

**FACTORS AFFECTING CONSUMER'S PURCHASE DECISION  
TOWARDS BAKERY PRODUCTS AT BAKERY SHOP IN  
CHONBURI PROVINCE**



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**FACTORS AFFECTING CONSUMER'S PURCHASE DECISION  
TOWARDS BAKERY PRODUCTS AT BAKERY SHOP IN  
CHONBURI PROVINCE**

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## **FACTORS AFFECTING CONSUMER'S PURCHASE DECISION TOWARDS BAKERY PRODUCTS AT BAKERY SHOP IN CHONBURI PROVINCE**

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### **ABSTRACT**

The purpose of this study is to find out factors affecting consumer's purchase decision towards bakery product at bakery shop in Chonburi province. Hypothesis were tested by conducted a quantitative research with 223 respondents who live and work in Chonburi.

The findings of this research demonstrated that there are two main factors that significant which are promotion and physical evidence towards purchase decision of bakery products.

The result of research lead to several recommendations to the bakery shop owner and relevant businesses in Chonburi to develop the strategy to suit with consumers preferences, and their purchase decision to run the business more efficient and effectively.

**KEY WORDS:** Bakery Shop, Bakery Product, Chonburi, Purchase Decision

52 pages

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# CHAPTER I

## INTRODUCTION

The purpose of undertaking research is to study the services marketing mix factors that influence consumer purchase decision towards bakery products in bakery shop in Chonburi. Purpose of research is to find out what is the factor that could influence the consumer purchase decision.

### 1.1 Research Background

Nowadays, the world has massive change on the way we live, work and play since the competitive environment and technology play as main role which lead people to live with more speed and pressure. Those changes the way we live in many aspects and one main aspect is the way we eat or consumption habits.

People in these days try to find out any assistant to help them save their valuable time and bakery is one of the significant answer. This type of products can be replace as a main meal or even as a snack during the meal. Bakery product could be classified as several categories such as bread, cookies, pastries(puff and pie) and cake (National Food Intelligence, 2015) which use oven to bake before a serve.

Moreover, at the moment people prefer to show their lifestyle such as travel, eat and hobbies through social medias because this could help to make them show their own status, proud and enhance happiness through sharing their good life and intrend lifestyle (Songpattanayothin, 2016) and bakery is one of the thing that people usually share through their social medias because of the good looking appearance. Bakery products used to be suit with only some special occasions like wedding and birthday party only. However, it no longer like that because at the moment, those products could be consume at anytime, anywhere and with anything.

Furthermore, Thai people tend to consume bakery product such as breads, cakes and cookies as complement with coffee in their daily life because the sweetness

of bakery could enhance the taste of coffee to be better. We influenced by western cultures more and more so bakery products developed to be in many different kind of things to satisfy consumer's lifestyle and preferences.

The market of bakery products in Thailand tends to grow continuously which account by 27,400 millions bath in 2016 and have compound annual growth rate (CAGR) approximately 7.6% from 2011-2016. (POSITIONING, 2016) and as mentioned that bakery usually become a complement things with coffee in Thailand 2016, the market value of coffee is approximately 30,000 millions baht (NUTTACHIT, 2017) and tends to grow continuously for the following years which could mean that the bakery market and products will be in the same directions as it complement products.

Chonburi province is a popular destination in Thailand located in the eastern area of the country (Tourism Authority of Thailand) with the population of 1,483,049 people in 2016 and it divided into 11 districts which are Chonburi, Ban Bung, Nhong Yai, Banglamung, Phan Thong, Sriracha, Phanat Nikhom, Srichang, Sattahip, Bo Thong and Chan island (Chonburi Provincial Statistical Office, 2017) . Moreover, it also a main industrial area and a hub of many industry such as steel, power and automotive because of the golden location that easy to access from Bangkok and others key cities and a deep sea port in Laemchabang. This make chonburi is one of the city that extend steadily and grow all the time so many businesses are start to satisfy consumer in this provinces and bakery shop is one of those businesses.

There are many bakery shop opened to correspond to this trend. In the other hands, this lead to the higher competitive situation for this market which some success and some are fail so it becomes a really challenge for business to maintain their business to stay in this competitiveness. The bakery business need to maintain the quality of products and services and also try to become differentiate from their competitors. This becomes a question for the research that aims to find out what factors affect consumers to buy bakery product in Chonburi province and consumer behaviors that would be benefit to all stakeholders in bakery business or complement businesses such as coffee shop would gain more understand in consumers and build more effective strategy to be more competitive in the market and maximize the profit in long term.

The bakery shop could separate into four main categories (wudthinam, 2013) as following;

1. Bakery in Hotels: a bakery department in hotels that will provide bakery for hotels customers and events which normally expensive more than others type because use high quality of ingredients.

2. Bakery shop : this is a premium bakery retail type that provide table for customers to consume at shop and focus on product quality and services such as catering and events. The project will focus on this type of bakery shop.

3. Homemade bakery : a made to order for customers that could be customized exactly what customers want in their bakery products.

4. Made to order bakery : a bakery shop that will made to order only with not really focus on quality of products and will try to minimize the cost.

In this study, I would focus only one type of bakery shop which is bakery shop because of the trend of bakery shop in Chonburi is increasing continuously and there are many bakery shop spread all around the province. This lead to it becomes an interesting point on what factors affect customers purchase decision of bakery products in Chonburi.

## 1.2 Research Objectives

There are three main objectives of this study which are as following;

1. To study how each individual factors affect to the buying decision of consumer in Chonburi province.
2. To investigate what is the most influential factors affect to consumer purchase decision process.
3. To identify consumers buying behaviors of bakery product in Chonburi area.

## 1.3 Scope of Research

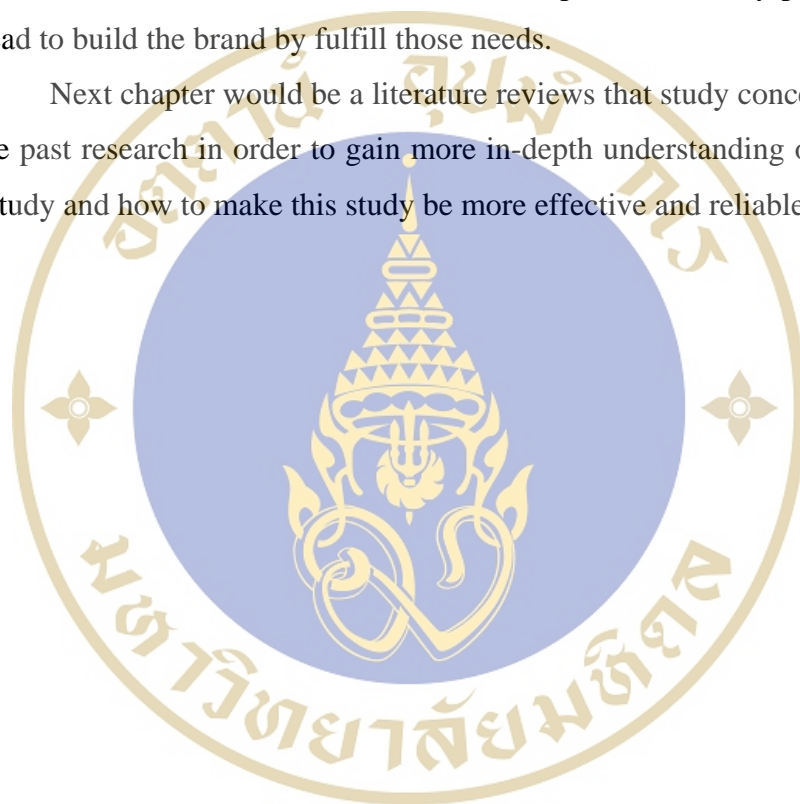
Population Scope : In this research study is customers of bakery shop that provides a seat and services for example, wifi and drinks who have made decisions to purchase bakery products and live or work in Chonburi area.

Research Period Scope is conducted from January – April 2018

#### **1.4 Expected Result**

The expected result is to be benefit for any stakeholders who involve in bakery business or similar field to be more clarify and clearly understand about what services marketing mix factors that affect purchase decision of bakery products in Chonburi province. Moreover, they could use the result to guide and help to build an effective strategy to satisfy customers needs and wants to become more competitive advantages. The result could be use as an important tool to build brand awareness and identity because understand what make customers purchase bakery products and why could lead to build the brand by fulfill those needs.

Next chapter would be a literature reviews that study concepts and theories from the past research in order to gain more in-depth understanding of what included in this study and how to make this study be more effective and reliable.



## CHAPTER II

### LITERATURE REVIEW

To study about buying behavior and factors that affect purchase decision of bakery product in premium bakery shop in Chonburi area. This chapter will explain relevant literatures, study and theories to illustrate and clarify definition and explanation which support the analyze the result for the study. The chapter would separate into seven parts as following;

1. A general knowledge about bakery
2. The concept and theory about Service Marketing Mix (7P's)
3. The theory of consumer behavior model
4. The concept and theory about Buying /Purchase decision
5. Related Literatures reviews
6. Conceptual framework
7. Hypothesis

#### **2.1 A general knowledge about bakery**

Bakery is a western desserts that entered into Thailand since King Narai The Great era. However around that time the ingredients and equipments to bake a bakery are expensive because need to import from others countries. As a time goes by bakery becomes more well know in Thailand and all the ingredients and equipments are more easily to find to it becomes very popular in the country ([Bakery] Bakery history and other relevant topics that should know- DE Bakery's Blog, 2014) Bakery products can classify as following;

1. Cake: is a kind of bakery that made of flour, sugar, eggs and many more ingredients that give a sweet taste. It mostly use with birthday and wedding ceremony in Thailand. There are three types of cake which are

- Butter cake is a type of cake is a traditional one which main ingredients of is butter and eggs and the texture will be heavier and moisture than the other types of cake.
- Sponge cake is a type of cake will be less heavier from butter cake but a bit more than chiffon one which they main difference is mixing method that this type of cake will put the whole eggs mix with other ingredients and use longer time to mix than the chiffon one.
- Chiffon cake is the most lightest texture of cake because it separate between white egg and yolks in the mixing methods and it gives a very light, soft and cottony texture.



**Figure 2.1 Butter cake**

Source: <http://tasteasianfood.com/butter-cake/>



**Figure 2.2 Sponge Cake**

Source: <https://portugueserecipes.ca/recipe/531/1/Portuguese-Sponge-Cake-Recipe>



**Figure 2.3 Chiffon Cake**

Source: Meaban <https://cooking.kapook.com/view132194.html>

2. Pie is a baked flour that have both of sweet and salty flavours such as chicken or redbean.



**Figure 2.4 Pie**

Source: <http://www.taste.com.au/recipes/mixed-berry-pie/a6bfea74-ed59-4aee-b3f1-48921162c1d7>

3. Cookie is a kind of baked bakery that usually be crispy with many flavours such as chocolate and have different kind of shape.





**Figure 2.5 Cookie**

Source: <https://aseasyasapplepie.com/flourless-chocolate-cookies/>

4. Bread is a baked flour bakery that people usually have it as breakfast with jam and butter as a complement with coffee. There are both of sweet and salty flavours available.



**Figure 2.6 Bread**

Source: <https://www.browneyedbaker.com/white-bread-recipe/>

## 2.2 Service Marketing Mix (7P's)

The traditional marketing mix is 4P's that established by McCarthy in 1960 that mainly focus on how to create the right product to satisfy customers needs and wants and offer with right price and place with the right promotion. However, in this study will use service marketing mix (7P's) which will add three more elements from

traditional marketing mix (4P's) because for the service industry will require these elements which are people, process and physical evidences.

### **2.2.1 Product**

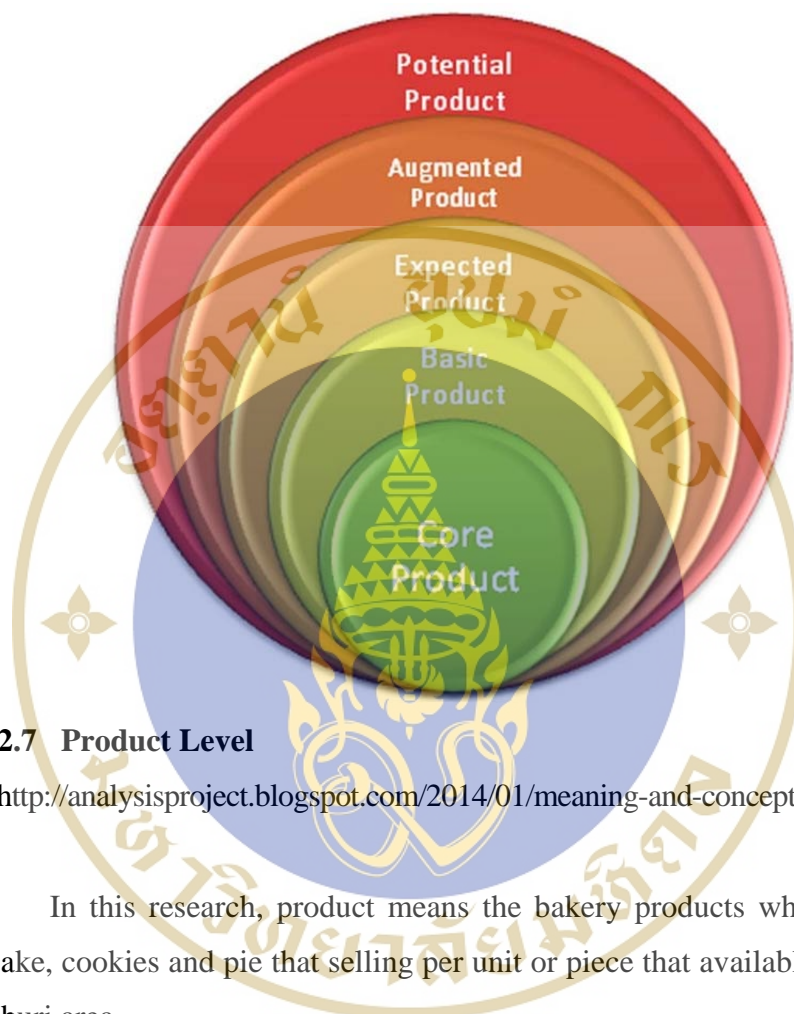
Product element /Service is the core product/service that offer by the company (Wirtz L' a', 2013) that would attract customers by creating value and satisfy customers needs and wants. (Armstrong and Kotler, 2009) and for service businesses to stimulate sales may vary depend on the variety of products , taste or quality (Sukrith, 2014) .Product can classify into two types which are consumer goods and industrial goods. For Consumer goods is when consumer purchase product for household use only or non-business purpose. Another type is Industrial goods is when consumers purchase product for business purpose or resale it.

For this research paper, focus only consumer goods that consumers buy bakery products for their consumption or any none business purpose.

A consumer goods can separate into four sub-groups. Firstly, Convenience goods is the product that consumers usually buy it often in their daily life and put less effort in purchasing process and decision such as foods, snacks and drinks. Second is shopping goods is the product that consumers usually take some of the time to think and compare between price, quality and quantity before make any decision such as clothes. Next is Specialty goods is the product when consumers are not really compare between brands, quality and price because they will buy same brands that they are loyalty and will put effort in the purchasing process such as cell phone. Last one is unsought goods is the product that consumers do not aware that it is necessary for them or not or never try it before such as insurance.

For better understand of products, it is important to understand each product characteristics which it could be categorized into five level of products. To begin with the first level which is core product is what customers are looking to get after purchase which actually the solution to solve customers problems. Next is tangible product is the appearances and attributes of products that consumer can feel, see and consume it by packaging, quality and brands. Third is expected product , it is a customer expectation that what they expected to be or include in the product when they buy such as the hygiene and quality. Then the fourth level is augmented product ,It is the additional attributes

that customers will get when they purchase the product and last level is potential Product, The thing or benefits that could be improve in the products to satisfy customers needs and wants in the future to be more competitive.



**Figure 2.7 Product Level**

Source:<http://analysisproject.blogspot.com/2014/01/meaning-and-concepts-of-product.html>

In this research, product means the bakery products which include with bread, cake, cookies and pie that selling per unit or piece that available in bakery shop in Chonburi area.

### 2.2.2 Price

It is the price of products and services that should be equivalent or more between the value of products or services compare to it's price in customer's perception (Apat, 2016). The customers must willing to pay for the price as they perceive the value in it that can satisfy them which the price setting could start from demand and supply, cost, competitors, price setting theory (Suvimol Manjing,2003,p.240). Price is a part of serviced marketing mix that is the most flexibility that easily to change not like other factors. It is the part that create revenue into organizations while others

components generate expense (Kotler, 2000) Price and value are significant important factors that make customer make a purchase decision ( Vittavat Rungruengphol, 202, p.152-155). The main objectives for setting price could separate into 4 main points as following; (Potasin, 2010).

Firstly, for revenue is to make a revenue in return of investment in order to run the business and get profitability. Secondly, Sales is focus mainly on market share of the product or increase the market share in the market. Next is competition is focus on the business which can compete with competitors or able to avoid the price war. Lastly, social contribution mainly focus on setting the price that people could easily access the use of product or to maintain the job for employees.

Pricing strategy for general product can be separate into four strategies. To begin with first strategy which is competitive pricing strategy is a strategy that mainly focus on setting the price to be more competitive than competitors which is normally equal price or the same price range as competitors. Secondly, Product line pricing strategy is a strategy that will apply when the business has many different kind of product lines to separate the price clearly for each line in order to maximize profits for organization. Next is Psychological pricing strategy , this strategy will base on psychology of human to attract customers and increase their purchase decision opportunity. Last strategy is Distribution based pricing strategy : set up the price base on location and logistic costs.

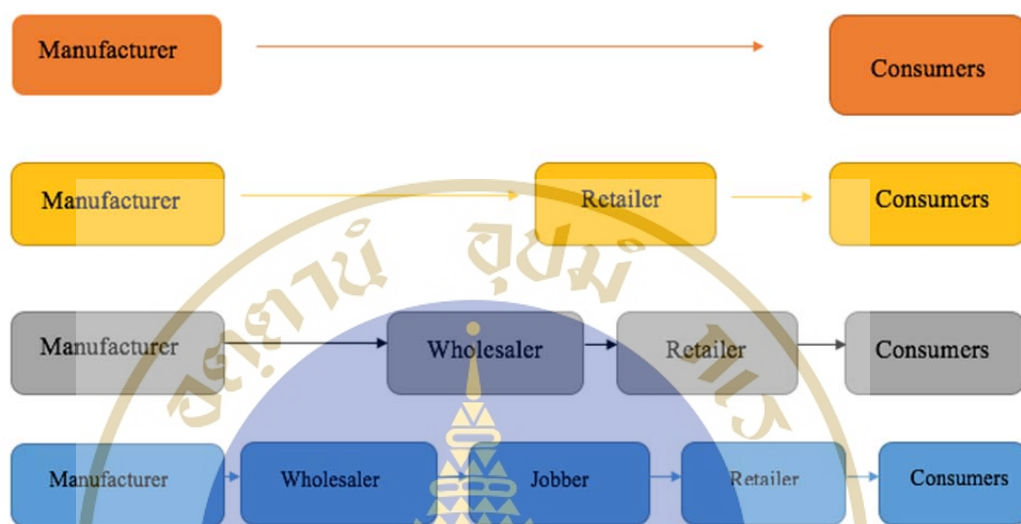
In this study, price means the price of bakery products per unit that customers paid for each unit of the bakery product.

### **2.2.3 Place**

It is how to deliver or distribute products or services to customers in the time they required or in the other way how and where customers can find products or services which must be easy to access and comfortable. (Jaitarb, 2013) The important thing is to know who is target customers to find out the most effective distribution channels (Sopimpa, 2015). Another meaning of this “Place” is the location or where we located our business and it must be fit with the target customers group to make them find and access easily and it will be more important to some certain types of business (Serirat, 1998) The following factors are the factors that need to be consider

when selecting distribution channel. First factor is types of business, then follow with the necessity of intermediary as second factor and last factor is target customers.

There are two main types of distribution channel for consumer goods which are direct and indirect channel.



**Figure 2.8 Distribution Channel**

Direct Channel or Zero-level channel is when business directly deliver or distribute the product to end users without any intermediary. This type of distribution, the owner must be able to control the distribution process effectively to make the product arrive and available just the right time for consumers. This will usually suit with some specific types of products such as expensive goods or food and beverage that need to consume at that time.

Indirect Channel is when business use external partners to act as their intermediary to distribute the product to end users. Within this type, there will be a sub category. The first category is one Tier or one level channel is when there is only one level of intermediary that act as middle man to distribute the product which usually use with products like perishable products. Secondly, it is two tier or two level channel is when there are two intermediaries in the process to act like middle man and this type will mostly use with the mass product that required a lot of intermediary to access more customers and bigger market. Last category is three tier or three level channel is when

there are 3 level of intermediary that help to distribute the products and usually use with the products that have big target customers in different locations.

In this study, place stands for the bakery shop that provide bakery products which are bread, cake, puff and pie. The bakery shop must also provides a several services such as drinks, internet wifi and delivery and must be located in Chonburi province which are the direct channel because there is no intermediary between the shop and customers. It is a direct distribution.

#### **2.2.4 Promotion**

Promotion is when business using marketing tools in the products and services that could enhance the motivation, thinking, feeling and needs in customers to make their purchase decision or buying behaviors (Etzel, 2007). Promotions could classify into two different main types which are Push and Pull strategy.

Push Strategy is when company using any marketing tools to push the products or services to customers such as buy one get one free.

Pull Strategy is when company using marketing tools to pull or attract customers to interest in products & services or in the brand itself such as advertising.

To help the strategy work effectively, it is necessary to apply appropriate marketing tools for promotion. There are mainly six promotion tools which are advertising, sales promotion, publicity and public relation, direct marketing and personal selling. The first tool is advertising which is communicate a message, ideas and motivate customers through various media channels such as television, radio, newspaper to enhance customers understanding and influenced them to have interest or purchase a products or services. Second tool is sales promotion is when any business activities that could motivate and influence customers to purchase more such as discount, rewards and member card. Next tool is publicity and public relation, it is when company using customer's feedback and review with pay or without pay to promote the products or services of company to attract other customers. Direct Marketing is another tool when company communicate directly to customers without any intermediary such as catalogue, letter, email, website or even application which has high growth rate at the moment. The last tool is personal selling when company selling the products or services by face to face between customers and sellers or called two-way communication to share the information and do it directly.

In this study, promotion means any marketing activity that provide by bakery shop in order to achieve their marketing objectives such as increase awareness, build customer loyalty program and increase sales and offer to customers.

### **2.2.5 People**

People means people in organization would include all from the top to bottom positions that create a value to organization to perform services to customers. This mean any party that involve with all the process that offer a product and service to customers (Suejamsilp, 2012). This is one of the most important factor to run business because people is the one who set up and plan for strategy that could make business to achieve goals. The company must focus on people development to enhance their ability and skills to perform well and satisfy customers and represent the company (Chaiboonrueng, 2012).

To perform a service to customers and make them feel satisfy, the performer should follow this;

1. Must dress clean and properly
2. Welcome every customers equally
3. Employees are well train in their duty and fast service with enthusiasm.
4. Should know customers well to satisfy customers
5. Perform base on customers needs and wants as a priority
6. The shop area must be clean
7. Visit customers regularly
8. Create the relation by customers word of mouth which is the most effective way
9. To develop the process by using new technology
10. Should give recommendations about promotions to customers.

People plays as one of the key factor in this competitive business environment in terms of to create the differentiation and value for organization and businesses (Samuejai, Marketing Management, 2006). In this research, people mean employees since the salespersons, pastry chef, owner and cleaner in bakery shop that provide the products and services to customers.

### **2.2.6 Process**

Process includes all the processes that involved in transferring and delivering services to customers. The effective and efficient process could help company to satisfy customer needs and wants to enhance customer satisfaction easily. Moreover, to satisfy customers with the effective process could help customers to spread word of mouth to other customers (Chanjaruwong, 2016). It also shows the procedure and how the service perform or how they combine the opetiona system together in order to perform the services that customers would be appreciate. (Wirtz C' L').

In this study, the process means all process since the customers walk inside the shop until they buy product and leave which the employees must perform the services effectively to customers.

### **2.2.7 Physical Evidence**

Physical evidence means all physical and stuff that help during all process of making products or services to customers and the physical evidence could be as important as it represent or reflect the quality of products or services of company.

It is an significant factor of services marketing mix play as a main role to perform the customers experiences and satisfaction. It directly impact to customers buying behaviors in three dimensions as following; (Christopher Lovelock).

1. Message-creating medium: it can represent as a sign of services quality and distinctive nature.
2. Attention-creating medium: it could make the business differentiate themself out of the competitors in the market.
3. Effect-creating medium: it could also effect and enhance to services experiences of customers.

In this study, the physical evidence would be all tangible things that customers could perceive in the bakery shop such as the decoration, facility, employees, products. The physical evidence could enhance customer's confident in the shop even it is not help to deliver any effective value to customers (Samuejai, Marketing Management, 2006).



## 2.3 Customer behavior model

It is the study of what influence customers to purchase the products or services which occur from stimulus that create needs and wants and deliver to buyer's black box to evaluate and become buyer's response and buyer's decision (Seriraj, 2003). The beginning of this start from Stimulus and lead to be a response or S-R theory which is as following;

### 2.3.1 Stimulus

It could separate to be inside stimulus and outside stimulus but marketers must focus only outside to create a buying motive and the outside stimulus could classify into two categories as following;

2.3.1.1 Marketing stimulus : this is related to marketing mix that marketer could control and manage it

- Product: design to make products and services look attractive to customers.
- Price: Set the target customers and design the price level to be suitable with customers
- Place: The distribution channel on how customers can find and purchase the products or services.
- Promotion: To communicate and create a demand for the products and services by marketing tools.

2.3.1.2 Other Stimulus : an external stimulus that could create a buying motive and could not be control are as following;

- Technology: a new technology such as social medias
- Cultural: festivals and some specific events in the cultures could influence to the buying motives.
- Economic: the economic situation and personal income also effect to the motives.
- Law and Political: some laws and regulation could apply and effect to the motives of consumers.

### **2.3.2 Buy's Black Box**

The consumer's mind is similar to black box that no one could ever know so it is really important to learn and understand what's in that black box.

2.3.2.1 Buyer's characteristics : it is influenced by culture, social, demographics and psychological.

2.3.2.2 Buyer's decision process : which will separate into five processes.

2.3.2.3 Buyer's response : Buyer's purchase decision

## **2.4 Buying/Purchase Decision Process**

It is the process where consumers make a decision to purchase some specific products or services (Philip Kotler & Armstrong, 2012) which there are five processes as following;

1. Need recognition is the first thing in the process is customers must aware that whether why they need the product or service to solve their needs and wants so this is why business must communicate to make customers aware their problem or needs to create a demand.

2. Information Search is when they start to aware their needs or problems, they will start to search what products or services available for them to purchase by several ways such as ask their parents and friends, social medias and medias.

3. Evaluation of alternatives is to evaluate all choices that available before select by compare the price, quality, brands and product itself to find the best fit of customer criteria.

4. Purchase decision is when after evaluate the choices then customers will select the best choice that fit their criteria and this process they will purchase the specific products and services to satisfy their needs or solve their problems.

5. Post purchase behavior, it is the feeling after consumers use the products or services already. They will evaluate whether they satisfy or dissatisfied with their decision and usually depend on customers perception versus customers expectation that could become both of positive and negative result. When customers satisfied with the products

or services they will repurchase it again but when they dissatisfied they could spread the negative word of mouth, reviews and not repurchase again.

This process could help to enhance the understanding of how consumers process their purchase decision to use it as a guide to improve the strategy and marketing plan to attract target customers.

However, in this study it starts from the first process which is problem recognition of customers that customers realize that they need and want bakery products such as to fulfill their needs or for birthday present. Secondly, the second process will be information search that customers will find out the information of bakery shop in Chonburi. In this step will related to the serviced marketing mix (7P's) that customers will find the information about the products that available in those shop and its price with any promotions and also where the shop located in Chonburi province. Next, alternative evaluation is the process where customers already have enough information of bakery shop so they will start to evaluate each alternative by compare the serviced marketing mix until lead to the next process which is purchase decision where customers decide to buy and pay for bakery products from bakery shop in Chonburi area. In this research will focus only four out of five process which are problem recognition, information search, alternative evaluation and purchase decision.



**Figure 2.9** Buying/ Purchase decision process

## 2.5 Related literature reviews

Suchaya Apapat (2016); study factors affecting purchase decisions by working- age consumers of take away bakery products in Bangkok and Vicinity. The research is carried out with 412 respondents and the result of factors affecting purchase decision will be in the ascending order from the most to the least which are product quality, distribution channel (Place), product appearance, packaging and brand.

Kitsana Ontanachot (2008) ; study of factors affecting purchase decisions towards bakery product in Naowarat department store. The research does on 400 respondents and found out that the marketing mix factors affected to purchase decision and buying frequency.

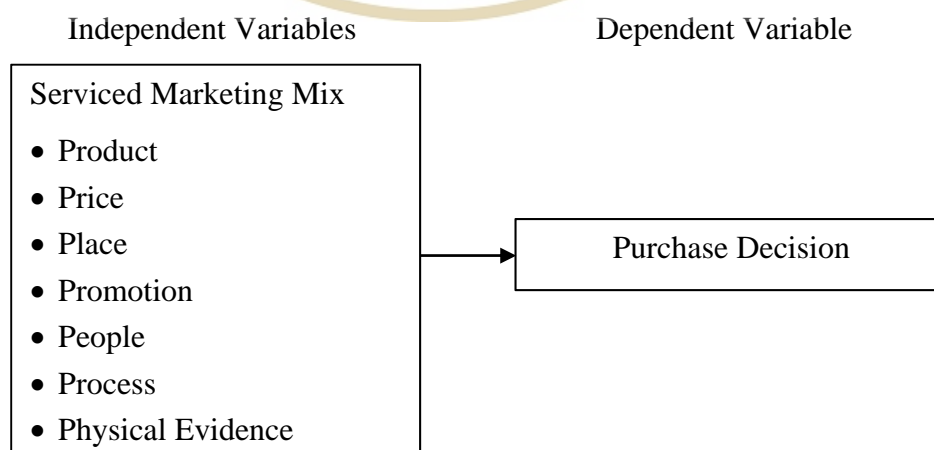
Benjaluck Moosikachana ( 2010 ) ; study on consumer behaviors of bakery products in Surat Thani province. The research carried out on 400 respondents in Suratthani province and found out that the problem of bakery product is price which is too expensive for consumers and they do not have lot of information about bakery shop in their province.

Napatsaporn Niyawanont ( 2009); study on factors affecting bakery purchase behaviors of consumers in Mueng district, Nakorn Pathom. The research carried out on 400 respondents and the result shows that the marketing mix factors that most affected to their purchase behavior is product and usually consume bakery as a complement with drinks in bakery shop

Vivat Jaitarb (2013); study on factors affecting consumers buying decisions of bakery product in Bangkok found out that there are three factors significant which are promotion, process and brand image.

## 2.6 Conceptual Framework

The following diagram illustrates this study conceptual framework on what will be independent variables that would effect and impact on dependent variable.



**Figure 2.10 Conceptual Framework**

Next chapter talk about the research methodology for this study and how we collect data and analyze it to become a result or solution for this research study.

## 2.7 Hypothesis

There are seven hypothesis of this study which include all services marketing mix factors as following;

Hypothesis 1: There is a significant relationship between product factors and consumer's purchasing decision of bakery in Chonburi province.

Hypothesis 2: There is a significant relationship between price factors and consumer's purchasing decision of bakery in Chonburi province.

Hypothesis 3: There is a significant relationship between place factors and consumer's purchasing decision of bakery in Chonburi province.

Hypothesis 4: There is a significant relationship between promotion factors and consumer's purchasing decision of bakery in Chonburi province.

Hypothesis 5: There is a significant relationship between people factors and consumer's purchasing decision of bakery in Chonburi province.

Hypothesis 6: There is a significant relationship between process factors and consumer's purchasing decision of bakery in Chonburi province.

Hypothesis 7: There is a significant relationship between physical evidence factors and consumer's purchasing decision of bakery in Chonburi province.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter describe the purpose of study, research methods that applicable to the research question “factors affecting customers purchase decision of bakery products from bakery shop in Chonburi province”. Thus, this chapter divided into three main parts which are research design, sample and data collection and instrument.

#### **3.1 Research Design**

There are two research methods which are qualitative and quantitative. For the qualitative, it is an in-depth understanding in some particular topic of study by doing various ways to understand those topic for example, one to one interview and focus group. This type of method could lead the researcher to understand the insight of that particular topic. In the other hand, another research method is quantitative that mainly focus on result and measurement from the topic of study out of the entire population or sample size of that particular topic.

This study uses quantitative research approach by distribute online survey by Google Form and collecting data from 223 bakery consumers who live or work and have an experienced purchase bakery products from bakery shop in Chonburi area. The method is online surveys by spread out to the target respondents via online channel because online channel can easily so they can answer the questions anywhere and anytime. Moreover, there is a limited timeframe and boundaries for the study so the online survey could help to reach large group of respondents within those limitations and the google form is an professional online survey from that could enhance respondents ability to answer more accurately and precisely.

### **3.2 Sample and data collection**

The target respondents of this study is customers who purchased bakery products from bakery shop in Chonburi areas and currently work or live within Chonburi province. The online survey of this study is randomly distributed within the sample size of 223 respondents to find out what services marketing mix factors that affecting customers purchase decision of buying bakery products within Chonburi province. The survey is already rephrased base on professor comments and feedbacks to ensure that it could really conduct and measure our research questions and lead to the right direction from the research objectives. Questionnaires are asked base on seven factors from services marketing mix which are product, price, place, promotion, people, process and physical evidence and after finish collect the data from respondents then use SPSS program in order to analyze the finding and hypothesis test.

### **3.3 Instrument**

According to this research use online survey so the questions consists of four main parts. First part is screening questions to make sure that the respondents are in the sample size of this study. Secondly, general questions about their buying behavior of bakery products. Next is specific questions about service marketing mix factors and last part is demographics questions.

#### **3.3.1 Part 1: Screening questions**

1. Do you study/work or live in Chonburi province?
2. Have you ever bought bakery products in Chonburi ?

#### **3.3.2 Part 2: General questions about respondents buying behaviors of bakery products**

1. How often do you purchase bakery products within a month ?
2. Which day do you prefer to purchase bakery products ?
3. What time do you usually purchase bakery products in a day ?
4. What bakery products do you usually purchase ? (Can select more than one)

5. Who usually get involved with your bakery products purchase?
6. What is the purpose of your purchase for bakery products?
7. What sources of information that you mostly use for your purchase decision of bakery products?

### 3.3.3 Part 3: Specific questions

Example Statement;

1. I usually purchase bakery products that use high ingredients quality.
2. I purchase bakery product that have beautiful decoration.
3. It necessary to have a clear price tag for bakery shop.
4. I purchase bakery products when the price is suitable with its quality.
5. I usually go to bakery shop that easily access and convenient.
6. I usually order bakery products for the Delivery.
7. I think bakery shop should always create a special event during special occasions.
8. I would become a member of bakery shop if i get some special privilege.
9. I purchase bakery when sales person can recommend about products and promotions.
10. I think salesperson must provide a service with enthusiasm.
11. I usually go to bakery shop that provide convenient parking space.
12. I usually go to bakery shop that provide free internet WIFI.

### 3.3.4 Part 4: Demographics

1. Gender
2. Age
3. Education
4. Personal income

Next chapter would talk about the research finding of the study and how the result could answer and lead to the research objectives, research question and recommendations.



## CHAPTER IV RESEARCH FINDING

### 4.1 Demographic Results

The data was collected by online survey by Google which targeted the customers who live in Chonburi area and purchase bakery products within the area. Therefore, all of respondents of this survey live and work in Chonburi province. The maturity of respondents are female which account by 60.1 percent or 134 people. While there is 39.9% of male respondents of this survey (Table 4.1). The maturity group of respondents age is around 25-34 years with 67.7 % (Table 4.2) with mostly are graduated with bachelor degree with the income around 30,001-40,000 baht by 23.8 % from the total respondents as following tables shown (Table 4.3).

**Table 4.1 Gender**

Gender	Amount	Percentage
Male	89	39.9 %
Female	134	60.1 %
<b>Total</b>	<b>223</b>	<b>100 %</b>

**Table 4.2 Age**

Age	Amount	Total
15-24 years	17	7.6 %
25-34 years	151	67.7 %
35-44 years	34	15.2 %
45-54 years	17	7.6%
More than 54 years	4	1.8 %
<b>Total</b>	<b>223</b>	<b>100 %</b>

**Table 4.3 Education Level**

Education Level	Amount	Total
Below bachelor degree	30	13.5%
Bachelor degree	118	52.9%
Master degree	72	32.3 %
Doctoral Degree	-	-
Others	4	1.3 %
<b>Total</b>	<b>223</b>	<b>100 %</b>

**Table 4.4 Income**

Income	Amount	Percentage
Less than 10,000 baht	16	7.2 %
10,001 – 20,000 baht	46	20.6%
20,001 – 30,000 baht	39	17.5 %
30,001 – 40,000 baht	53	23.8%
40,001 – 50,000 baht	31	13.9 %
More than 50,001 baht	38	17 %
<b>TOTAL</b>	<b>223</b>	<b>100 %</b>

## 4.2 General Views on Purchasing Bakery Products Within Chonburi Province.

From the findings, it demonstrated that most of respondents usually purchase bakery products around 3-4 times a month which is around 34.1% . While there are 74 people or 33.2 % from the total usually buy 1-2 times per month (Table: 4.5). More than half of respondents mostly purchase bakery product during the weekday than weekends (Table 4.6). Looking into when they purchase the bakery product during the day, respondents with 35.9 % or around 80 people usually purchase during 16.01 - 19.00 which is after office hours. While there is another 31.8% usually purchase at 13.00 – 16.00 or lunch time (Table 4.7). There are two big group of people who mostly involved with respondents which are family and theirselves with 34.5 % and 29.1% respectively (Table 4.8). Moreover,

they mostly purchase bakery products for their own consumption by 87 % or 194 people out of total (Table 4.9) and social medias such as Facebook and Instagram play as a main source of information for respondents purchase decision with 40.8 % from the total respondents. The most purchase bakery products from bakery shop in Chonburi province is bread with the 66.4 % from all respondents and follow by cake, pie and cookie respectively.

**Table 4.5 Purchasing Frequencies of bakery products**

Frequencies	Amount (Person)	Percentage
Less than once a month	18	8.1 %
1-2 times a month	74	33.2 %
3-4 times a month	76	34.1%
5-6 times a month	27	12.1%
More than 6 times a month	28	12.6%
<b>Total</b>	<b>223</b>	<b>100 %</b>

**Table 4.6 Purchasing day of bakery product**

Day	Amount	Percentage
Monday - Friday	117	52.5 %
Saturday	66	29.6 %
Sunday	40	17.9 %
<b>Total</b>	<b>223</b>	<b>100 %</b>

**Table 4.7 Frequencies of what time respondents usually purchase bakery product**

Frequencies	Amount (Person)	Percentage
Before 10 am.	16	7.2 %
10.00-13.00	34	15.2 %
13.01-16.00	71	31.8 %
16.01-19.00	80	35.9 %
After 19.00	22	9.9 %
<b>Total</b>	<b>223</b>	<b>100 %</b>

**Table 4.8 People who involve with bakery purchase**

	<b>Amount (Person)</b>	<b>Percentage</b>
By yourself	65	29.1 %
Lover	35	15.7 %
Friends	46	20.6 %
Family	77	34.5 %
<b>Total</b>	<b>223</b>	<b>100 %</b>

**Table 4.9 Purpose for purchase bakery products**

	<b>Amount (Person)</b>	<b>Percentage</b>
For consumption	194	87 %
Gift for others	17	7.6 %
For any special occasions	9	4 %
Others	3	1.2 %
<b>Total</b>	<b>223</b>	<b>100 %</b>

**Table 4.10 Sources of information that you mostly use for your purchase decision of bakery products**

	<b>Amount (Person)</b>	<b>Percentage</b>
Couple	17	7.6 %
Friend	43	19.3 %
Family	28	12.6 %
Television	5	2.2 %
Billboard	15	6.7 %
Magazine	2	0.9 %
Poster	2	0.9 %
Internet	12	5.4 %
Social Network	91	40.8 %
Others	8	3.2 %
<b>Total</b>	<b>223</b>	<b>100 %</b>

**Table 4.11 Most frequently types of bakery products purchased**

	Amount (Person)	Percentage
Bread	148	66.4%
Cake	121	54.3%
Cookie	24	10.8%
Pie	28	12.6%

### 4.3 Main Findings

Services Marketing Mixed Factors affecting purchase decision of bakery products in bakery shop in Chonburi province.

Thus, the equation for this study would be as following;

$$\text{Purchase decision} = \beta_1\text{Product} + \beta_2\text{Price} + \beta_3\text{Place} + \beta_4\text{Promotion} + \beta_5\text{people} + \beta_6\text{Process} + \beta_7\text{Physical Evidence}$$

The result shows that the model of this study is significant because it is .000 or lower than 0.05 which mean that the model is acceptable. Moreover, the F value also shows that it is 10.947 which mean that it is usable.

**Table 4.12 Anova table**

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.836	7	4.119	10.947	.000 <sup>b</sup>
	Residual	80.903	215	.376		
	Total	109.740	222			

The following table also illustrates that the R Squared value of this study is .263 or 26.3 % which can demonstrate as the result of these seven factors which are Product, Price, Place, Promotion, People, Process and Physical Evidence could explain the purchase decision of bakery product by 26.3 %.

**Table 4.13 Model summary table**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.513 <sup>a</sup>	.263	.239	.6134

**Table 4.14 Coefficients table**

Coefficients			
Model	Standardized Coefficients (Beta)	t	Sig.
(Constant )		2.482	.014
Mean Physical Evidence	.171	2.062	.040
Mean Process	.079	.827	.409
Mean People	.119	1.386	.167
Mean Promotion	.242	3.442	.001
Mean Place	-0.50	-.719	.473
Mean Price	-0.33	-.473	.636
Mean Product	.113	1.611	.109

The factors that significant must be lower than 0.05 which result shows that there are only two factors significant which are promotion and physical evidence. The promotion significant value is .001 and Physical evidence is at .040 which mean that the most significant factor that affect purchase decision of bakery products in bakery shop is promotion and follow by physical evidence. The table also demonstrates the t-value and beta to confirm the significant level of each factor.

## **4.4 Discussion**

From this research aimed to find out what services marketing mix factors that affect to purchase decision of bakery products in Chonburi province. There are two significant factors which are Promotion and Physical evidence. The result are both different and similar to the relevant past researches from literature reviews. The discussion parts separate into each factors according to each hypothesis which are product, price, place, promotion, people, process and physical evidence.

### **4.4.1 Product**

Suchaya Apapat (2016) study factors affecting purchase decisions by working-age consumers of take away bakery products in Bangkok and found out that most significant factor is products quality. Similarity, Napatsaporn Niyawanont (2009) study on factors affecting bakery purchase behaviors of consumers in Mueng district, Nakorn Pathom and Benjaluck Moosikachana (2010) study on consumer behaviors of bakery products in Surat Thani province also has the similar result which product is the most significant factor in their study.

### **4.4.2 Price**

For this factor, the only research that found out this factor is significant is Kitsana Ontanachot (2008) that study about the factors affecting to purchase decisions towards bakery products in Naowarat department store. In the other hands, Benjaluck Moosikanchana (2010) found out that the price of bakery product in Surat Thani is too expensive for the consumers within that area.

### **4.4.3 Place**

For this factor, there are two research papers that found out this factor is significant are Kitsana Ontanachot (2008) that study about the factors affecting to purchase decisions towards bakery products in Naowarat department store. The next one is Suchaya Apapat (2016) that study about factors affecting purchase decisions by working-age consumers of take away bakery products in Bangkok found out that distribution channel or place is one of the most significant factor for consumers.

#### 4.4.4 Promotion

For this factor, there are two researches that found out it is the significant factor which are Suchaya Apapat that study about the factors affecting purchase decisions of take away products in Bangkok and also Vivat Jaitarb (2013) that study about factors consumers buying decisions of bakery products in Bangkok also found out that promotion is significant factor that affect to purchase decision, this factor also found out that significant in this study as well.

#### 4.4.5 People

There is none of relevant research found out that this factor is significant factor in bakery products.

#### 4.4.6 Process

There is one research study found out that process is significant factor is Vivat Jaitarb (2013) that study about buying decision of bakery products in Bangkok.

#### 4.4.7 Physical evidence

For this factor, only this study found out that it is significant factor that affect to purchase decision in Chonburi area.

### 4.5 Hypothesis

**Table 4.15 Hypothesis**

Hypothesis	Result
Hypothesis 1: There is a significant relationship between Product factors and consumer's purchasing decision of bakery in Chonburi province.	not supported
Hypothesis 2: There is a significant relationship between Price factors and consumer's purchasing decision of bakery in Chonburi province.	not supported



**Table 4.15 Hypothesis (cont.)**

<b>Hypothesis</b>	<b>Result</b>
Hypothesis 3: There is a significant relationship between Place factors and consumer's purchasing decision of bakery in Chonburi province.	not supported
Hypothesis 4: There is a significant relationship between Promotion factors and consumer's purchasing decision of bakery in Chonburi province	supported
Hypothesis 5: There is a significant relationship between People factors and consumer's purchasing decision of bakery in Chonburi province.	not supported
Hypothesis 6: There is a significant relationship between Process factors and consumer's purchasing decision of bakery in Chonburi province.	not supported
Hypothesis 7: There is a significant relationship between Physical evidence factors and consumer's purchasing decision of bakery in Chonburi province.	supported

At the beginning of this study, the author created seven hypothesis base on the study topic. After the research, the result showed out that there are only two hypothesis statements that supported which are There is a significant relationship between promotion factors and consumer's purchasing decision of bakery in Chonburi province and There is a significant relationship between physical evidence factors and consumer's purchasing decision of bakery in Chonburi province.

## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATION**

#### **5.1 Background and Importance of the Research**

Bakery products which included bread, cake, cookie and pie have been popular in Thailand and become one of the growing business continuously in the past decade due to the change of trends and preferences of Thai's consumers. This complexity of business environment lead to even more crucial to understand how to offer the right products and services to customers. It becomes a totally interesting thing to understand on what factors affect the purchase decision of consumers to be able to serve them effectively and be more competitive. There are so many relevant business to bakery products such as bakery shop, restaurants, hotels and many more and many of them fail to run the business effectively because they do not understand and know what their customers want and what make them purchase the products. The importance of this lead to become the topic of this study that would like to find out in specific area which is Chonburi to understand the consumer of this area and understand it to utilize the resources and create strategy effectively.

#### **5.2 Summary and Findings**

According to the research objectives that there are three main objectives of this research. Here is a summary of result that clarify the objectives which are as following;

1. The result of this research reveal that promotion and physical evidence have some relations toward purchase decision of bakery product in bakery shop in Chonburi province.
2. The promotion is the most influential factor toward purchase decision with the beta value at 0.242 and physical evidence at 0.171
3. From the findings, it demonstrated that most of respondents usually purchase bakery products around 3-4 times a month. More than half of respondents

mostly purchase bakery product during the weekday than weekends. There are two big group of people who mostly involved with respondents which are family and theirselve. Moreover, they mostly purchase bakery products for their own consumption and social medias such as Facebook and Instagram play as a main source of information for respondents purchase decision. The most purchase bakery products from bakery shop in Chonburi province is bread.

### **5.3 Recommendations**

According to the findings, promotion and physical evidence affect and most influential factors to the purchase decision of bakery product from bakery shop in Chonburi province. I would like to suggest and recommend to all stakeholders and relevant businesses within the bakery area to be more focus on these two factors in order to be more successful in bakery business in Chonburi province.

Obviously, customers in Chonburi tend to response most to the promotion of bakery shop so I would like to suggest to bakery businesses to realize the important of promotion and create the appropriate and interesting promotions to customers in order to attract their attention to purchase bakery products.

#### **5.3.1 Membership Program**

To begin with, the membership program which is when the shop create member card for customers to collect point and redeem for special gifts and discount. This type of promotion could enhance the sales of bakery for bakery shop in Chonburi and be able to create the loyalty customers as well.

#### **5.3.2 Promotion according to special event and occasions**

Next is the bakery shop owner should be able to create promotion according to the special occasions and season like Valentine's day, Christmas and New Year celebration and Halloween day. These kind of promotions could increase the customers engagement with the shop and attract them to purchase the products. For example, in Valentine's day the shop could create an event like make all bakery products in the shop to be in pink theme to match with the occasion and customers who purchase bakery product on

that day will receive the limited and special gift for Valentine's day celebration. This could keep motivating customers to purchase bakery products with bakery shop more and more. Next, the shop could create promotions not only to depend on any special occasions but just to encourage customers to buy by special promotions like buy 2 get 1 free for all bakery products purchase. Moreover, the shop should create some special event or activities for customers such as baking session on Valentine's day or other workshop.

### **5.3.3 Bundle product**

The shop should have a promotions like bundle the products that best selling with the product that not frequent purchase from customers which the result shows that bread is the best selling bakery product among the category, while cookie is the least frequent purchase from customers. The shop should consider the bundle products promotions between bread and cookies in order to sell more for cookie products and to create more trail of cookie product among customers which would be benefit for cookie's sales in the future.

### **5.3.4 Clear Concept**

As the physical evidence is a significant factor that attract and affect to customers purchase decision, so I suggested that every bakery shop should have a clear concept of their shop as a core business to make other components follow the concept. Clear concept could help to enhance the suitable shop design, menu ideas and promotions that match the concept and blend in together well. This could help to make the bakery shop outstanding from other competitors in the market.

### **5.3.5 The design and renovation**

Moreover, another important factor for purchase decision of bakery product from bakery shop in Chonburi province is physical evidence. The physical evidence means all tangible things that customers could perceive, feel and touch from the bakery shop. This lead to the suggestion that any new bakery shop that aim to open should focus and invest more on how to design the exterior and interior and also decoration to make shop beautiful and differentiate from other bakery shop. The bakery shop design

and layout should be outstanding and beautiful so the existing bakery shops should consider the renovation because it make customers to feel good and happy to come and purchase product from beautiful bakery shop. The shop should also create a nice and easy layout for the products so it easy for customers to walk around and attract by the beautiful layout of products shelves. This could help to enhance and motivate customers to purchase the products.

#### **5.4 Limitations and Future Research**

As mentioned since the beginning of the study that this research aimed to find out what service marketing factors affect to the purchase decision of bakery products in Chonburi. There are several limitations that could be addressed in the future research. This study was conducted only quantitative approach but to understand more insight and in-depth of customers the future research could conduct both of quantitative and qualitative methods like interview and focus group for the better understanding result. As the time limit of this study, the author select the sample size is 223 people which is still small amount of total population and target customers in Chonburi so the next research should conduct a larger sample size of customers for the effective result. The future research could conduct a interview to reach more about the two factors which are promotions and physical evidence with the questions like what kind of bakery shop decorations you like and prefer to shop the products and what promotions that attract you the most to buy bakery products and demonstrate the differences of preferences with demographics like income and age more.

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## Appendix A: Questionnaire Thai Version

### คำถามเพื่อการคัดกรอง

**คำชี้แจง:** กรุณาใส่เครื่องหมาย (✓) ลงในช่องสี่เหลี่ยมหน้าข้อความ โดยเลือกคำตอบที่ตรงกับผู้ตอบแบบสอบถาม

1. ปัจจุบันท่านศึกษา/ทำงานหรืออาศัยอยู่ในเขตอำเภอเมืองจังหวัดชลบุรีใช่หรือไม่
  - ใช่
  - ไม่ใช่ (จบแบบสอบถาม)
2. ท่านเคยซื้อสินค้าเบเกอรี่ในจังหวัดชลบุรีหรือไม่
  - เคย
  - ไม่เคย (จบแบบสอบถาม)

### ส่วนที่ 1 แบบสอบถามเกี่ยวกับพฤติกรรมการซื้อสินค้าเบเกอรี่

**คำชี้แจง:** กรุณาใส่เครื่องหมาย (✓) ลงในช่องสี่เหลี่ยมหน้าข้อความ โดยเลือกคำตอบที่ตรงกับผู้ตอบแบบสอบถามมากที่สุด

- 1.1 ท่านซื้อสินค้าเบเกอรี่กี่ครั้งต่อเดือน
  - น้อยกว่า 1 ครั้งต่อเดือน
  - 1-2 ครั้งต่อเดือน
  - 3-4 ครั้งต่อเดือน
  - 5-6 ครั้งต่อเดือน
  - มากกว่า 6 ครั้งต่อเดือน
- 1.2 โดยส่วนใหญ่ท่านซื้อสินค้าเบเกอรี่วันไหนมากที่สุด
  - วันจันทร์-วันศุกร์
  - วันเสาร์
  - วันอาทิตย์

- 1.3 โดยส่วนใหญ่ท่านซื้อสินค้าเบเกอรี่ในช่วงเวลาใดมากที่สุด
- ก่อน 10 โมงเช้า
  - 10.00-13.00 น.
  - 13.01-16.00 น.
  - 16.01-19.00 น.
  - หลังเวลา 19.00 น.
- 1.4 ประเภทสินค้าเบเกอรี่ที่ท่านนิยมซื้อเป็นประจำ (ตอบได้มากกว่า 1 ข้อ)
- ขนมปัง
  - เค้ก
  - คุกกี้
  - พาย
- 1.5 โดยส่วนใหญ่ใครเป็นผู้มีส่วนร่วมในซื้อสินค้าเบเกอรี่กับท่านมากที่สุด
- ใช้บริการเพียงคนเดียว
  - คู่รัก
  - เพื่อน
  - สมาชิกในครอบครัว
  - อื่นๆ โปรดระบุ .....
- 1.6 วัตถุประสงค์ข้อใดที่ทำให้ท่านซื้อสินค้าเบเกอรี่มากที่สุด (ตอบได้เพียงข้อเดียว)
- เพื่อบริโภคเอง
  - ซื้อเป็นของฝากให้คนอื่น
  - เพื่อให้ในวันสำคัญเช่นวันเกิด, วันปีใหม่, งานเลี้ยงฉลอง
  - อื่นๆ โปรดระบุ .....
- 1.7 แหล่งข้อมูล/สื่อใดที่ท่านใช้ประกอบการตัดสินใจเลือกซื้อสินค้าเบเกอรี่มากที่สุด
- คู่รัก
  - เพื่อน
  - ครอบครัว
  - โทรทัศน์
  - ป้ายโฆษณา
  - หนังสือ / นิตยสาร
  - ใบปลิว / แผ่นพับ
  - อินเทอร์เน็ต
  - โซเชียลเน็ตเวิร์ค เช่น Facebook / Instagram เป็นต้น
  - อื่นๆ โปรดระบุ .....

**ส่วนที่ 2 แบบสอบถามเกี่ยวกับปัจจัยส่วนประสมทางการตลาด (7Ps) ที่ส่งผลต่อการตัดสินใจเลือกซื้อสินค้าเบเกอรี่จากร้านเบเกอรี่**

**คำชี้แจง:** กรุณาประเมินปัจจัยส่วนประสมทางการตลาด (7Ps) ที่ส่งผลต่อการตัดสินใจเลือกซื้อสินค้าเบเกอรี่ ของร้านเบเกอรี่ที่ท่านใช้บริการบ่อยที่สุด ว่าท่านเห็นด้วยกับข้อความต่อไปนี้มากน้อยเพียงใด โดยทำเครื่องหมาย (✓) ลงในช่องที่ตรงต่อความเห็นท่านมากที่สุดเพียงข้อเดียว

โปรดระบุระดับความเห็นของปัจจัยส่วนประสมทางการตลาด (7Ps) ที่ส่งผลต่อการตัดสินใจเลือกซื้อสินค้าเบเกอรี่จากร้านเบเกอรี่	ระดับความเห็น				
	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่างมาก
	1	2	3	4	5
<b>1. ปัจจัยด้านผลิตภัณฑ์</b>					
1.1 คุณมักจะซื้อสินค้าเบเกอรี่ที่ใช้วัตถุดิบที่มีคุณภาพ					
1.2 คุณมักซื้อสินค้าเบเกอรี่จากร้านที่มีความหลากหลายของเมนูสินค้า					
1.3 คุณมักซื้อเบเกอรี่จากปริมาณของมัน					
1.4 คุณมักจะซื้อสินค้าจากรสชาติของเบเกอรี่					
1.5 คุณซื้อสินค้าเบเกอรี่ที่มีการตกแต่งสวยงาม					
<b>2. ปัจจัยด้านราคา</b>					
2.1 คุณจะซื้อเบเกอรี่ที่มีราคาที่เหมาะสมกับปริมาณ					
2.2 คุณคิดว่าการมีป้ายราคาแสดงอย่างชัดเจนเป็นสิ่งที่มีสำหรับร้านเบเกอรี่					
2.3 คุณซื้อเบเกอรี่ที่มีราคาเหมาะสมกับคุณภาพ					
2.4 คุณคิดว่าร้านเบเกอรี่ควรมีสินค้าหลากหลายระดับราคาให้เลือก					
2.5 คุณคิดว่าราคาที่เหมาะสมกับการบริการมีผลต่อการตัดสินใจซื้อ					
<b>3. ปัจจัยด้านช่องทางการจัดจำหน่าย</b>					
3.1 คุณมักจะไปร้านเบเกอรี่ที่มีทำเลที่ตั้งสะดวก					
3.2 คุณชอบที่จะไปร้านเบเกอรี่ที่มีที่นั่งภายในร้าน					
3.3 คุณมักจะชอบสั่งซื้อสินค้าเบเกอรี่กับร้านที่มี Delivery					
3.4 คุณคิดว่าร้านเบเกอรี่ต้องมีสินค้าเพียงพอในการจำหน่ายเสมอ					
3.5 คุณมักจะสั่งซื้อสินค้าเบเกอรี่ทาง Online					

โปรตรระดับความเห็นของปัจจัยส่วนประสม ทางการตลาด (7Ps) ที่ส่งผลต่อการตัดสินใจเลือก ซื้อสินค้าเบเกอรี่จากร้านเบเกอรี่	ระดับความเห็น				
	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วย อย่างมาก
	1	2	3	4	5
<b>4. ปัจจัยด้านส่งเสริมการขาย</b>					
4.1 คุณตัดสินใจซื้อเบเกอรี่หากได้มีการทดลองชิม ก่อนซื้อ					
4.2 คุณคิดว่าการมีบัตรสะสมคะแนนเพื่อแลก รางวัลนั้นเป็นสิ่งที่ควรมี					
4.3 คุณคิดว่าร้านเบเกอรี่ควรจัดกิจกรรมพิเศษตาม เทศกาล					
4.4 คุณตัดสินใจซื้อเบเกอรี่จากโปรโมชั่นต่างๆ					
4.5 คุณจะสมัครสมาชิกร้านเบเกอรี่ถ้าได้รับสิทธิ พิเศษต่างๆ					
<b>5. ปัจจัยด้านบุคคล</b>					
5.1 คุณมักซื้อเบเกอรี่กับร้านที่พนักงานขายพูดจา ไพเราะสุภาพ					
5.2 คุณตัดสินใจซื้อเบเกอรี่หากพนักงานให้ คำแนะนำสินค้าและโปรโมชั่นต่างๆ					
5.3 คุณคิดว่าพนักงานขายต้องแต่งกายสะอาด สะอ้าน					
5.4 คุณคิดว่าพนักงานต้องมีความกระตือรือร้นใน การบริการ					
5.5 คุณคิดว่าพนักงานขายที่ดีต้องชัดเจนเมื่อทำ ผิดพลาด					
<b>6. ปัจจัยด้านกระบวนการ</b>					
6.1 คุณมักจะไปซื้อเบเกอรี่จากร้านที่บริการได้ อย่างรวดเร็วทันใจ					
6.2 คุณคิดว่าขั้นตอนบริการต้องมีความเป็นระบบ ระเบียบ					
6.3 คุณมักจะชอบร้านเบเกอรี่ที่ให้บริการแม่นยำ ไม่ผิดพลาด					
6.4 คุณชอบร้านที่ให้บริการมีมาตรฐานสม่ำเสมอ ทุกครั้ง					

โปรดระบุระดับความเห็นของปัจจัยส่วนประสมทางการตลาด (7Ps) ที่ส่งผลต่อการตัดสินใจเลือกซื้อสินค้าเบเกอรี่จากร้านเบเกอรี่	ระดับความเห็น				
	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่างมาก
	1	2	3	4	5
<b>7. ปัจจัยด้านลักษณะทางกายภาพ</b>					
7.1 คุณมักจะไปร้านเบเกอรี่ที่มีที่จอดรถสะดวกสบาย					
7.2 คุณมักซื้อเบเกอรี่จากร้านที่มีการรักษาความสะอาดบริเวณร้านได้ดี					
7.3 คุณมักจะชอบร้านที่มีการจัดเรียงสินค้าเบเกอรี่สวยงาม					
7.4 คุณมักจะไปร้านที่มีการให้บริการอินเทอร์เน็ต WIFI ฟรี					
7.5 คุณมักจะไปร้านเบเกอรี่ที่มีการตกแต่งร้านสวยงามเป็นเอกลักษณ์					
<b>ระดับความเห็น</b>					
	ไม่ซื้อแน่นอน	อาจจะไม่ซื้อ	ไม่มั่นใจ	อาจจะซื้อ	ซื้อแน่นอน
	1	2	3	4	5
<b>8. การตัดสินใจซื้อ</b>					
ในการซื้อเบเกอรี่ครั้งต่อไป คุณจะซื้อสินค้าเบเกอรี่จากร้านเบเกอรี่ที่ท่านกำลังประเมินนี้หรือไม่					

### ส่วนที่ 3 แบบสอบถามข้อมูลส่วนตัวของผู้ตอบแบบสอบถาม

คำชี้แจง : กรุณาใส่เครื่องหมาย (✓) ลงในช่องสี่เหลี่ยมหน้าข้อความ โดยเลือกคำตอบที่ตรงกับผู้ตอบแบบสอบถาม

#### 3.1 เพศ

- ชาย  หญิง

#### 3.2 อายุ

- 15-24 ปี  25-34 ปี  
 35-44 ปี  45-54 ปี  
 มากกว่า 54 ปีขึ้นไป

#### 3.3 ระดับการศึกษา

- ต่ำกว่าปริญญาตรี  ปริญญาตรี  
 ปริญญาโท  ปริญญาเอก  
 อื่นๆ (โปรดระบุ.....)

#### 3.4 รายได้ส่วนบุคคล

- ต่ำกว่า 10,000 บาท  10,001-20,000 บาท  
 20,001-30,000 บาท  30,001-40,000 บาท  
 40,001-50,000 บาท  มากกว่า 50,001 บาทขึ้นไป

## Appendix B: Questionnaire English Version

### Screening questions

**Instruction:** Please kindly select the answer that most suitable describe you for the following questions.

1. Do you study/work or live in Chonburi province?

- Yes  
 No (Thank you for your time)

2. Have you ever bought bakery products in Chonburi ?

- Yes  
 No (Thank you for your time)

### Section 1: General questions for buying behaviors of bakery products

**Instruction:** Please kindly select the answer that most suitable describe you for the following questions.

3. How often do you purchase bakery products within a month ?

- Less than once a month       1-2 times per month  
 3-4 times per month       5-6 times per month  
 More than 6 times per month

4. Which day do you prefer to purchase bakery products ?

- Monday – Friday       Saturday       Sunday

5. What time do you usually purchase bakery products in a day ?

- before 10 am.       10.00 am - 13.00 pm  
 13.01 pm - 16.00 pm       16.01pm - 19.00 pm  
 After 19.00

6. What bakery products do you usually purchase ? (Can select more than one)

- Bread  Cake  
 Cookie  Pie

7. Who usually get involved with your bakery products purchase?

- By yourself only  Couple  
 Friends  Family members  
 Other please specify....

8. What is the purpose of your purchase for bakery products?

- for consumption  
 a gift for others  
 for any special occasions for example, birthday, New Year Celebration  
 Other please specify.....

9. What sources of information that you mostly use for your purchase decision of bakery products?

- Couple  Friend  
 Family  Television  
 billboard  Magazine  
 Poster  Internet  
 Social Network for example facebook / Instagram  
 Other please specify.....



**Section 2: questions about serviced marketing factors (7Ps) affecting purchase decision of bakery product from bakery shop**

**Instruction:** please specify what extent do you agree or disagree with the following statement

What extent do you agree or disagree with the following statements	Level of agreement				
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
<b>1. Product</b>					
1.1 I usually purchase bakery products that use high ingredients quality					
1.2 I usually purchase bakery products from bakery shop that provide variety of menu					
1.3 I purchase bakery products base on quantity					
1.4 I usually purchase bakery products because of the taste					
1.5 I purchase bakery product that have beautiful decoration					
<b>2. Price</b>					
2.1 I purchase bakery products when the price is suitable with its quantity.					
2.2 It necessary to have a clear price tag for bakery shop.					
2.3 I purchase bakery products when the price is suitable with its quality.					
2.4 I think bakery shop should provide a wide range products price for customer.					
2.5 I think price that suitable with the service could affect your purchase decision.					
<b>3. Place</b>					
3.1I usually go to bakery shop that easily access and convenient.					
3.2I usually go to bakery shop that provide a seat inside the shop.					
3.3 I usually order bakery products for the Delivery.					

What extent do you agree or disagree with the following statements	Level of agreement				
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
3.4 I think bakery shop should always have enough products for sell.					
3.5 I usually order bakery products via Online.					
<b>4. Promotion</b>					
4.1 I purchase bakery products when the tester available.					
4.2 I think a point collection card for redemption is necessary for bakery shop.					
4.3 I think bakery shop should always create a special event during special occasions.					
4.4 I purchase bakery products base on promotions.					
4.5 I would become a member of bakery shop if i get some special privilege.					
<b>5. People</b>					
5.1 I purchase bakery from the shop that sales persons have polite manner.					
5.2 I purchase bakery when sales person can recommend about products and promotions.					
5.3 I think salesperson should dress properly.					
5.4 I think sales person must provide a service with enthusiasm.					
5.5 I think good sales person must compensate when mistakes occur.					
<b>6. rocessP</b>					
6.1 I usually purchase bakery from the shop that provide fast service.					
6.2 I think the service process must be systematically.					
6.3 I usually go to bakery shop that provide a service without mistakes.					
6.4 I usually go to bakery shop that provide the same service standard everytime.					

What extent do you agree or disagree with the following statements	Level of agreement				
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
<b>7. Physical Evidence</b>					
7.1 I usually go to bakery shop that provide convenient parking space.					
7.2 I usually purchase bakery product from the shop that maintain the cleanliness around shop area.					
7.3 I usually go to shop that have beautiful assortment of the bakery products.					
7.4 I usually go to bakery shop that provide free internet WIFI.					
7.5 I usually go to bakery shop that have beautiful and differentiate decoration.					

	Level of agreement				
	Definitely not purchase	not purchase	Neutral	Probably Purchase	Definitely purchase
	1	2	3	4	5
<b>8. Purchase decision</b>					
For the next bakery purchase, what extent do your purchase decision of bakery shop that you use to answer in this survey.					

### Section 3: General questions about respondents

**Instruction:** Please kindly select the answer that most suitable describe you for the following questions.

#### 3.1 Gender

- Male  Female

#### 3.2 Age

- 15-24 years  25-34 years  
 35-44 years  45-54 years  
 More than 54 years

#### 3.3 Education Level

- Below Bachelor's degree  Bachelor's degree  
 Master's degree  Doctoral degree  
 Other please specify.....

#### 3.4 Personal income

- below 10,000 baht  10,0001- 20,000 baht  
 20,001- 30,000 baht  30,0001- 40,000 baht  
 40,001-50,000 baht  More than 50,0001 baht