

**THE CUSTOMER'S CONSIDERATION TO PURCHASE
CHICKEN BREAST SMOOTHIE
AMONG FITNESS AND HEALTH-CONSCIOUS PEOPLE**

The image shows a large, faint watermark of the Mahidol University logo in the background. The logo is circular with a blue center containing a golden emblem of a traditional Thai stupa. The outer ring of the logo contains Thai text: 'มหาวิทยาลัยมหิดล' at the top and 'วิทยาลัยการจัดการ' at the bottom.

PEERAYOTH SIRIKHAJORNAM

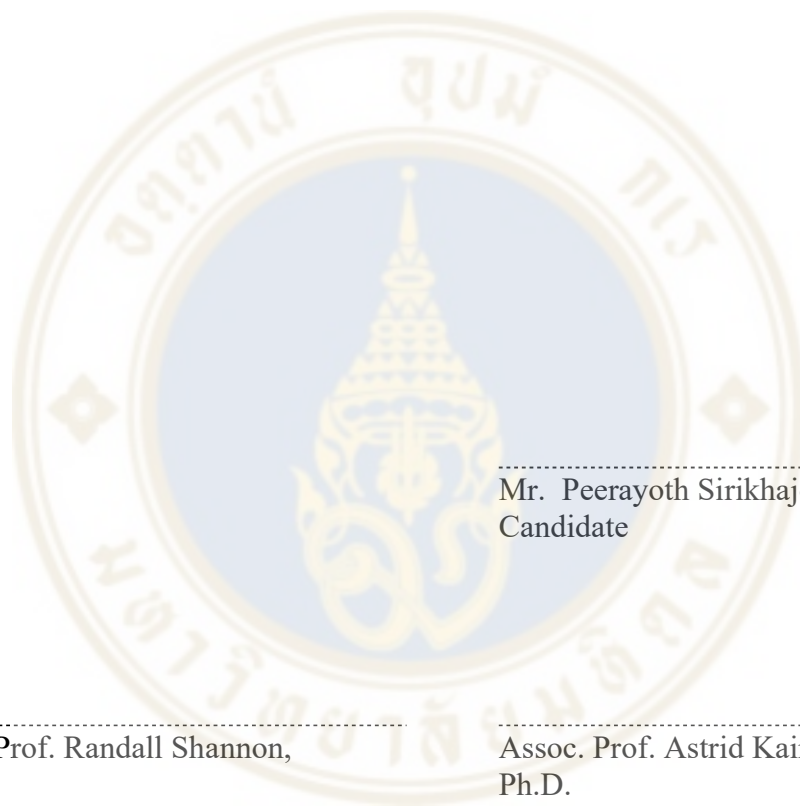
**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
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entitled
**THE CUSTOMER'S CONSIDERATION TO PURCHASE
CHICKEN BREAST SMOOTHIE
AMONG FITNESS AND HEALTH-CONSCIOUS PEOPLE**

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Peerayoth Sirikhajornnam

THE CUSTOMER'S CONSIDERATION TO PURCHASE CHICKEN BREAST SMOOTHIE AMONG FITNESS AND HEALTH-CONSCIOUS PEOPLE

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ABSTRACT

Protein supplements are famous among health-conscious and exercise persons to gain sufficient protein intake per daily consumption. The chicken breast smoothie products are available to the market and offer protein supplements made from natural food transformed into ready-to-drink beverages. The market for chicken breast smoothie is growing in recent years, and several brands emerge in the market as an opportunity in the protein supplement product category. Customer behavior is the critical consideration using the purchasing decision process and customer's purchase intention. The qualitative methodology was conducted with the in-depth interview to the respondent's group as regularly exercised persons for both chicken breast smoothie consumers and non-chicken breast smoothie consumers. The study primarily focuses on the factors that affect customer's consideration during the customer purchase decision process and purchase intention to determine the insightful information. The studied factors are availability, convenience, palatability, price, perceived quality, and packaging. In summary, these factors affect the customer's consideration of purchasing a chicken breast smoothie with the rationale regarding each factor explained in detail at the end.

KEY WORDS: Chicken breast smoothie/ Protein supplement/ Health-conscious people/ Exercised person

36 pages

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CHAPTER I

INTRODUCTION

1.1 Background and Problem Statements

Healthy consciousness is a trend for people nowadays, especially during the Covid-19 pandemic situation. Thai people tend to get exercise and become fitness center members as a new lifestyle to stay healthy and satisfied in body shape. Weight training and high-intensity workout are popular among physically active people. Getting a well-built body to show the muscle is famous as social media influences people who want to get in shape and have a muscular body.

The critical factor besides workout regularly and intensely is diet, which is essential to gain muscle mass. The protein intake considers a fitness person and bodybuilder to have a sufficient protein consumption that regularly more than the number recommended by Thai RDI. The conventional ways of protein consumption for fitness persons and bodybuilders are to eat a lot of meat (mainly from poultry, chicken) and boiled eggs, which is the safer way to gain protein from the whole food. However, the concerns of having a protein-rich whole food are availability, convenience, and palatability. This results in the protein supplement in the form of whey protein and high-protein milk or drink are widely launched in the market and make a good sale.

The chicken breast smoothie is the alternative drink for this target group (fitness persons and bodybuilders) who prefer a protein source from whole food. Several chicken breast smoothie brands have launched in the market, and the selling channels are at the retail store, especially on the healthy product shops, as well as selling online. The chicken breast smoothie market becomes competitive, but some brands make a good sale while the other brands are not successful. This rationale leads to the research topic that customers' key considerations: choosing chicken breast smoothie drink and making the sale sustain in the long run if the trend of fitness and dietary has changed.

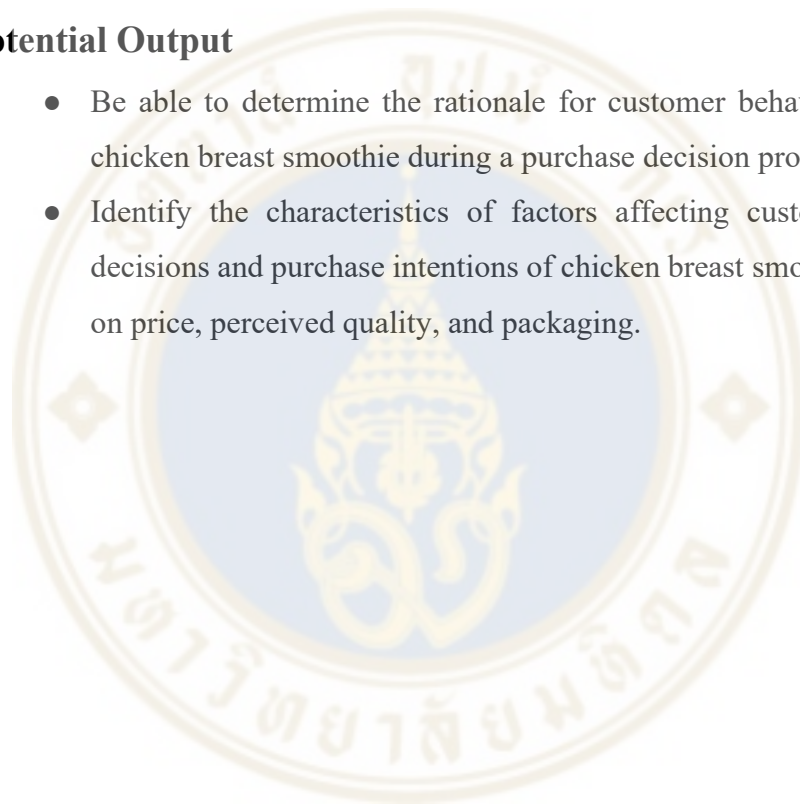
1.2 Research Objective

The key objective of this study is:

1. What are factors affecting customer's decision to purchase chicken breast smoothies?
2. Why are fitness and health-conscious people interested in having chicken breast smoothies compared to whey protein?

1.3 Potential Output

- Be able to determine the rationale for customer behavior to purchase chicken breast smoothie during a purchase decision process.
- Identify the characteristics of factors affecting customer's purchase decisions and purchase intentions of chicken breast smoothie consumers on price, perceived quality, and packaging.



CHAPTER II

LITERATURE REVIEW

The literature associated with this study comprises three main areas: the Associated research on the protein aspect & ready-to-drink beverage, customers purchasing decision process, factors affecting purchase intention, and product launching strategy.

2.1 Associated research on the protein aspect & ready-to-drink beverage

The primary concerns of Thai people currently are a rapid change in food intake and lifestyle patterns. Urbanization and westernization result in economic momentum changes and impact the quality of life. The work pattern of people is more to be sedentary with low physical movement. These factors contribute to the rising of diet-related chronic degenerative diseases (Kosulwat, 2002). Exercise generates physical movement that makes the muscles work and burn calories that benefit both physically and mentally. Daily physical activity benefits a healthy weight, reduces the risk of chronic disease, and maintains solid bones and bones.

Kevin (2001) states that exercise affects muscle growth when protein synthesis exceeds the muscle protein breakdown. Food intake is essential to obtain a positive muscle protein balance, which one of the factors is the dietary nutrient (Kevin, 2001). The people who want to build muscle often eat more protein, as well as exercise. A higher protein intake can help to build muscle and strength. The protein sources in food come from poultry, eggs, red meat, dairy products, some plants (legumes, nuts, seeds, and whole grains). The Recommended Dietary Allowance (RDA) for protein is a modest 0.8 grams of protein per kilogram of body weight as the primary nutritional requirement (Daniel, 2015). One of Kris Gunnars' articles mentioned that most studies

recommended that the protein intake of around 1.6-2.2 grams per kilogram of body weight is sufficient for gaining and maintaining muscle (Kris, 2020).

The extra protein consumption for this exercise is essential for active people. The protein supplements are widely used in this target group to stimulate muscle protein synthesis (Wolfe, 2000). However, the research by Stephen et al. advised that the consumption of dietary protein from whole food is preferable to the isolated protein from protein supplement as it has a concern on the safety and quality. Moreover, the ingestion of protein-rich whole food helps promote protein synthesis, which provides a lifestyle strategy of improving the overall diet quality of exercising adults. Choosing the protein source is personalized depending upon individual nutrition needs and non-nutritional factors such as availability, cost, and preference. Even though the protein-rich whole food ingestion may not be convenient and feasible due to the variety of cost, palatability, competitive or training schedule, and whole-food volume to be consumed to meet protein requirements. As a result, protein supplements seem to be more convenient for this case (Stephen et al., 2018).

As convenience is one of the factors described, the ready-to-drink beverage is offered in the market to lessen the customer pain point of no time to prepare. The article by Rittmanic stated the ready-to-drink whey protein as the protein supplements which indicates the considerations of protein ingredient required to show the general nutritional composition at the product level and non-protein ingredients such as flavor, sweeteners, colors, and preservation, for instance (Rittmanic, 2006). This information is adopted from the chicken breast smoothie study, the ready-to-drink beverage that provides protein-rich per serving from the whole food ingredient source.

2.2 Customer Purchasing Decision Process

A theory described on a purchase decision process is adopted to explain the customer purchasing decision on choosing protein supplements for physically active people. The theory explained in the purchasing decision process will be described to the psychology of the customer. There are five stages of purchasing items: problem recognition, information search, evaluation of alternatives, purchase decision, and post-

purchase behavior. The summary of each stage of the purchasing decision process briefly describes with support research related to this study described.

- The problem or need for recognition is the first stage of the purchasing decision process. It happens when the buyer senses a difference between their actual state and a state they desire. The customer needs consist of physiological and psychological needs, which the example provides the basic need for food and shelter and social environment respectively. Perception plays a vital role to the customers on how they see themselves and their surroundings. However, when consumers decide to purchase something new or replace it with other items, the consumers may consider those items that fulfill their needs completely with another.
- Information Search, the second stage of the purchasing process in which the consumers gather information about available products that possibly fulfill their needs through various channels and information sources. Kotler (2006) described that the customers become more familiar with the different products that might suit them. Starting with the customers, pay attention to the advertisement and conversations about the subject. Later, the customers actively engage in these conversations and search for information about different products in their consideration set as the active information search phase. There are four methods regarding receiving products/services information: personal sources, commercial sources, public sources, and experimental sources.
- The evaluation of alternatives tends to define the rules and attribute identification for the products in their choice set. It becomes a minimum acceptable level that an alternative must possess to consider as the final purchase. The identification of the attributes is the first aspect of the evaluation process. The second aspect is the consumer's beliefs and attitudes. The beliefs about the attributes and benefits of a product influence the consumer's buying decision. "An attitude is a person's enduring favorable or unfavorable evaluation, emotional feeling and action tendencies about some object or idea. Attitudes put people into a frame of mind: liking or disliking.

- Purchase decision, this stage comes right after the evaluation stage as the consumer has ranked the items in the choice set. There are two factors involved during the transition between evaluation and purchase decision stage: the attitudes of others at which the friends and community influence the consumer's preference even though the consumer intended to buy a different one. Another factor is the unexpected situational factor affecting the purchase decision regarding the external factor such as price increases and urgent decision-making. The article described the sub-decision occurring when the consumers decide what product they will purchase. However, the sub-decision is made regarding the price range, point of sale, time of purchase, volume of purchase, and payment method (Meena, 2015).
- Post-purchasing behavior is important to understand customer's behavior after the purchasing process as it benefits when the repurchase might be made in the future. Post-purchase behavior has been divided into two groups as post-purchase satisfaction and post-purchase actions. Satisfaction and loyalty are essential issues in post-purchase actions, including brand preference and repurchase intention and how they affect each other (Hong & Cho, 2011).

2.3 Factors Affecting Purchase Intention

The study of purchase intention is considered to determine which factors affect customers' preference for choosing the product. The purchase intention is a consumer's preference to purchase a product and service after the evaluation stage. Many factors affect the consumer's intention while selecting the product and the ultimate decision depends on the consumer's intention with the sizable external factor (Keller, 2001). Product quality is a critical factor in assessing purchase intention. It is a continuous improvement process that the continuous changes increase product performance and, consequently, customer needs. Quality should be improved every moment (Tariq et al., 2013).

The price is defined as the money that customers exchange in terms of service or product or the value they receive (Kotler and Armstrong, 2010). A company needs to retain loyal customers willing to pay higher prices for their favorite brand and not buy based on the lower price (Levy & Weitz, 2012). Wickliffe & Pysarchik (2001) introduce product aspects as features that have an inherent impact on customer behavior, such as brand and price. These two factors cover a significant part of product features.

Hermann et al. (2007) studies showed that price is a critical factor in customer purchase, thereby impacting customer satisfaction. Also, consumer satisfaction is affected by price perception directly and is affected by price fairness indirectly. In another research, Lee et al. (2010) studied consumer perception of price fairness on its purchase decision. They referred to it as a proper predictor for the purchase decision of consumers. Jehri and Sahaskmontri (1998) also state good value in exchange for received money among the criteria that consumer takes into consideration (Kurdsholi & Bozjani, 2012). According to Khraim (2011, as cited in Aker, 1991), the price significantly impacts brand loyalty, affecting customers' purchase intention.

Refer to the study of Meena et al. (2015); two aspects can be considered in this study as the perceived value, which implies the relationship between product and consumers (Payne and Holt, 2001). The ultimate conclusion is that the higher perceived value resulting in, the higher purchase intention (Tung et al. 1994). Another factor is the packaging, product packaging in which one thought is the simple outlook and second thought is to prepare attractive packaging. These factors are also crucial and have influenced consumer purchase intention (Ann, 2008). The study of Younas (2015) concluded that besides the perceived value, the packaging affects the purchase intention of customers because they rely on the product's packaging with two considerations as the simple packaging and the colorful packaging the customer attracts toward colorful packaging than simple packaging. The product itself should disclose all benefits and features that will increase the customer knowledge (Younas, 2015).

In conclusion, product quality, price, and packaging are the factors that significantly impact purchase intention, which will be adopted in this study.

CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the research methodology is outlined with the qualitative approach and a data collection of this study.

3.1 Research Framework

The research will be conducted into two parts; the first area of study is to gain insight into customers seeking protein supplements. The first aspect is why the customers choose either whey protein or chicken breast smoothie, or both. The study aims to focus on evaluating alternatives and the purchase decisions stage. Assumingly, the need-recognition and information search stages have been performed as the target customers are the people who regularly get exercise and have dynamic behaviors that the whey protein and chicken breast smoothie are in their choice sets. The study factors are considered as **availability, convenience, and palatability** to determine which and how the factors influence their purchase decision of the protein supplement during the evaluation of alternative stage.

The second area of study is to perform on the factors affecting customer's preference to purchase chicken breast smoothies. The interview will conduct through the customer whom each chicken breast smoothie regularly and gain their perspectives on its **price, perceived quality, and packaging**. The entire framework of this research is illustrated in figure-3.1

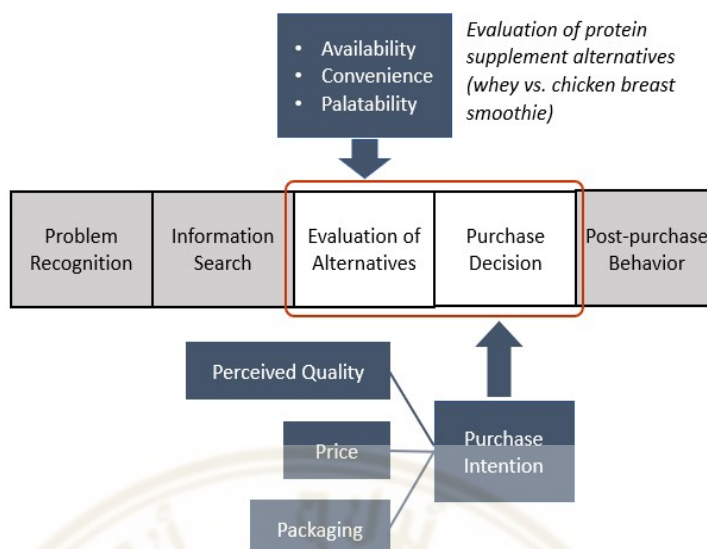


Figure 3.1 Customers Purchasing Decision Process and Purchase Intention of Protein Supplement Consumers

3.2 Research Design

The qualitative methodology is selected for this research because the protein supplement consumption is specific to the fitness person group. The concern on the number of responses might be limited. Moreover, the qualitative methodology would deliver the customer's perspective towards the protein supplement, which would help this research understand the interviewees' reasons, motivations, and opinions.

This research is conducted through an in-depth interview with 18 respondents who regularly exercise and consider gaining protein from supplements or natural food. There is a screening question to identify whether the interviewee has met the criteria of getting exercise regularly and concerning the protein intake. The interview will be conducted with both non-chicken breast smoothie consumers and chicken breast smoothie consumers. As stated in the framework, the interview must have both whey protein and chicken breast smoothie in their choice set during the evaluation-of-alternatives stage. However, the non-chicken breast smoothie consumers that the researcher will interview would try to have it before or be aware that this product is available in the market. Otherwise, it would not meet the criteria for an interview. Because this target group potentially has an opinion on why they do not have it.

Furthermore, the researcher considers a diverse demographic profile of interview to get insight information from a difference of gender (male and female), age (above 30 years old and below 30 years old), and income if there are some different perspectives among these demographic aspects.

3.3 Research Questions

The research question starts with gathering the personal profile and screening questions to determine whether the interviewee gets exercise and concern about protein intake.

3.3.1 Demographic profile of the interviewees

1. Interviewee profile input

- Gender
- Age
- Income

2. Do you get exercise regularly? And how often do you get exercise?

3. What kind of sport or exercise do you do?

4. Have you had protein supplements, either whey protein or chicken breast smoothie, regularly?

5. How often do you have the protein supplement (whey or chicken breast smoothie)?

3.3.2 For Whey protein consumer questions: these questions' objective is to determine their perspectives towards chicken breast smoothie and understand why they don't choose it.

1. Why do you prefer to have whey protein rather than chicken breast smoothie?

2. Have you ever tried to have chicken breast smoothies? How do you feel? Please describe.

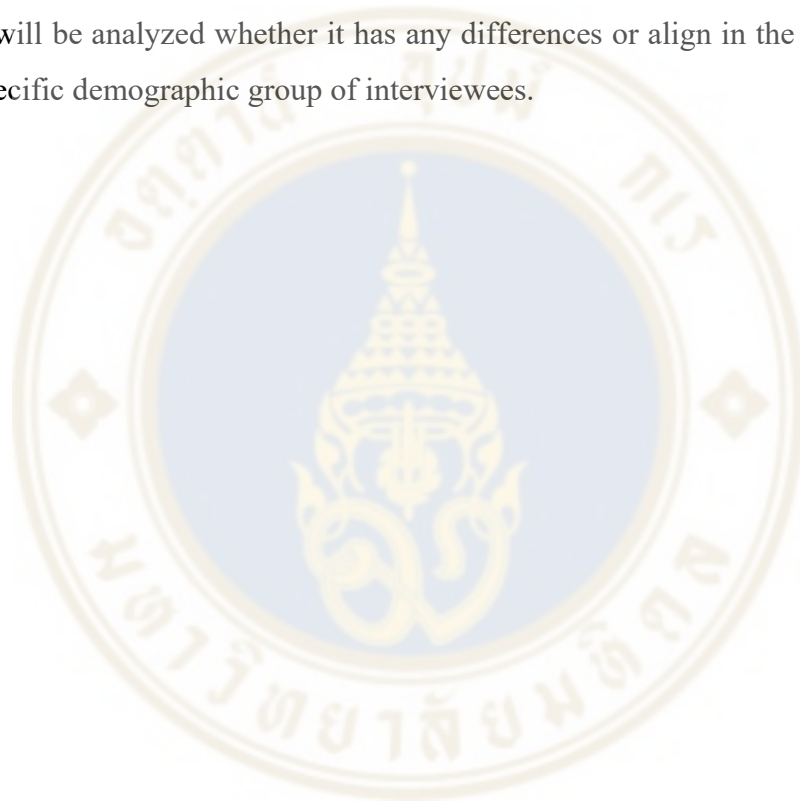
3. What do you think about chicken breast smoothies? (either ever or never had it)
4. What information do you know about chicken breast smoothies, such as brand, price, taste, nutrition facts, etc.?

3.3.3 Questions for chicken breast smoothie consumers, these questions' objective is to understand the interviewee's perspective towards the perceived quality, price, and packaging of chicken breast smoothie.

1. How often do you purchase chicken smoothies, and how long have you been purchasing them?
2. How do you purchase chicken smoothies from which channel?
3. For regular chicken breast smoothie consumers, have you had whey protein before? Do you still have it regularly? Which one is more often?
4. What do you think is the advantage of having chicken breast smoothie more than whey protein? (In terms of the convenience and its benefit)
5. What do you think about the price of chicken breast smoothies?
6. What do you think about the chicken breast smoothies available in the market right now? (In terms of taste, flavor, quantity, etc.)
7. What do you think about the packaging of chicken breast smoothies? (In terms of size, design, label) How does the packaging of a product impact your purchase decision?
8. What do you think is the most concern or expectation of chicken breast smoothie that could be available in the market?

3.4 Data Analysis

As the qualitative analysis is unstructured text-based data from a transcript of the interview, the systematic approach for data analysis is performed by searching and arranging the textual form to understand how the interviewee feels and their opinions towards the chicken breast smoothie in the study. The researcher will categorize the data and identify significant patterns from the transcripts of both chicken breast smoothie and non-chicken breast smoothie consumer groups, then draw the meaning from data and build logical explanations of evidence. Lastly, the demographic profile will be analyzed whether it has any differences or align in the same pattern for each specific demographic group of interviewees.



CHAPTER IV

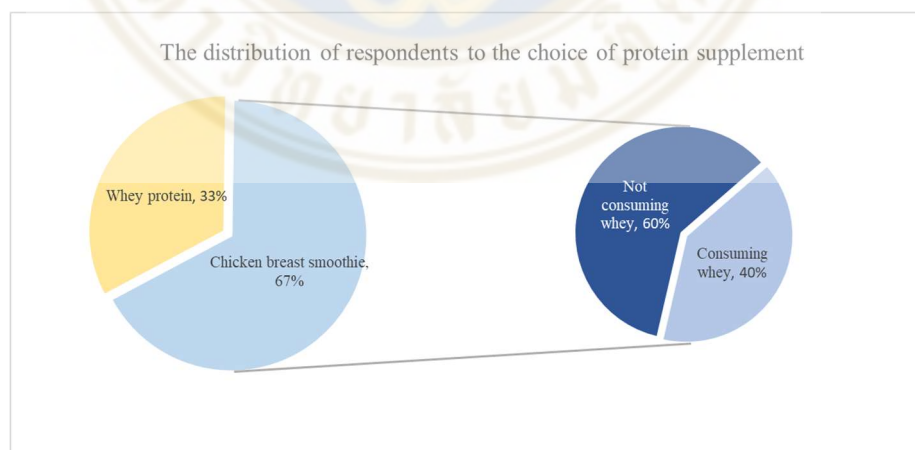
FINDING AND ANALYSIS

As this research was conducted with a qualitative approach, the individual in-depth interview was performed with 18 respondents differentiated by the demographic profile in terms of gender and age. All of the respondents get exercise regularly three times per week as a minimum. For a gender profile, there are four females and 14 males included in this research interview. In the female respondents' group, two people are above 30 years old, and two are below 30 years old. While the group of male respondents, nine people are above 30 years old and nine people below 30 years old. In terms of protein supplement consumption, the respondents' group is separated by the protein supplement type, either whey protein or chicken breast smoothies. Ten people consider taking chicken breast smoothies regularly. Some of them also take whey protein. While four people consider having whey protein, the other four people consider having additional protein from natural food such as chicken breasts and eggs. Table 4.1 is a summary of the demographic profile of respondents with their protein supplement product choice.

Table 4.1 A summary of the demographic profile of respondents in the research

Respondent	Age		Gender		Protein Supplement Choice		
	Below 30	Above 30	Male	Female	Chicken breast smoothie	Whey protein	Natural food
R1		x	x		x		
R2		x	x			x	
R3	x		x		x		
R4		x		x	x		
R5		x	x		x	x	
R6		x	x		x		
R7	x		x			x	
R8		x		x	x	x	
R9	x		x		x		
R10		x	x		x	x	
R11		x	x		x	x	
R12		x	x			x	
R13	x		x				x
R14	x			x		x	
R15	x		x			x	x
R16	x			x		x	
R17		x	x		x		
R18	x		x			x	
Total	8	10	14	4	10	11	2

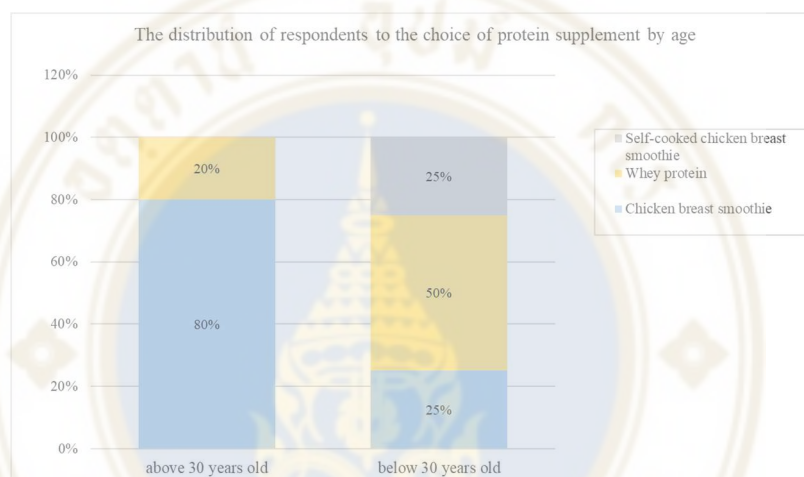
The distribution on demographic profiles of protein supplement consumers are summarized shown in table 4.1.



Note: According to the total of 18 respondents

Figure 4.1 The distribution of respondents to the choice of protein supplement

- Figure 4.1 explains that 67% of respondents consume chicken breast smoothie regularly while 33% consume whey protein.
- Figure 4.1 also illustrates that 40% of the chicken breast smoothie consumers (out of 67% of total respondents) also consume whey protein together with the chicken breast smoothie periodically. It is shown that they cannot purchase the chicken breast smoothie. When going to the upcountry, the chicken breast smoothie is not available or not convenient to carry along.



Note: Response from total of 18 respondents

Figure 4.2 The distribution of respondents to the choice of protein supplement separated by age

- Figure 4.2 provides the distributive information about the age hence people above 30 years old consume the chicken breast smoothie more than people age below 30 years old. Only 25% of people below 30 years old consume the chicken smoothie regularly, and another 25% cook the chicken breast smoothie by themselves. The rest of people below 30 years old (50%) consume whey protein regularly. While people above 30 years old, 80% of them consume the chicken breast smoothie.
- Refer to the respondents' group in this study; females consume both the chicken breast smoothie and whey protein 50% equally. In contrast, the distribution of male respondents who consume the chicken breast

smoothie, a whey protein, and self-cooked chicken breast smoothie regularly are 57%, 29%, and 17%, respectively.

- Income-wise, 90% of chicken breast smoothie consumers have an income higher than 50,000 baht per month regarding the income. It reflects this consumer group's consideration about purchasing the chicken breast smoothie that is affordable even if the price of the chicken breast smoothie product is higher than a whey protein.

To determine the respondents' consideration towards the protein supplement evaluation before purchasing. The findings from an in-depth interview regarding the availability, convenience, and palatability are described as follows.

4.1 The availability factor to consider purchasing chicken breast smoothie

To determine the meaning of availability during an in-depth interview, the respondents asked the respondents how to purchase the chicken breast smoothie product regularly consuming the chicken breast smoothie consumers. The question was also asked the whey protein consumers and self-cooked chicken breast smoothie to seek for their perspectives whether if the products available for them to purchase would they consider to purchase it or not.

The finding from the chicken breast smoothie consumers' responses is that they purchase from accessible healthy product stores near to their office, fitness center, and their house. Moreover, some respondents order it through an online channel via Line official application and Facebook. From 10 chicken breast smoothie consumers, five respondents purchase chicken breast smoothie products through healthy product stores. In contrast, three respondents mainly order through an online channel, and 2 of them purchase from both channels.

The respondents who are whey protein consumers and self-cooked chicken breast smoothie group consider it is challenging to find where to purchase the chicken breast smoothie product, but 3 of them consider that if the products are available at their nearby location. They know where to get it, they would be interested in trying and purchasing for consumption. However, 4 of them would not be interested in trying. One

person is the whey protein consumer knowing where to purchase it but is not interested in trying it because this respondent is satisfied with consuming whey protein and does not want to switch to having a chicken breast smoothie.

The availability factor towards purchasing chicken breast smoothie, chicken breast smoothie consumers does not concern finding a way to reach the products either at stores or online channels to consume it regularly. Whey protein consumers are not interested, and it would not be their concern in terms of product availability. However, some people in this group would consider trying if chicken breast smoothie is available in their reachable areas. However, they possibly do not order from an online channel as they lack product awareness during the purchase decision process.

4.2 The convenience factor to consider purchasing chicken breast smoothie

In the study of the convenience factor, a researcher considers the term convenience into two elements: the chicken breast smoothie product offers convenience on preparation and convenience on consumption. The findings of a convenience factor for the chicken breast smoothie consumers group are gathered and grouped into a standard response set, summarized in table 4.2.

For convenience in preparation, the chicken breast smoothie consumers note that it is unnecessary to mix before drinking, like when having whey protein. As all of the chicken breast smoothie consumers used to consume whey protein before, they even agreed that eliminating step to mix is the advantage that they could gain from consuming a chicken breast smoothie. In contrast, a whey protein is necessary to mix with water in the shaker before consuming it. Furthermore, the chicken breast smoothie is a ready-to-drink beverage that offers convenience to customers who think preparation is their pain point. Moreover, it is convenient before drinking and convenient when post-drinking as it does not need to clean the shaker and discard the bottle after drinking.

Table 4.2 The summary of responses to the convenience factor of the chicken breast smoothie

Element of convenience	Findings	No.of respondents
Preparation	1. Not necessary to mix before consuming like whey protein	6
	2. Not necessary to clean up the equipment after drinking	5
	3. Be able to discard the bottle of chicken breast smoothie after drinking	3
Consuming	1. Easy to drink	10
	2. Be able to have extra protein without chewing compared to ingesting protein from food.	8
	3. Be able to replace the regular meal.	3

Note: From 10 respondents of chicken breast smoothie consumers

The opinions about chicken breast smoothie consumers towards the convenience of consuming, the respondents who consume chicken breast smoothie mentioned that it is easy to drink. Eight people out of 10 mentioned that they could have an extra protein without chewing instead of ingesting more chicken breasts or boiled eggs, which they think is beneficial for having a chicken breast smoothie. Female respondents who consume chicken breast smoothies mentioned that they could drink chicken breast smoothies to replace a regular meal. One respondent who is busy at work has typically it for breakfast or dinner when they have a tight schedule daily.

Regarding the whey protein consumer group's interview, they have no concern regarding the preparation process for having whey protein about mixing and cleaning the shaker. The self-cooked chicken breast smoothie group also has no concern about a preparation process to do grocery shopping on buying raw material and cooking it by themselves, which is the time consumed.

In short, the findings on the conveniences on preparation and consuming factor, it is stated that the chicken breast smoothie consumers consider the chicken breast smoothie to have a benefit in terms of convenience, and it is consumable regularly compared to consuming a whey protein.

4.3 The palatability factor to consider purchasing chicken breast smoothie

For the palatability factor, the product in this study is a chicken breast smoothie. Thus, the research questions focus on the product's taste, texture, and smell. These elements lead to consumer liking. The chicken breast smoothie consumers were asked to seek their opinions towards the product's taste, texture, and smell. The whey protein consumers were asked to seek their opinion towards how they perceive the chicken breast smoothie in terms of its taste and smell, as some of them may have tried it before, but some may not.

Below is the summary of the result from an in-depth interview regarding the palatability perspective to the chicken breast smoothie from the product's consumers shown in table 4.3.

Table 4.3 The summary of responses to the palatability factor of the chicken breast smoothie

Element of palatability	Findings	No.of respondents
Taste	The fruity taste is preferable	8
	Berry taste is preferable	2
	The chocolate flavor is the worst	4
	Several flavors of products available; it is good to have choices for drinking daily	5
	Not too sweet	6
	Feel fresh when drinking the fruity flavor	2
Texture	Smooth texture, no piece of chicken when drink	10
	Homogeneous and remain uniform when it is kept in a fridge	9
	The light texture is preferable	7
	The condensed texture is preferable	3
	Like to have strawberry chunks in products	2
Smell	No smell of chicken	10
	The smell of fruit make it more eatable	1

Note: from 10 respondents of chicken breast smoothies consumers

The key findings from the interview with the chicken breast smoothie consumers group regarding its flavor are the fruity flavor is the most preferable, which becomes the most favorite choice for them. The fruity flavor examples are mixed fruit, strawberry, mixed berry, orange, peach, for instance. Regarding the opinion on fruity flavor, most respondents stated that a fruity flavor is compatible with chicken rather than chocolate flavor and others. The base ingredient mix with chicken for making a smoothie is yogurt; thus, the fruity flavor makes the products more palatable. Moreover, the fruity flavor makes the consumer feel like they are drinking a partial of juice, making them feel fresh; some respondents have stated that.

On the other hand, a couple of respondents mentioned that the chocolate flavor is the worst in their opinions because they can still smell chickens' odor. Nevertheless, most of the respondents also prefer less sweet taste since they do not want to consume additional sugar from the additive or sweetener that the producer puts into the product. Another positive opinion is that most of the respondents mentioned product availability in the market with variety in terms of flavor. They have many product choices. They can consume different flavors, which do not make them bore to drink it regularly.

In terms of chicken breast smoothie texture, interviewees' common responses are that, most importantly, the texture of the smoothie is necessarily to be smooth without pieces of chicken. Hence, the chicken breast smoothie product's benefit is to provide the additional protein from chicken without chewing, and it comes in a form of beverage, the texture is supposed to be liquid and should be able to eliminate the awareness of drinking a chicken breast as much as possible. Thereby, it can be interpreted that if they can taste the piece of chicken, it would recall in the consumers' senses that they are drinking the meat. Moreover, the form of texture should be homogeneous, especially when keeping it in storage. Again, the segregation of based liquid and chicken meat would make consumers feel inedible.

Regarding the liquidity of the texture, some respondents prefer a light texture, but some prefer condensed. It can be concluded that it depends upon the consumer's preference. However, the opinion towards the light texture is that it is easy to drink and quickly finish, while the condensed texture makes some consumers feel they could get a rich protein from chicken meat.

For opinions on the smell of products, all respondents concurred that it is necessary to have no chicken odor in the product. The key product attribute of chicken breast smoothie is that the transformation of food is a beverage. So it should be able to eliminate all the clue of chicken to make the consumer recall what it is made from. Moreover, the smell of flavor added into the product would deviate the perception towards drinking the chicken and make it more eatable. One respondent also mentioned the smell of fruity flavor. It is nice to have the fruity smell and make the product more palatable, but the smell should not be too artificial.

On the whey protein consumers' perspective towards the palatability, half of them agreed that it is not eatable as they familiar the chicken meat as a food, not a beverage. Some of them used to try drinking it, they gave their opinion that the taste is acceptable, but do not like its texture and smell. They do not want to consume it regularly. One respondent said that "I would eat chicken meat rather than drink the chicken breast smoothie." The self-cooked chicken breast smoothie consumers group responded to a question of palatability that they are sure the smoothie they made tasted worse than the product available in the market. This consumer group is ok with unpalatability as long as they cook it themselves and get the protein sufficiently.

In summary, the palatability of chicken breast smoothie is crucial for the consumers to consume it regularly. The more flavor available, the more frequent they have choices to be chosen. The fruity flavor is the most preferable among the chicken breast smoothie consumers group. The smell of the product should have no chicken odor, and the fruity smell can be a surplus to overcome chicken odor but not to be strong. The texture should be smoothie and last homogeneously, and liquidity is up to the customer's preference.

4.4 The product price factor to consider purchasing chicken breast smoothie

Normally, the chicken breast smoothie product available in the market price ranges around 60-90 baht per bottle. The study on the product's price was conducted through the question "What do you think about chicken breast smoothie price?" Below

is the summary of the responses from the interviewee. The distribution of interviewee feedback to the price is shown in figure 4.3

- A bit expensive
- A bit expensive, but reasonable price compared to a unit of protein-intake
- A bit expensive, but reasonable price compared to a cost of a regular meal

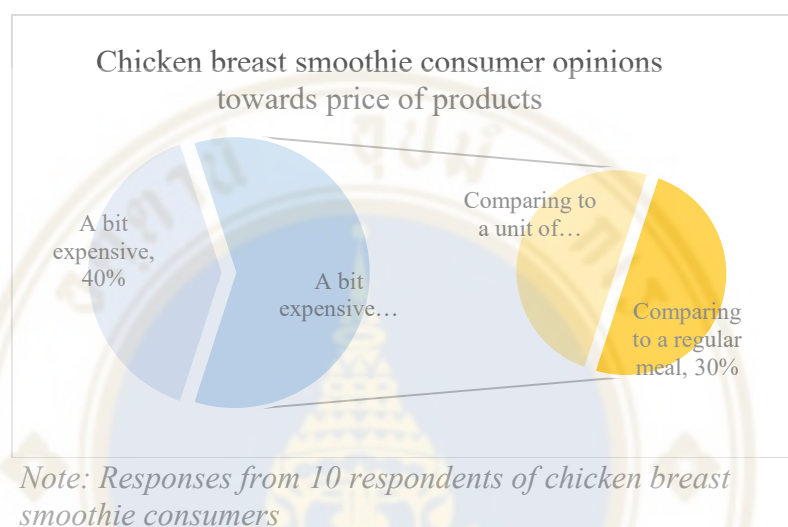


Figure 4.3 The distribution of the chicken breast smoothie towards the product's price

All of the chicken breast consumers concurred that the chicken breast smoothie product is a bit expensive. However, some of the respondents provided more insight information that even the price is a bit high, but it is reasonable to compare the unit of protein intake that they could gain per one serving. They also think that it is a more reasonable price than having the whey protein to gain more protein from one serving. One respondent raised an interesting point that "Even though I know the cost of raw material, they overcharge to sell one bottle at 60-70 baht. I will buy it anyway as it is very convenient for me to have additional protein after getting exercise". Another insight from the female and busy lifestyle group, they mentioned that if comparing the price of chicken breast smoothie to the cost of a regular meal, it is almost the same price,

but it can make them full with high nutrition from protein that they need in daily consumption.

The whey protein consumers and self-cooked chicken breast smoothies also agreed that chicken breast smoothie products' price is high. A couple of interviewees of whey protein consumers think that it is much cheaper to have whey protein or eat protein from natural food, but they are not concerned about the target of protein consumption seriously. While the self-cooked chicken breast smoothie consumers group provided insight information, the cost per one unit serving is around 20 baht only which is much cheaper than the chicken breast smoothie product's price. Furthermore, they will not be going to buy it as they can cook on their own at a significantly lower cost.

4.5 The perceived quality factor to consider purchasing chicken breast smoothie

The perceived quality is a factor of this study to determine the customer's perspective towards the product's quality as the chicken breast smoothie. During the interview, the key question was "what do you think is the key benefit of consuming chicken breast smoothie?" to gain insight into why they regularly consume the chicken breast smoothie. The summary of the benefit the consumers gain from consuming the chicken breast smoothie is shown in table 4.4.

Table 4.4 The summary of responses to the perceived quality factor of the chicken breast smoothie from 10 respondents of chicken breast smoothie consumers

Findings	No.of respondents
Make from natural food	8
Gain sufficient protein as per daily consumption	7
Nutritious	6
Get better shape after consuming products	5
Gain fiber and other nutrition besides the protein	2
Unable to digest whey protein, feel flatulence	2

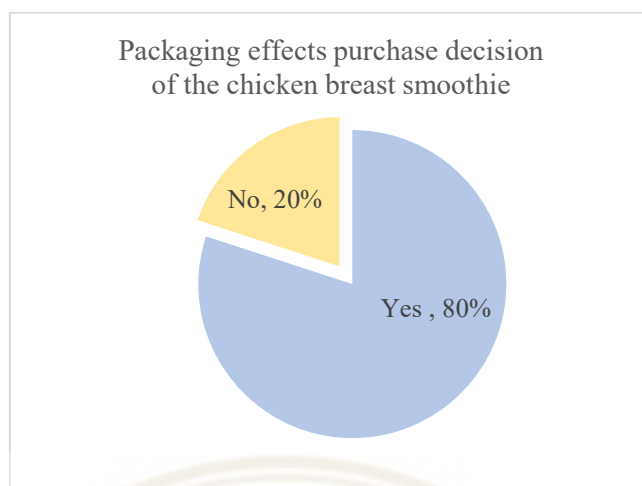
The most common response from the chicken smoothie product that the interviewee replied to this question is that the products are made from natural food as they compare to the whey protein that it is synthetic and processed protein which they

would have a health concern if having it in the long run. Moreover, they could gain sufficient protein intake as per daily consumption. Most of the respondents count the protein intake roughly to consume 1-1.5 gram protein of body weight, while the chicken breast smoothie mostly offers the protein approximately 40-50 grams per bottle. Some interviewees perceive it is more nutritious because they could gain other nutrition and fiber besides the protein when consuming chicken breast smoothie as the products mix with other ingredients such as fruits, bananas, and yogurt.

While having the whey protein, they gain only the protein, but the rest agreed on this statement because they do not want the other nutrition, just the protein they are looking for when consuming it. Another response that half of the interviewees have is that they get the better result in terms of figure and body shape after consuming it quickly. A couple of respondents also added that the whey protein made their body too bulky when switching to drink the chicken breast smoothie, the body shape is getting leaner, and the muscle becomes more firm and strengthened. In addition, the responses regarding having whey protein are that a couple of this group had digestive problems after having whey protein as it makes them feel flatulence and uncomfortable.

4.6 The packaging factor to consider purchasing chicken breast smoothie

In the study of the packaging factor, a researcher divided the finding into two parts. The first part is about whether the overall packaging affects chicken breast smoothie customers' purchase intention or not and seeks the opinion regarding the product's packaging. The second part is the product label, whether consumers' perspective to the product's label and the focused information on the label. The interview results about the packaging of the chicken breast smoothie show that 80% of interviewees think that the packaging affects their purchase intentions of the products illustrated in figure 4.4.



Note: Responses from 10 respondent of chicken breast smoothie consumers

Figure 4.4 The distribution of responses towards the packaging affects their purchase intentions

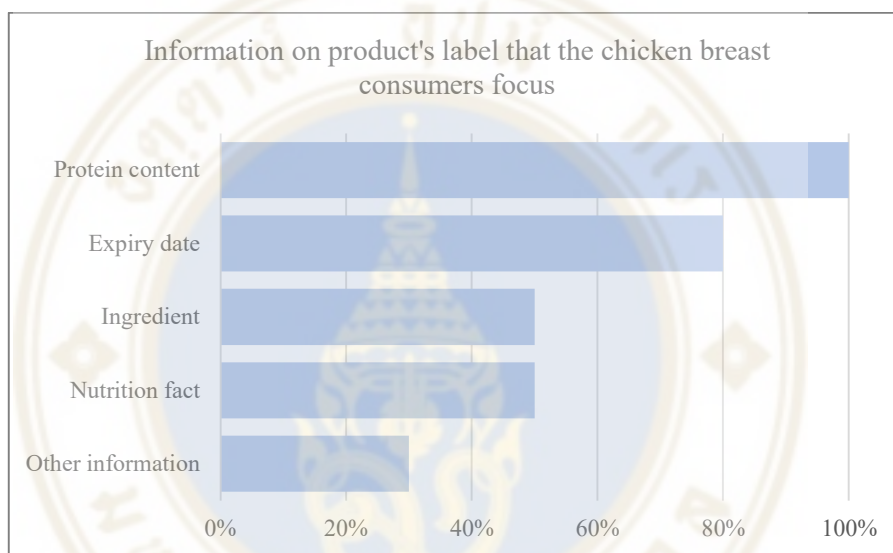
The Insightful information regarding perspectives of chicken breast smoothie on the product packaging is summarized below.

- Good packaging represents product quality.
- Look clean reflect the reliability of the product
- Easy to carry and portable
- Nice design reflect the delicate and hygiene production and preparation
- Clear printed label attached, well written, no misspelling

The majority of responses about the product's packaging are that the good packaging represents the good and high product quality and the overall packaging look clean can be implied that it has reliability the product offers to customers. As the chicken breast smoothie is a consumer product, the product quality and reliability are very important to ensure that the product offers the benefit to the customer and is safe to be consumed. A few answers on the bottle design to be easy to carry and portable are interesting because it can be carried to the fitness center or drink in the car or while walking would offer convenience to the customer. The nice design package reflects the delicate and hygienic production and preparation process because it demonstrates that

the manufacturer pays attention to every detail. Lastly, the clear printed label and well-written message on information over the label without misspelling reflects the product owner paying attention to the product either and can be implied to the product's reliability.

Regarding the product's label reading, 100% of the respondents read the label. The focused information on the label that the interviewees were asked for is summarized below. Figure 4.6 shows each label's element and the information stated on the product's bottle that the chicken breast consumers focus on when purchasing.



Note: Responses from a total of ten respondents of chicken breast smoothie consumers

Figure 4.5 The distribution of the focused information reading on chicken breast smoothie products' label

All the respondents focus on the protein content stated on the label, which is the primary objective of consuming the chicken breast smoothie. The second focused information on the product's label is the expiry date. Since the shelf life of a chicken breast smoothie product is limited, the consumer would look for the recently made one and still valid as long as possible before it expires. The ingredients and nutrition facts are in the same rank as some people would like to know the key ingredients added into the smoothie and the base ingredient besides the chicken breast, for instance. In terms

of nutrition facts, the finding found during the interview is that most of the respondents are not concerned about the calories per serving. However, they are mostly concerned about the sugar content and percentage of carbohydrates more than the overall calories per serving. Consumers do not want to consume excessive sugar and carbohydrates that may affect the body shape. Basically, some brands of chicken breast smoothies do not have the nutrition facts stated on the label. It consequently causes the consumers to question the nutrition that they could have when consuming it. Other information on the label that consumers look at the chicken breast smoothie product is the source of chicken and any other additive put or not, i.e., preservative or flavoring and coloring additive, which only a few respondents mentioned about this during the interview.



CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

To conclude the findings and analysis from the in-depth interview, each factor influences the consumers' purchase decision process. Originally, a researcher considered that availability, convenience, and palatability could be involved during the evaluation-of-alternative processes. However, the result turns out differently after interviewing as described accordingly.

The availability affects the purchase decision process so that the non-chicken breast consumer may be interested in trying as they potentially want to try something that might be influenced by social media or peripheral persuasion. However, the chicken breast smoothie consumers group may not be concerned about product availability as the purchasing trend these days can be performed both offline and online. The online purchasing channel offers the convenience of purchasing. The consumers would perform a search for information and add to evaluations of the alternative stage prior to purchasing decisions. The availability in terms of purchasing channel also affects customers repurchasing and becoming a regular customer eventually.

Convenience is a factor that affects the purchase decision significantly as this factor involves during the problem recognition stage of the purchase decision process. The chicken breast consumers seek protein supplements for consuming regularly. Moreover, chicken breast smoothie's augmented value offers convenience to consumers who have a busy lifestyle. The products eliminate the preparation time and convenience to drink as the product is categorized as the ready-to-drink beverage. The products would help solve customer pain points that have limited time and offer the benefit in terms of additional protein sources. In contrast, the convenience does not affect non-chicken breast smoothie consumers as they do not value time-saving on taking the protein supplement.

The study on palatability is the taste, texture, and smell of the chicken breast smoothie product. Basically, the palatability affected the chicken breast smoothie consumers group. It plays an important role in the post-purchasing behavior stage whether the consumers are satisfied with the product's taste, texture, and smell. It could lead to liking, then repurchasing, and becoming a regular consumer. Most of the respondents prefer the fruity flavor while the texture is needed to be smoothie and last homogeneous when kept in storage. The good smell with no chicken odor is the preferred product characteristic. Likewise, the palatability is a concern of the non-chicken breast smoother consumers group, but their perception towards the product is a food, not a beverage and agreed that the chicken breast smoothie is not palatable even some respondents have tried drinking it before.

From the price perspective of the chicken breast smoothie product, it's consensus that the product's price is quite high. The chicken breast smoothie product is a niche product category where the target customers are health-conscious and exercise persons. The price setting is set a bit higher to offer the benefit to this target group. One observation regarding a study on the price of product factor is that most chicken breast smoothie purchasers have a high income. They would consider the product affordable and worth buying it. However, the product's price is associated with the customer's perceived value in each specific group. Some people are willing to pay a higher price as long as they could gain additional and sufficient protein intake per day. Some people would consider paying extra for convenience, for instance.

The perceived quality is the factor that affects the purchase intention of the chicken breast smoothie consumers as they would consider repurchasing and continue consuming. The chicken breast smoothie is an innovative product that transforms natural food into a ready-to-drink beverage. Consumers perceive the benefit of the product because it is derived from the natural without synthesizing process. Thus, the product quality should have met the consumer's purpose to gain additional protein intake from the chicken breast smoothie's core product element. Moreover, the other nutrition and fiber derived from the product are augmented benefits that consumers can obtain, depending upon individual value and perception. Some consumers perceive that the chicken breast smoothie can solve the pain point of negative consequence from having

whey protein and no progress on muscle building which causes the switching from whey protein to chicken breast smoothie.

The packaging would affect the chicken breast smoothie consumers' purchase intention. The primary focus is not about the design but about how the packaging reflects its quality and reliability. The well-contained information on a product's label is important as it communicates the product's information to the customers to acknowledge the benefit that the consumer would gain and ensure they can consume it without impact on their health.

5.2 Recommendations

As qualitative research, this study provides the perspective of the consumers who are fitness and health-conscious people towards the chicken breast smoothie product, which is a protein supplement made from natural food. For entrepreneurs and companies interested in developing and launching the chicken breast smoothie into the market, the factors mentioned and the summary of the findings in this research would be useful to consider during the product development stage.

As the fitness and health-conscious people who get exercise regularly pay attention to gain the protein intake sufficient in daily consumption, the product's protein should be sufficient compared to the other competitors in the market. The manufacturing process should be hygienic and produce the texture of the chicken breast smoothie to last homogeneously while in kept condition. The fruity taste is the most favorite flavor among the respondent group in this research, which should not be too sweet as some respondents mentioned dislike the very sweet one. One of the most important parts is that the product should have no chicken odor, and the fruity smell makes the product more palatable but should not be too artificial. The protein content, nutrition facts, and ingredients should be clearly stated on the label with well-contained information, and the design of the packaging should be developed as it would reflect the extra attention to the manufacturing process of the products. The price-setting depends on product positioning among its competitors in the market. As long as the price is reasonable when the customers compare to a cost, they pay for the protein gained. The researcher would

recommend stating the expiry date on the product's bottle clearly, and the proper seal on the lid would make the customer rely on the hygiene of a manufacturing process.

The researcher has chosen to conduct qualitative methodology with the concern of a number of people responding to the survey if conducting quantitative methods. However, soon, the chicken breast smoothie product keeps growing, and there should be more consumers looking for a protein supplement and choosing to consume a chicken breast smoothie regularly. It would be recommended to conduct the same aspects as this research done in the quantitative approach to determine the factors affecting the customer's purchase decision process and purchase intention in another approach.

Furthermore, the external factor of chicken breast smoothie products can be conducted in a further study. It would impact the market more or less. The objective is to seek the idea from bystanders who never try to consume this product and the chicken breast smoothie consumers themselves about their consumption behavior if the trend has been changed or the market encounters the threat of new entrants. Hence, how could this product's market grow in the future, and how could the product be expanded sustainably according to the impact from the external factor and trend. It would be beneficial to the chicken breast smoothie product owner to expand into a new target customer focusing on the fitness and health-conscious people and the other target customer, such as the older people target segment.

5.3 Limitations

The limitation found in this research is about finding the best-fit respondents for in-depth interviews. As the chicken breast smoothie is a product in a niche market and the respondent's criteria are specified to be a very specific exercise person, it is difficult and challenging to find the proper interview candidate. Particularly, the female interviewee with age below 30 years old consumes the chicken breast smoothie regularly. The time availability conducting this research is also one limitation in finding the best-fit respondents, which is the time consumed.

The question development to gather the respondents' insightful information has been done iteratively during the interviewing stage as the chicken breast smoothie is the new product in the market and the research was unable to find the proper reference to be adapted to the research question.



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Appendix A: The example of a response from respondent#1

1. Respondent no.1 profile:
 - Gender: Male
 - Age: Above 30 years old
 - Occupation: Employee
 - Income: 50,000-80,000 baht per month
2. Do you get exercise regularly? And how often do you get exercise?
 - Yes, I get exercise 3 times per week on average.
3. What kind of sport or exercise do you do?
 - I like to do weight training with a personal trainer and sometimes join the body combat and body pump class.
4. Have you had protein supplements, either whey protein or chicken breast smoothie, regularly?
 - As the trainer recommends that I gain more muscle mass, I try to have an additional protein source. Currently, I have a chicken breast smoothie.
5. How often do you have the protein supplement (whey or chicken breast smoothie)?
 - I normally have a chicken breast smoothie 3-4 times per week after training.

Then the interview goes to the questions specifically for chicken breast smoothie consumers.

1. How often do you purchase a chicken breast smoothie, and how long have you been purchasing it?
 - I bought it once a week and bought it 3-4 bottles at a time. I have had it for one year already.
2. How do you purchase a chicken breast smoothie from which channel?
 - I normally buy it from a healthy food shop near my house when I drive on the way back home.
3. For regular chicken breast smoothie consumers, have you had whey protein before? Do you still have it regularly? Which one is more often

- Yes, I had the whey protein before. I no longer have whey protein.
4. What do you think is the advantage of having chicken breast smoothie more than whey protein? (In terms of the convenience and its benefit)
 - What I have heard about having whey protein is making my body shape too bulk. I prefer to be lean what the reason I choose to have a chicken breast smoothie. And it's easier than whey protein because it's ready to drink.
 5. What do you think about the price of a chicken breast smoothie?
 - It's a bit pricey, but I think I could have sufficient protein per day from one bottle serving.
 6. What do you think about the chicken breast smoothies which are available in the market right now? (In terms of taste, flavor, quantity, etc.)
 - I think it's tasty and has various choices of flavor in the market. I like the fruity flavor. In terms of texture, I like the light one and do not feel the chunk when drinking.
 7. What do you think about the packaging of chicken breast smoothies? (In terms of size, design, label) How does the packaging of the product impact your purchase decision?
 - The packaging has no impact on me when purchasing. What I look at in the packaging is the protein content, that's all.
 8. What do you think is the most concern or expectation of chicken breast smoothie that could be available in the market?
 - I think chicken breast smoothie's shelf life is quite short as it's made from raw food with less processing. So, the expiry date is one of the most concerns for me. Once, I bought a spoiled without reaching the expiry date yet. But it's very frustrating.