

**KEY FACTOR INFLUENCING CONSUMER BEHAVIOR ARE
PURCHASING READY TO EAT FOODS CATEGORY
DURING EATING OCCASION IN A DAY**



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Thematic paper
entitled
**KEY FACTOR INFLUENCING CONSUMER BEHAVIOR ARE
PURCHASING READY TO EAT FOODS CATEGORY
DURING EATING OCCASION IN A DAY**

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January 7, 2017



.....
Asst. Prof. Randall Shannon,
Ph.D.
Advisor

.....
Miss. Panida Kleepubon
Candidate

.....
Asst. Prof. Astrid Kainzbauer,
Ph.D.
Committee member

.....
Assoc. Prof. Vichita Ractham,
Ph.D.
Chairperson

.....
Duangporn Arbhasil,
Ph.D.
Dean, College of Management
Mahidol University

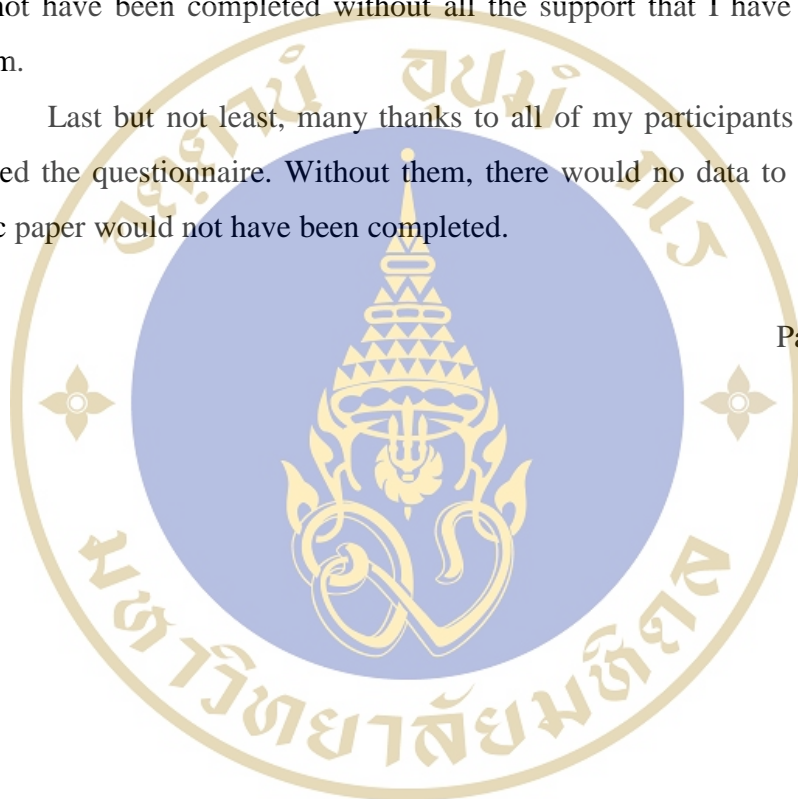
.....
Worapong Janyangyuen,
D.B.A
Committee member

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Panida Kleepubon



KEY FACTOR INFLUENCING CONSUMER BEHAVIOR ARE PURCHASING READY TO EAT FOODS CATEGORY DURING EATING OCCASION IN A DAY

PANIDA KLEEPUBON 5849042

M.M. (INNOVATION MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. RANDALL SHANNON, Ph.D., ASSOC. PROF. VICHITA RACTHAM, Ph.D., WORAPONG JANYANGYUEN, D.B.A.

ABSTRACT

The purpose of this study was to test hypothesis of the five factors that influencing consumer behavior are purchasing ready to eat category during eating occasion in a day. The factors were convenience, hanger needed, good for healthy, social benefit and price conscious. Hypotheses were tested descriptive analysis, factor analysis correlation and linear regression analysis from 140 responders who has ever buy ready to eat foods during a day.

The result of this study showed the most motivation to consume ready to eat foods is “convenient”. Following by “hunger needed”, consisted of two attributes including hunger and try new and different things. The third is “good for healthy”, consisted of low in fat, low in calories, keep me in shape and safe and foods quality. Following by the “social benefit” which combined with make them can spend time with others people, makes social gathering more comfortable. However, price conscious was not significate motivated to purchasing ready to eat foods.

KEY WORDS: Ready to Eat Food/ Eating Occasion/ Consumer Behavior

37 pages

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CHAPTER I

INTRODUCTION

In comparison with the past, consumer behavior is rapidly changing with consumer's foods choice issues. To fulfill the consumer's expectations, business leaders must find a new sources of growth that are both significant and attainable to growth because of these companies are searching for fast growth in the business. How can be the pioneer in the business to capture the white space demand in the market? To understanding consumer behavior for eating various foods category during specify occasions to explore new trend or opportunity in foods category. What about significant new growth driven by new product segment, innovation product, occasions to eating, foods for convenience life style?

The thematic paper will explore food choices that there is investigates how people select the food they eat during a day and everyday foods choice depends on several factors including health concern (e.g. health conscious, weight loss), Sociability (e.g. trend leader, culture and social status), Time concern (e.g. convenience, accessibility, distribution, and availability), habits (e.g. need, hunger and variety seeker) and economics (e.g. budget). To create a frame of preferences and acceptances for ready to eat foods category. The study will be focus on ready to eat foods category which is contribution 7% of foods industry, including beverage, cooking aid, ready to eat foods and Impulse, and continuously growing 5% in 2016. The ready to eat foods market is combine with 15 categories as in outlined figure 1.1.

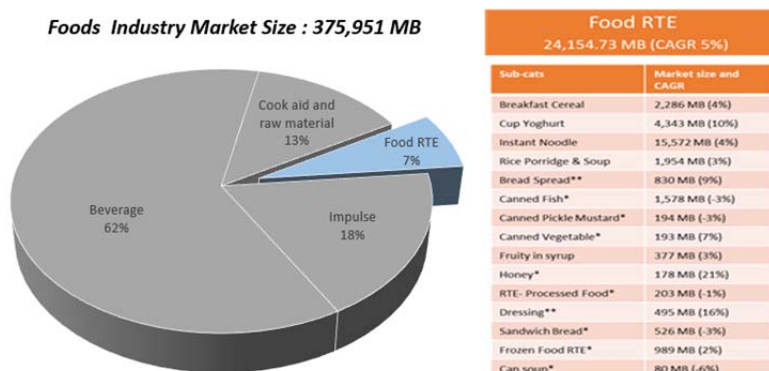


Figure 1.1 Foods industry market size in Thailand: ACNielsen Thailand (Y2015)

To understand consumer purchasing behavior by various factor such as what people choose in each occasion. The eating occasions is becoming to be a factor of consumer’s foods choice, where are fulfill in two main meal including main meal and snack meals (or mini meals) as detail as outlined in Figure 1.2, therefore the variety of foods choices are sharply increasing since a few years ago.

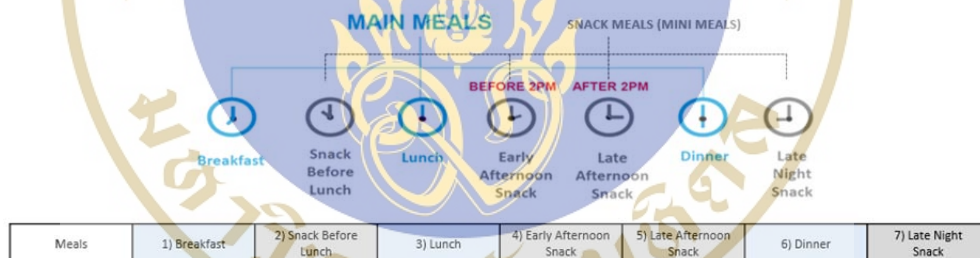


Figure 1.2 Eating occasions during the day in Thailand: ACNielsen Thailand (October 2015)

Thai’s consumer is moving to change their behavior from eating snack to healthy snack in each eating occasion in the day especially in working consumer who are easier follow on trend and Sociability. The study will be a better understanding on consumer purchasing behavior of foods choice in different eating occasions in Bangkok, Thailand. Moreover, the study is interesting on foods trends in the market.

1.1 Problem Statement

Due to the competition in the ready to eat foods category is intensifying as a result of an increase product segmentation or product variety by catch up consumption of Thai's consumer during a day. The foods choice is unexpectedly launched in the market to be a better choice for consumer. It seems product life cycle to be a shorter than in the past as same as a reason of consumer influencing. Therefore, consumer insight will be an important role to explore new consumer demand.

In this situation as the fast-growing foods market. The many companies are experience a slowdown in growth, if they cannot initiative a new innovation product in the market. The highly competition is become relay on price and promotion due to effect to the higher promotion spending and lower gross margin in the business. Therefore, this study is investigating on what the key factor influencing consumer behavior are purchasing foods category during eating occasion in a day and what and why do they choose the foods to consume in each eating occasions.

In many foods companies, they are not concern on a rapid consumer's changing in the current situation. Therefore, this study will purpose perspective of consumer on factor influencing to choice foods during eating occasions.

1.2 Research Questions

The study investigates consumer's perspective and purchasing behavior on selects foods choice during a day.

- What are the key factor influencing consumer behavior are purchasing foods category during eating occasion in a day?
- What do they choose in terms of foods to consume in each eating occasion?
- Is health concern influencing Thai consumers purchasing decisions?
- Is sociability influencing Thai consumers purchasing decisions?
- Is time concern influencing Thai consumers purchasing decisions?
- Is habit influencing Thai consumers purchasing decisions?
- Is economics influencing Thai consumers purchasing decisions?

1.3 Research Objective

The purpose of this paper is to provide customer insight of factor influencing in foods choice in different eating occasions. The research will explore foods structure in different eating occasions for Thai working consumer in Bangkok, Thailand. The research results would be providing a new market trend of ready to eat category and inspiring an initiative new innovation product in the market, while would be identify a wining product which consumer needed in each eating occasions.

1.4 Research Scope

The study includes two step in data collection:

- Preliminary interview which will be interviewing 10 Thai working consumers. These participants would be interviewed to their pattern of eating occasions and motivation to selected foods choices during a day.
- Questionnaire survey (quantitative research) to understanding foods choices consumption during eating occasions in a day and majority of consumer purchasing behavior to selected foods choices while exposure of the motivation to purchasing in each eating occasions.

1.5 Potential Output

- To understanding on consumer purchasing behavior of foods choice in different eating occasions.
- To improve their product quality and initiative new idea for fulfill consumer demand
- To improve their communication and marketing campaign

CHAPTER II

LITERATURE REVIEW

Food choice involves the selection and consumption of food, considering what, how, when, where as well as other aspect of their foods and eating behaviors. There are a variety of factor influencing everyday foods choice. These factors including biology and physiology, motivation and decision psychology, sociology, economics, consumer science and perception, emotion, social and decision psychology. (Koster, 2009)

A different county, culture and populations regarding important factors that influence foods choice. Foods choice is universally acknowledge as a complicated behavior that is influenced by various factors. Everyday food choice depends on several factor including biology (e.g. hunger, appetite), sociology (e.g. culture, social status), Physiology (e.g. mood, stress), economies (e.g. availability, budget), Marketing (e.g. advertising, distribution), and consumer science (e.g. attitudes, risk perception) among those culture is significant factor that shapes people's dietary patterns. (Hammond, 2016)

2.1 Characteristics of the main eating throughout a day

The number of participants reporting each meal occasion can be found in figure 3.1. The majority of respondents who chose breakfast as their most recent meal consumed it either before 8 a.m. (43% of the time), or between 8 and 11 a.m. (47% of the time). Lunch was generally consumed between 11 a.m. and 1 p.m. (58%) and 1 and 5 a.m. (39%). Mid-afternoon snacks were consumed between 1 and 5 p.m. (55%) and 5 and 8 p.m. (39%). Dinner was consumed between 5 and 8 p.m. between 8 p.m. and midnight. We did not differentiate among workdays and non-workdays in eating motivation. (Hammond, 2016)

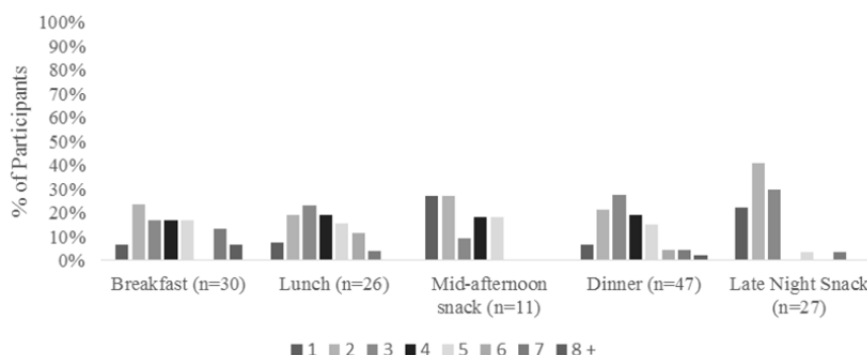


Figure 2.1 number of items consumed during each eating occasion by participants in the study

Source: Hammond (2016)

While the analyzing eating patterns in figure 1.4, participants were asked to report the eating occasion and name of the eating occasion in which they consumed each foods or dish. The mealtimes, including breakfast (first meal of the day), lunch (often the main meal), consumed between noon and midafternoon), dinner evening, and *almuerzo* which is a meal that occurs after breakfast (last morning), or a snacks were defined as any foods that consumed between the customary mealtimes, including the following: before-breakfast snack, morning snack, afternoon snack and evening snack (After dinner) in Mexico. (Popkin, 2012)

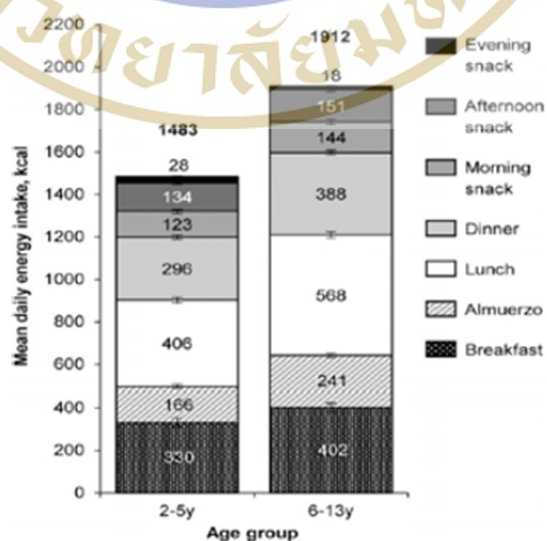


Figure 2.2 Mean energy intake by eating occasion for 2 to 5 year olds.

Source: Popkin (2012)

Moreover, based on research of ACNielsen's was studied in eating occasions in Thailand which is became to be a factor of consumer's foods choice, where are fulfill in two main missions of consumer including main meal and snack meals (or mini meals). The study was explore eating occasion where is components with seven meals in a day i.e. Breakfast, Snack before lunch, lunch, early afternoon snack, late afternoon snack, dinner and late night snack as detail as outlined in Figure 2.2.

2.2 Choices of different foods category for main meals and snacks meals

In the research of Motivation for food consumption during specific eating occasions in Turkey have been found out from 141 participants for all five eating occasions in Tukey. The majority of food items (107 items) were reported for dinner followed by breakfast (77 items), late night snack (57 items), lunch (48 items), and afternoon snack (15 items), respectively. All food items were classified into 10 groups which were baked products, cereal grains and pasta, dairy, fruits, protein, soups, sweets, vegetables, tea and water (Hammond, 2016)

Based on we are focusing on ready to eat foods category, therefore this research will more identify and using sub- category in Foods ready to eat i.e breakfast cereal, cup yoghurt, Instant noodle, Rice Porridge & soup, Bread spread, Canned fish, Canned Pickle Mustard, Canned Vegetable, Fruity in syrup, Honey, RTE processed Food, Dressing, Sandwich Bread, Frozen Foods RTE and Can soup or others as outlined in figure 1.1

2.3 Motivations associated with consumer's decision

The respondents then reposted all motivations (reasons) for choosing each food items reported for that specific eating occasion using a modified version of the Eating motivations survey (TEMS) with modification (Phan, 2016). The modified version included 17 motivation constructs i.e. liking. Habits, need and hunger, health, convenience, pleasure, traditional eating, natural concerns, limitation and variety seeking as outlined in figure 2.3.

| | |
|--|---|
| <p>Liking because I have an appetite for it because it tastes good because I like it</p> <p>Habit because I'm accustomed to eating it because I usually eat it because I am familiar with it</p> <p>Need and Hunger because I need energy because it is pleasantly filling because I'm hungry</p> <p>Health to maintain a balanced diet because it is healthy because it keeps me in shape (e.g. energetic, motivated)</p> <p>Convenience because it is quick to prepare because it is the most convenient because it is easy to prepare because someone made it for me and it is the choice</p> <p>Pleasure because I enjoy it in order to indulge myself in order to reward myself</p> <p>Traditional Eating because it belongs to certain situations out of traditions (e.g. family traditions, special occasions) because I grew up with it</p> <p>Natural Concerns because it is natural (e.g. not genetically modified) because it contains no harmful substances (e.g. pesticides, pollutants, antibiotics)</p> <p>Sociability because it is social so that I can spend time with other people because it makes social gatherings more comfortable</p> | <p>Price because it is inexpensive because I don't want to spend any more money because it is on sale</p> <p>Visual Appeal because the presentation is appealing (e.g. packaging) because it spontaneously appeals to me (e.g. situated at eye level, appealing colors) because I recognize it from advertisements or have seen it on TV</p> <p>Weight Control because it is low in calories because I watch my weight because it is low in fat</p> <p>Affect Regulation because I am sad because I am frustrated because I feel lonely</p> <p>Social Norms because it would be impolite not to eat it to avoid disappointing someone who is trying to make me happy because I am supposed to eat it</p> <p>Social Image because it is trendy because it makes me look good in front of others because others like it</p> <p>Choice Limitation because it was what was served because it is the only choice</p> <p>Variety Seeking because I like to eat a variety of different foods each day because I don't like to eat the same food for the same meal everyday</p> |
|--|---|

Figure 2.3 Modified version of the eating motivation survey used in this study. This questionnaire included 49 motivation subscales measuring 17 motivations constructs.
Source: Chambers and Phan (2016)

A different motivations played different roles in food choice. Breakfast and dinner shared similar patterns in food motivations which included need and hunger, liking and natural concerns while motivation for lunch choices involved sociability, variety seeking, and social norms. Liking was found to be an important driving factor whether for choosing foods for meals or snacks meals. While varies seeking was the main additional factor for grains, dairy and soups. Health were equally important for all food choices while sociability was mainly the driving factor for sweets, soups and vegetables. (Hammond, 2016)

Health and wellness still ranked among the top consumer concerns, as consumers looked to functional foods to aid in areas such as weight management, heart health, anti-aging, immunity and digestive health. (Ene, 2008)

Meals and snacks are different in the number of motivations involved in each of the choices. Choices for meal are more complicated, incorporating more motivation factors and a variety of food groups while choices for snack involves fewer motivation factors and fewer foods groups. Liking is confirmed as the primary motivation in foods choice. Regardless of the eating context, food has to meet certain expectations about its perceived sensory properties (Taste) to be chosen. After liking, foods for breakfast and lunch are mainly chosen because of need and hunger, convenience and habits. Food choices for dinner are driven by variety seeking, traditional eating, price, and sociability. Choice for morning and afternoon snacks are made based on the concerns of weight control and health, but late-night snack choices often are made based on the concerns of pleasure and visual appeal. (Xuan Uyen, 2015)

2.4 Hypotheses and framework

Based on the literature review, in Thailand context, we expect that

The key factor influencing consumer behavior are purchasing foods category during eating occasion in a day such as detail as below.

- Health concern is the important factor in influencing Thai consumers purchasing decisions
- Sociability in influencing Thai consumers purchasing decisions
- Time concern in influencing Thai consumers purchasing decisions
- Habits in influencing Thai consumers purchasing decisions
- Economics in influencing Thai consumers purchasing decision.

CHAPTER III

RESEARCH METHODOLOGY

The study aims to provide an insight on Thai working consumers who consumed ready to eat foods in each eating occasions in a day. This study seeks to identify aspects, in which can influence Thai working consumers on what do they eat in each eating occasions and what is motivation on their purchase decisions to foods choices.

3.1 Research Design

The research will explore consumer purchasing behavior on foods choices of Thai working consumer in Bangkok. This research will provide consumer insight of factor influencing in foods choice in different eating occasions and divide into three major criteria:

- Characteristics of the main eating throughout a day in Thailand
- Motivations associated with consumer's decision
- Choices of different foods category for main meals and snacks meals

As the result will benefit for explore business opportunity analysis to be a market leader by new product innovation or will be help to better understating consumer insight to fulfill consumer demand in the foods industry. The research will analysis by SPSS methods to show the relations between variable in this research.

3.2 Data Collection Methodology

3.2.1 The population

This research population focuses only on sampling with high level consumption of ready to eat foods who live in Bangkok area. A high consumption or ready to eat foods is defined as consuming more than 1 times in a day. This research will be focus on limited age ranging between 20 to 45 years old who are working, while does not limit income and occupation of the respondents.

3.2.2 Sampling

Based on this research includes two step:

- Preliminary interview which will be interviewing 10 Thai working consumers. The participants were selected by screening on biography such as age group ranging and working in Bangkok area. According interviewing method, the research would scope down on eating occasions in Thailand and explore the important in motivations on foods choices in ready to eat category.
- Questionnaire survey (quantitative research) to understanding foods choices consumption during eating occasions in a day and majority of consumer purchasing behavior to selected foods choices. The participants were selected by who has ever buy ready to eat foods during a day which collected 140 participants.

3.2.3 Data collection

In term of data collection, firstly the researcher will find out about interviewee's perception, behavioral, attitude, experience and motivation to choose foods choices in each eating occasions. Meanwhile, exposure eating occasions in Bangkok area.

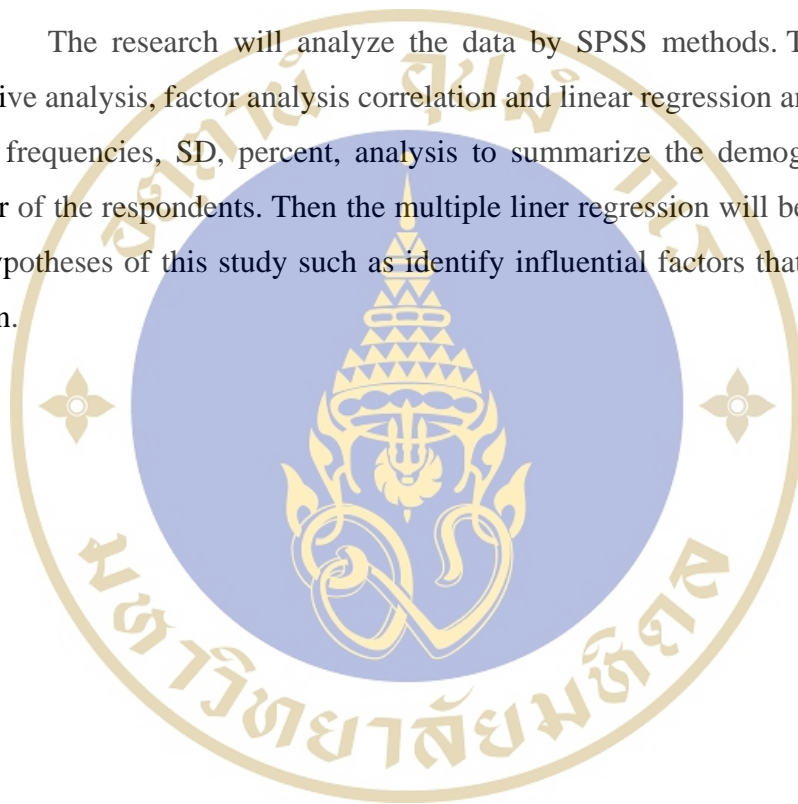
Afterwards, Data collection will conduct with the online questionnaire that is separate into 4 parts: Demographic question, screening question, general question and specific question consequently.

- Screening question will select only target who is the high level of consumption consumer who consuming ready to eat foods as least 1 times a day.

- General question will explore target purchasing behavior in consumption behavior in each eating occasions, Place (where do they buy those product?), what is leads you to see those product (In-store media).
- Specific question will explore deeply in the detail of variable according to the framework and define motivations to choose foods choice in each occasions.

3.3 Data Analysis

The research will analyze the data by SPSS methods. The methods are descriptive analysis, factor analysis correlation and linear regression analysis. Frist, we use the frequencies, SD, percent, analysis to summarize the demographic data and behavior of the respondents. Then the multiple liner regression will be used to test the main hypotheses of this study such as identify influential factors that affect purchase intention.



CHAPTER IV

RESEARCH FINDINGS

Since completed the data collection process, total respondents are 140 peoples which consist of 95 females and 45 males. The data analysis follows the research framework in chapter III and use SPSS program to analyze the results.

4.1 The respondents demographic

The respondents were contributed with females 67.9% and male 32.1% who mostly age range between 23-35 years old with 83.6% and 36 – 45 years old with 13.6% respectively and they are living in Bangkok area. They mostly are company employee with 79.3%, then business owner 9.3%. These had been consumed ready to eat foods in past three months which is during August to October 2016). While the highest proportion of spending for food items or meals per day is during 100-300 baht with 48.6% and during 301-500 baht with 29.3%, only 13.4 % that they are spending more than 501 baht per day.

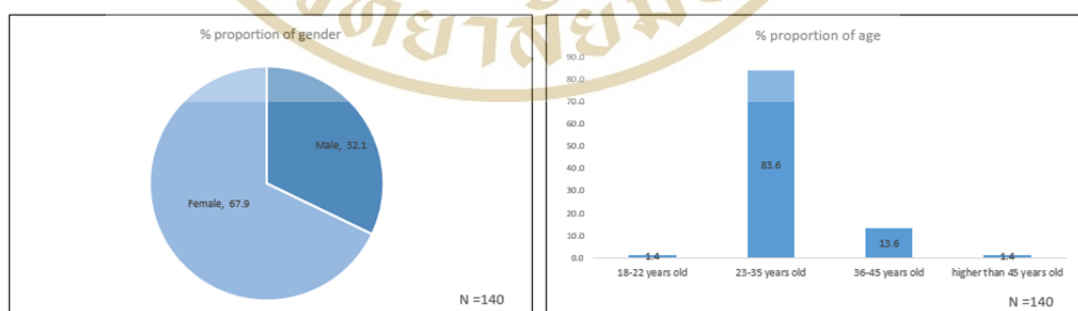


Figure 4.1 Demographic of respondents

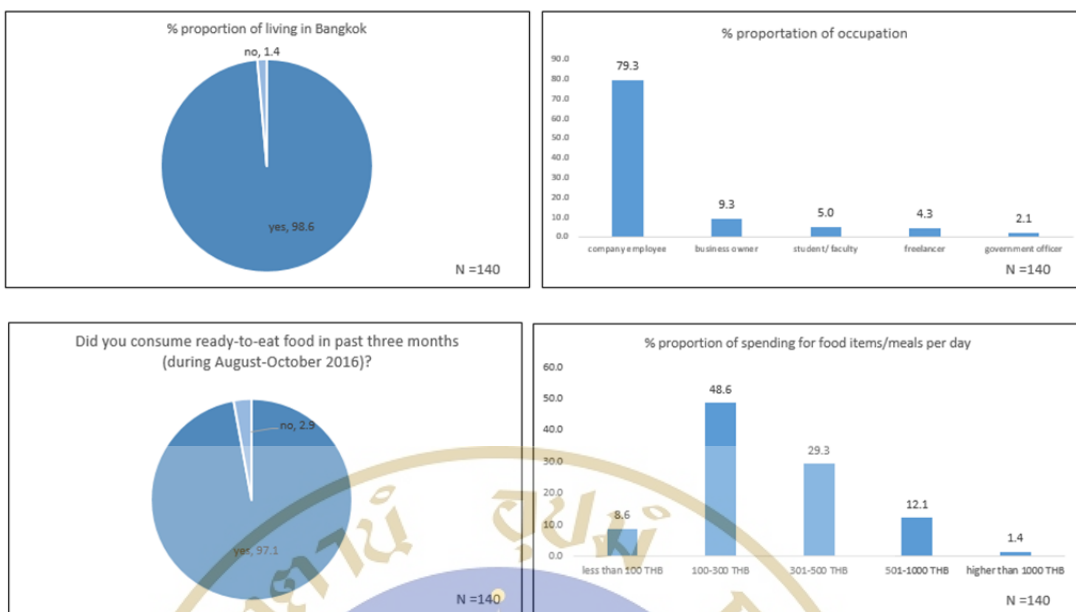


Figure 4.1 Demographic of respondents (cont.)

4.2 The most importation of the eating occasions throughout a day

Based on the seven eating occasion throughout a day, breakfast seems the most importation eating occasions during a day with 55% and following by lunch 27.9%, dinner 14.3% and late breakfast 2.9% respectively. It shows the level of importation meal in the morning to afternoon periods which is cover 8 AM to 1 PM. The majority are consuming 1-3 meals which contributed more than 80%.

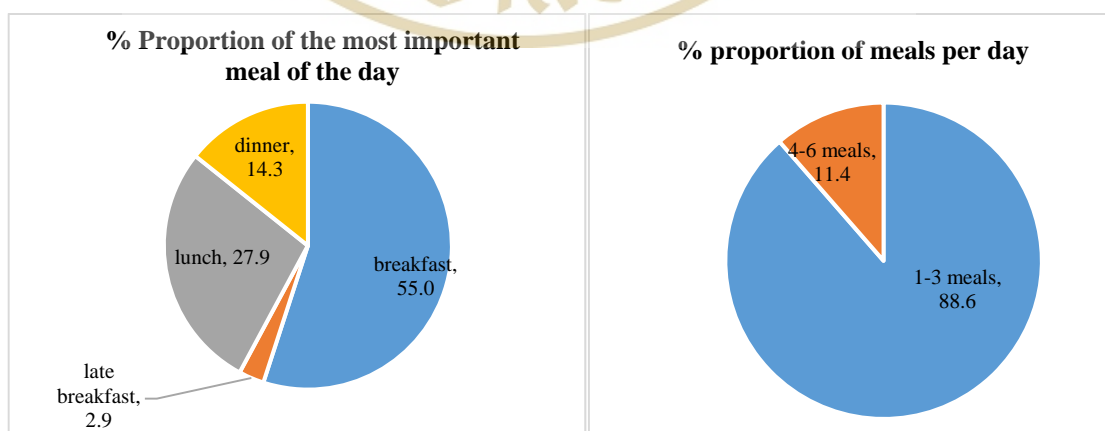


Figure 4.2 The proportion of the most importation meal of eating occasions in a day

4.3 Ready to eat foods consumption during each eating occasion

The reports show the consumption of ready to eat category which instant noodle is the highest percent of 14 categories (72.1%), following by frozen foods product with 67.9%, cup yogurt 54.3%, cereal 44.3%, bread spread 42.9%, rice porridge 40%, dressing 24.3%, canned fish 22.9% and soup/ canned soup 22.1%. while the rest are under 10% consumption of all the participants.

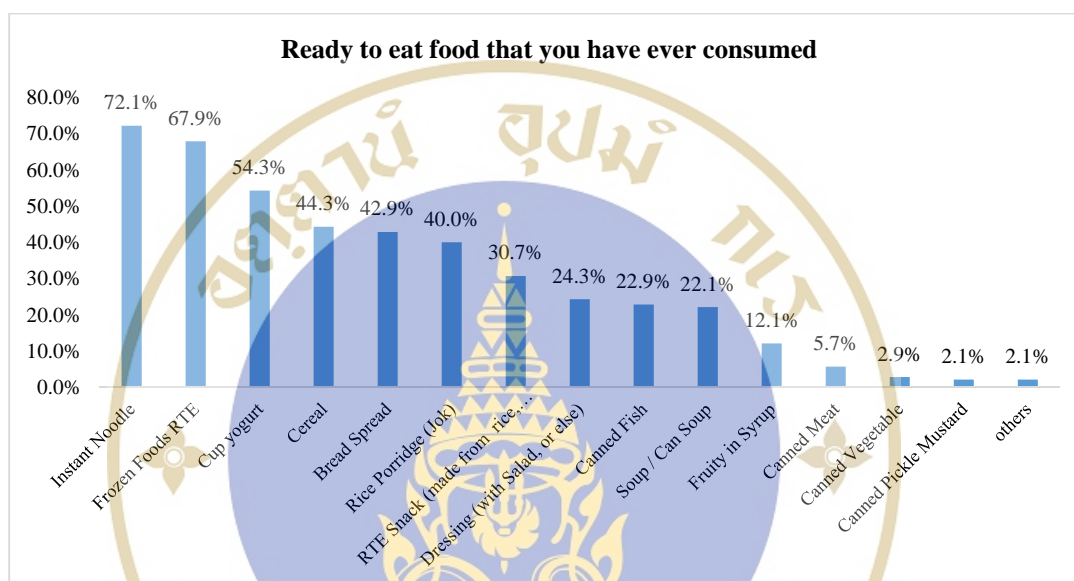


Figure 4.3 The consumption of ready to eat food category in a day

The reports show that consumption of ready to eat foods in breakfast is highest percentage with 47% and following by dinner with 41.1%, while late night and late afternoon are likely significant high consumption of ready to eat foods product with 31.4% and 30% respectively. However, lunch, late breakfast and early afternoon are low consumption of ready to eat category.

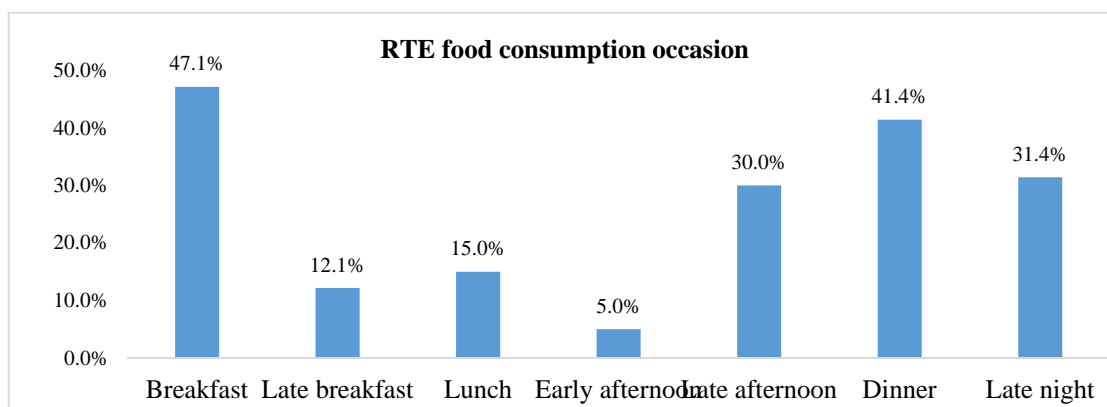


Figure 4.4 The consumption of ready to eat food in each occasion

Breakfast and late breakfast are seen motivated by hungry and before a proper meal, lunch shows a various motivation such as give energy, convenience which including easy to buy /prepare and it's routine. Early and late afternoon are likely motivated by social such as for fun, reward to myself and to share it with friends. Dinner is seems a routine and convenience while additional on healthy concern. Lastly, the late night shows outstanding motivate by hungry.

Table 4.1 The motivation that influencing in each occasion

| Motivations to consumed RTE | Breakfast | Late breakfast | Lunch | Early afternoon | Late afternoon | Dinner | Late night |
|-----------------------------|-----------|----------------|-------|-----------------|----------------|--------|------------|
| Give energy | 17.1% | 17.1% | 30.0% | 11.4% | 17.9% | 10.7% | 7.1% |
| Healthy | 10.7% | 10.7% | 10.7% | 11.4% | 7.1% | 14.3% | 4.3% |
| Easy to buy/ find | 40.0% | 40.0% | 56.4% | 37.1% | 30.7% | 52.1% | 27.9% |
| Easy to cook/ prepare | 24.3% | 24.3% | 40.7% | 19.3% | 18.6% | 45.0% | 27.9% |
| For leisure/ fun | 11.4% | 11.4% | 1.4% | 21.4% | 12.9% | 1.4% | 10.0% |
| Just hungry | 52.1% | 52.1% | 40.0% | 47.9% | 52.9% | 46.4% | 60.0% |
| To reward myself | 0.0% | 0.0% | 3.6% | 4.3% | 6.4% | 1.4% | 4.3% |
| It's routine | 2.9% | 2.9% | 10.7% | 2.9% | 2.9% | 12.1% | 1.4% |
| To share it with friends | 4.3% | 4.3% | 3.6% | 7.9% | 12.1% | 5.0% | 2.9% |
| Before a proper meal | 9.3% | 9.3% | 0.0% | 2.1% | 10.0% | 1.4% | 0.0% |
| None of these | 5.7% | 5.7% | 2.1% | 7.9% | 10.7% | 2.1% | 11.4% |

4.4 Motivations associated with consumer's decision

Exploratory factor analysis using principle component analysis as a main method of component extraction with varimax rotation was used to summarize common variances of the 37 motivational scales asked in the survey. After high cross loadings (i.e. greater than .300) were removed from the analysis, the final model included 21 attributes as presented in below table. KMO and Bartlett's tests were also performed to test whether sample size was sufficient to perform factor analysis. KMO was reported as .768 which passed the minimum criterion of .600 level which means this study had robust number of participants to run the EFA.

Table 4.2 The factors analysis

| | Mean | Std. Deviation | N |
|--|------|----------------|-----|
| to maintain a balanced diet | 2.56 | 1.05 | 140 |
| It is a healthy | 2.85 | 1.34 | 140 |
| keeps me in shape | 2.77 | 1.24 | 140 |
| low in calories | 2.83 | 1.12 | 140 |
| low in Fat | 2.88 | 1.28 | 140 |
| monitor my weight | 2.69 | 1.26 | 140 |
| safe and foods quality | 3.64 | 1.25 | 140 |
| my friend recommends to me | 2.89 | 0.98 | 140 |
| avoid disappointing someone who is trying to make me happy | 2.13 | 1.03 | 140 |
| I can spend time with others people | 2.54 | 1.15 | 140 |
| it makes social gathering more comfortable | 2.36 | 1.10 | 140 |
| it is quick to prepare | 3.89 | 1.00 | 140 |
| it is the most convenient | 4.16 | 0.88 | 140 |
| easy to prepare | 4.10 | 0.87 | 140 |
| Easy to eat and bring it to go | 4.02 | 0.94 | 140 |
| need and hunger | 3.91 | 0.90 | 140 |
| I like to try a new different of foods product | 3.07 | 1.13 | 140 |
| I got some discount and buy it. | 2.90 | 1.13 | 140 |
| it is cheap | 2.60 | 1.09 | 140 |
| I don't want to spend more money | 2.64 | 1.17 | 140 |
| it is on sale | 2.63 | 1.10 | 140 |

Total variance explained is reported in below table. This study used Eigenvalue (higher than one) criterion as an important threshold to decide the number of factors to retain i.e. Kaiser Criterion. Five components were retained and altogether explained 72.587 percent of the total variance.

Table 4.3 Total variance explained is reported

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 6.570 | 31.286 | 31.286 | 6.570 | 31.286 | 31.286 | 4.868 | 23.179 | 23.179 |
| 2 | 3.181 | 15.147 | 46.433 | 3.181 | 15.147 | 46.433 | 3.319 | 15.803 | 38.982 |
| 3 | 2.615 | 12.451 | 58.884 | 2.615 | 12.451 | 58.884 | 3.156 | 15.027 | 54.008 |
| 4 | 1.728 | 8.230 | 67.114 | 1.728 | 8.230 | 67.114 | 2.630 | 12.524 | 66.532 |
| 5 | 1.149 | 5.472 | 72.587 | 1.149 | 5.472 | 72.587 | 1.271 | 6.055 | 72.587 |
| 6 | .827 | 3.936 | 76.523 | | | | | | |
| 7 | .746 | 3.550 | 80.073 | | | | | | |
| 8 | .692 | 3.293 | 83.366 | | | | | | |
| 9 | .637 | 3.032 | 86.398 | | | | | | |
| 10 | .572 | 2.725 | 89.123 | | | | | | |
| 11 | .449 | 2.138 | 91.261 | | | | | | |
| 12 | .390 | 1.858 | 93.119 | | | | | | |
| 13 | .285 | 1.359 | 94.478 | | | | | | |
| 14 | .227 | 1.081 | 95.559 | | | | | | |
| 15 | .198 | .943 | 96.502 | | | | | | |
| 16 | .176 | .838 | 97.340 | | | | | | |
| 17 | .171 | .813 | 98.154 | | | | | | |
| 18 | .137 | .650 | 98.804 | | | | | | |
| 19 | .109 | .517 | 99.321 | | | | | | |
| 20 | .092 | .440 | 99.762 | | | | | | |
| 21 | .050 | .238 | 100.000 | | | | | | |

Extraction Method: Principal Component Analysis.

The rotation matrix converged in five iterations and each component highly loaded with number of attributes as presented in below table. The first component, namely “good for health”, highly loaded with seven attributes. The second component, namely “convenient”, highly loaded with four attributes. The third component, namely “price conscious”, highly loaded with four attributes. The fourth component, namely “social

benefits”, highly loaded with four attributes, and the final component, namely “hunger needs”, consisted of two attributes including hunger and try new and different things. Since the first component consisted of largest number of statements, it also explained most variance (31.286%) of this data.

Table 4.4 The rotation matrix converged in five iterations and each component highly loaded with number of attributes as presented

| | Component | | | | |
|--|-----------|------|------|------|------|
| | 1 | 2 | 3 | 4 | 5 |
| low in Fat | .911 | | | | |
| low in calories | .880 | | | | |
| monitor my weight | .857 | | | | |
| keeps me in shape | .852 | | | | |
| It is a healthy | .783 | | | | |
| safe and foods quality | .698 | | | | |
| to maintain a balanced diet | .649 | | | | |
| easy to prepare | | .921 | | | |
| it is the most convenient | | .916 | | | |
| Easy to eat and bring it to go | | .845 | | | |
| it is quick to prepare | | .841 | | | |
| I don't want to spend more money | | | .849 | | |
| it is cheap | | | .844 | | |
| it is on sale | | | .838 | | |
| I got some discount and buy it. | | | .831 | | |
| I can spend time with others people | | | | .873 | |
| it makes social gathering more comfortable | | | | .799 | |
| my friend recommends to me | | | | .681 | |
| avoid disappointing someone who is trying to make me happy | | | | .671 | |
| need and hunger | | | | | .813 |
| I like to try a new different of foods product | | | | | .629 |

The factor scores were also calculated by SPSS and they were used in subsequent analysis which were correlation and multiple linear regression. This study used .05 significance level to test the hypothesis.

Correlation analysis was used to test the relationship with claimed purchase intention in the next three months (dependent variable). The correlation coefficients between purchase intention and good for health (.250**), convenient (.372**), and hunger needs (.317**) were statistically significant at .05 alpha level. However, the relationships were not strong as the correlation coefficients lied roughly between .300 and .500 (moderately strong). Price conscious seemed to have no correlation at all as the coefficient was nearly zero (-.098).

Table 4.5 The correlation analysis

| | | Purchase intention | Good for health | Convenient | Price conscious | Social benefits | Hunger needs |
|--------------------|---------------------|--------------------|-----------------|------------|-----------------|-----------------|--------------|
| Purchase intention | Pearson Correlation | 1 | .250** | .372** | -.098 | .148 | .317** |
| | Sig. (2-tailed) | | .003 | .000 | .248 | .081 | .000 |
| | N | 140 | 140 | 140 | 140 | 140 | 140 |
| Good for health | Pearson Correlation | .250** | 1 | .000 | .000 | .000 | .000 |
| | Sig. (2-tailed) | .003 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 |
| | N | 140 | 140 | 140 | 140 | 140 | 140 |
| Convenient | Pearson Correlation | .372** | .000 | 1 | .000 | .000 | .000 |
| | Sig. (2-tailed) | .000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 |
| | N | 140 | 140 | 140 | 140 | 140 | 140 |
| Price conscious | Pearson Correlation | -.098 | .000 | .000 | 1 | .000 | .000 |
| | Sig. (2-tailed) | .248 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 |
| | N | 140 | 140 | 140 | 140 | 140 | 140 |
| Social benefits | Pearson Correlation | .148 | .000 | .000 | .000 | 1 | .000 |
| | Sig. (2-tailed) | .081 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 |
| | N | 140 | 140 | 140 | 140 | 140 | 140 |
| Hunger needs | Pearson Correlation | .317** | .000 | .000 | .000 | .000 | 1 |
| | Sig. (2-tailed) | .000 | 1.000 | 1.000 | 1.000 | 1.000 | 1.000 |
| | N | 140 | 140 | 140 | 140 | 140 | 140 |

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

Linear regression was used to identify significant predictors that can be used to predict claimed purchase intention in the future. The model can be written as follows.

$$\text{Claimed PI} = f(\text{good for health, convenient, price conscious, social benefits, hunger needs})$$

The dependent variable was claimed PI and there were five independent variables in the model that had been derived from factor analysis. The model's r square was reported in below table as .333. This means the proposed model can be used to explain variance in claimed PI scores around 33.3 percent. The r square value can be improved by adding significant and relevant independent variables in the regression model. The overall model was tested by ANOVA and the result suggested that the overall model was statistically significant at .05 alpha level ($F = 13.359^{**}$). In other words, at least one predictor in the proposed model can be used to statistically predict claimed purchase intention

Table 4.6 The linear regression analysis

| Model Summary | | | | | | |
|---------------|------------|----------------|-------------------|----------------------------|--------|-------|
| Model | r | r square | Adjusted r square | Std. Error of the Estimate | | |
| 1 | .577a | .333 | .308 | .75198 | | |
| ANOVA | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 37.770 | 5 | 7.554 | 13.359 | .000b |
| | Residual | 75.773 | 134 | .565 | | |
| | Total | 113.543 | 139 | | | |

Final table presents the regression coefficients. Four out of five predictors were found statistically significant at .05 alpha level, including good for health ($t = 3.539^{**}$), convenient ($t = 5.268^{**}$), social benefits ($t = 2.095^{**}$), and hunger needs ($t = 4.494^{**}$). Price conscious, similarly to correlation, was not statistically significant at a given alpha.

The best predictors, according to standardized coefficients, were convenient (.372), followed by hunger needs (.317), good for health (.250), and social benefits (.148) respectively. The interpretation of the unstandardized coefficients was straightforward. As good for health component increased by one unit, other components in the model remained constant, claimed purchase intention scores would increase by .226 unit [95% CI .100, .352]. The interpretation was the same for the remaining significant predictors in the model since the magnitude of the coefficients was all positive (+)

Table 4.7 The regression analysis

| Model | | Coefficients | | | | | | |
|-------|-----------------|-----------------------------|------------|---------------------------|--------|------|---------------------------------|-------------|
| | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (Constant) | 4.057 | .064 | | 63.838 | .000 | 3.931 | 4.183 |
| | Good for health | .226 | .064 | .250 | 3.539 | .001 | .100 | .352 |
| | Convenient | .336 | .064 | .372 | 5.268 | .000 | .210 | .462 |
| | Price conscious | -.089 | .064 | -.098 | -1.391 | .166 | -.215 | .037 |
| | Social benefits | .134 | .064 | .148 | 2.095 | .038 | .007 | .260 |
| | Hunger needs | .287 | .064 | .317 | 4.494 | .000 | .160 | .413 |

The final predictive model can be written as follows.

$$\text{Claimed PI} = 4.057 + .226 \text{ good for health} + .336 \text{ convenient} + (-.089) \text{ price conscious} + .134 \text{ social benefits} + .287 \text{ hunger needs}$$

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Research Questions: What are the key factor influencing consumer behavior are purchasing ready to eat foods category during eating occasion in a day?

A thematic interpretation of the data revealed that the key factors influencing Thai consumer behavior to purchasing foods category during eating occasion in a day, using quantitative research methodology. The purpose of this study is to provide insights into the new market trend and inspiring an initiative new innovation product of ready to eat foods choice in different eating occasions, while would be identify a wining product which needed in each eating occasions.

The findings agree with the main paper that a different motivations played different role in each eating occasions. Breakfast seems the most importation eating occasions during a day of ready to eat foods by hungry and before a proper meal motivations are inspiring to eat at breakfast. Following by dinner, it seems a routines and convenience are motivated, while additional on healthy concern. The ready to eat foods is significantly importation consumed in main meals which including breakfast and dinner, except lunch shows the low level of consume ready to eat foods by shows a various motivation such as give energy, convenience which including easy to buy /prepare and it's routine. Last breakfast seems motivated by hungry and before a proper meal as same as breakfast while a low level consumes ready to eat foods. Early afternoon is also low level of consume ready to eat foods but it shows different motivations by social such as for fun, reward to myself and to share it with friends. However, late afternoon and late night are opportunity for ready to eat foods which got a high level of consumption of ready to eat foods. Last afternoon is likely motivated by social such as for fun, reward to myself and to share it with friend and hunger needed which is same as late night motivation.

The results also agree that the most motivation to consume ready to eat foods is “convenient” which combined with easy to prepare and easy to eat and bring it to go. Following by “hunger needed”, consisted of two attributes including hunger and try new and different things. The third is “good for healthy”, consisted of low in fat, low in calories, keep me in shape and safe and foods quality. Following by the “social benefit” which combined with make them can spend time with others people, makes social gathering more comfortable and recommended by friends. However, price conscious was not significant motivated to purchasing ready to eat foods.

5.2 Recommendations

Foods choice is a complex decision that people have to make on a daily basis. Understanding why people eat certain foods is very important for changing dietary behavior when the change is needed.

Although the findings of this study, it has important implications in provide marketer with a greater understanding of Thai consumer behavior who consumes ready to eat foods in each eating occasions. There is a big opportunity to development product in each eating occasions during a day. The bigger areas are breakfast occasion and mini meals such as late afternoon and late night.

While the development of future criteria need to provide a fundamental needed of consumer which is convenience and hunger needed. Additional opportunity to gain more contribution in the market by initiative new product format which is different of product in the current market to response consumer who likely to try a new different of food product. Moreover, for added value to development product, Marketer would be consideration on “good for health and social benefit” and promoting as low in fat, low in calories and keep me in shape. Otherwise, Marketer could be creating an enjoyment or sharing moment with others people.

5.3 Limitations and suggestions for the future research

This research has limitations of time, sample size. The future research should collect a larger sample size to increase the accuracy of the result. Furthermore, it could add more questions in the survey in order to get more information about type of ready to foods and explore new function of product demand in the future, and media to influence to purchase new innovation product of ready to eat foods to provide a better deep insight of customer needed in the future.



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Appendix A: Questionnaire

Studied in Factor influencing purchasing behavior of working consumer on food choices during eating occasion in Bangkok

This questionnaire is the part of research in order to study factor influencing purchasing behavior on food choices during eating occasion in Bangkok. This study belongs to Mater degree student of College of management, Mahidol University. The information will be used for the academic propose and it will be kept in confidentially.

1. Preliminary interview questions

- a) How many meals that do you eating in a day?
- b) What time that you have eating in each meal?
- c) Could you please help me name each of meal (I don't give an example, but I would like to explore the name that they call each meal such as breakfast, lunch, brunch, dinner)
- d) Do you know ready to eat foods? And give an example?
- e) What is ready to eat foods that you eat each meal?
- f) Why do you choose and buy it ?
- g) How much do you spending with it ?

2. Questionnaire survey questions (Divide into 3 parts)

Screening question

1. What is your gender?
 - 1.1 Male
 - 1.2 Female
2. Which one of the following describe your age?
 - 2.1 below18 years
 - 2.2 between 19-22 years old
 - 2.3 between 23 – 35 years old
 - 2.4 between 35- 45 years old
 - 2.5 46 years old or older

3. Do you live in Bangkok?
 - 3.1 Yes
 - 3.2 No
4. Which one of the following your employment status?
5. Which one of the following your income per month?
 - 5.1 Below 20,000 THB
 - 5.2 20,000-50,000 THB
 - 5.3 Higher than 50,000 THB
6. How much do you spend for buying foods in a day?
 - 6.1 less than 100 THB
 - 6.2 100-300 THB
 - 6.3 301-500 THB
 - 6.4 501-1000 THB
 - 6.5 More than 1000 THB
7. How many meals that do you eating per day ?
 - 7.1 1-3 meals
 - 7.2 4-6 meals
 - 7.3 More than 6 meals

General question

8. In your opinion, What is the most important meal during a day?
 - 8.1 Breakfast
 - 8.2 Late breakfast
 - 8.3 Lunch
 - 8.4 Early afternoon
 - 8.5 Late afternoon
 - 8.6 Dinner
 - 8.7 Late night
 - 8.8 Others.....

9. Did you consume ready to eat food in past three months (during August-October 2016)?

9.1 Yes

9.2 No

10. What kind of ready to eat food that you have ever consumed?

10.1 Cereal

10.2 Cup yogurt

10.3 Instant noodle

10.4 Rice Porridge (Instant Jok)

10.5 Soup / can soup

10.6 Bread spread

10.7 Canned fish

10.8 Canned pickle mustard

10.9 Canned vegetable

10.10 Fruity in syrup

10.11 Dressing (with salad, or else)

10.12 Frozen foods RTE

10.13 Others

11. How often do you consume ready to eat food?

11.1 every day

11.2 4-6 times per week

11.3 2-6 times per week

11.4 Once a week

11.5 2-3 times per week

11.6 Once a month

11.7 Less than once a month

12. How much do you usually spend for a single ready to eat food meal?

12.1 Less than 50 THB

12.2 50-100 THB

12.3 101-300 THB

12.4 301-500 THB

12.5 More than 500 THB

13. Where do you usually buy ready to eat food item?

- 13.1 Convenience stores (e.g. 7-11)
- 13.2 Supermarket
- 13.3 Hypermarket
- 13.4 Mom & Pop stores
- 13.5 Street food vendors
- 13.6 Shopping Mall

14. What are the occasions (meals) that you usually consume ready to eat food items?

(Multiple answers)

- 14.1 Breakfast
- 14.2 Late breakfast
- 14.3 Lunch
- 14.4 Early afternoon
- 14.5 Late afternoon
- 14.6 Dinner
- 14.7 Late night

Specific question

15. If you were to consume ready to eat food, what would be your motivation to consume them on these specific occasion? (Multiple answer for each occasion)

- 15.1 Breakfast
 - a) give energy
 - b) healthy
 - c) Easy to buy/find
 - d) Easy to cook/ prepare
 - e) For leisure/fun
 - f) Just hungry
 - g) To reward my self
 - h) It's routine
 - i) To share it with friends
 - j) Before a proper meal
 - k) None of these

15.2 Late Breakfast (Before lunch)

- a) give energy
- b) healthy
- c) Easy to buy/find
- d) Easy to cook/ prepare
- e) For leisure/fun
- f) Just hungry
- g) To reward my self
- h) It's routine
- i) To share it with friends
- j) Before a proper meal
- k) None of these

15.3 lunch

- a) give energy
- b) healthy
- c) Easy to buy/find
- d) Easy to cook/ prepare
- e) For leisure/fun
- f) Just hungry
- g) To reward my self
- h) It's routine
- i) To share it with friends
- j) Before a proper meal
- k) None of these

15.4 Early afternoon

- a) give energy
- b) healthy
- c) Easy to buy/find
- d) Easy to cook/ prepare
- e) For leisure/fun
- f) Just hungry
- g) To reward my self

- h) It's routine
- i) To share it with friends
- j) Before a proper meal
- k) None of these

15.5 Late afternoon

- a) give energy
- b) healthy
- c) Easy to buy/find
- d) Easy to cook/ prepare
- e) For leisure/fun
- f) Just hungry
- g) To reward my self
- h) It's routine
- i) To share it with friends
- j) Before a proper meal
- k) None of these

15.6 Dinner

- a) give energy
- b) healthy
- c) Easy to buy/find
- d) Easy to cook/ prepare
- e) For leisure/fun
- f) Just hungry
- g) To reward my self
- h) It's routine
- i) To share it with friends
- j) Before a proper meal
- k) None of these

15.7 Late night

- a) give energy
- b) healthy
- c) Easy to buy/find
- d) Easy to cook/ prepare
- e) For leisure/fun
- f) Just hungry
- g) To reward my self
- h) It's routine
- i) To share it with friends
- j) Before a proper meal
- k) None of these

16. Could you please rank these reason for you to buy ready to eat food during a day? (where 1 = most important reason, and 5 =least important reason)

- 16.1 health concern
- 16.2 trendy (it would be impolite not to eat it)
- 16.3 convenience
- 16.4 Hunger
- 16.5 Value for money

Reasons to buy

17. Below are the statements describing the main reasons for you to buy ready to eat food items. Please rate each attributes in terms of its importance for your purchases decision regarding the ready to eat food products. (where 1 = Not important at all, and 5 = Extremely important)

- 17.1 to maintain a balanced diet
- 17.2 It is a healthy
- 17.3 Keep me in shape
- 17.4 Low in calories
- 17.5 Low in Fat
- 17.6 Monitor my weight
- 17.7 Safe and foods quality

- 17.8 It's made by natural ingredient
- 17.9 It is a trendy
- 17.10 Make me looks good in front of other people
- 17.11 Others like it
- 17.12 My friend recommends to me
- 17.13 It would be impolite not to eat it
- 17.14 Avoid disappointing someone who is trying to make me happy
- 17.15 I am supposed to eat
- 17.16 I can spend time with others people
- 17.17 It makes social gathering more comfortable
- 17.18 I am sad/feel lonely
- 17.19 It is quick to prepare
- 17.20 It is the most convenient
- 17.21 Easy to prepare
- 17.22 Easy to eat and bring it to go
- 17.23 I usually eat it
- 17.24 I am familiar with it
- 17.25 Need and hunger
- 17.26 I need energy
- 17.27 I have an appetite for it
- 17.28 Tastes good
- 17.29 I like to eat a variety of different foods each day
- 17.30 I like to try a new different of foods product
- 17.31 I like to search new product online and buy it store
- 17.32 I have been seen on TV and buy it at store
- 17.33 I saw the advertisement on shelf and buy it
- 17.34 I got some discount and buy it
- 17.35 It is cheap
- 17.36 I don't want to spend more money
- 17.37 It is on sale

18. Would you be willing to buy a ready to eat food product in the next three months?

18.1 Will definitely not buy

18.2 Will probably not buy

18.3 Neutral

18.4 Will probably buy

18.5 Will definitely buy

.....Thank You.....

