsement.

The researcher also finds support from another site that celebrity sources may influence attitude change for a variety of reasons. People tend to pay more attention to the advertisement with celebrities due to it seems more credible than non-celebrities advertisement. (Dinesh Gupta, 2007)

There are reasons from psychological and sociological that make people put their trust in celebrities. Some forces which impact to people is like classical conditioning and self-conception then people tends to believe when the celebrity who look credible and attractive give health advice. (Steven Hoffman and Charlie Tan, 2015) Furthermore, celebrities who have high-profile can be beneficial in the health promotion if they don't lead dangerous advices. (Sarah Griffiths, 2013)

CHAPTER III

RESEACH METHODOLOGY

In chapter 3 the research will describe about data collection. I develop the survey and target to interview around 10 people who eat healthy food to find out their attitude and factors towards eating clean.

3.1 Research Design

This research used qualitative design approach which is the good method to collect data in form of word not statistic. I use this method because it is useful to gathering information in deep detail to better understand reasons, aspects, motivation, attitudes and opinions of interviewee. It provides insights of the problem and is benefit to further use the insights. The interviewee can allow the researcher to interact and respond to answer immediately once there is some aspects that the researcher would like to go deeper and can explore new area of research. The interviewee also can give more information and detail during the discussion.

3.2 Population and Sampling

This research will focus on people who are health consciousness and eat healthy food to see their attitude. The sample group, which has the age range between 20-50 years old will be chosen by purposive sampling method which is the way to engage them to share their experiences. Purposive sampling is used to find out respondents in qualitative design which the respondents are selected because they are probably to provide useful information for the research.

3.3 Data collection

The researcher targets to interview 10 people who regularly purchase healthy food. The sample group should have the age between 20-60 years old to see the data from variety generation. The method used for the data collection will be a face-to-face interview with listing of open-ended questions to explore attitude towards healthy food and key determinants to health food consumption. First, I interview to see their individual determinants of eating healthy food to understand the individual reason, perception and background. Second, I interview to see external influence towards their healthy food consumption to see the effect of the environment and social factors which impact to their decision. The sample group participates to share their attitude, motivation and influences related to the research topic. They can generate the useful data to further study of this research. The interview can be organized as informal conversation to make interviewee feel more relaxed to share their stories. The interview lasts around 20-30 minutes per person. The example of questions are shown below.

- Why are you interested in eating healthy food?
- What is the influence to you to start eating clean food?
- **In your opinion, is healthy food more benefit than normal food?**
Why?
- Is this expensive and time consuming for eating clean food? Why?
- How and where you get clean food in each day?
- What type of healthy food have you consumed?
- What are the factors which change your consumption's behaviour?
- Do your family and friends consume healthy food? If yes, how do they affect to your eating behaviors.
- How often do you consume the healthy food per week?

3.4 Data Analysis

For qualitative content analysis, the process emerges from analysis the data and categorization the data into groups first. The researcher can categorize by

grouping the same data of the respondents. Then the researcher can interpret and find the connection of the data, finally can identify the important concept and attitude of the respondents. This method focuses on meanings rather than on quantity. Qualitative data analysis tends to be inductive because it is the way to analyze data together with capture people who provide data on their own terms rather than predefined measures and hypotheses. (Rafael J. Engel and Russell K. Schutt, 2015)



CHAPTER IV

FINDINGS AND ANALYSIS

In this chapter, it shows the data which the researcher gathered from targeted group of people. The data will present the factors which lead them to eat healthy food and also consumer demographic characteristics profiles. The data were collected by in-depth interviews from 10 respondents who eat healthy food.

4.1 Demographic profiles of respondents

The researcher interviewed 10 participants in Bangkok Metropolis, four men (40%) and six women (60%). All of participants were ranged in the age group 23-35 years old. Their education level was of Bachelor level 20% and the rest 80% was Master's degree. The majority for average monthly income was ranged from 50,001-60,000 baht for 50% and 80% were employees of private company.

4.2 Factors toward eating healthy food

The researcher interviewed 10 respondents in-depth interviews about their experience on healthy food consumption. From the interviews, respondents are living in Bangkok area and working in Bangkok area as well. They normally have city lifestyle. The results revealed that the majority of respondents consumed healthy food with the reasons that they got impact about healthy trend from media and celebrity, resulting from respondents 5 out of 10, followed by weight control reason 2 out of 10, health concern 2 out of 10 and influences from family 1 out of 10 accordingly.

4.2.1 Health Concern

Respondents gave the reason that they have awareness of what they eat because they have health problems. Some of them normally concerns about the

nutrition and benefits of what they eat because they would like to maintain good health. They try to improve eating habits by eating more fruits, vegetables and whole grains. They mentioned as following.

“I want to prevent myself from risk for chronic diseases such as cancer, diabetes, obesity and heart disease.”

“I concern about my health because now I have high cholestrol and have high risk to be a stroke.

“For last few years, I never concern about my health. I love to dining outside, eat fastfood and go hang out. But this year, I had annual health check-up and my blood result is really bad. I have high **blood pressure, triglycerides** and high LDL. I’m really shocked because my figure is not that fat. After that, I realize that I have to control my eating habit from now on.”

“I normally don’t eat vegetable, but I switch to eat more whole wheat, fresh vegetable and fruits because I believe it is benefit for my health.”

“I tried not to eat grilled meat like barbecue buffet because eating grilled meat with full of fat that often make cause me have risk of cancer oneday. Then I try to avoid it.

“After I eat healthy food for a while, I see the result that I have better sleeping which can boost up my energy and also improve my excretory systems.

“I see people around me that when they are older, they have many diseases like heart disease and cancer. I don’t want to have health problem when I’m older, then I decide to eat healthy food from now.”

“When people get some disease, it takes lots of money for their ailment. I don’t want to be like that.”

“I think that healthy food has more benefit that normal food in terms of mineral, protein, vitamin and good fatty acid. But it doesn’t mean that you need to eat only veggie or fruit, you have to balance all the food intake to gain the most benefit for your health.”

“My mom got cancer and other disease. I know it’s trouble her life. Then I decide to be Vegetarian for 3 years now. I need the good health and live longer.”

“I don’t like to eat outside, the food is full of MSG and everyone know that it will affect to their health someday. Then I tried to cook by myself.”

Respondents also mentioned that they also concern about sanitary of food if they have to dine outside. And when they cook by themselves, they will purchase organic food brand which is high quality. Most of them also mention that clean or organic food ingredients are more expensive to buy but their average income is upper-middle class, so they can afford it. But if their income cannot afford, so they will be more price sensitive. Moreover, it also relates with The Nielsen Global Health & Wellness Survey 2015 which shows that health concern is important factors in purchase decisions for all age groups and there are highest among Millennials (21-34) which is the same result from these respondents.

4.2.2 Weight Control

From the interviews, it found that people who aim to lose weight also have health problem concern. But their main goal is to reducing weight. For healthy improvement is like good benefit that they gain after weight loss.

“I experience low self-esteem, depression and low confidence. I want to feel optimistic about myself. I also need to improve my mental health.”

“I'm not happy with my appearance. I feel uncomfortable in public and in my clothes, so I want to lose weight to look better.”

“I normally calculate my daily calorie intake when I eat everything and control it to be within limit of my calorie need.”

“I try to avoid consume carbohydrates because I believe that it can cause weight gain.”

“I wanted to lose weight and feel healthier. When eating too much fried foods and meat, it's easy to get an upset stomach and feel sluggish.”

“I switched to healthy foods to start losing weight two years ago. With a balanced diet and exercise, it was much easier to lose weight.”

“I did a lot of online research to find out nutritious foods that gives me energy, but low in fat and calories.”

“I think healthy food more benefit than normal food because you can ensure you get all the nutrients needed in a balanced diet, but low in fat and within daily calorie intake. You also feel more energetic without the heavy and bloated feeling of eating too much meat or fried foods.”

“I avoid to dine at restaurants and street foods because they do not use organic ingredients, so it’s not as convenient when it comes to cooking times.”

“I eat organic meats, fruits, and vegetables. I stay away from processed meats and snacks that use artificial ingredients. For cooking, I usually use a grill or stir fry with olive oil.”

“I try to eat foods that provide a lot of nutrients that are low in fat and calories.”

“I normally eat healthy foods at least one time per day. The only time I eat out are on the weekends.”

This finding is compatible with my study that women who have body-image dissatisfaction and over-reliance on appearance as a source of self-esteem, they would invest in her appearance to improve her self-esteem which leads to dieting (Nedic, 2005). Moreover, this finding is in line with my study that the younger population is more likely to buy low-carb and natural/organic products than the baby-boomer generation. (BernsteinResearch, 2007)

4.2.3 Influence Trend from Social Media and Celebrity

From most of my respondents, it found that healthy trend is really popular in society. The respondents also get lots of influence for this trend from social media and celebrity. Most of them don’t have weight or healthy problem. They mention as following.

“I don’t want to lose weight but I just want to maintain my figures to be as good as possible.”

“I search Instagram to view celebrity like Jenny and Chompoo post their picture about their daily healthy habit every day and it inspires me to do that so.”

“It’s so easy to eat healthy this day because there are many applications on mobile phone to search for healthy menu.”

“I use delivery service for clean food which I found on Instagram for 6 months ago. I also change the shop after I get bored about their food. There are many shops for your selection.”

“I agree that when I see celebrity posts their chic picture with their clean food, it looks so nice and motivate me to follow.”

“I love searching internet, follow healthy celebrity IG and post my diet’s picture on facebook.”

“Previously I never care much about the calorie or healthy food, but celebrity IG like Kalamare can really inspire me after I follow her. Then I do both eating clean food and go to gym like her.”

“I follow IG Hollywood celebrity and I love when they post their beautiful figure with their meal.”

“I normally don’t concern much about healthy diet, but the healthy trend is popular. Therefore, people who work hard like me need to have balance dietary.”

“I eat healthy food 4 days per week from clean food delivery service. I still want to have some days left for my normal food consumption.”

“Searching celebrity IG is now a part of my daily habit, I do it often when I have free time.”

This result shows that social media and celebrity have high impact to consumer behavior. Celebrity can set the trend and make it popular via social media. This finding relates with the study that online social media platforms are important model now and 91% of online adults regularly use social mediatoday (Tom Funk, 2013).

4.2.4 Influence from Friends and Families

Some respondents reveal that friends and families also influence to their daily consumption because they mostly have meal together. Some examples have been provided as below.

“It’s no logical reason for me to eat healthy food, I just follow my family to eat. Therefore, I could say it’s a normal meal for me and I eat it every day.”

“I normally shop healthy food with my family at TOPS Supermarket and Lotus. They carry organic food brands for both meats and vegetables.”

“My family tries to eat healthy foods as much as possible. I share information on healthy foods with friends and family as well.”

“My family has influence to my healthy food consumption since I was so young.”

“In my opinion, eating clean food is not expensive or time consuming if you make it simple and be a part of your daily life.”

“When I have meals with my friends, we try to balance the food nutrition and calorie intake. We try not to eat snack and carb and my friends will stop me if I want to eat junk food.”

“Today I surround with my friends who are health consciousness and sport addict, so they influence me to follow their behaviors.”

“In my workplace, only few of my colleagues will eat snack during working time, so I don't want to be strange among them.”

“My mom cooks healthy food for me every morning, so it's not hard for me to start my day with a healthy meal.”

“My closed friend inspires me to use clean food delivery service like her.”

This finding relates to the evidence that the food choices you make are influenced by your friends, colleagues, and other people who are closed to you. (Sebastijan Veselicon, 2015). The respondents also mention that taste isn't a point of concern because the importance is they can have good meal together with their family and friends.

CHAPTER V

RECOMMENDATIONS AND LIMITATIONS

5.1 Practical Implications

The purpose of the paper is to determine key success factors which influence people to concerns about the healthy eating. This research contains the information regarding the influence of health consciousness, weight reduction, social media and celebrity and friends and families. This finding can give insight for healthy food business to use this information to further their business. The following recommendation also can be benefit for them to understand the factors of this trend.

5.2 Recommendations

5.2.1 Healthy Concern

This study shows that people would like to prevent themselves from chronic diseases such as cancer, diabetes, obesity and heart disease. Some of them also suffer from the disease and need to improve their health quality. They concern much about their food intake and try to avoid eating outside due to sanitary and other artificial additive concern. People know that organic food is expensive, so they will be price sensitive if they cannot afford. And Millennials (21-34) tends to pay attention to health issue than other age range. Therefore, healthy business can target this big group of consumers because they have high purchasing power and willing to pay if the products match with their requirement. For other older generation which face the disease should pay more awareness with their health and be more careful with their food selection.

5.2.2 Weight Control

This study shows that people who gain weight will experience low self-esteem, depression and low confidence. Therefore, people turn to healthy food because they want to feel lose weight and then feel better about themselves. They have high intention to reduce their weight, so they avoid to dine at restaurants and street foods which full of MSG and fat. This group of people have good attitude towards the healthy food and they consume it because they believe that the healthy food can make them achieve their goal. They should be good target group for health business because they are many people who gain extra weight and they need to be educated about good eating habits. If they switch to eat healthy food, it would be benefit both themselves and health business.

5.2.3 Influence Trend from Social Media and Celebrity

From the result, we can see that people use social media every day as a part of their daily life. They like searching, posting, reading and viewing and follow the contents which is in trend. They like to follow their favorite celebrity in Instagram and Facebook and they absorb the behavior and trend from the celeb to use in their lives as well. They take many hours per days to follow this page, so we can say that social media and celebrity make the healthy trend popular. They set and spread the trend via media channel and people are easy to reach their message as well. They're also customer for clean food delivery service which is very popular in IG. The clean food sold in IG mostly sell at weekly set with premium. However, they can get the customers if they can provide premium food taste, quality and variety. The clean food shop can be popular if they can promote their shop to be well-known in social media or serve their food to any celeb.

5.2.4 Influence from Friends and Families

This study shows that people can get influence to eat healthy food from friends and families because they normally have meal together quite often. Because healthy trend is popular, so people can get influence if their friends or families eat clean food. People will experience the good change from their friends in figures and health condition and they will try to follow the influencers finally. The health business

can keep promote their healthy products to let people feel familiar with the trend and come to follow it. The health business can also stimulate them to share good experience about their healthy habit via social media to enhance the opportunities to get more future consumers.

5.3 Limitations of the study

There are limitations in this current study as following. First, the respondents are only 10 people who eat healthy food. And the age range is between 23-35 years old only. Therefore, it is too small range of respondents and we cannot get the opinion of people in the older or younger age. If the health business would like to use this insight, they should concern that the data analyze only this age range. For other generation, they have to find more research to support. Second, the interview focuses on only people who work and live in Bangkok area. They all have city people lifestyle and have high average income per month, so their point of view cannot apply that all people can think like this or can afford the expensive price of health product.

5.4 Recommendations for future research

The researcher should interview more variety age of people to see the different opinion from each generation. Moreover, respondents should come from different places, not only Bangkok people and have variety of monthly income. Because people from different demographic profile can provide different attitude towards healthy eating.

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