

**FACTORS AFFECTING THE PURCHASING DECISION  
IN BAKING EQUIPMENT AND MOTIVATION  
OF HOUSEHOLDS**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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Thematic paper  
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**FACTORS AFFECTING THE PURCHASING DECISION  
IN BAKING EQUIPMENT AND MOTIVATION  
OF HOUSEHOLDS**

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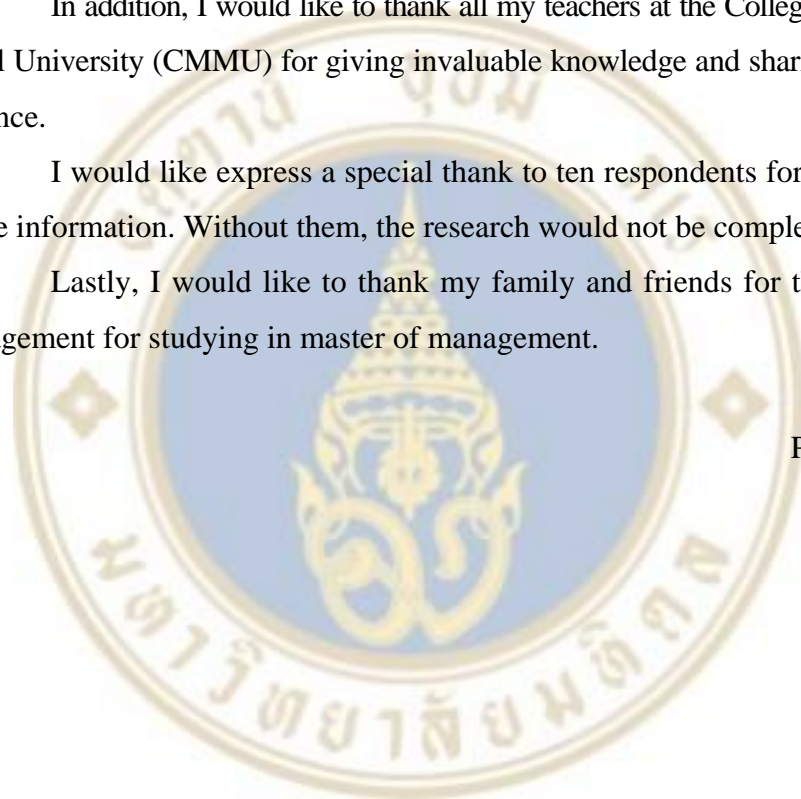
First of all, I would like to express my appreciation and gratitude to my advisor Dr Suparak Suriyankietkaew for her support, time and precious suggestion along the way to complete this research.

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## **FACTORS AFFECTING THE PURCHASING DECISION IN BAKING EQUIPMENT AND MOTIVATION OF HOUSEHOLDS**

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M.M. (MARKETING AND MANAGEMENT)

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### **ABSTRACT**

These days, the number of households who participate baking at home is increasing because it has a several channel teach the processes. Especially, the online channel that it is free of charge and provide the proper baking steps for them. For these reason, they are the potential customers for the baking store. Understanding the motivation and factors affecting the purchasing decision are important to provide the benefit according to their need in order to improve the sale volume and expand the market. Therefore, this research aims to answer the question about the motivation and factors affect customers purchasing bakery equipment.

The conceptual framework was used to explore the motivation; saving money, lifestyle choice, control over the procedure, a feeling of accomplishment, meeting the expectation of others, lack of trust in service providers and fear of doing a poor job.

For the factor affecting purchasing decision, the research explored on the attributes; quality, price, designs, advertising, promotions, packaging, guarantee, the after-sale services, the sales person, store and brand. The qualitative research, which is the focus group, conducted with ten respondents who are bakers for non-commercial purpose. The respondents were requested to rate the attributes and illustrate the benefits that they looked for on each of attributes.

It found that the motivation behind the activity was self-improvement, enhancing a good relationship with family and friend, meeting expectation of others and challenging ability. For factors affecting buying decision that relate to product attributes, the result from the questionnaire revealed that the respondents emphasized on the factors from the highest score to the lowest score which are quality, price, after sale service, sale promotion, product guarantee, store, brand, sales person, product design, advertising and packaging respectively.

For the further study, it is advisable to explore by quantitative to explain in term of quantity and investigate the relationship of the attributes and demographic characteristic. Moreover, in this research, the author excluded the baking ingredients for home baking. Exploring on the factors that affect buying ingredients for household considers benefit the baking store that sell both equipment and ingredients.

**KEY WORDS:** Baking Equipment / Baking Activity / Product Attributes / Motivation

30 pages

## CONTENTS

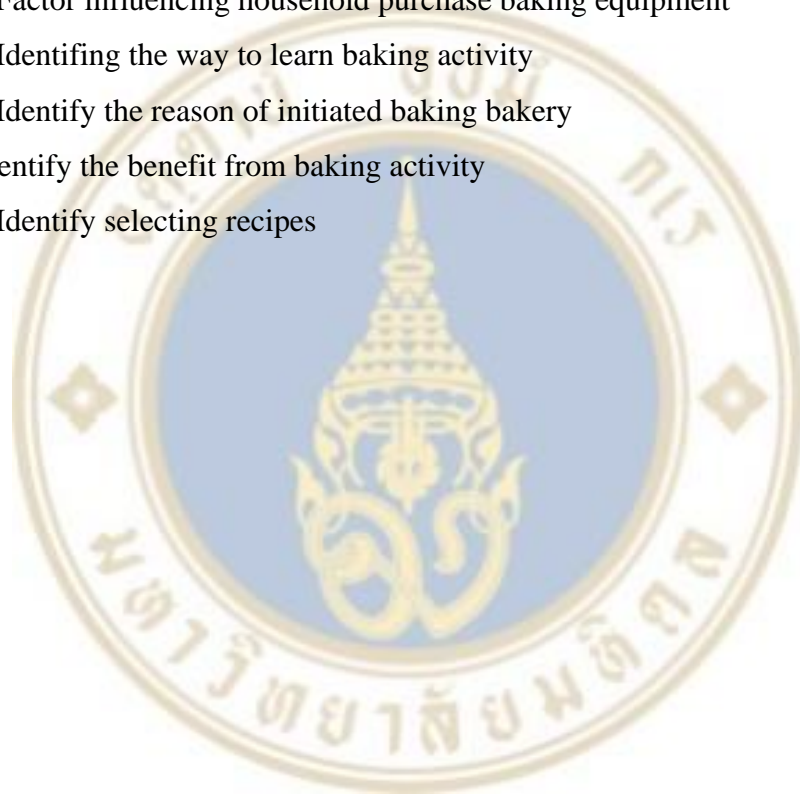
	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>v</b>
<b>LIST OF FIGURES</b>	<b>vi</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
1.1 Research Background	1
1.2 Research Question	2
<b>CHAPTER II LITERATURE REVIEW</b>	<b>3</b>
2.1 Baking Definitions	3
2.1.1 Baking process and Baked Goods Definitions	3
2.1.2 Baking Equipment Definitions	3
2.2 The Buying decision process	5
2.3 Product Attribute	6
2.4 Motivation of Household For Baking	8
<b>CHAPTER III RESEARCH METHODOLOGY</b>	<b>9</b>
3.1 Qualitative Research: Focus group	9
3.2 Populations and Sample	9
3.3 Interview Questions	10
3.4 Data Collection	12
3.5 Data Analysis	12
<b>CHAPTER IV RESEARCH FINDINGS</b>	<b>13</b>
4.1 Motivations of households for baking activity	13
4.1.1 Identifying the way to learn baking activity	13
4.1.2 Identifying the reason of initiated baking bakery	14
4.1.3 Identifying the benefit from baking activity	15
4.2 Factors Affecting Buying Decision	16
4.2.1 Identifying selecting recipes	16

## CONTENTS (cont.)

	<b>Page</b>
4.3 Baking Equipment Buying Information Search Behavior	17
4.4 Factors Effecting Buying Baking Equipment (Product Attributes)	18
4.4.1 Quality	18
4.4.2 Price	18
4.4.3 After sale service	19
4.4.4 Sale Promotion	19
4.4.5 Product Guarantee	19
4.4.6 Store	20
4.4.7 Brand	20
4.4.8 Salesperson	21
4.4.9 Product Design	22
4.4.10 Advertising	22
4.4.11 Packaging	22
<b>CHAPTER V CONCLUSION AND RECOMMENDATION</b>	<b>24</b>
5.1 Getting Answers About Motivations Of Households For Baking Activity	24
5.2 Factors on Purchasing Bakery Equipment	25
5.3 Recommendation for Further Study	27
<b>REFERENCES</b>	<b>28</b>
<b>BIOGRAPHY</b>	<b>30</b>

## LIST OF TABLES

<b>Table</b>	<b>Page</b>
2.1 Classification of baking tools and equipment	4
3.1 Interviewee's Profile	10
3.2 Factor influencing household purchase baking equipment	11
4.1 Identifying the way to learn baking activity	14
4.2 Identify the reason of initiated baking bakery	14
4.3 Identify the benefit from baking activity	15
4.4 Identify selecting recipes	16



## LIST OF FIGURES

<b>Figure</b>	<b>Page</b>
2.1 Buying Decision Process	6
2.2 Figure Product Attribute	7
2.3 Figure Motivation affecting DIY activity	8





# CHAPTER I

## INTRODUCTION

The first chapter covers justification and purpose of the study. The chapter also elaborates the expected benefits from the research. The research questions have been posed in the chapter.

### 1.1 Research Background

These days, home baking is not a difficult thing anymore. We can see from the bookstores that they provide a variety of baking books from fundamental to advance level. Video-sharing website such as YouTube is another tool that provides recipe also baking methods. Viewers have a chance to observe the way that how to mix and bake properly. This channel is widespread, free and easy to access. The number of the baking class is also increasing from a professional institution such as Suan Dusit International Culinary School to private baking classes. These channels provide knowledge and skill for households who would like to bake it yourselves and help to an improved number of home baking.

The numbers of stores sell baking equipment that mainly serve household are increasing both the local store and international store. Especially, online stores that sell bakery equipment are prevalent. Increasing of home baking also affects the store expansion.

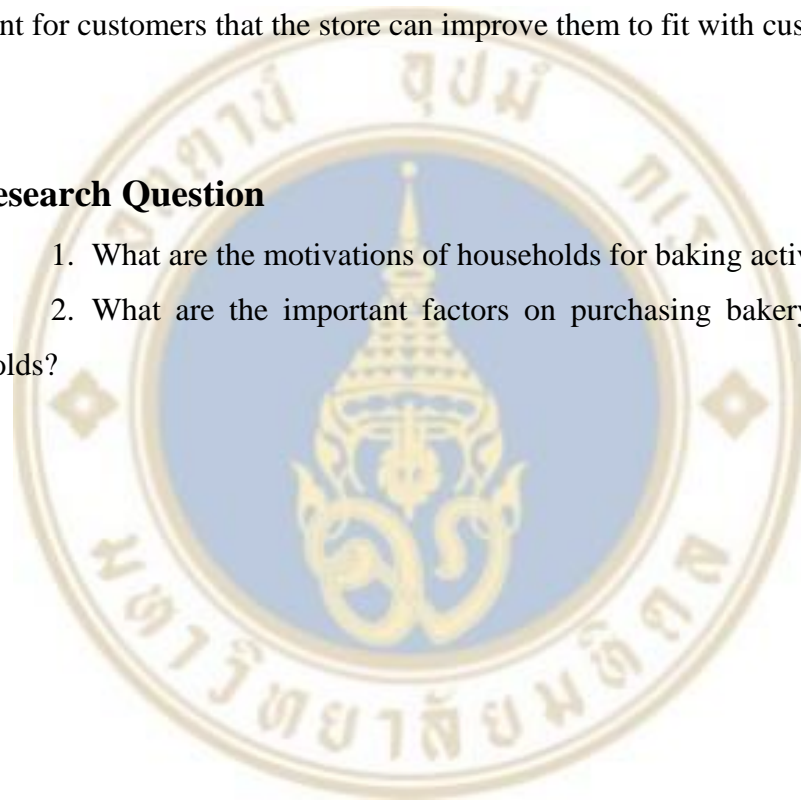
This study aimed to examine the motivation of households who participate in baking at home. The baking activities can be a criterion as a hobby for households that relate to people's motivation. According to Hal Dean (2010), motivation such as a feeling of accomplishment, meeting the expectations of others affected the DIY activities. The results from studying would benefit the baking store to motivate the household to purchase the baking equipment and increase the number of customers.

Moreover, this research has a purpose of exploring on household when they make a decision to buy baking equipment that what kinds of factors affect their buying. The first step begins with the information search process that might affect buying decision. The previous research studied factors that affect purchasing. According to Xie (2012), price, brand, perceived quality, promotion and salesperson were important factors when purchased electric cooking appliance in Thailand.

Therefore, this paper would analyze that how these factors effect household decision when they are buying bakery equipment. The study will tell which factors are important for customers that the store can improve them to fit with customer need.

## **1.2 Research Question**

1. What are the motivations of households for baking activity?
2. What are the important factors on purchasing bakery equipment for households?



## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter consists of definitions theories and existing research that relate that provide the information for the study. The chapter explores the possibility of factors to improve the study.

#### **2.1 Baking Definitions**

##### **2.1.1 Baking process and Baked Goods Definitions**

Definitions of baking activity and baking equipment have been clarified to specify the study.

Baking is the process of cooking food by indirect heat or dry heat in a confined space as in heated oven using gas, electricity, charcoal, wood, or oil at a temperature from 250°F-450°F (Junya, n.d.). For this research, baking means prepare baked goods, which usually prepared from flour or meal derived from some form of grain such as cake, bread, rolls, cookies, pies, pastries, and muffins.

##### **2.1.2 Baking Equipment Definitions**

According to Merriam-Webster.com, equipment the set of things that you need for a particular purpose such as tools. Therefore, baking equipment in this research means the set of tools that employ to create the baked products.

**Table 2.1 Classification of baking tools and equipment**

<b>A. Ovens</b>	<b>B. Other</b>
<b>Convection ovens</b>	Bread toaster
<b>Rotary ovens</b>	Double broiler
<b>Deck or Cabinet</b>	Dutch oven
<b>Microwave ovens</b>	
<b>C. Preparatory Tools</b>	<b>F. Cutting Tools</b>
<b>Flour Sifter</b>	Pastry Blender
<b>Grater</b>	Pastry Wheel
<b>Pastry brush</b>	Biscuit and doughnut cutter
<b>Spatula</b>	Kitchen shears
<b>Rolling pin</b>	Chopping boards
<b>Pastry cloth</b>	Paring knife
<b>Pastry tips</b>	
<b>Utility tray</b>	
<b>D. Measuring Tools</b>	<b>G. Baking Pans</b>
<b>Measuring cups</b>	Tube Center Pan
<b>Measuring spoons</b>	Muffin Pan
<b>Weighing scale</b>	Cake Pans (round, square, rectangle, or heart shaped)
<b>Measuring cups for liquid ingredients</b>	
<b>Timer</b>	Jelly roll pan
	Bundt pan
<b>E. Mixing Tools</b>	<b>G. Baking Pans (Continued)</b>
<b>Mixing Bowls</b>	Custard pan
<b>Wooden spoon</b>	Griddle pan
<b>Rubber scrapper</b>	Pop over pans
<b>Electric and handy mixer</b>	Macaroon molders
<b>Rotary egg beater</b>	Baking Sheets

Source: Jatunya, (n.d.)

## 2.2 The Buying decision process

According to Kotler and Keller (2012), the buying decision processes are the basic psychological process that plays important role when customers make buying decisions. Consumers usually pass the five stages: problem recognition, information search, evaluation alternatives, purchase decision, and post-purchase behavior.

*Problem recognition* was the starting buying processes when buyer realized the unsatisfied need. Needs can be functional or psychological needs (Babin et al., 1994; Patwardhan, Flora and Gupta, 2010) that are triggered by internal stimuli such as hunger, thirst, sex rises to the level then become a drive.

The next step is *Information search* when people realized their needs; therefore, they look for information to make the right choice. These days, Channels provide a variety of information. Kotler and Keller (2012) suggested the sources of information that can be divided into four groups. Personal means family and friends. Commercial means advertising and salespersons. Publics mean mass media and consumer-rating organization. Experimental means handling, using the product. Consumers' search efforts may result in a set of options such as a brand choice set.

*Evaluation of alternatives*, according to Patwardhan, Flora and Gupta (2010) there might be two levels in this stage. At the first one, the consumer may create a set of possible solutions to their needs (i.e., product types) while at second level the consumer may be evaluating particular products. Kotler and Keller (2012) proposed on the evaluation that “ the consumers forming judgments largely on a conscious and rational basis.”

Patwardhan, Flora and Gupta (2010) stated that in the fourth step that is *the purchase decision* can be divided into three aspects: from whom to buy, when to buy and also not to buy. In many cases, the solution chosen by the consumer is the same as the product whose evaluation is the highest. Kotler and Keller (2012) suggested that customers might make up to five sub decisions: brand, dealer, quantity, timing and payment method.

Post purchase behavior is the last step of the buying decision process. Customers evaluated products and service that meet with their expectation or not. Kotler and Keller (2012) stated that if the product and service do not meet the expectation, the consumer is disappointed which lead to private action, which is abandon or return

the product or even takes public action such as complaining the company. If the products meet expectation, the customer will buy the product again and talk favorably to the others.



**Figure 2.1 Buying Decision Process**

Source: Kotler and Keller (2012)

### 2.3 Product Attribute

The study explores on the product attribute that affect customers buying decision since it provides contribution for them in different aspects. According to Xie (2002) the beliefs in the product attribute can affect the consumer's first reaction when choosing products. Gwin and Gwin (2003) stated that consumer choice is based on the attributes of a brand. Each product is a bundle of attributes. Therefore, this research explored on the product to investigate the attributes that customers are looking for the baking equipment. Therefore, the author decided to study the research that related research on product attributes.

Researchers explore on factors effect buying bakery products. For bakery product, Rajitdumrong and Sa-ngarunroj (2011) investigated and analyzed Thai consumer attitude toward Thai dessert. According to Thai's believe that high price product will give satisfied result and also give them a high status. Moreover, The respondents were asked about the factors that influencing their decision making in selecting a café with six attributes of coffee for them to rate the rate the degree of feeling or agreement.

From figure, the respondents' opinion reflecting the high level of cleanliness of the shop, the second is quality, and the following opinions are taste, atmosphere and decorative style, service, easy to find place, facilities such as the internet, magazines and Wi-fi, promotions and discounts, price, packaging, volume and other choices of products sold within the shop. Padamavathy and Murugananthi (2007) investigated consumer buying behavior of bread. The study revealed that respondents indicated the factors influencing the purchase of bread. Consumers rated 'easy to prepare' as the main factor which influences the purchase of bread because they usually consumed bread for breakfast and followed by preferred by an elder person, good taste, reasonable price, easy availability, advertisement, and package attractiveness.

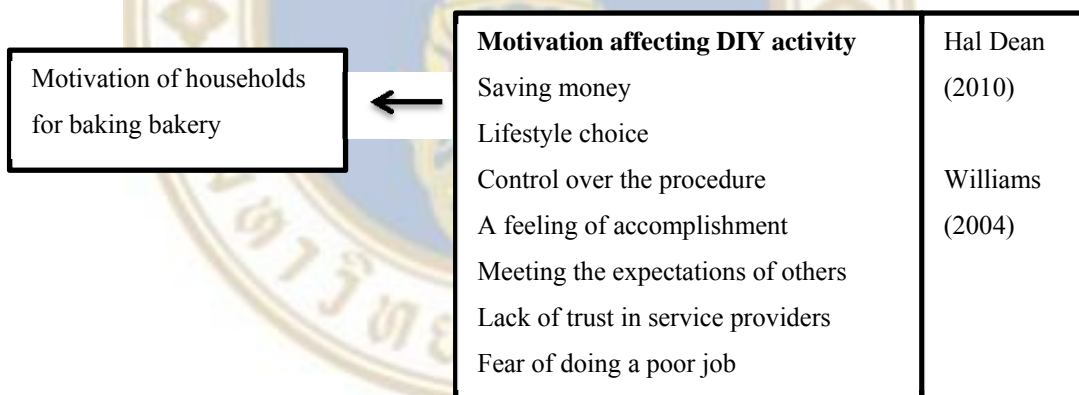
Cooking and baking bakery are similar in some aspects. According to Xie (2012), he investigated the factors affecting purchase intention of the electric cooking appliance in Thailand. The study explored on beliefs in product attribute are attributed to ten factors as quality, price, designs, advertising, promotions, packaging, guarantee, the after-sale services, the promoter, and store. However, there were not every factor have the positive affection on the attitude. In the factors of beliefs in product attribute, the quality, price, design and promoter have the significance relationship to the attitude. The factor quality is the most importance factor while compare to other significance factors. The other factors showed a low or limited relationship with the attitude.



**Figure 2.2 Figure Product Attribute**

## 2.4 Motivation of Household For Baking

Self-Baking and self-cooking require time and money to develop skill. Studying will help better understanding why people choose do it yourselves (DIY) instead of purchase from the store. According to Williams, (2004) the author found agency or economic constraint are importance factor. We need to adopt both reasons in order to explain the motivation. For high-income population, lifestyle choice is the primary reason for doing DIY but economic calculation still plays important role in some level since these group concerns about what cost they have to pay for and what need to be conducted on DIY. The study from Hal Dean (2010) gave the same result. The author examined the influential factors would be saving money, control over the procedure, a feeling of accomplishment, meeting the expectations of others, lack of trust in service providers, and fear of doing a poor job. However, the author also mentioned that one DIY activity could not predict a pattern of other DIY.



**Figure 2.3 Figure Motivation affecting DIY activity**



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter covers the discussion on the choice of tools that can be divided into four parts, which are (1) Qualitative Research: Focus group (2) Defining target population (3) Interview questions (4) Data collection (5) Data analysis

#### **3.1 Qualitative Research: Focus group**

The purpose of this research is studying factors that influence household when they buy bakery equipment and how the factors effect buying decision. Moreover, the study would help to understand the reasons that household interested in baking and what the motivation is behind the activity. Therefore, using a focus group, which is one type of qualitative research, helps to explore in a deeper level. According to Marczak and Sewell, focus groups allow interviewers to study people in a more natural conversation pattern than typically occurs in a one-to-one interview. It makes participants to learn from one another as they exchange and build on one another's views, so that the participants can experience the research as an enriching encounter. In a limited time, it is convenience method since we can get answers from talking with several people at once.

#### **3.2 Populations and Sample**

The questions have been asked to ten respondents who are baking bakery for non-commercial purpose. Nine of them are females and one is male. This group already has experience in buying bakery equipment so they can express ideas on factors and motivations more precisely.

The researcher has adopted convenience sampling technique as it is often used in exploratory studies, especially when researchers want a quick way to recognize the topic as well as the sample selection and data collection are relatively easy (Rubin and Babbie, 2010).

**Table 3.1 Interviewee's Profile**

Respondents	Gender	Age	Income (Baht)
1	Female	26-35	30,001-50,000
2	Female	36-45	30,001-50,000
3	Female	26-35	30,001-50,000
4	Female	26-35	30,001-50,000
5	Female	26-35	10,001-30,000
6	Male	26-35	10,001-30,000
7	Female	36-45	50,001-100,000
8	Female	36-45	30,001-50,000
9	Female	26-35	10,001-30,000
10	Female	Over 46	30,001-50,000

### 3.3 Interview Questions

In order to gain inside into respondents buying decision and motivation, eight questions have been posed. The questions have two parts. The first part aimed to getting answers about the motivation of households for baking activity. The last part was asking about factors affect purchasing bakery equipment.

Motivation of households for baking activity

- How did you learn baking bakery?
- What are the reasons that you are interested in baking bakery products?
- What are the benefits that you get from baking by yourself?

Factors affecting purchasing bakery equipment

- What are the criterions when you choose the recipe to make?
- Where do you look for information about bakery equipment?

- Where do you purchase the bakery equipment and why?
- What are the main factors when you buying bakery equipment and why?
- What are the factors that make you refuse to buy the bakery equipment and why?

Moreover, in order to test all factors that affect the buying decision according to the product attributes, every respondents had been asked to rate the score before interview about the factor that affect the buying decision. The scores started from one, which means it is not at all important, two is slightly important, three is important, four is fairly important and five is the most important. Finishing from the questionnaire, the interviewer had been ask to elaborate how each factors affected the buying decision.

**Table 3.2 Factor influencing household purchase baking equipment**

Factors influencing household purchase baking equipment	5	4	3	2	1
1. Quality is a major factor influencing purchase baking equipment					
2. Price is a major factor influencing purchase baking equipment					
3. After sale service is a major factor influencing purchase baking equipment					
4. Sale promotion is a major factor influencing purchase baking equipment					
5. Product guarantee is a major factor influencing purchase baking equipment					
6. Store is a major factor influencing purchase baking equipment					
7.Brand is a major factor influencing purchase baking equipment					
8. Sales person is a major factor influencing purchase baking equipment					
9. Design is a major factor influencing purchase baking equipment					
10. Advertising is a major factor influencing purchase baking equipment					
11. Packaging is a major factor influencing purchase baking equipment					

### **3.4 Data Collection**

The focus group session took 60 minutes. The researcher also took notes and all discussions were audio recorded. Open-end questions let interviewees to give useful information to this research that help to gain understanding of the households who baking by themselves. The questions flowed from motivation of households about baking bakery to questions about factors affecting purchasing bakery equipment. For testing the product attributes that affect the purchasing decision, the interviewees were asked to rate the factors in a simple form of questionnaire.

### **3.5 Data Analysis**

The gathered information, which was an audio recording, has been translated along side with additional notes that took during the interview. They have been reviewed and analyzed to find the compelling factors that effect households buying decision on bakery equipment and motivation of baking by themselves. For the table 3.2, the respondents rated the important factors according to the product attributes. The score would be calculated to find the average score to determine what factors are significant for the respondents.

## **CHAPTER IV**

### **RESEARCH FINDINGS**

The information that getting from interviewees has been analyzed and presented in this chapter about motivation of baking products by themselves and factors that effect buying bakery equipment for household.

#### **4.1 Motivations of households for baking activity**

##### **4.1.1 Identifying the way to learn baking activity**

Nowadays, online channel such as web board, web blog or video sharing website facilitate the way to acquire the new skill like baking bakery. Most of respondents stated that they have learnt baking bakery from online channels. They believe that the baking recipes on the web board would provide a satisfied result because there are viewers writing reviews about the taste. Moreover, it is free of charge and it is convenient to study from video sharing website at anytime.

Participant 6: “ I normally looked for the bakery recipe on the web board that received good comments and finding the clip VDO that demonstrates the way to mixed ingredients. For example VDO clips show that how you should whip the cream or egg-yolk”.

Participant 2: “Internet tells everything about baking, I did not even buy the baking book.

There was only one participant mentioned that she bough the baking book.

Participant 9. “ I decided to buy a baking book because I wanted to learn more on fundamental processes and component of ingredients”.

Families and friend also involve in the first stage, which is learning baking products. Because baking bakery is an activity that families and friends are able to participate in. It is useful way to spend leisure time together. Two of participants mentioned that their mothers thought them to bake bakeries.

**Table 4.1 Identifying the way to learn baking activity**

<b>Learning baking activity</b>	<b>Respondents</b>	<b>Total</b>
Studying from online channel	1,2,3,5,6,7,8,9	8
Studying from family and friend	4,8,9,10	4
Self-study from baking book	9	1

#### **4.1.2 Identifying the reason of initiated baking bakery**

For the reasons to participate in baking, it can divide into different aspects. There was a group of participant stated that they are interested in baking bakery since they like the taste of bakery product and other kinds of dessert. Therefore, it is significant motive for them to start baking.

Participant 3: “ I love desserts, especially cake is one my favorite, so it made me start baking”.

Owning the important equipment is another reason. Two of respondents mentioned that they already had an oven, so they would like to maximize from the equipment. On the other hands, another group said that the major reason for baking would be they like to spend leisure time wisely.

Participant 5: “ Baking bakery is kind of my hobby that help me make better use of my free time”.

Families and friend also involve in this first stage, which is learning baking products. Because baking bakery is an activity that families and friends are able to participate in. It is useful way to spend leisure time together. Two of participants mentioned that their mothers thought them to bake bakeries.

**Table 4.2 Identify the reason of initiated baking bakery**

<b>The reason of initiation baking activity</b>	<b>Respondents</b>	<b>Total</b>
The taste of baked product	1,2,3,4,6,8,9,10	8
Holding equipment	2,5	2
Spending leisure time wisely	5,6,7	3
Spending time with family and friend	4,7,9,10	4

### 4.1.3 Identifying the benefit from baking activity

For the motivations to participate in the activity are varied among the respondents. Some of participants explain the benefit from baking is sense of accomplishment. According to Hal Dean (2010) motivation attitude affecting DIY activity a feeling of accomplishment and meeting the expectations of others. Seeing the baking outcome made them proud of themselves. Participants also described that it is challenging to develop new abilities and they was able to accomplish them. Moreover, they take pride from getting compliments from friends and families.

Participant 5: “After finished baking and I saw the cake, I was proud of myself that I can make it”.

Baking is a beneficial activity because it is a skill that is able to adapt in everyday life since if they are proficient, it can develop to be a career. This capability added their value. Moreover, some of them mentioned that baking process practiced them to be more patient, more conscious, more attentive and neat people because the baking activity needs meticulousness and preciseness.

Participant 9: “I need to focus on every steps. For example, when measuring ingredients, if I make mistake it will ruin everything”.

The interviewees also stated that the activity enhance good relationship with families and friends. Baking provided good opportunity to spend value time together.

**Table 4.3 Identify the benefit from baking activity**

Identify the benefit from baking activity	Respondents	Total
Self-improvement	1,2,3,4,5,6,8,9	8
Challenging ability	6,8	2
Meeting expectation of others	2,3,4	3
Enhancing a good relationship with family and friend	4,7,9,10	4

## 4.2 Factors Affecting Buying Decision

### 4.2.1 Identifying selecting recipes

The interviewees were posed the question about selecting the recipes since it was the first step involved in selecting the baking equipment. The respondents also explained that they were non-professional bakers therefore; selecting the recipe was the primary importance process. Majority of the group mentioned that the simple process was the main reason that they choose the recipe. If the recipe is complicated they will not try baking it. Most of them started learning baking from website, so if it has a mistake, no one can recommend them.

Participant 6: “I am a practitioner so I normally choose to do the simple one. For my favorite recipe, if the process is complex, I will not do it until I think I will have enough skill”.

Another reason would be the favorable recipes, because they are pleased with the taste of the bakery. The limitation of owning baking equipment is also important since, the respondent describe that they would like to buy only the regularly used utensils.

Participants 7: “I searched for the recipe that I like the most but if it required many kinds of equipment or ingredients I will choose the other one that it has less requirement”.

**Table 4.4 Identify selecting recipes**

Selecting recipes	Respondents	Total
Simple process	1,2,3,4,5,6,7,8	8
Favorite recipes	9,10	2
Less requirement of baking equipment and ingredients	4,7,8	3



### 4.3 Baking Equipment Buying Information Search Behavior

The question was set up to answer information search behavior that affect households' decision when they buy the bakery equipment.

For information search stage, Kotler and Keller (2012) explained that people seek information from these channels: personal channel, commercial channel, public channel and experimental channel. From the interviewees, personal channel and public channel played important role with information search of buying baking equipment. All of the respondents stated that an online channel or public channel is the main sources that they look for product information. For example, one of respondents mentioned that she obtained product details from the manufacturer website. The next step, she searched for the product review from current user that the product provided a satisfied performance or not. Four of them described that when searching for the information, they would ask from a person that has more experience in baking than them such as friends or family. Asking information from the seller is another method. After they search some information on the website then they will ask for opinions that which models are suitable for their usage. However, one of the respondents mentions that she do not believe in seller suggestion since she thought that the seller want to persuade to buy the expensive model.

Participant 8: "From my view, I don't want to ask sellers because they would recommend the pricy one".

**Table 4.5 Baking equipment buying information search behavior**

<b>Baking equipment buying information search behavior</b>	<b>Respondents</b>	<b>Total</b>
Online channels	1,2,3,4,5,7,8,9	8
Families and friends	2,3,7,8,10	5
Sales person	2,5,6,7	4

## **4.4 Factors Effecting Buying Baking Equipment (Product Attributes)**

The respondents have been posed the question about the factors that affect buying baking tool. To be more precisely, respondents were asked to rate the factors on a questionnaire (Table 4.3.1) After rating they would ask the opinion on each factor that how each factors effect their decision.

### **4.4.1 Quality**

Respondents were asked to rate the factors that effect baking equipment buying. Quality was the factor that it is most importance. According to Kandasamy (2014) the perceived quality of a brand provides a key reason to buy and it provides the option of charging a premium price. Interviewees were request to define the perception of quality when buying bakery utensils. For them, quality means durability and user friendliness. Moreover, the products are able to do according to they claim. They gave the reasons that quality of baking equipment was importance because they are a significant component of the processes. They have to use them several time to practice the new skill so they would like the products that have a good quality. Especially, for bakery equipment such as mixer machine and oven, those products are high involvement because it has a high price and it is an electronic machine it should be durable and value for money.

Participant 10: “One characteristic of quality should be durability. I was willing to pay a bit more to buy durable baking equipment”.

### **4.4.2 Price**

According to interviewees price is another main factors when they make a decision to buy baking equipment because asking about the factors, price is the primary element that they mentioned. One of respondents stated that price is matter since economic is not in a good condition and baking at home is for leisure time; therefore she did not want to spend a lot of money on it. All of respondents have an agreement that high price is the major reason when they decided not to purchase the equipment. Respondents mentioned that they bought bakery utensils from online store because the online stores offer a lower price. Two of respondents referred to Daiso shop, which is discount chain store from Japan that sells a different kind of product categories in 60 baht. They mentioned that they shopped bakery utensils at the store from time to time, because the

store offers an affordable price. However, most of respondent defined that the product should be value for money.

Respondent 10: “I would buy the product that comes with reasonable price. Price needs to match with the function that I choose”.

#### **4.4.3 After sale service**

The respondents mentioned the after sale service from baking equipment store or manufacturers are the one of consideration when they making purchase decision. Some of bakery equipment that are electronics goods, after sale service were reported that it is significant factor. The service that participants believe it affect decision is call center that provide recommendation or help to solve technical problem. The company should provide service center in a different location to support customers when a machine need repairing. Moreover, the service should be fast and reliable.

Participant 1: “The call center should provide a simple solution when my oven had a problem and suggest me that where the closed service center is”.

#### **4.4.4 Sale Promotion**

According to Ullah and Prince (2012) Sales promotion is found to be the most influential factor stimulates consumers to change their purchase decision from a predetermined brand to a new brand. Therefore, sale promotion is the one of factor that generates sale. The respondents had a consensus that sale promotion was the factor persuaded them to buy the baking equipment. It boosted up decision to buy. Most attractive promotion would be a discount. One of respondents mentioned that a discount promotion attracted her to buy more. Even though, they were not necessary for them but She decided to make a purchase for the next usage.

Participant 5: “Department stores offer a discount or a promotion from credit card make department store to be a good option when buying bakery utensil”.

#### **4.4.5 Product Guarantee**

Product guarantee is one of attribute that participant consider when buying bakery equipment. It ensures that the product will perform according to the sellers or manufacturers claim. Product guarantee that participants are preferable is that the product can be return if it has a problem. One of respondent said that if she has to spend money

on the bakery equipment that it is an electronic good and it do not provide product guarantee, she might consider to change the brand.

Participant 10: “If the equipment is electronic good, it should have a product guarantee at least one year. If the manufacturers do not provide the guarantee, I will consider to changing the brand that has the quality are in the range but provide the guarantee”.

#### **4.4.6 Store**

Store is one of attribute that is augmented product. For the broader perspective, the respondents have been requested to answer both online and offline store attributes. For online store, two of respondents have purchased the online products, which were baking tools. The price is the most concern since the online store offer lower price than offline store. However, other respondents prefer to shop at the offline store since they have a chance to stroll around and look for the new products. The offline store attributes that interviewees are looking for would be store location and product variety. Respondents stated that they usually choose the store that close to their living area or office area since it is convenience to travel. Kitchenware section in Department store is also a good option since they already shop there, so it provides convenience in term of location. Moreover, department store offers a variety of product category. Moreover four of participants mentioned the specialty store that sells the baking utensil and baking equipment is the best option when buying the product since it was a one-stop shop.

Participant 8: “I normally shop at baking store close to my house. It has everything about baking from baking ingredient to packaging. It saves my time”.

#### **4.4.7 Brand**

According to Balzer and Sulsky (1992) brand image plays a significant role in consumers' attitude. The different brand-image have affected consumer's attitude and the internal correlations are likely to be high. However, for bakery tools that do not have a high involvement, brand does not play importance role. Participants did not give attention to the brand but emphasis on the price. On the other hands, the product had a high involvement because of the number of usage and price such as the stand mixer; participants will emphasis on the brand. Most of respondents mentioned that

choosing the brand are involve with the influencer such as their friends or family who give advice about baking. The review on the website is another source that affect choosing the brand. However, one of the respondents mentioned that after searching information she selected the brands that come from brand repertoire, which is the same group of brands, are bought regularly for different reasons and occasions according to Balzer and Sulsky (1992). The respondent did not stick with only one brand but willing to open to the choice in the repertoire.

Participant 10: “I don’t stick with only one brand. I would read a review first that for the type of equipment which brands are qualify, Then I would compare performance and price.

#### **4.4.8 Salesperson**

Salesperson is another factor impacts on buying baking tools and equipment. The respondents had expectation on sale persons that they should provide a suggestion and service mind. Three of respondents stated that sales persons were another source who give information about baking tools. The participants described that they were amateurs so they need some suggestion from sales persons for example which model will be suitable with their usage or which type of a tool proper with their skill.

Participant 6: “If I do not have time to find information, I just went to the store and ask from the seller about the tool that I would like to buy. If the seller have time I will ask a short question that how to use the tools properly”.

However, one of the respondents state that she do not believe in a sale person opinion because they persuade customers to buy the expensive model. Service from sale person is another factor. For the baking store, they service both bakery businesses that buy a number of products to be parts of baking processes and retail customers who purchase equipment for home baking. One of respondent referred to the baking store that sale person not provided a good service for household because she bought a small portion.

Participants 10:” I usually buy both baking ingredients and baking tools at baking store because it is one stop shopping, but some of the sale person did not provide a suggestion, it seem they focus on the business customers than the retail customers so I change the store”.

#### **4.4.9 Product Design**

For the baking utensil, respondents have a consensus that design is another factor that attract them to buy the product. Color, shape, size and appearance were importance when we discussed in term of design. The respondents mentioned that sometime they would purchase the product, if it has a design that they like. Even though they are not going to use it sooner. Daiso, which is discount chain store that sells a different kind of product categories from Japan, is the place that the participants stated that they like the product design.

Participant 4:” I love to shop bakery utensils at Daiso. The price are friendly and products are cute both color and design. Baking tools in Japanese style that has color and design that girls like”.

#### **4.4.10 Advertising**

According to Givon and Horsky (1990) Advertising encourages consumers to try a new brand or a brand they have not bought for a long time. However, for baking utensil and baking equipment advertising seem not attract respondents decision. Most of respondents agreed on one another that advertising provided reasons to believe; however they are an un-professional baker, they needed a suggestion that which product will be suitable with their competence.

Participant 7: “From my view, advertisement has a least impact. It gave only a short description on the machine. I would rather ask from my friends or find information on the Internet than listen on advertisement”.

#### **4.4.11 Packaging**

From this research, package is the least importance factors. From the respondents’ view, packaging is only the cover that protected the baking tools or baking equipment. However, they expected that on the package should provide a short instruction that recommend the way to use it or in the package should prepare the guidebook for the new user.

Participants 2: I did not focus on the package at all. I just check that the product is in a good condition or not.

The interviewees rate the factors that affect their decision. The scores started from one to five. The scores started from one, which means it is not at all important, two is slightly important, three is important, four is fairly important and five is the most important.

**Table 4.6 Factors affecting buying baking equipment (Product Attribute)**

<b>Factor</b>	<b>Preferable Attribute</b>	<b>Score</b>
1. Quality	- Durability - User-freindliness - Product reliability - Value for money	4.3
2. Price	- Affordable price	4.2
3. After sale service	- Call center for instruction and solving technical problem - A number of service center - Fast and reliable service	4.0
4. Sale promotion	- Discount promotion - Promotion from credit card such as redemption, install payment	3.9
5. Product guarantee	- Returnability - Providing at least one year guarantee	3.9
6. Store -Online Store -Vertual Store	- Lower price than virtual store - Convenient location - Product variety	3.8
7. Brand	-Importance for high involvement products	3.8
8. Salesperson	-Providing suggestion -Service mind -Introducing suitable product	3.7
9. Product Design	-Attractive Design	3.6
10. Advertising	-Providing reason to believe	3.0
11. Packaging	-Protecting the baking tools -Providing a short instruction or a guide book	2.8

## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATION**

This chapter draws conclusions from the study about motivation and factors affect buying baking equipment decision to solve the research questions. The chapter also proposes the recommendation for baking store to provide enhance the factor that household are looking for when they purchase the baking equipment and propose the recommendation for a future research.

#### **5.1 Getting Answers About Motivations Of Households For Baking Activity**

From the study, the author found that reason of the respondents to participate in baking activity is affection in baked good. The respondents mentioned that the taste of baked good inspired them to initiate the activity. Some of them mention that owning important tools such as an oven cause them to start the activity. They already owned the equipment so they did not invest a lot of money for the activity. This considers making the most from the equipment. Baking is another way to spend leisure time wisely. It is an activity that family and friend spend valuable time together. Even though, the participants have a different reason to participate the activity most of them mentioned that online channel is a significant tool to facilitate them learning the new skill. The online provide free of charge for the recipe and demonstrating the baking steps.

From the interview, motivations of doing baking can categorize into four aspects. Firstly, the respondent reported that baking is a self-improvement activity. Baking helps to develop a new talent and practices them to be more patient, more conscious and more attentive. Second, baking activity a feeling of accomplishment from doing a new challenged activity. Moreover, doing the activity helps the respondents gained complimentary and met the expectations of others. Lastly, the activity enhances the relationship for family members and friends from spending time together.



Baking businesses can gain benefit from conveying these messages to the customers. The messages are able to motivate the households' interests to participate in the baking activity that can improve the number of their customers. Not only functions that the customers considered when buying products. Motivation provides benefit in term of feeling to customers.

## **5.2 Factors on Purchasing Bakery Equipment**

This part would elaborate factors affecting the buying baking equipment from household. Selecting the recipe is the first process that involve in the purchasing equipment. The criterions that the respondents apply for selecting recipe are a simple process, favorite recipes and less requirement both ingredients and equipment. Therefore, when the baking store selecting the equipment to serve the group of customer, they should concern about these criterions, since it help them to provide the right product to match with the customer needs.

Information search is another important process. For this step, buyers explore choices to make the right buying decision. If the baking equipment business can provide the information through these channels, it can enhance the opportunities to sell the products. According to interviewees, online channel is the most significant tool to find the baking equipment information. Both manufacturer website and discussion forum website that provide the product reviews. Friends and families who are expertise in baking are also the source of information that the participants trust in their opinions. Sale persons also involve in this process, since they provide the product information.

The businesses should concern both controllable and uncontrollable channels to communication the right message to attract customers and provide useful information to them.

For factors affecting buying decision that relate to product attributes, the result from the questionnaire revealed that the respondents emphasized on the factors from the highest score to the lowest score which are quality, price, after sale service, sale promotion, product guarantee, store, brand, sales person, product design, advertising and packaging respectively.

From this study, the baking equipment businesses should invest in improving the compelling factors that affect the customer decision and serve the group of customers according to the needs. Quality is the top of mind when buying baking equipment. In term of quality, they expected durability and user friendliness. Quality has a relationship with price in their perception. A respondent mentioned that the equipment should value for money. It means that the equipment should worth the price that they pay. However, the products that provide high price with high quality but the equipment does not proper with their skill. Thus, they do not purchase it. Some of the baking equipment is an electronic goods that need repairing and instruction; therefore after sale service is the third factor that interviewees consider. Providing after sale service might support benefits that customers are looking for. According to the interviewees, sale promotion is effective tools to attract them to buy the baking tools. Discount is the most preferable sale promotion that helps to increase the sale. The respondents expected that the product should have a product guarantee that they mentioned the products could be return if it has a problem. In term of store attribute, respondents anticipated location and product variety. Therefore, the one stop shopping baking store that provides variety of products would be more attractive to customers. From this research, it found that the product has a high price and a high number of usage, respondents tend to focus on the brand since it provide trusts for customers. However, for the low involvement product, respondents do not focus on the brand. Households who are practitioner bakers would like the sales person to provide a simple suggestion on the product.

According to the respondents, product design, advertising and packaging are the least concerns. For the baking equipment, one respondent mention that it made the product look more attractive. They seemed not consider on the advertising since the practitioners did not know that the product would match with their competence or not. They prefer to acquire the information from other sources such as salespersons who can recommend them. For packaging, they believed that it is the product covering, so comparing to other factors, it has a least importance so the business should not invest a lot of money in developing the packaging of equipment.

For the baking equipment business, the author recommended that they should emphasis on the factors that have average scores from four to five (from the table 4.1) that most of the respondents stated the factors are fairly important and very

important which are quality, price and after sale service. In conclusion, the business should provide the products that are durable and non-required skill in affordable price. Providing after sale service would make customers feel secure when deciding to purchase the equipment.

Moreover, the significant finding from the research is that the online channels are most preferable channel for the respondents to search for information from learning baking to product information. Therefore, promoting the baking through online channels such as bloggers or baking discussion forums that provide the comments and reviews are suitable way. Creating product tie in in baking VDO clip via VDO sharing website in order to show the steps of using product that can attract the group of customer and provide the product information is another suggestion.

### **5.3 Recommendation for Further Study**

From the situation that a number of home baking is increasing, this group of customer is potential customers for baking store. For the time constraint of this research, it could explore on the qualitative method to investigate the factors affect buying decision on baking equipment. From the received information in this research, I recommend to explore by quantitative to explain in term of quantity and investigate the relationship between the product attributes and demographic characteristics of representative. Moreover, in this research, the author excluded the baking ingredients for home baking. Exploring on the factors that affect buying ingredients for household considers benefit the baking store that sell both equipment and ingredients.

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