FACTORS INFLUENCING THE PURCHASING INTENTION OF HEALTH CONSCIOUS CONSUMERS TO BUY ORGANIC FOOD

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A THEMATIC PAPER SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2016

FACTORS INFLUENCING THE PURCHASING INTENTION OF HEALTH CONSCIOUS CONSUMERS TO BUY ORGANIC FOOD

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ABSTRACT

Healthy lifestyle has been an apparent trend all over the world and the area of interest in consumer research for many years. Thai consumers also mirror the trend as Thais show evidence of becoming more aware of the benefits of a healthier diet. Major drivers of this healthy trend are higher level of education, more disposable income, better access to health-related information, aging population and government promotion. In order to study more about the factor that influencing the purchasing intention of health conscious consumers, this research has to find out which factor that people consider when they would like to buy organic food. The purpose of this research is to understand the relationship between different marketing mix and purchasing intention for organic food. This research topic can support the owner of organic food to understand the most important factor that health conscious consumer consider when they would like to buy organic food. Then, the owner can improve the shop and work more effective on marketing plan to persuade the health conscious consumers to come to the shop and buy the organic food.

The quantitative method is used for this study by launching online survey to 180 students. All respondents are random people aged more than 15 years old. However, this research has screening question to get the result health conscious consumers. In total, there were exactly 109 respondents and the responses were analyzed through all factors analysis. This research aim to collect the information and analyze numerical data by using SPSS; descriptive statistics, correlation analysis and multiple regression analysis: in order to describe and identify the potential motivation factors. This research focus on five key factors that influencing the purchasing intention of health conscious consumers to buy organic food which are product, price, place, promotion, and brand. Among five factors, place is only one factor that health conscious consumer consider when they would like to buy organic food. On the other hand, this research doesn't give significant results on the rest factors which are product, price, promotion and brand.

KEY WORDS: Organic food, Health and Wellness, Healthy, Health conscious

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CHAPTER I
INTRODUCTION

Healthy lifestyle has been an apparent trend all over the world and the area of interest in consumer research for many years. According to LIVESTRONG Foundation, the definition of a healthy lifestyle is *“the steps, actions and strategies one puts in place to achieve optimum health” A healthy lifestyle leaves you fit, energetic and at reduced risk for disease, based on the choices you make about your daily habits. Good nutrition, daily exercise and adequate sleep are the foundations for continuing good health* (LIVESTRONG Foundation, 2013). This means that consumers who adopt this lifestyle put more attention to what they consume and use in daily lives as well as the social and environmental impact from their purchasing decisions.

In the United States, a research by Centers for Disease Control and Prevention called Behavioral Risk Factor Surveillance System (BRFSS) suggested that the percentage of adult population reported to regularly exercise at the levels recommended by Department of Health and Human Services has doubled from 26 percent in 2005 to 52 percent in 2011 (Lepisto, 2005; U.S. Department of Health & Human Services , 2013). While 64% of consumers in the world claimed that they try to make a positive impact to the environment on a daily basis (Euromonitor, 2015).

This increasing health awareness affects consumer behavior in all aspects of living from food and drink selection, brand choices to spare time activities. As a consequence, desire to maintain a healthy lifestyle clearly stimulates growth in various industries. It is estimated that, in 2003, the market for healthy products in the USA accounted for more than $440 billion dollars in sales. This figure represents approximately 4 percent of US GNP, however, it is substantial for another two reasons other than its significant size; first, the market for healthy products just properly formed less than 30 years ago, and second, the trend suggests this strong growth rate to continue in the future (Research Alert, 2004). In food industry, the organic market has increased significantly for the past decade, and is widely considered as one of the biggest growth markets in the industry. From Figure 1 below, the revenue of Nestlé's healthy product category has surpassed that of prepared frozen meals since 2014, reaching almost US$15 billion in value, and the trend is common across segments of the other food companies (BMI Research, 2016). Also, global organic personal care products market is expected to progress from US$8.4 billion in 2013 to US$15.7 billion by 2020, presenting a 9.30% accumulated growth during the period. Factors such as the rising concerns about health, the increasing environmental awareness, and the increasing consumer awareness about the many risks imposed by synthetic chemicals are predicted to boost the global organic personal care products market in the years to come (Transparency Market Research, 2015).

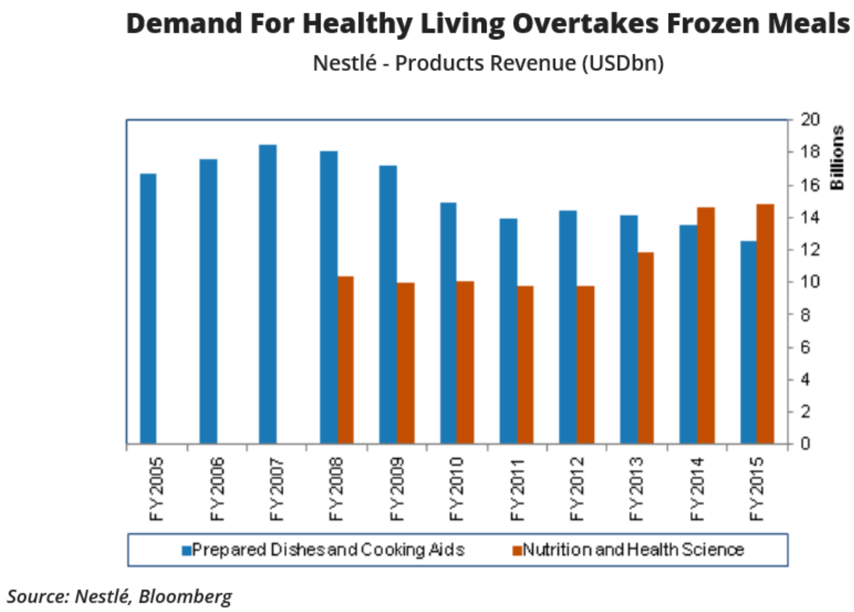


Figure 1.1 The Revenue Growth in Healthy Living Product Category

Major drivers of this healthy trend are higher level of education, more disposable income, better access to health-related information, aging population and government promotion. According to Nielson's report on healthy eating trends around the world (2015), health attributes are most important to emerging market, specifically Asia-Pacific in comparison to other region of the world.

Thai consumers also mirror the trend as Thais show evidence of becoming more aware of the benefits of a healthier diet, especially reducing fat and sugar intake along with regular exercise. As a result, consumer health industries have reported a positive performance for the past years (Euromonitor, 2016). From Figure 1.2, health and wellness products category has an impressive growth of approximately 44 percent for the past five years, reaching more than 160 billion baht in 2015. This double digit growth is expected to continue at least in next five year with almost 25 percent growth in 2020 (Euromonitor, 2016).

% current value growth

	2014/15	2010-15 CAGR	2010/15 Total
Better For You (BFY)	3.5	1.4	7.2
Food Intolerance	8.4	7.9	46.0
Fortified/Functional (FF)	5.9	6.7	38.1
Naturally Healthy (NH)	6.5	11.7	74.0
Organic	9.7	10.4	63.9
Health and Wellness	5.9	7.7	44.7

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

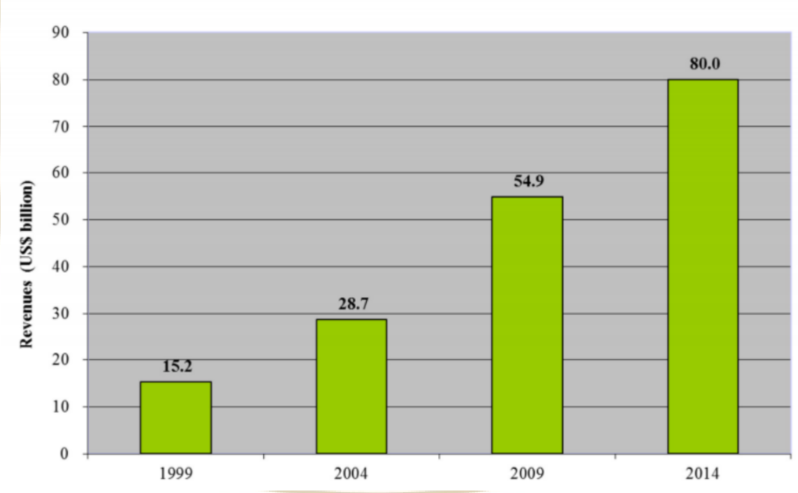
Figure 1.2 Sales of Health and Wellness Products in Thailand by Type: % Value Growth 2010-2015

According to (Rafia & Ahmed, 1995) consumers are also looking for a place as place is an important factor that people consider when they would like to buy products. Therefore, if the distribution channel is near customer’s home, easily to buy, and have more variety of products inside, then customers have no need to go to the big shop which are far from their homes (Nasruddin et al, 2015). It means that sellers need to have more branches and distribution channel such as supermarkets, convenience stores, and so on to feed the convenience to consumers.

Organic Foods

Though products targeting health conscious enjoy the same growth trend, the decision-making process is complex and the importance of motives and barriers may vary between product categories. According to Segen's Medical Dictionary (2012), healthy food, which is the focus of this study, is any food that is believed to be ‘good’ for consumer, especially if it is high in fiber, natural vitamins, fructose, etc.

In consumer perspective, most consumers associate healthy diet with organic and at first with organic vegetables and fruit. Fruit and vegetables are also the first and in many cases only experience with buying organic product (Susanne Padel, 2005). The term “organic” is under a strict regulation and often refers to the way agricultural products are grown and processed. Specific requirements must be met and maintained in order for products to be labeled as organic. The general definition of organic is food ingredients that are grown and processed without chemical fertilisers, pesticides, growth regulators, livestock-feed additives and genetically modified organisms (GMO) to guarantee the reliability of end-used food products (Luddene Perry, 2005; Leila Hamzaoui Essoussi, 2008). In addition, organic food also produced under a natural system that enhances biological cycles, reduces pollution, and, at the same time, providing livestock and farmers a safe and healthy environment (Carl K. Winter, 2006).



Source: Organic Monitor (2016)

Figure 1.3 Global Organic Food Market Growth Rate

Organic food is one of the fastest growing industry in food and drink industry. As illustrated in **Figure 1.3**, it took only 15 years, from 1999 to 2014, for the market size of global organic food to grow more than five times, from US$15 to 80 billion. The product offering varies from fresh produces such as vegetables and dairy to prepared meals such as sandwiches and salads. Samples of organic food products which can be found both in traditional and organic markets are displyed in **Figure 1.4**.

According to Sahota (2009), Thailand is among the major producers and exporters of organic food in the region. Together with the growing concerns for health among mainstream consumers, organic food industry in Thailand has the basic fundamental for growth in the future.

Figure 1.4 Sample of Organic Food Products

1.1 Problem Statement

As the trend of healthy consumption dramatically increases in Thai society, the idea of opening organic food shop and restaurant that sell only organic foods comes to my mind. After investigating organic food shop in Bangkok by both searching on the internet and visiting the shops, it shows that there is only a few shops that sell only organic food in Bangkok. Most of shops sell both normal food and organic food such as Gourmet market and Tops market. Moreover, those shops and restaurants that sell only organic products are difficult to find. For example, “Be Organic” is located at The Portico building on Langsuan road. As everyone knows that Langsuan road is one way road, people normally park their cars along the road, it is difficult to find and park there. Another example is “Krua Sai Jai” which is located at Vibhavadi 22 which is situated in the center of traffic congestion in Bangkok. Thus, only few consumers visit there. Also, not only the issue of location but also the way of promoting these shops are relatively poor. It can be seen on google that there is not more than 10 shops showing on search engines and those websites are not interesting to visit and attract people to go and buy their products. Therefore, the idea of studying the factors influencing healthy consumers to visit the organic shops, come to my consideration to conduct some SME business with my family. With this paper, it will be able to indicate what the motivation factors induces consumers to visit organic shops and also what the actually healthy people needs and wants are.

1.2 Research question

1. What are the factors of buying influencing Thai healthy consumers to buy organic food?

1.3 Research objectives

- To understand the behavior of Thai health conscious consumer
- To understand the relationship between different marketing mix and purchasing intentions for organic food
- To recommend the appropriate factors influencing consumers to buy to the owner of organic shops

1.4 Expected Benefits

1. The researcher will understand the health conscious consumers' behavior
2. The researcher will understand the magnitude of each factors to buying's decision
3. The marketer will utilize the conclusion to make efficient marketing strategies targeting this segment

1.5 Research Scope

This paper will specially focus on perception on organic food shop of Thai health conscious consumers if opening new organic food shop is the interesting choice or not. Moreover, this research will scope only Thai consumers who live in Bangkok and who defines themselves as a health conscious people.

CHAPTER II
LITERATURE REVIEW

The theory that would be build the basic framework for consumers' behavior analysis is the black box theory of behaviorism, as illustrated in Figure 2.1, which discusses the interaction of marketing stimulus activities, environmental and social factors, consumer characteristics, decision process and consumer responses (Sandhusen, 2008). The theory doesn't view buyers' behavior as an independent factor or a set of processes within a consumer, but a relation between companies' actions, social movements, and consumer buying decisions.

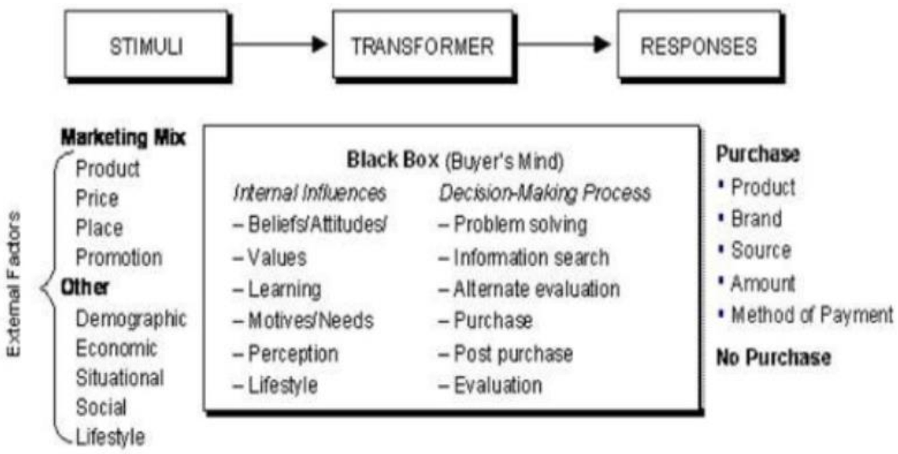


Figure 2.1 The Black Box Model of Behaviorism

We identified the external factors as healthy lifestyle trends and its driving factors such as aging population and better access to information. In this case, we want to understand the buy's mind (the black box) which would allow us to predict the impact of marketing mix to buying's intention. So, the scope of interest would be narrowed to understanding decision-making processes of the consumer which can be divided into 6 stages: problem solving, information searching, alternatives evaluation, purchasing decision, post-purchase reaction and final evaluation.

In an attempt to understand health conscious consumer, many researchers have discussed various factors that influence the first three step in the decision-making process. However, most of the work was done in the developed countries where the healthy trend has emerged for a longer period of time than in Thailand. The current study and discussion on this matter can be narrowed down by categorizing into McCarthy's 4 P's of Marketing Mix.

2.1 Product

Desirable Characteristics and Conditions of Healthy Products

One changes his or her lifestyle and adopts a healthier way of living mostly as a mean to improve one's health whether it is to lose weight or improve physical strength. So, it seems that any products or services that contribute to that end goal would attract this health conscious target group. Researches have shown that it is not always the case and the consumers give more weight to some characteristics of a healthy product than others which suggests that companies have to highlight certain aspects of their healthy products to be more appealing to the target.

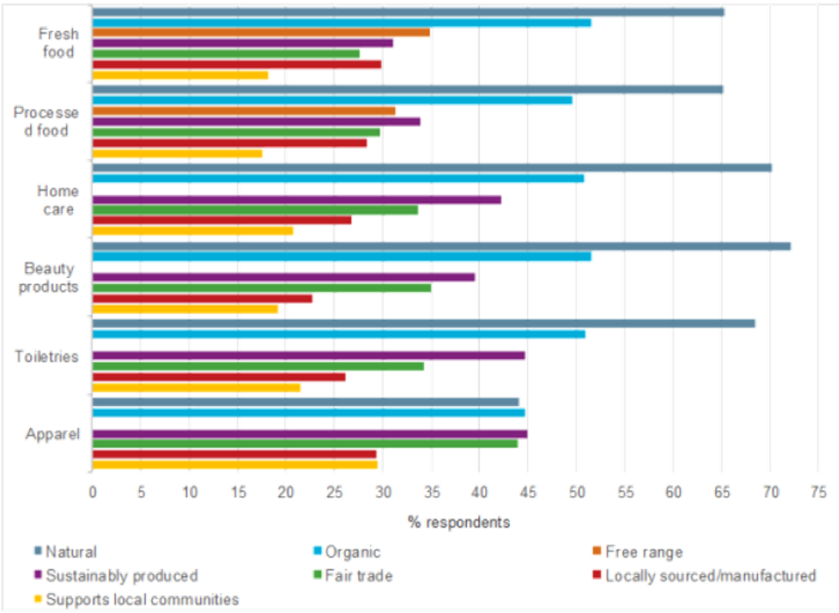
From several papers on healthy consumer analysis, basic desirable conditions of any healthy products are the level freshness in case of consumable products, chemical-substance free or safety, packaging and label clarification, and official certification (Lepisto, 2005). However, the magnitude of each conditions on purchasing decisions especially specific to Thai consumers is not widely studied.

2.2 Price

Willingness to Pay and Price Sensitivity Analysis

According to a survey conducted by Neilson Company (2015), consumers' willingness-to-pay for a premium for a product with health benefits is higher in developing markets than elsewhere. More than nine out of ten respondents in Latin America (94%), Asia-Pacific (93%), and Africa/Middle East (92%) say that they are willing to pay more for foods with health attributes to some degree. The expanding healthy lifestyle suggests that more and more consumers will give monetary value to health related features of a product.

Nevertheless, there is an evidence that points out different price sensitivity across the category. Considering Figure 2.2, more than 70 percent of respondents are willing to pay extra for beauty products that are considered ‘natural’ while less than 45 percent is willing to do so for toiletries. Therefore, it is important to measure the price sensitivity of Thai consumers to healthy products in order to appropriately set a price and budget marketing campaigns and related activities.



Source: Euromonitor International Annual Survey, 2013

Figure 2.2 Green Product Category Consumers Willing to Pay More

2.3 Place

Distribution Channel and Its Desirable Characteristics

Development of healthy products especially organic agriculture enables creation of the marketplace to serve this growing segment. Next to only customer education, distribution channel, particularly at retail level, is identified as the key factor in the future growth of organic food market (Vesna Brcic-Stipcevic, 2011). Current literature review suggests that distribution channel for healthy food which facilitates growth in healthy trend can be varied across regions.

In United States where healthy market is more mature than developing country, healthy products are distributed through three main channel: conventional stores, natural products retailers, and direct-to-customer channel. Though major distribution share for each channel varies across the country, a common pattern is that in large cities healthy foods are mostly distributed through smaller stores like supermarket and special natural stores whereas people tend to purchase those products in larger stores like hypermarket or direct from farmers in rural area. (Carolyn Dimitri, 2000) In United Kingdom whose organic market is the third largest in the world, much growth of this segment is contributed to non-supermarket channels such as organic food shops and farmers' market (Simon Wright, 2007). In Thailand where market is still in the expanding stage, convenience stores have gained distribution share and played a greater role in healthy food and beverages over past five years. The number of outlets and chains increased, as did the importance of convenience stores in supporting sales and new launches of products (Euromonitor, 2016).

Factors determining the structure of each country market are not widely studied however there are evidences for further study. Availability of organic foods (George M. Chryssohoidis, 2005) and extra time taking to search for place of purchase (Jolly, 1991) are identified as purchase and consumption constraints of organic foods.

Several literatures also suggested a significant correlation between urbanization and health issues such as obesity and diabetes. (Phillips, 1993; Shanthy A. Bowman, 2004) Such issue emerging from living conditions in urban area is one of the driving force behind healthy trend. (Bloch, 2011) In Thailand, Bangkok urban area accounted for nearly 80% of the total urban area according to a report by World Bank in 2010. Therefore, it is important to study the relationship between healthy customers within Bangkok area and their desirable characteristics of distribution place such as location, facilities, distance from daily activities and accessibility.

2.4 Promotion

Regarding the research on the consequence of price promotions on consumer brand assessment has generated comprehensive outcome. However, some studies have exposed sharply negative outcomes of promotions on the quality and satisfaction assessment. (Campo, 2008)

Some brands launched many assortments of price which related promotional activities to gain more new customers and keep the existing customers. There are a lot of activities of promotion such as discount, buy one get one free, joint promotion with other brands or stores, and a loyalty card with bonus point. Moreover, the promotion can increase the sale volume and amount of customers' awareness. Consumer experience may also consider the outcomes of promotions (Shen, 2007).

2.5 Brand

Product Attributes Model to Evaluate Brand and Marketing Promotion Impacts

It is unarguable that consumer's buying decision is based upon a mixture of different attributes both tangible and intangible of a product. According to Lancaster's model of product attributes, consumers have preferences for characteristics or attributes of products and each product embodies a bundle of attributes which can vary from product features such as color and size to intangible benefits such as perceived trendiness and trust. (Carol F. Gwin, 2003) In this section, we will focus on this brand attributes of the product and its impact on purchasing intention.

As presented in Figure 2, Thai consumers value different positioning of health and wellness[1] product and the growth rate shows that they are increasingly important to Thai consumers' purchasing decision with approximately 44 percent growth in health-related message's impact. Leading in the category is 'beauty from within', 'vision health' and 'weight management'. So, companies or marketplace that constantly develop the brand that associated with this attributes can be expected to have a positive performance along with the healthy lifestyle trend.

[1] Health and wellness category covers 'better for health' food and beverages, functional food and beverages, naturally healthy beverages and organic food and beverages.

% current value growth

	2014/15	2010-15 CAGR	2010/15 Total
Beauty From Within	11.6	17.8	126.8
Bone and Joint Health	4.8	4.5	24.8
Brain Health and Memory	-	-	-
Cardiovascular Health	-	-	-
Digestive Health	10.7	8.3	48.7
Endurance	7.7	8.3	48.9
Energy Boosting	3.8	5.1	28.4
Food Intolerance	8.4	7.9	46.0
General Wellbeing	5.0	7.8	45.4
Immune Support	3.5	3.8	20.4
Oral and Respiratory Health	4.5	7.2	41.3
Urinary Tract Health	-	-	-
Vision Health	9.7	12.9	83.3
Weight Management	10.0	10.2	62.6
Health and Wellness	5.9	7.7	44.7

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Figure 2.3 Sales of Health and Wellness in Thailand by Prime Positioning: % Value Growth 2010-2015

According to this research, we intend to find what are the motivation factors that influencing the purchasing intention of health conscious consumers to buy healthy food and visit healthy shop which consist of 4 Ps ; Product, Price, Place, Promotion, and Brand (as illustrated in Figure 2.4)

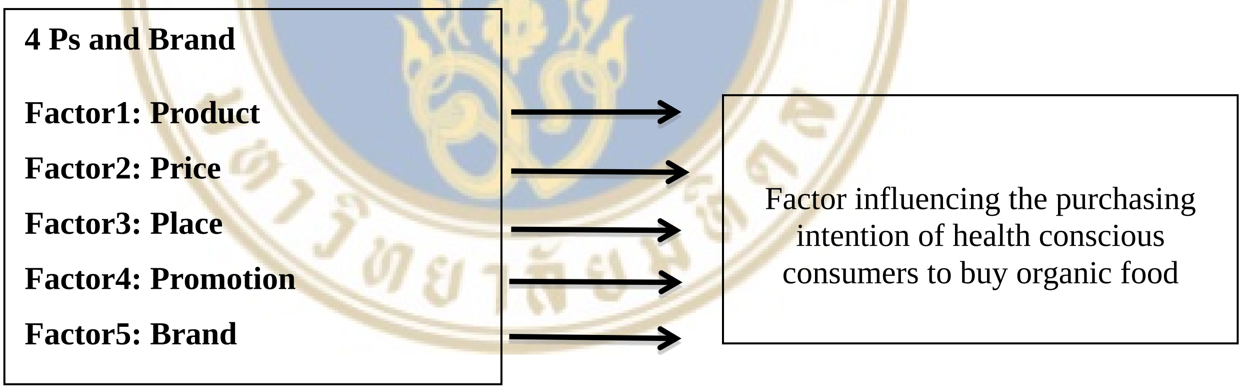


Figure 2.4 Framework of factor influencing the purchasing intention of health conscious consumers to buy healthy food and visit healthy shop

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research methods

With regards to the methodology of conducting research, there are generally two forms of research methods; qualitative and quantitative methods. As for qualitative research method, it is generally asked about feelings, motivations and attitudes of respondents (McDaniel and Roger's, 2002). It can be said that this type of research concentrates on how well of aspect is rather that amount of number. Also, the second type is called quantitative research method. It focuses on numeric analysis which can mathematically inspect the dissimilarity among people. Bryman and Bell (2007) also mentioned that quantitative method needs gathering numerical data of questionnaire and it is easier to solve problem than using qualitative method.

The aim of this Thematic Paper is to explore the factors that affect Thai healthy people' purchasing decisions when purchasing organic food. As for the goal of this research, a huge number of respondents are needed, thus, a quantitative research method is appropriate method to collect the exact data.

3.2 Instrument Development

- **<u>The questionnaire</u>**

  Regarding survey design, it can be divided into two sections; customers' profiles and consumption data. In terms of customers' profile, the respondents were asked about gender, age, income and education. Furthermore, the consumption data was recorded in the second section of the survey. Questions in this part were basically asked to investigate which factors can induce and which factors are important in consumers' perception when buying organic food. These factors comprise of how 4Ps (Product, Price, Place and Promotion) can influence their purchasing decision. In order to measure the factors, “Likert Scales” were applied to give respondents express how much they agree or this agree with the statement stated in survey. This research use 5- point Likert scale (5 = Strongly Disagree, 4 – Disagree, 3 – Neutral, 2- Agree, 1 – Strongly Agree). Moreover, the answers can be used to indicate which factor was more significant than another one. It can be said that using Likert Scale can help researcher remove answerers’ bias (Bradley, 2007).

The survey was created via online survey available from (https://www.surveymonkey.com). Bradly (2007) mentioned about the pros of survey software that it immediately illustrate and analyze the answers of respondents. Moreover, when using online survey software, the results can be presented in tables or charts. Langley (2011) assisted that distributing electronic survey gives us both pros and cons. In terms of pros, it provides an inexpensive distribution and instant feedback. As for cons, however, some demographic data may not be accurate as online questionnaire depends on the honesty of people’ responses. If they lied, it will lead to the inaccurate data collection. Additionally, distributing online surveys may capture only consumers who play on the internet, it may not cover all styles of consumers in Bangkok.

- **Questionnaire Design**

There are four main sectors of questionnaire. The first part is Demographic question which is used nominal scale. The second part is screen question which is also used nominal scale. The third part is research question which included the factor that influence the intention of purchasing organic food is used both nominal scale and interval scale. For the last part, the question is about purchasing intention to purchasing the organic food.

- **Pilot questionnaire**

After designing the questionnaire, pilot survey was sent to 10 people in order to check if they understand questions. Then another 20 answerers from

Bangkok were selected to do pilot to check validity of survey. This pilot survey demonstrated good outcomes even it found some errors about wording.

3.3. Data Collection

The survey was created via online survey available from (https://www.surveymonkey.com). Bradly (2007) mentioned about the pros of survey software that it immediately illustrate and analyze the answers of respondents. Moreover, when using online survey software, the results can be presented in tables or charts. Langley (2011) assisted that distributing electronic survey gives us both pros and cons. In terms of pros, it provides an inexpensive distribution and instant feedback. As for cons, however, some demographic data may not be accurate as online questionnaire depends on the honesty of people' responses. If they lied, it will lead to the inaccurate data collection. Additionally, distributing online surveys may capture only consumers who play on the internet, it may not cover all styles of consumers in Bangkok.

3.4. Data Analysis

After getting data from conducting survey, SPSS was applied to analyze these data accompanied with literature reviews. In order to analyze surveys descriptive statistics, correlation and linear regression were used. Descriptive statistics describe the main features of data collected. Researchers normally have to outline a report on what data was collected and what it illustrates. Descriptive statistics provide and summarize patterns and trends of information in relation to percentiles and frequencies.

Table 3.1 Demographic Question

Factor	Question	Reference (Adaptation)
Demographic question	What is your gender?	(Thompson, 2011)
	What is your age?	(Thompson, 2011)

Table 3.1 Demographic Question (cont.)

Factor	Question	Reference (Adaptation)
	What is your monthly income in Baht?	
	What is your level of education?	(Thompson, 2011)
	What is your occupation?	(Thompson, 2011)

Table 3.2 Screening Question

Factor	Question	Reference (Adaptation)
Screening Question	How many day do you exercise per week?	
	On average, how many glasses of alcoholic beverage do you drink a week?	
	How often do you eat snacks per week?	
	What are the major factors you consider when purchase a meal?	

Table 3.3 Research Question

Factor	Question	Reference (Adaptation)
Research Question	What is the main reason you decide to purchase the organic food at organic shop?	
Products	The cleanliness of organic food is important	(Lepisto, 2005)
	When I think about "Organic Food", it means that products has high quality	(Lepisto, 2005)
	When I think about "Organic Food", it means that product has no chemical contamination	(Lepisto, 2005)
	When I buy organic food, I would like to see many choices.	(Lepisto, 2005)
	If I will buy organic food I will make a decision on packaging	(Lepisto, 2005)
Price	Price of organic food is very important factor for me when I buy it	(Naridi and Gunay, 2013)

Table 3.3 Research Question (cont.)

Factor	Question	Reference (Adaptation)
	I am acceptable if the price of organic food is higher than normal food 10%	(Naridi and Gunay, 2013)
	Although price of organic food is higher than now 20%, I will purchase it.	(Naridi and Gunay, 2013)
Place	I think location of the organic food shop is very important to me when I want to buy	(Vesna Brcic-Stipcevic, 2011)
	I prefer to buy organic food at the shop that is not far from my daily activities.	(Vesna Brcic-Stipcevic, 2011)
	I like when there are many branches provided	(Vesna Brcic-Stipcevic, 2011)
Promotion	I like to buy organic food if there is a promotion such as buy 1 get 1 free, or discount price	(Shen, 2007)
	Without a good promotion, I will not buy organic food	(Shen, 2007)
	I prefer to use some promotion when I buy organic food	(Shen, 2007).
	I buy organic food because of huge promote on advertising	(Shen, 2007).
Brand	Popular brand of organic food motivates me to buy	(Carol F. Gwin, 2003)
	I will not buy, if organic food has no name or unpopular brand	(Carol F. Gwin, 2003)

CHAPTER IV
RESULTS

This research used correlation analysis to test the association between marketing elements and claimed intention to buy (organic food) in the next three months. Then, linear regression models were employed to identify significant predictors (independent variables) that can be used to predict intention scores. In addition to these analyses, cross-tabulation was also used to test the relationship between actual buying frequency and claimed intention to buy. All the significant tests used 95% confidence level to test the research hypotheses.

4.1 Research Finding

This research was sent to 180 respondents via Facebook or online channel. It received back 180 respondents which is equal to 100%.

Table 4.1 Demographic profile of respondent

	Frequency	Valid Percent
Gender		
male	55	30.6
female	125	69.4
Age		
15-20 Years	2	1.1
21-25 Years	22	12.2
26-30 Years	83	46.1
31-35 Years	43	23.9
More than 35 Years	30	16.7
Monthly Income		
Below 15,000	3	1.7
Between 15,000 – 25,000	30	16.7
25,001-35,000	51	28.3
35,001-45,000	29	16.1
45,001and above	67	37.2
Education		
high school	2	1.1
bachelor	88	48.9
master	88	48.9
phd	2	1.1
Occupation		
students	6	3.3
employee	132	73.3
government officer	14	7.8
business owner	23	12.8
retired/ unemployed	5	2.8
Total	**180**	**100.0**

Table 4.1 shows the demographic profile of the respondents who do the questionnaire in this survey. The total sample size was N = 180. This table shows that Female are the majority of the participants (69.4%). Respondents who are aged between 26 – 30 years are the majority (46.1%). Most of respondents are earned the monthly income above 45,001 Baht (37.2%), studied in Bachelor and Master with the same portion (48.9%), and worked as office employee (73.3%).

Table 4.2 Health Screen

		Frequency	Valid Percent
How many day do you exercise per week?			
Valid	I don't regularly exercise	53	29.8
	once a week	42	23.6
	2-4 days a week	67	37.6
	5-7 days a week	16	9.0
	Total	178	100.0
How many glasses of alcoholic beverage do you drink a week?			
Valid	no I don't drink	99	55.6
	1-3	66	37.1
	4-10	8	4.5
	11-15	1	.6
	more than 15	4	2.2
How often do you eat snacks			
Valid	Almost never	36	20.2
	Once or twice per week	78	43.8
	3 to 4 per week	53	29.8
	5 to 7 per week	11	6.2
	Total	**178**	**100.0**
Missing	System	2	
Total		180	

Table 4.2 shows the screening question. For this part, there are 3 questions that used to screen whether the respondents are health conscious or not. For these 3 questions, if they exercise once a week or more, don't drink alcohol or drink only 1-3 glasses, and never consume snack or consume snack more than once or twice per week, this will be shown that these group of respondents care about their health which can refer that they are health conscious customers.

For some of the respondents that are not health conscious and answer the question in Table 4.3 (buy/consume Organic food) that they never or rarely consume organic food, they will skip to the last question, "What is the most important reasons that you do not buy organic food?" in Table 4.4.

Table 4.3 Buy/ Consume Organic Food

How often do you buy/consume organic food?			
		Frequency	Valid Percent
Valid	I have never consumed organic foods	15	8.6
	I rarely consume organic foods	45	25.7
	I sometimes consume organic foods	75	42.9
	I often consume organic foods	30	17.1
	I always consume organic foods	10	5.7
	Total	175	100.0
Missing	System	5	
Total		180	

Table 4.3 shows the frequency of customers who buy or consume the organic food. The majority of them claimed to consume or buy organic food sometimes (42.9%), followed by rarely consume (45%), often consume (17.1%), never consumer (15%), and always consume (5.7%) respectively.

Table 4.4 Reason that respondents do not buy Organic food

What is the most important reasons that you do not buy organic food?			
		Frequency	Valid Percent
Valid	tast is not good	22	37.3
	Price is too high comparing with normal food (ราคาแพง)	18	30.5
	Creditability of organic label is not clear (ไม่เชื่อถือว่าเป็นสินค้าที่ Organic จริง)	5	8.5
	No attractive promotion offer (ไม่มีโปรโมชั่นที่ดึงดูด)	2	3.4
	Not available in convenient stores I go to (หาซื้อยาก)	12	20.3
	Total	59	100.0
Missing	System	121	
Total		180	

Table 4.4 shows the reason why customers do not buy the organic food. The majority of them claimed that taste is not good (37%), followed by price is too high

comparing with normal food (30.5%), not available in convenience stores I go to (20.3%), creditability of organic label is not clear (8.5%), and no attractive promotion offer (3.4%) respectively.

Table 4.5 What is the main factors you consider when purchase a meal? (Please select only 2 most important)

Value to Money (ความคุ้มค่าต่อราคา)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	125	69.4	69.4	69.4
	Yes	55	30.6	30.6	100.0
Taste (ความอร่อย)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	59	32.8	32.8	32.8
	Yes	121	67.2	67.2	100.0
Total Calories (ปริมาณแคลอรี่ต่อมื้อ)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	148	82.2	82.2	82.2
	Yes	32	17.8	17.8	100.0
Cleanliness and Freshness (ความสะอาดและความสดของวัตถุดิบ)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	91	50.6	50.6	50.6
	Yes	89	49.4	49.4	100.0
No chemical residue (ความปลอดภัยจากสารตกค้าง)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	142	78.9	78.9	78.9
	Yes	38	21.1	21.1	100.0
	Total	**180**	**100.0**	**100.0**	

Table 4.5 shows the main factor that respondents consider when they purchase a meal. It can be seen that the respondents choose taste the most, followed by cleanliness and freshness, value to money, no chemical residue and total calories respectively.

Table 4.6 Mean and response of product element

	Mean	Std. Deviation
The cleanliness of organic food is important	4.43	.832
When I think about "Organic Food", it means that products has high quality	4.07	.857
When I think about "Organic Food", it means that products has no chemical contamination	4.35	.798
When I buy organic food, I would like to see many choices.	4.07	.802
If I will buy organic food I will make a decision on packaging	3.31	.824
Grand Mean	4.05	.568

Table 4.6 shows the mean scores of each product elements. The grand mean is 4.05. Regarding the product element, cleanliness of organic food received highest mean responses (4.43), followed by no chemical contamination (4.35), high quality (4.07), have many choices (4.07), and packaging (3.31) respectively.

Table 4.7 Mean and response of price element

	Mean	Std. Deviation
Price of organic food is very important factor for me when I buy it	3.45	1.014
I am acceptable if the price of organic food is higher than normal food 10%	3.81	.876
Although price of organic food is higher than now 20%, I will purchase it.	3.48	.878
Grand Mean	3.58	.530

Table 4.7 shows the mean scores for each price elements. The grand mean is 3.58. Regarding the price element, they are acceptable if the price is higher than normal food received highest mean responses (3.81), followed by if price is higher than now 20%, they will purchase (3.48), and price is very important factor (3.45) respectively.

Table 4.8 Mean and response of place element

	Mean	Std. Deviation
I think location of the organic food shop is very important to me when I want to buy	4.11	.916
I prefer to buy organic food at the shop that is not far from my daily activities.	4.05	.931
I like when there are many branches provided	4.18	.833
Grand Mean	4.11	.792

Table 4.8 shows the mean scores for each place elements. The grand mean is 4.11. Regarding the place element, many branches provided received highest mean response (4.18), followed by location is very important (4.11), and shop that not far from my daily activities (4.05) respectively.

Table 4.9 Mean and response of Promotion element

	Mean	Std. Deviation
I like to buy organic food if there is a promotion such as buy 1 get 1 free, or discount price	3.71	1.003
Without a good promotion, I will not buy organic food	2.65	.875
I prefer to use some promotion when I buy organic food	3.61	.902
I buy organic food because of huge promote on advertising	2.83	.928
Grand Mean	3.20	.714

Table 4.9 shows the mean scores of each promotion elements. The grand mean is 3.20. Regarding the promotion element, they will buy if there is a promotion received high mean response (3.71), followed by prefer to use some promotion (3.61), huge promote on advertising (2.83), and without a good promotion, they will not buy (2.65) respectively.

Table 4.10 Mean and response of Brand element

	Mean	Std. Deviation
Popular brand of organic food motivates me to buy	3.18	1.029
I will not buy, if organic food has no name or unpopular brand	2.54	.887
Grand Mean	2.86	.849

Table 4.10 shows the mean scores of each brand elements. The grand mean is 2.86 which is the lowest element when compare with other independent factor. Regarding the brand element, popular brand motivates to buy received the highest mean response (3.18), followed by they will not buy if there is no name or unpopular brand (2.54).

Table 4.11 Mean for all factors

Factors	Mean	Level of Importance
Product	4.05	Very important
Price	3.58	Moderate important
Place	4.11	Most important
Promotion	3.20	Moderate important
Brand	2.86	Moderate important

Table 4.11 shows all the factors that received the highest mean until the lowest mean which are place (4.11), followed by product (4.05), Price (3.58), promotion (3.20) and brand (2.86) respectively. For the highest mean, it means the highest important.

Table 4.12 Correlation analysis between X and Y

Correlations

		Next time when I go to grocery shopping or buy a meal I will buy organic foods
Next time when I go to grocery shopping or buy a meal I will buy organic foods	Pearson Correlation	1
	Sig. (2-tailed)	
	N	109
PRODUCT	Pearson Correlation	.301**
	Sig. (2-tailed)	.001
	N	109
PRICE	Pearson Correlation	.160
	Sig. (2-tailed)	.097
	N	109
PLACE	Pearson Correlation	.480**
	Sig. (2-tailed)	.000
	N	109
PROMOTION	Pearson Correlation	-.074
	Sig. (2-tailed)	.447
	N	109
BRAND	Pearson Correlation	-.116
	Sig. (2-tailed)	.229
	N	109

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.12 shows correlation coefficients between marketing elements and claimed intention to buy organic food in the next three months. Place had highest correlation (r = .480) followed by product (r = .310) and price (r = .160) respectively; only place and product elements were statistically significant at 95% confidence level. This means as respondent rated higher scores for place and product, the intention to buy also increases in the same direction.

Table 4.13 Correlation analysis between X and X

Correlations

		PRODUCT	PRICE	PLACE	PROMOTION	BRAND
Next time when I go to grocery shopping or buy a meal I will buy organic foods	Pearson Correlation	.301**	.160	.480**	-.074	-.116
	Sig. (2-tailed)	.001	.097	.000	.447	.229
	N	109	109	109	109	109
PRODUCT	Pearson Correlation	1	.324**	.439**	-.008	.096
	Sig. (2-tailed)		.001	.000	.934	.319
	N	109	109	109	109	109
PRICE	Pearson Correlation	.324**	1	.058	.266**	.113
	Sig. (2-tailed)	.001		.547	.005	.242
	N	109	109	109	109	109
PLACE	Pearson Correlation	.439**	.058	1	-.046	-.194*
	Sig. (2-tailed)	.000	.547		.633	.043
	N	109	109	109	109	109
PROMOTION	Pearson Correlation	-.008	.266**	-.046	1	.464**
	Sig. (2-tailed)	.934	.005	.633		.000
	N	109	109	109	109	109
BRAND	Pearson Correlation	.096	.113	-.194*	.464**	1
	Sig. (2-tailed)	.319	.242	.043	.000	
	N	109	109	109	109	109

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.13 shows correlation analysis between factor and factor. For promotion and brand, they had highest correlation (r = .464) follow by product and place (r = .439), product and price (r = .324), product and brand (r = .096), and product and promotion (r = .008) respectively; only product and price, product and place, and price and promotion were statistically significant at 95% confidence level.

Table 4.14 Model Summary - Enter method

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.509[a]	.259	.223	.728

a. Predictors: (Constant), BRAND, PRODUCT, PRICE,

Table 4.14 shows summary statistics of the linear regression model. The dependent variable is claimed intention to buy, and the independent variables include product, price, place, promotion, and brand. The overall framework can be written as followed.

Claimed intention = f (product, price, place, promotion, brand)

The R square (explained variance) was .259 or 25.9% of the variance of claimed intention can be explained by our regression model. The variances leftover ~74.1% should be explained by other independent variables not included in this survey. The R square was significant as reported by the F statistic in ANOVA table (F = 7.202, p-value = 0.000)

Table 4.15 Regression coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.002	.687		1.459	.147	-.360	2.365
	PRODUCT	.097	.151	.066	.642	.523	-.202	.395
	PRICE	.213	.147	.136	1.448	.151	-.079	.504
	PLACE	.455	.103	.436	4.412	.000	.250	.659
	PROMOTION	-.095	.116	-.082	-.816	.416	-.326	.136
	BRAND	-.015	.098	-.015	-.151	.880	-.209	.179

a. Dependent Variable: Next time when I go to grocery shopping or buy a meal I will buy organic foods

Table 4.15 reports the corresponding coefficients for each predictor. Only place was found statistically significant in predicting claimed intention score (beta = .455, t = 4.412, p-value = 0.000). This suggests that the insignificant variables can be removed from the model, hence stepwise method was recommended.

Table 4.16 Model summary - Stepwise method

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.480[a]	.231	.223	.728

a. Predictors: (Constant), PLACE

The R square slightly reduced compared to the original model due to reduced number of independent variables from five to one. The new model explained around 23% of the variances in claimed intention to buy. Adjusted R square remained the same as the original model.

Table 4.17 Regression coefficients from stepwise method (Final model)

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.619	.370		4.373	.000	.885	2.354
	PLACE	.501	.088	.480	5.662	.000	.325	.676

a. Dependent Variable: Next time when I go to grocery shopping or buy a meal I will buy organic foods

Table 4.17 reports the regression coefficients from the final stepwise model. Place was the only significant predictor (beta = .501, t = 5.662, p-value = 0.000) at 95% confidence level. The final model can be written as follow and this model can be used to predict claimed intention score if place score is known.

Claimed intention = 1.619 + 0.501 (place)

Table 4.18 Cross-tabulation actual frequency and claimed intention

			How often do you buy/consume organic food?			
			I sometimes consume organic foods	I often consume organic foods	I always consume organic foods	Total
Next time when I go to grocery shopping or buy a meal I will buy organic foods	Definitely will not buy	Count	1_a	0_a	0_a	1
		% within How often do you buy/consume organic food?	1.4%	0.0%	0.0%	.9%
	Probably will not buy	Count	5_a	0_a	1_a	6
		% within How often do you buy/consume organic food?	7.2%	0.0%	10.0%	5.5%
	Neither nor	Count	31_a	5_b	0_b	36
		% within How often do you buy/consume organic food?	44.9%	16.7%	0.0%	33.0%
	Probably will buy	Count	26_a	21_b	3_a	50
		% within How often do you buy/consume organic food?	37.7%	70.0%	30.0%	45.9%
	Definitely will buy	Count	6_a	4_a	6_b	16
		% within How often do you buy/consume organic food?	8.7%	13.3%	60.0%	14.7%
Total		Count	69	30	10	109
		% within How often do you buy/consume organic food?	100.0%	100.0%	100.0%	100.0%

Each subscript letter denotes a subset of How often do you buy/consume organic food? categories whose column proportions do not

From the above table, those who 'sometimes consumers of organic food' were less likely to buy organic food in the next three months. We can see only 46.4% claimed that they will probably/definitely consider buying organic food in the near future. By contrast, if we look at those who often/ always consumed organic food, we can see the percentages of those who claimed they will probably/ definitely buy organic food were much higher i.e. above 80% (green highlighted cells). The relation between actual frequency and claimed intention to buy was statistically significant at 95% confidence as reported by Chi-square statistic in table 4.19 as below (Chi-square = 32.749, p-value = 0.000).

Table 4.19 Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.749[a]	8	.000
Likelihood Ratio	31.915	8	.000
Linear-by-Linear Association	16.536	1	.000
N of Valid Cases	109		

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .09.

Table 4.20 Summary of Results

Factor	**Result**	**Reason**
Place	Significant	'Place' got the highest mean when compared with other factors and is the only factor that is statistically significant. Therefore, place is the factor that influencing the purchasing intention of health conscious consumers to buy organic food.
Product	Not significant	Even this factor is not significant but this factor also got the very high mean when compared with other factors. However, this factor will not influencing the purchasing intention of health conscious consumers to buy organic food much when compares with place.
Price	Not significant	This factor got the moderate mean and this factor is not significant. Therefore, price is not the factor that influencing the purchasing intention of health conscious consumers to buy organic foods.
Promotion	Not significant	This factor got the moderate mean and this factor is not significant. Therefore, price is not the factor that influencing the purchasing intention of health conscious consumers to buy organic foods.
Brand	Not significant	This factor got the moderate mean and this factor is not significant. Therefore, price is not the factor that influencing the purchasing intention of health conscious consumers to buy organic foods.

4.2 Discussion

Thai Consumer Behavior

In order to study the behaviors of Thai consumers for healthy products specifically organic food, the study is designed to target the population living in Bangkok and vicinities provinces because of two main reasons – high level of education and urbanization, main drivers of health conscious trend. These, with other supporting factors like high level of income, allowed this pool of interviewees to represent the target group that this study aimed to understand.

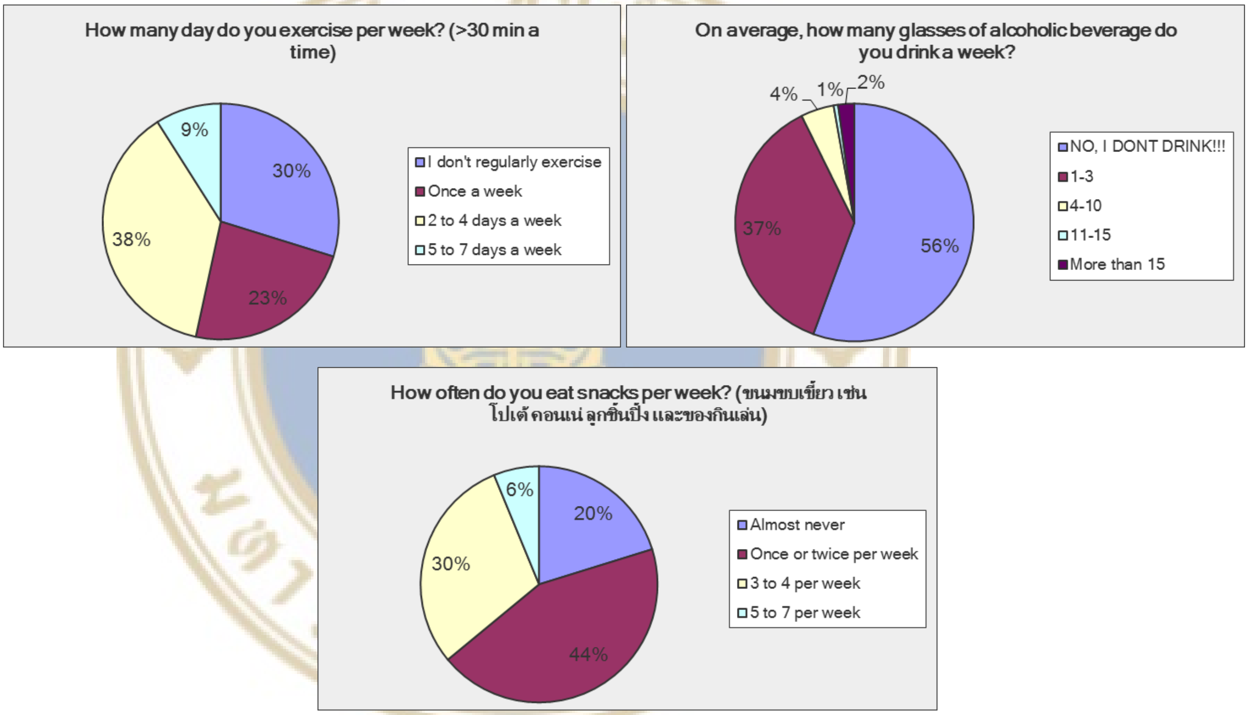


Figure 4.1 Summary of Health-related Behaviors

So, as we scoped down to factors that Thai consumers take into consideration when they purchase daily meals, the result shows that 'Taste' leads the category and is followed by 'Cleanliness and Freshness' as illustrated in Figure 4.2 and explained in the previous section. Thais are known to be very particular when it comes to food. Thai cuisine is one of the most popular cuisines in the world because of the complexity and yet harmonious of distinct tastes from sour to spicy and sweet to aromatic. Therefore, it doesn't come as a surprise to me that Thais put 'Taste' as the most important. However, the findings from previous section that organic food is considered as bland or not tasty could be pointing that organic food is not widely adjusted to target Thai eating preferences.

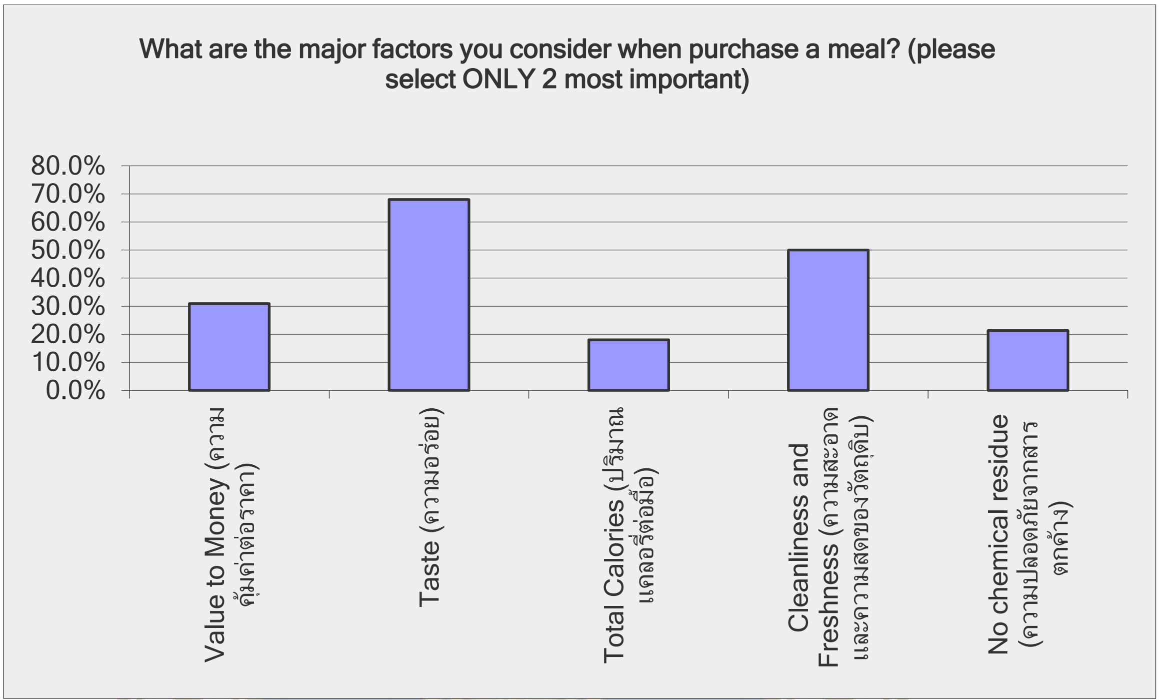


Figure 4.2 Factors to Consider in Meals Purchasing

Comparison to Previous Studies

In a comparison with previous studies, there are both similarities and differences in the research result. Considering the study by Vesna Brcic-Stipcevic (2011), which focused on US and EU organic market, Thais consumers share the same view on the importance of distribution channel. In those mature markets, sufficient marketplace is needed to nurture growth in organic market. Also, a report by Euromonitor (2016) on Thai health and wellness suggested that places like convenient stores and supermarket have an important role in stimulating buying intentions of organic food in Thailand which is in line with the result of this study.

On the other hand, most of the studies suggested that there are other factors that impact the intentions to buy organic food as well; all of which are included in the research questions, namely product, price, promotion, and brand. However, this research doesn't give significant results on those factors. My rational assumption is that it is resulted from the different growth stage of other markets in previous studies and Thai market. For example, a study by Lepisto (2005) suggested that product attributes like label and certification are significant for consumers but in Thailand, where those governing systems are still lacking, we don't even have those 'organic guaranteed' label in marketplace. Also, as suggested in the study by Carl K. Winter (2006), brands and its associated characteristics such as trustworthiness have positive impacts on consumer preferences among different brand of organic foods. However, most of organic brands in Thailand are local and small-scale. Plus, market share for each brand is very little which drove less competition in Thai market. So, we see very little to none investment in branding among Thai organic sellers.

In addition, place is significant related to the research of (Nasruddin et al, 2015) as place is the first stage of new product lauched. If there is no place or distribution channel for the product to place on, so the sellers cannot show the products. Also, if there is no place to sell the products the sellers cannot set the price and also the promotion. Regarding to the result from the research, people will buy the organic food when they have many branches provided and lacated near them.

CHAPTER V
CONCLUSION

As healthy lifestyle has been an apparent trend all over the world and the area of interest in consumer research for many years (LIVESTRONG Foundation, 2013). To gain the benefits of this trend, the owner of organic supermarket or marketing manager have to observe the important factors that influence the purchasing intention of health conscious consumers to buy or consume the organic foods.

As summarized in **Error! Reference source not found.** below, respondents in general do not live a strict healthy lifestyle. When it comes to health related behaviors, drinking habits is the leading category as 93% of the sample usually consume less than 3 glasses of alcoholic drinks per week and more than half of 180 respondents do not drink at all. Exercise is the category with least positive responds as 53% of the sample exercise less than 2 days a week. The result suggested that Thai consumers tend to take care of their eating behaviors first which is understandable as it is easier to make good choices when it comes to food.

From data gathered of this research, this research has five potential factors which are 4Ps of marketing mix (product, price, place, and promotion) and brand. However, only the place is the factor that was significant. It means that consumers think that place is the most important factor to consider when they want to buy or consume the organic foods. As for place, health conscious consumers perceive that location of organic food shop is very important for them when they want to buy organic food. They perceive that if organic shop is not far from their daily activities and also have many branches provided they will buy organic food.

On the other hand, the reason that product is not significant is first, time constraint as I have time to send the questionnaire to people and analyze only around 2 weeks so the sample size is quite small. Moreover, 'No chemical residue' which is directly related to organic food, the subject of this study, gets almost the least responds from the survey. This could be suggesting that Thai consumers are not widely concerned about chemical substance usage on their food and make purchasing decisions less likely on it. As a result, we can predict that organic food industry in Thailand, though at the growing stage, is still underdeveloped and consumers are not familiar with the products and its benefits. This assumption will be discussed further in the next section.

5.1 Recommendation

Considering the owner of organic supermarket, owner of organic food, or marketing manager, in order to attract more health conscious consumers to purchasing the organic foods, you have to focus more on place as for the research place is the only factor that is significant. You have to try to increasing the distribution channel so it will be easy and convenience for consumers to purchasing the organic food. Plus, you can place the product more on the supermarket, and convenience store. Moreover, you can increase the distribution channel in the online channel to make it more and more convenience. Also, you should have delivery services to reach to the consumers who are not stay in Bangkok and the consumers who stay in outskirts. Even the respondents are not focusing on product, price, promotion, and brand but you should still looking at this factor too. Not only the place that can be attracted more consumers to buy or consume the organic foods but you should focus the rest factors too. For product, you should look at the quality and you should have more variety of products in the store so consumers will have more choices to choose. For price, respondents do not care much as they knew that the price of organic foods will be more expensive than the normal foods because of the complicated process before it became the organic foods. For promotion, it can be attracted more customer to buy more organic foods. Give them some promotion such as buy one get one free, discount. However, this factor can be attracted consumers to buy the organic foods in the short period. But for the brand, consumers will not focus much as this factor got the lowest mean. In my opinion, the good quality and variety of products are enough for them.

5.2 Limitations and Future Research

- The time constraint is the main limitation of this research study, as the time is too short and the researcher did not have enough time to enlarge the research.
- The sample size that the researcher conduct is quite small so the result that come out may not accurate.
- The research is not set the target no. about sex, age, income and occupation so the result that come out may not accurate.

For the future study, it could be applied to the large sample size more than 180 respondents. Moreover, it should choose the respondents only the one who is health conscious and consume the organic food because for this research, the researcher conducted random people which there are some respondents that are not health conscious and not likely to consume or buy the organic food. For the result, after the respondents did the screening question there are only 109 peoples who can do the next part (Research question). Finally, as place is the most important factor in this research, the researcher should be studied and investigated more in order to know the right point to health conscious customers.

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FACTORS INFLUENCING THE PURCHASING INTENTION OF HEALTH CONSCIOUS CONSUMERS TO BUY ORGANIC FOOD

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A THEMATIC PAPER SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF MANAGEMENT COLLEGE OF MANAGEMENT MAHIDOL UNIVERSITY 2016

Thematic paper
entitled

FACTORS INFLUENCING THE PURCHASING INTENTION OF HEALTH CONSCIOUS CONSUMERS TO BUY ORGANIC FOOD

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
August 31, 2016

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ACKNOWLEDGEMENTS

This Thematic paper has been completed with the encouragements and contributions of several peoples. I would like to forward my thankfulness and appreciation to all those who offered support.

Firstly, thanks are addressed to Asst. Prof. Prattana Punnakitikashem, Ph.D., my advisor for her patience, advice and recommendations from early in the process to the finished report and were extremely profitable and valuable to the report.

Moreover, I would like to thank my family, colleagues, and friends who always encourage and motivate me throughout this report.

Additionally, I would like to thank all respondents in Bangkok for answering the questionnaire. Without them, this research would not have been completed.

Finally, I would like to say thank you to those whose names are not mentioned here but have largely motivated and inspired me for the duration of this report.

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FACTORS INFLUENCING THE PURCHASING INTENTION OF HEALTH CONSCIOUS CONSUMERS TO BUY ORGANIC FOOD

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ABSTRACT

Healthy lifestyle has been an apparent trend all over the world and the area of interest in consumer research for many years. Thai consumers also mirror the trend as Thais show evidence of becoming more aware of the benefits of a healthier diet. Major drivers of this healthy trend are higher level of education, more disposable income, better access to health-related information, aging population and government promotion. In order to study more about the factor that influencing the purchasing intention of health conscious consumers, this research has to find out which factor that people consider when they would like to buy organic food. The purpose of this research is to understand the relationship between different marketing mix and purchasing intention for organic food. This research topic can support the owner of organic food to understand the most important factor that health conscious consumer consider when they would like to buy organic food. Then, the owner can improve the shop and work more effective on marketing plan to persuade the health conscious consumers to come to the shop and buy the organic food.

The quantitative method is used for this study by launching online survey to 180 students. All respondents are random people aged more than 15 years old. However, this research has screening question to get the result health conscious consumers. In total, there were exactly 109 respondents and the responses were analyzed through all factors analysis. This research aim to collect the information and analyze numerical data by using SPSS; descriptive statistics, correlation analysis and multiple regression analysis: in order to describe and identify the potential motivation factors. This research focus on five key factors that influencing the purchasing intention of health conscious consumers to buy organic food which are product, price, place, promotion, and brand. Among five factors, place is only one factor that health conscious consumer consider when they would like to buy organic food. On the other hand, this research doesn't give significant results on the rest factors which are product, price, promotion and brand.

KEY WORDS: Organic food, Health and Wellness, Healthy, Health conscious

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CHAPTER I
INTRODUCTION

Healthy lifestyle has been an apparent trend all over the world and the area of interest in consumer research for many years. According to LIVESTRONG Foundation, the definition of a healthy lifestyle is *"the steps, actions and strategies one puts in place to achieve optimum health" A healthy lifestyle leaves you fit, energetic and at reduced risk for disease, based on the choices you make about your daily habits. Good nutrition, daily exercise and adequate sleep are the foundations for continuing good health* (LIVESTRONG Foundation, 2013). This means that consumers who adopt this lifestyle put more attention to what they consume and use in daily lives as well as the social and environmental impact from their purchasing decisions.

In the United States, a research by Centers for Disease Control and Prevention called Behavioral Risk Factor Surveillance System (BRFSS) suggested that the percentage of adult population reported to regularly exercise at the levels recommended by Department of Health and Human Services has doubled from 26 percent in 2005 to 52 percent in 2011 (Lepisto, 2005; U.S. Department of Health & Human Services , 2013). While 64% of consumers in the world claimed that they try to make a positive impact to the environment on a daily basis (Euromonitor, 2015).

This increasing health awareness affects consumer behavior in all aspects of living from food and drink selection, brand choices to spare time activities. As a consequence, desire to maintain a healthy lifestyle clearly stimulates growth in various industries. It is estimated that, in 2003, the market for healthy products in the USA accounted for more than $440 billion dollars in sales. This figure represents approximately 4 percent of US GNP, however, it is substantial for another two reasons other than its significant size; first, the market for healthy products just properly formed less than 30 years ago, and second, the trend suggests this strong growth rate to continue in the future (Research Alert, 2004). In food industry, the organic market has increased significantly for the past decade, and is widely considered as one of the biggest growth markets in the industry. From Figure 1 below, the revenue of Nestlé’s healthy product category has surpassed that of prepared frozen meals since 2014, reaching almost US$15 billion in value, and the trend is common across segments of the other food companies (BMI Research, 2016). Also, global organic personal care products market is expected to progress from US$8.4 billion in 2013 to US$15.7 billion by 2020, presenting a 9.30% accumulated growth during the period. Factors such as the rising concerns about health, the increasing environmental awareness, and the increasing consumer awareness about the many risks imposed by synthetic chemicals are predicted to boost the global organic personal care products market in the years to come (Transparency Market Research, 2015).

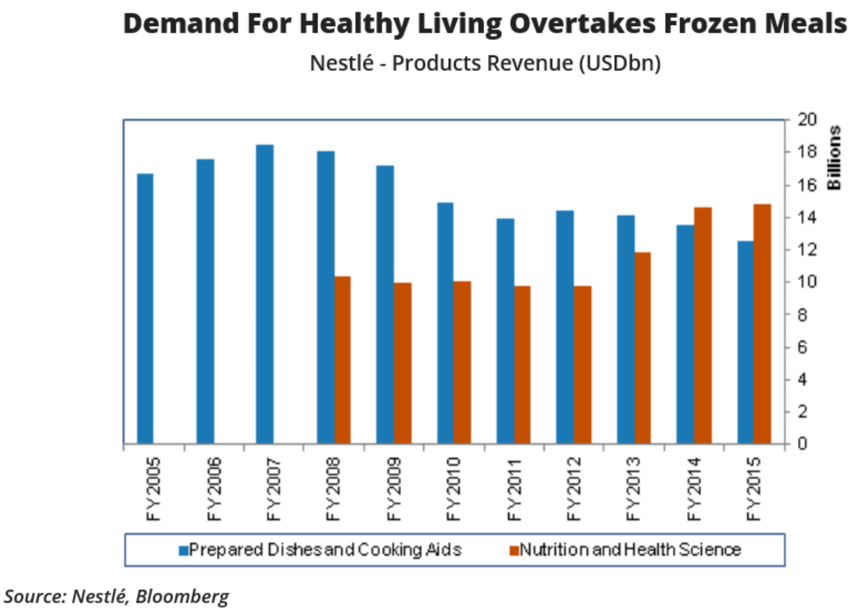


Figure 1.1 The Revenue Growth in Healthy Living Product Category

Major drivers of this healthy trend are higher level of education, more disposable income, better access to health-related information, aging population and government promotion. According to Nielson’s report on healthy eating trends around the world (2015), health attributes are most important to emerging market, specifically Asia-Pacific in comparison to other region of the world.

Thai consumers also mirror the trend as Thais show evidence of becoming more aware of the benefits of a healthier diet, especially reducing fat and sugar intake along with regular exercise. As a result, consumer health industries have reported a positive performance for the past years (Euromonitor, 2016). From Figure 1.2, health and wellness products category has an impressive growth of approximately 44 percent for the past five years, reaching more than 160 billion baht in 2015. This double digit growth is expected to continue at least in next five year with almost 25 percent growth in 2020 (Euromonitor, 2016).

% current value growth

	2014/15	2010-15 CAGR	2010/15 Total
Better For You (BFY)	3.5	1.4	7.2
Food Intolerance	8.4	7.9	46.0
Fortified/Functional (FF)	5.9	6.7	38.1
Naturally Healthy (NH)	6.5	11.7	74.0
Organic	9.7	10.4	63.9
Health and Wellness	5.9	7.7	44.7

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

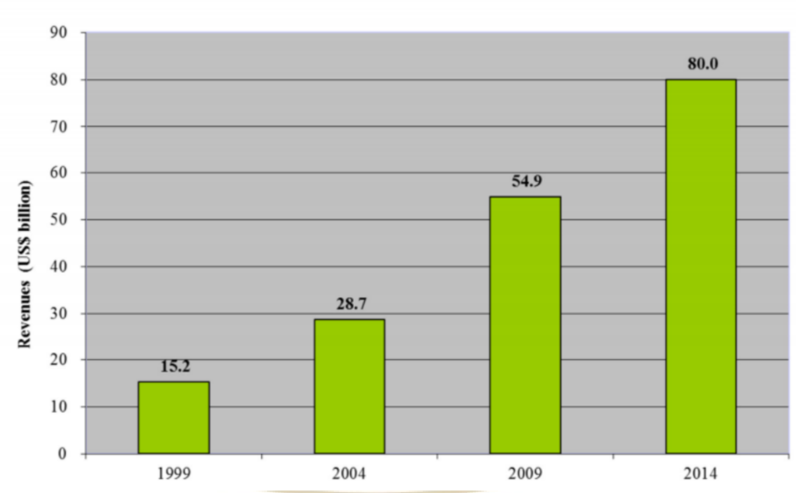
Figure 1.2 Sales of Health and Wellness Products in Thailand by Type: % Value Growth 2010-2015

According to (Rafia & Ahmed, 1995) consumers are also looking for a place as place is an important factor that people consider when they would like to buy products. Therefore, if the distribution channel is near customer’s home, easily to buy, and have more variety of products inside, then customers have no need to go to the big shop which are far from their homes (Nasruddin et al, 2015). It means that sellers need to have more branches and distribution channel such as supermarkets, convenience stores, and so on to feed the convenience to consumers.

Organic Foods

Though products targeting health conscious enjoy the same growth trend, the decision-making process is complex and the importance of motives and barriers may vary between product categories. According to Segen's Medical Dictionary (2012), healthy food, which is the focus of this study, is any food that is believed to be ‘good’ for consumer, especially if it is high in fiber, natural vitamins, fructose, etc.

In consumer perspective, most consumers associate healthy diet with organic and at first with organic vegetables and fruit. Fruit and vegetables are also the first and in many cases only experience with buying organic product (Susanne Padel, 2005). The term “organic” is under a strict regulation and often refers to the way agricultural products are grown and processed. Specific requirements must be met and maintained in order for products to be labeled as organic. The general definition of organic is food ingredients that are grown and processed without chemical fertilisers, pesticides, growth regulators, livestock-feed additives and genetically modified organisms (GMO) to guarantee the reliability of end-used food products (Luddene Perry, 2005; Leila Hamzaoui Essoussi, 2008). In addition, organic food also produced under a natural system that enhances biological cycles, reduces pollution, and, at the same time, providing livestock and farmers a safe and healthy environment (Carl K. Winter, 2006).



Source: Organic Monitor (2016)

Figure 1.3 Global Organic Food Market Growth Rate

Organic food is one of the fastest growing industry in food and drink industry. As illustrated in **Figure 1.3**, it took only 15 years, from 1999 to 2014, for the market size of global organic food to grow more than five times, from US$15 to 80 billion. The product offering varies from fresh produces such as vegetables and dairy to prepared meals such as sandwiches and salads. Samples of organic food products which can be found both in traditional and organic markets are displyed in **Figure 1.4**.

According to Sahota (2009), Thailand is among the major producers and exporters of organic food in the region. Together with the growing concerns for health among mainstream consumers, organic food industry in Thailand has the basic fundamental for growth in the future.

Figure 1.4 Sample of Organic Food Products

1.1 Problem Statement

As the trend of healthy consumption dramatically increases in Thai society, the idea of opening organic food shop and restaurant that sell only organic foods comes to my mind. After investigating organic food shop in Bangkok by both searching on the internet and visiting the shops, it shows that there is only a few shops that sell only organic food in Bangkok. Most of shops sell both normal food and organic food such as Gourmet market and Tops market. Moreover, those shops and restaurants that sell only organic products are difficult to find. For example, “Be Organic” is located at The Portico building on Langsuan road. As everyone knows that Langsuan road is one way road, people normally park their cars along the road, it is difficult to find and park there. Another example is “Krua Sai Jai” which is located at Vibhavadi 22 which is situated in the center of traffic congestion in Bangkok. Thus, only few consumers visit there. Also, not only the issue of location but also the way of promoting these shops are relatively poor. It can be seen on google that there is not more than 10 shops showing on search engines and those websites are not interesting to visit and attract people to go and buy their products. Therefore, the idea of studying the factors influencing healthy consumers to visit the organic shops, come to my consideration to conduct some SME business with my family. With this paper, it will be able to indicate what the motivation factors induces consumers to visit organic shops and also what the actually healthy people needs and wants are.

1.2 Research question

1. What are the factors of buying influencing Thai healthy consumers to buy organic food?

1.3 Research objectives

- To understand the behavior of Thai health conscious consumer
- To understand the relationship between different marketing mix and purchasing intentions for organic food
- To recommend the appropriate factors influencing consumers to buy to the owner of organic shops

1.4 Expected Benefits

1. The researcher will understand the health conscious consumers' behavior
2. The researcher will understand the magnitude of each factors to buying's decision
3. The marketer will utilize the conclusion to make efficient marketing strategies targeting this segment

1.5 Research Scope

This paper will specially focus on perception on organic food shop of Thai health conscious consumers if opening new organic food shop is the interesting choice or not. Moreover, this research will scope only Thai consumers who live in Bangkok and who defines themselves as a health conscious people.

CHAPTER II
LITERATURE REVIEW

The theory that would be build the basic framework for consumers' behavior analysis is the black box theory of behaviorism, as illustrated in Figure 2.1, which discusses the interaction of marketing stimulus activities, environmental and social factors, consumer characteristics, decision process and consumer responses (Sandhusen, 2008). The theory doesn't view buyers' behavior as an independent factor or a set of processes within a consumer, but a relation between companies' actions, social movements, and consumer buying decisions.

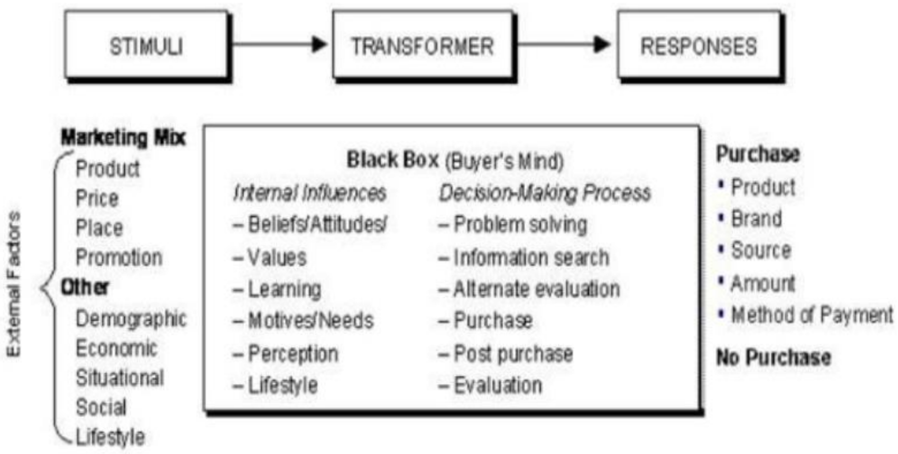


Figure 2.1 The Black Box Model of Behaviorism

We identified the external factors as healthy lifestyle trends and its driving factors such as aging population and better access to information. In this case, we want to understand the buy's mind (the black box) which would allow us to predict the impact of marketing mix to buying's intention. So, the scope of interest would be narrowed to understanding decision-making processes of the consumer which can be divided into 6 stages: problem solving, information searching, alternatives evaluation, purchasing decision, post-purchase reaction and final evaluation.

In an attempt to understand health conscious consumer, many researchers have discussed various factors that influence the first three step in the decision-making process. However, most of the work was done in the developed countries where the healthy trend has emerged for a longer period of time than in Thailand. The current study and discussion on this matter can be narrowed down by categorizing into McCarthy's 4 P's of Marketing Mix.

2.1 Product

Desirable Characteristics and Conditions of Healthy Products

One changes his or her lifestyle and adopts a healthier way of living mostly as a mean to improve one's health whether it is to lose weight or improve physical strength. So, it seems that any products or services that contribute to that end goal would attract this health conscious target group. Researches have shown that it is not always the case and the consumers give more weight to some characteristics of a healthy product than others which suggests that companies have to highlight certain aspects of their healthy products to be more appealing to the target.

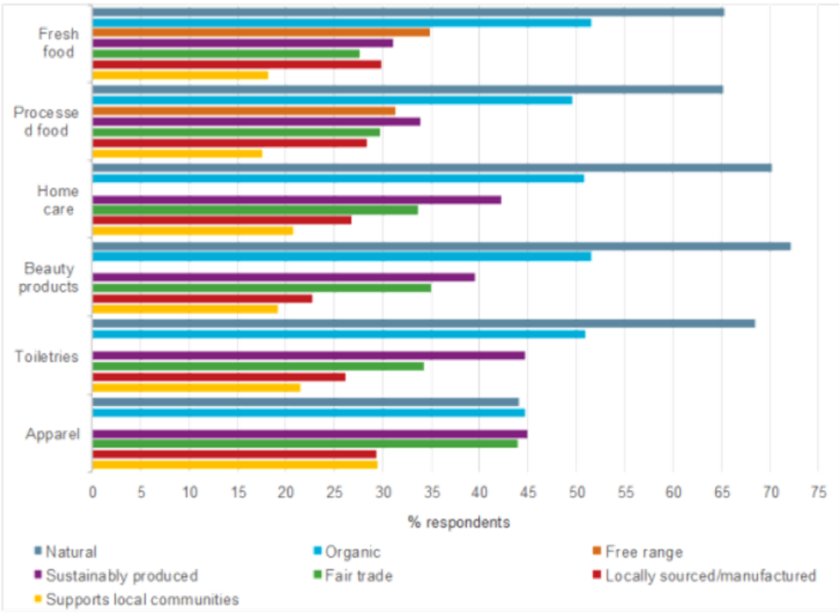
From several papers on healthy consumer analysis, basic desirable conditions of any healthy products are the level freshness in case of consumable products, chemical-substance free or safety, packaging and label clarification, and official certification (Lepisto, 2005). However, the magnitude of each conditions on purchasing decisions especially specific to Thai consumers is not widely studied.

2.2 Price

Willingness to Pay and Price Sensitivity Analysis

According to a survey conducted by Neilson Company (2015), consumers' willingness-to-pay for a premium for a product with health benefits is higher in developing markets than elsewhere. More than nine out of ten respondents in Latin America (94%), Asia-Pacific (93%), and Africa/Middle East (92%) say that they are willing to pay more for foods with health attributes to some degree. The expanding healthy lifestyle suggests that more and more consumers will give monetary value to health related features of a product.

Nevertheless, there is an evidence that points out different price sensitivity across the category. Considering Figure 2.2, more than 70 percent of respondents are willing to pay extra for beauty products that are considered 'natural' while less than 45 percent is willing to do so for toiletries. Therefore, it is important to measure the price sensitivity of Thai consumers to healthy products in order to appropriately set a price and budget marketing campaigns and related activities.



Source: Euromonitor International Annual Survey, 2013

Figure 2.2 Green Product Category Consumers Willing to Pay More

2.3 Place

Distribution Channel and Its Desirable Characteristics

Development of healthy products especially organic agriculture enables creation of the marketplace to serve this growing segment. Next to only customer education, distribution channel, particularly at retail level, is identified as the key factor in the future growth of organic food market (Vesna Brcic-Stipcevic, 2011). Current literature review suggests that distribution channel for healthy food which facilitates growth in healthy trend can be varied across regions.

In United States where healthy market is more mature than developing country, healthy products are distributed through three main channel: conventional stores, natural products retailers, and direct-to-customer channel. Though major distribution share for each channel varies across the country, a common pattern is that in large cities healthy foods are mostly distributed through smaller stores like supermarket and special natural stores whereas people tend to purchase those products in larger stores like hypermarket or direct from farmers in rural area. (Carolyn Dimitri, 2000) In United Kingdom whose organic market is the third largest in the world, much growth of this segment is contributed to non-supermarket channels such as organic food shops and farmers' market (Simon Wright, 2007). In Thailand where market is still in the expanding stage, convenience stores have gained distribution share and played a greater role in healthy food and beverages over past five years. The number of outlets and chains increased, as did the importance of convenience stores in supporting sales and new launches of products (Euromonitor, 2016).

Factors determining the structure of each country market are not widely studied however there are evidences for further study. Availability of organic foods (George M. Chryssohoidis, 2005) and extra time taking to search for place of purchase (Jolly, 1991) are identified as purchase and consumption constraints of organic foods.

Several literatures also suggested a significant correlation between urbanization and health issues such as obesity and diabetes. (Phillips, 1993; Shanthy A. Bowman, 2004) Such issue emerging from living conditions in urban area is one of the driving force behind healthy trend. (Bloch, 2011) In Thailand, Bangkok urban area accounted for nearly 80% of the total urban area according to a report by World Bank in 2010. Therefore, it is important to study the relationship between healthy customers within Bangkok area and their desirable characteristics of distribution place such as location, facilities, distance from daily activities and accessibility.

2.4 Promotion

Regarding the research on the consequence of price promotions on consumer brand assessment has generated comprehensive outcome. However, some studies have exposed sharply negative outcomes of promotions on the quality and satisfaction assessment. (Campo, 2008)

Some brands launched many assortments of price which related promotional activities to gain more new customers and keep the existing customers. There are a lot of activities of promotion such as discount, buy one get one free, joint promotion with other brands or stores, and a loyalty card with bonus point. Moreover, the promotion can increase the sale volume and amount of customers' awareness. Consumer experience may also consider the outcomes of promotions (Shen, 2007).

2.5 Brand

Product Attributes Model to Evaluate Brand and Marketing Promotion Impacts

It is unarguable that consumer's buying decision is based upon a mixture of different attributes both tangible and intangible of a product. According to Lancaster's model of product attributes, consumers have preferences for characteristics or attributes of products and each product embodies a bundle of attributes which can vary from product features such as color and size to intangible benefits such as perceived trendiness and trust. (Carol F. Gwin, 2003) In this section, we will focus on this brand attributes of the product and its impact on purchasing intention.

As presented in Figure 2, Thai consumers value different positioning of health and wellness[1] product and the growth rate shows that they are increasingly important to Thai consumers' purchasing decision with approximately 44 percent growth in health-related message's impact. Leading in the category is 'beauty from within', 'vision health' and 'weight management'. So, companies or marketplace that constantly develop the brand that associated with this attributes can be expected to have a positive performance along with the healthy lifestyle trend.

[1] Health and wellness category covers 'better for health' food and beverages, functional food and beverages, naturally healthy beverages and organic food and beverages.

% current value growth

	2014/15	2010-15 CAGR	2010/15 Total
Beauty From Within	11.6	17.8	126.8
Bone and Joint Health	4.8	4.5	24.8
Brain Health and Memory	-	-	-
Cardiovascular Health	-	-	-
Digestive Health	10.7	8.3	48.7
Endurance	7.7	8.3	48.9
Energy Boosting	3.8	5.1	28.4
Food Intolerance	8.4	7.9	46.0
General Wellbeing	5.0	7.8	45.4
Immune Support	3.5	3.8	20.4
Oral and Respiratory Health	4.5	7.2	41.3
Urinary Tract Health	-	-	-
Vision Health	9.7	12.9	83.3
Weight Management	10.0	10.2	62.6
Health and Wellness	5.9	7.7	44.7

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Figure 2.3 Sales of Health and Wellness in Thailand by Prime Positioning: % Value Growth 2010-2015

According to this research, we intend to find what are the motivation factors that influencing the purchasing intention of health conscious consumers to buy healthy food and visit healthy shop which consist of 4 Ps ; Product, Price, Place, Promotion, and Brand (as illustrated in Figure 2.4)

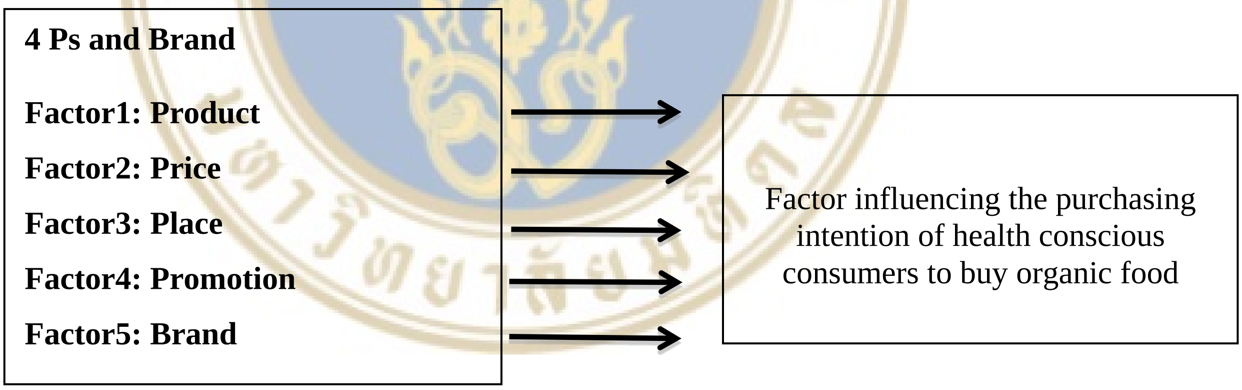


Figure 2.4 Framework of factor influencing the purchasing intention of health conscious consumers to buy healthy food and visit healthy shop

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research methods

With regards to the methodology of conducting research, there are generally two forms of research methods; qualitative and quantitative methods. As for qualitative research method, it is generally asked about feelings, motivations and attitudes of respondents (McDaniel and Roger's, 2002). It can be said that this type of research concentrates on how well of aspect is rather that amount of number. Also, the second type is called quantitative research method. It focuses on numeric analysis which can mathematically inspect the dissimilarity among people. Bryman and Bell (2007) also mentioned that quantitative method needs gathering numerical data of questionnaire and it is easier to solve problem than using qualitative method.

The aim of this Thematic Paper is to explore the factors that affect Thai healthy people' purchasing decisions when purchasing organic food. As for the goal of this research, a huge number of respondents are needed, thus, a quantitative research method is appropriate method to collect the exact data.

3.2 Instrument Development

- **The questionnaire**

  Regarding survey design, it can be divided into two sections; customers' profiles and consumption data. In terms of customers' profile, the respondents were asked about gender, age, income and education. Furthermore, the consumption data was recorded in the second section of the survey. Questions in this part were basically asked to investigate which factors can induce and which factors are important in consumers' perception when buying organic food. These factors comprise of how 4Ps (Product, Price, Place and Promotion) can influence their purchasing decision. In order to measure the factors, “Likert Scales” were applied to give respondents express how much they agree or this agree with the statement stated in survey. This research use 5- point Likert scale (5 = Strongly Disagree, 4 – Disagree, 3 – Neutral, 2- Agree, 1 – Strongly Agree). Moreover, the answers can be used to indicate which factor was more significant than another one. It can be said that using Likert Scale can help researcher remove answerers’ bias (Bradley, 2007).

The survey was created via online survey available from (https://www.surveymonkey.com). Bradly (2007) mentioned about the pros of survey software that it immediately illustrate and analyze the answers of respondents. Moreover, when using online survey software, the results can be presented in tables or charts. Langley (2011) assisted that distributing electronic survey gives us both pros and cons. In terms of pros, it provides an inexpensive distribution and instant feedback. As for cons, however, some demographic data may not be accurate as online questionnaire depends on the honesty of people’ responses. If they lied, it will lead to the inaccurate data collection. Additionally, distributing online surveys may capture only consumers who play on the internet, it may not cover all styles of consumers in Bangkok.

- **Questionnaire Design**

There are four main sectors of questionnaire. The first part is Demographic question which is used nominal scale. The second part is screen question which is also used nominal scale. The third part is research question which included the factor that influence the intention of purchasing organic food is used both nominal scale and interval scale. For the last part, the question is about purchasing intention to purchasing the organic food.

- **Pilot questionnaire**

After designing the questionnaire, pilot survey was sent to 10 people in order to check if they understand questions. Then another 20 answerers from

Bangkok were selected to do pilot to check validity of survey. This pilot survey demonstrated good outcomes even it found some errors about wording.

3.3. Data Collection

The survey was created via online survey available from (https://www.surveymonkey.com). Bradly (2007) mentioned about the pros of survey software that it immediately illustrate and analyze the answers of respondents. Moreover, when using online survey software, the results can be presented in tables or charts. Langley (2011) assisted that distributing electronic survey gives us both pros and cons. In terms of pros, it provides an inexpensive distribution and instant feedback. As for cons, however, some demographic data may not be accurate as online questionnaire depends on the honesty of people' responses. If they lied, it will lead to the inaccurate data collection. Additionally, distributing online surveys may capture only consumers who play on the internet, it may not cover all styles of consumers in Bangkok.

3.4. Data Analysis

After getting data from conducting survey, SPSS was applied to analyze these data accompanied with literature reviews. In order to analyze surveys descriptive statistics, correlation and linear regression were used. Descriptive statistics describe the main features of data collected. Researchers normally have to outline a report on what data was collected and what it illustrates. Descriptive statistics provide and summarize patterns and trends of information in relation to percentiles and frequencies.

Table 3.1 Demographic Question

Factor	Question	Reference (Adaptation)
Demographic question	What is your gender?	(Thompson, 2011)
	What is your age?	(Thompson, 2011)

Table 3.1 Demographic Question (cont.)

Factor	Question	Reference (Adaptation)
	What is your monthly income in Baht?	
	What is your level of education?	(Thompson, 2011)
	What is your occupation?	(Thompson, 2011)

Table 3.2 Screening Question

Factor	Question	Reference (Adaptation)
Screening Question	How many day do you exercise per week?	
	On average, how many glasses of alcoholic beverage do you drink a week?	
	How often do you eat snacks per week?	
	What are the major factors you consider when purchase a meal?	

Table 3.3 Research Question

Factor	Question	Reference (Adaptation)
Research Question	What is the main reason you decide to purchase the organic food at organic shop?	
Products	The cleanliness of organic food is important	(Lepisto, 2005)
	When I think about “Organic Food”, it means that products has high quality	(Lepisto, 2005)
	When I think about “Organic Food”, it means that product has no chemical contamination	(Lepisto, 2005)
	When I buy organic food, I would like to see many choices.	(Lepisto, 2005)
	If I will buy organic food I will make a decision on packaging	(Lepisto, 2005)
Price	Price of organic food is very important factor for me when I buy it	(Naridi and Gunay, 2013)

Table 3.3 Research Question (cont.)

Factor	Question	Reference (Adaptation)
	I am acceptable if the price of organic food is higher than normal food 10%	(Naridi and Gunay, 2013)
	Although price of organic food is higher than now 20%, I will purchase it.	(Naridi and Gunay, 2013)
Place	I think location of the organic food shop is very important to me when I want to buy	(Vesna Brcic-Stipcevic, 2011)
	I prefer to buy organic food at the shop that is not far from my daily activities.	(Vesna Brcic-Stipcevic, 2011)
	I like when there are many branches provided	(Vesna Brcic-Stipcevic, 2011)
Promotion	I like to buy organic food if there is a promotion such as buy 1 get 1 free, or discount price	(Shen, 2007)
	Without a good promotion, I will not buy organic food	(Shen, 2007)
	I prefer to use some promotion when I buy organic food	(Shen, 2007).
	I buy organic food because of huge promote on advertising	(Shen, 2007).
Brand	Popular brand of organic food motivates me to buy	(Carol F. Gwin, 2003)
	I will not buy, if organic food has no name or unpopular brand	(Carol F. Gwin, 2003)

CHAPTER IV
RESULTS

This research used correlation analysis to test the association between marketing elements and claimed intention to buy (organic food) in the next three months. Then, linear regression models were employed to identify significant predictors (independent variables) that can be used to predict intention scores. In addition to these analyses, cross-tabulation was also used to test the relationship between actual buying frequency and claimed intention to buy. All the significant tests used 95% confidence level to test the research hypotheses.

4.1 Research Finding

This research was sent to 180 respondents via Facebook or online channel. It received back 180 respondents which is equal to 100%.

Table 4.1 Demographic profile of respondent

	Frequency	Valid Percent
Gender		
male	55	30.6
female	125	69.4
Age		
15-20 Years	2	1.1
21-25 Years	22	12.2
26-30 Years	83	46.1
31-35 Years	43	23.9
More than 35 Years	30	16.7
Monthly Income		
Below 15,000	3	1.7
Between 15,000 – 25,000	30	16.7
25,001-35,000	51	28.3
35,001-45,000	29	16.1
45,001and above	67	37.2
Education		
high school	2	1.1
bachelor	88	48.9
master	88	48.9
phd	2	1.1
Occupation		
students	6	3.3
employee	132	73.3
government officer	14	7.8
business owner	23	12.8
retired/ unemployed	5	2.8
Total	**180**	**100.0**

Table 4.1 shows the demographic profile of the respondents who do the questionnaire in this survey. The total sample size was N = 180. This table shows that Female are the majority of the participants (69.4%). Respondents who are aged between 26 – 30 years are the majority (46.1%). Most of respondents are earned the monthly income above 45,001 Baht (37.2%), studied in Bachelor and Master with the same portion (48.9%), and worked as office employee (73.3%).

Table 4.2 Health Screen

		Frequency	Valid Percent
How many day do you exercise per week?			
Valid	I don’t regularly exercise	53	29.8
	once a week	42	23.6
	2-4 days a week	67	37.6
	5-7 days a week	16	9.0
	Total	178	100.0
How many glasses of alcoholic beverage do you drink a week?			
Valid	no I don't drink	99	55.6
	1-3	66	37.1
	4-10	8	4.5
	11-15	1	.6
	more than 15	4	2.2
How often do you eat snacks			
Valid	Almost never	36	20.2
	Once or twice per week	78	43.8
	3 to 4 per week	53	29.8
	5 to 7 per week	11	6.2
	Total	**178**	**100.0**
Missing	System	2	
Total		180	

Table 4.2 shows the screening question. For this part, there are 3 questions that used to screen whether the respondents are health conscious or not. For these 3 questions, if they exercise once a week or more, don’t drink alcohol or drink only 1-3 glasses, and never consume snack or consume snack more than once or twice per week, this will be shown that these group of respondents care about their health which can refer that they are health conscious customers.

For some of the respondents that are not health conscious and answer the question in Table 4.3 (buy/consume Organic food) that they never or rarely consume organic food, they will skip to the last question, “What is the most important reasons that you do not buy organic food?” in Table 4.4.

Table 4.3 Buy/ Consume Organic Food

How often do you buy/consume organic food?			
		Frequency	Valid Percent
Valid	I have never consumed organic foods	15	8.6
	I rarely consume organic foods	45	25.7
	I sometimes consume organic foods	75	42.9
	I often consume organic foods	30	17.1
	I always consume organic foods	10	5.7
	Total	175	100.0
Missing	System	5	
Total		180	

Table 4.3 shows the frequency of customers who buy or consume the organic food. The majority of them claimed to consume or buy organic food sometimes (42.9%), followed by rarely consume (45%), often consume (17.1%), never consumer (15%), and always consume (5.7%) respectively.

Table 4.4 Reason that respondents do not buy Organic food

What is the most important reasons that you do not buy organic food?			
		Frequency	Valid Percent
Valid	tast is not good	22	37.3
	Price is too high comparing with normal food (ราคาแพง)	18	30.5
	Creditability of organic label is not clear (ไม่เชื่อถือว่าเป็นสินค้าที่ Organic จริง)	5	8.5
	No attractive promotion offer (ไม่มีโปรโมชั่นที่ดึงดูด)	2	3.4
	Not available in convenient stores I go to (หาซื้อยาก)	12	20.3
	Total	59	100.0
Missing	System	121	
Total		180	

Table 4.4 shows the reason why customers do not buy the organic food. The majority of them claimed that taste is not good (37%), followed by price is too high

comparing with normal food (30.5%), not available in convenience stores I go to (20.3%), creditability of organic label is not clear (8.5%), and no attractive promotion offer (3.4%) respectively.

Table 4.5 What is the main factors you consider when purchase a meal? (Please select only 2 most important)

Value to Money (ความคุ้มค่าต่อราคา)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	125	69.4	69.4	69.4
	Yes	55	30.6	30.6	100.0
Taste (ความอร่อย)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	59	32.8	32.8	32.8
	Yes	121	67.2	67.2	100.0
Total Calories (ปริมาณแคลอรี่ต่อมื้อ)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	148	82.2	82.2	82.2
	Yes	32	17.8	17.8	100.0
Cleanliness and Freshness (ความสะอาดและความสดของวัตถุดิบ)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	91	50.6	50.6	50.6
	Yes	89	49.4	49.4	100.0
No chemical residue (ความปลอดภัยจากสารตกค้าง)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	142	78.9	78.9	78.9
	Yes	38	21.1	21.1	100.0
	Total	**180**	**100.0**	**100.0**	

Table 4.5 shows the main factor that respondents consider when they purchase a meal. It can be seen that the respondents choose taste the most, followed by cleanliness and freshness, value to money, no chemical residue and total calories respectively.

Table 4.6 Mean and response of product element

	Mean	Std. Deviation
The cleanliness of organic food is important	4.43	.832
When I think about "Organic Food", it means that products has high quality	4.07	.857
When I think about "Organic Food", it means that products has no chemical contamination	4.35	.798
When I buy organic food, I would like to see many choices.	4.07	.802
If I will buy organic food I will make a decision on packaging	3.31	.824
Grand Mean	4.05	.568

Table 4.6 shows the mean scores of each product elements. The grand mean is 4.05. Regarding the product element, cleanliness of organic food received highest mean responses (4.43), followed by no chemical contamination (4.35), high quality (4.07), have many choices (4.07), and packaging (3.31) respectively.

Table 4.7 Mean and response of price element

	Mean	Std. Deviation
Price of organic food is very important factor for me when I buy it	3.45	1.014
I am acceptable if the price of organic food is higher than normal food 10%	3.81	.876
Although price of organic food is higher than now 20%, I will purchase it.	3.48	.878
Grand Mean	3.58	.530

Table 4.7 shows the mean scores for each price elements. The grand mean is 3.58. Regarding the price element, they are acceptable if the price is higher than normal food received highest mean responses (3.81), followed by if price is higher than now 20%, they will purchase (3.48), and price is very important factor (3.45) respectively.

Table 4.8 Mean and response of place element

	Mean	Std. Deviation
I think location of the organic food shop is very important to me when I want to buy	4.11	.916
I prefer to buy organic food at the shop that is not far from my daily activities.	4.05	.931
I like when there are many branches provided	4.18	.833
Grand Mean	4.11	.792

Table 4.8 shows the mean scores for each place elements. The grand mean is 4.11. Regarding the place element, many branches provided received highest mean response (4.18), followed by location is very important (4.11), and shop that not far from my daily activities (4.05) respectively.

Table 4.9 Mean and response of Promotion element

	Mean	Std. Deviation
I like to buy organic food if there is a promotion such as buy 1 get 1 free, or discount price	3.71	1.003
Without a good promotion, I will not buy organic food	2.65	.875
I prefer to use some promotion when I buy organic food	3.61	.902
I buy organic food because of huge promote on advertising	2.83	.928
Grand Mean	3.20	.714

Table 4.9 shows the mean scores of each promotion elements. The grand mean is 3.20. Regarding the promotion element, they will buy if there is a promotion received high mean response (3.71), followed by prefer to use some promotion (3.61), huge promote on advertising (2.83), and without a good promotion, they will not buy (2.65) respectively.

Table 4.10 Mean and response of Brand element

	Mean	Std. Deviation
Popular brand of organic food motivates me to buy	3.18	1.029
I will not buy, if organic food has no name or unpopular brand	2.54	.887
Grand Mean	2.86	.849

Table 4.10 shows the mean scores of each brand elements. The grand mean is 2.86 which is the lowest element when compare with other independent factor. Regarding the brand element, popular brand motivates to buy received the highest mean response (3.18), followed by they will not buy if there is no name or unpopular brand (2.54).

Table 4.11 Mean for all factors

Factors	Mean	Level of Importance
Product	4.05	Very important
Price	3.58	Moderate important
Place	4.11	Most important
Promotion	3.20	Moderate important
Brand	2.86	Moderate important

Table 4.11 shows all the factors that received the highest mean until the lowest mean which are place (4.11), followed by product (4.05), Price (3.58), promotion (3.20) and brand (2.86) respectively. For the highest mean, it means the highest important.

Table 4.12 Correlation analysis between X and Y

Correlations		
		Next time when I go to grocery shopping or buy a meal I will buy organic foods
Next time when I go to grocery shopping or buy a meal I will buy organic foods	Pearson Correlation	1
	Sig. (2-tailed)	
	N	109
PRODUCT	Pearson Correlation	.301**
	Sig. (2-tailed)	.001
	N	109
PRICE	Pearson Correlation	.160
	Sig. (2-tailed)	.097
	N	109
PLACE	Pearson Correlation	.480**
	Sig. (2-tailed)	.000
	N	109
PROMOTION	Pearson Correlation	-.074
	Sig. (2-tailed)	.447
	N	109
BRAND	Pearson Correlation	-.116
	Sig. (2-tailed)	.229
	N	109

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.12 shows correlation coefficients between marketing elements and claimed intention to buy organic food in the next three months. Place had highest correlation (r = .480) followed by product (r = .310) and price (r = .160) respectively; only place and product elements were statistically significant at 95% confidence level. This means as respondent rated higher scores for place and product, the intention to buy also increases in the same direction.

Table 4.13 Correlation analysis between X and X

Correlations

		PRODUCT	PRICE	PLACE	PROMOTION	BRAND
Next time when I go to grocery shopping or buy a meal I will buy organic foods	Pearson Correlation	.301**	.160	.480**	-.074	-.116
	Sig. (2-tailed)	.001	.097	.000	.447	.229
	N	109	109	109	109	109
PRODUCT	Pearson Correlation	1	.324**	.439**	-.008	.096
	Sig. (2-tailed)		.001	.000	.934	.319
	N	109	109	109	109	109
PRICE	Pearson Correlation	.324**	1	.058	.266**	.113
	Sig. (2-tailed)	.001		.547	.005	.242
	N	109	109	109	109	109
PLACE	Pearson Correlation	.439**	.058	1	-.046	-.194*
	Sig. (2-tailed)	.000	.547		.633	.043
	N	109	109	109	109	109
PROMOTION	Pearson Correlation	-.008	.266**	-.046	1	.464**
	Sig. (2-tailed)	.934	.005	.633		.000
	N	109	109	109	109	109
BRAND	Pearson Correlation	.096	.113	-.194*	.464**	1
	Sig. (2-tailed)	.319	.242	.043	.000	
	N	109	109	109	109	109

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.13 shows correlation analysis between factor and factor. For promotion and brand, they had highest correlation (r = .464) follow by product and place (r = .439), product and price (r = .324), product and brand (r = .096), and product and promotion (r = .008) respectively; only product and price, product and place, and price and promotion were statistically significant at 95% confidence level.

Table 4.14 Model Summary - Enter method

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.509[a]	.259	.223	.728

a. Predictors: (Constant), BRAND, PRODUCT, PRICE,

Table 4.14 shows summary statistics of the linear regression model. The dependent variable is claimed intention to buy, and the independent variables include product, price, place, promotion, and brand. The overall framework can be written as followed.

Claimed intention = f (product, price, place, promotion, brand)

The R square (explained variance) was .259 or 25.9% of the variance of claimed intention can be explained by our regression model. The variances leftover ~74.1% should be explained by other independent variables not included in this survey. The R square was significant as reported by the F statistic in ANOVA table (F = 7.202, p-value = 0.000)

Table 4.15 Regression coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.002	.687		1.459	.147	-.360	2.365
	PRODUCT	.097	.151	.066	.642	.523	-.202	.395
	PRICE	.213	.147	.136	1.448	.151	-.079	.504
	PLACE	.455	.103	.436	4.412	.000	.250	.659
	PROMOTION	-.095	.116	-.082	-.816	.416	-.326	.136
	BRAND	-.015	.098	-.015	-.151	.880	-.209	.179

a. Dependent Variable: Next time when I go to grocery shopping or buy a meal I will buy organic foods

Table 4.15 reports the corresponding coefficients for each predictor. Only place was found statistically significant in predicting claimed intention score (beta = .455, t = 4.412, p-value = 0.000). This suggests that the insignificant variables can be removed from the model, hence stepwise method was recommended.

Table 4.16 Model summary - Stepwise method

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.480[a]	.231	.223	.728

a. Predictors: (Constant), PLACE

The R square slightly reduced compared to the original model due to reduced number of independent variables from five to one. The new model explained around 23% of the variances in claimed intention to buy. Adjusted R square remained the same as the original model.

Table 4.17 Regression coefficients from stepwise method (Final model)

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.619	.370		4.373	.000	.885	2.354
	PLACE	.501	.088	.480	5.662	.000	.325	.676

a. Dependent Variable: Next time when I go to grocery shopping or buy a meal I will buy organic foods

Table 4.17 reports the regression coefficients from the final stepwise model. Place was the only significant predictor (beta = .501, t = 5.662, p-value = 0.000) at 95% confidence level. The final model can be written as follow and this model can be used to predict claimed intention score if place score is known.

Claimed intention = 1.619 + 0.501 (place)

Table 4.18 Cross-tabulation actual frequency and claimed intention

			How often do you buy/consume organic food?			
			I sometimes consume organic foods	I often consume organic foods	I always consume organic foods	Total
Next time when I go to grocery shopping or buy a meal I will buy organic foods	Definitely will not buy	Count	1_a	0_a	0_a	1
		% within How often do you buy/consume organic food?	1.4%	0.0%	0.0%	.9%
	Probably will not buy	Count	5_a	0_a	1_a	6
		% within How often do you buy/consume organic food?	7.2%	0.0%	10.0%	5.5%
	Neither nor	Count	31_a	5_b	0_b	36
		% within How often do you buy/consume organic food?	44.9%	16.7%	0.0%	33.0%
	Probably will buy	Count	26_a	21_b	3_a	50
		% within How often do you buy/consume organic food?	37.7%	70.0%	30.0%	45.9%
	Definitely will buy	Count	6_a	4_a	6_b	16
		% within How often do you buy/consume organic food?	8.7%	13.3%	60.0%	14.7%
Total		Count	69	30	10	109
		% within How often do you buy/consume organic food?	100.0%	100.0%	100.0%	100.0%

Each subscript letter denotes a subset of How often do you buy/consume organic food? categories whose column proportions do not

From the above table, those who 'sometimes consumers of organic food' were less likely to buy organic food in the next three months. We can see only 46.4% claimed that they will probably/definitely consider buying organic food in the near future. By contrast, if we look at those who often/ always consumed organic food, we can see the percentages of those who claimed they will probably/ definitely buy organic food were much higher i.e. above 80% (green highlighted cells). The relation between actual frequency and claimed intention to buy was statistically significant at 95% confidence as reported by Chi-square statistic in table 4.19 as below (Chi-square = 32.749, p-value = 0.000).

Table 4.19 Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32.749[a]	8	.000
Likelihood Ratio	31.915	8	.000
Linear-by-Linear Association	16.536	1	.000
N of Valid Cases	109		

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .09.

Table 4.20 Summary of Results

Factor	Result	Reason
Place	Significant	'Place' got the highest mean when compared with other factors and is the only factor that is statistically significant. Therefore, place is the factor that influencing the purchasing intention of health conscious consumers to buy organic food.
Product	Not significant	Even this factor is not significant but this factor also got the very high mean when compared with other factors. However, this factor will not influencing the purchasing intention of health conscious consumers to buy organic food much when compares with place.
Price	Not significant	This factor got the moderate mean and this factor is not significant. Therefore, price is not the factor that influencing the purchasing intention of health conscious consumers to buy organic foods.
Promotion	Not significant	This factor got the moderate mean and this factor is not significant. Therefore, price is not the factor that influencing the purchasing intention of health conscious consumers to buy organic foods.
Brand	Not significant	This factor got the moderate mean and this factor is not significant. Therefore, price is not the factor that influencing the purchasing intention of health conscious consumers to buy organic foods.

4.2 Discussion

Thai Consumer Behavior

In order to study the behaviors of Thai consumers for healthy products specifically organic food, the study is designed to target the population living in Bangkok and vicinities provinces because of two main reasons – high level of education and urbanization, main drivers of health conscious trend. These, with other supporting factors like high level of income, allowed this pool of interviewees to represent the target group that this study aimed to understand.

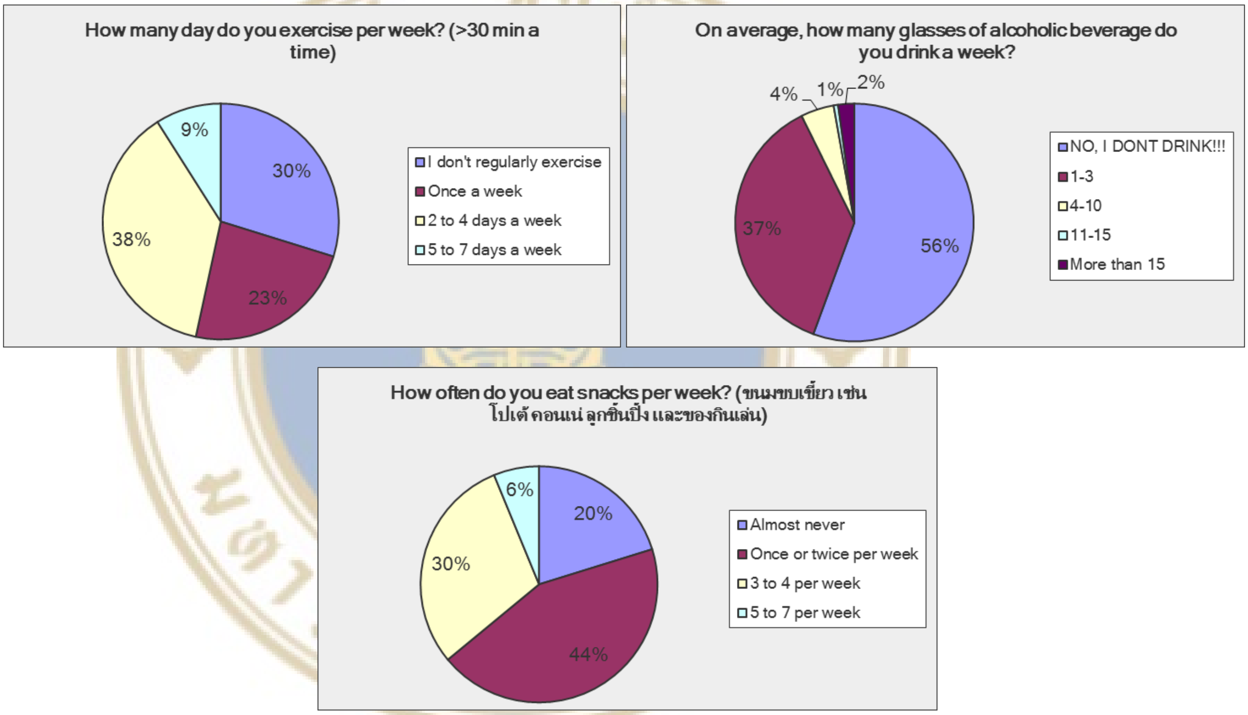


Figure 4.1 Summary of Health-related Behaviors

So, as we scoped down to factors that Thai consumers take into consideration when they purchase daily meals, the result shows that 'Taste' leads the category and is followed by 'Cleanliness and Freshness' as illustrated in Figure 4.2 and explained in the previous section. Thais are known to be very particular when it comes to food. Thai cuisine is one of the most popular cuisines in the world because of the complexity and yet harmonious of distinct tastes from sour to spicy and sweet to aromatic. Therefore, it doesn't come as a surprise to me that Thais put 'Taste' as the most important. However, the findings from previous section that organic food is considered as bland or not tasty could be pointing that organic food is not widely adjusted to target Thai eating preferences.

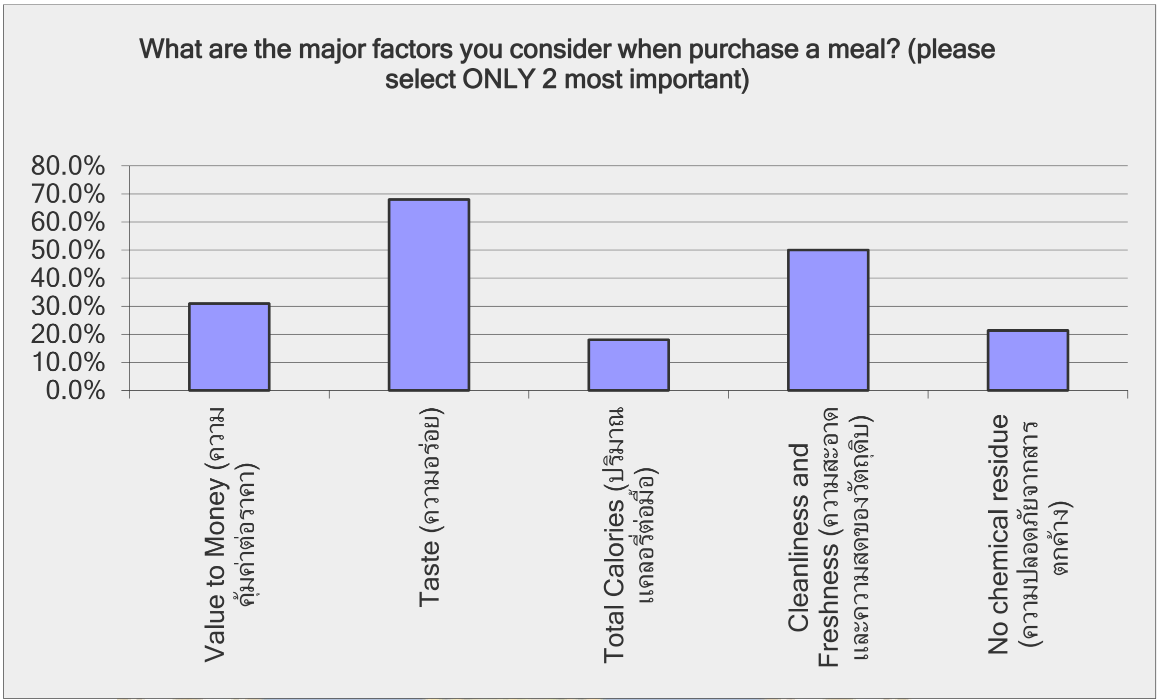


Figure 4.2 Factors to Consider in Meals Purchasing

Comparison to Previous Studies

In a comparison with previous studies, there are both similarities and differences in the research result. Considering the study by Vesna Brcic-Stipcevic (2011), which focused on US and EU organic market, Thais consumers share the same view on the importance of distribution channel. In those mature markets, sufficient marketplace is needed to nurture growth in organic market. Also, a report by Euromonitor (2016) on Thai health and wellness suggested that places like convenient stores and supermarket have an important role in stimulating buying intentions of organic food in Thailand which is in line with the result of this study.

On the other hand, most of the studies suggested that there are other factors that impact the intentions to buy organic food as well; all of which are included in the research questions, namely product, price, promotion, and brand. However, this research doesn't give significant results on those factors. My rational assumption is that it is resulted from the different growth stage of other markets in previous studies and Thai market. For example, a study by Lepisto (2005) suggested that product attributes like label and certification are significant for consumers but in Thailand, where those governing systems are still lacking, we don't even have those 'organic guaranteed' label in marketplace. Also, as suggested in the study by Carl K. Winter (2006), brands and its associated characteristics such as trustworthiness have positive impacts on consumer preferences among different brand of organic foods. However, most of organic brands in Thailand are local and small-scale. Plus, market share for each brand is very little which drove less competition in Thai market. So, we see very little to none investment in branding among Thai organic sellers.

In addition, place is significant related to the research of (Nasruddin et al, 2015) as place is the first stage of new product lauched. If there is no place or distribution channel for the product to place on, so the sellers cannot show the products. Also, if there is no place to sell the products the sellers cannot set the price and also the promotion. Regarding to the result from the research, people will buy the organic food when they have many branches provided and lacated near them.

CHAPTER V
CONCLUSION

As healthy lifestyle has been an apparent trend all over the world and the area of interest in consumer research for many years (LIVESTRONG Foundation, 2013). To gain the benefits of this trend, the owner of organic supermarket or marketing manager have to observe the important factors that influence the purchasing intention of health conscious consumers to buy or consume the organic foods.

As summarized in Figure below, respondents in general do not live a strict healthy lifestyle. When it comes to health related behaviors, drinking habits is the leading category as 93% of the sample usually consume less than 3 glasses of alcoholic drinks per week and more than half of 180 respondents do not drink at all. Exercise is the category with least positive responds as 53% of the sample exercise less than 2 days a week. The result suggested that Thai consumers tend to take care of their eating behaviors first which is understandable as it is easier to make good choices when it comes to food.

From data gathered of this research, this research has five potential factors which are 4Ps of marketing mix (product, price, place, and promotion) and brand. However, only the place is the factor that was significant. It means that consumers think that place is the most important factor to consider when they want to buy or consume the organic foods. As for place, health conscious consumers perceive that location of organic food shop is very important for them when they want to buy organic food. They perceive that if organic shop is not far from their daily activities and also have many branches provided they will buy organic food.

On the other hand, the reason that product is not significant is first, time constraint as I have time to send the questionnaire to people and analyze only around 2 weeks so the sample size is quite small. Moreover, ‘No chemical residue’ which is directly related to organic food, the subject of this study, gets almost the least responds from the survey. This could be suggesting that Thai consumers are not widely concerned about chemical substance usage on their food and make purchasing decisions less likely on it. As a result, we can predict that organic food industry in Thailand, though at the growing stage, is still underdeveloped and consumers are not familiar with the products and its benefits. This assumption will be discussed further in the next section.

5.1 Recommendation

Considering the owner of organic supermarket, owner of organic food, or marketing manager, in order to attract more health conscious consumers to purchasing the organic foods, you have to focus more on place as for the research place is the only factor that is significant. You have to try to increasing the distribution channel so it will be easy and convenience for consumers to purchasing the organic food. Plus, you can place the product more on the supermarket, and convenience store. Moreover, you can increase the distribution channel in the online channel to make it more and more convenience. Also, you should have delivery services to reach to the consumers who are not stay in Bangkok and the consumers who stay in outskirts. Even the respondents are not focusing on product, price, promotion, and brand but you should still looking at this factor too. Not only the place that can be attracted more consumers to buy or consume the organic foods but you should focus the rest factors too. For product, you should look at the quality and you should have more variety of products in the store so consumers will have more choices to choose. For price, respondents do not care much as they knew that the price of organic foods will be more expensive than the normal foods because of the complicated process before it became the organic foods. For promotion, it can be attracted more customer to buy more organic foods. Give them some promotion such as buy one get one free, discount. However, this factor can be attracted consumers to buy the organic foods in the short period. But for the brand, consumers will not focus much as this factor got the lowest mean. In my opinion, the good quality and variety of products are enough for them.

5.2 Limitations and Future Research

- The time constraint is the main limitation of this research study, as the time is too short and the researcher did not have enough time to enlarge the research.
- The sample size that the researcher conduct is quite small so the result that come out may not accurate.
- The research is not set the target no. about sex, age, income and occupation so the result that come out may not accurate.

For the future study, it could be applied to the large sample size more than 180 respondents. Moreover, it should choose the respondents only the one who is health conscious and consume the organic food because for this research, the researcher conducted random people which there are some respondents that are not health conscious and not likely to consume or buy the organic food. For the result, after the respondents did the screening question there are only 109 peoples who can do the next part (Research question). Finally, as place is the most important factor in this research, the researcher should be studied and investigated more in order to know the right point to health conscious customers.

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APPENDICES

Appendix

Appendix A Questionnaire

“Factor influencing the purchasing intention of health conscious consumers to buy organic food”

This questionnaire has been developed by Mahidol University’s International Student to be used for Thermatic Study. All of the information given by respondents will be treated with high confidentiality and the given information will be used for education purpose only. Please complete all questions truthfully by selecting the answers you prefer or fit with your opinion.

Part 1 Demographic

1. What is your gender?

    a) Male

    b) Female

2. Age

    a) 15-20 Years

    b) 21-25 Years

    c) 26-30 Years

    d) 31-35 Years

    e) More than 35 Years

3. What is your monthly income in Baht?

    a) Below 15,000

    b) Between 15,000 – 25,000

    c) 25,001-35,000

    d) 35,001-45,000

    e) 45,001and above

4. What is your level of education?

    a) High School

    b) Bachelors

    c) Masters

    d) PhD

5. What is your occupation?

    a) Employees

b) Business owners

c) Government employees

d) Students

e) Unemployed

Part 2 Screening Questions

6. How many day do you exercise per week? (>30 min a time)

a) I don’t regularly exercise

b) Once a week

c) 2 to 4 days a week

d) 5 to 7 days a week

7. On average, how many glasses of alcoholic beverage do you drink a week?

a) No, I DON’T DRINK

b) 1-3

c) 4-10

d) 11-15

8. How often do you eat snacks per week?

a) Almost never

b) Once or twice per week

c) 3 to 4 per week

d) 5 to 7 per week

9. What are the main factors you consider when purchase a meal? (Please select only 2 most important)

a) Value to Money

b) Taste

c) Total Calories

d) Cleanliness and Freshness

e) No chemical residue

10. How often do you buy/ consume organic food?

a) I have never consumed organic foods

b) I rarely consume organic foods

c) I sometimes consume organic foods

d) I often consume organic foods

e) I always consume organic foods

Part 3 Research Questions

11. What is the main reason you decide to purchase the organic food at organic shop?

a) Price : Affordable price

b) Place : Easy to find or buy / Convenience

c) Product : Clean/ Variety of choice/ Quality of Product

d) Promotion : Way to promote/ Price discount

e) Brand : Brand of organic food

Product

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
The cleanliness of organic food is important					
When I think about “Organic Food”, it means that products has high quality					
When I think about “Organic Food”, it means that product has no chemical contamination					
When I buy organic food, I would like to see many choices.					
If I will buy organic food I will make a decision on packaging					

Price

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Price of organic food is very important factor for me when I buy it					
I am acceptable if the price of organic food is higher than normal food 10%					
Although price of organic food is higher than now 20%, I will purchase it.					

Place

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
I think location of the organic food shop is very important to me when I want to buy					
I prefer to buy organic food at the shop that is not far from my daily activities.					
I like when there are many branches provided					

Promotion

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
I like to buy organic food if there is a promotion such as buy 1 get 1 free, or discount price					
Without a good promotion, I will not buy organic food					
I prefer to use some promotion when I buy organic food					
I buy organic food because of huge promote on advertising					

Brand

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
Popular brand of organic food motivates me to buy					
I will not buy, if organic food has no name or unpopular brand					

Next time when I go to grocery shopping or buy a meal I will buy organic foods.

a) Strongly disagree

b) Disagree

c) Neutral

d) Agree

e) Strongly agree

Thank You