

**FACTORS THAT INFLUENCE PURCHASE INTENTION OF
FUSION DESSERT OF THAI CONSUMERS**



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entitled
**FACTORS THAT INFLUENCE PURCHASE INTENTION OF
FUSION DESSERT OF THAI CONSUMERS**

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ABSTRACT

The purpose of this paper is to study the factors influencing the intention to buy fusion desserts. This study aims to increase an understanding of factors that have an impact on the purchase intention of Thai consumers with fusion dessert. The focus is on 4 independent factors (eWOM, Food Quality, and Social Influence) that have influence on attitude toward fusion dessert and attitude toward fusion dessert has relationship with purchase intention. This research uses quantitative approach with total of 204 respondents.

Results reveal the factors influencing attitude towards fusion dessert are eWOM and food quality and attitude towards fusion dessert has a relationship with purchase intention. The information from the research can help to inform entrepreneurs who have their own fusion dessert café or who sell fusion dessert online about the important factors that have an impact on purchase intention towards fusion dessert.

KEYWORDS: Fusion dessert/ Purchase intention/ Thailand

42 pages

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CHAPTER I

INTRODUCTION

In the past, migration and acculturation have been associated with food habits (Wandel, Raberg, Kumar & Holmboe-Ottesen, June 2007). Nowadays, globalization brings people from different continents closer, which also brings culture and creative fusion foods (Chae, August 2013). People from different countries often exchange recipes and ideas about food. Fusion has been happening for centuries, for as long as people have travelled. People would take their comfort food with them, then use whatever they could find locally to make it taste how they liked (Huang, 2013). Fusion food has traditionally appeared where societies live close to each other. In the past, fusion food took a long time to create but now, however, with the internet and global travel, ideas and trends exchange faster (Clay, November 2013).

Fusion food is a mixture of two or more different types of food originating from different places to create a new taste (Thianthai, June 2003). Fusion food has been around for a long time with people trading food as they traveled, but it became popular during the 1970's in California. Many French chefs began mixing French food with Asian food from China and Vietnam. The concept rapidly expanded across America and into Europe becoming one of the hottest food trends in the world (David Farbacher, 2011). Good fusion cuisine mixes and matches ingredients and cooking techniques from many cultures, creating a seamless and fresh dish.

Fusion foods have been evolving and expanding over time and now include every part of the meal. Fusion dessert is a mixture of two or more different types of dessert or a mix and match of savory food with dessert originating from different places to make a new taste. For example, ice-cream with cotton floss, chocolate-banana Wontons (A Chinese fusion dessert), mango panna cotta with crumbled bread, Global Warming dessert (A blue sky chocolate dome and secret dessert inside), etc. Thai chefs have been mixing Thai desserts with international dessert for example coconut pudding topped with blueberries (เค้กตะโก้บลูเบอร์รี่), sweet

sticky rice with mango (เค้กข้าวเหนียวมะม่วง), syrup-soaked banana (พายกล้วยเชื่อม), etc. Fusion desserts also include Thai desserts baked with cake and ice-cream serve with Thai desserts such as miniature imitation fruits made from soy beans (ลูกชุบ), bean-paste dessert (เมื่อดุน), etc.

Nowadays, Fusion foods and desserts are becoming popular in Thailand. They are largely gaining popularity among teenagers and the working class (Cumming, 2000). You can see many fusion restaurants and fusion dessert cafés in every mall with the number of cafés increasing rapidly. For example; “After You”, is a dessert café that combines Asian desserts together, “Sulbing”, is a Korean dessert café. However, the dessert café business is highly competitive as there are many cafés that customers can choose such as Thai, Japanese, Korean, etc. According to Kasikorn Research Center, in 2015 franchise restaurant industries grew 6.9-8.9 percent and 1.1 billion baht. From Statistical Yearbook Thailand, in 2015, sweet and savory snacks had a sales growth of 10% reaching 34.7 billion baht.

Word of Mouth (WOM) is face-to-face communication about products, services, or companies in which customers tell other people how they perceive certain products or services. When WOM is posted on social media it becomes Electronic Word of Mouth (eWOM). According to Internet Live Stats, internet usage in Thailand has been growing considerably since last year. People like to share what is happening with their life including sharing pictures of their food on social media. EWOM gives people the opportunity to spread information faster as well as influence their friends more effectively as to the products and services of a company.

1.1 Problem Statement

Many people who like to bake would like to have their own dessert café. They create new dessert menus to attract customers to visit their café. Most of the new menus that they create contain fusion desserts and these menus spark interest creating regular customers for the café. Therefore, the fusion dessert business has become highly competitive and is bringing in large profits for the owners. This study wants to

examine the important factors that influence buying behavior of fusion dessert in Thai consumers.

1.2 Research Objectives

The research objectives of this study are to study the factors influencing the intention to buy fusion desserts.

1.3 Research scope

This research will focus on Thai respondents who live in Bangkok aged 15-50 years old who recently ate or bought fusion dessert in the last 3 months. The range of respondents starts at 15 years due to children under 15 not having much say in the desserts they eat as their parents generally choose for them. Those over 50 years of age may be more concerned about health altering their decision to eat dessert more than those under the age of 50. This study researched 200 people.

1.4 Expected Benefit

It is hoped that this study will be useful for marketers, entrepreneurs, product developers, investors and anyone who is interested in the dessert business as a whole by informing on how to attract customers and peak their interest in new desserts in this ever- changing, highly competitive field.

CHAPTER II

LITERATURE REVIEWS

2.1 Literature Reviews

2.1.1 Purchase Intention (PI)

Purchase intention is the readiness and willingness of a client to purchase a product or service (Kotler & Armstrong, 2010). Purchase intention shows what the consumers are interested in and what they intend to purchase (Blackwell et al., 2001). Brown (2003) proposes that customers who have intentions to buy products and service will have higher buying rates than customers who don't have any intention to buy.

According to Dodds and Monroe (1985), the willingness to buy depends on the value of each product or service that the customer perceives. Purchase intention can begin from people comparing and evaluating product or service value for expected benefits with the expected costs. Expected benefits are the benefits that the customer will receive after buying product or service. Expected costs are any costs that the customer is willing to pay for getting the product or service. Usually purchase intention is associated with perception, consumers' behavior, and attitude. Purchase behavior is the important key point for consumers before they make purchase (Keller, 2001). Not only has purchase intention impact on purchasing process but also price, value, or quality (Zeithaml, 1988; Grewal et al., 1998).

2.1.2 eWOM (Electronic word-of-mouth)

Word-of-mouth or WOM has been defined as face-to-face communication between sender and receiver, who are not commercial entities, about product, service or brand (Anderson, 1998; Harrison-Walker, 2001; Carl, 2006). This is the reason why consumers trust WOM over the company's advertisement (Herr et al., 1991). Henning-Thurau et al., 2004 said that online WOM, or eWOM, can be described as any good or bad word made by existing, or previous customers about product, service or brand,

which is made accessible to many people through the Internet. EWOM differs from WOM as it is text-based (Godes and Mayzlin, 2004; Park et al., 2007).

Social media websites have created valuable opportunities for eWOM conversation. Now people like to share experience about products, services and brands with their friends and associates. EWOM can influence consumers' attention (Gruen et al., 2006; Henning-Thurau et al., 2004). Moreover, the messages that people post on social media websites could have an impact on the purchase decision of consumers as the messages are created by other consumers who have had direct experiences with those products, services or brands (Godes and Mayzlin, 2004; Park et al., 2007). Many studies on online information sharing have focused on eWOM with an emphasis firstly on information about products, services and brands (King et al., 2014).

The purchase risk perceived by the consumer depends on the degree of involvement; high risk purchase on high involvement product or service and low risk purchase on low involvement product or service [(Rossiter et al., 1991) and (Zaichkowsky, 1985)] also confirms that the purchase risk perceived by the consumer depends on the degree of involvement. People try to look for information on high involvement product as much as possible to minimize risks and reduce uncertainty (Roberson, 1976; Brooker, 1981). EWOM is one of the sources of information that people can easily collect information on products, services and brands in order to compare and evaluate before making a purchase decision.

2.1.3 Consumer Attitude

In psychology, attitude is an emotional trend that is explicit by evaluating some degree of favor or disfavor (Eagly and Chaiken, 1993). Related to Jung, explained attitude is a readiness of the mind to act or react in a confident way (Main, R., 2004). Attitude has the tendency to endure overtime. Attitude can be changed when consumers meet something new (Ajzen, 2001; Chen, 2007; Armstrong, 2009). The consumer attitude and desire to purchase a product or service is dependant on personal desirability of performing behavior and consumer attitude (Ajzen, 2001; Tarkiainen & Sundqvist, 2005; Chen, 2007).

The theory of planned behavior (TPB) can measure consumer attitude (Aertsens et al., 2009; Tarkiainen & Sundqvist, 2005). This theory is the most popular

applied models in the area of food choice used to forecast and describe human behavior (Dean et Al., 2008). From TPB theory, purchase intention is essentially dictated by three elements. One element is the attitude of the person towards affect in the behavior that is known as purchasing attitude (Ajzen, 1991; Chen, 2007). Consumers' attitude is an essential factor that influences consumers' purchase intention towards product or service.

2.1.4 Social Influence

Social influence is defined as one person changing behavior in order to follow others. The changed person will feel that they have a relationship with other people, influencers and society. Prescriptive purpose associates with communal sentiment from one's community to adapt to their prospect, while information social influence affects getting information from another person without question (K.O. Lee et al., 2011). Basil (1996) and Friedman and Friedman (1979) explained that social influence has been effective by celebrity endorsers. Friedman and Friedman (1979) said that using celebrities to promote products or service drew more attention more than using a specialist or typical consumer. The celebrity was overall more effective in making consumers want to purchase the product.

2.1.5 Quality

Quality is basic standard of product or service (Churchill & Surprenant, 1982; Johnson & Fornell, 1991). In previous marketing research perceived quality is explain that "consumer's estimate about an entity's overall excellence" (Zeithaml, 1987). Perceived quality is a form of appraisal or an attitude towards purchasing products (Olshavsky, 1985; Parasuraman et al., 1988), results from comparisons between expectations and actual perceptions of performance (Garvin, 1993; Hjorth-Anderson, 1984). From the customer's side, perceived quality is a personal event that shifts in view of who is consider the product or service (Holbrook & Corfman, 1985).

2.2 Hypothesis development

H1: EWOM has a positive effect on attitude towards fusion dessert.

H2: Social influence has a positive effect on attitude towards fusion dessert.

H3: Food quality has a positive effect on attitude towards fusion dessert.

H4: Attitude towards fusion food has a positive effect on consumer purchase intention of fusion dessert.

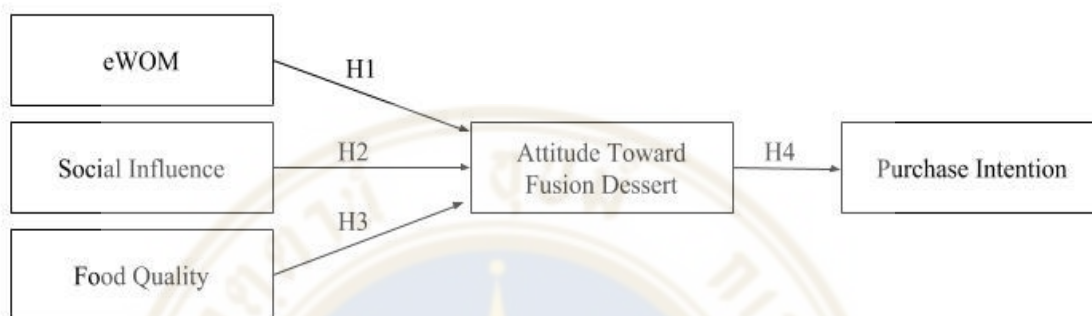


Figure 2.1 Framework of factors that influence purchase intention of fusion dessert

CHAPTER III

RESEARCH METHODOLOGY

This research will focus on people 15-50 years old who live in Bangkok and have recently bought or consumed fusion dessert. A method of gathering data had been distributed in questionnaire form at Online Questionnaire via GoogleForm.com and distributed through online channels such as E-mail, Facebook and Line in order to get quick responses due to limited time.

For this paper, quantitative research is used as a tool to discover factors that influence the purchase intention of fusion dessert of Thai consumers. This paper contains research design, population and sample use, research questionnaire, data collection, and data analysis. In addition, the mode of data analysis is included in descriptive statistics, ANOVA, factor analysis, and multiple regressions.

3.1 Research Design

Research design, these steps will gather and analyze data in order to find the area of study, population, sample size, and etc. (Sekaran and Bougie, 2009) in order to investigate key factors influencing the purchase intention of fusion dessert in Thai consumers aged 15-50 years old.

3.2 Population Size and Sample Size

The current Thai population is 65,318,195 according to the data from the Institute for Population and Social Research, Mahidol University. To get and analyze the relevant information which is related to the research purpose, target population is a group that researchers are interested to study (Sekaran and Bougie, 2009). Nonetheless, the convenience and random sampling has been selected to use in this study to remove the selecting unit because of the accessibility and availability

(Sekaran and Bougie, 2009). The population size for this study refers to Thai people between 15-50 years old. According to the information available on the National Statistical Office Thailand, it was not an up-to-date statistic. Then, exact population number cannot be identified. Besides, in this research the questionnaire online cannot identify the respondents. Thereby, the estimated sample size can utilize the unknown formula to calculate an estimated number of respondents.

The unknown population sample size is (McGivern, 2009):

$$n = \frac{P(1 - P)Z^2}{E^2}$$

1. n = sample size
2. Allowable error E is 0.05
3. The level of confidential level is 90%. The standard Z score with the level of confidential is 1.645
4. The population proportion (p) or degree of variability is 0.5

As calculated per sample size, it showed 275 (270.60) set of questionnaires needed to be used for this research.

3.2.1 Sample Characteristics

The respondents have to be Thais 15-50 years old as the purpose of this study to investigate the important factors influencing the purchase intention of fusion dessert.

3.3 Quantitative Design

The quantitative research is used as a tool to study target respondents in order to understand them better about the factors influencing the purchase intention of fusion dessert. Researchers often use quantitative research to measure the construct and hypotheses (Sekaran and Bougie, 2009). In this paper the quantitative method is used to quantify purchasing intention in fusion dessert for Thai consumers' aged between 15-50 years old. The advantage of applying quantitative research is to see the reliability of data and true important factors that influence consumers.

3.4 Research Instrument

This research utilized an online questionnaire survey by GoogleForm.com with questions gaining information from respondents.

3.4.1 Constructs Measurements

There are four types of scales –nominal, ordinal, interval, and ratio that can be used for quantitative research (Sekaran and Bougie, 2009). In this study, the nominal scale was used in parts 1, 2, and, 4. Interval (Likert) scale was used in part 3 of the questionnaire. Nominal scale is a type of scale for grouping data and behavior which only use as labels, types of numbers, and so on (Field, 2005). On the other hand, Interval (Likert) scale is a scale measurement for when there are differences in value and meaning which can be quantified (Sekaran and Bougie, 2009). Interval (Likert) scale can be used to measure level of agreement, satisfaction and so on (Malhotra and Birks 2007).

3.4.2 Questionnaire Design

The questions were divided into 2 sections: the first section was to measure demographic information i.e. gender, age, and income. The second section used 5 main independent variables including eWOM, attitude toward fusion dessert, social benefits, food quality, and satisfaction.

Table 3.1 Specific questionnaire references (20 questions)

Factors	Questions	References
eWOM	I believe in online review about fusion dessert than dessert café advertisements.	Adapted from Agag, G., & El-Masry, A. A. (2016)
	I usually read online reviews about fusion dessert in Thailand.	Adapted from A.M. Abubakar and M. Ilkan (2015)

Table 3.1 Specific questionnaire references (20 questions) (cont.)

Factors	Questions	References
	I often consult other fusion dessert reviews to help me choose an attractive dessert café .	Adapted from A.M. Abubakar and M. Ilkan (2015)
	Positive online comment in the review about fusion dessert in Thailand makes you want to consume.	Adapted from Agag, G., & El-Masry, A. A. (2016)
	I think online fusion dessert review is useful.	Adapted from A.M. Abubakar and M. Ilkan (2015)
	I frequently gather information from fusion dessert online reviews before I go to a certain dessert café.	Adapted from A.M. Abubakar and M. Ilkan (2015)
	The enjoyed wording of review makes the fusion dessert more interesting.	Adapted from Agag, G., & El-Masry, A. A. (2016)
Attitude toward fusion dessert	I feel good when I eat fusion dessert.	Adapted from Kim, M. S. et al. (2016)
	Eating fusion dessert makes me happy.	Adapted from Kim, M. S. et al. (2016)
	Fusion dessert gives me pleasure.	Adapted from Kim, M. S. et al. (2016)
Social influence	Friends have influence on my buying fusion dessert decision.	Adapted from K.O. Lee, et al. (2011)
	Celebrities have influence on my buying fusion dessert decision.	Adapted from K.O. Lee, et al. (2011)
	I want to have fusion dessert, when I see others eating.	Adapted from K.O. Lee, et al. (2011)

Table 3.1 Specific questionnaire references (20 questions) (cont.)

Factors	Questions	References
	I will recommend the fusion dessert I bought to others.	Adapted from K.O. Lee, et al. (2011)
	Online reviews have influence on my consumption	Adapted from K.O. Lee, et al. (2011)
Food quality	Fusion dessert presentation is visually attractive.	Adapted from Namkung & Jang (2006)
	The dessert café offers a variety of menu items.	Adapted from Namkung & Jang (2006)
	The dessert café serves tasty food.	Adapted from Namkung & Jang (2006)
	The dessert café offers fresh ingredient.	Adapted from Namkung & Jang (2006)
	Fusion dessert is served at the appropriate temperature.	Adapted from Namkung & Jang (2006)

3.5 Data Collection

The questionnaires were distributed via online tools. The online survey method is provided by GoogleForm.com survey. In this study, the researcher uses the nonprobability sampling method, which is more convenient due to time limitation. The questionnaires were distributed through online channels such as E-mail, Facebook and Line in order to get quick responses due to limited time.

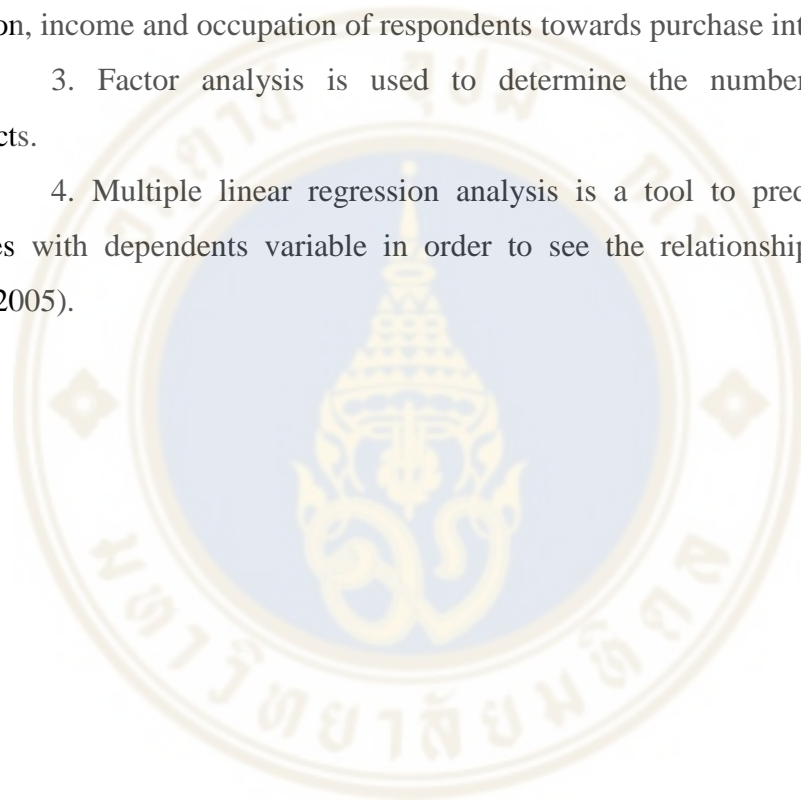
3.6 Data Analysis

To analyze the data this research uses Statistical Package for Social Sciences (SPSS) program software version 20.0 to test the hypotheses in order to test the constructs that have been testing and reviewing related to the topic of factor that influences purchase intention of fusion dessert. There are 4 main constructs eWOM,

social influence, food quality and attitude towards fusion dessert. The research shows the results of frequency, ANOVA analysis, Factor analysis, and Regression.

The measurement for this research includes descriptive analysis, one-way ANOVA, factor analysis, and multiple regressions. The research will be separated into 4 parts with the sample size of this study being 203 respondents

1. Descriptive analysis is used to describe personal information including age, gender, and personal monthly income level of the respondents.
2. One-way ANOVA analysis is used to measure between age, gender, education, income and occupation of respondents towards purchase intention.
3. Factor analysis is used to determine the number of significant constructs.
4. Multiple linear regression analysis is a tool to predict independent variables with dependents variable in order to see the relationship between them (Field, 2005).



CHAPTER IV

RESEARCH FINDINGS

The result of data analysis showed the sample size of 226 respondents. But there were only 203 respondents (89.82%) who passed the screening question which was looking for people who had consumed fusion dessert in the past three months. The first section would begin with the findings of demographic profile of respondents and general information. Moreover, this research illustrated the result of mean score between two groups to measure demographics (age, gender, and income) towards purchase intention by using ANOVA. In addition, Exploratory Factor Analysis (EFA) to find the significant constructs. After that, research re-hypothesis for testing constructs with dependent variables by using multiple linear regression analysis.

4.1 Result and Analysis

4.1.1 Demographic of Respondents' Information

In the research, the questionnaire was completed by 204 respondents, who have consume fusion desserts in past three months. Table 4.1 shows the Demographic profile of the respondents illustrated by the respondent demographic characteristics; gender, age, income, education and occupation.

Table 4.1 Demographic profile of the respondents

Demographic		Number of Respondents	Percentages (%)
Gender	Male	36	17.7
	Female	167	82.3
	Total	203	100.0

Table 4.1 Demographic profile of the respondents (cont.)

Demographic		Number of Respondents	Percentages (%)
Age	15 - 20 years old	21	10.3
	21 – 25 years old	80	39.4
	26 – 30 years old	70	34.5
	31- 40 years old	26	12.8
	41 - 50 years old	1	0.5
	Over 50 years old	5	2.5
Education	Less than High school	2	1
	High school	20	9.9
	Bachelor's degree	108	53.2
	Master's degree	71	35
	Ph.D.	2	1
Personal Income (monthly)	Below or equal 15,000 THB	41	20.2
	15,001 - 30,000 THB	72	35.5
	30,001 – 45,000 THB	41	20.2
	45,001 – 60,000 THB	24	11.8
	More than 60,001 THB	25	12.3
Occupation	Student	45	22.2
	Private company employee	86	42.2
	Government employee	15	7.4
	State Enterprises employee	18	8.9
	Business owner	27	13.3
	Other	12	5.9

According to Table 4.1, the Demographic profile of the respondents illustrated that there were 203 respondents who participated in this research. There were 36 male respondents and 167 female respondents totalling 203 respondents which can be calculated as male 17.7% and female 82.3%. Regarding age range, the respondents were divided into 6 groups which illustrated that 21 respondents (10.3%) are 15-20 years old, 80 respondents (39.4%) 21-25 years old, 70 respondents (34.5%)

26-30 years old, 26 respondents (12.8%) 31-40 years old, 1 respondent (0.5%) 41-50 years old, and 5 respondents (2.5%) more than 50 years old.

Moreover, the highest education level of the respondents shows that there were 2 respondents (1%) with the highest current level of education as below high school, 20 respondents (9.9%) high school, 108 respondents (53.2%) bachelor's degree, 71 respondents (35%) master's degree, and 2 respondents (1%) with a Ph. D.

In addition, the range of respondents' personal income illustrated that 41 respondents (20.2%) have an income less than 15,000 baht per month, 72 respondents (35.5%) have an income around 15,001-30,000 baht per month, 41 respondents (20.2%) around 30,001-45,000 baht per month, 24 respondents (11.8%) around 45,001-60,000 baht per month, and 25 respondents (12.3%) have an income of more than 60,001 baht per month.

Furthermore, 45 respondents (22.2%) are students, 86 respondents (42.2%) are private company employees, 15 (7.4%) are government employees, 18 (8.9%) are state enterprises employees, 27 (13.3%) are business owners, and 12 respondents (5.9%) are other occupations such as doctors, freelancers, and housewives.

4.1.2 General Respondents' Information

As the research also explored general information of the respondents who had consumed fusion dessert in the past three months in terms of how often they had consumed fusion dessert shown in Table 4.2 as follows:

Table 4.2 General information of the respondents

General Information		Number of Respondents	Percentages (%)
How often the consumption of fusion dessert	More than once a week	14	6.9
	Once a week	48	23.6
	2 – 3 times a month	75	36.9
	Once a month	48	23.6
	Less than once a month	28	13.8

Table 4.2 shows general information on the frequency of consumption of fusion desserts. The chart illustrates that 14 people (6.9%) answered more than once a week, once a week 48 people (23.6%), 2-3 times a month 75 people (36.9%), once a month 48 people (23.6%), and less than once a month 28 people (13.8%).

4.2 Analysis of Variance ANOVA

The test results show that the result of the research could not occur by chance (Field, 2005). ANOVA or Analysis of Covariance is used to test the differences in term of means of the group of variables. Moreover, ANOVA can analyze the hypothesis in which the means score has no difference and the significant level higher than 0.05 will be sorted out, on the contrary, the hypothesis in which the mean score is different and the significant level is ≤ 0.05 will be accepted. Meaning 95% confidential interval (Malhotra and Birks 2007).

4.2.1 Age

Table 4.3 ANOVA Testing result consumers' age with purchase intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.993	5	.999	1.984	.043
Within Groups	99.126	197	.503		
Total	104.118	202			

From table 4.3, ANOVA testing between the difference in Thai consumers' age toward purchase intention, the result showed the Sig-value's result = 0.043 which is lower than 0.05 level of significance. It can be concluded that age difference has influence with Thai consumers' intention towards purchasing fusion dessert.

4.2.2 Gender

Table 4.4 ANOVA Testing result consumers' gender with purchase intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.178	1	1.178	2.300	.131
Within Groups	102.940	201	.512		
Total	104.118	202			

From table 4.4, ANOVA testing between the difference in Thai consumers' gender towards purchase intention, the result showed the Sig-value's result = 0.131 which is greater than 0.05 level of significance. It can be concluded that gender difference has no influence with Thai consumers' intention towards purchase intention of fusion dessert.

4.2.3 Education

Table 4.5 ANOVA Testing result consumers' education with purchase intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.822	4	.705	1.379	.243
Within Groups	101.296	198	.512		
Total	104.118	202			

From table 4.5, ANOVA testing Thai consumers' education differences towards purchase intention. The result showed the Sig-value's result = 0.243 which is greater than 0.05 level of significance. It can be concluded that different levels of education have no influence on Thai consumers' intention towards purchase intention of fusion dessert.

4.2.4 Income

Table 4.6 ANOVA Testing result consumers' income with purchase intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.760	4	.440	.851	.494
Within Groups	102.358	198	.517		
Total	104.118	202			

From table 4.6, ANOVA testing between the difference in Thai consumers' income towards purchase intention, the results showed the Sig-value's result = 0.494 which is greater than 0.05 level of significance. This data shows that that different levels of income has no influence on Thai consumers' intention towards purchase intention of fusion dessert.

4.2.5 Occupation

Table 4.7 ANOVA Testing result consumers' occupation with purchase intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.192	5	.838	1.645	.150
Within Groups	99.887	196	.510		
Total	104.079	201			

From table 4.7, ANOVA testing between the difference in Thai consumers' occupation towards purchase intention, the result showed the Sig-value's result = 0.150 which is greater than 0.05 level of significance. Concluding that the different levels of occupation has no influence with Thai consumers' intention towards purchase intention of fusion dessert.

4.3 Factor Analysis

Factor analysis is a tool to group similar variables as constructs. The information can be summarized into meaningful word and related direction groups which creates new significant constructs (Field, 2005). In running factor analysis, there are two purposes. First, to explore factors with numbers and levels of factor contribution in order to identify and measure new significant factors, and second, to test whether a set of variables is significant or not (Field, 2005).

In order to determine significant variables, this research uses factor loading to find a correlation between the original variable in order to determine and cut the insignificant values which are less than 0.4 (Hair et al. 2006). Then cut the variables that are cross loading and mismatched out to get a clean Rotated Component Matrix. In addition, eigenvalue score in the Scree plot needs to be greater than 1 because it illustrates the level of each variable contribution (Field, 2005). Moreover, to identify the appropriate number of factors, Scree plot would show the number of significant factors that are suitable for the analysis (Malhotra and Birks 2007). To identify the number of factors the percentage of cumulative in Total Variance Explained should be greater than 60%.

4.3.1 Total Variance Explained

Total variance explained shows the number on constructs and the percentage of the significant level of overall constructs. It is shown in Table 4.8

Table 4.8 Total variance explained of two factors influencing consumers' intention to purchase fusion dessert

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.694	44.906	44.906	2.494	41.572	41.572
2	1.207	20.119	65.026	1.407	23.454	65.026
3	.668	11.125	76.151			

Table 4.8 Total variance explained of two factors influencing consumers' intention to purchase fusion dessert (cont.)

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
4	.555	9.250	85.401			
5	.446	7.429	92.830			
6	.430	7.170	100.00			

Table 4.8 shows 2 factors influencing Thai consumers' attitude towards fusion dessert. The Total variance explained in illustrating the initial eigenvalues is more than 1 with a higher cumulative of 60 % (Field, 2005), it shows a number of factors to measure for this research. Table 4.8 revealed that there are 2 components at 65.026% significance of the total variability of data.

4.3.2 Scree Plot

Scree plot shows the number of factors in order to see clear constructs that highly contribute from all independent variables as in Figure 4.1:

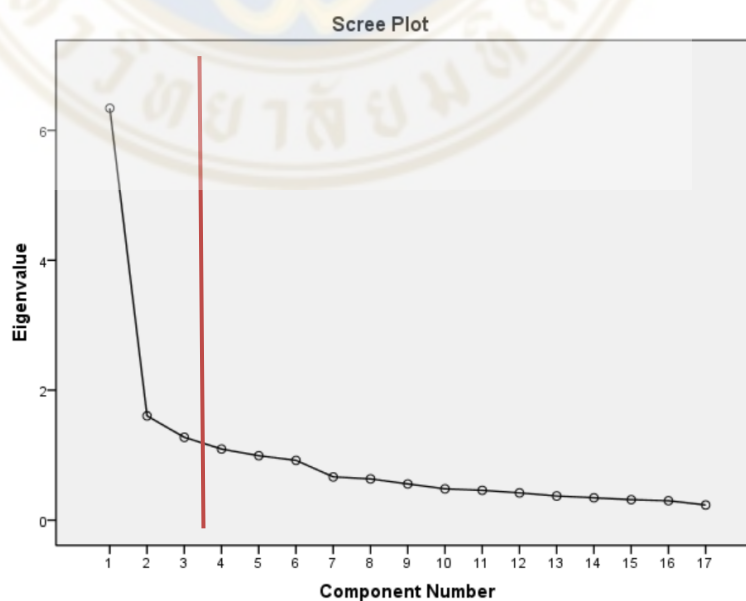


Figure 4.1 Scree Plot of two factors influencing consumers' intention to purchase fusion dessert

From Figure 4.1 the Scree plot depicts a picture of 2 important numbers of constructs that contributed to the influencing attitude towards fusion dessert.

4.3.3 Rotated Component Matrix

Table 4.9 shows the contribution level of each variable towards each construct in the Rotated Component Matrix.

Table 4.9 Rotated Component Matrix of two factors influencing consumers' intention to purchase fusion dessert

	Component		
	1	2	
17. I think online fusion dessert review is useful.	.808		eWOM
19. I frequently gather information from fusion dessert online reviews before I go to a certain dessert café.	.802		
21. The enjoyed wording of review makes the fusion dessert more interesting.	.800		
7. I usually read online reviews about fusion dessert in Thailand.		.837	Food Quality
10. I prefer the dessert café because it offers a variety of menu items.		.794	
14. I would rather visit dessert café because it serves tasty food.			

In this research Table 4.9: Rotated component matrix shows that there are 2 dimensions which influence attitude towards fusion dessert. The result has been regrouped after running the factor analysis exploring the rotated component matrix of which the factor analysis in this study can answer.

New factors illustrated:

1. eWOM: including comments and wording of content usage.

2. Food quality: including variety and presentation of menu being visually attractive.

A combination of new variables and defining the correlation between independent variables and dependent variables was used to measure factors influencing attitude towards fusion dessert. The result of the factor analysis illustrated that some of the variables were cut out because of the insignificant contribution level (Hair et al., 2006). As a result, the hypotheses had to be revised from Hypothesis 1 and Hypothesis 2.

This new hypotheses of the study was tested by using correlation analysis and multiple regressions with the regrouped constructs from the factor analysis to better see the factors influencing attitude towards fusion dessert. The new hypotheses are as follows:

H1: eWOM has a positive effect on attitude towards fusion dessert.

H2: Food quality has a positive effect on attitude towards fusion dessert.

4.4 Multiple Regression Analysis

Multiple regression analysis is used to predict individual values which can describe a relationship between two or more variables (Hair et al., 2006). After the factor analysis showed the regrouping of significant factors, eWOM and food quality. The decision of accepting or rejecting the hypothesis of the statistical test was based on 95% confidential interval in which P-value is less than 0.05 level of the significant in order to avoid errors (Field, 2005) and also show that there is a positive relationship between independent variables and dependent variables which will further support the hypothesis.

4.4.1 ANOVA Result of Running Multiple Regressions

This study separated the hypotheses model into 2 layers. The level of significance regarding ANOVA's result when using the Multiple Regression in order to measure the significant level of independent variables and dependent variables as shown in Table 4.10:

Layer 1

Table 4.10 ANOVA showed the result 2 constructs of consumers' attitude towards fusion dessert in which the significant rate showed 0% which less than 0.05 level of significance.

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.128	2	17.064	42.684	.000 ^a
	Residual	79.955	200	.400		
	Total	114.082	202			

a. Predictors: (Constant), eWOM, FoodQuality

b. Dependent Variable: Attitude

From the Multiple regressions, the result of Thai consumers' attitude towards fusion dessert is used as a dependent variable with a group of independent variables (eWOM and food quality). Table 4.10: showed ANOVA of 2 constructs towards Thai consumers' attitude regarding fusion dessert with the significant level of the independent constructs at 0.00 significance which is less than 0.05 significant levels, so as to be considered as significant.

Layer 2

Table 4.11 ANOVA displays the result 1 construct of consumers' attitude towards fusion dessert purchase intention in which the significant rate showed 0% which is less than 0.05 level of significance

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.539	1	27.539	72.282	.000 ^a
	Residual	76.579	201	.381		
	Total	104.118	202			

a. Predictors: (Constant), Attitude

b. Dependent Variable: It is very likely that I will buy or consume fusion dessert

From the Multiple regressions, the result of Thai consumers' purchase intention of fusion dessert is used as a dependent variable with a group of independent variables (attitude towards fusion dessert). Table 4.11: ANOVA of 1 construct towards Thai consumers' purchase intention of fusion dessert in which the significant level of the independent constructs at 0.00 significance which is less than 0.05 significant level, defined as significant.

4.4.2 Linear Regression Model Summary

According to the data collection of this research, there is 1 independent variable (Social influence) that is not statistically significant and was subsequently removed from the model.

Layer 1

Table 4.12 Linear regression model summary layer 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.547 ^a	.299	.292	.63228

a. Predictors: (Constant), eWOM, FoodQuality

Table 4.12 displays the model after 1 independent variable was eliminated, R value and R square value are equal to .547 and .299 respectively. EWOM and food quality shown in the table are statistically significant, while social influence is not statistically significant.

Layer 2

Table 4.13 Linear regression model summary layer 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.514 ^a	.264	.261	.617

a. Predictors: (Constant), Attitude

Table 4.13 shows that the model R value and R square value are equal to .514 and .264 respectively. Attitude towards fusion dessert shown in the table is statistically significant.

4.4.3 Coefficients

Then, the testing of the coefficient of 2 factors with Thai consumers' attitude towards fusion dessert explains the significant factors when running Multiple Regression. The result is shown in Table 4.14 as follows:

Layer 1

Table 4.14 Coefficients of two factors influencing Thai consumers' attitude towards fusion dessert

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.179	.385		3.065	.002
FoodQuality	.329	.090	.265	3.646	.000
eWOM	.429	.089	.349	4.799	.000

a. Dependent Variable: Attitude

From Table 4.14: Coefficients of 2 factors influencing Thai consumers' attitude towards fusion dessert intention, the result shows that there were two constructs which had appositive relationship with Thai consumers and their attitude towards fusion dessert.

The two constructs were eWOM and food quality. EWOM construct had 0.000 significance meaning that the result was less than 0.05 levels of significant rate, and standardized coefficients (Beta) of 0.349. In addition, food quality construct had 0.000 significance in which the result was less than 0.05 significant level, and standardized coefficients (Beta) of 0.265. Indicating that the eWOM and food quality were significant influences on Thai consumers and their attitude towards fusion dessert.

Layer 2

Table 4.15 Coefficients of one factor influencing purchase intention of fusion dessert of Thai consumer

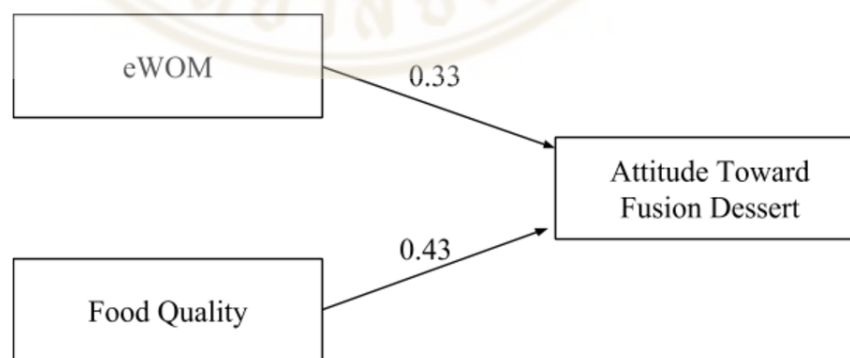
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.497	.275		9.093	.000
Attitude	.491	.058	.514	8.502	.000

a. Dependent Variable: It is very likely that I will buy or consume fusion dessert

From Table 4.15: Coefficients of 1 factor influencing Thai consumers' purchase intention of fusion dessert shows that there was one construct which had a positive relationship with Thai consumers' purchase intention of fusion dessert.

The construct was attitude towards fusion dessert. Attitude towards fusion dessert construct had a 0.000 significance of which the result was less than 0.05 levels of significant rate, and standardized coefficients (Beta) of 0.514. It indicates that the attitude towards fusion dessert was a major influence on Thai consumers with purchase intention of fusion dessert.

Layer 1



R Square 0.30

Figure 4.2 Framework layer 1

Layer 2

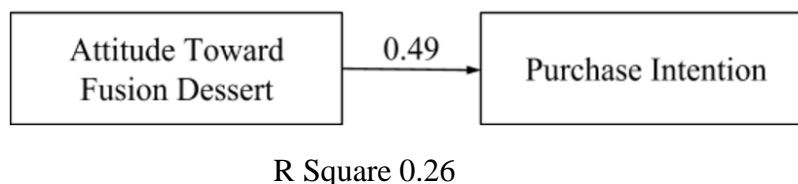


Figure 4.3 Framework layer 2

4.5 Hypotheses Summary

In this research, ANOVA and Multiple Regression methods were used to test hypotheses in order to describe the relationship with all variables. There were 3 hypotheses accepted which were H1 (eWOM), H3 (Food quality), and H4 (Attitude towards fusion dessert). On the other hand, there was 1 hypothesis that was rejected due to the statistical results, which is H2 (Social influence). The summary of the research finding is shown in Table 4.16 as follows:

Table 4.16 Hypotheses summary testing on independent variables

Hypotheses	Methods test	Results
H1: eWOM has a positive effect on attitude towards fusion dessert.	Multiple Regression	Accepted H1
H2: Social influence has a positive effect on attitude towards fusion dessert.	Multiple Regression	Rejected H2
H3: Food quality has a positive effect on attitude towards fusion dessert.	Multiple Regression	Accepted H3
H4: Attitude toward fusion food has a positive effect on consumer purchase intention of fusion dessert.	Multiple Regression	Accepted H4

4.6 Discussion

The main objective of this research is to study the factors' influence intention to purchase fusion dessert. The research model was developed to assist in understanding what the factors are that will make Thai consumers purchase fusion dessert.

According to the general factors of food research the result reconfirms the theory of previous research which are food quality, eWOM and attitude toward.

Previous research revealed that eWOM and social influence have had an effect on the attitude towards purchasing fusion dessert. However, the results of this study have shown that only eWOM has an effect on purchasing attitude.

Nowadays, online reviews are popular as consumers quite often read online reviews before choosing a restaurant or purchasing a product. Online reviews are usually well illustrated with many appealing pictures drawing in consumers

The realization of popularity and benefits of the reviewed information can influence purchasing intention. Previous studies show that large numbers of reviews are a good signal for product popularity with a category of product info (Park; Lee, 2007). Popular online reviews that show often in social networks have positive effect on attitude towards fusion dessert even through the online reviews cover many people who have never even met before. It means that if consumers see this online review more than one time it can influence consumers to have a positive attitude towards fusion dessert and be more willing to purchase it. Consumers choose to believe in anonymous reviews more than friends or family because they see these reviews frequently.

The finding supports the hypothesis of positive linkage between food quality and attitude towards fusion dessert. It means that when consumers perceive high food quality they are more likely to have a high level of attitude towards fusion dessert. On the other hand, if a consumer perceives lower food quality, they are more likely to have a more negative attitude towards fusion dessert.

In this study, the researcher focuses on 3 elements of product quality factors; food taste, food temperature, food variety and food freshness. Food quality is the most important factor that consumers consider the most. According to Baker and Crompton (2000), food quality is an important factor in determining consumer

behavior intention towards restaurants. Food quality has been highly newsworthy for the past 10 years (Grunert, 2005). In food business, it has been accepted as a basic component (Kivela et al., 1999; Raajpoot, 2002; Sulek & Hensley, 2004). The previous research explained why product quality is important to purchase intention. Product quality is the general predictor of purchase intention. According to, 'The general Model of Perceived Value and Purchase Intention', consumers will be more willing to pay for the products if the quality awareness is high.

About Attitude towards behavior, the more positive the attitude is consider on behavior, the stronger the person's intention to execute the behavior under consideration (Tarkiainen and Sundqvist, 2005). According to the result, three questions measure attitude towards fusion dessert, it shows that consumers have a positive attitude towards fusion dessert.

The result revealed that the relation between consumer attitude and purchase intention is accepted in high significance. The more positive attitude consumers have toward fusion dessert, the more likely they are to purchase fusion dessert. The result is arranged with the findings from previous research revealed that one's attitude towards behavior will define his/her intention to perform said behavior (Fishbein and Ajzen, 1975). Since this hypothesis was accepted, it support the TPB theory that attitude is one factor defining the purchase intention. It exposes that the consumers purchase intention is based on attitude that they have towards a something (Ajzen, 1991; Chen, 2007).

From the ANOVA testing, the results showed that age has an impact on purchase intention. Normally younger consumers have stronger willingness to purchase fusion dessert (Yin; Wu; Du; Chen, 2009). This is because young people can easily accept new things such as fusion dessert but elderly people like a more traditional dessert rather than the more modern option. The young people consumption concept is advanced thinking whereas elderly people tend to be more concerned about health than younger people resulting in the fact that they usually don't consume desserts.

CHAPTER V

CONCLUSION

This research aims to understand the factors that influence purchase intention of fusion dessert of Thai consumers which has been adapted from the existing research. The objectives of this study are to examine the relationships between the factors influencing attitude towards fusion dessert and attitude towards fusion dessert influence on purchase intention.

5.1 Conclusion

The results of this research can answer the research question of this study, which is separated into two parts: the factors that have influence on attitude towards fusion dessert and the relationship between attitude towards fusion dessert and purchase intention.

This research found that the factors influencing attitude towards fusion dessert are eWOM and food quality and attitude towards fusion dessert has a relationship with purchase intention. The hypotheses one H1: eWOM has a positive effect on consumer purchase intention of fusion dessert and hypotheses two H3: Food quality has a positive effect on purchase intention of fusion dessert were confirmed.

Recently, social networks have been playing an important role in daily life, resulting in many people believing in online reviews more than their friends and family. Content on online reviews, which show up on feeds in social networks, can drive and draw people's attention as well as sparking their interest in the product. This is the reason that eWOM has had an impact on attitude towards fusion dessert more than social influence. Online reviews are often fed to young people more than older people. Moreover, older people have more experience. When they make any decision, they tend to consider it more deeply than the younger generation does. Online reviews can be spread widely not because of food quality but mostly because the review

content entices people to purchase. Negative comments can have a long-lasting result that spread far beyond expectation.

5.2 Recommendations and Managerial Implications

The information from the research can help to inform entrepreneurs who have their own fusion dessert café or who sell fusion dessert online about the important factors that have an impact on purchase intention towards fusion dessert. Currently, the online reviews from current customers are an influential word of mouth that is being used by consumers in their decision making to purchase fusion dessert. When the current customers share their experience with each other on online webpages owners of fusion dessert cafés need to understand their influence of social network or online review that generates word of mouth towards consumers. Moreover, the power of word of mouth in online review and globalization can make fusion dessert well known in other countries. Nowadays, for example, cheese tarts that are very famous in Thailand is a franchise that was bought from Japan and brought to Thailand. If Thai owners of fusion dessert cafés use the power of online review and social network in the correct way and spark foreigners' interest in these businesses, they will be able to buy franchises and open them in their country like Japan's cheese tart in Thailand.

The result of this study could be advice for marketers who are interested in consumers' attitudes towards fusion dessert in Thailand. It especially shows which factors have an impact on consumer attitude and which factors do not. According to the facts, eWOM and food quality have influence on consumer attitude. These factors should be more focused on in detail by the marketers to create advertising strategies in the Thai fusion dessert market. Fusion dessert should have a distinctive taste and signature dessert that can only be found in that dessert café. In addition, the quality of dessert is also important because consumers will expect to purchase a high quality dessert. Moreover, marketers should develop advertising strategies by promoting the café through webpages, social media, and online reviews by customers.. If consumers see the review frequently, they will have a more positive attitude towards fusion dessert and purchase intention. Furthermore, the results also show the impact of

demographic factors as the control variables on attitude of consumer and purchase intention in Thailand. The café should focus on target groups of consumers based on age which has been identified as the main influencing demographic factor in this study.

5.3 Limitations

Firstly, the questions that appeared on the questionnaire had been translated from English to Thai meaning that some meaning may have been lost in the process.

Also, the research methodology which was used in this research is quantitative research collected through an online questionnaire survey. The problem is that the quantitative method can capture only certain groups of data and cannot explore as in-depth as a qualitative method could.

The sampling frame; this study collected data from 204 respondents, meaning that some key information could have been lost due to not sampling from a larger group.

Lastly, the time constraint was also an important issue for selecting the method of collecting data and the number of respondents.

5.4 Further Research

Future research should investigate deeper into each factor and explain their positive impact on consumer attitude towards fusion dessert. Moreover, income and occupation could be further examined such as imply different ranges to discover more clearly the impact of these factors on attitude and purchase intention. In addition, number of respondents should be increase and questions should be increase to measure a variable. Lastly, this study used quantitative method; further research should be incorporate with qualitative method to gain more in-depth data in order to understand why social influence was rejected.

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Appendix A: Questionnaire

QUESTIONNAIRE

You are being invited to participate in research study “Factors that influence purchase intention of fusion dessert of Thai consumers”. This study is being done by Ms. Tussanee Puttirutvong from College of Management, Mahidol University (CMMU). This survey is conducted as a part of thematic project. The survey will take 10-15 minutes to complete.

Part 1: Screening Question

Please put ✓ in the for your answer.

1. Did you buy or consume fusion dessert in the past 3 months?

- Yes
- No (Thank you for your time)

Part 2: General Questions

2. How often do you consume fusion dessert?

- More than once a week
- Once a week
- 2 – 3 times a month
- Once a month
- Less than once a month

Part 3: Specific Questions

Please specify the level of your agreement on the following statement

Statements	Strongly Disagree (1)	Disagree (2)	Somewhat Disagree (3)	Somewhat Agree (4)	Agree (5)	Strongly Agree (6)
eWOM						
3. I believe in						

online review about fusion dessert than traditional advertisements						
4. I usually read online reviews about fusion dessert in Thailand						
5. I often consult other fusion dessert reviews to help me choose an attractive dessert café						
6. Positive online comment in the review about fusion dessert in Thailand makes me want to consume						
7. I think online fusion dessert review is useful						
8. I frequently gather information from fusion dessert online reviews before I go to a certain						

dessert café						
9. The enjoyed wording of review makes the fusion dessert more interesting.						
Attitude toward fusion dessert						
10. I feel good when I eat fusion dessert						
11. Eating fusion dessert makes me happy						
12. Fusion dessert give me pleasure						
Social influence						
13. Friends have influence on my buying fusion dessert decision						
14. Celebrities have influence on my buying fusion dessert decision						
15. I want to have fusion dessert, when I see others eating						
16. I will recommended						

the fusion dessert I bought to others						
Food quality						
17. I prefer fusion dessert because its presentation is visually attractive						
18. I prefer the dessert café because it offers a variety of menu items						
19. I would rather visit dessert café because it serves tasty food						
20. I prefer dessert café because it offers fresh ingredient						
21. I prefer fusion dessert as it served at the appropriate temperature						
Purchase intention						
22. It is very likely that I will buy fusion dessert						

Part 4: Demographic Questions

23. Gender

- Male Female

24. Age

- 15 - 20 years old 21 – 25 years old
 26 – 30 years old 31- 40 years old
 41 - 50 years old Over 50 years old

25. Education

- Less than High school
 High school
 Bachelor's degree
 Master's degree
 Ph.D.

26. Personal income (Monthly)

- Below or equal 15,000 THB
 15,001 - 30,000 THB
 30,001 – 45,000 THB
 45,001 – 60,000 THB
 More than 60,001 THB

27. Occupation

- Student
 Private company employee
 Government employee
 State Enterprises employee
 Business owner
 Other; please specify

Thank you very much for your participation. I am really appreciated.