FACTORS AFFECTING CONSUMER BUYING BEHAVIOR AND PURCHASING DECISION AT HEALTHY GROCERY STORES IN BANGKOK

NUTCHANYA OPASVIMUD

A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2018

Thematic paper
entitled

FACTORS AFFECTING CONSUMER BUYING BEHAVIOR AND PURCHASING DECISION AT HEALTHY GROCERY STORES IN BANGKOK

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
April 22, 2018

………………………..…...………......
Miss Nutchanya Opasvimud
Candidate

....
Asst. Prof. Chanin Yoopetch,
Ph.D.,
Advisor

....
Asst. Prof.Winai Wongsurawat,
Ph.D.
Chairperson

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

....
Prof. Barbara Igel,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

FACTORS AFFECTING CONSUMER BUYING BEHAVIOR AND PURCHASING DECISION AT HEALTHY GROCERY STORES IN BANGKOK

NUTCHANYA OPASVIMUD 5949058

M.M. (ENTREPRENEURSHIP MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. CHANIN YOOPETCH, Ph.D., ASST. PROF. WINAI WONGSURAWAT, Ph.D., PROF. BARBARA IGEL, Ph.D.

ABSTRACT

In an aging society, people have changed their attitude, lifestyle and behavior with the goal to become healthier and increase longevity. This trend creates an opportunity for the healthy food products market. People prefer natural and healthier products, which has been reflected with an increase in demand for organic and naturally healthy products in the last few years.

This research aims to study factors that affect consumer buying behavior and purchasing decision at healthy grocery stores in Bangkok by using quantitative method. The online questionnaire is used to gather data from 242 respondents who has bought products from healthy grocery store in Bangkok and the resulting data was analyzed by using SPSS program. The majority of respondents are female, 31-40 years old. Mostly they graduated Master's degree with average income range more than 60,000 THB per month working as private company officers and exercise 2 - 3 times a week. The respondents most like to buy vegetable, fruit and juice with average spending 101-500 THB for health benefits. They prefer finding information via internet and social media. The research focused on five key factors that affect consumer buying behavior and purchasing decision which are product, service quality, price, store ambiance and environment and distribution channel. The results show that only distribution channel affects consumer buying behavior. For purchasing decision, there are three factors that affect which are distribution channel, product and service quality.

KEY WORDS: Healthy Food/ Health Conscious Consumer/ Clean Food

58 pages

CONTENTS

CONTENTS (cont.)

LIST OF TABLES

LIST OF TABLES (cont.)

LIST OF FIGURES

CHAPTER I
INTRODUCTION

In recently years, perception about what is age-appropriate has been reinvented, attitude, lifestyle and behavior of people has changed to be younger and younger. People increase longevity, living longer and healthier lives because of medical advances, improved nutrition and people live healthier lifestyles. Baby boomers try to capture "eternal youth" or "stay young forever" and Gen-X are less concerned about age-specific because of better health and long life expectation. This impact creates opportunities for various market segmentations; for instance, elderly people consume more healthy products with a more active lifestyle, they choose functional foods and organic products with the goal to become healthier. Longer life expectation, the mid-life period will continuously expand so people are concerned about health and fight against aging. So there will be big opportunities for businesses to target age-related problems such as cosmeceuticals, OTC healthcare and functional foods and drinks as reflected in sales growth from 2005 to 2010 (EUROMONITOR, 2011).
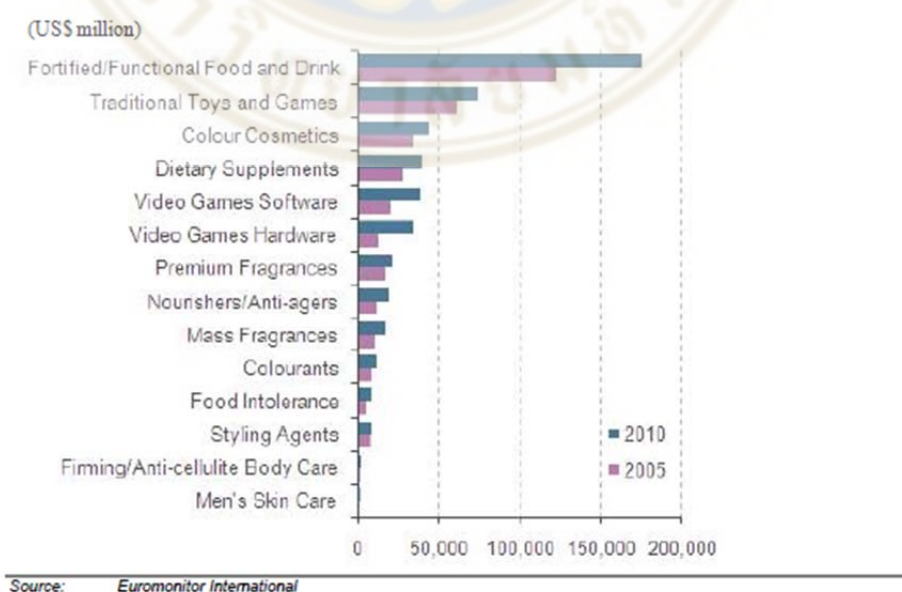
Figure 1.1   Global Sales of Selected Products 2005/2010

The functional food and drink category expand continuously. Consumers are starting to prioritize health and wellness because they would like to stay longer and healthier including in elderly people.
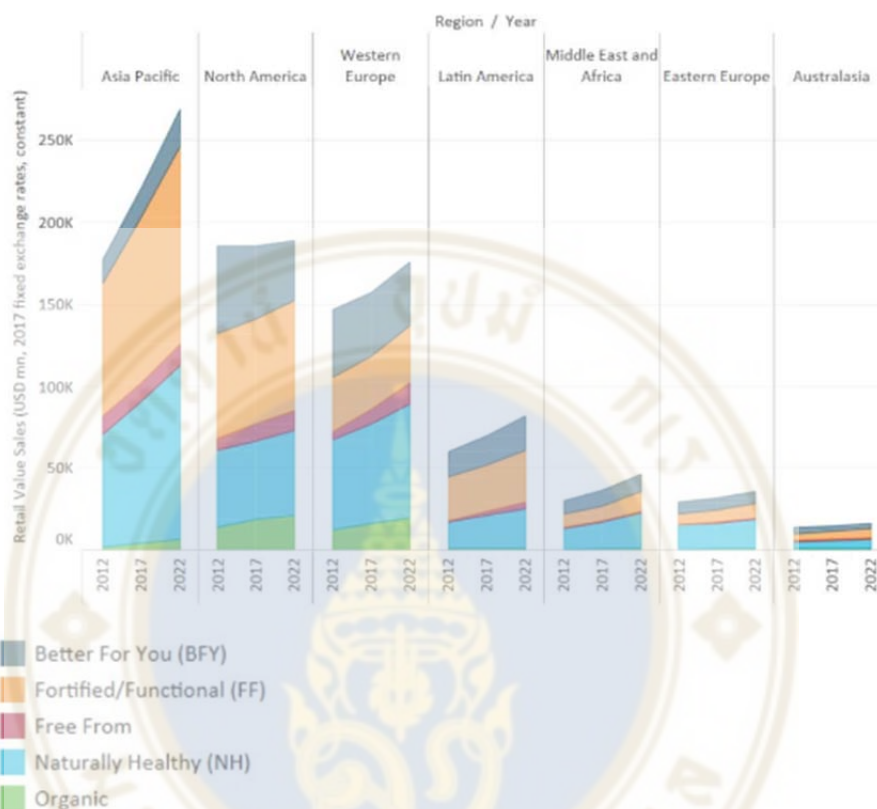
Figure 1.2 **Health and Wellness by type by region (2012 - 2022)**

In the health and wellness world, people prefer natural and healthier products which lead to increase in demand for organic and naturally healthy products in the last few years. Better for you offers reduced fat, sugar, salt and caffeine which are heavily processed, therefore they do not perform well in developed countries. American consumers prefer organic products with no artificial additives and non-GMO as reflected in the market growth. The free from offers free from gluten, dairy, lactose, meat and allergens, where strong growth can be observed in developed counties.
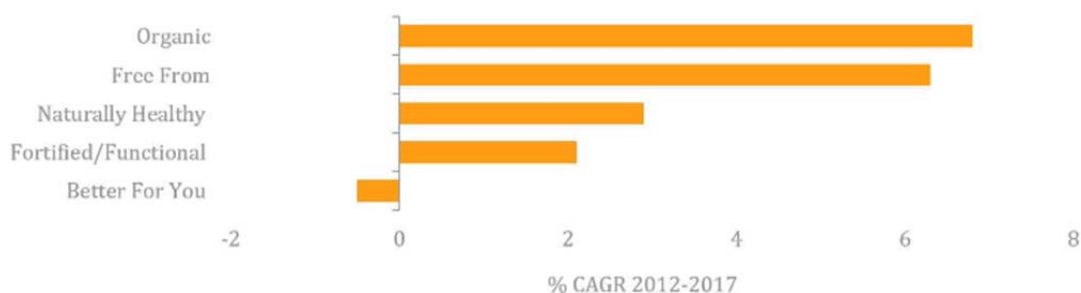
Figure 1.3   Organic offering leads growth 2012 - 2017

Natural Healthy and Fortified/Functional are leading positions of retail values sales. Consumers are aware of ingredients and manufacturing processes which affect their purchasing decision. They look for more natural food and drink, mineral or vitamin content, plant-based proteins from nuts, seeds and pulses and added botanicals such as super-fruits. These categories are mainly boosted in Asia Pacific and Eastern Europe (Mascaraque, 2018).

In Thailand, Naturally healthy packaged food reached 8.1 billion THB with 9% growth in 2016 because of an increasing number of healthy food shops. These shops are located in prime areas in the city offering food and personal care products. The trend is highly influenced by the west. Modern grocery retail shops are the main distribution channels with advertising via social media. These products are more expensive than regular products, therefore the products are quite niche as not too many people actively search out the stores. Knowledge and value of the products needs to be communicated to consumers via internet retailing channel (EUROMONITOR, 2017). Consumers like minimally processed products as they can boost sales of naturally healthy packaged food with expected value 6% CAGR. Health conscious consumers prefer whole foods and natural ingredients for health benefits.

1.1 Problem Statement

The global trend of healthy food products increases every year, starting from the west and eventually into Asia. The most effective main distribution channel is the modern grocery store. In Thailand, the government continues to support and promote various campaigns to get people stay to be healthier and stay more active. Healthy

grocery stores are expanding in every area around Bangkok to support the growth of health conscious consumers. But there are only a few studies, they are not specific enough to understand this target market group and there has been no study about healthy grocery store before. So this research will find out the factors which can create more customer satisfaction and to have a better understanding of customer preference.

1.2 Research Question

What are the factors that affect purchasing decision and consumer buying behavior of healthy conscious consumers in Bangkok at healthy grocery stores?

1.3 Research Objectives

1. To clarify important factors affecting purchasing decision and consumer buying behavior of health conscious customers.

2. To collect data about consumer buying behavior of healthy food products at healthy grocery stores in Bangkok.

3. To analyze purchasing decision of health conscious customers at healthy grocery stores in Bangkok.

1.4 Expected Benefits

The government uses the information to build health conscious awareness among Thai people and analyzes the data to launch campaign to motivate Thai people to be healthier.

The healthy grocery shop owner can bring useful information to create more customers loyalty.

The marketer can analyzes marketing activities matching with customer needs and utilizes the information to build awareness of healthy food products in Bangkok.

Entrepreneurs have information to create customer satisfaction for startup healthy grocery store in Bangkok.

CHAPTER II
LITERATURE REVIEW

2.1 Healthy Food

Healthy food or Health conscious food does not have a clear definition in itself; Thai Health Promotion Foundation (ThaiHealth) defines it as food that not only nutritious, but also decrease the occurrence of diseases. Healthiness is not merely the absence of disease but includes achieving all states completely (physical, mental and social well-being).

People accept that healthy food is good for their health in terms of nutritional value, support the body and immune system and decrease incidence and severity of disease (Nitithamyong, 2001). It can be classified into various groups, for example:

1. Fortified Food Products: includes additional supplements with the objective to prevent malnutrition such as iodine, folate, calcium and fiber.

2. Weight Control Products.

3. Functional Foods: additional benefits such as gut health (pre- or pro-biotics), anti-oxidant, cholesterol lowering, anti-carcinogenicity, enhance-immunity, blood pressure lowering, sugar lowering, weight management, enhanced performance, delay aging process, enhanced beauty, stress relief etc.

Furthermore, healthy food includes food safety, nutrition (more varieties with vegetable, fruits and grain), functional and others (Laurujisawat, 2013), for instance:

1. Eco-friendly (Carbon Footprint Label)

2. Natural Products: without additional artificial ingredients such as 100% juice, 100% pure honey and cereal.

3. Raw Products: foods from fruits, vegetables or seedlings without chemicals added and not heated over 46 °c to preserving its dietary value.

With an aging society in Thailand nowadays, more people suffer from chronic diseases such as diabetes, cancer, hypertension, cardiovascular disease and hyperlipidemia due to their food consumption behavior. Therefore they would like to stay attractive, keep fit, healthy and are concerned about weight and beauty, thus leads people to enhance their

wellbeing. keep fit, healthy and are concerned about weight and beauty, thus leads people to enhance their wellbeing.

In Thailand, with rapid urbanization, customers prefer to shop at modern retail grocery stores with quick checkout lines, these stores provide more convenience and can carry a wide range of products, and they are also open 24 hours. Consumers are increasingly investing in their health and wellness, concerned with prevention, with higher education and sophistication level in health consciousness that the Thai government continue to offer in various education campaigns (EUROMONITOR, 2017).

In this research, we would like to study about factors effecting purchasing decision and consumer behavior at healthy grocery stores, specialty stores providing all types of healthy foods or health conscious foods in Bangkok.

2.2 Factors effecting purchasing decision and consumer behavior

2.2.1 Product

Product is the board term for both goods and services which are entirely in the market for the benefit of customers. The company and customer will seek the valuable things and recommend them to each other. The company can make the product more attractive and the customer will generate positive outcomes back such as be loyalty, becoming a regular customer and buying products more often (Iacobucci, Shannon, & Grigoriou, 2015).

The product hierarchy

Figure 2.1 The Product Hierarchy

There are 4 types of consumer products (Claessens, 2017) which are;

2.2.1.1 Convenience products: These product or service that normally customers buy more frequently without good comparison with others. The products exist in several prominent areas where they are readily and easily accessed by customers and are usually are low-priced products.

2.2.1.2 Shopping products: Mostly customers buy less frequently and more carefully while comparing many aspects prior to buying such as price, quality, features and brand. They will spend more time to find and gather relevant information, for example; cars, clothing, furniture etc.

2.2.1.3 Specialty products: These products have unique characteristics and brand identities which matches with a special group of customers who are able to afford them. Usually these groups of products are less compared with others. For instance, high-priced photographic equipment, super cars, luxury watches and handbags.

2.2.1.4 Unsought products: Products that consumer does not know or know but does not consider buying. Consumers do not think to purchase these products until awareness of them, such as life insurance. Therefore these products need more marketing and advertising to create more awareness.

Table 2.1 The relevant marketing for each type of consumer products

Marketing consideration	Types of Consumer Products			
	Convenience	*Shopping*	*Speciality*	*Unsought*
Customer buying behaviour	Frequent purchase, little effort (planning, comparison), low customer involvement	Less frequent purchase, much effort (planning and comparison of brands on price, quality, style etc.)	Strong brand preference and loyalty, special purchase effort, little comparison of brands, low price sensitivity	Little product awareness and knowledge or little interest
Price	Low price	Higher price	High price	Varies
Distribution	Widespread distribution, convenient locations	Selective distribution, fewer outlets	Exclusive distribution in only one or a few outlets	Varies
Promotion	Mass promotion	Advertising and personal selling	More carefully targeted promotion	Aggressive advertising and personal selling
Examples	Toothpaste, magazines, laundry detergent	Television, furniture, clothing	Luxury goods (e.g. Rolex watch), designer clothing	Life insurance and pre-planned funeral service

Source: https://marketing-insider.eu/4-types-of-consumer-products/

In this research we study healthy foods which are specialty products matched with health conscious customers. There are many product lines and product types, for example; organic coconut, black jelly with low sugar, five beans milk, brown jasmine rice, ready to eat clean food, whole wheat chips, multi ten grain powder etc.

2.2.2 Service Quality

Staff is a key success factor to create customer satisfactions because they are the front line in facing customers to deliver the services. Management team should be the driving force behind the front line staff, giving them motivation. Attitude and role of staff members are important for the value of the service of an organization to the customers. The employees' performances depend on attitude, skill, motivation and knowledge (Hernon & Whitman, 2001).

The relationship between employer and employee within the job environment as below:

Figure 2.2   Employee Satisfaction

Service is the interaction between customers and service provider for generating resources that are highly people dependent and managing face to face interactions. Performance of staff is the major impact on perceived quality of service (Iacobucci, Shannon, & Grigoriou, 2015). The dimension of service quality as below:

Facilities

Service Quality

Personnel   Material

Figure 2.3 Service Quality

Customer service strategy is crucial for creating good service culture and understanding customer experience (Lotich, 2016).

2.2.2.1 Create customer service vision to employees: Employees should understand the goals of the organization and try to achieve the vision. Also improve customer service skills and provide the best service experience to customers.

2.2.2.2 Assess customer needs: Try to identify the needs of customers and understanding the service perception of the customers. Then developing to meet and exceed their expectations.

2.2.2.3 Hire the right employees: Hiring the service minded people by screening attitude and personality to ensure that they will be able to offer strong customer service.

2.2.2.4 Set goals for customer service: To the customer satisfaction, employees should know what the target is and to help to achieve them.

2.2.2.5 Train on service skills: Explain and train how to approach and respond to the customers in every situation from practical learning.

2.2.2.6 Hold people accountable: A part of culture norm, employees should understand that their service effects the overall performance of an organization for reaching customer satisfaction goals.

2.2.2.7 Reward and recognize good service: Create positive reinforcement and reward employees when they carry out the desired behaviours for good customer service.

The research studies about service quality of several healthy grocery stores that might have an impact in relation to customer purchasing volume and specific customer service needs.

2.2.3 Price

Price is given return for product and service in a commercial exchange. It's one of the marketing processes which marketers perceive and exploit customers' knowledge about value, attitudes and beliefs (Chaston, 2004).

		High	Average	Low
	High	Premium pricing	Penetration pricing	Trusted supplier value pricing
Product value	Average	Skimming	Average pricing	Sale pricing
	Low	Zero loyalty pricing	Limited loyalty pricing	Economy pricing

Figure 2.4 Pricing value option matrix

Organization categorizes positioning of product depend on a value based system. For high level of product value, we can classify three groups of pricing strategies. Firstly, premium

Organization categorizes positioning of product depend on value based system. For high level of product value, we can classify three groups of pricing strategies. Firstly, premium pricing by using high price for offering the highest level of product benefit to communicate with customers. Secondly, penetration pricing sets average price for high level of product benefit which the price is lower than the market expectation. Mostly companies use this strategy to gain market share rapidly. But we should communicate with customers regarding the reason of the lower price which is based on economies of scale, the more you produce, the manufacturing cost becomes lower. Thirdly, trusted supplier value pricing offers a low price for high value of product benefit. Usually customers are extremely suspicious about the benefit claim.

For average level of product value, skimming pricing, customers willing to pay higher than product value as we can see in early stage of product life cycle which the price is inflated, mostly for technological products such as mobile phones and cameras. Next, Average pricing is suitable for customers who would like an average benefit when purchasing the product. Lastly, sale pricing, companies offer lower price on average level of product benefit. Mostly this strategy uses short term period to stimulate sales.

For low level of product value, zero loyalty pricing, this strategy offers high price for low value of product level, it can be used with customers who have less knowledge of the product for single purchase. Next, limited loyalty pricing, low product value at average price, is similar as zero loyalty pricing which can survive only a few purchases for customers who are less knowledgeable. Lastly, economy pricing offers low level of product benefit at extremely competitive prices that target to people with limited financial resources. With low margin per unit, the company has to sell a high volume to succeed in this market position o make high profit.

This study focusing on the healthy food products are the premium pricing category, which are high pricing and high product value to customers which offers benefit for health.

2.2.4 Store Ambiance and Environment

Atmosphere of store design can evoke emotional effects in buyers for increasing purchasing probability (Sullivan & Adcock, 2002). The individual's sensory perception is stimulated for pleasure and relates to sight, touch, smell, hearing and taste which are composed of five elements as below

Table 2.2 Store ambiance and environment

Dimension	Description
Visual	Colour, lighting levels, appearance of objects (size and shape)
Aural	Volume, pitch, tempo and style of sound
Olfactory	Nature and intensity of scent
Tactile	Temperature, texture and contact
Taste	Nature and intensity of taste sensations

Store ambiance and environment: They impact emotion and stimulus-response behavior of customers so it can create desirable customer mindset through goodwill and store positioning. These are one of the keys to creating customer gratification which can bring customers to come back for repeat purchases creating customer loyalty and build corporate brand image. When customers have a good feeling, they will relax, feel happy and buy more and more. This research finding, gratification is significantly difference between various age groups and sex (Alvarez & William, 2015).

This research will collect data regarding store atmosphere with customers' perception of store design that relates directly to consumer buying behavior and purchasing decision.

2.2.5 Distribution channel

Products and services deliver through customers via distribution channel passing intermediaries to end consumer. The channel can be both direct and indirect, for the direct channel product is distributed from the manufacturer direct to end customer. And for indirect, product can be distributed in several channels such as wholesalers, distributors and retailers (Investopedia, 2018).

Channel levels, normally we can classify as an intermediary levels to bring the product closer the end consumer. Firstly, a zero level channel or direct marketing channel that a manufacturer sells the product directly to the end consumer, for instance, door-to-door sales, TV selling and manufacturer-owned stores. Secondly, a one-level channel offers product passing an intermediaries as retailer. Thirdly, a two-level channel contains two intermediaries from manufacturer through wholesaler then passing retailer to end-customer. Lastly, a three-level channel which product deliver from manufacturer to wholesaler passing through jobber and retailer to end-consumer, for example: mom-and-pop stores buy product form jobber because of low buying power (Kotler, Ang, Leong, & Tan, 1999). There are several retailer types in Asia to provide products and services.

Major type of retailers in Asia

2.2.5.1 Specialty Stores: Narrow product line with extensive range. These store types are cater to a specific target market and product specialization.

2.2.5.2 Department Stores: Several product lines separated into many departments for each product category such as household products, children's products and clothing.

2.2.5.3 Supermarkets: Several product lines of food, household-maintenance and laundry products. Usually customers come frequently to shop. They sell high volume but low profit margin.

2.2.5.4 Convenience Stores: Small stores located near residential areas, offering a limited product line, providing convenience products and mostly added ready-to-eat foods and beverages.

2.2.5.5 Discount Stores: Sells merchandise at lower prices, selling higher volume with lower margin. Mostly they will move from general into specific merchandise as specialty merchandise.

2.2.5.6 Off-price Retailers: Offers lower price than retail stores which consists of three main types, First are the factory outlet stores where owned and operated by manufacturer mostly offering discontinued or irregular products. Next are the independent off-price retailers where owned and run by owner or larger retail corporations. Lastly, are warehouse clubs or wholesale clubs sell some limited items at lower price because they can lower costs from buying on deals and using less labor for stocking.

2.2.5.7 Superstores: Large area of selling space, serves customers need by providing both food and non-food products and added services such as shoe repairs, bill payments and laundry services. There are two types which are combination stores and hypermarkets. In the future, they will be more specific which are called "category-killer".

2.2.5.8 Catalog Showrooms: Customers order products from catalogs, and then get products with discount prices at a pickup area within the store. Catalog showrooms try to cut costs by offering lower prices to attract customers for gaining higher sales volumes.

The research focuses on healthy foods provided at specialty stores. And other distribution channels which can draw more customers and increase purchasing power such as delivery system.

2.2.6 Consumer Buying Behavior

Consumer Behavior is to understand customer preference based on individual, group, organization and the multidimensional process of selection, using products and services to satisfy their needs. Consumer decisions involve several steps that are influenced by demographic, lifestyle and cultural values (Hawkins. & Mothersbaugh, 2014).

Consumer buying behavior is key to ultimately satisfying customers' needs for referring selection, purchasing and consumption of products and services. There are several factors that affect specific characteristics of buying behavior (N Ramya & Ali, 2016) as below
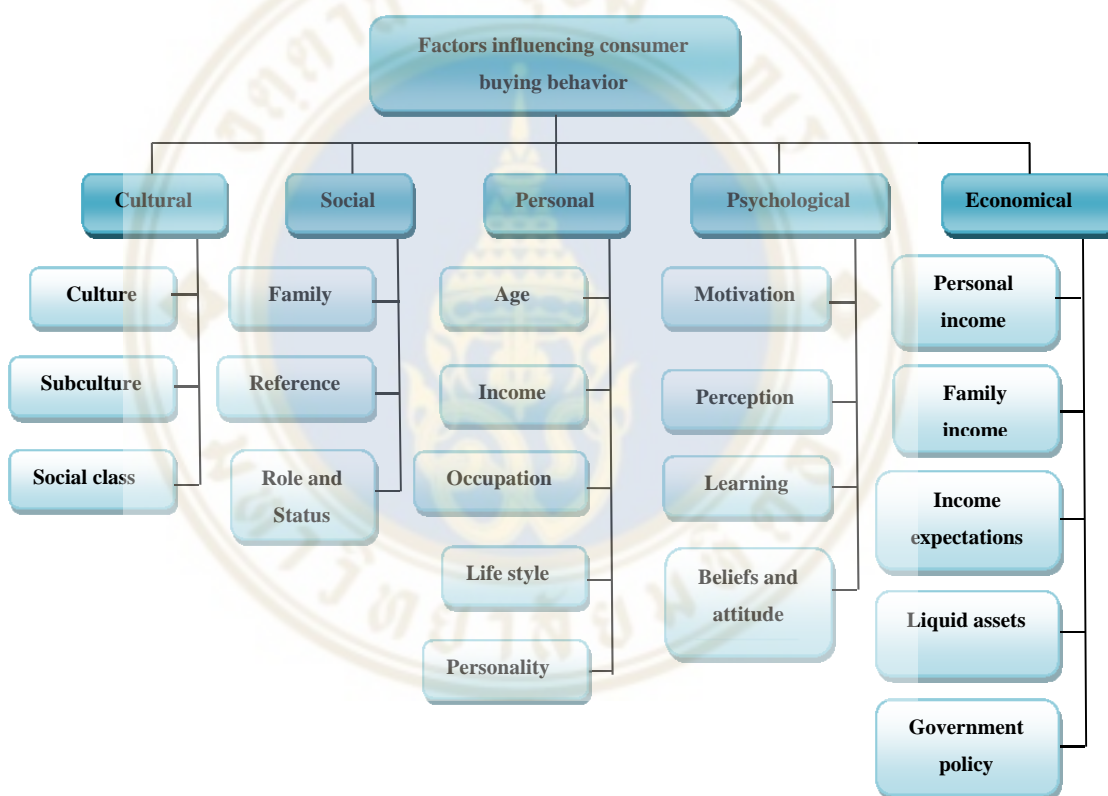
Figure 2.5 Factors influencing consumer buying behavior

2.2.6.1 Cultural factors consists of three factors which are (a) culture is a fundamental of each person past form the family and key institutions showing as values and beliefs relatively within a large group. It can change slowly when the time passes so it is easier to do marketing align with their culture than change it. (b) Sub-Culture is more specific reflected the social and unique of the group. It can be

subgroup of religions, nationalities and geographic regions as the main culture. (c) Social class separated into three classes: upper class, middle class and lower class with absolutely difference of buying behavior. Upper class prefers premium products to keep look in society, Middle class needs data to compare information of product and lower class focuses on price.

2.2.6.2 Social factors, there are three subgroups (a) family that size of members impact to individual personality, characteristics, attitudes and criteria of buying behavior. (b) Reference group is a group of people influence others about their attitude and behavior both direct and indirect. (c) Role and status, person who involves in several groups and its position performs as role and each role brings status.

2.2.6.3 Personal factors: (a) Age, different generation buy different stage of product life cycle. (b) Occupation leads people to have difference lifestyle, consideration and buying decision. (c) Income affects buying power and the pattern is different among levels of income. (d) Life style is ways of people living reflect to their activity and interest.

2.2.6.4 Psychological factors: motivation and perception are the most important factors.

2.2.6.5 Economic factors are the large part impacted consumer behavior.

This research would like to understand more about consumer buying behavior of health conscious customers for buying healthy food products about why they buy, when they buy and what they buy.

2.2.7 Purchasing Decision

Levels of consumer decision making depend on the situation and information provided. Extensive problem solving, customers do not know about criteria for comparison, evaluation and judgement so they need more specific information to set criteria for selection of each brand. For limited problem solving, customers know about basic criteria of product category and the various brands but they still need to gather more information to be able to make a final decision among the various brands. And routinized response behavior, customers are knowledgeable about the product category and set of criteria

for making decision but in some cases they would like to get additional information for confirmation (Leon, & Leslie, 2007).
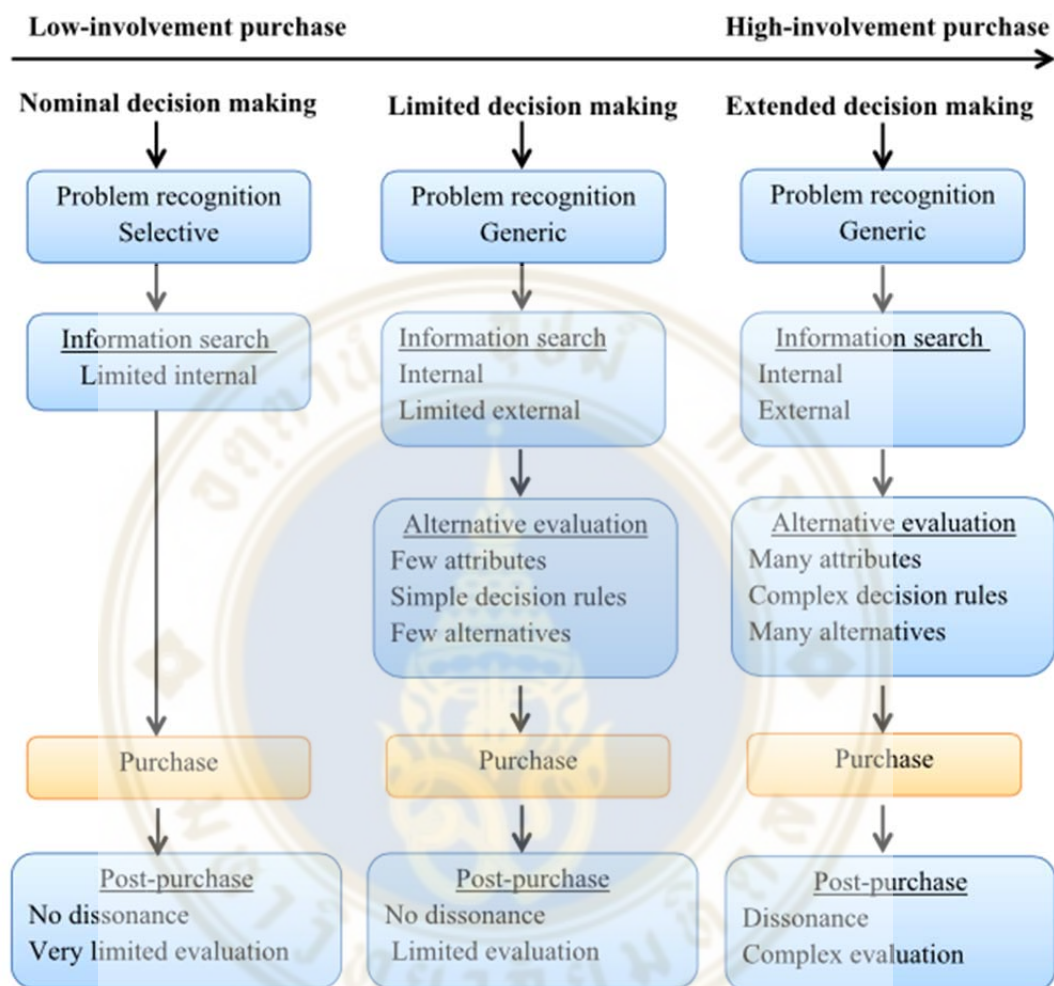
Figure 2.6 Involvement and types of decision making

Source: Hawkins. & Mothersbaugh, 2014

Before describe each type of decision making, it can define purchase involvement in terms of the level of concern, or interest, the purchase process involved with a particular purchase is a temporary state for the individual that is influenced by interaction of a particular product and situational characteristics.

Nominal decision making for habitual decision making provides a single solution without consideration. It can divide into two categories which are brand-loyal purchases and repeat purchases.

Limited decision making involves limited external search, few choices, common decision rules and less post-purchase evaluation. It can occur as a response to some emotional or situational needs, for instance, when you want to change to a new brand of product.

Lastly, extended decision making involves complex evaluation of several alternatives and absolutely different post-purchase evaluation. After purchase, we have no idea about correctness.

Consumer decision process (Schiffman & Kanuk, 2007):
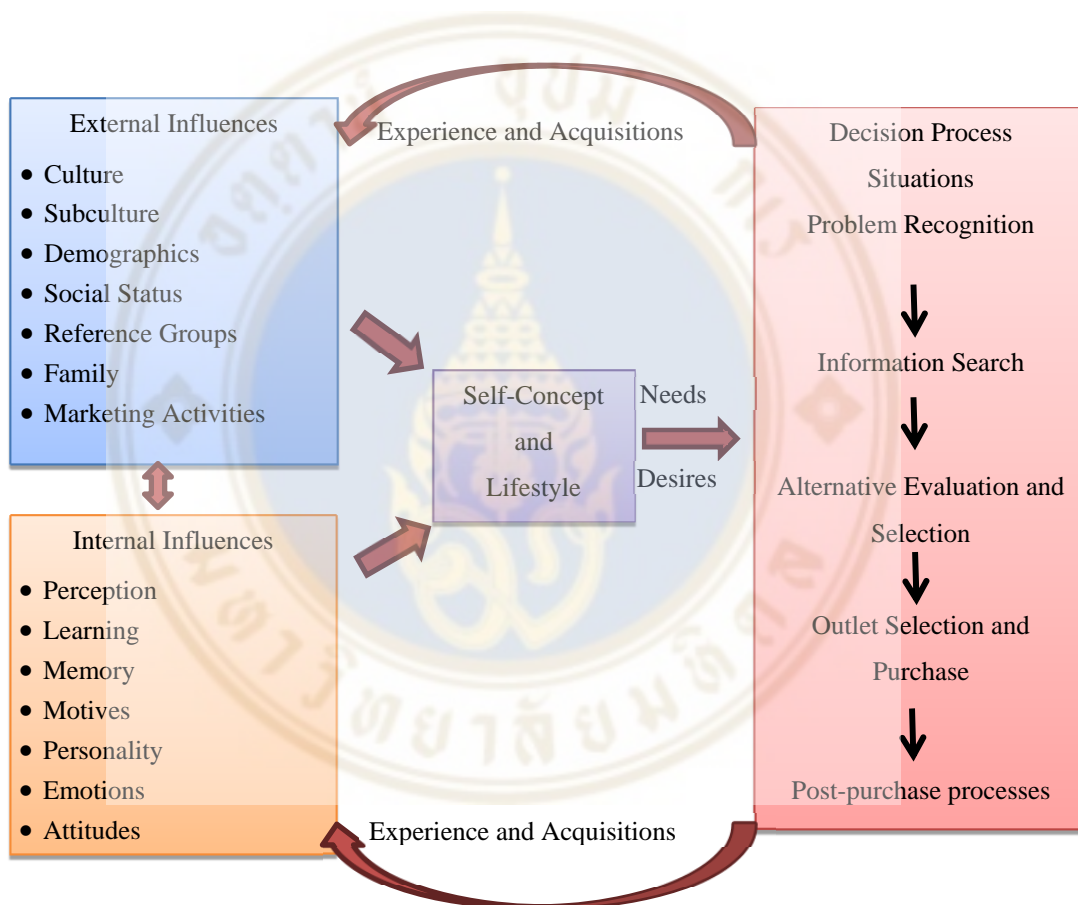
Figure 2.7   Consumer decision process

This research we would like to know about factors affecting purchasing decision of health conscious customers both internal and external factors involved with extended decision making process.

2.3 Research Framework

The research intend to find what are the factors affecting consumer buying behavior and purchasing decision of healthy food products at healthy grocery stores which consist of product, service quality, price, store ambiance and environment and distribution channel

Figure 2.8 Framework of factors affecting consumer buying behavior and purchasing decision at healthy grocery store

2.4 Related Research Review

Wattanathaworn N. (2015) found that attitude, lifestyle and marketing mix impacted decision of consuming clean food in Bangkok.

Sutchiewchan Y. (2015) found that price was the most influential factor affecting buying behavior of Thai consumers of healthy food delivery. And other impact factors are trend, food product attributes (such as taste, packaging, detectable menus, varieties, ingredient and other features) and special offers.

Khumkaew P. (2014) found people perception about clean food information via social media and network channels. And factors affecting behavioral intentions of consuming healthy food in Bangkok were healthy value, attitude toward taste, hedonic expectation and perceived food healthiness.

Chaiorawan P. (2016) found place was the one of the key factors (product, price, place, promotion and brand) influencing the purchasing intention of healthy conscious consumers to buy organic food

Nuntasin N. (2015) found factors affecting consumer's consumption behavior and loyalty toward health food in Bangkok were the perception towards nutritional value of healthy food, interest in healthy menus and distribution channel on marketing mix.

Yodmongkonlerk T. (2016) found factors influencing consumer intention to consume healthy food in Thailand were nutrition self-efficacy, individual belief about the outcome of healthy food eating behavior, and healthy consciousness.

Patlom T. (2015) found demographic (gender, age, status, level of education, occupation and income) and marketing mix effect consumers' buying behavior of clean food via E-commerce in Bangkok. Product was the most important factor of marketing mix which impact to consumers' buying behavior. And social media on the internet was the most influence for their making decision.

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Method

        This research study is quantitative method to gather data by survey method using online questionnaires. The method is useful to collect numerical data to analyze factors influencing consumer buying behavior and purchasing decision of healthy conscious consumers at heathy grocery stores by focusing on healthy food products. There are two scales include interval, Likert scales, ranking from level 1 (Strongly disagree) to 5 (Strongly agree) and nominal scale asking characteristic of group respondents.

3.2 Population and Sample

        The research focuses on health conscious consumers who live in Bangkok and ever bought healthy food products from healthy grocery stores as specialty store. The method uses random sampling to determine factors effecting depends on each customer demographic characteristics for creation customer satisfaction and customer loyalty.

3.3 Research Instrument

        The questionnaires design use quantitative methods consist of four parts which are screening, general, specific and demographic questions. For specific questions separate into five independent variables: product, service quality, price, store ambiance and environment and distribution channel. For dependent variables, there are two variables: consumer buying behavior and purchasing decision.

3.3.1 Screening Questions:

3.3.1.1 Have you ever bought product from healthy grocery store?

This question enrolls only people who ever bought healthy product from healthy grocery store to the study. If people say no, it will be sort out to submit from.

3.3.1.2 What kind of products from the following do you like to buy? (Can select more than 1 choice)

- Snack
- Ready to eat clean food
- Milk
- Bakery & Cake
- Dry food (such as wheat, grain, rice, chia seed, quinoa)
- Dessert
- Fruit & Juice
- Other, please specify _____

To know more about popular products that healthy conscious consumers would like to buy.

3.3.2 General Questions

Consist of four questions to understand more about customers characteristic.

3.3.2.1 How often do you buy products at healthy grocery store?
- Every 2-3 days
- Once a week
- Twice a month
- Once a moth
- Rarely

3.3.2.2 How much do you usually spend for products for each visit?

- Under 100 THB
- 101 - 500 THB
- 501 - 1000 THB
- More than 1000 THB

3.3.2.3 The most important reason for buying healthy food? (Please select 1 item)

- Weight loss or weight control
- Beauty
- Good health
- Decrease disease progression
- Anti-aging
- Allergic with some ingredients in normal food
- Other please specify_____

3.3.2.4 Which channel of information search about healthy food do you prefer? (Can select more than 1 choice)

- Internet
- Social media (Facebook, Instagram)
- Friend
- Family
- Colleague
- Other please specify_____

3.3.3 Specific Questions

Use the Likert scale to show the degree of customers' perception on each construct. The scales as below

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

3.3.3.1 First construct: Product characteristic providing at heathy grocery store consists of four questions as following

- Healthy grocery store should provide a large range of products.
- Healthy grocery store should offer quality products.

- Healthy grocery store should have specific, specialty items as you need.

- Healthy grocery store should have well-known product brands.

- Healthy grocery store should always have new products in store.

3.3.3.2 Second construct: Service Quality including staff and service, there are five questions to clarify about customer service needs.

- Healthy grocery store should have helpful staff, giving a good advice.

- Healthy grocery store should have a welcoming receptionist.

- Healthy grocery store should remember you and your regular purchase.

- Healthy grocery store should have staff with an excellent knowledge of the products.

- Healthy grocery store should have high standard of customer service system.

3.3.3.3 Third construct: Price consists of four questions

- Healthy grocery store should have product pricing aligned with quality.

- Healthy grocery store should have regular sales and promotions.

- Healthy grocery store should have consistent, reliable price.

- Healthy grocery store should have cheaper product than other stores.

3.3.3.4 Fourth construct: Store ambiance and environment are interesting factor that influence customers to stay longer and buy more products at retail store. There are five questions.

- Healthy grocery store should have good products arrangement and easy to find.

- Healthy grocery store should be clean.

- Healthy grocery store should have good environments such as ambient background music.

- Healthy grocery store should not have bad smells such as musty, stinky food.

- Healthy grocery store should have good interior decoration and design.

3.3.3.5   Fifth construct: Distribution channel for better understanding and providing convenience for customers consists of five questions.

- Healthy grocery store should be located near houses or offices.
- Healthy grocery store should have delivery service.
- Healthy grocery store should be located in department stores.
- Healthy grocery store should communicate with customers and give product information via social media.
- Healthy grocery store should be a specialty store.

3.3.3.6   Sixth construct: Consumer buying behavior to understand about purchasing characteristic of healthy food products consists of four questions.

- I always buy healthy food products.
- I buy snack or ready to eat clean food
- I buy healthy food products as an ingredient for home cooking.
- I buy healthy food products only if it is a brand that I know and trust.

3.3.3.7   Seventh construct: Purchasing Decision to know about how customers make decision buying products. There are six questions.

- I buy quality products.
- I buy products that are in trend.
- I buy product following celebrity endorsements.
- I buy product only when I already have studied it in detail.
- I buy product that look delicious.
- I buy product that has good packaging design.

3.3.4 Demographic Questions: Personal data of respondents.

3.3.4.1 Gender

- Male
- Female

3.3.4.2 Age range

- Under 20 years old
- 21 – 30 years old
- 31 – 40 years old
- 41 – 50 years old
- More than 50 years old

3.3.4.3 Level of education

- Below bachelor degree
- Bachelor degree
- Mater degree
- Doctoral degree
- Other please specify_____

3.3.4.4 Income range per month

- Under 15,000 THB
- 15,001 – 30,000 THB
- 30,001 – 45,000 THB
- 45,001 – 60,000 THB
- More than 60,000 THB

3.3.4.5 Occupation

- Student
- Government Officer
- State Enterprise Officer
- Private Company Officer
- Business Owner
- Other please specify _____

3.3.4.6 How often do you exercise?

- Everyday
- 2-3 times a week
- Once a week
- 2-3 times a month
- Once a month
- Never

3.4 Data Collection

The survey created by using google document as online survey. Quantitative data collection methods can be generated into numerical measurement converted into useful information by using statistics. The respondents answer questions by choosing from choices provided. This method can be enrolling large amount of respondents and analysis data to generate the results. But the limitation of the analysis will be lack of details (Anastasia, 2017).

Data was collected from February 2018 to March 2018, distributed questionnaires via social media: Line, Facebook and scope only people who live in Bangkok.

3.5 Data Analysis

After gathering the data from questionnaires, the Statistical Package for Social Science program (SPSS) was applied. The data was analyzed by using Descriptive statistics as frequencies to describe percentage, mean and standard deviation and multiple regressions.

CHAPTER IV
FINDINGS AND DISCUSSION

4.1 Finding

This chapter analyzes data that collected from questionnaires to find about factors affecting consumer buying behavior and purchasing decision at healthy grocery stores in Bangkok. The research gathered data from 352 respondents, 31.3% (110 respondents) have never bought any product from healthy grocery store before so there were excluded from this study. 68.8% (242 respondents) enrolled to get more information. The research outcome separated into 4 parts:

1. Analysis of demographic respondents
2. Analysis of buying and customer preference
3. Analysis of descriptive statistic
4. Analysis of factors effecting consumer buying behavior
5. Analysis of factors effecting purchasing decision

4.1.1 Analysis of demographic respondents

There are 242 questionnaires from people who have ever bought product from healthy grocery stores in Bangkok.

Table 4.1 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	51	21.1	21.1	21.1
	Female	191	78.9	78.9	100.0
	Total	242	100.0	100.0	

Most of respondents are female, 78.9% (N=191) whereas the rest are male, 21.1% (N = 51)

Table 4.2 Age range

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21 – 30 years old	62	25.6	25.6	25.6
	31 – 40 years old	115	47.5	47.5	73.1
	41 – 50 years old	35	14.5	14.5	87.6
	More than 50 years old	30	12.4	12.4	100.0
	Total	242	100.0	100.0	

The largest group of respondents are 31 – 40 years old, 47.5% (N=115) which are the middle age range of population. Second largest group of the respondents are 21 – 30 years old, 25.6% (N=62). Third largest group of the respondents are 41 – 50 years old, 14.5% (N=35). And lastly, the respondents are more than 50 years old, 12.4% (N=30).

Table 4.3 Level of education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Bachelor degree	5	2.1	2.1	2.1
	Bachelor degree	115	47.5	47.5	49.6
	Master degree	117	48.3	48.3	97.9
	Doctoral degree	5	2.1	2.1	100.0
	Total	242	100.0	100.0	

Mostly the respondents graduated Master's and Bachelor's degrees which are 48.3% (N=117) and 47.5% (N=115), respectively. Next, below Bachelor's degree and Doctoral degree are equally, 2.1% (N=5).

Table 4.4 Income range per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 15,000 THB	7	2.9	2.9	2.9
	15,000 – 30,000 THB	45	18.6	18.6	21.5
	30,000 – 45,000 THB	51	21.1	21.1	42.6
	45,000 – 60,000 THB	44	18.2	18.2	60.7
	More than 60,000 THB	95	39.3	39.3	100.0
	Total	242	100.0	100.0	

The main group of respondents has more than 60,000 THB of income per month, 39.3% (N=95). Next, group with income between 30,000 – 45,000 THB per month, 21.1% (N=51), 45,000 – 60,000 THB per month , 18.2% (N=44) and 15,000 – 30,000 THB per month, 18.2% (N=44). Lastly, respondents who have income under 15,000 THB per month, 2.9% (N=7).

Table 4.5 Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	5	2.1	2.1	2.1
	Government Officer	21	8.7	8.7	10.7
	State Enterprise Officer	9	3.7	3.7	14.5
	Private Company Officer	137	56.6	56.6	71.1
	Business Owner	57	23.6	23.6	94.6
	Other	13	5.4	5.4	100.0
	Total	242	100.0	100.0	

Private company officers group is the biggest with 56.6% (N=137). Second is business owner group 23.6% (N=57) while government officer group is third with 8.7% (N=21) followed by other 5.4% (N=13), state enterprise officer group 3.7% (N=9) and student 2.1% (N=5).

Table 4.6 How often do you exercise?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyday	19	7.9	7.9	7.9
	2 – 3 times a week	79	32.6	32.6	40.5
	Once a week	49	20.2	20.2	60.7
	2 – 3 times a month	37	15.3	15.3	76.0
	Once a month	39	16.1	16.1	92.1
	Never	19	7.9	7.9	100.0
	Total	242	100.0	100.0	

The respondents mostly exercise 2 -3 times a week with **32.6%** (N=79) followed by once a week with 20.2% (N=37). Next, 16.1% (N=39) with exercising once a month, 15.3% (N=37) with exercising 2-3 times a month. And lastly, both groups are equally 7.9% (N=19) that they exercise everyday and never exercise.

4.1.2 Analysis of buying and customers preference

Table 4.7 What kind of products from the following do you like to buy? (Can select more than 1 choice)

Type	Frequency	Percent
Vegetable, Fruit and Juice	146	60.3
Dry food (such as wheat, grain, rice, chia seed and quinoa)	129	53.3
Snack	106	43.8
Ready to eat clean food	77	31.8
Bakery & Cake	73	30.2
Milk	50	20.7
Dessert	28	11.6
Other	7	2.9

The popular products which respondents like to buy most are vegetable, fruit and juice with 60.3% (N=146) while dry food is second rank with 53.3% (N=129). Third, 43.8% (N=106) is snack followed by ready to eat clean food 31.8% (N=77), bakery & cake 30.2% (N=73), milk 20.7% (N=50), dessert 11.6% (N=28) and other 2.9% (N=7).

Table 4.8 How often do you buy products at healthy grocery store?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every 2 − 3 days	10	4.1	4.1	4.1
	Once a week	27	11.2	11.2	15.3
	Twice a month	26	10.7	10.7	26.0
	Once a month	41	16.9	16.9	43.0
	Rarely	138	57.0	57.0	100.0
	Total	242	100.0	100.0	

Most of the respondents rarely buy products at healthy grocery stores with 57% (N=138) and other groups are buy products once a month with 16.9% (N=41), 11.2% (N=27) once a week, 10.7% (N=26) twice a month and 4.1% (N=10) ever 2 – 3 days.

Table 4.9 How much do you usually spend for products for each visit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 100 THB	9	3.7	3.7	3.7
	101 − 500 THB	151	62.4	62.4	66.1
	501 − 1000 THB	67	27.7	27.7	93.8
	More than 1000 THB	15	6.2	6.2	100.0
	Total	242	100.0	100.0	

Mostly the respondents spend 101 – 500 THB for products per time while 27.7% (N=67) spend 501 – 1000 THB. 6.2% (N=15) they spend more than 1000 THB for each visit and 3.7% (N=9) spending under 100 THB.

Table 4.10   The most important reason for buying healthy food?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weight loss or weight control	41	16.9	16.9	16.9
	Beauty	1	.4	.4	17.4
	Good health	179	74.0	74.0	91.3
	Decrease disease progression	6	2.5	2.5	93.8
	Anti – aging	1	.4	.4	94.2
	Allergic with some ingredients in normal food	5	2.1	2.1	96.3
	Other	9	3.7	3.7	100.0
	Total	242	100.0	100.0	

The main group of respondents would like to have good health by buying healthy foods with 74% (N=179). Second, they buy for weight loss or weight control with 16.9% (N=41). And other groups which are other reason 3.7% (N=9), allergic with some ingredients in normal food 2.1% (N=5), beauty and anti-aging 0.4% (N=1).

Table 4.11   Which channel of information search about healthy food do you prefer? (Can select more than 1 choice)

Source	Frequency	Percent
Internet	173	71.5
Social media (Facebook, Instagram)	137	56.6
Friend	82	33.9
Family	42	17.4
Colleague	23	9.5
Other	11	4.5

Internet is dominant for information search with 71.5% (N=173) followed by social media such as Facebook and Instagram with 56.6% (N=137). Next, the respondents would like to ask their friends with 33.9% (N=82), family 17.4% (N=42), colleague 9.5% (N=23) and other 4.5% (N=11).

4.1.3 Analysis of Descriptive Statistic

Table 4.12 Descriptive statistic of product

Product	N	Min	Max	Mean	Std. Deviation
1. Healthy grocery store should provide a large range of products	242	2.0	5.0	4.661	.5769
2. Healthy grocery store should offer quality products	242	3.0	5.0	4.864	.3997
3. Healthy grocery store should have specific, specialty items as you need.	242	1.0	5.0	2.963	1.3337
4. Healthy grocery store should have well-known product brands.	242	1.0	5.0	3.764	1.0378
5. Healthy grocery store should always have new products in store.	242	2.0	5.0	4.256	.7786
mean product	242	2.6	5.0	4.102	.4984

The mean of product is 4.102 and the top three ranking are 1) offering quality products 2) providing a large range of products and 3) having new products in store.

Table 4.13 Descriptive statistic of service quality

Service Quality	N	Min	Max	Mean	Std. Deviation
1. Healthy grocery store should have helpful staff, giving a good advice.	242	2.0	5.0	4.219	.9141
2. Healthy grocery store should have a welcoming receptionist.	242	1.0	5.0	3.996	.9132
3. Healthy grocery store should remember you and your regular purchase.	242	1.0	5.0	3.401	1.1307
4. Healthy grocery store should have staff with an excellent knowledge of the products.	242	2.0	5.0	4.492	.7012
5. Healthy grocery store should have high standard of customer service system.	242	2.0	5.0	4.450	.6995
mean service quality	242	2.2	5.0	4.112	.6226

The mean of service quality is 4.112 and the top three ranking are 1) having staff with an excellent knowledge of the products 2) having high standard of customer service system and 3) having helpful staff giving a good advice.

Table 4.14 Descriptive statistic of price

Price	N	Min	Max	Mean	Std. Deviation
1. Healthy grocery store should have product pricing aligned with quality.	242	3.0	5.0	4.694	.5128
2. Healthy grocery store should have regular sales and promotions.	242	2.0	5.0	4.066	.8807
3. Healthy grocery store should have consistent, reliable price.	242	1.0	5.0	4.595	.6322
4. Healthy grocery store should have cheaper product than other stores.	242	1.0	5.0	3.455	1.0307
mean price	242	2.25	5.00	4.2025	.54641

The mean of price is 4.2025 and the top three ranking are 1) having product pricing align with quality 2) having cocsistent, reliable price and 3) having regular sales and promotions.

Table 4.15 Descriptive statistic of store ambiance and environment

Store Ambiance and Environment	N	Min	Max	Mean	Std. Deviation
1. Healthy grocery store should have good products arrangement and easy to find.	242	2.0	5.0	4.450	.6629
2. Healthy grocery store should be clean.	242	3.0	5.0	4.860	.4034
3. Healthy grocery store should have good environments such as ambient background music.	242	1.0	5.0	3.632	.9473
4. Healthy grocery store should not have bad smells such as musty, stinky food.					
5. Healthy grocery store should have good interior decoration and design.	242	1.0	5.0	3.992	.8198
mean store ambiance and environment	242	3.0	5.0	4.348	.4282

The mean of store ambiance and environment is 4.348 and the top three ranking are 1) being clean 2) having good products arrangement and easy to find and 3) having good interior decoration and design.

Table 4.16 Descriptive statistic of distribution channel

Distribution Channel	N	Min	Max	Mean	Std. Deviation
1. Healthy grocery store should be located near houses or offices.	242	2.0	5.0	4.339	.7407
2. Healthy grocery store should have delivery service.	242	2.0	5.0	4.198	.8460
3. Healthy grocery store should be located in department stores.	242	2.0	5.0	4.140	.8380
4. Healthy grocery store should communicate with customers and give product information via social media.	242	2.0	5.0	4.355	.7441
5. Healthy grocery store should be a specialty store.	242	1.0	5.0	3.926	.9215
mean distribution channel	242	2.4	5.0	4.192	.5793

The mean of distributuion channel is 4.192 and the top three ranking are 1) communication with customers and giving product information via social media 2) located near houses or offices and 3) having delivery service.

Table 4.17 Descriptive statistic of consumer buying behavior

Consumer Buying Behavior	N	Min	Max	Mean	Std. Deviation
1. I always buy healthy food products.	242	1.0	5.0	3.438	1.1260
2. I buy snack or ready to eat clean food	242	1.0	5.0	3.653	1.0679
3. I buy healthy food products as an ingredient for home cooking.	242	1.0	5.0	3.343	1.2265
4. I buy healthy food products only if it is a brand that I know and trust.	242	1.0	5.0	3.405	1.0393
mean consumer buying behavior	242	1.50	5.00	3.4597	.74440

The mean of consumer buying behavior is 3.4597 and the top three ranking are 1) I buy snack or ready to eat clean food 2) I always buy healthy food products and 3) I buy healthy food products only if it os a brand that I know and trust.

Table 4.18 Descriptive statistic of purchasing decision

Purchasing Decision	N	Min	Max	Mean	Std. Deviation
1. I buy quality products.	242	3.0	5.0	4.587	.5857
2. I buy products that are in trend.	242	1.0	5.0	3.277	1.0864
3. I buy product following celebrity endorsements.	242	1.0	5.0	2.769	1.1791
4. I buy product only when I already have studied it in detail.	242	1.0	5.0	4.112	.8299
5. I buy product that look delicious.	242	1.0	5.0	3.930	.8828
6. I buy product that has good packaging design.	242	1.0	5.0	3.748	.8917
mean purchasing decision	242	2.1667	5.0000	3.7369	.5814

The mean of purchasing decision is 3.7369 and the top three ranking are 1) I buy quality products 2) I buy product only when I already have studied it in detail and 3) I buy product that look delicious.

4.1.4 Analysis of factors effecting consumer buying behavior

Table 4.19 Model summary analysis of consumer buying behavior

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.434[a]	.188	.171	.67772

a. Predictors: (Constant), mean distribution channel, mean product, mean price, mean store ambiance, mean service quality

Table 4.20 Regression of consumer buying behavior

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.150	5	5.030	10.952	.000[b]
	Residual	108.394	236	.459		
	Total	133.545	241			

a. Dependent Variable: mean buying behavior

b. Predictors: (Constant), mean distribution channel, mean product, mean price, mean store ambiance, mean service quality

Table 4.21 Regression coefficients of consumer buying behavior

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.325	.493		.659	.510
Product	.114	.106	.076	1.071	.285
Service quality	.143	.089	.120	1.613	.108
Price	.183	.100	.134	1.834	.068
Store ambiance and environment	.048	.128	.028	.378	.705
Distribution channel	.262	.095	.204	2.757	.006

a. Dependent Variable: mean buying behavior

Consumer Buying Behavior: From statistic, The model can be used with $R^2 = 18.8\%$ and ANOVA is significant with F = 10.952. There is only distribution channel that effects consumer buying behavior, significant   P-value = 0.06, standardized coefficients = .204.

4.1.5 Analysis of factors effecting purchasing decision

Table 4.22 Model summary analysis of purchasing decision

			Model Summary	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.641[a]	.411	.399	.450933875279047

a. Predictors: (Constant), mean distribution channel, mean product, mean price, mean store ambiance, mean service quality

Table 4.23 Regression of purchasing decision

				ANOVA[a]		
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.484	5	6.697	32.934	.000[b]
	Residual	47.989	236	.203		
	Total	81.472	241			

a. Dependent Variable: mean purchasing decision

b. Predictors: (Constant), mean distribution channel, mean product, mean price, mean store ambiance, mean service quality

Table 4.24 Regression coefficients of purchasing decision

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Model	B	Std. Error	Beta		
1	(Constant)	.010	.328		.030	.976
	Product	.260	.071	.223	3.678	.000
	Service quality	.202	.059	.216	3.421	.001
	Price	.043	.066	.040	.644	.520
	Store ambiance and environment	.132	.085	.097	1.555	.121
	Distribution channel	.256	.063	.255	4.043	.000

a. Dependent Variable: mean purchasing decision

Purchasing Decision: From statistic, the model can be used with $R^2 = 41.1\%$ and ANOVA is significant F = 32.934. There are three factors affecting purchasing decision which are product (P-value = 0.000), service quality (P-value = 0.001) and distribution channel (P-value = .000). The most important factor is distribution channel (standardized coefficients = .255) followed by product (standardized coefficients = .223) and service quality (standardized coefficients = .216).

4.2 Discussion

From the study, people buy healthy food because they prefer to have good health (74%) and weight loss or weight control (16.9%). As Khumkaew P. (2014) found health value that affects health and perceived food healthiness including weigh control affecting behavioral intention of consuming healthy food in Bangkok. Also they searched for information via internet and social media as per this study.

Only distribution channel impacts consumer buying behavior of healthy food at healthy grocery stores. But for consumers' buying behavior of clean food via E-commerce in Bangkok (Patlom T., 2015), all factors of marketing mix are affected. Product was the most important factor followed by price, promotion and place which impacted on consumers' buying behavior. The similar result about channel of information search and popular products, internet and social media were the most influential channel and people would like to buy vegetable. And the result was aligned with Nantasin's study (2015) that one of the key factors impacted consumers' loyalty of healthy food in Bangkok was distribution channel.

Many factors effect purchasing decision of healthy food at healthy grocery stores which is distribution channel, product and service quality, respectively. As same as Wattanathaworn (2015) found marketing mix (product, price, place and promotion) at high level impacted the decision of people to consume clean food in Bangkok. So place and product were important for purchasing decision of healthy food. Moreover, Chaiorawan (2016) also confirm that place was a key factor influencing the purchasing intention of health conscious consumers buying organic food. According to Jaitab (2014), service quality was the most influential factor affecting consumer's buying decision of bakery products in Bangkok. And other factors were marketing mix and brand image, respectively.

CHAPTER V
CONCLUSION

This chapter will clarify the factors that affect consumer buying behavior and purchasing decision of health conscious consumers in Bangkok. This study will mainly focus on healthy grocery stores and analyze in more detail in regards to the consumption of healthy food products by health conscious individuals.

5.1 Summary

5.1.1 Part 1: Demographic data

The respondents are mostly female (78.9%) in the age range 31-40 years old (47.5%). They mainly work as private company officers (56.6%) with income more than 60,000 baht per month. They graduated Master's degree (48.3%) and Bachelor's degree (47.5%). And around 60% usually exercise at least once a week (Everyday 7.9%, 2-3 times a week 32.6% and once a week 20.2%).

5.1.2 Part 2: Buying and customer preference

The respondents are likely to buy vegetable, fruit and juice (60.3%) and most of them rarely buy healthy food products (57%) on average spending 101-500 THB for each visit. They consume healthy food products because they would like to have good health (74%) and weight loss or weight control (16.9%). The influencing channels of information search are internet (71.5%) and social media (56.6%).

5.1.3 Part 3: Consumer buying behavior

From the multiple regression analysis, mainly distribution channel affecting consumer buying behavior significantly with P-value = 0.006, standardized coefficients = .204 to provide the detail showing as descriptive analysis. The overall mean of distribution

channel is 4.192. The three highest scores which are 1) healthy grocery stores should communicate with customers and give product information via social media (mean = 4.355). 2) Stores should be located near houses or offices (mean=4.339) and lastly, stores should have delivery service (mean = 4.198).

5.1.4 Part 4: Purchasing decision

From the multiple regression analysis, there are three main factors significantly affecting purchasing decision of healthy food products at healthy grocery stores: 1) distribution channel with p-value = 0.000, standardized coefficients = .255, 2) product with p-value = .001, standardized coefficients = .223 and 3) service quality with p-value = 0.000, standardized coefficients = .216.

Moreover, the identification in detail of each factor affecting purchasing decision shown as descriptive analysis. The overall mean of distribution channel is 4.192. The more detail of each item under distribution channel are composed of three main factors with the highest mean being, healthy grocery stores should communicate with customers and give product information via social media (mean = 4.355). Secondly, stores should be located near houses or offices (mean=4.339) and have delivery service (mean = 4.198). And thirdly, store should have delivery service (mean = 4.198).

The overall mean for product is 4.102 and the factors with the three highest mean under product are offering quality products (mean = 4.864). Next, healthy grocery stores should provide a large range of products (mean = 4.661) and lastly, stores should always have new products in store (mean= 4.256).

The overall mean of service quality is 4.112 and the top three highest scores under service quality are, 1) having staff with excellent knowledge of products (mean = 4.492). Secondly, heathy grocery stores should have high standard of customer service (mean = 4.450). And finally, the stores should have helpful staff to give customers good advice (mean = 4.219).

5.1.5 Part 5: Conclusion

The research achieved the objective to identify clearly that distribution channel is the most important factor affecting consumer buying behavior. For purchasing decision, there are three main key factors which are distribution channel, product and service quality.

5.2 Recommendation

Healthy grocery stores should communicate with customers and provide product information via internet and social media, because healthy food products are specialty products which need to raise awareness about value perception. Nowadays, most healthy grocery stores do not have delivery service. If customers would like to use delivery service, they have to make an order direct to each healthy food brand, which means they have to pay seperate delivery fees for each brand. So by offering delivery service with resonable delivery fees at healthy grocery stores will make it more convenient, customers will benefit and can buy more often, it will be easier for the customer to make a purchasing decision and therefore gain more sales.

Healthy food products use extended decision making process that require more information search both internal and external before making a purchasing decision. So providing information to customers will create a positive image to the store. Moreover, one of the key success of healthy grocery stores is to have helpful staff who has excellent product knowledge, to give good advice to customers. Also by having high standard of customer service, that will draw more customers into the store, create customer satisfaction and customer loyalty.

With these products, people expect high quality items which serves their needs as they perceive high products' value. If the products receive certificate or reward that guarantee product quality, they will be accredited. People buy products to become a healthy person or to lose weight by choosing product with low calories, low carbohydrate, low fat and high protein. Usually they accept to pay higher than normal products, therefore setting a lower price might not affect purchasing decision. The store should provide a variety of products and always feature new products which will make the store more interesting. When a new product launches, the store should introduce and communicate with customers in regards to product information, highlights and features of each product and when the product will be in store via social media.

5.3 Limitations and future research

There is a limitation of time, this research has gathered quite a small sample size and collected data only in the Bangkok area, therefore the results might be represented only this specific group. The exploration of other provinces especially in major cities will be more useful for analysis accuracy.

For future research study, there needs to be a more detailed exploration with emphasis on online search, this will determine what the popular keyword searches are for health conscious consumers on the internet or social media platforms. Then use this information to serve customers' need. And collect more information about perception and reason of people who never bought product at healthy grocery store.

Also by employing qualitative method to explore in depth about significant factors in this study especially distribution channels that influence both consumer buying behavior and purchasing decision at healthy grocery stores.
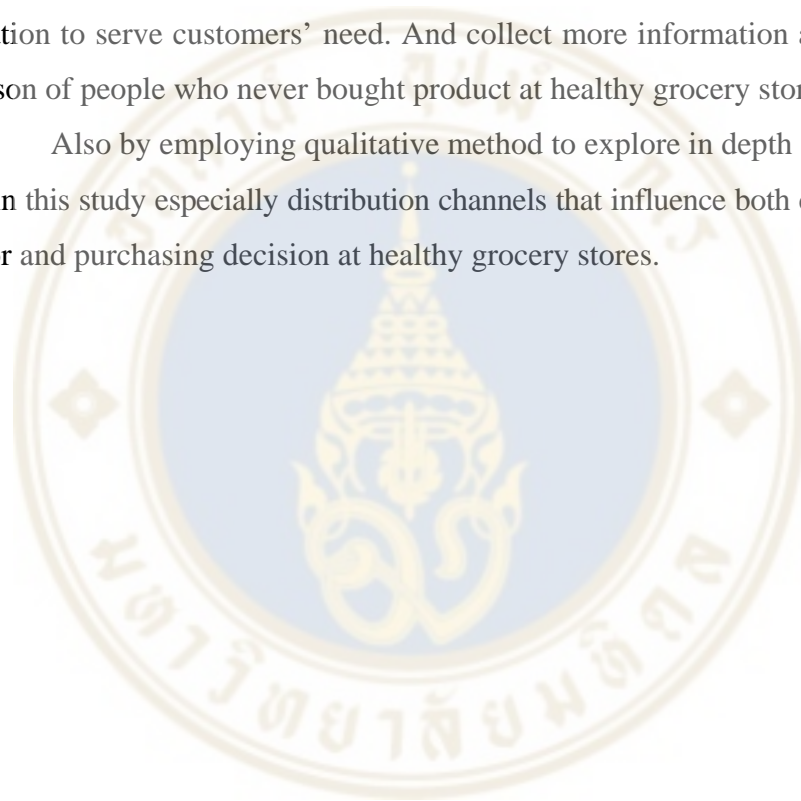
REFERENCES

Alvarez, M. G., & William, C. M. (2015). Ambiance and environment: factors for customer gratification. *Journal of Technology, Business Education & Interdisciplinary Studies*, 19-20.

Anastasia. (2017). *Overview of Qualitative and Quantitative Data Collection Methods.* Retrieved from: https://www.cleverism.com/qualitative-and-quantitative-data-collection-methods/.

Chaiorawan, P. (2016). *Factors influencing the purchasing intention of health conscious consumers to buy organic food.* Master of management college of management Mahidol university.

Chaston, I. (2004). *Knowledge-Based Marketing: The 21st Century Competitive Edge.* London, British: SAGE Pubication Ltd.

Claessens, M. (2017). *4 Types of Consumer Products and Marketing Considerations.* Retrieved from: https://marketing-insider.eu/4-types-of-consumer-products/

Euromonitor International. (2017). *Health and Wellness in Thailand.* Retrieved from http://www.euromonitor.com/health-and-wellness-in-thailand/report

Euromonitor International. (2011). *Age Blurring: How the Breakdown of Age Boundaries Is Affecting Global Consumer Markets.* Retrieved from http://www.euromonitor.com/age-blurring-how-the-breakdown-of-age-boundaries-is-affecting-global-consumer-markets/report

Euromonitor International. (2017). *Naturally Healthy Packaged food In Thailand.* Retrieved from http://www.euromonitor.com/naturally-healthy-packaged-food-in-thailand/report.

Hawkins., D. I., & Mothersbaugh, D. L. (2014). *Consumer behavior building marketing strategy* (12 ed.). New York: McGraw-Hill Education.

Hernon, P., & Whitman, J. R. (2001). *Delivering satasfaction and service quality a customer-based approach for libraries.* The United State America: the American Library Association.

Iacobucci, D., Shannon, R. E., & Grigoriou, N. (2015). *Marketing Management in Asia*. New Tech Park, Singapore: Cengage Learning Asia Pte Ltd.

Jaitab, W. (2014). *Factors Affecting Consumer's Buying Decisions Of Bakery Products in Bangkok*. The Graduate School of Bangkok University.

Khumkaew, P. (2014). *Factors Positively Affecting behavioral intentions of consuming healthy food of consumers in Bangkok*. The graduate school of Bangkok university.

Kotler, P., Ang, S. H., Leong, S. M., & Tan, C. T. (1999). *Marketing management an Aisan perspective*. (2, Ed.) Singapore, Singapore: Prentice-Hall Pte Ltd.

Laurujisawat, P. (2013). *Healthy food*. Retrieved from https://www.researchgate.net/profile/Pornsri_Laurujisawat/publication/235408283_xaharpheu_xsu_khphaph_Healthy_Food/links/0912f5114ea954a1fe000000/xaharpheu-xsu-khphaph-Healthy-Food.pdf.

Lotich, P. (2016). *7 Steps to Creating a Customer Service Strategy*. Retrieved from https://thethrivingsmallbusiness.com/7-steps-to-creating-a-customer-service-strategy/.

Mascaraque, M. (2018). *What the New Health and Wellness Data is Telling Us: A Look into Latest Trends*. Retrieved from https://blog.euromonitor.com/2018/02/new-health-wellness-data-look-latest-trends.html.

N Ramya, & Ali, S. M. (2016). Factors affecting consumer buying behavior. *International Journal of Applied Research*, 2(10): 76-80.

Nitithamyong, A. (2001). *Research and Development for Healthy Diet*. Mahidol University: www.inmu.mahidol.ac.th/download.php?f=52_256.pdf

Nuntasin, N. (2015). Factors Affecting Consumer's Consumption Behavior and Loyalty toward. *Journal of Cultual Approach*.

Patlom, T. (2015). Consumer S' Behavior On Buying Clean Food Via E-Commerce In Bangkok. Burapha *Journal of Business Management*, 6-21.

Patlom, T. (2015). Consumers' behavior on buying clean food via E-commerce in Bangkok. *Bhurapha journal of business management*.

Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer behavior*. New Jersey: Pearson Prentice Hall.

Sullivan, M., & Adcock, D. (2002). *Retail marketing*. South Melbourne, Australia: Cengage Learning.

Sutchiewchan, Y. (2015). *Factors that influence the buying behavior of Thai consumers for healthy food delivery.* Master of management college of management Mahidol university.

Wattanathaworn, N. (2015). *Factors Affecting the Decision of Consuming Clean Food of People*. RMUTP Business School.

Wattanathaworn, N. (2015). *Factors affecting the decision of consuming clean food of people in Bangkok.* The graduate school of Bangkok university.

Yodmongkonlerk, T. (2016). *The main factors that influence consumer intention toward to healthy food consumption in Thailand.* The graduate school Bangkok University.

สำนักงานปลัดกระทรวงยุติธรรม และสำนักงานกองทุนสนับสนุนการสร้างเสริมสุขภาพ. (22560). *คู่มืออาหารเพื่อสุขภาพ.* กรุงเทพมหานคร: สำนักงานกองทุนสนับสนุนการสร้างเสริมสุขภาพ (สสส.).

APPENDICES

Appendix A: Questionnaire

Introduction

    This research is conducted by a master degree student from The College of Management, Mahidol University which would like to study about factors affecting consumer buying behavior and purchasing decision at heathy grocery stores. This questionnaire will take around 10 minutes to complete. Thank you very much for your participation.

1. Have you ever bought product from healthy grocery store?

    Yes

    No (Please end the questionnaire here, thank you for your time)

2. What kind of products from the following do you like to buy? (Can select more than 1 choice)

    Snack

    Ready to eat clean food

    Milk

    Bakery & Cake

    Dry food (such as wheat, grain, rice, chia seed, quinoa)

    Dessert

    Vegetable, Fruit & Juice

    Other please specify _____

3. How often do you buy products at healthy grocery store?

    Every 2-3 days   Once a week

    Twice a month   Once a moth

    Rarely

4. How much do you usually spend for products for each visit?

    Under 100 THB   101 – 500 THB

    501 – 1000 THB   More than 1000 THB

5. The most important reason for buying healthy food? (Please select 1 item)

     Weight loss or weight control

     Beauty

     Good health

     Decrease disease progression

     Anti-aging

     Allergic with some ingredients in normal food

     Other please specify_____

6. Which channel of information search about healthy food do you prefer?

    (Can select more than 1 choice)

     Internet

     Social media (Facebook, Instagram)

     Friend

     Family

     Colleague

     Other please specify_____

Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Healthy grocery store should provide a large range of products	1	2	3	4	5
Healthy grocery store should offer quality products.	1	2	3	4	5
Healthy grocery store should have specific, specialty items as you need.	1	2	3	4	5
Healthy grocery store should have well-known product brands.	1	2	3	4	5
Healthy grocery store should always have new products in store.	1	2	3	4	5

Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Healthy grocery store should have helpful staff, giving a good advice.	1	2	3	4	5
Healthy grocery store should have a welcoming receptionist.	1	2	3	4	5
Healthy grocery store should remember you and your regular purchase.	1	2	3	4	5
Healthy grocery store should have staff with an excellent knowledge of the products.	1	2	3	4	5
Healthy grocery store should have high standard of customer service system.	1	2	3	4	5
Healthy grocery store should have product pricing aligned with quality.	1	2	3	4	5
Healthy grocery store should have regular sales and promotions.	1	2	3	4	5
Healthy grocery store should have consistent, reliable price.	1	2	3	4	5
Healthy grocery store should have cheaper product than other stores.	1	2	3	4	5
Healthy grocery store should have good products arrangement and easy to find.	1	2	3	4	5
Healthy grocery store should be clean.	1	2	3	4	5
Healthy grocery store should have good environments such as ambient background music.	1	2	3	4	5

Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Healthy grocery store should not have bad smells such as musty, stinky food.	1	2	3	4	5
Healthy grocery store should have good interior decoration and design.	1	2	3	4	5
Healthy grocery store should be located near houses or offices.	1	2	3	4	5
Healthy grocery store should have delivery service.	1	2	3	4	5
Healthy grocery store should be located in department stores.	1	2	3	4	5
Healthy grocery store should communicate with customers and give product information via social media.	1	2	3	4	5
Healthy grocery store should be a specialty store.	1	2	3	4	5
I always buy healthy food products.	1	2	3	4	5
I buy snack or ready to eat clean food	1	2	3	4	5
I buy healthy food products as an ingredient for home cooking.	1	2	3	4	5
I buy healthy food products only if it is a brand that I know and trust.	1	2	3	4	5
I buy quality products.	1	2	3	4	5
I buy products that are in trend.	1	2	3	4	5
I buy product following celebrity endorsements.	1	2	3	4	5

Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I buy product only when I already have studied it in detail.	1	2	3	4	5
I buy product that look delicious.	1	2	3	4	5
I buy product that has good packaging design.	1	2	3	4	5

Demographic Questions

7. Gender

   Male   Female

8. Age range

   Under 20 years old   21 – 30 years old

   31 – 40 years old   41 – 50 years old

   More than 50 years old

9. Level of education

   Below bachelor degree   Bachelor degree

   Mater degree   Doctoral degree

   Other please specify_____

10. Income range per month

    Under 15,000 THB   15,001 – 30,000 THB

    30,001 – 45,000 THB   45,001 – 60,000 THB

    More than 60,000 THB

11. Occupation

    Student   Government Officer

    State Enterprise Officer   Private Company Officer

    Business Owner   Other please specify _____

12. How often do you exercise?

    Everyday   2-3 times a week

    Once a week   2-3 times a month

    Once a month   Never

แบบสอบถาม

       แบบสอบถามนี้เป็นส่วนหนึ่งของงานวิจัยของนักศึกษาระดับปริญญาโท วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล เพื่อศึกษาเกี่ยวกับปัจจัยที่มีผลต่อพฤติกรรมการซื้อและการตัดสินใจซื้ออาหารจาก ร้านขายสินค้าสุขภาพ โดยแบบสอบถามนี้ใช้เวลาในการทำประมาณ 5 นาที
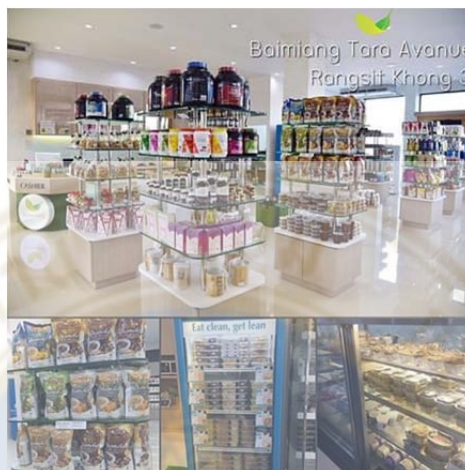
1.   คุณเคยซื้อสินค้าที่ร้านขายสินค้าสุขภาพไหม เช่น ร้านใบเมี่ยง,ร้านปันสุข, ร้าน green corner shop, ร้าน boxboxhealth, ร้าน goodhealth53, ร้านสบายใจ, ร้านเลมอนฟาร์ม เป็นต้น

      เคย

      ไม่เคย (ขอบคุณที่สละเวลาในการทำแบบสอบถามครั้งนี้)

2.   คุณเลือกซื้อสินค้าประเภทไหนในร้านขายสินค้าสุขภาพ (สามารถเลือกได้มากกว่า 1 ข้อ)

      ของคบเคี้ยว

      อาหารคลีนพร้อมทาน

      นม

      ขนมปัง & เค้ก

      อาหารแห้ง เช่น ธัญพืช, ข้าว, เมล็ดเชีย, ควินัว

      ของหวาน

      ผัก, ผลไม้ และน้ำผลไม้

      อื่นๆ กรุณาระบุ

3. คุณซื้อสินค้าจากร้านขายสินค้าสุขภาพบ่อยแค่ไหน

    ทุก 2-3 วัน

    อาทิตย์ละครั้ง

    ทุกสองอาทิตย์

    เดือนละครั้ง

    นานๆครั้ง

4. คุณจ่ายเงินในการซื้อสินค้าแต่ละครั้งประมาณเท่าไหร่

    น้อยกว่า 100 บาท

    101 – 500 บาท

    501 – 1000 บาท

    มากกว่า 1000 บาท

5. ปัจจัยที่สำคัญที่สุดต่อการซื้ออาหารสุขภาพคืออะไร (กรุณาเลือก 1 ข้อ)

    ลดน้ำหนักหรือควบคุมน้ำหนัก

    ความงาม

    สุขภาพดี

    ชะลอการดำเนินไปของโรค

    ชะลอชรา

    แพ้ส่วนประกอบบางอย่างจากอาหารปกติ

    อื่นๆ โปรดระบุ_____

6. คุณใช้ช่องทางไหนในการหาข้อมูลเกี่ยวกับสินค้าสุขภาพ (เลือกได้มากกว่า 1 ข้อ)

    อินเตอร์เนต

    โซเชี่ยลมีเดีย (เฟสบุ๊ค, อินสตาแกรม)

    เพื่อน

    ครอบครัว

    เพื่อนร่วมงาน

    อื่น โปรดระบุ_____

ข้อความ	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉยๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
ร้านขายสินค้าสุขภาพควรจะมีสินค้าหลากหลาย	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรจะมีสินค้าที่มีคุณภาพ	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรจะมีสินค้าเฉพาะที่คุณต้องการ	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรจะมีสินค้าที่มีตราสินค้าเป็นที่รู้จัก	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรจะมีสินค้าแบบใหม่ๆมาให้เลือกเสมอ	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรจะมีพนักงานคอยแนะนำข้อมูลสินค้าดี	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรมีพนักงานให้การต้อนรับเป็นอย่างดี	1	2	3	4	5
ร้านขายสินค้าสุขภาพพนักงานควรจะสามารถจดจำคุณและสินค้าที่ซื้อประจำได้	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรมีพนักงานมีความรู้เกี่ยวกับสินค้าเป็นอย่างดี	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรมีระบบการให้บริการที่มีประสิทธิภาพ	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรจะมีราคาสินค้าที่เหมาะสมกับคุณภาพ	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรจะมีส่วนลดราคา	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรจะราคาสินค้าที่มีความน่าเชื่อถือ	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรจะราคาสินค้าที่ราคาถูกกว่าร้านอื่น	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรจะมีราคาสินค้าที่เหมาะสมกับคุณภาพ	1	2	3	4	5

ข้อความ	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉยๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
ร้านขายสินค้าสุขภาพควรมีการจัดวางสินค้าที่หาง่าย	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรมีร้านที่สะอาด	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรมีบรรยากาศที่ดี เช่น เปิดเพลง	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรไม่มีกลิ่นที่ไม่พึงประสงค์ เช่น กลิ่นอับ กลิ่นอาหาร	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรการตกแต่งร้านที่สวยงาม	1		3	4	5
ร้านขายสินค้าสุขภาพควรอยู่ใกล้บ้าน หรือที่ทำงาน	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรมีบริการจัดส่งสินค้า	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรมีร้านอยู่ในห้างสรพสินค้า	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรมีการสื่อสารและให้ข้อมูลสินค้าผ่านทางโซเชี่ยลมีเดีย	1	2	3	4	5
ร้านขายสินค้าสุขภาพควรเป็นร้านที่ขายเฉพาะสินค้าสุขภาพโดยตรง	1	2	3	4	5
ฉันซื้อสินค้าสุขภาพอย่างสม่ำเสมอ	1	2	3	4	5
ฉันซื้อสินค้าสุขภาพกลุ่มขนมหรืออาหารพร้อมทาน	1	2	3	4	5
ฉันซื้อสินค้าสุขภาพเพื่อเป็นวัตถุดิบนำไปประกอบอาหาร	1	2	3	4	5
ฉันซื้อสินค้าสุขภาพเฉพาะยี่ห้อที่ฉันรู้จัก	1	2	3	4	5
ฉันเลือกซื้อสินค้าที่มีคุณภาพ	1	2	3	4	5
ฉันเลือกซื้อสินค้าที่กำลังเป็นกระแสนิยม	1	2	3	4	5
ฉันเลือกซื้อสินค้าจากโฆษณาที่ใช้บุคคลที่มีชื่อเสียง	1	2	3	4	5
ฉันจะเลือกซื้อสินค้าที่ได้มีการศึกษาหาข้อมูลไว้เป็นอย่างดี	1	2	3	4	5
ฉันจะเลือกซื้ออาหารที่มีหน้าตาน่ารับประทาน	1	2	3	4	5
ฉันจะเลือกซื้อสินค้าที่มีบรรจุภัณฑ์สวยงาม	1	2	3	4	5

7. เพศ

   ชาย   หญิง

8. ช่วงอายุ

   ต่ำกว่า 20 ปี   21 – 30 ปี

   31 – 40 ปี   41 – 50 ปี

   มากกว่า 50 ปี

9. ระดับการศึกษา

   ต่ำกว่าปริญญาตรี   ปริญญาตรี

   ปริญญาโท   ปริญญาเอก

   อื่นๆ โปรดระบุ_____

10. รายได้ต่อเดือน

    ต่ำกว่า 15,000 บาท   15,001 – 30,000 บาท

    30,001 – 45,000 บาท   45,001 – 60,000 บาท

    มากกว่า 60,000 บาท

11. อาชีพ

    นักเรียน   ข้าราชการ

    รัฐวิสาหกิจ   พนักงานบริษัทเอกชน

    ธุรกิจส่วนตัว   อื่นๆ โปรดระบุ _____

12. คุณออกกำลังกายบ่อยแค่ไหน

    ทุกวัน   2 – 3 ครั้งต่อสัปดาห์

    สัปดาห์ละครั้ง   2 -3 ครั้งต่อเดือน

    เดือนละครั้ง   ไม่เคย